



**Governor's Traffic Safety Advisory Commission  
 Motorcycle Safety Action Team  
 MDOT-Horatio S. Earle Learning Center-Lake Huron Conference Room  
 Thursday January 16, 2014  
 9:00 a.m. – 12:00 p.m.**

<b>Attendance</b>	
<b>Name</b>	<b>Agency</b>
Chad Teachout	OHSP
Eric Line	MDOT
Joe Kelly	MDOS
Emily Davis	MDOS
Debbie Parinello	ASMI – EMS
Jon Strom	Grand Blanc Township
Vince Consiglio	ABATE
Lynn Sutfin	OHSP
Mike LaBruzzy	Michigan National Guard Air
Dan Petterson	SMARTER
Jim Rhoades	ABATE

**Agenda Item: OHSP Motorcycle Rider Focus Group Survey (Chad Teachout)**  
**Discussion:** Are dealers required to give endorsement information packet? No, but many Harley Davidson will include safety course info with the sale.  
**Action:** Make tag that goes right on the handle bar of the bike with brief message about safety. MDOS send out automatic letter/flyer/information to motorcycle registered. Look into Oregon program with dealerships to better our state relationship with dealers.

**Agenda Item: "Shadow Riders" 2014 update (Chad Teachout, Joe Kelly)**  
**Discussion:** Mailing is happening again  
**Action:** Still waiting on percentage of unendorsed for 2013

**Agenda Item: "Roll Call Video" LEAK status (Jon Strom)**  
**Discussion:** Near future putting video together, looked at example from Washington (18-19 minutes long), length too much, keep it around 9 minutes  
**Action:** In progress

**Agenda Item: Status of Grand Ledge ANG getting training approval (Joe Kelly, Mike LaBruzzy)**  
**Discussion:** AANG (Air and Army)  
 -Battle Creek would help them set up a program, not run on their own. They would receive assistance from Lansing Community College – BC will need to connect with them  
**Action:** In progress

**Agenda Item: Motorcycle Accident Scene Management (Deborah Parinello)**  
**Discussion:** PRESENTATION (PowerPoint and live demonstration); -Teaches accident scene management classes  
 -Class purpose for Motorcyclists to keep each other alive until help arrives.  
 -e-mail: [debbie@accidentscene.com](mailto:debbie@accidentscene.com)  
**Action:** Currently working on universal place to put medical information as motorcyclists.

**Agenda Item: NHTSA Motorcycle Safety Program Management class (Dan Petterson)**  
**Discussion:** Topics: history of motorcycles, safety, funding, NHTSA uniform motorcyclist guideline #3  
 Online interactive course, phones and power points, visually see the presenter, message participants, about 30 participants from around the country.  
**Action:** In progress

**Agenda Item: 2013 Preliminary Motorcycle Crash Data (Eric Line)**

**Discussion:** Handout with statistics, very preliminary, press releases will be completed in mid-March 2014

-Fatalities appear to be the same 2012 and 2013/Number of Crashes down from 2012

**Action:** Continue to push unendorsed riders in all OHSP press releases. Send another Shadow Rider e-mail to action team members, some having problems opening document.

**Agenda Item: Open round table discussion/networking/collaboration**

**Discussion:** Novi Bike Show survey was a little long for people to only receive a bandana?

Need to properly advertise RRBRC as alternative to state endorsement (one day license waiver).

SOS Ruth Johnson will be kicking off the 2014 May is MC Safety Awareness month (Joe) looking for input for this year, want to focus on unendorsed riders crash rates.

Police would want banner to display during the month of May, send out poster/banner to those who want it.

State needs to move aggressively to make this information public – most crash fatalities are unendorsed.

Need press coverage and get on TV to push unendorsed riders.

DMS signs on highway, safety messages are lower priority but they get up there.

“Look twice save a life” – ABATE distributed lawn signs to people around the state, first initial dent in MI is 1,000 signs.

Dan Petterson would like to see more riders involved in the SOS May events. Keep the action team in this loop and add the dealerships to reach local customers.

MDOS needs to advertise events more in advance, some were unaware of events, discuss with Laura Lehmann, need two months to advertise and promote.

Maybe have more night events, after the work day or on a weekend so more people can be involved.

Send May event dates to dealerships, then pass that on to groups.

Possible parade license so citizens can stop traffic for large groups? Last year some got stopped at light.

Get message to vehicle drivers in May for safety awareness of motorcycles – target for May.

Huge number of riders show up for wide publicity to get message to vehicles to pay attention.

TV coverage is a huge level of coverage, we need this.

Pre-event press releases – need to have enough time before the events to make sure its published.

Get more coverage out on social media: Facebook, twitter, etc. start prep in April, put a joke in there and keep messages simple.

Make being endorsed as an exclusive club, just like riding bikes in general.

Cycle endorsement patch or pin.

Priority to reach out to dealers, but many associations will fight that.

Hope to get more training bikes this year.

Muskegon show in July, OHSP preparing, vendors being moved around, waiting to hear update.

New Motorcycle function in Grand Rapids this year, bike festival, Jim will have more info at next meeting, objective to have it a higher end motorcycle event.

Bikes on the Bricks Sept 12-14 (Jon Strom).

Send e-mail contact list for action team meeting so we can update each other on events.

**Action:** Results from Novi Bike Show survey prepared for next meeting ; Maybe provide Novi survey as mail out or to MSF students or UPDATE current surveys for sponsors; Advertise RRBRC as one day class license waiver to public (through Shadow Rider mailing); Send e-mail from MDOS office communications for MAY EVENTS, Create Cycle endorsement patch or pin.

**Agenda Item: Discuss future meetings and initiatives**

**Discussion:** Motivate people with food/snacks to attend next meeting; Is bi-monthly schedule too much?; May 15 is event in DC that ABATE won't be here. July is huge travel month for team members; Can't reschedule meetings but can cancel.

**Action:** Will continue to have bi-monthly meetings and will cancel if not enough agenda items or most people will not be able to attend.

**Future Meeting Dates**

March 20, 2014

May 15, 2014

July 17, 2014 (day before Muskegon Bike Time weekend)

September 18, 2014

November 20, 2014

The Michigan Traffic Safety Summit is March 25–27, 2014 at the Kellogg Center in East Lansing