



Hillsborough CTST – September 24, 2025

Meeting started at 9:30am

I. Welcome and Introductions

Introductions were given. August 2025 minutes were approved.

Emily Hinsdale (Sidewalk Stompers): Emily announced that Abigail Flores, the current chair, has moved on to a new opportunity in California and will no longer serve in her role. Emily asked Lori Palaio to explain the process for appointing a new chair. Lori responded that the group typically discusses potential candidates, allows for recommendations, and then votes at the next meeting. Eric Henry added that there's no formal process and encouraged individuals to volunteer if they feel the role suits them, emphasizing that the chair position is low commitment but offers the chance to influence meeting structure and access FDOT support. Emily encouraged members to consider who might be a good fit during the meeting and revisit the discussion at the end.

Venkat Vattikuti (Hillsborough County): Venkat from Hillsborough County expressed interest in volunteering, noting prior experience chairing CTST meetings. Emily welcomed Venkat's offer and invited others to express interest either during the meeting or privately to Eric, with the goal of finalizing the new chair at the next meeting.

II. Membership Reports

Enforcement and Crash Statistics

Jacob Gonzalez (TPD): In August, DUI incidents increased compared to the same period in 2024, but as of yesterday, September has recorded 100 DUIs, indicating a downward trend from last year. Since the school year began, DUI education programs have been conducted at Freedom High School, Plant High School, and Middleton High School. Upcoming presentations are scheduled at USF and Hillsborough High School, with additional sessions planned at the University of Tampa in October. Additionally, in recognition of Child Passenger Safety Week, events are scheduled at Tampa Palms Elementary and the Glazer Children's Museum birthday bash this Saturday.

Eric Henry (FDOT): Eric mentioned that they are coordinating a major enforcement detail along State Road 60, spanning through Hillsborough and into Polk County and into District 1 and District 5, targeting the Thanksgiving holiday period. More details will be forthcoming as they are finalized.

Brentin Mosher (CUTR): Brentin added that the Enhanced Law Enforcement Engagement (ELEE) Program received a government productivity award from the Florida Tax Organization, which he accepted alongside FDOT staff.

Jim Reiser (TPD): Jim reported that six of the planned 24 cameras are expected to go live on October 6th, with more coming online throughout the school year. He also noted that Hillsborough County Sheriff's Office will run their school cameras throughout the entire school day, not just during flashing beacon times.



Enforcement will follow posted speed limits outside of arrival and dismissal periods, with cameras activating 30 minutes before breakfast periods and shutting off 30 minutes after the last bell.

Lori Palaio (JMT): From January 1st through July 8th, 2025, there have been 78 fatal crashes. At the last CTST meeting from January 1st through June 4th, 2025, there were 70 fatal crashes. There were eight new fatal crashes, which included one right turn, one rollover, one rear end, one angle, one other, one pedestrian, and two left turn fatal crashes. The pedestrian fatal crash (Report Number 26548378) occurred on April 27th, 2025, at approximately 10:25PM, on W Knights Griffin Road and Alligator Bobs Place, not at the intersection in dark not-lighted, clear, and dry conditions. This was added to Signal Four in August, even though the fatal crash took place in April. The pedestrian was walking eastbound, on the north edge of W Knights Griffin Road, just east of Alligator Bobs Place. The vehicle was traveling westbound on W Knights Griffin Road, in the westbound lane, at approximately 50 mph. The crash report stated that the pedestrian partially followed Florida Statute 316.130(4), which requires walking on the left shoulder facing traffic when no sidewalks are available. While the pedestrian did walk facing traffic, they violated the law by walking on the white fog line and in the roadway instead of using the paved or grass shoulder. The passenger side of the vehicle struck the pedestrian. The pedestrian had a blood alcohol content of 0.200. There are 78 fatal crashes through July 8th, 2025. Same period in 2024 there were 85 fatal crashes. We are down by seven fatal crashes in the same period. Pedestrian fatal crashes are the second highest fatal crash type.

Emily Hinsdale (Sidewalk Stompers): Emily thanked Lori and highlighted a useful initiative introduced by former chair Abigail Flores, breaking down crash statistics by jurisdiction. She noted that the pie chart showing crash distribution helps the team better understand road behavior and focus efforts where they're most needed.

Lori Palaio (JMT): Lori added that at the next meeting, she plans to present findings showing that although FDOT roads make up only 11% of lane miles, they account for approximately 54% of fatal crashes. Her presentation will explore contributing factors and offer recommendations to address the high fatality rate on state roadways.

Health Agencies/Safety Groups

Brentin Mosher (CUTR): Brentin shared that AAA helped organize a press conference focused on micromobility safety, specifically addressing concerns around electric scooters and other small-wheel devices. The event, previously discussed in a CTST meeting, included participation from USF Police, a surgeon from Tampa General, Eric Henry, and Jason Jackman, who recently transitioned from CUTR to the City of Tampa. The initiative was sparked by Michelle Lynch, a parent and USF Foundation board member, whose son Connor was tragically killed while riding a scooter on 42nd Street. She connected with CUTR, which then partnered with AAA to raise student awareness about safe riding practices. More details will be shared in an upcoming newsletter.

Jeannine South (MADD): Jeannine shared that MADD and AAA have launched a national partnership aimed at reducing impaired driving deaths by 20% over the next five years. While the initiative is national in

scope, she anticipates meaningful local collaboration with AAA in the future and expressed excitement about the potential impact of the partnership.

Dawn Lewis (TGH): Dawn expressed appreciation for being included in the recent micromobility safety press conference, which featured speakers from AAA, CUTR, USF, and Tampa General Hospital. Dr. Jose Diaz, the hospital's trauma medical director, participated in the event, which aimed to raise awareness and reduce injuries related to small-wheel transportation like electric scooters. Dawn also shared that Tampa General Hospital is preparing to launch its annual Battle of the Belts campaign in partnership with the Hillsborough County Sheriff's Office. This initiative involves conducting seat belt usage counts at all public high schools in Hillsborough County, starting in November. Additionally, their injury prevention coordinator, Alex, is actively engaged in the community, delivering three to four safety classes per month.

Eric Henry (FDOT): Eric reported on the Safe Mobility for Life Coalition meeting held at the end of August. This coalition focuses on supporting aging road users, though its mission extends to safe mobility for all. Encouragingly, none of the priority counties for 2025 are in District 7, which includes Hillsborough and Pinellas, suggesting positive trends in crash data. The coalition's Resource Center has reopened and is now accepting requests for free educational materials on safe transportation options for older adults. Upcoming initiatives include a healthcare practitioner toolkit and training videos for engineers and planners to better accommodate aging road users. Eric also mentioned a presentation on evaluating outreach efforts using data analysis, which he plans to share.

Emmeth Duran (FDOT): Emmeth provided updates from the Motorcycle Statewide Coalition, which meets quarterly in Tampa and is open to the public. The coalition discussed outreach, crash data, and the new "super speeder" law. While motorcycle fatalities have declined in 2024, concerns remain about scooter-style crashes and low helmet use. The coalition emphasized improving motorist awareness, promoting visibility, and encouraging voluntary helmet use. The Motorcycle Safety Foundation has increased its outreach on social media and is seeking more driver-focused materials and Spanish translations. Emmeth offered to share translated resources and noted that meeting minutes are available online.

Jeannine South (MADD): Jeannine shared that the coalition recently held a meeting featuring a compelling presentation on the impact of mental health on driving behavior. The presentation was delivered by Shaina Finkel, a college-aged traffic safety advocate who has been touring nationally. Jeannine suggested that Shaina's presentation could be valuable for this coalition as well. The Teen Driver Safety Coalition continues to promote safe driving among teens through statewide programs, including resources for both youth and parents, social media graphics, and school outreach. Tampa Bay is a key focus area, and national and international speakers are expected to visit local high schools early next year.

Eric Henry (FDOT): Eric added that changes are anticipated in the statewide Battle of the Belts program, including updates to communication strategies and toolkits. He also highlighted striking statistics from Shaina's presentation: individuals with ADHD have nearly five times the rate of improper braking, underscoring the importance of addressing mental health in traffic safety efforts. Emily Hinsdale expressed interest in having Shaina's present to the group in a future meeting.

School Operations

Melissa Kincheloe (HCSO Crossing Guard Unit): Melissa reported that her team is not yet fully staffed, currently managing 14 vacancies. However, 12 candidates are in the hiring process, and barring any unexpected resignations, she anticipates being fully staffed soon.

Engineering/Planning

Eric Henry (FDOT): Eric announced the launch of the Tampa Bay Citizen Safety Academy, starting October 1st. This six-week course is designed for adults not currently working in traffic safety or engineering, aiming to educate and empower them to become effective safety advocates in their communities. While nearly full, a few spots may still be available. He also mentioned upcoming community events, including participation in the Glazer Birthday Bash with a “touch-a-truck” activity, and Temple Terrace Police Department’s National Night Out on October 7th. Eric highlighted a recent back-to-school PSA created in collaboration with the Tampa Bay Rays, featuring mascots Raymond and DJ Kitty. This campaign promotes school bus safety and includes fun, interactive school visits with traffic safety presentations and mascot-led dances—already held at five schools. Tina Russo, the bike/pedestrian program manager, is leading this effort, which primarily targets elementary schools.

Emily Hinsdale (Sidewalk Stompers): Emily added that she recently saw Josh Blackman from the City of Tampa at an elementary school bike rodeo night, where he distributed bike lights and bike bells to students. The event also featured participation from TPO Vision Zero, and Emily praised the growing involvement of local agencies in school-based bike safety events.

Venkat Vattikuti (Hillsborough County): Venkat shared that although he’s only a few weeks into his role, he plans to provide a comprehensive update on Hillsborough County programs at the next meeting. He also mentioned the addition of a new Safety and Mobility Manager whose data will be included in future reports.

Mahshid Arasteh (American Quality Consultants): Mahshid provided updates on the Highway Safety Improvement Program (HSIP). Several purchase orders and material requests have been fulfilled, with materials sent to cities and counties. She emphasized the importance of notifying FDOT when materials are received and installed, ideally within 45 days, to maintain accurate records. She also reminded applicants to include detailed shipping information and product numbers from FDOT’s Approved Product List to streamline the process. Plant City was acknowledged for submitting applications.

Emmeth Duran (FDOT): Emmeth Duran stated that FDOT is hiring for its safety team, with the application deadline closing today. He encouraged anyone interested to reach out to Eric Henry for more information.



Community Organizations/University

Jeannine South (MADD): Jeannine announced her new role as Program Manager at MADD, overseeing statewide programs, and introduced Ariana Roman, who will share updates on local outreach. She highlighted MADD's 45th anniversary vigil held in Washington, D.C. earlier this month, where they engaged with over 200 lawmakers to advocate for the implementation of the HALT Act, which mandates impaired driving detection technology in all vehicles. The act has bipartisan support and is awaiting final implementation guidance from NHTSA. Jeannine also met with Secretary of Transportation John Duffy during the event. Locally, Jeannine is working with Hillsborough Juvenile Diversion, presenting on impaired driving prevention and underage substance use. She also promoted MADD's upcoming Pinellas Golf Like MADD tournament on October 13th, open to all in the Tampa Bay area, and reminded attendees about the local vigil in December, a moving annual event honoring victims, supported by law enforcement.

Ariana Roman (MADD): Ariana shared her outreach efforts with MADD in Hillsborough County. She has delivered approximately 10 Power of Youth presentations at Brandon and Sickles High Schools, reaching around 200 students with a focus on preventing substance use while driving. She has additional presentations scheduled at Freedom High School and is in communication with elementary schools to introduce Power of Me, an early prevention program. Ariana also mentioned upcoming tabling events and expressed interest in participating in more community events across Hillsborough County.

Emily Hinsdale (Sidewalk Stompers): Emily provided updates on two initiatives. Walk Bike Tampa hosted World Car Free Day this past Saturday across four walkable activity hubs in Tampa. The event featured markets, raffles, free bike helmets, a bike rodeo by Tampa Police, and a kids' bike ride through downtown. Attendance was strong, with several hundred participants at each hub. Notably, business sponsorship nearly doubled this year, with strong support from area developers who are increasingly linking housing and transportation in broader conversations. Sidewalk Stompers is preparing for National Walk to School Day on October 8th, with 35 Hillsborough County schools participating. Mayor Jane Castor will attend one of the events at the founding school of Sidewalk Stompers. Emily encouraged schools still interested to reach out for materials and prizes, noting that participation is still open.

III. Follow-Up Items

Eric Henry provided updates on several projects and topics. He clarified that the project on US 92, which involves resurfacing and other improvements, is in design and funded for construction. The construction is anticipated to begin in Spring 2026. This project includes guardrail, sidewalk improvements, signing and pavement marking, lighting, and signalization from Eureka Springs to Thonotosassa Road. Additionally, there is a widening project on US 92 at Mango Road that will add buffered bike lanes and sidewalks. However, this project is still in design and not yet funded for construction. Fred Baxter, City of Plant City, mentioned earlier in the meeting that they are waiting for approval on US 92 and Baker Street. There is a new welcome center and new community center on US 92 and Baker Street and the park is being redone.
No new update.



*Regarding the lane repurposing statute, Eric mentioned that District 7 has a designated coordinator for lane repurposing. He has reached out to see if the coordinator or one of their staff could present at a future meeting to provide clarity on how they are interpreting and implementing the statute. This presentation is in the works and will be scheduled for a future meeting. **Eric Henry shared that he reached out to FDOT's lane repurposing representative and received a guidebook and a one-page flyer, which he plans to distribute to the group. He offered to arrange a future presentation if further clarification is needed. Venkat Vattikuti confirmed that Hillsborough County is already using the flyer and has had no issues interpreting it. Eric added that anyone with specific questions can reach out, and he will relay them to FDOT's main contact for lane repurposing.***

*Eric also provided an update on education related to the new signal at Fowler Avenue and 52nd Street. The education efforts are set to start shortly, and the signal is expected to be active on August 7th. Brentin Mosher, CUTR, mentioned earlier in the meeting that the midblock pedestrian signal on Fowler Avenue and 52nd Street will be completed in September. The restricted crossing U-turns are complete, but the pedestrian signals have not been activated. **No new update.***

IV. Presentations

Corey Norris (Hillsborough County Schools): Corey presented on school bus arm cameras. Corey explained that following a law passed by the Florida Legislature in July 2023, Hillsborough County Schools began implementing cameras on school buses to enforce the law prohibiting motorists from passing buses when the stop arm and lights are activated. The district selected a vendor through an RFP process and launched the program in September 2024. Each bus is equipped with approximately 13 cameras, including night-vision-enabled external and internal units to capture violations clearly, even in low-light conditions. Violations are reviewed first by the vendor and then by the Hillsborough County Sheriff's Office, ensuring that citations are only issued when a proper stop arm operation is confirmed. In August 2025, 7,900 potential violations were flagged by the vendor, but only 4,300 were approved by the Sheriff's Office, highlighting the program's layered review process. Corey emphasized that 90% of violators do not reoffend, suggesting the program is effective in raising awareness and improving compliance. He also clarified roadway rules: motorists must stop for school buses unless separated by a raised median or a grass median at least 5 feet wide. Painted lines or turn lanes do not exempt drivers from stopping. Internally, the transportation department has used violation data to reroute buses and enhance safety. While Corey wasn't aware of specific engineering changes made by city or county officials based on the data, he welcomed collaboration and offered to share location-specific data with the committee to explore further improvements. Emily Hinsdale praised the program's transparency and effectiveness, encouraging Corey to bring problematic locations to the committee for discussion and potential action. Corey agreed and expressed hope that the program continues until violations are eliminated entirely.

V. Announcements

None.



VI. Action Items (procedural items for committee vote)

None.

VII. Adjourn

Emily Hinsdale (Sidewalk Stompers): Emily concluded the session by reminding attendees that there is one confirmed volunteer for the chair position and encouraged anyone else interested to contact herself, Eric Henry, or Lori Palaio, before the next meeting, where a decision will be made. She asked if there were any final questions and then officially adjourned the meeting, thanking everyone for their participation, especially Corey Norris for his detailed presentation on the school bus camera enforcement program.

The meeting adjourned at 10:53am.

Next Meeting: October 29 – Virtual Meeting, 9:30am

In attendance: Basit Ali (Kimley Horn), Mahshid Arasteh (American Quality Consultants), Alexandra Arvelaiz (HCSO Grants), Fred Baxter (City of Plant City), Susan Boda (Benesch), Cpt. Brown (TPD), Emmeth Duran (FDOT), Caroline Fraser (Kimley Horn), Demetrius German (Tampa PD), Jacob Gonzalez (Tampa PD), Heather Harris (MacDill Airforce), James Hartwell (Element Engineering Group), Eric Henry (FDOT), Emily Hinsdale (Sidewalk Stompers), Melissa Kincheloe (HCSO Crossing Guard Unit), Dawn Lewis (TGH), Brentin Mosher (USF CUTR), Corey Norris (Hillsborough County Schools), Dave O'Neil (MacDill Airforce), Lori Palaio (JMT), James Reiser (Tampa PD), Ariana Roman (MADD), Jeannine South (MADD), Michael Tayler (Hillsborough County Emergency Medical Planning Council), Venkat Vattikuti (Hillsborough County), Antonio Velez (USF PD)

*FLORIDA MOTORCYCLE
SAFETY COALITION*

COALITION MEETING REPORT

August 13-14, 2025

PREPARED FOR
Florida Department of Transportation

PREPARED BY
**Center for Urban Transportation Research
University of South Florida**



Florida Motorcycle Safety Coalition Meeting Report

August 13-14, 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

August 13-14, 2025

1.0 Attendees

Name	Agency
Lana Lang	American Bikers Aimed Toward Education (ABATE)
Victoria Ziegler	American Legion Riders
Juan Barros	Broward County Sheriff's Office
Todd Michael	Broward County Sheriff's Office
Joni Ewing	Daytona Harley-Davidson
Billy Hattaway	England-Thims & Miller, Inc.
Alexis DiBlanda	Florida Department of Health
Shieda Castillo	Florida Department of Transportation, District 6
Chris Craig	Florida Department of Transportation
Brandy French*	Florida Department of Transportation
James Landini	Florida Department of Transportation
Savannah Sams	Florida Department of Transportation
Annely Karron	Florida Department of Transportation, District 2
Cali Bogan	Florida Department of Transportation, District 7
Emmeth Duran	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)
Mark Parco	Harley-Davidson Riding Academy
Megan Hawkins	HCA Florida Healthcare Hospital
Randi Lippy	HCA Florida Healthcare Hospital
Jose Perez	Latin American Motorcycle Association
Shaun VanBeber	Law Enforcement Liaison, District 6
Mike Sconza	Motorcycle Safety Foundation RiderCoach
Hildi Brooks	Quest Marketing and Communications
Joel Provenzano	Retired (FDOT)
Michael Dobbs	RSF Outreach Specialist
Patricia Byers	Ryder Trauma Center – Miami
Kieth Brown	Tampa Police Department
Sebastian Meyer	Tampa Police Department
Jamie Bohn	USF Center for Urban Transportation Research
Elizabeth Chedester	USF Center for Urban Transportation Research
Siwon Jang	USF Center for Urban Transportation Research
Chanyoung Lee	USF Center for Urban Transportation Research
Savana Wright	USF Center for Urban Transportation Research
Young Keun Yang	USF Center for Urban Transportation Research
Xiaoyuan Zhao	USF Center for Urban Transportation Research

* Florida Motorcycle Safety Program Manager

2.0 Meeting Summary

From August 13-14, 2025, the Florida Motorcycle Safety Coalition (FMSC) held its final meeting for the 2024-2025 subgrant cycle. The August 2025 Coalition Meeting was open to all members, guests, and the public. All meetings were held at Hyatt Place Tampa Wesley Chapel.

Day One (August 13th): The first half of the August Coalition Meeting was held in the afternoon of Day One. Mrs. Brandy French, FDOT, welcomed the Coalition and gave a presentation, providing updates on key coalition achievements since the May 2025 meeting. Dr. Chanyoung Lee, CUTR, presented the latest motorcycle crash data for the state of Florida. After a break, Ms. Savana Wright, CUTR, provided an overview of findings from the 2024-2025 Annual FMSC Member Survey. Next, Mr. Chris Craig, FDOT, presented RideSMART Florida paid media assets used during the 2024-2025 subgrant cycle to solicit feedback from the Coalition. Last, the group discussed how to update current motorist awareness messaging, how to more effectively promote motorcyclist conspicuity, and how to promote helmet use. An interactive e-bike demonstration was provided following the conclusion of Day One.

Day Two (August 14th): On Day Two, Mrs. Brandy French made general announcements. Ms. Savana Wright, CUTR, provided social media analytics for the 2024-2025 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 review their current MSSP business plan and discuss plans for the 2025-2026 subgrant cycle. 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 2025 Florida Motorcycle Safety Coalition Meeting, Day 1.

Florida Motorcycle Safety Coalition Meeting: Day 1

Wednesday, August 13, 2025 (1:00 pm – 5:00 pm)

Time	Topic	Speaker(s)
1:00-1:25 pm	Welcome & Introductions	Brandy French
1:25-2:00 pm	FY 24-25 Florida Motorcycle Safety Programs Update	Brandy French
2:00-2:30 pm	Florida Motorcycle Crash Update	Dr. Chanyoung Lee
2:30-2:45 pm	Break	
2:45-3:15pm	24-25 Annual Coalition Member Survey Results	Savana Wright
3:15-3:45 pm	Paid Media Asset Review and Discussion	Chris Craig
3:45-4:45 pm	Group Discussion: Strategic Planning	Brandy French & Chris Craig
4:45-5:00 pm	Public Comment Period & Closing Statements	Brandy French
5:00-6:00 pm	E-Bike Demonstration	

Florida Motorcycle Safety Coalition Meeting: Day 2

Thursday, August 14, 2025 (8:30 am – 12:30 pm)

Time	Topic	Speaker(s)
8:30-9:00 am	Review of Day One and Discussion	Brandy French
9:00-9:20 am	FY 2024-2025 Social Media Overview	Savana Wright
9:20-9:45 am	Motorcycle Safety Educational Material Distribution	Dr. Siwon Jang
9:45-10:00 am	Break	
10:00-11:15am	Emphasis Area Breakout: MSSP Discussion & Strategic Planning	
11:15-12:00 am	Report Out/Group Discussion	
12:00-12:30 pm	Future Coalition Meeting Dates, Closing Statements, & Public Comment Period	Brandy French

3.0 Coalition Meeting Notes

August 13th, 2025

Florida Motorcycle Safety Coalition Meeting: Welcome and Program Updates – Mrs. Brandy French, FDOT

Mrs. Brandy French, FDOT, opened the FMSC meeting with introductions. All attendees were provided with an agenda, RideSMART Florida folder, and a copy of their emphasis area's section of the FY24-25 MSSP Business Plan.

Mrs. French provided an overview of the Coalition's efforts since the May 2025 meeting:

- **Program Management** held meetings to review and update the MSSP Business plan with the CUTR team. A comprehensive review of NHTSA Assessment results was also completed to ensure that current and future actions are aligned with relevant recommendations. An interim meeting with all Florida Motorcycle Safety Program Emphasis Area Leaders was also completed. Last, the Coalition is monitoring a new criminal speeding law that could have significant implications for motorcycle safety. The new bill, House Bill 351 – Dangerous Excessive Speeding, creates a criminal offense for “dangerous excessive speeding” if a motor vehicle driver exceeds the speed limit by 50 miles per hour (mph) or more, or operates a motor vehicle at 100 mph or more.
- **Communications & Outreach** distributed educational materials, including packets to local motorcycle group leaders. The helmet brochure was also finalized and distributed. Monthly social media calendars were created and submitted to FDOT for approval. The CUTR team also worked with the University of South Florida (USF) Learning Design team to hold a motorcycle safety video shoot to update content in the MEPER module “What to Expect in the Basic RiderCourse (BRC)” and obtain B-roll footage for future campaigns. Last, the team shared photos from six recent outreach events, then shared upcoming outreach event opportunities, encouraging Coalition members to volunteer.
- **Data & Analysis** is overseeing an annual online survey to collect riders' opinions and perspectives on motorcycle safety in the state of Florida. Data collection for the annual Florida Motorcyclist Survey is complete, and analysis is ongoing. The team also attended the June Traffic Records Coordinating Committee meeting.
- **Law Enforcement** attended the 2025 Florida Law Enforcement Awards and the 2025 Circuit of County Court Judges Conference. The team piloted a new presentation on motorcycle safety issues for law enforcement personnel. Three pilot test sessions were conducted with USF Police Department officers and were well received by attendees.
- **Rider Licensing & Training** is overseeing an updated version of the Motorcycle Safety Foundation Operator's Handbook to provide in place of the old Florida Operator's Handbook. SMART Courses were held and preliminary survey data from SMART Course participants was shared with agencies.



Figure 2. Mrs. French providing an overview of program accomplishments since May.

The agency letter and motorcycle endorsement tip card from FLHSMV was mailed out to Florida residents with a motorcycle registration but no endorsement on file. Last, the team filmed a segment on new rider endorsement.

- **Roadway Engineering** is revising the engineering countermeasure website. A third review meeting was held to validate website content. The team also reviewed and provided feedback on new motorcycle language in the 2026 Florida Design Manual.
- **Trauma & Emergency Services** distributed first responder toolkit manuals to approved trainers. A Law Enforcement Liaison (LEL) survey regarding First Responder training needs was also created and shared for distribution. The team is making progress in the area of crash factor evaluation. A study to investigate correlation between alcohol and illicit substance positivity and crashes and injuries was approved, and an evaluation of lower extremity injuries in motorcyclists is ongoing. The team is also investigating crash mortality risks in riders aged 65 and older and using frailty scores to predict rider risk. The team is also reviewing Broward County Medical Examiner (ME) crash reports. The promotion of motorcycle-focused EMS policies is also ongoing. A presentation on the need for earlier trauma alerts in rural areas was provided along with the development of a pilot program. Lastly, the team is continuing its secondary prevention patient intervention program. A cellphone for patient outreach was obtained for follow-up calls, and patient safety toolkits were created.

Full presentation available here: [Day 1 Program Updates](#)

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



Figure 3. Dr. Lee sharing the latest motorcycle crash data with the Coalition.

Dr. Chanyoung Lee, CUTR, presented the latest Florida motorcycle crash data. Dr. Lee explained that preliminary motorcycle crash data is showing a continued decline in annual traffic fatalities from 2021 to 2024. In 2024, Florida recorded 597 motorcyclist fatalities based on preliminary figures, accounting for 18.6% of all traffic fatalities in Florida. The surge in traffic fatalities in Florida observed during COVID-19 appears to have leveled out. By County, Miami-Dade, Broward, and Hillsborough were the top areas for motorcyclist fatalities, on average from 2022-2024. Dr. Lee pointed out that Miami-Dade has had a large steady increase in motorcycle registrations over the past five years and observed a notable 13.9% increase in 2023. Additionally, each county has a different composition of bike types in the

crash data. Miami-Dade had a large proportion of scooter-style motorcycle crashes, but fatal motorcycle crashes were mostly sport bikes (around 50%). Dr. Lee emphasized a growing issue with scooter-style motorcycles. Namely, scooter-style motorcycles with different engine sizes are indistinguishable from one another. A scooter-style vehicle with an engine over 50cc is legally considered a motorcycle, however riders may not be aware of the extra requirements for that vehicle. This is represented in the data, which

shows that only 18% of scooter-style motorcycles (engines over 50cc) have a proper endorsement at time of crash, compared to 58-68% of riders of other motorcycle body types. At the same time law enforcement is unable to distinguish these vehicles by sight alone. Further, helmet use is relatively low among scooter-style vehicle riders. The issue is further complicated by the emergence of new vehicle types, including e-bikes, that do not fall neatly under Florida's vehicle definitions. Given that Florida has the largest population of scooter riders in the nation, the scooter safety issue requires additional attention.

Full presentation available here: [Florida Motorcycle Crash Data Update](#)

24-25 Annual Coalition Member Survey Results – Ms. Savana Wright, CUTR

Ms. Savana Wright, CUTR, shared the results of the 2024-2025 Annual Coalition Member Survey. An online survey is issued to Coalition members and guests prior to the August meeting every year. This year's survey received a total of 38 complete responses, consisting of 30 members and 8 guests. Overall, most members and guests were highly satisfied with the meetings they attended. A review of the results showed that participants appreciated the organization and facilitation of the meetings. Many also valued the opportunity to collaborate and share ideas. Key points that respondents liked included new information and learning opportunities, networking and collaboration, the impact and utility of presentations, and a positive meeting atmosphere.



Figure 4. Ms. Wright shares data from the 24-25 Annual Coalition Member Survey.

Some suggestions for improvement were also noted, including issues with meeting logistics, such as long drive times and meeting length. Other concerns related to participant behavior and group dynamics. For future meetings, respondents were most interested in topics like new innovative technology in motorcycling and engineering countermeasures, community engagement and outreach, and rider education and training. Suggestions to improve future meetings included evaluating membership to ensure attendees are contributing, engaging State Safety Engineers and District Safety Administrators, and encouraging members to have an open mind.

Full presentation available here: [Annual Coalition Member Survey Results](#)

Paid Media Asset Review and Discussion – Mr. Chris Craig, FDOT

Mr. Chris Craig, FDOT, provided an overview of the Florida Motorcycle Safety Program’s paid media assets including videos, billboards, radio spots, posters in bars, and posters and brochures placed in motorcycle dealerships. The program pushes paid media assets, especially billboards in May for Motorcycle Safety Month, and in the areas surrounding motorcycle events. Program management discussed planning for the upcoming grant cycle and what type of messaging to share. The group discussed that digital billboards are more economical. A question was raised about the availability of paid media in Spanish. FDOT is working on providing social media and radio assets in Spanish but has not made billboards in Spanish yet. The group also discussed recreating assets from other states. Mr. Craig mentioned that FDOT has partnerships with other states, and we can utilize or rework campaigns from other states.



Figure 5. Mr. Craig providing an overview of RSF paid media assets.

Full presentation available here: [Paid Media Assets](#)

Large Group Discussion – Mr. Chris Craig, FDOT & Mrs. Brandy French, FDOT

Mr. Chris Craig, FDOT, and Mrs. Brandy French, FDOT led a group discussion on how to address comments from the 2024 NHTSA Motorcycle Safety Program Assessment. A brief background on the Assessment was provided. The recommendations from the assessment are the foundation for the large group discussion topics, including exploring new “watch for motorcycles” messaging and promoting conspicuity.

The group started by discussing motorist awareness messaging. When surveyed, Florida drivers respond negatively to “Watch for Motorcycle” messaging. In order to develop effective motorist awareness messages, motorcycle riders or motorcyclists should be emphasized as opposed to the vehicle itself. Further, messaging must provide behavior change that drivers can understand with research support of that behavior change impacting motorcycle safety. The general consensus was that the current messaging is overdone, and a more engaging, humorous, or attention-grabbing approach is needed. Suggestions included catchphrases like “look twice” and “bikers make lousy speed bumps.” The group also brought up the importance of using humor, as shown by the idea of using googly eyes with a “look for motorcycles” slogan in another state. Several members emphasized that motorcycle safety is a two-way street, noting that while drivers need to be more aware, motorcyclists also have a responsibility to ride safely. The coalition also considered broadening the message to focus on how drivers’ eyes work when looking for *all* smaller vehicles, not just motorcycles. The discussion concluded with a focus on shared responsibility, with proposed slogans such as “Use your blinker,” “Ride Aware, Drive Aware” and “Safety is a Two-Way Street” to appeal to both drivers and motorcyclists.

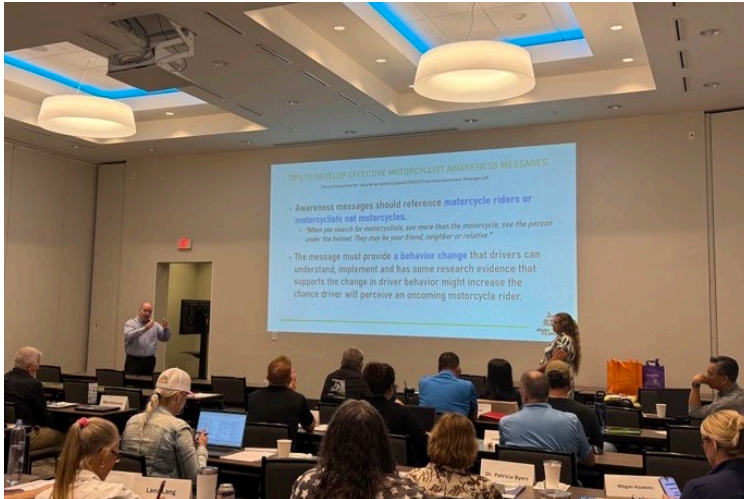


Figure 6. Mr. Craig and Mrs. French leading a discussion on updating motorcyclist awareness messages.

Next, the group discussed promoting motorcyclist conspicuity. The group was showing footage from a new RSF conspicuity PSA. The group brought up that black with white retroreflective striping might appeal to a wider audience. Further, lighting on the motorcycle itself could improve conspicuity without losing the “cool” factor. The group appreciated the CUTR team’s USF Motorcycle Club photoshoot for its mix of gear with options for conspicuity that are not just all orange or all bright green. The group discussed motorcyclists not wanting to look like construction workers. The group responded well to the side-by-side

image of someone wearing hi-visibility gear vs. dark colors. The group concluded that riding with a high beam on 24/7, even during the daytime, is another way to easily improve conspicuity without requiring any major intervention.

Last, the group discussed expanding the requirement for use of a DOT-compliant helmet to include all riders and passengers in Florida, as recommended by NHTSA assessors. One member brought up issues with consistency across the state between jurisdictions. Currently, Florida riders under the age of 21 must wear a DOT-compliant helmet and all riders must wear a helmet unless they possess at least \$10,000 in insurance. Previously, the Coalition has focused efforts on promoting voluntary helmet use. Including developing a statewide MEPER helmet selection e-learning module, drafting 300-word documents for stakeholders, and implementing the NHTSA “Demonstration to Promote Motorcycle Helmet Use” project. The group brainstormed several strategies to encourage helmet use, acknowledging that the topic is politically sensitive.

Suggestions for social marketing to voluntarily change riders’ behavior included showing “cool people” wearing helmets, highlighting the availability of different helmet styles (such as modular or three-quarter helmets), and promoting helmets with modern technology like Bluetooth. One participant suggested that the Coalition look into campaigns used in the skiing and horseback riding communities, which saw a significant increase in helmet use over a 20-year period. Another idea was to create eyeglass cleaning cloths with statistics about how helmets increase a rider’s chance of survival. Some participants suggested that the most effective approach might be to simply enforce the laws already in place by addressing the issue of non-DOT-compliant helmet use among riders under 21. Another suggestion was to expand the helmet use messaging to include scooter riders. The discussion concluded with a focus on making helmet use more appealing and relatable to riders through strategic messaging and education, rather than relying solely on legislation.

Full presentation available here: [Large Group Discussion Topics](#)

August 14th, 2025

Day 2 Welcome & Coalition Emphasis Area Updates – Mrs. Brandy French, FDOT

Mrs. Brandy French, FDOT, welcomed the Coalition back for Day 2. Mrs. French provided room assignments for breakout groups and reminded members of upcoming meeting dates.

FY 2024-2025 Social Media Overview – Ms. Savana Wright, CUTR



Figure 7. Ms. Wright presenting performance metrics from RSF social media communications.

Ms. Savana Wright, CUTR, provided an overview of social media efforts for the 2024-2025 subgrant cycle. Coalition members were encouraged to follow @RideSmartFL on all platforms and reshare content where possible to improve the reach of educational content. Overall, RSF's social media efforts aim to reduce motorcyclist fatalities and injuries in Florida by providing high-value educational content to all road users. The presentation emphasized that Florida motorcyclists are a unique audience that may be easier to reach through social media, compared to traditional communications methods, due to the small population size of the audience and their propensity to connect with other riders online.

The core content strategy of RSF focuses on becoming a "member" of the motorcycle safety community rather than an authority figure; however, this goal is often challenging to reach due to the limitations of the social calendar approval process. Ms. Wright explained that the current approval process is a seven-step cycle, starting with identifying themes and dates, brainstorming ideas, developing a calendar of posts, undergoing internal CUTR and FDOT reviews, revising, and finally scheduling posts two months in advance.

Next, a breakdown of performance metrics for the RSF Facebook and Instagram accounts was presented. Key social media metrics tracked include views/impressions, reach, and interactions (likes, reactions, comments, shares). Facebook performance from October 1, 2024, to July 31, 2025, showed 2,592,030 total views, with 95% of views and 99% of reach coming from ads, indicating a heavy reliance on paid promotion. The top-performing posts included content on Tampa Bay Area motorcyclist fatalities and headlight safety. The RSF Facebook audience is predominantly male and concentrated in major Florida cities like Jacksonville, Orlando, and Miami. Instagram performance for the same period recorded 640,665 total views. Top posts included a video about "Koda the Fluff" getting pulled over by Sheriff Grady Judd and then a follow-up video about "Koda the Fluff" taking a Basic RiderCourse (BRC) and getting her motorcycle endorsement. The Instagram audience was predominantly male and skewed slightly older than the Facebook audience. Top cities included Jacksonville, Tallahassee, and Miami. Benchmarking against others in the category shows that RideSmart Florida publishes more frequently on Facebook and

at a similar rate on Instagram. Ms. Wright explained that lower performance metrics corresponded closely to the amount of advertising money spent on this subgrant cycle compared to the previous cycle.

Current challenges include missing out on fast-moving social media trends due to the multi-step approval process, the inability to engage directly with the audience in comments and direct messages, and the difficulty of increasing visibility without paid advertisements.

Full presentation available here: [24-25 Social Media Overview](#)

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



Figure 8. Dr. Jang updating the Coalition on motorcycle safety material distribution.

Dr. Siwon Jang, CUTR, provided an update on RSF's educational material distribution efforts during the 2024-2025 subgrant cycle. The RSF website had 359 total orders, distributing 16,637 materials with an average of 46.3 items issued per order. All print materials are available for free to Florida residents on www.ridesmartflorida.com/order. High order counts this subgrant cycle correlated with Motorcycle Safety Month in May. Order distribution spanned the state, bringing a large quantity of motorcycle safety materials to harder-to-reach areas, including Key West. Naples led in quantity distributed (3,302 items), followed by Gainesville (2,837 items).

The top three items ordered this grant cycle were reflective helmet stickers, tire tread business cards, and watch for motorcycles bumper stickers. The presentation also showcased updated materials, including a revised "Common Motorcycle Violations in Florida" factsheet and an updated "Motorcycle Violations Checklist" pad. Additionally, several Spanish translated materials are under review, such as the Aging Riders Brochure, Teens on Two Wheels card, and Motorcycle Safety Color Activity Book. Existing Spanish materials include Crash Scenarios Standees for outreach events and a Scooter Tip Card.

Feedback from a user survey of material recipients indicated a strong desire for more educational materials aimed at car drivers, covering topics like distracted driving, safe following distances, and sudden braking differences between cars and motorcycles. Users also requested more options for magnetic bumper stickers, availability of smaller magnets, reflective arm belts, and high-visibility RideSMART T-shirts. Positive feedback was received regarding social media posts, with requests for "Watch for Motorcycles" bumper stickers to be available at local police and sheriff's departments, and for new materials addressing the dangers of street racing.

Regarding the reflective helmet sticker, the Coalition discussed whether there was any guidance on where to place the reflective helmet sticker. Coalition members pointed out that the back of the helmet was the best place for conspicuity, but one sticker on the front would be most beneficial for first responders to

see the helmet removal warning. The Coalition discussed the need for additional partnerships to print desirable non-paper materials like stickers, kickstand pucks, etc.

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 any ongoing action items. Upon returning from the breakout sessions, 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.

- **Communications** discussed ideas to mail out a packet of materials for newly endorsed riders, utilizing FLHSMV's database of newly endorsed motorcyclists. For the new subgrant cycle, the group would like to expand partnerships and reach out to toy run events to participate in outreach during the holiday season. Last, the group will continue to gather creative motorist awareness messaging and bring back ideas to the November Coalition meeting.
- **Data & Analysis and Trauma & Emergency Services** are working together to add hospitalization data by county to the Florida Department of Health annual motorcycle safety report. This area will also focus on pulling scooter-body type data.
- **Law Enforcement** reviewed the law enforcement motorcycle safety e-learning MEPER module and provided recommendations to improve the content. Key updates would include updating motorcycle data sets in the module to incorporate the past ten years of available data, to demonstrate an ongoing motorcycle safety issue. The group requested that the RSF logo be added to the e-learning completion certificate. All members of the Coalition were encouraged to test the module using a QR code. Last, the team discussed adding the new "super speeder" law to all digital materials.
- **Rider Licensing & Training** completed the distribution of rider endorsement tip cards and letters. The group is also planning to assist with a Florida Rider Training Program Sponsor's Meeting for September or October of this year. The group will work with CUTR as needed to develop a poll to select an optimal meeting time for most Sponsors. Last, the group spent time reviewing the MSSP Business Plan and updating assigned leaders throughout the plan.
- **Roadway Engineering** discussed edits to the 2026 Florida Design Manual (FDM) regarding new language for motorcycles. Mr. James Landini, FDOT, will confirm that the new FDM definition for motorcycles is consistent with Florida Statutes. The group also plans to develop and share a series of motorcycle safety engineering presentations with the FMSC at each of the upcoming meetings. The team discussed developing a presentation for the November meeting, centering on pavement surfaces and



Figure 9. Rider Licensing and Training Emphasis Area breakout.

their relationship to motorcycle safety. Last, the group will follow-up on a potential opening to present at the October FDOT Design Symposium. In general, the group would like to reach out to other engineering conferences to reach contractors and push for the placement of motorcycle safety materials at other FDOT Conference/Symposium events.

Meeting Closing Statements – Mrs. Brandy French, FDOT

Mrs. Brandy French, 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:

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