

*FLORIDA MOTORCYCLE
SAFETY COALITION*

COALITION MEETING REPORT

November 7-8, 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

November 7-8, 2023

1.0 Attendees

Name	Agency
Jeff Smith	Adventure Rider Training, Inc.
John Makal	American Legion Riders
Lana Lang	Central Florida ABATE
Billy Hattaway	Fehr & Peers
Karen Brunelle	Federal Highway Administration
Alexis DiBlanda	Florida Department of Health
William Minton	Florida Highway Patrol
Edie Peters*	Florida Department of Transportation
James Landini	Florida Department of Transportation
Joe Glorioso	Florida Department of Transportation, District 1
Annelly Karron	Florida Department of Transportation, District 2/5
Paula Scott	Florida Department of Transportation, District 4
Wyatt Liptak	Florida Department of Transportation, District 7
Cali Lopez	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
Megan Hawkins	HCA Florida Blake Hospital
Amber Simmons	Hillsborough Transportation Planning Organization
Johnny Urrutia	Latin American Motorcycle Association
Shaun VanBeber	Law Enforcement Liaison, District 6
David Ennis	Motorcycle Safety Specialist (Retired)
Jill Cappadoro	Quest Marketing & Communications
Joel Provenzano	Retired (FDOT), Motorcycle Rider
Patricia Byers	Ryder Trauma Center – Miami
Roberto Cortez	Ryder Trauma Center – Miami
Andrew Spenik	Suncoast Brotherhood
James Reiser	Retired/Reserved Tampa Police Department
Demetrius German	Tampa Police Department
Roy Paz	Tampa Police Department
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 November 7-8, 2023, the Florida Motorcycle Safety Coalition (FMSC) held its first meeting for the 2023-2024 subgrant cycle. The November 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 (November 7th): The first half of the November Coalition Meeting was held in the afternoon of Day One. Ms. Edie Peters, Florida Department of Transportation (FDOT), welcomed the Coalition and gave a presentation providing updates on key coalition achievements since the previous meeting as well as an overview of the Florida Motorcycle Safety Coalition Member Feedback Survey conducted in the previous sub-grant cycle. Ms. Jill Cappadoro, Quest Corporation, shared details on the new Florida Highway Safety and Motor Vehicles (FLHSMV) Motorcycle Safety Contract. Mr. Mark Welch, FLHSMV, provided an update on the latest endorsement mailer campaign as well as the results of the 2023 Florida Rider Training Program (FRTP) Sponsor Survey. Dr. Siwon Jang, CUTR, presented the results of the Young Rider Focus Group Study. Last, Ms. Peters provided an overview of what to expect for the upcoming 2024 National Highway Traffic Safety Administration (NHTSA) Florida Motorcycle Safety Program Technical Assessment.

Day Two (November 8th): On Day Two, general announcements were made by Ms. Peters, and meeting materials were distributed to the Coalition. Dr. Chanyoung Lee, CUTR, provided an update on the latest Florida motorcycle crash data. Then, members broke out into emphasis area groups to review their efforts towards the 2024 NHTSA Technical assessment, discuss a 'wish list' for motorcycle safety in the state, and document key challenges for their group's progress. Groups reported out to the Coalition and provided edits to the Assessment Briefing Book.



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

Florida Motorcycle Safety Coalition Meeting: Day 1

Tuesday, November 7, 2023 (1:00 pm – 5:00 pm)

Time	Topic	Speaker(s)
1:00-1:15 pm	Welcome & Introductions	Edie Peters
1:15-2:00 pm	Florida Motorcycle Safety Program Review – Coalition Member Survey Results and FY 23-24 Paid Media Plan	Edie Peters
2:00-2:30 pm	Update on FLHSMV Motorcycle Safety Contract	Jill Cappadoro
2:30-2:45 pm	Break	
2:45-3:30 pm	F RTP Sponsor Survey & Endorsement Mailer Results	Mark Welch
3:30-3:45 pm	Young Rider Focus Group Findings	Dr. Siwon Jang
3:45-4:45 pm	Motorcycle Safety Assessment Briefing Book Review	Edie Peters
4:45-5:00 pm	Public Comment Period & Closing Statements	Edie Peters

Florida Motorcycle Safety Coalition Meeting: Day 2

Wednesday, November 8, 2023 (8:30 am – 12:30 pm)

Time	Topic	Speaker(s)
8:30-9:00 am	Review of Day One and Discussion	Edie Peters
9:00-9:30 am	Florida Motorcyclist Crash Data Update	Dr. Chanyoung Lee
9:30-10:45 am	Break-out Group Discussion for Motorcycle Safety Assessment	
10:45-11:00 am	Break	
11:00-11:30 am	Break-out Group Report Out	
11:30-12:00 pm	Large Group Discussion	
12:00-12:30 pm	Future Coalition Meeting Dates, Closing Statements, & Public Comment Period	Edie Peters

3.0 Coalition Meeting Notes

November 7th, 2023

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

Ms. Edie Peters, FDOT, opened the FMSC meeting with introductions of new members and guests. All attendees were provided with a copy of the meeting agenda, a copy of NHTSA’s Assessment Guideline No. 3, copies of the 23-24 grant cycle MSSP Business Plan for each emphasis area, and copies of relevant sections of the draft Briefing Book for the 2024 NHTSA Assessment. All leaders were given a copy of the 22-23 MSSP Business Plan for reference.

Emphasis Area Achievements

Next, an overview of emphasis area achievements from August-present was provided to the group:

- **Advocacy & Policy** continued to monitor new legislation and review problem statutes in Florida. The team also continued to share “Florida Statute Friday” posts to educate both motorcyclists and motorists on motorcycle laws.
- **Communications** has attended four outreach events since the August meeting, including the Lynyrd Skynyrd Concert at St. Augustine Amphitheater, the Key West Poker Run, Biketoberfest,

and Bert's Arcadia Bike Fest. The outreach team was also scheduled to attend Gator Bike Rally immediately following the November Coalition. Monthly social media calendars were completed, and the team began exploring stories and reels as a means to boost engagement. The team pilot-tested posting stories of the outreach team at Biketoberfest. The team also started a "Meet the Team" feature on social media to introduce members of the Coalition. Ms. Peters requested that members submit photos and motorcycle safety tips for a feature.

- **Data & Analysis** completed the annual Florida Motorcyclist Survey and completed the final report. A presentation of the results will be shared at a future meeting.
- **Law Enforcement** reviewed and finalized a motorcycle safety presentation for law enforcement and judges in Florida. Six law enforcement agencies, including Collier County, Gainesville, Jacksonville, Osceola, Palm Beach, and Tampa will offer SMART Courses for the FY2024 subgrant cycle.
- **Rider Licensing and Training** continued to promote the RidersVoice.com website to collect new rider feedback on their training experience. The team analyzed annual FRTP Sponsor's survey results and developed a presentation for the Coalition. A presentation of the results of the unendorsed riders mailout was also developed. Last, six law enforcement agencies will offer SMART Courses for the FY2024 subgrant cycle.
- **Roadway Engineering** is searching for new opportunities to share their presentation on motorcycle safety for engineers.
- **Trauma & Emergency Services** continued to provide "Survive the Ride" trainings and EMS trainings. The team received IRB approvable for their teachable moment research and has completed five patients so far.

Florida Motorcycle Safety Coalition Feedback Survey

Ms. Peters presented the results of the FY2023 Florida Motorcycle Safety Coalition Feedback Survey. A total of thirty-three complete responses were received. Over 40% of respondents indicated that they had attended all meetings during the FY2023 fiscal year. All respondents were "satisfied" or "very satisfied" overall with the Coalition meetings they had attended. Most respondents (97.1%) felt that Coalition meetings met their objectives and that meetings were "well structured." A majority of respondents (94.3%) felt that meetings were relevant and interesting, and the meetings were "productive" and "well-moderated."

In regards to what members liked most about meetings in the FY2023 fiscal year, participants appreciated diverse presentation topics and speakers, having a meeting with a large group discussion, collaborating with motorcycle safety professionals, exchange of information, in-person communication with online options, and crash data and analysis information. Constructive feedback included concerns about side chatter, parking tickets at the meeting venue, not enough time for collaboration, emotions of other members, and an insufficient number of breakout sessions. Topics of interest for future members included legislation, safety practices from other states, RiderCoach development processes, helmets/protective gear, driver education, Deep Advanced RiderCourses, crash data, psychology of motorcycle safety, and outreach.

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

FLHSMV Motorcycle Safety Contract Update – Ms. Jill Cappadoro, Quest

Ms. Jill Cappadoro, Quest Corporation of America, provided an update on the FLHSMV Motorcycle Safety Contract. Quest Corporation is the marketing and communication firm that was brought on to administer the program and develop marketing campaigns using a data-driven approach. The FLHSMV Motorcycle Safety Contract brings together three primary organizations of motorcycle rider groups including, American Bikers Aimed Toward Education (ABATE), American Legion Riders, and the Latin American Motorcycle Association (LAMA). Quest will work closely with the three organizations, FMSC, and CUTR. The goal is to reach more diverse communities and have a wider impact on riders and drivers. Questions were raised by members of the Coalition about potential issues with conflicting goals of the contracted groups and the FMSC. Quest will provide updates to the Coalition at future meetings.



Figure 2. Ms. Cappadoro sharing an update on FLHSMV Motorcycle Safety Contract.

Endorsement Mailer & FRTP Sponsor Survey Results – Mr. Mark Welch, FLHSMV

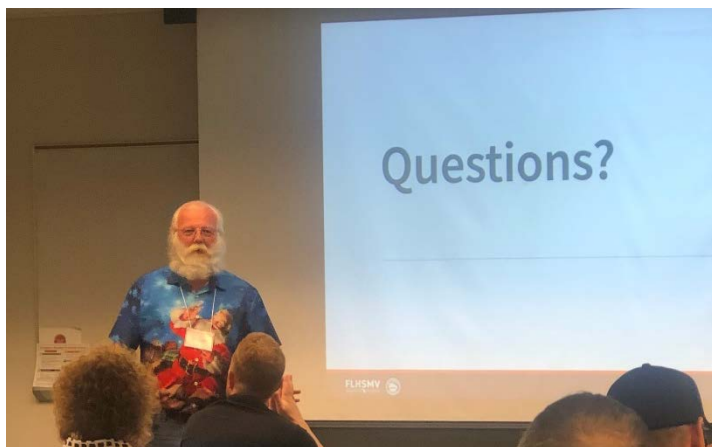


Figure 3. Mr. Welch presenting on the endorsement mailer results.

Mr. Mark Welch provided an update to the Coalition about the 2023 endorsement mailer effort. About 54,000 letters were mailed in 2023. The endorsement letter was updated to include the Florida Rider Training Program email address, which received 400 responses. Scooter riders (under 50cc) and autocycle riders were filtered out; however, occasionally under 50cc scooter riders were included depending on their vehicle's certificate of origin. In 2023, 1,779 persons attended training following the letter. Since sending the first letter in 2021, 9,420 riders have

been trained as a result of the letter. This year, F RTP Sponsors were notified in advance to prepare for an uptick in BRC enrollment following the letter.

Mr. Welch also presented the results of the F RTP Sponsor Survey. Most F RTP schools are doing ep1x11 now, which has an online classroom, meaning some schools may no longer have a dedicated classroom space, and many will not need to have classroom space in the future. Many sponsors resisted going to the electronic course, but many appreciate the format now. Most schools do not offer any advanced rider training courses. This is an ongoing issue in Florida as schools are more inclined to offer the BRC. F RTP did six online updates this year to accommodate all RiderCoaches, and 315 coaches attended. Most schools received Quality Assurance in the past 12 months.

Many schools indicated that they were interested in participating in subsidized advanced motorcycle training; however, participation in the Endorsement and Beyond program has remained relatively low. Schools felt that promoting Experienced Rider Courses in Florida would require subsidies and incentives combined with more promotion. F RTP Sponsors also provided feedback on topics of interest for the 2024 Sponsors' meeting as well as suggestions to improve motorcycle training and licensing in Florida.

Full presentation available here: [Endorsement Mailer Results & F RTP Sponsor Survey Results](#)

Young Motorcyclists' Attitudes and Perceptions Focus Group - Dr. Siwon Jang, CUTR



Figure 4. Dr. Jang presenting the results of the Young Rider Focus Group Study to the Coalition.

Dr. Siwon Jang, CUTR, presented on the findings from focus groups held among young riders. The study aimed to understand young riders (18-35 years of age) and develop safety countermeasures based on the findings. A flyer was distributed social media and through online motorcycle clubs. Over 500 motorcyclists expressed interest, and twenty-three motorcyclists were selected to participate. A moderator's guide was developed with thirteen discussion questions for a virtual meeting. The focus groups were recorded and transcribed to analyze the data.

Riders agreed on the importance of riding defensively, especially at intersections. All riders shared that they had experienced "near misses" which influenced their choice of gear use. Most participants use their bikes for commuting and it evolves into a hobby. All acknowledged their tendency to speed and shared that speeding is often a result of wanting to create space between other drivers. Participants were highly interested in track days but felt like it was difficult to find events. The Coalition discussed opportunities to promote mini bike track events as an option to engage young riders.

Several riders shared that starting a family, major health changes, or financial difficulties might lead them to quit riding. Most use full-face helmets but do not like hi-viz. There is also a financial barrier to buying good gear.

The groups were also showed different marketing materials. Participants liked positive, humorous, and easily digestible information as opposed to negative, wordy messages. For the future, Ride Smart Florida can use humor and positivity in outreach campaigns for your riders. Utilizing rider influencers is another option to explore.

Full presentation available here: [Young Motorcyclists' Attitudes & Perceptions](#)

NHTSA Technical Assessment Overview – Ms. Edie Peters, FDOT

Ms. Edie Peters, FDOT, reminded members of the upcoming Motorcycle Safety Program Technical Assessment. The Coalition was provided a basic timeline with key deadlines. Ms. Peters described what the assessment week would look like, including expectations of interviewees and the interview process. The assessment will take the place of the next Coalition meeting from February 26th to March 1st. Not all Coalition members will be asked to be interviewed; however, members should be prepared to share a bio-narrative if requested. Members will also be asked to review and provide feedback on relevant sections of the Assessment Briefing Book.

Full presentation available here: [NHTSA Technical Assessment](#)

November 8th, 2023

Day Two Welcome – Ms. Edie Peters, FDOT

Ms. Edie Peters, FDOT, welcomed the Coalition. Ms. Peters shared the day's agenda and reminded members that there would not be a February Coalition meeting due to the upcoming NHTSA Technical Assessment.

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

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



Figure 5. Dr. Lee providing an update on Florida Motorcycle crash data.

Dr. Chanyoung Lee, CUTR, presented on the latest crash data in Florida. There was an unusual increase in motorcycle crashes in 2015, with a large proportion of those fatalities attributed to young riders (under 30). Florida has consistently remained the top state for motorcycle fatalities, however it is difficult to compare crash data state-to-state due to discrepancies in vehicle classifications. As such, it is necessary to use NHTSA crash data to compare states, which includes scooter vehicle types. Dr. Lee emphasized Florida's unique position as a state with a large number of scooter riders. The Coalition discussed variations in

fatality numbers by month and the potential causes for spikes and the reasons behind less seasonal variation observed in 2023 compared to previous years.

Next, Dr. Lee shared projections for the 2023 motorcyclist fatality number based on previous years. We have observed an increase in crashes and fatalities; however, it is unclear how the COVID-19 Pandemic and subsequent population growth in Florida has impacted those trends. In particular, Dr. Lee discussed the implications of out-of-state drivers who are not familiar with Florida's driving environment.

Looking at single-vehicle motorcycle crashes from 2017-2019, there is a trend observed among novice riders crashing within a short time frame of receiving their motorcycle endorsement, with the number of crashes decreasing as time since endorsement increases. The majority of people who crashed within the first 90 days of receiving their endorsement tended to be younger riders (under age 30). Further evaluation is needed to discern the impact of riding frequency (exposure) and reciprocal motorcycle licenses from other states on the crash trends of older riders compared to younger riders.

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

Emphasis Area Breakout Session, 2024 NHTSA Technical Assessment Discussions

Ms. Peters instructed each emphasis area to break into their groups and discuss any updates or upcoming tasks, as needed. The groups were also tasked to discuss action items, "wish lists," and challenges in preparation for the 2024 NHTSA assessment. Upon returning from their emphasis area breakout sessions, each area leader provided the coalition with a summary of their group's discussions.

- **Program Management** wants motorcycle safety to be a more significant 'part of the conversation' in FDOT's traffic safety efforts. Program Management wants to work together with FLHSMV on communications efforts moving forward.
- **Communications & Outreach** wants to translate motorcycle safety communication materials more readily and easily. The Coalition discussed a need for messaging in Spanish, especially in Spanish-speaking neighborhoods (billboards and outreach materials) as well as the need to promote the availability of BRC trainings in Spanish. The group wants to educate the FDOT public information office on motorcycle safety and work more closely with the communications team at FLHSMV. Last, the team would like to collaborate with Target Zero and their partners on motorcycle safety issues by scheduling a presentation at a Target Zero Partner Meeting.
- **Advocacy & Policy** wants more consistency with Florida's motorcycle-related laws.
- **Law Enforcement** reviewed and made edits to all slides for the Motorcycle Safety for Law Enforcement presentation to begin presenting in February. The Law Enforcement group wants more agencies to engage in motorcycle violation enforcement. They would like to add e-scooters to the Florida crash report form to document vehicle types more accurately. Having agencies on different reporting systems is a current barrier. Some consistency in reporting systems would help with accurate crash reporting. Last, the team would like to see a SMART Course available in all high-priority counties.
- **Rider Licensing and Training** discussed changing the Florida Administrative Code as a top priority. The team also wants to create a handbook on Florida-specific motorcycling and make it available online along with adding state-specific questions to the motorcycle knowledge test for licensing. The group would also like to have a modern electronic platform to track training and testing, reinstate the learners permit for new riders, and promote bi-lingual motorcycle training courses and/or encourage the implementation of entirely Spanish-language course opportunities.

- **Roadway Engineering** noted that FDOT leadership does not currently have motorcycle safety or the reduction of motorcyclist fatalities as a performance measure. Furthermore, all FDOT motorcycle stakeholders are currently volunteers with no dedicated staff for motorcycle safety (unlike the Pedestrian & Bicycle Safety Program). The team would like to change the FDOT Design Manual and Maintenance Manual for motorcycle safety and make it a statewide priority to have district-level involvement in the FMSC and outreach events. Also, PE trainees should attend FMSC meetings as part of their rotation. The team wants to do more awareness presentations and push for the involvement of a motorcycle stakeholder in all roadway audits in Florida. Last, inconsistency between districts has caused challenges. In a broader sense, inflation has impacted all resurfacing projects in the state, which directly impacts rider safety.
- **Trauma and Emergency Services** would like to have quarterly online meetings with EMSTARS and CUTR for data linkage between the agencies. The team would like access to ‘expunged’ data to see if behavioral interventions were effective. FLHSMV can review record retention and get back with the Trauma and Emergency Services team. The team raised an issue with EMS data excluding zip codes. Overall, the team wants more transparency with the EMS office. The group also noted that since COVID, the Medical Examiner Office has reduced the amount of detail in motorcycle crash death reports, often generalizing cause of death as “blunt force trauma.” Last, the team would like to increase their involvement at motorcycle events that the RSF Communication Group attends.

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 meeting dates.

Next meeting:

- February 28th – March 1st, 2024 - NHTSA Technical Assessment
- May 1st – May 2nd, 2024 (Emphasis Area Leaders’ Meeting on May 1st)
- August 20th- 21st, 2024