



WEST VIRGINIA DEPARTMENT OF TRANSPORTATION

Division of Motor Vehicles

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**Thomas J. Smith, P. E.
Cabinet Secretary**

February 23, 2018

The Honorable Lee Cassis, Clerk
West Virginia Senate
State Capitol, Room M-211
1900 Kanawha Boulevard East
Charleston, WV 25305

The Honorable Steve Harrison, Clerk
West Virginia House of Delegates
State Capitol, Room M-212
1900 Kanawha Boulevard East
Charleston, WV 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 2017.

Should you have any questions, please do not hesitate to contact me or my staff.

Sincerely,

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

Pat Reed
Commissioner

/nh

ATV Safety

West Virginia law requires an **ATV Safety Awareness Program** for riders under 18 years old. In FFY 2017, West Virginia had 15 ATV fatalities occurring on the state's roadways. Though West Virginia law focuses on riders under 18, fatalities occur with all ages of riders.

Data supports that helmet use remains the most productive deterrent in preventing ATV injuries and fatalities, and that riders of all ages should be educated on ATV safety and helmet use.

The ATV Safety and Awareness Program provides safety training at WV DMV regional offices. The GHSP promotes an expanded version of the training through partnerships with a number of state agencies including West Virginia University (WVU) Extension Service, the Department of Natural Resources, the West Virginia National Guard, the Department of Education, and the Division of Forestry. A 2.5 hour online ATV safety course is also available for riders to increase safe ATV practices.

In addition to safety training, the GHSP has helped facilitate the construction of ATV trail systems that provide ATV riders the opportunity of riding on a dedicated course off public roads and reducing ATV fatalities.

Though NHTSA has no measures for the GHSP on ATV Safety, and no federal funding is received for the ATV Safety Program, the GHSP will continue to improve public awareness and reinforce outreach efforts to reduce ATV fatalities and injuries.

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 2017 totaled 53,215 with 108,249 WV licensees holding a valid motorcycle endorsement.

Safety Training

Motorcycle Safety Trainees	Passed	Failed	Pass Rate
Basic Rider Skills	959	23	98%
Expert Rider Skills	19	0	100%
3Wheel Basic Skills	3	0	100%
Mobile Training Unit	26	0	100%

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

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 a number of motorcycle-related events and rallies in FFY 2017 where program promotion, safety training, and media coverage was attained.

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

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 radio campaign ran from February through October to encourage riders to take the WVMSP BRC training.

Additionally, Section 2010 funds were used to run Facebook post boosts and for billboards around the state in geographic locations closest to motorcycle fatalities that displayed the message "Look Once, Look Twice for Motorcycles."

These carried a "motorist" message and utilized \$70,271.11 in Section 2010 funds.

Motorcyclist Fatalities

From 2012 to 2016



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 Section 405(f) funds to operate its programs.