



WEST VIRGINIA DEPARTMENT OF TRANSPORTATION
Division of Motor Vehicles

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January 7, 2011

The Honorable Darrell Holmes, 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, 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. This report pertains to Fiscal Year 2010.

Please feel free to call me or any of my staff should you have questions.

Sincerely,

A handwritten signature in black ink, appearing to read "Joe E. Miller".

Joe E. Miller
Commissioner

/e

Motorcycle Safety and Awareness Program

Greg Winter, Program Manager • 304-926-0713

2010 REPORT

"The mission of this program is to increase the awareness of both the automotive and motorcycling public through education, training and awareness to reduce the number of motorcycle related fatalities and injuries in the state."

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.

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 where it is the lowest in the region and very cost effective to the program itself. All of this training is conducted by "RiderCoaches" that are nationally certified by the Motorcycle Safety Foundation. Representatives from the MSF wrote the curriculum that is taught in West Virginia.

Motorcycle Safety Foundation

There are currently seventy-three Certified RiderCoaches in West Virginia. Seven of them are Site Coordinators, one for each of the seven sites around the state. Twenty-one Military RiderCoaches provide the Basic Rider Course and Experienced Rider Course Training to military personnel.

West Virginia Motorcycle Safety Program Numbers at a Glance

There were 51,004 registered motorcycles in the state as of July 1, 2010, a decrease of 2.33 % from the previous year. The Program had a 77% pass rate in the Basic Rider Course and a 91% pass rate in the Experienced Rider Course. RiderCoaches have trained 13,660 students since 2001. There are 102,442 drivers in the state with an "F" (motorcycle) endorsement. Eight classes were taught out of the Program's mobile unit this year: three in Franklin, four in Romney and one in Huntington.

Training Season 2010:	FAILED	PASSED	TOTAL STUDENTS
Basic Ridercourse	36	1344	1668
Experienced Ridercourse	0	60	77
Totals	36	1404	1745

Note: Not reflected in total number of students contacted were 67 students that withdrew from or were counseled out of the classes. The balance was either no-shows or cancellations.

Regarding motorcycle crashes, preliminary¹ data for 2010 is as follows:

Crashes: 704 Injuries: 675 Fatalities: 31

Mobile Training Unit

The total number of motorcyclists enrolled using the mobile training unit was 52. Thirty nine of the individuals passed the basic rider course and two individuals failed. There were 11 riders that were either no-shows or cancelled.

Had it not been for the mobile unit, these riders would have been required to travel to a permanent training site requiring them to spend at least two nights in hotel plus food and other expenses. The mobile unit allowed these riders, who may not have been able to incur the cost, to become properly trained.

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.

¹ Final crash data for 2010 is pending. Official numbers will not be released until mid-2011.

2010 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 Vintage Motorcycle Race at the 5th annual Mountainfest Rally in Morgantown. The Safe Ride Program is a program that the WVMSP offers during this event. The Program also sponsored and participated in the Capitol stop of the "Run for the Wall" which is becoming an annual event. The WVMSP co-sponsored the 3rd Annual Governor's Safety Ride held the third weekend in October.

Additionally, \$99,000 in federal grant funding was spent on a cable television media buy, with 8,361 being the total number of spots aired statewide.

The Governor issued a proclamation declaring the month of May as Motorcycle Safety and Awareness Month. The event aired at noon on six television stations across the state.

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 re-play is provided of their riding scenario and gives tips on how they may have avoided that hazard.

Novice riders, recent MSF Basic RiderCourse 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. 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.

The Program plans to use SMARTrainers in High School Driver's Education Programs as well as at safety fairs throughout the state. The program will be introduced in FY 2011.

Program Goals

- 1.) To continue to expand training capabilities of the program, by helping to recruit, develop, train and certify additional RiderCoaches.**

- 2.) To forge partnerships in rural areas in which additional locations are to be developed, providing added motorcycle training.**

- 3.) 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.**

- 4.) 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.

- 5.) To be proactive with motorcycle clubs and organizations in developing alcohol free venues and events.**

- 6.) To 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 causes of motorcycle crashes: being hit by a driver of an automobile or truck that didn’t see them.

- 7.) Introduce the Smart-Trainers in approximately fifteen county school districts in the State.**

- 8.) Target motorcyclist awareness, certified helmet enforcement and enforcement of unendorsed riders.**