Motorcycle Safety Coalition Meeting Report

November 15-16, 2017

Prepared for

Florida Department of Transportation

Prepared by

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

Motorcycle Safety Coalition Meeting Report

August 15-16, 2017

Prepared for

Florida Department of Transportation

Prepared by

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

Meeting notes taken by
Christen Miller

Date

November 15-16, 2017

1.0 Attendees

Table 1.1 Coalition Meeting Attendees

Last Name	First Name	Agency	Email
Babu	Maya	Ryder Trauma Center	maya.babu@jhsmiami.org
Batchelor	Elise	FL Dept. of HSMV	EliseBatchelor@flhsmv.gov
Byers	Patricia	Ryder Trauma Center	pbyers@med.miami.edu
Castillero	Humberto		Humberto.Castillero@dot.state.fl.us
Cott	Megan	CUTR	mcott@cutr.usf.edu
Dobbs	Michael	Rider Training	BIkertrainer1@yahoo.com
El-Urfali	Alan		Alan.El-Urfali@dot.state.fl.us
French	Kaitlyn	CUTR	kfrench1@cutr.usf.edu
Graves	Ray	DHSMV	RayGraves@flhsmv.gov
Liles	Curt		curtl55@live.com
Jang	Si-Won	CUTR	sjang2@cutr.usf.edu
Kean	Jeanne	CUTR	jbkean@earthlink.net
Lee	Chanyoung	CUTR	cylee@cutr.usf.edu
Mai	Alan	Bureau of Emergency Medial Oversight	Alan.Mai@flhealth.gov
Michael	Todd	Broward County Sheriff	Todd_Michael@sheriff.org
Miller	Christen	CUTR	christen@cutr.usf.edu
Mouyid	Islam	CUTR	mouyid@cutr.usf.edu
Peters	Edie	FDOT	Edith.Peters@dot.state.fl.us
Pettit	Rebecca		RebeccaPettit@flhsmv.gov
Pretti	John	Motorcycle Training Academy	Floridasaferider@hotmail.com
Provenzano	Joel	FDOT	Joel.Provenzano@dot.state.fl.us
Rabell	Robb		thesawguide@yahoo.com
Regalado	Ginger	FDOT	Ginger.Regalado@dot.state.fl.us
Reynolds	Wade	MPO	reynoldsw@plancom.org
Riba	Joshua		jriba@jud6.org
Smith	Jeff	Adventure Rider Training	advridertraining@aol.com
Summers	David		dsummers@hcdpbc.org
Takacs	James	CUTR	takacs@cutr.usf.edu
Vanbeber	Shaun	LEL Miami/Fort Lauderdale Area	dist6@floridalel.info
Welch	Mark	FHP	MarkWelch@flhsmv.gov

2.0 Presentation Notes – November 15th

Welcome and Program Update – Edie Peters

- Welcome and introductions were made
- Ms. Peters explained the Program Management plan

Trained with Endorsement vs. Untrained Without Endorsement – Mr. Curt Liles

- Edie Peters introduced Mr. Curt Liles
    - Motorcycle Insurance
        - Why do people have different types of insurance?
    - Training with endorsement vs untrained without endorsement
    - FL Motorcycle Strategic Safety Plan
        - 3.7 Rider training and licensing
            - Develop methods to promote proper motorcycle licensing
- Survey Results
        - 66.7% recreational riders
        - 23% commute
    - Past 12 months
        - 17% rode more than 10K mile
        - 55% rode less than 5 miles
        - 18% rode less than 1k miles
    - 18% have taken follow-on training
- 2008 FL mandates training to receive endorsement
- 1.1m endorsements
- What's the risk
    - Florida has the third highest motorcycle risk
    - 40 times more motorcycle fatalities than car drives
- What are some choices for the untrained, unendorsed rider?
    - MSF Basic Rider Course
        - Has been mandated since 2008 for licensure in FL
    - Adopt BRC2 as license waiver
    - Adopt RRBRC as license waiver
- Another choice made by other states
    - Offer a different curriculum with a new paradigm
        - Total control intermediate riding clinic
        - One-day course (8 hours)
        - Challenging
        - Promise a specific and measureable improvements
    - Provides knowledge test at end of course
    - Skills test are administered at the end of testable modules

- A video was shown about the GEO-Center Motorcycle Training – Intermediate Riding Course – qualifying test
- Florida Statutes allow other curricula
    - 322.025
    - 322.0255
- Legislative change to allow 8-hour course
- Legislative change required to recognize other curricula?
- License Office change required to recognize other curricula?
- USA Insurance one source for insurance needs
- Certification course + fee

A discussion took place about the structure of the course. Class room time vs. ride time. Texas has been doing the one-day course for 2 years.

Florida legislation Update – Ms. Edie Peters

- Florida Senator Keith Perry
    - W. Keith Perry is a Republican member of the Florida Senate
    - He represents the 8th district, encompassing Alachua, Putnam, and part of Marion County in North Central Florida, since 2016
    - Current bills sponsored
- Current Bills Sponsored and Proposed
- Bill of interest: S 346 Motorcycle and Moped Riders
    - What the changes mean
        - Sen. Keith Perry's (R-Gainesville) bill would change the moped rider helmet exemption from 16 to 21.
        - The new bill would require that motorcyclists and "moped drivers under the age of 21" wear helmets. (Scooters under 50cc are included in mopeds.)
        - Any motorcyclist under 21 not wearing a helmet would be charged with a traffic infraction.
        - Moped must display a license plate.
    - If passed, this bill will go into effect on July 1st, 2018
- Senator Keith Perry's contact information
    - Email: Perry.keith.web@flsenate.gov
    - District Office:
      4650 NW 39th Place Suite C
      Gainesville, FL 32606
      (352) 264-4040

2016-2017 Comprehensive Grant Overview (CUTR) – Chanyoung Lee/Mouyid Islam

- Florida County maps that list the motorcycle statistics by county. Will be available online (get website)
- Trend Analysis by Grant Cycle (Oct, 2013 – Jun, 2017)

  - Fatalities
  - Serious Injuries
  - Fatalities and Serious Injuries
  - Fatalities by quarters
  - Serious Injuries by quarters
  - Fatalities and Serious Injuries by quarters
  - Fatalities by Districts (D1 – D7)
- Motorcycle VMT estimation process (State System)
- Trend Analysis by Grant Cycle
  - Motorcycle Fatalities in Florida for 9-Month Analysis (October, 2013 to June, 2017)
  - Motorcycle Serious Injuries in Florida for 9-Month Analysis (October, 2013 to June, 2017)
  - Motorcycle Fatalities and Serious Injuries in Florida for 9-Month Analysis (October, 2013 to June, 2017)
- Dr. Lee showed the Motorcycle Registration vs. Serious Injuries and fatalities by county
  - Serious injuries and fatalities (2014 – 2016 total)
- Estimated DVMT vs. Motorcycle Registration (2014-2016 ave.) at County Level

2017-2018 Media Buy Plan/Outreach Plan Draft (CUTR) – Dr. Lee and Mr. Takacs

- 2016-2017 By the Numbers
  - Four coalition meetings
  - 15 outreach efforts at various events
  - 21,330 FB followers
- Dr. Lee showed a video "The road is not your racetrack"
  - https://www.youtube.com/watch?v=S7RzvXFkRwI
  - Video Pre-roll
    - 1,255,570 impressions / 555 clicks
  - Facebook Results
    - Reached 900,145 people
    - 2,280,557 impressions
    - Received 1,261,891 different post engagements
- Dr. Lee showed a video "Did you Know" – Tampa Bay
  - https://www.youtube.com/watch?v=1fLQtHzugkw
  - Facebook Results
    - Reached 130,655 people
    - Received 136,797 different post engagements
    - Shared 357 times and obtained 114 comments
- Dr. Lee showed a video "Share the road"
  - https://www.youtube.com/watch?v=NttKMmDMT4Q
  - Facebook Results
    - Reached a total of 1,878,115 people
    - 6,533,615 impressions

        - Received 2,445,778 different post engagements
        - Shared 3,980 times and 297 comments
    - Radio Endorsement
        - Soundbites were played for the Coalition
- Billboards
    - One billboard in Miami
- Impaired Motorcyclists Campaign - "Don't be a STAR" video was shown to members
    - Facebook (Biktoberfest)
        - Reached 58,352 people
        - Received 65,135 different post engagements
        - Shared 499 times and obtained 75 comments
    - Facebook (Bikeweek)
        - Reached 222,281 people
        - Received 309,352 different post engagements
        - Shared 2,216 times and obtained 320 comments
    - FB (Throughout the grant cycle)
        - Reached 979,153 people
        - Received 1,268,955 different post engagements
        - Shared 663 times and obtained 210 comments
- Fatality Details
    - 508 total traffic fatalities
    - 470 Driver Fatalities
    - 496 Crashes with Traffic Fatalities

James Takacs provided an update on events & outreach

- 2016-2017 Outreach
    - 16 events
    - 1,109 surveys
    - 9 counties
    - Small venues
        - Limits resources
        - Cost effective
- Additional Rider Training
    - Promote training
    - FRTP provider list or Rider Courses
    - FSU Track Day Team
- Be safe, be seen
    - Increase conspicuity
    - Wear reflective armbands
    - Reflective tape
- Events attended in October
    - SMART challenge
        - Rider Safety

    - Biketoberfest
        - Helmet raffle
            - Quiz to go along with the survey
- Events in November and December
    - Motorcycle Music and More
    - Toy Run
    - Bucs Fan Zone Events
    - Bucs Motorcycle Tailgate
    - Jags Fan Zone Event
- 2016-2017 Event Demographics
    - Low number of sport bikers at the events
    - Large numbers of middle aged riders
- What's next for outreach
    - 2017-2018
        - Online marketing
    - Sport bike riders
- Coloring book for kids to giveaway at events
    - Families
- Advertising
    - Getting our name out there
    - Trigger participation
    - Brand recognition
- How to reach the Sport Bike Riders?
    - Where and when do they meet?
    - What message will resonate?

An idea was presented about sports bike handle advertising at dealerships.

MSSP Emphasis Area working groups round table discussions – Edie Peters

- Members broke into small groups to discuss outreach and social media ideas

MSSP Emphasis Area Working Groups Round Table Discussions:

- Groups got together to decide their emphasis area leaders and MSSP Emphasis Area Updates:
    - Program Management & Evaluation
    - Personal Protective Equipment
    - Operator Licensing
    - Rider Education & Training
    - Rider Impairment & Speeding
    - Legislation & Regulations
    - Roadway Engineering
    - Rider Conspicuity & Motorist Awareness
    - Communications

3.0 Presentation Notes – November 16th

MSSP Emphasis Area Working Groups Round Table Discussions:

- Groups continued to work together to decide their emphasis area leaders and MSSP Emphasis Area Updates:
    - Program Management & Evaluation
    - Personal Protective Equipment
    - Operator Licensing
    - Rider Education & Training
    - Rider Impairment & Speeding
    - Legislation & Regulations
    - Roadway Engineering
    - Rider Conspicuity & Motorist Awareness
    - Communications

Motorcycle Safety Report – Mr. Alan Mai

- Motorcycle Safety Report 2016 changes
    - The code has changed to add more details
        - Transition from ICD-9-CM to ICD-10-CM
- The data results have slightly changed from previous years
- 2016 Motorcycle Traffic Crash Statistics:
    - 39 years is the median age (years) of motorcyclists fatally injured in Florida
    - 34% of motorcyclist fatalities related to traumatic brain injuries
    - 96% of motorcyclists fatally injured in Florida are Florida residents
    - 51% of motorcyclist hospitalizations and ED visits not covered by commercial insurance
    - $5,805.50 is the median hospital charge for motorcyclists treated and released from a Florida ED for treatment of traffic crash injuries
    - $90,369.50 is the median hospital charge for motorcyclists admitted to a Florida hospital for the treatment of traffic crash injuries.
    - $785,934,348.00 is the total hospital charges for motorcyclists treated in a Florida ED or hospital that were injured in a traffic crash.

A discussion took place about deaths on the scene vs deaths in the trauma center and the total cost of patient care while hospitalized.

Roundtable Group Discussion Reporting – Ms. Edie Peters

- Edie asked the groups to share their outreach ideas:
    - Social media contest: Send pictures of you in all your gear
    - Google remarketing adds that include safety adds
    - Hashtags (ex. #motorcyclemondays)
    - County fairs
    - Cost data – use to educate employees

- Shopping cart adds
- Insurance discounts for courses

ABATE of Florida MSAP program – Mr. Robb Rabell (President Southwest Chapter, ABATE of Florida)

- Ms. Edie Peters greeted the guest speakers from ABATE and explained Ride Smart Florida and the Ride Smart Florida Coalition.
- Mr. Robb Rabell – American Bikers Aimed Towards Education (ABATE)
  - One of 22 chapters
- ABATE's goals:
  - To prevent accidents
  - To educate using MSAP programs
  - To promote ABATE and improve motorcycle safety
- ABATE showed a video "Share the Road – Safety Awareness"
  - The video's goal is to teach motorists to be aware of motorcyclists and how to safely interact with the motorcyclist on the road
    - Motorcyclists are family members and friends of other
    - Blinds spots
    - Distracted driving
- ABATE shared another video "Driver Awareness"
  - The video showed three vehicles (motorcycle, car, truck) starting from the same location and going the same speed.
    - It was an exercise of decision making.
    - The time difference and prospective is different when viewing a motorcycle vs. car/truck.
- All about the gear.
- Issues to bring forward:
  - Motorcyclist should have the right away at intersections (avoid right-turn and U-turn right away overlap)
  - Right-away of U-turns on highways and large streets

A discussion took place about Florida laws and ABATE's educational program. Also, a point was brought up about updating the videos. ABATE replied that updating the videos is a priority after they receive more funding.

MSSP Emphasis Area Working Groups Round Table Discussions:

- Edie asked the groups to share their ideas on how to bring down fatalities:
    - Money to renew endorsement
    - Train/test to renew
    - Helmet Law change
    - On scenes first responders training
    - 2 tickets/hour
    - Changing the message
        - If you see a motorcyclist approaching wait for it to pass and never turn left in front of it.
    - Spend more money on messaging
    - Graduated Licensing (Suncoast Brotherhood)
    - Judicial training
    - Statute changes
    - Mandated training for m/c violations
    - Have motorcyclists wearing Ride Smart Florida gear followed by an advertising truck that gets our message on the road.

Future Coalition Meeting Dates and Closing Statements – Ms. Edie Peters

- Jan 30/31 2018
- May 2-3 2018 (Tentative)
- August 7-8 2018 (Tentative)

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