FLORIDA MOTORCYCLE SAFETY COALITION

COALITION MEETING REPORT

February 8-9, 2022

PREPARED FOR

Florida Department of Transportation

PREPARED BY

Center for Urban Transportation Research
University of South Florida

RIDE SMART FLORIDA

FDOT

TARGET ZERO FATALITIES & SERIOUS INJURIES

CUTR

Florida Motorcycle Safety Coalition Meeting Report

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Prepared by

Center for Urban Transportation Research

3808 USF Alumni Drive,

Tampa, FL 33620

Meeting notes taken by

Savana Wright

Date

February 8-9, 2022

1.0 Attendees

Name	Agency
Jeff Smith (virtual)	Adventure Rider Training
Todd Michael (virtual)	Broward County Sheriff's Office
Jim Botillo (virtual)	Crystal Harley-Davidson
Marge Botillo (virtual)	Crystal Harley-Davidson
Karen Brunelle	Federal Highway Administration
Alan Mai	Florida Department of Health
Carlos Sarmiento (virtual)	Florida Department of Transportation, District 6
Alan El-Urfali (virtual)	Florida Department of Transportation
Edith Peters*	Florida Department of Transportation
Ginger Regalado (virtual)	Florida Department of Transportation, District 7
James Landini	Florida Department of Transportation
Joey Gordon (virtual)	Florida Department of Transportation
Joel Provenzano (virtual)	Florida Department of Transportation, District 7
Joe Glorisio	Florida Department of Transportation, District 1
Carlos Dardes (virtual)	Florida Department of Transportation, District 6
Elise Batchelor	Florida Highway Safety and Motor Vehicles
Kathy Daws	Florida Highway Safety and Motor Vehicles
Leilani Gruener	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
Brett Sheffield (virtual)	Florida State University Police Department
Jason Harris (virtual)	Florida State University Police Department
Georgene Geary (virtual)	GGfGA Engineering
Mark Parco	Harley-Davidson Riding Academy
Dominick Desiato Jr. (virtual)	Hillsborough County Sheriff's Office
Michael Dobbs	Jacksonville Motorcycle Safety Training
David Ennis	Motorcycle Safety Specialist (Retired)/ Rider Coach
Ray Ochs	Motorcycle Safety Foundation
Lisa Silva	Plan Hillsborough
Patricia Byers	Ryder Trauma Center – Miami
David Summers (virtual)	Health Care District Palm Beach County
Andy Spenik	Suncoast Brotherhood
Patricia Turner (virtual)	University of Florida Transportation Inst.
Chanyoung Lee	USF Center for Urban Transportation Research
Elizabeth Chedester	USF Center for Urban Transportation Research
James Takacs (virtual)	USF Center for Urban Transportation Research
Jeanne Kean (virtual)	USF Center for Urban Transportation Research
Marissa Culbreth	USF Center for Urban Transportation Research
Savana Wright	USF Center for Urban Transportation Research
Siwon Jang	USF Center for Urban Transportation Research
Xiaobing Li	USF Center for Urban Transportation Research

2.0 Meeting Summary

From February 8-9, 2022, the Florida Motorcycle Safety Coalition (FMSC) held its second quarterly meeting. The February 2022 Coalition Meeting was open to all members, guests, and the public. The meetings were held at the University of South Florida, Center for Urban Transportation Research (CUTR), with an online component for members who wanted to attend the meetings virtually. The meeting was streamed via an online meeting platform, GoToMeeting.

Day One (February 8th): The first half of the February Coalition Meeting was held in the afternoon of Day One. Presentations were given, providing updates on key coalition achievements since the previous meeting by Ms. Edie Peters, and including an overview of the results of the Florida Department of Highway Safety and Motor Vehicles' (FLHSMV) Motorcycle Endorsement Campaign by Mr. Mark Welch. A presentation on key updates from the Motorcycle Safety Foundation (MSF) was provided by Dr. Ray Ochs, followed by a presentation on roadway design, construction and maintenance practices for motorcycle safety by Dr. Georgene Geary. Finally, a presentation on the latest Florida motorcycle crash data was provided by Dr. Xiaobing Li. The meeting concluded with a meeting review and discussion on topics to think about for Day Two.

Day Two (February 9th): On Day Two, general announcements were made by Ms. Edie Peters, and materials were distributed to each emphasis area to record their group's discussion points. Members broke out into their emphasis areas to review their area's business plan, provide second quarter updates, and discuss future action items. Each emphasis area also engaged in a discussion about "riding retirement" and potential approaches to educate aging riders. The groups reconvened and reported their findings to the Coalition. Next, the Coalition discussed plans for Motorcycle Safety Month (May 2022). The meeting concluded with a public comment period and the presentation of upcoming meeting dates and outreach events.

Day 1, Meeting Agenda

Time	Topic	Speaker(s)
1:00-1:15 pm	Welcome & Introductions	Edie Peters
1:15-1:45 pm	Florida Motorcycle Safety Program Update & Endorsement Campaign	Edie Peters & Mark Welch
1:45-2:15 pm	MSF Update	Dr. Ray Ochs
2:30-2:45 pm	Break	
2:45-3:30 pm	Roadway Design, Construction & Maintenance Practices for Motorcycle Safety	Dr. Georgene Geary
3:30-4:00 pm	Florida Motorcycle Crash Data Update	Dr. Xiaobing Li
4:00-5:00 pm	Meeting Review & discussion	Edie Peters

Day 2, Meeting Agenda

Time	Topic	Speaker(s)
8:30-8:45 am	Review of Day One	Edie Peters
8:45-10:15 am	Emphasis Area Breakout Sessions: MSSP Discussion & Updates	N/A
10:15-10:30 am	Break	
10:30-11:30 am	Report Out and General Discussion from EA Breakout Sessions	Edie Peters
11:30-12:00 am	Motorcycle safety month discussion	Edie Peters
12:00-12:15 pm	Public Comment Period	Edie Peters
12:15-12:30 pm	Future Coalition Meeting Dates & Closing Statements	Edie Peters

3.0 Coalition Meeting Notes

February 8th, 2022

Welcome and Program Updates – Ms. Edie Peters, FDOT

Ms. Edie Peters, FDOT, opened the meeting with introductions and a review of online meeting protocol. The Coalition was made aware of two changes in staffing for CUTR, and provided contact information for new personnel. In-person attendees were provided with the most recent copy of the Motorcycle Safety Strategic Plan (MSSP) business plan as well as a draft copy of updated legislative packets.

Figure 1. Ms. Peters (FDOT), provides key updates to the Coalition.

Coalition Achievements, November, 2021 - Present

Leading up to the February Coalition Meeting, each emphasis area met individually in the third week of January to review progress and to discuss action items for achieving tasks within the business plan. Based on these preliminary meetings, Ms. Peters provided the following updates:

- **Advocacy and Policy** is monitoring new legislation, reviewing "problem statutes" and updating the legislative packet, including sections on child motorcycle passenger protection, motorcycle insurance requirements, and redefining motorcycles, mopeds and scooters. The update includes the addition of recent news articles and model language. The group plans to complete updates and distribute the new packet in April, 2022.
- **Communications** met with Safe Mobility for Life (SM4L) to discuss riding retirement materials and resources before the Coalition meeting and discussed future plans at the emphasis area group meeting. CUTR is creating a website for the Florida Rider Training Program (FRTP) to facilitate a customer satisfaction survey of recent Basic RiderCourse (BRC) graduates. The Coalition's outreach team attended Leesburg Bikefest, and conducted outreach at a Jacksonville Jaguars' game and Tampa Bay Buccaneers' game. There will be a Ride Smart Florida booth at Deland Bikeweek on March 5th, and Leesburg Bikefest from April 21st-24th.

Spanish-language materials were developed, including translations of the crash scenario tip card, standees, "Watch for Motorcycles" yard signs, and Scooter Safety Tip Card. The team also updated all materials to include the new FDOT Target Zero logo. SMART Course business cards were developed to provide general information and to distribute the SMART Course survey. The team also distributed motorcycle safety education packets to 30 different Florida high schools. The usage of the materials will be monitored through the Driver Education Licensing Assistance Program (DELAP) administrators.

- **Data & Analysis** is working on obtaining motorcycle injury surveillance report by age groups. A project scope was approved for a Motorcycle Vehicle Miles Traveled (VMT) study and the group is planning a driver survey for summer 2022. The emphasis area will work with the communications group to develop social media posts to share crash data and survey findings with the public. The CUTR team also developed a "Dead Red" Survey for motorcyclists to report red light sensors that are not properly detecting motorcycles. The responses are geo-located and will be shared with District Champions in the identified areas.
- **Law Enforcement** has print-ready county-level motorcycle crash fact sheets available on the RSF website. The group is also working on updating the motorcycle violation checklist to a one-page "cheat sheet" version. A roll call video shoot was scheduled for March, 2022.
- **Rider Licensing & Training** is working with CUTR to analyze training data to evaluate the proportion of newly-endorsed riders involved in crashes. The emphasis area is also working with CUTR to develop "ridersvoice.com," a new website to collect data on the Basic RiderCourse experience. The website draft contains a links to the RSF homepage, the motorcycle violation checklist, MEPER self-paced learning modules, and a new motorcycle safety video series called "Meet Mark." The Florida Department of Highway Safety and Motor Vehicles (FLHSMV) is currently exploring the possibility of a retesting program for motorcyclists. The annual Sponsor's meeting will be held virtually on April 11th, 2022.
- **Roadway Engineering** has resumed the development of the clearinghouse of motorcycle safety engineering resources. The group is also finalizing their engineering presentation and looking into presenting at a symposium in June. FDOT is currently looking into data on crashes for high-friction surface areas and recently concluded that suicide-prevention nets installed on overpasses will also prevent motorcyclists from going over side of bridge.

Next, a brief social media overview was provided. Overall, engagement, impressions and followers increased for the RSF Facebook page. Ms. Peters concluded the presentation with instructions for the round table discussions on Day Two, and provided topics for consideration, including:

- How to promote "riding retirement"
- Three major things to achieve for FLMSC this year
- Things to work on in emphasis areas for the next meeting
- What presentations would be interesting for future meetings
- How to use online forum on RSF website

Full presentation available here: Welcome and Program Updates

Endorsement Letter Update – Mark Welch, FLHSMV

Mr. Mark Welch, FLHSMV, provided an update to the Coalition on the endorsement letter campaign. Last year, around 90,000 letters containing information on the required motorcycle endorsement were

sent to Florida residents with a registered motorcycle but no endorsement. In response, motorcycle training schools reported an uptick in BRC attendance. Anecdotally, some letter recipients did not know they were still registered owners of a motorcycle due to private transactions, and some indicated that they did not know they needed an endorsement to ride. Of 89,402 letter recipients, 4,479 attended training in the first four months and 4,062 actually obtained an endorsement. Another round of endorsement letters will be sent in 2022.

Full presentation available here: Endorsement Letter Update

Motorcycle Safety Foundation (MSF) Update – Dr. Ray Ochs, MSF

Dr. Ray Ochs, MSF, provided an update from the Motorcycle Safety Foundation. Dr. Ochs reviewed seven steps in a rider's learning journey:

1. Take survey on MSF website to conduct a self-check
2. Take Introductory Motorcycle Experience (IME) to confirm desire to learn to ride
3. Take BRC to get basics
4. Take BRC2 to get the basics on your motorcycle
5. Take Advanced course to build skills and confidence
    - NEW: Skill-building practice exercises (informal, menu of 23, no testing, open house structure, flexible (30 minutes to a full day)
    - NEW: Factors-Traps-Escape Program (classroom only)
6. Other (*3-wheel, AdventureBike, Dirtbike*)
7. Retirement

Figure 2. Dr. Ochs providing the Coalition with an MSF update.

Next, Dr. Ochs provided the Coalition with results from the 2020 MSF Survey. The survey received 5,000 responses and found 66% of riders are interested in additional coaching, however there is a disconnect between interest and action. Survey participants were more inclined to skill development styles of coaching, with particular interest in cornering and braking skills.

Dr. Ochs concluded with an overview of BRC variants. Dr. Ochs covered a program called EPIx11, an E-course package with no formal classroom time, and "Project Gateway," a flexible introductory motorcycle experience that focuses on skill building range exercises from a selection of 23 existing MSF exercises. The Coalition discussed the benefit of using this style of course for the Endorsement and Beyond Program in 2023.

Full presentation available here: MSF Update

Roadway Design, Construction and Maintenance Practices for Motorcycle Safety Update – Dr. Georgene Geary, GGfGA Engineering

Dr. Georgene Geary, GGfGA Engineering, presented on engineering topics for motorcycle safety. Dr. Geary is gathering information to present to the Motorcycle Advisory Council relating to infrastructure. The following roadway design features were discussed in relation to motorcycle safety:

- **Roadside barrier design** presents safety challenges because motorcyclists can go over barriers designed with cars in mind. Some DOTs are looking at retrofits, including nets and road rails to protect motorcyclists from roadside barrier injuries.
- Current **roadside geometric design** guides (Green Book) do not mention motorcycles. The guide is under revision and working closely with TTI to include motorcycles in revised version.
- Dr. Geary's team is looking into **pavement design and materials'** impact on motorcycle safety, including crack sealing and chip seals, concrete textures, and high friction surface treatments.
- The majority (80%) of states do not have motorcycles in their construction and maintenance specifications.
- **Connected Automated Vehicles** (CAV) are a growing concern for motorcycle safety. Dr. Geary believes CAV researchers are not considering motorcycles enough.

Dr. Geary concluded her presentation with a request from the coalition to provide any input for the development of webinars on motorcycle safety engineering topics.

Figure 3. Dr. Geary presenting on engineering topics for motorcycle safety.

Florida Motorcycle Crash Update – Dr. Xiaobing Li, CUTR

Dr. Xiaobing Li, CUTR, provided a motorcycle crash update utilizing FLHSMV and FDOT CARS data. The data showed a significant increase in motorcycle registrations for 2021, but an insignificant change in the fatality rate. As observed in previous years, there was a peak in motorcycle crashes in March 2021 and May 2021. Miami-Dade, Broward and Hillsborough also remained top counties for motorcycle crashes. Of note, Lee and Marion counties experienced an increase in the number of crashes for 2020-

2021 when compared to 2016-2019 and Duval and Brevard experienced significant motorcycle fatality increases.

Full presentation available here: Florida Motorcycle Crash Update

February 9th, 2022

Review of Day One – Ms. Edith Peters, FDOT

Ms. Edie Peters, FDOT, welcomed the Coalition and provided a recap of the previous day. Ms. Peters then reminded members of the topics for their breakout session discussion. A set of papers with prompts was given to each area leader to record the group's findings.

Full presentation available here: Day Two Overview

Emphasis Area Breakout Session Discussions

Upon returning from their emphasis area breakout sessions, each area leader provided the coalition with a summary of their group's findings:

Aging Rider Retirement Discussions

- **Advocacy and Policy** determined that an age-required skills test would require statutory changes. Instead, motorcycle training schools could promote the idea of refresher courses every ten years. The group also discussed targeting family members of aging riders through social media and YouTube. Lastly, the MEPER program was mentioned as a potential opportunity to educate aging riders.
- **Communications** discussed working with SM4L to develop tips for family, caregivers and law enforcement, building upon their existing materials. The team could also work with SM4L to include motorcycle questions in their annual survey. The group mentioned updating an existing law enforcement toolkit on how to report unsafe aging drivers, that is in need of an update. Future updates could include more emphasis on aging motorcyclists. Along the same lines, B-roll footage from the upcoming roll call video shoot could be shared with S4ML to create motorcycle-specific riding retirement materials. The group discussed conducting a focus group of aging riders.
- **Rider Licensing and Training** discussed promoting the current aging rider brochure when older adults come in for their required eye test. They also discussed updating the aging rider brochure to provide more details on riding "retirement."
- **Roadway Engineering** presented the idea of developing a "difficult conversation cue card" to help guide friends and family through conversations with an aging rider in their life. The group also mentioned efforts to increase awareness of an existing medical reporting tool for all Florida road-users. The group felt links to these tools should be included on the RSF website.
- **Trauma and Emergency Services** recommended partnering with organizations at the national level to create a PSA with a famous person who used to ride. Mailers could also be sent to riders over a certain age with information on aging-related impacts on riding. The group also discussed adding specific patient interventions for crash patients over age 55, including an aging rider teachable moment module. The group felt it would be useful to partner with SM4L to have a SMART trainer at their events to allow older riders to assess themselves and add motorcycle

specific information to SM4L materials designed for primary care physicians. Finally, the group mentioned using community paramedicine networks to distribute a "talking point" checklist for patients with a motorcycle.

Emphasis Area Goals and Tasks

- **Advocacy and Policy** will continue work on updating the legislative packets, with an overarching goal of making legislators more aware of motorcycle issues. The group would also like to identify a legislative champion and promote further involvement from rider groups.
- **Communications** will follow up with DELAP instructors to measure the impact of educational materials and communicate with school resource officers as another avenue for distributing the educational packets. The group will work with SM4L to develop the riding retirement material.
- **Rider Licensing and Training** wants to promote voluntary helmet-use by distributing cross-section helmets to sponsors. The group also wants to improve the Quality Assurance Specialist (QAS) program and is looking to schedule a QAS training for May, 2022. An annual Sponsor's meeting was also scheduled for April 11th. Lastly, the group wants to look into cross-checking the MSF Rider's Handbook with the FLHSMV Motorcycle Operator Manual.
- **Roadway Engineering** will finish developing their engineering presentation and conduct a dry-run with interactive polling feature in May. They will also set up a mid-point meeting with CUTR. In general, the group would like for the Coalition to reinvigorate its in-person outreach and mentioned the idea of distributing branded items like tire pressure gauges.
- **Trauma and Emergency Services** is working on tox screens and age-related intervention follow-ups. The team requested that CUTR provide a statistical regression model of risk factors for motorcycle crashes.

May is Motorcycle Safety Month 2022 – Edie Peters, FDOT

Figure 4. Ms. Peters presenting future meeting dates and upcoming outreach events.

Ms. Peters concluded the meeting with an overview of current plans for May events. The Endorsement and Beyond program will be continued with an extended implementation period. Previously participating training schools can begin advertising the program now if desired. The same courses will be covered by the voucher and schools must commit to a minimum of four classes during the program period to participate. There will be 400 spots, and each school will receive $75 per person. Starting in April, RSF will begin its social media push and distribution of yard signs. The Coalition requested that information about Endorsement and Beyond be shared with the entire Coalition to assist with promotion.

The floor was opened up for questions and comments from the public. No additional comments were made. The meeting adjourned with a reminder about upcoming Coalition meeting dates.

Next meetings:

- May 3rd – 4th, 2022
- August 16th – 17th, 2022