

# Texas Statewide Motorcycle Safety Forum Minutes

## April 9, 2022



Y.O. Ranch, Kerrville, TX and MS Teams  
9:00 a.m. – 5:00 p.m.

**A Holistic Approach to Motorcycle Safety: Policy, Community, Family and Individual.**

### Minutes

The 2022 Texas Motorcycle Safety Forum was held on Saturday, April 9, 2022, at the YO Ranch Hotel in Kerrville Texas and on MS Teams. The Forum began at 9:00 a.m.; 63 people attended in person and 10 on MS Teams. Most sessions were recorded through Teams and are available to view.

### Welcome

Chris Beireis, Chair of the Texas Motorcycle Safety Coalition (TMSC), opened the Forum and welcomed attendees and sponsors. Letty von Rossum, Director of the Behavioral Traffic Safety Section at the Texas Department of Transportation (TxDOT), spoke about the #EndTheStreakTX campaign and the number and types of fatal crashes on Texas roadways. Michael “Ford” Strawn, Manager of Outreach, Audits and Policy, Texas Department of Licensing and Regulation (TDLR), spoke on the strategic planning and process changes made in the motorcycle and ATV training industry. Eva Shipp, PhD, Senior Research Scientist, Texas A&M Transportation Institute (TTI), shared the current 2021 motorcycle crash data trends in Texas.

### Keynote: Holistic Space: Organizations to Individuals

Dr. Ray Ochs, Vice President of Training Systems, Motorcycle Safety Foundation (MSF), spoke about the importance of a holistic approach to motorcycle safety. A holistic approach calls for a shared vision that guides all the involved organizations and individuals and is the basis for their interconnected goals and initiatives. In motorcycle safety, a holistic approach will include initiatives from the “Four E’s” – Engineering, Enforcement, Education, and Emergency Services. Rider training is an essential element of the Education component of motorcycle safety, and needs to encompass not only skill training, but also safety awareness and self-assessment. Riders need to understand what causes crashes and ways to reduce crash risk; the physical, mental, social, and emotional subtasks involved in riding; and the personal characteristics (knowledge, skill, perceptual ability, cooperation, recognition of risk, and emotional commitment) needed to ride safely.

## Morning Breakout 1A: Getting Rid of Risky Riding

Dr. Eva Shipp and Emily Martin, Assistant Research Scientist, TTI, spoke about how behavioral theories and how they can be used in “real world” approaches to changing behaviors. Behavioral theories and models are ways of explaining human behaviors and the internal and external motivations that drive those behaviors. In the example of a rider’s decision of whether or not to obtain an M license, the Theory of Planned Behavior takes into account the rider’s own attitudes (e.g., “training to get the M license will make me safer,” “I probably won’t actually get a ticket for not having a license”), but also the influence of those around them (e.g., “do other riders in my club have an M license?”) and the rider’s perception of how much control they have over getting a license (e.g., “I know how to find information about getting an M license”). All of those factors will influence a person’s intentions (e.g. to make time to attend the course, to set aside money for fees), which ultimately predict how likely it is that they will get their M license. Using behavioral theories can help to develop outreach and educational methods that are more likely to change behaviors.

## Morning Breakout 1B: Innovation Technologies for Motorcycles to Reduce Risk and Improve Emergency Response Times

Gabe Cavazos, CEO, Wrex, led a panel discussion with Paul Flurer, Product Owner, REVER, and Dr. Elaine Coleman, Vice President of Commercialization, Charles River Analytics, about current and new technologies that are being used and developed specific for motorcycle riders. These include using geolocation in mapping of hazards, road conditions, weather, and emergency response in case of a crash, etc. Collaboration or partnerships with national, state, and local transportation departments to share roadway conditions and hazards data that effect motorcycles will increase the amount of information available to share with riders. This data can be shared with riders either on a website in the planning stages of a trip as well as in real-time through android and iOS apps. These technologies and data collected is being used in both public roads and unimproved or off-road conditions.

## Morning Breakout 2A: Impaired Driving in Texas: Let Data Be Your Friend

Agent Jeffrey Peterson of the Texas Alcoholic Beverage Commission (TABC) reviewed laws preventing alcohol sales and service to persons who are intoxicated. These include a prohibition on serving/selling more than two alcoholic drinks to one person at a time, and requirements to monitor customers for signs of intoxication such as red or watery eyes, a tired appearance, the need to lean on structures for support, loud/profane speech, or overly excited behavior. Recommended practices for retailers include not selling oversized drink containers after midnight, not selling shots after 1:00 a.m., not announcing “last call”, and having a plan in place to deal with intoxicated customers.

Ben Smith of the Watch UR BAC Project, Texas A&M AgriLife Extension, reviewed statistics on crashes, deaths and injuries connected with impaired motorcycle riding in Texas. Texas as a whole leads the nation in the number of drunk driving/riding deaths and crashes, and Texas motorcycle riders are overrepresented in alcohol-related and drug-related crashes compared to other drivers in the state. In 2019, 42% of riders who died in single-vehicle crashes were alcohol-impaired. Ben also provided information about the Watch UR BAC impaired-riding outreach materials (free upon request) and

provided demonstrations with the Watch UR BAC impaired-riding simulator throughout the morning and lunch hour.

## Morning Breakout 2B: How Can “Smart” Infrastructure Help Prevent Rider Crashes?

Jane Lundquist, Statewide Value Engineering Program Manager, Design Division, TxDOT, and avid motorcycle rider since the age of 17, shared her work as she served three years on the Federal Highway Administration’s (FHWA) Motorcyclist Advisory Council (MAC) and reviewed the issues related to motorcycle safety that the MAC was charged to investigate. She showcased what TxDOT is doing for motorcycle safety. This included roadside barriers being designed and tested with motorcycle riders in mind, the Texas Wet Surface Crash Reduction Program, and improved signage in curves and other hazards that may impact roadway safety that may impact motorcyclists. She shared how TO REPORT A ROADWAY PROBLEM: Go online to [Inside TxDOT](#) and Select **Districts**. Find the District where you have a roadway issue and send details in email to the District Engineer. Remember. Safety is intentional. #EndTheStreakTX

Margaret Fowler, Associate Transportation Researcher, with TTI provided an overview of how Intelligent Transportation Systems applications can potentially impact motorcycle safety. Margaret presented on the research objectives one of a series of projects she is working on. The objectives were 1) understand the state of practice of Advance Rider Assistance Systems and Cooperative Intelligent Transportation Systems for motorcycles, 2) understand current state of knowledge of these applications among crucial stakeholders, and 3) Identify challenges and research gaps and provide recommendations for future research needs. Through a substantial literature review, listening sessions with FHWA and NHTSA, as well as focus groups with motorcycle riders helped identify benefits of these systems for motorcycle riders as well as concerns. Areas of future research were identified: Rider Acceptance, Warning Intervention Displays, Modes, and Timing.

## Afternoon Breakout 3A: Using Perception to Manage Risk

Dr. Ray Ochs, MSF, began by reviewing past research on human perception and attention, in particular the limits on attention resources and awareness and how those limits are connected to hazard perception when riding. He then presented a series of images of traffic situations and later of traffic signs, each viewable for only a fraction of a second, so that session attendees could test their hazard perception skills. Next was a series of 3-dimensional line drawings that demonstrated how each person’s brain interprets an object in space, and therefore how two people with views of the same scene may see it very differently. A timed pencil-and-paper exercise demonstrated how visual search patterns can improve detection of important information. Dr. Ochs then reviewed four search categories that riders should pay attention to while on the road: (1) traffic controls and roadway features, (2) highway users, (3) surface conditions, and (4) escape paths; he finished the session with a series of photographs that highlighted elements in these categories for a variety of roadway environments and traffic scenarios.

## Afternoon Breakout 3B: Are you Ready for the Road Trip?

Dr. David “Doc” Jones, Co- founder/Program Director of Safety on Two Wheels, and MSF RiderCoach provided an overview of getting Road Trip Ready. Doc went through typical planning mistakes, preparing

yourself and your bike for your trip, planning the actual trip, packing for the trip and having a contingency plan for when what can go wrong does go wrong. He went over typical planning mistakes like waiting for “some day”. Not realizing it takes longer to travel somewhere on a motorcycle. He discussed preparing yourself and your bike, planning stops once an hour to hydrate, walk around and eat a snack. To pack minimally but make sure you have your tools/tire kit, rain gear, paper map, and first aid kit. Have a contingency plan, if riding alone rider, consider a Spot Gen3 <https://www.findmespot.com>. A group of riders need several people trained at least in first aid. Finally, know how to find your actual GPS coordinates on your smartphone or GPS. Take a picture of it so you can report it.

Vicki Sanfelipo, R.N., Founder and Executive Director, Accident Scene Management/Road Guardians, provided an overview of motorcycle crash stats that overrepresent motorcycle riders in fatal crashes. She stressed when it comes to motorcycle crashes, getting help started immediately can make a huge difference in outcomes. Dialing 911 and waiting may not be an option. She also indicated trained bystanders are more willing to intervene with proper training and supplies. Vicki provided information and demonstrations on how to prevent further injury if you come across a crash victim, assess the situation, contact EMS and how to treat the injured with life sustaining care using the ABCSS of Trauma.

Accident Scene Management is a 501(c)3 nonprofit organization dedicated to reducing injuries and fatalities to motorcyclists through education. Road Guardians is their social program. Anyone can join to be a part of their mission.

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## Afternoon Breakout 3C: Motor Officer Rodeo

Texas Department of Public Safety Motor Officers, Kolby Musick, Steven Patrick, and Buddy Wise demonstrated techniques for close space turns and evading being hit from the rear at an intersection. Attendees were encouraged to participate on their own motorcycles as the Officers coached them in practicing the maneuvers. Side conversations on training, Texas motorcycle law, and other topics were discussed informally with the officers.

## Closing and Awards

Cathy Brooks, TTI made announcements of upcoming motorcycle safety events. On behalf of the TMSC, she acknowledged Chris Beireis with a plaque of appreciation for his six years of service as the TMSC Chair. Chris, in turn, awarded Joel Morris with the 2022 Texas Motorcycle Safety Difference Maker Award and Keith Rovell with the 2022 Texas Motorcycle Safety Champion Award. Chris thanked all those who participated and supported the event then brought the forum to a close.