



# Florida Motorcycle Safety Coalition Meeting Report

*January 22-23, 2020*

*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*

January 22-23, 2020

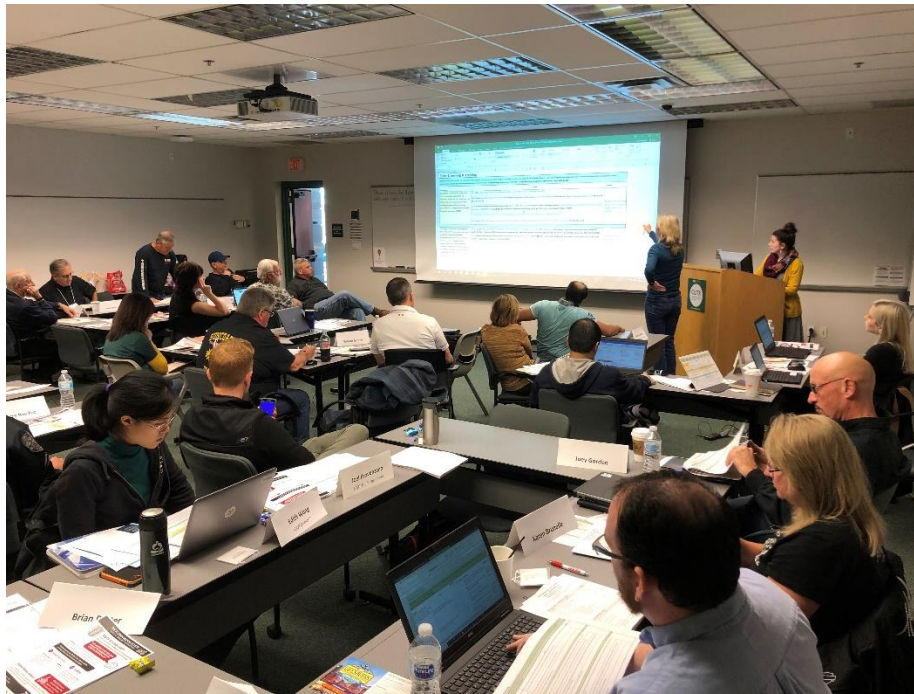
# 1.0 Attendees

**Table 1.1 Coalition Meeting Attendees**

Name	Agency
Jeff Smith	Adventure Rider Training
Todd Michael	Broward County Sheriff's Office
Edie Peters*	Florida Department of Transportation
Javier Ponce	Florida Department of Transportation
Joey Gordon	Florida Department of Transportation
Brian Porter	Florida Department of Transportation
Edith Wong	Florida Department of Transportation
Alexander Maser	Florida Department of Transportation
Joel Provenzano	Florida Department of Transportation, District 7
Elise Batchelor	Florida Department of Highway Safety and Motor Vehicles
Kathy Daws	Florida Department of Highway Safety and Motor Vehicles
Mark Welch	Florida Department of Highway Safety and Motor Vehicles
Karen Brunelle	Federal Highway Administration
Jesse Lopez	Florida Highway Patrol
William Minton	Florida Highway Patrol General Counsel
Alan Mai	Florida Department of Health
Shaun Vanbeber	Law Enforcement Liaison, District 6
Janice Martinez	Law Enforcement Liaison, District 7
Jim McGinnis	Goldwing Road Riders Assoc.
Marc Parco	Harley-Davidson Riding Academy
Steffen Smith	Harley-Davidson Riding Academy
Gena Torres	Hillsborough MPO
Dominick DeSiato Jr.	Hillsborough County Sheriff's Office
Michael Dobbs	Jacksonville Motorcycle Safety Training
Ray Ochs	Motorcycle Safety Foundation
John Pretti	Motorcycle Training Academy
Patricia Byers	Ryder Trauma Center - Miami
Avinash Gogineni	Ryder Trauma Center - Miami
Roy Paz	Tampa Police Department
James Ng Tang	Tampa Police Department
John Makal	Suncoast Brotherhood
Patricia Turner	University of Florida Transportation Inst.
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
Ryan Huff	USF Center for Urban Transportation Research

\*Motorcycle Safety Program Manager



## 2.0 Presentation Notes – January 22<sup>nd</sup>

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

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

- Housekeeping announcement were made.

### Tampa Police Department SMART Course – Officer Roy Paz

Officer Roy Paz and Officer James Ng Tang, Tampa Police Department, presented Tampa Civilian Motorcycle Training SMART Courses.

The Tampa Police Department will be providing S.M.A.R.T. Courses and follow-up training to the public starting March 2020. The goal of a S.M.A.R.T. Course is to help students demonstrate safe motorcycle riding techniques by negotiating commonly found street riding situations in a controlled and skill-oriented manner. The Tampa courses will focus on developing techniques and crash avoidance. The two-day course will be a total of 15 hours (10 hours day one – 5 hours day two):

- Day 1: Skills day
- Day 2: Group riding day – partners can attend riding day

2020 Tampa PD's S.M.A.R.T. Course dates:

- February 29 – March 1
- March 13-14
- April 18-19
- May 16-17
- June 13-14
- July 18-19
- August 15-16
- September 19-20

Marc Parco, Harley-Davidson Riding Academy, suggested that further civilian training course materials could be provided upon course completion.

Gena Torres, Hillsborough MPO, suggested that riders wear a reflective vest with the course information on the back during the group ride day.

### MSF's Quality Assurance Specialist Program – Dr. Ray Ochs

Dr. Ray Ochs, Motorcycle Safety Foundation (MSF), made a presentation about the MSF's Quality Assurance Specialist Certification Course (QASCC).

MSF has implemented a Quality Assurance Specialist program to help jurisdictions maintain and improve the overall quality of their programs. The QASCC is designed to ensure positive rider outcomes. MSF's QA specialists provide program feedback, analysis, and mentorship to RiderCoaches while observing the program's curriculum and riding course.

View the full presentations: [QASCC Slide Deck Overview 2020](#)

## Florida's Motorcycle Crash Data Update – Dr. Chanyoung Lee

Dr. Chanyoung Lee, CUTR, presented the Florida Crash Data Update.

The total number of motorcycle fatalities, including passengers, in 2018 was 531. There was a 20% increase in motorcycle fatalities from 2015-2018 compared to 2011-2014. The age of the operator is one of the most important variables with younger riders ages 18-29 having the most significant increase of motorcycle fatalities from 2015-2018. Speeding is the main risk factor for younger riders. Ride Smart Florida is planning to address the large portion of young rider fatalities in their new Motorcycle Strategic Safety Plan (MSSP).

View the full presentation: [Motorcycle Crash Trend - Jan 2020](#)

## Round Table Group Discussion - Emphasis Areas

Ms. Edie Peters, FDOT, explained the overall process to develop a new Motorcycle Strategic Safety Plan (MSSP), including guidance from NHTSA and the 2019 assessment report by Andy Krajewski. She reviewed updates to the Program Management Emphasis Area's strategies and tasks to demonstrate how each group should discuss and develop their new strategies.

Groups discussed their Emphasis Areas' strategies and tasks for the new MSSP:

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

## 3.0 Presentation Notes – January 23<sup>rd</sup>

### Social Media Update – Christen Miller

Mrs. Christen Miller, CUTR, gave an update on Ride Smart Florida's social media and website activities.

The Ride Smart Florida's Facebook page had a post that reached 1.4 million unique users. The post was published December 3, 2019 and featured a scratched helmet that was involved in a crash. The post text stated, "This is why you always wear a full-face helmet." Over a 50-day period, the post received 139k total engagements including post likes, shares, and comments.

The [www.ridesmartflorida.com](http://www.ridesmartflorida.com) website had 20k pages views from Nov. 21, 2019 – Jan 21, 2020. Ride Smart Florida utilized landing pages for various media outlets including email-blasts, Facebook and YouTube advertisements and radio pre-roll.

Dr. James Takacs, CUTR, shared the upcoming outreach events for 2020. Currently, Ride Smart Florida plans to attend 10 events through April 2020.

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

## **MSSP Business Plan Update - Emphasis Areas**

Each Emphasis Area shared their goals and strategies for the new MSSP:

- **Project Management:** Manage motorcycle safety activities in Florida as part of a comprehensive plan that includes centralized program planning, implementation, coordination, and evaluation to maximize the effectiveness of programs.
- **Data and Analysis:** Collect and analyze data on motorcycle crashes, injuries, fatalities and provide local and state agencies with the best available data to make appropriate and timely decisions that improve motorcycle safety in Florida.
- **Rider Licensing and Training:** Ensure the quality of Florida's motorcycle training programs support Florida's needs.
- **Law Enforcement:** Provide law enforcement agencies with communication, education and enforcement materials as it relates to reducing crashes, injuries and fatalities among Florida's motorcycle population.
- **Trauma and Emergency Services:** Decrease motorcycle crash fatalities and injury burden in Florida through data analysis, education and training of first responders and health care providers.
- **Roadway Engineering:** Manage motorcycle safety through engineering practices as a part of a comprehensive plan that includes centralized program coordination, planning, design, implementation, and evaluation to maximize the effectiveness of programs and practices.
- **Advocacy and Policy:** Support legislative and judicial initiatives that promote motorcycle-related laws and regulations that improve motorcycle rider safety.
- **Communications:** Develop and implement communication strategies to improve public awareness of motorcycle safety issues.

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

Future Coalition Meeting Dates:

- April 28-29, 2020\*
- August 12-13, 2020

\* Annual Emphasis Area Leader's Meeting will be held the morning of April 28<sup>th</sup>, prior to the Coalition Meeting.

## **Closing Statements – Ms. Edie Peters**

Ms. Edie Peters, FDOT, reminded the coalition about upcoming efforts for "May is Motorcycle Safety Awareness Month" including:

- Endorsement and Beyond Program – tuition subsidy for experienced rider training courses will be available again through participating schools in the month of May.
- Use of social media hashtag #Look4me123

View the agenda: [January 2020 Agenda](#)