Motorcycle Safety Coalition Meeting Report

February 8-9, 2017

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
Christen Miller

Date

February 8-9, 2017

1.0 Attendees

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

Table 1.1 Coalition Meeting Attendees

Last Name	First Name	Agency	Email
Badilla	Alex	Ryder Trauma Center	axb611@med.miami.edu
Byers	Patricia	Ryder Trauma Center	pbyers@med.miami.edu
Cott	Megan	CUTR	mcott@cutr.usf.edu
DeSiato	Dominick	Retired HCSO	hcsomotor31@hotmail.com
DeSiato Jr.	Dominick	HCSO	djdesiat@hcso.tampa.fl.us
Dobbs	Michael	Rider Training	BIkertrainer1@yahoo.com
El-Urfali	Alan	FDOT	
French	Kiatlyn	CUTR	kfrench1@cutr.usf.edu
Harris	Jason	Florida State University	jdharris@fsu.edu
Jang	Si-Won	CUTR	sjang2@cutr.usf.edu
Karimi	Behzad	CUTR	behzad@cutr.usf.edu
Kean	Jeanne	CUTR	jbkean@earthlink.net
Lee	Chanyoung	CUTR	cylee@cutr.usf.edu
Mai	Alan	Bureau of Emergency Medial Oversight	
McGinnis	Jim	Goldwing Rider Assoc.	tiggernroo04@yahoo.com
Mesiner	Philip	FI Dept. of HSMV	
Miller	Christen	CUTR	christen@cutr.usf.edu
Peters	Edie	FDOT	Edith.Peters@dot.state.fl.us
Pretti	John	Motorcycle Training Academy	
Provenzano	Joel	FDOT	Joel.Provenzano@dot.state.fl.us
Regalado	Ginger	FDOT	
Russell	Kellie	CUTR	kellier@cutr.usf.edu
Sheffield	Bret	Florida State University	
Smith	Jeff	Adventure Rider Training	
Takacs	James	CUTR	takacs@cutr.usf.edu
Vanbeber	Shaun	South Region LEL	south@floridalel.info
Welch	Mark	FHP	MarkWelch@flhsmv.gov

2.0 Presentation Notes – February 8th

Welcome and Program Update – Ms. Edie Peters

- Introduction of new members and welcome

Survive the Ride – Alejandro Badilla

- Survive the ride program
- Results
- EMS Motorcycle Trauma Education
- Medical Examiner Fatality Reports
    - ME Reports: Problem Solving
        - Addresses erroneous reporting occasionally found in EMS run reports/LE crash reports
        - Falsely report fatalities
        - County line fatality dilemma
- Outreach

Florida driver Licenses Changes – Mark Welch

- "M" will be under endorsement on the license
- The back of the card will define "M" stating "M- motorcycle"

Program Update – Eddie Peters

- Goal for 2017 is to keep motorcycle fatalities below 450
- 510 motorcycle fatalities in 2016
- A discussion took place about the possible effects on the Motorcycle crash trends
- RideSmart attended the Palm Beach County meeting on January 31, 2017
- Statewide CTST Coalition Meeting on Mar 13, 2017
- Website revisions

Legislative Update – Dr. Patricia Byers

- Identifying and meeting with legislators
    - Representative Hahnsfeldt – Put forth HB 6009 on Motorcycle Safety
    - Looking for other potential support
        - Contacting Senators and Representatives
        - Dr. Byers is meeting with the FMA Leadership
- What has been learned
    - Lesson 1: Name your bill
        - Naming bills after empathetic stories so they carry more weight
    - Have fines from legal penalties benefit a large group
        - The fines go towards motorcycle safety education fund
    - Support bills in traffic safety

Recent Motorcycle Crash Trends in Florida – Dr. Behzad Karimi

- Number of Motorcycle Crashes by Injury Severity
    - Overall the numbers have decreased
- District
    - All the districts had a decrease in fatal crashes
- County (Fatal Crashes)
    - Alachua, Manatee, Polk, Duval, Orange, Hillsborough numbers increased
- County (Proportion of mc fatal crashes to all crash types)
    - Polk county
- County (Proportion of mc fatalities to all traffic fatalities)
    - Hillsborough County has 21% of all the fatalities by county
- Month (Fatal Crashes)
    - February and May had higher numbers than last year
        - Counties with highest fatalities in Feb
            - Palm Beach, Orange, Polk
            - 39% of all fatalities in Feb occurred in these three counties
- Monthly Distribution of Fatalities in Hillsborough, Polk, Duval and Palm Beach Counties
    - Hillsborough had 49,
- Weekday (Fatal crashes)
    - Monday was the highest day for fatalities in 2016
    - Counties with highest fatalities on Monday
        - 32% of all fatalities on Mondays occurred in four counties
    - Counties with highest fatalities on Sunday
        - 37% of all fatalities on Sundays occurred in three counties
- Out of State Motorcyclists (Fatal Crashes)
- Out of State Motorcyclists (By County)
- Single vs. Multiple Vehicle (Motorcycle Fatal Crashes)
    - Single vs. Multiple Vehicle (by county)-2016
- Age (Operator)-2016
    - Ages 18-24 came down in 2016
    - Ages 25-34 had the most fatalities
- Age (Operator)-Fatal Crashes – 2016 (By County)
    - Hillsborough had the most fatal crashes and Pinellas had the least amount of fatal crashes
- Gender (Operator)
    - 96% are male 4% female in 2016
- Motorcycle Body Class
    - Sport bikes are the highest
- Motorcycle Body Class by County
    - Broward county had 70% sport bikes
- Motorcycle Body Class by Age Group (Fatal Crashes-2016)
    - 80% of 18-24 ride a sport bike
- Motorcycle Body Class by Month (Fatal Crashes-2016)

- Dr. Behzad Karimi showed the members 4 different maps that illustrate fatal crashes in all of Florida, Hillsborough County, Duval County and Palm Beach County.

Outreach Update – Dr. James Takacs

- Online Safety Educational Item Order
    - limited orders
        - 30 orders since November coalition meeting
        - Majority from ABATE, Law enforcement, and RiderCoaches
        - Remainder are smaller bike events and individual requests
- Additional Rider Training
    - Promote training
        - Gainesville, Osceola, & Jacksonville - SMART courses
    - FRTP Provider List of RiderCourses
    - FSU Track Day Team
    - Via Facebook and our Website
- Events attended since November
    - Cycle Gear Shop
    - Bucs Fan Zone Event
    - Jags Fan Zone Event
    - Bucs Motorcycle Tailgate
    - Thunder By The Bay
- February & March Events
    - Attend at least 10 events during this grant cycle
        - Bike Night at Quaker Steak & Lube
        - Motorcycle Expo and Bike Builder Invitational
        - Deland Rally
        - Either Sanford or Ocala Bikefest
    - April in Leesburg
        - Gator invited us for a two-day event during Leesburg Bikefest where they will have their own event during the event at the Dealership.
        - This could be advantageous as we may interact with a more select group of our middle and higher target age groups of riders.
- Outreach Plans
    - Cost effective events
    - Limit overnight travel
    - Reach target audience
- Advertising
    - Our magazine advertising in Born to Ride and Full throttle is helping us get the word out about saying no to drinking and riding.
- Small Venues
    - Cycle Gear bike nights are not that well attended
        - Of those few riders who do show up, we are preaching to the choir

  - HOG Chapter meetings are business meetings held to discuss club happenings, group rides, and such.
    - These are regular monthly business meetings that we a have found are very difficult to get into.
- What's Next for Outreach
  - Sport Bikes in high prone areas
  - Saying "NO" to Drinking and Riding
  - Is your chrome more important than your dome?
  - Dr. Takacs asked for the members ideas

Ride Smart Florida advertisements – Eddie Peters

- Billboards
- Radio
- Online

Announcement – Joel Provenzano

- Joel Provenzano Federal Highway Administration (FHWA) is seeking application for a national board. Mr. Provenzano will be applying for the board and will act as a representative for the Coalition. He asked the members to endorse his application. A link will be sent to members.

3.0 Presentation Notes – February 9th

MEPER Update

- Program Purpose
  - Reduce injury and deaths among motorcyclists through promoting voluntary helmet use
  - Created mentorship program based on other government programs
- Background
  - Because the helmet law has been repealed, the MEPER program uses RiderCoaches who teach the BRC
    - RiderCoaches are often respected and trusted by BRC graduates
- Results
  - Successful events and attendance
  - 18 MEPER Meetings were held May-October
  - 33 mentees completed MEPER
  - Data collection
    - Results will be shared in the future
      - Attitudes, beliefs, and helmet use behaviors are surveyed
      - Knowledge of motorcycle safety is tested
- Materials
  - Curriculum
    - 4 lesson plans
    - can be used in any order

        - each lesson plan includes a video, discussion, and educational component
        - One-point skill session videos teach riders motorcycle skills
            - Based on results of recent BRC students
    - Online curriculum
        - Includes video summary of lesson plan
            - Includes a quiz to see if they watched the video and understood the main points
    - Website
        - Available for coalition members
            - Currently being revised; in the future, RiderCoaches will be able to access educational materials
- Evaluation Surveys
    - RiderCoaches (mentors) and students (mentees) can provide feedback on program

Discussion

- Why was there no hands-on riding experience?
    - Sponsors are not encouraging relationship between rider and coach
        - Liability issues

Roundtable Group Discussions & reporting

- Question 1: How can we increase the amount of riders vising our outreach tent?
- Question 2: What do we want to do for May (Motorcycle Safety Awareness Month)?

Survey

- Confidential
- 15 questions
- Will help improve the coalition meetings

Closing statement

- Keep deaths under 450 for 2017!
- Next meeting will use "Tuesday/Wednesday" scheduling

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