

# Motorcycle Safety Education Commission Meeting Minutes

*December 8<sup>th</sup>, 2023 – 10:00am*

*KYTC Offices Frankfort Rm 109 and Zoom Meet - Virtual*

## Commission Members Present:

Jacob Renner, Monty Heim, Marshall Johnson, Mike Canchola, Dave Newman

## Transportation Cabinet Representatives

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

## Guests:

Tina Ferguson, Chris Baker, Herb Belham, Carol Olson-Smith, John Sulser, Tim Jenne, Dinah Meister, Bill Meister, Casandra Simpson, Tom Simpson, Daryl Kanatzar, Logan Corn, Chad Walden, JR Lambert, Deb Eyre, Sarah Phillips, Eric Guy, Eugene Offett, Catherine Wood, Lila Payne, David Wood

## Open Session:

Meeting called to order by Jacob Renner at 10:01 am. Motion to accept the previous Meeting Minutes by Dave Newman, second by Jacob Renner. Motion carries.

## Public Comment:

None

## Marketing:

Report from Sarah Phillips on the status of the video ad and the marketing program. Logan Corn from BCH shared the stats from the ad campaign with the group. Discussions about where to go with the ad campaign next and what types of ads to run. Chad Walden suggested showing short interviews with students. Crash data still shows that it is already licensed riders, wrecking in a single vehicle accident, running off roads they know, are the largest chunk of motorcycle crashes. For this reason, trying to target existing riders for experienced classes was discussed as a focal point of the ads. BCH will present ideas to Jay and Brandi afterwards for consideration.

## Budget:

The budget cap for the program was raised from \$800,000 to \$950,000. With the increase site provider contract caps will be adjusted based on their first half of the year performance and projected number of students for the remainder of the fiscal year.

Discussion followed on the future contract limits on student tuition and program reimbursements to the site providers. This would be the biannual contract for FY25/26. The current limits are \$150 max for student tuition and \$200 reimbursement meaning a potential impact of up to \$350 per student. Concerns have been raised by the providers that this may not be enough to cover expenses due to inflationary pressures primarily. All items such as tires, gas, oil, parts, insurance, etc.. have risen significantly over the past few years. With the passage of the last changes to the administrative regulations the Commission now has the flexibility to raise student tuition to a maximum of \$200. A raise in student tuition could be combined with a lowering of the reimbursement rate thus allowing more students through the program under the current program cap.

The other factor weighing into the discussion is the amount of money the program fund takes in through the fees on licenses and registrations. In FY 23 the fund took in just over \$875K from licenses and fees with another \$40K from interest. FY 22 saw proceeds of just over \$860K from licenses and registrations and \$104K from interest. For the first half of FY24 (July '23 to Dec. '23) has seen just under \$500K from the licenses and registrations. Jay Huber explained the need for a balance of how much is paid out of the fund versus the income to it along with the consideration of the increase in the number of students through the program and expenses of the site providers. A spreadsheet was shown to the group with various scenarios of raising and / or lowering the student tuition and reimbursements as it relates to the number of students in the program. A vote was put off until the March meeting at an executive session after the normal Commission meeting.

#### NHTSA Grants:

FY24 grants have been approved to cover the advertising, training, and QA programs. Contracts have gone out to the providers of each of those services.

#### Training:

Dates for upcoming training sessions were announce and a training plan for FY25 to include an ARC training course for instructors during FY25. There were already 7 signups for the March RCP in London and 2 signups for the June RCP in Louisville. We will be training a new group of Quality Assurance Specialists (QAS) in March also. The annual coaches meeting will be Feb 3<sup>rd</sup> at Elizabethtown Community College.

#### Policy and Procedure:

Tim Jenne from Bluegrass HD brought up an issue he had seen on a couple occasions where students were using GoPro style cameras to record the classes. Discussion ensued about the safety of having such devices on the course. Whether they might become a distraction, could fall off their mounting device, privacy of other students in the class and other items. Tim stated that his site had put a policy in place of a total ban of these devices on the range for the aforementioned reasons. Tim was going to provide a copy of that policy to Jay Huber who was to draft a recommended policy to be added to the state Policy and procedures manual that would also eliminate these devices from use during the course. That draft will be discussed at the March Commission meeting.

#### Other:

Discussion of any interested parties who might wish to serve on the national Motorcycle Advisory Council (MAC). Jacob Renner and Tim Jenne expressed interest. Jay Huber will send all appropriate materials to them to submit their applications to the USDOT for consideration.

#### Future Meeting:

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

Motion to adjourn by Jacob Renner, seconded by Capt. Johnson and approved.