



# **The State Motorcycle Safety Association (SMSA) Strategic Plan - 2021**

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## **PURPOSE**

This Strategic Plan will serve as a roadmap to define the future of the State Motorcycle Safety Association (SMSA).

## **OBJECTIVE**

To outline the strategies for SMSA to achieve its mission, vision and goals.

## **BENEFITS**

Following this Strategic Plan will enhance SMSA's leadership role within the motorcycle safety community.

## **EVALUATION**

The SMSA Executive Committee shall review the Strategic Plan during regularly scheduled meetings to ensure it is adhered to.

## MAINTENANCE

The Strategic Plan will be reviewed and updated as necessary and appropriate to ensure the plan is current and reflects the needs of the SMSA Membership and the motorcycle safety community. The SMSA Executive Committee shall conduct regular meetings to review the status of the Strategic Plan as established in the “*Requirements for the Review and Update of the SMSA Strategic Plan*” document which is available on the SMSA website at [www.smsa.org](http://www.smsa.org). This document outlines the requirements for maintaining the Strategic Plan and the process for submitting comments or suggestions for future versions of the Strategic Plan.

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## MISSION

*To serve motorcycle safety programs and the motorcycling community, through inclusion, collaboration and partnerships, to implement comprehensive, data-driven motorcycle safety programs and countermeasures to achieve a significant reduction in motorcyclists traffic crashes, injuries and fatalities.*

## VISION

*To be the national leader and resource for motorcycle safety efforts.*

## GOALS

1. Expand member support services and benefits.
2. Support and encourage comprehensive motorcycle safety programs and countermeasures at the national, state and local levels.
3. Support the NHTSA Highway Safety Program Guideline No. 3 – Motorcycle Safety as a national priority and develop programs and resources to assist state and local programs.
4. Promote and encourage establishment of comprehensive State Motorcycle Safety Plans.
5. Establish and maintain partnerships with federal, national, state, professional and stakeholder organizations that support comprehensive motorcycle safety programs.
6. Serve as an online clearinghouse for resources and materials that assist in developing, implementing and evaluating comprehensive motorcycle safety programs.
7. Serve as a trusted national resource and partner for motorcycle safety issues and advocacy.

## CORE VALUES

1. Respect and encourage equity, diversity and inclusion of our members and partners.
2. Collaborate with our members and partners.
3. Provide opportunities for open communication between our members and partners.
4. Operate in an ethical, professional and transparent manner.
5. Operate in a fiscally responsible manner.
6. Build trust and confidence by committing to excellence.
7. Promote evidence-based practices and approaches.

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## BACKGROUND

The SMSA, now known as the State Motorcycle Safety Association, was founded in 1984 as the State Motorcycle Safety Administrators to provide a forum for the exchange of information among motorcycle education programs. In 2020, the name change allowed for the association to be more inclusive of all motorcycle safety professionals and to recognize all potential stakeholders.

The SMSA works to foster and promote motorcycle safety programs and to represent concerns related to motorcycle safety by working cooperatively with those individuals and organizations with an interest in motorcycle safety.

The SMSA is a 501(c)(3) nonprofit organization that provides leadership for comprehensive motorcycle safety programs by:

- Encouraging comprehensive programs
- Providing guidance on adoption and administration of policy and standards
- Promoting effective management practices
- Identifying proven best practices
- Encouraging data collection, sharing and research
- Fostering communication, collaboration and partnerships
- Influencing national policy and standards

SMSA members are state agencies, national organizations, companies and individuals interested in reducing motorcycle crashes, injuries and fatalities. SMSA brings together the talents of a nationwide network of motorcycle safety professionals to share information, products and events, as well as video and audio public service announcements that highlight motorcycle safety awareness.

The SMSA is dedicated to serving the needs and interests of motorcycle safety programs by advocating motorcycle safety and fostering and promoting the exchange of ideas and resources.

## SMSA STRATEGIC AREAS OF EMPHASIS

The following are the six (6) strategies for the SMSA's Strategic Areas of Emphasis.

Strategies	
<b>Emphasis Area #1</b>	Increase SMSA's annual revenues to support and expand member services, benefits and resources.
<b>Emphasis Area #2</b>	Support efforts to administer effective motorcycle safety programs which provide rider education and training for entry-level riders and life-long learning experiences for existing motorcycle operators.
<b>Emphasis Area #3</b>	Support and encourage states to implement a comprehensive approach to motorcycle safety programs as identified in the <i>NHTSA Uniform Guidelines for State Highway Safety Programs: Guideline No. 3 Motorcycle Safety</i> .
<b>Emphasis Area #4</b>	Promote data collection, research and sharing of information to implement and evaluate motorcycle safety programs, countermeasures and initiatives.
<b>Emphasis Area #5</b>	Develop and strengthen partnerships with government agencies and stakeholder organizations to influence policies, standards and practices that impact motorcycle safety program efforts.

## SMSA ANNUAL 1-YEAR WORK PLAN

The SMSA has identified six (5) key strategies within its Strategic Areas of Emphasis. These strategies will be utilized to develop action items for SMSA annual work plans. The annual work plans will allow the SMSA to prioritize action items, measure and evaluate accomplishments and provide the necessary flexibility to stay up-to-date with the possible changes in motorcycle safety efforts.

The annual work plans will be distributed to the membership for review prior to the annual Members' Business Meeting. During the business meeting, the upcoming proposed plan will be discussed and voted upon. This review and voting process permits the membership to be active participants in the SMSA.

## **FUNDING CONSIDERATIONS**

This Strategic Plan does not provide for the funding to complete the Strategies outlined in this document. Additional resources and efforts will likely be required to complete the Strategies. The Association must work cooperatively with other organizations to establish the resources needed.

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## **ACKNOWLEDGEMENTS / PARTNERS**

Special thanks are extended to past and current SMSA Executive Committee Members and staff for their contributions to the establishment and maintenance of this Strategic Plan.

*Revised: September 2021*