



## ARIZONA MOTORCYCLE SAFETY AND AWARENESS FOUNDATION

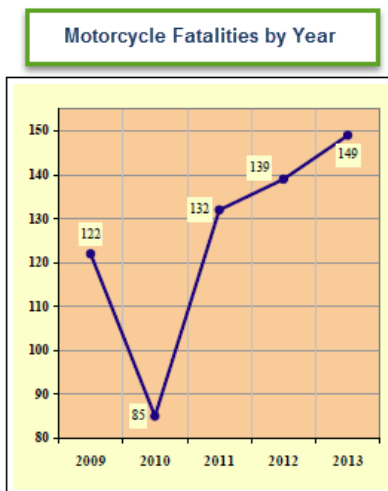
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A non-profit foundation committed to motorcycle safety and awareness

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Arizona Motorcycle Safety and Awareness Foundation (AMSAF), is a non-profit 501c3 Foundation established in 2011 with a goal of reducing Motorcycle Accidents in Arizona. Currently Arizona is experiencing over 3000 accidents and 146 fatalities in 2013 and that number is increasing.

[Amsaf - Arizona Motorcycle Safety & Awareness Foundation](#)'s goal is to improve Motorcycling Safety in Arizona through media campaigns & public safety announcements; motorcycle education, training & awareness programs; promote legislation directly affecting motorcycle safety & awareness, & rider-training assistance programs. Our ultimate goal is to help reduce Motorcycle Accidents and Fatalities through education.



AMSAF continues to grow and help the Motorcycle Community here in Arizona. One of the key areas that we want to get more involved in is getting riders trained because we believe it is so critical to the process of reducing accidents.

### Issue: Improper Licensing and Lack of Training

Following a two year down-tick in motorcycle fatalities in 2009 and 2010 (primarily a function of fewer miles traveled by motorcyclists), motorcycle rider fatalities are again on the rise, as are motorcycle registrations in Arizona.

Within the fatal motorcycle crash statistics in 2012, it was determined more than 21% of those involved in crashes were without motorcycle endorsement or proper licensing. The proportion of motorcyclists who ride without an endorsement is unknown, and estimates vary from insurance providers who claim between 30-40% of riders are without proper endorsement.

Furthermore, polling of rider training agencies determine that of the projected 22,000 endorsements obtained in Arizona per year, less than 10,000 of those endorsements are obtained through rider training programs. These same rider training programs cite the following objections from prospective riders to receive training:

- Unaware rider training exists
- Distance to rider training facilities too great
- Price too great

### CONCLUSION

AMSAF concludes that with the substantial rider training resources currently available within the Arizona motorcycling community, it makes sense that AMSAF do everything they can to help get more riders trained.

## How does AMSAF support Rider Education?

AMSAF works diligently to increase the number of properly licensed motorcycle riders in Arizona. AMSAF's activities include, but not limited to:

- Monthly Rider Scholarship Contest. (Website link: [http://www.amsaf.org/?page\\_id=2](http://www.amsaf.org/?page_id=2)) receives award winners from all over the State.
- **AMSAF 20 under 20 Contest awarded by Allstate Insurance to provide rider training scholarships to 20 individuals under 20 years of age.**
- Raffle's for Basic Rider Courses at Arizona Bike Week, Phoenix Bike Fest and other events.

## How does AMSAF Promote Motorcycle Safety?

- AMSAF posts on a weekly basis some great Safety tips on their Facebook page.
- AMSAF has put up ten(10) Billboards to promote Motorcycle Safety and Awareness
- AMSAF helped MMA to get "LOOK OUT FOR MOTORYCLES" Signs put up in Page, AZ
- AMSAF has been part of Arizona Centennial, Arizona Bike Week, Phoenix Bikefest, Westgate Bike Night and a number of Motorcycle Business Grand Openings.
- AMSAF has been involved in the **Arizona Strategic Highway Safety Plan** related to Motorcycles
- AMSAF worked with Arizona Dept. of Transportation (ADOT) to get overhead signs on all major freeways throughout the State of Arizona to say "**Look Twice for Motorcycles**"
- AMSAF Received a State Grant of \$150,000.00 for Motorcycle training Scholarships. Funds earmarked by Arizona Governor's Office of Highway Safety (AZGOHS), National Highway Transportation Safety Association (NHTSA) and Arizona Motorcycle Safety Advisory Council (AMSAC).

The grant monies earmarked to provide motorcycle rider training classes to the public through a scholarship program, allows any Arizona resident to apply for, and receive, motorcycle training at a fraction of the cost.

A basic rider's course can cost a motorcyclist in Arizona up to \$300; however, the AMSAF scholarship enables riders to obtain necessary safety training with a minimal out-of-pocket investment: \$50 non-refundable co-pay. Every Arizona motorcycle rider or potential rider is eligible to receive the AMSAF scholarship, and can apply by visiting AMSAF online at [www.AMSAF.org](http://www.AMSAF.org).

Demonstrating the successful completion of a rider's skill course, or passing the in-person skills test, is required to earn the (M) motorcycle endorsement on an Arizona state driver's license. Additionally, many major insurance companies will offer insurance policy discounts for riders that have completed a safety and training course.

The basic rider course (BRC) is a perfect fit for new riders seeking a motorcycle endorsement or for any rider who wants to freshen up their skills.

The program was announced on July 28th and within a short window AMSAF had been flooded with applications. In just a short time AMSAF received close to 800 applicants with 600 being offered. Each individual who receives a Scholarship will get a promo code and each individual has 7 days to register from when they get the letter and the course needs to be completed by September 30th per their letter as mandated by the Arizona Governor's Office of Highway Safety (AZGOHS). 61% male and 39% female applied for the Scholarship.

On the outside it seems pretty cut and dry, however as a foot note, to the above paragraph, the \$150,000 is a huge process responsibility to AMSAF. That is why promo codes are issued and courses need to be completed by the September 30 date.

This is an experimental program that could set the ground work for other states to follow suit. AZGOHS and AMSAC provided the seed money for this Scholarship program that AMSAF designed. AMSAF's goal is to continue this process and continue to offer Motorcycle Riding Courses to all residents of Arizona a program at a low cost as the Scholarship

program is laid out. AMSAF in working close with AZGOHS is doing leg work, administering and overseeing the program. After the course is completed, the \$50 co pay is collected and the training facility has been paid by AMSAF. AMSAF and AZGOHS together will help make this successful.

We feel this is the largest investment in Arizona related to motorcycle Safety where AMSAF working with AZGOHS and AMSAC came together to help the Motorcycle Community in helping to reduce Motorcycle Accidents through education.

As you think about your involvement in the Motorcycle Community, how are you helping to promote Motorcycle Safety and Awareness? If you're riding a Motorcycle and don't have you're M endorsement, what are you doing to get that endorsement? Did you know that Alcohol and drugs are a big factor in Motorcycle Accidents? Please don't use and get on your bike or automobile. When's the last time you thanked ADOT, Governor's Office of Highway Safety, DPS or your local police? They do a lot to help keep us safe.

AMSAF is a 501c3 and all of our money goes to Motorcycle Safety and Awareness (Billboards, Motorcycle Courses, Safety tips). You can go to our web site at [www.amsaf.org](http://www.amsaf.org) and help us with a donation. It's a tax write off and you're doing something to help reduce accidents. We need Sponsors like you. Check out our Facebook page for weekly safety tips. We have some awesome safety tips and we also promote tips from many of our Sponsors. Do a Like on our Facebook page and tell your friends about our safety tips. Also sign up for our newsletter. **Together we can make a difference.**

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