

Motorcycle Safety Education Commission Meeting Minutes

June 9th, 2023 – 10:00am

KYTC Offices Frankfort Rm 109 and Zoom Meet - Virtual

Commission Members Present:

Jacob Renner, Monty Heim, Marshall Johnson, Mike Canchola

Transportation Cabinet Representatives

Jay Huber, Brad Franklin, Brandi Craft, Ryan Fisher, Tina Ferguson

Guests:

Carol Olson-Smith, Eugene Offett Jr., James Lambert, Bill Meister, Dinah Meister, Eric Guy, Tim Jenne

Open Session:

Meeting called to order by Jacob Renner at 10:08 am. Motion to accept the previous Meeting Minutes by Jacob Renner, second by Mike Canchola. Motion carries.

Public Comment:

No comments offered.

Marketing:

No one from BCH was available for the meeting. Jay Huber reported that we are at about 500 followers on Facebook and just a little over 100 on Instagram which appear to be growing exponentially. Getting lots of questions and comments on the ads and posts. Most pertain to where to take the course and the costs. We have even had a few instructor applications come from the ads as well. Troy Dye who is the Law Enforcement Liaison from KOHS to the Northern KY area and photo enthusiast came to Balance Dynamics to take pictures of a couple classes. He submitted about 250 pictures which along with others submitted by various instructors and site managers can now be used as a bank for the media ads. We can always use more and short little videos of the class or testimonials from students work great.

Jay Huber presented a first draft of a short video highlighting some of the 2022 motorcycle crash stats. The idea is to work with BCH to create a professional version of the video to run in the ad campaign for later in the year. What the numbers show is that the accidents are coming from already licensed riders in their home counties with nearly half being single vehicle crashes. The goal is to try and get these folks into a BRC2 or ARC.

If anyone has additional ideas for an ad please send them to Jay and can look into incorporating it into the ad campaign. Discussion on perhaps videoing parts of the ARC for people to see what the class is about.

Budget:

Financial report up to June 1 showed FY23 YTD \$836,136 in revenue from license fees, \$36,839 from interest and \$1,042 from asset sales. The asset was the last motorcycle from EKV to be auctioned off so that officially concludes all the former assets of the program being put back into the program fund. We had \$611,400 paid out to the site providers and \$23,381 for salary to Jay Huber.

The federal grants are paying for the social media campaign, training and QA programs at this time to help make more funds available to student reimbursements.

We are seeing an increase in the fees. This is in part due to more registrations and licenses in addition to increased fees with the Real ID where the license is renewed for 8 years versus 4. Rise in gas prices generally influences motorcycle sales as people seek better mileage. The numbers of this report did not include some of the income from interest or the reimbursements from some sites who hadn't turned in their paperwork yet. This is a typical lag in the system. Cash on hand we have about \$2.4 million in the fund.

Discussion about the budget cap of \$800,000 per year and how some sites will need to either cancel some classes or reschedule after July 1 so as to not go over their site contract cap. While we were very close in terms of the numbers this year it shows the need to increase the cap in future years to allow for growth of the program. The legislature meets in January of 2024 and it is a budget year so we can hopefully get our limits raised to allow for increase growth and expansion of the program. The changes would affect the FY 25 season if enacted, which would coincide with the new 2 year contracts.

NHTSA Grants:

FY24 grants have been applied for to cover the advertising, training and QA programs. Brandy said those are currently under final review.

Administrative Regulations:

Regs dealt with changes in procedures and changes in statute since they were promulgated several years ago. Hearing is currently scheduled for July 18th in Transportation to approve the regulations. It has already passed the Administrative Regulations Committee with a unanimous vote. One item in the regs would allow for student tuitions to increase to \$200. Should the budget cap not be raised then one alternative would be to increase tuition and lower reimbursements to still get the same or more dollars to the sites. This is an option to be discussed before the next contracts are issued.

Eric Guy posed a question about issuing a skills waiver card during a BRC2 skills practice course versus the BRC2 license waiver course supported by the MSF. Jay Huber explained that the MSF's license waiver course included elements related to the knowledge portion of the licensing process. Some states do need that as part of their process which is why the MSF developed the course in that manner. However, here in KY to take the BRC2 you must have at least the instructional permit to take the course. As such the knowledge the portion of the license process has already been administered by KSP at that point so there was not a need to duplicate the activity. This process is laid out in the administrative regulations as well as the policy and procedure handbook.

SB 60:

There was a meeting between KOHS, KSP and Licensing to help work out the details of the transition. Tina Ferguson discussed the process and the training going out to the local branch offices. She discussed the use of an existing form for military members to send in their information to update their license remotely. All military licenses will be handled at the central office to avoid confusion at the regional

branches. There will be a centralized email address for military folks to send their info to which is being set up at this point.

Discussion of the courses from other states and the use of the MSF card as proof of taking the appropriate course in addition to the KY waiver card. There are also some questions on minors and how to enter them into the computer system which are being worked on. Tina asked about the number of minors through the program which typically is in the 2-3% range of total students which we are on pace to hit about 4000 total students for FY 23. There was a question about whether classes taken prior to July 15th when the law takes effect would be accepted. Todd Shipp from legal concluded that only classes after July 15th would be good for both the written and skills portions. Jay volunteered to work with Tina to help create a training PowerPoint for the clerks to help answer questions during the transition.

A copy of the new card was shown to the audience. The only change is the verbiage now says Knowledge and Skills Waiver on the top with a reference to the KRS at the bottom. As the old cards run out the new cards will make their way into circulation.

Discussion about some of the marketing items like the posters and brochures needing to include the new information about SB 60. Currently all marketing materials direct people to the ride.ky.gov website, so we can put all pertinent info on the website in terms of the changes. Mike Canchola asked about incorporating the SB60 info into the social media ads which can be done after July 15th.

Training:

There was an RCP at Bowling Green recently in which 4 new coaches were added to the ranks. 2 for Bowling Green and 2 at Bluegrass. Carol discussed the two new instructors at Bluegrass and said they were doing very well. A big thank you to Bowling Green HD for hosting and for Tim Cody conducting the training.

There is another RCP coming up in Walton with 6 people registered. 5 are from Northern KY and 1 from Man O War in Lexington.

There is also a 3-wheel certification course coming for existing instructors Aug 4-6 in Walton. There are just a couple slots left at this time. A reminder was given to exiting instructors to get the free online certifications when they have a chance on the MSF's website.

Future Meeting:

Next meeting would be September 8th, at 10am either virtual and/or in person at the KYTC offices.

Motion to adjourn by Jacob Renner, seconded by Monty Heim and approved.