

## **Motorcycle Safety Education Commission Meeting**

**Kentucky Transportation Cabinet  
Conference Center  
200 Mero Street, Room C117  
Frankfort, Kentucky 40601**

**12:30pm – 4:00pm  
September 9, 2013**

**Commission Members Present:** Chairman Steven Hanlon, Douglas Marshall, Larry Cox, Glenda Hobbic, Dean Broaddus, and Capt. Fred Williams. Member not present was Jay Huber.

**Justice and Public Safety Cabinet Staff Present:** Tanya Dickinson, Donna Jones - Grants Management Branch

**Guests Present:** Mr. Lee Tompkins of Kentucky Interactive, Dr. Terry Kline of Eastern Kentucky University, 30+ rider coaches and site providers.

### **Greetings and Introductions**

The September 9, 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 and welcomed Mr. Douglas Marshall, recently appointed by Governor Beshear as the KYTC Division of Drivers' Licensing Representative, taking the place of Mike Scrivner. Chair Hanlon recognized Mr. Lee Tompkins of Kentucky Interactive, assisting in the demonstration of the student registration software and Dr. Terry Kline of Eastern Kentucky University providing updates. He welcomed and thanked all rider coaches and site providers attending this meeting, stating this meeting would be a great opportunity to ask questions.

Due to the nature of this meeting and seeking feedback from the participants, Chair Hanlon had all commission members identify themselves and their appointed position they have on the commission. He requested all guests to do the same.

### **• Prior Meeting Minutes and Reports**

The minutes for the March 11, 2013 KMSEC meeting were distributed. Larry Cox motioned to accept the meeting minutes and Dean Boaddus seconded the motion. All were in favor

### **• Sub-Committee Reports/General Updates**

#### **◦ Reporting Metrics**

Chair Hanlon addressed the participants with, "What defines a successful motorcycle program? Is it a reduction in crashes? What exactly do we need to gauge our progress?" Responses included: metrics must be long term, the number of people trained, number of licenses and permits issued; the number of incidents; are they increasing or decreasing; one participant mentioned that since the law now limits the

number of times you can renew your permit, there is definitely an increase in the number of tests taken for a person's motorcycle endorsement; how many people had been trained and compare that to the number of motorcycle crashes; conduct a customer survey, not on whether they liked the course but on how they were trained; and for those who just completed the Basic Rider's Course, you can offer the Basic Rider's Course 2 for free.

Chair Hanlon then asked the participants what statistics they would like to see. These responses included: sex, race, demographic information, number of male and female students, age, riding experience. Dr. Kline stated that ECU can obtain that information from their records. The discussion on riding "experience" included the thought that many people interpret this as bike ownership, not actual time riding. Participants stated that we should seek information on actual riding experience, clarifying how long or the number of miles a rider has ridden. This information would provide coaches with information that would be useful for the actual training. In addition to riding experience, some mentioned knowing their personality would be quite beneficial as that, too, would give the coach the ability to know how to adjust to the person's learning style.

#### ◦ **Media Plan**

Chair Hanlon asked the participants what ideas they had for media as it relates to promoting the Kentucky Motorcycle Program. One participant from the Prestonburg area said that they use brochures and conduct media blitzes. Additionally, they go to the Harley Davidson shop to do presentations which include basic information on the KMP, the importance of safety and dates when classes are available for training. The Kentucky Motorcycle Safety Education at the Kentucky Transportation Cabinet offered to promote this program.

Other ideas included using Facebook and forums such as *Motorcycle Rider*, *Sport Bike* and specialty groups. Electronic newsletters can be beneficial. Event listings such as Motorcycle Monster can post the KMP with dates on their website.

The discussion continued with a comment that not everyone uses the internet but everyone does receive mail and suggested putting postcards or using mass mail newsletters in the weekly mailers providing information on the motorcycle program. Another participant mentioned the voucher method. Chair Hanlon responded that it was used a couple of years ago and referred to Dr. Kline as to the results. Dr. Kline stated that the program only had approximately a twenty percent (20%) success rate using the vouchers.

The Somerset area targets insurance agencies as they have a vested interest in motorcycle riders. Unfortunately, many insurance agencies are not aware of the KMP here in Kentucky.

Someone mentioned using the airwaves to promote the program and awareness. Chair Hanlon mentioned that at the Kentucky State Police (KSP) Sixth Annual Motorcycle Awareness Day on July 26, 2013, the news media was present. He suggested inviting the media to events as a way of promoting the program as well as awareness. Another idea would be to use LED signs on the side of the road in addition to using billboards to promote the program

Another participant mentioned that often when people are interested in buying a bike, the dealers can provide KMP brochures and promote the program. It was suggested to possibly make it a requirement; yet another person stated that both Honda and Yamaha already promote the program. Someone mentioned that everyone likes something for free and suggested that dealers possibly offer a t-shirt with

KMP. It was mentioned that one motorcycle dealer offers a free motorcycle training class with the purchase of a bike.

Chair Hanlon thanked the participants for the variety of great ideas and stated that a subcommittee would be formed to develop a comprehensive media plan. Chair Hanlon solicited volunteers for the media committee. He made the motion to appoint Glenda Hobbic to work with ECU on media. Larry Cox motioned to accept and Capt. Williams seconded the motion. All were in favor. Tanya Dickinson from Justice and Public Safety Cabinet along with Dr. Kline and several personnel from the Eastern Kentucky University media department will also be on this committee.

#### ◦ **Student Registration Software**

Chair Hanlon moved on to the student registration software discussion, stating the Commission had previously viewed the software demonstration and wanted to take this opportunity to share with rider coaches and site providers alike what this system had to offer. The outcome of that software demonstration coupled with the desire to streamline the process and attempt to reduce student cancellations, the Commission had determined they would move towards an electronic system.

Chair Hanlon introduced Lee Tompkins of Kentucky.gov as the liaison between the Kentucky Motorcycle Safety Education Commission and Robert (Rob) Gladden, President of the Motorcycle Safety Foundation (MSF), as he will be providing a demonstration and answering any questions on what MSF has to offer using their software. The highlights of the demonstration included:

#### **Benefit to Students:**

- Students can search for motorcycle education classes by zip code, locating a site provider closest to their home with a link to the training site.
- Students can access the calendar of events providing classes and times
- Students can view the class settings which gives a combination of scheduled, cancelled and completed classes. Includes start/end dates, private/public, number of students, actual sites, date/time, rider coaches can be entered before or after the class is full.
- Students can search for rider coaches by name.
- Students can enroll on their own, and once enrolled the student's information is there for all time.
- Students can pay using the online payment system which allows cancellation and reimbursement.
- Student will receive registration confirmation upon completing and paying for the course.
- Confirmation e-mail will include what they need to bring, what to wear, expectations, and rescheduling information.
- Students can access the library page which contains every document that a state may need with twenty-four (24) hour accessibility providing student has the internet.

Per MSF, students who are interested in a particular site can access the Rider Education and Training System (RETS) linking directly from a private website to MSF. It would only show classes available at this site.

#### **Benefit to Trainers/Site Providers:**

- Site Providers/trainers will receive a registration confirmation for each student registered to take course.
- Student and class maintenance.
- Once a student is registered on this system, they will always be in the system.

- Ability to track and update status of student's progress – completed the course, needs to return or if he/she didn't show up.
- System can set limits so that a person doesn't constantly enroll then cancel.
- Class summary captures anything the site or the coordinator wants to keep at a particular site.
- Field roster can be printed to provide a listing of all relevant student information at the time of the actual training.
- Progress Report - Can compare same period from one year to another to gauge progress.
- System can automate certain reports if a state has a required format.

System is customizable to the site with MSF storing the documents. Purpose is to make this easier on rider coaches and site providers. MSF can add whatever we need on this system.

**Some concerns from the field along with MSF responses include:**

Will this system take payment other than major credit card? The system could be set up to use PayPal or receive a check. Once the check is received, site provider would process payment and provide confirmation to student.

Will the trainers/site providers receive training on this system? Yes, using small groups with approximately ninety (90) minutes for actual training.

Will this new system require a cost from the site providers? Chair Hanlon stated that the Commission will pick up the minimal cost per student to maintain the data.

What happens to the MSF cards that are currently being issued to students who complete the course? Per Rob Gladden, they would no longer have a card upon course completion. Participants stated the students would not be receptive to not receiving a completion card as that would prevent them from immediately taking their test. Chair Hanlon concurred with the participants and asked for a solution. Possibly have a printer on site to provide a printout of a certificate showing the student successfully completed the course was suggested.

How do the trainers/site providers handle those without internet? The student can complete the required paperwork and have the trainer/site provider enroll them in the system. Another solution is to have a computer available onsite enabling the student to complete the online registration along with payment. Chair Hanlon did say that all students must be registered online whether the student completes the online registration at the site or the trainer/site provider completes it on their behalf. When asked how long this process would take, Tim Cody stated that the dirt bike program uses this system and for him it takes about fifteen (15) to twenty (20) minutes to enter all the information on all the students. Of course it would depend on the number of students. He went on to say that once you do it a couple of times, it gets easier.

What do you do with a last minute participant who arrives late? Solution would be to have a person designated to make sure they're already registered.

Would this system alleviate the yellow form? Yes, they would still get a waiver. Tanya Dickinson included that Kentucky recognizes electronic signatures. We could have a box on the system, asking the person to check the box to confirm who they say they are. Dr. Kline said he would check with the EKU legal department on this concern.

A final question was presented to the Commission. How will we know how we are doing? Solution would be the Commission could send out monthly updates. Tanya suggested posting the updates on the KMSEC webpage and provided each participant with our web address.

Tanya Dickinson wrapped up this agenda item by saying that a survey will be forthcoming to all participants and encouraged them to respond as their feedback will be essential in setting up this online system. Chair Hanlon also encouraged the participants as he would like the system to be available in January 2014 or at least by the beginning of the riding season. Chair Hanlon appointed a subcommittee which includes Dean Broaddus, Lee Tompkins, Dr. Kline and Tanya Dickinson.

- **EKU Updates**

Dr. Kline took the opportunity to welcome Tim Cody as the new State Motorcycle Program Coordinator and Don Greene, as the new Regional Site Coordinator to their staff.

Dr. Kline began by thanking all the participants for their patience for the changes from MSF to the BRC course and the expectations on rider coaches for the Kentucky Motorcycle Program. He did state that everyone will need to be retrained. New training should last approximately two and a half (2½) days and will be done in groups. He believes this change will not be dramatic. In place of the Friday night course, they will be offering an optional alternative online course. Cost to students for the online course will be approximately \$19.99. He went on to say that once a student completes this course, he/she will no longer have access to the course material. If the student does not complete the course, they will still be able to access. There is no time frame for this online course.

Dr. Kline then addressed the issue of insurance when training one person at a time. Should a person request to be individually trained, it can be done providing you use the same process and he/she must be in the BRC program. He/she must receive both the skill training and the classroom with all the same components as a full class. ECU pays for the insurance. In order for the insurance to be effective, the student's name must be on a valid class roster. Individual training does not apply for the BRC2 course. Of course, if an individual needs additional one-on-one, training sites can provide that individual with remedial training which would be covered under ECU's insurance.

- **Future Meeting Dates**

Next regular meeting will be Monday, December 9, 2013, 10am to 12pm and will be at the Justice and Public Safety Cabinet. Commission meetings are always open and you're welcome to attend.

- **Adjourn**

Motion to adjourn was made by Dean Broaddus and seconded by Capt. Williams. All were in favor.

