

# Motorcycle Safety Education Commission Meeting Minutes

March 10<sup>th</sup>, 2023 – 10:00am

KYTC Offices Frankfort and Zoom Meet - Virtual

## Commission Members Present:

Steve Hanlon, Jacob Renner, Monty Heim, Dave Newman

## Transportation Cabinet Representatives

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

## Guests:

Tim Jenne, Carol Olson-Smith, Herb Pelham, John Sulser, Tom Simpson, Deb Eyre, Krystal Elliot, Chad Walden, James Lambert, Sarah Phillips, Logan Corn, Abby Varner

## Open Session:

Meeting called to order by Jacob Renner at 10:08 am. Motion to accept the previous Meeting Minutes by Dave Newman, second by Steve Hanlon. Motion carries.

## Public Comment:

No comments offered.

## Marketing:

Social media campaign report given by BCH reps Sarah Phillips, Logan Corn and Abby Varner. Jay Huber reported that there are currently about 400 followers on Facebook and a little under 100 on Instagram. Click thru Rate was 1.08% with a benchmark of 0.9% and Cost per Click was \$0.39 and benchmark was \$0.97. Discussion about how the ads are being chosen for the target audiences and how the metrics are derived. Overall, the ad campaign saw growth in each of the three phases. Messages related to the course as a gift seemed to resonate better within the demographics reached. Discussion about the demographics reached and if a focus can go more towards the 20-40 yr old range due to the crash stats.

Sarah Phillips gave a report on the upcoming spring campaign. The ads will be ready for review in the next few days. There is an idea to do a photoshoot so as to utilize KY roads and riders and create a bank of images to use in future ads. Jay asked for the instructors and site providers to help take pictures and videos of the students and courses to provide content for the social media pages. Videos for ad purposes should be no longer than 15 seconds and pictures at 300dpi. Other videos can be used for the social media posts but not necessarily for the ad content.

Discussion after the presentation as to setting the objectives of the ad campaign. Should we target registrations in the class solely or looking for more advanced rider seats? Jacob discussed the need for more suggestions by BCH as to the proper targeting of the ads. Brandi was concerned with the images reflecting areas of KY versus using stock images from around the globe.

## Budget:

Jay shared the latest budget numbers. Currently the program has spent just under \$500,000. We are on pace to hit about 4,000 students for the year if the weather holds. This would put us at the budget cap for the year. There is an effort to increase the cap in future years but must be done via the state

legislature. The program has plenty of funds available in reserve but needs the authorization to access them.

Monty Heim commented on the fact that the number of minors in the program has increased and was pleased to see more young riders.

#### NHTSA Grants:

FY24 grants have been applied for to cover the advertising, training and QA programs. Brandy said those are currently under review with Ryan commenting they are in line with last year's numbers and have a good chance for approval.

#### Administrative Regulations:

Have been submitted to the LRC for editing. Looking at a possible hearing on or about April 15th.

In other legislative news SB60 has passed the Senate and House committee. It is awaiting a vote on the House floor. The bill provides for a waiver of both the knowledge and skills test for students taking the BRC course or its equivalent. Additionally allows military personnel, spouses and dependents stationed out of state to update their license remotely.

#### Training:

This coming weekend will have a training for the QA program. There are 11 people signed up for the training. The instructor update occurred at Kentucky Driving School. Big thank you to KDS and the instructor training team. Comments from some of the attendees that it was a very positive meeting.

RCPs coming up will be at Bowling Green to end in mid-May. There is a second one in Walton in mid-June. Please get any interested candidates signed up no later than a month prior to the start of the course.

#### KY Lifesavers Conference:

Conference is being hosted by the KOHS at the Galt House April 17-20. The conference helps bring law enforcement, road engineers, medical and other interested parties. RideSmartKY will have a booth there to help promote the program. Discussions ongoing with Bluegrass HD to see if they might be interested in setting up in conjunction with our booth.

#### Future Meeting:

Next meeting would be June 9<sup>th</sup>, at 10am either virtual and/or in person at the KYTC offices.

Motion to adjourn by Jacob Renner, seconded by Dave Newman and approved.