Motorcycle Safety Coalition Meeting Report

November 13 - 14, 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

November 18, 2013

1.0 Attendees

The Florida Motorcycle Safety Coalition attendees are listed in Table 1.1.

Table 1.1 Coalition Meeting Attendees

Last Name	F/Name	Agency	Email
Akers	Larry	Broward Sheriff's Office	Larry_Akers@sheriff.org
Bickford	Kip	DHSMV FRTP	kipbickford@flhsmv.gov
Byers	Patricia	Ryder Trauma Center - Miami	pbyers@med.miami.edu
Capellan	Degino	Ryder Trauma Center - Miami	d.capellan@med.miami.edu
Carle	Adam	AAA Auto Club South	acarle@aaasouth.com
Cohen	Pete	FDOT	pete.cohen@dot.state.fl.us
Craig	Timothy	Hillsborough County Sheriff's Office	tcraig@hcso.tampa.fl.us
Craven	Lane	Suncoast Safety Council	Lcraven@safety.org
DeSiato	Dominick	Hillsborough County Sheriff's Office	hcsomotor31@hotmail.com
Fox	Blair	U.S. Insurance Services, Inc.	Blair.Fox@assurant.com
Grube	Karl B.	Senior Judge	kgrube@jud6.org
Heery	Fred	Florida Department of Transportation	fred.heery@dot.state.fl.us
Herter	Blake	Bureau of Emergency Medical Oversight (FL DOH)	Blake.Herter@flhealth.gov
Howard	Brandy	Suncoast Safety Council	Bhoward@safety.org
Hydeman	Al	Motorcycle Safety Foundation	ahydeman@msf-usa.org
Kane	Charles	LEL	Kane_Charles@bellsouth.net
Larsson	Kristin	Center for Urban Transportation Research (CUTR) at USF	kristin@cutr.usf.edu
Lee	Chanyoung	Center for Urban Transportation Research (CUTR) at USF	cylee@cutr.usf.edu
Lin	Pei-Sung	Center for Urban Transportation Research (CUTR) at USF	lin@cutr.usf.edu
Martin	Tait	Taproot Creative	tait@taprootcreative.com
McGinnis	Jim	Goldwing Road Riders Association	tiggernroo04@yahoo.com
Montes	Kim	Florida Highway Patrol	KimMontes@flhsmv.gov
Nasrallah	Patti	ABATE	statelegislative@abateflorida.com
Peters	Edie	State Safety Office - Florida Department of Transportation	Edith.Peters@dot.state.fl.us
Provenzano	Joel	FDOT	Joel.Provenzano@dot.state.fl.us
Rhodes	Dan	Hillsborough County BOCC	RhodesD@HillsboroughCounty.ORG
Savidge	Michael	Go For A Ride Magazine	info@gofarmag.com
Schultz	Debbie	Center for Urban Transportation Research (CUTR) at USF	daschul2@cutr.usf.edu
Summers	David	St. Mary's Medical Center	david.summers@tenethealth.com
Vanbeber	Shaun	LEL	sflelvanbeber@aol.com
Victor	Glenn	Florida Safety Council	gvictor@floridasafety.org
Welch	Mark D.	Florida Highway Patrol	MarkWelch@flhsmv.gov

2.0 Presentation Notes – November 13th

Welcome and Coalition Updates – Dr. Pei-Sung Lin & Ms. Edie Peters

- Meeting attendees will review meeting minutes provide any comments/changes to Kristin Larsson.
- Self-introductions

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

- Dr. Lin provided

Motorcycle Education and Injury Prevention Program Update – Dr. Patricia Byers

- Performed a gap analysis to identify existing issues and did a literature review.
- Literature shows that those in prior crashes were less likely to wear helmets. Dr. Byers' study did not find this.
- NIH funded a study on the 'teachable moment', and found that this (provided by healthcare provider) is very important in prevention of recidivism.
- Studied motorcycle crash victims over 18 yrs old with a GCS of 15.
- Found 1.5% recidivism when looking at trauma registry database, but 45% recidivism in the study.
- Trained 1384 paramedics to date on how to treat motorcycle injuries.

Exploring Comparative Validity Testing in FL – Mr. Al Hydeman & Mr. Kip Bickford

- Discussed current status of the BRC program in Florida.

Outreach Event Report – Ms. Deborah Schultz

- Discussed recent events attended by the coalition.
- Had a discussion on upcoming events around Florida.

Media Outreach Opportunities – Mr. Mike Savidge

- Discussed free/low-cost traditional opportunities for advertising: Public Relations/Marketing Firms, Press Releases, Local Newspapers & Television Radio(AM&FM), Motorcycle Publications, Motorcycle Events, Motorcycle Training Schools, and Civic Club Meetings/Schools/Business Groups
- Online options: Websites, Facebook, Twitter, YouTube, & LinkedIn

Motorcycle Crash Analysis for 2012– Dr. Chanyoung Lee

- Discussed crash statistics for 2012.

**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.

4.0 Presentation Notes – November 14th

House Bill 299 Proposed Impaired Driving Legislation – Judge Karl Grube

- Drugged driving laws operate in at least 12 states with variations of the per se laws in an additional 5 states.
- Under present FL law, there are 2 ways to prove DUI with alcohol: .08 BAC or normal faculties impaired.
- Proposed law: there would still be 2 ways to provide DUI with alcohol, but would change the 'per se' portion of the law. Does not apply to prescribed medications. The law would also expand the definition of controlled substances.
- The coalitions cannot lobby. Anyone in support of this law, can contact Judge Grube kgrube@jud6.org.
- Handouts were given to all coalition members with additional details.

Social Marketing 101 – Dr. Tait Martin

- Dr. Martin presented on social marketing techniques.
- Discussed ideas that will be used in the upcoming Helmet campaign.

Outreach Event Presentation – Mr. Michael Ferriter

- Michael Ferriter presented on the components of the Look Twice for Motorcycles campaign.

Website Linkage – Ms. Deborah Schultz

- Ms. Schultz presented on ideas for linking to the RideSmartFlorida.com website.

Observational & Motorcyclist Survey 2013– Dr. Chanyoung Lee

- Dr. Lee discussed the findings from the 2013 surveys.

Discussion

- Discussed with Al Hydeman about coalition members and other motorcyclists taking a pledge.
- Discussed helmet and PPE usage.

Meeting Schedule Discussion – Ms. Edie Peters

- Next Meeting: 2/19 & 2/20.