

*FLORIDA MOTORCYCLE
SAFETY COALITION*

COALITION MEETING REPORT

August 16-17, 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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Prepared by

Center for Urban Transportation Research

3808 USF Alumni Drive,

Tampa, FL 33620

Meeting notes taken by

Savana Wright

Date

August 16-17, 2022

1.0 Attendees

| Name | Agency |
|-------------------------|--|
| Jeff Smith (Online) | Adventure Rider Training |
| Todd Michael (Online) | Broward County Sheriff's Office |
| Jim Botillo (Online) | Crystal Harley Davidson |
| Margie Botillo (Online) | Crystal Harley Davidson |
| Karen Brunelle | Federal Highway Administration |
| Billy Hattaway | Florida Department of Transportation |
| Edie Peters* | Florida Department of Transportation |
| James Landini | Florida Department of Transportation |
| Joey Gordon | Florida Department of Transportation |
| Joe Gloriso | Florida Department of Transportation, District 1 |
| Cali Lopez | Florida Department of Transportation, District 7 |
| 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 |
| Larry Saxon | Florida Turnpike Operations |
| Mark Parco | Harley-Davidson Riding Academy |
| David Summers (Online) | Health Care District, Palm Beach County |
| Jason Vance | Hillsborough County Sherriff's Office |
| Eric Teoh | Insurance Institute for Highway Safety (IIHS) |
| Michael Dobbs | Jacksonville Rider Training Academy |
| Shaun Vanbeber | Law Enforcement Liaison, District 6 |
| Patricia Byers | Ryder Trauma Center – Miami |
| Stephanie Lucce | Ryder Trauma Center – Miami |
| Lauren Thompson | Ryder Trauma Center – Miami |
| John Makal | Suncoast Brotherhood |
| James Reiser | Tampa Police Department |
| Roy Paz | Tampa Police Department |
| Chanyoung Lee | USF Center for Urban Transportation Research |
| James Takacs (Online) | USF Center for Urban Transportation Research |
| Jeanne Kean (Online) | USF Center for Urban Transportation Research |
| Natalie Rubin (Online) | USF Center for Urban Transportation Research |
| Ryan Huff (Online) | 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 August 16-17, 2022, the Florida Motorcycle Safety Coalition (FMSC) held its fourth meeting for the 2021-2022 grant cycle. The August 2022 Coalition Meeting was open to all members, guests, and the public. The meeting was 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.

Day One (August 16th): The first half of the August 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 during the 2021-2022 grant cycle. Dr. Chanyoung Lee and Dr. Xiaobing Li, CUTR, provided a review of Florida motorcycle crash data. A presentation on engineering data sources was provided by Mr. James Landini, FDOT. Mr. Eric Teoh, Insurance Institute for Highway Safety (IIHS), gave a presentation on antilock braking systems (ABS), and Dr. Ray Ochs, Motorcycle Safety Foundation (MSF), presented on a new MSF training course in Florida. The meeting concluded with a review and discussion of topics to think about for Day Two.

Day Two (August 17th): On Day Two, general announcements were made by Ms. Edie Peters, FDOT. Dr. Siwon Jang, CUTR, presented the findings from “riding retirement” focus groups . Mr. Mark Welch, FLHSMV, presented on the endorsement mailer efforts and FRTP survey results. Ms. Savana Wright, CUTR, presented on the findings from the 2022 Endorsement and Beyond program. Following presentations, members had an open discussion. The meeting concluded with a public comment period and the presentation of upcoming meeting dates.

Day 1, Meeting Schedule

| Time | Topic | Speaker(s) |
|--------------|---------------------------------------|------------------------------|
| 1:00-2:00 pm | Welcome & FY 21-22 Program Updates | Edie Peters |
| 2:00-2:15 pm | Florida Motorcycle Crash Update | Chanyoung Lee Xiaobing Li |
| 2:15-2:30pm | Engineering Data Overview | James Landini |
| 2:30-2:45 pm | Break | |
| 2:45-3:30 pm | ABS and Motorcycle Safety | Eric Teoh |
| 3:30-4:15 pm | New MSF Course in Florida | Ray Ochs |
| 4:15-4:30 pm | Public comment period | |
| 4:30-5:00 pm | Group Discussion & Closing Statements | Edie Peters |

Day 2, Meeting Schedule

| Time | Topic | Speaker(s) |
|----------------|---|---------------|
| 8:30-9:00 am | Review of Day One and Discussion | Edie Peters |
| 9:00-9:20 am | Aging Rider Focus Group Findings | Siwon Jang |
| 9:20-9:35 am | SMART Course Survey Results | Edie Peters |
| 9:35-9:50 am | 2022 Endorsement and Beyond Summary | Savana Wright |
| 9:50-10:15 am | FLHSMV Endorsement Mail Out and Sponsor Survey | Mark Welch |
| 10:15-10:30 am | Break | |
| 10:30-11:45 am | General Discussion | |
| 11:45-12:00 pm | Public Comment Period | Edie Peters |
| 12:00-12:30 pm | Future Coalition Meeting Dates & Closing Statements | Edie Peters |

3.0 Coalition Meeting Notes

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.

FY 2021-2022 Florida Motorcycle Safety Program Update

Ms. Peters provided an overview of Coalition achievements for the 21-22 Fiscal Year by emphasis area.

- **Advocacy & Policy** completed tasks 1A-1C, 2A-2C, 3B, 4A, and 4B. The group monitored new legislation and reviewed “problem statutes.” The group collaborated with the Occupant Protection Coalition on child motorcycle passenger issues. The group also finalized and distributed the 300-word policy packet to stakeholders. Senator Tom Wright’s office responded to the packet. “Florida Statute Friday” posts were introduced to help educate the public on Florida’s roadway laws that affect motorcyclists’ safety. Mr. John Makal, Suncoast Brotherhood, reminded the Coalition 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** completed all ongoing objectives for the 21-22 Fiscal Year, including monthly social media outreach efforts and continuous development and update of educational materials. The group worked with Safe Mobility for Life to develop riding cessation materials and incorporate motorcycle-specific materials into their educational videos and website. The group also held focus groups with older adult riders. The Ride Smart Florida team attended five in-person outreach events this grant cycle. The team also worked with DELAP teachers to distribute motorcycle safety educational items to high school students and evaluate and implement a teen driver and teen rider curriculum.
- **Data & Analysis** completed tasks 1A, 1C, 4A, and 4B this grant cycle. Accomplishments included the Motorcycle Injury Surveillance Report delineated by age groups, annual GIS mapping of motorcycle crash spots, the motorcycle VMT study, and annual Florida Motorcyclist Survey and Driver Survey fielding.
- **Rider Licensing and Training** completed tasks 1A, 1C, 2A, 2B, 3A, 3C, 3E, 4A, 4B, 5A, and 5B. The group completed QA Specialist training and evaluated the RiderCoach certification process. The group also launched the Rider’s Voice website to collect data from new riders. Finally, to

encourage motorcycle training, the group mailed letters to unendorsed Floridians with registered motorcycles, offered low-cost training under the Endorsement and Beyond Program, and free training through the SMART Program.

- **Law Enforcement** completed tasks 1A-1C, 2A, 2B, 3A, 3B, 4A, 5A, and 5B. The group distributed educational materials to help agencies identify crash trends, and common motorcycle crashes and violations. The team is revisiting ideas for a “roll call” education opportunity.
- **Roadway Engineering** completed tasks 1D, 2A, 2A2, 3C, and 4B. The group is overseeing an ongoing study of high-friction road surface treatments and exploring new traffic data sources. The Engineering Clearinghouse website was completed and the group is working on search engine optimization. The group also completed their motorcycle safety Power Point and scheduled a presentation for October.
- **Trauma and Emergency Services** completed tasks 1A-1D, 2A, 2D, 2E, 2G, 2I, 3A, 3C, and 4A-4C. The group offered “survive the ride trainings,” resumed in-person LEL meetings, scheduled EMS trainings, and resumed “teachable moments” trainings. The group collected data and evaluate factors in motorcycle crashes using a range of methodologies.

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

Motorcycle Crash Data Update – Dr. Chanyoung Lee & Dr. Xiaobing LI, CUTR

Dr. Chanyoung Lee and Dr. Xiaobing Li, CUTR, provided a motorcycle crash data update to the Coalition. Dr. Lee reported a concerning increase in motorcycle fatalities, but noted an increasing trend for all vehicle crashes and fatalities. The Coalition discussed the likelihood that the Florida crash dashboard includes mopeds and scooters in the 2021 number for all motorcycle fatalities. Unlike northern states, Florida observed more motorcycle crashes in Q1 when weather is cooler. Dr. Xiaobing Li explored the Florida crash data further by splitting into urban and rural areas. Fatalities in rural crashes were higher.

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



Figure 1. Dr. Lee providing an update on Florida motorcycle fatalities.

Motorcycle Engineering Data Sources– James Landini, FDOT

Mr. James Landini, FDOT, presented on engineering data sources in Florida. Currently, there are six available data sets from Eastern Transportation Data Marketplace, but FDOT is still looking at purchasing. If purchased, FDOT could look at speed and travel time data from cell phone geolocation. There is an internal software called (DIVAS) using sensors and cameras on side of freeway system. Any FDOT employee can contact Mr. Landini for a DIVAS account. Mr. Landini explained that third party FDOT contractors can also have access to the data feed by submitting a request form. The RITIS data set is available to traffic safety practitioners. The Florida Crash Dashboard and Signal 4 Analytics are available for free to the public.



Figure 2. Mr. Landini presenting on new data sources.

Full presentation available here: [Engineering Data Sources](#)

ABS and Motorcycle Safety – Eric Teoh, Insurance Institute of Highway Safety (IIHS)

Eric Teoh, Insurance Institute of Highway Safety (IIHS), presented contemporary research from IIHS on antilock braking systems (ABS). Mr. Teoh explained that IIHS’s mission is to reduce harm through crash tests, track tests, research and communications. Mr. Teoh discussed antilock braking systems as a countermeasure for motorcycle crashes. In IIHS track tests, benefits were observed for novice and experienced drivers. In IIHS studies, ABS was effective for all bike types examined. As systems improve and involve, IIHS would like to study extensions of the technology. Mr. Teoh shared an online tool for consumers from IIHS that shows ABS availability by bike model and year. Mr. Teoh concluded with a systems thinking approach to reducing motorcyclist fatalities, acknowledging that ABS was only one piece of the solution.

Full presentation available here: [ABS and Motorcycle Safety](#)

New MSF Course in Florida – Dr. Ray Ochs, MSF

Dr. Ray Ochs, MSF, presented on a new MSF training course in Florida, the BRC eP1x11, a variant course.



Figure 3. Dr. Ochs presenting on the new Florida MSF course.

The course is an online course with new range components, comprising six segments. Details on segments are available in the new MSF RiderCoach guide. The content is reinforced with a pre-riding quiz. Posters with range safety, riding sub-tasks, risk offsetting, summary questions, etc., were developed for posting at schools. About half of all states are moving towards this format. The Coalition discussed potential challenges with online

learning and student attentiveness. Dr. Ochs also presented about an upcoming Rider Skills Lab course which offers a “menu” of 23 exercises from five MSF RiderCourses.

Full presentation available here: [New MSF Course in Florida](#)

August 17th, 2022

Day Two Welcome & Discussion – Ms. Edie Peters, FDOT

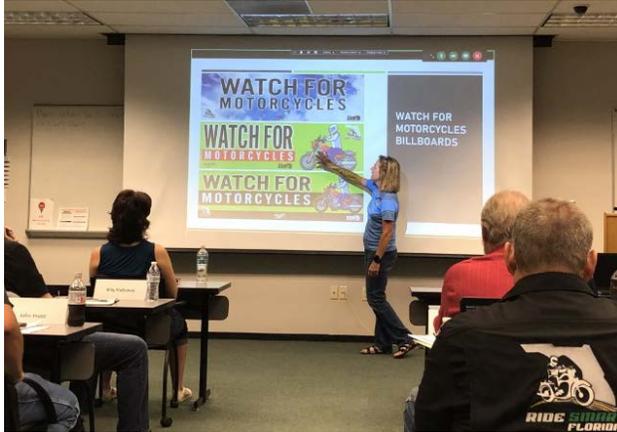


Figure 4. Ms. Peters shows billboard designs.

Ms. Edie Peters, FDOT, welcomed the Coalition and provided Members with all upcoming meeting dates. Next Ms. Peters showed the Coalition proposed designs for a DUI billboard and a “Watch for Motorcycles” billboard. The Coalition provided their input on the design and discussed the clarity of the messages. The Coalition also discussed hotel options for upcoming meetings. The Coalition agreed that they wanted to stay at the current hotel and discussed issues with room rates and parking. Ms. Peters also provided instructions for MSSP updates for the breakout sessions.

Full presentation available here: [Day Two Welcome & Discussion](#)

Aging Rider Focus Group Discussion – Dr. Siwon Jang, FDOT

Dr. Siwon Jang, CUTR, presented findings from a focus group held with aging motorcycle riders on the subject of riding retirement. The goal of the focus group was to reduce aging rider fatalities and inform the development of educational materials and countermeasures. Focus groups were held virtually with Florida riders age 65 and older. Ten participants completed the focus group sessions. Sessions were recorded and transcribed and Focus group participants felt the age would be different for every person,

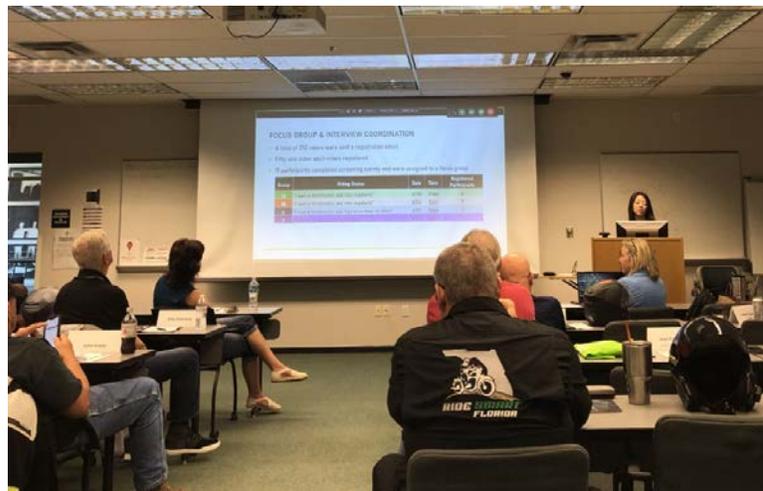


Figure 5. Dr. Jang presenting on aging rider focus group.

but that the threshold is different than car drivers. Participants were interested in a self-evaluation tool due to some self-awareness that physical limitations would eventually lead to “retirement.” Participants were also interested in non-mandatory training or testing. The source of the “riding retirement” message was important to participants, and the focus group found that messaging from a fellow rider would hold more weight. Based on the findings, the CUTR team is developing a self-assessment tool and is looking at

policy-level interventions. A final report on focus group findings will be available to the Coalition upon request. Dr. Ray Ochs commented that there is an MSF “Seasoned Rider” kit, but it was phased out because it was not popular. The group discussed the difficulty of approaching someone about riding retirement and the potential to approach riders as a group rather than individually.

Full presentation available here: [Aging Rider Focus Group Discussion](#)

SMART Course 2021-2022 Overview – Ms. Edie Peters, FDOT

Ms. Edie Peters, FDOT, presented the findings from the 2021-2022 SMART Course. Most students were recreational riders with 20+ years of riding experience. Most were cruiser riders. Most riders had not taken other training in the past 12 months and some were returning SMART Course participants. Overall, participants enjoyed the course and were highly likely to recommend to a friend or family member. Ms. Peters discussed the benefits of the SMART program stemming from its flexibility. The SMART course also builds community between riders and law enforcement. Mr. John Pretti mentioned he could contact a Sergeant at Tallahassee PD about desire to hold a SMART Course.

Full presentation available here: [SMART Course 2021-2022 Overview](#)

Endorsement and Beyond 2022 Overview – Ms. Savana Wright, CUTR

Ms. Savana Wright presented the results of the 2022 Endorsement and Beyond (EAB) Program survey. The 2022 program was held from April 16th through June 12th, with a \$85 voucher for each participant. The program had 99 participants across three locations, with 64 participants completing an end-of-course survey. In general, the EAB program was unique in its ability to attract “new” riders, with over 1/3 of survey respondents indicating that they had less than a year of riding experience. Most participants had not taken another training course in the past 12 months and were attracted to the program based on their own desire to improve their skills. The discount was mentioned by two participants, but was not a top factor in participant enrollment. Overall participants were highly satisfied with their training course and were likely to recommend the course to others. The group discussed challenges with the EAB program stemming from schools having to choose between holding a profitable BRC course and using range space and time for an ARC. The group felt that the new MSF BRC e-course format may help encourage schools to hold ARCs in the afternoon after a BRC is complete. Furthermore, the group felt selecting one or two days for all schools to commit to offering the program could be beneficial.



Figure 6. Ms. Wright presenting on 2022 EAB program

Full presentation available here: [Endorsement and Beyond 2022 Overview](#)

Endorsement Letter & FRTP Survey Findings – Mr. Mark Welch, FLHSMV

Mr. Mark Welch, FLHSMV, presented updated numbers from the endorsement letter mailer effort. As a result of the letter, there were 6,000 students who had a registered motorcycle without an endorsement, who took the BRC. The group discussed how many people do not know they need an endorsement and

the importance of educating riders at the Tax Collector’s office when they register their motorcycle. Mr.



Figure 7. Mr. Welch presenting on the F RTP Client Survey results.

Welch also presented on the findings from the F RTP Sponsor survey. The survey collected data on the typical number of students and instructors. Mr. Welch also presented findings from the F RTP Client survey, which included survey responses from recent BRC graduates. Mr. Welch covered course satisfaction. The self-reported confidence of riders following their course illustrated that there may be an issue of “overconfidence” when riders complete their BRC. Dr. Ray Ochs mentioned that Level II content covers overconfidence and that the introduction of the new course content may help with this issue.

Full presentation available here: [Endorsement Letter & F RTP Survey Findings](#)

Open Discussion

Ms. Peters, FDOT, informed the coalition that a group photo would be taken at the November meeting. A Coalition Member satisfaction survey was also sent to members. In lieu of breaking into emphasis areas, the Coalition opted to have a large group discussion. The following topics were covered during the open discussion section:

- One-day endorsement course for “experienced” riders. With new MSF e-course component, one-day endorsement option might be more feasible in Florida, pending approval from FLHSMV
- Discussed motorcycle-specific courses for motorcycle infractions. We are working on educating judges on availability of motorcycle-specific courses. Mr. Pretti noted that officers could recommend dismissal of charge in citation notes, if a motorcycle course is taken
- Coalition will continue efforts to target younger riders and aging riders. In particular, the group discussed high fatality rates among older riders, and the issue of fatality outcomes increasing among older riders for less severe crashes
- Discussed Target Zero website’s lack of motorcycle safety
- Reviewed problem Florida statutes and definitions and the need to update for clarity
- Discussed display of crashed motorcycle to raise awareness, Ms. Peters will follow-up on prom promise program

Members gathered to set meeting times for emphasis area meetings in October. 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:

- November 1st and 2nd, 2022
- February 8th and 9th, 2023
- May 2nd and 3rd, 2023
- August 15th and 16th, 2023