

*FLORIDA MOTORCYCLE
SAFETY COALITION*

COALITION MEETING REPORT

August 2-3, 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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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

August 2-3, 2023

1.0 Attendees

Name	Agency
John Makal	American Legion Riders
Todd Michael	Broward County Sheriff's Office
Lana Lang	Central Florida ABATE
Karen Brunelle	Federal Highway Administration
Billy Hattaway	Fehr & Peers
Alexis DiBlanda	Florida Department of Health
Annely Karron	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 Bogan	Florida Department of Transportation, District 7
Wyatt Liptak	Florida Department of Transportation, District 7
Kevin O'Donell	Florida Department of Transportation, District 7
William Minton	Florida Highway Patrol
Kathy Daws	Florida Highway Safety and Motor Vehicles
Ray Graves	Florida Highway Safety and Motor Vehicles
Mark Welch	Florida Highway Safety and Motor Vehicles
John Pretti	Florida SafeRider Inc. Motorcycle Training Academy
Jason Vance	Hillsborough County Sheriff's Office
Megan Hawkins	HCA Florida Blake Hospital
Michael Dobbs	Jacksonville Motorcycle Safety Training
Janice Martinez	Law Enforcement Liaison, District 1
Ray Ochs	Motorcycle Safety Foundation
Eric Trow (Virtual)	Motorcycle Safety Specialist and Journalist
Joel Provenzano	Retired (FDOT)
Patricia Byers	Ryder Trauma Center – Miami
Stephanie Luce	Ryder Trauma Center – Miami
Ananda Bergeron	Stantec
Andrew Spenik	Suncoast Brotherhood
James Reiser	Tampa Police Department
Roy Paz	Tampa Police Department
Cesar Garcia	Latin American Motorcycle Association
Johnny Urrutia	Latin American Motorcycle Association
Chanyoung Lee	USF Center for Urban Transportation Research
Jamie Bohn	USF Center for Urban Transportation Research
Savana Wright	USF Center for Urban Transportation Research
Siwon Jang	USF Center for Urban Transportation Research

* Florida Motorcycle Safety Coalition Program Manager

2.0 Meeting Summary

From August 2-3, 2023, the Florida Motorcycle Safety Coalition (FMSC) held its fourth meeting for the 2022-2023 subgrant cycle. The August 2023 Coalition Meeting was open to all members, guests, and the public. All meetings were held at the University of South Florida, Center for Urban Transportation Research (CUTR).

Day One (August 2nd): 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 2022-2023 grant cycle. Dr. Chanyoung Lee, CUTR, provided an update of Florida Motorcycle Crashes. Ms. Peters shared a new presentation for law enforcement officers. Next, Mr. Eric Trow, Motorcycle Safety Specialist/Journalist, presented his recent article about motorcycle lane splitting. The meeting concluded with a group discussion and a recap of subjects to consider for the Day Two discussion.

Day Two (August 3rd): On Day Two, general announcements were made by Ms. Peters. Ms. Savana Wright, CUTR, presented the results of the 2023 Endorsement and Beyond Program. Next, Ms. Wright presented on Ride Smart Florida's social media performance for the 2022-2023 grant cycle. Mr. Michael Dobbs, Jacksonville Motorcycle Safety Training (JMST), presented on recent outreach efforts. Then, members broke out into their emphasis areas to review the MSSP business plan, provide fourth-quarter updates, and discuss action items in preparation for the 2024 NHTSA assessment. 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 NHTSA assessment dates.

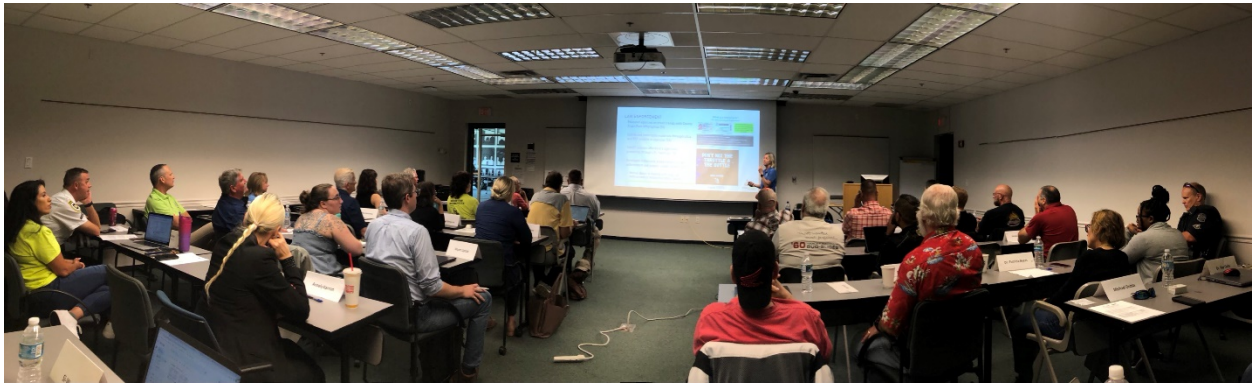


Figure 1. August 2023 Florida Motorcycle Safety Coalition Meeting, Day 1.

Florida Motorcycle Safety Coalition Meeting: Day 1
Wednesday, August 2, 2023 (1:00 pm – 5:00 pm)

Time	Topic	Speaker(s)
1:00-1:30 pm	Welcome & Introductions	Edie Peters
1:30-2:00 pm	FY 2022-2023 Florida Motorcycle Safety Programs Update	Edie Peters
2:00-2:30 pm	Florida Motorcycle Crash Update	Dr. Chanyoung Lee
2:30-2:45 pm	Break	
2:45-3:15pm	Law Enforcement Roll Call Presentation Review	Edie Peters
3:15-4:00 pm	Motorcycle Lane Splitting	Eric Trow
4:00-4:45 pm	Group Discussion - Assessment	
4:45-5:00 pm	Public Comment Period & Closing Statements	Edie Peters

Florida Motorcycle Safety Coalition Meeting: Day 2
Thursday, August 3, 2023 (8:30 am – 12:00 pm)

Time	Topic	Speaker(s)
8:30-9:00 am	Review of Day One and Discussion	Edie Peters
9:00-9:15 am	2023 Endorsement and Beyond	Savana Wright
9:15-9:30 am	2023 Social Media Performance Update	Savana Wright
9:30-9:45 am	Outreach Efforts Update	Michael Dobbs
9:45-10:45 am	Emphasis Area Breakout: MSSP Close Out	
10:45-11:00 am	Break	
11:00-12:00 pm	Report Out/Group Discussion	
12:00-12:30 pm	Future Coalition Meeting Dates, Closing Statements, & Public Comment Period	Edie Peters

3.0 Coalition Meeting Notes

August 2nd, 2023

Florida Motorcycle Safety Coalition Meeting: Welcome and Program Updates – Ms. Edie Peters, FDOT

Ms. Edie Peters, FDOT, opened the FMSC meeting with introductions. All attendees were provided with a copy of the meeting agenda. Emphasis area leaders were provided with a copy of the updated Motorcycle Safety Strategic Plan (MSSP), Business Plan, for their review.

Emphasis Area Achievements

Next, Ms. Peters provided an overview of emphasis area achievements from October, 2022 - present to the group:

- **Advocacy & Policy** monitored proposed bills for motorcycle safety issues throughout the grant cycle. The group is working with FLHSMV and the Law Enforcement Group to clarify existing vehicle definition policies. In July, the CUTR team attended the Conference of County Court Judges of Florida, Inc, 2023, in Veda Beach, to inform attendees about motorcycle safety issues. The CUTR team set up the Ride Smart Florida booth and distributed materials, including a new draft presentation on motorcycle policy for judges. The team reported that the event resulted in productive conversations and future opportunities with judges and law enforcement personnel.
- **Communications** distributed new aging rider materials, including printing the “Riding Retirement” card, developing a companion website, and e-learning course. Thus far, the outreach team has attended 19 in-person events. CUTR also hosted a photoshoot with USF motorcycle club student riders and Bay Area member riders. The photoshoot captured various scenarios to use in social media materials and other educational materials. The team also developed a script and procedures for young rider focus groups. Last, the team developed and shared monthly social media calendars.
- **Data & Analysis** revised and distributed the 2023 Florida Motorcyclists Survey. The CUTR team is distributing the survey by mail, Facebook advertisement, and is piloting distribution through email marketing (Pyper Media) and through FRTP Sponsors’ email listservs. Surveys are due by August 11th. The team will analyze survey data and submit a report to FDOT at the end of the grant cycle. A presentation of survey data will be given to the Coalition in the next grant cycle.
- **Law Enforcement** presented motorcycle safety information at local area LAN meetings through the Law Enforcement Liaison program. The team also developed a draft presentation of motorcycle safety and enforcement issues for law enforcement agencies.
- **Rider Licensing and Training** sent reminders and new materials to all FRTP sponsors to promote “RidersVoice.com” and the BRC satisfaction survey. The annual Sponsor’s meeting was held in July, and a survey of Sponsors was completed. A second reminder was sent out to riders who have a motorcycle registration but no endorsement. Last, the Endorsement and Beyond program was completed, and survey results were compiled for the August Coalition meeting.
- **Roadway Engineering** is maintaining the online Engineering Clearinghouse and working on developing a summary of all materials for novice traffic engineers.

- **Trauma & Emergency Services** provided 200 “Survive the Ride” trainings and 47 First Responder Trainings at the District 6 LEL meeting. The team has successfully collected information and evaluated a multitude of factors relating to motorcycle crashes. The team has also promoted the incorporation of focused pre-hospital care and specific policies for motorcycle crash victims in EMS systems.

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

Florida Motorcycle Crash Update – Dr. Chanyoung Lee, CUTR

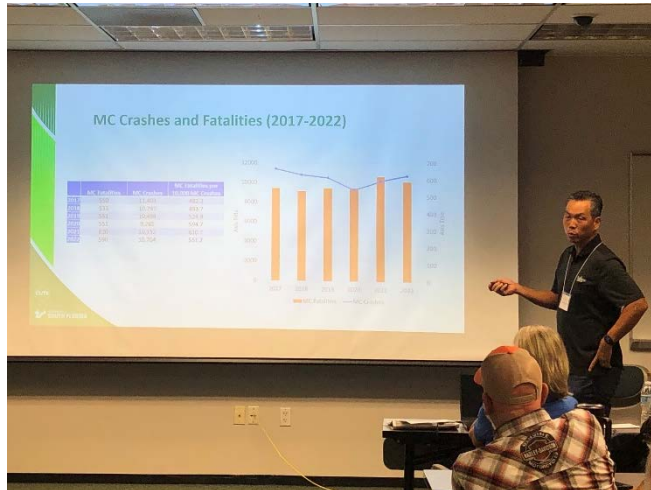


Figure 2. Dr. Lee providing data update.

Dr. Chanyoung Lee, CUTR, presented on the latest Florida motorcycle crash data. Dr. Lee shared that 2021 was the first year Florida experienced over 600 motorcycle crash fatalities, representing a large jump following COVID-19. Based on current crash trends, Florida can expect around 580 motorcycle crash fatalities for 2023. Seasonal factors include Bike Week and spring break in March, with another observable increase in November and December. Major risk factors in fatal crashes from 2020-2022 included speeding (20mph over), non-helmet use, and impairment. Overall, Florida’s motorcycle riding population appears to be aging. There was an observable change in

motorcycle crashes and fatalities related to the Covid-19 pandemic; however, the changes appeared to be temporary. The group discussed the impact of motorcycle training on injury and fatality outcomes. Dr. Lee shared evidence that younger riders (under 30) riding without an endorsement had higher injury outcomes.

Full Presentation: [2023 August Crash Update](#)

Law Enforcement Roll Call Presentation Review – Ms. Edie Peters, FDOT

Ms. Edie Peters, FDOT, shared a new draft presentation on motorcycle safety for law enforcement officers developed by CUTR. The presentation was developed in response to a task laid out in the MSSP to educate law enforcement about motorcycle-specific traffic laws and infractions. The slides will be shared with agencies to present at their meetings. The presentation starts with an overview of vehicle definitions by the Florida statutes as well motorcycle-specific legislation, and various license types for two and three-wheel vehicles. The presentation has information on filling out crash reports and best practices for stopping motorcyclists. The Coalition provided feedback on the presentation and the Law Enforcement group will work on finalizing the presentation for distribution to agencies.

Split Decision – Exploring the Pros and Cons of Lane Splitting and Filtering – Mr. Eric Trow, *Rider Magazine*

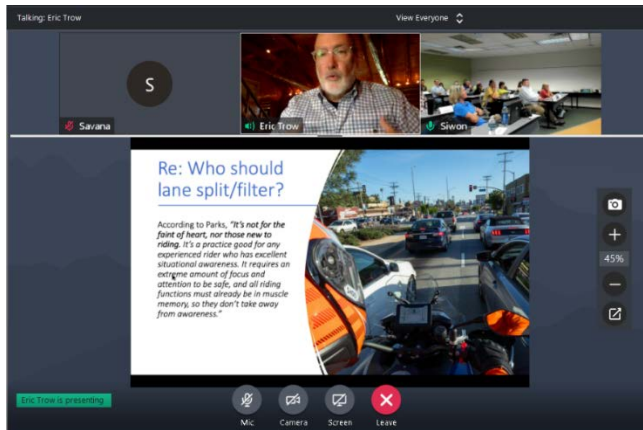


Figure 3. Mr. Trow presenting on lane splitting and lane filtering.

Mr. Eric Trow, *Rider Magazine*, is a motorcycle safety and proficiency columnist for *Rider Magazine*. In his capacity as a motorcycle journalist, Mr. Trow investigated the topic of lane splitting based on growing interest from riders. His article, [Split Decision](#), sought to provide an overview of the pros and cons of lane splitting and filtering. Lane splitting is defined as a motorcyclist splitting the lane with slow moving traffic on a congested highway. Lane filtering occurs on multilane roads when stopped at an intersection. He explained that it introduces smaller space cushions from the sides, giving motorcyclists less space and time to work with when a car shifts or drifts in its

lane. Lane splitting riders are more than twice as likely to rear-end another vehicle, and this is compounded by speed differential. Mr. Trow also mentioned that there is low awareness of lane splitting/filtering among car drivers and most drivers do not approve of lane splitting/filtering. The presentation discussed an “empathy imbalance” where car drivers cannot relate to motorcyclists, thereby impacting their perception of and behavior towards motorcyclists. Riders should assume that drivers do not expect or understand lane splitting/filtering behaviors, and there is a need for public awareness and education to narrow the “empathy gap.” Currently, California is the only state where lane splitting, and lane filtering are both legal. Other states have variable definitions and rules around lane splitting/filtering.

Full Presentation: [Split Decision](#)

August 3rd, 2023



Figure 4. Coalition members, Day Two.

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

Ms. Edie Peters, FDOT, welcomed the Coalition and provided an overview of the Day 2 agenda. Ms. Peters also shared a recent effort to promote motorcycle safety surrounding large motorcycle events using the hashtag #RideSmart2[event] with an accompanying social media post.

Endorsement and Beyond 2023 Update – Ms. Savana Wright, CUTR



Figure 5. Ms. Wright presenting on the 2023 EAB Program.

Ms. Savana Wright, CUTR, presented the findings from the 2023 Endorsement and Beyond (EAB) Program. The 2023 program offered \$100 tuition subsidy for each student who completed an advanced training course at participating locations. This year, the program was offered in six different Florida cities by five different motorcycle training schools. While the program observed an increase in student enrollment, it was still challenging to recruit students and communicate with training schools. Over 140 students completed a survey following their training. Overall, survey results showed that EAB participants were very satisfied with their training experience and showed an improvement with their self-assessed riding skills. Participants provided all positive feedback for the course curriculum and instructors.

Participating schools were interviewed by the CUTR team after the completion of the program. Moving forward, the schools had recommendations for improving the promotion of the EAB program. Specifically, schools requested more advanced notice (3-4 months) and distribution of promotional materials so they could include them in Basic RiderCourse (BRC) graduation packets. The Coalition also discussed an idea to pair the EAB program with a toy drive around the holidays where riders could bring a toy for free training.

Full presentation available here: [Endorsement and Beyond 2023 and Social Media Update](#)

Ride Smart Florida Social Media Update – Ms. Savana Wright, CUTR

Next, Ms. Savana Wright, CUTR, provided an overview of social media performance for the 2022-2023 grant cycle. Ride Smart Florida maintains three social media accounts, Facebook, Instagram, and Twitter, with over 25k followers/fans across the three platforms. Due to recent changes, detailed Twitter performance metrics are no longer available. As such, the presentation focused on performance for Facebook and Instagram. Compared to the previous grant cycle (October 2021-September 2022), both Facebook and Instagram observed improved engagement and impression while the number of followers remained steady. The number of posts shared by Ride Smart Florida increased this grant cycle, with about 600 unique posts shared from October 2022 to the present. The average RSF Facebook user is a 25–34-year-old male in the United States, and the average RSF Instagram user is a 35–44-year-old male. Ms. Wright shared the top performing posts with the Coalition and presented ideas to increase social media engagement in the future, utilizing tools such as Instagram Reels and Instagram Threads.

Full presentation available here: [Endorsement and Beyond 2023 and Social Media Update](#)

Outreach Efforts Update – Mr. Michael Dobbs, CUTR

Mr. Michael Dobbs, CUTR, provided an update on recent Ride Smart Florida outreach activities. Recently, Mr. Dobbs engaged with several Law Enforcement officers at various events to discuss motorcycle-specific enforcement issues. Mr. Dobbs shared some deficiencies in officer's knowledge of motorcycle laws. The

team attended the Conference of County Court Judges of Florida, Inc, 2023, in Veda Beach, where the team was able to discuss motorcycle laws with judges and law enforcement personnel. The team was invited back to attend future judge conferences. Mr. Dobbs has also been invited to speak with law enforcement trainees about motorcycle safety and enforcement issues at the future conferences.



Figure 6. Coalition Members in their Emphasis Area Breakout sessions.

Emphasis Area Report Out

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 action items in preparation for the 2024 NHTSA assessment. Some groups combined efforts to work on overlapping tasks. The Law Enforcement Group, Communications, and Rider Licensing and Training met to review the draft Law Enforcement Roll Call Power Point. The group reviewed vehicle definitions and suggested adding language directly from Florida Statutes to reduce confusion. The Trauma and Emergency Services group met to update their section of the MSSP and identify tasks for the next grant cycle. Last, the Roadway Engineering group shared their plans to facilitate a motorcycle safety audit in the next grant cycle. All other updates were noted in each area's MSSP Business Plan and shared with CUTR.

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 meeting:

- November 7th and 8th
- NHTSA Assessment is February 26th – March 1st, 2024