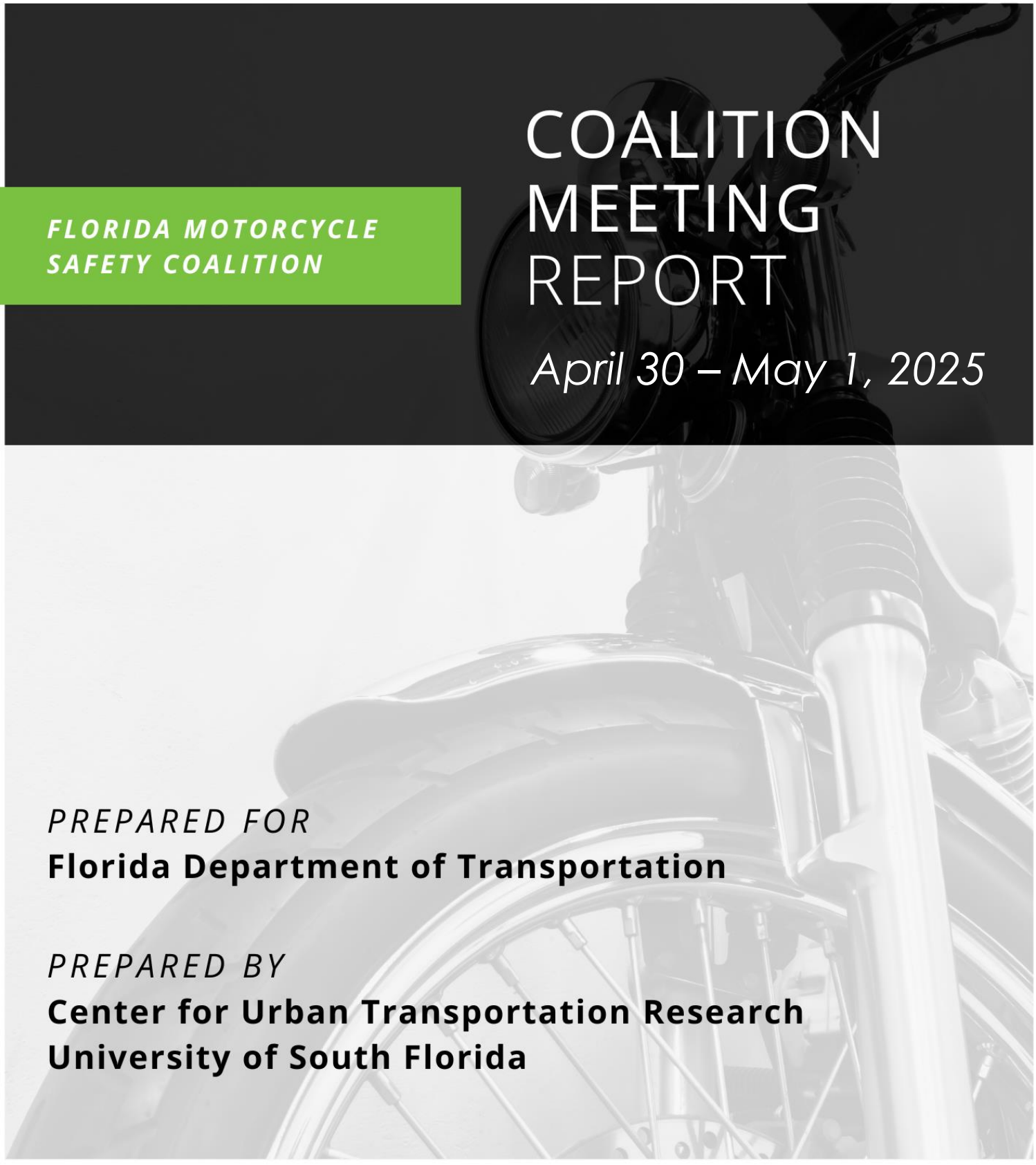
FLORIDA MOTORCYCLE SAFETY COALITION

COALITION MEETING REPORT

April 30 – May 1, 2025



PREPARED FOR

Florida Department of Transportation

PREPARED BY

Center for Urban Transportation Research
University of South Florida

RideSMART FLORIDA

FDOT

TARGET ZERO FATALITIES & SERIOUS INJURIES

CUTR

Florida Motorcycle Safety Coalition Meeting Report

April 30 – May 1, 2025

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

April 30 – May 1, 2025

1.0 Attendees

Name	Agency
Lana Lang	American Bikers Aimed Toward Education (ABATE)
Connie Koonce	American Legion Riders
John Makal	American Legion Riders
Billy Hattaway	England-Thims & Miller, Inc.
William Minton	Florida Highway Patrol
Alexis DiBlanda	Florida Department of Health
Andrew DeVault	Florida Department of Transportation
Brandy French	Florida Department of Transportation
Edie Peters*	Florida Department of Transportation
James Landini	Florida Department of Transportation
Joey Gordon	Florida Department of Transportation
Rhonda Taylor	Florida Department of Transportation
Joe Glorioso	Florida Department of Transportation, District 1
Annely Karron	Florida Department of Transportation, District 2
Shieda Castillo	Florida Department of Transportation, District 6
Cali Bogan	Florida Department of Transportation, District 7
Emmeth Duran	Florida Department of Transportation, District 7
Leilani Gruener	Florida Department of Highway Safety and Motor Vehicles
James Reiser	Florida Law Enforcement Liaison
Shaun Vanbeber	Florida Law Enforcement Liaison
John Pretti	Florida SafeRider Inc. Motorcycle Training Academy (Retired)
Judge Richard Prince	Florida's 10th Judicial Circuit
Michael Dobbs	Jacksonville Motorcycle Safety Training (Retired), Outreach Specialist
Amber Simmons	Hillsborough Transportation Planning Organization
Mark Parco	Harley-Davidson Riding Academy
Ray Ochs	Motorcycle Safety Foundation
Jordan Welniak	Quest Marketing and Communications
Joel Provenzano	Retired (FDOT)
Patricia Byers	Ryder Trauma Center – Miami
Sebastian Meyer	Tampa Police Department
Andy Spenick	Suncoast Brotherhood
Chanyoung Lee	USF Center for Urban Transportation Research
Elizabeth Chedester	USF Center for Urban Transportation Research
Jamie Bohn	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

* The Florida Motorcycle Safety Program Manager

2.0 Meeting Summary

From April 30th to May 1st, 2025, the Florida Motorcycle Safety Coalition (FMSC) held its third meeting for the 2024-2025 subgrant cycle. The May 2025 Coalition Meeting was open to all members, guests, and the public. All meetings were held at the Hyatt Place Tampa Wesley Chapel.

Emphasis Area Leader's Meeting (April 30th): 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 and progress towards addressing the NHTSA Motorcycle Safety Program Assessment Recommendations. Ms. Edie Peters, Florida Department of Transportation (FDOT), presented tasks that were added to the Motorcycle Safety Strategic Plan (MSSP) Business Plan as a result of the Assessment. The leaders were provided with instructions on how to lead their respective groups in discussions to identify priority tasks in the MSSP Business Plan. The meeting concluded with an activity to identify priorities for the remainder of the subgrant cycle and set up goals and objectives for 2025-2026 subgrant cycle.

Day One (April 30th): The first half of the May 2025 Coalition Meeting was held in the afternoon. Ms. Edie Peters welcomed Coalition members and gave a presentation, providing updates on upcoming Motorcycle Safety Awareness Month efforts and other key coalition achievements since the February 2025 meeting. Dr. Chanyoung Lee, Center for Urban Transportation Research (CUTR), presented the latest motorcycle crash data for the state of Florida. Next, Dr. Ray Ochs, Motorcycle Safety Foundation (MSF) shared the latest updates on MSF's efforts and training offerings. Ms. Peters concluded the meeting with a presentation on motorcycle riding retirement.

Day Two (May 1st): On Day Two, Ms. Edie Peters made general announcements. Dr. Siwon Jang, CUTR, presented recent efforts to develop educational materials promoting voluntary motorcycle helmet use. Next, Emphasis Area groups broke out to discuss their action items to implement their Motorcycle Safety Strategic Plan (MSSP) tasks. The meeting concluded with a public comment period and a reminder of the next meeting dates.

Figure 1. May 2025 Florida Motorcycle Safety Coalition Meeting, Day One.

Emphasis Area Leader Meeting: Day 1
Wednesday, April 30, 2025 (8:30 am – 11:30 am)

Time	Topic	Speaker(s)
8:30-8:45 am	Emphasis Area Leaders Welcome & Introductions	Edie Peters
8:45-10:00 am	Annual Florida Motorcycle Safety Program Review	Edie Peters
10:00-10:15 am	Break	
10:15-11:30 am	Goals and Objectives for FY 2025/26 Discussion	N/A

Florida Motorcycle Safety Coalition Meeting: Day 1
Wednesday, April 30, 2025 (1:00 pm – 5:00 pm)

Time	Topic	Speaker(s)
1:00-1:30 pm	Welcome & Introductions	Edie Peters
1:30-2:00 pm	Program Accomplishments and Updates	Edie Peters
2:00-2:30 pm	Florida Motorcycle Crash Data Update	Dr. Chanyoung Lee
2:30-2:45 pm	Break	
2:45-3:30 pm	Motorcycle Safety Foundation Update	Dr. Ray Ochs
3:30-4:15 pm	Aging Rider Presentation	Edie Peters
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 1, 2025 (8:30 am – 12:30 pm)

Time	Topic	Speaker(s)
8:30-8:45 am	Review of Day One	Edie Peters
8:45-9:15 am	Promoting Voluntary Helmet Use in Florida	Dr. Siwon Jang
9:15-10:45 am	Emphasis Area Breakout Session: MSSP Discussion & Updates	N/A
10:45-11:00 am	Break	
11:00-12:00 pm	Report Out and General Discussion from EA Breakout Sessions	N/A
12:00-12:30 pm	Future Coalition Meeting Dates, Closing Statements, & Public Comment Period	Edie Peters

3.0 Coalition Meeting Notes

April 30, 2025

Emphasis Area Leaders Meeting

Figure 2. May 2025 Emphasis Area Leaders Meeting

Leaders from each area received and provided updates on Coalition activities since the February 2025 meeting and engaged in conversation about their group's new goals that stemmed from the 2024 NHTSA Program Assessment. The leaders were provided with a worksheet to record three main tasks for their group to complete by the end of the subgrant cycle and to indicate their group's goals and objectives for FY 25-26. Leaders were also provided with a copy of the latest Motorcycle Safety Strategic Plan (MSSP) Business Plan. The items were discussed by leaders:

- **Program Management** is developing a new Motorcycle Safety Strategic Plan, awaiting state guidance on the Safe Systems Approach. Since the 2024 NHTSA Assessment, Program Management adopted new tasks regarding motorcycle safety related laws and regulations from the dissolved Advocacy and Policy group and is monitoring motorcycle safety legislation.
- **Communications** is reviewing current surveys and presentations for Florida's motorcyclists and motorcycle safety stakeholders. The team is collecting contact information and sharing materials with motorcyclist right groups. RideSMART Florida also partnered with the social media influencer "Doodle on a Motorcycle." The group discussed challenges of collaboration with influencers in the state system and agreed that advocating for influencer involvement would improve impressions and engagement compared to traditional media. The team also produced a motorcycle safety toolkit for partners and explored funding for non-print outreach (e.g., reflective armbands). Last, the team updated the RSF logo and printed RSF brand guides for partnering organizations.
- **Data** updated county-level crash fact sheets and developed a state-level crash data document for 2023, using the most recent finalized state crash data. Dr. Lee and Dr. Byers met with the Florida Department of Health (DOH) about Emergency Medical Services Tracking and Reporting System (EMSTAR) data. Dr. Byers inquired about the status of Medical Examiner offices in every county.
- **Law Enforcement** discussed promoting motorcycle violation enforcement using crash trend data. The group addressed lenient enforcement of motorcycle violations due to agency limitations on vehicle pursuits and the tendency for motorcyclists to evade law enforcement when an attempt to stop is made. Mr. Shuan Vanbeber, Florida Law Enforcement Liaison, indicated that the Florida Highway Patrol's (FHP) pursuit capabilities are also increasingly limited due to the danger of conducting pit maneuvers on motorcyclists. The group discussed challenges in motivating non-riding officers to advocate for motorcycle safety and noted that the future of automated enforcement may address the current challenges related to enforcing motorcycle violations.
- **Rider Licensing and Training** is updating the Florida Motorcycle Operator's Handbook. The Florida Department of Highway Safety and Motor Vehicles (FLHSMV) has prepared endorsement tip cards

and letters to mail to Florida riders who own motorcycles but lack the necessary endorsement. The distribution of these materials is currently on hold, pending a final review by the FLHSMV.

- **Engineering** is working on the Engineering Clearinghouse website content review. Two website sections were completed, with the goal of reviewing two more during the Emphasis Area breakout sessions planned for Day Two of the May FMSC meeting. New language for signs and rubrails was finalized and submitted to FDOT Design and Construction. The team applied to present at the June FDOT Design Symposium. Finally, the group is viewing Survey 123 for reporting hazardous roadway conditions for motorcyclists.
- **Trauma and EMS** met with the Florida Department of Health (DOH) and determined a potential protocol for dispatch to call a trauma alert for motorcycle crashes exceeding 20 mph. They also determined that some areas directly dispatch helicopters. An analysis of a national database of frailty and age was completed, and the team added a frailty score for prospective patients, with 185 screened this year. Further, no correlation between blood thinners and motorcycle crash trauma was discovered in their database. Finally, the team was able to send out an EMS agency survey with new questions included.

Welcome and Program Updates – Ms. Edie Peters, FDOT

Ms. Edie Peters, FDOT, opened the FMSC meeting with introductions. Next, Ms. Peters shared upcoming efforts for Motorcycle Safety Awareness in May. The May campaign includes a social media push to highlight the 'humans under the helmet.' The CUTR team is also distributing "Watch for Motorcycles" yard signs and placing "Watch for Motorcycles" signs at crash locations in the Tampa Bay area. An overview of the Coalition's efforts since the February 2025 meeting was provided:

- **Program Management** is collaborating with CUTR to update the Motorcycle Safety Strategic Plan (MSSP) to incorporate the Safe Systems Approach, with a goal to complete this by the end of the grant cycle. An EA leaders meeting was held, and Brandy French, FDOT, the incoming Motorcycle Safety Program Manager, was welcomed to the team.
- **Communications** deployed a Motorcycle Safety Awareness month plan, including a new logo, social media assets, and a yard sign distribution strategy. The team also completed monthly social media calendars and submitted them to FDOT for approval. RideSMART Florida has also been active in the area of outreach, attending five events since the last meeting, including Daytona Bike Week. New educational print materials, such as a law enforcement factsheet and a crash fact sheet, have been developed. The RSF Brand Guide has been printed, and Spanish translations have been drafted for several publications, including the Aging Riders brochure, Teen on Two Wheels, and the Motorcycle Safety Fun Book.
- **Data & Analysis** created a statewide crash data packet using 2023 crash data, which is the most recent available for data analysis. The team is also drafting a quick-reference version of statewide crash data to distribute at outreach events. County Crash Facts have been updated with the latest finalized crash data.
- **Rider Licensing & Training:** The old motorcycle operator's handbook is being revised in collaboration with the Communication Emphasis Area. The revised handbook has been distributed to the Coalition for review. There are plans to promote the SMART Course at a Sponsor update, and the training section of the RSF website has been revised to reflect available MSF advanced training courses.

- **Roadway Engineering** is working on revising the engineering countermeasure website. New rubrail specifications and sign language have been finalized by EA members. The EA met with CUTR to review clearinghouse website content, and this review is still in progress.
- **Trauma & Emergency Services** provided training to West Miami Police Department on April 1st. The design of a new Law Enforcement Liaison survey has been completed. The program is evaluating injury burden in crash reports and fatality timelines by age. Collaboration with the Florida Department of Health (DOH) is underway to evaluate if law enforcement or dispatch can call trauma alerts for motorcycle crashes. The "Teachable Moment" education has been completed, and a safety material packet has been created. Work is also in progress on Spanish translation of safety materials for crash patients.

Full presentation available here: Day 1 Program Updates

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

Figure 3. Dr. Lee presenting the latest motorcycle crash data.

Dr. Chanyoung Lee, CUTR, provided an update on the latest Florida motorcycle crash data. He began by sharing the NHTSA definition of a motorcycle, highlighting that varying state definitions for vehicle types often lead to discrepancies between state crash data and FARS data. Nationally, while overall traffic fatalities decreased, motorcycle fatalities were the only category that increased. From 2002 to 2008, motorcycle fatalities and registrations showed a linear increase. More recently, between 2014 and 2022, motorcycle registrations in the U.S. rose by 5%, but fatalities surged by 30%. Overall, the U.S. has seen a continuous rise in motorcyclist fatalities over the past 20 years. Cross-state comparisons are challenging due to differences in riding seasons and training requirements. Motorcycle fatalities are seasonal, and Florida's distinct seasons can affect its alignment with NHTSA campaigns. Florida leads the nation in the absolute number of motorcycle fatalities and exhibits consistent and significant growth in these fatalities. A concerning trend in Florida is the increasing proportion of fatalities among riders over 60. Dr. Lee concluded by suggesting that a more targeted approach might be more effective and presented the Coalition with newly updated County Level Crash Fact documents.

Full presentation available here: Florida Motorcycle Crash Data Update

Motorcycle Safety Foundation Update – Dr. Ray Ochs, MSF

Dr. Ray Ochs from the Motorcycle Safety Foundation (MSF) briefed the Coalition on MSF's recent activities. MSF, a national non-profit, focuses on motorcyclist safety through rider training, licensing, and public information. Dr. Ochs noted a national trend of decreased motorcycle sales coupled with increasing fatalities. To address safety concerns and enhance their training offerings, MSF has developed several courses, including "Moto Intro" and "Skills Check." Dr. Ochs emphasized MSF's belief that after taking the Basic RiderCourse, rider skills heavily depend on perception. Their "Rider Mindset" program, free for RiderCoaches, offers 75 crash scenarios to improve rider perception. MSF also launched the Rider Skills Lab, a replacement for other courses, featuring exercises from various programs. These Labs emphasize practice on obstacle courses with trainer guidance, without knowledge or skill testing. Additionally, MSF offers a Rider Mentor Program, with discussion questions shared as examples with the Coalition. Finally, Dr. Ochs announced a new eBike eCourse, a collaboration with PeopleForBikes. The presentation spurred additional group discussion about riders' unwillingness to attend training after obtaining endorsement.

Figure 5. Dr. Ray Ochs sharing updates on MSF.

Full presentation available here: Motorcycle Safety Foundation Update

Aging Rider Presentation – Ms. Edie Peters, FDOT

Ms. Edie Peters, FDOT, presented on the topic of aging riders and motorcycle riding retirement, highlighting the scarcity of resources and information on this subject compared to driving cessation. The presentation included data on Florida motorcycle registrations by age, showing a significant proportion of older adult riders. Ms. Peters demonstrated the increased risk of fatal injuries in single-vehicle crashes for riders over 71. Ms. Peters also shared findings from focus groups and interviews with riders aged 65 and older, which explored attitudes towards riding retirement, the influence of community, and suggestions for support tools. Focus groups and interviews revealed that riders are open to the idea of "riding retirement" but not necessarily

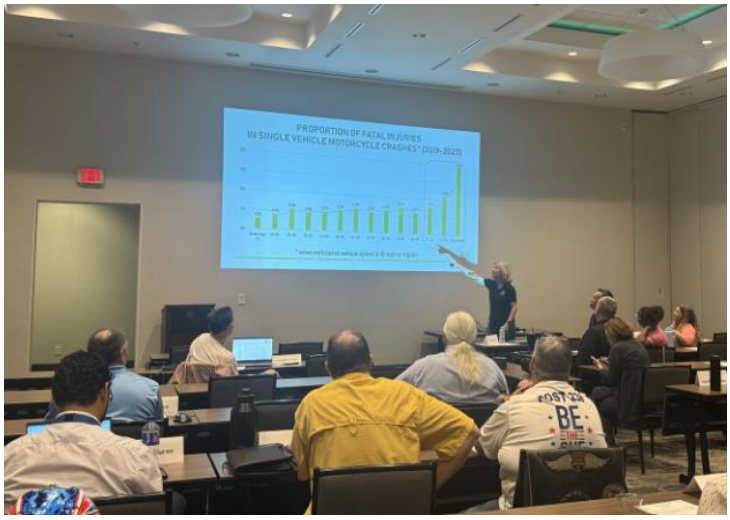


Figure 6. Ms. Peters presenting data on older adult riders.

in the near future. Participants noted that they knew other riders who could use the information but were not fully comfortable broaching the subject with their fellow riders. Participants agreed that any messaging should come from a trusted source. The presentation concluded with an overview of materials developed to address this issue, including a riding retirement "birthday" card with a self-check list and free e-course.

Full presentation available here: Aging Rider - Motorcycle Riding Retirement Presentation

May 1st, 2025

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

Ms. Edie Peters, FDOT, welcomed the Coalition back for Day Two. Members were reminded of upcoming FMSC meeting dates and assigned to rooms for breakout sessions following the morning's presentations.

Promoting Voluntary Helmet Use in Florida – Dr. Siwon Jang, CUTR

Figure 7. Dr. Jang presenting on recent efforts to promote voluntary helmet use in Florida.

Dr. Siwon Jang, CUTR, presented on recent efforts to encourage voluntary motorcycle helmet use in Florida. Dr. Jang noted a disconnect: while recent Basic RiderCourse (BRC) graduates show a willingness to wear helmets, this doesn't consistently translate to on-road use or present itself in the crash data. To address this, the team developed a helmet brochure and related materials aimed at promoting consistent helmet use among Florida motorcyclists, starting with the selection and continued use of a good helmet. A new brochure was created to target newly endorsed riders aged 40-59. This group is considered to be at a crucial stage for developing long-term helmet habits and represents the age demographic with the lowest helmet use rates in Florida crash statistics. The presentation highlighted the importance of exploring sales and visiting gear shops for proper helmet fitting at affordable prices. Discomfort was identified as a major obstacle to consistent helmet use. Dr. Jang showcased the new helmet brochure and detailed its development process, including feedback from focus groups and design iterations based on that input.

Full presentation available here: Promoting Voluntary Helmet Use in Florida

Emphasis Area Breakout Session Discussions

Members broke out into groups to discuss their emphasis area action items and goals for the upcoming subgrant cycle. Next, each area leader provided the coalition with a summary of their group's discussions.

- **Communications** had an in-depth discussion of motorcycle riding cessation. Ms. Peters asked the group members to reflect on their own experiences and perspectives and provide insight into how the Coalition could broach the subject of aging in motorcycling. Group members indicated that

motorcycle groups/clubs could play a central role in delivering any messaging related to riding cessation but acknowledged the sensitivity of the subject. The group also discussed the role of motorcycle groups/clubs in implementing safety standards among their members. For group rides, it is common for motorcycle groups/clubs to conduct safety checks, providing an opportunity for road captains to deliver important safety messaging.

- **Data & Analysis** met with the Trauma and Emergency Services group to work on mapping crash locations and measuring time to major trauma centers to determine differences in crash fatality outcomes. The group discussed issues with data linkage and motorcycle VMT estimation.
- **Law Enforcement** reviewed the latest version of the Motorcycle Safety Enforcement for Law Enforcement PowerPoint slides and provided their feedback. Judge Richard Prince provided input for the judicial version of the slides. The team will refine its presentations to offer three versions, one for Law Enforcement Recruits, one for Law Enforcement Officers, and one for Judges.
- **Rider Licensing & Training** and emphasis area members worked together to review the old Florida Motorcycle Handbook. The team determined that the Motorcycle Safety Foundation has a Motorcycle Operators Manual available for free. Dr. Ray Ochs, MSF, indicated that Florida-specific information could be added to the existing Manual. The team has decided to add Florida information to the MSF Manual instead of updating the old Florida Motorcycle Handbook.
- **Roadway Engineering** reviewed additional sections of the Motorcycle Safety Engineering Clearinghouse website. The team agreed on updated language. The team will meet again on June 25th to review additional sections of the website. Reflective helmet stickers and branded items were created in partnership with the FDOT Sign Shop, utilizing scraps from the creation of road signs. Mr. James Landini, FDOT, brought samples of the reflective materials to distribute.

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 comments were made.

Next meetings:

- August 13 – 14, 2025
- November 12 – 13, 2025
- February 11 – 12, 2026
- April 30 – May 1st, 2026

Figure 8. FMSC Group Photo, May 2025