Motorcycle Safety Coalition Meeting Report

May 10-11, 2017

Prepared for

Florida Department of Transportation

Prepared by

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

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Tampa, FL 33620

Meeting notes taken by
Christen Miller

Date

May 10-11, 2017

1.0 Attendees

Table 1.1 Coalition Meeting Attendees

Last Name	First Name	Agency	Email
Batchelor	Elise	DHSMV	EliseBatchelor@flhsmv.gov
Byers	Patricia	Ryder Trauma Center	pbyers@med.miami.edu
Capellan	Degino	Ryder Trauma Center	d.capellan@med.miami.edu
Cott	Megan	CUTR	mcott@cutr.usf.edu
*Cruz	Dave	FL Professional Motorcycle Training	dcruzzin@aol.com
French	Kaitlyn	CUTR	kfrench1@cutr.usf.edu
Fox	Blair	U.S. Insurance Services	blairfox@comcast.net
Graves	Ray	DHSMV	RayGraves@flhsmv.gov
Harris	Jason	Florida State University	jdharris@fsu.edu
Hollingsworth	Lora	FDOT Safety Office	Lora.Hollingsworth@dot.state.fl.us
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	Alan.Mai@flhealth.gov
*Martinez	Janice	Dist 7 Law Enforcement Liaison	Dist7@floridalel.info
McGinnis	Jim	Goldwing Rider Assoc.	tiggernroo04@yahoo.com
Miller	Christen	CUTR	christen@cutr.usf.edu
Peters	Edie	FDOT Safety Office	Edith.Peters@dot.state.fl.us
Pettit	Rebecca	DHSMV	RebeccaPettit@flhsmv.gov
Philips	Michael	AAR Aircraft Services	stevenp44mag@yahoo.com
Pretti	John	Motorcycle Training Academy	Floridasaferider@hotmail.com
Provenzano	Joel	FDOT District 7	Joel.Provenzano@dot.state.fl.us
Regalado	Ginger	FDOT District 7	Ginger.Regalado@dot.state.fl.us
Russell	Kellie	CUTR	kellier@cutr.usf.edu
Sheffield	Bret	Florida State University	bsheffield@fsu.edu
Slater	Keith	Dist 1	Keith.Slater@dot.state.fl.us
Smith	Jeff	Adventure Rider Training	advridertraining@aol.com
Summers	David	HCDPBC	dsummers@hcdpbc.org
Takacs	James	CUTR	takacs@cutr.usf.edu
Welch	Mark	FHP	MarkWelch@flhsmv.gov

*Guest

2.0 Presentation Notes – May 10th

Welcome and Program Update – Edie Peters

- Introduction of new members and welcome
- Lora Hollingsworth, Chief Safety Officer for FDOT, introduced herself and gave an overview of her role at FDOT.
    - Ms. Hollingsworth referred to page 8 in the Florida Strategic Highway Safety Plan
        - She mentioned the Emphasis Areas: "4 Es" – engineering, education, enforcement, and emergency
    - Required to set performance measures for traffic safety
        - Target needs to be zero, although FDOT will still do projections and be sensitive to reality
    - Publish Florida Strategic Highway Safety Plan by June 1, 2017
    - Arrive Alive – FDOT and FHWA are both fully supporting the Arrive Alive program
        - Road Safety Audits (RSA)
        - Audits are done before new projects
- Mark D. Welch – gave an overview on the Arrive Alive program and its history
    - Will be using law enforcement as a force multiplier
    - Finding "hot spots" where there are large numbers of crashes
        - Law enforcement will be spending more time driving through these hot spots
- Edie Peters continued her overview:
    - Proportion of Motorcycle Operator Fatalities by Month
        - March – higher number of fatalities
        - Current projections are showing that motorcycle fatalities will be around 550 by the end of 2017
    - A safety promotion video was published through Facebook during Bike Week 2017
    - It was very viral and well-received by motorcyclists
    - 3.3k shares / 254 comments / 8.8k Likes
        - New Billboard (Watch for Motorcycles)
        - Placed in selected locations in South Florida and Orange County
    - New outreach items were produced
        - Standee Poster
        - Yard Signs
        - Brochure (Fatal Motorcycle Crash Trend and Common Fatal Motorcycle Crashes Scenarios in Florida)
        - Driver Tip card (Watch for Motorcycles)
    - May is motorcycle safety awareness month proclamation event
    - If time permits, group discussion will focus on "speeding" and "unendorsed motorcycle riders"

Survive the Ride – Dr. Patricia Byers

- Cost Burden of Crashes in Florida
    - Additional burdens: life lost, pre-hospital, rehabilitation, or long term care costs
    - Financial burden falls on patients, hospitals, states, and taxpayers; 50% of motorcyclist hospitalizations and ER visits not covered by commercial insurance.
- The Goal
    - Increase PPE usage, prevent initial crashes and recidivism and Improve survival rate of MC and scooter crash victims
        - Intervene by improving prehospital judgement for trauma alert call and reducing triage time
- Project Prevention Strategies
    - PRIMARY PREVENTION: Preventing the crash
        - Including a simulator and educating students & halo effect of secondary and tertiary projects
    - SECONDARY PREVENTION: Preventing recurrent crashes
        - Patient-based program
    - TERTIARY PREVENTION: Mitigating the effects of the crash
        - Prehospital and trauma center education
        - "Stop the Bleed" training for first responders
            - The course is about 1.5 hours long
            - Courses start in June 2017
            - Aims to train the public and provide kits in public locations next to AED boxes and decrease bias in health care professionals
- Patient Crash Intervention
    - Program includes training opportunities, and a systematic review of traffic laws in Florida regarding MC riding
    - More than 1350 motorcycle and scooter crash patients have been screened, with 214 subjects enrolled in our study
- Prehospital Intervention Strategy: Our Goal is to Partner to Decrease Motorcycle ad Scooter Fatalities:
    - A form of tertiary prevention – mitigating the effect of the injury through expedited triage and patient stabilization strategies
    - Goal: directed transport to Trauma Centers based on high suspicion of injury
- Takeaway
    - Impact
        - Our prehospital education and intervention methods can be universally applied
    - Practical Application
        - Legislation takes time, but education can be immediately implemented
        - A discussion took place between the members about sport bike safety and how to change the behavior of sport bike riders

Motorcycle Crash Updates in Florida – Dr. Behzad Karimi

- Number of Accidents by Injury Levels
    - The fatalities have gone up in Q1

    - If current trend continues the numbers will be similar to 2015
- By District
    - Fatal MC Crashes – District 3 had a high increase from 5 in 2016 to 14 in 2017
        - Districts 3, 6 and 7 have the highest number of fatalities
- County
    - All MC Crashes - Volusia, Brevard, Palm Beach, Seminole, and Lake county all have increases
    - Fatal MC Crashes – Broward, Pasco, Miami-Dade, Volusia and Pinellas

- Driver's Action (Fatal and Severe Injury)
    - Multiple Vehicle WHERE MC at Fault – numbers differ but remain similar to previous years
- Motorcycle Body Class
    - All MC Crashes – Sport bikes are on top. Numbers are the same as previous years
    - Fatal Crashes – Sport bikes is down by 15% in 1st quarter 2017

Annual Fatal Motorcycle Crashes at County Level (2003-2005 vs. 2013-2015) chart – Dr. Chanyoung Lee

- Counties in the U.S. have ample amounts of fatal motorcycle crashes. (At least 15+ fatalities per year)
    - 29 counties from the US are listed on the chart
    - 11 of 29 from Florida!
        - All three counties in Tampa Bay are included in the list
    - Number one was Bexar county, TX

Outreach Update – Dr. James Takacs & Katie French

- Online Safety Educational Item Order
    - May is Motorcycle Safety Awareness Month posters and some of our newer tip cards
    - A total of 25 orders filled since our February coalition meeting
- Outreach Activities
    - Cost effective Events
    - Reach target audience
    - Promote additional rider training
- Spring Events
    - Bike Night at Quaker Steak & Lube
    - Motorcycle Expo and Bike Builder Invitational
    - Deland Bike Rally
    - Woman's Day Conference
    - Cycle Gear Bike Night
    - Leesburg Bikefest
- Interactive Activities
    - Adult Learning Model
    - Feedback was positive and this group will definitely go out and spread our message
- Additional Rider Training
    - Promote additional training at every event

  - Gainesville, Jacksonville & Osceola SMART
  - MSF Advanced Rider Courses
  - FSU Track Day Team
- Upcoming Plans
  - Bike Night Events
  - IPTM Symposium on Traffic Safety in Orlando
  - Smart Trainer
  - Riding into History in St. Augustine
- Improving Motorcycle Safety through Ride Smart Florida's Facebook Page
  - Social media's rapid growth has unlocked new opportunities to promote motorcycle safety and help achieve many goals set out in the MSSP.
- Benefits of Social Media Motorcycle Safety Campaign
  - Motorcyclist Facebook use:
    - Over half of surveyed riders reported using Facebook "several times a day"
  - Get feedback and be more "focused" and target specific groups
    - Can be cheaper than traditional advertisements
  - In this grant cycle, Ride Smart Florida uses about 10% on their media budget for social media advertising (Mainly Facebook)
- Using social media to meet MSSP goals
  - Outreach and Safety Information
    - Strategy 1: "ID available outreach tools based on budget, deadlines, objectives, and human and technical resources, including non-traditional types of outreach"
  - Rider training and licensing information
    - Promote training & SMART courses
  - Informal data
    - Provides a "pulse" on what riders think about motorcycle safety
    - Can inform physical outreach efforts
  - Facebook accounts reviewed
    - Looked at post type, reactions, differences between pages, and content type to evaluate social media use
- What is working?
  - The top 10 Ride Smart Florida reactions promoted safe riding and watch/look for motorcycles.
  - Watch/look for motorcycles received the most shares, followed by safe riding strategies.
  - Facebook has been working very affectively because it is working as a social media outlet should and not as a government website
- What is next?
  - Need to design messages that people want to engage and SHARE!
  - Continue promoting resources offered by the coalition and connecting riders to Training and Education

Meeting conclusion – Eddie Peters

- Motorcycle Safety Awareness Month Proclamation Event 2017
    - May 11, 2017 – 8:30 a.m.
    - Motorcycle ride - 9:30 a.m.
    - Press Conference - 10:00 a.m.
    - Edie Peter shared her talking points for the press conference
- Next two meeting will be held on August 15-16, 2017 and November 15-16, 2017

3.0 Presentation/Discussion Notes – May 11th

Overview – Edie Peters

- Explained the riding route to the motorcycle riders.
    - Staggered riding
    - Edie showed a long sleeve Ride Smart Florida t-shirt that members can order
        - A more detailed email will be sent out to the members

Legislative Report – Blair Fox

- Legislation just got out
    - Continue to watch the bills focused on Auto-Insurance

Media relations – Lora Hollingsworth

- Plans for soundbites
- Push "Ride Alive"

**All presentations can be found at https://mc.cutr.us. If you forgot the password, please contact Megan Cott (mcott@cutr.usf.edu)*