



WEST VIRGINIA DEPARTMENT OF TRANSPORTATION

Division of Motor Vehicles

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Earl Ray Tomblin
Governor

Paul A. Mattox, Jr., P. E.
Cabinet Secretary

January 13, 2014

The Honorable Joe Minard, Clerk
West Virginia Senate
State Capitol, Room M-211
1900 Kanawha Boulevard East
Charleston, West Virginia 25305

The Honorable Greg Gray, Clerk
West Virginia House of Delegates
State Capitol, Room M-212
1900 Kanawha Boulevard East
Charleston, West Virginia 25305

Dear Mr. Clerk:

In accordance with the provisions of West Virginia Code §17B-1D-8(b), I am providing a report on activities related to the Motorcycle Safety Awareness Program Board in 2013.

Should you have any questions, please do not hesitate to contact me or my staff.

Sincerely,

A handwritten signature in blue ink, appearing to read "Steven O. Dale".

Steven O. Dale
Acting Commissioner

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West Virginia Department of Transportation
Division of Motor Vehicles ● Governor's Highway Safety Program
Motorcycle Safety and Awareness Program
Harry Anderson, Program Coordinator ● 304-926-0713

2013 REPORT

To minimize the risk and maximize the fun of motorcycling, the West Virginia Motorcycle Safety and Awareness Program (WVMSP) focuses its efforts on enhancing public motorcycle safety awareness, promoting alcohol and drug effect awareness for motorcyclists, rider improvement, licensing improvement, program promotions and education.

The Program has a Board of Directors comprised of several individuals from state agencies, law enforcement, and other highway safety programs/advocacy groups.

The West Virginia Motorcycle Safety Program has a single vendor, the Motorcycle Safety Foundation (MSF). The MSF provides motorcycle training, technical assistance, and all the required equipment and training materials to each of the seven training sites located throughout the state. The combination of efforts between the WVMSP and the MSF has reduced the cost of individual training to where it is the lowest in the region and very cost effective to the program itself. All of this training is conducted by "Rider Coaches" that are nationally certified by the Motorcycle Safety Foundation. Representatives from the MSF wrote the curriculum that is taught in West Virginia.

Mission

To reduce the number of motorcycle related fatalities and injuries in the state by increasing the awareness to both, the automotive and motorcycling public through education, training and awareness marketing.

Sites and Site Coordinators

Glen Dale – Jenn Foster
Morgantown – Roderick Chaplin
Elkins – MaryAnn Williams
Parkersburg – Brian Bock
South Charleston – Allen Lude
Martinsburg – Bill Freeman
Shady Spring – Rebecca Thomas

MSF Program Management – Manager- State Contracted Services – Robert Gladden
In State Program Coordinator (MSF) – Dan Williams

2013 Training Season Totals

	Failed	Passed	Total *
<u>Basic Ridercourse</u>	<u>37</u>	<u>1189</u>	<u>1226</u>
<u>Experienced Ridercourse</u>	<u>0</u>	<u>54</u>	<u>54</u>
Totals	37	1243	1280

*Total reflects total number of students who enrolled in the program.

Motor Safety Foundation Staffing

1 In-State Program Manager

84 Certified Rider Coaches (including 27 Military Rider Coaches)

West Virginia Numbers at a Glance

49,369 Registered Motorcycles

111,113 Riders with a Motorcycle "F" Endorsement

97% Pass rate in the Basic Rider Course

100% Pass rate in the Experienced Rider Course

West Virginia Motorcycle Safety and Awareness Program Budget

The WVMSP is primarily funded as prescribed in WV Code §17B-1D-7 which creates a special designated fund. The "Motorcycle Safety Fund" was established in 2001 and receives all moneys from the motorcycle endorsement fees, except \$5.50 from the instruction permit fees. It is a special revolving fund that is exempted as part of the state's general revenue fund. Additionally, the WVMSP receives federal funding from Section 2010.

2013 Highlights

The WVMSP participated in a number of motorcycle related events and rallies this past year. The Program was one of the major sponsors of the annual McKee Sky Ranch Vintage Motorcycle Rally in Terra Alta, WV. This event provided the opportunity to project the Motorcycle Safety message to a unique group of riders who may not have been aware of the WVMSP Mission. This event runs concurrently with the annual Mountain Fest Bike Rally and its

close proximity caught many spillover attendees. The McKee Ranch event included a 70 mile dual sport motorcycle ride that drew over 50 riders culminating in a safety skills competition that was judged by one of the program's Riders Coaches. Top finishers in these events were awarded a specially designed WVMSP/McKee Sky Ranch challenge coin. The Program also sponsored other regional automotive/motorcycle themed events such as "River Fest", "Rod Run and Doo Wop", "Dagger's Toy Run" and participated in the Capitol stop of the "Run for the Wall" event. This annual event is very popular, drawing riders from across the nation. In FY 2014, the WVMSP will continue its sponsorship of these events, as well as other regional events across the state to improve its exposure and safety influence on the riding community.

Additionally, over \$92,000 of motorcycle safety funds were spent on radio media packages that were aired during a variety of the most popular sports programs and news slots heard on up to 20 local stations at times throughout the year. This package included website advertising on one of West Virginia's most accessed websites. Another major focus included a TV commercial with a spotlight on the importance of taking a motorcycle rider course. This commercial placed special emphasis on the "Learn first...then ride" concept and was played over 3500 times on cable TV stations and another 560 times on broadcast TV. The 2013 Billboard campaign focused on the "Ride Straight" and "Ride with us First" messages. The primary focus of these messages was to focus on the enforcement elements of helmet use and impaired-free riding, as well as efforts to encourage potential and future riders to obtain their motorcycle endorsement by taking the Motorcycle Safety Foundation Basic Rider Course prior to experiencing riding on our public roads. Additionally, the WVMSP actively promotes program goals on the "Cycle Talk" Radio program that is aired during the most active 20 weeks of riding season. This program uses local radio personalities, WVMSP Staff, and select motorcycle safety and technical experts to inform the public on a wide scope of motorcycle related subjects.

The Governor issued a proclamation declaring the month of May as Motorcycle Safety and Awareness Month. This event drew much local attention including the support of local Law Enforcement Motorcycle Units, Motorcycle Clubs and riders from around the metro valley.

2014 Goals

- To educate individual owners of motorcycles that they must have a motorcycle endorsement to legally operate a motorcycle. Additional emphasis will be placed on the motorcycle rider to "ride straight", free of all intoxicants. The goal is to reduce the number of alcohol, illicit drugs, prescription or over the counter medications related crashes and fatalities.
- To continue to expand training capabilities of the program, by helping to recruit, develop, train and certify additional Rider Coaches.
- To be proactive with motorcycle clubs and organizations in developing alcohol free venues and events.
- To continue to educate both the riding and general public through paid media ads and commercials on radio and television, billboards, hand outs, bumper stickers and sponsored safety events.

- Train and certify two Rider Coaches in the 3 Wheel Basic Rider Course (3W BRC) in preparation for possible scheduled classes based on rider demand.