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2022 West Virginia Motorcycle Safety Program Report

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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, and program promotions, through education.

The WVMSP has a Board of Directors comprised of 8 individuals from state agencies, law enforcement, and other highway safety programs and advocacy groups. This make up is established in accordance with West Virginia Code §17B-1D-8.

Additionally, the West Virginia Motorcycle Safety Program has a single training 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 \$100 out-of-pocket cost to the West Virginia resident rider. This training is conducted by “Rider Coaches” 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 re-awarded to MSF



in 2022 through the state bid process. After the purchasing bid process was complete, MSF was awarded the training contract on an annual renewable basis for the next three years. The out-of-pocket cost to the WV resident rider remains at \$100, but in the 2022 contract, the cost for WVMSP reimbursement increased from \$139 to \$169 per student.

Analyzing several years of the West Virginia motorcycle fatal crash data revealed that as many as 75% of motorcycle operators did not possess a motorcycle "F" endorsement. In 2022, there were 39 fatal motorcycle crashes in WV; 24 of 39 did not possess a motorcycle "F" endorsement.

Recognizing that professional motorcycle training is key in motorcycle crash avoidance and survival, the Motorcycle Safety Board voted to approve out-of-state class completion for courses outside of the MSF curriculum, provided that those states utilize an acceptable introductory rider curriculum, that was compliant with provisions in Fixing America's Surface Transportation (FAST) Act. Additionally, the state(s) must have had an 405(f) federal grant application approved by the National Highway Traffic Safety Administration (NHTSA). This compliant public meeting was held on April 10, 2019, with a quorum met.

Motorcycle Safety Foundation

There are currently 33 Certified Rider Coaches in West Virginia eligible to teach the Basic Rider Course (BRC), with 13 of those who teach on a regular basis. Seven (7) of the Certified Rider Coaches are Site Coordinators, one for each of the seven sites around the state. Three (3) Military Rider Coaches provide the Basic Rider Course (BRC) and Experienced Rider Course (ERC) training to military personnel.

WVMSP Numbers At-A-Glance

Motorcycle registrations increased in 2022 totaling 37,733. The Training Program had a 94.66% pass rate in the Beginning Rider Course, 100% pass rate in the Experienced Rider Course, and a 100% pass rate in the 3-Wheel Course. Rider Coaches have trained over 20,000 students since 2001. There are more than 108,000 drivers in the state with an "F" (motorcycle) endorsement. Training classes are also offered for the state's rural areas of Romney and Franklin and taught out of the program's mobile unit. The mobile unit was also used in the Summersville area this year.

2022 Highlights

The WVMSP participated in multiple motorcycle-related events and rallies in 2022. In June, the Capitol City FOP Bike & Car Show and in July, 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's mission. The WVMSP also participated in a Safety and Health Fair at the Covestro plant in New Martinsville. In 2023, the WVMSP will continue its participation or sponsorship of these events, as well as other regional events across the state as approved by the Board, to improve its exposure and safety influence on the riding community.

Past data reveals that more than half the drivers involved in motorcycle related crashes did not possess a motorcycle "F" endorsement. Given this fact, the WVMSP inserted a rack card in all mailed motorcycle renewals for February 2022. This rack card provided information regarding the location of the motorcycle "F" endorsement on a West Virginia driver's license. Additionally, information was also provided to those who wanted to pursue a motorcycle "F" endorsement, along with a contact number to obtain further information.

The rack cards were created at a minimal cost of \$2,000 and were very well received. As a result, the WVMSP coordinator and training coordinator received numerous calls regarding licensing and safety classes.

Additionally, in May, Federal 405(f) funds, in the amount of \$39,237.92, were spent on "Look Twice, Save a Life" messaging, focused in areas where motorcyclists frequently travel in West Virginia. The primary focus of the message was to remind drivers to look twice for motorcycles. Paid media categories used were billboards, Spotify, radio, Connected TV (CTV), Twitter, and Facebook. From April-June 2022, \$17,184.20 was spent on a campaign to educate the public on how to register for motorcycle safety classes or take the skills test at their local DMV regional office to obtain a motorcycle "F" endorsement. This advertising ran on local radio.



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 federal 405(f) funds to operate its programs.