



GEORGIA DRIVING SCHOOL ASSOCIATION



A PLAN SUBMITTED TO GOVERNOR BRIAN KEMP

Georgia Road Test Services

06/01/2020

Abstract

A Plan to Expand Road Testing Sites & Capacity in Georgia
To Restore the Integrity & Customer confidence in the
Georgia Driver's Licensing Road Testing Process

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Figure 1 We Need to Restore the Joy & Reward of Hard Work and Practice

GDSA PHILOSOPHY & LEADERSHIP

Our Philosophy

“When We Work in Unity nothing that we propose to do will be withheld from us”

We believe that only when all the stakeholders come to gather can we solve our common goal problems, and the stakeholders would include all individuals, institutions, associations, governments, corporations, organizations and foundations.

GDSA Executive Management Team

The Georgia Driving School Association is managed by a team of seasoned experts in the fields of Traffic Safety and Driver Training & Education, Driver Rehabilitation, Driver Improvement, Alcohol and Risk Reduction, Driver Evaluations and Testing.



Al Barber
Chairman/CEO, GDSA

Al is the Co-Founder & Chairman of The Georgia Driving School Association. In 2017, Al was appointed by Georgia Governor Nathan Deal to serve on the Georgia Driver Education Commission Board (GOHS). **Al is the owner Barber’s Driving School in Columbus Georgia**, a 56-year old school. Al is also the founder and CEO President of (UMI) Unity Ministry International, Inc., a 501c3 non-profit organization. He also serves on The GOHS Task Force for Older Drivers

Key Accomplishments:

- Founder of Unity Ministry International
- Graduated Summa Cum Laude from Columbus State University-BA/Business Management
- Memberships in The National Society of Collegiate Scholars, Phi Beta Delta-Honor Society for International Scholars, The National Scholars Honor Society, The Honor Society of Phi Kappa Phi, Beta Gamma Sigma
- Developed two outreach programs STARS, (Senior Transportation & Relationship Services) and PRAAAY, (Protecting Relationships Among Authorities, Adults and Youths)
- Developer of CODE, (Certified Older Driver Evaluations, and CCDE, (Certified Comprehensive Driver Evaluations)
- In all of Al’s Outreach and Product development it has required partnership building



Brad Barber
V. Chairman/CFO/CPO GDSA

After receiving a BS Degree in Chemistry from Columbus State University, Brad Barber started his manufacturing career with Callaway Chemical and later Glidden Coatings & Resins. During this period, Brad obtained his MBA from Columbus State University. He continued his manufacturing career with employment with Dynatron/Bondo Corporation, Olivetta Supplies

and McDonnell Douglas. Brad later started Georgia Driving Academy (GDA) in 1995 in Conyers, GA. GDA was the first privately-owned commercial driver training school in GA to receive national accreditation through the Council on Occupational Education (COE). Brad has been active in the Commercial Vehicle Training Association (CVTA) over the last 20 years and recently completed his 2-year term as Chairman. Promoting quality training, improving safety and establishing standards in commercial driver training has been an ongoing goal. In August 2016, Brad sold GDA to Education Affiliates, but has remained active as the Campus President and continues to be active in improving training in GA and on the national level.



Dr. Kirk Bressette, PhD
President/COO GDSA

Kirk Bressette started his career in the ministry singing, speaking, and working with young people, as well as being a senior pastor. His undergrad degree was focused on Counseling and Theology.

After 20 years, he moved into the public sector where he became the Director of Head Start with 12 locations and 150 staff.

He then spent time opening an environmental company, drug testing company, and a medical

company where his staff took care of Senator Steve Reynolds of Georgia until his passing.

After he sold his business, he went back to school and received his MBA and PhD in Business Administration and Human Resources.

For the last eleven years, he has given his talents to the driving industry focusing on youth receiving their training and being tested for their license. He is the CEO and Co-Founder of Drive Smart Georgia.

Georgia Approved Private Third-Party Testing Schools

As of December 2019, there were approximately 36 approved third-party testing schools around the state. Many of our members and partners have more than one school location. In addition, third-party testers completed 9k plus teen road tests in 2109.

Ist Stop Georgia Driving Academy
Bell's Driving School
A Driving Advantage
A1 Driving School
AA Academy of Action Driving School
Advanced Driving Academy
Barber's Driving School
Brock's Driver Education
Dickerson Driving School
Drive Smart Georgia
Duluth Smart Georgia

Georgia Driving School
Jones Driver Education
Kennesaw Driving School
Milner Driving School
Nathan's Driving School
New London School of Driving
Safe Teen Driving Academy
South Cherokee Driver Imp.
Taggart's Driving School
Trinity Driver Education School
West Metro Driving School

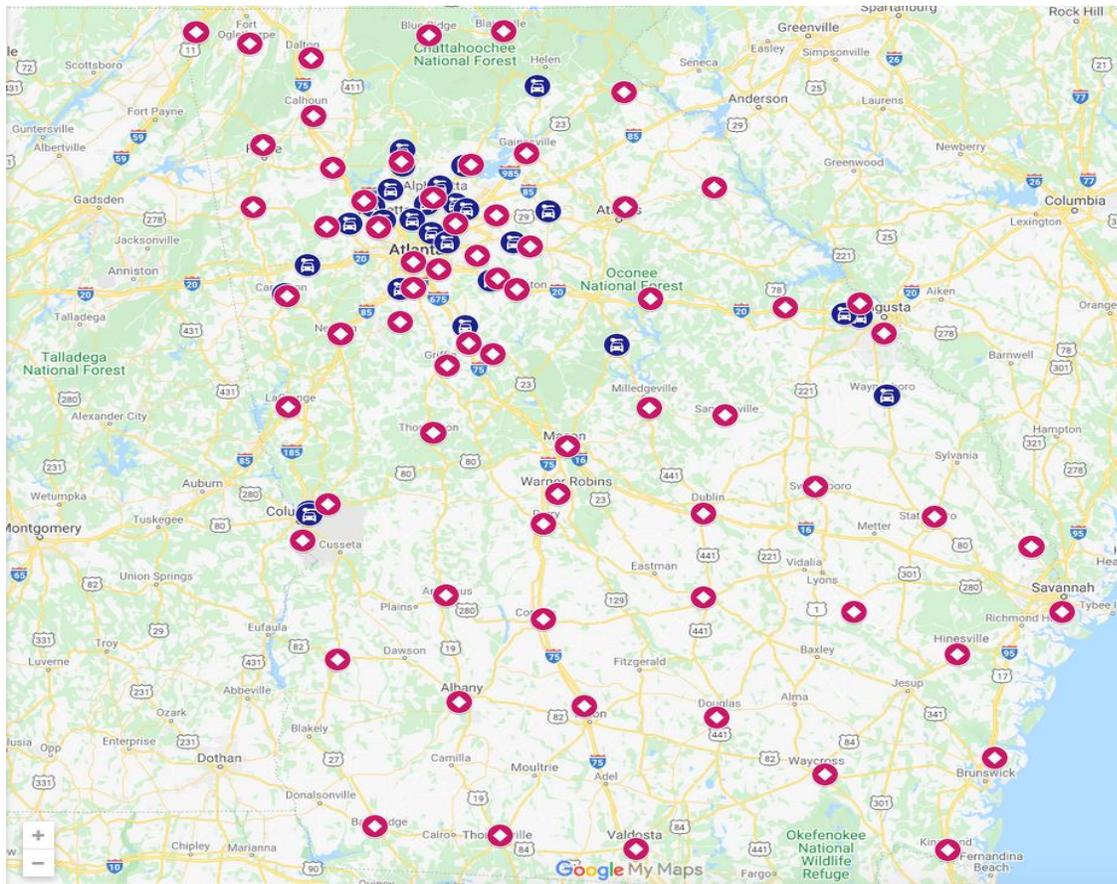


FIGURE 2 TPTs OR DEPICTED BLUE AND THE DDS SC ARE DEPICTED IN RED

OVERVIEW

The Problem

COVID-19 has wrecked and derailed the DDS testing train and caused great stress to its customers and employees in this great state of Georgia. We cannot blame the DDS, its Commissioner or Director of Regulatory Compliance for this natural disaster or anyone else for that matter. The wreck looked like a large passenger train heading down a long old track that had been laid decades ago; large, slow, overloaded, tired and responsible for the safe passing of a great number of people.

As the **DDS train** came around a blind corner, the engineer and conductor could not see the disaster that was ahead just around the bend that would cause the train wreck and derailment. I can see the engineer, Spencer Moore and the Conductor Mike Mitchell doing what they had been trained to do as their predecessors before had been trained to do. I can also see many passengers and employees getting off the train. Both employees trying to get home and passengers trying to get to their final destination.



FIGURE 3 DDS TRAIN WRECK AND DERAILMENT

Further down the track I could see many other customers waiting for the train patiently. Many were business owners who were losing money while waiting on the train. This train wreck will take time to fix and to get back on the track, and until then the passengers need safe, fast transportation to their final destination, while allowing the DDS the time required to re-build the **DDS Train**, faster, safer, and smaller.

The Solution

GDSA and its ***TPT Train*** is the solution. It's faster, safer, smaller and capable of getting many of the passengers from the wreck and new passengers to their final destination.

GDSA Plan & DDS Plan

GDSA plan will help restore customer confidence in the testing procedure and will rebuild the integrity and the consumer's opinion of the necessity for the Georgia Road Test. In addition, the GDSA plan will change customers' bad attitudes about being recalled for a "ride around the parking lot" road test. Giving customers an option gives customers a sense of relief and being back in control. The power of free will choice empowers customers and makes them feel good. Then to customize the option is even that much better. That is the GDSA plan.



FIGURE 4 GDSA RESTORING CUSTOMER CONFIDENCE AND INTEGRITY IN THE ROAD TESTING PROCESS

The DDS current plan to deal with the train wreck will not work. It simply has too many hurdles to jump to make it work.

- Employee Issues
 - Low moral
 - Summer days and standing on hot asphalt
 - Being greeted by angry customers
 - Low pay
 - The uncertainty of the future
 - The continued degradation of the testing process
 - OSHA COVID-19 risk
- Budgetary Issues
 - Budget cuts will continue to degrade the system with fewer DDS employees and now more customers due to the back log
 - Lack of funds to purchase needed equipment for range testing
- Testing Plan itself is flawed in multiple ways
 - When I heard that DDS was going to skills test only, I had to see for myself. I went to the Midland DDS CSS and watched as customers begin to arrive the first few days that DDS reopened. Two females were out front. One was sitting on the bench informing already irate customers they didn't have the ADAP Cert., so the son couldn't test. He and his mother were furious because they had been recalled to test after having received the COVID-19 upgrade.
 - The test itself took more than 30 minutes, which meant the Midland Center could only perform 16 road tests per day, mainly due to one parking lot, and losing the rotation while another car would be out on the road test.
- This is what the numbers looked like when I presented our Plan to the DDS Commissioner and Director of Regulatory Compliance on 05/08/20
 - DDS does **NOT** have the manpower to handle increased RT demand
 - Road Test demand pre COVID-19: **5,400 tests per week**
 - Road Test demand post COVID-19: **9,800 tests per week**
 - Waiver recipients: **70,000 before 9/30/20**
 - Total Road Tests over 20 weeks: **108,000 + 70,000 = 178,000**
 - Current DDS RT capacity: **3,920 per week (½ test, maybe 5400 ¼ test)**
 - Currently weekly shortfall: **8,900 – 3,920 = 4,980**

- After my presentation to DDS officials, they further degraded the Road Test realizing it wasn't possible to achieve their mandate based on time, facility and personnel.
- Because timing and facility are issues, DDS decides to cap the road test to 10 minutes per customer. It takes a minimum of 2 minutes to get in and hear the instructions from the examiner. DDS has a plan to also extend hours of operation to now OPEN on Mondays and DDS is offering Saturday afternoon work to employees who are reluctant to take the offer. In addition, they are allowing two vehicles at the same time to be on many of their parking lots. It's a disaster waiting to happen.

**TPT Private Driving Schools can currently handle
2,500-2,700 RTs per week right now
(Based on Current Number of Approved TPT examiners)
(With Assistance from DDS Regulatory Compliance, TPTs can double
this amount in less than 90days)**



FIGURE 5 REMEMBER THE DAY YOU PASSED YOUR ROAD TEST?

WHAT A GREAT DAY!

GDSA ROAD TEST PLAN

We need the following to help fix the problem with Georgia Road Testing

- Executive Order waiving whom TPT may test
- Support Legislation that will give us a permanent fix to waiver requested
- DDS will need address the timing ISSUES of the Licensing process and training of our Instructors and Examiners, which now can take up to 4 or more weeks.
- Agree after a Pilot period of 6 months to begin talks for Phase III of our Plan Proposal

Phase I Executive Order (Waiver) Begin testing general public in June

Under current rules and regulations, Third-Party Testers can only test specific groups. Under a broadened ruleset, the Third-Party Testers could provide additional testing statewide. Below is a table of the testing circumstances as they are today. The waiver should remove legislative barriers in Group B & C and Modify D to remove the 6-hour behind the wheel requirement.

Third Party Testing Under Current Regulations

GROUP	New Driver Type	DDS Testing	TPT Testing
A 37% of Teen Drivers	30/6 Teen Driver with Traditional Drivers Ed 30-Hours In-Classroom or Online, 6 Hours Behind the Wheel with a Licensed Instructor	YES	YES* At the school location that provided the 6 hours of Behind the Wheel Training
B 53% of Teen Drivers	30/6 Teen Driver with Partial Drivers Ed 30-Hour In-Classroom or Online, Parent Signature for 40-Hour Driving (Under 17)	YES	NO
C At least 50k in FY2019	Drivers Aged 17+ or Adult Drivers without Drivers Education	YES	NO
D Unknown but minimal	Drivers 18+ with 6-Hours Behind the Wheel Training	YES	YES* At the school location that provided the 6 hours of Behind the Wheel Training

Phase II Legislative Action- 6-month Pilot Program

We are asking for the Governor's support in the upcoming session in both chambers as we introduce an amendment to HB 1020 which passed the House before the COVID-19 Shut Down. This support will allow the TPTs and DDS to work through any kinks in the plan during our 6-month pilot program.

Phase III Possible Privatization of Part or All Testing Services Urban and Rural

After the 6-month pilot program we will have a better idea how to move forward both operationally and cost wise. We would like the Governor's continued support throughout the three phases of our plan.



FIGURE 6 THE NEW DDS & TPT TESTING TRAIN-BUILT IN PARTNERSHIP

THE PRODUCT & THE COST

The Product



GEORGIA ROAD TEST SERVICES "KNOW YOUR OPTIONS"

Standard Road Test Package Includes

- Test by Private Appointment
- Pre-Check Documentation for Faster Service
- Prepare for you Road Test with a FREE online video *"What to Expect"*
- Test in our late model Toyota's furnished with dual brakes
- Test in our modified vehicles-For physically challenged, hand controls and joystick controlled vans equipped with wheelchair ramps and lifts.
- **CODE** (Certified Older Driver Evaluations) and **CCDE** (Certified Comprehensive Driver Evaluations) (Medical-Visual-Cognitive Impairments)
CODE & CCDE are completed by partnerships between Georgia Hospitals- out-patient rehab clinics, OTs, (Occupational Therapist) and driving schools with TPT, (Third-party Examiners)
- Choose from a 7-day sun-up to sundown schedule
- Examiner review of driver's weaknesses and strengths

Customize your Road Test Experience

- Choose a bi-lingual Examiner or bring an Interpreter
 - Choose your examiner
 - Home pick-up and drop-off for Road Test
 - Refresher course before or after test

Needs DDS cooperation: If our customer passes their road test, we upload all documents at our driving schools and DDS online issues a temporary license and we print it down for customer. Just like they were doing with COVID-19 waiver period.

The Cost

Currently prices range from \$35.00 up to \$95.00 per road test. Many TPTs include testing in their packages and it is free. The customization of all the services listed would be an off-the-shelf price. Many of the items listed above such as modified vehicle testing and interpreters would need rule changes. The modified vehicles cost would range from \$75.00 car with hand controls to \$125.00 for van with lifts and ramps with joystick and voice command controls.

Proposed Marketing Campaign

We will reach our customers through the following avenues.

- Emails, newsletters, post cards, magazines, and newspapers
- On-air radio celebrities, telemarketing campaigns targeting 16-year-olds who have had their permit for one year and a day
- Videos professionally produced for our website and social media
- Media and press release announcing the school’s involvement to help the Governor. We would love the Governor, and one of our representatives, to be interviewed announcing our partnership and informing the public how it is going to be a positive change for everyone
- Paid advertisement
- Social media, including Facebook, Twitter, Tic-Toc, and other SM platforms
- Event planning at High Schools