

Motorcycle Safety Education Commission Meeting

**Kentucky Justice and Public Safety Cabinet
First Floor Conference Room
State Office Building Annex
125 Holmes Street
Frankfort, Kentucky 40601**

**10:00am-12:00pm
March 11, 2013**

Commission Members Present: Chairman Steven Hanlon, Jay Huber, Dean Broaddus, Mike Scrivner, and Glenda Hobbic. Members not present were Capt. Williams and Larry Cox.

Justice and Public Safety Cabinet Staff Present: Tanya Dickinson, Donna Jones, Mavis Williamson – Grants Management Branch

Guests Present: Mr. Bob Heckel of Balanced Dynamics, Mr. Lee Tompkins of Kentucky Interactive.

Greetings and Introductions

The March 11, 2013, meeting of the Kentucky Motorcycle Safety Education Commission (KMSEC) was called to order by Chair Hanlon. An agenda and supporting materials were distributed for review and discussion. Chair Hanlon recognized Lee Tompkins as our guest to discuss the planned online registration system.

• Prior Meeting Minutes and Reports

The minutes for the December 10, 2012, KMSEC meeting were distributed. Jay Huber motioned to accept the meeting minutes and Dean Broaddus seconded the motion. All were in favor

• Sub-Committee Reports/General Updates

Mr. Tompkins of Kentucky Interactive was introduced to provide a brief overview of software program design to address the Commission's desire of an online registration system. His opening remarks began with Kentucky Interactive does not operate on a procurement method but has a contract with the Commonwealth of Kentucky to provide software solutions to meet the electronic needs of state agencies. Currently Kentucky Interactive has created 225 online applications taking in money on behalf of the Commonwealth and supports three hundred entities utilizing their services. He went on to say since the Commission had an online presentation from the Motorcycle Safety Foundation and was quite pleased with the product he took the opportunity to review their product. He said Kentucky Interactive could easily build an online registration program with the ability to create reports to meet the needs of the Kentucky Motorcycle Safety Education Commission. One of his ideas included: when the student completes a course, the site provider would then generate a student completion report for the agency's review. Upon their review and approval, the agency would push it back to the site provider to enable the student to receive his/her course completion certification online.

Additionally, this system would permit the site providers to gauge the number of students signed up for a course which would give them an idea of how many bikes would be needed for a particular class to ensure they have the resources to conduct their class. Commission members discussed how they would handle a phone registration versus the online system. It was decided that the site provider could enter the student information over the phone with all relevant information, including a credit card for payment.

Commission members questioned which payment method would be used for this system. Mr. Tompkins stated that the best method of collecting payment would be the use of a credit/debit card as it is the preferred method used by most consumers. The debit cards must have an insignia in order to be used in this system. He went on to say that Finance Cabinet and the state auditor established parameters for financial oversight and this system would be in compliance with regulations on payment remittance. Members inquired about the payment processing time frame and Mr. Tompkins stated that if a payment was made on a Monday, by Wednesday the transaction would be completed as this gives proper time for the payment to clear. One member asked if PayPal could be an option if the student does not have a credit/debit card. Mr. Tompkins said they could handle that, but to use PayPal, the student would still need a credit/debit card. When asked if fees were associated with this software, Mr. Tompkins replied that a 2.75% fee to the credit card will be charged using real time. Additionally, they would make the system mobile friendly to allow students to register using a tablet or a mobile phone using a responsive design, where the page will scale to the size of the device being used to register for a motorcycle safety course.

Next, the Commission asked if this system would be expandable, building upon the registration component of this system to include a data base for marketing and promoting motorcycle safety education in Kentucky. Mr. Tompkins said that it could be done with a simple question asking the student if he/she would be interested in future courses available as well as motorcycle safety information and events. The student would select either “yes” or “no”. That would mean the system would require an e-mail address. He advised that, should a student select “no”, the Commission could not contact the individual as, required by law.

Commission members asked when this system could be ready and available to students. Mr. Tompkins stated that it will not be available for this riding season as the riding season is just beginning for 2013. He went on to say that the program would need to be created and tested among select site providers with varying skill sets prior to making it available; but essentially could be operational by January 1, 2014. He went on to state it’s best to have a small working group, suggesting one person from the Cabinet, one program provider and one Commission member. To move forward on this, a Subcommittee was created and included; Dean Broaddus who is a program instructor and Mike Scrivner, who works with Transportation and knows the Kentucky Vehicle Information System (KVIS) with Tanya Dickinson serving short term until another Cabinet staff can be selected for the long term and a program designer from Kentucky Interactive. They will work collectively together to ensure the system will capture all necessary information, with the potential to build upon a basic system in the future. Jay Huber motioned to accept the four mentioned individuals to move forward on working with the developer for the student online registration system. Dean Broaddus seconded the motion. All were in favor.

• **Motorcycle Safety Education Program Grant Applications**

◦ **Process Explanation**

Tanya Dickinson opened this discussion with thanking everyone for completing the application review forms, completing the conflict of interest forms and returning them to her by the requested due date of Friday, March 8, 2013, to enable her to average the applicant scores by today's Commission meeting. Commission members brought their expertise to the review process. She went on to say how pleased she was with everyone's review as she received a lot of good feedback. Some proposals may require follow up with additional information on some budget questions.

She explained the scoring process, clearly presenting if an applicant scored sixty-five (65) and under they would not be considered for funding; applicants scoring sixty-five (65) to seventy (70) may be requested to provide additional information, and applicants scoring over seventy (70) are eligible for funding. All applicants scored over seventy (70). Applicants include the Motorcycle Safety Foundation (MSF) from California, ABATE of Indiana and Eastern Kentucky University (EKU). EKU's average score was eighty-six (86), MSF's average score was seventy-five (75) and ABATE's average score was eighty (80). She provided each Commission member with a comprehensive comments/scoring rubric for each application showing each reviewer's scores along with comments/questions. Each reviewer was given a number and is consistent with all submitted proposals. These documents will be returned to the Cabinet after today's meeting because they are preparatory materials and the applications are considered to still be in process.

Tanya reminded the Commission of the letter by Vicki Wise, General Counsel of the Kentucky Justice and Public Safety Cabinet stating the Commission is charged with the RFP process and the Cabinet in managing the award. She went on to say that the Commission is not empowered to make the award and today's meeting will be to discuss the submitted proposals with the executive staff having the final decision on who will receive the award based on the recommendations prepared by Grants Management Branch.

◦ **Group Discussion of Reviewer Scores/Comments**

Eastern Kentucky University (EKU)

Average score of eighty-six (86) with nine (9) reviewers.

Tanya began with Eastern Kentucky University since they currently hold the Motorcycle Education Program for Kentucky. Applicant scored consistent in each of the scoring areas; with some scores higher and some lower based on each reviewer's perception.

EKU has a fair amount of experience but had not addressed student cancellation. Some liked the linked media with other agencies. More interested in what they were going to coordinate rather than with who. Goals and objectives quantify what they're going to do. EKU did not specifically reference online system but did say they would comply with Commission. EKU's budget was very comprehensive but some Commission members questioned the ten percent (10%) indirect cost rate charged to this grant. Tanya explained that this line item for EKU's indirect cost rate is considerably less than the approximately fifty percent (50%) normally charged to federal grants. Some Commission members expressed their concern that EKU did not propose anything new while others expressed they reviewed the grant based on the RFP. Tanya explained that the Commission can't hold them to any more details

other than what was in the solicitation. The RFP will be used for accountability and is a representation of what the successful applicant is expected to do.

Motorcycle Safety Foundation (MSF)

Average score was seventy-five (75) with nine (9) reviewers.

General comments include: They know the need for motorcycle safety but didn't really personalize it for Kentucky. They requested prior to application to make it completely student based. They received high scores on site and program development. It was the only submitted application that addressed student cancellation. Goals/objectives received a low average with most reviewers thinking it was okay. They (MSF) know their program but didn't really have a good understanding of what Kentucky needs.

ABATE of Indiana (ABATE)

Average score was eighty (80) with eight (8) reviewers as one reviewer stated this proposal was a conflict of interest.

General comments: Overall a good presentation of the issue. Program design showed most scores in the mid-range with program development having high scores. Good description of student fees and structure. One liked the two scenarios as presented in their proposal. Payment methods not discussed. ABATE clearly discussed the transfer of inventory from EKU to Motorcycle Kentucky. (Tanya pointed out that EKU could keep some of the bikes because they offer educational programs and will more than likely continue offering motorcycle education.)

General Discussion

Commission members liked a lot of the ideas as presented in the proposals but some expressed great concern with EKU. In past five years, Dean Broaddus, instructor with Balanced Dynamics stated that he had received only one peer review. Appears that EKU and MSF are very similar and is concerned that they do not look for alternative safety programs. Discussion included EKU has the attitude we've always done it this way and promotes a negative perception. Chair would like to see changes in current program in order for it to be a successful program.

Discussion moved on to ABATE and wondered how things would turn out if awarded. Some Commission members know Dr. Meister and believe he has innovative ideas to bring change to the Motorcycle Education Program. Went on to say that although they know the upfront costs would be more, they believe overall it's a good program. ABATE offers media to younger crowds using social media, specifically Facebook and Twitter and was well liked. Another comment was the name, *Motorcycle Kentucky*; new name, new brand to make positive changes in Kentucky. Some preferred the peer review of ABATE comparatively speaking with EKU and MSF.

Mike Scrivner pointed out that although the Commission knows of EKU firsthand because they've dealt with EKU for many years as the provider of the Kentucky Motorcycle Program, it's not fair to EKU to bring what they did do and what they didn't do; their job as grant reviewers was to review and score each proposal on what was presented.

Tanya wrapped up this portion of the meeting by citing that now that the Commission has a RFP in place what would the Commission like to see in terms of students or site provider data? Old monthly report has number of people taking classes. Would the Commission like to know how many site visits were conducted? Would they like to know the number of female students in a certain age group? These types of questions can be used to guide future awards and it's up to the Commission to clearly express

what information they would like to have available to them. Before the next Commission meeting, it would be very helpful if members would come with specific metrics they would like to review to discuss at the next Commission meeting. It would also be good for the software development and useful to GMB. Additionally, GMB will collect any additional information from applicants, forward recommendations, see if applicant wishes to accept award and should have an answer by June Commission meeting.

- **Future Meeting Dates**

Next regular meeting will be Monday, June 10, 2013, 10am to 12pm. Unfortunately, Chair Hanlon is not available on June 10th but is available on June 3rd and June 17th. A revised meeting date will be determined by emailing members and a press release announcing the change in the regular scheduled Commission meeting will need to be made.

- **Adjourn**

Motion to adjourn was made by Dean Broaddus and seconded by Jay Huber. All were in favor.