



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 14, 2015

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

The Honorable Steve Harrison, 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 2014.

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 "Pat Reed".

Pat Reed
Commissioner

/nh

West Virginia Department of Transportation
Division of Motor Vehicles
Governor's Highway Safety Program
Motorcycle Safety and Awareness Program

Chuck Carpenter, Program Coordinator

304-926-3819

2014 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 and advocacy groups.

Additionally, 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 the lowest in the region and is very cost effective to the program itself. This training is conducted by "RiderCoaches" that are nationally certified by the MSF. Representatives from the MSF wrote the curriculum that is taught in West Virginia. The motorcycle training contract was due for renewal in FY 2013. After the purchasing bid process was complete, MSF was awarded the training contract for the next three years.

Motorcycle Safety Foundation

There are currently 84 Certified RiderCoaches in West Virginia. Seven of the Certified RiderCoaches are Site coordinators, one for each of the seven sites around the state. Thirty-one Military RiderCoaches provide the Basic Rider Course (BRC) and Experienced Rider Course (ERC) Training to military personnel.

WVMSP Numbers at a Glance

Motorcycle registrations for FY 2014 were 70,043. The Training Program had a 96% pass rate in the BRC and a 100% pass rate in the ERC. RiderCoaches have trained 18,379 students since 2001. There more than 111,000 drivers in the state with an "F" (motorcycle) endorsement. Seven classes were taught out of the Program's mobile unit this year: two in Franklin, and five in Romney.

Mobile Training Unit

The total number of motorcyclists enrolled using the mobile training unit was 44. There were 37 individuals who passed mobile training, three who withdrew or were counseled out of the training, and one who failed.

If not for the mobile unit, these riders would have needed to travel to a permanent training site causing them to incur the cost of at least two nights in hotel, food, and other travel expenses. The mobile unit allowed these riders, who may not have been able to incur the cost, to become properly trained.

2014 Highlights

The WVMSP participated in a number of motorcycle-related events and rallies this past year. The McKee Sky Ranch Vintage Motorcycle Rally in Terra Alta, WV provided an opportunity to project the Motorcycle Safety message to a unique group of riders who may not have been aware of the WVMSP mission. The 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 more than 50 riders culminating in a safety skills competition that was judged by one of the program's RiderCoaches. Top finishers in these events were awarded a specially designed WVMSP/McKee Sky Ranch challenge coin. The Program also sponsored other regional automotive and motorcycle-themed events such as "River Fest," "Rod Run and Doo Wop," "Dagger's Toy Run," Capitol City FOP, Donel C. Kinnard Memorial Run, and MSP Staff 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 2015, 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, more than \$96,000 of state motorcycle safety funds were spent on radio media packages aired during a variety of the most popular sports programs and news slots heard on up to 20 local stations, throughout the year. The 2014 billboard campaign focused on the "Ride Straight" and "Ride with Us First" messages. The primary focus of these messages was 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 BRC 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 motorcycle riding. 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.

During the month of May, Governor Earl Ray Tomblin issued a proclamation declaring the month of May as Motorcycle Safety and Awareness Month. Also, the MSP was presented with two Telly Awards for their outstanding commercial production. The award-winning commercial called

'ROAD WARRIOR' was produced by The Manahan Group. The focus of the commercial was rider safety and rider education.

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." The fund was established in 2001 and receives all monies from motorcycle endorsement fees, except, for \$5.50 from instruction permit fees. It is a special revolving fund that is exempted as part of the state's general revenue fund. Additionally, the WVMSP utilizes residual federal funding from Section 2010, and federal 405(f) funds to operate its programs.

SMARTrainer Program

During FY 2010, the WVMSP purchased 10 Honda/MSF SMARTrainers ("SMART" Safe Motorcyclist Awareness & Recognition Trainer) through federal funding provided by the National Highway Traffic Safety Administration (NHTSA). Although not a true simulator, a SMARTrainer does create a virtual environment allowing the operator to negotiate road hazards in a safe manner while helping them learn valuable crash avoidance skills. A replay is provided of their riding scenario and gives tips on how they may have avoided hazards.

Novice riders, recent MSF BRC graduates, and experienced riders can all practice in realistic traffic situations that require the operator to evaluate and address traffic hazards in a controlled, risk-free environment using the same motorcycle control functions as on an actual motorcycle. Many users of the SMARTrainer system quickly reevaluate the level of their riding skills and make decisions to seek additional training before attempting some motorcycle riding tasks on their own. Even car drivers can benefit from the situational awareness lessons provided by the SMARTrainer.

Used under the guidance of MSF-certified RiderCoaches or SMARTrainer coaches, the SMARTrainer becomes a powerful teaching tool. Riders gain valuable feedback for the choices they make on the road, helping them identify areas where they can improve their decision-making abilities. This system was used at a variety of automotive, motorcycle and outdoor themed events throughout the state, gaining the attention of many. During these events, its use and benefits were featured on many local TV news reports, newspapers, and one regional monthly motorcycle magazine.

The Program has put SMARTrainers to use in High School Driver's Education Programs, as well as at safety fairs throughout the state. The program will continue throughout FY 2015.

MSP Focus for FY 2015

- 1.) Continue to expand training capabilities of the program by helping to recruit, develop, train,

and certify additional RiderCoaches.

- 2.) Forge partnerships in rural areas in which additional locations are to be developed, providing added motorcycle training.
- 3.) Continue to educate both the riding and general public through paid media ads and commercials on radio and television, billboards, handouts, bumper stickers, and sponsored safety events.
- 4.) 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.
- 5.) Be proactive with motorcycle clubs and organizations in developing alcohol free venues and events.
- 6.) Continue a partnership with the State Board of Education by providing each driver's education instructor a copy of the new "Share the Road" module entitled "Intersections." This module focuses on the number one cause of motorcycle crashes: being hit by a driver of an automobile or truck that didn't see them.
- 7.) Evaluate and adopt, as required, new MSF Basic RiderCourse standards.
- 8.) Target motorcyclist awareness, certified helmet enforcement, and enforcement of unendorsed

riders.

- 9.) Train and certify 2 additional RiderCoaches in the 3 Wheel Basic RiderCourse (3WBRC) in preparation for possible classes to be taught based on rider demand.