

## Motorcycle Safety Action Plan 2015 Accomplishments

**Action Plan Activity:** Legislation to increase motorcycle safety training course fees to \$50. (2016)

Lead Agency: ABATE, AMA, SMARTER

**Accomplishment:** HB 5853 was passed into law and was assigned as 2016 PA 22. The amended law raised the training course fee from \$25 to not more than \$50.

**Action Plan Activity:** Legislation to waive the written test from the Secretary of State's office for motorcycle safety course graduates. (2016)

Lead Agency: ABATE, AMA, SMARTER

**Accomplishment:** HB 4854 was passed into law and assigned as 2016 PA 23. The amended law permits waiving the written test in a Secretary of State branch office for individuals who complete a motorcycle safety course.

**Action Plan Activity:** Promote the adoption of the MSF's most current motorcyclist training curriculum. (2015)

Lead Agency: Michigan Department of State (MDOS) and Office of Highway Safety Planning (OHSP)

**Accomplishment:** The Michigan Department of State coordinated multiple Transitional Rider Coach Preparation sessions held in 2015. These courses certify the Rider Coaches for the Motorcycle Safety Foundation's updated curriculum. 116 Rider Coaches have been trained. The remaining 100 Rider Coaches are expected to be trained by end of FY 2016.

**Accomplishment:** The Michigan Department of State certified 33 of the 78 Basic Rider Course ranges for the updated curriculum. All programs are expected to be using the new curriculum in early 2017.

**Action Plan Activity:** Seek ways to increase funding for motorcyclist training courses and modernization of the training motorcycle fleet. (2016)

Lead Agencies: MDOS and OHSP

**Accomplishment:** The Michigan Department of State coordinated the purchase of ten motorcycles through a federal grant in FY 2015. The Motorcycle Safety Program has approximately 700 motorcycles. It is necessary to purchase new motorcycles to maintain a modern fleet of training motorcycles. These ten bikes supplement motorcycles purchased with state funds.

**Action Plan Activity:** Engage with other states and national motorcyclist safety programs through the National Association of State Motorcycle Safety Administrators (SMSA) to bring fresh perspectives and new ideas to the table from other state and national sources.

Lead Agencies: MDOS and OHSP

**Accomplishment:** Joe Kelly, Michigan Motorcycle Safety Coordinator for the Michigan Department of State participated on the SMSA Executive Committee as the Central Region Representative Chair and assisted in the SMSA annual symposium held in October 2015 by moderating breakout sessions for State Research and Data Collection Projects and Rider Education and Training.

**Action Plan Activity:** Use publicly funded grant courses to expose the public to, and promote the use, of high-visibility (HighViz) riding gear.

Lead Agencies: MDOS and OHSP

**Accomplishment:** Through a NHTSA grant approximately 7,500 HighViz vests were distributed to graduates of publically funded motorcycle safety courses in 2015. The project will continue through FY 2016 where 9,000 vests are expected to be distributed.

**Action Plan Activity:** Raise public awareness of motorcyclist training opportunities, motorcycle endorsement requirements, and use of High-Viz riding gear through the “May is Motorcyclist Safety Awareness Month” campaign and promote at motorcyclist events around the state of Michigan.

Lead Agencies: MDOS and OHSP

**Accomplishment:** In May 2015, a ride-in and news event was held by Secretary of State Ruth Johnson. Secretary Johnson and other motorcyclists rode from Motor City Harley-Davidson in Farmington Hills and rode to Schoolcraft College in Livonia.

**Accomplishment:** In July 2015, staff from the Michigan Department of State partnered with the Michigan Office of Highway Safety Planning at the Muskegon Bike time. Outreach, publications, and giveaways were focused on at-risk motorcyclists.

**Accomplishment:** In August 2015, staff from the Michigan Department of State participated in the Allstate Driver Awareness Program event at the Capitol. The program has an Allstate representative riding state to state to bring a request to each state’s legislature to adopt motorcycle awareness education content in driver education programs.

**Accomplishment:** In September 2015, staff from the Michigan Department of State and the Michigan Office of Highway Safety Planning staffed a booth at the Bikes on the Bricks event in Flint. Interaction with motorcyclists were used to recruit training instructors, direct individuals to Michigan.gov/motorcycling, and distribute publications. HighViz gear, including 800 bandanas were given away to help promote rider conspicuity.

**Action Plan Activity:** Provide annual regional professional development opportunities and periodic statewide conferences for Motorcycle Safety Foundation (MSF) Rider Coaches, Rider Coach Trainers, and program management staff.

Lead Agencies: MDOS and OHSP

**Accomplishment:** This activity continues to be an ongoing process to keep Michigan’s Rider Coaches updated on MSF training course curriculums. The Michigan Department of State and the Office of Highway Safety Planning will continue to support the Transitional Rider Coach Preparation sessions as Michigan continues to move ahead with transitioning to the MSF Basic Rider Course “Updated”.

**Action Plan Activity:** Through the *Ride Safe to Ride Again* campaign, continue to promote the importance of a comprehensive safe motorcycling mindset; foster the acceptance and use of HighViz riding gear, expand access to and awareness of training opportunities for motorcyclists, communicate to unendorsed motorcycle owners the benefits of being trained and endorsed

Lead Agency: OHSP

**Accomplishment:** The Michigan Department of State partnered with the Office of Highway Safety Planning to support the “Shadow Rider” program. This program compares the registered motorcycles in Michigan with their owners and whether they have a motorcycle endorsement. A post card is mailed to the unendorsed riders encouraging training and HighViz gear. The 2015 was the second year for the Shadow Rider program that resulted in 2,000 previously unendorsed riders becoming endorsed.

**Accomplishment:** The Michigan.gov/motorcycling website traffic increased significantly in 2015. There was a doubling of unique visitors from 2014. It is believed that the Shadow Rider program, the change in the motorcycle temporary instruction permit law, and the HighViz vest program all contributed to the increased traffic.

**Accomplishment:** The Michigan Department of State implemented a legislatively required change to limit motorcycle temporary instruction permits to two within a 10-year period of time. To educate the public about the change, it was included in the May news conference, the SOS website was updated, and individuals obtaining a TIP in a Secretary of State branch office receive written notification of the new requirements.

#### Other Accomplishments

**Accomplishment:** In 2015, Motorcycle safety training was completed by 9,468 participants through the Michigan Motorcycle Rider Safety Training Program administered by the Michigan Department of State.