



Spotlight

Fall 2021

The views and opinions of the articles and authors in the SMSA Spotlight do not necessarily reflect the views and opinions of the SMSA or their members. The articles are intended to provide a wide range of views on motorcycle safety. Any questions regarding articles should be addressed directly to the author(s).

Cooler Weather is Here!

The days will continue to get shorter, and the weather will continue to get colder. Time to get out and enjoy that beautiful fall scenery before it is too late!



In This Issue

Registration Open: 2021 SMSA National Training Summit!.....	2
Motorcycle ABS and Fatality Rates.....	2
2021 SMSA Training Summit Presentation Highlights.....	3
Does Motorcycle Rider Training Reduce the Risk of Crash Involvement?.....	3
Alternative Delivery Systems for Rider Education Classrooms and Teacher Development.....	4
Instructor Trainers selection of Competencies, Characteristics, Experiences, and Abilities (CCEA).....	4
Surveys to Determine Roadblocks for Female Riders – Women’s Coalition of Motorcyclists.....	5
Instructor Recruiting and Selection.....	6
The Circuit RiderCourse - Worth Staying an Extra Day!.....	6
Reaching Riders w/ Group Riding Safety Tactics.....	7
Get Your Company’s Message Heard.....	8
Welcome New Supporting Member!.....	8
Step into the Spotlight.....	8

About SMSA

The State Motorcycle Safety Association (SMSA), established in 1984, is a 501(c)(3) nonprofit organization that provides leadership for state administered motorcycle safety programs. Our mission is to assist motorcycle safety programs, through collaboration and partnerships, to implement comprehensive, data-driven motorcycle safety programs and countermeasures to achieve a significant reduction in motorcycle operator traffic crashes, fatalities, and injuries.

SMSA Listserv

Please take advantage of the SMSA Listserv hosted by Oregon State University. The SMSA Listserv is an easy and efficient way to contact your fellow SMSA members with questions relating to Motorcycle Safety and Rider Education. To sign up, [click here](#).



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Become a Member

Not a member? Become an SMSA individual, state or supporting [member](#) and support our organization and motorcycle safety efforts. Visit www.smsa.org for more information.

Registration Open: 2021 SMSA National Training Summit!

The 2021 SMSA National Training Summit will be held October 13-16, 2021 at the Riverside Hotel in Boise, Idaho.



[Click Here to Register!](http://smsa.org/NewEvents.html) For more information visit <http://smsa.org/NewEvents.html>.

A preliminary agenda has been posted. There will be many exciting presentations and activities. We look forward to seeing you in beautiful Boise, Idaho. A few highlights include:

Two Professional Development Workshops offered on Wednesday morning:

- The New Earned Media: Social Media Communications Planning Workshop
- Instructor Drift and Other Legends of the Wild West Workshop

Session topics will include Effective Leadership, Group Riding, Instructor Selection, Roadblocks for Female Riders, Alternative Delivery Systems for Classrooms and Teacher Development and more.

Outside Activities will include Hands-On Bike Repair, Skills Development Demonstrations, STEP Three Wheel Program, and U-Haul Trailer Loading and Backing Activities.

A Post Event Opportunity, the Circuit RiderCourse (CRC), conducted by Be Crash Free, LLC, is also available.

Keep reading ahead for some SMSA Training Summit Presentation Highlights!

Thank you to this year's SMSA National Training Summit Sponsors!



Motorcycle ABS and Fatality Rates

By: Larry Crowe, Lawrence.R.Crowe@dos.nh.gov

Eric Teoh, with the Insurance Institute for Highway Safety (IIHS), has released updated results to the 2013 paper: *Effects of Antilock braking systems on motorcycle fatal crash rates: An update*. The August report compared fatal crash rates for 65 different models of motorcycles, and Teoh cites many other research papers which speak to this topic.

Improper braking leading to lost stability has been identified as a significant area of concern in many studies. The incorporation of antilock braking systems (ABS) into motorcycles was expected to improve braking performance and reduce the incidents related to improper braking. Teoh's continued examination of the data and research indicates that riders on ABS equipped motorcycles had a statistically significant reduction in fatal crashes.

IIHS has been a proponent of requiring ABS to be mandatory on motorcycles sold in the US. "As ABS becomes more common on motorcycles, more riders are open to it than they were at the start," Teoh said, "With over half of the motorcycles currently sold in the U.S. having ABS, making it a mandatory feature is more like closing a gap now."

In order to provide good comparable data, the study was limited to specific bike models. The models in the study were required to have ABS as an option. Furthermore, the VIN would need to indicate that the option was installed on the motorcycle. The models included are a good cross section of bikes. It does not include some you might expect due to ABS not being indicated in the VIN. For example, the very popular Harley-Davidson (excepting two models from 2008) and BMW. BMW was an early adopter of ABS; however, ABS was not indicated early on and was not an option later.

The full paper can be accessed on the Insurance Institute for Highway Safety website at www.iihs.org.

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2021 SMSA Training Summit Presentation Highlights

Does Motorcycle Rider Training Reduce the Risk of Crash Involvement?

By: Dan Petterson, Ed.D, danpetterson@yahoo.com
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Introduction

Ask any motorcycle rider or motorcyclist safety professional, what can/should be done to reduce crashes as well as the injuries and fatalities that result. "Train riders," is likely to be a leading response. There is strong support for rider training among the motorcycling community. Almost every state supports or sponsors motorcycle rider training as a crash risk reduction measure.

However, there is no consensus in the research literature regarding the validity of the assumption that rider training works to reduce crash risk.

A Sample of the Research

A few studies report a positive effect (reduced crash rates) for rider training. A well-known early study, (2001 - *Evaluation of the California Motorcyclist Safety Program*) often referred to as the Billheimer report, provides the glowing conclusion, "By any measure, the CMSP (California Motorcycle Safety Program) is a cost-effective Program that pays for itself many times over in saved lives and reduced accident rates." However, the report also concludes the positive difference found in crash rates for trained riders versus untrained riders disappears by two years post training. The study has received significant criticism for its methods and conclusions.

Many studies of the effectiveness of rider training are not of sufficient quality to allow researchers to draw any conclusions. For example, in 2010 the Cochrane Collaboration released a review called, "*Motorcycle Rider Training for Prevention of Road Traffic Crashes.*" Researchers examined 23 studies that reported an evaluation of the effectiveness of motorcycle rider courses in reducing the number of traffic offenses, motorcycle rider crashes, injuries, and deaths. They were unable to draw any conclusions due to the poor quality of the studies identified.

Other research finds a negative effect of rider training. "*Effectiveness of Motorcycle Training and Motorcyclists' Risk-Taking Behavior,*" published in 2007, showed that individuals who took beginning rider training courses were more likely to be involved in a crash than those who did not take training. Additionally, riders who took the beginning course more than once were much more likely to be involved in a crash.

Questions

Such mixed results lead to significant questions.

- Does training simply not work?
- Does the type of training make a difference?
- Are reductions in crash risk because of training offset by providing an easy route to licensing especially for young riders?
- Training and licensing are closely related and intertwined - how does that impact the research results?
- Does the research indicate why the results are so mixed?
- What are some reasons training might not work?
- What can we learn from the research about possible changes we could make on how riders are trained that might lead to improved results?

More than twenty research studies regarding motorcycle rider training are available at:

<https://smarter-usa.org/research/training/>

Join us!

Don & Dan are facilitating a session at the SMSA National Training Summit on this topic and will address these and other significant questions. Look for the schedule in the conference materials and join us to share your thoughts and participate in learning around this topic.

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Alternative Delivery Systems for Rider Education Classrooms and Teacher Development

By: Stacey Axmaker
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This past year and a half, COVID-19 has pushed many programs to conduct classroom sessions online. Many have found it to be both effective and efficient. There is so much more we can do than just hosting classroom sessions on zoom. In fact, many states, programs, and schools have already taken a significant step by using the Basic eCourse or eRider. In using these online asynchronous classroom models, we are:

- Utilizing distributed learning (learning content is covered over a longer period of time)
- Demonstrating multimodal learning (video, animation, audio, text, interactivity, quizzes, etc.)
- Allowing for and encouraging repetition and mastery (rather than just meeting the minimum standard)
- Providing 100% consistency of content delivery

Online classroom models for students are just the beginning – we can utilize media such as Virtual Reality/360-degree video experiences, standard video and animation, audio and text and quizzes, distributed learning, and more for training students, for conducting public outreach to riders and drivers, and for recruiting and training rider training teachers.

Come to the session titled “Rider Training and Teacher Development” to hear more about it!

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Instructor Trainers selection of Competencies, Characteristics, Experiences, and Abilities (CCEA)

By: Don Green, Ed.D.
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Instructors are an essential link within the Rider Education System, influencing students and impacting learning success or failure. Previous research on Competencies, Characteristics, Experiences, and Abilities (CCEA) emphasized a need for competent and qualified instructors. Quality rider education relies on instructors who can connect with students in a high challenge, low threat environment regardless of

curriculum. Volunteer Instructor Trainers certified in the Motorcycle Safety Foundation’s curriculum ranked CCEA for an updated look of a 2005 study by Dr. Raymond J. Ochs. The results may surprise some by using a quantitative study method for the initial phase and a qualitative survey for looking deeper.

This presentation will discuss the practical application of the research findings and how including CCEA criteria in selecting



candidates for instructor positions may better align with program needs and direction. As a focal point, the dialog will center on organizational needs and how CCEA can influence organizational culture and life-long learning goals. As a twist, sometimes, what lies underneath the data speaks more than the data itself. The ability to make critical, informed decisions, like ranking the Characteristics, Competencies, Experiences, and Abilities (CCEA), is an indicator of the skill and character attributes required to be an instructor trainer and positively affect rider education programs.

See you at the SMSA National Training Summit!

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Surveys to Determine Roadblocks for Female Riders – Women’s Coalition of Motorcyclists

By: Bobbie Carlson, Industry Liaison
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Several years ago, I was recruited to serve as the Industry Liaison for an organization whose mission is to “Forge the Future for Women Motorcyclists.” The WCM (Women’s Coalition of Motorcyclists) is a non-profit advocacy group that runs programs to help more women start riding motorcycles and keep them passionately riding.

The entrance of females into motorcycle riding has been a slow process. When I started riding and training riders many years ago (let’s just say in 1980; that’s all the further back I’m admitting to!), the number of women in motorcycling was miniscule. In 2003, the percent of motorcyclists who were female was 9.6%; in 2015, it was 14%; and in 2018, it was 19%. Among millennials, 26% of the motorcyclists are women. Among Gen Xers, 22% of motorcyclists are women.

Until recently, why has the growth of the women rider segment of the industry been so slow? Statistics show that while 42% of men take training, 60% of female riders take safety classes. Are there not enough classes available? Do female riders not know about classes in their areas? Is it because the motorcycle industry in the United States doesn’t provide enough smaller models to accommodate women riders? Do female riders have difficulty finding safety gear designed specifically for them that fits and protects? And last, is it possible that females may not feel comfortable in motorcycle dealerships?

The industry is projecting that soon the market will be one-quarter female customers. So, shouldn’t the industry know what’s important to those customers/riders? That’s where WCM comes in!

In addition to providing scholarships to enable more women to take motorcycle training and Motorcycle Instructor Training, both for the street and in the dirt, WCM has created four surveys aimed at collecting the opinions, needs and desires of the female rider in North America. The four surveys tackle the following subjects:

- Motorcycle Rider Training
- Motorcycle Design
- Motorcycle Safety Gear
- Motorcycle Dealership Operations

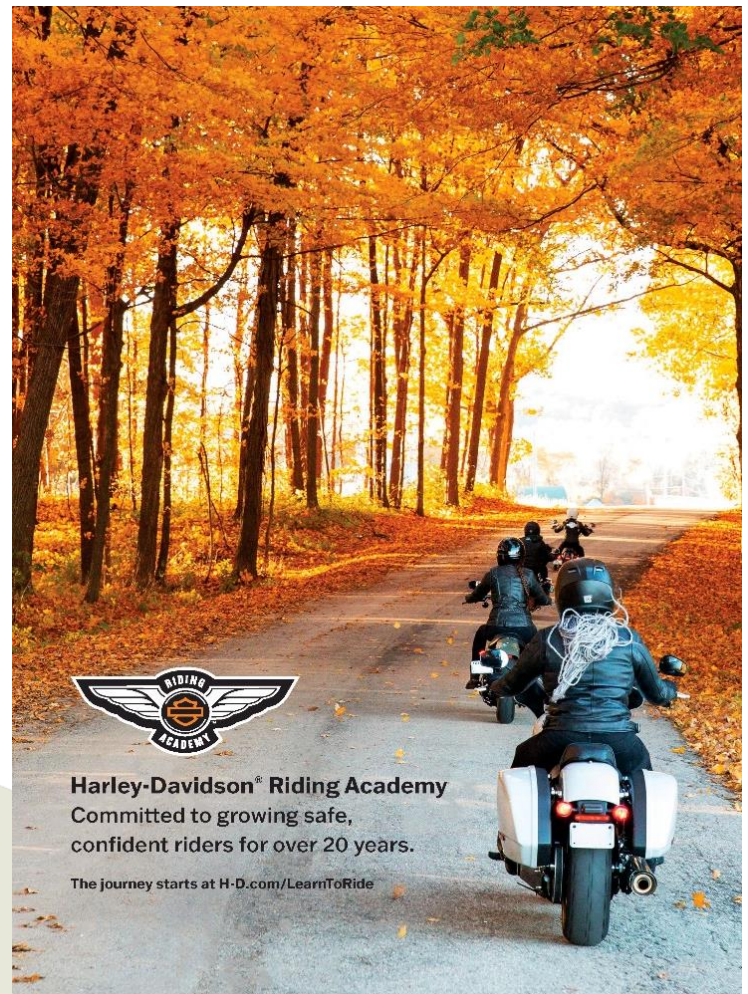
At the time this article goes to press, three of the surveys will have been released and data is being collected. The Motorcycle Rider Training Survey was released first and has well over a thousand respondents. You’ll be very surprised to see some of the data related to Rider Training. I know we were. Crunching the data has been an interesting process for us with some things coming out as we expected and some issues stacking up much differently than we expected. Motorcycle Design and Motorcycle Safety Gear have been released in the past couple months and data is being collected. Motorcycle Dealership Operation will be released soon, before the SMSA Summit, so that some data will be available for the conference presentation.

WCM Board Members, with the help of a Data Research Analyst, are analyzing the data and preparing reports to share with SMSA and the Industry. Please be part of the process by taking the surveys. They can be found at the link below:

<https://wcm2020.org/take-our-surveys/>

See you at the SMSA National Training Summit!

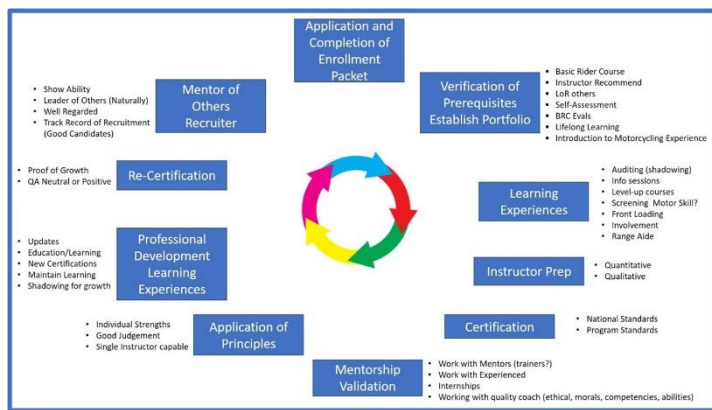
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Instructor Recruiting and Selection

By: Don Green, Ed. D
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The COVID pandemic coupled with program change and realignments within the rider education community has generated a general malaise and increased attrition rates in the instructor community. Although programs operating in warmer climates have the distinction of employing a consistent corps of instructors, programs in seasonal areas can have more difficulty. Regardless of where your program exists, recruiting and keeping instructors over long periods can be a challenge. Instructor recruiting and selection can impact the overall efficacy and success of a program.



This session dialog is with attendees on instructor recruiting and selection, discussing methods that may enhance program sustainability and effectiveness when dealing with personnel challenges in rider education. Much of the content of this workshop are components proposed by members of a program administrator working group over one year. The group moved to develop and confirm an instructor life-cycle system. This is an opportunity to see the work and add to the conversation.

See you at the SMSA National Training Summit!

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The Circuit RiderCourse - Worth Staying an Extra Day!

By: Stacey Axmaker
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Come take Motorcycle Safety Foundation's "Circuit RiderCourse" (CRC) conducted by Be Crash Free right after the SMSA Conference on Sunday, October 17, 2021! The CRC is designed for participants to ride their own motorcycles, but if you are not able to bring yours,

we have some training motorcycles for you to use (a big thanks to our summit host Idaho **STAR** for that!). All you need to do is bring your riding gear with you to the conference and stay one extra day to cap off your trip with a blast of a class.

You can get more information and complete your registration at: becrashfree.com/crc.

RiderCoaches, Instructors, and SMSA attendees can use the coupon code **SMSA50** for \$50 off the regular tuition.

The CRC is a one-day high-performance course with a large riding area allowing for real-world street speeds of up to 50mph. The day is filled with exploring advanced braking and cornering skills including line selection, corner entry speed, maximum braking, and discussion and practice regarding how you can use upper body position to your advantage.

Here's what you get:

- A full day of training with our highly trained and hand-picked teachers.
- Real-world speed (up to 50mph) – experience training at road speed in a controlled environment.
- Maximum braking practice at 30mph and 50mph.
- A huge riding area so you have room to practice and experiment without feeling "boxed in." It's not a racing-oriented course and there is no passing - so you can work on your technique, and your peers on the course are not part of the equation.
- A circuit to ride with straightaways and curves in a loop so you can practice getting better on each lap.
- Opportunities for self-assessment and self-directed learning.

We'll go on a deep dive of: Visual Awareness; Smoothness - speed and control operation; Curve Setup; Relaxing (breathing!); Timing; Apex Selection; Trail Braking; Body Position (moving from one position to another - how and why); Feet - how to position them and how to use foot pressure to your advantage; and more.

Please email us at CRC@BeCrashFree.com with any questions or if you need more information.

We look forward to seeing you on the range and at the SMSA National Training Summit!

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Reaching Riders with Group Riding Safety Tactics

By: Sunshine Beer

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Group Riding can create connections, build camaraderie, and provide a level of profound enjoyment. It can also be extremely dangerous, and even deadly, when riders participate in

group riding events without clear expectations and understanding of group riding dynamics. Unfortunately, crashes that lead to serious injuries and fatalities do happen more frequently in group riding scenarios than we would like to see on our watch, and it is often not a priority topic in traditional motorcycle safety discourse.

So how do we, as motorcycle safety professionals, bring this conversation to the forefront so that we can mitigate the risk factors of group riding and help keep more riders out of trouble? Join us at the 2021 National Training Summit for a discussion on the issue and be a part of the collaborative solution.

Bringing the issue of educating the public about group riding safety measures to a more top-of-mind priority is the central objective of this interactive session. Part I of the session will examine some strategies employed by two state programs for reaching both inexperienced and seasoned riders with safety messaging about group riding dynamics. We will share successes, challenges, and failures related to tried countermeasures. The remainder and majority of the session will be a facilitated round-table discussion for sharing and exploring additional opportunities to develop specific, actionable countermeasures for crashes that occur among groups of riders.

Our goal is to foster collaboration among professionals to learn, explore and create avenues for risk mitigation in group riding in our communities. The desired outcome is for training, education, and outreach programs to start implementing actionable countermeasures in mere weeks with minimal expenditure of resources.



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SMSA Training Summit Welcome Reception Hosted by Harley-Davidson Riding Academy

You don't want to miss this! Mingle and network with other motorcycle safety professionals during the SMSA Summit Welcome Reception with Hors d'oeuvres, Mac & Cheese Bar, refreshments, and cash bar.





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Step into the Spotlight

Have your article featured in the next edition of the *Spotlight*. Please submit articles to the SMSA office at office@smsa.org. Articles can showcase your state safety campaigns, state programs, best practices, teaching techniques, new motorcycles or other motorcycle safety related news.

Please see the [SMSA Guidelines for Submitting Spotlight Articles](#) for more information.

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