



# Spotlight

Spring 2022

*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).*

## “It’s Ride O’clock Somewhere”

Some of us are lucky enough to be able to ride year-round. For many others, Winter is turning to Spring which means it’s time to ride the wind again!



If your bike was hibernating, be sure to take every precaution when getting back on the road.

As always, have a safe and exciting riding and training season!

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## 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](#).



## Follow SMSA

Like SMSA on Facebook. Visit [www.facebook.com/smsa1984](http://www.facebook.com/smsa1984)



Follow SMSA on Twitter. Visit <https://twitter.com/SmsaOffice>



## 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](http://www.smsa.org) for more information.

## Welcome New SMSA Members!

The Progressive® Corporation is an

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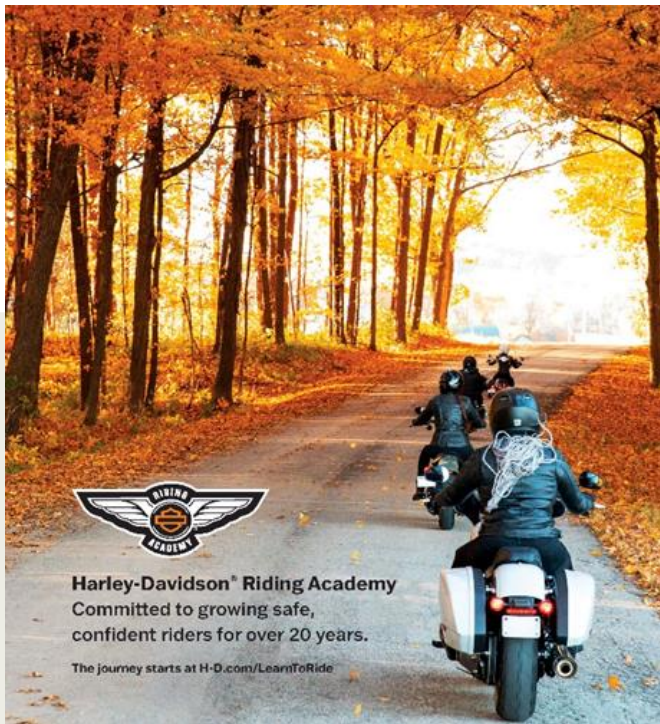
American insurance company, one of the largest auto insurers in the United States. The company insures passenger vehicles, motorcycles, RVs, trailers, boats, PWC, and commercial vehicles. Nearly 1 in 3 motorcycle riders choose Progressive. SMSA is pleased to welcome Progressive® to our Association. Visit <https://www.progressive.com/lp/motorcycle/>.



**VATA 7**

VATA7 is a technology company that invented wireless, LED motorsports gear such as helmets, backpacks, clothing, accessories, etc., that wirelessly connect to and mirror your motorcycle's lighting system

(Tail/Brake Lights and Turn Signals). VATA helps riders be more visible by illuminating the Human Machine! SMSA is pleased to welcome VATA7 our Association. Visit <https://www.vata7.com/>.



## SMSA Elections

Nominations are being accepted for five (5) positions on the Executive Committee for 2022-2024:

- Chairperson,
- Three (3) Regional Representatives, and
- One (1) Individual Member Representative.

Nomination forms are due to the SMSA office by June 1, 2022.

## 2022 SMSA National Training Summit



The 2022 SMSA National Training Summit: *Seeking the Apex of Motorcyclist Safety* will be held from September 14-17, 2022, in beautiful Nashua, New Hampshire.

This year's Summit is promising many exciting sessions and a day on the range with concurrent workshop sessions for those not riding.

### Preliminary Agenda Overview

**Wednesday, September 14, 2022, Morning:** Professional Development Workshops (pre-registration required)

**Wednesday, September 14, 2022, Afternoon:** Annual Members' Business Meeting (all are encouraged to attend)

**Thursday, September 15, 2022:** General and concurrent sessions including outside riding activities

**Friday, September 16, 2022:** General and concurrent sessions including outside riding activities

**Saturday, September 17, 2022:** Range Day and Concurrent Workshop Sessions (breakout activities for riders and non-riders) hosted by Mass Motorcycle School, Tyngsborough, Massachusetts

For registration and hotel information, please visit the [SMSA Events Page](#). We look forward to seeing you in Nashua!

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## SMSA Quarterly Member's Networking Meetings and Virtual Webinars

SMSA conducted the first Quarterly Members' Virtual Networking Meeting on February 23, 2022. The meeting was a success and well received. We had almost 30 SMSA members participate in open discussion on the most important topics related to their State/Motorcycle Safety Programs. This virtual meeting was recorded for all SMSA Members. You can access the recording by logging into the [SMSA Members Only Website](#) and going to the "Resource Library → Webinars and Recordings."

SMSA will continue to conduct these quarterly members' networking meetings. These meetings provide a forum for SMSA members to meet virtually to discuss challenges and opportunities in motorcycle safety and rider training and share ideas and successes that can be duplicated across programs. The next meeting will be held in May. Meeting information will be sent via email.

Additionally, SMSA will offer virtual webinars and workshops for members. These virtual events will cover topics that are current and emerging issues for motorcycle safety and rider training. SMSA members can also submit topic ideas to have covered during these events.

Please email ideas for meeting topics to [office@smsa.org](mailto:office@smsa.org).

## Humanizing Motorcyclists

Colleen Anderson

Pennsylvania DOT [colanderso@pa.gov](mailto:colanderso@pa.gov)

We have all heard the stereotypical comments about motorcyclists, such as motorcyclists are reckless risk-takers who disregard their safety or the safety of others but have little to no answers on how we combat these stereotypes. There are many reasons why a motorcyclist chooses to ride. These reasons could include economic efficiency, a sense of freedom, and/or mental decompression. However, a disregard for their own safety is certainly not one of those reasons. It is important that the motorist on the roadways don't just label motorcyclists as risk-takers with no regard for their life.

PennDOT's "Share the Road" media campaign aims to communicate to motorists the importance of watching

for motorcycles. Over the last couple of years, PennDOT has worked with Stonewall Analytics to conduct motorcycle safety data studies, with the most recent study completed in July of 2021. This study included a literature review, multi-vehicle crash analysis and public opinion survey.

In 2021, PennDOT focused on transitioning our message to feature real pictures of motorcyclists, replacing the yellow and black "Watch for Motorcycle" graphics that have been historically utilized. The idea behind this change was to associate our "Watch for Motorcycles" with real people and to rebuild that appreciation from the everyday motorist for the everyday rider.

The respondents to our surveys voiced a desire to see motorcyclists and their families in Public Service Announcements (PSAs) to highlight the effects motorcycle crashes have on a family. After taking the initial step in 2021 to use actual motorcyclists and receiving this feedback from our survey, PennDOT made the commitment to move forward with a new media campaign to "Humanize Motorcyclists."

It is PennDOT's objective to help motorists recognize the vulnerability of people who choose to ride motorcycles and the role they play in keeping those individuals safe. That is the essential mission of the "Share the Road" campaign for 2022. Pennsylvania's Motorcycle Safety Program (PAMSP) instructors will be featured in the PSAs to highlight how easy it is to miss seeing a motorcyclist visually. In fact, our survey respondents themselves overwhelmingly admitted that they are only "somewhat aware" of seeing a motorcyclist on the roadway.

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## BRP Announces the Return of the Can-Am Motorcycle with an All-Electric Lineup



BRP Inc. announced March 25, 2022, that the iconic Can-Am brand is returning to its motorcycle roots with a product lineup that will be completely electric. To mark the 50th anniversary of the beloved Can-Am brand, the Company will launch a family of electric 2-wheel motorcycles.

"With the motorcycle industry shifting to electric, we saw an opportunity to reclaim our motorcycle heritage and to re-enter the market. This new product category is extremely important to us, and we are thrilled that Can-Am motorcycles are the first EV models in BRP's electric lineup to be confirmed to consumers. Many of us have very fond memories of riding the early dirt bike models, and now we look forward to building on the rich history of the Can-Am brand to inspire and impress a new generation of motorcyclists and electric vehicle enthusiasts", said José Boisjoli, President and CEO of BRP.

The first Can-Am motorcycle was introduced in 1973 and immediately reigned over motocross and endurance racing. The instant success elevated the brand to an iconic status right from the start. Half a century later, the new products have been developed with many different riders in mind, more specifically for those who crave adventure, seek the thrill of the open road, long for a quiet ride in the country or want to liven up the city streets. Riders can expect these new state-of-the-art electric Can-Am motorcycles to be perfect for everyday commuting and, to stay true to the track & trail heritage of the brand, recreational on- and off-road riding.

[Visit BRP's Website to learn more.](#)

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## NHTSA's Data Trends

The Crash Data Acquisition Network (CDAN) is an integrated, web-based information technology system that provides a single, central IT platform that maintains the data NCSA requires to analyze vehicle crash data and identify outcomes, causal factors, and vehicle and component performance. The National Center for Statistics and Analysis (NCSA) obtains data through a number of information collections, also called studies, and additional manufacturer information pursuant to NHTSA regulatory requirements. The data collected by NCSA are stored and maintained in CDAN.

You can use this system to download data, search specific data queries and view traffic safety publications. <https://cdan.nhtsa.gov/>

## NHTSA Traffic Safety Marketing

The National Highway Traffic Safety Administration (NHTSA) offers a website:

[www.trafficsafetymarketing.gov/](http://www.trafficsafetymarketing.gov/) with free materials for numerous traffic safety campaigns including motorcycles, drunk driving, vehicle safety, distracted driving, drowsy driving and more. These marketing tools include images, videos, animations, posters, fact sheets, social media messages, and images which offer a way to get involved through traditional media and online media. Each



month a different campaign is highlighted. For instance, May is *Motorcycle Safety Awareness Month* and June 15, 2022, is *National Ride to Work Day*, which promotes sharing the road with motorcyclists. For a full list of 2022 communications go to: <http://www.trafficsafetymarketing.gov/>.



# May is Motorcycle Safety Awareness Month!



**Motorcycle Safety Awareness Month**  
May

It's that time of year again! The summer months are approaching along with the promise of warmer weather. It is officially motorcycle season. For those reasons, May was named Motorcycle Safety Awareness Month.

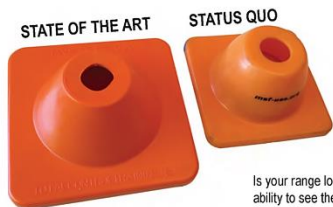


The U.S. Department of Transportation's National Highway Traffic Safety Administration (NHTSA) data shows that there were 5,579 motorcyclists killed in traffic crashes in 2020, an 11% increase from 2019 (5,044). Those deaths accounted for 14% of the total highway fatalities that year.

Motorcycle safety is the responsibility of everyone on our roads. While it should be of the utmost importance year-round, please be especially diligent during these warmer months when motorcycle riding is at its highest.

Help spread the word! For free resources to share on Motorcycle Safety Awareness Month and motorcyclist safety, visit [www.trafficsafetymarketing.gov](http://www.trafficsafetymarketing.gov) or [www.nhtsa.gov](http://www.nhtsa.gov).

## Upgrade Your Cones!



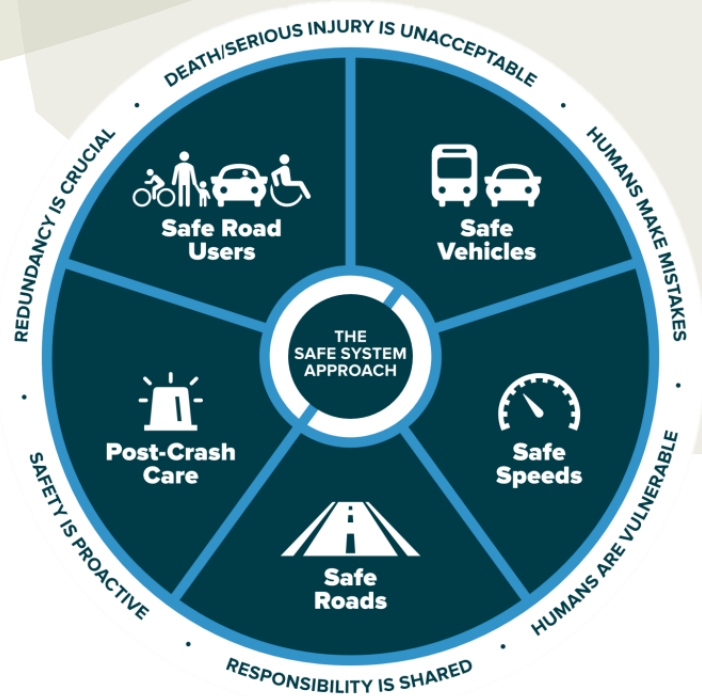
	Total Control	Other guys
Size:	5"x5"x2"	4"x4"x2"
Colorfastness:	Excellent	May stain hands
Smells:	Like freedom	Toxic
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# The Safe System Approach



Source: FHWA

The Safe System approach aims to eliminate fatal and serious injuries for all road users. It does so through a holistic view of the road system that first anticipates human mistakes and second keeps impact energy on the human body at tolerable levels.

Safety is an ethical imperative of the designers and owners of the transportation system. Here's what you need to know to bring the Safe System approach to your community: [THE SAFE SYSTEM \(dot.gov\)](http://THE SAFE SYSTEM (dot.gov)).

SMSA will be discussing how motorcyclist fit within *The Safe System Approach* at the 2022 Summit.





## Get Your Company's Message Heard



Advertising and sponsoring are great ways to get your company's message heard; they provide your company with the opportunity to introduce its services, technology, and products to leaders in the motorcyclist safety and training industries.

To learn more, please contact the SMSA Office at 724-801-8075 or by email at [office@smsa.org](mailto:office@smsa.org).

## 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](mailto: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.

Advertisements for Supporting Members: please submit your new advertisements that can be featured in the *Spotlight*.

## Thank You SMSA Supporting Members

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