



NATIONAL ASSOCIATION of STATE MOTORCYCLE SAFETY ADMINISTRATORS

SMSA Spotlight Magazine

Summer 2018

The views and opinions of the articles and authors in the SMSA Spotlight Magazine 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).

National Motorcycle Safety Alliance

By: Jay Jackson

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In 2017, the National Association of State Motorcycle Safety Administrators (SMSA) and the Motorcyclist Riders Federation (MRF) teamed to form the National Motorcycle Safety Alliance. The Alliance held its first meeting September 27, 2017 in Burlington, Vermont.

Participants of the Alliance include:

- American Association of Motor Vehicle Administrators (AAMVA)
- American Motorcyclist Association (AMA)
- Federal Highway Administration (FHWA)
- Governors Highway Safety Association (GHSA)
- Insurance Institute for Highway Safety (IIHS)
- Motorcyclist Riders Foundation (MRF)
- Motorcycle Safety Foundation (MSF)
- National Association of State Motorcycle Safety Administrators (SMSA)
- National Highway Traffic Safety Administration (NHTSA)
- National Transportation Safety Board (NTSB)

Three web meetings of the Alliance have been held since September 2017.

The Alliance plans to hold another web meeting in the coming months and another in-person meeting in September 2018.



The Alliance identified motorcycle safety initiatives they could collaborate on at the national level. They agreed to initially focus on two primary activities:

1. Left turn crashes involving a motorcycle
2. Rider impairment

Discussions on left turn crashes involving a motorcycle will be initiated during a general session at the SMSA National Motorcycle Safety Summit in Sacramento, CA September 12-16, 2018. The general session will be held Thursday, September 13, 2018 titled: Left Turn Crashes – An Exchange of Ideas. Eric Teoh, Insurance Institute of Highway Safety (IIHS) will moderate the panel discussion.

On June 4, 2018 the National Transportation Safety Board (NTSB) partnered with the District of Columbia Metro Police Department to conduct a D.C. Safety Days Event focused on traffic safety. Motorcycle safety, including impaired riding and rider education were showcased. Other participants included the Maryland Motor Vehicle Administration, the Maryland Highway Safety Office, the Pennsylvania Department of Transportation and SMSA.



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.

“We plan to hold similar events related to motorcycle safety and rider impairment in the Washington, D.C. area in the near future” said Michael Fox, Investigator, NTSB.

“The Alliance will identify other motorcycle safety initiatives to collaborate on at our next in-person meeting, and we plan to identify activities that will allow the Alliance to disseminate information to State Motorcycle Safety Committees,” said Brett Robinson, SMSA Executive Director.

Megan Ekstrom, Vice-President of Government Affairs for the MRF said of the group, “It’s exciting to be working so closely with so many different aspects of the motorcycling community. From rider education to policymakers to the riders themselves, we are covering almost every facet that touches motorcycle safety. We hope that through regular communication and collaboration, this group can produce real and tangible results that improve safety for all roadway users.”

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Sharing the Road in Ontario, Canada: Cyclists & Motorcyclists

By: The Traffic Injury Research Foundation & Toronto Police Service
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Spring weather and warmer temperatures mean that road users can expect more cyclists and motorcyclists on the road.

In Toronto:

There were 20 cyclists and 29 motorcyclists killed in Toronto in road collisions between 2011 and 2015. An estimated 2 out of 5 cyclist fatalities and 1 out of 6 motorcyclist fatalities involved distraction by either the rider or the driver of the other vehicle involved in the collision.



- > Almost 1 in 3 cyclists died in crashes that occurred between 3 pm and 6 pm when visibility is generally good.
- > 1 in 3 cyclist fatalities occurred on a Friday.
- > 1 in 4 cyclist fatalities occurred in November when daylight hours are declining and motorists may not expect to see cyclists.
- > 1 in 5 motorcyclists were killed in crashes that occurred between 9 pm and midnight when it is dark.
- > Wednesdays and Fridays each accounted for 1 in 4 motorcyclist fatalities.
- > Almost 1 in 3 motorcyclists died in crashes which occurred in September.

Source: TIRF National Fatality Database 2018

In Ontario:

- > Cyclists represented 3.4% of road fatalities in 2015 and 2016.
- > Motorcyclists accounted for 11.4% of fatalities during the same period.



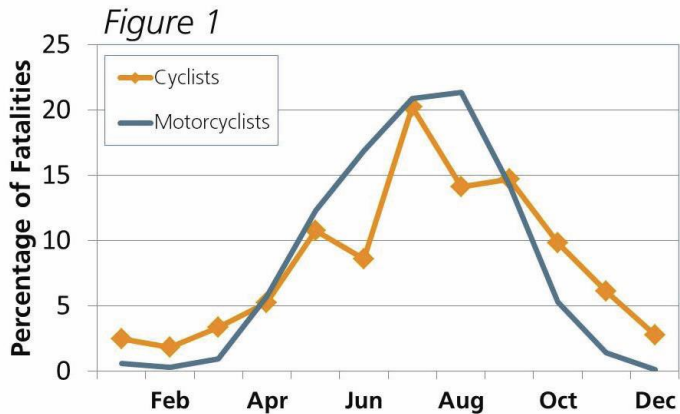
Source: Preliminary Ontario Road Safety Annual Report, Ministry of Transportation (MTO)

<http://www.mto.gov.on.ca/english/publications/pdfs/preliminary-2016-orsarselected-statistics.pdf>

In Canada:

Among both cyclists and motorcyclists, 5% of fatalities occurred in April. In July, 20.2% of cyclists

were killed while among motorcyclists, 21.4% were killed in August (see Figure 1: Percentage of fatally injured cyclists and motorcyclists by month: Canada, 2011-2015).



Data suggests that risk-taking among cyclists and motorcyclists appears to be more prevalent during periods of decreased visibility. Nationally:

- > 1 in 3 cyclists killed in a collision were struck by a vehicle at night.
- > 1 in 5 cyclists killed in a collision were struck by a heavy truck or tractor trailer.
- > Almost 2 in 3 motorcyclists killed in a collision had committed a traffic infraction prior to the crash.
- > Almost 2 in 5 fatally injured motorcyclists had been speeding prior to the crash.



Source: Transport Canada
<https://www.tc.gc.ca/eng/motorvehiclesafety/tp-tp15145-1201.htm#s38>

Characteristics of cyclist and motorcyclist traffic fatalities include:

- > 1 in 3 cyclists that died in a crash were struck by a light truck or SUV.
- > 1 in 3 cyclist fatalities were over the age of 55 compared to 1 in 6 cyclist fatalities that were aged 19 years or younger.
- > 2 in 5 motorcyclists that died in a single-vehicle crash struck a fixed object.
- > 1 in 4 motorcyclist fatalities were over the age of 55 years compared to only 2.9% that were aged 19 years or younger.

Source: TIRF National Fatality Database 2018

Strategies to share the road

As Spring arrives many cyclists and motorcyclists take to the road. Although motorcyclists and bicyclists are smaller and more vulnerable than other drivers, all

road users need to be aware of each other. These tips can help you and others stay safe:

Bicyclists can improve road safety by:

- > following the rules of the road, using hand signals before turning, and travelling with traffic;
- > being seen and heard by wearing bright or reflective clothing and using a bike light and bell;
- > wearing a helmet that fits properly and is worn correctly.

Motorcyclists can improve road safety by:

- > staying out of a driver’s blind spot and ensuring that they are not crowded by other road users;
- > making eye contact with other road users and not assuming that other drivers have seen them;
- > approaching intersections slowly, watching for turning traffic;
- > wearing a helmet and bright coloured clothing. SEE AND BE SEEN.

Other road users can improve road safety by:

- > looking out for cyclists and motorcyclists at intersections or when pulling out of side streets;
- > providing at least one metre of space between their vehicle and any bicycles or motorcycles;
- > checking for passing cyclists or motorcyclists before opening the door of their vehicle.

Traffic Injury Research Foundation

TIRF is a national, independent, charitable road safety research institute that studies road user behaviours. Visit www.tirf.ca or call (877) 238-5235
 ISBN: 978-1-988945-55-2



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DIAD is a TIRF education program focused on preventing distraction related road user fatalities and injuries. Visit: www.diad.tirf.ca



The original article by TIRF may be found at: <http://tirf.ca/wp-content/uploads/2018/04/TPS-Sharing-the-Road-Cyclists-and-Motorcyclists-2.pdf>

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BRP Making Sizable Investment in Three-Wheel Rider Education

By Brian Manning, Head of Global PR, Can-Am Spyder



Learning to ride a Can-Am Spyder is easy. There's no anxiety about losing balance. No counter steering. An optional push-button transmission alleviates the hand clutch and foot shifter. It's the very definition of twist and go.

Why then, with all of the technology built for simplicity regardless of riding experience, do people with a sense of fun and adventure shy away from learning to ride on three wheels?

BRP set out to answer that question a few years ago. Subsequent research showed the biggest issue was with the training process, which was filled with sizable barriers for both schools and students.

A newly created Can-Am Rider Education Program is now a centralized part of the brand's business model. It's designed to eliminate barriers and optimize the training experience for all involved.

Within the program, BRP partners with motorcycle training facilities and offsets the cost so riders pay only \$75 for training (typical cost is \$200-\$350).



The company also provides a fleet of new Can-Am Spyder vehicles, which in addition to alleviating purchase and maintenance costs, allows students to learn to ride directly on a Can-Am Spyder.

"It's difficult for schools to justify purchasing a fleet of Spyderys with the current amount of three-wheel business they're getting," said Stephane Bertrand, SR. Business Manager at BRP. *"Two-wheel training bikes cost about \$3,000. A Can-Am Spyder is five times that. Add in the cost of insurance and suddenly it's not a sound business decision. Our Rider Education Program is designed to eliminate that barrier."*

BRP helps partner schools generate demand for classes by promoting them locally, providing online marketing tools and leveraging its vast dealer network to raise awareness. Interested riders register online, where they

can easily select and sign up for the class of their choice.

Once enrolled, the Can-Am Rider Education Program significantly lowers intimidation. Exposing people – especially new riders – to a certified instructor from the start, someone who knows how to work with beginners' needs and concerns in a controlled environment, is critical.



"We want as many people as possible to have access to the Can-Am Rider Education Program," said Bertrand. *"Ultimately we're aiming for 200+ schools across as many states as possible. We're currently in more than 30 states with 145+ schools signed on today, but that's expanding rapidly."*

BRP has a dedicated field team that is 100% focused on delivering the Can-Am Rider Education Program nationwide. The team works on building a strong partnership with state admins and the selected schools while monitoring the program's effectiveness and delivering the optimal customer experience.

"The Can-Am Rider Education Program is a very effective opportunity," said Ray Pierce, Motorcycle Safety Program Manager for the State of Missouri. *"Missouri has only recently had training sites partner with BRP to utilize their program. In that short time, the sites have already trained more folks on three wheels than the entire state has done in the last five years."*

The focus of the Can-Am Rider Education Program is on education and safety, not selling. It is not a retail-driven program and nobody is obligated to purchase a Can-Am product after going through the experience. The purpose is to encourage and influence riders to get their three-wheel education and to make sure schools have the ability to provide three-wheel training.

Whether a person has never been on the open road, is returning to riding, or has been on two wheels, the Can-Am Spyder Rider Education Program ensures riders get the knowledge and confidence to ride a Can-Am Spyder within a safe environment under the supervision of a certified three-wheel instructor on a closed course.

For more information, visit:

<https://can-am.brp.com/spyder/learntoride.html>.

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New England Rider Education Coordinator's Meeting

By: Paul Graves, State Rider Education Program Coordinator, Vermont Department of Motor Vehicles
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The New England states held a first annual rider education coordinator's meeting in Concord, New Hampshire June 28, 2018. The purpose of the meeting was to discuss rider education issues in the New England area and pooling resources (e.g., joint RiderCoach preparation courses and QA Efforts).

"These meetings were held in the past, and we felt it was time to reinstate this annual meeting," said Gene Carabine, Program Coordinator, Massachusetts Registry of Motor Vehicles. Quarterly conference calls are planned in addition to annual meetings.

States in attendance included Maine, Massachusetts, New Hampshire and Vermont. The meeting was coordinated by the New Hampshire Department of Safety, Division of Motor Vehicles (DMV) and held at the DMV offices.

"This is a tremendous opportunity for states in a geographical area, such as New England, to network and share ideas for collaboration. The North West states including Idaho, Oregon and Washington have held similar meetings. I would encourage other states around the country to consider holding such meetings," said Brett Robinson, SMSA Executive Director.

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Register early for the 2018 SMSA National Training Summit!

The 2018 SMSA National Training Summit will be held September 12-16, 2018 at the Holiday Inn Sacramento Downtown-Arena, Sacramento, California (adjacent to Old Town Sacramento). **Early Registration is open until August 17, 2018.**



This year's theme is "Creating a Culture of Safety." Scheduled presenters include Jermaine Galloway the "Tall Cop" who will be presenting: *High in Plain*

Sight: Current Alcohol, Drug, and Concealment Trends and Identifiers and The Tactical Training Academy who will be presenting: *Violent Intruder/Active Shooter Seminar and Workshops*. Other activities include professional development workshops, tours of the SNELL Memorial Foundation Lab, Cycle Gear event and many others. For more information, please visit www.smsa.org. We look forward to seeing you in Sacramento, California.



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CALIFORNIA BEGINS HERE

➔ [Download your registration form here.](#) ⬅

Professional Development Workshop Sunday 9-16-18 Prairie City, CA

By: Roberta Carlson, Total Control Training, Inc.
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The Final Day of SMSA 2018 – Come Experience a Model of the California Motorcyclist Safety Program (CMSP) Annual Professional Development Workshop (PDW) at the [Prairie City State Vehicular Recreation Area](#) on Sunday, September 16, 2018.

As we all know, the purpose of a PDW is to develop instructors and make them better at their craft. We all have had our own versions of what it should look like. What the PDW looks like is also affected by available time, location, logistical and financial constraints. Some programs hold classroom-only PDWs, while others go a step further and have range practice where instructors and coaches get real-time practice and guidance on how to run exercises, evaluate and coach students. These are, if managed and conducted properly, the best and most beneficial. In California, we go a step further.

At Total Control Training we are all about making our instructors the best they can be at teaching the

Motorcyclist Training Course (MTC) and other advanced classes. We also want to develop their enthusiast side. We want them to experience different types of motorcycling and be able to talk with students and answer questions about different genres of riding. In addition to curriculum elements, we add different types of riding skills to our PDWs. Instructors become more knowledgeable about motorcycling and develop their own riding skills. At the CMSP PDWs, as well as the SMSA Prairie City PDW, we will have track or closed-circuit riding (at street speeds), dirt bike riding and gymkhana riding.



Why so much emphasis on riding skill

development? In addition to being a means of transportation, motorcycling is an extreme sport. A motorcycle can be ridden sedately to work each day or it can be raced around a racetrack, pavement or dirt. In either scenario, the rider can be spit off the top in an instant if one mishandles the two-wheel handling dynamics that make motorcycles so fun and so dangerous. In order to best coach our students, one needs to be the best that one can be and understand those motorcycle handling dynamics.

In a similar extreme sport, for example, ski instructors in the United States receive annual advanced training each year to participate as an instructor. They must also demonstrate their competence by passing various levels of skill tests. Since motorcycle riding is definitely more dangerous, statistically, than skiing, shouldn't we maintain our skills, both in teaching and in riding?

There will be two different "tracks" of classroom instruction in addition to the riding activities. One track is aimed at instructors and site sponsors. This track will be generic in nature and can be applied to all curricula. The second track is aimed at motorcyclists who are not involved in training but just want to become better riders. There is something for everyone!

Join us at Prairie City on September 16, 2018. Buses will transport everyone who is not taking their motorcycle. Lunch will be provided at noon and snacks and water will be available all day. The cost is \$95 for the day. Experiencing track riding, gymkhana riding and dirt riding instruction all in one day for \$95 is a real deal! Come and close out the Summit by spending a day riding with friends or watching friends ride.

Riders who are able to bring their own motorcycles will ride them on the track/closed-circuit and the gymkhana. There will be training bikes, demo motorcycles and Can Am Spyders available to borrow if license participants do not have their own motorcycle. Riders must bring full protective gear including a motorcycle-specific jacket and pants. There will be some riding pants available to borrow. Dirt bikes and basic dirt bike gear will be provided for all.



We also encourage non-riders to attend and benefit from the classroom sessions or watch the riding events from a good vantage point.

It will be a fun day for everyone! For more information and to register please visit www.smsa.org.

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On the 2018 Summit Agenda

Professional Development Workshops 9-12-18

SMSA will be conducting two (2) Professional Development Workshops prior to the 2018 Summit on Wednesday, September 12, 2018 from 8:30 am – 12:00 pm.

Professional Development Workshop #1 Risk Management – Just Like Riding – SEE Things 1st!

This hands-on workshop will examine how to proactively engage, anticipate and reduce the risks of rider training students and staff. Adding dirt bike training to professional development for instructors will also be examined.

Conducted by:

- Kyle McCarty, Operations Manager, Idaho STAR
- Roberta Carlson, Total Control Training, Inc.
- Gary LaPlante, President, Moto Ventures, Inc

Professional Development Workshop #2 Range Design, Training Methods and Instructor Training

This hands-on workshop will examine: the challenges and applied solutions for establishing new training sites at locations with non-rectangle layouts, islands, curbs, light post and/or no painting permitted; the need and processes for improving returning rider rates for graduate riders into second tier training; problems and solutions for training and retaining high quality instructors due to cost and time availability.

Conducted by:
Bret Tkacs, Curriculum Designer, Puget Sound Safety

PRE-REGISTRATION IS REQUIRED FOR BOTH PDWs – SPACE LIMITED

SNELL Memorial Foundation Helmet Testing Lab Tours



Approximate length of tour is two hours. Three tours are available throughout the Summit. Space Limited to 15 persons per tour. Transportation provided by SNELL Memorial Foundation.

As a non-profit, the Snell Foundation has been setting standards and testing helmets for 61 years. The current Snell lab located in Sacramento, California is one of the largest state-of-the-art helmet test labs in the world. Snell will provide transportation to and from the hotel for lab tours. You will observe the entire motorcycle helmet testing procedure step-by-step and see how Snell scrutinizes each helmet to ensure premium protection. You will understand helmet testing methodology and criteria, as well as differences in various standards. You will learn why fitting and extra protection are important and whether new helmet design and material are really worth your money. Any helmet question is welcome, and we will strive to answer all of them. **PRE-REGISTRATION IS REQUIRED – SPACE LIMITED**

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3:30 p.m. – 6:00 p.m.

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- Purchase Discounted Cycle Gear
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[Please visit Cycle Gear's website for more information.](#)

2018 SMSA Elections

Nominations for the 2018 SMSA Elections have closed. Election ballots were sent out June 29 by email to all current members for vote. Elections are being held for SMSA Chairperson, SMSA Regional Representatives and the SMSA Individual Members' Representative.

Nominations are:

- Ray Pierce (MO) for SMSA Chairperson
- Jay Jackson (IN) for SMSA Individual Member Representative
- Glenn Davis (CO) for SMSA Western Regional Representative
- Chad Teachout (MI) for SMSA Central Regional Representative
- Paul Graves (VT) for SMSA Eastern Regional Representative

Bios can be found at www.smsa.org.

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Welcome New SMSA Members!

SMSA welcomes our newest State Member; the Indiana Bureau of Motor Vehicles (BMV) and Supporting Members; the [American Driver and Traffic Safety Education Association \(ADTSEA\)](#) and [Cycle Gear](#).



If you are interested in joining SMSA, please visit our website at www.smsa.org for more information.

Step Into the Spotlight

Have your article featured in the next edition of *Spotlight Magazine*. 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; anything motorcycle safety related.



For a copy of the SMSA Guidelines for submitting *Spotlight Magazine* articles, please visit www.smsa.org.

SAVE THE DATE!

2019 SMSA National Training Summit in Grand Rapids, Michigan

The 2019 SMSA National Training Summit will be held [September 11-14, 2019](#) at the Crown Plaza Grand Rapids Airport, Grand Rapids, Michigan.



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



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Thank You SMSA Supporting Members

