



# Florida Motorcycle Safety Coalition Meeting Report

*August 28-29, 2019*

*Prepared for*

**Florida Department of Transportation**

*Prepared by*

**Center for Urban Transportation Research (CUTR)**

**University of South Florida**



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Center for Urban Transportation Research  
4202 E. Fowler Ave. CUT100  
Tampa, FL 33620

*Meeting notes taken by*

Christen Miller

*Date*

August 28-29, 2019

## 1.0 Attendees

Table 1.1 Coalition Meeting Attendees

Name	Agency
Lana Lang	ABATE of Florida
Jeff Smith	Adventure Rider Training
Todd Michael	Broward County Sheriff
Edie Peters*	Florida Department of Transportation
Javier Ponce	Florida Department of Transportation
Alan El-Urfali	Florida Department of Transportation
Joey Gordon	Florida Department of Transportation
Matt Nance (1 <sup>st</sup> day only)	Florida Department of Transportation, District 7
Edith Wong (2 <sup>nd</sup> day only)	Florida Department of Transportation, District 7
Joel Provenzano	Florida Department of Transportation, District 7
Elise Batchelor	Florida Department of Highway Safety and Motor Vehicles
Ray Graves	Florida Department of Highway Safety and Motor Vehicles
Maria Largaespada	Florida Department of Highway Safety and Motor Vehicles
Mark Welch	Florida Department of Highway Safety and Motor Vehicles
Regi Davis	Emerald Coast Harley-Davidson
Karen Brunelle	Federal Highway Administration
Alan Mai	Florida Dept of Health
John Pretti	Florida Safe Rider Motorcycle Training Academy
Shaun Vanbeber	Law Enforcement Liaison (LEL), District 6
Janice Martinez	Law Enforcement Liaison (LEL), District 7
Jim McGinnis	Goldwing Road Riders Assoc.
Marc Parco	Harley-Davidson Riding Academy
Steffen Smith	Harley-Davidson Riding Academy
David Summers	Health Care District Palm Beach County
Dominick DeSiato Jr.	Hillsborough County Sheriff's Office
Gena Torres	Hillsborough MPO
Joshua Riba	Pinellas County Judge
Shaun Vanbeber	Law Enforcement Liaison (LEL), District 6
Patricia Byers	Ryder Trauma Center - Miami
Avinash Gogineini	Ryder Trauma Center - Miami
John Makal	Suncoast Brotherhood
Roy Paz	Tampa Bay Police Department
Patricia Turner	University of Florida Transportation Institute
Megan Cott	USF Center for Urban Transportation Research

Siwon Jang	USF Center for Urban Transportation Research
Jeanne Kean	USF Center for Urban Transportation Research
Chanyoung Lee	USF Center for Urban Transportation Research
Rebecca Liller	USF Center for Urban Transportation Research
Christen Miller	USF Center for Urban Transportation Research
James Takacs	USF Center for Urban Transportation Research
Savana Wright	USF Center for Urban Transportation Research

\*Motorcycle Safety Program Manager

## 2.0 Presentation Notes – August 28<sup>th</sup>

### Welcome and Program Update – Ms. Edie Peters

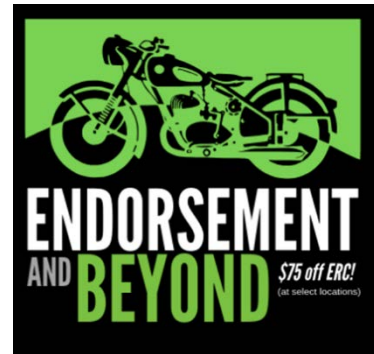
FDOT - Ms. Edie Peters welcomed members of the Coalition. Introductions were made.

- Mark Welsh was involved in a motorcycle crash and injured. Helmet saved his life.
- Leaders have updated their MSSP business plan.
- November meeting will address the next grant cycle.
- Introductions were made.

### FY 2018-2019 Florida Motorcycle Safety Programs Update/ Endorsement and Beyond – Ms. Edie Peters

Florida DOT/RideSmart Florida pilot tested *Endorsement and Beyond* to promote experienced rider courses (ERC) in May 2019. The program included a \$75 tuition subsidy for each participant and ran from May 4th to May 29th in 2019.

- Three ERC courses were offered:
  - MSF Basic RiderCourse 2
  - MSF Advanced RiderCourse (ARC)
  - MSF Ultimate Bike-Bonding RiderCourse (UBBRC)



81 riders enrolled in the program, with ages ranging from 16 to 79. Schools required students who received a subsidy under this program to complete both pre and post surveys, provided by the CUTR team before and after the training. Participants felt training improved their safe riding behaviors and believed additional training would be beneficial. *Endorsement and Beyond* was effective in improving perceived safety and self-assessed riding skills.

A discussion took place about the pre and post survey process. A suggestion was made to have an instructor evaluate riders for a more objective assessment of riding skills. Another suggestion was made to have a follow-up survey 6 months after the course to see which skills were most helpful.

View the full presentation: [Endorsement and Beyond: Lessons Learned](#)

### Dead Red Presentation and Follow-Up Discussion – Mr. Javier Ponce

Mr. Alan El-Urfali and Mr. Javier Ponce, FDOT, gave an overview on motorcycle detection at “vehicle actuated” traffic signals.

About 55% of signalized intersections in Florida have inductive loops. Inductive detector loops consist of large loops of wire embedded into the ground at intersections, with a current passing through them at all times. When a large metal object is placed near the wire, it alters the current going through the loop, which the controller interprets as a vehicle and cycles the light. (This is the same underlying technology used in metal detectors.)

To be detected, a motorcycle should stop with their wheels lined up with one of the cuts in the pavement. This puts the maximum possible amount of conductive material above the wire loop.

Signal cycle lengths usually follow multiples of 60 seconds (1 min). For larger intersections (4 by 4, 4 by 6, and 6 by 6), riders may experience longer wait times that exceed 120 to 180 seconds depending on the demand and time of day congestion.

The coalition wants to develop educational materials and PSAs in the next grant cycle to teach riders how to be detected by sensors and also encourage riders to wait for the light to change.

View the full presentation: [Motorcycle Dead Red Light](#)

### **Vision Zero and Follow Up Discussion – Ms. Gena Torres**

Ms. Gena Torres, Hillsborough MPO Executive Planner, and Project Manager for Vision Zero, presented on Vision Zero in Hillsborough and discussed its implications for motorcycle safety.

Vision Zero establishes a goal of eliminating traffic fatalities and serious injuries. To accomplish this goal, Vision Zero partners work together to carry out programs and projects that follow the action tracks that are outlined in the Vision Zero Action Plan. These projects range in size and scope, from painting roads to educational workshops on safety.

[The Vision Zero Action Plan](#) was collaboratively developed by the MPO Policy Committee, with members representing Tampa City Council, the Hillsborough County Commission, HART Board, and others in 2016 and 2017. Resolutions passed by government agencies and business commit these organizations to incorporating the plan into their operations.

An important component of the Vision Zero Action Plan is tracking progress toward implementing strategies and ultimately shifting the severe and fatal crash trends down to zero. The plan has four Action Tracks:

1. Paint Saves Lives (pop-up design interventions)
2. One Message, Many Voices (outreach and messaging)
3. Consistent and Fair (enforcement)
4. The Future Will Not be Like the Past (flexible design standards)

Recently in Hillsborough County, almost every crash analysis has involved a motorcycle fatality. Within the last four months there have been 11 fatalities on 78<sup>th</sup> street and 5 were motorcycle fatalities.

How can Vision Zero incorporate motorcycles?

- Recognize champions in the motorcycle community
- Memorial markers
- Ride of Silence – riders wear white
- Video production with direct messages

A discussion took place about changing the motorcycle community's behavior. For example, change how motorcyclists approach curves, intersections, and traffic. Also, changing motorists' behavior towards motorcycles. Potentially, start with younger drivers during Drivers Education Courses. The coalition felt memorial markers would be impactful, but discussed that using helmets as markers might give the impression that all riders were helmeted.

Mr. Alan El-Urfali, FDOT, stated that over 30 percent of all traffic fatalities are occurring from intersection-related crashes. FDOT has developed an Intersection Control Evaluation (ICE) manual to aid in this effort.

### **Round Table Group Discussion - Emphasis Areas**

Groups got together to discuss the Dead Red Law, advertisement ideas for *2020 Endorsement and Beyond*, and Vision Zero:

- Program Management
- Data and Analysis
- Rider Training and Licensing
- Law Enforcement and Emergency Service
- Roadway Engineering
- Advocacy and Policy
- Communications and Outreach

## 3.0 Presentation Notes – August 29<sup>th</sup>

### Review of Day One – Ms. Edie Peters

Coalitions members shared their ideas from the previous day's discussions:

#### Communications and Outreach:

- Advertisements on Visit Florida and Ride Smart website about "Dead Red".
- Create Tip Card for Florida's laws relating to motorcyclists – could place at visitor's centers to target tourists and visitors who are unaware of laws.
- Encouraging schools to include information on intersection sensors in post-class wrap-up of courses.
- Need to explain how signals work – time of cycle. Careful to not indicate that people are allowed to "run" the light.

#### Rider Training and Licensing:

- Need a single point of contact to report road/intersection issues (phone number).
- Want to add information on "dead red" to rider handbook.
  - Information on motorcycle placement for intersections is covered in current handbook.
- Would like to investigate idea of emailing recent registration renewals about May 2020 training.
- Would like to compare drivers' license records of participants of SMART Course.
  - Would need consent/ waiver of participants.
  - Currently, trainers need to check motorcycle endorsement for a rider to participate in course – but no record is kept from the check.
  - Want to collect data on post-course crashes and infractions to advocate for insurance discounts.
  - Online data exchange – does not transmit courses beyond licensing classes. Can we allow online course reporting for advanced courses?
    - Mr. Ray Graves says we will be able to track more courses soon.
- Work with Ms. Emily Slosberg – to expand upon substance abuse course to increase time and improve awareness of new laws.
- Need better contact with traffic court judges – sentencing to higher level rider courses.

#### Roadway Engineering

- Checklist to help when cities and counties maintain signals to include calibrating sensors for MC sensitivity
  - Log of date for checking system.
- Develop a clearinghouse for MC safety countermeasures – include checklist. Work with CUTR to get published.
- Mid-quarterly meeting with district champions.
- "Strides to zero," use data to determine engineering countermeasures to bring fatalities to zero
  - Signalized intersections focus.
  - Expand to bike/ped/motorcycle.
  - Track all efforts.
- Add engineering portion to Ride Smart website with signal detection presentation



- On Federal MC Advisory Council – present engineering recommendations to FHWA
  - Towards vision zero.
  - Focused on barrier design – barriers are not designed for motorcyclists.

#### Law Enforcement and Emergency Service

- Idea to add an indicator light to show that you are “seen” at an intersection.
- Motorcycle RSA for Arrive Alive – high crash corridors for vision zero.
- Painting white helmets for visual of MC fatalities.
  - Vision Zero would like to help.
  - Helmet as marker may give the impression that the deceased was wearing a helmet at the time of crash – may send wrong message.

#### Advocacy and Policy

- Have been conducting policy tracking this grant cycle.
- Educational packet was made.
- Bench Guide for judges and hearing officers will be ready by spring 2020.
  - Sentencing portion: can only sentence person to maximum under the law. Must be approved course. Someone can agree to take an advanced course.
  - Most riders elect for points and fines in Judge Riba’s experience.
- Recruited more motorcycle groups -Suncoast Brotherhood, Blue Knights. John has already reached out to additional motorcycle groups.
- Changed Emphasis Area leader to Judge Riba.
- Discussed that almost half of DUIs are drug related, but little to no curriculum around drug-impaired driving.
- Issue with online courses and accountability.
- Mr. John Makal is working on article about Dead Red – reached out to Full Throttle – half page on article about dead red. Will work with CUTR and Judge to make sure it is appropriate.
- Send 300-word docs to Coalition so they can share with others.

#### Data and Analysis

- Motorcycle safety report is in progress.
  - Data set is de-identified.
    - Makes linking difficult.
    - Need to identify a point of contact to provide that information.
    - Need ACCA participation.

#### **Outreach/Social Media Update – Christen Miller**

Ms. Christen Miller, CUTR, gave an update on Ride Smart Florida’s social media activities.

As of August 26, 2019, Ride Smart Florida’s Facebook page has 25,519 followers. The page has gained 2,310 new followers since October 2018, a 10% increase.

A new closed Facebook group, Ride Smart Florida Contributors, has been created to give members a place to share their posts and ideas.

View the full presentation: [RSF Social Media Update](#)

### **Motorcycle Crash Data Update - Chanyoung Lee**

Dr. Chanyoung Lee, CUTR, presented the 2019 Motorcycle Crash Trend in Florida.

The estimated 2019 numbers could be 500-600 motorcycle fatalities. This is much higher than the 2018 numbers which stayed below 500.

February 2019 was much higher than average. There were increases in fatalities in both District 1 and 5. Hillsborough County has experienced a 40% increase.

View the full presentation: [Motorcycle Crash Data Update](#)

### **Future Coalition Meeting Dates – Ms. Edie Peters**

- November 6-7, 2019

View the agenda: [Meeting Agenda](#)