

2025

Texas Motorcycle Safety Forum



SATURDAY, MAY 3 ★ AUSTIN, TEXAS



2025 TEXAS MOTORCYCLE SAFETY
FORUM AGENDA

8:00 a.m. – 9:00 a.m.

CHECK-IN AND NETWORKING

CONTINENTAL BREAKFAST

Pre-Function Ballroom

9:00 a.m. – 10:00 a.m.

OPENING SESSION AND KEYNOTE SPEAKER

Ballroom

10:00 a.m. – 10:15 a.m.

BREAK AND NETWORKING

10:15 a.m. – 11:00 a.m.

CONCURRENT BREAKOUT SESSIONS #1 (CHOOSE 1)

Ballroom

1A: Why Are Motorcycles Invisible?

SPEAKERS:

Cathy Brooks,
Texas A&M Transportation
Institute

Rita Murphy Lybek,
Skilled Motorcyclist
Association—Responsible,
Trained, and Educated
Riders (SMARTER) Inc.

How a rider perceives their environment shapes how they ride—being in the right mindset is key to staying safe. Explore the reasons why motorcycles often go unnoticed by other road users. This session delves into the mental processes—like inattentional blindness and motion camouflage—that contribute to motorcycle invisibility on the road. Learn practical tools and strategies to counteract these effects, both as a motorcyclist and as a driver. By understanding the science behind perception and attention, you'll gain actionable insights to reduce risk, increase visibility, and ride more safely.

Breakout Room

1B: Stop the Bleed Certification Course (Part 1)

SPEAKERS:

**Stop the Bleed
Instructors,** Capital Area
of Texas Regional Advisory
Council

Stop the Bleed was developed by surgeons to teach people how to take life-saving action to control severe bleeding in emergency situations. Since its launch in 2015, Stop the Bleed instructors have trained nearly 4 million people in the United States and around the world. Participants in this 90-minute course will learn how to use compression, wound packing and tourniquets to stop severe bleeding, and will earn a certificate of completion.



2025 TEXAS MOTORCYCLE SAFETY FORUM AGENDA

11:00 a.m. – 11:15 a.m.

BREAK AND NETWORKING

11:15 a.m. – Noon

CONCURRENT BREAKOUT SESSIONS #2 (CHOOSE 1)

Ballroom

2A: Transforming Roads, Unleashing Smart Technologies: Texas TRUST Project

SPEAKERS:

Margaret Fowler,
Texas A&M Transportation
Institute

This session will highlight ongoing efforts in Texas to advance V2X technology with the goal of enhancing roadway safety. Formerly known as the Transforming Roads, Unleashing Smart Technologies (TRUST) project, this federally funded initiative focuses on integrating V2X—also known as connected vehicle technology—into the transportation system. Its findings will help inform a national blueprint to support broader adoption and implementation across the country. The presentation will also explore specific aspects of these efforts, including proposed use cases and their applications to riders and motorcycle safety.

Breakout Room

2B: Stop the Bleed Certification Course (Part 2)

SPEAKERS:

Stop the Bleed Instructors,
Capital Area of Texas Regional
Advisory Council

Stop the Bleed was developed by surgeons to teach people how to take life-saving action to control severe bleeding in emergency situations. Since its launch in 2015, Stop the Bleed instructors have trained nearly 4 million people in the United States and around the world. Participants in this 90-minute course will learn how to use compression, wound packing and tourniquets to stop severe bleeding, and will earn a certificate of completion.

Noon – 1:30 p.m.

LUNCHEON

Ballroom



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1:30 p.m. – 2:15 p.m.

CONCURRENT BREAKOUT SESSIONS #3 (CHOOSE 1)

Ballroom

3A: Filtering, Sharing, and Splitting, Oh My!

SPEAKER:

Rita Murphy Lybek,
Skilled Motorcyclist
Association—Responsible,
Trained, and Educated
Riders (SMARTER) Inc.

What exactly is lane splitting, and why is it such a hot topic? This session breaks down the practice of filtering, sharing, and lane splitting—what it is, where it’s done, and why riders choose to do it. We’ll examine the potential benefits, such as improved traffic flow and reduced commute times, alongside the risks, including visibility challenges and safety concerns. Using current research and real-world data, we’ll explore what the numbers say about crash rates, rider safety, and driver behavior. Whether you’re for it, against it, or just curious, this session provides the facts to help you make informed decisions on the road.

Breakout Room

3B: Stop the Bleed Certification Course (Part 1)

SPEAKERS:

*Stop the Bleed
Instructors*, Capital Area
of Texas Regional Advisory
Council

Stop the Bleed was developed by surgeons to teach people how to take life-saving action to control severe bleeding in emergency situations. Since its launch in 2015, Stop the Bleed instructors have trained nearly 4 million people in the United States and around the world. Participants in this 90-minute course will learn how to use compression, wound packing and tourniquets to stop severe bleeding, and will earn a certificate of completion.

2:15 p.m. – 2:30 p.m.

BREAK AND NETWORKING



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2:30 p.m. – 3:15 p.m. **CONCURRENT BREAKOUT SESSIONS #4 (CHOOSE 1)**

Ballroom	4A: Motorcycle Helmet Safety: What You Need to Know
SPEAKER: <i>Hong Zhang,</i> Snell Foundation	Your helmet is your most important piece of safety gear—but how much do you really know about how it protects you? This session dives into the critical aspects of motorcycle helmet safety, including how helmets reduce the risk of brain injury, how they work in a crash, and how effective they really are. We'll compare helmet safety standards, break down the science behind impact protection, and discuss how to ensure proper fit and care for maximum protection. Whether you're a new rider or a seasoned motorcyclist, this session will give you the knowledge you need to make smarter, safer helmet choices.

Breakout Room	4B: Stop the Bleed Certification Course (Part 2)
SPEAKERS: <i>Stop the Bleed Instructors,</i> Capital Area of Texas Regional Advisory Council	Stop the Bleed was developed by surgeons to teach people how to take life-saving action to control severe bleeding in emergency situations. Since its launch in 2015, Stop the Bleed instructors have trained nearly 4 million people in the United States and around the world. Participants in this 90-minute course will learn how to use compression, wound packing and tourniquets to stop severe bleeding, and will earn a certificate of completion.

3:15 p.m. – 3:30 p.m. **BREAK AND NETWORKING**

3:30 p.m. – 4:15 p.m. **GENERAL SESSION**
Ballroom

First on Scene: What Everyone on the Road Should Know
Penni Fuller, Accident Scene Management

When seconds count, knowing what not to do can be just as critical as knowing what to do. This session provides an essential overview of accident scene response for motorcyclists, focusing on safe helmet assessment and removal, the chin thrust technique to maintain airway, and hands-only CPR. You'll learn when it's safer to leave a helmet on, when removal is necessary, and how to do it without causing further harm. This is not a certification course, but a practical, potentially life-saving introduction to emergency response skills every rider should know.

4:15 p.m. – 4:30 p.m. **CLOSING PLENARY**
Ballroom

CONFERENCE SPEAKERS



Cathy Brooks

Cathy Brooks is a Project Specialist at the Texas A&M Transportation Institute, (TTI), Center for Transportation Safety, Road User Safety Program where she works on multiple motorcyclist safety related projects, including the Texas Department of Transportation Statewide Motorist Awareness and Motorcyclist Safety Education and Outreach and the Texas Department of Licensing and Regulation efforts to Increase Rider Instructor and Rider Education Participation Rates in Texas.

She comes from a family of motorcyclists and is a Texas licensed Motorcycle Safety Instructor; Motorcycle Safety Foundation RiderCoach; and Quality Assurance Specialist, Harley-Davidson Riding Academy Coach. Cathy is also a member of the State Motorcycle Safety Association.



Margaret Fowler

Margaret Fowler is a researcher at the Texas A&M Transportation Institute and has been a transportation professional since 2019. Her work focuses on connected and automated vehicle technologies and their impacts on transportation operations and road users. Margaret has contributed to several initiatives examining public perception and the impact of CAVs. She has also helped lead a FHWA-sponsored project exploring motorcycle safety and intelligent transportation system (ITS) applications.



Penni "Gypsy" Fuller

Penni "Gypsy" Fuller is a retired registered nurse with over 20 years of experience. From ER, and ICU, to home health and forensics, she has been riding for over 30 years. Motorcycle Safety has always been a passion. She is a MSF Motorcycle Coach, American Heart Association, Red Cross, and HSI CPR Instructor, as well as an Accident Scene Management Instructor. Gypsy is active in the Texas Motorcycle Safety community and continually honing my advanced riding and trauma skills.

Gypsy began Texas Trauma and LifeSaver Training to combine my passions for motorcycles and medicine. She believes knowledge is power—the more you know the safer and more prepared you are.

Thank You!!


**Thank you for coming to our
2025 Texas Motorcycle
Safety Forum!**

CONFERENCE SPEAKERS



Rita Murphy Lybek

Rita Murphy Lybek, RSP1, grew up on a dairy farm in the Madison, Wisconsin area where she started riding powered two wheelers as a way to get around the fields and pastures. She's a Motorcycle Safety Foundation-certified RiderCoach, RiderCoach Trainer, and Quality Assurance Specialist, and is certified by the Transportation Professional Certification Board as a Road Safety Professional.

Rita is a life member of both American Motorcyclist Association and Road Guardians, a National Safety Council Road to Zero coalition member, a member of National Highway Traffic Safety Administration's (NHTSA) Motorcyclist Advisory Council, and on the board of directors for Skilled Motorcyclist Association—Responsible, Trained, and Educated Riders (SMARTER) Inc.



Matt Ruszczak

Matt Ruszczak is the Legislative Director for the Texas House of Representatives, District 31. He brings us an overview of motorcycle-related legislation from this year's state legislative session.



Stop the Bleed

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Many thanks to Ms. Sangeetha Dattam, Emergency Healthcare Systems Program Coordinator at the Capital Area of Texas Regional Advisory Council, for organizing today's Stop the Bleed sessions at the Forum, and especially to the instructors who are volunteering their time today!



Hong Zhang

For over 30 years Hong Zhang has been with the Snell Foundation working in the areas of Random Sample Testing, public education, and special grant projects. As Director of Education, she develops educational materials and head injury prevention programs to increase public awareness of head injury risks and helmet effectiveness.

Hong finished her undergraduate studies in China and received Master's degree at the University of Rochester in New York. She has served as the President of the Snell Safety Center since 1996.

We Are Social.

Look twice for motorcycles.



Share the Road.



Share the Road.
#EndTheStreakTX **TxDOT**

**LOOK
TWICE**
FOR MOTORCYCLES



Look twice for motorcycles.

Motorcycles can be hard to see.
Avoid hitting a motorcyclist:

1. **Check yourself.** Always ask yourself if there are any motorcycles nearby. This will help your eyes and brain notice them on the road.
2. **Look twice.** Use turn signals and check blind spots before changing lanes.
3. **Turning left?** Avoid turning in front of a motorcycle. It can be hard to judge their speed and distance, so let them pass first and always use your turn signal to alert them.
4. **Save some space.** Keep a safe following distance. Motorcyclists can slow by downshifting, which doesn't activate the brake light. Give them the entire lane when passing.
5. **Slow down.** Obey speed limits to keep both yourself and motorcyclists safe.

Share the Road.
#EndTheStreakTX **TxDOT**



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