

H.6 GWRRA Motorist Awareness Division



H.6.1 Introduction

"Share the Road!" is the Motorist Awareness Division's campaign to reduce the number of crashes, conflict situations and close calls arising between motorcycles and other highway users. The Division's mission is to provide information and educate motorists on means to reduce crashes, near misses and conflicts with motorcyclists. The Motorist Awareness Division will achieve this mission through Motorist Awareness Coordinators, Liaisons, Educators, Presenters, Instructors, or any GWRRA Member. This is the one program where every member can make a difference with the motorist community.

The "Share the Road!" campaign of M.A.D. compliments and reinforces GWRRA's Rider Education program and together provide GWRRA members with a full spectrum of educational resources and opportunities. Motorist Awareness is the outreach program of our Association designed to educate the motorist community to an awareness of motorcycles and aids in making the highways safer for all users.

Motorcycle Safety Awareness Month is an annual opportunity to showcase this Motorist Awareness/Rider Education partnership. Each May, Motorist Awareness Coordinators, Liaisons, Educators, Presenters, Instructors and many of our dedicated GWRRA Members, spearhead Motorist Awareness initiatives throughout the association. Awareness initiatives should be ongoing throughout the year in an effort to continually educate and remind motorists they "Share the Road." with motorcyclists.

GWRRA's Motorist Awareness Division is committed to a goal of establishing the safest motorcycling environment possible. The motorcycling community can no longer be content to sit passively by while crashes and conflicts between motorcycles and other vehicles continue to escalate.

The Motorist Awareness Division is working with the Motorcycle Safety Foundation (MSF) and other organizations engaged in motorist awareness programs. Communications and the sharing of information between GWRRA and these organizations helps build our programs, sets the stage for success and benefits the entire motorcycling community.

We believe "Share the Road!" with emphasis in aggressive awareness education, awareness advertising, and effective public relations is an effective tool in the reduction of conflicts between motorcyclists and other highway users.

There is much work to be accomplished in educating the motorist community of means by which they can assist in helping reduce crashes and close encounters with motorcycles. Through coordinated efforts and teamwork, we can accomplish these goals. Join our motorist awareness team and help Make-A-Difference, not just for us, but for the entire motorcycling community.

Our Motto... "Share the Road!"

Our Mission... "To Facilitate A Reduction In Motorcycle Crashes With Other Motor Vehicles."

The Motorist Awareness Division and Rider Education Program, through a Team effort with all GWRRA Divisions, are committed to a goal of establishing the safest motorcycling environment possible. While the overall focus of the Rider Education Program is to train and educate motorcycle riders, the Motorist Awareness Division (MAD) will focus on educating the motorist community. Our primary goal in motorist awareness will be to reduce the number of motorcycle crashes with other highway users, a reduction in the loss of life, and a reduction in injuries.

A New Era in Motorist Awareness - A Simple Plan...

The Motorist Awareness Division of GWRRA, through a "Share the Road" campaign will pursue three aspects of motorist awareness. Each of these three is supportive of each other:

- **Awareness Education** - Providing motorists with First Class, professional education through our certified seminar presentations. Our presentations will be developed for a multitude of audiences, educating them to a better understanding of motorcyclists, the risks involved, a heightened awareness of motorcycle presence and what they as motorists can do in the prevention of crashes. **"Drive Aware!"**
- **Awareness Advertisement** - Serves as a reminder to motorists that they share the road with motorcycles. Reinforced reminder to the education aspect. Accomplished through public service announcements, hand-out literature, and visual aids.
- **Public Relations** - Interaction with the motoring public has the ability to reflect highly on GWRRA and to help mold public opinion on how they view motorcyclists. Our goal in this area is to build a rapport with motorists and leave them with a feeling that motorcyclists are real people who could be their friend, neighbor, or even a relative.

H.6.2 Organization and Structure

Motorist Awareness is the outreach program of our Association designed to educate the public to be aware of us in the hope of reducing our conflicts with the motorist. Even though it is a part of the Rider Education program, our agenda is 180 degrees different, being that we deal with the public instead of motorcyclist, and operates independently within our Rider Education Program. The Motorist Awareness Division is led by the Director- Motorist Awareness.

The purpose of having Motorist Awareness within our program is to utilize our people resources to get the word out to the motoring community. Whether it is an Education Officer or a Seminar Presenter, we encourage our dedicated members to assist this program in presentations throughout their community by helping to make local motorists aware of our presence on the road. This not limited to Rider Education members. We also encourage Operations and Leadership Training to participate in this effort. **Together, we can make a difference!**

H.6.3 Qualifications of the Motorist Awareness Division Director

- Maintain current membership in GWRRA.
- Maintain current status of Level IV in the Rider Education Program.
- Preferably is a certified seminar presenter in REP or LTD, but is not required to be.
- Be dedicated to the safe operation of motorcycles and exhibit a sincere desire to serve GWRRA and its membership.
- Demonstrate adequate communication skills, both verbal and written, to provide effective and meaningful leadership to the members.
- Demonstrate the ability and willingness to maintain an effective and harmonious relationship with the Executive Director, Director- Rider Education, Regional Directors, District Directors and others requiring the services of this office.

H.6.3.1 Duties and Appointment of the Motorist Awareness Director

- Director- Motorist Awareness is appointed by Director- Rider Education. Serves as Association Officer as part of the Rider Education Staff.
- Is responsible for promoting and supporting the implementation of the Motorist Awareness Division throughout GWRRA.
- Write articles for Coordinators and membership in the monthly Rider Education newsletter highlighting any program changes or additions as well as providing timely motorist awareness articles and information to be used at the Region, District and/or Chapter for communication to the members.
- Monitors the Motorist Awareness Division to ensure quality results and to see that goals and objectives are achieved.
- Attends Wing Ding annually to provide full and complete Motorist Awareness support and programs for the benefit of the members. This will include:
 - Staffing and organizing the Motorist Awareness booth.
 - Scheduling and staffing of Motorist Awareness Seminars (coordinated with the GWRRA Leadership Training Director).
- Upgrades and expands the Motorist Awareness Program as necessary, or as requested by the Executive Director and/or by the Director of Rider Education.
- Ensures that qualified personnel are utilized at appropriate levels to provide quality education and information to all members.
- Effectively teaches and communicates all aspects of the Motorist Awareness Division to all levels of Educators, Coordinators and members.
- Maintains such records as deemed necessary or as requested, and to assist all involved personnel in accomplishing their duties in a timely fashion.
- Compiles and distributes, at least on a quarterly basis, a report of the Motorist Awareness activities conducted within the Association. Annually, provide the Executive Director with a year-end statistical report of the MA activities within GWRRA.
- Provides an annual report stating accomplishments within the division for the past year and establishing the goals and objectives for the Motorist Awareness Division during the succeeding year
- *Interfaces with the Motorcycle Safety Foundation (MSF) and such other organizations and entities, both domestic and foreign, in order to enhance the Motorist Awareness Division and to promote and foster good working relationships between these organizations and GWRRA. Any action items forthcoming as a result of these interfaces will require the pre-approval from the Executive Director to ensure uniformity and consistency with all GWRRA operational policies and to protect against misunderstandings. In addition, all requests made to the MSF, SMSA or other entities for approval of motorist awareness materials will require consensus of the Executive Director prior to presentation. Any contracts or written agreements with MSF, SMSA or any other entity will require the initials of the Director of Rider Education, the Executive Director, and the signature of the Director and Chairman of the Board of GWRRA.

H.6.4 Region Motorist Awareness Coordinator

The Region Motorist Awareness Coordinator has similar qualification requirements as the Director of the Motorist Awareness Division, but has a different level of duties and responsibilities. The Region Motorist Awareness Coordinator is the primary support position for the Districts and Chapters providing communication, information, support and training for the District programs. The Region Coordinator must be a current Level III participant in the Rider Education Program and will work with the Region Educator while supporting the Director of the Motorist Awareness Division.

H.6.4.1 Staffing of the Region Motorist Awareness Coordinator

There are several ways this position can be filled. Here are some suggested options for your consideration.

- The Assistant Region Educator can assume the responsibility of the Region Motorist Awareness Coordinator. This is the best option. However, some Regions may not have the financial ability to have additional Assistants on their Staff.
- Have the position of the Region Motorist Awareness Coordinator as an unsupported volunteer Staff position. Basically this means that the individual's contact information is listed in all Regional publication along with the rest of the Region staff. (Newsletters, Website, and the like) They are also allowed to participate in Regional/District Officer meetings when the Motorist Awareness program is planned to be discussed.

In all cases, how this position is being filled must be discussed with the Director- Motorist Awareness, so we have assurances that this position is receiving the needed focus and support at the Regional Level.

H.6.4.2 Qualifications of the Region Motorist Awareness Coordinator

- Be a current member of the GWRRA and an experienced motorcycle rider.
- Be current Level III in the REP.
- Be dedicated to the safe operation of motorcycles and exhibit a sincere desire to promote safe motorcycle operations through the Motorist Awareness Division.
- Be fully knowledgeable of the Motorist Awareness Division and its goals.
- Possess sufficient communication skills, both verbal and written, so as to be an effective representative of the Motorist Awareness Division.
- Have the ability to work effectively in a harmonious relationship with the Region Director, District and Chapter Educators/Coordinators as well as the MAD staff.
- Preferably a certified seminar presenter in REP or LTD, but is not required to be.

H.6.4.3 Duties and Appointment of the Region Motorist Awareness Coordinator

- The Region Motorist Awareness Coordinator is not an officer of the Association and is appointed by the Region Educator with concurrence from the Director- Motorist Awareness.
- Administer, promote and support the Motorist Awareness Division within the Region by assisting the District Educators/Coordinators and by monitoring the Motorist Awareness activities, promotion and growth with each of the Districts.
- Promote, conduct and participate in activities at District and Region level that will expand the Motorist Awareness Division such as seminars, safety meetings, etc.
- Teach District Educators/ Coordinators all aspects of the Motorist Awareness Division so that they can successfully promote and grow the program at the District level.
- Work closely with the District Directors to enlist their support and cooperation at the District level.
- Write articles (at a minimum, a monthly article in the Region Newsletter) to convey information to the District Educators/Coordinators and the Chapter Educators/Coordinators within their Region.
- Attend Wing Ding when possible, and support and assist with the Motorist Awareness activities as requested.
- Submit a Motorist Awareness monthly activity report that covers activities done at the Region Level to the Region Educator for inclusion into the Quarterly Rider Education Report. (See Section G.3 - Rider Education Monthly Reports.) Activities at the District/Chapter Level should already appear in the Quarterly District Report to the Region Educator.

- Review the District reports to identify areas that may require attention or assistance.
- A primary responsibility of the Region Coordinator is to ensure that training and assistance is provided to the District Coordinators within their Region. District Educators, to be effective, must understand all aspects of the GWRRA Motorist Awareness Division. They must understand completely the expectations and responsibilities of their office and be prepared to assist Chapter Coordinators as necessary and requested. Therefore the Region Motorist Awareness Coordinator must be knowledgeable and capable of providing this training and assistance to the Districts.

Communication between the Region and District Coordinators is the key to the success of the program. District Coordinators need to feel that they are an informed part of the Motorist Awareness Division team. Communications, such as meetings at least annually, or telephone communications are strongly encouraged. Personal one-on-one communications can go a long way toward building understanding and a close personal rapport.

Region Coordinators must understand and support the Motorist Awareness Division in all of its facets and be able to communicate and build support for MAD within the Districts. The Region Motorist Awareness Coordinator serves as the communication conduit to and from the Director- Motorist Awareness.

H.6.5 District Motorist Awareness Coordinator

The qualification requirements and duties of the District Motorist Awareness Coordinator are very similar to the Region Coordinator. They perform as an indirect report to the District Director while directly reporting to the Region Coordinator. The District Motorist Awareness Coordinator is the primary and first line contact for support and communication to all Chapter Educators/Coordinators; therefore, the performance and dedication of the District Coordinator must be very high in order to assure success of the Chapter Educators/Coordinators and their respective members.

H.6.5.1 Staffing of the District Motorist Awareness Coordinator

There are several ways this position can be filled. Here are some suggested options for your consideration.

- The Assistant District Educator can assume the responsibility of the District Motorist Awareness Coordinator. This is the best option. However, some Districts may not have the financial ability to have additional Assistants on their Staff.
- Have the position of the District Motorist Awareness Coordinator as an unsupported volunteer Staff position. Basically this means that the individual's contact information is listed in all District publication along with the rest of the District staff. (Newsletters, Website, and the like) They are also allowed to participate in District Officer meetings when the Motorist Awareness program is planned to be discussed.

In all cases, how this position is being filled must be discussed with the Director- Motorist Awareness or Region Motorist Awareness Coordinator, so we have assurances that this position is receiving the needed focus and support at the District Level.

H.6.5.2 Qualifications of the District Motorist Awareness Coordinator

- Be a current member of GWRRA and an experienced motorcycle rider.
- Be current Level II with the intent of progressing to Level III in the REP.
- Be dedicated to the safe operation of motorcycles and exhibit a sincere desire to promote safe motorcycle operations through the Motorist Awareness Division.
- Be fully knowledgeable of the Motorist Awareness Division and its goals and objectives.
- Possess sufficient communication skills, both verbal and written, so as to be an effective representative of the Motorist Awareness Division.
- Have the ability to work effectively in a harmonious relationship with the District Director and Chapter Edu-

cators/Coordinators as well as the Region staff.

- Preferably is a certified seminar presenter in REP or LTD, but is not required to be.

H.6.5.2.1 Duties and appointment of the District Motorist Awareness Coordinator

- The District Motorist Awareness Coordinator is not an officer of the Association and is appointed by the District Director with the concurrence of the Region Motorist Awareness Coordinator. They serve as a staff member of the District.
- Administer, promote and support the Motorist Awareness Division within the District by assisting the Chapter Educators/Coordinators and by monitoring Motorist Awareness activities, promotion and growth within each of the Chapters. (Communication with the Chapters is required in order to accomplish this!)
- Promote, conduct and participate in activities at District and Chapter levels that will expand the Motorist Awareness Division such as seminars, safety meetings, awareness projects, etc.
- Teach Chapter Educators/Coordinators all aspects of the Motorist Awareness Division so that they can successfully promote and grow the program at the Chapter level.
- Work closely with the Chapter Directors to enlist their support and cooperation at the Chapter level.
- Write articles for the District Newsletter to convey information to the Chapter Educators/Coordinators within their District. Include relevant articles from the Region and National news. Communicate with Chapter Educators/Coordinators!
- Attend Wing Ding and home Region Rally when possible, and assist with the Motorist Awareness Division activities as requested.
- Submit a Motorist Awareness monthly activity report that covers activities done at the District Level to the District Educator for inclusion into the Quarterly Rider Education Report. (See Section G.3 - Rider Education Monthly Reports.) Activities at the Chapter Level should already appear in the monthly Chapter Report to the District Educator.
- Review the Chapter reports to identify areas that may require attention or assistance.

A primary responsibility of the District Motorist Awareness Coordinator is to ensure that assistance is provided to the Chapter Educators/Coordinators within their District. Chapter Coordinators, to be effective, must understand all aspects of the GWRRA Motorist Awareness Division. They must understand completely the expectations and responsibilities of their office and be prepared to assist Chapter members as necessary and requested. Therefore the District Motorist Awareness Coordinator must be knowledgeable and capable of providing information and assistance to the Districts.

Communication between the District and Chapter Educators/Coordinators is the key to the success of the program. Chapter Educators/Coordinators need to feel informed and be a capable part of the Motorist Awareness Division team. Communication, such as meetings at least annually, or telephone communications are strongly encouraged. Personal one-on-one communications can go a long way toward building understanding and a close personal rapport.

District Motorist Awareness Coordinators must understand and support the Motorist Awareness Division in all of its facets and be able to communicate and build support for MAD within the Chapters. The District Coordinator serves as the communication conduit to and from the Region Coordinator, the Director of the Motorist Awareness Division and Rider Education Staff.

H.6.6 Chapter Motorist Awareness Coordinator

The Chapter Motorist Awareness Coordinator is a very important position in GWRRA. The desire to reduce injuries and fatalities for the motorcycling community is a high calling indeed. As the words *safety* and *knowledge* account for two thirds of the GWRRA motto, "FRIENDS FOR FUN, SAFETY AND KNOWLEDGE", it is important the Chapter Motorist Awareness Coordinator be committed to safe motorcycle riding and is committed to educating the motorist community to *Share the Road* with motorcyclists. It is the primary responsibility of the Chapter MA Coordinator

to stress the importance of the Motorist Awareness Division and strive for maximum member participation. This position requires dedication, commitment, perseverance, patience and plain hard work.

H.6.6.1 Qualifications of the Chapter Motorist Awareness Coordinator

- To become a Chapter Motorist Awareness Coordinator, the candidate must possess certain qualifications, as follows:
- Must be a current GWRRA Member or Associate Member and an experienced motorcycle rider or co-rider.
- Be dedicated to the promotion and growth of the Motorist Awareness Division within the chapter as a member benefit.
- Preferably is a certified seminar presenter in REP or LTD, but does not have to be.
- Be dedicated to the safe operation of motorcycles and exhibit a sincere desire to promote motorcycle safety through the Motorist Awareness Division.
- Be fully knowledgeable of the Rider Education Program and Motorist Awareness Division, and their purpose, goals and objectives.
- Possess sufficient communication skills, both verbal and written, in order to be an effective representative of the Motorist Awareness Division.
- Have the ability to work effectively in a harmonious relationship with the District Coordinator, Chapter Director and chapter participants.

H.6.6.2 Responsibilities of the Chapter Motorist Awareness Coordinator

- Promote and implement the Motorist Awareness Division at the Chapter level.
- Promote and participate in such activities that will expand the Motorist Awareness Division within the Chapter and District. These should include speaking at Chapter Gatherings and furnishing articles for the Chapter Newsletter concerning awareness programs, and items of interest concerning the GWRRA Motorist Awareness Division.
- Develop ideas to increase participation and improve communication in the Chapter.
- Develop local outreach programs for the purpose of delivering Motorist Awareness education and materials to the motorist community.
- Work closely with the District MA Coordinator. Review any ideas that will help make the Motorist Awareness Division more appealing to the Members of GWRRA with the Chapter Director and the District Educator/Coordinator.
- Assist the District Motorist Awareness Coordinator in staffing the Motorist Awareness Booth and activities at rallies and other Motorist Awareness events as needed.
- Submit a Chapter Motorist Awareness monthly activity report to the Chapter Educator for inclusion into the monthly Rider Education Report. (See Section G.3 - Rider Education Monthly Reports.)
- Read, review and share the monthly District, Region and National Newsletters and articles with the membership.

Chapter Motorist Awareness Coordinators, to be effective, must understand all aspects of the GWRRA Motorist Awareness Division. They must understand completely the expectations and responsibilities of their office and be prepared to assist Chapter members as necessary and requested.

Communication between the Chapter Motorist Awareness Coordinator and the members is the key to the success and growth of the program. Members need to feel informed about available programs as well as develop the desire to educate and inform the motorist community. If this is not achieved, success will be minimal.

The Chapter Motorist Awareness Coordinator serves as the primary, first line communication conduit to and from

the members to the District and Region Motorist Awareness Coordinator as well as the Director of the Motorist Awareness Division and Rider Ed Staff.

H.6.7 Motorist Awareness Liaison

Motorist Awareness Liaisons are volunteers, other than Coordinators, promoting Motorist Awareness and the “Share the Road!” campaign at any GWRRA level. Liaisons are not limited by number and require no unique qualifications. Any volunteer wishing to promote Motorist Awareness and “Share the Road!” may serve as a MAD Liaison. Liaisons are not officers or support staff and require only the desire to promote Motorist Awareness. Liaisons may participate in the spectrum of Motorist Awareness activities and are supported in their efforts by Coordinators at each GWRRA level. MAD patches and Liaison four inch rockers are available from the GWRRA warehouse.