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The Florida Motorcycle Safety Coalition Housed at CUTR Receives Transportation Achievement Award

The 2011 award recognizes outstanding achievements by organizations concerned with transportation

TAMPA, Fla. (December 9, 2011) - The Florida Motorcycle Safety Coalition, housed at the Center for Urban Transportation Research (CUTR) at the University of South Florida (USF), received the John W. Barr District 10 Transportation Achievement Award from the Florida Section Institute of Transportation Engineers (ITE). This award recognizes the significant achievements and outstanding contributions from the Florida Motorcycle Safety Coalition to reduce motorcycle related fatalities, injuries and crashes in Florida. Dr. Pei-Sung Lin, Program Director of ITS, Traffic Operations and Safety at CUTR, on behalf of the Coalition, received this prestigious award during the Florida Section ITE annual meeting banquet held in December.

The John W. Barr District 10 Transportation Achievement Award was created in 1997, and recognizes, on a non-annual basis, significant and outstanding achievements by organizations concerned with transportation, including government agencies, educational institutions, consulting firms, industry, and others, that demonstrate advancements of the transportation engineering and planning profession.

Florida's sunny weather, beautiful beaches, and scenic highways make it a popular place for motorcycle enthusiasts. Florida's growing population and popularity with motorcycle enthusiasts make motorcycle safety an important issue. The number of motorcycle crashes and injuries in Florida was more than doubled between the late-1990s and 2008.

The Florida Motorcycle Safety Coalition was established in 2008 by the Florida Department of Transportation (FDOT) to implement the Florida Motorcycle Safety Strategic Plan (MSSP) to improve the overall safety of motorcyclists in an effort to reduce the likelihood of motorcycle-related fatalities, injuries, and crashes in Florida. The Coalition brings together agencies, organizations, groups, and individuals who have responsibilities or interests in motorcycle safety. It also facilitates active interaction and progress in the strategic plan emphasis areas.

The Florida Motorcycle Safety Coalition includes state agency leaders and staff, county leaders and staff, law enforcement officers, motorcycle course trainers, emergency medical support, Insurance providers, motorcycle dealers, motorcycle riders and groups, safety advocates, engineers, researchers, trauma center administrator, trauma center surgeons, and judges actively participating and contributing in the coalition tasks and activities.

CUTR has housed the Florida Motorcycle Safety Coalition for years, and has played a very important role to provide technical, analytical, educational, and administrative support for all of the Coalition's tasks and MSSP business plan implementations. The comprehensive approaches and tremendous efforts from the Florida Motorcycle Safety Coalition contributed significantly to a 30.3% reduction in fatalities and a 21.5% reduction in motorcyclists injured in Florida from 2008 to 2010. Hundreds of lives and thousands of injuries in Florida have been saved.

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The University of South Florida is one of the nation's top 63 public research universities and one of only 25 public research universities nationwide with very high research activity that is designated as community engaged by the Carnegie Foundation for the Advancement of Teaching. USF was awarded \$394.1 million in research contracts and grants in FY 2009/2010. The university offers 232 degree programs at the undergraduate, graduate, specialist and doctoral levels, including the doctor of medicine. The USF System has a \$1.8 billion annual budget, an annual economic impact of \$3.2 billion, and serves more than 47,000 students on institutions/campuses in Tampa, St. Petersburg, Sarasota-Manatee and Lakeland. USF is a member of the Big East Athletic Conference.

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