



Florida Motorcycle Safety Coalition Meeting Report

August 18-19, 2021

Prepared for

Florida Department of Transportation

Prepared by

Center for Urban Transportation Research (CUTR)

University of South Florida



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Tampa, FL 33620

Meeting notes taken by

Savana Wright

Date

August 18-19, 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
Alan Mai	Florida Department of Health
Edith Peters*	Florida Department of Transportation
Javier Ponce	Florida Department of Transportation
Joey Gordon	Florida Department of Transportation
Nick Hope	Florida Department of Transportation, District 2
Cody Ko	Florida Department of Transportation, District 2
Ginger Regalado	Florida Department of Transportation, District 7
Joel Provenzano	Florida Department of Transportation, District 7
Mike Zinn	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
William Minton	Florida Highway Safety and Motor Vehicles
John Pretti	Florida SafeRider Inc. Motorcycle Training Academy
Mark Parco	Harley-Davidson Riding Academy
David Summers	Health Care District, Palm Beach County
Dominick DeSiato Jr.	Hillsborough County Sheriff's Office
Gena Torres	Hillsborough County TPO
Michael Dobbs	Jacksonville Motorcycle Safety Training
Shaun VanBeber	Law Enforcement Liaison, District 6
Avinash Gogineni	Ryder Trauma Center - Miami
Patricia Byers	Ryder Trauma Center - Miami
John Makal	Suncoast Brotherhood
Andy Spenik	Suncoast Brotherhood
Roy Paz	Tampa Police Department
Patricia Turner	University of Florida Transportation Inst.
Chanyoung Lee	USF Center for Urban Transportation Research
Christen Miller	USF Center for Urban Transportation Research
Jacob Cherchio	USF Center for Urban Transportation Research
Elizabeth Chedester	USF Center for Urban Transportation Research
Jeanne Kean	USF Center for Urban Transportation Research
Megan Cott	USF Center for Urban Transportation Research
Savana Wright	USF Center for Urban Transportation Research
Scott Van Utrecht	USF Center for Urban Transportation Research

Siwon Jang	USF Center for Urban Transportation Research
Xiaobing Li	USF Center for Urban Transportation Research

*Motorcycle Safety Program Manager

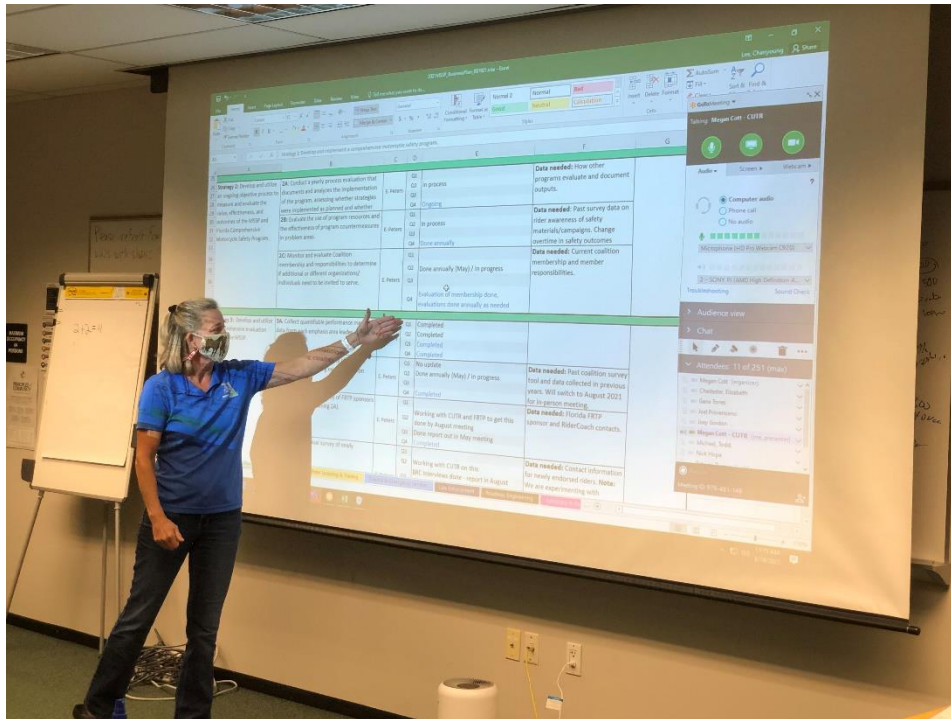


Figure 1. Ms. Edie Peters providing a Program Management Business Plan Update to the Coalition.

2.0 Meeting Summary

On August 18th, 2021, the Florida Motorcycle Safety Coalition (FMSC) hosted its first in-person coalition meetings since January 2020. The August 2021 Coalition Meeting was open to all members and the public. The meetings were held at the University of South Florida, Center for Urban Transportation Research, with a hybrid, online component for members who wanted to attend the meetings virtually. The meeting was streamed via an online meeting platform, GoToMeeting.

Day One (August 18th): The first half of the August Coalition Meeting was held in the afternoon of Day One. Presentations were given, providing the latest Florida motorcycle crash data, as well as updates on coalition achievements.

Day Two (August 19th): On Day Two of the Coalition Meeting, members broke out into their emphasis areas to review their area's business plan and to provide quarter updates and discuss changes for the upcoming grant cycle.

Day 1, Meeting Agenda

Time	Topic	Speaker(s)
1:00-1:15 pm	August Coalition Meeting Welcome & Introductions	Edie Peters
1:15-1:30 pm	FY 2020-2021 Florida Motorcycle Safety Programs Update	Edie Peters
1:30-1:45 pm	BRC participants interview	Siwon Jang
1:45-2:30 pm	Florida Motorcycle Crash Update & FDOT Motorcycle Study using the Motorcycle Crash Causation Study (MCCS) dataset	Chanyoung Lee
2:30-2:45 pm	Break	
2:45-3:00 pm	New Website / Social Media Update	Christen Miller
3:00-4:00 pm	New MSSP Overview, FY 2020-2021 Performance Review and Wrap-up	Edie Peters
4:00-4:30 pm	Group Discussion	

Day 2, Meeting Agenda

Time	Topic	Speaker(s)
8:30-8:45 am	Review of Day One	Edie Peters
8:45-9:45 am	Round Table Discussion and MSSP Update	
9:45-10:00 am	Break	
10:00-11:30 am	Report out and general discussion from round table	EA Leaders
11:30- Noon	Closing Statements	Edie Peters

Coalition Meeting Notes – August 18th

Welcome and Program Update – Ms. Edie Peters, FDOT

Ms. Edie Peters, FDOT, opened the meeting with introductions and by reviewing online meeting protocol. Everyone was reminded about public health safety rule including wearing masks. In-person attendees were provided with the most recent copy of the MSSP business plan. Copies of the new State Highway Safety Plan (SHSP) and “Teen on Two Wheels” brochure/tip card were available for in-person attendees to take as needed.

Coalition Achievements, May-Present

An overview of the Coalition’s achievements since the May Coalition Meeting was provided. The highlighted activities during this time period included:

- Endorsement and Beyond program implementation and evaluation, and survey results
- Attending Bert’s Barracuda Harley’s Motorcycle Safety Awareness Day Event
- Filming motorcycle PSAs for DUI and gear campaign in Jacksonville, Florida
- Creation of MEPER video for teen drivers
- Partnership with Teen Safe Driving Coalition



Figure 2. Ms. Edie Peters presenting survey results.

Annual Coalition Member Survey Results

Next, the results of the annual Coalition Member Survey were presented. Overall, members, guests, and District Champions were satisfied with the meetings they attended this grant cycle. The majority felt the meetings were well-structured and relevant. Members also provided feedback specific to the online format of the meetings. Generally, respondents felt the online format was satisfactory, given the circumstances, with some noting the ease of attending online and the time saved. However, respondents noted the loss of face-to-face interaction and its impact on productive group conversation and networking capabilities.

Full presentation available here: [Welcome and Program Update](#)

Basic RiderCourse (BRC) Participant Interview Results – Dr. Siwon Jang, CUTR

Next, Dr. Siwon Jang, CUTR, reviewed the results of the BRC Participant Interviews, which were held to gather information from new riders, in order to tailor the Mentorship Program for Every Rider (MEPER) to better meet the needs of new riders and capitalize on their eagerness to learn in the beginning stages of riding. Challenges faced in previous iterations of MEPER included: issues partnering with training schools, low student engagement, relevance to motorcyclists, and COVID-19. As such, the CUTR team interviewed 52 riders who had recently signed-up for or recently completed the BRC. The interviews found that new riders were interested in BRC preparation and motorcycle/gear reviews and

information. The team also found in-person or hybrid courses were preferable, highlighting new riders' interest in hands-on learning. However, due to the limitations imposed by COVID-19 and the need to build a course that was not reliant on rider training schools, the team developed a brief self-paced module, MEPER Version 0, called "What to Expect in the BRC." In response to the findings, members discussed the usefulness of breaking down the survey responses regarding course format by age, to view differences in online/in-person preferences. Dr. Patricia Byers, Ryder Trauma Center, also mentioned an interest in the program for performing crash patient interventions.

Full presentation available here: [Basic RiderCourse Interview Results](#)

Social Media and Website Update – Ms. Christen Miller, CUTR

Ms. Christen Miller, CUTR, provided an update on the Ride Smart Florida social media portfolio and provided an overview of the new website. Each month, a social media calendar is adopted to emphasize certain themes and capitalize on trends. Both RSF Facebook and Instagram sites have experienced recent growth, with notable increases in engagement and interactions. Moving forward, the social media strategy will utilize Facebook Stories and Instagram Reels to engage with online users further. Ms. Miller requested that Coalition members share any high-quality images with hi-vis gear with her to use for future posts.

Next, Ms. Miller previewed the new Ride Smart Florida website. The new website was organized around the concept of "SMART." Notably, visitors to the new web page can create user profiles, where they can post and interact with other riders. They can also save shipping information to order motorcycle safety materials through their account.

Full presentation available here: [Social Media and Website Update](#)



Figure 3. In-person Coalition Meeting participants, Day One.

2021 Motorcycle Crash Update - Dr. Chanyoung Lee, CUTR

Dr. Chanyoung Lee, CUTR, provided motorcycle crash update. The presentation illustrated a drop in crashes in April 2020 and the rest of 2020, due to COVID-19. Further, in observance of recent trends, we can expect a high number of motorcycle fatalities in 2021 throughout Florida.

Dr. Lee also previewed a research project with FHWA, Motorcycle Crash Causation Study (MCCS) data, funded by FDOT research office. The study was conducted by the CUTR team. The study sought to identify contributing factors to serious injury crashes in Florida, by analyzing crashes from the California MCCS dataset. The study results have not been finalized or approved and will be available to the public at a later date.

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

MSSP and End-of-Year Overview – Ms. Edie Peters, FDOT

Ms. Edie Peters, FDOT, closed out Day One of the Coalition meeting with a review of the State Highway Safety plan and new Florida MSSP. Ms. Peters highlighted Chapter 4 of the MSSP, which contains opportunities to improve motorcycle safety. Members were instructed to think about these opportunities when updating their MSSP business plans on Day Two.

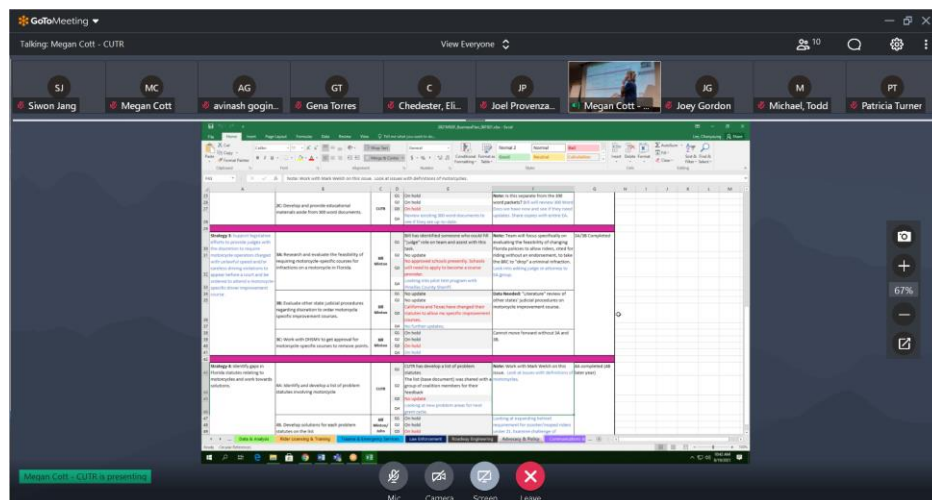


Figure 4. Screenshot of online meeting forum viewing the MSSP business plan.

Results from the SMART Course survey were also reported to the Coalition. The SMART Course received overwhelmingly positive feedback from participants and observed an increase in rider's perceived riding skills. Finally, Ms. Peters reported out the EA accomplishments to the Coalition. The following provides a summation of accomplishments during the 2020-2021 grant cycle, with input from each EA leader included:

Program Management

- Held four coalition meetings
- Collaborated with the Teen Safe Driving Coalition, Occupant Protection Coalition, Gainesville Police Department, Plan Hillsborough, Team Oregon, and NHTSA

- Conducted annual coalition member survey

Data & Analysis

- Developed GIS maps for hotspot counties, want to improve utility of maps by identifying roadways where enforcement could be concentrated
- VMT project was selected by FDOT Research Office, expected to begin in Q4 2021.
- Conducted annual Florida Motorcyclist Survey, will share results at November 2021 coalition meeting

Rider Licensing & Training

- Worked with Florida Department of Highway Safety and Motor Vehicles (FLHSMV) to distribute Endorsement Tip Cards
- Promoted and implemented Endorsement and Beyond program for May is Motorcycle Safety Awareness Month
- Held a virtual Sponsor's Meeting
- Completed QAS with 60 RiderCoaches, conducted RiderCoach preps and RQs
- FLHSMV is working on update to Florida Administrative Code, waiting on regulatory review plan with the intention to revise in the next calendar year

Trauma & Emergency Services

- Conducted remote Survive the Ride trainings, working on partnering with Road Rangers
- Completed motorcycle safety surveys
- Evaluated 150 patients' medications, looking at non-illicit drug use in crash patients
- Analyzed older riders' fatality data – found aging is associated with higher fatalities with less severe injuries
- Distributed helmet removal stickers
- Obtained EMSTARS data, want to look at readmission data

Law Enforcement

- Distributed county-level motorcycle crash infographics
- Updated the *Motorcycle Roll Call Video* script, working on obtaining video footage from Florida Law Enforcement agencies
- Updated and distributed the *Quick Reference* Guide for officers to identify non-traditional vehicles in the field, with relevant Florida Statutes
- Supported the SMART motorcycle training program at agencies in hotspot counties
- Law Enforcement Liaison programs resumed in-person meetings; some counties are still not ready to meet in-person
- Distributed motorcycle safety education packages throughout the state

Roadway Engineering

- Encouraged District Champions to attend Coalition Meetings
- Developed presentation slides for FHWA engineers, planners, and specialists

Advocacy & Policy

- Provided legislators with motorcycle safety information; Mr. John Makal approached Senator Ed Hooper to champion new bills in Spring 2021, including close-toed shoe requirements and legislation to require motorcycle passengers to reach foot pegs or running boards
- Drafted list of problem statutes; moving forward the team wants to address 50cc definition challenges and look into feasibility of requiring an endorsement to ride scooters under 50cc
- Presented on child motorcycle passenger safety issue at the Florida Occupant Protection Coalition
- Mr. John Makal met with Pinellas County Sheriff's Office to pilot a 60-day grace period for riders to get their endorsement after riding unendorsed at a local level

Communications & Outreach

- Worked with Florida Teen Safety Driving Coalition and FLHSMV to develop teen safety materials, including: MEPER Motorcycle Safety Video for Teen Drivers, Teen on Two Wheels brochure and tip card, and gear poster
- Held focus groups to update motorcycle safety materials
- Created Spanish-language standees
- Distributed Scooter Safety Tip Cards and Endorsement Tip Cards
- Ms. Elise Batchelor, Communications & Outreach EA Leader, was promoted to a different position at FLHSMV and let the group know that a replacement should be identified for her role

Full presentation available here: [MSSP and End-of-Year Overview](#)

Coalition Meeting Notes – August 19th



Figure 5. Rider Licensing and Training EA meeting in their breakout group.

On Day Two of the FLMSC meeting, each emphasis area group in attendance broke out into separate work spaces to discuss the MSSP business plan, provide quarter updates, and suggest changes to tasks for the 2021-2022 grant cycle. After completing updates within small groups, Coalition members reconvened to review updates and changes. A separate meeting was later held on August 24th, to update the Data & Analysis EA business plan and the Trauma & Emergency Services group met prior to the Coalition meeting to update their plan. In general, annual

targets for each group were met and set to recur for the next grant cycle. Some groups deferred or changed tasks, as reflected in the updated business plan for the next grant cycle. Following each EA update, the group discussed setting up a RSF booth at the Peterson's Poker Run event, in September. There were no additional comments, and the meeting was adjourned.

Next meeting: November 3rd – 4th, 2021