



Florida Motorcycle Safety Coalition Meeting Report

May 20, 2021

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

Savana Wright

Date

May 20, 2021

1.0 Attendees

Table 1.1 Coalition Meeting Attendees

Name	Agency
Jeff Smith	Adventure Rider Training
Todd Michael	Broward County Sheriff's Office
Karen Brunelle	Federal Highway Administration
Chris Craig	Florida Department of Transportation
Edith 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
Nick Hope	Florida Department of Transportation, District 2
Edith Wong	Florida Department of Transportation, District 7
Elise Batchelor	Florida Highway Safety and Motor Vehicles
Kathy Daws	Florida Highway Safety and Motor Vehicles
Mark Welch	Florida Highway Safety and Motor Vehicles
Ray Graves	Florida Highway Safety and Motor Vehicles
William Minton	Florida Highway Safety and Motor Vehicles
Jason Harris	Florida State University Police Department
Mark Parco	Harley-Davidson Riding Academy
Dominick DeSiato	Hillsborough County Sheriff's Office
Gena Torres	Hillsborough County TPO
Janice Martinez	Law Enforcement Liaison, District 7
Shaun VanBeber	Law Enforcement Liaison, District 6
Avinash Gogineni	Ryder Trauma Center - Miami
Julissa Sarmiento	Ryder Trauma Center - Miami
Patricia Byers	Ryder Trauma Center - Miami
John Makal	Suncoast Brotherhood
Roy Paz	Tampa Police Department
Patrick Hahn	Team Oregon
Patricia Turner	University of Florida Transportation Inst.
Chanyoung Lee	USF Center for Urban Transportation Research
Christen Miller	USF Center for Urban Transportation Research
James Takacs	USF Center for Urban Transportation Research
Jeanne Kean	USF Center for Urban Transportation Research
Megan Cott	USF Center for Urban Transportation Research
Rebecca Liller	USF Center for Urban Transportation Research
Savana Wright	USF Center for Urban Transportation Research
Siwon Jang	USF Center for Urban Transportation Research

*Motorcycle Safety Program Manager

2.0 Meeting Summary

Due to the ongoing impacts of COVID-19, the Florida Motorcycle Safety Coalition (FMSC) hosted its May 2021 Coalition Meetings online, via the video conferencing service GoToMeeting. In order to facilitate productive conversation, the meeting followed previous online formats, with separate meetings for each emphasis area, preceding the large group meeting. The meetings were scheduled across a total of three days from May 18th – 20th, 2021. Across this time span, all emphasis area groups met separately with the FDOT Program Manager, Ms. Edith Peters, and staff from the Center for Urban Transportation Research (CUTR). A large-group meeting was held on May 20th, to discuss recent coalition activities, upcoming events, provide data updates and review each emphasis area’s progress with the wider group.

Day One (May 18th): The CUTR team and Program Management met individually with Advocacy & Policy, Law Enforcement, and Roadway Engineering.

Day Two (May 19th): Individual meetings were held with Trauma & Emergency Services, Rider Licensing & Training, Communications & Outreach, and Data & Analysis Emphasis Areas.

Day Three (May 20th): A large-group meeting was held for all Emphasis Areas. The meeting was also open to members of the public.

May 2021 Florida Motorcycle Safety Coalition Meeting Schedule

	5-18 (Tuesday)	5-19 (Wednesday)	5-20 (Thursday)
9:00 AM	Advocacy and Policy: 9:00 – 10:00 PM		Motorcycle Safety Coalition Meeting 9:00 AM – 12:30 PM
9:30 AM		Trauma & EMS: 9:30 – 10:30 AM	
10:00 AM			
10:30 AM	Law Enforcement: 10:30–11:30 AM	Rider Training & Analysis: 10:30 – 12:00	
11:00 AM			
11:30 AM			
12:00 PM			
12:30 PM			
1:00 PM		Communication and Outreach: 1:00 –2:00 PM	
1:30 PM			
2:00 PM	Roadway Engineering: 2:00 – 3:30 PM		
2:30 PM			
3:00 PM		Data and Analysis: 3:00 – 4:00 PM	
3:30 PM			

Emphasis Area Meeting Notes – May 18th – 19th

Advocacy & Policy (05-18)

- The Advocacy & Policy team continues to monitor motorcycle safety-related bills. Bills HB437/SB822 and SB138 died in their subcommittees.
 - The team will continue to look for companion bills for policy items.
- Mr. John Makal, Suncoast Brotherhood, discussed plans to push legislative items relating to child motorcycle passenger protection and the decriminalization of riding without an endorsement (for riders who obtain their endorsement within a specified time frame).
- CUTR will develop a 300-word document on the decriminalization of riding unendorsed (see above).
- The Motorcycle Bench Guide for judges is under review.
- Team discussed feasibility of motorcycle-specific courses for removing points on license. Bill Minton, FLHSMV, found that Motorcycle Safety Schools must apply to provide approved motorcycle safety courses through FLHSMV. FLHSMV cannot solicit schools to become providers.

Law Enforcement (05-18)

- Team completed update to roll call video script, changes under review. Team discussed expanding data in video to include 2011-2020. CUTR will send updated script to entire emphasis area for review.
- New SMART Course in Citrus County, starting in June. Collier County SMART course expected to start in 2022.
- CUTR team can make motorcycle safety material “care packages” to distribute to LELs and LE agencies at upcoming in-person coalition meetings.
- Discussed common scooter safety issues in a university setting. Driving on sidewalks, riding with earbuds, riding without a registration, lack of eye protection and un-helmeted riders were mentioned as common issues.

Roadway Engineering (05-18)

- Mr. Javier Ponce, FDOT, and Ms. Karen Brunelle, FHWA, completed an Engineering Power Point for general use at conferences and symposiums.
- Team is looking to present at upcoming virtual design symposiums.
- Discussed how team can develop a system for motorcycle safety engineering mitigation strategies. Strategies can be explored further once clearinghouse tools are developed.

Trauma & Emergency Services (05-19)

- The Trauma & Emergency Services (EMS) team presented findings from the LEL Agencies Training Survey Report. The survey found that many agencies need training.
- EMS conducted virtual first responder training by mailing toolkit to agencies and providing lessons via video conferencing.
- EMS team conducted injury severity analysis on patient data from 2019. Found that injury level reported in police crash report is not necessarily accurate.
- Currently collecting responses to an online survey. Survey has over 800 responses so far.

- Team has resumed “Teachable Moments” program, with 11 patients currently involved.

Rider Licensing & Training (05-19)

- CUTR completed interviews of riders who had recently signed up for the Basic RiderCourse (BRC) or recently attended a BRC. Interviews were coded and analysis of results is underway.
- Endorsement and Beyond Program (EAB) is in progress.
- Florida Rider Training Program (FRTTP) Sponsor meeting was held in March. Survey was sent to sponsors for feedback. Mr. Mark Welch, FLHSMV, will provide an overview of the results at the large-group meeting.
- Team discussed “Project Gateway,” a new advanced training program from MSF. Dr. Ray Ochs will present more details on the project and will solicit feedback from the Coalition.

Communications & Outreach (05-19)

- A teen rider brochure and tip card were created for FLHSMV. The designs are under review.
- For “May is Motorcycle Safety Month,” the team lit the Sunshine Skyway bridge in green. A photoshoot was paired with the event.
- New design was developed and approved for “Watch for Motorcycles” yard signs. Nearly 1,000 yard signs were distributed through the Ride Smart Florida (RSF) order website.
- Ms. Elise Batchelor, FLHSMV, is working on a letter to distribute to households with motorcycle registrations, but no endorsement attached to them. In future, similar messages can be distributed through the DMV portal.
- Hillsborough Transportation Planning Organization can share RSF social media posts. RSF will also be sharing materials from Team Oregon.

Data & Analysis (05-19)

- The VMT study proposal was submitted and is under review by FDOT Research Office. Team is waiting to hear back from selection committee by June/July.
- CUTR is preparing for the 2021 Florida Motorcyclist Survey. The survey will be distributed in early August.
- Joey Gordon, FDOT, is working on a study with 7-day counts. Reported that traffic counts are almost back to normal following impact of COVID-19, with variations depending on the area. Will provide an update on the project in August.
- Traffic Records Coordinating Committee (TRCC) is leading efforts to link EMS data and crash data.

Coalition Meeting Notes – May 20th

Welcome and Program Update – Ms. Edith Peters, FDOT

Ms. Edith Peters, FDOT, opened the meeting with introductions and by reviewing online meeting protocol.

An overview of the Coalition’s achievements since the August Coalition Meeting was provided. The highlighted activities included:

- Donation and distribution of motorcycle safety materials by Plan Hillsborough
- Helmet sticker redesigned

- Completion of BRC interviews to understand perspective of new riders
- Update of county-level motorcycle crash fact infographics
- Development of a teen rider brochure and tip card for FLHSMV
- Distribution of Endorsement Tip Cards to Tax Collector offices

The following updates for “May is Motorcycle Safety Month” were provided:

- Update of “Watch for Motorcycles” yard sign design based on feedback from focus groups
- Lighting up the Sunshine Skyway Bridge green and motorcyclist photoshoot at Skyway Pier.
- Magazine spread in “Full Throttle”
- Endorsement and Beyond Program underway

Upcoming Coalition Dates:

- August 18th and 19th *
- November 3rd and 4th

* Most-likely will meet in-person again. Coalition members who plan to attend in-person were instructed to RSVP for the meeting as soon as possible to help plan for social distancing.

Full presentation available here: [May 2021 Program Update](#)

2020 Motorcycle Crash Update - Dr. Chanyoung Lee, CUTR

Dr. Chanyoung Lee, CUTR, provided an update on Florida motorcycle crash data. So far this year, there were 206 motorcyclist fatalities in Florida and it is likely that annual motorcycle fatalities will exceed 500 in 2021. According to NHTSA, Florida had the highest number of rider fatalities from 2015-2019, which included moped/motor scooter (50cc or less) fatalities. When compared to other major motorcycling states, such as Texas and California, Florida’s increasing fatality number is notable. Both California and Texas observed decreasing motorcyclist fatalities for 2018 and 2019.

Leading the observed increase in Florida motorcyclist fatalities, are sport bike riders ages 20-39. Among these riders, speeding is a major risk factor. Impaired riding and non-helmet-use are also significant risk factors among Florida riders. Meaning, Florida faces challenges largely related to riders’ decision making.

Full presentation available here: [May 2021 Motorcycle Crash Update](#)

Engineering Presentation – Mr. Javier Ponce, FDOT & Ms. Karen Brunelle, FHWA

Mr. Javier Ponce, FDOT, and Ms. Karen Brunelle, FHWA provided a brief overview of their engineering presentation, which was developed for general use at conferences and symposiums. The presentation introduces key motorcycle characteristics, crash data and behavioral safety challenges, and links them to potential engineering mitigation strategies. The Power Point is available to the wider Coalition to adapt to their specific emphasis area.

Full presentation available here: [General Engineering Presentation](#)

Emphasis Area Updates – Ms. Edith Peters, FDOT

Next, Ms. Edith Peters, FDOT, reported out key items from the individual emphasis area meetings (see “Emphasis Area Meeting Notes – May 18th – 19th” above for details).

Full presentation available here: [Emphasis Area Updates](#)

2021 FRTP Sponsor Survey Results – Mr. Mark Welch, FLHSMV

Mr. Mark Welch, FLHSMV, provided a summary of the 2021 Florida Rider Training Program (FRTP) Sponsor Survey. A total of 36 completed/partially completed survey responses were collected through the online survey. The survey found that many schools recruit RiderCoaches from their student pool, although smaller schools do not tend to recruit at all. By far, the BRC is offered the most frequently by schools, with most schools indicating that their average class size for the BRC was 10 or more students. The BRC2 and 3WBRC are also popular courses among sponsors.

Sponsors frequently communicate with other motorcycle businesses, occasionally with FRTP personnel and rarely with other sponsors. Overall, most sponsors had positive experiences with FRTP personnel. Finally, many sponsors were aware of the Florida Motorcycle Safety Coalition, the Ride Smart Florida website and RSF Facebook page. Select comments from the survey were also reviewed at the meeting.

Full presentation available here: [2021 FRTP Sponsor Survey Results](#)

Purposeful and Targeted Social Media Outreach, Mr. Patrick Hahn, Team Oregon

Mr. Patrick Hahn, Team Oregon, presented on rider behavior change using social media. Mr. Hahn began by hypothesizing that we may have reached a limit of what training can do in terms of safety. In Mr. Hahn’s experience, community engagement can fill gaps; in particular, when riders connect they can educate one another. From the perspective of an organization or agency, Mr. Hahn proposed to the group “how can we prompt riders to connect?”

Mr. Hahn then went into details about the social media strategy employed by Team Oregon. He advocated for agencies to establish a hierarchy and agree upon audiences and priorities, with the idea that each “audience” requires dedicated time, although some messages may overlap. After three years, Team Oregon will recycle its social media calendar content to conserve energy and reach new audiences with the same message. Team Oregon has found that riding in adverse conditions, women riders, and images of people in training courses resonate with their audience. They also developed a Rider Passport which has been a popular outreach strategy.

Full presentation available here: [Purposeful and Targeted Social Media Outreach](#)

Group Discussion and Closing Statements

The floor was then opened up for discussion and comment from the public. There were no comments from the public.