



Florida Motorcycle Safety Coalition Meeting Report

August 13, 2020

Prepared for

Florida Department of Transportation

Prepared by

Center for Urban Transportation Research (CUTR)

University of South Florida



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4202 E. Fowler Ave. CUT100
Tampa, FL 33620

Meeting notes taken by

Christen Miller

Date

August 13, 2020

1.0 Attendees

Table 1.1 Coalition Meeting Attendees

Name	Agency
Jeff Smith	Adventure Rider Training
Todd Michael	Broward County Sheriff's Office
Alan El-Urfali	Florida Department of Transportation
Edie Peters*	Florida Department of Transportation
Javier Ponce	Florida Department of Transportation
Joey Gordon	Florida Department of Transportation
Joe Glorioso	Florida Department of Transportation, District 1
Andrea Atran	Florida Department of Transportation, District 2
Nick Hope	Florida Department of Transportation, District 2
Carlos Dardes	Florida Department of Transportation, District 6
Carlos Sarmiento	Florida Department of Transportation, District 6
Ginger Regalado	Florida Department of Transportation, District 7
Joel Provenzano	Florida Department of Transportation, District 7
Kathy Daws	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
William Minton	Florida Highway Patrol General Counsel
Brett Sheffield	Florida State University Police Department
Karen Brunelle	Federal Highway Administration
Tim Roberts	Law Enforcement Liaison, Coordinator
Andrew Johnson	Law Enforcement Liaison, District 3
Janice Martinez	Law Enforcement Liaison, District 7
David Summers	Health Care District, Palm Beach County
Mark Parco	Harley-Davidson Riding Academy
Joshua Riba	Pinellas County Judge
Patricia Byers	Ryder Trauma Center - Miami
Avinash Gogineni	Ryder Trauma Center - Miami
Brandon Parker	Ryder Trauma Center - Miami
Julissa Sarmiento	Ryder Trauma Center - Miami
John Makal	Suncoast Brotherhood
Patricia Turner	University of Florida Transportation Inst.
Juan Cardona	UNF Institute of Police Technology and Management
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
Savana Wright	USF Center for Urban Transportation Research

*Motorcycle Safety Program Manager

2.0 Meeting Summary

In light of the impacts of COVID-19, the Florida Motorcycle Safety Coalition (FMSC) hosted its August 2020 Coalition Meetings online, via the video conferencing service GoToMeeting. In order to facilitate productive conversation, the meeting format was adjusted slightly to allow for smaller group discussions online. The meetings were scheduled across a total of three days from August 11th – 13th. On days one and two, all emphasis area groups met separately with the FDOT Program Manager, Ms. Edie Peters, and staff from the Center for Urban Transportation Research (CUTR). The series of meetings concluded on day three, with a recap meeting for all members of the coalition and guests.

Day One and Two (August 11th and 12th)

Small group meetings were held with members of each emphasis area across the first two days of the August FMSC meeting. On day one, the CUTR team and Program Management met individually with Data & Analysis, Advocacy & Policy, and Rider Licensing & Training groups. On day two, meetings were held with Law Enforcement, Trauma & Emergency Services, Engineering, and Communications & Outreach.

Each emphasis area was presented their section of the updated Motorcycle Safety Strategic Plan (MSSP) business plan, which contained minor revisions since the April meeting, including an update to the documentation of performance measures. Moving forward, each emphasis area shall record quarterly updates for each task listed in the MSSP business plan. Performance will be measured annually, based on the number of completed tasks for each strategy. In recognizing that some tasks may not be achievable in a one-year time frame, each group was instructed to identify the number of tasks for each strategy that was feasible to achieve in the upcoming fiscal year. This number would represent an “annual target” for each strategy. Each group decided upon reasonable targets, assigned leaders to monitor and facilitate each task, and made edits to task items where needed.

Day Three (August 13th)

The final day was open to all members of the coalition and guests, including district champions. A recap of days one and two was provided, and the revised MSSP business plan was discussed. Next, the results of the Annual Coalition Member Survey and the Motorcycle Educational Materials Focus Groups were shared in detail. Finally, “Motorcycle Crashes (2015-2019)/COVID-19 Lockdown Data” was presented, followed by a presentation on the effects of COVID-19 on motorcycle training across Florida.

Presentation Notes – August 13

Welcome and Program Update – Ms. Edie Peters

Ms. Edie Peters, FDOT, went over the coalition’s accomplishments since April 2020:

- May is Motorcycle Safety Month campaign was implemented on social media.
- Endorsement and Beyond training took place May and June 2020.
- Annual Coalition Survey was issued to all meeting participants.
- Focus Groups analyzing Motorcycle Safety Educational Materials were held.
- Scooter Safety Tip Cards have been created and distributed to Florida universities.
- An “Endorsement Tip Card” has been developed with the help of FLHSMV.
- Updates to the MSSP and the MSSP business plan were made.

Mr. Jim McGuinness is retiring after many years of contribution to the coalition.

View the full presentation: [House Keeping August 2020](#)

New MSSP Review – Ms. Edie Peters

The Florida Motorcycle Safety Strategic Plan (MSSP) provides performance metrics and outlines how to manage the Motorcycle Safety Program. Its companion document, the MSSP business plan, records progress and shows how to improve the program in the future. Currently, the FMSC is in the process of finalizing a new MSSP and MSSP business plan, with new relevant tasks for each emphasis area, based on the strategies and goals identified previously.

Ms. Peters shared each emphasis area’s goals and strategies for the new MSSP. The goals of each emphasis area include:

Emphasis Area	Goal
Program Management	Manage motorcycle safety programs in Florida as part of a comprehensive plan that includes centralized planning, implementation, coordination, and evaluation to maximize the effectiveness of the programs.
Data & Analysis	Collect and analyze data relevant to motorcycle safety, and share findings with stakeholders, including the Florida Motorcycle Safety Coalition.
Rider Licensing & Training	Ensure the quality of Florida’s Licensing system and motorcycle training programs to support and prepare motorcyclists for safe riding on Florida roadways.
Trauma & Emergency Services	Decrease motorcycle crash fatalities and injury burden in Florida through data analysis, education, and training.
Law Enforcement	Provide law enforcement agencies with communication, education, and enforcement resources as it relates to reducing motorcycle crashes, injuries, and fatalities on Florida roadways.
Roadway Engineering	Enhance and promote motorcycle safety-related engineering practices, including centralized program coordination, planning, design, implementation, and evaluation.
Advocacy & Policy	Support legislative and judicial initiatives that promote motorcycle-related laws and regulations that improve motorcycle safety.
Communications & Outreach	Develop, implement, and evaluate communication strategies to improve public awareness of motorcycle safety issues.

A quarterly “status” column for notes on progress towards each task has been added to the MSSP Business Plan, and leaders have been assigned for each task. The performance measure column was updated to “annual target” to allow each emphasis area to measure progress by setting a feasible number of tasks for each strategy that could be completed in one fiscal year.

Member Survey Findings – Ms. Edie Peters

Ms. Peters shared the results from the Annual Coalition Member Survey to evaluate the Florida Motorcycle Safety Coalition Meetings for the current grant cycle. The survey was issued online by email.

The first entirely online Coalition Meeting was held in April 2020 due to the impact of COVID-19. Of those that responded to the survey, 93% of participating coalition members agreed that they were satisfied with the online format of the April 2020 meeting and that all necessary components of the meeting were effective and covered.

Some suggested improvements to the meeting included:

- More time for small group discussions to develop the plan and carry out plan initiatives.
- More statistical information on rider safety & crashes, as well as information about what Motorcycle Safety Foundation (MSF) is doing to address specific issues.
- Demonstration of some of the safety courses during the meeting, possibly in parking lot to show skills that are covered.

View the full presentation: [Annual Coalition Survey Member Survey Results 2020](#)

Focus Group (Background, Process, Outcomes) – Dr. Siwon Jang/Ms. Rebecca Liller

Dr. Siwon Jang and Ms. Rebecca Liller, CUTR, presented the findings from the Motorcycle Safety Educational Materials Focus Groups. The motorcycle safety educational materials tested in each focus group were well-received by participants. Focus group participants emphasized the importance of utilizing less text, larger fonts, and bright attention-catching colors. In addition, riders preferred “positive” safety messages compared to negative (i.e., blaming and threatening) approaches.

View the full presentation: [Motorcycle Safety Educational Materials Focus Group 2020](#)

Motorcycle Crashes (2015-2019)/COVID-19 Lockdown – Dr. Chanyoung Lee

Dr. Chanyoung Lee, CUTR, presented Florida Motorcycle Crash Update. Florida is one of the top three states for motorcycle fatalities in the U.S. This is due to the number of registered and endorsed motorcyclists in the state. In 2019, Florida had 622,347 registered motorcycles and 537 motorcyclist fatalities.

Florida has three riding populations of concern in regards to risk-level tied to motorcyclist injuries and fatalities; the aging rider population (age 50+), the scooter riding population, and the younger riding population. The age of the operator is one of the most important variables in understanding the risk-taking behaviors of Florida’s motorcyclists. Speeding is the main risk factor, and sport bikes are the most popular type of motorcycle for younger riders. In 2020, Florida observed more motorcycle fatalities for the month of May compared to the average number of fatalities in May over the past three years (2017-2019).

A discussion took place amongst members about why the fatalities are still increasing even with less people on the roads. Mr. Joey Gordon, FDOT, indicated that FDOT observed increased average vehicle speeds at locations where traffic volumes decreased in the past few months. Another suggested factor was that motorcyclists took one or two months off of riding at the beginning of COVID-19, and their basic skills could be tarnished from lack of practice.

View the full presentation: [Motorcycle Crash Update 2020](#)

Training in a World with COVID-19 – Mr. Mark Welch (FRTP)

Mr. Mark Welch, Florida Department of Highway Safety and Motor Vehicles, gave a quick status update regarding the impacts of COVID-19 on motorcycle training. Schools are taking necessary precautions to protect participants. Some schools are requiring students to wear their own gloves/ equipment while others are providing single use equipment. Schools are operating at limited capacity.

Closing Statements – Ms. Edie Peters

Upcoming Coalition Dates:

- November 17th and 18th
- February 2nd and 3rd

August 2020 Florida Motorcycle Safety Coalition Meeting Schedule/Agenda

	Day 1 (8-11)	Day 2 (8-12)	Day 3 (8-13)
9:00 AM	Data and Analysis	Law Enforcement	Motorcycle Safety Coalition Meeting <ul style="list-style-type: none"> ○ Greeting/Housekeeping ○ New MSSP Review ○ Member Survey Findings ○ Focus Group (Background, Process, Outcomes) ○ Motorcycle Crashes (2015-2019)/COVID-19 Lockdown ○ Training in a world with COVID-19 ○ Follow-up Discussion - Group
9:30 AM			
10:00 AM	Advocacy and Policy	Trauma & EMS	
10:30 AM			
11:00 AM			
11:30 AM			
12:00 PM			
12:30 PM			
1:00 PM			
1:30 PM	Rider Training and Analysis	Roadway Engineering	
2:00 PM			
2:30 PM		Communication and Outreach	
3:00 PM			
3:30 PM			