

*FLORIDA MOTORCYCLE  
SAFETY COALITION*

# COALITION MEETING REPORT

*February 8-9, 2023*

*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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Center for Urban Transportation Research

3808 USF Alumni Drive,

Tampa, FL 33620

*Meeting notes taken by*

Savana Wright

*Date*

February 8-9, 2023

## 1.0 Attendees

Name	Agency
Jeff Smith	Adventure Rider Training
Todd Michael (Online)	Broward County Sheriff's Office
Karen Brunelle	Federal Highway Administration
Billy Hattaway	Fehr & Peers
Alexis DiBlanda	Florida Department of Health
Annely Karron	Florida Department of Transportation, District 2
Edie Peters*	Florida Department of Transportation
Joe Glorioso	Florida Department of Transportation, District 1
James Landini	Florida Department of Transportation
Joel Provenzano	Florida Department of Transportation, District 7
William Minton (Online)	Florida Highway Patrol
Kathy Daws	Florida Highway Safety and Motor Vehicles
Lakeisha White	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
Mark Parco	Harley-Davidson Riding Academy
Megan Hawkins	HCA Florida Blake Medical Center Bradenton
Jason Vance	Hillsborough County Sherriff's Office
Amber Simmons	Hillsborough County Transportation Planning Office
Tracy Lee (Online)	Highway Safety Services
Michael Dobbs	Jacksonville Rider Training Academy
David Ennis	Motorcycle Safety Specialist (Retired)/ Rider Coach
Patricia Byers	Ryder Trauma Center – Miami
Stephanie Lucce	Ryder Trauma Center – Miami
Tizeta Wolde	Ryder Trauma Center – Miami
Ananda Bergeron	Stantec
Andy Spenik	Suncoast Brotherhood
Roy Paz	Tampa Police Department
Chanyoung Lee	USF Center for Urban Transportation Research
James Takacs (Online)	USF Center for Urban Transportation Research
Elizabeth Chedester	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 February 8-9, 2023, the Florida Motorcycle Safety Coalition (FMSC) held its second meeting for the 2022-2023 grant cycle. The February 2023 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)..

*Day One (February 8th):* The first half of the February 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. Next, Ms. Tracy Lee, Highway Safety Services, provided an overview of recent efforts to develop educational materials to improve awareness of motorcyclists among motorists. Dr. Chanyoung Lee, CUTR, provided a review of Florida motorcycle crash data. Next, Dr. Patricia Byers, Ryder Trauma Center – Miami, presented the results of her toxicology analysis of motorcycle crash patients. The meeting concluded with a large-group discussion of key opportunities to promote motorcyclist safety, led by Ms. Peters.

*Day Two (February 9th):* On Day Two, general announcements were made by Ms. Edie Peters, FDOT. Next, Mr. Billy Hattaway, FDOT, provided a presentation on the Vision Zero and Safe Systems approach relative to motorcycle safety. The Coalition broke into Emphasis Areas to review their Motorcycle Safety Strategic Plan (MSSP), Business Plan, followed by a report out and large group discussion. The meeting concluded with a public comment period. No comments were made by the public.

### Day 1, Meeting Schedule

Time	Topic	Speaker(s)
1:00-1:30 pm	Welcome & Introductions	Edie Peters
1:30-2:00 pm	Florida Motorcycle Safety Program Update	Edie Peters
2:00-2:45 pm	Motorcyclist Awareness Materials	Tracy Lee, Highway Safety Services
2:45-3:00 pm	Break	
3:00-3:30pm	Florida Motorcycle Crash Data Update	Chanyoung Lee
3:30-4:15 pm	Tox Study Findings Review	Dr. Byers
4:15-5:00 pm	Group Discussion, Closing Statements & Public Comments	Edie Peters

### Day 2, Meeting Schedule

Time	Topic	Speaker(s)
8:30-9:00 am	Review of Day One & Large Group Discussion	Edie Peters
9:00-9:45 am	An Overview of Vision Zero/Safe Systems	Billy Hattaway
9:45-10:00 am	Break	
10:00-11:00 am	Emphasis Area Group Discussions	
11:00-11:30 am	Report Out and General Discussion from EA Breakout Sessions	
11:30-12:30 pm	Future Coalition Meeting Dates, Closing Statements, & Public Comments	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 meeting protocol. Ms. Peters also presented a list of topics for the Coalition to consider for further discussion.

#### Florida Motorcycle Safety Program Update

Ms. Peters provided an overview of updates to the Motorcycle Safety Strategic Plan (MSSP) Business Plan by emphasis area since the previous meeting.

- **Advocacy & Policy** is monitoring proposed bills and updating educational materials, including a 2-page article on child passenger safety for Full Throttle Magazine. The team conducted a review of other states’ judicial procedures and found five states with judicial discretion to order motorcycle-specific traffic course. Building upon this, the team is exploring options to request public records on motorcycle cases. The team is also working with insurance agents to help promote motorcycle safety.

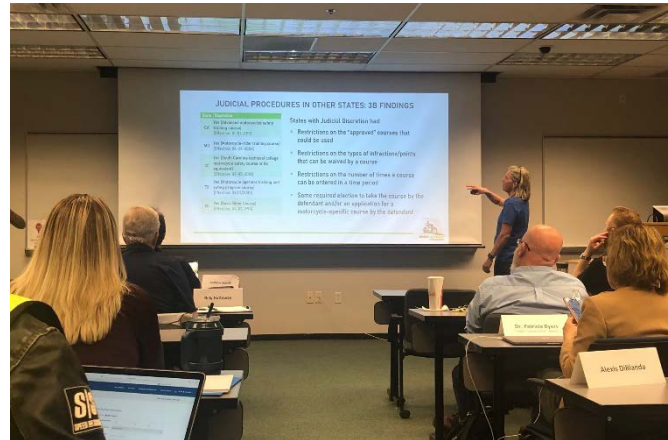


Figure 1. Ms. Peters presenting program updates.

- **Communications & Outreach** developed a “riding retirement” card and is scheduling meetings with insurance companies to help promote materials. The team attended several outreach events and has multiple upcoming opportunities for members to volunteer. Dates and locations for upcoming events were shared with members. Ms. Peters also shared a new effort for multi-state messaging for large motorcycle events using the tag #RideSMART2Daytona. A Coalition Member Communications survey was shared with members.
- **Data & Analysis** obtained preliminary data for Telemetered Traffic Monitoring Sites and Portable Traffic Monitoring Sites detection and classification accuracy. The team is working on a technical report.
- **Rider Licensing & Training** is working with FLHSMV to develop Florida-specific questions for the online motorcycle test. FLHSMV is also working to send endorsement mailers by March. The team will also collaborate with the Communications team to develop video messaging for advanced training to share in dealership or training schools.
- **Law Enforcement** is exploring the idea of surveying law enforcement agencies. Crash hotspot maps were shared online in December on RSF website. The common violation fact sheet is undergoing additional updates to ensure materials can fit in officer ticket book.
- **Roadway Engineering** wants to collaborate with younger engineers to help summarize the information in the best practices guide. The team will continue to explore avenues for reporting road hazards. The Motorcycle Engineering presentation was completed, with over 300 attendees.
- **Trauma & Emergency Services** completed 94 “survive the ride” presentations, as well as LEL trainings. The team also explored injury burdens and found extremity fractures were the most





Based on priority areas identified by the working group, a driver awareness brochure was developed and is available on the NHTSA website. The working group also created activities, graphics, and a question pool for driver education programs.

Full presentation available here: [Enhancing Motorcyclist Safety Awareness](#)

### Survive the Ride Toxicology Analysis – Dr. Patricia Byers, Ryder Trauma Center

Dr. Patricia Byers, Ryder Trauma Center, reviewed substance abuse in motorcycle and scooter crash victims. The study included 104 patients' blood samples. The study looked at vehicle type, patient gender/age, prevalence of alcohol and illicit substances and their prevalence across subjects, crash times etc. Motorcycle and scooter crash study groups were fairly equal. The study found 57% of motorcycle crash patients had illicit drugs in their systems and 31% in scooter group. In the group as a whole, 20% had alcohol in their system, 80% of which were over the legal limit. Scooter riders had more riders with no alcohol or drugs present. Marijuana & metabolites were the most common drug, but Dr. Byers noted it is challenging to determine if the rider was actually "high" while riding, or if they just had residual THC in their system. Younger riders had higher toxicology results than older riders. The population was predominantly male. The information found from the analysis can be utilized to develop educational materials, including resources for law enforcement to identify riders under the influence. Specifically, the Coalition discussed developing educational materials that emphasize the impact drugs can have on survivability.



Figure 4. Dr. Byers presenting tox findings

Full presentation available here: [Toxicology Analysis](#)

### Florida Motorcycle Crash Update – Dr. Chanyoung Lee, CUTR

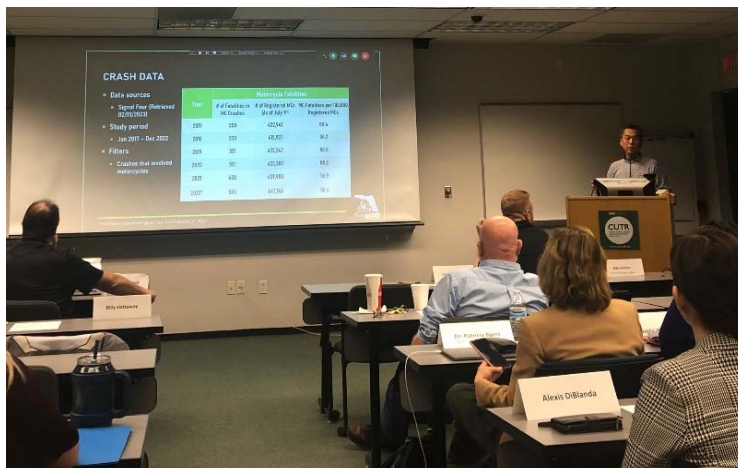


Figure 5. Dr. Lee presenting latest FL crash data

Florida reached 620 motorcycle fatalities in 2022. It is unclear how much Covid has impacted these numbers. When examining crashes over ten years, Florida observed an increase in registrations, endorsements, and fatalities, while observing a decrease in motorcycle crashes. This could mean people are taking more risks when riding, however it is an incomplete understanding of the changes without Motorcycle Vehicle Miles Traveled (VMT) information. Florida observed a large increase in crashes and fatalities

for riders under age 40 and age 70 and up. Dr. Lee also presented the estimated helmet use by age group using crash data . significant factors

Full presentation available here: [Motorcycle Crash Update – March 2023](#)

## Group Discussion & Closing Statements



*Figure 6. Roy Paz presenting Mark Parco with plaque for services.*

Officer Roy Paz, Tampa Police Department, recognized Mark Parco, Harley Davidson Riding Academy, by presenting him with a plaque for his efforts coordinating advanced motorcycle training for Tampa Police Department and other law enforcement departments.

Next, Ms. Edie Peters presented a list of key problems/discussion topics to the Coalition:

1. How to promote helmet-use
2. Endorsement and Beyond 2023
3. “Watch for Motorcycles” yard sign distribution
4. May is Motorcycle Safety Month Ideas
5. Florida motorcycle group/club roundtable
6. Working with police to issue proper citations

Coalition members were reminded of upcoming Coalition meeting dates (see below) and encouraged to think about the problem list/discussion topics tonight.

### Next meetings:

- May 2<sup>nd</sup> and 3<sup>rd</sup>, 2023
- August 2<sup>nd</sup> and 3<sup>rd</sup>, 2023

### February 8, 2023

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

Ms. Edie Peters, FDOT, welcomed the Coalition and opened up the floor for a large group discussion on promoting helmet use. The group provided their insight on the promotion of helmet-use, emphasizing Florida training schools’ role in promoting helmet use in new riders. Each school may have a different approach to emphasizing gear usage. Mr. Michael Dobbs shared that his school stopped loaning helmets for the BRC during COVID and saw that people were investing in good helmets. The group felt that RiderCoaches play an important role in rider behaviors. Mr. Jeff Smith also suggested utilizing helmet diagrams illustrating their ventilation and air flow, to remedy riders’ misconceptions about helmet discomfort, especially in hot weather.

Ms. Peters also announced her intention to have an official assessment of the Florida Motorcycle Safety Program in 2024. The emphasis area leaders meeting will occur on the morning before the May meeting.



## Vision Zero/ Safe Systems – Billy Hattaway, FDOT



Figure 7. Billy Hattaway presenting on Vision Zero and the Safe Systems approach.

Mr. Billy Hattaway, Ferh & Peers, presented on the role of sprawl and separated land uses in traffic safety challenges. Florida often tops the country in dangerous road design. Finding funding to support traffic safety is challenging, but FDOT has several safety initiatives. However, motorcyclists are often left out of vulnerable road user considerations. Safe road users, safe vehicles, safe speeds, safe roads, and safe road design are the elements of redundancy built into the Safe Systems approach to reduce risk. Mr. Hattaway emphasized the role of saccadic masking, which makes it difficult to see objects in motion, in motorcycle safety.

Full presentation available here: [Vision Zero & Safe Systems](#)

## Emphasis Area Group Discussion Report Out & Group Discussion

The following highlights from group discussions were presented to the Coalition:

- **Advocacy and Policy** reported that several tasks are on-hold until after elections. There is a recent proposed legislation about the operation of electric bikes and motorized scooters to have municipal governments to enact local restrictions. The team will keep an eye on this item.
- **Communications** plans to reach out to SF4L on the distribution of the “Riding Retirement” card. Tax collectors’ offices have started sharing a ‘Watch for Motorcycles’ and ‘Endorsement promotion” videos in their offices. CUTR will start sending the outreach event calendar to all members. The team had the idea to develop a media packet for May with links and local data.
- **Data** is collaborating with the Florida Department of Health (DOH) to retrieve information on 2020 motorcycle crash costs. There is a delay due to discrepancies in the data. The data group is also trying to obtain aggregate cause of death data from DOH. The team will publish updated county hotspot maps around May 2023.
- **Engineering** discussed ideas for providing a document for new engineers by adapting the concepts from the presentation into a graphic. The information will be piecemeal and contain best practices, countermeasures, and standards. The engineering team will provide the information to CUTR for design assistance and CUTR will place engineering slides on the website.
- **Rider Licensing and Training** discussed the development of a question bank for online testing for endorsement. The team also discussed the impact of the new e-course (EP1x11) on the passing rate of new riders.
- **Trauma and Emergency Services** wants to add first responder training information to the Ride Smart Florida website. The team also discussed approaching motorcycle clubs and groups about safe helmet removal practices and distributing helmets. The group also wants to create laminate

cards for course graduates. The group plans to approach the Florida Impaired Driving Coalition with their presentation on toxicology study results.

The meeting wrapped with further large-group discussion. Members discussed opportunities to reach motorcycle club/group leaders through helmet removal training and annual meetings.

Last, Dr. Chanyoung Lee, briefly reviewed findings from the BRC student survey and highlighted the number of students who already own a motorcycle prior to taking the BRC. The Coalition discussed the implications of people buying bikes before being endorsed. The BRC also received highly positive feedback from riders, regardless of their prior riding experience. Dr. Lee explained that the positive view towards training and trainers represents an opportunity for RiderCoaches to positively influence new riders.

Coalition members were reminded of upcoming Coalition meeting dates again, and the meeting concluded with a public comment period. No comments were made by the public.