Florida Motorcycle Safety Coalition Meeting Report

February 5-6, 2019

Prepared for

Florida Department of Transportation

Prepared by

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

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

Meeting notes taken by
Christen Miller

Date

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1.0 Attendees

Table 1.1 Coalition Meeting Attendees

First Name	Agency
Elise Batchelor	Florida Department of Highway Safety and Motor Vehicles
Megan Cott	USF Center for Urban Transportation Research
Dominick DeSiato Jr.	Hillsborough County Sheriff's Office
Michael Dobbs	Motorcycle Safety Training
Avinash Gogineni	Ryder Trauma Center - Miami
Joey Gordon	Florida Department of Transportation
Jason Harris	FSU Police Department
Mouyid Islam	USF Center for Urban Transportation Research
Si-Won Jang	USF Center for Urban Transportation Research
Jeanne Kean	USF Center for Urban Transportation Research
Katie Kokesh	Florida Department of Transportation, District 5
Chanyoung Lee	USF Center for Urban Transportation Research
Alan Mai	Florida Department of Health
Janice Martinez	District Law Enforcement Liaison
Jim McGinnis	Goldwing Road Riders Assoc.
Todd Michael	Broward County Sheriff
Christen Miller	USF Center for Urban Transportation Research
William Minton	Florida Department of Highway Safety and Motor Vehicles
Mark Parco	Harley-Davidson Riding Academy
Roy Paz	Tampa Police Department
Edie Peters	Florida Department of Transportation
Javier Ponce	Florida Department of Transportation
John Pretti	Safe Rider Motorcycle Training Academy
Joel Provenzano	Florida Department of Transportation, District 7
Kellie Russell	USF Center for Urban Transportation Research
Julissa Sarmiento	Ryder Trauma Center - Miami
Brett Sheffield	FSU Police Department
Steffen Smith	Harley-Davidson Rider Academy
Jeff Smith	Adventure Rider Training
David Summers	Trauma Agency Health Care
James Takacs	USF Center for Urban Transportation Research
Shaun Van Beber	District Law Enforcement Liaison

2.0 Presentation Notes – February 5th

Welcome and Program Update – Ms. Edie Peters

Ms. Edie Peters, FDOT, welcome the members of the Coalition. Introductions were made.

- She announced that the Emphasis area leaders' meeting will be held on May 1, 2019 prior to the next Coalition meetings, May 2-3, 2019.

Florida Motorcycle Safety Coalition Charter – Ms. Edie Peters

A Coalition Charter has been developed and will be finalized by FDOT by the next meeting. The charter includes the following:

- **Mission:** The mission of the Florida Motorcycle Safety Coalition (a.k.a. Ride Smart Florida) is to improve motorcycle safety by providing strategic guidance and assistance to Florida's state safety office. The Coalition is committed to reduce motorcycle crashes, injuries and fatalities through evidence-based and data-driven approaches.
- **About Florida MSC:** The Florida Motorcycle Safety Coalition is a group of safety partners from around the state who meet regularly to share the common goal of improving motorcycle safety in Florida. Ride Smart Florida uses evidence-based and data-driven approaches to develop, implement and evaluate countermeasures and works with safety partners around the state to reduce fatalities and serious injuries to motorcycle riders and their passengers.
- **Governance:** The Florida Motorcycle Safety Coalition (FMSC) will meet at least three times a year, or when necessary at the call of the program manager
    - Coalition meeting dates and times will be specified at the beginning of each annual term.
- **Membership of the FMSC:** The membership should include representatives from relevant Florida state departments and agencies, motorcycle training programs, public health, law enforcement, highway safety advocacy groups, insurance agencies, health care providers, community partners, Judges, and Federal agencies. Members will be expected to have a general knowledge of and/or professional interest in motorcycle safety issues and best practices.
- **Roles and Responsibilities:**
    - Member will serve renewable biannual term and will be required to attend at least two quarterly meetings annually. If a member cannot attend a meeting, that member is requester to invite an alternate to attend.
    - FMSC will act as a liaison to their organizations, agencies or community partners. FMSC will serve on technical committees or working groups within the Coalition as needed to further the mission of the Motorcycle Safety Coalition.
    - All motorcycle riding members must adhere to Ride S.M.A.R.T. principles.

FY 2018-2019 Florida Motorcycle Safety Programs Review – Ms. Edie Peters

Ms. Edie Peters shared the Coalitions achievements based on the Florida Motorcycle Strategic Safety Plan (MSSP).

- Three quarterly meetings have been conducted.

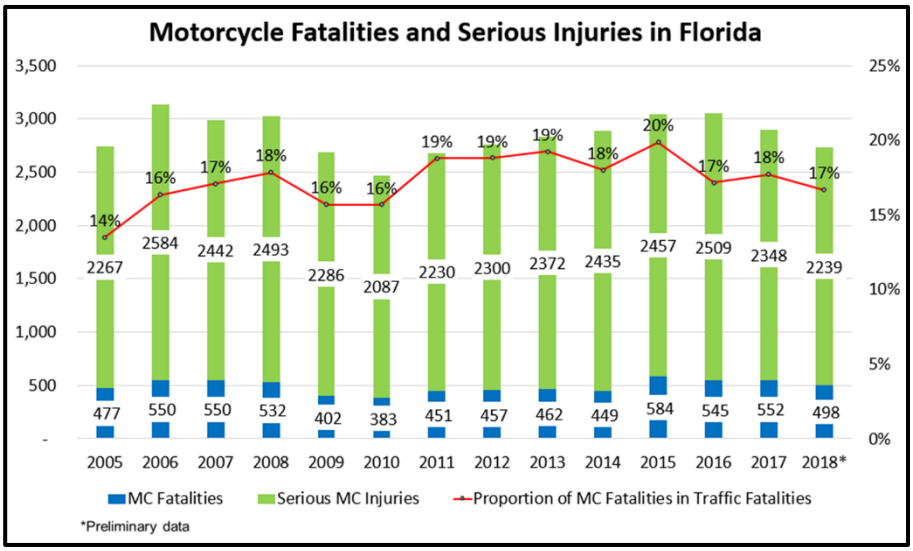
- Ride Smart has participated in major motorcycle safety educational and outreach events throughout the state.
- Ride Smart has developed and distributed multiple motorcycle safety educational materials.
- A media buy plan was created and implemented for the paid media grants.

"2018 May is Motorcycle Safety Awareness Month" event:

- "Motorcycle Fatality Free 1,2,3" was the campaign slogan implemented for May 2018.
    - The event aimed to promote motorcycle safety awareness in Florida during the month of May by working together to achieve "No motorcycle fatalities on May 1st, 2nd, and 3rd".
- To promote the motorcycle fatality free campaign, the CUTR team created several online and offline events that both motorcyclists and car drivers could participate in together including:
    - "Watch for Motorcycles" yard sign installation: USF CUTR and Ride Smart installed 545 yard signs on Fowler Avenue from 4/30-5/3.
    - Use of the social media hashtag #MotorcycleFatalityFree123 on all social media platforms.
    - Use of the Ride Smart Florida Facebook Frame.
    - Signing the Ride Smart motorcycle safety pledge online.

Florida Motorcycle Crash Trend:

- In 2017, a trend of 552 motorcycle fatalities was reported which a substantial increase from the previous year.



Advance Rider Course (ARC) Follow-up Survey Overview – CUTR

CUTR - James Takacs gave an overview of the ARC Follow-Up Survey:

In January 2019, CUTR conducted a follow-up survey/interview via telephone to determine the motivation for advanced or continuing motorcycle safety training. The recruited participants were asked a series of questions by telephone pertaining to the training they received, as well as their path to get there. The majority of respondents indicated that they got to take the course free or paid a $50 charge that was later reimbursed. Overall, the survey found that advertising and scheduling the free classes a few months in advance might be the best measures to use to gain rider participation.

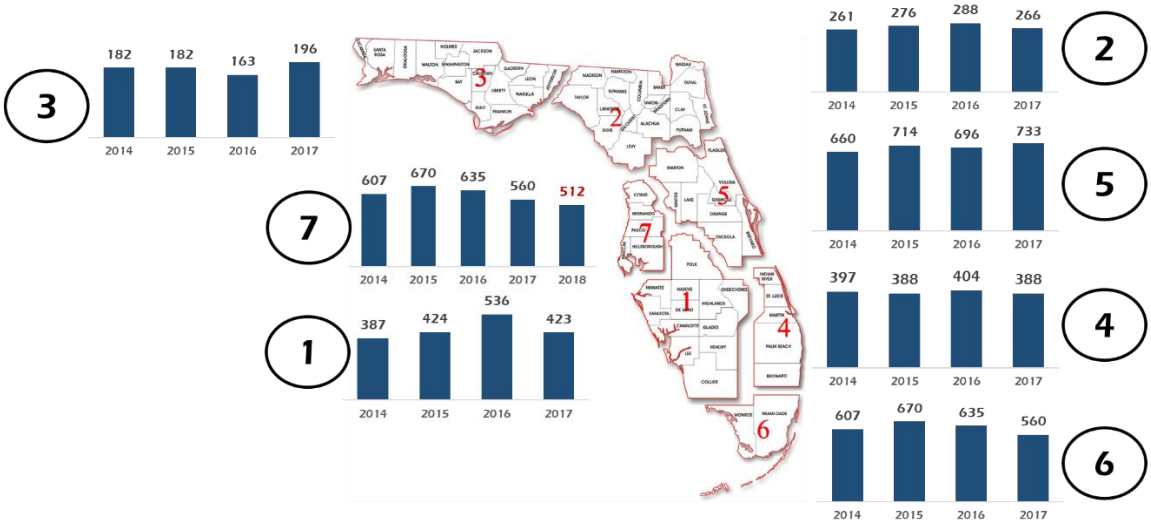
View the full presentation: ARC Follow-up Survey Overview

A preliminary summary of 2018 Florida Motorcycle Crash Data – CUTR

CUTR - Dr. Mouyid Islam shared the preliminary summary of 2018 Florida Motorcycle Crash Data for 2018.

Overall, motorcycle crashes, fatalities and serious injuries are on a decreasing trend. Motorcyclists age group (<30, 30-49, 50+) varies by fatalities and serious injuries. Districts vary by motorcycle fatalities and serious injuries; district 5 has highest share of fatalities and serious injuries (~25%). In Florida, 16 counties account for 74% of total motorcycle fatalities and serious injuries.

Motorcycle Fatalities and Serious Injuries by Districts in Florida (CARS: 2014 - 2017)



Roundtable Group Discussion 1:

Coalition members broke up into groups to review their current emphasis area activities.

Findings from the 2018 Florida Motorcyclists Survey – *CUTR*

CUTR - Dr. Chanyoung Lee presented results from the 2018 Florida Motorcycle Survey:

The CUTR team developed a survey website (mcsafety.org) and sent an invitation postcard to 33,400 selected addresses in Florida. Respondents did not receive a financial incentive. CUTR collected 1,751 survey responses (including partially completed surveys).

Overall, Florida has observed a decline in annual motorcycle fatalities in the past three years. More than half of all respondents stated they ride primarily for recreation, but more than half of respondents under age 30 said they commute on their motorcycle. Almost two-thirds of participants rode less than 5,000 miles in the past year.

More than two-thirds of respondents said they always wore a helmet, and 90% felt wearing a helmet was important, yet the sample population was evenly divided on the issue of reinstating compulsory helmet laws in the state.

Contact Ms. Edie Peters for a copy of that final report at Edith.Peters@dot.state.fl.us.

View the full presentation: 2018 Florida Motorcycle Survey.

Florida Motorcycle Strategic Safety Plan (MSSP) updates – Ms. Edie Peters

Ms. Edie Peters gave an overview of the MSSP and Coalition members shared each emphasis area's current status. View the current MSSP: Florida Motorcycle Strategic Safety Plan

3.0 Presentation Notes – February 6th

The "How to remove a helmet if the motorcycle crash victim's airways need stabilization" video was shown to the Coalition members.

- A full-faced helmet should only be removed if the injured rider is not able to breathe and the helmet is preventing access to the airway.
- The video can be found on the website at http://ridesmartflorida.com/helmet-removal.

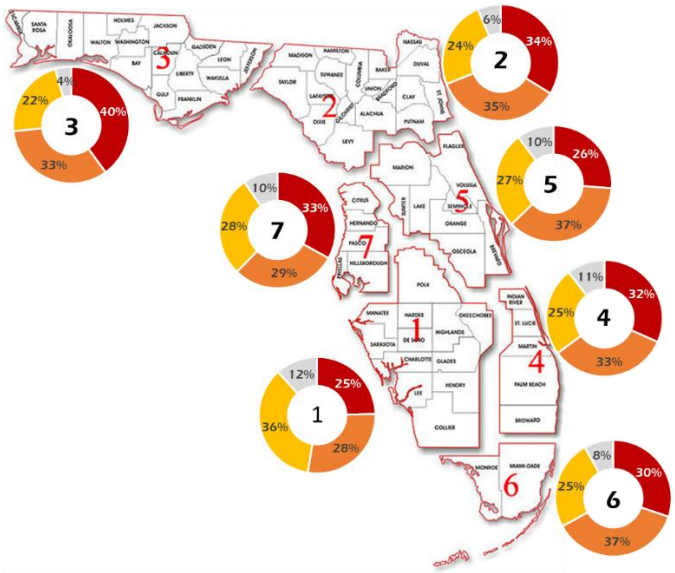
Florida Motorcycle Crashes in Work Zone – CUTR

CUTR - Dr. Mouyid Islam presented Florida Motorcycle Crashes in Work Zone findings:

Unexpected driving conditions inside work zone or construction areas very likely interrupt the expectancy of the drivers resulting in unexpected traffic delays and erratic maneuvers that result in safety concerns for overall traffic as well as for the workers.

View the full presentation: FL Motorcycle Crashes in Work Zone

Age Group of Motorcycle Riders in Work Zone Crashes (CARS: 2012-2016)



Roundtable Group Discussion 1:

Coalition members broke up into groups to discuss their emphasis area's goals for 2019.

Discussion regarding 2019 Motorcycle Safety Month - Ms. Edie Peters

Members shared their ideas for May is Motorcycle Safety Month:

- The hashtag being used for May 2019 is **#Look4me123.**
- Hashtag ideas included (the top ideas are in bold):

#Mayhemfreemay	**#Ridefreetrainfree**	**#trainandgain**
#Cycleslug	**#Look4me123**	**#Helmethair**
#Keytosafetyissee	**#Dontfearthegear**	#Motorcyclemay
#ATGATTmay	#Ridethearc	**#Alivefor5**
#Maytheendorsementbewithyou	#Savinglivesonerideatatime	#Roadrashfree123

- Law enforcement ride on Sunday April 28, 2019 and push the media footage on May 1, 2019. #Savinglivesonerideatatime. Possible counties for the ride include, Hillsborough County, Volusia County and/or Broward County.
- Press conference at CUTR.
- Press conference at Quaker Steak and Lube.

General Discussion and Report by Group:

Each emphasis area reported their goals for 2019. CUTR will add the 2019 goals to the MMSP.

- Program Management.
- Data and Analysis.
- Rider Training, Education and Licensing.
- Law Enforcement and Emergency Service.
- Roadway Engineering.
- Advocacy and Policy.
- Communications and Outreach.

Future Coalition Meeting Dates – Ms. Edie Peters

- May 1-2, 2019.
- August 28-29, 2019
- November 6-7, 2019

View the agenda: Meeting Agenda