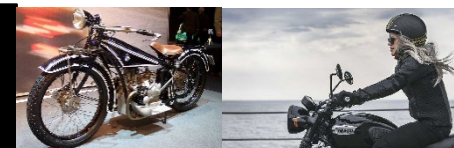




Texas Motorcycle Safety  
Coalition Quarterly Meeting

March 11, 2021

10:00 am – 11:30 am



# Agenda

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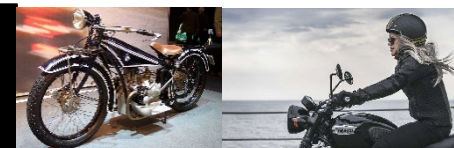
- 10:00 – 10:05 Opening Remarks & Introduction (Chris B)
- 10:05 – 10:10 Webex refresher (Mike)
- 10:10 – 10:40 Task Force Activity Update (Chris S)  
Task Force Membership Request (Chris S)  
Task Force Legislative Update (Jude)
- 10:40 – 10:50 Forum Update, Forum Marketing (Mike, Cathy)
- 10:50 – 11:00 Invitation for Free Safety Presentations (Jude)
- 11:00 – 11:10 Meetings (12/3, 3/11, 6/24, 9,2) and Forum (5/1) (Mike)
- 11:10 – 11:30 Updates, Open Forum (Chris B)
- 12:30 Adjourn (Chris B)



# WebEx Refresher

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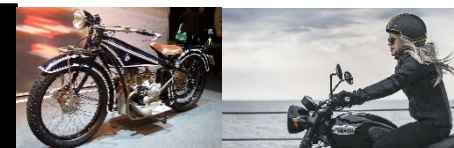
- Please stay muted (Jack will help with this)
  - This limits distracting sounds and noises that detract from the meeting. TTI will also be muting people.
- Don't put us on "hold".
- Participate in the meeting.
  - Use WebEx chat.
  - Or after the meeting, send us a note using the Contact Us page on [looklearnlive.org](http://looklearnlive.org).



# WebEx Refresher

The screenshot shows the Cisco WebEx Meetings interface. At the top, there is a menu bar with 'File', 'Edit', 'Share', 'View', 'Audio', 'Participant', 'Meeting', and 'Help'. The main area is divided into several sections:

- Participants Panel (Top Left):** A list of participants. The first entry is 'Brian Costa (me)' with a hand icon circled in red. A red box labeled '2 Raise your hand' points to this icon. The second entry is 'John Jumbo (Host)'. A red box labeled '1 Click to open chat box' points to the chat icon in the bottom toolbar.
- Participants Panel (Top Right):** A smaller view of the participants list. The hand icon for 'Brian Costa' is circled in red, with a red arrow pointing from the '2 Raise your hand' box to it.
- Chat Panel (Bottom Right):** A chat window titled 'Chat'. A blue box labeled 'Chat will appear here' has a blue arrow pointing to the chat area.
- Bottom Toolbar:** A row of icons for various functions. The chat icon (a speech bubble) is circled in red, with a red arrow pointing from the '1 Click to open chat box' box to it.
- Center Area:** A large grey area with the text 'Waiting for others to join' and a large, faint 'BC' watermark.



# TMSC Task Force Overview

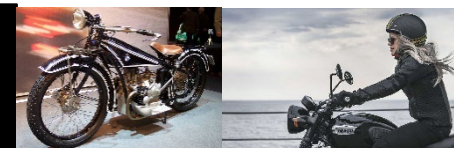
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## Purpose

- To help the TMSC by focusing on key motorcycle safety issues and making recommendations back to TMSC members.

## Meetings

- The Task Force will be meeting quarterly (short and productive) or more frequently depending on work product and members' availability.

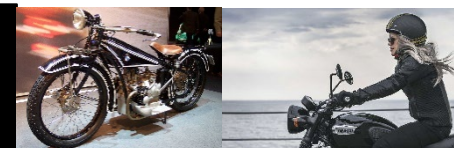


# TMSC Task Force Update

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## Task One: Identifying a Rider Safety Topic to Pursue

- The TF examined several different topics which included:
  1. Rider licensing
  2. Rider training
  3. Impaired riding



# TMSC Task Force Update

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Topic Focus: Rider Impairment

## Next Steps

- Gather background information and data
- Analyze data to narrow target audiences and geography
- Identify specific areas to address
- Develop campaign strategies and materials
- Implement pilot



# TMSC Task Force Update

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## Other Duties

- Forum planning
- Texas Motorcycle Safety Award - review nominations and present three from each category to the Coalition for a blind vote.
- Other TMSC support as needed

## JOIN US!

- We are looking for a few more members
- Interested? Notify Dr. Mike([m-manser@tti.tamu.edu](mailto:m-manser@tti.tamu.edu))

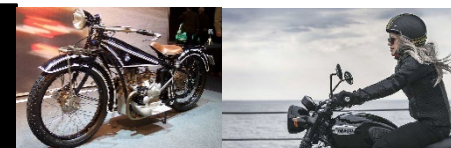




# TMSC Task Force

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## Legislative Update



# Forum Update and Forum Marketing

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Date: May 1

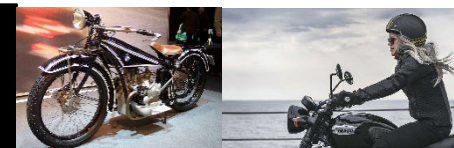
Time: 8:30 am – 12:00 pm

Location: Virtually meeting, log in from your computer or phone

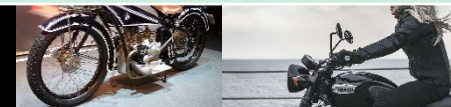
Cost: Free

## Registration

- Will be open soon.
- Visit [looklearnlive.org/safety-forum/](https://looklearnlive.org/safety-forum/) for more information and upcoming registration link.
- Will send out a link via the LLL distribution list.



8:30– 8:45	<p align="center"><b>Welcome &amp; Housekeeping</b></p> <p align="center"><b>Introduction from the Texas Motorcycle Safety Coalition</b></p> <p align="center"><b>Introduction from the Texas Department of Transportation</b></p>	
8:50– 9:35	<p>Session 1A: How Motorcyclists are Helped at the National Level</p> <p>LaCheryl Jones, NHTSA</p> <p>Yusuf Mohadmedshah (FHWA)</p>	<p>Session 1B: Rider Behaviors that Increase Risk</p> <p>Eva Shipp (TTI) (committed)</p> <p>Shane McLaughin (VTTI) (committed)</p>
9:35– 9:45	<p align="center">Break</p>	
9:45– 10:30	<p>Session 2A: Increasing Training and Licensing</p> <p>Sarah Buzzell, WisDOT</p> <p>Marcie Perez, TTI</p>	<p>Session 2B: How You Can Help Reduce Rider Crashes Through Effective Communication</p> <p>Jack Wenzel, TTI</p> <p>Chris Sharman, Sherry Matthews Group</p>
10:30– 10:40	<p>Break</p>	
10:40-11:25	<p>Session 3A: How to Educate Motorists About Rider Safety</p> <p>Nina Jo Saint, Driver’s Education</p> <p>Lora Dane, Texas COC&amp;I</p> <p>Ford Strawn, TDLR</p>	<p>Session 3B: How Can Clubs and Groups Improve Rider Safety</p> <p>BACCA,</p> <p>Texas COC&amp;I</p> <p>Other Riding Groups</p>
11:30-11:45	<p>Awards</p>	
11:45 – 12:00	<p>Closing Comments: Michael Manse</p> <p>Adjourn</p>	



# Forum Update and Forum Marketing

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## GETTING THE WORD OUT

TMSC Distribution List

TCoC&I Regions

Gold Wing Road Riders Association

Center for Transportation Safety Distribution List

TxDOT Traffic Safety Specialists

## WHO ELSE? HOW ELSE?



# MC Safety Presentations

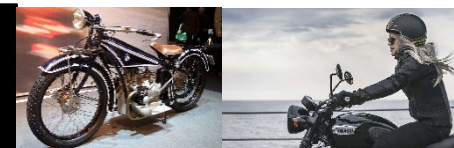
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TMSC – Focused on data and practical riding information.

TxDOT – Focused on data and what riders can do to improve safety.

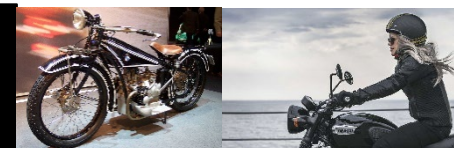
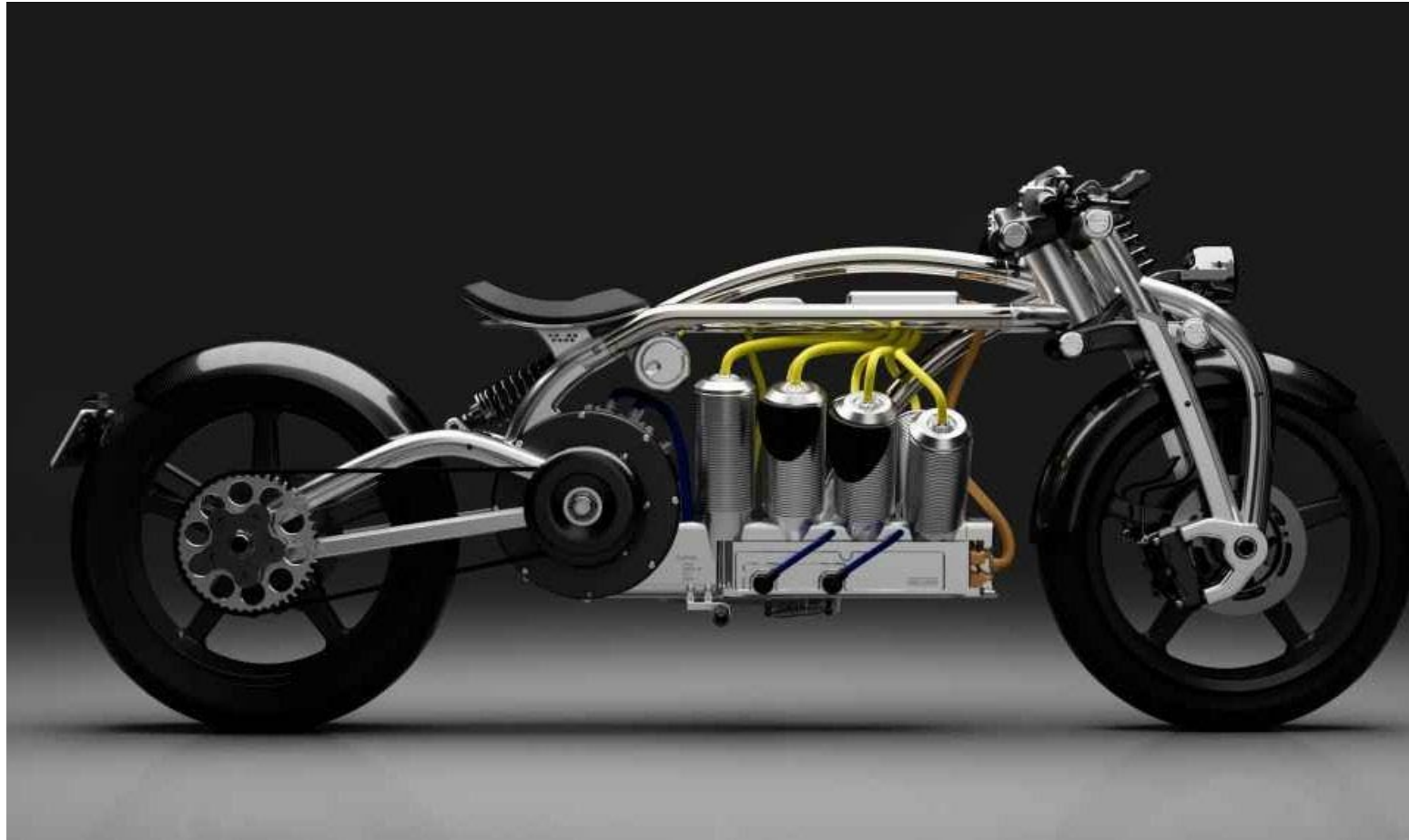


IMPROVING YOUR RIDING SAFETY:  
Information to Reduce Riding Injuries  
and Fatalities



# Updates, Open Forum, New Stuff

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# Look Twice for Motorcycles Campaign

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## Volunteers Needed

- The campaign is looking for riders to share stories about crashes with vehicles.
- These would be Zoom interviews to capture your story to share with media.
- Interested?

**Contact:** Mark Evans ([marke@sherrymatthews.com](mailto:marke@sherrymatthews.com))



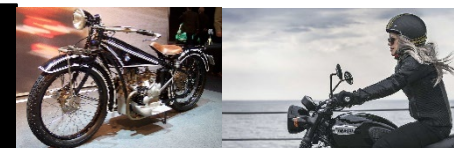


## Novel Highway Signs Study to Support Infrastructure-Based Motorcycle Crash Countermeasures—Phase II

PUBLICATION NO. FHWA-HRT-21-010

FEBRUARY 2021

<https://www.fhwa.dot.gov/publications/research/safety/21010/21010.pdf>







Texas Motorcycle Safety  
Coalition Quarterly Meeting  
Adjourn

