

Concerns with MDOS Proposal to Contract out a “Study” Specific to the Motorcycle Safety and Education Awareness Program.

Currently the Michigan Department of State (MDOS) has requested bids for a contract for the Motorcycle Awareness Program to do (yet another) study to figure out why car drivers are involved in accidents with motorcyclists. The fund is expected to generate around \$275,000 which, coincidentally, happens to be the amount expected pay for this study. The bid requested will use the entire fund for another “study”.

This current plan was created by the ‘Motorcycle Safety and Education Awareness Committee’ of the MDOS with NO input from motorcyclists on the Governors Traffic Safety Advisory Commission (GTSAC) or the legislature.

The “Study” being requested is based funds raised from 2017 Legislation HB-4006, Rep. Jim Tedder – sponsor, which is now PA 115 & PA 238 as outlined in the “Statement of Work” (SOW).

Their Plan: Study car Drivers 20-29 years old in Metro Detroit and Grand Rapids who do not have a motorcycle endorsement to determine why they are hitting motorcyclists. There are several criteria/deliverables included in this proposal, some of which were originally included in the original legislation.

Paying an ad agency to generate a study using 100% of the new funding (approximately \$275,000) is not the intent of this Legislation. It appears to be a typical bureaucratic “make work” program using public moneys to pay for items which are not necessary.

The intention of the original legislation was for the promotion of car driver awareness of motorcyclists and motorcycle education through the “Look Twice – Save a Life” program which promotes motorcycle awareness, safety, and education. It was to be at a minimal cost to the public since several studies and materials from at least five (5) states including Pennsylvania, Washington, and NHTSA are already available.

New RESEARCH, STUDIES, and etc. were NEVER considered and were discouraged during the committee hearings both in the House and the Senate.

As stated, several other states have already done studies on this and are available to reference. Again, the funds from the 2017 legislation are intended to be used for signs, billboards, and other media which is already available without reinventing the wheel thus keeping the costs in check.

This “Study” is contrary to the intent of the legislation and counter-productive to the efforts to reduce motorcycle accidents and fatalities.

Distracted drivers and very low penalties by prosecuting attorneys and small fines for killing motorcyclists are the primary considerations for the problem.