

Motorcycle Safety Education Commission Meeting Minutes

*December. 9th, 2022 – 10:00am
KYTC Offices Frankfort and Zoom Meet - Virtual*

Commission Members Present:

Steve Hanlon, Jacob Renner, Marshall Johnson

Transportation Cabinet Representatives

Jay Huber, Brad Franklin, Brandi Craft, Ed Harding, Ryan Fischer, Bill Bell

Guests:

Tim Jenne, Bill Meister, Kevin Morgan, Carol Olson-Smith, Herb Pelham, John Sulser, Tom Simpson, Deb Eyre, Shaun Van Bergen, Cassandra Simpson, Mike Barbieri, Dinah Meister, Krystal Elliot, Chad Walden, Mark Carroll

Open Session:

Meeting called to order by Steve Hanlon at 10:00am. No Quorum existed. Motion to accept the previous Meeting Minutes by Jake Renner, second by Steve Hanlon. Motion carries.

Public Comment:

No comments offered.

Budget:

There have been about 2210 students through the program at about the halfway point. This puts us on track to have about 4000 students through the program this year. Jay Huber described where the program is in terms of student numbers and how each of the locations are performing. During the month of October, the program took in \$165,162.11 and expended \$59,180.00. The last motorcycle from ECU was finally sold and that wraps up that process. Currently we are at \$192.66 per student but expect to be around \$220 per student by the end of the fiscal year. Current cash balance is slightly under \$2.2 million.

NHTSA Grants:

The NHTSA Grants have been submitted for FY23. Lesson learned from last time was that we needed to have multiple grants versus lumping all aspects into one. Grant #1 includes all training and Quality Assurance activities, grant #2 for the marketing and grant #3 for administrative functions. The administrative grant did not make it as a NHTSA grant due to the Finance process but will need to come out of the Program Funds. Brad Franklin explained the process and limitations.

Training:

MSF ARCu training was recently held in mid-November. Comments from Bill Meister and Tim Jenne about the experience. Tim Cody was the instructor, everyone was very well prepared and everyone enjoyed the class despite the cold. Jay Huber discussed the need and push to have sites offer more advanced classes. Bluegrass HD has some opportunities to schedule a couple ARC classes this year and Wildcat is planning to offer some BRC2 and 3WBRC class.

E-Town has had some issues with range deterioration and is in the process of looking at an alternate location at both the main campus and off site. Will update as new information is available. They are looking at the possibility of resurfacing the existing lot with negotiations in the works and seeking budget sources to address.

Upcoming meeting of the instructors Feb 18th at Ky Driving School in Louisville. There is an additional training for QA certification in March 11 and 12 at KDS as well. Currently 8 were signed up with the maximum of 12.

Marketing:

Jay Huber reported that the Facebook and Instagram pages have been set up and invites have been sent out. The ads that BCH have developed were shown to the group. There is an effort to bring experienced riders back to the program. Jake Renner asked about having a wider variety of bike styles shown in the ads. Jay Huber will discuss that possibility with BCH for future ads.

Posters and brochures are ready to go to print. Final drafts were shown to the group. Once they are printed the goal will be to distribute them to the various regional testing and licensing locations.

QA Visits:

Feedback from the first round of QA visits has been very positive in general. The main thing found was minor and technical in nature. Certain nuances to the guide or cards. Jacob Renner discussed his experience as both as an instructor and QA member.

The student survey responses have been largely positive across all the sites. Shining example of its benefit were some comments saying the lines were hard to see at Bowling Green. This prompted action on behalf of the site to repaint their lines.

Curriculum Changes:

The MSF has discontinued use of anything related to the 2013 versions of its curriculum. What this means is that most sites will use either the e3x5x10 which splits the classroom portion to half online and half in person. The other option is the eP1x11 which is a nearly all online classrooms. Range exercises stay the same for the most part. The student handbook will no longer be printed but will be available only online via Amazon Kindle. Sites who have extras around the country are putting their unused handbooks out in the marketplace.

Discussion with Deb Eyre and how the new eP1x11 fits into the HDRA system. HD Corporate has materials for their facilities to offer the eP1x11. Four Rivers and Balance Dynamics are converting to the eP1x11.

Marketing:

The current ads running on Facebook and Instagram were shown. The message of giving the gift of training for Christmas was the focus. Facebook has about 300 followers and 50 followers on Instagram. When sites, instructors or others have something to say about the program use #RideSmartKY on their

posts. Emails went out to all past students from FY19 to FY22 telling them about the advanced classes and looking for new instructors. Mark Carroll discussed the 4th quarter ad buy along with the lessons learned. A report will be ready for the next Commission Meeting. Mark suggested an ad buy in the February time frame to be in advance of the riding season.

Administrative Regulations:

Have been submitted to the LRC for editing. No major changes except for formatting, grammar, and punctuation. Looking at a possible hearing in February.

Future Meeting:

Next meeting would be March 10th, at 10am either virtual and/or in person at the KYTC offices.

Motion to adjourn by Jacob Renner, seconded by Steve Hanlon and approved.