

Texas Motorcycle Safety Forum

SATURDAY
MAY 1
2021

Virtual Event
8:30 a.m. – Noon CST

2021 Texas Motorcycle Safety Forum: Working Together to Increase Rider Safety Saturday, May 1, 2021

Virtual Event
8:30 a.m. – noon CST

The 2021 Texas Motorcycle Safety Forum is hosted by the Texas A&M Transportation Institute with significant support from the Texas Department of Transportation Traffic Safety Section through the National Highway Traffic Safety Administration's State Highway Safety Grant Programs.



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Agenda

8:30 – 8:45 Welcome & Housekeeping
Michael Manser, Senior Research Scientist, Texas A&M Transportation Institute (TTI)

Introduction from the Texas Motorcycle Safety Coalition
Chris Beireis, Chairperson, Texas Motorcycle Safety Coalition

Introduction from the Texas Department of Transportation
Terry Pence, Director, Behavioral Traffic Safety Section, Texas Department of Transportation (TxDOT)

Breakout Sessions

<p>8:50 – 9:35</p>	<p>How Motorcyclists are Helped at the National Level <u>LaCheryl E. Jones</u>, Highway Safety Specialist, Motorcycle Safety Program, NHTSA, USDOT <u>Yusuf Mohadmedshah</u>, Research Highway Safety Specialist, FHWA</p>	<p>Rider Behaviors that Increase Risk <u>Eva Shipp, Ph.D.</u>, Research Scientist and Manager, Crash Analytics Team, Center for Transportation Safety, TTI <u>Mac McCall</u>, Research Associate, Virginia Tech Transportation Institute, Motorcycle Research Group</p>
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9:35 – 9:45 Break

<p>9:45 – 10:30</p>	<p>Increasing Rider Training and Licensing <u>Marcie Perez</u>, Associate Transportation Researcher, Center for Transportation Safety, TTI <u>Sarah Langlois Buzzell</u>, State Program Manager, Wisconsin Motorcycle Safety Program, WI DOT</p>	<p>How You Can Help Reduce Rider Crashes Through Effective Communication <u>Jack Wenzel</u>, Communications and Marketing Coordinator, TTI <u>Charlie Dunn</u>, Sr. Digital Strategist, Sherry Matthews Group</p>
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10:30 – 10:40 Break

<p>10:40 – 11:25</p>	<p>How to Educate Motorists About Rider Safety <u>Nina Jo Saint, Ph.D.</u>, Education Director, Safeway Driving <u>Michael "Ford" Strawn</u>, Manager, Outreach, Audits and Policy, Texas Department of Licensing and Regulation (TDLR) <u>Shanisty Villanueva</u>, Team Lead, Education & Examination Division, TDLR <u>Lora Dame</u>, Gypsy Mini Me, Texas Council of Clubs & Independents (TCOC&I) Region 1 Chairman</p>	<p>How Can Clubs and Groups Improve Rider Safety <u>Tony Lasher</u>, Gold Wing Road Riders Association (GWRRA), Assistant Director of Motorist Awareness Program (MAP) <u>Virgil Booker</u>, GWRRA, Assistant Director of MAP <u>Chris Milligan "Gas Cap"</u>, Bikers Against Child Abuse (BACA), Highland Lakes VP <u>Chris Ward "Clutch"</u>, Grim Guardians MC, TCOC&I Region 1</p>
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11:25 – 11:35 Break

11:35 – 11:55 Awards
Chris Beireis, Chairperson, Texas Motorcycle Safety Coalition

11:55 – 12:00 Closing Comments and Wrap Up
Chris Beireis, Chairperson, Texas Motorcycle Safety Coalition

Speaker Bios



Terry A. Pence — Mr. Terry Pence is the behavioral traffic safety section director at the Texas Department of Transportation (TxDOT). Mr. Pence oversees TxDOT's Traffic Safety Program, which funds traffic safety projects including the Statewide Motorcycle Safety Outreach program, which sponsors the Texas Statewide Motorcycle Safety Forum and the Texas Motorcycle Safety Coalition.



Chris Beireis — Mr. Chris Beireis has been an avid motorcyclist since age 10. He is a Motorcycle Safety Foundation–certified Rider Coach, Total Control Instructor, ASI Instructor, and has been a member of the Texas Motorcycle Safety Coalition (TMSC) for the last seven years. He was elected TMSC chairman in March 2016. His goals for the coalition include focusing on increased outreach to other stakeholder groups to encourage more participation and involvement, as well as reviewing and determining what areas of the TMSC's five-year plan require improvement. Mr. Beireis wants to establish new goals and focus while preparing for the future direction of the TMSC.



Yusuf Mohamedshah, FHWA — Yusuf has a Master's degree in Transportation Engineering from Virginia Tech and a Bachelor's in Civil Engineering from Mumbai University. Yusuf's FHWA career involves highway safety research and crash data management. His primary efforts are focused on safety data processing, development of realistic artificial data for model testing and managing FHWA's motorcycle research program. Currently Yusuf completed a project on Roadway Information Data reduced datasets development and Motorcycle Signs project. Yusuf is proficient in data processing languages, performing QA/QC on crash and roadway data and support Highway Safety Information System data program. He likes to do jigsaw puzzles and read books as hobbies.

Yusuf.mohamedshah@dot.gov



LaCheryl Jones, NHTSA — Mrs. LaCheryl E. Jones is a native of Baltimore, MD, who believes in “fostering collaborative relationships in the pursuit of excellence!” Jones joined NHTSA in July of 2020 as the National Subject Matter Expert on Motorcycle Safety. Jones has been working with internal and external stakeholders on a local, state, and federal level, to address the needs of the Motorcycle Safety Program. One current area of focus for Jones is ensuring that all stakeholders are aware of how to access the latest National Center for Statistics Analysis (NCSA) data concerning overall Traffic Safety, which includes the most recent data concerning Motorcycle Safety. “It is a great source of information (old and new) to keep up to date on. As we navigate Motorcycle Safety, it is good to have a picture of how other areas of Traffic Safety relate as well. Simply put, I will be speaking to ‘What the Data Says.’” explains Jones. Jones holds a Bachelor of Science Degree from the University of Maryland Eastern Shore and possesses more than 15+ years of combined experience in customer service, team building, operations leadership, and transportation. In addition, she has been licensed to ride since 2004, and considers herself “a self-prescribed motorcycle enthusiast!” She is excited to continue fostering collaborative relationships on a national level. LaCheryl.Jones@dot.gov



Eva Shipp, PhD, TTI — Eva Shipp is an injury epidemiologist interested in understanding motorcycle crashes and preventing associated injury and death. She has led or supported crash data studies for Texas and Colorado and at the national level. Current projects involve updating the motorcycle crash data base for Texas and innovating methods for targeted motorcycle safety outreach. E-shipp@tti.tamu.edu



Mac McCall, VTTI Motorcycle Research Group — Mac is a research associate with the Motorcycle Research Group and the Center for Data and Analytics at the Virginia Tech Transportation Institute. His background is in human factors psychology with an emphasis on vision and driving. He been working with naturalistic riding data since 2013. He has conducted multiple analyses and on-road motorcycle studies on topics ranging from crash causation to heads-displays and rider alert systems. mmccall@vtti.vt.edu



Sarah Langlois Buzzell, WI DOT — Sarah Langlois Buzzell has been the Wisconsin Motorcycle Safety Program (WMSP) State Administrator since 2015. Her traffic safety career began by providing general support to the State Highway Safety Office within the Wisconsin Department of Transportation, affording her a broad view of state and federal traffic safety programming. WMSP then needed additional support that grabbed Sarah’s interest very quickly as a programming area that would become her primary focus. Driving her passion for her career more than anything are the people she’s met along the way. The partnerships that are developed through rider education, grant funding, and interacting with external stakeholders are a regular reminder of the broad impact that safety education has on all of our communities. Every roadway user has someone counting on their safe return home, together we can all save lives.



Marcie Perez, TTI — Ms. Marcelina Perez is an Associate Transportation Researcher at the Center for Transportation Safety at the Texas A&M Transportation Institute (TTI). She has her B.S. in Engineering Technology from the University of Houston-Downtown and a M. Ed. from Texas A&M University. Ms. Perez has more than 20 years of experience in process review, policy and procedural development, data analysis, and technology implantation. She is currently involved in several projects that utilize her experience with and

knowledge of data contained within the Texas Crash Record Information System (CRIS). Her current work includes database management, crash and survey data analysis, form and survey development, and accessing Texas crash data from TxDOT. She heads TTI's data clearinghouse and her knowledge of the system makes her a resource for TTI researchers in need of crash data and general knowledge of crash reporting.



Jack Wenzel, TTI — Jack has a background in transportation/motorcycle safety working in the communications and marketing departments at the Rhode Island Department of Transportation (RIDOT) and AAA Northeast. He worked on a motorcycle licensing and membership campaign at AAA Northeast. He has been managing content on Look. Learn. Live. (LookLearnLive.org) since December 2020. J-wenzel@tti.tamu.edu



Charlie Dunn, Sherry Matthews Group — Charlie combines analytical skill with creative thinking and a digital-first mindset to produce inventive brand and media strategies. Whether building a social media plan, collaborating with media or creative teams, or translating campaign metrics into actionable insights, Charlie's strategic thought is a valuable tool for achieving client objectives.

At Sherry Matthews, Charlie has been a key member in elevating the digital and social media expertise of the agency, integrating modern practices like influencer marketing and social media analytics. Client work includes Capital Metro, the Texas Department of State Health Services' Anti-Vaping and COVID-19 campaigns, as well as TxDot's Motorcycle Safety campaign. charlied@sherrymatthews.com / @char610 (Twitter & IG)



Nina Jo Saint, Ph.D., Safeway Driving — Nina Jo Saint, Ph.D., has been in the driver education and traffic safety field for over years. She is a charter member of the Texas Motorcycle and Safety Coalition working on motorist awareness, especially with relating the information to new drivers. She has given presentations across the state and nationally promoting motorcycle awareness as an integral part of driver education curriculum. She is employed as the Education Director for SafeWay Driving. She also serves

as a member of the Texas Department of Licensing and Regulation Advisory Board for Driver Education and Safety, Texas Impaired Driving Taskforce, Driving School Association of the Americas, American Driver Education and Traffic Safety Association, and the Association of National Stakeholders in Traffic Safety Education, and Driver Education and Training Administrators. njsaint@safewaydriving.com



Michael “Ford” Strawn, TDLR — Michael “Ford” Strawn started working for TDLR in September of 2016 as a Program Specialist in the Compliance division (RPM). He has over 13 years of driver education and driver license laws and regulatory experience and over 14 years of management and program management experience. He formerly worked in the Driver License Division at the Department of Public Safety managing the driver license division including the Parent Taught Driver Education (PTDE) program before it moved to TDLR in 2015. His background is in management, regulatory development, internal/external fraud prevention/detection and mitigation. Ford serves as the Manager in the Education and Examination Division of TDLR his many tasks include, but were not limited to: policy revision, reviewing legislative initiatives, removing impediments for E&E programs, public speaking and outreach, auditing, and compliance functions for programs. Ford was the team lead on transitioning the Motorcycle and ATV Safety program to TDLR and continues to be involved in the policy, procedure, and development of the Motorcycle and ATV program at TDLR. michael.strawn@tdlr.texas.gov



Shanisty Villanueva, TDLR — My name is Shanisty Villanueva, I started my career with TDLR in October of 2008 in our Customer Service Division. Throughout the years I moved to two other divisions, TDLR’s Licensing Division where I became an Embedded Customer Service Representative training and assisting CSR’s and customers over the towing and vehicle storage facility program. From there I moved to our Enforcement Division where I reviewed and processed complaints, and lastly to the Education & Examination Division, where I am a Team Lead. My team and I are

responsible for reviewing and approving curriculum and school approvals for several programs the Motorcycle and ATV Operator Safety is one of those. Integrity is the core priority that I value the most and teamwork is the heartbeat of the E&E Division that drives me to do my best in my position.

My hobbies are gardening, being a personal uber for my kids, and binge watching documentaries or 48 Hours. If you have any questions, or need assistance, please feel free to contact me at education@tdlr.texas.gov.



Lora Dame, Texas Council of Clubs & Independents (TCOC&I) Region 1

— Lora has been an active member of the motorcycle community and patch holder for over 20 years. She has been on the TCOC & I board for 16 of those years. As a wife, mother and grandmother she takes the safety and well being of the community very seriously and is always open to suggestions on how to make things better! lorakazi@gmail.com



Tony Lasher, GWRRA Motorist Awareness Program — I rode motorcycles (2 wheel) late 60's while in the USAF. I stopped riding in 1970 (got married & started family). The itch started in 2014 and purchased my 2004 GL1800 Trike. I joined GWRRA and immediately got involved with the MAP taking as many safety riding classes. In 2015 I became the local IL Chapter Z MAP Coordinator. I started a program teaching Motorcycle Awareness in the local High School drivers training classes. I estimate that I have been in front of 2000 students. I became the IL State MAPC in 2017 over 22 chapters. In 2019 I became Assistant Director of the GWRRA National TEAM of MAP. Presently I am the mentor of the NW Territory of the US over 13 states mentoring to the Districts MAPC's. Educating the public on motorcycle awareness is the main purpose of the MAP. tlasher@mchsi.com



Virgil Booker, GWRRA Motorist Awareness Program — My name is Virgil Booker Assistant Director of the Gold Wing Road Rider Motorist Awareness Program. My passion for Motorist Awareness comes from serving as a Military Policeman in the U.S. Army. My duties included traffic accident investigation. I responded to countless accidents, some fatal and yes some involving motorcycles. Now retired My wife and I spend our time riding and so do many of our friends. As motorcycle riders We participate in our organizations Rider Education Program. We are level 4 Master Tour Riders, certified in Medical First Aid, Road Captains and also University Instructors. I work with the Motorist Awareness Program because I care about My safety, My wife's safety, and the safety of My friends and others around me.




Chris Milligan "Gas Cap", BACA, Highland Lakes VP — My name is Chris "Gascap" Milligan. I am with Bikers Against Child Abuse, Highland Lakes Chapter, Vice President. We are in International organization with Chapters in over 23 countries. I am a lifelong rider. I have been actively in the motorcycle community for about 4 years now. I am a Father, Husband and business owner. I am 51 Years Old and live in Georgetown Texas. The participation in Motorcycle Safety and Awareness for me has been with local independent riding clubs, that is to say non patch member groups, as well as with BACA where we teach how to ride in groups as well as with children aboard. I attend motorcycle riding classes to my improve skill level, as well as put on approximately 20k miles per year, give or take. <https://www.facebook.com/BikersAgainstChildAbuseInternational>, <https://bacaworld.org/>



Chris Ward "Clutch", Grim Guardians MC — Chris "Clutch" Ward is the President of Grim Guardian MC and serves as the volunteer Legislative Liaison for Texas Council of Clubs and Independents. In addition, he serves as the TCOC&I Region 1 Commander for the Texas Defender program dedicated to securing motorcyclists' rights while also advancing safety and awareness legislation for the Club community.

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