

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 10, 2014**

AGENDA

Commission Members Present: Steve Hanlon, Doug Marshall, Dean Broaddus, Glenda Hobbic, Larry Cox, and Jay Huber

Members Not Present: Capt. Fred Williams

Guests Present: Tim Cody, Rick Schad, Mike Scrivner, Evelyn Mynes, Bob Heckel, and Don Green

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

• Greetings and Introductions

The March 10, 2014, meeting of the Kentucky Motorcycle Safety Education Commission (KMSEC) was called to order by Chair Hanlon and welcomed all guests. An agenda and supporting materials were distributed for review and discussion.

• Prior Meeting Minutes and Reports

The minutes for the September 9, 2013 KMSEC were distributed. Larry Cox motioned to accept the meeting minutes with Glenda Hobbic seconding the motion. All were in favor.

• Sub-Committee Reports/General Updates

Student Registration Software

While Lee Tompkins was unable to attend today's regularly scheduled Commission meeting, Tanya Dickinson directed everyone's attention to the copy of Lee Tompkins e-mail with the current status of the online registration, specifically the payment integration documentation with the Motorcycle Safety Foundation. She explained that e-commerce can be complicated and time consuming making sure everyone signs off on it. As a result, the online registration system will not be available in time at the beginning of the 2014 riding season; however, it may be available mid-riding season, giving the Commission an opportunity to pilot with folks for testing the program before going live in 2015. Chair

Hanlon stated it may be better to test the system now to ensure all system issues are resolved prior to going live; stating it would benefit the Commission to be flexible.

Jay Huber asked the status of the surveys as mentioned in the September Commission meeting. Tanya stated it's currently on hold as she needs more information from the Motorcycle Safety Foundation. Once the information is received, the Commission could seek input for the online system finalizing what it needs and wants from this system. Mr. Huber asked Tim Cody of the Kentucky Motorcycle Program (KMP) if he had any ideas on some kind of promotion for the rollout of the online registration system. Tim Cody was unaware of the rollout process but said it would be a great selling point having an online registration system as it would provide more flexibility for both the site providers and students.

Media Plan

Since the September Commission meeting, the Media Committee had met twice with Eastern Kentucky University (EKU) and Dr. Kline to discuss improving media as it relates to KMP. Ms. Evelyn Mynes of the Media Committee presented the highlights of the draft of a marketing plan from the FY 2014 – FY 2015 Marketing Plan for Kentucky Motorcycle Rider Safety Education as provided as follows.

- The “Survive the Ride” slogan is to be presented to the two advertising agencies that are on retainer which she believes is through the Kentucky Department of Highways to develop advertising. They are scheduled to meet this week.
- EKU approved a motorcycle education website enabling anyone who conducts a search on motorcycle education to be brought directly to EKU's website. Mr. Bob Edwards of New West Advertising recommended my space, Facebook and other media venues that cyclists would more than likely use. Because Facebook is most popular, it was decided to create a Facebook page dedicated to KMP. Dr. Kline tasked Ms. Mynes to handle the e-media. EKU is not looking at contracting with them but rather networking with them.
- Motorcycle rallies to get the word out.
- Billboard advertising

Chair Hanlon states the marketing plan as provided in today's material covers all that has been discussed in the past with the Commission. He opened the floor for discussion. Responses included dealing directly with the county clerks and testing offices with flyers and brochures, and that the Kentucky Motorcycle Dealers Association is no longer active. It was suggested to have students sign up for rider courses at the time of bike purchase as it would increase knowledge and participation in the program.

Tanya asked Commission members to clarify any additions or motion to accept plan as is with the following agreed upon additions. She noted this marketing strategy was long term.

Changes included:

- Modify strategy #5 to say: Promote the program to Kentucky Motorcycle Dealers Association and/or individual dealers to promote motorcycle safety courses. Identify and provide specific promotional incentives including logos on materials.
- Add a strategy (#13) . Direct mail a quantity of brochures to each clerk's office to ensure a base stock; then encourage site providers to make personal contacts and provide replacements.

Motion to approve the FY 14 – FY 15 Marketing Plan for Kentucky Motorcycle Rider Safety Education was made by Dean Broaddus and seconded by Larry Cox. All were in favor.

Other

Chair Hanlon requested a quick overview from Tim Cody about this year's motorcycle program.

Training: Tim Cody cited that KMP is holding an instructor prep program in April 2014. As of today's date fifty (50) of the seventy-five (75) instructors had committed to attending this program. KMP is hoping to have another instructor prep program in the fall of 2014 because of the changes coming from MSF with their new curriculum. Due to the restructuring of the Basic Rider Course (BRC), it would require a six (6) day preparation for instructors and a three (3) day preparation for rider coaches. The Basic Rider Course II (BRC 2) and the Advanced Rider Course (ARC) would not be affected since their courses had been recently changed within the past five (5) years.

Site Updates: Western Kentucky Technical College site elected not to participate this year due to parking lot issues. Rather than repair, they chose to sit out this year. Madisonville site also chose to sit out. Current coach was offered a promotion and decided he couldn't work and coach simultaneously. Tim is hoping to get someone to take over that site. He has been working with the Fayette County and plans on using that site with the Man-O-War site to expand services in the Lexington area.

Participation: Most sites showed a decline in enrollment this past year. Tim Cody is hoping to increase participation through increasing his contact sites throughout the Commonwealth.

Maintenance: Bob Greene stated that they have been working on bike maintenance and have rolled bikes to sites after their maintenance over the winter. He mentioned the workshop located in downtown Richmond had received some substantial damage. He was wondering if ECU could increase their budget to make repairs to the building such as adding a lift to the doors and add a ventilation system as they renovate bikes in the winter. Discussion included the possibility of moving out the current building into something smaller and rotating the bikes for service in the winter as the current building is underutilized during the summer months. Tim Cody stated that ECU's inventory policy specifically mandates all bikes be in one location for inventory and that would be problematic to change. Tanya stated budgets can be changed upon written request and submitted for approval before any decision could be made.

Helmets: Dean Broaddus inquired about the current helmets being used in this program. Who specifically is responsible for replacing helmets and how often they are replaced? ECU or individual sites? Tim Cody cited it's a collaborative responsibility. If a site notices a helmet needs to be replaced, they will replace it. He went on to say that ECU has not replaced all the helmets at any given time. When asked if that was policy, Tim Cody stated he has not seen a specific policy on helmet replacement. Dean Broaddus inquired about MSF policy on helmet replacement. Per Tim Cody, helmet replacement is every five (5) years providing helmet has not been in an accident or dropped. Since there is no inventory on helmets, this is a liability issue if helmets are not being replaced within the regulated time frame or at time of accident or being dropped. Tim Cody was tasked to locate ECU helmet policy and to check with MSF on helmet regulation. Evelyn Mynes will look into the insurance aspect of this issue. Dean Broaddus suggested this topic be revisited as it involves a safety issue.

Training: Dean Broaddus mentioned he had spoken with Tim Cody prior to today's Commission meeting about training in the rain. He wants to know why KMP does not train in the rain as many riders will eventually ride in the rain. Tim Cody confirmed MSF states you can train in the rain providing it is not storming. He went on to say it's up to the site provider and coach/trainer to determine training while raining. EKU's policy does not prohibit training in the rain, but it is not encouraged, although many may believe otherwise. Dean Broaddus stated this concern is simply because many coaches have other jobs in addition to training and becomes problematic to constantly schedule and reschedule students not to mention it's not cost effective to reschedule. He reiterated many riders who get stuck in the rain don't know how because they never learned how to handle the bike in the rain.

Tanya questioned how training in the rain would impact insurance liability with EKU, as it would affect current policy and may need to be addressed by proper authorities with EKU and Chubb Insurance. The discussion moved to finding the statistics on training in the rain. Don Greene cited Kentucky having the lower stats by not training in the rain compared to surrounding states. The topic will be addressed at the upcoming instructor training and internally at EKU. If necessary, a Commission meeting may take place on Monday, March 31, 2014 at 10am if further Commission action is required.

The discussion then moved to the length of the training season. Jay Huber questioned why KMP has a definitive stop date as it relates to training. Tim Cody stated there is no specific cutoff date to stop training; mentioning he has trained in December as weather permitted.

Status of bikes/scooters: Jay Huber asked Tim Cody if the rainbow bikes had been removed from service and taken into the classroom as promised by Dr. Kline. Per Tim Cody, it had not happened as some sites are still using them. Jay Huber reiterated the promise of Dr. Kline to remove them and put them into classrooms. Tim Cody will check into this. Dean Broaddus asked about the scooters and their availability. Tim Cody acknowledged the scooters are in; with two (2) to be provided to each site without reducing the number of bikes available to each site provider.

Administrative Update: Tanya stated a new financial manager; Ms. Rosaland Moss was assigned to the Commission and would be handling the financial management of the program. She went on to say Ms. Moss was unable to attend today's Commission meeting but was confident they would meet her at the next meeting.

As a wrap up until our next meeting, Tanya was asked if Lee Tompkins would be ready in a month. Per Tanya, if there is an update, she would provide that information to the Commission.

Since the Commission did not meet in December due to the weather, the Commission did not get the opportunity to vote on the future meeting dates as noted here.

• **Future Meeting Dates**

Tentatively:

- 6/9/2014
- 9/8/2014
- 12/8/2014

Motion to accept the meeting dates was made by Dean Broaddus and seconded by Jay Huber. All were in favor.

• **Adjourn**

Motion to adjourn was made by Larry Cox and seconded by Glenda Hobbic. All were in favor.

