

Rider Ed RFP and Program Guidelines Subcommittee of
The Kentucky Motorcycle Safety Education Commission

Justice and Public Safety Cabinet 2nd Floor Conference Room

August 14, 2009

10:00am-12:00pm

Members Present: Tim Cody, Jay Huber (sub-committee chair), Steve Hanlon
Staff Present: Tanya Dickinson

Meeting was called to order at 10:05am. Agenda and supporting materials (Motorcycle Safety Foundation Rider Education and Training webpages) were distributed for review/discussion.

• **Role of the Commission as an Oversight Entity**

Main purpose of the subcommittee is to establish reporting, fiscal, curriculum, and other guidelines for safety education program.

• **Items to address in any new RFPs or contracts**

Ms. Dickinson suggested major changes would require creation of a Request for Proposals (RFP) to allow other vendors to apply, or a Statement of Work (SOW) for ECU, if the Commission intends to maintain its current provider/contract. Within existing Grants Management Branch *Policies and Procedures (P&P's)*, a list of specifics may be developed. Although contracts may be made with multiple vendors, allowing a single vendor to subcontract sites allows for them to assume direct oversight role, along with flexibility of class sites. Site-based specifics may be part of the agreement. (EQU currently provides sites with start-up funds, then individual rider fees are collected.

Commission members' items for possible inclusion in future program agreements or related activities:

- Advertising brochures for distribution by associations, license branches, etc.
- Central website
- On-line registration
- Incentivization with per rider reimbursement
- Basic rider education as prescribed by Motorcycle Safety Foundation (MSF)
- Intermediate rider education as prescribed by MSF
- Experienced rider education as prescribed by MSF
- Optional rider education as prescribed by MSF (e.g., passenger, on-street)
- + Appeals process specified by commission for site non-selection or (proposed) termination
- + Approve new sites/terminate for cause in advance via Commission *of programs*
- + Required notice to Commission Chair of emergency actions to bring before next commission meeting
 - Base budget on per rider cost, show for comparison.
- + Specify reporting requirements – as current, plus y-t-d
- + Specify 10% limit on budget transfer

Ms. Dickinson will try to have draft together by the next Commission meeting for discussion. Further discussion of individual agenda items and bullets follows.

• **Pay for performance reimbursement program**

Mr. Huber believes cost per rider should be more in line with other states, as it appears to be much higher. Course participation may be increased if the cost can be brought down to \$100-\$150 per individual per course, along with increased availability and using advertising to generate more students. Mr. Huber suggests considering per person reimbursement as an incentive with a base budget in future contracts.

Will need to hear from ECU about the reasons for cost per student; however Mr. Cody believes it may be due to volume trained. Mr. Hanlon suggested cost per rider may also be more since ECU includes military sites, which do not charge (e.g., Ft. Knox, Boone Center) in their numbers. Mr. Cody indicated ECU may also only offer ARC, rather than BRC at these sites.

Mr. Cody reports that the Legislative Subcommittee discussed mandatory training for under 21 riders. This would negate the need for incentivizing, if passed, but young riders are not the target audience. Insurance incentives might increase riders, but there are difficulties. Although Mr. Huber advises the insurance industry does not seem to have tied rates to the helmet requirement in the past.

- **Purchase/lease of site locations**

Commission members discussed the feasibility of the Commission purchasing sites to eliminate turnover, improve facilities, etc. Ms. Dickinson advised it would highly unlikely, due to expense, liability, and related issues, and it is not allowed by current P&P's. Mr. Cody indicated he did not know of any other states operating on that model, and that Kentucky's sites weren't specifically leased by the program, but used on a per class/program basis. Additional sites might encourage more riders, but targeted classes might take advantage of popular sites, issues (e.g., a women riders rally combined with a class, private groups.) Reasons for various sites' popularity should be assessed and replicated, if possible. Mr. Cody indicated that KMP P&P's may already address site selection, maintenance; a copy will be obtained for the Commission.

If site maintenance is a problem, Ms. Dickinson suggested specific requirements could be made in the agreement, but Mr. Cody and Mr. Hanlon indicated more regulation was not necessary as, overall, ECU does OK with sites.

Mr. Cody indicates program's goal is to cover the state with multiple sites covering 50 mile radius areas – there has been some success with this effort, but some have been difficult to serve due to lack of interest, suitable site, or other reason. Some areas with sufficient demand to justify have multiple sites.

- **Advertising and promotions**

Members would like to see an improved webpage – including on-line registration – either from state or ECU. Mr. Cody indicated ECU is currently working on updating their webpage. Mr. Hanlon would then like the webpage to be advertised to increase access/usage (including Public Service Announcements). Brochures have not been particularly successful in the past. Some have been distributed to county clerks and judge executives in the past; perhaps dealers should distribute at time of purchase, or clerks at the time of endorsement. Mr. Huber suggests 2010 SAFETEA-LU funds might be a possible funding source for printing/mailing costs.

Course value should also be promoted. Members are unsure if the public understands the value of what they're getting – TN charges \$300., OH is \$25, but has limited sites compared to population.

Members don't question of quality of programs delivered; problem has been getting people in and maintaining cost effectiveness.

- **Appeals/grievance process for any instructor or site sponsor to the commission**

See items for inclusion in agreement.

- **Personnel**

Mr. Huber expressed concern about rise in program salaries. However, discussion reviewed Dr. Klein's credentials and Wayne Steel's tenure with this program, in addition to their combined efforts in other

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of
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When: 10:00 AM, August 14, 2009

Where: Dept. of Justice Building
Frankfort, KY

To: Members Steve Hanlon, Tim Cody, Jay Huber, Tanya Dickinson, open to other Commission members, the media, and to the public

Agenda Items for Discussion:

1. Role of the Commission as an oversight entity
2. Items to address in any new RFP's or contracts
 - a. Pay for performance reimbursement program
 - b. Purchase / lease of site locations
 - c. Advertising and promotions
 - d. Appeals / grievance process for any instructor or site sponsor to the commission
 - e. Personnel
 - f. Assets purchased by the program
3. Other topics
4. Adjourn

Respectfully submitted by Commission Member
Jay Huber
KMA/KBA State President