



Texas Motorcycle Safety Coalition Meeting Minutes November 15, 2018

Texas A&M Transportation Institute

Gibb Gilchrist Building, Room 103

10:00 am - 3:00 pm

Highlights

- Opening Remarks and New Member Introduction
- TxDOT Update
- 2019 Forum and Outreach Events Update
- Reducing Risk to Motorcycles in Work Zones
- Motorcycle Licensing Discussion
- Look Learn Live Ride Video Discussion
- Open Discussion and Adjourn

Opening Remarks and New Member Introduction.

TMSC President Chris Beireis opened the meeting and invited everyone present to introduce themselves.

TxDOT Update

Mike Manser of TTI provided a brief update on some of the TxDOT-sponsored motorcycle safety projects that are currently in progress. One of these is the Motorcycle Safety Outreach project, which helps to provide support for the TMSC and also sends staff to motorcycle and general public events to distribute outreach materials. Another project is examining motorcycle crashes that occurred in curves to see if there are trends in contributing factors, locations, or other characteristics.

The motorcycle safety outreach grant is being proposed again for next year. Among the planned activities are an update of the Look Learn Live website to be a more useful information resource.

TTI is finishing a project sponsored by the FHWA looking at infrastructure-related countermeasures (signing, signals, road striping, intersection designs, guard rail enhancements) that can help improve safety for motorcycle riders. The last step of the project is to contact state DOTs to see if they would be interested in sponsoring/supporting demonstration projects of some of the highest-ranked countermeasures to determine how they impact motorcycle rider safety. Attendees discussed some

infrastructure-based countermeasures as well as other approaches to addressing motorcycle safety such as improving rider conspicuity and driver awareness.

2019 Forum and Outreach Events Update

Cody Stewart presented initial plans for the annual Texas Motorcycle Safety Forum. This year's Forum, to try to improve attendance and include more riders, will be held on Saturday, February 23, 2019 in Kerrville (past Forums have been held on weekdays). Cody asked for additional ideas for getting the word out to riders and increasing attendance. Suggestions from attendees included:

- Send to all emergency trauma centers
- Send to military installations (Amy Jo)
- Chambers of Commerce, city event calendars
- "Like" each COC&I region's Facebook page; will help to spread work among the clubs and independents
- Send to AMA, BMW, MOA
- Jude will try to get an announcement into the AMA publication
- Potentially get an announcement in to AAA Texas magazine
- Thunder Roads, Ride Texas
- Change name from Texas Motorcycle Safety Forum to something snappier
- Combine with other events
- Get Kirk Watson as speaker again

Cody also asked for suggestions for activities and ways to engage Forum participants.

- Give them a reason to be there; get some legislators, police agencies, DPS there, provide a chance for riders to ask them questions and provide feedback.
- Use Survey Monkey and ask in advance what they want to hear about.
- Any discussions at TTI about groundwork for moving MC training forward; how to implement some of the things that Sen Watson has recommended? Instructor training, recruiting instructors. (may be premature until the new organization is implemented). Mike commented that TTI presented Sen Watson with a plan for this, including some initial work to determine why some riders avoid getting a license/training. Could this potentially be a topic/breakout session for the Forum "What would you like to see in motorcycle training?"
- Have some type of interaction during the day (the planned ride on Sunday is good also). Half a day to learn stuff, half a day of interactive activity.
 - Skills clinic
 - Different things to try (try out a dirt bike, try out a Can-Am)
 - Introduction to the latest gear; bring in gear manufacturers, etc.
 - There was an event in CA tied to their safety coalition; attendees paid \$25 and they invited vendors to come in.
 - MSF Host Events – marijuana awareness kit, experienced rider's kit, alcohol awareness kit, intersection kit, perception kit. Kits have workbooks, DVDs, everything you need to implement the activity
 - SmartTrainer demo

- Set up sessions and make it a game show – Jeopardy-type thing with MC safety questions; tie in vendors for prizes
 - Obstacle course
 - Get Sherry Matthews Marketing to bring the big motorcycle display
 - What do you do if you come across an accident? First 15 minutes
- Cody presented the list of [upcoming outreach events](#) that will be attended by TTI staff to raise motorcycle safety awareness. TTI always welcomes volunteers to come and help us staff the booth – if you're interested in spending some time with us talking to riders and to the public about motorcycle safety and sharing the road, contact Christie at c-havemann@tti.tamu.edu.

Reducing Risk to Motorcyclists in Work Zones

Laura Higgins and Melisa Finley of TTI summarized their project for TxDOT, which is producing awareness training material for TxDOT engineers and project managers on ways to reduce risks to motorcycles in roadway work zones. A second activity of this project is to create outreach material for riders on how to navigate potential hazards in work zones such as loose gravel, rough pavement, and uneven lanes, bumps and seams in the road. Rider coaches are being consulted to provide the advice that will be included in the rider outreach material. Meeting attendees were also invited to provide input at the end of the presentation.

Motorcycle Licensing Discussion

Paige Ericson talked about her new TxDOT project, “Not Licensed to Ride”. This project is investigating ways to encourage riders to get a motorcycle license. Nationwide about 27% of riders involved in fatal MC crashes in 2017 were not licensed at the time of the crash. In Texas 47% of riders in fatal crashes were unlicensed. This percentage has increased every year since 2012. This year, the project is going to analyze TxDPS citation data, survey riders to determine reasons for not getting licenses, conduct focus groups to identify effective messages, develop and distribute outreach materials, and identify strategies that other states have used to increase MC licensing rates.

Paige asked for input on the rider survey. The survey will be conducted during motorcycle outreach events and distributed online, and is designed to take 5 minutes or less to complete. Paige reviewed the survey questions with the group for their feedback on the question wording and the multiple-choice response options.

Paige also described a potential future effort to match up Training School data from TxDPS and Registration Data from TxDMV to identify motorcycle owners who have not completed the licensing process, and then send those owners a letter to encourage them to complete the licensing process.

Look Learn Live Ride Video Discussion

Marcie Perez of TTI presented a list of ten scenic routes that are popular with riders in Texas and are also over-represented in motorcycle crashes, and asked for votes from attendees to help determine which six routes will be added to the Look Learn Live Ride Map in FY2019. These routes, like the others

on the map, will be filmed to show how the ride looks from a rider's perspective, and placed on an interactive online map for riders to add comments/information and to rate the routes on their difficulty.

Candidate routes included:

- Galveston to Freeport – Seawall/Bluewater Hwy
- Rockport to North Padre – Hwy 35/SH361
- Glenrose to Granbury – Hwy67/FM51
- Helotes to Bandera – PR37/FM1283/SH16
- Abilene to Merkel – FM89/FM126
- McKinney to Bonham – Hwy 75/US82/FM697
- Copperas Cove to Lampass – FM1113/FM580
- Somerville to Washington – FM60W/FM36/FM390
- Beeville to Edinburg – US181/Hwy359/US281
- Pinehursts to Conroe – Hardin Store Rd/FM2978/FM1488

A handout was distributed with the routes listed so that participants could select their top four choices; two write-in spaces were also included for route suggestions that were not on the list.

Open Discussion

- Ideas for encouraging/enforcing licensing:
 - If MCs were impounded for lack of license/insurance, this might force more riders to get a license.
 - Require dealers to include a coupon for training and a helmet with the sale of a motorcycle.
- Emergency response time: what are ways to educate people what to do if they come upon an accident scene. What types of tools should riders have on them (e.g. flares) to draw attention in case of a crash? What types of education/training should be promoted among riders (and/or others) to help and protect crash victims at the scene? This could include the specifics to tell the dispatcher about the location, situation, etc.
- The group briefly discussed the proposed change to the motorcycle safety program and its planned move from DPS to TDLR, and the accumulated state fund for motorcycle safety. Part of the discussion was on the process and potential for getting someone from the TMSC on the proposed advisory board for the motorcycle safety program.
- Mike Manser let the group know that TTI's offices will be moving to the RELLIS campus in 2019 and that the third TMSC meeting will likely be held there. Mike also told the group that if preferred, the TMSC meetings can be held in other parts of the state.

Adjournment

The meeting adjourned at 3:10 p.m.