

Texas Motorcycle Safety Forum



A HOLISTIC APPROACH TO MOTORCYCLE SAFETY:

Policy, Community, Family and Individual

SATURDAY, APRIL 9, 2022

Y.O. RANCH HOTEL & CONFERENCE CENTER ★ KERRVILLE, TX



2022 TEXAS MOTORCYCLE SAFETY FORUM AGENDA

8:30 a.m. – 9:00 a.m.

CHECK-IN AND REGISTRATION **CONTINENTAL BREAKFAST**

9:00 a.m. – 9:45 a.m.

OPENING SESSION GENERAL

Spanish Oak & Cypress

Welcome from the Texas Motorcycle Safety Coalition (TMSC)

Chris Beireis, TMSC

Welcome from the Texas Department of Transportation (TxDOT)

Letty von Rossum, TxDOT

Update from the Texas Department of Licensing and Regulation (TDLR)

Michael “Ford” Strawn, TDLR

2021 Crash Data from the Texas A&M Transportation Institute (TTI)

Eva Shipp, PhD, and Emily Martin, TTI

Keynote—Holistic Space: Organizations to Individuals

Dr. Ray Ochs, Motorcycle Safety Foundation (MSF)

9:45 a.m. – 10:00 a.m.

BREAK

10:00 a.m. – 10:50 a.m.

CONCURRENT BREAKOUT SESSIONS #1 (CHOOSE 1)

Spanish Oak

1A: Getting Rid of Risky Riding

SPEAKERS:

Eva Shipp, PhD, TTI

Emily Martin, TTI

Join us to problem-solve how we can reduce risky riding by incorporating behavioral change theory into our programs and messaging. Participants will leave this interactive session with knowledge about what behavioral change theories are and why they are important, and will have a variety of concrete ideas that can be implemented in their local programs, clubs, groups and communities.

Cypress

1B: Innovative Technologies for Motorcycles to Reduce Risk and Improve Emergency Response Times

SPEAKERS:

Gabe Cavazos, Wrex

Paul Flurer, REVER (virtual)

Elaine Coleman, Charles River Analytics (virtual)

Alex Negri, Charles River Analytics (virtual)

Join industry professionals as they discuss the implementation of new technologies and the outlook of safety tech in motorcycles. Panelists include Elaine Coleman and Alex Negri from Charles River Analytics, developers of BARRACUDA, a real-time rider alert system for cuing upcoming danger; and Paul Flurer from REVER, the world's largest motorcycle GPS, route discovery and community app. The panel is hosted by Gabriel Cavazos from Wrex, a crash and theft response system for motorcycles.

A HOLISTIC APPROACH TO MOTORCYCLE SAFETY: POLICY, COMMUNITY, FAMILY AND INDIVIDUAL

10:50 a.m. – 11:00 a.m.

BREAK

11:00 a.m. – 11:50 a.m.

CONCURRENT BREAKOUT SESSIONS #2 (CHOOSE 1)

Spanish Oak

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

SPEAKERS:

Jeffrey Peterson,
Texas Alcoholic Beverage
Commission

Ben Smith, Texas A&M AgriLife

Learn what the data tells us about the effects of impaired riding and engage in a discussion about what we all can do to prevent impaired-riding crashes.

Cypress

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

SPEAKERS:

Jane Lundquist, TxDOT (virtual)

Margaret Fowler, TTI

What would happen if other vehicles and roadway infrastructure looked for motorcycles? Find out what new ideas are being tested and how TxDOT engineers consider the needs of riders when building and maintaining Texas roadways.

11:50 a.m. – 1:00 p.m.

LUNCH

Live Oak



2022 TEXAS MOTORCYCLE SAFETY FORUM AGENDA

Attendees will split into three groups and rotate through the afternoon sessions. 10-minute breaks will be at 2:00, 3:10 and 4:20 p.m.

1:00 p.m. – 4:30 p.m.

BREAKOUT SESSIONS #3

Spanish Oak	3A: Using Perception to Manage Risk
SPEAKER: <i>Dr. Ray Ochs</i> , MSF	How can riders use their perceptive abilities to avoid problems? This session will explore how to improve rider perception in order to more readily identify important factors while riding, prioritize how to avoid collision traps, and find important escape paths if problems arise.
Cypress	3B: Are You Ready for a Road Trip?
SPEAKERS: <i>David Jones</i> , Safety on Two Wheels <i>Vicki Sanfelipo</i> , Road Guardians Accident Scene Management	Whether you are new to riding or just looking for that next adventure, it is always a good idea to be prepared. Participants should leave this session with new ideas on how to be prepared for the ride. From tools to first aid, you will learn how to prepare for the expected, but even more important is preparing for the unexpected.
Outside	3C: Motor Officer Rodeo
	Share in the excitement of the high skill level and coordination of Texas law enforcement motor officers. Ask questions and start conversations about motorcycle safety outreach and partnering with law enforcement through the passion of riding.

4:30 p.m. – 5:00 p.m.

CLOSING SESSION GENERAL

Spanish Oak & Cypress

Announcements and Awards

Cathy Brooks, TTI and *Chris Beireis*, TMSC

Thank You and Dismissal

Chris Beireis, TMSC



**Thank you for coming to our
2022 Texas Motorcycle
Safety Forum!**

NOTES

CONFERENCE SPEAKERS



Chris Beireis

Chairman, Texas Motorcycle Safety Coalition

Chris Beireis has been an avid motorcyclist since age 10. Beireis is a Motorcycle Safety Foundation–certified RiderCoach, a Total Control Instructor, and an AST Safety Institute Instructor, and has been a member of the Texas Motorcycle Safety Coalition (TMSC) for the last eight 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 TMSC’s five-year plan require improvement. Beireis wants to establish new goals and focus while preparing for the future direction of TMSC.

Letty von Rossum

*Behavioral Traffic Safety Section Director,
Traffic Safety Division, Texas Department of
Transportation*

Letty von Rossum is a native of Houston, Texas. She lived in Mexico for 20 plus years where she earned a Bachelor of Science Degree in Accounting and a CPA license from the University of Monterrey in Monterrey, Mexico in 1990.

Letty has been with TxDOT for 20 years. She joined the Behavioral Traffic Safety (BTS) team in September of 2016 as a Program Area Manager. She served as the BTS Program Planner since August of 2018 and was appointed the Director of the Behavioral Traffic Safety Section in January 2022. In her new position, Letty is responsible for overseeing and coordinating the planning, implementation and evaluation of the State Highway Safety Program and the Texas Highway Safety Plan, of which her highest priority is implementing the Road to Zero/Vision Zero initiatives to save lives on Texas roadways. Letty resides in Buda, Texas with her husband, Frank and their four beautiful fur babies. She and Frank enjoy spending their leisure time at their ranch in Lockhart and they have a newfound hobby of beekeeping.

CONFERENCE SPEAKERS

Michael “Ford” Strawn

Manager of Outreach, Audits and Policy, Texas Department of Licensing and Regulation

Michael “Ford” Strawn started working for the Texas Department of Licensing and Regulation (TDLR) in September 2016 as a program specialist in the Compliance Division. 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 Program before it moved to TDLR in 2015. His background is in management, regulatory development, and internal/external fraud prevention/detection and mitigation. Ford serves as the manager in the Education and Examination (E&E) Division of TDLR. His many tasks include but are not limited to policy revision, review of legislative initiatives, removal of impediments for E&E programs, public speaking and outreach, auditing, and compliance functions for programs. Strawn was the team lead on transitioning the Motorcycle and ATV Safety Program to TDLR and continues to be involved in the policy, procedures and development of the Motorcycle and ATV Program at TDLR.

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Dr. Ray Ochs

Vice President of Training Systems, Motorcycle Safety Foundation

Raymond Joseph Ochs is vice president of training systems for the Motorcycle Safety Foundation (MSF). He has been a motorcyclist since 1968 and became an MSF-certified instructor in 1973. He began his career teaching high school safety education and served on the faculty of three different universities. Ochs earned a doctorate in educational psychology with emphasis in adult education from the University of Tennessee, Knoxville. He retired professor emeritus from Eastern Kentucky University after 31 years of service, where he was the director of the Traffic Safety Institute, and has been with MSF since 2002.

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Eva Shipp, PhD

Senior Research Scientist, Texas A&M Transportation Institute

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 database for Texas and innovating methods for targeted motorcycle safety outreach.

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Emily Martin

Assistant Research Scientist, Texas A&M Transportation Institute

Emily Martin has a background in planning and implementing programming and leading evaluations for initiatives that aim to improve safety and health. As an assistant research scientist at the Texas A&M Transportation Institute, Martin uses Texas crash records and other data to understand road safety issues and identify ways to reduce risky situations and behaviors and to increase the likelihood of individuals adopting safe practices.

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CONFERENCE SPEAKERS

Jane Lundquist, PE, MASCE

Statewide Value Engineering Program Manager, Design Division, Texas Department of Transportation

Jane Lundquist is a transportation engineer in the Design Division for the Texas Department of Transportation (TxDOT) in Austin. She has worked for the Design Division for over 20 years doing plan reviews, design, research and planning activities. She has been a motorcyclist since he was 17 years old. Lundquist has been an advisor for an ongoing TxDOT research project, Develop a Retrofit Design for Guard Fence System to Enhance Motorcycle Safety. She served as a U.S. Department of Transportation special government employee for the Federal Highway Administration's Motorcyclist Advisory Council. She has worked as a stakeholder for the Texas A&M Transportation Institute's assignment in the project Addressing the Motorcyclist Advisory Council Recommendations: Synthesis on Roadway Geometry, Pavement Design, and Pavement Construction and Maintenance Practices.

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Margaret Jane Fowler

Associate Transportation Researcher, Texas A&M Transportation Institute

Margaret Fowler is a transportation professional who has worked at the Texas A&M Transportation Institute since 2019. In this time, Fowler has obtained much experience working on projects relating to the deployment and assessment of connected and automated vehicles. Her research experience has also focused on reviewing intelligent transportation system applications and automated technologies in motorcycles. This work has included gathering motorcyclist feedback on such advanced technological applications, as well as identifying various design, integration and performance challenges for successful implementation.

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Gabe Cavazos

CEO, Wrex

Gabriel Cavazos was one of the U.S. Army's first software developers. After the loss of multiple soldiers to motorcycle accidents, he left the service to develop Wrex, a crash and theft response system for motorcycles and powersports vehicles.

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<https://www.linkedin.com/in/gabe-cavazos/>

Paul Flurer

Product Owner, REVER

Paul Flurer is a longtime rider who has been working in the industry for about six years. He worked at Revzilla in various positions before moving into technical project management on the Revzilla development team. When he got the opportunity to work at REVER, he jumped at the chance. Since moving to the REVER team in May, he has been working hard on improving the app, and Barracuda has been a great addition toward the company's goal of increasing motorcycle safety.

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Elaine B. Coleman, PhD

Vice President of Commercialization, Charles River Analytics

Elaine Coleman leads Charles River Analytics's value creation and commercialization efforts. She has a proven track record leading high performance teams and delivering measurable results through product development and customer experience for both startups and global technology companies. Coleman currently sits on several advisory boards, is a business mentor at Harvard's Innovation Lab, and advises startups at Toronto's Innovation District, providing strategic advice to world-class technology, data science, retail and higher-education companies. Coleman is also on the board of directors at the National Defense Industrial Association New England.

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CONFERENCE SPEAKERS



Alessandro Negri

Senior Software Engineer, Charles River Analytics

Alessandro Negri has been the tech lead of Barracuda, a motorcycle alerting and reporting application, from conception to the release of the current live beta on both Android and iOS. He has lead multiple engineering geospatially aware efforts for mobile platforms and simulation environments, such as Barracuda; COLBERT, a joint tactical air controller Virtual Reality Unity Live-virtual-constructive trainer with accurate real-world-scale geospatial references; MAIN-ST, which uses native augmented reality for the android mobile platform to identify cars and pedestrians for alerting bicyclist; and SATURN, a project under the DARPA OFFSET effort to have drone swarms manage and execute tactics. Negri was a lead engineer at 3D Digital Corp. where he developed a single-axis target-less calibration tool and supported an effort to reconstruct internal sections of the B-52 fuel tanks with a robotic arm scanning system. Negri received a master's degree in computer science and engineering from the University of Connecticut, concentrating in Bayesian networks with the guidance of Dr. Eugene Santos.

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Dr. David “Doc” Jones, DD

Co- founder/Program Director of Safety on Two Wheels, and Motorcycle Safety Foundation RiderCoach

A licensed rider since June 1973, David Jones was professionally trained right out of high school and received his American Motorcyclist Association amateur license in the 500cc road bracket and raced from 1974 to 1978. Currently, Jones has documented just over 740,000 miles on tarmac across Mexico, the United States and Canada without one accident. He is also co-owner of Touring Adventures where he has led novice motorcycle travelers from three-day to two-week tours through Texas, Arkansas, New Mexico, Colorado, Utah, South Dakota, Tennessee, North Carolina, South Carolina, Georgia, Virginia and Kentucky.

<http://www.safetyontwowheels.org>

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CONFERENCE SPEAKERS

Vicki Sanfelipo, RN

*Executive Director, Accident Scene Management/
Road Guardians*

Known as “Spitfire” to her friends, Vicki Sanfelipo is the author of A Crash Course for the Motorcyclist. She established the non-profit organization Accident Scene Management (ASM) in 1996 in order to reduce injuries and fatalities to motorcyclists through first-response training. She has volunteered as the director of ASM for 25 years and was inducted into the Sturgis Motorcycle Hall of Fame in 2020. Sanfelipo worked for over 25 years in hospital nursing. She has been riding for 35 years, is a member of the Iron Butt Association, and is the lead medic for the antique motorcycle cross country events, the Motorcycle Cannonball and the Cross Country Chase.

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<https://www.facebook.com/RoadGuardians>

Jeffrey Peterson

Agent, Texas Alcoholic Beverage Commission

Agent Jeffrey Peterson joined the Texas Alcoholic Beverage Commission (TABC) in 2015, stationed in the San Antonio Regional Office. Work included investigating breaches of the peace, sale of alcoholic beverages to minors, and sale of alcoholic beverages to intoxicated persons. Peterson is currently assigned to TABC's TRACE Unit, which focuses on investigating incidents involving serious bodily injury or death where alcohol was a factor and that can be traced back to a TABC-licensed location. He previously worked for an elected official in the Texas Legislature from 2001 to 2015 where he managed the district office, assisted in drafting legislation, provided constituent services, and led several community-oriented outreach programs.

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Ben Smith

Texas A&M AgriLife Extension, Watch UR BAC project

Ben Smith is retired law enforcement from the City of Bryan Police Department. His service includes a supervisory assignment with the Motorcycle Traffic Safety Unit, seven years as a victim advocate with Mothers Against Drunk Driving, and five years as a program coordinator with the Watch UR BAC project, a subgrantee project with the Texas Department of Transportation raising awareness of alcohol and drug issues relating to traffic safety. The project team enjoys traveling the state educating all ages on the risks associated with alcohol and drug use while operating a vehicle. Many of the programs include using a car or motorcycle simulator with drunk goggles to remind mainly youth of the dangerous risks of drinking and driving. The team of four averages over 200 educational programs per year, mostly to high school students.

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We Want Your Feedback!



Please take a moment to take our quick survey and provide any feedback, thoughts, or suggestions to help us improve the Texas Motorcycle Safety Forum are welcome. We greatly appreciate it!



Opening Session General & Keynote Speaker



Breakout Session 1A:
Getting Rid of Risky Riding



Breakout Session 1B:
Innovative Technologies for Motorcycles to Reduce Risk and Improve Emergency Response Times



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



Breakout Session 2B:
How Can "Smart" Infrastructure Help Prevent Rider Crashes?



Breakout Session 3A:
Using Perception to Manage Risk



Breakout Session 3B:
Are you Ready for a Road Trip?



Breakout Session 3C:
Motor Officer Rodeo



Closing Session General



2022 Forum Survey

TTI's Motorcycle Safety Team

We're Social.



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TexasMotorcycleSafety](http://www.facebook.com/TexasMotorcycleSafety)



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look_learn_live](http://instagram.com/look_learn_live)



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