FLORIDA MOTORCYCLE SAFETY COALITION

COALITION MEETING REPORT

May 1-2, 2024

PREPARED FOR

Florida Department of Transportation

PREPARED BY

Center for Urban Transportation Research
University of South Florida

Florida Motorcycle Safety Coalition Meeting Report

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Florida Department of Transportation

Prepared by

Center for Urban Transportation Research

3808 USF Alumni Drive,

Tampa, FL 33620

Meeting notes taken by

Savana Wright

Date

May 1-2, 2024

1.0 Attendees

Name	Agency
Lana Lang	ABATE
John Makal	American Legion Riders
Connie Koonce	American Legion Riders
Ted Wiedner	American Legion Riders
Karen Brunelle	Federal Highway Administration
Billy Hattaway	Fehr & Peers
William Minton	Florida Highway Patrol
Chris Craig	Florida Department of Transportation
Erin McDade	Florida Department of Transportation
Edie Peters*	Florida Department of Transportation
James Landini	Florida Department of Transportation
Joey Gordon	Florida Department of Transportation
Joe Glorioso	Florida Department of Transportation, District 1
Annely Karron	Florida Department of Transportation, District 2
Colin Garder	Florida Department of Transportation, District 7
Wyatt Liptak	Florida Department of Transportation, District 7
Justin An	Florida Department of Transportation, District 7
Leilani Gruener	Florida Highway Safety and Motor Vehicles
Mark Welch	Florida Highway Safety and Motor Vehicles
John Pretti	Florida SafeRider Inc. Motorcycle Training Academy
Jason Vance	Hillsborough County Sheriff's Office
Amber Simmons	Hillsborough Transportation Planning Organization
Mark Parco	Harley-Davidson Riding Academy
Megan Hawkins	HCA Florida Blake Hospital
Janice Martinez	Law Enforcement Liaison, District 1
Shaun VanBeber	Law Enforcement Liaison, District 6
James Reiser	Law Enforcement Liaison, District 7
Jordan Welniak	Quest Marketing and Communications
Joel Provenzano	Retired (FDOT)
Patricia Byers	Ryder Trauma Center – Miami
Leslie Rodriguez Mir	Ryder Trauma Center – Miami
Susan Fowler	Steel Horse Motorcycle Training
Andrew Spenik	Suncoast Brotherhood
Roy Paz	Tampa Police Department
Chanyoung Lee	USF Center for Urban Transportation Research
Elizabeth Chedester	USF Center for Urban Transportation Research
Jamie Bohn	USF Center for Urban Transportation Research
Julia De Paula Silva	USF Center for Urban Transportation Research
Michael Dobbs	USF Center for Urban Transportation Research
Savana Wright	USF Center for Urban Transportation Research
Siwon Jang	USF Center for Urban Transportation Research
Xiaoyuan Zhao	USF Center for Urban Transportation Research

* Florida Motorcycle Safety Coalition Program Manager

2.0 Meeting Summary

From May 1-2, 2024, the Florida Motorcycle Safety Coalition (FMSC) held its second meeting for the 2023-2024 grant cycle. The May 2024 Coalition Meeting was open to all members, guests, and the public. The annual FMSC Emphasis Area Leader's Meeting was held on May 1st, 2024, prior to the May FMSC meeting. All meetings were held at the University of South Florida, Center for Urban Transportation Research (CUTR).

Emphasis Area Leader's Meeting (May 1st): The annual Emphasis Area Leader's Meeting was held in the morning prior to the May FMSC Coalition Meeting. Leaders from each area received updates and engaged in conversation about their group's tasks considering the NHTSA Motorcycle Safety Program Assessment Recommendations. Ms. Edie Peters, FDOT, presented all recommendations, then the group discussed what items applied to each emphasis area. The leaders were provided with instructions on how to lead their respective groups in discussions to update tasks in the Motorcycle Safety Strategic Plan (MSSP) Business Plan. The meeting concluded with an open discussion about priorities for the next five years.

Day One (May 1st): The first half of the May Coalition Meeting was held in the afternoon of Day One. Ms. Edie Peters welcomed the Coalition and gave a presentation providing updates on key coalition achievements in the 23-24 Grant Cycle as well as an overview of current Motorcycle Safety Month programs. Officer Roy Paz, Tampa Police Department, presented on "Operation Ride SMART," a ride put on by Florida motor unit officers to bring attention to motorcycle safety during Motorcycle Safety Awareness Month. Next, Dr. Chanyoung Lee, CUTR, presented the latest crash data. Last, Ms. Peters presented the results of the 2024 NHTSA Program Assessment and instructed members to break out into their emphasis areas to discuss recommendations and identify new strategies. The group reconvened for a large group discussion. Day 1 concluded with a public comment period.

Day Two (May 2nd): On Day Two, general announcements were made by Ms. Edie Peters. Then, members broke out into their emphasis areas to continue to review the MSSP business plan and discuss action items based on the 2024 NHTSA Program Assessment. The groups reconvened and reported their findings to the Coalition. Next, Ms. EJ Chedester, CUTR, and Mr. Michael Dobbs, CUTR, presented on outreach efforts. The meeting concluded with a public comment period and the presentation of upcoming meeting dates.

Figure 1. May 2024 Florida Motorcycle Safety Coalition Meeting, Day 1.

Emphasis Area Leader Meeting
Wednesday, May 1, 2024 (8:00 am – 11:00 am)

Time	Topic	Speaker(s)
8:00-8:15 am	Emphasis Area Leaders Welcome & Introductions	Edie Peters
8:15-9:00 am	Annual Florida Motorcycle Safety Program Review	Edie Peters
9:00-10:00 am	NHTSA Motorcycle Safety Program Assessment Overview	Edie Peters
10:00-10:15 am	Break	
10:15-11:00 am	Goals and Objectives for FY 2024/2025 Discussion	N/A

Florida Motorcycle Safety Coalition Meeting: Day 1
Wednesday, May 1, 2024 (1:00 pm – 5:00 pm)

Time	Topic	Speaker(s)
1:00-1:15 pm	Welcome & Introductions	Edie Peters
1:15-1:45 pm	Program Accomplishments and Updates	Edie Peters
1:45-2:00 pm	Operation Ride SMART Overview	Roy Paz
2:00-2:30 pm	Florida Motorcycle Crash Data Update	Dr. Chanyoung Lee
2:30-2:45 pm	Break	
2:45-3:15 pm	NHTSA Motorcycle Safety Program Assessment Overview	Edie Peters
3:15-4:15 pm	Emphasis Area Breakout Session 1: MSSP Discussion & Updates	N/A
4:15-4:45 pm	Group Discussion	N/A
4:45-5:00 pm	Public Comment Period & Day 1 Close Out	N/A

Florida Motorcycle Safety Coalition Meeting: Day 2
Thursday, May 2, 2024 (8:30 am – 12:30 pm)

Time	Topic	Speaker(s)
8:30-8:45 am	Review of Day One	Edie Peters
8:45-10:15 am	Emphasis Area Breakout Session 2	N/A
10:15-10:30 am	Break	
10:30-11:15 am	Report Out and General Discussion from EA Breakout Sessions	N/A
11:15-12:00 pm	Motorcycle Outreach Update	Michael Dobbs & EJ Chedester
12:00-12:30 pm	Future Coalition Meeting Dates, Closing Statements, & Public Comment Period	Edie Peters

3.0 Coalition Meeting Notes

May 1st, 2024

Figure 2. Emphasis Area Leaders discussing NHTSA Assessment recommendations.

Emphasis Area Leader's Meeting

Leaders from each area received and provided updates on Coalition activities since the November meeting and engaged in conversation about their group's achievements and goals in light of the new recommendations from the 2024 NHTSA Program Assessment. The leaders were provided with a worksheet containing each NHTSA recommendation with space for notes and comments. Leaders were also provided with a blank version of the Motorcycle Safety Strategic Plan - business plan, with room to add new tasks based on relevant recommendations. The leaders reviewed each recommendation from the Assessment Report and discussed what items were applicable to their group's efforts. Leaders were instructed on how to lead their groups in the review and update of their MSSP business plan.

Florida Motorcycle Safety Coalition Meeting: Welcome and Program Updates – Ms. Edie Peters, FDOT

Ms. Edie Peters, FDOT, opened the FMSC meeting with introductions. All attendees were provided with an assessment matrix, and all leaders were given the latest copy of the MSSP Business Plan and copies of the MSSP Business Plan worksheet.

Ms. Peters provided an overview of all efforts to promote Motorcycle Safety Month, for May 2024. Like previous years, the Sunshine Skyway Bridge was lit "RSF High-Viz" green for the first week of May. Concurrently, the Endorsement and Beyond (EAB) tuition subsidy program is underway, in order to promote advanced motorcycle training. Participants can receive $100 off advanced training at five participating locations until the end of May. The CUTR team is collecting survey data from program participants. The RSF program has also made a concerted media effort for Motorcycle Safety Awareness Month, assembling all relevant materials on the RSF website 'May Media Page.' The team distributed over 500 Watch for Motorcycles yard signs for May. Next, an overview of emphasis area achievements was provided to the group:

- **Advocacy & Policy** presented vehicle definition challenges to FDOT leadership and updated its policy positions to improve clarity by recommending the removal of the current 50cc threshold from the Florida Statutes.
- **Communications and Outreach** updated the Ride Smart Florida website to reorganize sections by emphasis area. The motorcycle safety "activity book" for children was also updated. The May Media Packet webpage, located on the RSF website (www.ridesmartflorida.com/may) was

updated, and over 500 'Watch for Motorcycles' yard signs were distributed for the month of May. The team attended 17 in-person outreach events.

- **Data & Analysis** update county-level crash facts. Dr. Chanyoung Lee, CUTR, also presented on "Motorcycle Registration and Motorcyclist Fatalities in the U.S." at the Lifesavers Conference in Denver, CO. Dr. Lee also presented at the AAA Safe Systems Conference in Miami, FL.
- **Law Enforcement** provided SMART agencies with updated materials and results from the SMART Course student surveys from the previous grant cycle. The team also presented its Motorcycle Safety for Law Enforcement slides at the Florida Highway Patrol Academy. The presentation also included motorcycle crash scene investigation information and a field exercise component where trainees were coached on how to interact with motorcyclists and how to identify violations specific to motorcyclists.
- **Rider Licensing and Training** started the Endorsement and Beyond Program to celebrate "May is Motorcycle Safety Awareness Month." Five training schools are participating in the program. The team is also working with Broward County to add a SMART Course training location for the 24-25 grant cycle.
- **Roadway Engineering** scheduled a presentation at the FDOT Transportation Symposium. Updates were also made to the Engineering section of the Ride Smart Florida website. The Motorcycle Safety and Engineering PowerPoint is now available for download on the webpage.
- **Trauma & Emergency Services** developed a new helmet removal sticker poster and tip card for display at dealerships. The card contains a link to the safe helmet removal video.

Full presentation available here: May Welcome & Program Updates *(no one may alter, edit, or change)*

Operation Ride SMART – Officer Roy Paz, Tampa Police Department

Officer Roy Paz, Tampa Police Department, presented on "Operation Ride SMART" a media event and group ride scheduled for May 5th to encourage training and bring attention to motorcycle safety. Law enforcement agency motor units from the regions that offer SMART Course Programs will participate in the ride, including: (1) Tampa Police Department, (2) Hillsborough County Sheriff's Office, (3) Collier County Sheriff's Office, (4) Palm Beach Sheriff's Office, (5) Jacksonville Sheriff's Office, (6) Gainesville Police Department, and (7) Osceola County Sheriff's Office. The ride will consist of over 1,000 miles, with each agency riding close to 600 miles each to represent the number of motorcyclists' lives lost annually in Florida. Press conferences will occur throughout the ride to bring media attention to motorcycle safety.

Figure 3. Officer Roy Paz presenting on Operation Ride SMART Initiative.

Full presentation available here: Operation Ride SMART *(no one may alter, edit, or change)*

Florida Motorcycle Crash Data Update – Dr. Chanyoung Lee, CUTR

Dr. Chanyoung Lee, CUTR, presented the latest Florida motorcycle crash data. Motorcycle fatality numbers exceeded 600 from 2021-2023*. Motorcycle registrations continue to increase, but fatalities per registered motorcycles in the state also increased. Florida is consistently among the top states for motorcycle fatalities, observing a 41.2% increase from 2010-2012 to 2020-2022. In the past 10 years, Florida observed a larger increase in fatalities among riders aged 30-49 when compared to other age groups. Helmet usage among this group also went down about 10%. Speeding, impaired riding, and not wearing proper safety gear were the top risk factors. Mr. Wieder, American Legion Riders, asked if it was possible to determine how many crashed individuals were a part of a group ride. Information would be available in the details of a crash report, but it would be difficult to filter data specifically by a rider's participation in a group ride.

Full presentation available here: Florida Motorcycle Crash Update *(no one may alter, edit, or change)*
**2023 data is considered preliminary*

Florida Motorcycle Safety Program Assessment Overview – Ms. Edie Peters, FDOT

Ms. Edie Peters, FDOT, provided an overview of the recent NHTSA Florida Motorcycle Safety Program Assessment. The Assessment team consisted of five motorcycle safety experts and an administrative professional. Interviews of Coalition members and traffic safety professionals occurred over the course of five days. The assessment team was highly complementary of the program and provided key feedback within each assessment emphasis area. Next, Ms. Peters explained that the Coalition would break out into their emphasis area groups to review all recommendations and identify recommendations that could be adopted by their group. Each Coalition member was provided with an assessment recommendations worksheet with space for notes, along with their section of the MSSP business plan strategies and tasks with room for adding tasks as needed.

Full presentation available here: Florida Motorcycle Safety Program Assessment Overview *(no one may alter, edit, or change)*

Figure 4. Communications Emphasis Area meeting in a breakout session.

Emphasis Area Breakout Session One

Coalition members broke out into their respective groups to review recommendations from the NHTSA Assessment and identify items that could be adopted by their group. Each group took notes on their suggested changes.

Closing Statements – Ms. Edie Peters, FDOT

Ms. Edie Peters, FDOT, led the group in a general discussion to close out the meeting. The group discussed the issue of the widely used "Watch for Motorcycles" message. Dr. Chanyoung Lee, CUTR, presented concerns over the actual impact of this messaging and the need to re-frame the message to resonate more with drivers who may have negative perception of motorcyclists. The floor was opened for questions and comments from the public. No additional comments were made.

May 2nd, 2024

Day Two Welcome & Coalition Emphasis Area Updates – Ms. Edie Peters, FDOT

Ms. Edie Peters, FDOT, welcomed the Coalition back for Day Two. Ms. Peters reminded members of their objectives for discussing and updating their emphasis area's plan, and instructed members to reform their groups and finalize their discussions from Day One. Ms. Peters requested that each group return to the large group discussion with three key tasks for their emphasis area to pursue.

Full presentation available here: Day 2 Welcome and Introduction *(no one may alter, edit, or change)*

Emphasis Area Breakout Session Discussions

Upon returning from their emphasis area breakout sessions, each area leader provided the coalition with a summary of their group's discussions.

- **Advocacy & Policy** will continue to research and monitor legislative issues related to motorcycle safety. Where needed, model language documents will be created, updated, or revised. The group discussed working with traffic safety agencies and rider groups to address identified issues in the legislation.
- **Communication** wants to pursue tasks to promote judicial education by revising the bench guide that had been developed by the coalition for judges. The team also wants to improve collaboration and sharing of materials/messaging with sister agencies. Last, the team would like to focus on updating motorist awareness campaigns to improve resonance with drivers.
- **Data & Analysis** discussed increasing their involvement with the Traffic Records Coordinating Committee (TRCC), by attending meetings. The group also discussed plans to improve motorcycle Vehicle Miles Traveled (VMT) counts using "motorcycle only" counters, similar to what is being used for bicycles. The team will continue to issue its annual survey. Last, the team discussed working with the DUI Coalition to improve impaired driving data quality.

- **Law Enforcement** is finalizing and seeking approval for the Motorcycle Safety Guide for Law Enforcement presentation to be used statewide in LEL meetings. The group will continue to provide motorcycle safety materials to agencies and would like to pursue the idea of issuing a law enforcement survey.
- **Rider Licensing and Training** will pursue the NHTSA recommendation regarding providing an accessible motorcycle handbook. Currently, the Motorcycle Safety Foundation handbook is the only literature available and is provided behind a paywall. The team will also focus its efforts on fixing Florida Administrative Code 15-A-12, which is outdated. Lastly, the team will continue to push out its endorsement letter and tip card every two years.

Figure 5. Law Enforcement Emphasis Area Break Out Session.

Figure 6. Trauma and EMS group reviewing their MSSP business plan.

- **Roadway Engineering** overhauled their MSSP Business Plan to organize tasks within three categories: (1) Research, (2) Application, and (3) Outreach. The team has scheduled interim meetings leading up to the August meeting to further update its goals and streamline the plan.
- **Trauma and Emergency Services** discussed expanding first responder training to the West Coast of Florida as well as offering training to motorcycle rights groups. The team also wants to conduct new and expended research including a deep dive into unidentified toxicology data, older adult injuries, response times to crashes, and an evaluation of medical examiner office reporting for trauma investigations. The team also identified a new strategy to look at motorcycles vs. scooter crash injuries.

After groups presented their action items, Jordan Welniak, Quest Marketing Inc., shared that the Florida Motorcycle Safety and Education Program has been working on building the infrastructure of their program, including branding and direction. Their group is in the research and development phase and seeking to conduct market research through a user survey. They have developed a website (FL-MSP.com) and are working on increasing their digital media presence. The Quest team is open to comments and feedback.

Outreach Update – Ms. EJ Chedester & Mr. Michael Dobbs, CUTR

EJ Chedester, CUTR, demonstrated the Ride Smart Challenge to the Coalition. The outreach messaging is focused on the Ride "SMART" messaging and personal responsibility. The team seeks to educate and engage with the community by utilizing materials and "swag" to encourage visibility and memorability. The outreach team attended Daytona Bike Week for ten days, recording 535 surveys completed and engaging in conversations with many more riders. Ms. Chedester noted an increase in the trike rider population at events. She also presented observed knowledge gaps from the Ride Smart Challenge. Common missed questions revolve around who is at fault in a motorcycle crash, Florida's helmet law, insurance requirements, likelihood of injury/fatality in crashes, high-side crashes, front brake use, and other myths. The staff frequently hears positive feedback on the SMART Course. ABATE, American Legion Riders, Halifax Health, HCA Healthcare, and FDOT D5 were partnering organizations this grant cycle. In July, the team will attend the Conference of County Court Judges of Florida and the Florida Law Enforcement Traffic Safety Challenge event.

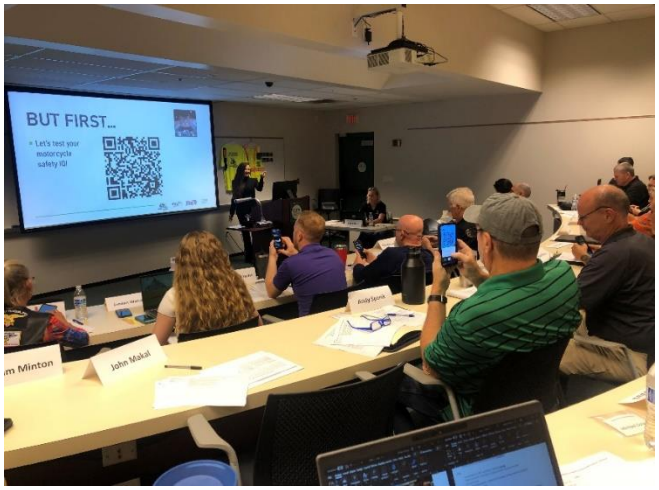

Figure 7. Ms. Chedester showing the Coalition the Ride Smart Florida Challenge.

Next, Mr. Michael Dobbs, CUTR, provided an overview of a recent outreach effort at the Florida Highway Patrol (FHP) Academy. Mr. Dobbs and Dr. Lee, CUTR, were joined by Clay Murphy, a retired motor officer and Al Baxter, a motorcycle crash investigator, to present motorcycle safety topics to FHP Recruits for a four-hour training block. The presentation covered aerial enforcement, motorcycle crash statistics, motorcycle crash investigations, enforcement of laws pertaining to motorcycles, and an outdoor field exercise. The Coalition was shown footage from the presentation, including the field exercises, where recruits practiced stopping a motorcycle. Mr. Dobbs invited Mr. Shaun VanBeber, LEL D6, to demonstrate the Law Enforcement Guide for Motorcycle Safety presentation to the Coalition. The presentation was shown to recruits but will also be used by LELs moving forward. Overall, the FHP presentation and demonstration was well-received by FHP officials. The group was invited back to present again.

Full presentations available here:

1. Outreach Update *(no one may alter, edit, or change)*
2. Law Enforcement Guide for Motorcycle Safety Efforts *(no one may alter, edit, or change)*

Meeting Closing Statements – Ms. Edie Peters, FDOT

Ms. Edie Peters, FDOT, closed out the meeting with a reminder about upcoming Coalition meeting dates. The floor was opened for questions and comments from the public. No additional comments were made.

Next meetings:

- August 20th-21st, 2024
- November 6th-7th, 2024