

Motorcycle Safety Education Commission Meeting Minutes

September 9th, 2019 10:00am

Kentucky Transportation Cabinet 200 Mero St., Frankfort, KY

Commission Members Present:

Steve Hanlon

Capt. Marshall Johnson

Joe Altobellis

Glenda Hobbic

Justice Cabinet Representatives

Jay Huber

Brad Holajter

Guests:

Scot Williams, Julie Hackney, Ray Day, Jenifer Rienhold, Carolyn of M&K Government Solutions, Theresa and Mike Mcfadden, Randy Deere, Jim Jennings, Anita Meriss, Bruce Young,

Open Session:

Meeting called to order by Steve Hanlon and introductions were made. Motion to accept the minutes made by Glenda Hobbic and seconded by Joe Altobellis. Motion carried.

Public Comment:

No Comments were made.

State registration website:

Scot Williams reported that limited users were testing the site and was getting ready to roll out to the entire group of site providers. He would be setting up a series of conference calls to walk the site providers through the application and allow them to play with the system before it goes live to the general public. The target date for launch to the public is late November but before the Black Friday shopping days.

Rolling out a new website of www.ride.ky.gov which will host all things rider-ed including the link to the registration app. Paperwork to be signed off on with KI for the creation of that site.

Discussion of data transfer to the sites and the restrictions to the sites on the use of data obtained by the registration app.

EKU Equipment

Last motorcycle and title was picked up from ECU. Last bit of equipment left on the list is a steam cleaner which ECU cannot find including the paperwork on it to see the value of it. The question being should the Cabinet pursue going after trying to find the steam cleaner or leave it as is. Motion to forgo

the steam cleaner and not pursue any further made by Glenda Hobbic, second by Joe Altobellis motion carried.

First test sale of 10 bikes brought in approximately \$9700 with the Zuma's bringing in about \$2200 each which skewed the numbers a bit. The second round is seeing the bikes come in at a range of \$500 to \$1500 each for many of them. The third round of bikes is about to launch. Surplus is putting them out for auction in groups of 10 in an effort to garner higher revenues versus flooding the market with a 100 plus bikes at once and thereby lowering the prices of all the bikes.

For the transfer of bikes to the 501c3 and KCTCS it was determined that using the KBB values was going to be the best option for that. If sold to the 501c3, the 501c3 has to hold the title of the bike for a minimum of 1 year before it can be transferred to the site provider. The same applies to the KCTCS schools having to hold title for 1 year before they can dispose of them.

We have an agreement with the Transportation Cabinet to haul the bikes from the Megacaverns to Frankfort in larger batches of about 40 bikes per semi.

[Administrative Regulations](#)

Reg committee hearing has been pushed back again so nothing to report at this time.

[Program Status:](#)

[Contracts](#)

Waiting for regulation hearing to happen in order to move forward on the PON2 contracts for new sites.

At the Contract Review Committee of the legislature the train the Trainer contracts for MSF and Total Control were up for review. The legislative committee decided to suspend those contracts since those entities were based in California and those services could be performed by a KY based company. However, the decision was sent back to the Finance Cabinet Secretary for review who then reversed the decision of the Legislative Committee. Long story short nothing changed in the end and we have the contracts in place with all three (3) train the trainer entities that we did prior to the contract review committee hearing.

[Rider Coach Training Classes](#)

MSF conducted the first class in Louisville for existing coaches that needed an update to the BRC-U for 7 people.

Balance Dynamics is hosting 2 more classes for new instructors and any other existing coaches who were not able to make the first update class. The first has already begun in the Louisville area and the next will start in a couple weeks in London at Wildcat HD. Big thanks to Theresa McFadden for all her efforts in getting folks signed up for that class and getting a full class there.

Fort Campbell has expressed interest in getting people active as rider coaches as well as several from the KMA in the Sturgis, KY area. This leads to the possibility of holding a couple new instructor classes in perhaps the Western KY and Lexington areas for next year.

Idea to have

[IRETS Conference / Rider Coach Trainer Training:](#)

Tim Jenne is the only person who expressed interest in attending the IRETS.

Dinah Meister has asked about attending the rider coach trainer program in Phoenix, AZ. Currently we have 2 trainers in state with Ray day and Tim Cody. Jim Whitehair is also certified but has been working primarily with HDRA at this time. Motion to pay the tuition to the rider coach trainer course by Glenda Hobbic and seconded by Marshall Johnson motion carries.

[3 Wheel Course](#)

Discussion between Jay and BRP who owns the Can-Am Spyders. They offer sites use of up to 6 of the bikes for use in training classes plus help with storage and marketing. A couple of the KCTCS schools and a couple current sites have expressed interest in holding these classes. Additionally HDRA is looking to start offering the 3WBRC at some of their locations as well.

Discussion as to whether new legislation should be pursued for creation of a 3-wheel endorsement or if it could be done through administrative regulation. The idea being that if you pass the skills test on a 3-wheel bike you would limited to 3-wheel vehicles on the roadways. This could be done either through a new endorsement or with the use of the restrictions section of the license. The consensus was that new legislation was the best option.

[New Sites](#)

Somerset Community College was the guinea pig for getting the KCTCS schools on board. They said the program would not be cost effective for them to pursue at this time. The biggest factors being the cost and maintenance of the bikes along with the cost of insurance. The insurance issue is being looked into it further to see if any additional saving could be realized from the initial quotes. If this can be worked out, they are still interested in perhaps running the BRC2 classes where the students bring their own bikes. The other option may be to hold dirt bike school classes there due to the rural nature of the surrounding community. Discussions are still ongoing.

Morehead site with Tim Cody is waiting on their legal team to respond.

[Monthly Report to LRC](#)

Discussion as to how to categorize items in the reports. Decision was made to include all students whether a no show or not in the reports. Other states do their reports in a similar fashion. Also decided to separate out those students who started the course but did not finish the class for some reason would now be categorized as an Incomplete.

Discussion of the Monthly report to send to the LRC and the numbers. Motion to submit the report as presented to the LRC by Joe Altobellis, seconded by Glenda Hobbic and approved. Glenda asked that the Commission members be added to the contact group to get the monthly reports as well.

Policy and Procedures Manual

A draft document available to use was worked on previously by the commission but would need to be updated. There is the need for a subcommittee to help work on the document and update the document. Motion to establish the subcommittee on policy and procedures which will include Joe Altobellis, Marshall Johnson and Steve Hanlon by Joe Altobellis seconded by Marshall Johnson and approved.

Future Meetings

December 9th, 2019

Motion to adjourn by Glenda Hobbic, seconded by Joe Altobellis and approved.

Commission went into Executive Session for discussion of Marketing RFP

Called to order by Steve Hanlon

Marketing RFP

Community Outreach using the simulator and associated supplies was discussed. How should the ownership of the products be handled? Should the Justice Cabinet retain ownership or should it be dispersed using the surplus rules is one item to address.

How should the payment be made for the contract? Proposal was that for the contract to pay the vendor fees plus an hourly rate for the time spent at events. Put a cap on the number of events they are scheduled to attend.

Discussion of the metrics to determine the effectiveness of the program and how it can be scored. Ideas discussed were to track how many people signed up at the event, how many times the simulator was used at the event or number of people signed up on a mailing list.

Decided that after KI gets the registration app up and running to add in a quick couple of questions of how they heard about the program within the registration process. This would help to track the program effectiveness and could lead to other marketing opportunities with the use of referral programs.

Discussion moved to whether we should hire a marketing company to run this program and that they would tell the commission how they are able to track and measure the progress and effectiveness of the program. Using a marketing company may also help provide data to future site providers as well.

Criteria:

- Number of referrals
- Statewide responsibility
- Social Media
- Promoting courses to underserved areas

Also need to look into any master contracts that may be in place with the state that would have to be considered.

Motion to adjourn by Glenda Hobbic seconded by Joe Altobellis and passed.