

Texas Motorcycle Safety Coalition Meeting Minutes

March 11, 2016

Texas A&M Transportation Institute
Gibb Gilchrist Building, Room 1023
10:00 am - 3:00 pm

MEETING MINUTES HIGHLIGHTS

- [Chris Beireis Elected New Chairman of TMSC](#)
- [New Material Reduces Skidding and Improves Friction Surface](#)
- [Lane Splitting Supported by Motorcycle Industry Council](#)
- [Cable Barriers to Remain along Texas Highways](#)
- [Senator Watson to speak at Motorcycle Safety Forum](#)
- [Opportunity to Participate in Motorcycle Safety Focus Group](#)
- [Sherry Matthews to kick-off Motorcycle Safety Awareness Month in May](#)
- [Attracting Attention to the Motorcycle Safety Booth](#)

Opening Remarks

Jude Schexnyder opened the meeting by having all the attendees introduce themselves.

Chair Candidates Introductions and Voting

Jude introduced the two candidates for TMSC chair, and had each candidate speak about their background and qualifications. After voting by secret ballot, Chris Beireis was elected the new chairman of the TMSC. His email address is Beireis@sbcglobal.net.

Chris Beireis has ridden for 10+ years, has raced competitively in CMRA and AMA. He has led a number of organized rides, and has experience repairing bikes. Once he became an MSF rider coach, Chris became more interested in motorcycle safety. He has been TSMC member for 3 years. Chris is excited to have the opportunity to interact with the general and motoring public. He wants to examine the Strategic Action Plan for Motorcycles to see where we've been, and where we'll go in the next five years.

Bauxite Epoxy Material Application for Road Surfaces

Darren McDaniel, a Safety Engineer, from the Texas Department of Transportation (TxDOT) introduced TxDOT's new initiative to increase friction surface at dangerous curves and intersections. Bauxite epoxy material is a high friction surface treatment that can be applied to pavement to reduce the potential for skidding and improve safe handling for vehicles, including motorcycles. TxDOT anticipates a 45-50% reduction in crashes at sites where the material has been applied.

TxDOT is in the process of determining 1500 curves that are particularly crash-prone, and will apply this material to the pavement at those curves. The first batch of curves are being treated this spring; TxDOT has programmed \$40 million and 110 sites to start. Darren will share a white paper with DJ that outlines the planned site installations.

For more information, visit <https://www.fhwa.dot.gov/publications/publicroads/08july/05.cfm>

Motorcycle Industry Council Position Statement on Lane Splitting

A handout summarizing the MIC's position on lane splitting was distributed. DJ summarized past legislative activity in Texas on lane-splitting (it has been raised before but not passed), and said that if it is raised again and does pass, public education will be needed for both drivers and riders on what is legal and expected. A lot of information came out of the previous legislative process about the benefits of safe lane-splitting practices. The AMA and the MRF have also come out in support of lane splitting. TxDOT and TTI will compile information about the pros and cons of lane splitting, especially if the issue is raised during the next legislative session.

Riding Alongside Cable Barriers

Attendees briefly discussed concerns about riding on sections of divided freeways that have a cable barrier in the median. While concerns about the consequences of hitting a cable barrier on a motorcycle are valid, a general consensus was reached that since cable barriers are a fact of life along some highway sections (and are likely to remain because of their effectiveness in stopping vehicles from crossing the median and hitting oncoming traffic), the focus will need to be on avoiding the types of run-off-the-road crashes that could result in a motorcycle contacting a barrier.

Motorcycle Safety Forum

Mike Manser announced that the Statewide Motorcycle Safety Forum will be held on May 20th, 2016. Senator Watson will be the keynote speaker. Senator Watson is a rider who has sponsored motorcycle safety issues. The Forum will be held with the Motorcycle Instructor Conference this year for the first time.

Register for the Forum here: <http://www.looklearnlive.org/2016-motorcycle-safety-forum/>

Motorcycle Strategic Action Plan

Paige Ericson announced that TTI and TxDOT are revising the Strategic Action Plan for motorcycles, and TTI will be recruiting people to participate in focus groups to evaluate and prioritize motorcycle safety countermeasures for inclusion in the plan. If you're interested in participating, please contact Paige at p-ericson@tti.tamu.edu.

Paid Media

Representatives from the Sherry Matthews ad agency presented some of the new messaging that has been developed for motorcycle outreach, centered around the message "There's a Life Riding on It." The media campaign will include billboards, pump toppers, television, radio, social media; it is a statewide campaign, with most of the paid media concentrated in areas with the most motorcycle fatalities (Houston, Austin, Dallas/Fort Worth, El Paso, Waco, San Antonio). An interactive booth is planned for events; going to have a giant (25-foot) "Look Twice for Motorcycles" inflatable motorcycle on display, for photo opportunities. Events are planned in each of the six paid media areas. Items for distribution at booths will include "spot the motorcycle" printed game cards for kids. First event in San Antonio will kick off Motorcycle Safety Awareness Month in May; they'll need some riders to participate.

New PI&E Outreach Discussion and Brainstorming

Because of NHTSA's new ruling that prohibits the purchase of promotional items with federal funds, TxDOT, TTI and other agencies conducting safety outreach will have to think of new ways to get safety messages out to the public; handing out items like kickstand coasters, keychains, etc. is no longer an option. Nothing except paper printed items (not even bumper stickers) can be purchased using federal funds. Mike Manser asked the group for ideas about ways to get people to come to a booth at an event, and to hear important safety messages, without the added incentive of promo items.

- Install flashing lights (taillights, headlights)
- Place wrecked motorcycle in front of booth
- Develop motorcycle ride simulator
- Obtain endorsements from motorcycle celebrities / celebrities
- Develop motorcycle photo booth
- Create motorcycle-themed coloring books
- Create motorcycle posters
- Partner with sponsors, so SWAG can still be distributed
- Raffle a helmet
- Display variety of safety gear and educate riders on gear and high visibility options, including black gear that has retro-reflective markings/designs
- Display smashed gear that's been in a crash
- Display lite-mode helmets
- Conduct college campus outreach to moped riders regarding gear, licensing, etc.
- Develop QR code that's linked to a video game or app; place QR code on printed materials