



# Florida Motorcycle Safety Coalition Meeting Report

*November 6-7, 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*

November 6-7,2019

## 1.0 Attendees

**Table 1.1 Coalition Meeting Attendees**

Name	Agency
Jeff Smith	Adventure Rider Training
Todd Michael	Broward County Sheriff
Edie Peters*	Florida Department of Transportation
Javier Ponce	Florida Department of Transportation
Joey Gordon	Florida Department of Transportation
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
Mark Welch	Florida Department of Highway Safety and Motor Vehicles
Karen Brunelle	Federal Highway Administration
Dennis Hobbs	Florida Highway Patrol
William Minton	Florida Highway Patrol General Counsel
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
David Summers	Health Care District Palm Beach County
Dominick DeSiato Jr.	Hillsborough County Sheriff's Office
Gena Torres	Hillsborough MPO
Michael Dobbs	Jacksonville Motorcycle Safety Training
Joshua Riba	Pinellas County Judge
Patricia Byers	Ryder Trauma Center - Miami
Julissa Sarmiento	Ryder Trauma Center - Miami
John Makal	Suncoast Brotherhood
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
Scott Van Utrecht	CUTR
Savana Wright	USF Center for Urban Transportation Research

\*Motorcycle Safety Program Manager

## 2.0 Presentation Notes – November 6<sup>th</sup>

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

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

- Housekeeping announcement were made.
- Dead on Red Law article was published in the Full Throttle magazine's [October 2019 issue](#).

### Florida Crash Data Update/2019 Florida Motorcyclists Survey – Dr. Chanyoung Lee

Dr. Chanyoung Lee, CUTR, presented the Florida Crash Data Update and the 2019 Florida Motorcyclist Survey findings.

The traffic and motorcycle fatalities numbers for 2018 have been finalized. There was an increase in traffic fatalities and a decrease in motorcycle fatalities. Ages 15-30 represent 40% of serious and fatal crashes in Florida. A large proportion of young motorcyclists ride sports bikes. Young riders wear helmets, but they are prone to speeding. This population is particularly difficult to reach.

The 2019 Florida Motorcyclist Survey collected 1,716 survey responses including partially-completed surveys. Of the surveys collected, 1,292 were from the postcard invitation and 427 were from the Facebook advertisement. The confidence interval was +/- 2.36 at a 95% confidence level. No financial incentive was offered for responding.

Suncoast Brotherhood is working with legislators to make more stringent training/licensing in Florida.

A conversation took place about riders under age 30 and speeding. Many wondered if additional training would help reduce speeding. Some suggested a law for renewing endorsements by training after a certain amount of time (5 years). Others stated that it would be difficult in legislation to pass a law like this.

View the full presentation: [2019 Motorcycle Crash Update and 2019 Florida Motorcyclists Survey](#)

### Behavioral Processes in Rider Education – Dr. Ray Ochs

Dr. Ray Ochs shared the history of Motorcycle Safety Foundation and their role in motorcycle safety.

The Motorcycle Safety Foundation (MSF) is the internationally recognized developer of the comprehensive, research-based, Rider Education and Training System (RETS). RETS curricula promotes lifelong-learning for motorcyclists and continuous professional development for certified RiderCoaches(SM) and other trainers. MSF also actively participates in government relations, safety research, public awareness campaigns and the provision of technical assistance to state training and licensing programs. The Motorcycle Safety Foundation is a national, not-for-profit organization sponsored by BMW, BRP, Harley-Davidson, Honda, Indian Motorcycle, Kawasaki, KTM, Piaggio, Suzuki, Triumph and Yamaha.

MSF's mission is to make motorcycling safer and more enjoyable by ensuring access to lifelong quality education and training for current and prospective riders, and by advocating a safer riding environment.

MSF training includes rider self-assessment tests that help create individual safety awareness for each rider.

Ride along with Dr. Ray: <https://www.msf-usa.org/RideAlong.aspx>

View the full presentations:

[Behavioral Processes in Rider Education](#)

[Behavioral Processes in Rider Education 2](#)

## **FY 2018-2019 Florida Motorcycle Safety Programs Update/Assessment Result – Ms. Edie Peters**

FDOT - Ms. Edie Peters gave an updated of the 2018-2019 Florida Motorcycle Safety Programs.

At the request of CUTR, Andrew (Andy) Krajewski completed the 2019 program assessment based on the current Motorcycle Safety Strategic Plan (MSSP) and not NHTSA's Highway Safety Program Guideline No. 3 (currently under revision). Andy reviewed the status of major recommendations from 2014 and provided key recommendations based on 2019 assessment.

Ms. Peters share the status of the 2014 Assessment's Major Recommendations and the 2019 assessment's highlights.

View the full presentation: [2019 Program Assessment](#)

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

Groups got together to discuss their Emphasis Areas' recommendations and possible new tasks for the 2020 MSSP:

- 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 – November 7<sup>th</sup>

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

Future Coalition Meeting Dates:

- Jan 22-23, 2020
- April 29-30, 2020

### Outreach Update – Dr. James Takacs and Christen Miller

Dr. James Takacs, CUTR, gave an update on Ride Smart Florida's outreach activities.

There were approximately 604 orders placed through the Ride Smart Florida Website during the previous grant cycle. The number of orders varies by the time of the year and also increases following an outreach event. However, the website has maintained a steady pace of orders during the past 12 months.

October 17, 2019 kicked off the four-day Biketoberfest at Daytona International Speedway. Ride Smart Florida had a 10 x 20 booth setup and approached attendees with a Ride Smart Florida Challenge, a random 6 question quiz, related to riding, crash data, Basic RiderCourse information, Florida laws, and general motorcycle knowledge. Florida residents who got all of their Challenge questions correct were entered in a drawing for a hi-vis backpack. Missed questions made for a unique learning opportunity for some. Not many people got a 100%. The Challenge activity resulted in quite a few highly enthusiastic conversations and discussions concerning what is happening on Florida's roads and what riders can do about it.

Nurses from the Halifax Health Trauma Unit partnered with Ride Smart Florida to advertise the "Stop the Bleed" training and assisted with the Challenge and safety item distribution.

View the full presentation: [Outreach 2019](#)

Mrs. Christen Miller, CUTR, gave an overview of the 2020 Social Media and Website plan.

In 2020, Ride Smart Florida will work to build a sense of community amongst followers. This effort will directly target ages 18-30. Ride Smart Florida will giveaway virtual and physical rewards to top fans. Ride Smart Florida will also start using the Facebook and Instagram "Stories" feature. This feature is a great tool for building community because it will help Ride Smart come across as friendly and accessible.

View the full presentation: [2020 Social Media Plan](#)

### Emphasis Areas:

Members were asked to come up with 5-10 questions to use for future surveys at events. Each emphasis area shared their top two questions:

Which of the following are criminal violations?

- a. Riding endorsement

- b. Fleeing to allude
- c. Stunt riding (cat walk)
- d. All of the above

Is it legal to lane split in Florida?

- a. Yes
- b. No

What colors are regulatory traffic Signs

- a. Black white and red

A convex mirror

- a. Makes objects look farther away
- b. Make objects look nearer

Counterweighting a motorcycle works best when..

- a. Making a left-hand curve at 40 mph
- b. Making a tight U-turn
- c. Skidding to a stop

Does Florida require turn signal lights on street bikes?

- a. Yes
- b. No

How often should you inspect your motorcycle?

- a. Once a month, when I think of it
- b. Every time you ride
- c. Annually

In Florida what is the maximum penalty for riding without an endorsement?

- a. \$500 fine
- b. 6-month probation
- c. 60 days in jail
- d. All of the above

In Florida, you do not need an endorsement when operating a motorcycle with a side car

- a. True
- b. False

Why are motorcyclist vulnerable to crashes in work zones?

The stopping distance from 60mph for a motorcycle is much less than a standard passenger car

- a. True
- b. False

The most common injury seen in motorcycle crashes is?

- a. Head

**b. Brain**

- c. Pelvis
- d. Lungs

Who should remove your helmet following a crash if it does not have safety removal tabs?

- a. Yourself
- b. Your passenger
- c. Only a physical
- d. Only EMS personnel
- e. Rescuers trained in helmet removal**

Coalition Members shared their ideas for the May is Motorcycle Safety Awareness Month campaign:

- Riders coming together representing the number of fatalities and taking a before and after picture.
- Clean car windshields at rest areas and give away handouts.
- Helmet memorial.
- Traffic fatalities walk.
- On social media, ask people to share pictures of them demonstrating safe behavior to enter into a raffle.

Dr. Patricia Byers - Ryder Trauma Center – Miami, Dr. Byers announced the Stop the Bleed Program: HB 275: First Aid for Severe Bleeding – First Aid for Severe Bleeding; Requires placement of bleeding control kits in state buildings & schools; requires school districts to provide instruction for all students in first aid for severe bleeding; requires DOE to develop list of approved first aid for severe bleeding instructional programs for certain instructional personnel.

Mark Welch, Florida Department of Highway Safety and Motor Vehicles, shared his crash story. Less than a quarter mile away from his house he was rear-ended and his head hit the pavement. He has no memory of the crash. His helmet saved his life.

Karen Brunelle, Federal Highway Administration, shared her recent crash story. She had a coalition with a deer. She did not drop her bike stating that training and experience saved her life.

View the agenda: [Meeting Agenda](#)