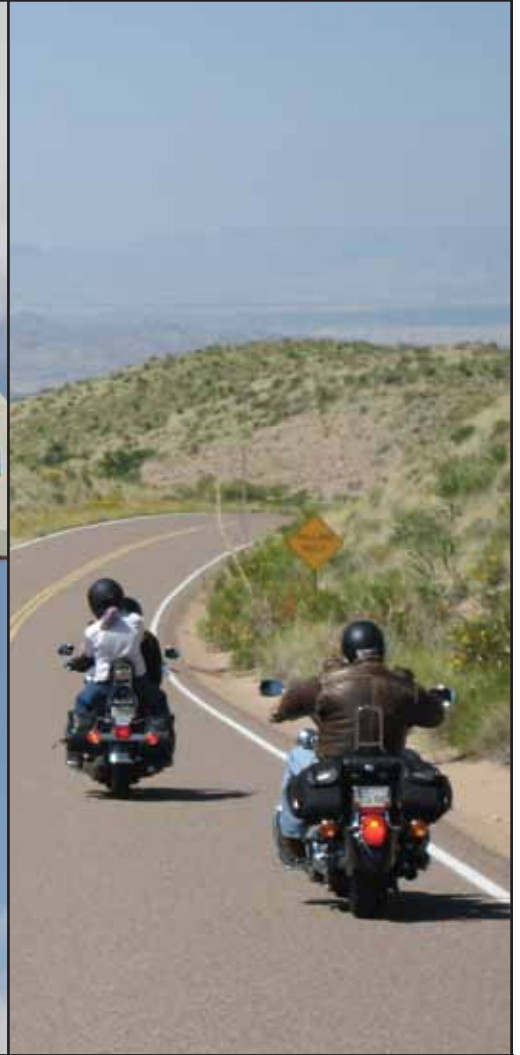


6th Annual Texas Motorcycle Safety Forum



**February 7, 2011
Austin, Texas**

SIXTH ANNUAL TEXAS MOTORCYCLE SAFETY FORUM

Executive Summary

Prepared by

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Research Scientist

September 2011



Texas Transportation Institute
The Texas A&M University System
College Station, TX 77843

FORUM OVERVIEW

The Sixth Annual Texas Motorcycle Safety Forum held in Austin, Texas, on February 11, 2010, attracted more than 100 participants dedicated to reducing the number of motorcyclist fatalities and injuries on Texas roadways. Riders, educators, and training instructors attended the Forum, along with members of law enforcement, public health, and government agencies. Attendees of the one-day event heard a diverse group of speakers, with brief question-answer sessions following each presentation. The forum included informative presentations; an afternoon panel question and answer session; and wrapped up with a Texas Motorcycle Safety Coalition (TMSC) general meeting. The following provides a brief summary of the presentations. An agenda is included in the Appendix A.

Texas Transportation Institute's (TTI's) Center for Transportation Safety (CTS), Texas Department of Transportation (TxDOT), TxDPS, and TMSC co-sponsors the Forum. The sponsors express their gratitude to Brown Distributing, for the use of their facility and to Lindsey Bradley, marketing and social responsibility director of Brown Distributing, for her help in preparing the venue and providing on-site assistance throughout the Forum.

PRESENTATIONS

Motorcycle Safety Training Update

JOHN YOUNG, PROGRAM DIRECTOR, MOTORCYCLE & ATV SAFETY UNIT, TEXAS DEPARTMENT OF PUBLIC SAFETY (TXDPS)

John Young provided an overview of the Motorcycle Operator Training and Safety Program. Mr. Young discussed the program's funding source, allocation of funds within the program, and upcoming funding challenges.

John stated that he would like to see the language of Senate Bill 1967 (SB 1967) modified to allow returning rider courses and experienced rider courses meet the training requirement outlined in the bill.

Mr. Young also expressed his hope to upgrade to a real-time web-based system for reporting training information that would directly interface the software used by the DPS driver's license offices.



Motorcycle Awareness: Driver Education and Driving Safety's Implementation of SB 1967

NINA SAINT, PROGRAM MANAGER, TEXAS EDUCATION AGENCY (TEA)



Nina Saint shared information about the implementation of motorcycle awareness content into the curriculum for driver education and driving safety courses as mandated by SB 1967. Ms. Saint explained that communication with members of the motorcycle community was vital in determining what motorists need to know about sharing the road with motorcyclists. She noted much information is available from visiting LookLearnLive.org, and from

discussions at previous forums and Texas Motorcycle Safety Coalition (TMSC) meetings. Ms. Saint noted that motorcycle awareness is included in all twelve modules of the Adult and Minor Driver Education programs and announced that a motorcycle awareness DVD is available for all driver's education course instructors.

Measuring Motorcycle Travel: Why and How?

DAN MIDDLETON, PROGRAM MANAGER, TEXAS TRANSPORTATION INSTITUTE (TTI)

Dan Middleton discussed the importance of collecting more accurate motorcycle travel data and the challenges of using current technologies to detect motorcycles on roadways. Mr. Middleton presented an overview of the research agenda on a new project designed to improve the accuracy of the data and methodologies used to estimate the number of miles traveled by motorcycles. Dan also encouraged participants to contact him directly if they were interested in participating in the field test of the selected motorcycle count and detection technologies.



Traffic Fatality Trends 2000-2009: Three-Year Moving Average Rates for the Nation

KENNETH COPELAND, REGIONAL PROGRAM MANAGER, REGION VI, NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION (NHTSA)

Kenneth Copeland provided an overview of national traffic fatality trends over the past decade. Mr. Copeland reported that while many areas of traffic safety experienced a downward trend, motorcyclist fatality rates increased dramatically in the past ten years. While he acknowledged that the number of Texas motorcyclists killed has decreased in the past couple of years, Mr. Copeland urged participants to remain vigilant in identifying strategies to reduce motorcycle crashes. He pointed out several national motorcycle safety initiatives and commended the Texas Motorcycle Safety Forum for bringing motorcycle safety advocates together to develop a plan for reducing motorcycle crashes in the state.



Motorcycle Safety Panel

The Motorcycle Safety Panel consisted of:

- Kenneth Copeland, Regional Program Manager, Region VI, National Highway Traffic Safety Administration (NHTSA)
- Gonzalo Ponce, Program Manager, Motorcycle Safety, Texas Department of Transportation (TxDOT)
- Nina Saint, Program Manager, Texas Education Agency (TEA)



- John Young, Program Director, Motorcycle & ATV Safety Unit, Texas Department of Public Safety (TxDPS)
- Steve Cochran, State Lt. Commander for the U.S. Defenders Program
- Dr. R. Quinn Brackett, Texas Transportation Institute (TTI) - Moderator



Following introductions and brief opening remarks, panel members addressed several questions submitted by Forum participants. Below are some of the questions addressed to the panel.

Question: “When TxDOT, MPOs or any organization are doing activities in particular areas, is it possible for the TMSC to be notified and used to help distribute the information to riders in the area?”

Answer: It is important to engage the motorcyclist in district functions and we need to determine the best method of communication between the motorcyclists and traffic safety specialist.

Question: “What is the status of the DOT hazardous road condition signs?”

Answer: Mr. Ponce was uncertain but would find the answer and report back.

Question: “We have been told that Sherry Matthews was awarded the bid for the Public Information & Education campaign. Who made that determination and why?”

Answer: SB 1967 tasked TxDOT with putting together a public awareness campaign but did not allocate any money toward that purpose. We requested proposals for agencies to put together a safety campaign for “Share the Road” and the grant was awarded thru a competitive process.

Question: “September 1, 2009, the state started collecting funding under the motorcycle safety and training fund. I submitted an open records request to the Comptroller’s office and learned that there is \$11 million in the fund and there have been no disbursements. SB 1967 went into effect on September 1, 2009 and it states that there must be a continuous and on-going motorcycle safety campaign. It’s 2011 and the campaign is not due to begin until March 2011. Under the terms of SB 1967, all TxDOT had to do was make a request to this fund to have money for the campaign. Why has it taken 15 months?”

Answer: TxDOT was unaware that this fund existed. TxDOT will look into the availability of this money.

Question: “Why was the TMSC not contacted by Sherry Matthews about the best way to spend the money award for the “Share the Road” campaign?”

Answer: TxDOT provide Sherry Matthews with a list of contacts in the motorcycle community. The campaign is still in the planning stages.

A Sherry Matthews representative added that they do want input from the motorcycle community on how best get communicate the motorcycle safety message.

Question: “We see a lot of ads about educating motorcycle riders which is very proactive. What mandatory education will be done for four-wheeled drivers?”

Answer: Motorcycle safety and awareness is now included in driver education and driving safety courses. There is also a CD available for instructors, schools, and course providers to help them incorporate motorcycle awareness into their programs. This CD will be distributed during instructor workshops.

Following the afternoon panel session, the TMSC conducted a General Meeting. The meeting began with the induction of new members. David Die, TMSC Chairman, presided over the meeting and explained to the membership that board members hoped to complete a draft of the motorcycle safety strategic plan before the next TMSC meeting. Jim Stanford, chair of the Nominations Standing Committee, opened nominations for Vice-Chairman. Voting by a show of hands, the TMSC elected Jude Schexnyder to the position.

Standing Committee updates included:

TERRI WILLIAMS - LEGISLATIVE STANDING COMMITTEE

Ms. Williams reported that are no plans to introduce new legislation in this session. The main emphasis will be tracking spending and making sure that projects are being funded as mandated by SB 1967.

JEFF KAUFMAN - RESEARCH STANDING COMMITTEE

Mr. Kaufman reported that he has done a variety of different analysis on the crash data obtained from TxDOT. While motorcycle crashes are down, he cautioned that it is a one year reversal in long-term upward trend. He stressed the need for a causation study to better pinpoint the reasons for the motorcycle crashes and the need for improved travel data for motorcycles to get a more accurate crash rate.

JUDE SCHEXNYDER - EDUCATION STANDING COMMITTEE

Mr. Schexnyder encouraged members to have their respective club members visit LookLearnLive.org and view the *I Ride for Tomorrow* Initiative. He stressed the need for a change in the motorcycle culture to incorporate education and training that produces responsible motorcyclists capable of safely operating their bike in the event of an emergency.

2011 Motorcycle Safety Forum



APPENDIX A:

AGENDA

Speaker Bios

Panel Bios

TMSC Officers

Texas Motorcycle Safety Forum 2011



AGENDA

Monday, February 07, 2011
Brown Distributing Company, Hospitality Room
8711 Johnny Morris Road
Austin, TX

Participating Agencies:



10:00 – 10:30 am

Opening Remarks

Terry Pence, Director, Traffic Safety Section, Texas Department of Transportation (TxDOT)

John Mounce, Director, Center for Transportation Safety (CTS), Texas Transportation Institute (TTI)

Welcome

Jay Kimbrough, Special Advisor to the Board of Regents, The Texas A&M University System

10:30 – 10:45 am

Motorcycle Safety Training Update

John Young, Program Director, Motorcycle & ATV Safety Unit, Texas Department of Public Safety (TxDPS), Austin, TX

10:45 – 11:10 am

Motorcycle Awareness: Driver Education and Driving Safety's Implementation of SB 1967

Nina Saint, Program Manager, Texas Education Agency (TEA), Austin, TX

11:10 – 11:35 am

Measuring Motorcycle Travel: Why and How?

Dan Middleton, Program Manager, Texas Transportation Institute, College Station, TX

11:35 – 12:00 pm

2010 FHWA International Motorcycle Safety Scan

Mark Bloschock, Vice President, Special Projects, VRX, Inc. Plano, TX

12:00 – 1:00 pm

Lunch

SPECIAL THANKS TO BROWN DISTRIBUTING, INC.

AGENDA (CONT'D)

1:00 – 2:00 pm

Motorcycle Safety Panel: Q&A

Kenneth Copeland, Regional Program Manager, Region VI,
National Highway Traffic Safety Administration, Fort Worth, TX

Gonzalo Ponce, Program Manager, Motorcycle Safety, Texas
Department of Transportation Traffic Safety, Austin, TX

John G. Young, Program Director, Motorcycle & ATV Safety Unit,
Texas Department of Public Safety, Austin, TX

Nina Saint, Program Supervisor, Texas Education Agency, Driver
Training Division, Austin, TX

Steve Cochran, State Lt. Commander for the U.S. Defenders
Program

2:00 – 2:10 pm

Texas Motorcycle Safety Coalition (TMSC) Report

David Die, TMSC Chairman

2:10 – 2:40 pm

TMSC Standing Committee Reports

Legislation
Safety Awareness
Education
Research

Terri Williams
Cathy Bochat-Duross
Jude Schexnyder
Jeff Kaufman

2:40 – 2:50 pm

TMSC Elections

2:50 – 3:00 pm

Closing Remarks



Texas Motorcycle Safety Forum 2011

Speakers Bios Texas Motorcycle Safety Forum February 7, 2011

Terry Pence

Director, Traffic Safety Section
Texas Department of Transportation
Austin, TX

Terry Pence is the Director of the Traffic Safety Section and the Governor's Highway Safety Coordinator having been with the Texas Department of Transportation (TxDOT), Traffic Safety Program for almost three decades. Mr. Pence represents TxDOT on the Drug Demand Reduction Advisory Committee, State Incentive Grant Advisory Committee, State DWI Certification Committee, Texas Child Fatality Review Team, and the AASHTO Subcommittee on Safety Management. Terry has a Bachelor of Business Administration in Management from the University of Texas.

John Mounce

Director, Center for Transportation Safety
Texas Transportation Institute
College Station, TX

John Mounce is the Director for TTI's Center for Transportation Safety and a Research Engineer. Dr. Mounce is a renowned expert in highway design, operations, and safety and human factors and a researcher and educator for over 30 years. John has published over 100 reports and papers based on research conducted for the TxDOT, Montana Department of Transportation, Federal Highway Administration, National Highway Traffic Safety Administration, and the U.S. Department of Transportation. John has a Ph.D. in Civil Engineering from Texas A&M University.

Jay Kimbrough

Special Advisor to the Board of Regents
The Texas A&M University System
College Station, TX

Jay Kimbrough is a highly decorated Vietnam War veteran, a deeply committed public servant and a "reformer" who has devoted his life to solving our state's toughest problems. Jay left high school a semester early to join the U.S. Marine Corps, serving in the 3rd Marine Division in Vietnam. His adventures following his military service to our country have included many additional positions of service—the overriding theme of his life. A graduate of SMU and the South Texas College of Law, Jay has served our state as Chief of Staff to Governor Rick Perry, Deputy Attorney General in charge of special investigations, Director of the Office of Homeland Security, Executive Director of the Texas Commission on Alcohol and Drug Abuse, and County Judge of Bee County...just to name a few of his public service roles. Most recently, he was tapped to serve on the Restructure Council for the Texas Department of Transportation, which made recommendations last month on needed reforms within the agency.

John Young

Program Director, Motorcycle Safety Unit
Texas Department of Public Safety
Austin, TX

John Young is the Program Director for the TxDPS Motorcycle and All-Terrain Vehicle (ATV) Safety Training Unit and responsible for establishing training standards for the State's motorcycle operator training program. John oversees the Mobile Motorcycle Operator Training Program. He is responsible for determining course locations, fees, instructor qualifications and certification requirements, and program sponsor requirements. John also administers the All-Terrain Vehicle (ATV) Safety Training program and serves as the liaison between the Department and the ATV training groups and facilities.

Nina Saint

Program Manager
Texas Education Agency
Austin, TX

Nina Saint is the Driver Training Program Unit Manager for the Texas Education Agency. In this capacity, Nina ensures that curriculum standards for driver education and driving safety courses include information about vulnerable road users, including motorcyclists. Nina serves on NHTSA panel to review and comment on the development of national standards for states driver education programs. Nina also collaborates with others in the traffic safety community including TRB, ADTSEA, DSAA, TXDOT, TTI, and DETA.

Dan Middleton

Program Manager
Texas Transportation Institute
College Station, TX

Dan Middleton is a Research Engineer and Program Manager for TTI's System Monitoring Program. A significant portion of his research involves innovative uses and testing of state-of-the-art sensors of various types for monitoring vehicular movement. He is the Principal Investigator of the ongoing research project sponsored by the National Cooperative Highway Research Program entitled "Improving the Quality of Motorcycle Travel Data Collection." He is active in the Transportation Research Board, the Intelligent Transportation Society of America, the Institute of Transportation Engineers, and the Society of Automotive Engineers. He holds degrees in Civil Engineering from the University of Tennessee and Texas A&M University.

Mark Bloschock

Senior Vice President, Special Projects
VRX, Inc.
Plano, TX

Mark Bloschock is the Senior Vice President of Special Projects at VRX Engineering. Mark retired from the TxDOT Bridge Division after 28 years of service. He is a nationally known expert on making bridges welcoming for bats. Mark was one of only two state DOT engineers appointed to the Motorcycle Advisory Council for the Federal Highway Administration (MAC-FHWA) established to advise the US DOT on roadway infrastructure practices to improve motorcycle safety. In September 2010, Mark was part of a team of transportation safety and engineering experts and industry representatives who visited five European countries to assess infrastructure improvements designed to improve motorcyclist safety.

Texas Motorcycle Safety Forum 2011



Meet the Panel



Kenneth W. Copeland, NHTSA
Kenneth Copeland is Regional Program Manager with the National Highway Traffic Safety Administration (NHTSA). Ken coordinates alcohol, motorcycle, youth and commercial vehicle safety programs for NHTSA's Region 6 States (Texas, Louisiana, Mississippi, Oklahoma, New Mexico and the Bureau of Indian Affairs). Ken has logged over 100,000 crash free miles



Gonzalo Ponce, TxDOT Traffic Safety
Gonzalo Ponce is the Program Manager for Motorcycle Safety, Police Traffic Services, and Pedestrian and Bicycle Safety with TxDOT's Traffic Safety Section. Prior to joining TxDOT, Gonzalo performed project, program, process, and contract management, as well as information technology functions in the military, public, and private sector. Gonzalo is an avid bicyclist.

John Young, TxDPS

John Young is the Program Director for the TxDPS Motorcycle and All-Terrain Vehicle (ATV) Safety Training Unit where he is responsible for establishing training standards for the State's motorcycle operator training program. He also oversees the Mobile Motorcycle Operator Training Program. John is the liaison between the Department and ATV training groups and facilities. John rides a 2005 Harley-Davidson Road King and has been riding for 39 years.

Nina Saint, TEA

Nina Saint manages the Texas Education Agency's Driver Training Program. Nina is responsible for ensuring that information relating to motorcycle awareness, the dangers of failing to yield the right-of-way to a motorcyclist, and the need to share the road with motorcyclists is included in the State's driver education and driving safety courses. She serves on a NHTSA panel to review and comment on the development of national standards for states driver education programs. In May, she will receive her masters in Curriculum and Instruction from Texas A&M University.



Steve Cochran, US Defenders

Steve Cochran is a Reconnaissance and Signals Intelligence platform subject matter expert with L3 Communications. He is the vice president of the Sons of the South Motorcycle Club (Waco) and Chair of the Cen-Tex (Killeen) and HOT (Waco) chapter of the TMRA2. Steve is also the Senate District 22 District Adviser for the TMRA2 and a member of the Texas Confederation of Clubs and Independent Riders, United Clubs of Texas and the State Lt. Commander for the U.S. Defenders Program.



Quinn Brackett, TTI, Moderator

Dr. Brackett is a Senior Research Scientist with the Center for Transportation Safety with over 30 years of human factors and safety research experience. Quinn has been riding for over 50 years and now rides a Gold Wing for both commuting and pleasure.

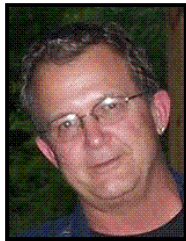


Meet the Texas Motorcycle Safety Coalition (TMSC) Board



Catherine "Pegasus" Bochat-Duross has been riding motorcycles since she was 15 years old. Cathy is 2nd Vice President for Texas Motorcycle Roadriders Association (TMRA), the Texas representative for American Motorcyclist Association (AMA) Justice for All Campaign, a member at large of the Southern Cruisers Riding Club, and a MSF Rider Coach. Cathy chairs the TMSC Safety Awareness standing committee and a member of the Research standing committee. Email: pegasussatx@yahoo.com.

Ray Brockie is the owner of Moto-Ed, a motorcycle training company in Fort Worth, Texas. In the past, Ray was a professional motorcycle road racer. He has been a riding instructor since 1996. Ray holds a bachelor's degree in secondary education and says "enjoy your freedom and thank those who make it possible." Ray chairs the TMSC Policy & Bylaws standing committee and is a member of the Education and Roadway Design/Engineering standing committees. Email: RayB@Moto-Ed.com.



David Die serves as the Chairman of the TMSC. David, whose road name is 'D Die', is a member of the Red Knights M/C, Texas Chapter 1. David also serves on the Texas Motorcycle Rights Association (TMRA2) Legislative Task Force and is a member of the TCOC&I and US Defenders. Davis chairs the TMSC Roadway Design/Engineering standing committee and is a member of the Legislation and Safety Awareness standing committee. Email: gump69@gt.rr.com.

Jeff Kaufman is a transportation program coordinator for Traffic Operations and Safety at the Houston-Galveston Area Council (H-GAC). Jeff coordinates the H-GAC's Regional Safety Council and is involved with planning for Intelligent Transportation Systems (ITS) and multimodal systems for the region. He received his bachelor's degree from University of Michigan and master's degree from the University of Texas. Jeff chairs the TMSC Research standing committee. Email: jeff.kaufman@h-gac.com.



Michael Kellett is a photographer and owner of Michael Kellett Professional Photography located in Bryan, Texas. Michael been riding for 14 years and is a member of the Iron Butt Association (IBA), an international organization dedicated to safe long-distance motorcycle riding. Michael currently rides a BMW R1200 GS. Email: mkellett@mac.com.

Bear Prince is a real estate broker and auctioneer and a rider since age 17. He is a full patch-holding member of Lost Inc. M/C and is the Vice Chairman and Information Liaison Officer for the Houston region of the Texas Confederation of Clubs & Independents. Bear is also Lt. Commander of the US Defenders, Houston Region, and a member of Texas Motorcycle Rights Association (TMRA2) and serves as the North Houston District Advisor. Bear is a member of the TMSC Legislation and Safety Awareness standing committees. Email: bearpprince@msn.com.



Jude Schexnyder has been a motorcycle enthusiast for over 40 years and rides over 25 thousand miles annually. Jude retired after a 31 year career as a commissioned officer with the Texas Department of Public Safety, and has been actively involved in motorcycle safety and training for the past 7 years. Jude is a MSF RiderCoach, a Total Control Advanced Riding Clinic Instructor, a MotorPro Challenge Chief Instructor and co-owner of MotoFun, an Austin area training provider. Jude has previously served on legislative working groups to address motorcycle safety issues. Jude chairs the TMSC Education standing committee and is a member of the Legislation standing committee. Email: jude55@suddenlink.net.



Terri Williams is the Secretary for TMSC and chairs the Coalition's Legislation standing committee. She also serves the Texas Motorcycle Rights Association (TMRA2) as both State Secretary/Treasurer and Media Coordinator, and is the founder of the TMRA2 Legislative Task Force. Additionally, Terri produces a live TV show, "Texas Politics Biker Style". Terri has been working with motorcyclists for two decades and previously worked for an attorney as a legal investigator. Email: secretary@tmra2.org.

Not pictured:

Keith Rovell manages Motorcycle Rentals of Houston and is a MSF-certified ridercoach. A motorcyclist for over 30 years, Keith has also taught motorcycle training for the past 15 years in both Texas and Indiana. Keith was a radio announcer, manager, and consultant for 23 years in Florida, New Mexico, Indiana and Texas. Keith currently rides a 2001 Honda Goldwing. Keith is a member of the TMSC Education standing committee. Email: krovell@mancuso-hd.com.

Jim Stanford – Steel Steed Rider Coach. Jim chairs the TMSC Nominations standing committee. Email: txsred1@esc4.com.

David Yeater - Awesome Cycles, Email: dgyeater@awesomecycles.com.