

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-2:00pm
April 11, 2011**

Commission Members Present: Steve Hanlon (Chair), Jay Huber, Tim Cody, Major Lynn Cross, and Larry Cox.

Guests Present: Mr. Bruce Young, Mr. Darrell Casey and Dr. Terry Kline
Justice and Public Safety Cabinet Staff Present: Tanya Dickinson and Donna Jones, Grants Management Branch

Greetings and Introductions

The April 11, 2011, meeting of the Kentucky Motorcycle Safety Education Commission (KMSEC) was called to order by Chairman Hanlon. An agenda and supporting materials were distributed for review and discussion.

Prior Meeting Minutes and Reports

Due to time constraints, the March 14, 2011 KMSEC meeting minutes were not available at that time.

• ECU FY2012 Proposal Review and Discussion

Today's meeting involved reviewing and discussing the 2012 Kentucky Motorcycle Rider Education budget along with the special conditions governing the award. The 2012 budget is requesting one million dollars for the upcoming grant award. The standard practice is only a one year grant award to set up the budget. General consensus from Commission members indicated to award the same amount in 2012. It was determined that this grant award would be treated much like a continuation of their 2011 grant award. With the current economic conditions, salaries should remain the same. It was also agreed that Justice and Chairman Hanlon, representing the Commission will schedule a meeting with the ECU vice president as a courtesy to discuss the program in an effort to improve collegial relationships.

Discussion showed significant concerns, specifically the deviation from sites approved by the Commission primarily with the recent Lexington Harley-Davidson proposal. Ms. Dickinson reported that she had already spoken with Dr. Kline about the matter, and that she agreed it was

not appropriate for EKU to respond on behalf of the Commission. Chairman Hanlon advised he had followed up personally with the dealership, reiterating members' concerns with the currently funded sites. Grant conditions clearly outline statement of work and EKU should not independently pursue new sites outside the approved award.

EKU will submit a revised proposal addressing the Commission's review of the 2012 proposal. Specific topics found in the 2012 proposal that were discussed are as follows.

Site providers are allowed to charge full fees if they choose but often they don't charge the full fee. Prior to this proposal it was never captured in writing but EKU chose to capture in/out-of-state tuition rates this year as incentive to get money back from out-of-state residents.

Discussion was brought up as to why cap the number of basic certificates at 17,000 in a six month period as it could potentially harm the program especially when EKU and state share costs associated with the program. Dr. Kline revealed that the plan was designed before they knew what to put in the budget as a means to increase the number of individuals participating in the program. He went on to state that the Kentucky Transportation Cabinet created the cap at the beginning of program, but it could be removed now if desired as it is currently managed under the Kentucky Justice & Public Safety Cabinet. Originally the incentive program was designed to get as many riders as possible to participate and as a goal to get more funds back to the site providers. Discussion included the fact that \$200,000 was budgeted for the incentive program and the Commission can approve a budget supplement if additional funds are needed based on student demand. Mr. Jay Huber made a motion to remove the cap to disburse the funds and not penalize those who operate a program efficiently. Mr. Larry Cox seconded the motion. Major Cross included that the agency should come to the Commission for supplemental dollars. Motion carried with all in favor.

Discussion of site provider locations was brought up and also determined that the program did not operate at full capacity at all sites during the past year. Per the National Transportation Safety Authority, sites around greater populated areas make great locations for this program, but with Richmond and Georgetown not operating at full capacity, it does not make sense to members to have program site in Lexington. Members would like to know more about site selection to better inform future years' planning. Ms. Dickinson advised that this will be included in future monthly reports provided by EKU. This will also include existing sites that must relocate.

The question of whether or not private training could be achieved through the rider coach program was brought up. It was clarified by Dr. Kline that policy allowed a site provider to offer private training and they could charge for that service. Private individual instruction can be completed any time providers wish, but not in conflict with KMP classes. Students will not be charged additional costs during KMP provided training. Tuition paid by the student for BRC is \$100, BRC II is \$25 and ARC is \$25. Incentive payments would apply to all 3 classes for Kentucky residents.

Commission members are very interested in having a stronger media campaign. How to effectively define it was discussed. It was agreed that the Commission must determine which campaign is already in place with the Kentucky Transportation Cabinet to avoid duplication.

Taking out ads in magazines exclusively for Kentucky and not nationally would be excellent. It was stated that county clerks in certain locations do not have materials available specifically for this program and reason being is that site providers are responsible to get the materials to all county clerks announcing this program statewide. Possible media options discussed included press releases, media with insurance companies, radio, local cable advertising with a possible 20 second ad on TV, local newspapers and facebook and twitter targeting the younger crowd with potential of reaching college students who would benefit from the BRC classes offered. Ms. Dickinson agreed to inquire from New West to see if they have a summary of some sort on what they did in relation to media campaign.

It was discussed that the proposed Capital Equipment line item of the budget for a 2012 Ford SuperDuty Truck is necessary to pull trailers with painting and maintenance equipment for repairing bikes in the field; the current vehicle is old and unreliable. Request for additional bikes is to bring total number to 300. Currently they have some bikes for which they can no longer get replacement parts and will need to replace and use those for replacement parts for other bikes that will eventually need repair. With a goal of training 5,000 people, they will need the additional bikes.

Motion to approve the 2012 fiscal contract as amended was made by Mr. Larry Cox and was seconded by Mr. Tim Cody. Motion carried.

Tanya recapped the amendments as follows:

- Student incentive cap removed – alter budget to remove \$225 maximum and ECU will come back for reimbursement for additional funds if necessary.
- Rider fees remain the same.
- Remove Lexington site from proposal.

Mr. Jay Huber made the motion for ECU to propose a media campaign by the December meeting, with funding requested separately. Mr. Larry Cox seconded the motion.

Since Chairman Hanlon will not be available at the regularly scheduled meeting set for Monday, June 13, 2012, he requested to move the meeting to Monday, June 6, 2012.

Motion to adjourn the today's meeting was made by Mr. Larry Cox and seconded by Major Cross.