



NATIONAL ASSOCIATION of STATE MOTORCYCLE SAFETY ADMINISTRATORS

# SMSA Spotlight Magazine

Summer 2015

## SMSA 2015 Symposium - Motorcycle Safety – Making a Difference Through Research, Data, Planning and Collaboration

The SMSA 2015 Symposium will be held at the Conference Center at the Maritime Institute in Baltimore, Maryland, October 8-10, 2015.

The theme of this year's Symposium is **Motorcycle Safety – Making a Difference Through Research, Data, Planning and Collaboration**. Sessions will focus on research projects, data collection, working collaboratively, rider education and much more.

Other activities will include a tour of the Harley-Davidson Motor Company USA York, Pennsylvania Plant, outside exhibits (including autocycles), and a Saturday Seminar for Enhancing Rider Training Delivery Skills.

Hotel room rates are \$135.00 for single occupancy and \$180.00 for a double occupancy, plus tax. Room rates include a full breakfast and dinner buffet. For reservations call: (410) 859-5700 or (866) 900-3517.

The hotel also offers complimentary Wi-Fi, recreational facilities, parking and shuttle service to and from BWI Airport, BWI Amtrak Station and the Baltimore Light-Rail. Downtown Baltimore is just a short ride on the Baltimore Light-Rail.



### Schedule of Events

- Wednesday, October 7, 2015
  - Tour of the Harley-Davidson Motor Company USA York Pennsylvania Plant 7:00 am – 1:00 pm
  - 2015 SMSA Annual Member's Business Meeting 2:00 pm – 5:30 pm
- Thursday, October 8, 2015
  - Opening Session, General Session and Concurrent Sessions 8:30 am – 5:00 pm
- Friday, October 9, 2015
  - General Sessions and Concurrent Sessions 8:30 am – 5:00 pm
- Saturday, October 10, 2015
  - Seminar for Enhancing Rider Training Delivery Skills – Classroom and Range Activities 8:00 am – 4:00 pm



### Register Now – Reserve Your Hotel Room

For more information on the 2015 SMSA Symposium, including an up-to-date Preliminary Agenda, please visit [www.smsa.org](http://www.smsa.org) then click on events. See pages 5-6 of this *Spotlight* for the registration form.

**Don't miss out** – Now is the time to register and reserve your hotel room. We look forward to seeing you in Baltimore, Maryland at the 2015 SMSA Symposium.

### 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, visit the SMSA website Members Only section and choose the tab for Listserv. Summaries from past postings are also listed under the Listserv tab.



## Licensing Waiver Systems – Are They Effective?

In 1985, Pennsylvania became the first state to implement a Motorcycle licensing waiver system for individuals who successfully completed a basic rider education course. Many states followed along, offering full or partial waivers of the licensing tests and courses quickly began to fill up. The licensing waiver system is currently the primary reason for individuals to enroll in rider education courses. Nearly all states today have a licensing waiver system.

Since its inception, few states have made any significant changes to this program. For state licensing agencies, this is a cost-saving approach for licensing motorcyclists. From the student's perspective it is a cheap and easy way to get a motorcycle license; the carrot at the end of the stick for taking rider education. Most would rather spend a weekend in class than take the test at the driver's license agency.

The Pennsylvania program in the 1980s – 1990s differed from other state licensing waiver programs in that an official motorcycle operator licensing test (the Motorcycle Licensing Skills Test – MLST) was administered separately from the rider education course. The test was administered only by approved training site coordinators and assistant coordinators who were trained, monitored and evaluated.

Today, all rider education courses that issue a licensing waiver do so based solely on successful completion of the course itself.

In 2009, the National Highway Traffic Safety Administration (NHTSA) and the American Association of Motor Vehicle Administrators (AAMVA) released a revision of the *Guidelines for Motorcycle Operator Licensing*.

Section Four of the document provides guidelines for *Motorcycle Rider Education Waiver Programs and Third Party Testing*. One critical recommendation is that states establish a monitoring and oversight system in conjunction with the licensing waiver.

Most all states have carte-blanche arrangements between the licensing agency and the rider education program to issue motorcycle licenses upon successful completion of a rider education course. Little or no



oversight has been established by licensing agencies to ensure proper testing of students.

Integrating motorcycle rider education and operator licensing has proven to be successful in getting riders into courses. However, motorcycle operator fatalities continue to rise.

### Licensing Waiver Programs in the Future

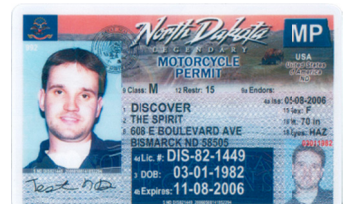
Some have begun to question the effectiveness of today's licensing waiver system in producing riders who are qualified to operate on public roads. Some of these questions include:

- Should successful completion of an entry-level course qualify an individual to receive an unlimited operator's license?
- Are we licensing entry-level students who are not yet prepared for operating on public roads?
- Are the end-of-course tests consistent with the licensing tests administered at the driver's license agency?
- Should students complete the licensing tests on their motorcycle instead of a training motorcycle?
- Is completion of an intermediate or advanced riding course a more appropriate licensing requirement?
- Should on-road experience play a role in the licensing effort?
- Should new riders complete both a basic course and an intermediate or advanced course to receive an operator's license through the licensing waiver system?
- Should graduated rider licensing and/or tiered licensing be considered?

Basic riding courses teach new riders the basics of operating a motorcycle but research abroad suggests that more emphasis should be placed on higher order cognitive skills. Likewise, skills such as cornering, braking and swerving are introduced but continue to be contributing factors in crashes involving motorcyclists.

Intermediate or advanced courses focusing on the higher order cognitive skills, with some on-street training are perhaps the better stepping-stone to an operator's license than a basic entry-level course.

Licensing tests should be based on intermediate skills, not on basic skills. It may be time to begin revisiting how licensing waiver systems are approached and at what level of rider education licensing waiver systems are utilized.

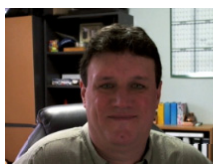


For every action there is a reaction and we must be careful not to discourage individuals from taking rider education. Our goal should be to safely integrate entry-level riders into the licensing system and to provide intermediate or advanced riders a means to acquire a license (taking the course on their own motorcycle).

Making such a transition within the motorcycle safety community may not be easy, but perhaps now is the time to begin investigating such an approach if we truly want safer trained riders.

The motorcycle licensing waiver system accomplished what it was originally designed to do – get people into rider education courses. However, it is time for the motorcycle licensing waiver system to evolve to meet today’s safety needs of putting more qualified riders on our nation’s highways.

Brett Robinson  
Executive Director, SMSA  
[brobinson@smsa.org](mailto:brobinson@smsa.org)



## SMSA Individual Member Spotlight

### Rich Henrion: A Big Man in Motorcycling

Rich Henrion is a standout in the motorcycling world, for more reasons than his ample, 6’ 7”-tall frame. During his 48-year riding career, he has logged 400,000 to 500,000 miles, mostly on BMWs, including to and through most of our national parks, and traversing the Trans-Lab “highway”; the full length of the Continental Divide; and a long, hard dirt ride, for a short stop at the Arctic Circle, 252 miles north of Dawson City, Yukon. He is a member of the Iron Butt Association, riding with the Teamstrange group out of Minneapolis and the Blackfly Riders from North Bay, Ontario.



to and through most of our national parks, and traversing the Trans-Lab “highway”; the full length of the Continental Divide; and a long, hard dirt ride, for a short stop at the Arctic Circle, 252

Rich modifies his motorcycles to comfortably accommodate his long legs and the luggage needed to ride long distances. Modifying his bikes is no problem for Rich. He is a Michigan and nationally certified auto and motorcycle technician who has earned two master’s degrees from Northern Michigan University, and he is currently in his 39th year of sharing his passion for technical and mechanical excellence with high school students as an instructor of Auto

Technology at Dickinson-Iron Tech Center in Kingsford, Michigan.

Don’t be surprised if you don’t know where Kingsford is located. It is nestled next to the Wisconsin border, in the western third of Michigan’s Upper Peninsula (da U.P., eh?). Rich has been heard directing people to his house by saying, “Cross the Bridge (that’d be the Big Mac), turn left, go 200 miles, and it’s the second house on the left.” You will not, however, hear the U.P. accent in Rich’s voice, and rarely will you hear from him any U.P. colloquialisms. He is a stickler for precision and excellence.

Rich’s passionate dedication to precision and excellence permeates every aspect of his life, as evidenced by his outstanding, longtime contributions to motorcyclist and driver safety. Rich became an MSF Instructor/RiderCoach in 1980, the coordinator of the motorcycle rider safety program sponsored by Northern Michigan University in 1984, and a RiderCoach Trainer in 1986. He is a certified driver-education instructor and a State of Michigan third-party operator license tester for automobiles and motorcycles. Untold numbers of individuals, riders especially, have been positively impacted by his involvement in traffic safety.

Rich is a charter life member of the American Motorcyclist Association (AMA), a member of SMSA who attended 24 consecutive SMSA national conferences beginning in 1988 and a founding member and current chairperson of the Skilled Motorcyclist Association—Responsible, Trained and Educated Riders, Inc. (SMARTER).

Someday Rich Henrion will retire. He says that will be when he feels he is no longer making a positive contribution and when it is no longer fun for him. He has contributed so much during the past 34 years that the impact of his contributions will last a long, long time. Let’s all hope it remains fun for him for a long time to come.



## Everyone Has a Responsibility to Keep Motorcyclists Safe

As I write this, we are coming upon the end of a beautiful spring season in the Northwest and just days away from the start of summer. The last couple months have been mostly dry and pleasantly warm. Springtime weather in Washington State can be a gamble – especially for motorcycle riders who are patiently

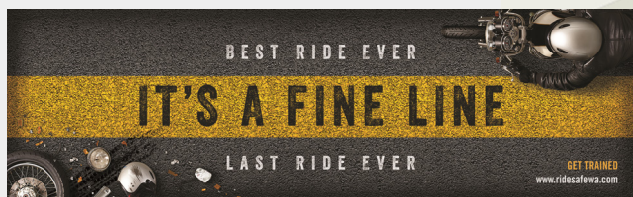
waiting for dry pavement and comfortable riding temperatures. We could see weeks or even months of clouds and rain and cooler weather. We are just as likely to see a dry and warmer spring. But either way, this is the time of year that most riders are bringing their motorcycles out of the garage for the first time in several months, washing the dust and cobwebs off, and putting the trickle charger on the battery hoping that it will start. Of course there are dedicated motorcycle riders that will always ride throughout the year, rain or shine. But most registered motorcycles in Washington State see very few miles in the fall and winter months.

So this is the time of year that the Washington Traffic Safety Commission, along with our partners from the Department of Licensing's (DOL) Washington Motorcycle Safety Program and law enforcement agencies, remind riders that everyone has a responsibility to make it home safely. Riders' skills also get dusty in the offseason. Most traffic crashes, including motorcycle crashes, are preventable, and serious injuries or deaths from motorcycle crashes shouldn't just be accepted.

Target Zero is Washington's Strategic Highway Safety Plan to reduce the number of traffic fatalities and serious injuries to zero by the year 2030. In Washington, motorcycle deaths are not steadily declining like overall traffic deaths. This mirrors a national trend and is alarming. Over a five year period from 2010 through 2014, motorcycles made up just 4 percent of the registered vehicles on our roads, but accounted for 16 percent of all traffic fatalities (362 of 2,247).

Speeding, running off the road and riding under the influence of alcohol and/or drugs are the main contributing factors in these crashes. Many riders will tell you it's the car drivers that cause the crashes, but recent data shows that motorcycles are either crashing alone, without another vehicle, or the rider caused the crash involving another vehicle. Motorcyclists should always ride sober and within the posted speed limits, get the required training and endorsement and wear DOT compliant helmets and protective gear. Yes, these tragic crashes are preventable.

Several motorcycle safety projects are underway in Washington. A popular campaign called "It's A Fine



Line" promotes safe riding through social media outlets including Facebook, Twitter and YouTube. The idea is that it's a fine line between the best ride ever and the last ride ever. <http://itsafineline.com/>

DOL's motorist awareness video has gone viral. It recently won a national award from the American Association of Motor Vehicle Administrators (AAMVA) and can be seen at [https://www.youtube.com/watch?v=\\_b3T7u4ZJ1Y](https://www.youtube.com/watch?v=_b3T7u4ZJ1Y).

About 20 large road signs were installed in rest areas around the state in locations where fatal motorcycle crashes are highest. The top half of the signs remind drivers to watch out for motorcycles. The bottom half of the signs remind riders to ride safe, sober and endorsed. These signs will be seen by thousands of motorists and remain in place for 10-15 years.

A postcard is being mailed to about 12,000 riders who have motorcycles registered in their name but no legal motorcycle endorsement on their license. This effort had a great impact in the past resulting in a large compliance rate from those riders.

A high visibility enforcement (HVE) motorcycle safety campaign will take place

in three of Washington's most populated counties in July and August. HVE is a proven national model of media and education followed by enforcement to change driver behavior and reduce crashes. Media efforts to promote safe riding and sharing the road with motorcycles will include billboards, radio ads, online ads and social media.

Can we really prevent motorcycle crashes? We say yes! One traffic fatality is too many. How many of your friends, family or coworkers would you give up to reach a less aggressive goal? Washington believes in Target Zero. We want riders to make great memories in the saddle this summer, and when the rain and cold come back to the Northwest this fall, we want everyone to have the chance to let the dust settle on the chrome and anxiously await the next ride.

Mark Medalen  
Washington Traffic Safety Commission  
[mmedalen@wtsc.wa.gov](mailto:mmedalen@wtsc.wa.gov)



## Washington Wins AAMVA Award for “A Second Look”

As with many states, the Washington driver education programs have a requirement to include “share the road” information with their students. The Washington Department of Licensing/Motorcycle Safety Program met with the driver education programs to determine what they needed to help drive home the point that watching for motorcycles can save lives. The end result from those meetings was the creation of an eight minute video and supporting classroom materials that exceeded all expectations. Not only has it been very well received by the Washington’s driver education programs but it also has been shared with 14 other States for their use, has been viewed over 325,000 times on You Tube, over 13,000,000 times on Facebook and viewed in over 50 other countries.

Over an eight-month time frame the Motorcycle Safety Program collaborated with driver education schools, the Highway Traffic Safety Office and the State Highway Patrol to get the project underway. After creating the script it was turned over to a private production company to begin filming. Upon completion of filming and the development of supporting classroom materials, a video trailer was shown to the driver education schools and a short training session was conducted on how to use the materials.

Each year the AAMVA awards program reviews numerous highly competitive submissions to determine the “best of the best” in several categories. The hard work and creativity put into “A Second Look – Sharing the Road with Motorcycles” by the Washington Department of Licensing was recognized by the presentation of a Public Affairs and Community Education (PACE) award for Video Production.

To view the video and review the accompanying learning materials, please visit <http://www.dol.wa.gov/business/drivertraining/dtresources.html>

For more information please contact:  
Andrea Nygard  
Motorcycle Safety Program  
Department of Licensing  
ANygard@dol.wa.gov



## A Lifetime of Dedication to Transportation Safety

When Michele O’Leary retired at the end of June from the Oregon Department of Transportation (ODOT), SMSA lost an outstanding Chairperson of the Policy and Planning Committee but gained another individual member. Michele took over responsibility for the Oregon Motorcycle safety program in 2006, accepting the SMSA Outstanding State Program Award on behalf of ODOT in 2014.

O’Leary (she kept her birth name, and she really is Irish,) came to ODOT’s Transportation Safety Division from Oregon Department of Motor Vehicles, where she was Motorcycle Licensing Coordinator. “While I was working at DMV I met this amazing person who was Administrator of another division. It was Troy E. Costales. I decided I wanted to work for him someday.” She said.

“When I got a phone call about an opportunity at his office, I jumped on it. He’s still an amazing leader and mentor, one of the best. If it wasn’t for Troy I wouldn’t be in Traffic Safety.”

As Motorcycle Safety and Vehicle Safety Standards Program Manager, Michele was responsible for overseeing the training vendor, staffing the Governor’s Advisory Committee on Motorcycle Safety, managing grants, overseeing communication efforts and analyzing and responding to legislation. Everything in the NHTSA Guidelines for a comprehensive motorcycle safety program landed with her.

She also managed the vehicle equipment standards program, primarily answering questions from the public about equipment requirements.

Although SMSA’s Outstanding State Program Award was a special honor, it’s not the one she’s most proud of.

“The one I’m most proud of is Outstanding Thesis Project from Corban.” She remarked.

Michele graduated from Corban University in 2008 with a BS in Management and Communications. Her thesis topic was Unendorsed Motorcyclists in Oregon and her project sparked the interest of the Governor’s Advisory Committee on Motorcycle Safety. As a result of her thesis, legislation passed that doubled the penalty for riding unendorsed.

Michele sees rider apathy as the biggest challenge

facing motorcycle safety professionals.

“Riders don't think they need ongoing training. Motorcyclists tend to be risk takers so they don't take safety into consideration enough. Speeding is a huge problem here and I see the folks involved with traffic safety riding too fast themselves. They set a culture of riding too fast that needs to change. We need to fix it from within our own ranks,” she said.

“Social norming is the key to successfully making change. You have to make it cool to wear a helmet or good gear or stop excessive speeding,” she added. “Seat belt use is a good example of social norming; we need that with other areas of traffic safety as well.”

Her parting advice to the motorcycle safety community:

“Be bold, lean in, be innovative and a game changer. Movers and shakers change the world,” she said.

“It's time for me to step aside for a new mover and shaker. Oregon is in good hands for the future of motorcycle safety. I got to play a tiny role in the history of the program and for that I am eternally grateful.”



## SMSA Welcomes Newest Members

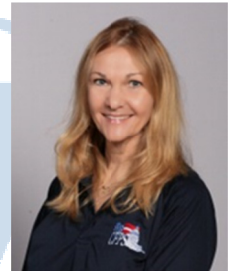
SMSA welcomes our newest SMSA Supporting Non-Profit Member: the Governors Highway Safety Association (GHSA) and TEAM Arizona.



## SMSA Spotlight Magazine Editors

Robert Reichenberg  
SMSA Individual  
Member Representative

Roberta Carlson  
SMSA Supporting  
Member Representative



Announcing the 2016

## International Driver and Rider Training Symposium

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**SMSA National Symposium**  
**Motorcycle Safety – Making a Difference Through**  
**Research, Data, Planning and Collaboration**  
**October 8 - 10, 2015**  
**Baltimore, Maryland**

The Conference Center at the Maritime Institute  
 692 Maritime Boulevard  
 Linthicum Heights, MD 21090  
 Hotel Reservations 410-859-5700

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**Membership Category:**

State Voting\_\_\_ Supporting: Partner\_\_\_ Corporate Member\_\_\_ Non-Profit / Small Business Member\_\_\_  
 Individual: Gold Level (\$50 dues) \_\_\_ Silver Level (\$25 dues) \_\_\_ Nonmember\_\_\_

Symposium Activities	Attending?
<p><b>Wednesday, October 7, 2015:</b></p> <p><b>Tour the Harley-Davidson York, PA Factory</b>   <b>Sponsored by York Harley-Davidson</b></p> <p>Established as an assembly facility in 1973, Harley-Davidson Vehicle Operations in York, PA assembles the Touring, Softail®, CVO™ and Trike models. They also perform a variety of manufacturing operations - making parts like frames, fuel tanks, and fenders.</p> <p>At the Vaughn L. Beals Tour Center, you'll explore exhibits that detail the manufacturing and assembly processes of the factory. You'll also have the chance to sit on current production motorcycles and visit the gift shop for tour-related souvenirs.</p> <p><a href="#">Harley-Davidson York, PA</a></p> <p><b>Buses will Leave the Maritime Institute at 7:00 a.m. and will return at 1:00 p.m.</b></p>	Y / N
<p><b>2015 Members Annual Business Meeting</b>  <b>Wednesday October 7, 2015 2:00 p.m. – 5:30 p.m.</b></p>	Y / N
<p><b>SMSA Newcomers Meeting</b> (for all new/first-time SMSA attendees)          Thursday 7:15 a.m.</p>	Y / N
<p><b>Range Day Activities – Maryland MVA</b> (Must have proper protective gear to participate)</p>	Y / N

National Association of State Motorcycle Safety Administrators • 1434 Trim Tree Road • Indiana, PA  
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**October 8 - 10, 2015**  
**Baltimore, Maryland**

**Please circle your registration selection(s) below**

Registration Type	Early Registration Before 9/1/15		Registration 9/1/15 thru 9/25/15		On-Site Registration After 9/25/15	
	Members / Federal	Non- Members	Members / Federal	Non- Members	Members / Federal	Non- Members
<b>National Symposium Registration</b> October 8 – 10, 2015 (includes Rider-Training Seminar)	\$300	\$375	\$350	\$425	\$400	\$475
<b>National Symposium Registration</b> (1-Day only Registration) or (Seminar for Enhancing Rider- Training Delivery Skills only)	\$100	\$125	\$125	\$150	\$135	\$160
<b>Circle Day:   Thurs   Fri   Sat</b>						
Join SMSA and save on your Symposium Registration.						

**Symposium Registrations must be received by September 25, 2015.**  
 After September 25, 2015 all registrations must be processed on-site.

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