



WEST VIRGINIA DEPARTMENT OF TRANSPORTATION

Division of Motor Vehicles

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Jim Justice
Governor

Thomas J. Smith, P. E.
Cabinet Secretary

March 27, 2017

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

The Honorable Steve Harrison
West Virginia House of Delegates Clerk
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 the activities related to the Motorcycle Safety and Awareness Program Board in 2016.

Should you have any questions, please do not hesitate to contact my office at (304) 926-3871.

Sincerely,

A handwritten signature in blue ink, appearing to read "Pat Reed".

Pat Reed
Commissioner

/t

Attachment

Motorcycle Safety

The GHSP utilizes the West Virginia Motorcycle Safety Program (WVMSP) to enhance motorcycle safety awareness, promoting alcohol and drug effect awareness for motorcyclists, rider improvement, licensing improvement, program promotions, and education.

Motorcycle Data

Motorcycle registrations for FFY 2016 totaled 53,312 with 108,397 WV licensees holding a valid motorcycle endorsement.

Safety Training

The GHSP utilizes the Motorcycle Safety Foundation (MSF) to provide motorcycle training, technical assistance, and all the required equipment and training materials. The MSF also certifies the WVMSP's curriculum and its RiderCoaches (trainers).

Motorcycle Safety Trainees	Passed	Failed	Pass Rate
Basic Rider Skills	1005	36	96%
Expert Rider Skills	30	0	100%
3Wheel Basic Skills	3	0	100%
Mobile Training Unit	29	2	93%

Additionally, the “SMART” (Safe Motorcyclist Awareness & Recognition

Trainer), a motorcycle safety training simulator, was utilized to train riders by creating a virtual environment where the rider could negotiate road hazards in a safe manner while helping them learn valuable crash avoidance skills. They are frequently utilized in high school Driver's Education programs, as well as at safety fairs throughout the state as a powerful teaching tool.

The WVMSP also used a Mobile Training Unit for safety training at special events and in more remote locations in the state.

Program Highlights

The WVMSP participated in several motorcycle-related events and rallies in FFY 2016 where program promotion, safety training, and media coverage was attained.

- The McKee's Sky Ranch Vintage Motorcycle Rally
- Mountain Fest Bike Rally
- River Fest
- Rod Run and Doo Wop
- Dagger's Toy Run
- Capitol City FOP Car & Bike Show
- Donel C. Kinnard Memorial Run

These events garnered media coverage and were promoted by the GHSP on social media as well.

Media

The WVMSP utilized radio PSAs, talk shows, billboards, social media, and event sponsorships to promote motorcycle safety.

The primary focus of motorcyclist 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.

A television campaign ran from June through September to encourage riders to take the WVMSP BRC training. Additionally, billboards were placed around the state in geographic locations closest to motorcycle fatalities that displayed the message “Look Once, Look Twice for Motorcycles”. The 30 second “Road Warrior” spot placement and talent fee renewal, and billboards utilized the remaining 405f funds at a cost of \$101,680.

The WVMSP actively promotes program goals on the radio talk show “Cycle Talk”, which airs 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.

Program Budget

The WVMSP is primarily funded through the “Motorcycle Safety Fund”, which is established in WV Code §17B-1D-7.

This account retains all motorcycle endorsement fees (except for instruction permit fees) for WVMSP use. Additionally, the WVMSP utilizes residual federal funding from Section 2010 and federal 405(f) funds to operate its programs.

