

*FLORIDA MOTORCYCLE
SAFETY COALITION*

COALITION MEETING REPORT

May 3-4, 2022

PREPARED FOR
Florida Department of Transportation

PREPARED BY
**Center for Urban Transportation Research
University of South Florida**



Florida Motorcycle Safety Coalition Meeting Report

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Florida Department of Transportation

Prepared by

Center for Urban Transportation Research

3808 USF Alumni Drive,

Tampa, FL 33620

Meeting notes taken by

Savana Wright

Date

May 3-4, 2022

1.0 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
Brenda Young	Florida Department of Transportation
Edie Peters*	Florida Department of Transportation
Eric Griffin	Florida Department of Transportation
Fred Heery	Florida Department of Transportation
James Landini	Florida Department of Transportation
Joey Gordon	Florida Department of Transportation
Mike Zinn	Florida Department of Transportation, District 7
Ginger Regalado	Florida Department of Transportation, District 7
Joe Gloriso	Florida Department of Transportation, District 1
Joel Provenzano	Florida Department of Transportation, District 7
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
John Pretti	Florida SafeRider Inc. Motorcycle Training Academy
Jason Harris	Florida State University Police Department
Mark Parco	Harley-Davidson Riding Academy
Todd Foster	Harley-Davidson Riding Academy
David Summers	Health Care District, Palm Beach County
Shaun VanBeber	Law Enforcement Liaison, District 6
Janice Martinez	Law Enforcement Liaison, District 7
LaCheryl Jones	National Highway Traffic Safety Administration
Patricia Byers	Ryder Trauma Center – Miami
Rodolfo Rodriguez	Ryder Trauma Center – Miami
John Makal	Suncoast Brotherhood
James Reiser	Tampa Police Department
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
James Takacs	USF Center for Urban Transportation Research
Jeanne Kean	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

* Florida Motorcycle Safety Coalition Program Manager

2.0 Meeting Summary

From May 3-4, 2022, the Florida Motorcycle Safety Coalition (FMSC) held its third meeting for the 2021-2022 grant cycle. The May 2022 Coalition Meeting was open to all members, guests, and the public. The annual FMSC Emphasis Area Leader’s Meeting was held on May 3rd, 2022, prior to the May FMSC meeting. All meetings were held at the University of South Florida, Center for Urban Transportation Research (CUTR), with an online component for those who wanted to attend the meetings virtually. The meeting was streamed via an online meeting platform, GoToMeeting.

Emphasis Area Leader’s Meeting (May 3rd): The annual Emphasis Area Leader’s Meeting was held in the morning prior to the May FMSC Coalition Meeting. Leaders from each area received updates and engaged in conversation about their group’s achievements and goals. Dr. Chanyoung Lee, CUTR, provided an overview of motorcycle crash trend in Florida, and Ms. Edie Peters, FDOT, presented on Coalition’s annual achievements. The group discussed the seven strategies laid forth in the 2021 Motorcycle Safety Strategic Plan and Florida State Highway Safety Plan (SHSP) and how the efforts by each emphasis area fit into these strategies. A presentation on the recent “Dead Red” Survey was also given to the group, to determine potential actionable solutions to mitigate those motorcycles are not detected by traffic sensors effectively. Finally, the group discussed “May is Motorcycle Safety Awareness Month” programs, including “Watch for Motorcycles” yard sign distribution and the Endorsement and Beyond Program, and how to improve the programs in the next grant cycle.

Day One (May 3rd): The first half of the May Coalition Meeting was held in the afternoon of Day One. Ms. Edie Peters, FDOT, welcomed the Coalition and gave a presentation providing updates on key coalition achievements since the previous meeting as well as an overview of Motorcycle Safety Month programs. Dr. Fred Mannering, CUTR, provided a review of his motorcycle safety research. A presentation on the updated Target Zero branding initiative was provided by Ms. Brenda Young (FDOT), and a presentation on national motorcycle data was given by Ms. LaCheryl Jones, NHTSA. Finally, Dr. Xiaobing Li, CUTR, provided an overview of the “Dead Red” Survey results. The meeting concluded with a review and discussion of topics to think about for Day Two.

Day Two (May 4th): On Day Two, general announcements were made by Ms. Edie Peters, and meeting materials were distributed to each emphasis area as needed. A brief overview of Florida motorcycle crash data was provided by Dr. Xiaobing Li, CUTR. Members broke out into their emphasis areas to review their area’s MSSP business plan, provide third quarter updates, and discuss future action items. The groups reconvened and reported their findings to the Coalition. The meeting concluded with a public comment period and the presentation of upcoming meeting dates and outreach events.

Emphasis Area Leader’s Meeting

Time	Topic	Speaker(s)
8:30-9:00 am	Emphasis Area Leaders Welcome & Introductions	Edie Peters
9:00-9:30 am	Motorcycle Crashes and Fatalities Overview	Dr. Chanyoung Lee
9:30-10:00 am	Annual Florida Motorcycle Safety Program Review	Edie Peters
10:00-10:15 am	Break	
10:15-11:00 am	Goals and Objectives for FY 2022/2023 discussion for each emphasis areas	N/A

Day 1, Meeting Agenda

Time	Topic	Speaker(s)
1:00-1:45 pm	Welcome & Introductions	Edie Peters
1:45-2:15 pm	Review of Motorcycle Research	Dr. Fred Mannerling
2:15-2:30 pm	Break	
2:30-3:30 pm	Target Zero Presentation	Brenda Young
3:30-4:00 pm	Motorcycle Safety Program “What the Data Says”	LaCheryl Jones
4:00-5:00 pm	“Dead Red” Survey Presentation & Discussion	Dr. Xiaobing Li

Day 2, Meeting Agenda

Time	Topic	Speaker(s)
8:30-8:45 am	Review of Day One	Edie Peters
8:45-9:15 am	Florida Motorcycle Crash Data Update	Dr. Xiaobing Li
9:15-9:30 am	Break	
9:30-10:30 am	Emphasis Area Breakout Sessions: MSSP Discussion & Updates	N/A
10:30-11:15 am	Report Out and General Discussion from EA Breakout Sessions	Edie Peters
11:15-11:30 am	Public Comment Period	Edie Peters
11:30-12:00 pm	Future Coalition Meeting Dates & Closing Statements	Edie Peters

3.0 Coalition Meeting Notes

May 3rd, 2022

Emphasis Area Leader’s Meeting

Ms. Edie Peters, FDOT, opened the annual leader’s meeting with introductions. A leader or representative from each FMSC emphasis area was present. Dr. Chanyoung Lee, CUTR, provided an overview of motorcycle crash trends in Florida for emphasis area leaders. The presentation covered the disproportionate representation of motorcycle fatalities in Florida traffic crashes. Dr. Lee reported an increase in motorcycle fatalities, as well as more fatality outcomes among young riders and aging riders. Dr. Lee concluded with a review of the seven strategies laid forth in the 2021 MSSP and SHSP. Finally, Dr. Xiaobing Li, CUTR, provided a brief overview of the “Dead Red” Survey results. Dr. Li presented several locations in Florida that were reported as having traffic sensors that would not detect motorcycles. The



Figure 1. Emphasis Area Leader's meeting.

group observed some potential detection issues may result from riders avoiding oil spots on the roadway, thereby placing their motorcycle out of the area of best detection. The leaders tabled the discussion of the “dead red” issue to review at the Coalition Meeting in the afternoon. The leaders concluded the meeting with a discussion about ways to improve Motorcycle Safety Month Programming for the next grant cycle, including yard sign distribution and Endorsement and Beyond school and student recruitment.

Welcome and Program Updates – Ms. Edie Peters, FDOT

Ms. Edie Peters, FDOT, opened the meeting with introductions and a review of online meeting protocol. In-person attendees were provided with the most recent copy of the Motorcycle Safety Strategic Plan (MSSP) business plan as well as a final copy of updated educational policy packets.

May is Motorcycle Safety Month

Ms. Peters provided an overview of all efforts to promote Motorcycle Safety Month, including:

- Sunshine Skyway Bridge lit “RSF High-Viz” green for the first week of May
- Endorsement and Beyond Program tuition subsidy program
- Distribution of over 1,000 yard signs
- New messaging variations for statewide digital safety messaging signs
- Motorcycle Safety Month proclamation from Governor Ron DeSantis
- May media event targeting motorcyclists with email marketing, billboards, and radio spots
- Holding Quality Assurance Specialist (QAS) certification course at USF on May 17th and May 18th
- Bert’s Barracuda 50 Legs fundraiser event on May 22nd
- Two-page spread in Full Throttle Magazine



Figure 2. Ms. Peters provides Motorcycle Safety Month updates to the Coalition.

Coalition Achievements, February-Present

Ms. Peters provided an overview of Coalition achievements since the previous Coalition meeting, including:

- Motorcycle Safety Policy Packet finalized and distributed to stakeholders
- Rider's Voice website (ridersvoice.com) completed with FRTP Training survey available
- FRTP survey recruitment materials (business card and poster) created
- Attended Deland Bike Week on March 5th
- Attended Leesburg Bikefest from April 22nd – 23rd
- Attended a SADD Safety Fair at Wiregrass Ranch High School on March 9th
- Presented on aging rider issue at SM4L Coalition Meeting and began efforts to conduct an aging rider focus groups for riding retirement material development
- Updated and developed motorcycle safety educational materials with new Target Zero branding
- Printed helmet stickers with assistance from Hillsborough TPO and FDOT D7

Next, Ms. Peters provided an update on social media. Both reach and page visits increased for Facebook and Instagram. Currently, the typical RSF Facebook fan is a 25–34-year-old male. An overview of the most popular paid and unpaid social media posts was provided.

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

Review of Motorcycle Research – Dr. Fred Mannering, CUTR

Dr. Fred Mannering, CUTR, provided a presentation on his motorcycle riding experience and motorcycle safety research. Dr. Mannering provided a timeline of his motorcycle riding career, which began with the Basic RiderCourse (BRC) training and evolved into expert racing courses. Dr. Mannering presented the findings of his study of motorcycle training which found an unexpected relationship between training and crash risk. He discussed that those who take training, especially those who take the BRC twice, are a self-selecting group, that may be more prone to crashing due to factors outside of their training experience.



Figure 1. Dr. Mannering providing a presentation on his motorcycle research.

The presentation also covered a study on training and time between a rider's first crash. The research found that the first 100 days following the first motorcycle training is a critical period. At this formative time, riders are getting used to their new bike and developing risk assessment skills. Ultimately, the study concluded that training is important, but can shift the skill envelope, leading to compensating behavior that makes a rider more prone to risk taking.

Full presentation available here: [Review of Motorcycle Research](#)

Target Zero Presentation – Brenda Young, FDOT

Ms. Brenda Young, FDOT, provided an update on the FDOT Target Zero safety campaign development. The Target Zero campaign was introduced to address traffic fatalities and serious injuries on Florida roadways. In utilizing a safe systems approach, the Target Zero campaign seeks to identify behaviors contributing to serious and fatal crashes, and to develop a method to positively influence driver behaviors through social marketing techniques. The campaign evaluated previous efforts by Florida traffic safety agencies, as well as worldwide campaigns. Next, FDOT conducted data analysis to identify target audiences and top driver behaviors contributing to traffic fatalities. Focus groups of audience segments were held to identify messaging that resonated with target audiences. Sympathy and humor were successful campaign elements. Draft creative assets were tested and refined based on audience feedback. Co-branding of statewide safety messaging is ongoing, with further testing and evaluations of campaign elements ongoing.

Full presentation available here: [Target Zero Update](#)

Motorcycle Safety Program “What the Data Says” – LaCheryl Jones, NHTSA



Figure 2. Virtual presentation by Ms. Jones, NHTSA.

Ms. La Cheryl Jones, NHTSA, began her presentation on national motorcycle safety data by reading a Motorcycle Safety Month proclamation by President Joe Biden. Ms. Jones provided an overview of annual motorcycle safety data. Overall, helmet use among riders stayed the same, however helmet-use among passengers increased significantly from 2020 to 2021 and national motorcyclist fatalities increased 11% from 2019 to 2020. Ms. Jones reiterated NHTSA’s previous findings that DOT-compliant helmets save lives. Next, a new [data visualization tool](#) was presented to the Coalition. The tool provides dynamic motorcycle-specific crash information by state, crash characteristics, and risk factors to

traffic safety stakeholders and the public. Ms. Jones encouraged the Coalition to familiarize themselves with national data and share with other stakeholders in an effort to engage and collaborate with NHTSA. Ms. Jones concluded her presentation by sharing a 2021 “Ride Sober” national [video](#) campaign.

Full presentation available here: [What the Data Says](#)

“Dead Red” Survey Presentation – Dr. Xiaobing Li, CUTR

Dr. Xiaobing Li, CUTR, presented on the findings of the “Dead Red” Survey, issued on Facebook to determine locations in Florida where traffic sensors are not accurately detecting motorcycles. As of May 3rd, 2022, the survey had 215 responses, 92% of which were from Florida. The Facebook post had 962 likes, 344 comments and 584 shares. Many respondents were willing to be contacted for follow-up, and several respondents left additional comments, both in the survey and on Facebook. Dr. Li presented sampled locations, with images from Google Street View to illustrate potential issues with detection. In some cases, an inductive loop may not be visible on the roadway, or else there may be oil on the road

that prevents a motorcyclist from placing their bike safely in the area of optimal detection. Next, Dr. Li presented a summary of Facebook comments. The two main comment themes were categorized as: (1) Advice on what to do when stuck at a red light for motorcyclists, and (2) calls to action for roadway engineers and policy makers. The presentation sparked discussion about the interpretation of Florida Statute 316.1235 offered by one Facebook comment, which states a broken or non-functional traffic signal “becomes” a stop sign.

Full presentation available here: [“Dead Red” Survey](#)



Figure 3. Motorcycle Safety Month Cake. (Purchased using personal funds)

May 4th, 2022

Day Two Welcome & Coalition Emphasis Area Updates – Ms. Edie Peters, FDOT

Ms. Edie Peters, FDOT, welcomed the Coalition and provided an overview of the seven key strategies to reduce motorcyclist fatalities in the 2021 MSSP. Next, Ms. Peters provided an overview of recent emphasis area achievements. Leading up to the May Coalition Meeting, each emphasis area met individually 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 for February 2022 to present:

- **Program Management** held the annual Emphasis Area Leader’s Meeting on May 3rd, reviewed concept papers, presented on the aging rider safety issue at a Safe Mobility for Life (SM4L) meeting, facilitated the FRTP Sponsors’ Meeting in April, and oversaw the development of Ridersvoice.com to collect survey data from new riders.
- **Data & Analysis** received Motorcycle Injury Surveillance report data, finished an annual hotspot analysis, started the Motorcycle Vehicle Miles Traveled (VMT) study, and prepared for the 2022 Florida Motorcyclist Survey and Florida Drivers’ Survey.
- **Rider Licensing & Training** presented preliminary data on crashes of newly endorsed riders at the FRTP Sponsors’ Meeting, shared Ridersvoice.com with sponsors, worked on pilot testing a retest program for the written motorcycle licensing exam, scheduled a QAS Training for May 17th-18th, began the Endorsement and Beyond Program, and had six law enforcement agencies offering the SMART Course.
- **Trauma & Emergency Services** trained six new first responder instructors and will set up in-person trainings with Law Enforcement Liaisons, organized and analyzed data for legal drug review, compared Injury Severity Scores (ISS) with injury estimations in crash reports, and resumed teachable moment trainings.
- **Law Enforcement** created a new “most common violation” fact sheet, updated County-level Crash Fact sheets and received updated materials to distribute to agencies, and rescheduled the roll call video photoshoot to review three storyboard modules at the May Coalition Meeting.
- **Engineering** reviewed three high-friction locations in District 7 with camera footage, developed the initial layout for the Motorcycle Safety Engineering Clearinghouse, met with FDOT on data resources, and began finalizing the engineering presentation for symposiums and conferences.
- **Advocacy & Policy** completed the 300-word packet and distributed to stakeholders, and conducted a literature review of other states’ judicial procedures for motorcycle-specific courses for traffic infractions.

- **Communications** worked with SM4L to add motorcycles to educational videos, attended three in-person motorcycle events, developed violation fact sheet for LELs and updated existing materials, issued DELAP materials and received feedback, held a motorcycle photoshoot with “Koda the Fluff,” and planned focus groups for motorcycle retirement material development.

Full presentation available here: [Day Two Presentation](#)

Florida Crash Data Update – Dr. Xiaobing Li, CUTR

Dr. Xiaobing Li provided a brief update on Florida motorcycle crash data. Florida observed an increase in motorcyclist fatalities for 2021 (588 fatalities) and the rate of motorcycle fatalities per registered motorcycle had also increased. The data helped facilitate some conversations among members about the role of the pandemic in changing fatality numbers. Dr. Chanyoung Lee, CUTR, explained that it was unlikely that people had significantly changed their riding behaviors, however it was possible that more risk-prone people may have been on the roads more during the pandemic.

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

Emphasis Area Breakout Session Discussions

Ms. Peters instructed each emphasis area to break into their groups and discuss any updates or upcoming tasks, as needed. The group was also tasked to discuss the future of Endorsement and Beyond and ways to improve yard sign distribution for Motorcycle Safety Awareness Month in the future. Upon returning from their emphasis area breakout sessions, each area leader provided the coalition with a summary of their group’s findings:

- **Advocacy & Policy** finalized and distributed the 300-word packet to stakeholders. Mr. John Makal, Suncoast Brotherhood, announced that the Suncoast Brotherhood is soliciting designs for a motorcycle vanity plate. Mr. Makal would like the Coalition to vote on the final design.
- **Communications** discussed the best ways to share motorcycle safety materials with high school students. The group also discussed the motorcycle safety presentation developed by CUTR that was pilot-tested with a school. The slides will be shared with the Communications emphasis area to review and then add to other resources that FLHSMV is sharing with Florida high school. Finally, the group reviewed the motorcycle retirement issue and discussed upcoming screenings of focus group participants. The team will assist with the development of a moderator guide, with the goal of reporting findings in August. The team will consider looking into recruiting participants from the Villages. Mr. John Makal, Suncoast Brotherhood, offered to speak to the American Legion about recruitment.
- **Rider Licensing and Training** discussed how to promote Endorsement and Beyond. The group felt partnering with the Motorcycle Safety Foundation “Project Gateway” might provide opportunities to incentivize instructors. Further, the group felt it was important to target riders who fall in the middle of “eager to learn” and “you can’t teach me anything.” The group also discussed the need to promote the program past May. The group also discussed the yard sign distribution issue and found FRTP might be able to assist with distribution by taking signs to motorcycle dealerships.
- **Roadway Engineering** is finalizing the engineering presentation. The group also discussed yard sign distribution and felt FDOT operation centers and district offices could be optimal locations for yard sign pick-up. Finally, the group further discussed the “Dead Red” Survey. The group decided CUTR would share the locations with Mr. Fred Heery and Mr. Alan El-Urfali to share with

Districts and report back. Finally, the group felt it would be beneficial to promote the FDOT tool for reporting all dangerous roadway conditions.

- **Trauma and Emergency Services** is preparing for a drug-test study. The team has completed first responder training and requested a 6–8-week lead time to attend any LEL meetings. Mr. David Summers, Health Care District, Palm Beach County, will assist with EMS training in Palm Beach County.

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:

- August 16th – 17th, 2022



Figure 6. Coalition members with “Watch for Motorcycles” materials.