

FY 2010 Annual Report

Kentucky Office of Highway Safety



Kentucky Transportation Cabinet
Division of Highway Safety Programs
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Pictured above from left to right beginning with the front row are Kristen Woods, Julie Wooldridge, Marissa Brewer; middle row from left to right are Steve Bowen, Jack Hutchinson, Susan Goddard, Lori Macintire, Bill Bishop, Brad Franklin; back row from left to right are Bob Douglas, Craig Birdwhistell, Greg Dennison, Steve Wright, Dennis Gardner, Billie Johnson, Boyd Sigler, Therese Richerson, John Smoot, Matt McCoy and Nate Dean. (Staff not pictured are John Dudinskie, Erin Eggen, Erin Goin, and James Gray).

The Kentucky Office of Highway Safety does not discriminate on the basis of race, color, national origin, sex, religion, age, disability, or marital status in employment, or provision of services, and provides, upon request, reasonable accommodation including auxiliary aids and services necessary to afford individuals with disabilities an equal opportunity to participate in all programs and activities.

*Printed with Federal Funds.
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Introduction

The Kentucky Office of Highway Safety, within the Kentucky Transportation Cabinet, operates with the following mission: Through public and private partnerships, achieve the most improved and sustainable downward trend in highway fatalities and injuries in the nation. In addition, the office strives to be a vital link in the Commonwealth's chain of highway traffic safety by elevating the emphasis on highway and traffic safety.

In this annual report, the Kentucky Office of Highway Safety will present a descriptive crash analysis of injuries and fatalities occurring on the state's roadways during federal fiscal year 2010 (October 1, 2009 through September 30, 2010). The report will also outline: preventative measures being taken; grant programs and public awareness campaigns being conducted; as well as, partnerships created in an effort to reverse or lessen the impact to and loss of human life. All programs and initiatives being referenced are paid for by the National Highway Traffic Safety Administration (NHTSA) and include other funding sources such as the Federal Highway Administration (FHWA), state and local agency match.

Data being presented are derived from the Collision Reporting Analysis for Safer Highways (CRASH) system. This system, used by Kentucky State Police, collects and compiles data from all law enforcement agencies across the state. The Office of Highway Safety also extracts and disseminates the data, in maps and reports to local agencies to help them identify problem areas within their respective counties.

Staff would like to thank state and local law enforcement, as well as our other partnering agencies, for their commitment and dedication to improving the lives and safety of the citizens of the Commonwealth.

Crash Data Summary

The total number of motor vehicle crashes in Kentucky increased by 2.2% during the last year, from 123,530 in 2008 to 126,237 in 2009. In addition, the number of fatalities decreased by 4.2% from 826 in 2008 to 791 in 2009. As a result, Kentucky's fatality rate per 100 million vehicle miles traveled (VMT) also decreased from 1.75 in 2008 to 1.68 in 2009. By comparison, the national fatality rate is 1.13.

Injury crashes and injuries from motor vehicle crashes continued the steady decline that began in 1999, no doubt due to continuing improvements in vehicle safety and increases in seat belt usage. In 2009, there were a total of 25,063 injury crashes, a 1.2% drop from the previous year. Due to no change in the total number of miles traveled, Kentucky's injury rate per 100 million VMT remained the same for 2009 at 79. By comparison, the national injury rate was 74. When calculated per 100,000 of the population, Kentucky has a significantly higher injury rate (867) than the national average (722), even though this rate declined in the last year.

Most of the performance measures graphed on the following pages exhibit improving trends over the long-term. Trends for crashes, injuries, combined fatal & serious injury rates, and seat belt and child restraint usage have all been moving in an encouraging direction. The trend lines for overall fatalities and fatality rates are somewhat flat, although these show a significant downturn beginning in 2006, following the passage of a primary seat belt law. After a substantial increase in 2009, in 2010 seat belt usage increased 0.6 percentage points from 79.7% to 80.3%. One area of particular concern, motorcyclist fatalities, improved for the second straight year in 2009, with a decline of 8.3% from 96 in 2008 to 88 in 2009.

Kentucky Crash Data / Trends

Number of Fatalities	2003	2004	2005	2006	2007	2008	2009
	931	964	985	913	864	826	791

Number of Rural Fatalities	2003	2004	2005	2006	2007	2008	2009
	560	559	575	518	525	483	473

Number of Urban Fatalities	2003	2004	2005	2006	2007	2008	2009
	368	405	410	395	339	343	318

Number of Unrestrained Fatalities (all seating positions)	2003	2004	2005	2006	2007	2008	2009
	509	519	511	474	382	381	356

Crash Rate (per 100 million VMT)	2003	2004	2005	2006	2007	2008	2009
	277	283	271	267	260	262	267

Fatality Rate (per 100 million VMT)	2003	2004	2005	2006	2007	2008	2009
	2.0	2.1	2.1	1.9	1.8	1.8	1.7

Number of Serious Injuries	2003	2004	2005	2006	2007	2008	2009
	6,296	5,877	5,841	5,542	5,082	4,620	4,491

Fatality & Serious Injury Rate (per 100 million VMT)	2003	2004	2005	2006	2007	2008	2009
	15.4	14.5	14.4	13.6	11.9	11.5	11.2

Fatality Rate Per 100K Population	2003	2004	2005	2006	2007	2008	2009
	22.5	23.3	23.6	21.7	20.4	19.3	18.3

Fatal & Serious Injury Rate (per 100K population)	2003	2004	2005	2006	2007	2008	2009
	175.4	165.0	163.7	153.5	134.4	127.6	122.4

Number of Alcohol Related Fatalities (operator with .08+ BAC)	2003	2004	2005	2006	2007	2008	2009
	178	199	204	188	204	160	203

Percent of Fatalities - Alcohol-Related	2003	2004	2005	2006	2007	2008	2009
	19%	21%	21%	21%	24%	19%	26%

Alcohol Related Fatality Rate	2003	2004	2005	2006	2007	2008	2009
(per 100 million VMT)	0.38	0.42	0.43	0.39	0.43	0.34	0.43

Speeding-related crashes	2003	2004	2005	2006	2007	2008	2009
	9,658	9,369	8,083	7,931	6,847	7,533	7,278

Speeding-related fatalities	2003	2004	2005	2006	2007	2008	2009
	181	227	206	160	132	154	135

Percent of Front Seat Occupants Using Safety Belts	2004	2005	2006	2007	2008	2009	2010
	66.0%	66.7%	67.2%	72.0%	73.3%	79.7%	80.3%

Child Restraint Usage - (<Age 4)	2004	2005	2006	2007	2008	2009	2010
	96.0%	94.0%	94.0%	98.5%	98.0%	98.6%	96%

Number of Motor Vehicle Crashes	2003	2004	2005	2006	2007	2008	2009
	129,831	133,718	128,685	127,252	124,553	123,530	126,237

Motorcycle-involved crashes	2003	2004	2005	2006	2007	2008	2009
	1,438	1,561	1,777	1,765	2,087	2,159	1,915

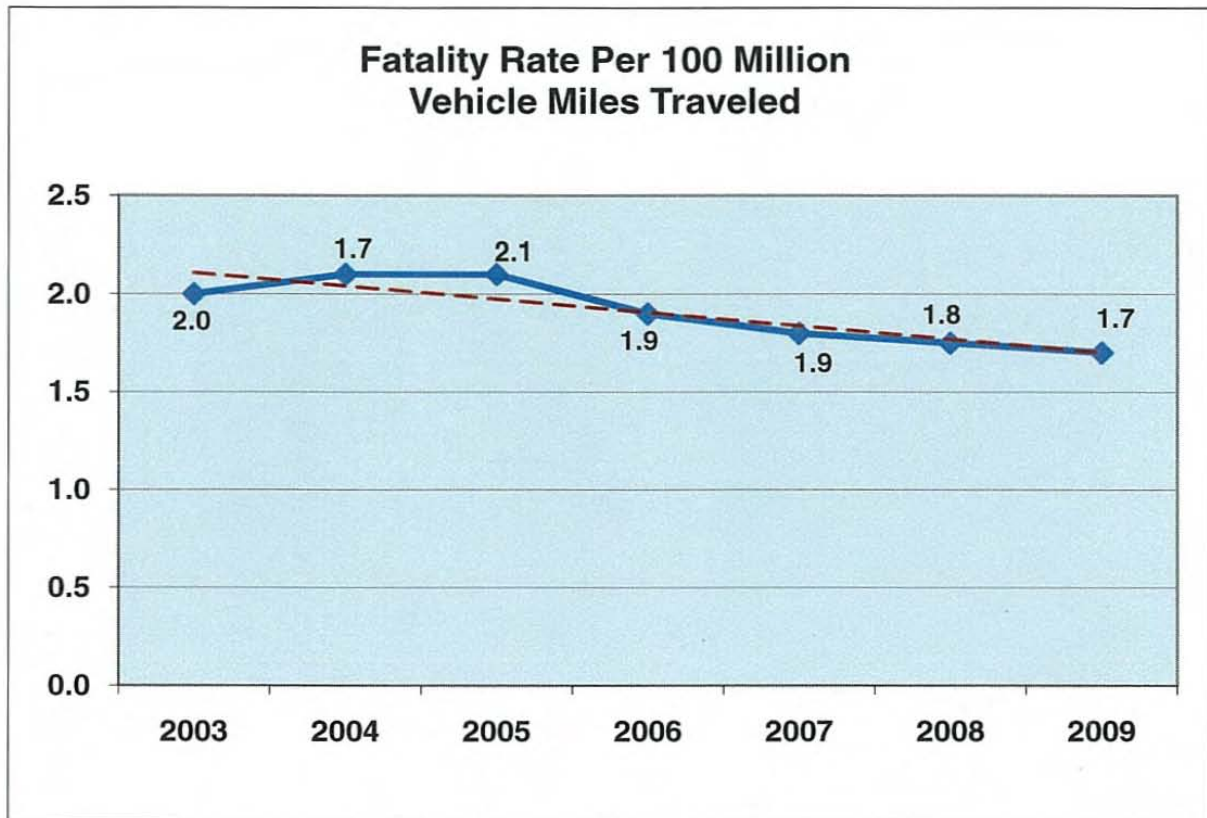
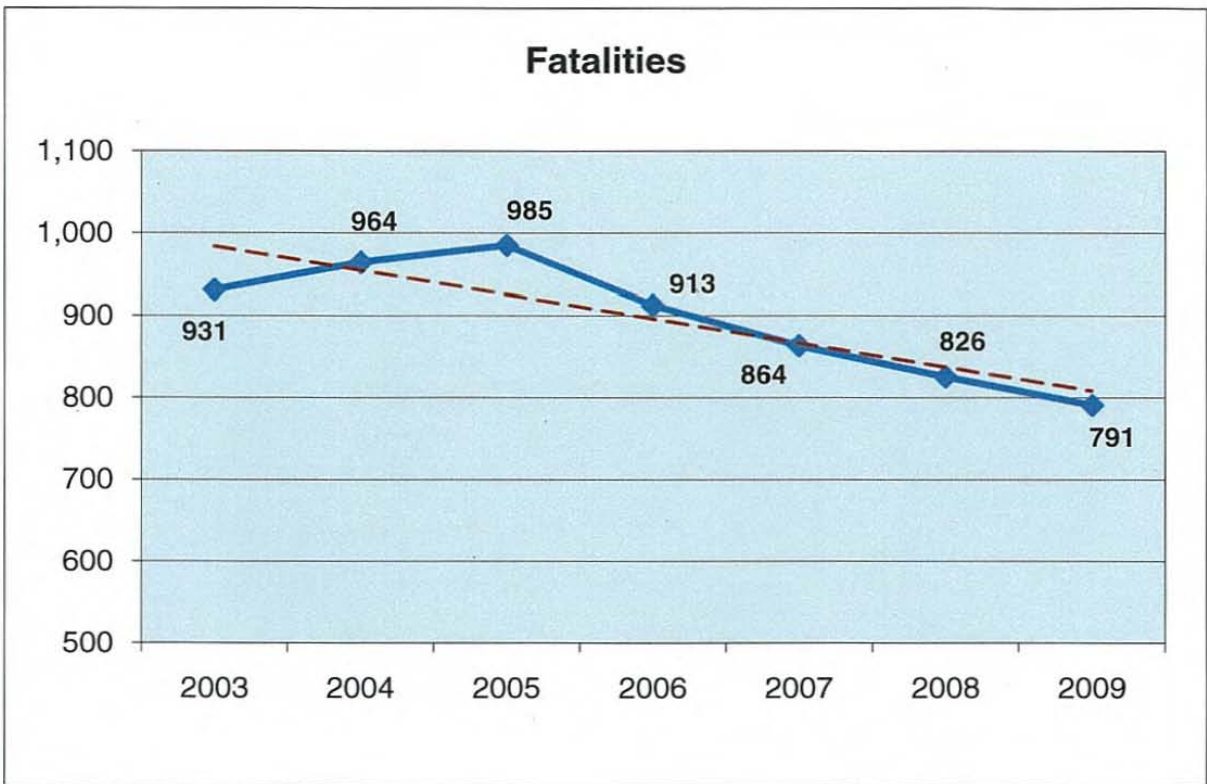
Motorcycle-Involved Fatal Crashes	2003	2004	2005	2006	2007	2008	2009
	56	70	83	94	112	96	85

Motorcyclist Fatalities	2003	2004	2005	2006	2007	2008	2009
	58	74	89	89	113	96	88

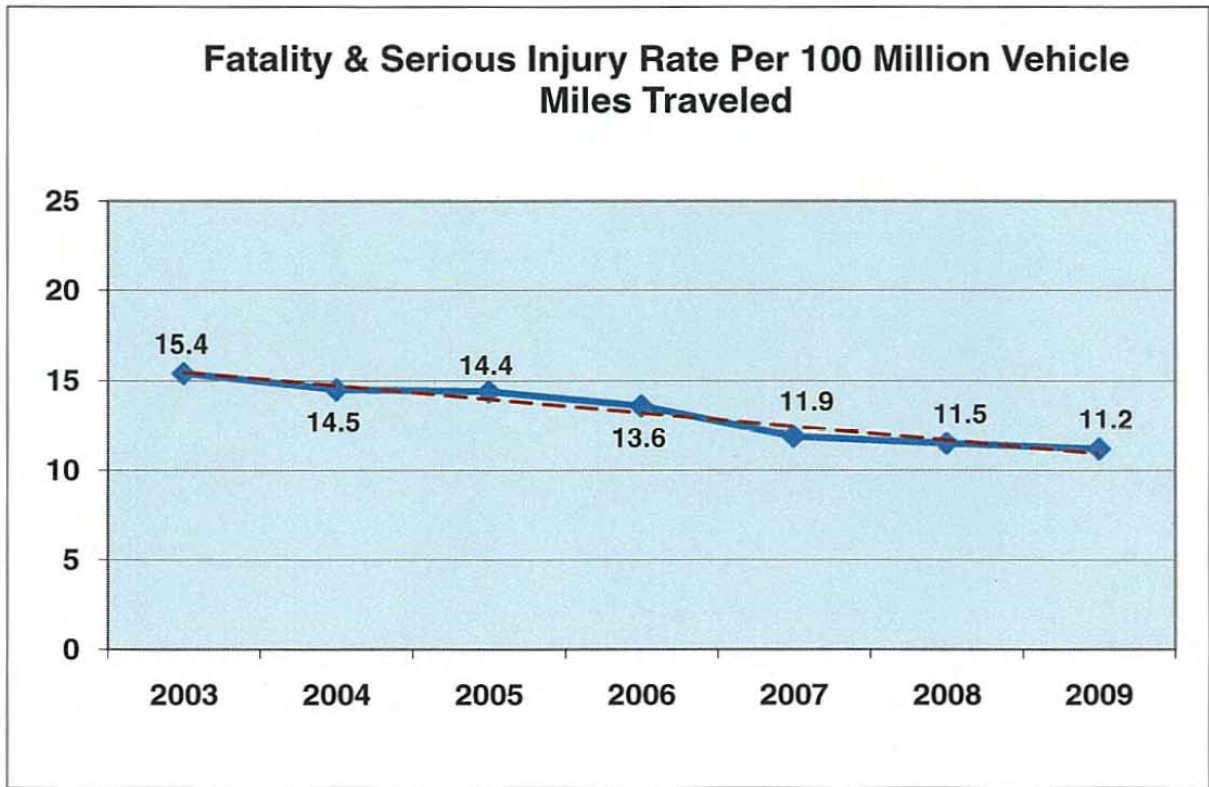
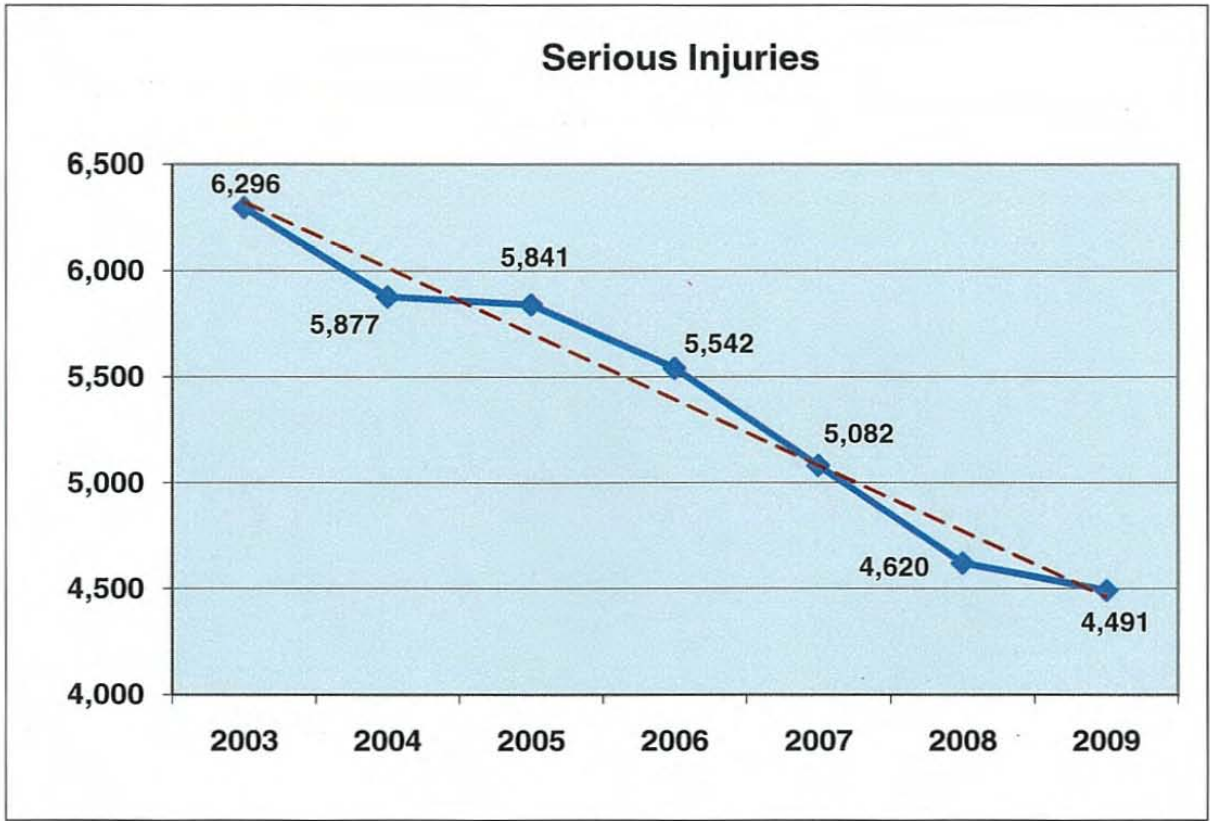
Unhelmeted Motorcyclist Fatalities	2003	2004	2005	2006	2007	2008	2009
	36	49	57	68	72	60	47

Drivers Age < 20 Involved in Fatal Crash	2003	2004	2005	2006	2007	2008	2009
	123	147	140	135	117	92	112

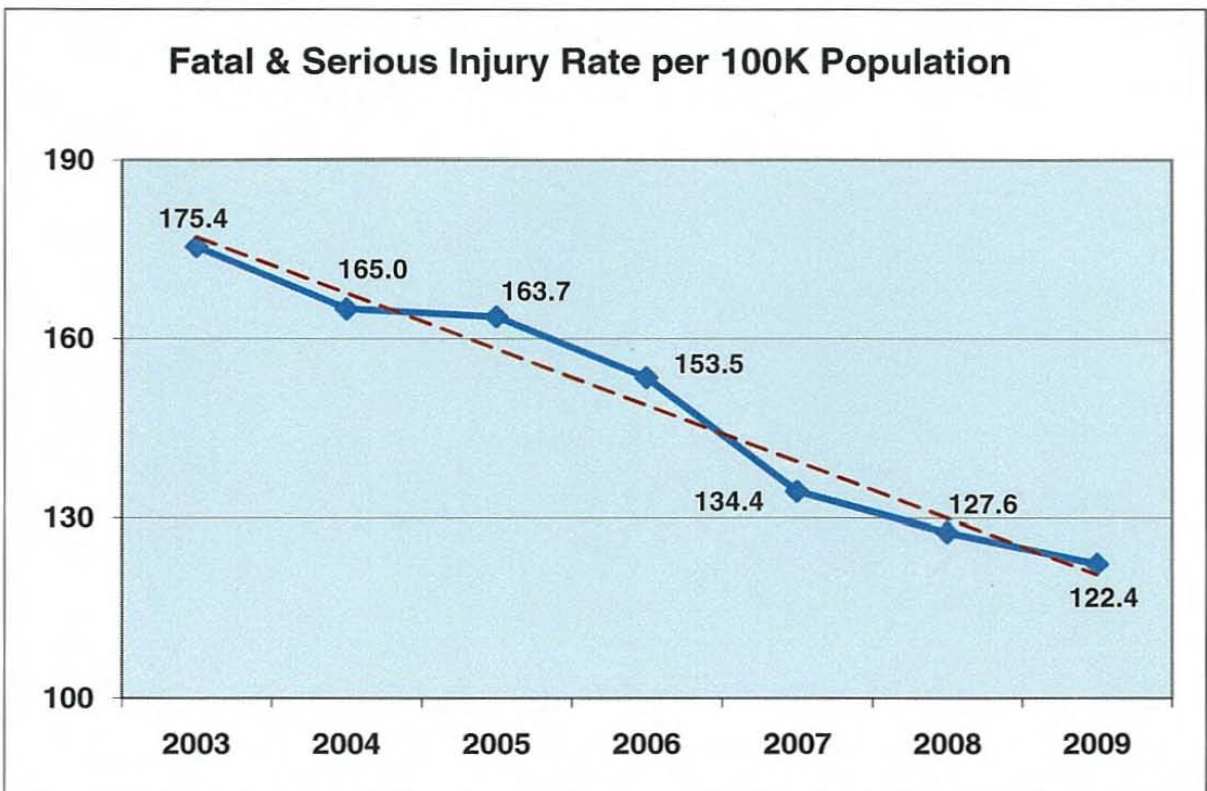
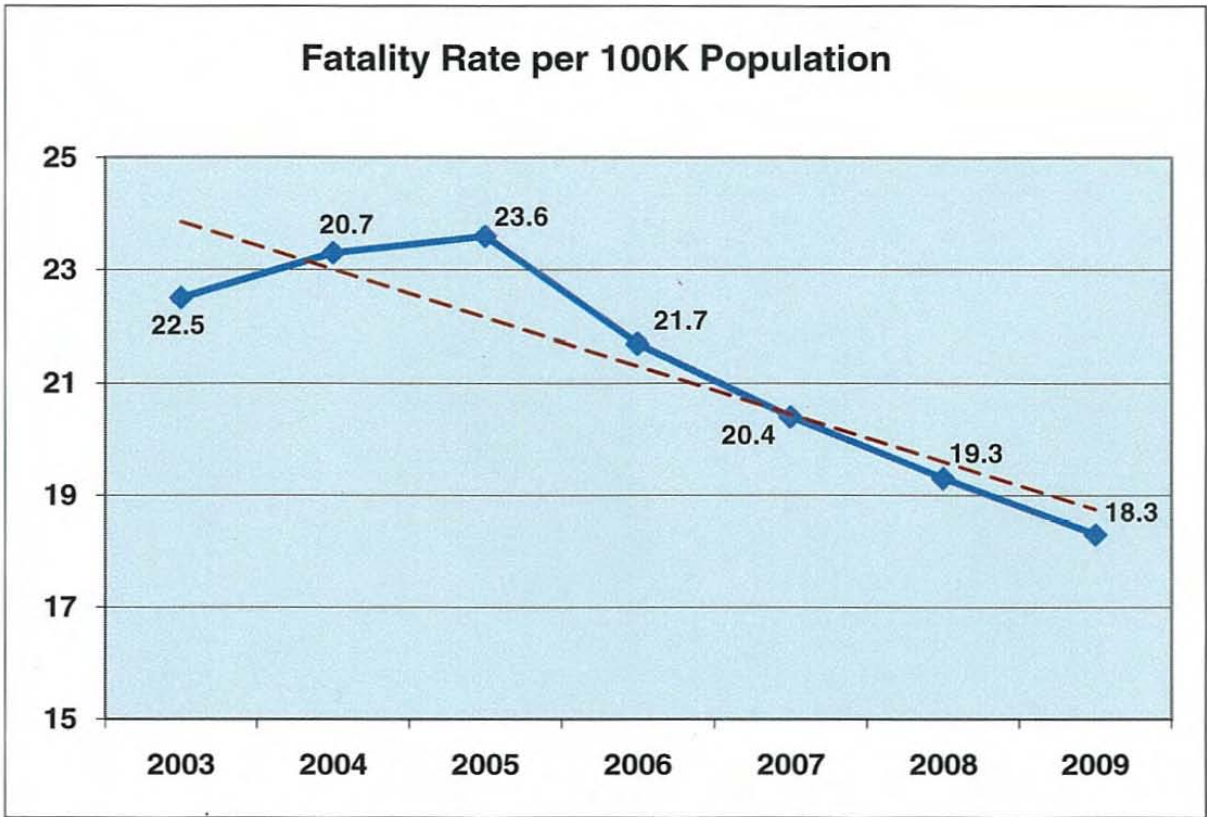
Pedestrian Fatalities	2003	2004	2005	2006	2007	2008	2009
	58	50	56	52	44	67	39



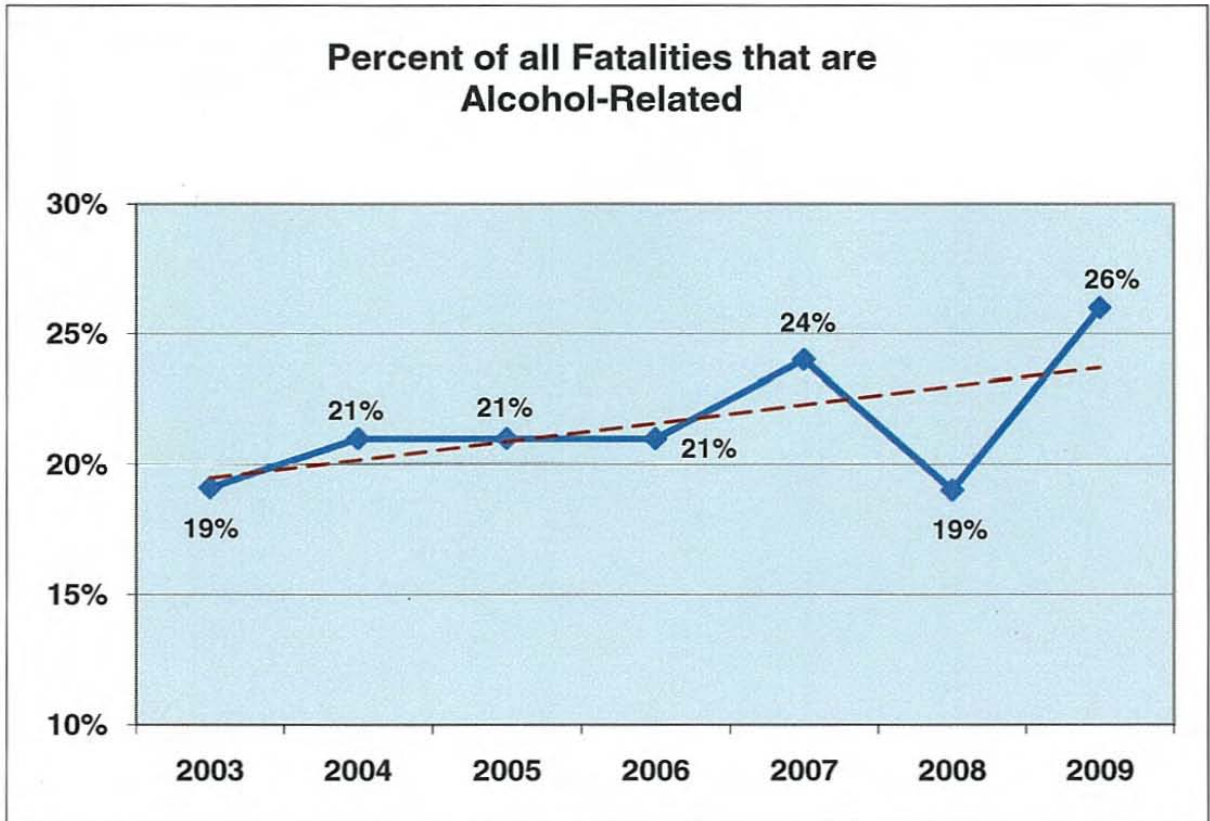
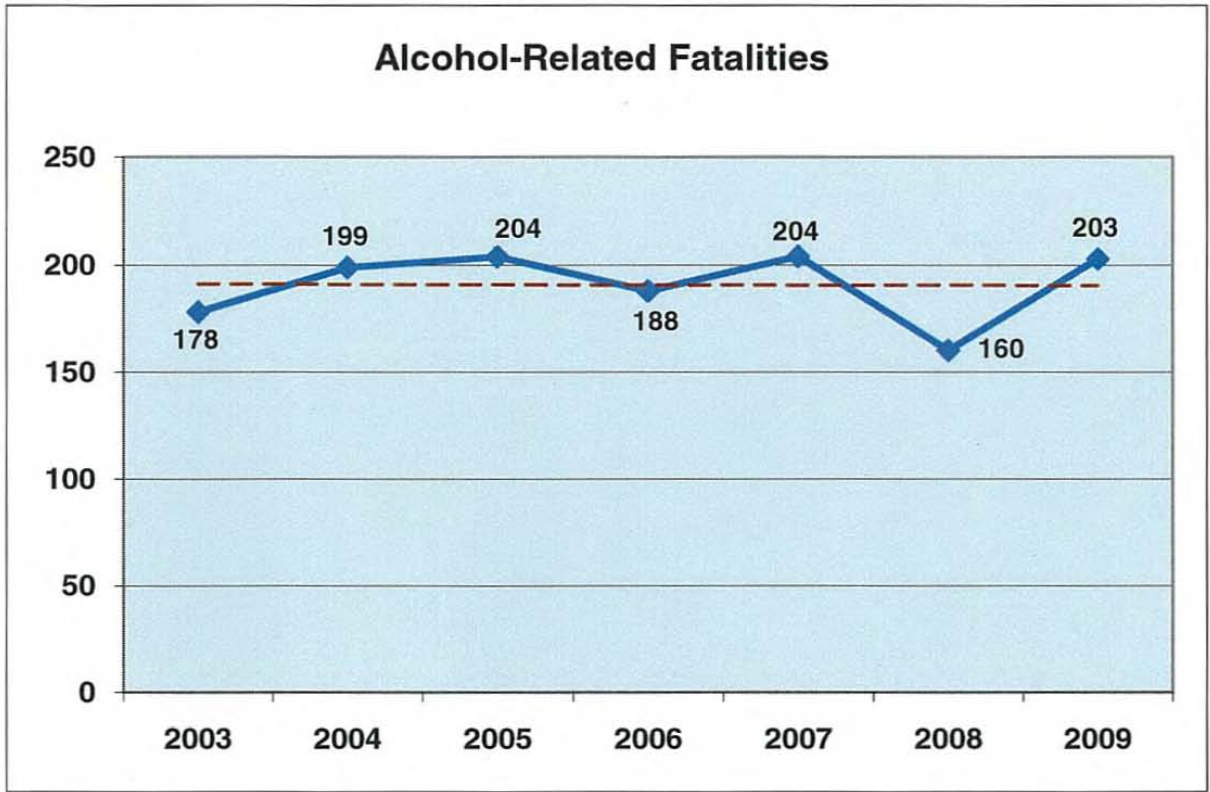
Note: Dashed red line indicates trend



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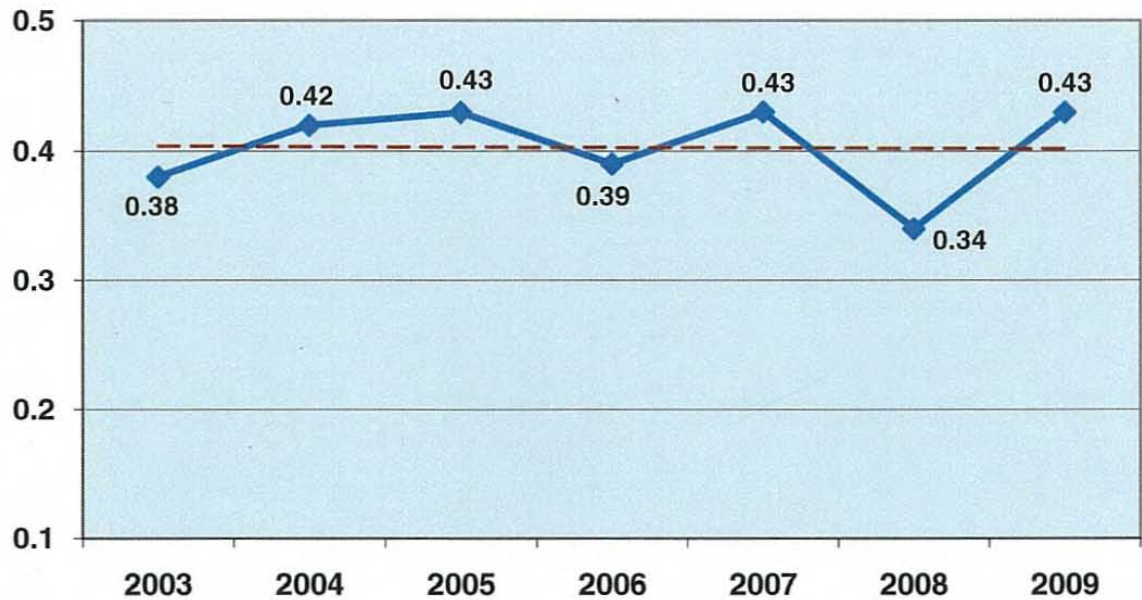


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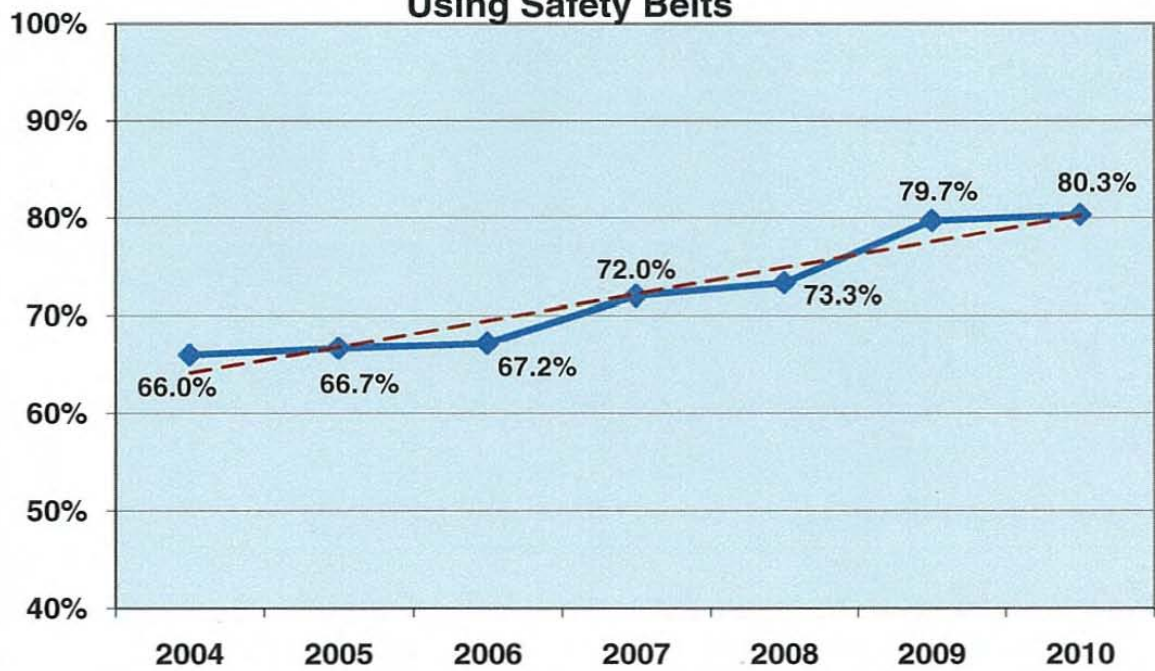


Note: Dashed red line indicates trend

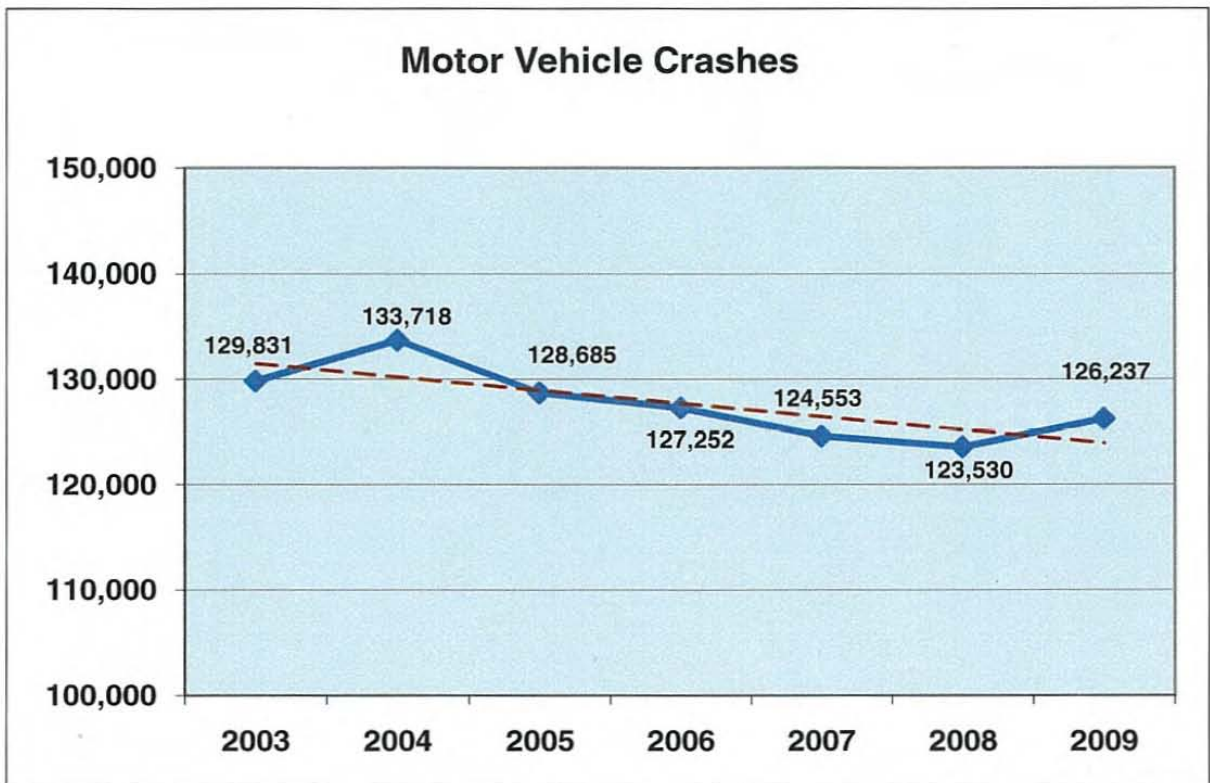
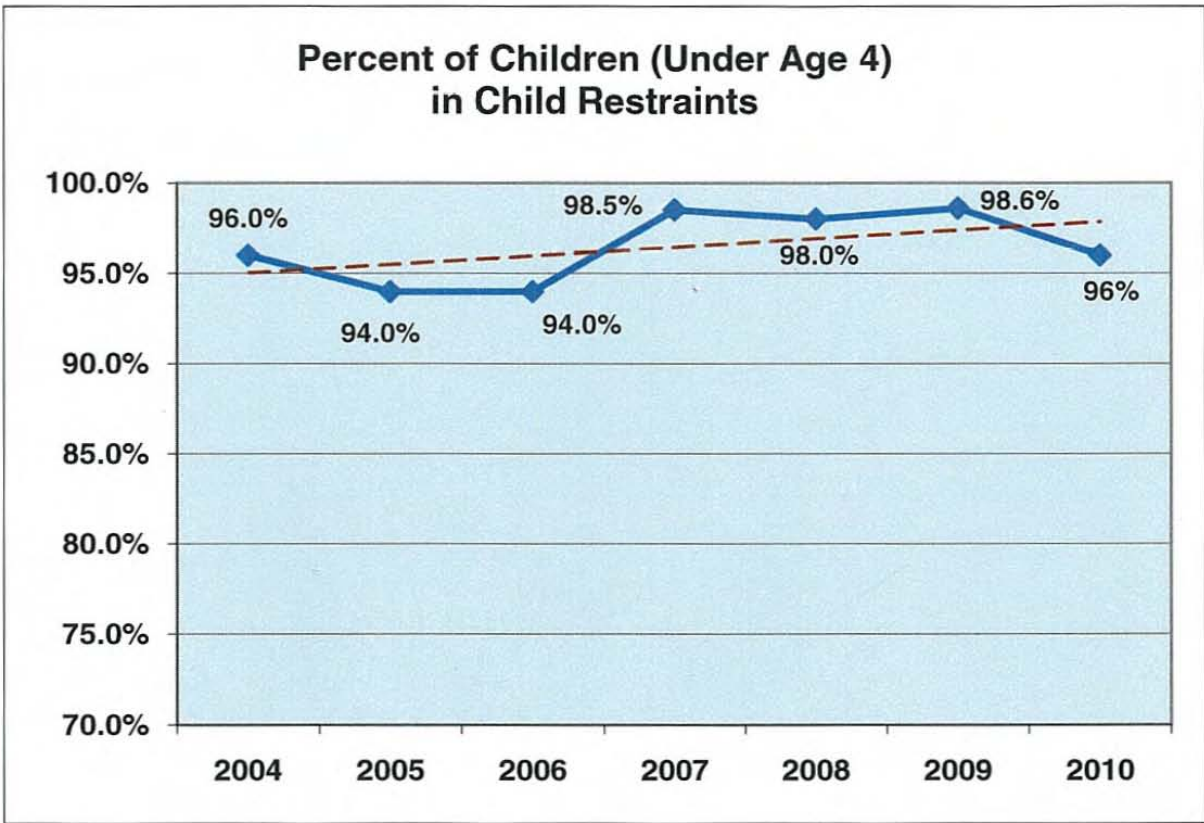
Alcohol-Related Fatality Rate per 100 Million Vehicle Miles Traveled



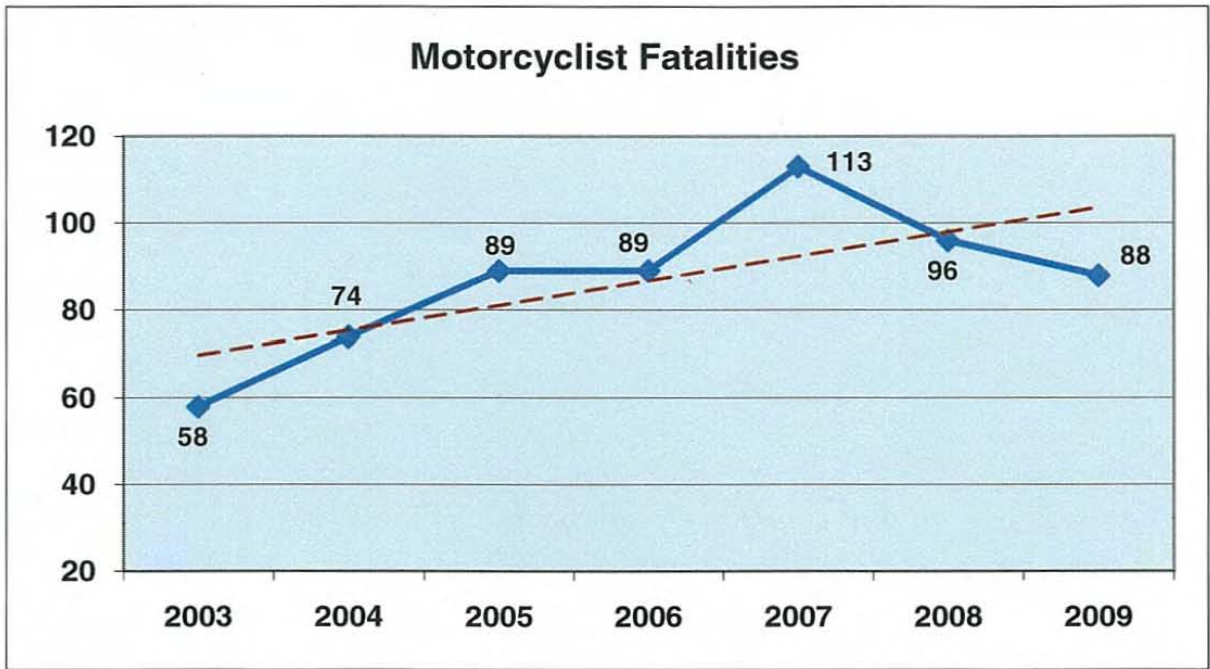
Percent of Front Seat Occupants Using Safety Belts



Note: Dashed red line indicates trend



Note: Dashed red line indicates trend



Note: Dashed red line indicates trend

Fiscal Year 2010 Performance Goal Statements/Status

Core Outcome Measures

1. To decrease fatalities five percent from the 2006-2008 calendar base year average of 868 to 824 by December 31, 2010, from 824 to 783 by December 31, 2011, and from 783 to 744 by December 31, 2012.

Status: From January 1 through December 1, 2010, there were 708 fatalities. This represents a decrease of 18.4% from the 2006-2008 calendar base year average of 868.

2. To decrease serious traffic injuries five percent from the 2006-2008 calendar base year average of 5,081 to 4,827 by December 31, 2010, from 4,827 to 4,586 by December 31, 2011, and from 4,586 to 4,357 by December 31, 2012.

Status: From January 1 through December 1, 2010, there were 3,515 serious traffic injuries. This represents a decrease of 30.8% from the 2006-2008 calendar base year average of 5,081.

3. To decrease fatalities/100M VMT from the 2006-2008 calendar base year average rate of 1.82 to 1.72 by December 31, 2010, to 1.62 by December 31, 2011, and to 1.52 by December 31, 2012.

Status: From January 1 through December 1, 2010, the fatalities/100M VMT rate was 1.5. This represents a decrease of 17.6% from the 2006-2008 calendar base year average of 1.82.

4. To decrease rural fatalities from the 2006-2008 calendar base year average of 666 to 633 by December 31, 2010, from 633 to 601 by December 31, 2011, and from 601 to 531 by December 31, 2012.

Status: From January 1 through December 1, 2010, there were 407 rural fatalities. This represents a decrease of 38.9% from the 2006-2008 calendar base year average of 666.

5. To decrease urban fatalities from the 2006-2008 calendar base year average of 201 to 191 by December 31, 2010, from 191 to 182 by December 31, 2011, and from 182 to 173 by December 31, 2012.

Status: From January 1 through December 1, 2010, there were 301 urban fatalities. This represents an increase of 49.8% from the 2006-2008 calendar base year average of 201.

6. To decrease unrestrained passenger vehicle occupant fatalities in all seating positions five percent from the 2006-2008 calendar base year average of 412 to 391 by December 31, 2010, and from 391 to 372 by December 31, 2011, and from 372 to 353 by December 31, 2012.

Status: From January 1 through December 1, 2010, there were 348 unrestrained passenger vehicle occupant fatalities in all seating positions. This represents a decrease of 15.5% from the 2006-2008 calendar base year average of 412.

7. To decrease alcohol-impaired driving fatalities five percent from the 2006-2008 calendar base year average of 209 to 199 by December 31, 2010, and from 199 to 189 by December 31, 2011, and from 189 to 180 by December 31, 2012.

Status: From January 1 through December 1, 2010, there were 146 alcohol-impaired driving fatalities. This represents a decrease of 30.1% from the 2006-2008 calendar base year average of 209.

8. To decrease speeding-related fatalities five percent from the 2006-2008 calendar base year average of 149 to 142 by December 31, 2010, and from 142 to 135 by December 31, 2011, and to 128 by December 31, 2012.

Status: From January 1 through December 1, 2010, there were 123 speeding-related fatalities. This represents a decrease of 17.4% from the 2006-2008 calendar base year average of 149.

9. To decrease motorcyclist fatalities five percent from the 2006-2008 calendar base year average of 104 to 99 by December 31, 2010, and from 99 to 94 by December 31, 2011, and from 94 to 89 by December 31, 2012.

Status: From January 1 through December 1, 2010, there were 76 motorcyclist fatalities. This represents a decrease of 26.9% from the 2006-2008 calendar base year average of 104.

10. To decrease unhelmeted motorcyclist fatalities five percent from the 2006-2008 calendar base year average of 67 to 64 by December 31, 2010, and from 64 to 61 by December 31, 2011, and from 61 to 58 by December 31, 2012.

Status: From January 1 through December 1, 2010, there were 44 unhelmeted motorcyclist fatalities. This represents a decrease of 34.3% from the 2006-2008 calendar base year average of 67.

11. To decrease drivers age 20 or younger involved in fatal crashes by five percent from the 2006-2008 calendar base year average of 143 to 136 by December 31, 2010, from 136 to 129 by December 31, 2011, and from 129 to 123 by December 31, 2012.

Status: From January 1 through December 1, 2010, there were 97 fatal crashes involving drivers age 20 or younger. This represents a decrease of 32.2% from the 2006-2008 calendar base year average of 143.

12. To decrease pedestrian fatalities five percent from the 2006-2008 calendar base year average of 54 to 51 by December 31, 2010, from 51 to 49 by December 31, 2011, and from 49 to 47 by December 31, 2012.

Status: From January 1 through December 1, 2010, there were 52 pedestrian fatalities. This represents a decrease of 3.7% from the 2006-2008 calendar base year average of 54.

Activity Measures

13. To increase the number of seat belt citations during grant-funded enforcement activities five percent from the 2006-2008 calendar base year average of 25,789 to 27,078 by December 31, 2010, from 27,078 to 28,432 by December 31, 2011, and from 28,432 to 29,854 by December 31, 2012.

Status: We far exceeded this measure during Fiscal Year 2010, having 35,031 seat belt citations written during federal overtime.

14. To increase the number of DUI arrests during grant-funded enforcement activities five percent from the 2006-2008 calendar base year average of 4,782 to 5,021 by December 31, 2010, from 5,021 to 5,272 by December 31, 2011, and from 5,272 to 5,536 by December 31, 2012.

Status: During Fiscal Year 2010, there were 3,623 DUI arrests made during grant funded overtime. Unfortunately, this goal was not met, possibly due to demands on enforcement officers for other calls for service, personnel issues, military service, budget cuts as well as severe winter weather during the months of January and February and severe flooding in late spring.

15. To increase the number of speeding citations during grant-funded enforcement activities two percent from the 2006-2008 calendar base year average of 46,368 to 47,295 by December 31, 2010, from 47,295 to 48,241 by December 31, 2011, and from 48,241 to 49,206 by December 31, 2012.

Status: During Fiscal Year 2010, there were 40,619 speeding citations written during grant funded overtime. Unfortunately, this goal was not met, possibly due to demands on enforcement officers for other calls for service, personnel issues, military service, budget cuts as well as severe winter weather during the months of January and February and severe flooding in late spring.

Core Behavior Measure

16. To increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles from the 2009 average usage rate of 79.7 percent to 82 percent by December 31, 2010, and to 84 percent to by December 31, 2011, and 86 percent by December 31, 2012.

Status: The 2010 safety belt usage survey results indicate 80.3%

Accomplishments

The following accomplishments are among those made in the area of highway safety by the Commonwealth of Kentucky in Fiscal Year 2010:

- Provided federal funding to 70 law enforcement agencies throughout the state to address identified highway safety problems through year-round enforcement programs.
- Provided federal funding to 54 law enforcement agencies beginning in April through September 30, 2010, for heightened enforcement in targeted counties having the highest number of fatalities.
- Provided federal funding to an additional 59 law enforcement agencies for heightened enforcement specifically during the 2010 "Click It or Ticket" mobilization.
- Provided funds to 15 entities for educational programs, data analysis and training aimed at reducing traffic fatalities and injuries.
- Funded publication of the annual *Analysis of Traffic Crash Data in Kentucky, Traffic Collision Facts and Safety Belt Usage Survey in Kentucky* research report by the Kentucky Transportation Center (University of Kentucky).
- Coordinated enforcement mobilizations emphasizing the major program priorities of occupant protection and impaired driving.
- Continued funding for a state Traffic Safety Resource Prosecutor (TSRP), who provides training and technical assistance to both law enforcement and prosecutors.
- Sponsored the 160-site statewide annual seat belt survey, which indicated an increase in Kentucky's average seat belt usage rate from 79.3% in 2009 to 80.3% in 2010.
- Sponsored an attitudinal survey focused on impaired driving, occupant protection, speeding and distracted driving.
- Sponsored the annual Governor's Impaired Driving Enforcement Awards to recognize law enforcement agencies and officers who excelled at removing impaired drivers from Kentucky's roadways. There were 170 agencies participating in the Governor's Impaired Driving Enforcement Awards program.
- Conducted four statewide media campaigns to coincide with highway safety enforcement mobilizations including "Click It or Ticket," "Blue Lights Across the Bluegrass," "Drunk Driving. Over the Limit. Under Arrest." and major holiday periods.
- Planned and coordinated a Kentucky Lifesavers Conference for the seventh consecutive year.
- Utilized Law Enforcement Liaisons to hold 30 regional briefings to educate law enforcement agencies, elected officials and others about highway safety issues and the national enforcement mobilizations.
- Held six training sessions throughout the state to review responsibilities and procedures for agencies receiving highway safety grants.

- Continued involvement in the Governor's Executive Committee for Highway Safety and its associated emphasis area teams.
- Continued to provide statistical information and resources to grantees as well as the general public through the Kentucky Office of Highway Safety website (<http://highwaysafety.ky.gov>).
- The Child Passenger Safety team, within the Division of Highway Safety Programs, conducted 135 child passenger safety programs (this includes classes, check-up events, booths/presentations and fitting appointments).
- The Division of Highway Safety Programs conducted a total of 593 educational programs (this includes highway safety booths/presentations, young driver programs, rollover simulator demonstrations, distracted driving simulator demonstrations, mature driver programs, corridor/blitz programs and delivering and placing the radar and DUI trailers along Kentucky's roadways as requested by local agencies).

Program Management

At the beginning of each grant year, in October, the Kentucky Office of Highway Safety conducts mandatory regional workshops for grantees. The workshops offer an excellent opportunity for local-level project directors and co-workers to learn about upcoming program expectations and how each grant should relate to their specified program area (such as occupant protection, alcohol, and police traffic services). Participants are able to network with and learn from their regional peers as well as have face-to-face interaction with state-level staff. The workshop presenters encourage questions and open dialog and view this process as an active venue to building stronger, more meaningful partnerships.

The Kentucky Office of Highway Safety branch manager is accompanied at each workshop by three regional grant managers, the financial manager, the traffic safety data coordinator as well as the law enforcement liaison(s) within that area. Most presentations are tailored for law enforcement grantees; however, there is a separate, customized training for non-law enforcement grantees.

Workshop sites for the 2010 grant year included: Kentucky Dam Village in Gilbertsville, the Elizabethtown Police Department, Jenny Wiley State Park in Prestonsburg; the Florence Police Department, and two sessions at the Kentucky Transportation Cabinet's Conference Center in Frankfort. Overall, approximately 121 participants attended from 90 programs, statewide. Individual, one-on-one training was also provided in some instances where participants were unable to attend due to emergency situations.

Topics included: a review of grant contracts and conditions; program planning; completion of monthly and yearly reporting forms, financial forms; audit requirements; mobilization dates with participation requirements and procedures; an overview of the grant monitoring process; and, an overview of the agency (KOHS) website and data resources.

Five additional workshops were also conducted in March to assist mini-grant programs with the topics listed above. Trainings were conducted in London, Elizabethtown, Grayson, Edgewood and Frankfort. Approximately 67 participants attended from 52 programs across the state. (*Note: Mini-grants span a six month cycle: April-September.*)

Impaired Driving – Grants to Law Enforcement

Alcohol countermeasures grants were funded with Section 402 and Section 410 funds for 19 local law enforcement agencies in 16 counties, as well as Kentucky State Police who have statewide jurisdiction.

These agencies worked a combined total of 11,651.5 patrol overtime hours resulting in 2,321 DUI arrests, 2,269 other arrests, 4,212 speeding citations, 5,843 safety belt citations, 205 child restraint citations and 13,470 other citations during the grant year. In addition, these grantees worked a combined total of 1388.5 overtime hours at 433 traffic safety checkpoints resulting in 297 DUI arrests, 212 other arrests, 146 seat belt citations, 26 child restraint citations and 1,186 other citations.

Impaired Driving Enforcement Mobilization

Kentucky coordinated one major mobilization focused on impaired driving in FY 2010, in conjunction with the national “Drunk Driving. Over the Limit. Under Arrest.” mobilization, from August 20 through September 6, 2010. Eight press conferences were held to announce the campaign at various locations across the state.

Seventy-six percent (76%) of all law enforcement agencies statewide participated in the “Drunk Driving: Over the Limit, Under Arrest” mobilization with 221 agencies reporting their enforcement data to the Office of Highway Safety. A total of 668 checkpoints were conducted during this 18-day period. Between checkpoints and patrol enforcement, the mobilization resulted in the following arrests/citations:

DUI Arrests:	1,782	Safety Belts:	5,369
Felony arrests:	1,649	Child Restraints:	313
Drug Arrests:	1,908	No Insurance:	5,362
Fugitives Apprehended:	1,975	Reckless Driving:	657
Suspended Licenses:	1,638	Other Traffic Violations:	19,251
Speeding	12,242	Stolen Vehicles Recovered	93



Division Director Boyd Sigler of the Kentucky Office of Highway Safety, spoke at the “Drunk Driving. Over the Limit. Under Arrest.” press event in Newport, Kentucky. Law enforcement officers from Northern Kentucky counties as well as Southern Ohio attended.



Commander Michael Blanton of the Lexington Division of Police and former UK Football Coach Rich Brooks spoke during a “Drunk Driving. Over the Limit. Under Arrest.” press event held at Commonwealth Stadium in Lexington, Kentucky. State and local law enforcement officers from Central Kentucky as well as media from Central Kentucky were present.



Coach Brooks was available for interviews immediately after the “Drunk Driving. Over the Limit. Under Arrest.” press conference. He was a spokesperson for highway safety during his career with UK.

DUI Enforcement Awards Program

In December 2009, the Kentucky Office of Highway Safety hosted the annual Governor's Impaired Driving Enforcement Awards. The event was held at the Embassy Suites hotel in Lexington on December 2, 2009. Boyd Sigler, Division Director of the Kentucky Office of Highway Safety welcomed the group. Lt. Governor Daniel Mongiardo delivered the keynote address following remarks by Chuck Geveden, Executive Director of the Division of Highway Safety Programs and Mike Hancock, Acting Secretary of the Transportation Cabinet and Governor's Highway Safety Representative. The Kentucky State Police Honor Guard also participated in the event giving the Presentation of Colors.

The event honored 192 officers from 170 law enforcement agencies for their outstanding achievements in enforcement in reducing impaired driving during FY 2009. The individuals receiving awards were collectively responsible for over 6,396 impaired driving arrests from October 2008 through September 2009. Total agency arrests from those who reported were 31,862.



Former Executive Director Chuck Geveden of the Division of Highway Safety Programs, (far left) and Lt. Governor Daniel Mongiardo presented the awards at the Governor's Impaired Driving Enforcement Awards Ceremony. The officer pictured is Deputy Brian *Wooldridge* of the *Anderson County Sheriff's Office*.

Impaired Driving – Grants to Non Law Enforcement Projects

Traffic Safety Resource Prosecutor (TSRP)

Our partnership with the Office of the Attorney General to employ the TSRP position has been in place for four years in Kentucky. Bob Stokes, the TSRP, provides expertise, resources and critical support to Kentucky prosecutors and law enforcement, assisting them with the effective prosecution of traffic safety violations. This project was supported with Section 410 funding.

During the grant cycle, the TSRP:

- Planned, moderated and conducted training directly related to prosecuting highway safety infractions at the 2010 Kentucky Prosecutors Conference in August 2010.
- Presented two “Protecting Lives, Saving Futures” training sessions in January 2010 and May 2010; these sessions focused on the effective detection and prosecution of DUI offenders.
- Conducted one “Lethal Weapon” training in June 2010; this session focused on the effective investigation and prosecution of vehicular assault and homicide cases. This training proved to be a major success as some locally elected Commonwealth Attorneys have requested that this training be conducted regionally and more often.
- Created a 2010 case law update and uploaded this information to the TSRP website for prosecutors and law enforcement members.
- Offered adjunct instruction to law enforcement regarding Drug Recognition Evaluation (DRE) in the area of traffic safety.
- Co-sponsored an accredited training in the area of Crash Reconstruction.

Dr. Carl Citek of the Pacific University College of Optometry conducts a “Horizontal Gaze Nystagmus” workshop during the “Protecting Lives, Saving Futures” training. Pictured right, Dr. Citek is demonstrating the nystagmus present in volunteer John Dudinskie who participated in a supervised wet lab.



Drug Recognition Expert (DRE) Training Program

Kentucky's Department of Criminal Justice Training (DOCJT) at Eastern Kentucky University completed their fifth year of a project to train local and state law enforcement officers in the Drug Recognition Evaluation and Classification Program. This project was supported with Section 402 funding. FY 2010 project activities included two DRE classes, a DRE instructor's course, two recertification classes, and a number of ARIDE (Advanced Roadside Impaired Driving Enforcement) classes. This resulted in fifteen new certified Drug Recognition experts, 23 DREs who were recertified, four new DRE instructors, and 13 prosecutors from various districts and circuits who were educated during the two-day preliminary DRE school. The DRE program had increased success this year in obtaining the necessary drug evaluations for final certification/recertification by conducting this phase of the training in Los Angeles.

The ARIDE training was a new offering this year that proved to be in high demand. One hundred officers completed this 16-hour course, which was created to bridge the gap between the Standardized Field Sobriety Testing (SFST) and the Drug Evaluation and Classification Program. It provided officers with a general knowledge related to drug impairment and enabled them to understand and better utilize the DREs.

Youth Alcohol Program Coordinator

The Kentucky Office of Highway Safety continued for a seventh year to fund a Youth Alcohol Program Coordinator through the Kentucky Crime Prevention Coalition (KCPC). This full-time position supported with Section 402 funding conducts youth alcohol prevention programs for middle schools, high schools and universities throughout the state. These interactive programs use a modified electric golf cart and fatal vision goggles for high school and university students and an electric scooter along with the fatal vision goggles for middle school students to demonstrate how alcohol impairs sight, balance and coordination.

During Fiscal Year 2010, the coordinator conducted 25 Fatal Experience Driving Simulation (FEDS) programs at high schools and universities in addition to 70 Hands On Student Simulation (HOSS) programs in middle schools. The two programs combined reached a total of over 20,544 students throughout the state.

Occupant Protection Program - Grants to Law Enforcement

The Office of Highway Safety utilized Section 402 funds to support occupant protection overtime enforcement programs for nine law enforcement agencies. These grantees worked a total of 1,504 overtime hours, issuing a total of 944 seat belt citations and 33 child restraint citations. In addition, these grantees issued a total of 849 speeding citations, 1,342 other traffic citations, and made 76 DUI arrests during their grant-funded hours. Although the data reveals a dramatic difference from last year's figures, it is due to the fact that more agencies were funded this year in other program areas including six-month mini-grants.

Occupant Protection Enforcement Mobilization



Kentucky coordinated one major mobilization event specifically focused on occupant protection. This mobilization used the “Click It or Ticket” slogan and corresponded with the national mobilization from May 24 through June 6, 2010. A press conference at the State Capitol kicked off the campaign on May 17, 2010. Additional press conferences were held jointly with neighboring states Tennessee and Ohio.

A total of 245 agencies (approximately 66% of all) reported the following activity for the two-week period. Enforcement results are summarized below:

DUI Arrests:	1,434	Safety Belts:	21,351
Felony Arrests:	1,464	Child Restraints:	719
Drug Arrests:	1,591	No Insurance:	6,727
Fugitives Apprehended:	1,765	Reckless Driving:	516
Speeding	11,334	Suspended Licenses:	1,695
Other Traffic Violations:	21,769	Stolen Vehicles Recovered	125

Efforts during the "Click It or Ticket" campaign were strengthened by partnerships with adjoining states. For the last four years, Kentucky law enforcement has partnered with Tennessee law enforcement for a “Hands Across the Border” initiative during the mobilization that includes both media events and traffic safety checkpoints. This year, we began joint media events with Ohio Highway Patrol having a press event at the Fountain Square in Cincinnati. Additional checkpoints and press events were held throughout the state promoting the campaign. Media was invited to set up for live shots and interviews with agency representatives during the traffic safety checkpoints.



Northern Kentucky law enforcement officers and Southern Ohio law enforcement officers lined up their vehicles on both sides of the street at Fountain Square in Cincinnati, Ohio in preparation for the Click It or Ticket media event.



Lt. Chuck Adams of the Frankfort Police Department was awarded a “Saved by the Belt Award” during the press event at the State Capitol to kick off our Click It or Ticket campaign. *Pictured from left to right are former Executive Director Chuck Geveden, Colonel Mike Sapp of the Kentucky State Police, Lt. Chuck Adams of the Frankfort Police Department and Secretary Mike Hancock of the Kentucky Transportation Cabinet.*

The Kentucky Office of Highway Safety continued the “Click It For Tickets” promotion with the Kentucky Speedway for a third year. Individuals not belted at traffic safety checkpoints received a seat belt citation and those belted received a “Click It For Tickets” voucher to be eligible for tickets to upcoming scheduled races. Two sets of tickets were provided to each of these races – the NASCAR Nationwide Series, the NASCAR Craftsman Truck Series and the IndyCar Series.

May Mobilization Grants

A total of \$213,470 in Section 405 funding was expended by law enforcement agencies solely for officer overtime during the May 2010 “Click It or Ticket” Mobilization. A total of 53 agencies utilized this additional funding, including Kentucky State Police and Kentucky Commercial Vehicle Enforcement.

These agencies worked a combined total of 5,109.75 overtime hours of traffic patrol during which they issued 9,525 seat belt citations, 266 child restraint citations, 1,844 speeding citations, 6,891 other citations and also made 105 DUI arrests and 542 other arrests. In addition, they worked a combined total of 334.5 overtime hours at 75 traffic safety checkpoints resulting in 8 DUI arrests, 51 other arrests, 150 seat belt citations, 10 child restraint citations and 625 other citations.

Law Enforcement Liaisons

Kentucky’s Law Enforcement Liaisons (LELs) continued to build networks with law enforcement agencies and to promote greater participation in the traffic safety mobilizations. Kentucky has four LELs who work as contract employees for the Kentucky Office of Highway Safety, responsible for law enforcement outreach in their particular region of the state. In FY 2010, the LELs made over 1,000 visits to city, county, and state agencies. They were instrumental in identifying and selecting agencies to receive funding for special traffic enforcement efforts. The LELs assist the grant program managers by working one-on-one with Kentucky’s police chiefs, sheriffs

and project directors to answer questions regarding grants and referrals for highway safety issues. The LELs also conduct grant monitoring and make recommendations to agencies to attain the goals established in the grant. They assist in recruiting local agencies to participate in highway safety press events and meetings. They also partner with other LELs in neighboring states to coordinate highway safety activities with border agencies.

During Fiscal Year 2010, the LELs held a total of 30 regional meetings in May and August, presenting information on current highway safety priorities and the upcoming national/state mobilizations. Grantees and all other law enforcement agencies in each of the 12 districts are invited, as well as local elected officials. These meetings have proven successful in promoting the objectives of the state Highway Safety Office and the mobilizations. Participants were invited for lunch immediately after the meeting; they received program enhancement items and were given an opportunity to draw for equipment incentive prizes.

The LELs also attended a number of meetings, such as those held by state and regional chiefs and sheriff's associations, the Kentucky Lifesavers Conference in April 2010, and the Governor's Highway Safety Association Conference in September 2010.

Occupant Protection Outreach/Educational Projects

Kosair Children's Hospital – Child Passenger Safety Coordinator

Kentucky's Office of Highway Safety continued to contract with Kosair Children's Hospital to fund sixty-five percent of the salary for a registered nurse/child safety instructor. Major accomplishments in FY 2010 included the following:

- 39 new CPS candidates were certified as technicians and two technicians were recertified.
- Planned & co-instructed a CPS workshop for technicians at the Kentucky Lifesavers Conference in which 49 technicians participated
- Conducted a five hour CEU course for Danville Fire Dept. & Somerset Police Dept.
- 740 child safety seats were checked at two fitting stations & another 200 safety seat checks were conducted at clinics held in Louisville, Bowling Green, Glasgow, Henderson, Richmond and Radcliff Kentucky
- Grantee participated in a public service announcement with KY Radio Network regarding CPS with a special emphasis on booster seats (168 radio stations aired the PSA throughout Kentucky).
- Guest appearance on radio show "The Art of Healthy Living" with Kirby Adams & Dr. Lou Heiser discussing injury prevention with an emphasis on passenger safety for all age groups
- Participated in an interview on the effects of hyperthermia with WHAS & WAVE 3 TV regarding children left in cars
- 60 children were provided appropriate special needs child safety seats upon discharge from Kosair Children's Hospital (Louisville) and five were assisted at UK Children's Hospital (Lexington)

Marshall County Health Department Child Passenger Safety Project

Occupant protection grant funds assisted this health department in delivering child passenger safety education and services to a multi-county area in Western Kentucky known as the Purchase Area Development District. Some of the activities the project director completed this year include:

- Maintained a CPS fitting station, Monday through Friday, at the health department that served Marshall and the surrounding counties (115 seats were inspected or installed).
- Conducted a safety awareness week in McCracken County that included a Ghost Out event at Lone Oak High School.
- Provided CPS educational materials and services to health department clients, area technicians, law enforcement agencies and several community events within the region (including Marshall County Tater Day festival, Fulton County Farm and Home Safety Day, Calloway County Safety Night Out, and for various communities' Safety Awareness Week).
- Program coordinator was the guest speaker at the "World's Biggest Baby Shower" at the Caldwell County Extension Office for expectant parents and community partners from Crittenden and Caldwell Counties.
- Provided update training for all six required CEUs for eight local CPS technicians to maintain their two year certification.
- Organized a mock crash with trial at the Murray High School.
- Organized events and assisted at various events for elementary school, high school and college students in Marshall, Calloway, Fulton and McCracken counties. These events promoted seat belt usage, child passenger safety awareness as well as distracted and impaired driving awareness. The roll-over simulator was used at several of these events demonstrating restraint systems. The distracted driving simulator was also demonstrated.
- Organized and conducted an occupant protection checkpoint at the Marshall County High School, in conjunction with law enforcement. Students were given lifesavers candy if they were bucked up and a dum dum sucker if they were not.
- Conducted seatbelt surveys within the region.
- Several of the events listed above were held in conjunction and partnership with the Office of Highway Safety staff, Kentucky State Police and local law enforcement.

Police Traffic Services Program

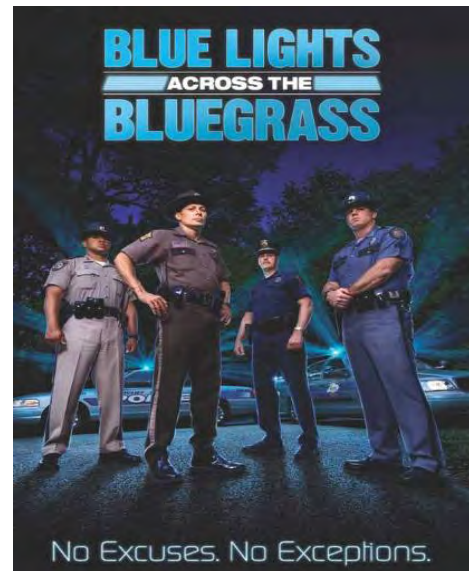
Police Traffic Services – Grants to Law Enforcement

Federal 402 funds supported 41 local agencies as well as Kentucky State Police to work overtime hours to combat speeding and other traffic violations. These agencies worked a combined total of 20,437 patrol overtime hours, resulting in 476 DUI arrests, 2,194 other arrests, 29,652 speeding citations, 11,591 seat belt citations, 360 child restraint citations and 25,854 other citations. In addition, they worked a combined total of 623 overtime hours at 118 traffic safety checkpoints resulting in 21 DUI arrests, 92 other arrests, 88 seat belt citations, 8 child restraint citations and 584 other citations.

Federal 406 funds supported 54 local agencies in high-crash areas throughout the state to work overtime enforcement beginning April 1, 2010 through September 30, 2010. These six-month mini-grants worked 8,499.5 overtime enforcement hours helping support efforts to reduce impaired driving and speeding and to increase seat belt usage. This overtime generated 4,062 speeding citations, 319 DUI arrests, 890 other arrests, 6,749 seat belt citations, 178 child restraint citations and 12,204 other traffic violations.

In an effort to raise awareness of traffic safety laws and encourage safe driving habits, the Kentucky Office of Highway Safety sponsored the “Blue Lights Across the Bluegrass” campaign July 1 through August 8, 2010. The objective was to reduce serious injuries and fatalities during a time period that is typically very dangerous for motorists.

Press events to kick off the campaign were held in Jefferson County and Woodford/Franklin County at interstate rest areas. Law enforcement agencies throughout the Commonwealth maintained high visibility, directing particular attention to motorists who were not buckled up, speeding, or were driving impaired.



Kentucky Lifesavers Conference

The Kentucky Office of Highway Safety hosted the Kentucky Lifesavers Conference for the seventh consecutive year. This year’s event was at the Louisville Marriott on April 19-21, 2010. Partners involved in planning the conference included the National Highway Traffic Safety Administration, Federal Highway Administration, Kentucky Office of Highway Safety and the Kentucky Transportation Cabinet. Transportation Cabinet Secretary Mike Hancock and Chief Robert White of the Louisville Metro Division of Police welcomed over 300 participants to the Kentucky Lifesavers Conference.

The workshops included topics from the four E's – Enforcement, Engineering, Education and Emergency Response.



The Kentucky Air National Guard Base Honors Team gave the Presentation of Colors at the Kentucky Lifesavers Conference.

Deputy Toni Glover of the Jefferson County Sheriff's Office sang the National Anthem.



The Oldham County Police Department was an award recipient during the Annual Awards Luncheon of one of our four E's – "ENFORCEMENT". They have maintained a strong highway safety program for over 15 years and have consistently had one of the highest contact ratios throughout the state averaging 4.0 contacts per hour. *Pictured from left to right are Northern Kentucky LEL Bob Douglas, Lt. Colonel Billy Way and Chuck Geveden.*



The Paducah Area Transit System was one of the exhibitors at the KY Lifesavers Conference and was available for tours throughout the conference.

The mobile simulator trains bus and truck drivers as well as emergency responders in safe driving techniques.

Safe Communities Program

During Fiscal Year 2010, Section 402 funding was used to support two Safe Communities Projects.

Madison County Health Department

This central Kentucky health department continued a long-term program of educating the community about various traffic safety issues, utilizing a county-wide safety coalition and a strong network of public, private, and non-profit partners. As a result of their efforts, the Madison County Safety Coalition was designated an International Safe Community by the World Health Organization (WHO). They were also honored in 2010 as "Group of the Year" by the Kentucky Public Health Association and were selected to serve on a national committee that is working to implement national injury prevention standards for local health departments.

Other accomplishments for FY 2010 included:

- Educated students (elementary through college) about traffic safety issues through a variety of classroom presentations, interactive programs, take-home information, and class projects. Distributed traffic safety information to the public at health and safety fairs, community events, churches, work sites and conferences.
- Coordinated public child passenger safety check-up clinics in Richmond and Berea. Technicians at the Health Department's permanent fitting stations also installed 220 child safety seats and 56 booster seats, and consulted with hundreds of others about CPS questions.
- Held training for daycare centers regarding transporting children in 12-15 passenger vans and provided/installed booster seats.

- Continued a partnership with Eastern Kentucky University nursing students to coordinate a “Battle of the Belts” competition among all Madison County high schools; to conduct “Ghost Out” programs to educate students about the consequences of impaired driving; and to conduct quarterly county-wide observational seat belt surveys.
- Monitored the vehicle seating position of children who were picked up from elementary schools to gather data for the ongoing “Always Buckle up Children In the Back Seat” initiative.

Cumberland Valley Area Development District

This grant funded the activities of a highway safety educator within the southeast region of the state who focused on outreach to young drivers. Her activities included the following:

- Conducted presentations and coordinated educational programs at middle and high schools throughout the region. These programs emphasized the graduated driver laws, seat belt usage, speeding, distracted driving, and impaired driving.
- Conducted observational seat belt surveys at all high schools in the region at the beginning and end of the school year. Seat belt usage increased an average of seven percentage points by the end of the school year at these schools.
- Provided educational information on impaired driving and child passenger safety at festivals and other public events.
- Assisted with two child passenger safety events in conjunction with the Kentucky Office of Highway Safety.

Other Program Areas

Pedestrian/Bicycle Safety

Kosair Children’s Hospital continues to receive grant funding for their BIKES (Behaviors Illustrating Knowledge that Ensures Safety) project supported by Section 402 funds, a program geared to educate fourth and fifth grade elementary school children about bicycle and pedestrian safety. During FY 2010, the coordinator of this program conducted 157 school bike rodeos in 65 different counties, reaching approximately 20,000 students throughout Kentucky. In addition more than 2,000 safety helmets were distributed and/or fitted in conjunction with other agencies throughout the state.

Accident Investigation

Kentucky State Police received a grant for crash data recovery training and equipment needed for accident investigation supported with Section 402 funds. In January 2010, eight Crash Data Recovery (CDR) Analysts attended a Collision Retrieval Conference in Lexington, Kentucky that was hosted by the Lexington Metro Division of Police. An advanced collision reconstruction seminar was held in Frankfort in April, 2010, there were 58 law enforcement officers from both state and local agencies throughout the state attended this training including our statewide Traffic Safety Resource Prosecutor. This is the first time this type of training has been offered in Kentucky that incorporated researched perception/response software, which assists an investigator in customizing perception/response for a particular collision. They purchased two total stations, four field grade laptop computers, two printers as well as CDR updates.

Traffic Records

Kentucky Injury Prevention & Research Center. Study of CODES Injury Indicators

This project supported with Section 402 funding linked 2008 data from the state CRASH database with hospital inpatient and outpatient databases to better understand nonfatal injuries caused by collisions. This study resulted in the completion of eight injury indicator reports for crashes involving each of the following emphasis areas identified in Kentucky's Strategic Highway Safety Plan: impaired driving, lane departure, aggressive driving, distracted driving, young drivers, occupant protection (seat belt use or nonuse), commercial vehicles, and motorcycles. Each of these reports provides a detailed look at the manner of each type of collision and its contributing human factors, as well as the individuals who received hospital care, the type of care received, the associated hospital charges, and the potential for long-term disabling injuries. The reports were discussed with the Governor's Executive Committee on Highway Safety and were also presented to the CODES advisory board. In addition to these indicator reports, the project also included a thorough analysis of the 31% decrease in nonfatal crash-related injuries between 2000 and 2009, offering several hypotheses about the factors that contributed to this trend.

Traffic Safety Information system Improvement Grants (Section 408)

Kentucky Hospital Association

The Kentucky Hospital Association (KHA) has a continuation grant to collect Emergency Department data supported with Section 408 funds. KHA contracts with data provider, CompData, who actually collects, compiles and edits patient records. Data are collected for each fiscal year (for example: data collection for FY 2010 began the third and fourth quarters of calendar year 2009 and the first and second quarters of calendar year 2010). Data are then submitted to the Kentucky Office of Highway Safety as well as the Kentucky Cabinet for Health and Family Services for further analysis.

For FY 2010 the following data was reported:

Time Period	Claim Number	Inpatient Records	Outpatient Records	Total Records Delivered	Grant Eligible Records *
July – September 2009	1-3	164,879	925,408	1,090,287	497,126
October – December 2009	4-6	164,738	923,150	1,087,888	546,059
January – March 2010	7-9	163,945	829,105	993,050	477,120
April – June 2010	10-12	158,868	882,273	1,041,141	495,403
Total		652,430	3,559,936	4,212,366	2,015,708

**Grant eligible denotes patients treated related to motor vehicle crashes.*

Kentucky Board of Emergency Medical Services

This project involved contracting with an experienced company to set up a new internet-based data collection system to be used by emergency medical services providers in Kentucky. During FY 2010, the new system was implemented and tested and data from the old system was uploaded. Training for agencies was provided at the Kentucky Ambulance Providers Association conference in September. The new system is now live and allows EMS agencies to enter pre-hospital patient care information from their emergency runs in a NEMSIS (National Emergency Medical Services Information System) compliant format. Early in the upcoming year, all Kentucky EMS providers will be required to submit their data electronically. The availability of this data is expected to be valuable to highway safety researchers and could ultimately lead to improved patient outcomes from vehicular crashes.

Kentucky State Police – CRASH Compliance with NIEM 2.0

The CRASH Compliance with NIEM 2.0 Project allowed KSP and vendor IDMS to modify all file layouts and extracts associated with collisions and citations which will allow them to adhere to the National Information Exchange Model (NIEM), which serves as the national standard for data sharing. The project enables the facilitation of sharing quality criminal justice information and data with federal, state and local law enforcement agencies.

Kentucky State Police – Integration of VIN Assist into E-CRASH

The integration of VIN Assist into E-CRASH project enhanced the existing CRASH application to improve the quality of vehicle identification data entered and accepted into the CRASH application by reducing the number of incorrect VINs entered.

University of Kentucky – KY Transportation Center Locating Traffic Crashes

This study examined a random sample of 222 crashes from 2009 to determine the accuracy of GPS location information on collision reports. Final results indicated that 92% of the studied crashes were accurate, compared to around 50% accuracy in a similar study conducted six years earlier. Most of the improvement was attributed to the implementation of the MapIt system in the state's electronic collision reporting system. The study concluded that accuracy can be further improved by moving to electronic-only submissions for collision reports (planned for 2011), by including more geographic reference points when possible, and better training for officers on mapping crash locations.

Motorcycle Safety

Section 402 and Section 2010 funding were used to support motorcycle safety and share the road public awareness messaging through paid media as well as educational materials. Motorcycle Coordinator John Dudinskie as well as the four law enforcement liaisons has distributed educational materials related to motorcycle safety throughout the state. He has also presented about this topic during the Kentucky Lifesavers Conference as well as special events. The overhead dynamic message boards on interstates and parkways were also utilized during Motorcycle Awareness month to promote the motorcycle safety campaign.



Pictured is one of the visuals for posters and billboards promoting public awareness about sharing the road with motorcyclists. These are distributed to law enforcement throughout the state and at special events promoting motorcycle safety.

Paid Media Report

In FY 2010, Kentucky conducted two major paid media campaigns (occupant protection and impaired driving) and a variety of sustained traffic safety messaging through sports venues. The two major campaigns ran in conjunction with the occupant protection and impaired driving enforcement mobilizations in the spring and late summer of 2010, with a total expenditure of \$649,310.33 for advertising and services provided by New West, LLC, the state's media contractor. This included expenses such as market research, media buying, editing of spots, account management, etc. Details from each campaign are described below.

“Click It or Ticket” Campaign May 10 – June 6, 2010

Kentucky used the “Click It or Ticket” slogan for the May seat belt campaign. The “Stuck With a Ticket” ad developed by NHTSA was utilized on cable stations statewide. Two NHTSA radio ads, “Car Talk” and “CIOT Cracking Down” were rotated throughout the campaign.

A media plan was developed that primarily targeted men age 18-34 and 15 to 17 year old teens. A secondary target was Hispanic and African-American men, age 18-34. Radio and cable TV were chosen as the primary media formats for reaching the target demographic. Other formats, such as billboards, Internet and cinema ads were used to supplement the campaign's reach with the target groups. For the purpose of the media buy, we targeted various counties statewide with a high percentage of unbelted fatalities.



The total cost for this campaign was \$349,955.33. This contract was supported with Section 402 and Section 405 funding. The following page indicates a breakdown of media costs:

Media	May				June				
	4	11	18	25	1	8	15	22	
	Bonus Media - reflected in June								
<u>Lexington Radio</u>									
200 GRP's/Week Hispanic Radio no longer available in Lexington.	Note:								\$ 11,560.00
<u>Louisville Radio</u>									
200 GRP's/Week Hispanic Radio will be included in Louisville Market.	Note:								\$ 20,740.00
<u>Bowling Green Radio</u>									
200 GRP's/Week									\$ 7,280.00
<u>Evansville Radio (Henderson County)*</u>									
200 GRP's/Week									\$ 8,110.00
<u>Cincinnati Radio (Boone, Campbell, Grant, & Kenton)*</u>									
150 GRP's/Week									\$ 28,000.00
*Priority One counties that are covered. Covers additional Priority 2 counties.									
Kentucky News Network - Affiliate List Attached Spots/week M-F 6-7P Covers Priority 1 & 2 Counties	25								\$ 17,000.00
<u>Priority One Radio - Counties not covered by above markets</u>									
Priority One Stations - 25 Spots/Week Per Station (See attached list)									\$ 29,000.00
Cable Television - Priority One Counties Only									\$ 114,044.50
Outdoor Advertising - #50 in Priority One Counties (Oldham & Shelby Counties are not available - sold out)									\$ 31,555.00
Outdoor Printing/Shipping									\$ 8,500.00
<u>Priority Two Radio - Counties not covered by above markets</u>									
Priority Two Stations - 25 Spots/Week Per Station (See attached list)									\$ 33,500.00
<u>Internet Advertising</u>									
My Space - 7,105,628 Impressions in the State of Ky									\$ 15,000.00
SourceInterlinkMedia - Automotive Magazine Sites/Male Magazines 473,229 Impressions in the State of Kentucky									\$ 3,785.83
Administrative, Account Service									\$ 5,825.00
Media Planning/Buying									\$ 16,055.00
Grand Total									\$ 349,955.33



August 19—September 12, 2010

This campaign utilized NHTSA's "Drunk Driving. Over the Limit. Under Arrest." national TV and radio spots, which were tagged with the Kentucky logos. This campaign utilized radio, cable TV and outdoor billboards to reach the male 18-34 demographic.

The Lexington and Louisville markets were defined as top priority due to the large number of alcohol-related fatalities in counties covered by these media markets. Secondary priority areas were defined as all other counties that the Kentucky Office of Highway Safety ranked in the top 25 for highway safety problems according to 2007-2009 data. The total cost of the media buy for this campaign, including fees to New West, was \$299,355. More money was spent on the 2010 campaign compared to last year because we purchased outdoor billboards (*pictured below*).

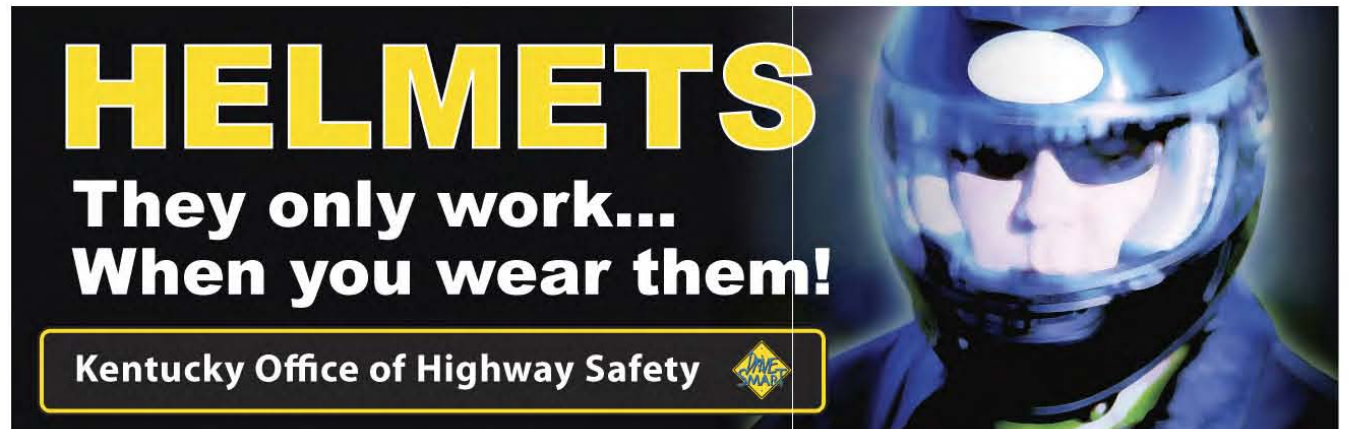


The following page is a breakdown of media costs:

Media	August				September				
	2	9	16	23	30	6	13	20	
On-Air Dates			19-22	26-29	2-6				
<u>Bowling Green - (Counties Covered Warren & Barren)</u>	FRI-SUN ONLY								
Radio (175 GRP's/Week) WBVR, WLYE, WGGC, WPTQ									\$ 11,603.00
Outdoor - Warren and Barren Co. Poster									\$ 2,463.00
<u>Charleston (Ashland) - Boyd Co.</u>									
Radio - WQHY, WDHR, WIFX, WXKQ, & WZLK 20 spots per week per station									\$ 6,500.00
Outdoor - Boyd Co. Poster									\$ 800.00
<u>Cincinnati (Northern Kentucky - Kenton, Boone & Campbell)</u>									
Cable TV - Boone, Kenton, & Campbell 150 GRP's/Week on Major Interconnects									\$ 15,750.00
Outdoor - Digital Bulletin									\$ 5,000.00
<u>Evansville (Owensboro) - Counties Covered Daviess</u>									
Radio (175 GRP's/Week) - WBKR, WOMI, WGBF & WSTD									\$ 10,710.00
Outdoor - Daviess Co. Bulletin									\$ 3,100.00
<u>Lexington - Fayette, Madison, Jessamine, Franklin & Clark</u>									
Cable TV - Major Interconnect & Supplemental Systems 150 GRP's/Week on Major Interconnects									\$ 55,000.00
Radio (Lex Metro) (175 GRP's/Week) Stations for consideration: WKQQ, WLKT, WXZZ, WBUL, Outdoor - Fayette (2), Madison (1), Jessamine (1), Franklin (1) & Clark (1)									\$ 13,388.00
									\$ 11,661.00
<u>Louisville - Jefferson, Bullitt, Nelson & Hardin</u>									
Cable TV - Major Interconnect & Supplemental Systems 150 GRP's/Week on Major Interconnects									\$ 42,000.00
Radio (Lou Metro) (175 GRP's/Week) Stations for consideration: WAMZ, WGBZ, WDJX, WLGX									\$ 24,500.00
Outdoor - Jefferson Co - 3 Bulletins									\$ 12,750.00
<u>Paducah - Counties Covered McCracken & Marshall</u>									
Radio - WDDJ, WKYQ, WQQR, & WKYX 20 spots per week per station									\$ 10,250.00
Outdoor - McCracken & Marshall Co Poster									\$ 2,500.00
<u>Hopkinsville - Counties Covered Christian & Hopkins</u>									
Radio - WVVR & WHOP-AM 20 spots per week per station									\$ 6,250.00
Outdoor - Christian (1) & Hopkins (1) Co Posters									\$ 1,680.00
<u>Outlying Counties - Pike, Floyd, Laurel, Perry & Pulaski</u>									
Radio Station - TBD - 20 Spots a week per station									\$ 24,450.00
Outdoor - One Poster per counties where available									\$ 12,500.00
Media - Planning/Buying Costs, Account Services (255 Hours @ \$95; 15 Hours @ \$25)									\$ 24,600.00
Two Audio News Releases									\$ 1,900.00
Grand Total									\$ 299,355.00

Motorcycle Safety Campaign

Radio ads and outdoor billboards were utilized for Motorcycle Safety Month from May 3 through June 7, 2010. Males 18-34 were targeted in counties with a high number of motorcycle fatalities. A total of \$99,121 in Section 2010 and Section 402 funds was expended to encourage the use of helmets and emphasize a driver/rider responsibility to “share the road.”



The following page is a breakdown of media costs for the campaign:

Media	May				June				
	3	10	17	24	31	7	14	21	
<u>Bowling Green</u>									
Counties - Warren & Barren									
Radio (250 GRP's/Week) WBVR, WDNS, WGGC, WLYE & WPTQ									Bonus Spots \$ 12,171.00
Outdoor - #50 Poster Showing - 8 Warren & 3 Barren									\$ 6,533.00
<u>Evansville (Owensboro)</u>									
Counties - Daviess									
Radio - WABX, WGBF, WKDQ & WLFW 250 GRPs per week									Bonus Spots \$ 9,104.00
Outdoor - #50 Poster Showing - 9 Daviess									\$ 6,165.00
<u>Lexington</u>									
Counties - Fayette - Outlying Counties - Pulaski, Pike, Harlan, Laurel & Perry									
Radio (Lex Metro) (250 GRP's/Week) Stations for consideration: WBUL, WKQQ, WLAP & WXZZ									Bonus Spots \$ 10,730.00
Outlying Radio - WKEQ, WSEK, WDHR, WXLN, WFSR, WHLN, WSGS, WTBK & WZQQ - 25 Spots a week per station									Bonus Spots \$ 9,142.00
Outdoor - #50 Poster Showing - 2 Perry & 3 Pike									\$ 2,300.00
<u>Louisville</u>									
Radio (Lou Metro) (250 GRP's/Week) Stations for consideration: WQMF, WKRD, WSFR, WTFX & WLGX									Bonus Spots \$ 17,947.00
<u>Paducah</u>									
Radio - WQQR, WDDJ & WKYQ 25 spots per week per station									Bonus Spots \$ 11,156.00
<u>Hopkinsville</u>									
Radio - WVVR, WHOP & WZZP 25 Spots a week per station									Bonus Spots \$ 6,503.00
Outdoor - Christian County Not Available									
Media - Planning/Buying Costs & Invoice Reconciliation (55 Hours @ \$95)									\$ 5,225.00
Account Service & Administrative Costs									\$ 2,145.00
									Grand Total \$ 99,121.00

WLEX-TV18 Safe and Sober Campaign



WLEX-TV18, the NBC affiliate out of Lexington, hosts the Safe and Sober campaign each year. It offers free taxi rides home within a 30-mile radius from downtown Lexington during Memorial Day weekend, Fourth of July weekend, Labor Day weekend and throughout the Christmas and New Year's Eve holidays.

The Kentucky Office of Highway Safety's (KOHS) sponsorship allows for 30-second public service announcements to air throughout each holiday weekend during NBC programming. WLEX also identifies the KOHS as a sponsor during commercials promoting the taxi rides and on campaign posters. KOHS representatives also regularly appear on the WLEX Noon show before each major holiday campaign.

The \$10,000 contract is paid for with FHWA Highway Safety Funds.

Sports Media Opportunities

Kentucky Speedway

For the fifth consecutive year, the Kentucky Office of Highway Safety (KOHS) contracted with the Kentucky Speedway, located in Sparta (northern Kentucky). The Kentucky Speedway is a 66,089 seat racing venue that hosts races from the NASCAR Nationwide Series, NASCAR Craftsman Truck Series, and the Indy racing League IndyCar Series. The Speedway hosts between 30 and 50 events each year with an annual attendance over 250,000.



This \$90,000 contract allowed advertising and promotional opportunities throughout the racing season (from October 2009 through September 2010).

Highway safety messages were displayed through the following at each racing event held at the Kentucky Speedway: one outside billboard and two trackside billboard (14' x 48'), one main concourse sign and one pedestrian tunnel sign, one full-page color advertisement in souvenir programs, sponsorship of parking credentials, commercial display space (20' x 30'), closed circuit TV spots, five PA announcements, and one 30-second TV spot on Fox Sports Network's Kentucky Speedway Racing Report. The contract also allowed for pre-race activities during the racing season and sponsorship of Kentucky Speedway's e-mail blast: "Drive Smart Preferred Line." During events that are



televised live from the Speedway, it is estimated that the viewing audience is over 1.3 million.

The KOHS was the title sponsor for the “Click It or Ticket Buckle Up Kentucky Nationwide Series Practice Night” on June 11, 2010, and the “Drive Smart Buckle Up Kentucky Firestone Indy Lights 100” on September 4, 2010. Sponsorship included the same promotional opportunities with an increase in the display area (40’ x 80’) and ten PA announcements. Race sponsorship also included the logo on the souvenir program cover with one full-page color advertisement inside, placement of temporary banners throughout the track, and the opportunity for the highway safety office to designate a Grand Marshall and honorary starter. The logo also appeared on the sponsor credentials, flag stand, victory lane

areas, the infield grass and pace car. Highway safety personnel participated in the trophy presentation to the race winner. This contract is paid for with Section 406 and Section 410 funding.

Rupp Arena Sports and Entertainment Properties

The Kentucky Office of Highway Safety updated its existing contract with Rupp Arena Sports and Entertainment Properties with an increase in the 2010 - 2011 cost due to the addition of an electronic courtside video board. The contract runs from August 1, 2008 through July 31, 2011, to be paid in three installments:

- 2008 – 2009 \$108,000
- 2009 – 2010 \$108,000
- 2010 – 2011 \$111,240

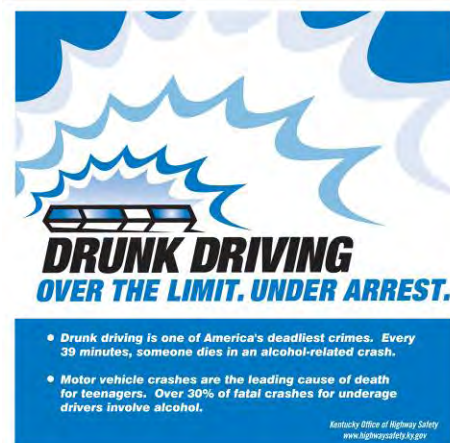


Rupp Arena, in downtown Lexington, seats over 23,000 and hosts events including the University of Kentucky men’s basketball games, which consistently fill to capacity. Additionally, four women’s basketball games, the Kentucky High School Athletic Association’s (KHSAA) boys state basketball tournament, musical concerts, family shows, and the Lexington Horsemen indoor football games are held in the arena.

The KOHS displays three separate messages on the electronic courtside signs: “Click It or Ticket” (above), “Drunk Driving. Over the Limit. Under Arrest.”, and Drive Smart Kentucky.

The contract includes the following platforms for highway safety messaging:

- Four 3' x 20' revolution panels located under one video board.
- One video feature per UK basketball, KHSAA and Lexington Horsemen games: "Drive Smart Drive of the Game."
- One 30-second commercial per programming hour and five minutes of static branding time per hour per event on a entryway plasma video panel in the lobby of Rupp Arena.
- Five large parking booth signs and two post signs outside of Rupp Arena.
- One unit of electronic courtside signage displayed for two minutes each LED electronic courtside signage (*pictured above*)
- Messaging rights on two matrix boards facing both the east and west sides of the adjoining Hyatt Hotel.
- The opportunity to set up information tables at six events per year at Rupp Arena or the Lexington Convention Center.
- Three instant replays per UK men's basketball home games.
- One instant replay per KHSAA and Lexington Horseman games.
- Exclusive sponsor of the score ticker on all concourse televisions inside Rupp Arena
- Four 3' x 20' revolution panels located under each video board.
- Exclusive partner on all Rupp Arena seat cup holders.
- Ten table tops in the food court of the Lexington Center (*the impaired driving campaign graphic, pictured above, is one of four table tops*).

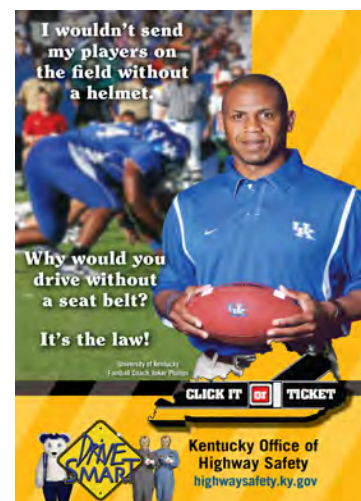


Rupp Arena has proven to be a very worthwhile venue. Approximately one million patrons attend an event at Rupp Arena each year. Total attendance at University of Kentucky men's basketball games alone is over 370,000 per season. It is estimated that the program generated over 15 million exposures through the various messages that were placed inside and outside the arena. This contract is paid for with Section 406 and Section 410 funding.

IMG Communications (formerly Big Blue Sports Marketing)

The contract with IMG promotes highway safety messaging at University of Kentucky home football games, men's and women's basketball games and baseball games.

A FY 2009 contract, totaling \$570,561 ran from July 1, 2009 through June 30, 2010. The FY 2010 contract totals \$645,175 and runs from July 1, 2010 through June 30, 2011.



Advertising includes:

- 30 second radio and television ads featuring the coach during locally broadcast games, coach shows, and special events.



Media Coordinator Erin Eggen threw out the first pitch at the sponsorship baseball game on May 15, 2010.

- Game day sponsorship with the opportunity for an information booth and/or halftime or pre-game highway safety demonstration.
- Print ads featuring the coach in sponsored game day magazine.
- Replay sponsorship at all games.
- PA announcements at all games.
- Logo and message on posters featuring team picture and game schedule.
- Parking pass sponsorship.
- Various electronic and static signage throughout each venue.

“Click It or Ticket” and “Over the Limit. Under Arrest” are the primary messages, although other highway safety topics such as “Drive Smart,” distracted driving, and young driver issues are also promoted. This contract is paid with Federal Highway Administration, (FHWA) funding.

Kentucky High School Athletic Association (KHSAA)



The Drive Smart Kentucky Bear hands out giveaways to a lucky row during the girls' state basketball tournament on March 16, 2010.

The Kentucky Office of Highway Safety (KOHS) extended its \$17,000 contract, which began in 2008, with the Kentucky High School Athletic Association (KHSAA) through June 30, 2011, with FHWA Highway Safety Funds.

Along with the previously mentioned boys' state basketball tournament at Rupp Arena in Lexington, the KOHS also has an information booth, signs, public service announcements and row giveaways at the girls' state basketball tournament at Diddle Arena in Bowling Green. Additionally through the KHSAA, signage is displayed and promotional announcements are made at various other high school sporting events and tournaments such as the state football finals and state track and field championships.

Kentucky High School Radio Network Scoreboard (Clear Channel Radio)



All high school scores and coaches' interviews can be heard across the state of Kentucky each Friday night from 10 p.m. to midnight. During these shows, the Kentucky

Office of Highway Safety runs four 30-second public service announcements (PSAs) for a total of 33 weeks. The PSAs rotate between "Click It or Ticket," "Drunk Driving. Over the Limit. Under Arrest." as well as distracted driving and young driver issues. The \$6,600 contract, paid with FHWA Highway Safety Funds, ran from August 14, 2009 through March 26, 2010.

WAZOO Sports, Inc.



Wazoo Sports, Inc. is a Regional Sports Network that delivers original Kentucky sports programming twenty-four hours a day, seven days a week, including LIVE broadcasts of high school, NCAA, NAIA and youth sports on television and over the Internet. Wazoo Sports has aired over 325 live games online since December 2007 and has broadcast 37 games on television including NBC, ABC and FOX affiliates during the 2008-2009 basketball season.

The \$60,000 contract with the Kentucky Office of Highway Safety is paid for with FHWA Highway Safety Funds. It includes sponsorship of all Wazoo sports games and promos, a rotation of 30-second public service announcements on live, online and on-demand games, and a static banner on www.wazoosports.com. The contract runs from December 1, 2009 through December 31, 2010.

Louisville Bats



The Kentucky Office of Highway Safety contracted with the Louisville Bats for the fourth consecutive year during the 2009 - 2010 baseball season. The \$22,500 contract is paid with FHWA funding and runs from April 2009 through September 2010. The Louisville Bats, the Triple-A affiliate of the Cincinnati Reds, are second in the International League in attendance, with an average of 8,553 fans per game.

The contract includes:

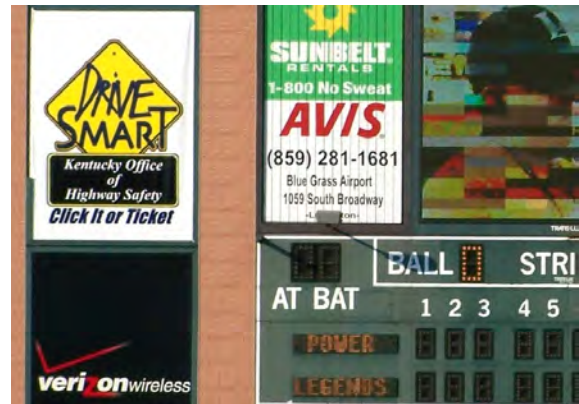
- One 8' x 16' outfield wall signage (*pictured*)
- One 30-second video commercial at each of the 72 home games.
- One 10-second highway safety announcement and four 30-second commercials (576 total) during each of the 144 games broadcast on WKRD 790 AM.
- One game sponsorship, including a display table in the stadium's concourse to distribute information and an on-air interview with the radio broadcaster.

- A highway safety announcement reminding fans to drive safely at the end of the 72 home games is accompanied by our logo on the video board.
- Two 30-second radio commercials during each of the 162 Cincinnati Reds games

Lexington Legends

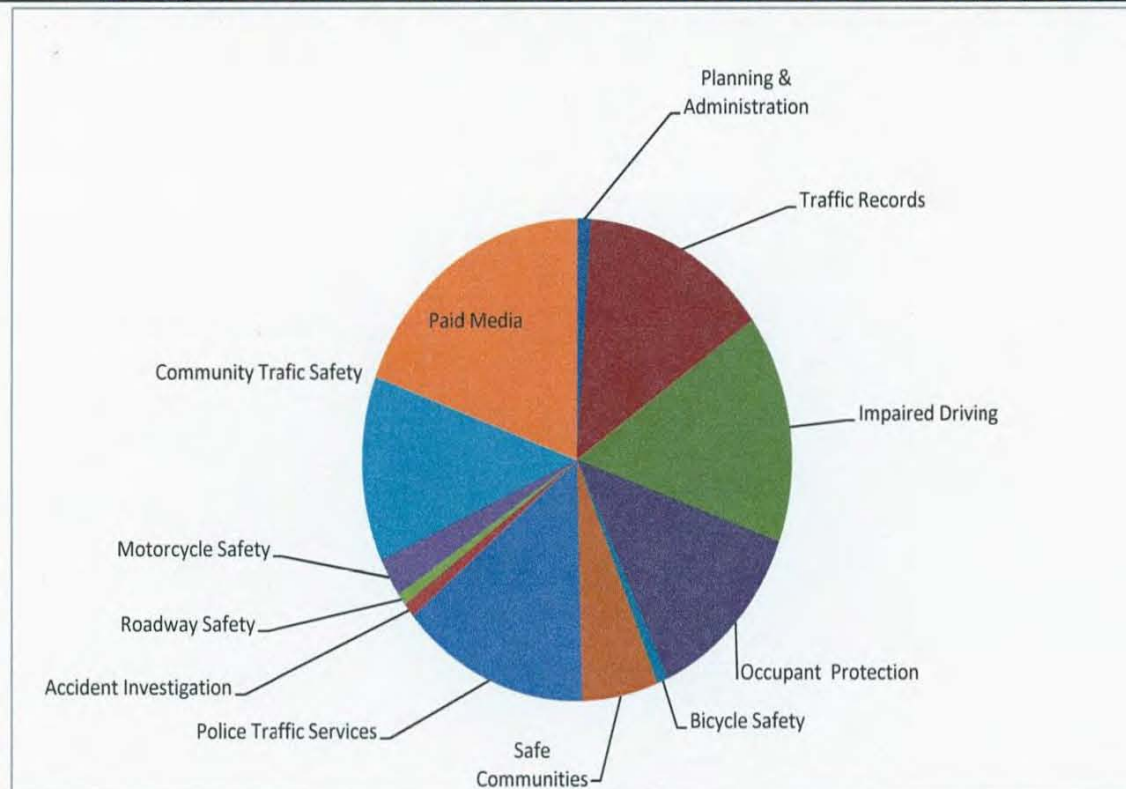
The Kentucky Office of Highway Safety renewed its contract with the Lexington Legends to advertise during the 2009-2010 baseball season. The Legends, a Class “A” affiliate of the National League Houston Astros, play at Applebee’s Park, which seats more than 6,000 people. In addition to games, Applebee’s Park also hosts musical concerts, family shows, and other special events. The \$25,000 contract allows the office to promote highway safety at all events held at Applebee’s Park running from December 5, 2009 through December 4, 2011.

The contract is supported through Section 406 and Section 410 funding and includes one permanent panel on the scoreboard (*pictured*), one mobile marquee, Drive Smart parking lot signs, 30-second radio spots, instant replay and game sponsorship. At the sponsorship game, the Drive Smart Kentucky Bear threw out the first pitch and the office hosted an informational booth in the concourse.



FY 2010 Financial Summary (Expended Funds)

	<u>402</u>	<u>405</u>	<u>406</u>	<u>408</u>	<u>410</u>	<u>2010</u>	<u>Total</u>	<u>% of Total</u>
Planning & Administration	\$61,413		\$5,982				\$67,395	1.1%
Traffic Records	\$111,532			\$811,049			\$922,581	15.6%
Impaired Driving	\$455,648				\$551,281		\$1,006,928	17.1%
Occupant Protection	\$605,492	\$213,470					\$818,962	13.9%
Bicycle Safety	\$54,410						\$54,410	0.9%
Safe Communities	\$77,810		\$295,460				\$373,270	6.3%
Police Traffic Services	\$925,512		\$4,884				\$930,396	15.8%
Accident Investigation	\$61,736						\$61,736	1.0%
Roadway Safety	\$53,862						\$53,862	0.9%
Motorcycle Safety	\$60,123					\$110,425	\$170,548	2.9%
Community Traffic Safety	\$174,936						\$174,936	13.8%
Paid Media	\$291,429	\$257,982	\$169,000		\$547,142		\$1,265,553	21.4%
TOTAL	\$2,933,904	\$471,451	\$475,325	811,049	1,098,422	110,425	\$5,900,576	100.0%





KENTUCKY TRANSPORTATION CENTER

2010 DRIVER ATTITUDES AND AWARENESS SURVEY





OUR MISSION

We provide services to the transportation community through research, technology transfer and education. We create and participate in partnerships to promote safe and effective transportation systems.

OUR VALUES

Teamwork

Listening and communicating along with courtesy and respect for others.

Honesty and Ethical Behavior

Delivering the highest quality products and services.

Continuous Improvement

In all that we do.

**Research Report
KTC-10-15/KSP4-10-1F**

2010 DRIVER ATTITUDES AND AWARENESS SURVEY

by

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in cooperation with
Kentucky Transportation Cabinet
Commonwealth of Kentucky

The contents of this report reflect the views of the authors who are responsible for the facts and accuracy of the data presented herein. The contents do not necessarily reflect the official views or policies of the University of Kentucky or the Kentucky Transportation Cabinet. This report does not constitute a standard, specification, or regulation. The inclusion of manufacturer names or trade names are for identification purposes and are not considered endorsements.

August 2010

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EXECUTIVE SUMMARY

A basic set of questions were developed that could be used in periodic surveys that track drivers attitudes and awareness concerning impaired driving, seat belt use, and speeding issues. The objective of the survey was to learn the knowledge, views, and behaviors of drivers in these areas. The objective of this report is to document the results of the 2010 baseline survey.

The method used to conduct the survey was a telephone survey. In addition to questions for the three major highway safety areas of impaired driving, seat belt use, and speeding, an additional question was added which dealt with distracted driving. General information about the driver's sex, age, ethnic or racial group, and education was also obtained. A total of 508 interviews were completed.

The survey shows that drivers do not self-report many violations in their driving behavior. Only a few drivers admitted to violating the law in the areas surveyed (safety belt use, speeding, and impaired driving). For example, the percentage of drivers who indicated they used their safety belt "all of the time" was higher than the observed usage rate of safety belts. The survey shows a high level of media and enforcement awareness. The majority of surveyed drivers had heard about enforcement related to drinking and driving and use of safety belts while almost one half were aware of speeding enforcement. Males were more aware of enforcement activities than females. The large majority of drivers felt they were somewhat likely to receive a ticket if they violated the law in these areas. Females felt they would be more likely to receive a ticket if they violated the traffic laws than males.

The most common type of distraction was talking on a cell phone. Slightly over one-half reported using a cell phone while driving. Distracted driving was much more common for the younger drivers and slightly higher for females.

1.0 INTRODUCTION

As part of a joint effort to develop Traffic Safety Performance Measures for state and federal agencies, a Governors Highway Safety Association (GHSA) and National Highway Transportation Safety Administration (NHTSA) working group identified a basic set of questions that could be used in periodic surveys that track drivers attitudes and awareness concerning impaired driving, seat belt use, and speeding issues. The objective of the survey was to learn the knowledge, views, and behaviors of drivers. It was agreed that states would begin to conduct surveys in 2010 to establish baselines.

A core set of survey questions were developed to address self-reported behavior, media awareness, and enforcement awareness for the following three major highway safety areas: impaired driving, seat belt use, and speeding. The survey was also to include basic demographic information such as age and sex of the drivers. Questions to address other safety issues could be added.

The objective of this report is to document the results of the 2010 baseline survey.

2.0 PROCEDURE

The method used to conduct the survey was a telephone survey. The survey was conducted by the University of Kentucky Survey Research Center. Respondents were contacted using a modified, list-assisted Wakesberg-Mitofsky Random-Digit Dialing method (RDD) giving every household telephone line in Kentucky an equal opportunity of being contacted.

Calls were made from July 16 through 27, 2010. Up to 15 attempts were made to each number in the sample. In addition, up to 10 scheduled call-backs were made to those reached at an inconvenient time, and one refusal conversion was attempted. The objective was to obtain data for a total sample size of 500 drivers. The disposition results of the surveys were as follows:

Interviews completed	508
Refused	448
Not Eligible	187
Total	1,143

The margin of error for a sample of this size is plus or minus 4.4 percent at the 95 percent confidence interval.

In addition to questions for the three major highway safety areas of impaired driving, seat belt use, and speeding, an additional question was added which dealt with distracted driving. General information about the driver's sex, age, ethnic or racial group, and education was obtained. The driver had to be at least 18 years old to participate.

The following ten questions (and possible answers) related to seat belt use, speeding and impaired driving were included in the survey.

- How often do you use safety belts when you drive or ride in a car, van, sport utility vehicle or pickup? (all of the time, most of the time, some of the time, rarely, never)
- In the past 60 days, have you read, seen or heard anything about seat belt enforcement by the police? (yes or no)
- What do you think the likelihood is of getting a ticket if you don't wear a safety belt? (somewhat likely, somewhat unlikely, very unlikely)
- On a local road with a speed limit of 35 mph, how often do you drive faster than 40 mph? (most of the time, about half the time, rarely, never)
- On a road with a speed limit of 70 mph, how often do you drive faster than 75 mph? (most of the time, about half the time, rarely, never)
- In the past 60 days, have you read, seen or heard anything about speed enforcement by the police? (yes or no)
- What do you think the likelihood is of getting a ticket if you drive over the speed limit? (somewhat likely, somewhat unlikely, very unlikely)
- In the past 60 days, on how many days have you driven a motor vehicle within two hours after drinking alcoholic beverages? (list number given)
- In the past 60 days, have you read, seen or heard anything about alcohol impaired or drunk driving enforcement by the police? (yes or no)
- What do you think the likelihood is of someone getting arrested if they drive after drinking? (somewhat likely, somewhat unlikely, very unlikely)

One question was added which dealt with distracted driving. A yes or no answer was obtained for the following question.

- In the past 60 days, have you done any of the following while you were driving? (talked on a cell phone, texted someone, read, brushed your hair or applied make-up)

3.0 RESULTS

The telephone survey resulted in information from 508 respondents who indicated they were a driver. The sample contained more females and older drivers compared to the general driving population. The majority of responding drivers were female (62.6 percent). This compares to a percentage of 50.8 percent of all adult licensed drivers who are female. The percentage of survey respondents by age were: 3.8 percent less than 25 years of age (compared to 12.2 percent of all licensed drivers); 42.6 percent between 25 and 54 years of age (compared to 56.0 percent of all licensed drivers); and 53.6 percent 55 years of age or older (compared to 31.8 percent of all licensed drivers).

Other respondent characteristics were: 2.4 percent were Hispanic or Latino; 9.6 percent non-white; 12.0 percent had less than high school education, 33.1 percent had a high school education, 20.0 percent had some college education, and 34.9 percent were a college graduate.

Since the sample obtained from the telephone survey had a larger percentage of females and older drivers, the results were weighted using the percentage of adult licensed drivers in Kentucky (by age and sex). The following analysis was obtained using the weighted analysis in order to obtain results with a sample representative of driver characteristics.

3.1 SAFETY BELTS

As shown in the following summary, the majority of drivers indicated they always wear their safety belt

Frequency of use of safety belts (percent)	
▪ all of the time	81.7
▪ most of the time	12.2
▪ some of the time	3.6
▪ rarely	1.2
▪ never	1.3

The percentage of reported safety belt use is higher than the observed usage rate. The 2010 observational survey in Kentucky found a usage rate of 80 percent.

The level of media awareness is shown by the result that 61.1 percent indicated that, in the past 60 days, they had read, seen, or heard about seat belt enforcement by the police. A majority (74.7 percent) thought it was somewhat likely that they would receive a ticket if they did not wear their safety belt. The percentage who thought it was somewhat unlikely was 15.6 percent while 9.7 percent felt it was very unlikely.

The reported use of safety belt was compared by age and sex as follows.

Frequency of use of safety belts (percent):	<u>Age (years)</u>				
	<u>Male</u>	<u>Female</u>	<u>18 to 34</u>	<u>35 to 54</u>	<u>55 or older</u>
• all of the time	74.0	88.9	76.9	84.2	83.3
• most of the time	17.6	7.1	14.8	10.5	11.4
• some of the time	5.6	1.7	5.1	2.6	3.6
• rarely/never	2.7	1.1	3.2	2.7	1.7

There was a large difference for males and females with the reported usage higher for females. There was no consistent trend for the three age categories.

Media awareness and the chance of receiving a ticket were compared by age and sex as follows. While females were less aware of enforcement than males they felt more likely to receive a ticket if not wearing a safety belt compared to males. Following are the percentages by driver age and sex.

	<u>Age (years)</u>				
	<u>Male</u>	<u>Female</u>	<u>18 to 34</u>	<u>35 to 54</u>	<u>55 or older</u>
• aware of enforcement	68.4	54.0	60.0	62.9	59.6
• somewhat likely to receive ticket	69.2	79.8	73.6	73.7	75.8

3.2 SPEED

The drivers were asked how often they drove more than five mph over the speed limit on 35 mph local roads and 70 mph interstates. As shown in the following summary, the percentage who indicated they drove more than five mph over the speed limit was higher on local roads.

Frequency drive more than five mph over speed limit (percent):

	<u>35 mph speed limit</u>	<u>70 mph speed limit</u>
• most of the time	15.2	10.5
• about half the time	22.0	15.3
• rarely	44.9	36.0
• never	17.9	38.2

Speed studies indicate that a higher percentage of vehicles would be traveling at least five mph over the speed limit than indicated by these survey respondents.

The level of media awareness is shown by the result that 48.2 percent indicated that, in the past 60 days, they had read, seen, or heard about speeding enforcement by the police. A majority (81.3 percent) thought it was somewhat likely that they would receive a ticket if they drove over the speed limit. The percentage who thought it was somewhat unlikely was 13.1 percent while 5.6 percent felt it was very unlikely.

The reported frequency of speeding was compared by age and sex. The following results were determined.

Frequency of speeding (over 40 mph in 35 mph zone) (percent):

	<u>Age (years)</u>				
	<u>Male</u>	<u>Female</u>	<u>18 to 34</u>	<u>35 to 54</u>	<u>55 or older</u>
• most of the time	14.9	15.5	16.7	11.9	17.4
• about half of the time	22.6	21.4	25.5	23.9	17.6
• rarely	47.1	42.8	43.9	49.5	40.2
• never	15.3	20.3	13.9	14.6	24.7

Frequency of speeding (over 70 mph in 65 mph zone) (percent):

	<u>Age (years)</u>				
	<u>Male</u>	<u>Female</u>	<u>18 to 34</u>	<u>35 to 54</u>	<u>55 or older</u>
• most of the time	11.3	9.8	12.1	12.8	6.9
• about half of the time	17.2	13.5	17.6	16.7	11.6
• rarely	36.3	35.7	38.9	38.1	30.9
• never	35.3	41.0	31.5	32.3	50.7

Females reported a less frequency of speeding than males. The largest difference was in the age comparison with the higher percentage of drivers 55 years of age or older who stated they never drove over the speed limit on 70-mph speed limit roadways.

Media awareness and the chance of receiving a ticket were compared with the percentages by age and sex as follows.

	<u>Age (years)</u>				
	<u>Male</u>	<u>Female</u>	<u>18 to 34</u>	<u>35 to 54</u>	<u>55 or older</u>
• aware of enforcement	48.0	48.3	48.4	48.7	47.0
• somewhat likely to receive ticket	76.2	86.2	81.6	79.1	84.1

Although females and older drivers were not more aware of enforcement, the percentage of those drivers that felt they would be somewhat more likely to receive a ticket if speeding was higher than males and younger drivers.

3.3 ALCOHOL

Drivers were asked how many days in the past 60 days they had driven a motor vehicle within two hours after drinking alcoholic beverages. Slightly more than one-third of the respondents (37.5 percent) stated they do not drink alcoholic beverages. Of the remaining respondents, 89.7 percent stated they had not driven at any time in the past 60 days after drinking an alcoholic beverage.

The level of media awareness is shown by the result that 68.1 percent indicated that, in the past 60 days, they had read, seen, or heard about alcohol impaired or drunk driving enforcement by the police. A large majority (83.0 percent) thought it was somewhat likely that they would receive a ticket if they drove after drinking. The percentage who thought it was somewhat unlikely was 13.5 percent while only 3.5 percent felt it was very unlikely.

A similar percentage of males and females stated they do not drink any alcoholic beverages while this percentage was highest for drivers 55 years of age or older and lowest for those less than 35 years of age.

	<u>Age (years)</u>				
	<u>Male</u>	<u>Female</u>	<u>18 to 34</u>	<u>35 to 54</u>	<u>55 or older</u>
• do not drink alcohol	39.7	35.5	25.5	38.4	46.1

Of the remaining respondents, the percentage who stated they had not driven at any time in the past 60 days after drinking an alcoholic beverage was higher for females than males. The percentage did not vary by age.

			<u>Age (years)</u>		
	<u>Male</u>	<u>Female</u>	<u>18 to 34</u>	<u>35 to 54</u>	<u>55 or older</u>
• not driven after drinking	84.5	94.3	88.8	90.0	91.0

Media awareness of alcohol enforcement and the chance of receiving a ticket (if the respondent drove after drinking) were compared by age and sex with the following percentages.

			<u>Age (years)</u>		
	<u>Male</u>	<u>Female</u>	<u>18 to 34</u>	<u>35 to 54</u>	<u>55 or older</u>
• aware of enforcement	71.0	66.3	65.7	67.5	71.7
• somewhat likely to receive ticket	79.0	86.8	87.8	80.9	81.2

3.4 DISTRACTED DRIVING

The drivers were asked if they had engaged in some activity which could distract their attention while driving. Following is the percentage who indicated they had participated in the various activities while driving.

• talked on a cell phone	59.6
• texted someone	9.0
• read	3.5
• brushed hair, applied makeup	5.0

Following is a summary by age and sex of the percentage who indicated they had participated in these activities.

			<u>Age (years)</u>		
	<u>Male</u>	<u>Female</u>	<u>18 to 34</u>	<u>35 to 54</u>	<u>55 or older</u>
• talked on a cell phone	59.7	59.6	68.1	71.7	38.7
• texted someone	9.7	8.4	17.1	9.7	1.2
• read	1.3	5.6	7.0	2.6	0.9
• brushed hair, applied makeup	1.3	8.5	9.8	4.0	1.9

The largest difference was the much higher percentage of younger drivers who indicated they participated in the distracted driving activities compared to drivers 55 years of age or older. There was a dramatic difference when comparing drivers under 35 to those over 55 years of age. The percentages for females were generally higher than for males.

4.0 CONCLUSIONS

The survey shows that drivers do not self-report many violations in their driving behavior. Only a few drivers admitted to violating the law in the areas surveyed (safety belt use, speeding, and impaired driving). For example, almost all drivers (94 percent) said they wear their safety belt all or most of the time (compared to usage found in an observational survey of 80 percent). Most stated they rarely or never drove more than five mph over the speed limit (63 percent for local roads and 74 percent for interstates). About 38 percent indicate they do not drink alcoholic beverages. Only 10 percent of drivers who stated they drink alcohol indicated they had driven after drinking an alcoholic beverage.

The survey shows a high level of media and enforcement awareness. The majority of surveyed drivers had heard about enforcement related to drinking and driving (68 percent) and use of safety belts (61 percent) while almost one half (48 percent) were aware of speeding enforcement. Males were more aware of enforcement activities than females.

The large majority of drivers felt they were somewhat likely to receive a ticket if they violated the law in these areas (81 percent for speeding, 83 percent for drinking and driving with 75 percent for not wearing a safety belt). Females felt they would be more likely to receive a ticket if they violated the traffic laws than males.

The most common type of distraction was talking on a cell phone. About 60 percent reported using a cell phone while driving. Distracted driving was much more common for the younger age category and slightly higher for females.



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