



Florida Motorcycle Safety Coalition Meeting Report

November 3-4, 2021

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
3808 USF Alumni Drive,
Tampa, FL 33620

Meeting notes taken by

Savana Wright

Date

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1.0 Attendees

Table 1.1 Coalition Meeting Attendees

Name	Agency
Karen Morgan	AAA
Jeff Smith	Adventure Rider Training
Todd Michael	Broward County Sheriff's Office
Karen Brunelle	Federal Highway Administration
Carlos Sarmiento	Florida Department of Transportation, District 6
Chris Craig	Florida Department of Transportation
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
Joel Provenzano	Florida Department of Transportation, District 7
Joe Gloriso	Florida Department of Transportation, District 7
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
Mark Parco	Harley-Davidson Riding Academy
Michael Dobbs	Jacksonville Motorcycle Safety Training
Janice Martinez	Law Enforcement Liaison, District 7
Ray Pierce	Missouri Safety Center
Ray Ochs	Motorcycle Safety Foundation
Christian Gozzo	Ryder Trauma Center – Miami
Patricia Byers	Ryder Trauma Center – Miami
Andy Spenik	Suncoast Brotherhood
John Makal	Suncoast Brotherhood
Roy Paz	Tampa Police Department
Patricia Turner	University of Florida Transportation Inst.
Chanyoung Lee	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
Siwon Jang	USF Center for Urban Transportation Research
Xiaobing Li	USF Center for Urban Transportation Research

*Motorcycle Safety Program Manager



Figure 1. Ms. Edith Peters providing updates to the Coalition.

2.0 Meeting Summary

From November 3rd - 4th 2021, the Florida Motorcycle Safety Coalition (FMSC) hosted its first meeting of the new grant cycle. The November 2021 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 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 (November 3rd): The first half of the November Coalition Meeting was held in the afternoon of Day One. Presentations were given, providing updates on key coalition achievements since the previous meeting. Next, the Trauma & Emergency Services Emphasis Area provided a first responder training. Day One concluded with a presentation on media outreach strategies and a presentation on motorcycle gear efficacy.

Day Two (November 4th): On Day Two, general announcements were followed by a presentation on the results of the 2021 Florida Motorcyclist Survey and a Florida motorcycle crash data presentation. Then, members broke out into their emphasis areas to review their area’s business plan, provide first quarter updates and discuss future action items.

Day 1, Meeting Agenda

Time	Topic	Speaker(s)
1:00-1:15 pm	Welcome & Introductions	Edith Peters
1:15-2:00 pm	Florida Motorcycle Safety Program Update	Edith Peters
2:00-3:15 pm	First Responder Training Presentation	Dr. Patricia Byers
3:15-3:30 pm	Break	Break
3:30-4:00 pm	Media Approaches to Promote Motorcycle Safety in FL	Kelly Pyper
4:00-4:30 pm	Motorcycle Gear Presentation	Ray Pierce

Day 2, Meeting Agenda

Time	Topic	Speaker(s)
8:30-9:00 pm	Review of Day One	Edith Peters
9:00-9:45 am	Florida Motorcyclist Survey Results	Savana Wright
9:45-10:00am	Florida Motorcycle Crash Data Update	Dr. Xiaobing Li
10:00-10:15 am	Break	Break
10:15-11:15 am	Emphasis Area Breakout Sessions	N/A
11:15-11:30 am	Future Coalition Meeting Dates & Closing Statements	Edith Peters

Coalition Meeting Notes – November 3rd

Welcome and Program Update – Ms. Edie Peters, FDOT

Ms. Edith Peters, FDOT, opened the meeting with introductions and a review of online meeting protocol. Everyone was reminded about public health safety rules, including wearing masks. In-person attendees were provided with the most recent copy of the MSSP business plan.

Coalition Achievements, August-Present

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

- Completion of the 2021 Florida Motorcyclist Survey
- Mailed USBs with Motorcycle Safety Education materials to 250 Driver Education Licensing Assistance Program (DELAP) administrators, including a motorcycle safety video for teen drivers
- Development and implementation of the MEPER Self-Paced Pilot Program, including collection of pre-post-test results and user satisfaction surveys
- Finalized the impaired riding PSA campaign videos - 30 and 60 second video clips
- Published the updated Ride Smart Florida website (ridesmartflorida.com), with a new log-in feature, motorcyclist social forum and safety material ordering system

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

Survive the Ride: Motorcycle Crash First Responder Education Program – Dr. Patricia Byers, Ryder Trauma Center

Dr. Patricia Byers, Ryder Trauma Center, provided a hands-on “Survive the Ride” training to meeting attendees. Participants with certain qualifications, such as law enforcement officers and EMS personnel, could receive an additional certification upon completion of the training to also become an instructor for “Survive the Ride.” The objectives of the training included:

- Understanding the trauma system chain of survival in traffic crashes
- Learning how to access the airway using safe helmet removal
- Learning simple first aid techniques to open airway in unconscious victims
- Learning how to stop bleeding and decrease blood loss by packing and tourniquet application



Figure 2. Dr. Patricia Byers presenting “Stop the Bleed” techniques.



Figure 3. Coalition members practice packing and how to open an airway.

Dr. Byers reviewed several emergency scenarios and covered the proper protocol for on-scene stabilization of life-threatening injuries. Dr. Byers explained that severe, but survivable, brain injuries often seen in motorcycle crashes, will compromise a person's airway. In some of these scenarios, a motorcycle crash patient's life could have been saved if airway opening techniques had been applied at the scene. Key to this process is the application of safe helmet removal techniques.

Next, Dr. Byers reviewed Stop the Bleed protocol, explaining that the number one cause of preventable death is bleeding. The "ABCs" of Stop the Bleed include:

- Alert – call 9-11
- Bleeding – find the injury
- Compression – apply pressure

After providing a comprehensive overview, the hands-on portion of the training commenced. Each training participant visited stations to practice wound-packing, tourniquet application, opening an airway, and safe helmet removal. Each attendee who completed the training received a course certificate. Participants who met trainer requirements received an additional certification.

Full presentation available here: [Survive the Ride Presentation](#)

Media Approaches to Promote Motorcycle Safety in Florida – Ms. Kelly Pyper, PYPER, INC.

Ms. Kelly Pyper, PYPER, INC., provided an overview of media strategies and approaches to promote motorcycle safety in Florida. There are three major campaigns implemented by CUTR and PYPER, including the Impaired Motorcyclist Campaign, Motorcycle Safety Campaign, and Share the Road Campaign. For motorcyclists, targeted advertising is the most efficient media approach, given that this group makes up a relatively small portion of the motoring public. Motorcycle owners in Florida are reached through emails and social media advertisements. Other marketing strategies included digital billboards, gas station monitor video advertisements, and geo-fencing Daytona Bike Week for targeted ads.

Full presentation available here: [Media Approaches to Promote Motorcycle Safety in Florida](#)

Motorcycle Gear Presentation – Mr. Ray Pierce, Missouri Safety Center

Mr. Ray Pierce provided a presentation on the history, utility, and efficacy of motorcycle safety gear. Mr. Pierce indicated that there are three levels of gear-use choices made by riders, including the choice to wear no gear, the choice to wear partial gear or the choice to wear full gear, wherein full gear is defined as wearing a riding-specific jacket, riding pants, helmet, eye protection, boots, and gloves. The presentation concluded with an overview of a study conducted by the Missouri Safety Center which

tested various riding jacket materials for abrasion resistance. Leather riding jackets were resistant to abrasion for the longest drag distances. Materials like mesh, canvas, and denim performed poorly.

Full presentation available here: [Motorcycle Gear Presentation](#)



Figure 4. In-person Coalition Meeting participants, Day One.

Coalition Meeting Notes – August 19th

Review of Day One – Ms. Edith Peters, FDOT

Ms. Edith Peters, FDOT, welcomed the Coalition and provided a recap of the previous day. Ms. Peters then facilitated a brief discussion, posed by Mr. Michael Dobbs, about the development of a video to show at the beginning of BRC courses with information about advanced rider training options. The Coalition discussed that it might help to also show a video at the end of the BRC. The topic was tabled for further discussion in the emphasis area breakout sessions. A walkthrough of the new website was also provided, to show attendees the new design and illustrate the forum feature.



Figure 5. Ms. Wright, CUTR, presenting the findings of the 2021 Motorcyclist Survey.

Florida Motorcyclist Survey Results – Savana Wright, CUTR

Ms. Savana Wright, CUTR, presented the findings of the 2021 Florida Motorcyclist Survey. The survey was distributed as part of an annual effort to measure motorcyclists' behaviors and perceptions. The 2021 survey was completed by 1,765 people, with the majority of responses coming from a push-to-web post card invitation. Ms. Wright provided an overview of survey participant demographics, stratified by four rider age groups: (1) under age 30, (2) ages 30-49, (3) ages 50-65, and (4) age 65 and older. Survey data was also delineated by FDOT District, and comparisons to survey

data from previous years were drawn. The following key findings were emphasized during the presentation:

- The mileage traveled by riders over the past 12 months was similar across age groups, but trip frequency and riding purpose varied considerably.
- Most respondents agreed that motorcycle helmets are important. However, some riders who said that they understand the importance of helmets reported inconsistent use.
- Rough roads (57.2%), slippery surfaces (57.1%), and traffic signals that fail to detect motorcycles (47%) were the three dangerous roadway conditions mentioned most frequently by respondents.
- Most participants felt that there had been either no change (55.3%) or a decline (37.4%) in motorcycle awareness among Florida drivers over the past year.
- Around one-fifth of respondents said they rode a motorcycle after drinking (a single alcoholic beverage) during the past 12 months, but relatively few said they traveled with an impaired rider (1.9%) or passenger (1.4%).
- Riders under age 30 were the most likely to have engaged in risky motorcycling behaviors over the past 12 months, but the least likely to have ridden without a helmet.
- Only a small proportion of riders (6.1%) said that they had attended a motorcycle training course (other than the BRC) during the past year.

Full presentation available here: [2021 Florida Motorcyclist Survey Findings](#)

Florida Motorcycle Crash Data Update – Dr. Xiaobing Li, CUTR

Dr. Xiaobing Li, CUTR, provided an update on Florida motorcycle crash data. Consistent with the number of motorcyclist fatalities from previous years, preliminary crash data showed 552 fatalities for 2020 in Florida. A similar number is expected for 2021. Since 2016, Miami-Dade, Hillsborough, and Volusia counties observed the highest number of motorcyclist fatalities. Broken down by FDOT District, District 5 had the highest average annual motorcyclist fatalities for the same time period. In general, operator fatalities and serious injuries remained consistent with 2016-2019 averages across motorcyclist age groups for 2020. However, there were less-than-average fatalities and serious injuries observed among riders under age 30 and riders ages 45-60. Next, Dr. Li presented on key motorcycle fatality risk factors, including riding without a helmet, speeding, and impairment. As observed in previous years, speeding was a major risk factor for young riders, rider impairment was highest for the age 30-50 group, and riding without a helmet was a risk factor for older riders, particularly for ages 50-69. Dr. Patricia Byers, Ryder Trauma Center, commented on these findings, stating that impairment compounds airway obstruction from head injuries, meaning not only can impairment increase crash risks, it can also increase fatality risk due to airway obstruction.

Full presentation available here: [Florida Motorcycle Crash Data Update](#)

Emphasis Area Breakout Sessions & Closing Statements

Each emphasis area group in attendance broke out into separate work spaces to discuss the MSSP business plan, provide quarter one updates, and identify future action items. Remote participants were



Figure 6. Engineering group breakout session.

able to attend their emphasis area’s meeting through separate online meeting rooms. A separate meeting was later held on November 10th, to update the Data & Analysis EA business plan.

Emphasis area members then reconvened to discuss action items moving forward. Ms. Edith Peters, FDOT, posed the question: “How can each emphasis area work together to improve communications?” and relatedly, “who else can we invite to the Coalition?” to more effectively meet Coalition goals.

Next meeting: February 8th-9th, 2022