Motorcycle Safety Coalition Meeting Report

February 21 – 22, 2013

Prepared for

Florida Department of Transportation

Prepared by

Center for Urban Transportation Research (CUTR)
University of South Florida

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Center for Urban Transportation Research
4202 E. Fowler Ave. CUT100
Tampa, FL 33620

Meeting notes taken by
Kristin Larsson

Date

February 28, 2013

1.0 Attendees

The Florida Motorcycle Safety Coalition February 21 – 22, 2013 in Tampa, Florida. The attendees are listed in Table 1.1.

Table 1.1 Coalition Meeting Attendees

Last Name	First Name	Agency	Email
Bacon	Julie	FL Bureau of EMS	julielbacon@aol.com
Bickford	Kip	DHSMV FRTP	kipbickford@flhsmv.gov
Byers	Patricia	Ryder Trauma Center	pbyers@med.miami.edu
Card	Karen	Bureau of Emergency Medical Oversight	Karen_Card@doh.state.fl.us
Davis	Stephanie	NTSB	PERKINS@ntsb.gov
DeSiato	Dominick	HCSO	hcsomotor31@hotmail.com
Fox	Blair	U.S. Insurance Services, Inc.	Blair.Fox@assurant.com
Heery	Fred	FDOT	Fred.heery@dot.state.fl.us
Howard	Brandy	Suncoast Safety Meeting	BHoward@safety.org
Kane	Charles	LEL	Kane_Charles@bellsouth.net
Larsson	Kristin	CUTR	Kristin@cutr.usf.edu
Lee	Chanyoung	CUTR	cylee@cutr.usf.edu
Lin	Pei-Sung	CUTR	lin@cutr.usf.edu
Mastandrea	Joseph	Regional Medical Center Bayonet Point	Joseph.Mastandrea@hcahealthcare.com
McGinnis	James	Goldwing Road Riders Assoc.	tiggernroo04@yahoo.com
Nelson	Erica	CUTR	ericanelson@cutr.usf.edu
Nouri	Shaheen	CUTR	shaheennouri@cutr.usf.edu
Peters	Edie	FDOT	Edith.Peters@dot.state.fl.us
Provenzano	Joel	FDOT	Joel.Provenzano@dot.myflorida.com
Rober	Danielle	NTSB	PERKINS@ntsb.gov
Rouse	Jeannette	FDOT CTST	jeanette.rouse@dot.state.fl.us
Schultz	Deborah	CUTR	daschul2@cutr.usf.edu
Sullivan	Michele'	Orlando Harley Davidson	msullivan@orlandoharley.com
Vanbeber	Shaun	LEL	sflelvanbeber@aol.com
Welch	Mark	FHP	MarkWelch@flhsmv.gov
Worrell	Nicholas	NTSB	Nicholas.worrell@ntsb.gov

2.0 Presentation Notes – February 21st

Coalition Updates – Edie Peters

- Approval of minutes: minutes will be emailed; meeting attendees will review meeting minutes provide any comments/changes to Kristin Larsson.
- Self-introductions

Helmets and Their Value – NTSB

- The NTSB will investigate crashes, determine probable cause, issue a report, make safety recommendations to prevent future crashes/injuries
- Started looking at motorcycle safety in 2006, and issued several recommendations.
    - Better record MC VMT
    - Universal helmet law
- Funding is not reduced currently for not having a mandatory helmet law.
- June 2011 "NTSB 10 Most Wanted List" omitted motorcycle helmet safety, but that was only because the list was limited to 10, and not 20 as previous. Motorcycle safety is still a priority issue for NTSB.
- NTSB Investigations look at man, machine, and environment. They also look at probable cause, and sometimes contributing factors. Their main role is to make safety recommendations.

Comprehensive Motorcycle Safety Program Update – Dr. Pei-Sung Lin

- Dr. Lin provided an update to the coalition on the accomplishments of the coalition since the last meeting.

Florida EMSTARS – Ms. Karen Card

- Working to match data between the traffic crash record data set and the EMS data set.
- EMSTARS encompasses about 65% of the EMS data in the state, as only 55% of the EMS agencies currently report to EMSTARS.
- Discussed the difficulties in matching data between the data sets.
- In the future, we will be able to pull motorcycle specific data from the matched data between crash records and EMS data.

Motorcycle PSA Campaign Rollout – Dr. Chanyoung Lee

- Need to increase contrast on the Drink, Ride, Lose to make more visible. It was suggested to use a photo of a motorcyclist going through a LE checkpoint.
- Suggested changing the green color in the conspicuity poster.

**All presentations can be found at http://www.cutr.usf.edu/programs/its/motorcyclecoalition.shtml*

3.0 MSSP Emphasis Area Updates

All updates to the MSSP Business Plan have been directly inputted into the Business Plan, which will be distributed at the next Coalition Meeting.

Data & Analysis

- **1a:** working on graphical representation on data (when it's available; where it comes from)
- Discussed that in FL, a motorcycle endorsement is only required on scooters over 50cc.

Program Management

- **1a:** working to duplicate efforts in other states.
- **1c:** Volusia/Flagler in the summer. Will eventually be working our way down to Miami/Broward counties, working with Shaun Vanbeber and Patty Byers.

Personal Protective Equipment

- Will be working on a PSA concept for a PPE PSA grant for next year.

Operator Licensing

- **1a:** Suncoast visits bike nights.

Rider Education and Training

- FRTP upgrading their program, and will likely be hiring more staff.
- Discussed how to encourage people to take an advanced rider course. Ultimately it's a paradigm shift, which goes back to the need to educate younger people.
- FL Safety Council has seen an increase in registrations for the online rider training course developed through a grant from Geico. The course is geared towards experienced riders. Geico offers a 10% discount to people who take this course.
- CUTR is working on an article dealing with the value of the BRC. Discussed that we are open to future article suggestions from the coalition.
- Coupons cannot be purchased with NHSTA funds, but the coalition can work with partners to print these.

Rider Impairment and Speeding

- LEL's are working with LE to continue to document motorcycles in checkpoints.
- 2A: will work on getting updated stat for 2011 data.
- 3A: working on this initiative with bar advertising.

Legislation and Regulations

- Discussed current initiatives in the legislature for distracted driving bills.

Law Enforcement & Emergency Services

- Discussed the statewide usage of the motorcycle checklists.
- Patty Byers working with trauma centers in Broward County.
- Patty suggested partnering EMS day and Motorcycle Safety month (both in May) to do an outreach event.

Roadway Engineering

- Fred Heery's group is focusing on curves in lane departure crashes. Discussed the need for possible ITS solutions, additional signage, and resurfacing. The coalition will look into this issue as well.

Rider Conspicuity & Motorist Awareness

- Continuing to survey people in regards to conspicuity.
- Will look into adding reflectivity to shirts. Will also look into long sleeved shirts.

Communications

- Continuing to develop new PSA campaigns.

4.0 Presentation Notes – February 22nd

LEL – Mr. Shaun Vanbeber

- Shaun Vanbeber gave a presentation regarding the role of the LEL's in the state of Florida
- http://www.floridalel.org/

RideSmart Website – Ms. Debbie Schultz

- Suggested a calendar
- Drop down menus (as opposed to from the side)
- Link to partners
- Really want to focus on motorcycles on the home page
- SEO Important
- Interactiveness is important
- To get info, would be good to get email reminders once a month.
- Need to use less technical terms (i.e. jackets, boots, riding gear instead of PPE)
- Need to make it look less structured, more interesting and personal

Motorcycle Crashes with Other Vehicles vs. Single Motorcycle Crashes – Dr. Chanyoung Lee

- Chanyoung presented information on single vehicle (motorcycle) crashes vs. multiple vehicle crashes.
- Discussed the dangers of curves for motorcycles.

Next Meeting

- Tuesday, May 14th and Wednesday, May 15th
- Casual going forward (if someone important is coming, we'll let you know in advance)