

Motorcycle Safety Education Commission Meeting Minutes

March 7th, 2025 – 10:00am

KYTC Offices Frankfort Rm 109 and Teams Meet - Virtual

Commission Members Present:

Jacob Renner, Mike Canchola

Transportation Cabinet Representatives

Jay Huber, Brandie Craft, Erika Taylor, Christen Allen

Guests:

Dinah Meister, Bill Meister, Randy Elkins, Deb Eyre, Carol Olson-Smith, Tim Cody, Daryl Kanatzar, Jim Rachlin, Chelsea Watson, Tim Jenne, Meg Williams, Matt Kamer, Eli Glancy, Geno Offett,

Open Session:

Meeting called to order by Jacob Renner at 10:06 am. A quorum was not present. Motion to accept the previous Meeting Minutes by Jacob Renner, second by Mike Canchola. Motion carries.

Public Comment:

None

Marketing:

Matt Kamer from BCH presented a recap of the past campaign and where things are going with media campaign on META. In 2023 we saw a rate of \$0.45 CPC (Cost per Click) and 39K Clicks. In 2024 it was \$0.47 CPC with 19K Clicks. The main difference was the number of resources spent towards the ad buys versus the creative side of things. The most successful ad that ran was the “Life is a Journey” ad with a CTR (Click Through Rate) of 0.7%. The industry standard is approximately \$0.57 CPC. The goal of the 2025 campaign is to be more focused with the audience and get a higher CTR.

2025's end goal is to get more seasoned riders to take the advanced classes and let them know the programs even exist. The estimated performance for 2025 is \$0.45 CPC with 43K clicks and 4.5MM impressions. Jacob Renner questioned the focus of past campaigns and the need for hyper focusing on specific areas of the state. Jay mentioned about ECTC getting back online and the need for letting people know they are now offering classes again.

Discussions were had about possibly adding in language for the need for additional instructors. Jay discussed that an email will go out to past students about the advanced classes and the need for instructors.

Jay asked about ending the Christmas campaign of “Give the Gift of Training” which BCH agreed would help get more ads out during the riding season. Bil Meister said he had not seen much interest generated at his site during that Holiday time frame. Tim Cody and Tim Jenne said he hadn't seen any marked increase at their sites. Decision was made to forgo the Christmas campaign and focus more during the riding season.

Meg Williams presented some of the 2025 ads with tag lines. They also recommended changing the profile pic thumbnail on the Facebook page to something closer to the logo. Discussion of what should be the landing page from the ads between the Course Offerings page versus the Sign-up Page. Jacob Renner brought up the fact that many of the folks clicking through would be using a mobile device so the text should be tailored to those devices. Chelsea Watson suggested using the hover over option to get more information out on the website in a smaller area where people didn't have to scroll down as much.

Tim Jenne made the suggestion about changing the 2 year experience requirement for new instructors. Jay reminded him that there is a state law in effect for that requirements and would take a KRS change to allow for that. Additionally, NHTSA has an experience requirement but would need to look up the exact time frame requirement.

Budget:

Jay showed the historical trends of the types of courses. In particular how we are seeing an increase in the number of students through the BRC2 and ARC courses. Currently in 2025 at a little more than the halfway point we have had 2735 students registered for the program. In January the program took in just under \$114K from licenses and registrations with \$50K going out to providers. Still waiting to hear about an increase in the overall budget cap increase for FY 26.

Jay discussed submitting the application for the FY26 NHTSA grant that helps with the training budgets. From the survey put out to the instructors after the annual meeting the need for additional ARC certification courses. There was also an interest by the coaches to get certified for the new Rider Skills Lab which was presented by Dr. Ochs at the annual meeting. The downside is there was only one site interested in offering the course with the discussion being that the focus should be on the BRC2 and ARC before adding another course.

Legislation:

SB99 Hands Free legislation passed out of the committee but is held up on the Senate floor. There have been some amendments offered to help make it closer to the House version.

Training:

Coaches update at ECTC and hosted by Jim Rachlin. Dr. Ray Ochs was the keynote speaker. Lots of positive feedback about the event.

We have 2 RCPs coming up along with an ARC scheduled at SYNC's location and a 3WBRC in Walton.

State Police / Licensing News:

Jay had spoken with the folks at UK who are working on redesigning the accident form used by law enforcement to help collect the most accurate data. The ability of the officers to scan a license in so that all information would be captured including whether they had a motorcycle endorsement in addition to

a normal D endorsement. Discussion was also had about how to classify all the various types of vehicles including autocycles, scooters, segways, electric bicycles, etc..

Licensing is working on a new database system, but no additional news offered at this time.

Future Meeting:

Next meeting would be June 6th, at 10am either virtual and/or in person at the KYTC offices.

Motion to adjourn at 11:08am by Mike Canchola, seconded by Jacob Renner and approved.