FLORIDA MOTORCYCLE SAFETY COALITION

COALITION MEETING REPORT

August 20-21, 2024

PREPARED FOR

Florida Department of Transportation

PREPARED BY

Center for Urban Transportation Research
University of South Florida

RIDE SMART FLORIDA

FDOT

TARGET ZERO FATALITIES & SERIOUS INJURIES

CUTR

Florida Motorcycle Safety Coalition Meeting Report

August 20-21, 2024

Prepared for

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

August 20-21, 2024

1.0 Attendees

Name	Agency
Lana Lang	American Bikers Aimed Toward Education (ABATE)
Connie Koonce	American Legion Riders
Ted Weidner	American Legion Riders
Juan Barros	Broward County Sheriff's Office
Todd Michael	Broward County Sheriff's Office
Tess Schwartz	City of Lakeland Traffic Operations
Billy Hattaway	England-Thims & Miller, Inc.
Karen Brunelle	Federal Highway Administration
William Minton	Florida Highway Patrol
Alexis DiBlanda	Florida Department of Health
Chris Craig	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
Carolina Sanchez	Florida Department of Transportation, District 4
Daniel Sanchez	Florida Department of Transportation, District 4
Paula Scott	Florida Department of Transportation, District 4
Shieda Castillo	Florida Department of Transportation, District 6
Colin Garder	Florida Department of Transportation, District 7
Cali Bogan	Florida Department of Transportation, District 7
Peter Hsu	Florida Department of Transportation, District 7
Mark Welch	Florida Highway Safety and Motor Vehicles
John Pretti	Florida SafeRider Inc. Motorcycle Training Academy (Retired)
Judge Richard Prince	Florida's 10th Judicial Circuit
Cameron Sinclair	Hillsborough County Sheriff's Office
Jason Vance	Hillsborough County Sheriff's Office
Amber Simmons	Hillsborough Transportation Planning Organization
Mark Parco	Harley-Davidson Riding Academy
Michael Ross	HCA Florida Healthcare Hospital
Randi Lippy	HCA Florida Healthcare Hospital
David Vargas	Latin American Motorcycle Association
Shaun VanBeber	Law Enforcement Liaison, District 6
James Reiser	Law Enforcement Liaison, District 7
David Ennis	Marco Island Police Department
Jordan Welniak	Quest Marketing and Communications
Joel Provenzano	Retired (FDOT)
Patricia Byers	Ryder Trauma Center – Miami
Mark Fowler	Steel Horse Motorcycle Training
Susan Fowler	Steel Horse Motorcycle Training
Andrew Spenik	Suncoast Brotherhood
Roy Paz	Tampa Police Department

Demetrius German	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
Michael Dobbs	USF Center for Urban Transportation Research
Odlanier Pena-Moulier	USF Center for Urban Transportation Research
Sam Huynh	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
Young Keun Yang	USF Center for Urban Transportation Research

* Florida Motorcycle Safety Coalition Program Manager

2.0 Meeting Summary

From August 20-21, 2024, the Florida Motorcycle Safety Coalition (FMSC) held its final meeting for the 2023-2024 subgrant cycle. The August 2024 Coalition Meeting was open to all members, guests, and the public. All meetings were held at the University of South Florida, Center for Urban Transportation Research (CUTR).

Day One (August 20th): The first half of the August Coalition Meeting was held in the afternoon of Day One. Ms. Edie Peters, FDOT, welcomed the Coalition and gave a presentation, providing updates on key coalition achievements since the May 2024 meeting. Dr. Chanyoung Lee, CUTR, presented the latest motorcycle crash data for the state of Florida. Next, Mr. James Landini, FDOT, provided an overview of recent motorcycle roadway engineering efforts, and Mr. Peter Hsu, FDOT District 7, presented a surface friction study conducted by the FDOT D7 office. Last, Ms. Peters presented Ride Smart Florida paid media assets used during the 23-24 subgrant cycle to solicit feedback from the Coalition. The group discussed the Safe Systems Approach and how to apply the framework to motorcycle safety.

Day Two (August 21st): On Day Two, Ms. Edie Peters made general announcements. Ms. Savana Wright, CUTR, provided social media analytics for the 2023-2024 subgrant cycle. Dr. Siwon Jang, CUTR, provided an overview of motorcycle safety educational material distribution efforts. Then, the Coalition broke out into emphasis area groups to discuss their 2024-2025 MSSP business plan and how each strategy and task fit into the Safe System Approach framework. The groups reconvened and reported their discussions to the Coalition. The meeting concluded with a public comment period and a reminder of the next meeting dates.

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

Florida Motorcycle Safety Coalition Meeting: Day 1
Tuesday, August 20, 2024 (1:00 pm – 5:00 pm)

Time	Topic	Speaker(s)
1:00-1:25 pm	Welcome & Introductions	Edie Peters
1:25-2:00 pm	FY 23-24 Florida Motorcycle Safety Programs Update	Edie Peters
2:00-2:30 pm	Florida Motorcycle Crash Update	Dr. Chanyoung Lee
2:30-2:45 pm	Break	
2:45-3:15pm	Roadway Engineering Update	James Landini & Peter Hsu (D7)
3:15-3:45 pm	Paid Media Asset Review and Discussion	Edie Peters
3:45-4:45 pm	Group Discussion: Strategic Planning	
4:45-5:00 pm	Public Comment Period & Closing Statements	Edie Peters

Florida Motorcycle Safety Coalition Meeting: Day 2
Wednesday, August 21, 2024 (8:30 am – 12:30 pm)

Time	Topic	Speaker(s)
8:30-9:00 am	Review of Day One and Discussion	Edie Peters
9:00-9:20 am	FY 2023-2024 Social Media Overview	Savana Wright
9:20-9:45 am	Motorcycle Safety Educational Material Distribution	Dr. Siwon Jang
9:45-10:00 am	Break	
10:00-11:15 am	Emphasis Area Breakout: MSSP Discussion & Strategic Planning	
11:15-12:00 pm	Report Out/Group Discussion	
12:00-12:30 pm	Future Coalition Meeting Dates, Closing Statements, & Public Comment Period	Edie Peters

3.0 Coalition Meeting Notes

August 20th, 2024

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 a copy of the FY24-25 MSSP Business Plan.

Ms. Peters provided an overview of the Coalition's efforts since the May 2024 meeting:

- **Advocacy & Policy** updated a draft of existing Bench Guide for judges. The team also attended the Conference of County Court Judges in July. Approximately 200 judges attended the conference. The team contacted several judges who have an interest in motorcycle safety. Ride Smart Florida was invited back for the event next year.
- **Communications and Outreach** distributed educational materials, including packets to Florida high schools' Driver Education Licensing Assistance Program (DELAP) teachers for motorcycle safety education. Monthly social media calendars were created and submitted to FDOT for approval. The team continued its efforts to work with motorcycle groups and clubs to educate riders. The CUTR team also held a scooter safety photoshoot for use in educational campaigns targeting scooter and moped riders. Last, the team shared upcoming outreach event opportunities and encouraged Coalition members to volunteer.
- **Data & Analysis** is overseeing two online surveys to collect drivers' and riders' opinions and perspectives on motorcycle safety in the state of Florida. The annual Florida Motorcyclist Survey and the Florida Driver Survey will conclude at the end of August.
- **Law Enforcement** attended the 2024 Florida Law Enforcement Traffic Safety Challenge in Orlando, Florida. The team piloted a new Ride Smart Florida Challenge quiz designed specifically for law enforcement personnel. Coalition members were encouraged to try the new challenge.
- **Rider Licensing and Training** oversaw the administration of the 2024 Endorsement and Beyond (EAB) Program. Five sponsors offered the program in four different cities. A total of 82 students were trained under the 2024 EAB program. The annual Florida Rider Training Program (FRTP) Sponsors' Meeting was also conducted. Additionally, social media posts educating riders about increased sanctions for riding without a proper license were shared. The information was also added to the Ride Smart Florida website.
- **Roadway Engineering** presented at the FDOT Transportation Symposium on June 14th in Hollywood, Florida. The engineering group met three times to revise their FY24-25 business plan. The team also met with FDOT Design and Construction about motorcycle warning signs.
- **Trauma & Emergency Services** trained 42 EMS pre-hospital personnel from Broward, 42 high school students, and 30 police officers. The team contacted police departments, EMS agencies, and motorcycle clubs about training opportunities. The team also resumed its patient intervention program.

Full presentation available here: Day 1 Program Updates

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

Dr. Chanyoung Lee, CUTR, presented the latest Florida motorcycle crash data. Dr. Lee highlighted a peak in traffic crashes and motorcycle crashes went up approximately 12% from 2020 to 2021. Following 2021, all traffic crash fatalities decreased, but did not reduce significantly among motorcyclists. The proportion of motorcycle fatalities has also increased. Based on current data, the state of Florida can expect motorcyclists to make up 20% of all traffic crashes in 2024, despite motorcyclists only making up 3% of roadway traffic. The proportion of serious injuries has also increased in Florida. Considering the recent crash data, the Coalition discussed the potential impact of significant population growth observed in the state. At the county level, Broward, Duval, Lee, Sarasota, and Marion experienced a significant increase in motorcycle fatalities from 2017-2019 compared to 2021-2023. The Coalition discussed the issue of locating crashed motorcyclists in time to provide lifesaving care, especially in more rural counties. There was also a slight increase in local-road crashes in recent years. An uptick in fatalities was observed among older riders, and a reduction was observed among younger riders from 2017-2019 compared to 2021-2023. In general, motorcycle speeding in crashes also increased for the same period.

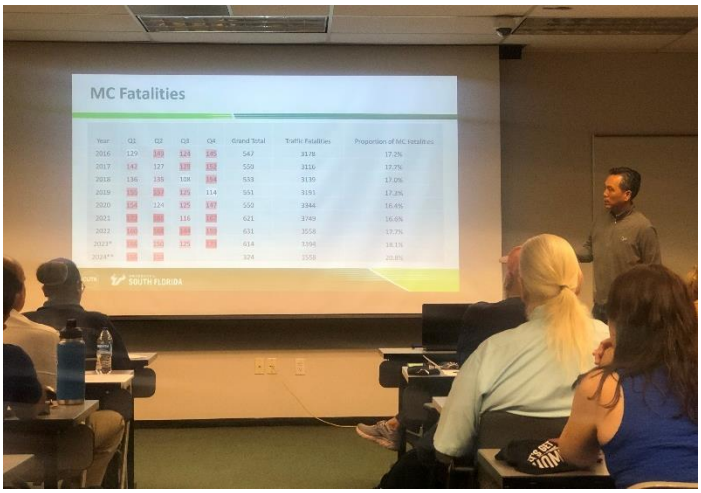

Figure 2. Dr. Lee presenting crash data to the Coalition.

Full presentation available here: Florida Motorcycle Crash Data Update

Roadway Engineering Update – Mr. James Landini, FDOT & Mr. Peter Hsu, FDOT (D7)

Mr. James Landini, FDOT, provided an update on recent motorcycle roadway engineering efforts. The Roadway Engineering group held several meetings to update their 2024-2025 MSSP Business Plan. The Roadway Engineering group's recent efforts included attending workplan meetings with various FDOT departments to get motorcycle safety further incorporated into the Florida Green Book, Florida Highway Sign Library, FDOT Traffic Engineering Manual, MOT Training, FDOT Design Manual, and FDOT Standard Plans & Standard Index. The team submitted a request for new motorcycle-specific signage to be added to the Florida Highway Sign Library. The team also submitted requests for amendments to standard plans and designs to get rub rails used more often to protect motorcyclists from further injury from guardrails. Last, Mr. Landini shared about a recent visit by

Figure 3. Mr. Landini presenting on the latest roadway engineering efforts for motorcycle safety.

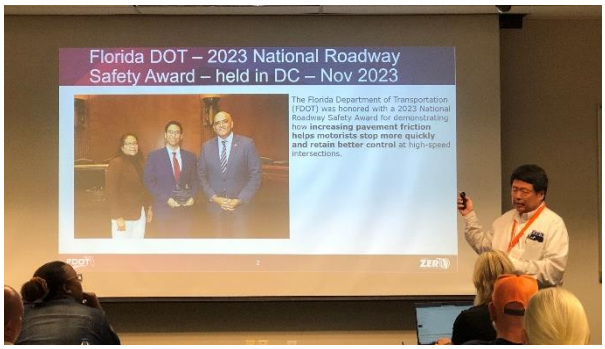

Figure 4. Mr. Hsu presenting findings from a pavement friction study.

the team to the FDOT Sign Shop to explore an idea about utilizing reflective scrap materials from the sign making process to create high-viz and reflective stickers for motorcyclists to add to their gear to improve their visibility. The sign shop provided samples of scrap materials, which were shared with the Coalition. The group discussed that the reflective stickers could be branded with RSF logos and shared at outreach events.

Next, Mr. Peter Hsu, FDOT (D7), presented findings from a pavement friction study conducted in FDOT District 7 to quantify the relationship between pavement characteristics and motorcycle crashes. The study looked at friction, macrotexture, and roughness, measured using a Sideway-force Coefficient Routine Investigation Machine (SCRIM). The study looked at different road facility types and linked the collected friction data with local crash data. The study found a significant reduction of motorcycle crashes in curves, intersections, and tangent segments with higher friction values.

Full presentations available here:
1. Engineering Updates on Motorcycle Safety; 2. Pavement Friction and Motorcycle Safety

Paid Media Asset Review – Ms. Edie Peters, FDOT

Ms. Edie Peters, FDOT, shared all Ride Smart Florida paid media assets used in the 2023-2024 subgrant cycle. Paid media from the previous subgrant cycle included billboards, web banners, radio advertisement, email marketing, and paid social media advertisements for an impaired rider campaign and a driver awareness campaign. Ms. Peters showed all video assets promoted during the subgrant cycle and displayed several design options for an impaired riding billboard advertisement to get the Coalition's feedback.

Full presentation available here: Paid Media Asset Review

Safe Systems Approach Overview and Group Discussion – Ms. Edie Peters, FDOT

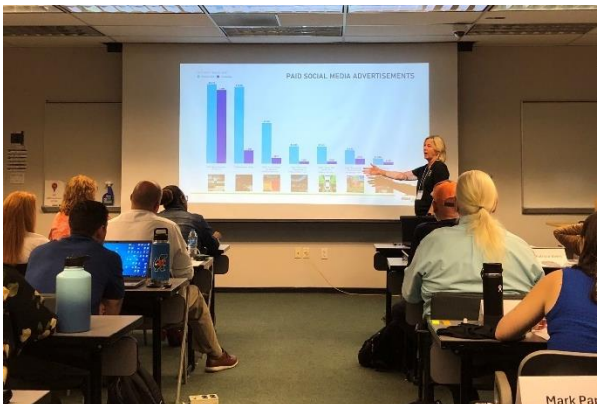

Figure 5. Ms. Peters showing the Safe Systems Approach to the Coalition.

Ms. Edie Peters, FDOT, provided an overview of the Safe Systems Approach and its application to motorcycle safety. Coalition members were provided with a copy of the Safe Systems Approach diagram (FWHA) and the latest copy of the 2024-2025 MSSP Business Plan for review.

Ms. Peters led a general discussion of Safe Systems and instructed the group to think about their business plan within the framework of the Safe Systems Approach. The floor was opened for questions and comments about Day 1 from the public. No additional comments were made.

Full presentation available here: Safe Systems Approach to Motorcycle Safety

August 21st, 2024

Day 2 Welcome & Coalition Emphasis Area Updates – Ms. Edie Peters, FDOT

Ms. Edie Peters, FDOT, welcomed the Coalition back for Day 2. Ms. Peters reminded members of their objectives for discussing and updating their emphasis area's plan based on the Safe Systems Approach.

Full presentation available here: Day 2 Welcome

FY 2023-2024 Social Media Overview – Ms. Savana Wright, CUTR

Ms. Savana Wright, CUTR, provided an overview of social media efforts for the 2023-2024 subgrant cycle. Coalition members were encouraged to follow @RideSmartFL on all platforms and reshare content where possible to improve the reach of educational content. Ms. Wright also explained the development of social media calendar monthly themes. Next, a breakdown of performance metrics for the Ride Smart Florida Facebook and Instagram accounts were presented. Overall, both accounts observed an increase in the total number of followers compared to the previous subgrant cycle. Both accounts had an increase in their brand awareness scores, a score determined by the amount other users mentioning RSF in their own content. While engagement and impressions observed a decrease compared to the last subgrant cycle, Ms. Wright explained that the lower metrics corresponded closely to the amount of advertisement money spent in this subgrant cycle compared to the previous cycle, and that although overall engagement/impressions were down in proportion to spending on advertisement, the organic (non-paid) reach of content had increased during the current subgrant cycle. Ms. Wright also shared the top performing posts from the performance period and noted that posts with an infographic/diagram style graphic received a notable number of organic impressions. Moving forward, the team aims to strengthen its presence on YouTube, with an overall focus on creating video content for all social media platforms to boost reach.

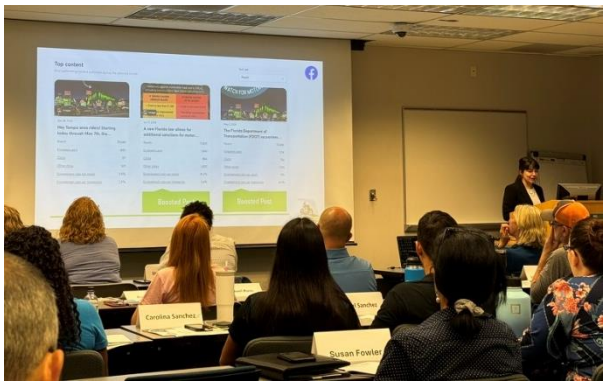

Figure 6. Ms. Wright showing top performing posts on the RSF Facebook.

Full presentation available here: 23-24 Social Media Overview

Motorcycle Safety Educational Material Distribution – Dr. Siwon Jang, CUTR

Dr. Siwon Jang, CUTR, provided an update on Ride Smart Florida's educational material distribution efforts during the 2023-2024 subgrant cycle. Ride Smart Florida maintains an order page on its website for free motorcycle safety educational materials. During the reporting period, RSF completed 879 orders within Florida, containing 19,395 items in addition to continuous distribution of educational materials at motorcycle events and for Law Enforcement agencies. Orders peaked leading up to and during "May is Motorcycle Safety Month," corresponding to the team's promotion of "Watch for Motorcycles" yard signs. Jacksonville, Florida was the top city for order placements (52) and Miami was the top city for the

quantity of materials shipped (5,628). Dr. Jang showed the top ordered items during the subgrant cycle with an overview of feedback from a material satisfaction survey. The top ordered items were Watch for Motorcycles yard signs (green and orange), followed by "Watch for Motorcycles" magnets and bumper stickers.

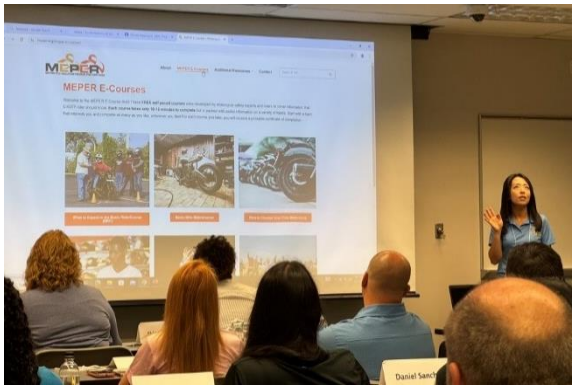

Figure 7. Dr. Jang showing the MEPER website to the Coalition.

To measure stakeholder satisfaction with material distribution efforts, a survey was distributed to recipients of items during the current subgrant cycle. The survey sample was mostly comprised of self-identified motorcycle enthusiasts (41.5%), motorcycle group/club members (27.5%), traffic safety advocates (9.2%), and law enforcement personnel (6.3%). Most respondents had heard about RSF's educational materials through social media or in-person outreach (43% and 24%, respectively). Overall, recipients of educational materials who completed a survey were satisfied with the materials and packaging of their ordered items. Survey respondents also provided ideas for new educational or promotional materials and messaging. Dr. Jang displayed some of the available items and showed the group the package of materials created for Driver Education Licensing Assistance Program (DELAP) teachers in Florida. Dr. Jang also showed the MEPER website to the Coalition. Members recommended adding MEPER courses to the Ride Smart Florida website under the training section.

Full presentation available here: RSF Material Distribution

Emphasis Area Breakout Session Discussions

Members broke out into groups to discuss their section of the MSSP Business Plan and its relationship to the Safe Systems Approach (See figure 7). Upon returning from the breakout sessions, Ms. Jordan Welniak, Quest Marketing Inc., shared a video created by the Florida Motorcycle Safety Program. Next, each area leader provided the coalition with a summary of their group's discussions and an overview of how their tasks and strategies fit into the Safe Systems approach.

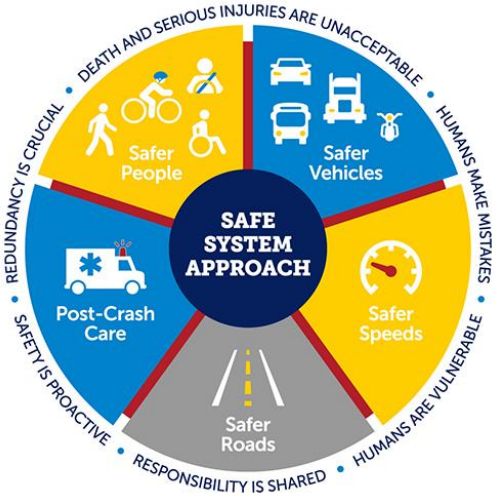

Figure 8. Safe Systems Approach (U.S. Department of Transportation, 2022)

- **Communications** identified younger riders as a target audience to discourage speeding for the "safer speeds" Safe Systems Approach. The team had the idea of targeting young athletes. The group discussed "Don't Kill your Dreams" as a potential tag line for communications. A subset of the group, focusing on outreach, discussed plans for Biketoberfest on October 18th and 19th, 2024. Coalition members who wished to volunteer at the Biketoberfest outreach tent were encouraged to reach out to Ms. Elizabeth Chedester, CUTR, to coordinate their attendance.

- **Data & Analysis** is exploring the idea of developing motorcycle injury surveillance information reports for each county. Currently, the information is available annually at the state level. The team will also investigate weigh stations to determine if they can produce more accurate motorcycle count information. A statewide motorcycle safety fact sheet will be produced.
- **Law Enforcement** reviewed the Safe Systems Approach. The group had the idea to mandate that law enforcement agencies who receive FDOT funding should take the NHTSA Motorcycle Safety Law Enforcement Course. The team also wants to utilize the LEL system to encourage motor officers to take additional training. For "Safer Vehicles," the group also wants to further promote the motorcycle safety checklist.
- **Rider Licensing and Training** concluded that the majority of their MSSP Business plan fit under the Safe System Approach of "Safer People" with some tasks applying to "Safer Roads" and "Safer Speeds." Mr. Mark Welch, FLHSMV, noted that training could be reframed as skill enhancement to better appeal to motorcyclists.
- **Roadway Engineering** discussed items where they could coordinate with other emphasis areas. Most engineering tasks fit under "Safe Roads."
- **Trauma and Emergency Services** tasks fit well under "Post-Crash Care," but the group also discussed providing "Tires & Wheels, Controls, Lights & Electrics, Oil & Fluids, Chassis, and Stands" (T-CLOCS) checklists, as well as looking into crash analysis by vehicle types to support "Safer Vehicles."

Meeting Closing Statements – Ms. Edie Peters, FDOT

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

Next meetings:

- November 6th-7th, 2024
- February 19th-20th, 2025
- April 30th- May 1st, 2025
- August 13th – 14th, 2025