

Motorcycle Safety Education Commission Meeting Minutes

March 6th, 2025 – 10:00am

KYTC Offices Frankfort Rm 109 and Teams Meet - Virtual

Commission Members Present:

Jacob Renner, Mike Canchola, Chris Baker

Transportation Cabinet Representatives

Jay Huber, Brandie Craft, Ed Harding, Erika Taylor, Ryan Fisher, Marla Marrs, Barbara Schulte

Guests:

Bill Meister III, Carol Olson-Smith, James Lambert, Ed Kilroy, John Roberts, Allen Wayne Gallaher, Angela Ulloa, Geno Offett, Erin Woodall, Ashley Williams, Tristan, Dawn

Open Session:

Meeting called to order by Jacob Renner at 10:03 am. A quorum was not present at the start of the meeting.

Minutes for June meeting- Mike motioned to accept and seconded by Jacob and approved.

Minutes for September meeting – Motion to accept by Jacob and seconded by Chris and approved.

Public Comment:

None

Marketing:

Red Tag ads on Meta were discussed. Marla Marrs gave a description of the ads along with the ad copy. Jacob Renner asked about adding some of the stats into the ads for advanced riders to help explain why they should take the course.

Dawn and Tristan from Red Tag came online to announce the ads were about to launch and any feedback is much appreciated. They should have more data available at the next meeting.

Budget:

FY27/28 contracts are in the works. The budget is still \$1.1 million per year. The rainy-day fund was a little over \$2.5 Million. The goal is to keep that above \$2 Million to help provide interest income into the fund.

Program Stats:

So far, this fiscal year we have had just under 3000 students which puts us on pace to see a little over 5000 students. We are seeing an increase in the number of students taking the BRC course. There is a downward trend in the 3WBRC course. Due to changes in the BRP loaner program we have gone from 3 sites to one using the loaner program. More sites are now offering the course but due to the entry barriers of taking the course where the student must have their own bike in most cases, fewer students are taking the course. We are seeing an uptick in the BRC2 course and the ARC is still in the beginning stages. There is training for the ARC certification coming up. The number of minors continues to increase as well.

Training:

Annual coaches meeting recently happened with Don Greene as the keynote speaker.

The ARC certification is scheduled for March at the SYNC location in Hindman. There are 8 instructors currently signed up. Billy Meister commented that instructors can also help to recruit students into the ARC and other courses also.

3WBRC in September in Walton and 2 RCPs scheduled.

Licensing News:

Tina reported that the department is on schedule for a June 8th launch date for the new KINDL system. The licensing branches will be shut down for a few days before the launch to help prepare for it. Steve Coffey reported that as the new system relates to the program that effort has been pushed back to probably the winter months.

KSP News:

Chris reported on the testing numbers by his department. His department gave over 220K regular operator tests which was an increase of almost 75K test over 2024. Many of which can be attributed to the 15 year olds now being eligible. The interesting part was that motorcycle skills testing dropped from 1,624 to about 1,000 skills tests. This can hopefully be attributed to more people taking the rider ed course versus coming to KSP to take the test.

KOHS

Erika announced the Safety summit May 20-22nd in Lexington at the Hyatt.

Future Meeting:

Next meeting would be June 5th, at 10am either virtual and/or in person at the KYTC offices.

Motion to adjourn at 11:41 am by Jacob Renner, seconded by Mike Canchola and approved.