

MOTORIST AWARENESS PROGRAM
March 2, 2017

WELCOME TO THE MOTORIST AWARENESS PROGRAM!

What do you say to a motorist who says, "You ride a motorcycle? Isn't riding dangerous? Or, "You aren't one of those crazy bikers, are you?"

The Motorist Awareness Program answers these questions and more.

You have heard it said that GWRRA is a family. Well, the Motorist Awareness Program wants its family of riders to be surrounded by a warm fuzzy circle of safety. The Motorist Awareness Program helps reduce motorcycle accidents by educating motorists to safely share the road with those riders.

The Motorist Awareness Program saves lives by educating people who know little or nothing about motorcycles and motorcycling. Additionally, the Motorist Awareness program continually promotes a positive image of GWRRA and our favorite sport – motorcycling! When motorists have questions about motorcyclists and how to safely share the road with them, we are the GO-TO people!

WE WANT TO HELP YOU SURVIVE THE RIDE!

**THE MOTORIST AWARENESS PROGRAM MVP OF THE YEAR AWARD
AND
THE MOTORIST AWARENESS PROGRAM MERIT AWARD**

GWRRA annually recognizes and honors those persons who have gone above and beyond in their participation in the Motorist Awareness Program. These awards are announced and presented at Wing Ding.

Nominees for recognition are requested from each of the Districts during the first quarter of each year. The National MAP team will review the nominations, (and include the District MAP officer as appropriate) and choose candidates. The candidates will then be submitted to the Motorist Awareness Program Director no later than May 31 of each year.

All candidates submitted are considered for Motorist Awareness Program Merit Awards. Additional merit awards may be presented at the discretion of the Motorist Awareness Program Director.

The Motorist Awareness Program Director and his team will review all of the candidates and select one Motorist Awareness Program MVP of the Year. Selection is based on written nominations and any additional letters of recommendation or support submitted with the nomination. The selection of an outstanding Motorist Awareness Program MVP of the Year represents the recognition of an individual or couple who not only supports and promotes GWRRA and the Motorist Awareness Program, but who also is an outstanding liaison between riders and the non-motorcycling public – the core of the Motorist Awareness Program.

The following criteria should be considered in the evaluation of nominees:

1. Be a current member of GWRRA
2. Actively and enthusiastically promotes the mission of the Motorist Awareness Program.
3. Sets a positive example for all motorists and riders alike.

To be considered for these prestigious awards, nominations must be submitted with a written statement attesting to their activities and support, any unique qualities or accomplishments and other reasons for consideration. Written nomination material will be the only information considered during selection, therefore it must be as complete and descriptive as possible.

THE MOTORIST AWARENESS PROGRAM GOLD AWARD

The Motorist Awareness Program Gold Award is presented at GWRRA District Conventions by the District Motorist Awareness Program Coordinator or his/her Assistants or the Motorist Awareness Program Director or his/her Assistants. This award recognizes members who have contributed to the safety of motorcycle riders in at least five of the following ways:

1. Presentations to students of public or private schools or universities.
2. Presentations to members of community organizations, both civic and religious. (one event per organization counted per calendar year)
3. Presentation to Driving Schools.
4. Presentation to AAA or AARP driver classes.
5. Presentation or MAP exhibit at Company Safety Days.(one event per company per year)
6. Presentation or MAP exhibit at Community Safety Days.(one event per community per year)
7. Presentation or MAP exhibit at the National Night Out.
8. Presentation or MAP exhibit at a community festival or fair.
9. Presentation or MAP exhibit at Motorcycle Awareness Month activities.
10. Presentation or MAP exhibit at local Malls.
11. MAP exhibit at highway rest stops.
12. Presentation or MAP exhibit at Community or Company Bike Nights. (one event per community or company per year)
13. Presentation to Boys and Girls clubs, and Boy and Girl Scouts.
14. Presentation or MAP exhibit at Bike or Car shows.

District Motorist Awareness Program Coordinators will review activities utilizing Chapter Newsletters, video conference, phone calls and other reliable methods to select candidates for the award and review with the District Director. The list of Motorist Awareness Gold Award recipients will be submitted to the District Director and the National Motorist Awareness Program Director. District Motorist Awareness Program Coordinators will be responsible for contacting the GWRRA office to order the award pins. The first Award pin presented to each individual will be the Motorist Awareness Gold Award header pin. Pins awarded to that individual thereafter will be year date pins.

DISTRICT MOTORIST AWARENESS PROGRAM COORDINATOR

As an Officer of GWRRA your focus as the District Motorist Awareness Program Coordinator is to find ways to talk to the public about motorcycles, motorcycle riders, and GWRRA. ***You don't have to do this all by yourself!*** Communication, creativity, and teamwork are your friends. You will help to schedule and staff District and Chapter Motorist Awareness Program events. Motorist Awareness events are incredibly rewarding and can be as simple as handing out literature, or as encompassing as a training module with PowerPoint, static display, and Drill Team exhibitions!

The District Motorist Awareness Officer should:

1. Be familiar with the GWRRA and Officer Handbook, Officer Connect and Insight Newsletter.
2. Abide by the MOU and the Oath of Office.
3. Investigate the availability of materials, training, and personnel available to the MA Program through GWRRA and other sources and organizations.
4. Be an active member on the District Team.
5. Mentor and provide support to GWRRA chapters and members who wish to share and promote the Motorist Awareness Program message.
6. Submit a brief monthly report to the national team outlining MAP events and contacts. What did Motorist Awareness do in your District this month?
7. Be responsible for the selection of Assistant District Motorist Awareness Program Coordinators.
8. Be mindful of potential presenters.

Have a question? Communication is key in the MAP. Call the national MAP Team members. We'll help.

MOTORIST AWARENESS PROGRAM DIRECTOR

The Motorist Awareness Program is the outreach program of our Association and is designed to save lives by educating the public. In addition, the Motorist Awareness Program continually promotes a positive image of GWRRA and motorcycling. The Motorist Awareness Program is led by the Director of Motorist Awareness.

The Motorist Awareness Program Director will:

- Abide by the MOU and the Oath of Office.
- Maintain current membership in GWRRA.
- Maintain a current status of Level 3 or Level IV in the Rider Education Program.
- Preferably be a graduate of ITCP training, but is not required to be.
- Be dedicated to the safe operation of motorcycles and exhibits a sincere desire to serve GWRRA and the Membership.
- Demonstrates communication skills, both verbal and written, to provide effective leadership to the Members and to effectively communicate with the public.
- Maintain an effective and positive relationship with the leadership and members of GWRRA.
- Attend Wing Ding annually.
- Upgrade and expand the Motorist Awareness Program as necessary.
- Maintain necessary records.
- Provide reports as necessary.
- Submit for approval to the President of GWRRA all requests made by MSF, SMSA, or other organizations any requests for Motorist Awareness Program materials or contracts.
- Be responsible for the selection of Assistant Motorist Awareness Program Directors who are capable of meeting the above criteria.