

# Motorcycle Safety Education Commission Meeting Minutes

March 8<sup>th</sup>, 2024 – 10:00am

KYTC Offices Frankfort Rm 109 and Zoom Meet - Virtual

## Commission Members Present:

Jacob Renner, Tina Ferguson, Chris Baker, Mike Canchola, Dave Newman

## Transportation Cabinet Representatives

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

## Guests:

Carol Olson-Smith, Dinah Meister, Bill Meister, Susan Bandy

## Open Session:

Meeting called to order by Mike Canchola at 10:01 am. Motion to accept the previous Meeting Minutes by Mike Canchola, second by Chris Baker. Motion carries.

## Public Comment:

None

## Marketing:

Jay Huber showed the statistics from the program in terms of the number of students in the experienced rider courses. There is a rise in the number of students in the BRC2 but a slight decline in the ARC. When looking at the crash numbers for 2023 most occurred in the person's county of residence on probably familiar roads. Also, more males than females, both of which can be explained in part due to a higher probability with more males being licensed for motorcycles and people driving more in and around their home. A small percentage did not have a license or had drugs/alcohol as a factor. Cell phones / distraction was cited in 9 cases but that continues to be very under reported. Chris Baker spoke of the process used by law enforcement when there is a fatality, that all cell phones are confiscated and their usage records looked at.

Discussion continued about how single vehicle accidents are the majority of crashes with motorcyclists not being able to control the vehicle properly. This speaks largely to the need for the experienced rider courses such as the BRC2 and ARC. Inattentive operators, car and motorcycle, were also discussed along with the rise in rear end collisions. Both of which could be another indicator of things such as cell phone usage and other distractions. Continued discussion about how automatic transmissions may contribute to the inattentiveness factor. Also about how those are working their way into motorcycles along with autonomous vehicles and some of their features.

Carol Olson Smith brought up how she was impressed by some of the radio ads being run. Ed Harding showed where a copy of those spots are at on the KOHS website and available for download. Mike Canchola talked about the messaging boards used by TRIMARC and how he thought those were more effective. Ed Harding and Bill Bell spoke to some of the limitations of those signs and the NHTSA requirements about the types of messages that can be displayed.

Susan Bandy liked the points being made and related that to the length of our previous ads, stating they should be 15 sec versus a 30 sec. ad. The ads will start in May with a clean slate and all new ads.

Further discussion about similarities between the stats for cars versus motorcycles. Ed Harding displayed some similar trends with regards to age and county of residence. Chris Baker made the point that the difference between the ages of people starting on a motorcycle versus cars. While many car drivers get their license at 16-17, a person may get on a motorcycle for the first time at 50. Inexperience, no matter what age becomes a factor.

Susan Bandy closed with a call for any brainstorming ideas. Jacob asked about the timeline for ideas. March is the best time to send ideas but can be as late as April. Sooner the better.

#### Budget:

Jay Huber presented student number projections. Looking to hit somewhere about 4,500 to 4,600 students through the program barring bad weather in April and May. Seeing positive trends with an increase in the number of minors and BRC2 students. Seeing an increase in students after the passage of SB60 in 2022.

The income of the program over the years was shared with the Commission with revenues being just under \$1,000,000. The current budget cap is set at \$950,000 and allows for 4,625 student reimbursements maximum. The request has been made for \$1,250,000 but no word yet on that request. The balancing issue is how to maximize the number of students through the program without depleting the fund. With the last administrative regulations change the maximum student tuition limit was raised to \$200. The Commission has the option to incorporate that amount or any amount less than \$200 into the upcoming contracts with the site providers. Several scenarios were presented showing the effect on student numbers and total funds to the sites when the tuitions / reimbursements are raised and lowered.

Mike Canchola stated he would prefer to continue the discussion in a closed session. Dinah Meister commented that she was concerned with raising the student tuition that students may not be able to afford the course. She felt the \$150 tuition was near the top end of many students' personal budgets. Carol Olson Smith agreed that she would not like to raise the cost to the students, especially mid-season. However, our rates were lower than some of the surrounding states.

#### 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. FY25 application has been submitted along with an ARC certification training. Waiting to hear if they are approved.

#### Training:

New rider coach prep has started this weekend at Wildcat HD with 6 new instructors. There are 4 people who signed up for the session at Bluegrass HD in June. There are 11 signed up at Bowling Green for the QA training. There is a 3WBRC session at the end of September. Mike Canchola asked about the potential of sidecar training. Jay stated that after talking with one curriculum provider at the SMSA convention it did not appear to be very cost effective. By the time you brought in a trainer to certify the coaches and ranges there just wasn't the demand out there to justify the costs.

### Policy and Procedure:

Discussion from the last meeting about the updates regarding the videoing of students in the class. Upon a review of the manual, it was noticed that several sections needed to be updated based on changes in the program and from MSF. Jay Huber reviewed the various proposed changes to the overall manual. Discussion on several examples of whether they met the  $\frac{3}{4}$  helmet requirement by NHTSA. Motion by Jacob Renner to accept the presented changes to the manual and seconded by Dave. Motion carried.

### Future Meeting:

Next meeting would be June 7<sup>th</sup>, at 10am either virtual and/or in person at the KYTC offices.

Motion to adjourn by Chris Baker, seconded by Jacob Renner and approved.

### Executive Session

Called to order at 11:25am by Mike Canchola.

### FY25 / 26 Contracts:

Current student tuition is \$150 max and \$200 state reimbursements. Discussion was had over the various scenarios of changing the tuition, state reimbursement and the number of students. Jacob asked if adding a small amount like \$10 per student to the overall would help the smaller sites. Motion was made to make the overall dollars to the site \$360 with the student tuition cap staying the same at \$150 and the state reimbursement to go to \$210 by Mike Canchola and seconded by Dave Newman. Motion carried.

Motion to adjourn at 12:05 by Chris Baker and seconded by Jacob Renner. Motion carried.