

FY2025 Annual Report

Kentucky Office of Highway Safety



**TRANSPORTATION
CABINET**

Office of Highway Safety

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A. Introduction

The Kentucky Office of Highway Safety, within the Kentucky Transportation Cabinet, operates with the following mission: To enhance the lives of those who use Kentucky’s transportation system by preventing crashes that result in deaths and serious injuries.

In this Annual Report, the Kentucky Office of Highway Safety presents a descriptive crash analysis of injuries and fatalities occurring on the state’s roadways. The report also outlines preventative measures taken to minimize loss of human life on the roadways through grant programs, public awareness campaigns, public engagement, and stakeholder partnerships. All programs and media initiatives referenced herein are paid for by the National Highway Traffic Safety Administration (NHTSA), state funds, and state matching funds.

Data is derived from the Collision Reporting Analysis for Safer Highways (CRASH) system. This system, utilized 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 through maps and reports to local agencies, to assist them with identifying areas of opportunity to improve safety within their respective counties.

KOHS staff appreciates the continued participation of all the partners, including state and local law enforcement, public universities, health departments, as well as other not-for-profit entities and extends appreciation for their ongoing commitment to improving the lives and safety of the citizens of the Commonwealth.

The KOHS continued coordination as a stakeholder with the Strategic Highway Safety Plan in 2025. Prior to determining the 2025 performance measures, staff met with the performance measures working group to make certain the common three goals and objectives are in alignment with those submitted by the Highway Safety Improvement Program.

B. Crash Data Summary

The total number of motor vehicle crashes in Kentucky almost stayed the same during the last calendar year, from 117,422 in 2023 to 117,661 in 2024. The number of fatalities in Kentucky decreased by 13%, from 814 in 2023 to 707 in 2024. The traffic volume almost stayed the same with 49.07 trillion vehicle miles traveled in 2023 to 48.98 trillion vehicle miles traveled in 2024. This resulted in Kentucky’s fatality rate per 100 million vehicle miles traveled (VMT) decreasing from 1.66 in 2023 to 1.44 in 2024.

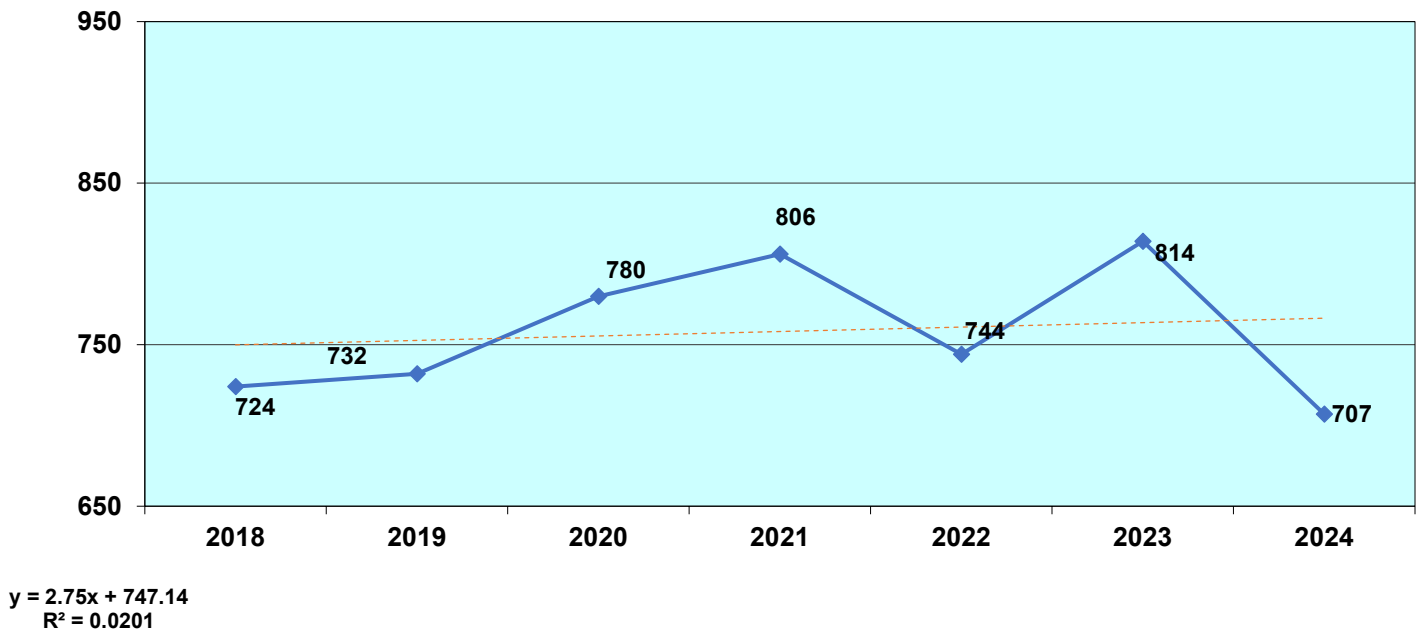
Kentucky Crash Data / Trends							
Number of Fatalities (C-1)	2018	2019	2020	2021	2022	2023	2024
	724	732	780	806	744	814	707
Number of Rural Fatalities	2018	2019	2020	2021	2022	2023	2024
	515	386	400	415	458	495	317

Number of Urban Fatalities	2018	2019	2020	2021	2022	2023	2024
	208	339	362	385	286	318	378
Number of Unrestrained Fatalities	2018	2019	2020	2021	2022	2023	2024
(all seating positions)	279	262	294	286	254	260	211
Crash Rate	2018	2019	2020	2021	2022	2023	2024
(per 100 million VMT)	278	291	217	227	226	239	240
Fatality Rate (C-3)	2018	2019	2020	2021	2022	2023	2024
(per 100 million VMT)	1.46	1.48	1.68	1.68	1.55	1.66	1.44
Number of Serious Injuries	2018	2019	2020	2021	2022	2023	2024
	2,749	2,736	2,644	2,867	2,785	3,076	2,806
Fatality & Serious Injury Rate	2018	2019	2020	2021	2022	2023	2024
(per 100 million VMT)	7.9	7.2	7.4	7.6	7.3	7.9	7.2
Fatality Rate Per 100K Population	2018	2019	2020	2021	2022	2023	2024
	16.2	16.4	17.0	18.0	17.0	18.0	16.0
Fatal & Serious Injury Rate	2018	2019	2020	2021	2022	2023	2024
(per 100K population)	77.7	77.6	76.0	81.0	78.0	86.0	77.0
Number Alcohol Related Fatalities (C-5)	2018	2019	2020	2021	2022	2023	2024
(operator with .08+ BAC)	136	151	199	188	172	197	159
Percent of Fatalities - Alcohol- Related	2018	2019	2020	2021	2022	2023	2024
	19%	21%	26%	23%	23%	24%	22%
Alcohol Related Fatality Rate	2018	2019	2020	2021	2022	2023	2024
(per 100 million VMT)	0.28	0.27	0.40	0.40	0.40	0.40	0.30
Speeding-related crashes	2018	2019	2020	2021	2022	2023	2024
	6,260	5,285	4,973	5,008	4,784	4,277	4,563
Speeding-related Fatalities (C-6)	2018	2019	2020	2021	2022	2023	2024
	111	114	162	143	131	119	152
Percent of Front Seat Occupants Using Safety Belts (B-1)	2018	2019	2020*	2021	2022	2023	2024

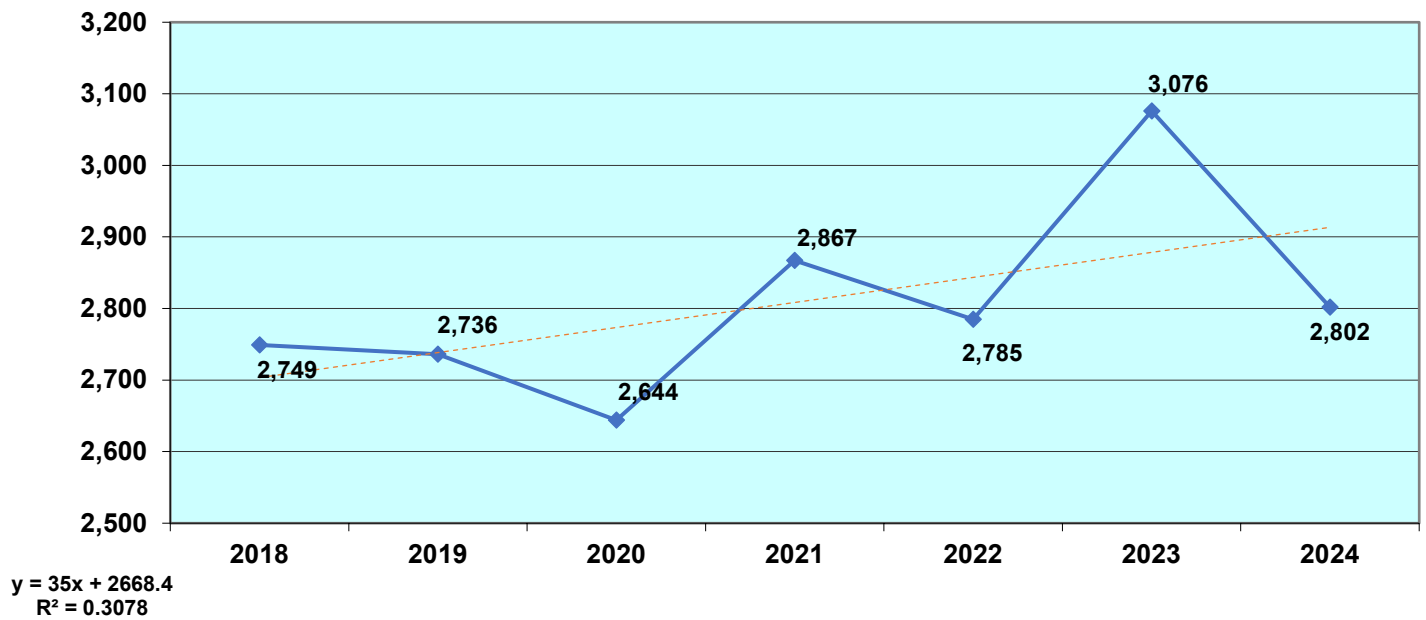
	89.9%	89.7%	89.7%	89.8%	86.7%	89.4%	87.8%
Number of Motor Vehicle Crashes	2018	2019	2020	2021	2022	2023	2024
	134,285	132,374	100,787	109,291	108,713	117,422	117,661
Motorcycle-involved Crashes	2018	2019	2020	2021	2022	2023	2024
	1,464	1,427	1,373	1,491	1,574	1,702	1,665
Motorcycle-Involved Fatal Crashes	2018	2019	2020	2021	2022	2023	2024
	91	82	82	93	96	98	99
Motorcyclist Fatalities (C-7)	2018	2019	2020	2021	2022	2023	2024
	95	92	92	108	105	106	103
Unhelmeted Motorcyclist Fatalities (C-8)	2018	2019	2020	2021	2022	2023	2024
	60	68	54	76	72	60	54
Drivers Age < 21 Involved in Fatal Crashes (C-9)	2018	2019	2020	2021	2022	2023	2024
	80	68	88	85	91	99	92
Pedestrian Fatalities (C-10)	2018	2019	2020	2021	2022	2023	2024
	73	73	91	75	93	121	97
Bicycle Fatalities (C-11)	2018	2019	2020	2021	2022	2023	2024
	10	5	5	10	14	16	14

* Calendar Year 2020 observational seat belt usage survey was not conducted. 2019 value used.

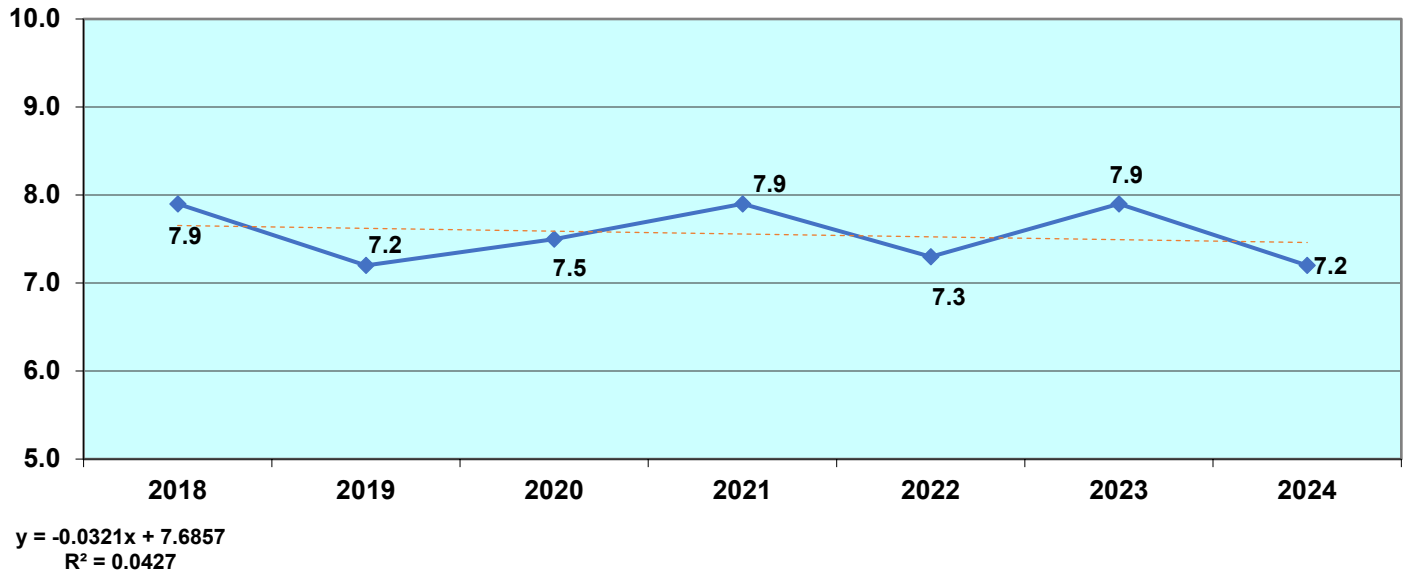
Fatalities 2018-2024



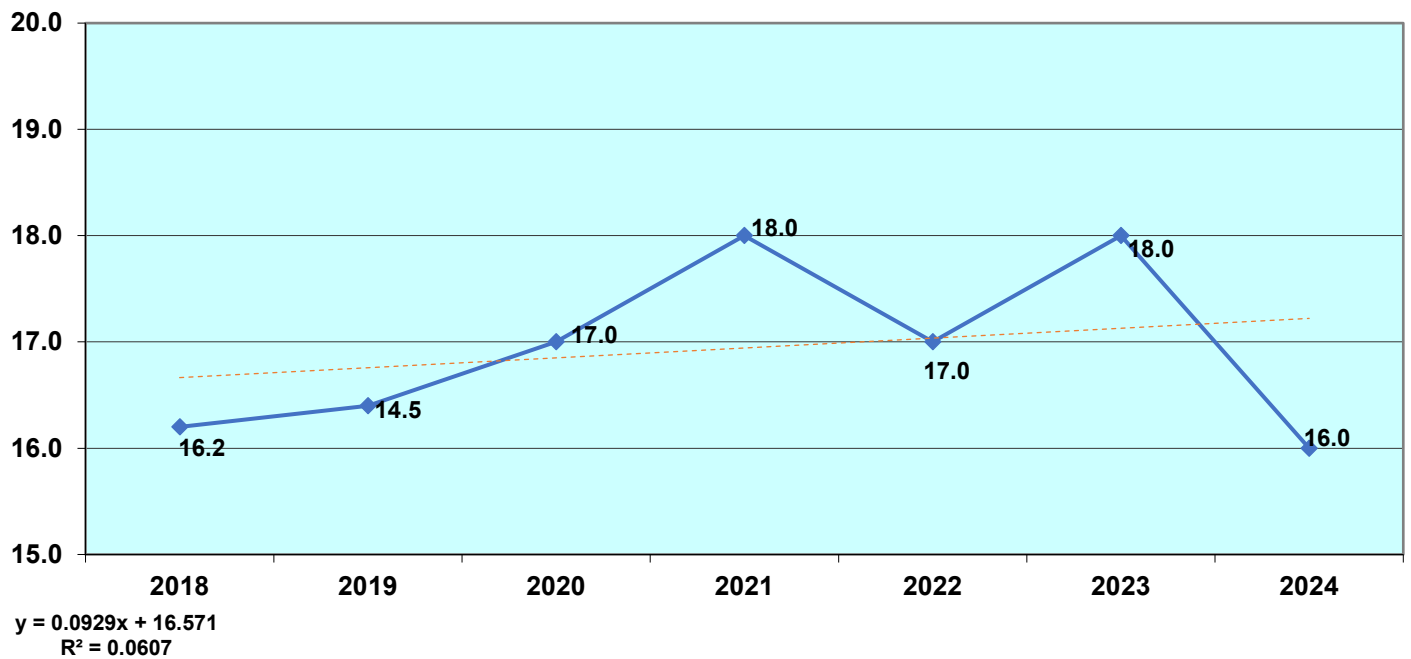
Serious Injuries 2018-2024



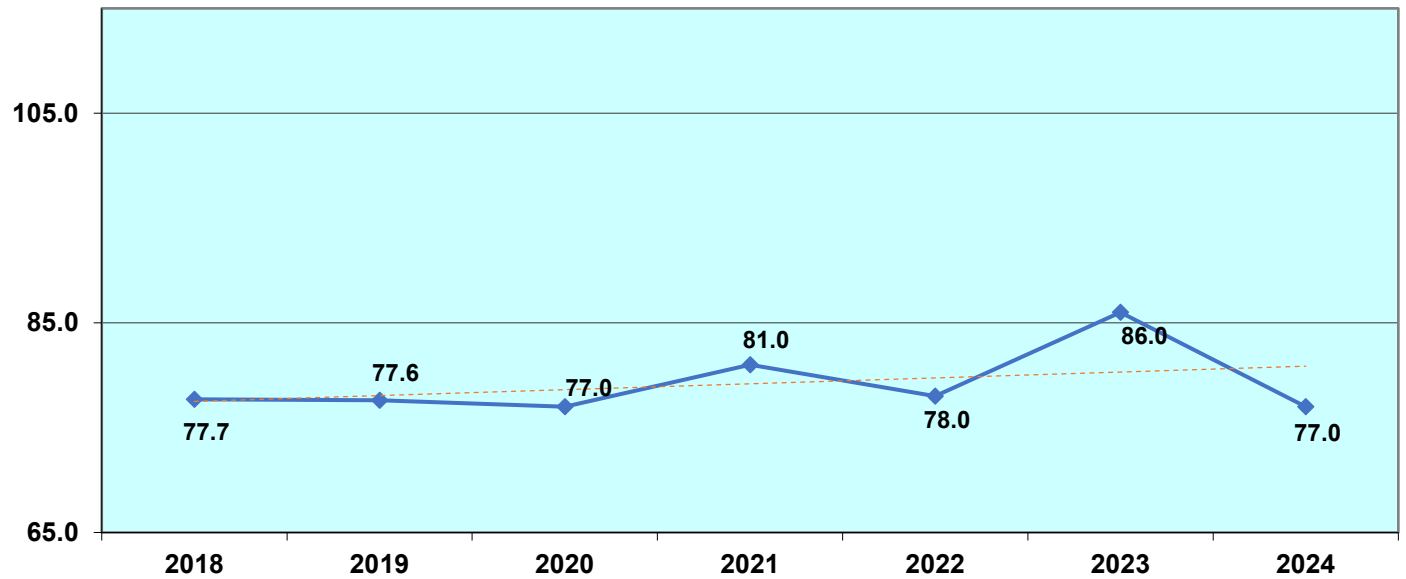
Fatality & Serious Injury Rate Per 100 Million Vehicle Miles Traveled 2018-2024



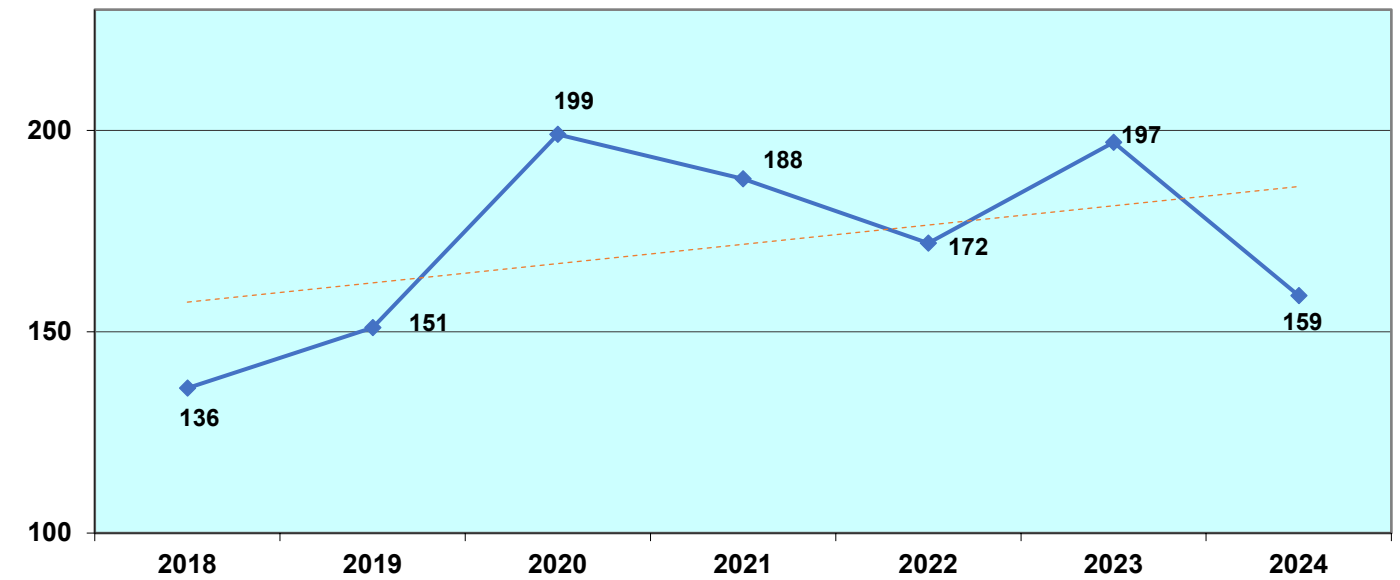
Fatality Rate per 100K Population 2018-2024



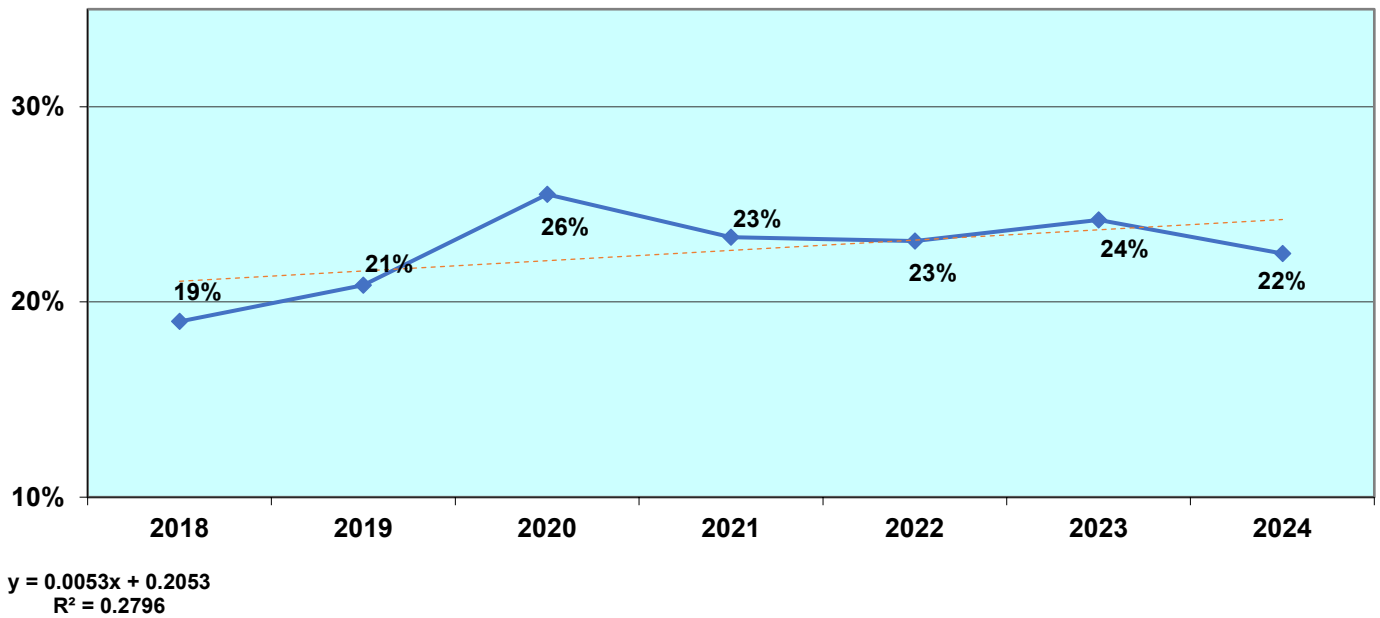
Fatal & Serious Injury Rate per 100K Population 2018-2024



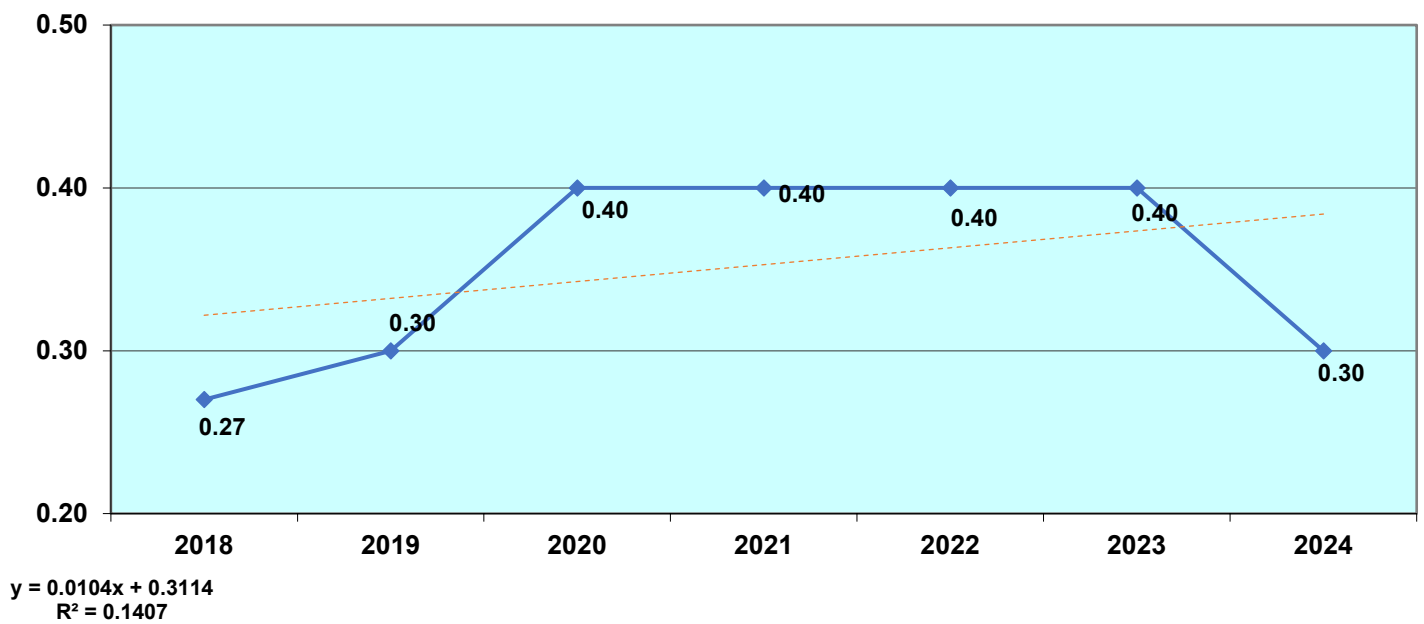
Alcohol-Related Fatalities 2018-2024



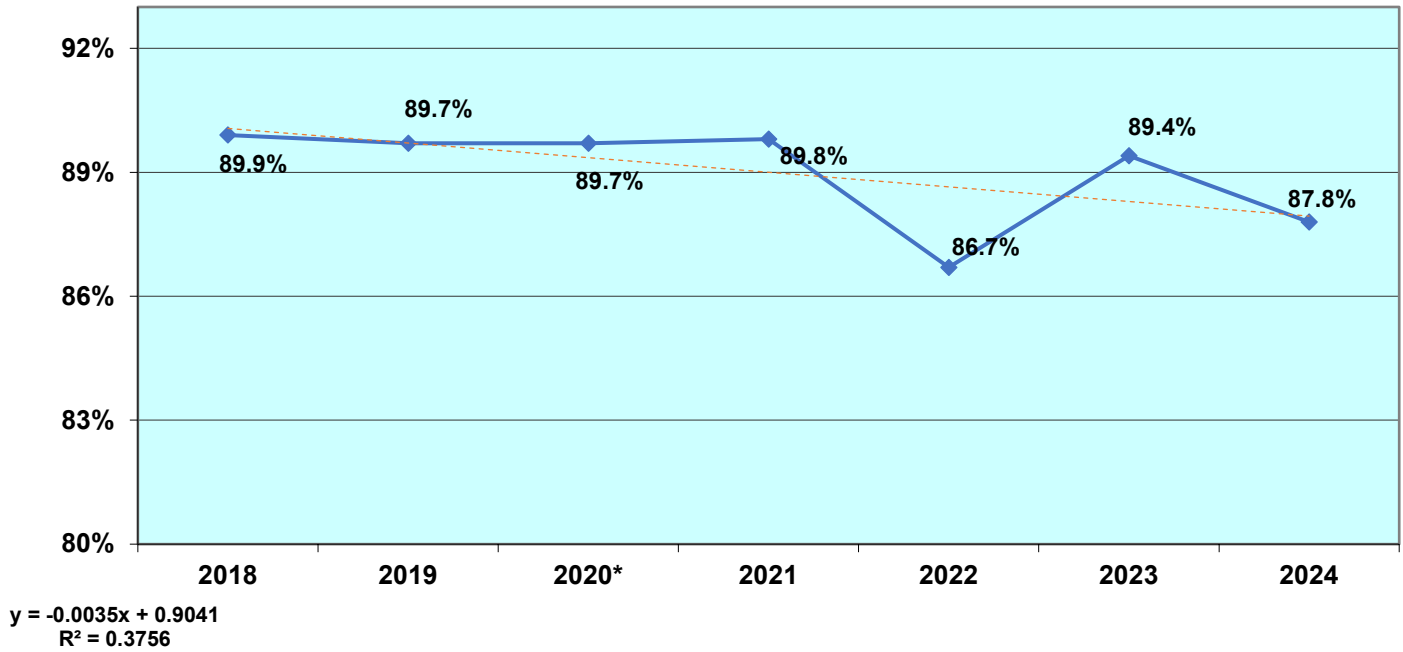
**Percent of all Fatalities that are
Alcohol-Related 2018-2024**



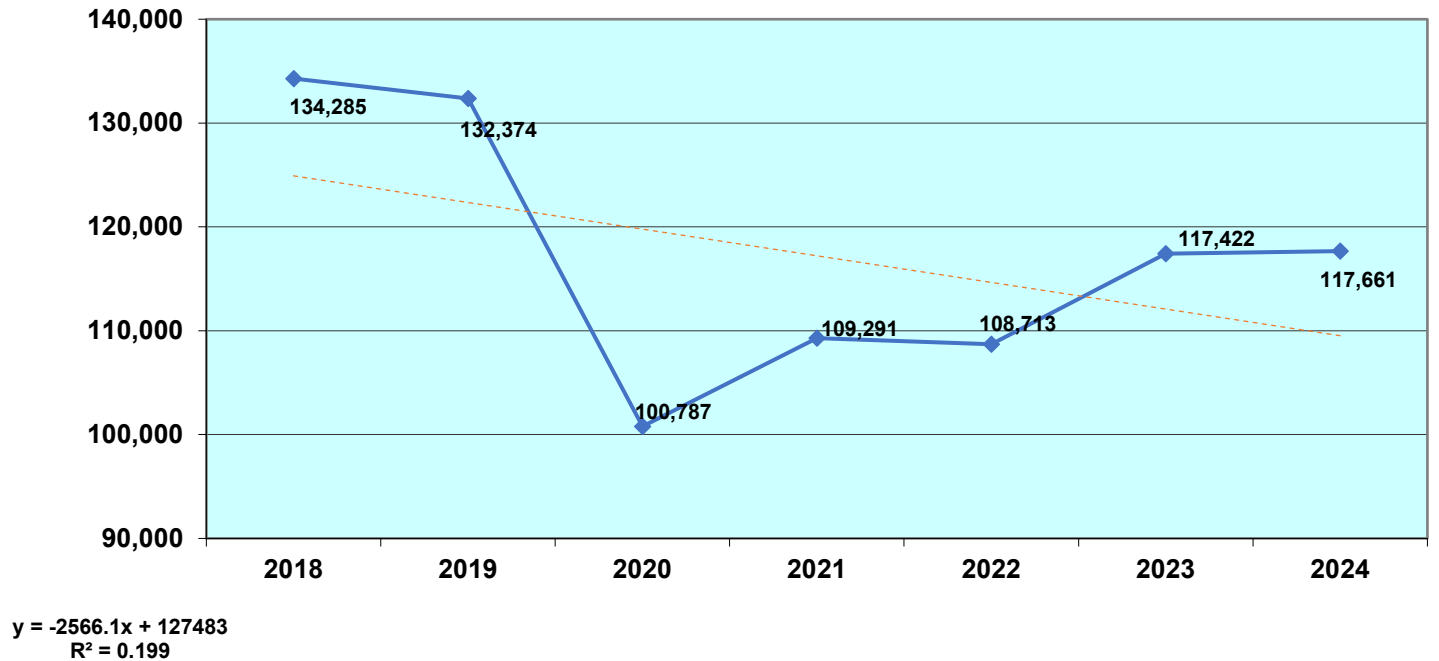
Alcohol-Related Fatality Rate per 100 Million Vehicle Miles Traveled 2018-2024



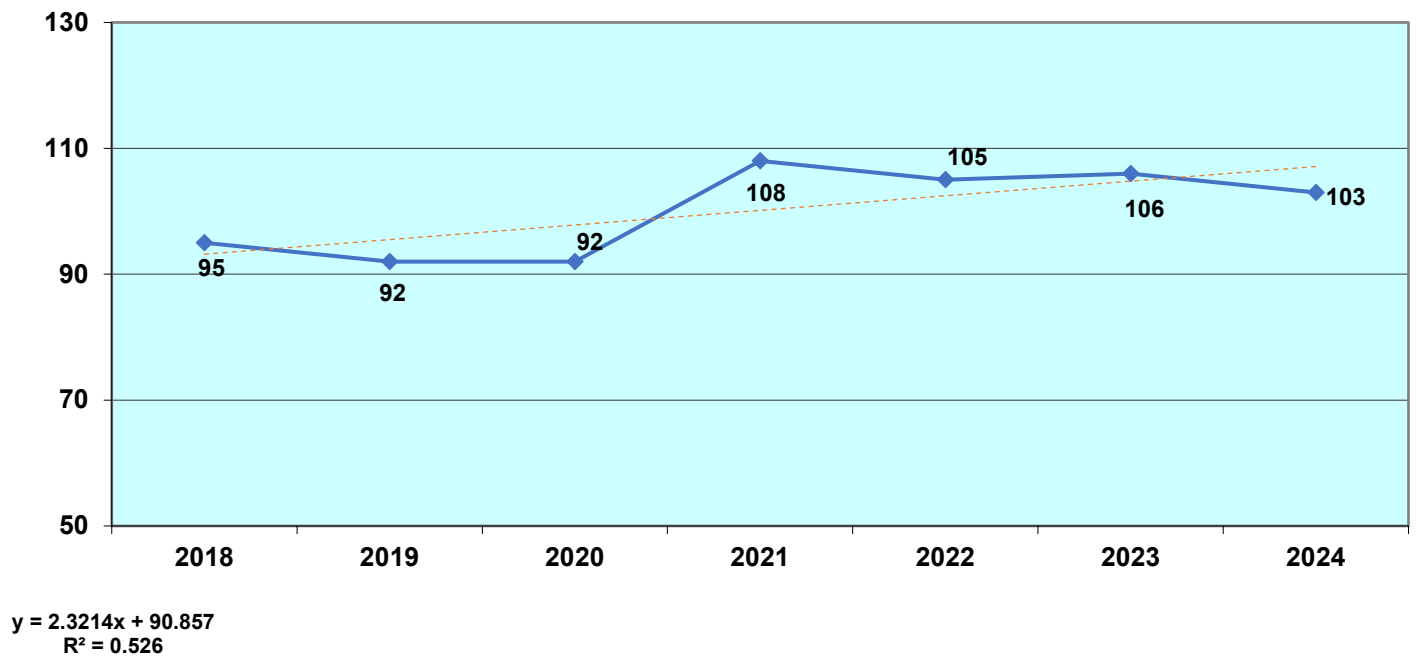
**Percent of Front Seat Occupants
Using Safety Belts 2018-2024**



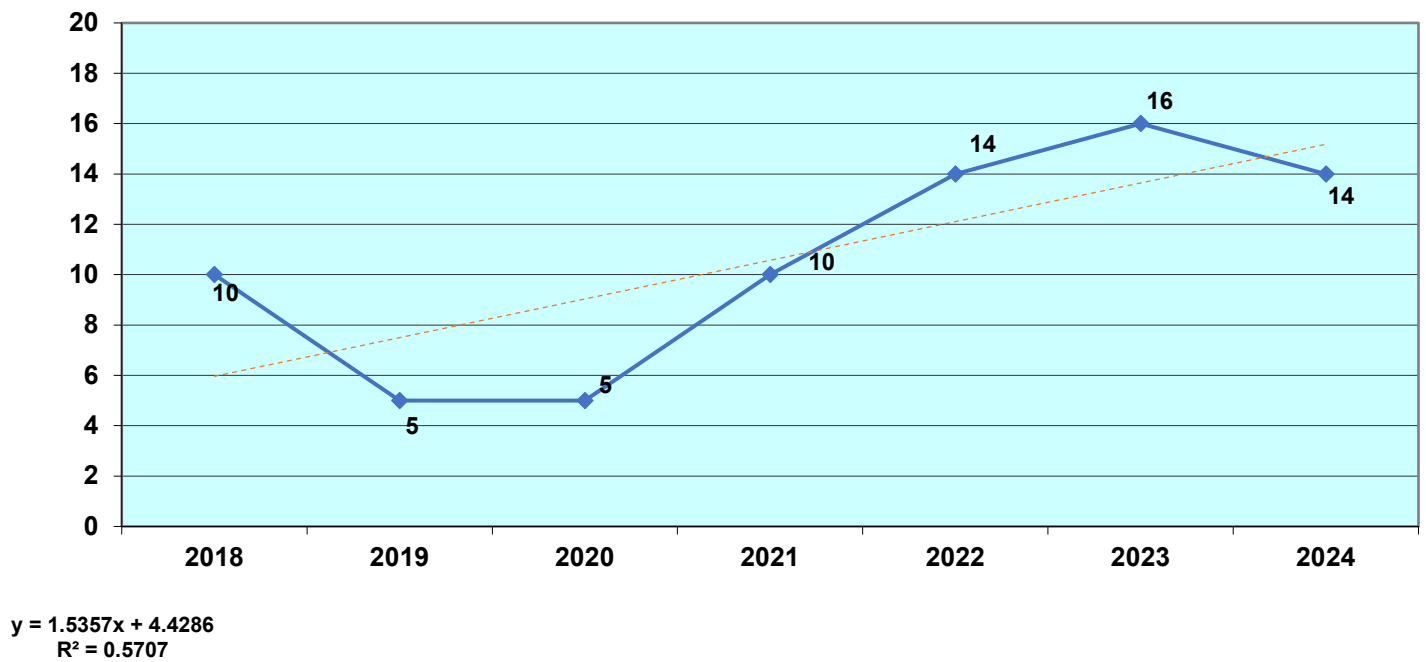
Motor Vehicle Crashes 2018-2024



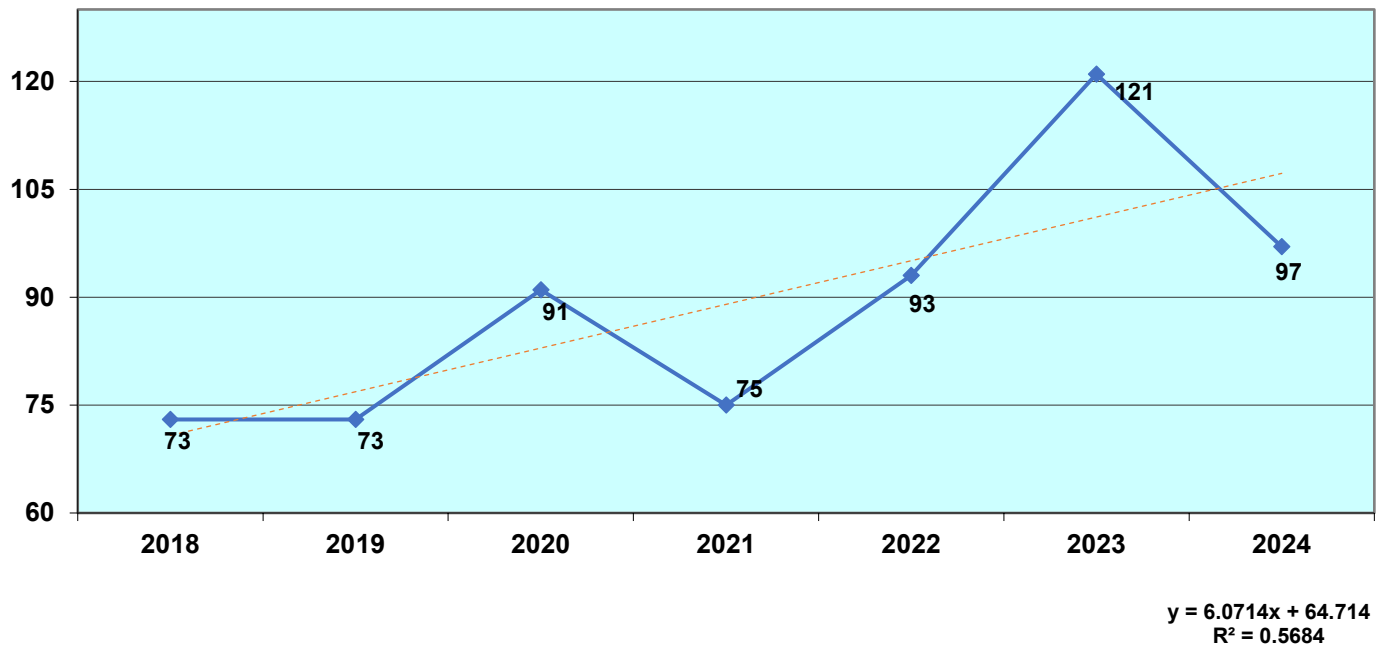
Motorcyclist Fatalities 2018-2024



Bicycle Fatalities 2018-2024



Pedestrian Fatalities 2018-2024



Note: Dashed red line indicates a trend.

* Crash Data source – NHTSA State Traffic Safety Information (STSI), Kentucky CRASH Database/KY Collision Facts Reports

C. Fiscal Year 2025 Performance Goal Statements/Status

Core Outcome Measures

1. **Traffic Fatalities:** Reduce total fatalities to 726 from a current safety level of 758 by 4%.
Status: 2021-2024+2025 Preliminary indicates an average of 746. This is a decrease from the baseline.
2. **Serious Injuries in Traffic Crashes:** Reduce serious traffic injuries to 2353 from a current safety level of 2757 by 14%.
Status: 2021-2024+2025 Preliminary indicates an average of 2,861. This is an increase from the baseline.
3. **Fatalities/100M VMT:** Reduce fatality rate to 1.50 from a current safety level of 1.57 by 4%.
Status: 2021-2024+2025 Preliminary indicates an average of 1.53. This is a decrease from the baseline.
4. **Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions:** Reduce unrestrained passenger vehicle occupant fatalities, all seat positions to 302 from a current safety level of 302 by 0% by December 31, 2026.
Status: 2021-2024+2025 Preliminary indicates an average of 245. This indicates that Kentucky is on track to meet their goal .
5. **Alcohol-Impaired Driving Fatalities:** Reduce alcohol-impaired driving fatalities to 125 from a current safety level of 143 by 12% by December 31, 2026.
Status: 2021-2024+2025 Preliminary indicates an average of 163. This is an increase from the baseline.
6. **Speeding-Related Fatalities:** Reduce speeding-related fatalities to 137 from a current safety level of 137 by 0% by December 31, 2026.
Status: 2021-2024+2025 Preliminary indicates an average of 129. This is a decrease from the baseline.
7. **Motorcyclist Fatalities:** Reduce motorcyclist fatalities to 90 from a current safety level of 93 by 3% by December 31, 2026.
Status: 2021-2024+2025 Preliminary indicates an average of 105. This is an increase from the baseline.
8. **Unhelmeted Motorcyclist Fatalities:** Reduce unhelmeted motorcyclist fatalities to 58 from a current safety level of 61 by 4% by December 31, 2026.
Status: 2021-2024+2025 Preliminary indicates an average of 63. This is an increase from the baseline.

9. **Drivers Age 20 or Younger involved in Fatal Crashes:** Reduce drivers age 20 and younger involved in fatal crashes to 81 from a current safety level of 85 by 4% by December 31, 2026.
Status: 2021-2024+2025 Preliminary indicates an average of 88. This is an increase from the baseline.
10. **Pedestrian Fatalities:** Reduce pedestrian fatalities to 82 from a current safety level of 82 by 0% by December 31, 2026
Status: 2021-2024+2025 Preliminary indicates an average of 95. This is an increase from the baseline.
11. **Bicyclist Fatalities:** Reduce bicyclist fatalities 0 percent to 8 from a current safety level of 8 by 0% by December 31, 2026.
Status: 2021-2024+2025 Preliminary indicates an average of 12. This is an increase from the baseline.

Core Behavior Measures

1. **Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey):** Increase observed seat belt use for passenger vehicles, front seat outboard occupants to 90.0 from a current safety level of 86.7 by 3% by December 31, 2026.
Status: The 2025 survey was conducted in the Spring/Summer of 2025 and resulted in a rate of 88.5%. This represented a decrease from the 2023 89.4% value and fell short of the goal.

State Measures

1. **Distracted Driving Fatalities and Serious Injuries:** Decrease fatalities and serious injuries by 20% from current level 1002 to 792 by December 31, 2026.
Status: 2021-2024+2025 Preliminary indicates an average of 948. This is a decrease from the baseline but does not meet the interim target.

GHSA/NHTSA Recommended/Optional Performance Report Chart
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Performance Measure:	Target Period	Target Year(s)	Benchmark Value for FY 24 listed in 3HSP	Data Source/ FY 24 Progress Results	On Track to Meet FY 24 Benchmark: YES/NO/In Progress (Must be Accompanied by Narrative)
C-1) Total Traffic Fatalities	5 year	2024-2026	745	KY Crash/ 746	NO
C-2) Serious Injuries in Traffic Crashes	5 year	2024-2026	2542	KY Crash/ 2825	NO
C-3) Fatalities/VMT	5 year	2024-2026	1.54	KY Crash/ 1.53	YES
C-4) Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions	5 year	2024-2026	302	KY Crash/ 245	YES
C-5) Alcohol-Impaired Driving Fatalities	5 year	2024-2026	131	KY Crash/ 163	NO
C-6) Speeding-Related Fatalities	5 year	2024-2026	137	KY Crash/ 129	YES
C-7) Motorcyclist Fatalities	5 year	2024-2026	90	KY Crash/ 105	NO
C-8) Unhelmeted Motorcyclist Fatalities	5 year	2024-2026	58	KY Crash/ 63	NO
C-9) Drivers Age 20 or Younger Involved in Fatal Crashes	5 year	2024-2026	82	KY Crash/ 88	NO
C-10) Pedestrian Fatalities	5 year	2024-2026	82	KY Crash/ 95	NO
C-11) Bicyclist Fatalities	5 year	2024-2026	8	KY Crash/ 12	NO
B-1) Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey)	Annual	2024-2026	90.0	NHTSA Certified State Survey 88.5	NO
D-1) Distracted Driving Fatalities and Serious Injuries	5 year	2024-2026	839	KY Crash/ 948	NO

Performance Measures Response

Problem identification and strategic planning for highway safety is a team approach that includes staff within the Kentucky Office of Highway Safety, as well as all stakeholders who are actively involved within the Governor's Executive Committee on Highway Safety. This committee was established in 2004 to address the epidemic of highway fatalities and injuries occurring on Kentucky's roadways. The committee is an executive-level, multi-agency group of highway safety advocates from varying backgrounds who serve with "one voice" regarding Kentucky's highway safety opportunities. The committee also coordinates the development and implementation of Kentucky's SHSP and collaborated on the development of the 2025 – 2029 plan. This plan will build on success by establishing measurable goals and evaluating them consistently and comprehensively. This plan will facilitate preventing future serious injuries and deaths and will serve as an umbrella guide to increase coordination, communication, and cooperation among federal, state, and local agencies, non-profit organizations, and other highway safety advocates.

Results from the analysis led to the selection of nine emphasis areas for the 2025-2029 SHSP:

- **AGGRESSIVE DRIVING:** Driving behavior characterized by speeding, disregarding traffic control, following too closely, weaving in traffic, failure to yield the right of way, or improper passing.
- **DISTRACTED DRIVING:** Driving behavior characterized by cell phone usage, distraction, or inattention.
- **IMPAIRED DRIVING:** Driving while under the influence of alcohol or drugs.
- **OCCUPANT PROTECTION:** Failure to use seat belt or child restraint while driving or riding in a vehicle.
- **OLDER DRIVERS:** Crashes involving drivers aged 65 and above.
- **MOTORCYCLISTS:** Severe crashes involving motorcycles or other similar vehicles with engine capacity exceeding 50 cubic centimeters (cc).
- **VULNERABLE ROAD USERS:** Severe crashes involving pedestrians and bicyclists.
- **COMMERCIAL VEHICLES:** Severe crashes involving vehicles with a registered weight of 10,000 pounds or more.
- **ROADWAY DEPARTURE:** A severe crash that results from a vehicle leaving its lane to the left or right.

The emphasis areas highlighted above are supported by strategies and activities within the Highway Safety Performance Plan (HSPP). Strategies within the HSP related to enforcement, education and public awareness support the SHSP. Establishing and actively participating in taskforces associated with these areas will help all stakeholders identify opportunities and better plan for the future. In conjunction with the HSP, these documents and taskforces will help us meet the performance targets and achieve the goal of preventing crashes and deaths on Kentucky's roadways.

Accomplishments

The following are highlights of accomplishments made in highway safety using NHTSA funding during Federal Fiscal Year 2025.

- Provided federal funding for 166 law enforcement / non-law enforcement projects throughout the state to address identified highway safety problems through year-round enforcement and data-driven programs.
- Provided federal funding for 50 non-law enforcement projects/programs for educational programs and training targeted to prevent traffic fatalities and injuries.
- Conducted one-on-one training sessions throughout the state to review responsibilities and procedures for agencies receiving highway safety grants. This training helps to minimize errors in reimbursement claims, which in turn expedite the reimbursement process.
- Coordinated enforcement mobilizations, emphasizing the major program priorities of occupant protection, and impaired driving.
- Continued funding for the Local Heroes campaign to promote seatbelt usage in the following counties: Madison, Jessamine, Fayette, Bourbon, Harrison, Pendleton, Grant, and Franklin.
- Continued funding for state Traffic Safety Resource Prosecutor (TSRP) to provide training and technical assistance to both law enforcement and prosecutors.
- Continued funding for a Judicial Outreach Liaison (JOL) to reach out to Judges to educate the judicial community about topics and challenges related to highway safety.
- Continued funding for a Distracted Driving program coordinator to enhance that program in the Commonwealth.
- KOHS funded Perry, Grant, Taylor, Pike, and Lyon counties to continue the High-Five Rural Traffic Safety Project. This was a data driven, multi-agency effort to increase seatbelt use and prevent serious injury and fatal crashes on Kentucky's rural roadways using education, engineering, and enforcement. This was paid for with state funds in 2025. KOHS is continuing to pay for this with NHTSA funds in 2026.
- KOHS Education Branch planned and conducted highway safety programs during FY2024. The emphasis was placed on the Top 40 counties, based on crash data for distracted driving, occupant protection, and impaired driver emphasis areas. This Highway Safety educational programming will continue in the next calendar year.
- Revamped KOHS educational programming to educate all grade levels throughout the Commonwealth.
- Constructed various highway safety related dashboards to allow easy access to information by both internal and external partners.
- The Drug Evaluation Classification Program (DECP) continues funding for a phlebotomy program to train law enforcement officers to be certified to conduct blood draws. This project was funded utilizing state funds.
- The DECP funded an Oral Fluid pilot project to help law enforcement officers remove impaired

drivers from Kentucky Roadway's. This project was funded utilizing state funds.

- Utilized Law Enforcement Liaisons to hold 32 area briefings across 12 highway districts to educate law enforcement agencies, elected officials, and others about highway safety issues and the national enforcement mobilizations.
- Continued funding for an additional LEL for the Kentucky Ignition Interlock program (KIIP). This was paid with state funds.
- Continued to provide statistical information and resources to grantees as well as the public through the Kentucky Office of Highway Safety websites and continuing to fund the Kentucky Traffic Safety Data Service at the Kentucky Transportation Center.
- Teen Driver Challenge- More than 800 teens from across Kentucky participated in the Teen Driver Challenge. Teens ages 16-19 were eligible to participate. Contest was held January 25-March 31, 2025. First through fourth place prizes were awarded.

D. Legislative Engagement

During the 2025 Kentucky General Assembly regular session, the Kentucky General Assembly passes a few pieces of legislation related to highway safety. The Office of Highway Safety sends the Transportation Cabinet's legislative liaison a list of priorities which rolls up into KYTC's overall priorities for legislation.

The following legislation passed:

HB 15 - AN ACT relating to instruction permits and declaring an emergency. Amends KRS 186.450 to allow persons who are at least 15 years of age to apply for a motor vehicle instruction permit; establishes that an instruction permit is valid for four years; amends KRS 186.452 to require a permit holder to attain the age of 16 before applying for an intermediate license; amends KRS 186.454 to require that the holder of an intermediate license attain the age of 17 before applying for an operator's license; and amends KRS 186.410 and 159.051.

HB 664 –AN ACT relating to the operation of a motor vehicle and declaring an emergency. Creates a new section of KRS Chapter 189 to define terms; allows peace officers to issue citations at the time of an offense to operators of motor vehicles detected by an automated speed enforcement device traveling more than 10 miles per hour over the posted speed limit in a highway work zone when a bona fide worker, a peace officer, and a marked vehicle are present; directs the Transportation Cabinet to install signage with lights that are flashing when an automated speed enforcement device is active; directs the Transportation Cabinet to promulgate administrative regulations relating to automated speed enforcement; amends KRS 189.2327 to conform; amends KRS 610.010 to lower the age at which the juvenile section of the District Court does not have exclusive jurisdiction over minors who commit motor vehicle offenses; and provides that Sections 1 and 2 of the Act may be cited as the Jared Lee Helton Act of 2025; EMERGENCY, in part.

E. Program Management

The Kentucky Office of Highway Safety conducts mandatory training for all new grantees at the beginning of each fiscal year, prior to the start of the grant. These training courses are often conducted both in person and virtually and offer an excellent opportunity for local-level project directors and their coworkers to learn about highway safety, upcoming program expectations, and how each grant relates to their specified program area (such as occupant protection, impaired driving, or police traffic services). Participants discuss goals and objectives with their assigned KOHS Program Manager, Law Enforcement Liaison (LEL) if applicable, and a representative of the KOHS Financial team. This is a great time for grantees to network with KOHS and have face-to-face interaction with state-level staff. The training workshops encourage grantees to ask questions, engage in open dialogue, and to view the process as an opportunity to build stronger, more meaningful partnerships.

KOHS conducted training for all new 2025 grantees and new project directors both in person and virtually for grantees receiving NHTSA funding throughout the state. Additional training courses were held on an individual basis as needed in the event of changes to local agency leadership. Topics included a review of grant contracts and conditions, program planning, completion of monthly and yearly reporting forms, financial forms, audit requirements, monitoring process, enforcement mobilization dates with participation requirements and procedures, targeted enforcement mapping, and an overview of the Kentucky Office of Highway Safety website and data resources.

High Five Seat Belt Program

The KY Office of Highway Safety continued to partner with the Preusser Research Group. The title of the project is “High Five Seat Belt Program Demonstration.” Perry, Grant, Taylor, Pike, and Lyon counties were selected to take part in the High Five Traffic Safety Project for rural roads. The selection is based on Kentucky Transportation Cabinet crash data. The 12-month project is focused on increasing seat belt usage and decreasing deadly accidents. Each of the counties received a \$10,000 grant and will be working in conjunction with Kentucky State Police who also received a \$10,000 grant for each post participating. This project was paid for with state funds. This Action Plan will address the following:

- Program Publicity and Outreach
- Program Materials
- Seat Belt Enforcement
- Seat Belt Observations
- Road Safety Assessments
- Data Needs for Program Evaluation
- Grant Funding

F. Impaired Driving Countermeasures Program

(Impaired countermeasures grants for FY2025 were funded with Section 405d BIL, 405d Supp BIL, 402 BIL, and 402 Supp BIL)

Grants to Law Enforcement

The Kentucky State Police, which has statewide jurisdiction, participated along with 22 local law enforcement agencies. This achieved a combined total of 10,593.75 additional enforcement hours, resulting in 1,938 DUI arrests, 7,287 other arrests, 3,065 speeding citations, 2,575 seat belt citations, 186 child restraint citations, and 15,034 other citations during the grant year.



Impaired Driving Enforcement Mobilization

Kentucky coordinated two major mobilizations focused on impaired driving in FY2025. These were done in conjunction with the national “Drive Sober or Get Pulled Over” mobilization, which was active from December 12, 2024, through January 1, 2025, and August 13, 2025, through September 1, 2025.

A total of 84 grant agencies participated in the August mobilization and reported their enforcement data to the Office of Highway Safety. Grantees performed 117.25 traffic safety checkpoints hours and 2,268.50 patrol hours during the summer 20-day period. A total of 324 law enforcement agencies (including 16 Kentucky State Police Posts and two Commercial Vehicle Enforcement regions) reported the following activity for the two-week campaign period. Enforcement results are summarized below:

Safety Belts:	4127	Child Restraints:	144
Distracted/Cell Phone:	86	Reckless Driving:	712
Suspended Licenses:	1631	Suspended License	1631
Speeding:	9025	DUI Arrests:	1202
Alcohol DUI	685	Drug DUI	304

Grants for Non-Law Enforcement Activities

Traffic Safety Resource Prosecutors (TSRPs)

Kentucky's TSRP program has been functioning quite well for more than a decade. The TSRP grant has been positioned at the Unified Prosecutorial System (UPS) to allow for a more coordinated effort with the prosecutor training being conducted by the UPS training staff. Jenny True Reed serves as our TSRP and her extensive experience, knowledge of the law, and deep connection with the prosecutorial community make her an invaluable asset to this program.

During the FY2025 grant cycle, the TSRP accomplished the following:

- During the month of October, the Traffic Safety Resource Prosecutor received 25 requests for technical assistance from prosecutors and law enforcement officers covering topics such as breath testing, jury instructions, decisions to proceed with a dui trial, traffic school for CDL holders, and responses to defense motions.
- The TSRP taught the legal block of instruction for the ARIDE training in Elizabethtown, Ky. Approximately thirty-five officers were trained during that session.
- The TSRP also taught seventy-five police officers during the DOCJT in-service class held in Richmond, Kentucky and presented the DUI Hot Topics training to 49 officers and prosecutors in Graves County at the request of KSP Post 1.
- In July of 2023, Kentucky Senate Bill 199 became law. This legislation provides good faith immunity to hospital staff performing blood draws pursuant to a search warrant or other court order. Even though the bill had been law for over a year, law enforcement continued to have problems securing blood draws without the defendant signing additional consent forms or the staff simply refused to draw blood. The TSRP

contacted the Kentucky Hospital Association about this issue since KHA lobbied for the law. KHA was aware of these issues and thought the best way to educate medical personnel was for the TSRP to present the topic at one of their town hall meetings.

- On October 22nd, the TSRP gave a one-hour presentation on SB 199 and other issues surrounding law enforcement blood draws. Over 80 people from across Kentucky attended. Attendees asked several relevant questions, and some asked for the PowerPoint and recording of the presentation.
- The TSRP continued working with the KSP Lab Toxicology Supervisor, the Kentucky Attorney General's Criminal Appellate Division, and prosecutors to develop a plan to address testimony from blood analysts after the US Supreme Court's decision in *Arizona v. Smith*.
- The TSRP provided research to all parties and sent out a sample Motion in Limine from Oregon for prosecutors to modify and use. One of these motions has been filed and is awaiting a ruling.
- The TSRP also contacted staff from NMS labs to discuss the testing process to determine how many analysts would be required to testify in any given case.
- All the CATS reports from Kentucky's 120 counties were collected, organized and presented to the PAC Council at the monthly meeting in October. The reports were approved by the Council and will be submitted to Kentucky legislature as required by statute.
- During the month of November, the Traffic Safety Resource Prosecutor received 16 requests for technical assistance from prosecutors and law enforcement officers covering topics such as retrograde extrapolation, jury instructions, decisions to proceed with a DUI trial, masking, and responses to defense motions to suppress.
- The TSRP taught the 15 participants in the new DRE class about testifying as an expert witness.
- The TSRP also presented with the Kentucky DRE Coordinator and the Central Kentucky LEL on Kentucky's Law Enforcement Phlebotomy Program at the 3rd Region LEL Summit in Florence, Kentucky.
- In addition to providing technical assistance, reviewing expert witness requests and presenting them to officers and prosecutors, the TSRP updated the impaired driving case law handout. The document is over 15 pages long and provides case names, rulings, and citations on a variety of topics related to traffic safety.

- During the month of December, the Traffic Safety Resource Prosecutor received 23 requests for technical assistance from prosecutors and law enforcement officers covering topics such as roadblocks, jury instructions, CDL masking, and DUI suspended licenses. Prosecutors from around the state requested expert witness funding in 3 cases.
- The TSRP once again participated in the DUI Moot Court training at the KY Department of Criminal Justice Training. Thirty-nine recruits were in attendance while the TSRP cross-examined several students on their DUI citations prepared during their week of DUI training at the academy.
- The TSRP completed the 2024 Impaired Driving Law handout and distributed it to prosecutors, officers and law enforcement training academies this month. The document is over 15 pages long and provides case names, rulings and citations on a variety of topics related to traffic safety.
- The Scott County Sheriff's Office held a training for prosecutors and law enforcement on the new medical cannabis laws. The TSRP provided a presentation on the new laws to the 30 prosecutors and law enforcement officers present.
- Much time was spent in December preparing for 2025. The TSRP and TSRP Admin met with The Origin Hotel to discuss plans for the upcoming Train the Trainer course in March. The menu and room layout were finalized. The TSRP also finalized the lesson plan and PowerPoint slides for the Kentucky State Police Academy SFST Refresher course.
- KSP requested the TSRP provide a two-hour legal block of instruction during each course.
- The TSRP also collaborated with the Kentucky Office of Highway Safety on the creation of a DUI Conviction Dashboard reflecting DUI convictions for each county and the state at large over a ten-year span of time.
- During the month of January, the Traffic Safety Resource Prosecutor received 25 requests for technical assistance from prosecutors and law enforcement officers covering topics such as the 20-minute observation, jury instructions, CDL masking, and introduction of breath testing results. Prosecutors from around the state requested expert witness funding in 9 cases.
- The TSRP once again participated in the DUI Moot Court training at the KY Department of Criminal Justice Training. Forty recruits were in attendance while the TSRP cross-examined several students on their DUI citations prepared during their week of DUI training at the academy.

- The Kentucky DECP program began offering the SFST refresher class to interested law enforcement officers. Two of these training courses were offered in Boone County, Kentucky this month. The TSRP taught a 2-hour legal block in each class. Approximately 29 students attended both classes.
- Cops in Court was held in Harrison County at the request of the Assistant Harrison County Attorney. Five prosecutors and officers attended the training.
- The TSRP also presented the new KY Law Enforcement Phlebotomy class along with the Toxicology Supervisor for the KSP lab. Topics covered included chain of custody, use of force, and proper use of the KSP lab blood kits. Important terms of a search warrant and other similar issues were covered as well.
- During the month of February, the Traffic Safety Resource Prosecutor received 21 requests for technical assistance from prosecutors and law enforcement officers covering topics such as new laws regarding medical cannabis, the definition of motor vehicle in the mv DUI statute, CDL masking, and introduction of breath testing results.
- Prosecutors from around the state requested expert witness funding in 8 cases.
- The TSRP traveled to Madisonville, Kentucky and presented the ARIDE legal block to approximately 40 officers.
- The TSRP presented the Basic DUI legal presentations to 8 Bowling Green recruits and 30 Kentucky State Police cadets.
- The annual Kentucky County Attorneys Association Winter Conference was held in Lexington, Kentucky. The TSRP presented twice. One of the presentations covered the US Supreme Court case of Smith v. Arizona and the implications the case has for proving lab test results along with other current DUI issues in court. The Woodford County Attorney and the KSP Toxicology Lab Supervisor presented along with the TSRP.
- The Executive Director of the KY Medical Cannabis Office presented with the KY TSRP on the new laws related to Medical Cannabis. The Executive Director covered the nuts and bolts of the law while the TSRP discussed proving THC impaired driving cases considering medical cannabis legalization. Approximately 100 prosecutors were present to listen to both presentations.

- The TSRP was called upon by the Kentucky County Attorneys Association to provide information related to a per se drug list bill and a bill amending a DUI 3rd offense to a Class D felony.
- The TSRP continuously monitors all traffic related bills to see if any have passed into law and report back to the safety partners.
- During the month of March, the Traffic Safety Resource Prosecutor received requests for technical assistance on 16 occasions from prosecutors and law enforcement officers covering topics such as motions in limine, reading of the implied consent in Spanish, and DUI license suspension.
- Prosecutors from around the state requested expert witness funding in 13 cases.
- The TSRP traveled to Bowling Green in March and presented the ARIDE legal block to approximately 50 officers.
- The TSRP also presented the ARIDE legal block for the Louisville Police Department. Approximately 15 officers were present.
- The in-service class for the Department of Criminal Justice Training started again this year. The TSRP and Forensic Pathologist Dr. Greg Davis presented to 81 officers at the event in Louisville. Topics covered included evidence of drug impairment, changes in DUI laws and a review of search and seizure roadside.
- Several training events were held by the PAC Training Division and the TSRP Program in March. The KY Prosecutors Institute hosted the weeklong Courtroom Trial Basics for new County and Commonwealth Attorneys. The TSRP served as faculty for one of the County Attorney groups and presented to 43 prosecutors on the topic of DUI trial preparation. This training allowed the TSRP to connect with new prosecutors and share resources with them as needed.
- The TSRP Program presented the Cops in Court one day training to KSP Post 1 in Graves County, Kentucky. The class was attended by 15 Troopers. Two of the elected County Attorneys also assisted with the training. Having the prosecutors there offered additional insight regarding issues they see in court and prompted important discussions between law enforcement and prosecution.
- The month ended with the TSRP Program hosting the Train the Trainer course. The event was partially funded by a mini grant from the National Association of Prosecutor Coordinators. Five TSRPs from across the country and 13 prosecutors from across Kentucky attended. The training received high marks from all

participants. Attendees learned about structuring presentations to maximize learning and how to provide effective feedback to students.

- The Kentucky TSRP, the KY DVRP, and 3 TSRPs from around the country served as faculty and presenters. Many students successfully pushed themselves out of their comfort zones. Several students have also agreed to serve as presenters for PAC and the TSRP Program in the future.
- During the month of April, the Traffic Safety Resource Prosecutor received requests for technical assistance on 26 occasions from prosecutors and law enforcement officers covering topics such as CDL masking, motions in limine, the Intoxilyzer 8000 and Smith v. Arizona.
- Prosecutors from around the state requested expert witness funding in 7 cases.
- The TSRP presented the ARIDE legal block in Frankfort to approximately 30 officers and participated in DUI Moot Court at the KY Department of Criminal Justice Training. Thirty-five recruits were present for the 4-hour training and learned how to prepare for and testify in a DUI trial.
- The TSRP also presented a legal block about testifying as an expert during the Spring DRE course. Nine students were present. The Kentucky Impaired Driving Task Force meeting was held this month. Stake holders from across many disciplines met to discuss current issues related to impaired driving. Topics included the 2025 Legislative Session, oral fluid and the Law Enforcement Phlebotomy Program.
- The TSRP Program presented the Cops in Court one day training to the KSP Cadet class in Frankfort, Kentucky. The class was attended by 30 cadets. The class was a precursor to the end of academy moot court being held the following two days. The students said they felt more prepared going into moot court than before the class.
- The Lethal Weapon course was held in conjunction with the Tennessee TSRP Program. The course was spearheaded by Professor John Kwasnoski who taught over 40 officers and prosecutors from both states about preparing for and conducting a trial involving a collision. Other topics included were jury selection and infotainment and EDR systems. The course also included a staged pedestrian crash. The training received high marks from the students.
- During the month of May, the Traffic Safety Resource Prosecutor received requests for technical assistance on 23 occasions from prosecutors and law enforcement officers covering topics such as breath test refusals, Brady material, and work zone speeding cases. Prosecutors from around the state requested expert witness funding in 6 cases.

- The TSRP participated in DUI Moot Court at the Ky Department of Criminal Justice Training and presented the Basic DUI legal block for the 5 recruits in the Owensboro Police Academy. Forty recruits were present for the 4-hour training and learned how to prepare for and testify in a DUI trial.
- The TSRP also presented a legal block on the 4th Amendment and Traffic Stops at the KY State Police Law Day in-service class. Approximately 50 Troopers were present for the class. The TSRP attended the National TSRP Conference in Birmingham, Alabama. Topics covered included prosecution of the marijuana impaired driver, reimagining Lethal Weapon, and a roundtable discussion of issues confronting TSRPS. The Kentucky TSRP presented a video Show and Tell at the Conference which included videos shared by other TSRPS from across the country.
- The month of May concluded with two presentations by the TSRP and the Central Kentucky LEL at the Kentucky Safety Summit sponsored by the Kentucky Office of Highway Safety. The presentation covered the Law Enforcement Phlebotomy Program and the Roadside Oral Fluid Program. Approximately 60 officers and other safety professionals were in attendance.
- During the month of June, the Traffic Safety Resource Prosecutor received requests for technical assistance on 21 occasions from prosecutors and law enforcement officers covering topics such as the 20-minute observation period, breath test refusals, new traffic statutes and foundations for entry of breath test result. Prosecutors from around the state requested expert witness funding in 10 cases.
- The TSRP participated in DUI Moot Court at the Ky Department of Criminal Justice Training. Thirty-five recruits were present in the class. The TSRP also presented a legal block on the 4th Amendment and Traffic Stops at the Ky State Police Law Day in-service class and a DUI law update to the same group that week. Thirty-three Troopers were present for the class.
- ARIDE and the DOCJT in-service classes were held again in May. The TSRP presented a legal block at ARIDE. Approximately 30 students attended the course. Seventy-two officers attended the in-service class held by the KY Department of Criminal Justice Training.
- The TSRP and Dr. Greg Davis presented an update on impaired driving law and an overview of Toxicology. Toward the end of June, the KSP State Forensic Lab held training in conjunction with the Regional Toxicology Liaison for toxicology analysts. The TSRP presented court testimony and preparation to approximately 40 people in attendance.

- May concluded with the Breath Testing for Prosecutors one day training held in conjunction with the Ky Department of Criminal Justice Training. Twenty-two prosecutors from across the state learned from the same BTO instructors who teach officers at the training academy. Prosecutors learned the fundamentals of breath testing; legal issues associated with breath tests and were able to use the instruments themselves. This course received high marks from all in attendance.
- During the month of June, the Traffic Safety Resource Prosecutor received requests for technical assistance on 35 occasions from prosecutors and law enforcement officers covering topics such as the 20-minute observation period, search incident to arrest, blood draw search warrants, and foundations for entry of breath test result.
- Prosecutors from around the state requested expert witness funding in 9 cases.
- The TSRP participated in DUI Moot Court at the KY Department of Criminal Justice Training. Forty recruits were present in the class. The TSRP also presented a legal block on the 4th Amendment and Traffic Stops at the KY State Police Law Day in-service class and a DUI law update to the same group that week. Thirty-five Troopers were present for the class.
- ARIDE and the DOCJT in-service classes were held again in June.
- The TSRP presented a legal block at ARIDE classes for KSP in Frankfort, Jeffersontown, and Lexington. Approximately 51 students attended the courses.
- The LEL for Eastern Kentucky held a briefing in Morehead. The TSRP gave a brief presentation on issues in court and upcoming technologies for impaired driving enforcement. Approximately 20 law enforcement officers were present.
- During the month of August, the Traffic Safety Resource Prosecutor received requests for technical assistance on 15 occasions from prosecutors and law enforcement officers covering topics such as potential issues arising from *Smith v. Arizona*, roadblocks, 20- minute observation period, and foundations for entry of breath test results.
- Prosecutors from around the state requested expert witness funding in 8 cases.
- The ARIDE class was held in Maysville this month. Fourteen officers from the area were present during the legal block of instruction. The students had questions regarding blood draw search warrants and roadblocks.
- The TSRP was also a co-presenter at the KY Association of Chiefs of Police Annual Conference in Florence, KY. The presentation covered KOHS initiatives to combat

impaired driving such as SoToxa oral fluid testing devices and the Law Enforcement Phlebotomy Program. Approximately 50 law enforcement leaders from across the state were present for the presentation.

- The Kentucky TSRP Program hosted 2 trainings in the month of August. At the request of the Spencer County Attorney, the TSRP held the Cops In Court course. Nine officers and 2 prosecutors were present for the 8-hour event. Officers learned about report writing, direct and cross examinations and then participated in a moot court at the end of the day. During this training, officers and prosecutors realized officers needed to brush up on their knowledge of SFST testing. A training plan was put into place to resolve the issue.
- The Ohio and Kentucky TSRP programs held a joint ARIDE for Prosecutors/Prosecuting the Drugged Driver training at the end of August in Newport, Kentucky. Nine DRES and prosecutors were present, and 21 prosecutors were present from Ohio. The course covered ARIDE training and topics such as common defenses, jury selection and cross examination. The course received high marks from the participants.
- The annual Kentucky Prosecutors Conference took place towards the end of August. Seven hundred prosecutors from around the state were present at the event. The TSRP presented the annual TSRP Update covering case law, new enforcement strategies and common suppression issues. Approximately 150-200 attended this presentation. The TSRP co-presented with the Central KY LEL on the topic of oral fluid testing. Approximately 100 prosecutors were in attendance.
- During the month of September, the Traffic Safety Resource Prosecutor received requests for technical assistance on 39 occasions from prosecutors and law enforcement officers covering topics such as potential issues arising from Smith v. Arizona, admissibility of HGN evidence, blood draws from unconscious persons, and foundations for breath test results.
- Prosecutors from around the state requested expert witness funding in 15 cases.
- The ARIDE class was held in Murray in September. Approximately 20 officers from the area were present during the legal block of instruction. The TSRP assisted the DUI Section of the Kentucky Department of Criminal Justice Training with DUI Moot Court. Forty recruits from across the state were present.
- The DOCJT in service class for the New Horizons in Policing was held in Frankfort. The TSRP and Dr. Greg Davis presented a 4-hour block on issues in impaired driving and toxicology. Seventy officers from across the state attended the training.

- The Kentucky TSRP Program hosted Breath Testing Operator Training for Prosecutors in Madisonville, Kentucky. Eleven prosecutors were in attendance. The TSRP presented a one-hour block on legal challenges to breath test results. The majority class was presented by breath testing instructors from DOCJT. Prosecutors were taught the mechanics of the instrument, how to address different printouts from the instrument and how to administer a breath test.
- During September, an issue arose with prosecutors issuing subpoenas for breath test instructors at DOCJT. DOCJT and the Kentucky Justice Cabinet decided to start opposing these subpoenas. The TSRP contacted the DUI Section at DOCJT as well as the DOCJT leadership to discuss the need for this testimony. A long-term solution was created. In the short term, instructors will continue to testify when given proper notice.

Drug Evaluation and Classification Program FY2025

This is the eighth year that the Kentucky Association of Chiefs of Police (KACP) has had the Law Enforcement Liaison (LEL) dedicated to the Drug Evaluation Classification Program (DECP). This project continued to maintain a group of local and state law enforcement officers who are certified Drug Recognition Experts (DREs), as well as to offer advanced DUI training to as many officers as possible. This project was supported with NHTSA 402 funds. FY2025 project activities:

- Early numbers show that Kentucky Drug Recognition Experts performed a total of 254 drug evaluations. 124 of these evaluations were training evaluations with 133 being enforcement evaluations. Cannabis appears to be the highest drug category identified by DREs performing drug evaluations. These numbers are not currently final as DREs are still completing 2025 reports in the ITSMR system.
- Continued to have meetings with the Department of Criminal Justice Training, Kentucky State Police Academy, Louisville, Lexington Police Academy, Bowling Green Police Academy, and Owensboro Police Academy's Instructional Staff to discuss and design a strategic plan to better train Kentucky Officers in DUI enforcement. Focusing on the latest techniques, studies, and technology available to law enforcement for impaired driving detection.
- Held DRE School 2025-1 with 9 Officers / Troopers attendees (3) KSP, (1) Oldham County Police, (5) Municipal Police Officers Bardstown PD, Frankfort PD, and Lexington PD. Brought in guest instructors from Ohio's DRE Program. This included attending filed certification in Jacksonville Florida.
- Held DRE School 2025-2 with 11 Officers/Deputy/Troopers attendees (2) KSP, (2) Lexington PD, (1) Oldham County Police, (1) Versailles PD, (1) Georgetown PD, (1) Florence PD, (1) Independence PD, (1) Frankfort PD, (1) Deputy Christian County Sheriff's Office. Brought in guest instructors from Ohio State Highway Patrol (Ret.). This included attending filed certification in Jacksonville, Florida.

- Presented in 1 New Chiefs & Sheriff's courses for the Department of Criminal Justice Training. Discussed highway safety initiatives and an overview of the DECP.
- State Coordinator participated in IACP DRE Section mid-year meeting virtually.
- Met several times throughout the year with the Northern Kentucky Police and Sheriff's Training Center. The Training Center is the Academy that houses our Training Curriculums. Worked with the training centers staff to host all course registration for ARIDE and DRE School.
- Attended several KACP regional meetings throughout the year discussing DEC Program activity, current issues with drug impairment, case law and courses.
- Sgt. Brandon Muravchick of the Lexington Police Dept. hosted a DRE Traffic Safety blitz with several DRE's around the state participating.
- Maintained the DRE tablet system through Institute for Traffic Safety Management (ITSMR) by assisting over 75 DRE's with training on new versions, updating Kentucky's data, reading over several DRE evaluations and use of the tablet. Issued out several new Samsungs S8 tablets to active DREs within KY.
- Offered 13 ARIDE (Advanced Roadside Impaired Driving Enforcement) training at various locations around the state (Maysville, Elizabethtown, Frankfort, Lexington Jeffersontown, Murray, Burlington, and Bowling Green), which resulted in training approximately 350 officers within the Commonwealth. This valuable training, in its eighth year in Kentucky, is designed to bridge the training gap between the Standardized Field Sobriety Testing (SFST) and the DRE program. It provides officers with general knowledge related to drug impairment and enables them to understand and better utilize the Drug Recognition Experts.
- Coordinated and provided 4 Basic SFST courses with Cops in Court to Bowling Green Police Department's 2 recruit academy classes & Owensboro Police Department's 2 recruit academy classes. This course was the entire week. A total of 27 recruits were trained.
- Coordinated and provided two (8hr) SFST Refresher courses in Burlington, KY at the Boone County Sheriff's Office. Training a total of 28 officers and deputies in the northern Kentucky area.
- Coordinated and provided two NHTA SFST Instructor Development Class. The first class was held at the Madisonville, KY Police Training Center which is currently serving as the new Western Kentucky Training Academy for the Department of Criminal Justice Training. This class had twelve students (9) DOCJT, (2) Bowling Green PD, (1) Kentucky Fish & Wildlife Law Enforcement. The second class was held in Lexington, KY at the Lexington Police Department. This class has seven students (1) Lexington PD,

(2) Bowling Green PD, (2) Louisville Metro Police Dept., (2) United States Army Military Police.

- The State Coordinator attended the ITPM Traffic Symposium in Orlando, Florida. During this training the State Coordinator attended the IACP Eastern DRE State Coordinator meeting.
- The State Coordinator and Assistant Coordinator attended the 2025 IACP National Conference on Drugs, Alcohol, and Impaired Driving in Chicago, IL. We also were able to support 1 Kentucky DRE/Instructor from the Kentucky State Police in attending the conference. Both coordinators attended the IACP DRE State Coordinators meeting during the conference as well as multiple breakout sessions. The State Coordinator attended the New DRE State Coordinator's Training Class.
- The State Coordinator and Assistant Coordinator attended the 2025 IACP Conference in Dever, CO.
- The program continues to provide agencies with PBTs that were purchased by the state from CMI. These PBTs are being issued to agencies throughout the Commonwealth of Kentucky. The State Coordinator and Assistant Coordinator purchased and issued assorted equipment for current and new DRE's involved in the program.
- Attended several LEL Campaign Briefings throughout the state to provide information about the DEC Program and the training we offer.
- Attended the Kentucky Sheriff's Association training along with all LELs and KOHS staff in Bowling Green, KY and assisted in working the vendor booth at the training.
- Held several LEL meetings during the year to discuss agency participation, campaigns, DECP courses, and other items consistent with highway safety initiatives.
- Held several weekly virtual meetings with the DECP Assistant Coordinator to discuss training, travel, agencies, DRE's, and program needs.
- Attended several webinars for continual education from NHTSA, GHSA, IACP, Florida TSRP Program and other sources.
- Participated in all the Kentucky Law Enforcement Council meetings. Attended quarterly meetings in person along with the first day committee meeting (Academy's meeting, Instructor, Curriculum). Worked with KLEC Monitors in updating all our DECP curriculum.
- The DECP State Coordinator and Assistant Coordinator attended a prosecutors training event held by Kentucky and Ohio's TSRP's.

- Recertified several DRE's throughout the year by conducting hands-on mock evaluations and updated training.
- Assisted with Below 100 courses.

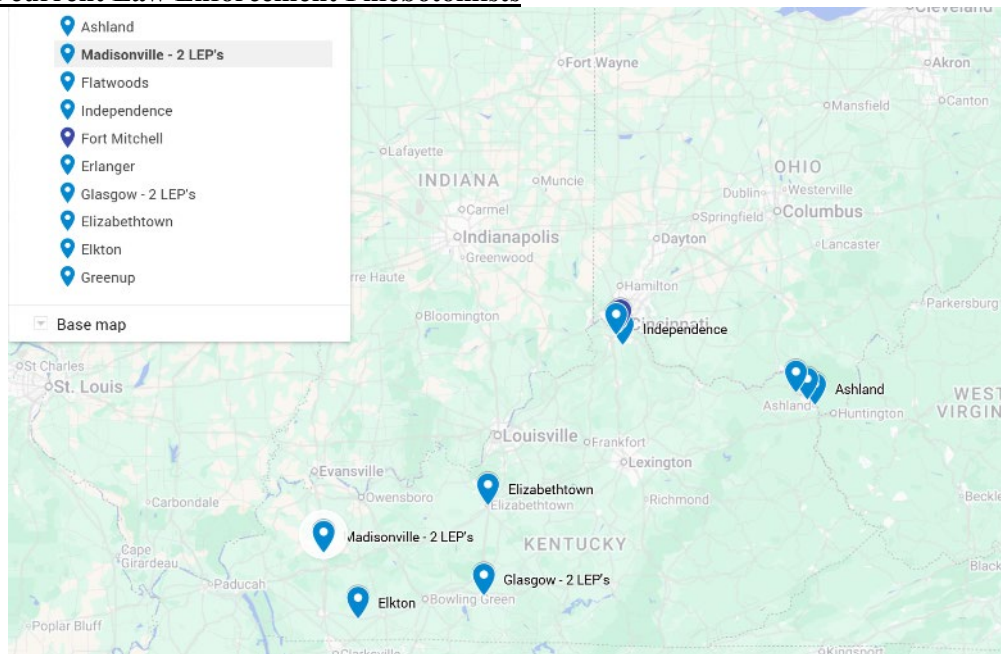
The duties of the Kentucky Law Enforcement Phlebotomy Program Coordinator were passed from the DECP State Coordinator to the Assistant Coordinator to better serve the current and future Law Enforcement Phlebotomists of the Commonwealth.

Law Enforcement Phlebotomy FY2025

2025 was the first full calendar year for the Kentucky Law Enforcement Phlebotomy Program. 10 new LE phlebotomists were added in 2025, bringing the full complement to 12. All 12 officers are both state and nationally certified phlebotomists, mandatory according to our program standards. All officers that pass the program standards are provided with the necessary equipment to conduct proper drawing of blood in the field.

During 2025, a total of 67 blood draws were performed, 26 of which were pursuant to search warrants. 1 refresher course was offered in 2025 to provide officers with updates to the program and to meet the standard of 8 hours of phlebotomy related in-service training.

Map of current Law Enforcement Phlebotomists



Judicial Outreach Liaison (JOL) Program FY2025

2024-2025 JOL project activities included the following:

FY2025 MEETINGS ATTENDED BY JUDGE JOHN MCCARTY AS JUDICIAL LIAISON

9 Jan 2025 – Attended virtual meeting with KOHS officials regarding per se cannabis legislation.

15 Jan 2025 – Attended KOHS Impaired Driving Taskforce meeting in Frankfort.

31 Jan 2025 – Attended Salt River/Pima County Arizona Tribal Court.

1 Feb 2025 – Attended ABA Mid-year RJOL/SJOL meeting in Phoenix, Arizona.

8 Mar 2025 – Attended meeting of all ABA RJOLs and SJOLs in conjunction with Lifesavers Conference in Long Beach, California.

21 Mar 2025 – Attended meeting with Hancock Circuit Clerk Mike Boling to prepare for presentation for the Circuit Clerk's College in April.

23 Apr 2025 – Attended KOHS Impaired Driving Taskforce Meeting in Frankfort.

30 May 2025 – Attended meeting of Kentucky Specialty (Drug) Court while attending All Rise 25 Conference.

27 Jun 2025 – Met with Chris Sharp, Region 2 Driver's License Manager in Leitchfield, Kentucky to prepare for District Judges College presentation in September.

8 Jul 2023 – Attended KOHS Impaired Driving Taskforce meeting in Frankfort.

20 Aug 2025 – Attended Governor's Occupant Safety Awards Luncheon in Lexington, Ky.

28 Aug 2025 – Attended KOHS Impaired Driving Taskforce meeting in Frankfort.

19 Sep 2025 – Attended ABA RJOL/SJOL meeting in Denver, Colorado.

15 Oct 2025 – Attended KOHS Impaired Driving Taskforce meeting in Frankfort.

17 Oct 2025 – Attended meeting with Judges Coleman and Cohron to prepare for presentation for the Circuit Clerk's College in October.

10 Nov 2025 – Attended vis Teams, KOHS CDL Advisory meeting.

12 Nov 2025 – Attended KOHS Impaired Driving Taskforce meeting in Frankfort.

3 Dec 2025 – Attended KOHS Impaired Driving Taskforce meeting in Frankfort.

Mothers Against Drunk Driving- Court Monitoring Program

This is the 3rd year MADD has used grant funds to provide a court monitoring program. MADD's Court Monitoring Program Specialists and trained volunteers monitored DUI cases in top ten (10) alcohol fatality counties in Kentucky. Data collected was entered into MADD's national online court monitoring database. The data includes jurisdiction, offender age, date of arrest, original charges, disposition of the case (plea, reduction in charges, dismissed, guilty/not guilty verdict), and sanctions issued. The data collected will allow for several analyses, including the percentage of misdemeanor cases that end with a guilty plea or verdict for original charge, frequency of pleas amended, and penalties for convicted people.

- Court Monitor Emily Eckler covers five counties located in Central Kentucky (Bell, Fayette, Franklin, Laurel and Perry). She monitored 10 new cases each week, approximately 50 new cases each month. She attended court in person in each county at least two times a month, totaling 10 times per month.
- MADD has made significant strides in establishing relationships within the courthouses.
- Court Monitor Emily Eckler has met with court personnel to provide updates and has received additional information and feedback. She has created a footprint for the Court

Monitoring Program in the assigned counties and believes that trends will continue to emerge to better inform prosecution.

Ignition Interlock

In 2019, new Ignition Interlock legislation was passed to enrich Kentucky's Ignition Interlock program. The Kentucky Ignition Interlock Program (KIIP), effective July 1, 2020, involves more administrative provisions including set suspensions, incentivized interlock period, and a compliance component. Monitoring the participant's activities and violations is a joint effort between the device providers and the Division of Driver Licensing at the Kentucky Transportation Cabinet. KIIP has made it easier for participants to apply and have a device installed. Removing the required court order has also increased participation significantly. In FY2023 the Division of Driver's Licensing issued 2,470 KIIP restricted licenses. In FY2024 the Division of Driver's Licensing issued 2,790 KIIP restricted licenses, this was an increase of 320 program participants.

In FY2023 several changes and additions were made to the administration of KIIP. With these changes came a new focus on increasing participation in the KIIP program by streamlining the process by which Device Providers open Service Provider facilities. The goal of this is to increase the number of Service Provider facilities and give potential program participants better and more convenient access to the program making it more likely they will participate. Further improvements were made to KIIP in FY2024 and FY2025 to advance these goals. The following activities are examples of the accomplishments regarding the KIIP program that took place in FY2025:

- Kentucky has increased the total number of service provider installation facilities from 105 unique facilities in FY2023 to 127 in FY2025 active facilities. Many of these locations now offer services for multiple providers that did not before.
- An additional Law Enforcement Liaison (Merrell Harrison) was hired to perform inspections of service provider facilities in FY2024. In FY2025 Merrell began overseeing the coordination of inspections of new service provider facilities. Since then, the average time between an inspection being requested to it being completed has decreased significantly, now averaging 3 weeks or less, when previously it could have taken 2 months.
- KOHS continued its membership in the Association of Ignition Interlock Program Administrators (AIIPA).
- Representatives of KOHS attended the annual AIIPA conference and participated in the continuing education courses offered.
- Representatives of KOHS presented at the Kentucky Chiefs of Police Association annual meeting
- FY2025 was a recertification year for the KIIP program, and all 6 vendors reapplied and were approved for recertification.

G. Occupant Protection Program

(Occupant Protection countermeasures grants for FY2025 were funded with both BIL 405b and BIL Supp 405b LOW funds.)

Grants to Law Enforcement

The Office of Highway Safety utilized Section 402 and BIL405b funds to support occupant protection overtime enforcement programs for 23 law enforcement agencies. These grantees worked a total of 6,177 overtime hours, issuing a total of 9,255 seat belt citations and 350 child restraint citations. In addition, these grantees issued 3,235 citations for speed, 16,681 other traffic citations, made 258 DUI arrests and 674 other arrests during their grant-funded hours.

Occupant Protection Outreach/Education Projects

The Office of Highway Safety also utilized 405b funds to support highway safety educators across the state, who focused on child passenger safety and occupant protection. Their activities are detailed below.

Cumberland Valley Area Development District

This is an eight-county region in the southeastern part of the state, providing services to Bell, Clay, Harlan, Jackson, Knott, Laurel, Rockcastle and Whitley counties. During FY2025 the grant accomplished the following seatbelt/child restraint activities:

- Conducted 6 National Child Passenger Safety Certification classes within the Cumberland Valley Area Development District (CVADD). 2 recertification classes were also conducted.
- The CVADD office assisted with 3 CPS Classes in conjunction with KOHS.
- 8 Technicians were assisted in obtaining or maintaining their CPS Certification, including individuals affiliated with Kentucky State Police, Jackson County Health, Nicholasville Fire Department and Whitehouse Clinic.
- The National Child Passenger Safety Certification program was promoted through emails to CPS techs in the CVADD region. Educational material about CPS were given to police departments, hospitals, local DCBS offices, community resource meetings, pregnancy centers and health departments in the CVADD region.
- Site visits were conducted at the below locations to provide information relative to proper use of child passenger safety:
 - Jackson County Health Department

- Whitley County Health Department
 - Jackson County Public Library
 - Second Mile Behavior
 - DCBS Office in Laurel, Whitley and Jackson Counties
 - Several elementary schools in the CVADD region such as Jessie Lay Elementary, Williamsburg Independent School, G.R. Hampton School, Hazel Green Elementary and Big Creek Elementary
 - Laurel and Knox County Grandparent Support Groups
 - Clay County Sheriff's Office
 - Manchester Police Department
 - CVADD Domestic Violence Shelter
 - Advent Health Manchester
 - KCEOC Community Action
 - Knox County Housing Authority
 - Medical facilities including Horizon Health, Grace Health, Baptist Health Corbin, Whitehouse Clinic and St. Joe-London Hospital.
- 14 CPS check events were conducted in the CVADD region, Whitley County, Laurel County, Jackson County, Knox County, Harlan County, Rockcastle County and Clay County. Events were held at GR Hampton Elementary, Kentucky State Police Post London, Kentucky State Police Post Richmond, Tumble Station of London, White House Clinic, ECU Scholar House, Cumberland Valley RECC, New Beginnings Parent Group, Jackson County Health Department, Jackson County Public Library and the CVADD office building.
 - 92 seats were checked at the CVADD office for correct installation. Misuse was identified 100% of the time during the check events. 542 people were educated during these car seat checks.
 - 1,219 elementary students in the CVADD region were educated on the importance of being properly restrained.
 - 2,235 parents/caregivers were educated on the importance of having children properly restrained.

Grayson County Health Department

During FY2025, this western Kentucky health department's grant accomplished the following seatbelt/child restraint activities:

- Maintained an ongoing partnership with the local WIC department and OB/GYN office to educate new parents regarding the Child Safety Passenger Program administered by the Health Academy of the health department. Also partnered with the HANDS Department, which provides packets for all new mothers including information regarding available CPS services.
- Worked with the following community partners:
 - Community Alliance Food Pantry
 - Insurance companies
 - Chamber of commerce
 - Grayson County Schools
 - HANDS program
 - WIC
 - Owensboro Twin Lakes Regional Medical Center
 - Department of Community Based Services
 - Local Law Enforcement
 - Family Resource Centers
- The CPS team at Grayson County Health Department continued to meet and discuss ways to reach the community. They implemented walk-in days, scheduled days and held pop-up events in the community.
- Engaged the public through social media campaigns, including education posts and available resources. Social Media Campaigns reached 21,868 people.
- The CPS leader partnered with Grayson County Library and Grayson County Thrive Coalition to participate in the below community events, offering car seat inspections and/or educating families on child passenger safety:
 - Community Egg Hunt

- Grayson County Thrive Resource Fair
- Community Baby Shower
- Road to Summer Safety
- Distributed and installed 65 convertible car seats.

Lexington-Fayette Co Health Department

This health department serves both urban and rural areas of Fayette County. During FY2025, the grant accomplished the following:

- Over 30 new car seats and related education were distributed to families. Even more existing usable seats were checked for families, with education also provided.
- At least 24 hours of technical assistance were provided to a variety of stakeholders including the HANDS Home Visiting Program of Fayette County, Greenhouse 17 (domestic violence shelter), Powell County Health Department, Estill County Health Department, UK Pediatric Cardiac ICU, the Family Care Center and the UK PATHways OB Clinics in Lexington and Morehead.
- More than 100 families were reached at car seat check events.
- Education was provided to schools and early childhood staff at Lexington Friends Preschool, UK Early Childhood Lab and HeadStart. Children ages 4+ were checked and educated, with an emphasis at Greenhouse 17. Education and outreach were also provided to medical staff at St. Joe East, UK Polk Dalton OB Clinic, LFCHD school RN's and nurses on UK PCICU.

Center for Women, Children & Families (The Nest)

This organization is based in Fayette County and serves surrounding central Kentucky counties. During FY2025, the grant accomplished the following seatbelt/child restraint activities:

- 370 families were educated. Each family received hands-on instruction from certified CPS Technicians to ensure correct seat selection, installation and use.
- Reached 169 non-English-speaking families. Bilingual outreach materials and an onsite Spanish interpreter made education accessible and effective for more families.
- Provided education to 104 new or expecting mothers through one-on-one sessions and quarterly Nest Baby Showers. These sessions focused on selecting and correctly installing infant seats before the baby's arrival.

- A total of 370 car seat checks were completed during the year. Each check included full instruction on correct installation, fit and usage to reinforce long-term safety habits.
- Distributed or replaced 307 car seats, ensuring that each recipient family had a safe, age-appropriate restraint system. Families received installation assistance and education at the time of distribution.

Marshall County Health Department

This is a multi-county area in western Kentucky known as the Purchase Area Development District, which covers Ballard, Calloway, Carlisle, Fulton, Graves, Hickman, Marshall and McCracken Counties. During FY2025, this grant accomplished the following seatbelt/child restraint activities:

- Over 75 families were educated on proper child restraint installations at fitting station appointments.
- Educated 2,140 community members, including youth and adults, on the importance of occupant protection. Educational events took place at events such as:
 - Wu Fest
 - HANDS
 - Community Baby Showers
 - Elementary, middle and high schools
 - Marcella's Community Kitchen
 - Merryman House Domestic Violence Center (McCracken County)
 - Mike Miller Park Development Kickball Summer Event
 - Marshall County Hardin Branch CPS
 - Super Saturday Health Education Event (Calloway County)
 - Community Health Fairs (Altona Baptist Church, Aging Conference, MC Community Health Fair)
- Reached 6,057 individuals via social media posts.
- Conducted National Child Passenger Safety Certification Courses in Hopkinsville,

certifying 11 technicians and in Calloway County, certifying 3 technicians.

- Conducted recertification seat checkoffs for:
 - Hopkinsville Fire Department
 - Trigg County CPST
 - Fulton County PD
 - Fulton EMS
 - KenTenn EMS
 - Hickman County School District Police
- Promoted CPS Technician certification opportunities.
- Continued to work in cooperation with current partnerships with local first responders, community partners and the Kentucky Office of Highway Safety. Also reached out to additional organizations to develop new partnerships for OP/CPS programs.
- Marshall County Health Department CPS Technician Instructor obtained 118 teaching hours and met requirements for recertification.

Pike County Health Department

During FY2025, this eastern Kentucky health department's grant accomplished the following seatbelt/child restraint activities:

- Hosted 12 CPS checkup events at Pike County Health Department
- Hosted 12 CPS checkup events at Belfry Health Department location
- Utilized radio and social media to relay information on our CPS Program and CPS information.
- Partnered with local fire and law enforcement for several community events.

Floyd County Health Department

During FY2025, this eastern Kentucky health department's grant accomplished the following seatbelt/child restraint activities:

- Conducted 81 car seat inspections and installations

- Provided 10 new car seats to eligible families
- Reached approximately 425 families with hands-on guidance, safety education and instruction for proper installation and use.
- Educated expecting and new mothers through partnerships with HANDS, KY-Moms and Highlands ARH Hospital
- Participated in community outreach events including:
 - Back to School Bash
 - School open houses
 - FYRSC
 - HANDS
 - KY-Moms Community Baby Showers
 - National Child Passenger Safety Day
 - Health Department Fall Festival
 - KY Farm Bureau Flood Relief Event
 - Warehouse Community Church Easter Event
 - Supported events hosted by other health departments.
- Collaborated with Prestonsburg Police Department, Prestonsburg Fire Department, Floyd County Sheriff's Office and local day cares to help increase program awareness among community.
- Collaborated with Highlands ARH OB Department and local pediatrician office to help increase program awareness among new and expecting parents through referrals and direct outreach.
- Developed partnerships with Food City, Floyd County Board of Education, Ky Farm Bureau Insurance Agency, Big Sandy RIAC and Community Collaborations for Children (CCC).
- CPS Team held quarterly meetings to review the program and discuss different ideas for outreach and/or attendance at upcoming community events. These meetings provided an opportunity to evaluate inspections and seat distributions, address

challenges, and plan strategies for expanding community outreach and partnerships in the coming year.

Kentucky River District Health Department

This district health department serves Knott, Lee, Leslie, Letcher, Owsley, Perry and Wolfe Counties. During FY2025, this grant accomplished the following seatbelt/child restraint activities:

- Driving Safety tables were set up at Buckhorn Schools, Perry County Central and Hazard High School, reaching 510 high school students.
- Provided checkpoints and educational programs in Lee, Wolfe and Perry Counties, reaching 47 teen drivers and their guardians.
- Hosted car seat safety checks at several local health departments, including Lee, Owsley, Leslie, Wolfe and Knott Counties. Helped 15 parents/guardians learn how to properly install car seats.
- Engaged the public through social media campaigns, including Buckle Up, 4th of July, Click it Or Ticket Week and Teen Drivers. Social Media Campaigns reached 3,000 people.
- Created child passenger safety activity bags for local Head Starts in our district. Approximately 500 activity bags were distributed for families to learn about proper installation of car seats and how to install a child passenger safety seat at home.
- Partnered with the Towards Zero Deaths Perry County Task Force to host a Child Passenger Safety Check during Click it or Ticket Week, where we assisted 12 families with car seat installations.
- Educated 132 families on car seat installation at community baby showers in in Leslie, Lee and Perry.
- 300 families were reached at back-to-school events where we handed out flyers advertising our services to help parents with car seat checks, if needed and distributed check list of things families can check at home with car seats.
- Provided 20 replacement car seats to families in need. Of these, 5 families were using expired seats, and the other 15 seats were damaged or were not a safe fit for their child.

Madison County Health Department

During FY2025, this central Kentucky health department's grant accomplished the following seatbelt/child restraint activities:

- Hosted 4 National Child Passenger Safety Certification Courses
- Partnered with Richmond Police Department to offer car seats after Madison County Health Department hours.
- Completed 86 car seat inspections
- Hosted weekly car seat checks every Monday from 9AM – 1PM.

Prestonsburg Police Department

During FY2025, this eastern Kentucky police agency's grant accomplished the following seatbelt/child restraint activities:

- Collaborated with Walmart and Food City to provide car seat inspections their place of business.
- Partnered with Floyd County Health Department to educate expecting caregivers on child safety seat usage and the proper installation of seats and children.
- Held monthly "Car Seat Days" where time was dedicated to in-person
- Worked with local hospitals to inform parents of the available car seat program

Norton Children's Hospital - Buckle Up Jefferson County

KOHS continued its contract utilizing 405b funds to fund the salary of one full-time Child Passenger Safety Educator with Norton Children's Hospital. The goal of this grant was to offer various classes and fitting station events in Jefferson County, with an emphasis on the special needs' population. During FY2025, the grant accomplished the following:

- Provided monthly in person/online injury prevention classes with a focus on occupant protection. 245 parents/grandparents attended.
- Norton Hospital's Safety City provided a fieldtrip for local public and Catholic school districts. 4,828 second graders attended with 220 teachers. Pre- and post-tests were given to the students to evaluate the education they received. Pretest scores averaged 62%, while post-tests went up to 92%.
- Provided 4 CPS certification classes and 2 renewal classes.
- Technicians were invited to attend the KY Safety Summit Conference for the adjunct class, "Transporting All Children Safely" and were notified via email about CEU opportunities. Emails were also sent to all local techs when it was getting close to renewal time and opportunities for seat checks were extended.

- Purchased select special needs seats for preemies and orthopedic short-term needs. The seats were loaned 33 times to children following surgeries for kids with femur fractures who no longer fit in a conventional seat.
- Media stories covered misuse of child seats during CPS week, as well as vehicular hyperthermia and were utilized to advertise the fitting stations, counterfeit and fake car seats
- Fitting stations are located at Norton West Louisville Hospital, Norton Children's/Medical Pavilion (downtown), Norton Women's and Children Hospital (central), Norton Children's Medical Center (far eastern Jefferson County) and 10 pediatric offices across the city, as well as in Shelbyville. 521 seats were checked, and 163 seats were distributed at these community locations

Norton Children's Hospital - CPS Coordinator

KOHS continued providing partial salary for a registered nurse/child safety instructor with Norton Children's Hospital to serve as the statewide Child Passenger Safety Coordinator for Kentucky. During FY2025, the grant accomplished the following:

- Norton Children's Hospital hosted 8 Certification classes. These were held in Louisville (2), Glasgow, Madisonville, Prestonsburg, Pikeville and Burkesville for a total of 88 new technicians. The CPS renewal class was hosted 5 times with the certification classes for a total of 7 technicians.
- Helped maintain the 96 fitting stations across the state.
- Increased Kentucky CPS Technicians from 640 in January 2024 to 674 in September 2025. Technicians are in 62 of our 120 counties, with a renewal rate of 40%.
- Lead 8 certification classes across the state, which brought technicians to 7 counties who didn't previously have any technicians.
- Served on the KY Safety Summit Conference, planning all CEU programs and invited a guest speaker for the Travel Safely for All Children"
- Served on the Kentucky Safety Conference and provided educational opportunities at this summit for all 6 CEU's needed for the CPS tract. Additionally, email information was sent out quarterly to technicians regarding renewal requirements and upcoming online CEU opportunities.
- A LATCH book was sent to all 50 counties with a known and working fitting station. At the conclusion of certification classes, agencies who had at least 2 people and were excited and interested, also received a LATCH book.

- Participated in the OP Assessment that included CPS, education and media. Reviewed with KOHS staff all CPS grants and made final recommendations. Also reviewed all applicants for the CPS awards program and chose the winners of the technician, instructor and team of the year.
- Served as the CPS chair on the OP Task Force and reported on classes, activities and provided insight into programs that CPS could enhance.

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 19, 2025, through June 1, 2025.

88 grant agencies participated in this summer campaign, resulting in 4,228 overtime patrol hours with 2,325 seat belt citations, 145 child restraint citations, 3,959 speeding citations, 6,806 other traffic citations, 295 DUI arrests and 956 other arrests.

Statewide, a total of 342 law enforcement agencies (including 16 Kentucky State Police Posts and Commercial Vehicle Enforcement) reported the following activity for the campaign period:

Alcohol DUI Arrests:	422	Cell Phone/Distracted:	50
Drug DUI Arrests:	229	Reckless Driving:	492
Speeding Citations:	6471	No Insurance:	1324
Seatbelt Citations:	3393	Suspended Licenses:	1181
Child Restraint Citations:	144		

Governor’s Occupant Protection Awards Ceremony

The Kentucky Office of Highway Safety held an in-person award ceremony for law enforcement agencies/officers in both occupant protection and impaired driving enforcement during FY2025. The Governor’s Occupant Protection award ceremony was held on August 20th at the Hyatt Regency in Lexington, KY. The ceremony recognized the efforts of nominated officers in increasing the use of seat belts and child restraints.

H. Police Traffic Services Program

(Police Traffic Service grants for FY2025 were funded with 402 BIL and 402 SUP BIL funds)

Grants to Law Enforcement

In FY2025 there were 74 local agency grants plus the Kentucky State Police that worked additional enforcement hours to minimize speeding and other traffic violations. These agencies worked a combined total of 27,885 patrol and traffic safety checkpoint enforcement hours, resulting in 1003 DUI arrests, 2,781 other arrests, 37,872 speeding citations, 10,371 seat belt citations, 419 child restraint citations, and 39,443 other citations.

Activity Measures

- A total of 22,099 seat belt citations were issued during grant-funded enforcement hours during FY2025. Additionally, a total of 955 child restraint citations were issued during the same period.
- A total of 3,199 DUI arrests were made during grant-funded enforcement hours during FY2025.
- A total of 44,172 speeding citations were issued during grant-funded enforcement hours during FY2025.

Law Enforcement Liaison Program FY2025

(Law Enforcement Liaison grants (4) for FY2025 were funded with 402 BIL and 402 SUP BIL funds. The DRE focused liaison grants (3) were funded with 405d BIL and 405d Supp BIL. Ignition Interlock LELs (2) are state funded.)

The Kentucky Office of Highway Safety (KOHS) relies on its Law Enforcement Liaisons (LELs) to strengthen communication and collaboration with local, county, and state law enforcement agencies. Throughout FY2025, the LEL team continued to promote the Kentucky Strategic Highway Safety Plan by assisting agencies with enforcement coordination, education efforts, and initiatives aimed at reducing crashes, injuries, and fatalities. LELs emphasized enforcement related to impaired driving, occupant protection, distracted driving, and speed reduction.

KOHS maintains a team of eight Law Enforcement Liaisons. Four LELs are assigned regionally across the state, while two LELs support statewide Drug Evaluation and Classification Program (DECP) operations, including ARIDE and DRE training coordination. Two state funded LEL's work coordinating and doing oversight on the Kentucky Ignition Interlock Program (KIIP) related to impaired driving. Staffing was unchanged for FY2025 and all LEL's continued with continuing education and national updates.

The two DECP LEL's have started and continue to teach in different police academies across the state. LEL's now teach basic Standardized Field Sobriety Test (SFST) class to basic academy classes at the Bowling Green and Louisville Metro Police Academies.

To expand the Kentucky Ignition Interlock Program (KIIP), KOHS maintained additional

support in FY202

5. LEL Tony Lucas, along with LEL Merrell Harrison, worked to improve outreach, education, legislative coordination, device inspections, and partnerships with service providers. Their efforts strengthened the working relationship between KIIP, KOHS, and the Kentucky Association of Chiefs of Police (KACP).

A new program was implemented in FY2025 by KOHS. The Oral Roadside Testing Program for narcotics was established and is overseen by Central LEL Richardson. SoToxa, made by Intoximeters, is the device being utilized and distributed to Kentucky law enforcement. This device is similar to a portable breath test unit (PBT) which tests alcohol, however the SoToxa only tests for seven different types of narcotics. Better protection against drugged driving under the influence of drugs (DUID) is a major concern of police forces in the US and around the globe. Previously, the only accurate drug testing required sending urine or blood samples to a laboratory—which could delay results for days.

The analyzer has been designed to meet the high-performance demands of law enforcement. It can detect up to seven drug classes within five minutes from a single oral fluid collection sample. Kentucky has distributed 2 devices to each of the 16 Kentucky State Police Posts along with five other agencies across the state, for a total of 37 devices. Additionally, The KOHS is supplying test kits not only to the 37 agencies we provided devices to, but also to four other Kentucky agencies bought their own SoToxa units.

Over the course of FY2025, LELs worked closely with city, county, university, and state law enforcement agencies. These engagements — held in person, by phone, or via virtual platforms such as Zoom or Teams — helped identify agencies interested in traffic enforcement funding and improved participation in statewide safety efforts.

Summary of FY2025 LEL Activities:

- ❖ 552 Site visits (in person, phone calls, or virtual visits)
- ❖ 122 Full-year Grant Monitoring Visits
- ❖ 16 Area briefings for Click It or Ticket
- ❖ 16 Area briefings for Drive Sober or Get Pulled Over
- ❖ 5 Media and press events
- ❖ 1 Below 100 training (30 officers from eight departments)
- ❖ 2 Presentations for New Chiefs/Sheriffs Orientation

*** **Activities exclude** those completed by DECP (including the new Law Enforcement Phlebotomy Program) or Interlock LELs which will be included and covered elsewhere.

*Some visits included non-grant agencies for outreach and recruitment and to continue to build relationships with all law enforcement in Kentucky.

Thanks to a combination of in-person and virtual engagement, LELs maintained consistent support to agencies across Kentucky throughout FY2025 with an increase in visits from FY2024.

LELs continued assisting KOHS grant program managers by providing direct support to chiefs, sheriffs, and project directors. They ensured timely and accurate submission of applications,

reports, and reimbursement claims. LELs also provided insight into equipment needs, agency staffing challenges, and agency commitment to traffic enforcement. Their site visits and monitoring efforts helped agencies stay aligned with grant expectations and performance goals.

For the fifth consecutive year, many agencies across the Commonwealth experienced staffing shortages that impacted recruitment, retention, and training. These shortages often reduce the number of officers available for traffic enforcement or grant overtime projects. LELs worked with agency leadership to encourage consistent communication about the importance of traffic safety and to reinforce NHTSA and KOHS priorities — particularly with new officers entering the profession.

LELs also worked to expand impaired driving enforcement capabilities through promoting ARIDE and DRE training. They provided technical support, connected agencies with training opportunities, and continued supporting high-need regions where impaired driving remains a significant issue.

Below 100 Program:

The Below 100 training initiative remained a priority, offering officers practical strategies for reducing preventable line-of-duty deaths. In FY2025, LELs conducted only one class, reaching 30 officers across eight agencies. When available, guest speakers helped reinforce program messages and improved engagement. *As of this report there have been 94 law enforcement line of duty deaths in calendar year 2025 (down 43% from this time last year) with only nine days left in the year. This may be the year we are Below 100!*

Area Briefings & Mobilizations:

LELs coordinated 32 area briefings throughout Kentucky's 12 highway districts. These briefings supported coordination for the national Click It or Ticket and Drive Sober or Get Pulled Over mobilizations, allowing agencies to plan joint enforcement efforts and prepare for earned media opportunities.

During FY2025, LELs helped organize two Border-to-Border enforcement events with neighboring states.

Awards & Recognition:

LELs supported the planning and execution of the annual Governor's Occupant Protection Awards and the Governor's Impaired Driving Awards. Officers nominated by their agency leadership were recognized for their work in traffic safety and enforcement. The LEL team assisted with event logistics, agency coordination, and award documentation.

Media & Public Outreach:

Media efforts in FY2025 emphasized occupant protection, impaired driving enforcement, and high-visibility campaigns. KOHS provided extensive digital resource kits that included PSAs, social media content, sample articles, and talking points. LELs helped coordinate regional media events and encouraged local agency participation.

High-Five Rural Project:

The High-Five Rural Traffic Safety Project expanded in FY2025, focusing on five counties identified for low seat belt usage and elevated serious crash rates. LELs worked with sheriffs, local leaders, and Kentucky State Police to support enforcement operations, community

outreach, and strategic education efforts tailored to each county.

Local Heroes Campaign:

A total of 19 agencies participated in the FY2025 Local Heroes video campaign, which highlights local officers promoting seat belt use. Since the program began in 2017, 121 agencies from 50 counties have taken part. Coordinating these productions required extensive scheduling, communication, and collaboration among agencies, LELs, KOHS communications staff, and production partners.

Traffic Safety Equipment:

Throughout FY2025, LELs coordinated deployment of several key traffic safety tools, including the checkpoint trailer, rollover simulator, and radar speed trailers. These resources supported enforcement, education, and community outreach across Kentucky.

Meetings & Conferences:

LELs participated in or attended:

- Kentucky Association of Chiefs of Police annual and regional meetings
- Kentucky Safety Summit
- Governors Highway Safety Conference
- Hands Across the Border events
- Nighttime seat belt enforcement operations
- NHTSA Region 3 LEL Summit
- National Lifesavers Conference
- IACP Drug Recognition Conference
- IACP Annual Conference
- ARIDE classes
- DRE Schools
- Kentucky Sheriffs' Annual Training Conference
- NHTSA training and Grant Management Courses
- KOHS Occupant Protection & Impaired Driving Task Force meetings
- Kentucky Law Enforcement Council meetings
- Kentucky County Attorneys Conference
- SoToxa Oral Fluid Train the Trainer classes

I. Pedestrian/Bicycle and Motorcycle Safety -

(Pedestrian/Bicycle and Motorcycle Safety grants for FY2025 were funded with state funding, 402 BIL, and 402 Supp BIL funds)

This program was established to enhance pedestrian and bicycle safety through public awareness and education, with the goal of reducing overall pedestrian and bicycle crash fatality rates in Kentucky. The following actions are underway:

- Continued working relationships/partnerships with statewide pedestrian and bicycle safety programs and organizations in high-impact areas across the state that are experiencing high pedestrian/bicycle injury and fatal crashes.
- Continued to seek out groups and coalitions to collaborate with. Attended various conferences. KOHS staff also participated in several Vulnerable Road User Road Safety Assessments in Lexington, KY and Louisville, KY.
- Provided educational materials through community outreach programs in the high-impact areas of the state.
- Attended several National Night Outs, several Touch A Truck events and many festivals and school events throughout the state with the KOHS Rollover Simulator to educate citizens of Kentucky on the importance of wearing their seat belts. We traveled across the state with our pedal carts and impaired goggles to enhance the safety message of not driving impaired. KOHS staff also attended Ford Motor Skills Training and other events with our grantees.
- Continued to seek out grant opportunities outside the KOHS to further help with pedestrian/bicycle safety awareness.
- Provided safety education, updates, videos, and/or tips once a month through social media posts.
- KOHS has created educational materials and curriculum for educating kids and young adults K-12 on driver safety, pedestrian and bicycle safety, distracted and impaired driving. KOHS also created a 'Pedestrian Safety' rack card with tips on crossing safely and being a considerate, safe pedestrian.

In FY2025 the Kentucky Office of Highway Safety, Motorcycle Safety Education Program was able to conduct 504 'Ride Smart' Motorcycle Safety Driver Programs across the state of Kentucky. We are seeing an influx of students enrolling in these classes. In FY2025, 4,906 students registered for the variety of classes offered. Such classes include Basic Rider Skills 1 & 2, Three Wheel Basic Rider, Advanced Rider, Total Control Advanced Rider, and a Dirt Bike Skills Class. There is a possibility of more sites to train motorcyclists in the future, as well. The budget cap was raised to include \$100,000 in additional funds to assist sites with educating more students. We are looking forward to seeing what can be accomplished in 2026.

J. Traffic Safety Information System Improvement Grants

(Traffic Safety Information System grants for FY2025 were funded with 405c BIL and 405c Supp BIL funds)

B3C-2025-00-00-01 – Kentucky Transportation Center (KTC) at the University of Kentucky (UK) under the University of Kentucky Research Foundation – Improving Kentucky Crash Severity Data through Integration of Health-Related Databases

This project will assess and improve the accuracy, completeness, and integration of the Kentucky Crash Database through the systematic integration of health-related databases that include medical-based reporting of crash injury severity. The team proposes to link emergency department, inpatient hospitalization, and outpatient hospitalization records with crash records to greatly improve the quality of crash severity information available to safety practitioners.

During the FY2025 grant period, the grant accomplished the following activities:

- To expand the capabilities of practitioners who use crash injury severity data to make safety improvements.
- To supplement statewide crash data with a more precise, more comprehensive injury severity scale.
- To create a methodology to collect, de-identify, and link medical data annually.
- To maintain a secure, linked database for future research.

B3DSA-2025-00-00-01 – Kentucky Transportation Center (KTC) at the University of Kentucky (UK) under the University of Kentucky Research Foundation – OHS: Traffic Records Assessment FY2025 (Year 13)

This project will continue the regular assessment of the quality of Kentucky safety data (traffic records). It will also monitor implementation of the recommendations of the 2022 NHTSA Traffic Records Assessment.

During the FY2025 grant period, the grant accomplished the following activities:

- To continue coordination with the appropriate database liaisons.
- To review and update the performance metrics developed for each database; develop an updated reporting form to allow more efficient reporting from liaisons.
- To review questions in the TRA assessment tool for opportunities to improve data quality, in support of the larger NHTSA recommendations from the 2022 TRA.

- To facilitate discussions among appropriate liaisons to improve application programming interfaces (API) between databases.
- To facilitate discussions with database liaisons to identify projects and funding to meet the goals.
- To monitor and document progress toward fulfilling the goals and timetables in the strategic plan.
- To document any necessary changes in the goals, objectives and strategies of the strategic plan or reasons for delays in meeting the goals and/or completing the projects underway.
- To submit a progress report that assesses progress in project development and documents successful project completion.
- To develop a final report to address each database, with quantitative measures (where possible), for the attributes of each database, along with any projects/strategies identified for improvement.

B3MUC-2025-00-00-01 – Kentucky Transportation Center (KTC) at the University of Kentucky (UK) under the University of Kentucky Research Foundation – OHS: Kentucky MMUCC Report Card

The Model Minimum Uniform Crash Criteria (MMUCC) is a voluntary crash reporting guideline with a standardized set of data variables to describe motor vehicle traffic crashes. The goal of the MMUCC is to help standardize crash reporting nationwide, allowing for the identification of traffic safety problems and design countermeasures to improve traffic safety. In January of 2024, NHTSA published the 6th edition of the MMUCC which includes new suggestions to ease electronic data collection.

Additionally, Kentucky is currently in the process of redesigning its electronic crash data collection system. A thorough understanding of the latest changes, additions, and suggestions outlined in the 6th edition of the MMUCC would enhance Kentucky's efforts in redesigning the crash data collection process.

During the FY2025 grant period, the grant accomplished the following activities:

- To assess the completeness of Kentucky crash data elements against the suggested minimum data elements with the 6th edition of the MMUCC.
- To evaluate and prioritize crash database elements and collection procedures in accordance with MMUCC guidance.
- To identify crash data elements and collection procedures currently lacking in

Kentucky's crash records database.

- To evaluate and prioritize crash database elements and collection procedures in accordance with MMUCC guidance.

M3DA-2025-00-00-01 – Kentucky Injury Prevention Research Center (KIPRC) at the University of Kentucky (UK) under the University of Kentucky Research Foundation – Improving Data Quality in Kentucky's Trauma Data Bank

The Kentucky Trauma Data Bank (KTDB, formerly called Kentucky Trauma Registry) requests funding to continue support of its longstanding goals: supporting and improving the state's trauma system with timely, accurate, and accessible data that are amenable to integration with other motor vehicle crash (MVC)-related data. MVC injuries comprise a major portion of the KTDB and are an ongoing focus of data improvement. Kentucky's trauma system leadership is still working towards identifying a data management vendor recognized by the American College of Surgeons Committee on Trauma that is reliable and affordable. At this juncture, it is even more critical than usual to assure the quality of KTDB data and avoid unnecessary lapses as we move towards transition to a new system. Under the leadership of the Kentucky Trauma Advisory Committee, project staff will assess data quality, work towards system expansion, provide training to trauma registrars, perform a variety of data analyses, and present findings both in person and in written reports. We also continue advocacy for long-term sustainable trauma system funding with legislative champions for Kentucky trauma care.

During the FY2025 grant period, the grant accomplished the following activities:

- To identify a data management vendor for the state trauma data bank that can provide excellent data quality and accessibility at a price the system can afford (domains: accessibility and completeness)
- To continue collaborations with participating hospitals and other stakeholders in order to improve the timeliness, completeness, and accuracy of Kentucky's trauma data bank.
- To provide at least two required trauma training programs for staff at under-resourced hospitals (domains: completeness and accuracy).

M3DA-2025-00-00-02 – Kentucky Transportation Center (KTC) at the University of Kentucky (UK) under the University of Kentucky Research Foundation – OHS: Kentucky Traffic Safety Data Service-KTSDS FY2025 (Year 8)

This project is a continuation of the popular Kentucky Traffic and Safety Data Service (KTSDS). The Kentucky Transportation Center (KTC) has considerable resources and expertise for identifying and addressing safety concerns using a variety of traffic records databases and tools.

The aim of this study is to increase access to and integration of data from the six traffic record systems and especially to increase access to expert resources with a more in-depth knowledge of the databases. Accordingly, KTC will continue to market and host a free traffic data service to enable users to "access an expert" to conduct small studies and get answers to traffic safety problems which would ordinarily be out of reach due to a) difficulty and expense of contracting, or b) lack of awareness that such expert resources exist and are available to them.

During the FY2025 grant period, the grant accomplished the following activities:

- To increase accessibility to Safety Analysis and Capabilities (experts) for end users.
- To maintain the KTSDS website documenting and publicizing the service.

M3DA-2025-00-00-03 – Kentucky Transportation Center (KTC) at the University of Kentucky (UK) under the University of Kentucky Research Foundation - OHS: Improving Accessibility of AADT Data for Safety Analysis on Local Roads.

This project aims to (1) update the AADT estimates developed in a prior study with the latest data, and (2) integrate this AADT data into crash analysis. Since AADT has historically been unavailable for local roads, this project will improve safety performance analysis and safety planning on local roads.

During the FY2025 grant period, the project met the following goals and objectives:

- To update AADT estimates with latest data.
- To integrate AADT estimates with other highway attributes and crash records on local roads.

M3DA-2025-00-00-04 – Kentucky Transportation Center (KTC) at the University of Kentucky (UK) under the University of Kentucky Research Foundation - OHS: Improving the Completeness of Road Data to Support Connected and Automated Vehicles.

The USDOT has published its latest Automated Vehicles Comprehensive Plan (2021) with three goals to achieve its vision for Automated Driving Systems (ADS). 1. Promote Collaboration and Transparency; 2. Modernize the Regulatory Environment; and 3. Prepare the Transportation System. KYTC's role is important in all three goals, but especially relevant to the third, preparing the transportation system. The USDOT will conduct, in partnership with stakeholders, foundational research and demonstration activities needed to safely evaluate and integrate ADS, while working to improve the safety, efficiency, and accessibility of the transportation system. The deployment of connected and automated vehicles will impact many if not all KYTC functional areas, including finance, planning, design, construction, maintenance, safety, and operations.

This project would focus on important elements for preparing for CAV deployment, data availability and completeness needs. First, we propose reviewing other state DOT data

programs related to connected and automated vehicles. Next, working closely with KYTC planning and operations staff, the team will review and report on current KYTC data practice and availability of data to support deployment of CAVs. We will focus on HIS and asset management systems maintained by KYTC as well as private and publicly available data that may have value. We seek to identify gaps between the existing and needed data.

The results of the project should help KYTC position the agency for future data directives or grant opportunities related to CAV data and deployment.

During the FY2025 grant period, the project met the following goals and objectives:

- To Identify CAV data needs from the current USDOT and State DOTs documents.
- To identify CAV data needs from existing research reports and papers.
- To summarize the HIS and asset management systems maintained by KYTC as well as private and publicly available data that may have value to CAV deployment.
- To identify the gaps between the existing and needed data.

M3DA-2025-00-00-05 - Kentucky Transportation Center (KTC) at the University of Kentucky (UK) under the University of Kentucky Research Foundation – Crash Data Analysis Tool Update.

Kentucky State Police provide a feature-rich tool for secure public and private access to Kentucky crash data called “KYOPS”. This secure portal is sufficient for tabulation and rudimentary analysis; however advanced crash analysis can require significant data post-processing.

The Transportation Cabinet monitors lane departure, cable crossover, and other specific crash types routinely. These crash types are based on complex algorithms using several crash and roadway data and they are stored as crash flags that are easy to query against but absent from the existing system. Many of these flags are based on research and new flags are being created often including analysis based on the Highway Safety Manual (HSM). A tool is needed to be able to make use of these flags for better safety analysis.

The Crash Data Analysis Tool (CDAT) fills an important need for safety analysis. This tool uses a static annual snapshot of crash data for reproducible analysis that is perfect for research and safety applications. It utilizes best practices and standardizes algorithms to reduce the likelihood of errors in analysis. CDAT works like a web form, which gives far broader access to safety experts to perform better safety analysis with the most modern tools and techniques.

During FY2025, the project met the following goals and objectives:

- To identify, prioritize, and implement bug fixes, additional features, and enhancements to the CDAT tool.

M3DA-2025-00-00-06 - Kentucky Transportation Center (KTC) at the University of Kentucky (UK) under the University of Kentucky Research Foundation – Emerging Vehicle Safety Features.

NHTSA states that newer vehicles are safer vehicles (<https://www.nhtsa.gov/newer-cars-are-safer-cars>). They attribute the use of equipment such as electronic stability control, backup cameras, blind spot detection, and driver assistance to safer vehicle occupant protection. The vehicle database currently has fields for airbag and seatbelt safety features, leaving a gap in completeness when considering newer available vehicle safety features.

During the FY2025 grant period, the project met the following goals and objectives:

- To examine data available on modern vehicle safety and how to link it to Kentucky Vehicle Data to increase Completeness and Integration.

M3DA-2025-00-00-07 - Kentucky Transportation Center (KTC) at the University of Kentucky (UK) under the University of Kentucky Research Foundation – OHS: Improving the Quality of Pedestrian and Bicycle Crash Data through Narrative Mining.

Crash narrative offers a wealth of contextual information surrounding why and how a crash occurs, including the sequential actions from both drivers and pedestrians/cyclists leading up to the collision. This project aims to conduct an in-depth investigation of pedestrian and bicycle crashes by leveraging the insights provided by crash narratives. The project will integrate crash and roadway (including intersection) databases and enhance the accuracy of crash attribution and completeness of crash database.

During the FY2025 grant period, the project met the following goals and objectives:

- To review narratives of the crashes involving pedestrians and cyclists in 2019-2023
- To design a method that categorizes the causes of these crashes based on narrative review and integrate them into crash database to improve safety analysis

M3DA-2025-00-00-08 - Kentucky Transportation Center (KTC) at the University of Kentucky (UK) under the University of Kentucky Research Foundation – Work Zone Speed Assessment.

This project aims to 1) gather motor vehicle speed data associated with work zones in Kentucky from the HERE database in addition to data collected by roadside speed limit traffic signs located in work zones; 2) analyze the data to determine average overall speed, highest recorded speeds, and rate of vehicles driving above the posted speed limit; 3) link the data with crash database and citation database and determine the extent to which any correlations may exist; and 4) use crash and citation data to determine if distraction due to cell phone use is a contributing factor to driving above the posted speed in work zones.

During the FY2025 grant period, the project met the following goals and objectives:

- To improve the accuracy and completeness of the roadway database by accessing and compiling speed data pertaining to work zones in Kentucky.
- To analyze the data to determine average speed and rate of vehicles driving above the posted work zone speed limits.
- To integrate the speed data with the crash database and citation database.
- To investigate any potential correlations between motor vehicle speeds, issuance of citations, and work zone crashes.
- To investigate relationships between speed and distraction due to cell phones in work zones by integrating citation and crash data.

K. Non-Implementation Grants for FY2025

- PT-2025-00-00-49 Louisa Police Department

L. Evidence-Based Enforcement Grants for FY2025

All FY2025 enforcement grants were focused on the top 40 counties of Highway Safety concern. Grantee program areas are targeted toward identified problem violations, locations, and times within their jurisdiction. These areas are evaluated and determined by a grant review committee and distributed accordingly. Other factors that were taken into consideration are past performance measures and a thorough risk assessment analysis completed on every applicant, prior to the submittal of the FY2025 Annual Grant Application.

M. Community Collaboration

In Kentucky, community collaboration with law enforcement is crucial for building trust and ensuring public safety, as it is nationwide. Here are some ways Kentucky communities are working together with law enforcement:

Community Programs

- Neighborhood Watch: Many Kentucky communities have Neighborhood Watch programs, which encourage residents to report suspicious activity and work closely with local law enforcement.

- **Citizen Police Academies:** Some law enforcement agencies in Kentucky offer Citizen Police Academies, which educate citizens about law enforcement procedures and protocols.
- **Youth Programs:** Many law enforcement agencies in Kentucky offer youth programs, such as D.A.R.E. and Explorers, which aim to build positive relationships between law enforcement and young people.

Collaborative Initiatives

- **Community Policing:** The Kentucky State Police and local law enforcement agencies have implemented community policing initiatives, which focus on building trust and partnerships between law enforcement and the communities they serve.
- **Crime Stoppers:** Kentucky has a statewide Crime Stoppers program, which allows citizens to anonymously report crimes and provide tips to law enforcement.
- **Faith-Based Initiatives:** Some law enforcement agencies in Kentucky have partnered with faith-based organizations to provide support services and mentorship programs for at-risk youth.

Training and Education

- **Cultural Diversity Training:** Many law enforcement agencies in Kentucky provide cultural diversity training for officers, which aims to promote understanding and respect for diverse communities.
- **De-escalation Training:** Law enforcement agencies in Kentucky have implemented de-escalation training programs, which teach officers techniques to safely resolve conflicts without resorting to force.
- **Community Engagement Training:** Some law enforcement agencies in Kentucky provide community engagement training for officers, which focuses on building positive relationships with the community.

The KOHS asked law enforcement agencies across the state, that have federal grants with the office, to email our office a community collaboration form for each event they conduct.

Examples of successful community collaboration with law enforcement in Kentucky include:

- The Louisville Metro Police Department's community policing efforts, which have addressed issues regarding street racing, reckless driving, occupant protection, impaired driving and distracted driving.

- The Shively Police Department's youth programs, which engages young students to build trust between law enforcement and the community. This emphasizes the importance of positive police interactions with law enforcement and how collaboration between police and the community can lead to a safer environment for all.
- The Kentucky State Police's community engagement initiatives, which have helped build trust and foster cooperation between law enforcement and community members statewide.

These are just a few examples of community collaboration with law enforcement in Kentucky. By working together, law enforcement agencies and community organizations can build trust, promote public safety, and improve the quality of life for all Kentuckians.

N. Public Participation and Engagement

The Kentucky Office of Highway Safety conducted one Public Participation and Engagement event in FY2025. This event was designed as a town hall meeting and involved a presentation by the Highway Safety staff regarding highway safety initiatives, a survey to obtain logistical information from participants and an open mic session for participants to ask questions of the Highway Safety staff, public officials, Kentucky Transportation Cabinet staff and law enforcement present at the meeting. The Kentucky Office of Highway Safety partnered with the Louisville Urban League to bring this event to Jefferson County in an area that was identified as a historically disadvantaged community based upon census tract data for low income and underserved citizens. The Highway Safety Office covered the cost of the facility rental and the cost of a translator being present for any ADA compliance issues. Due to the timeframe of this event, snacks and drinks were provided to participants in attendance and covered by the Louisville Urban League. The location for this event was the Norton Healthcare Sports and Learning Center and is a venue that was suitable to accommodate multiple participants and was setup in a classroom style setting. The Highway Safety Office partnered with local police departments, sheriff offices and local community leaders to secure an event location, share event information on social media accounts and attended the public event to show support for their communities.

The initial goals for public engagement contribute to the development of Kentucky's overall highway safety plan and programmatic activities. With consistent engagement, KOHS will improve our understanding of risk factors contributing to the populations that are underserved regarding highway safety programming. We have identified census tracts of historically disadvantaged populations within Kentucky counties. Determining communities that have been significantly impacted by traffic crashes, resulting in injuries and fatalities has largely been accomplished through data outputs such as benchmark reports and the Daily Fatality Summary Report. In addition, on demand reports are generated by our IT Quality Assurance Specialist and the Traffic Records Program Manager. The Highway Safety Office has identified the communities based on the disadvantaged census tracts which occur in high crash counties. In the

case of Kentucky, many of these disadvantaged census tracts are indicated by low-income and underserved citizens.

The Highway Safety Office uses an interactive crash data dashboard to provide more in-depth analysis to Kentucky crash data and data transparency in motor vehicle crashes for the public. KOHS utilizes this tool to determine crash trends at the local level for both fatalities and serious injury crashes and overlays the crash data with the USDOT Disadvantaged Population Census Tracts to help identify underserved areas in Kentucky which are overrepresented in crashes. These data sources help guide our ongoing engagement activities. In the process of preparing for FY2025 and based on the new guidelines under BIL authorization, we found that over 90 counties (out of 120) have census tracts which are considered low-income or disadvantaged areas. Many of these areas are already served by KOHS through existing projects and programs.

The following Kentucky county was selected to conduct a public participation and engagement event based upon their census tract data for historically disadvantaged communities and crash data based upon their overall safety needs.

County: Jefferson

Community: Louisville

Setting: Town Hall Meeting/Open Forum

of Attendees: 35

Overall Safety Needs by County Ranking: #1

This public participation and engagement event was held in Louisville, Kentucky on June 30, 2025, and was located at the Norton Healthcare Sports and Learning Center, that was well known and easily accessible for community members. KOHS gave a presentation regarding what our office does, what data was used to select their community, how public participation and engagement is an important part of highway safety for all and why the highway office needs public input when it comes to highway safety initiatives. Participants were asked to complete a survey that was provided on tablets to acquire some basic logistical information about the participants and their thoughts on highway safety related issues. The participants were then provided with the opportunity to ask questions or voice concerns regarding highway safety issues within their community. A Spanish interpreter and ASL interpreter were present for participants that needed them. Local community leaders and law enforcement officers were also present to answer any questions or field any concerns the participants had that highway staff could not answer. Some of the topics that were discussed by the participants during the open forum portion were:

- Running of red lights and stop signs
- Tailgating
- Speed limits
- Pedestrians
- Bicyclists/Bicycle Lanes
- Distracted Driving
- Intersection safety
- Traffic Enforcement Patrols
- Street Takeovers
- Vehicle Lane Widths
- Red Light Cameras
- Visual Impaired Accommodations for Pedestrians

Many of these concerns or discussion topics were able to be answered by highway safety staff, local law enforcement and local leaders that were in attendance. Questions regarding transportation projects were sent to the KYTC District Offices in that area.

O. Media Programs

CTV/OTT refers to Connected TV/Over-the-Top Advertising. CTV is the device used to watch the internet (smart TV, gaming console, streaming device). OTT is the method of delivery that streams content across all devices (Amazon Prime Video, Hulu, Sling TV, etc.)

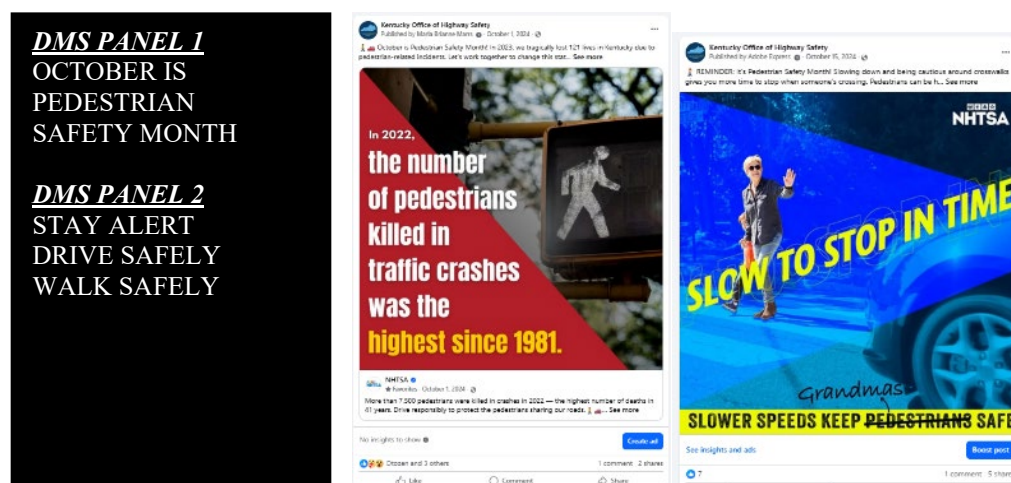
ACR = Audio Completion Rate **CTR** = Click Through Rate **VCR** = Video Completion Rate

Pedestrian Safety

Walk Safety/Drive Safe Kentucky (earned media):

Social media

- DMS message
- [Statewide press release Oct. 1, 2024](#): Gov. Andy Beshear: ‘October Is National Pedestrian Safety Month’
 - News Group - https://kypublicnotices.newzgroup.com/KYLegals/2024/70189-2024-10-16_1001.pdf
 - Kentucky Today - https://www.kentuckytoday.com/news/october-is-national-pedestrian-safety-month/article_f34b8210-8030-11ef-bf93-13d4d4ea7c0e.html
 - Ohio County Monitor - <https://ocmonitor.com/2024/10/01/gov-andy-beshear-october-is-national-pedestrian-safety-month-2>



Walk Safety/Drive Safe Kentucky (paid media):

October 1 – 31, 2024

\$300,000 NHTSA 402 funds program number THSP24HV



Motorists Target Audience:

Primary: Male drivers 18-34

Secondary - Adults 18+

Pedestrians Target Audience:

Primary: Adults 18-34

Secondary - Adults 35-65

Targeted Area:

Statewide with heavier larger cities (Louisville, Lexington, northern Kentucky) and college towns.

Terrestrial Radio:

Stations: 32

Spots: 9,381

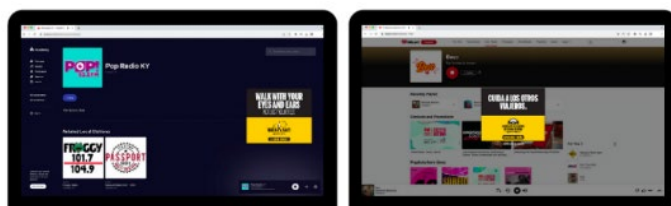
Audio Streaming:

Impressions: 1,071,216

Audio Completions: 1,004,644

CTR: 0.11%

ACR: 93.79%

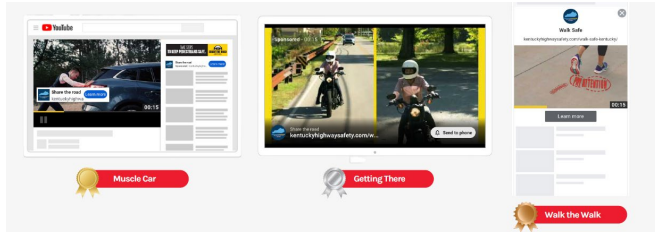


YouTube:

Impressions: 1,394,732

Clicks: 592

VCR: 98.33%

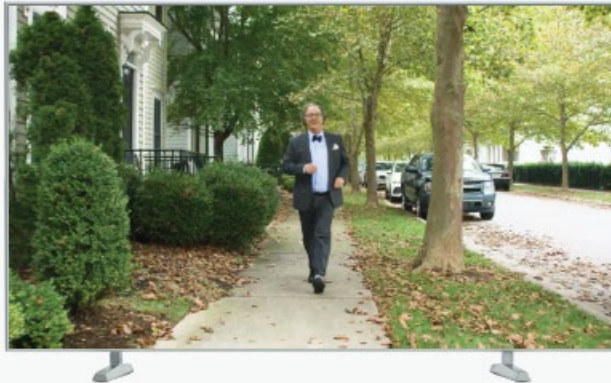


CTV/OTT (Streaming TV)

Impressions: 3,088,344

Video Completions: 3,014,125

VCR: 97.60%



ESPN Live Streaming In-Game:

Impressions: 524,480

Video Completions: 510,518

VCR: 97.34%

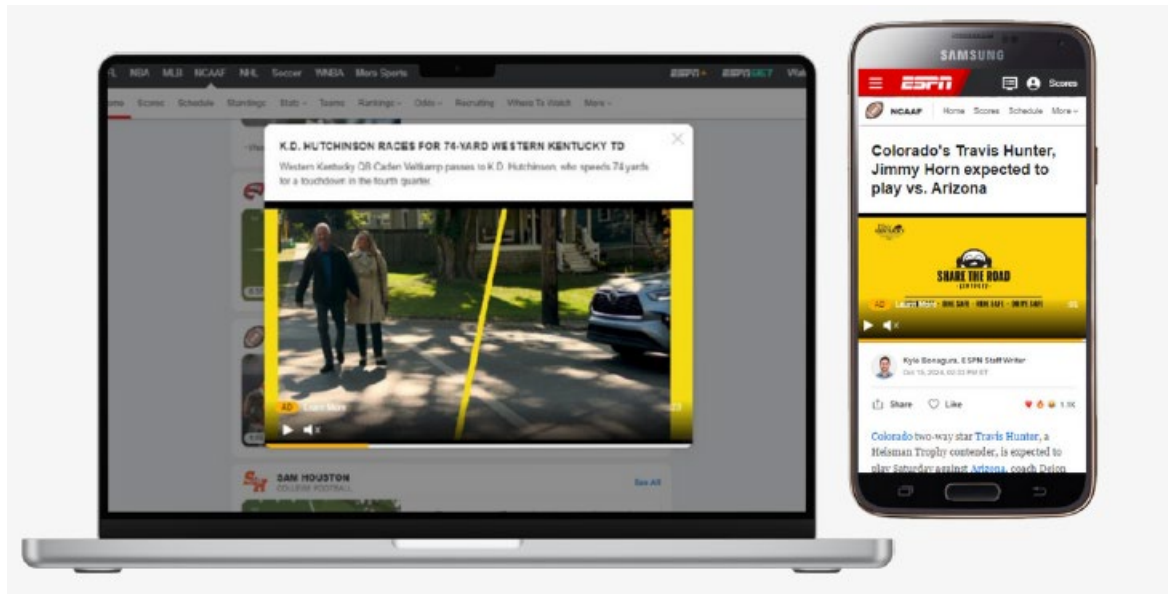


ESPN Digital Video - College Football

Impressions: 201,162

Video Completions: 191,235

VRC: 95.07%



ESPN App Display

Impressions: 1,809,487

Clicks: 1,348

CTR: 0.05%

Facebook/Instagram:

Impressions: 4,775,098

Reach: 1,837,235

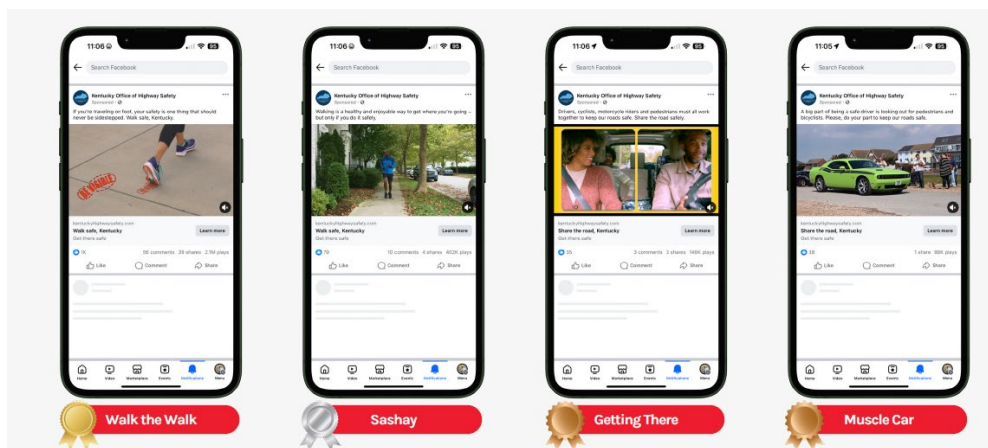
Clicks: 26,922

CTR: .37%

Post Engagement: 715,562

Video Plays at 100%: 507,363

Ad Frequency: 2.51



Display Banners:

Impressions: 2,054,128

Clicks: 4,552

CTR: .22%



Motorcycle and Bicycle Safety

Bicycle and Motorcycle Safety Awareness Month (earned media):

- Social media

DMS PANEL 1

BICYCLE
SAFETY
MONTH

DMS PANEL 2

WATCH FOR
THOSE ON TWO
WHEELS

-
- DMS messages
- Statewide press release: [Kentucky Officials Urges Drivers: Look Twice, Share the Road](#)
- The News Enterprise - https://www.thenewsenenterprise.com/news/state/officials-urge-drivers-to-look-twice-share-the-road/article_7efdc8ea-4286-5bfe-90aa-3fea179d557d.html
- Whaley Law Firm - <https://louisville-accident-lawyer.com/blog/kentucky-drivers-urged-to-share-roads-safely-with-bikers/>

Bicycle Safety Awareness (paid media):

May 1 – 31, 2025

\$150,000 NHTSA 402 funds program number THSP24HV

Targeted Area:

Statewide with heavier frequency in counties with colleges/universities and a high number of bicyclists



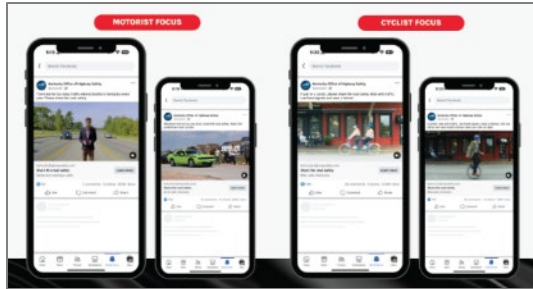
Target Audience:

Drivers aged 18-49, parents and bicyclists and motorists A18+ users who have cars or are frequent commuters

Terrestrial Radio:

Stations: 45

Spots: 3,305



Audio streaming:

Motorists

Impressions: 209,730

Audio Completions: 202,961

Audio Compilation Rate: 96.77%

Cyclists

Impressions: 230,603

Audio Completions: 218,507

Audio Compilations: 94.75%

Total

Total Impressions: 440,333

Total Audio Completions: 421,468

Total Audio Compilations: 95.72%

Facebook/Instagram(Meta Sponsored Post):

Motorists

Impressions: 1,932,875

Reach: 878,232

Clicks: 5,151

CTR: 0.27%

Engagement: 266,607

Video Completions: 23,279

Cyclists

Impressions: 1,656,751

Reach: 749,785

Clicks: 6,397

CTR: 0.39%

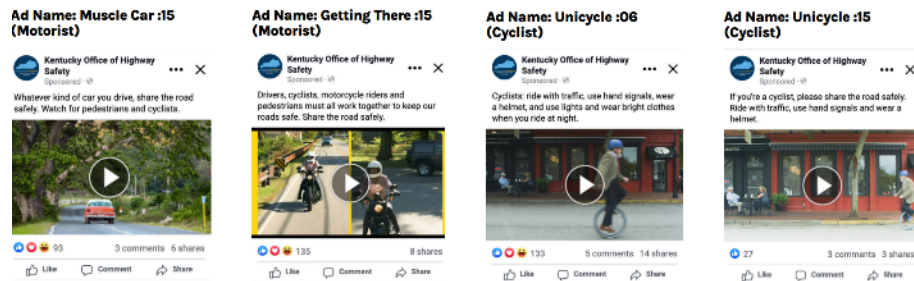
Engagement: 250,419

Video Completions: 76,469

Total

Impressions: 3,589,626

Reach: 1,406,749
Clicks: 11,548
CTR: 0.32%
Engagement: 517,026
Video Completions: 99,748



YouTube Non-Skippable Video:

Motorist

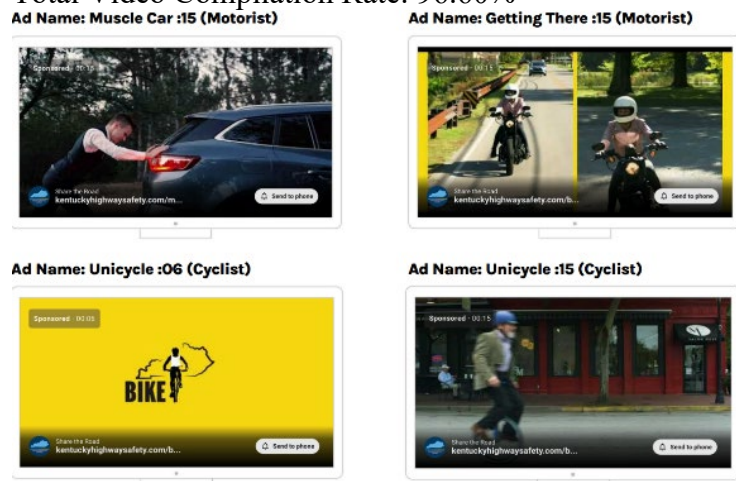
Impressions: 1,394,074
Clicks: 74
Video Compilation Rate: 96.28%

Cyclists

Impressions: 1,126,055
Clicks: 75
Video Compilation Rate: 96.99%

Total

Clicks: 149
Impressions: 2,520,129
Total Video Compilation Rate: 96.60%



CTV/OTT (Streaming TV)

Motorists

Impressions: 567,732

Video Compilations: 563,238

Video Compilation Rate: 99.21%

Cyclists

Impressions: 567,808

Video Compilations: 562,876

Video Compilation Rate: 99.13%

Total

Impressions: 1,135,540

Video Compilations: 1,126,114

Motorists

Video Compilation Rate: 99.17%

VCR: 95.00% (*benchmark was 95%+*)

Ad Name: Getting There :15 (Motorist)



Ad Name: Muscle Car :15 (Motorist)



Ad Name: Getting There :30 (Motorist)



Ad Name: Unicycle :15 (Cyclist)



Ad Name: Unicycle :30 (Cyclist)



Display Banners:

Motorists

Impressions: 529,920

Clicks: 856

CTR: 0.63%

Cyclists

Impressions: 529,885

Clicks: 3,341

CTR: 0.63%

Added Value

Clicks: 2,956

CTR: 0.77%

Impressions: 385,941

Total

Impressions: 1,445,746

Clicks: 7,153

CTR: 0.49%



Motorcycle Safety “Ride Safe” and “Share the Road” (paid media):

\$75,000 NHTSA 402 funds program number THSP24MC

\$75,000 NHTSA 405f funds program number THSP24MA

Ride Safe



May 1 – 31, 2025

Targeted Area:

The Ride Safe campaign aimed at targeting motorcyclists within Kentucky, generating awareness about riding safely and watching out for motor vehicles.

Target Audience:

A18-54, owns a motorcycle, interested in motorcycle gear

CTV/OTT (Streaming TV)

Impressions: 567,343

Video Completions: 562,014

VCR: 99.06%

Ad Name: Image :15



Ad Name: Image :30

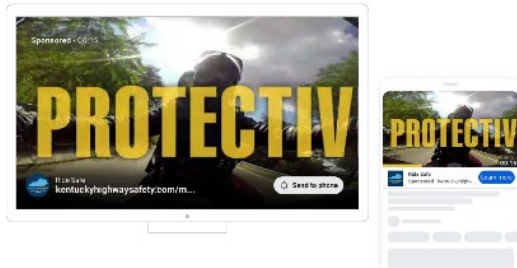


YouTube Non-Skippable Video

Impressions: 1,282,230

Clicks: 198

VCR 94.16



Meta Sponsored Posts

Impressions: 2,733,359

Reach: 1,130,482

Clicks: 7,814

CRT: 0.29%

Post Engagement: 401,032

Video Plays at 100%: 39,626



Streaming Audio / Podcast

Impressions: 419,224

Audio Completions: 401,442

ACR: 95.76%

Display Banners

Impressions: 209,612

Clicks: 1,518

CTR: 0.72%



Terrestrial Radio:

Stations: 14

Total Spots: 1,021



Share the Road KY

Targeted Area:

The Share the Road campaign aimed at targeting motorists within Kentucky, generating awareness about driving safely and watching out for motorcyclists.

A18+, owns a car, frequent commuters

CTV/OTT

Impressions: 586,858

Video Completions: 581,861

VCR: 99.15%

Ad Name: Getting There :15



Ad Name: Keep An Eye Out :15



Ad Name: Keep An Eye Out :30



Meta Sponsored Posts:

Impressions: 2,069,026

Reach: 985,914

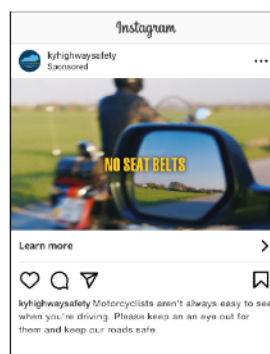
Clicks: 5,471

CTR: 0.26%

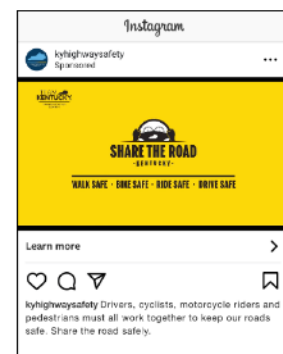
Post Engagement: 287,160

Video Plays at 100%: 24568

Ad Name: Share the Road :15



Ad Name: Getting There :15



Streaming Audio / Podcast:

Impressions: 419,274

Audio Completions: 401,573

ACR: 95.78%

ACR Benchmark: 90%

Display Banners

Impressions: 251,529

Clicks: 2,294

CTR: 0.91%



Terrestrial Radio:

Station: 32

Total Spots: 1,878

School Bus and School Crossing Safety

School Bus Safety Week (earned media):

October 21 – 25 2024

- DMS message



Back-to-School Safety (earned media):

August – September 2024

- Social media

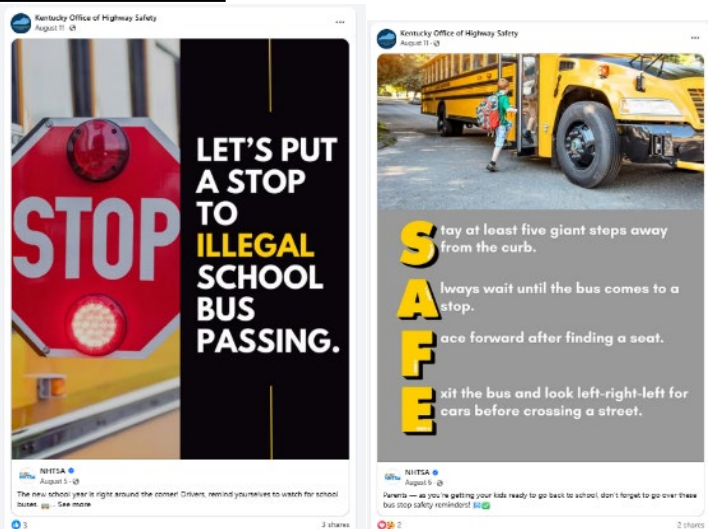
- DMS messages

DMS PANEL 1

SCHOOL
DAYS ARE
HERE

DMS PANEL 2

WATCH FOR
KIDS & BUSES



Occupant Protection

Operation Crash Reduction (earned media):

- Social media
- DMS message

DMS PANEL 1

SEAT BELTS
SAVE LIVES

DMS PANEL 2

BUCKLE UP
EVERY TRIP
EVERY TIME

- [Statewide press release Oct. 10, 2024: Kentuckians Encouraged to Work Together to Save Lives on Roadways](#) *Operation Crash Reduction runs October 11-14*

Northern Kentucky Tribune: <https://nkytribune.com/2024/10/operation-crash-reduction-kentuckians-encouraged-to-work-together-to-save-lives-on-roadways/>



High 5 Rural Traffic Safety Project (earned media):

- Social media
- Press conference(s) and events:
 - Perry - KSP Post
 - Pike - Judicial Center / Jury Assembly Room
 - Grant - Courthouse
 - Taylor - Sheriff's office, Fiscal Courtroom
 - Lyon - Convention Center

WTMT <https://www.wymt.com/2024/07/22/kentucky-state-police-perry-county-sheriffs-department-announce-high-five-initiative/>

WCPO <https://www.wcpo.com/news/state/state-kentucky/high-five-rural-traffic-safety-belt-program-working-to-find-solutions-to-fatalities-in-rural-areas>

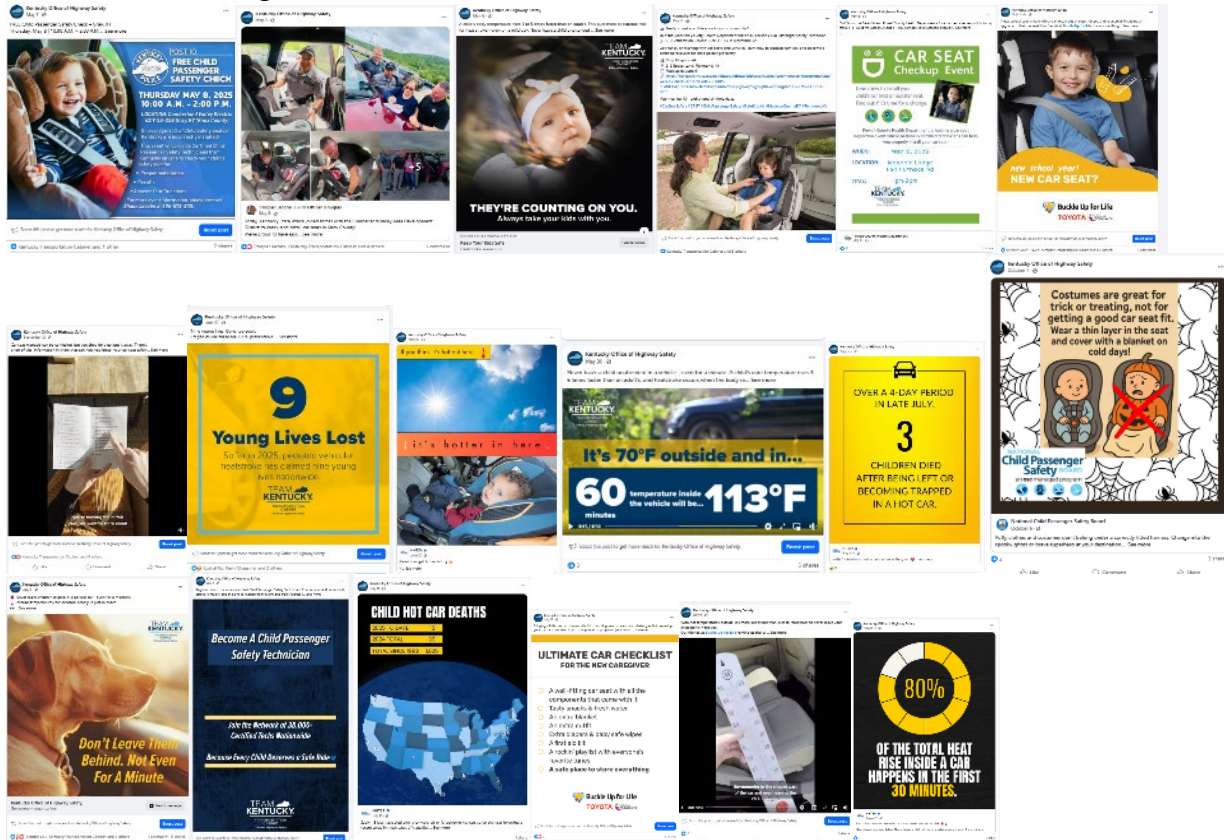
WHOP - <https://whopam.com/2024/07/29/lyon-co-so-kentucky-agencies-launch-the-high-5-rural-traffic-safety-initiative/>

The Times Leader - https://www.timesleader.net/news/lyon-county-launches-traffic-safety-initiative/article_2ce5c91d-c557-5291-b7f2-ebb09d8e3dbf.html



Child Passenger Safety – Unattended Passengers, heatstroke, coats, classes, etc:

- Social Media
- KOHS website
- DMS messages



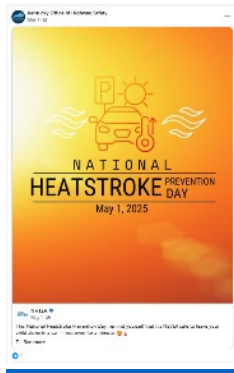
National Heatstroke Prevention Day – May 1, 2024 (Earned Media)

DMS:

DMS PANEL 1
CHECK TWICE
DON'T LEAVE
KIDS IN CARS

DMS PANEL 2
LOOK BEFORE
YOU LOCK

Social Media Post



Heatstroke Paid Media: May 2025 \$10,000 THSP26UA

Meta:

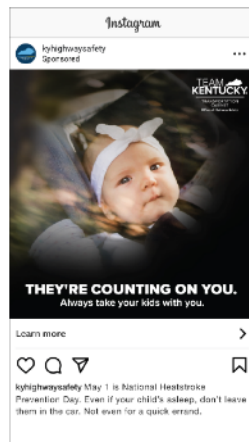
Impression: 4,322,730

Reach: 1948,953

Clicks: 12,753

CTR: 0.30%

Engagement: 5,965



Sept 2025 \$10,000 THSP26UA

Impressions: 2,462,076

User Reach: 2,385,639

Clicks: 12,419

CTR: 0.50%

Post Engagements: 4,867

Frequency: 1.03

Child Passenger Safety –The Right Seat, CPS Week (earned media):
September 21-27

- Social Media
- DMS messages
- Press release Sept. 17, 2025: <https://kentuckyhighwaysafety.com/press-release/team-kentucky-reminds-drivers-child-safety-seats-save-lives/>



Murray Legeer & Tunes - https://www.murrayledger.com/news/team-kentucky-reminds-drivers-child-safety-seats-save-lives/article_c26310d5-4f57-47cd-a0c6-fc1d2c2d41e9.html



Child Passenger Safety Week–The Right Seat (paid media):

\$30,000 state funds

September 21-27, 2025

Targeted Area: Statewide

Target Audience: Parents of children age 9 and under including Hispanics

Display Banners:

Impressions: 2,326,048

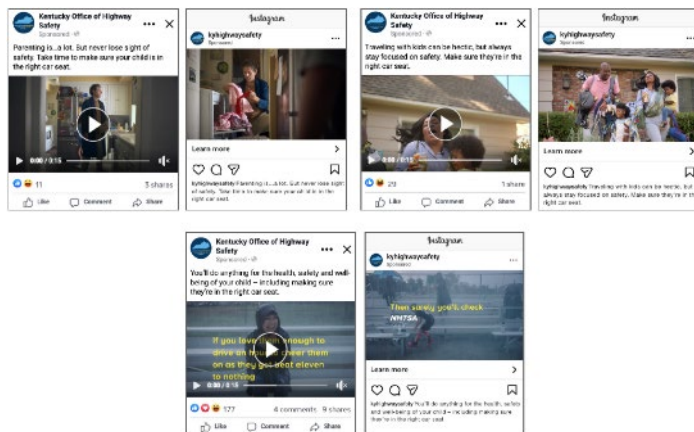
Clicks: 45,176

CTR: 1.94%
Frequency: 7.35



Meta/Facebook/Instagram):

Impressions: 2,183,292
Reach: 2,128,448
Engagement 166,111
Clicks: 9,749
CTR: 0.45%
Post Engagements: 488,713
Frequency: 1.03
Video Completion: 33,978



National Seat Belt Day (earned media):
Nov. 14, 2024

- Social media
- DMS message

DMS PANEL 1
NATIONAL
SEAT BELT
DAY

DMS PANEL 2
PLEASE
BUCKLE UP



Valentine's Day (earned media):

- Social Media
- DMS Message

DMS PANEL 1
SOMEBODY
LOVES YOU
BUCKLE UP



Click It or Ticket (earned media):

May – June 2025

- Social media
- DMS messages
- [Statewide press release May 09, 2025](#): **Kentuckians Urged to Buckle Up Ahead of Memorial Day Travel - Annual 'Click It or Ticket' Effort Runs May 12 to June 1**

<u>DMS PANEL 1</u> BUCKLE UP PHONE DOWN JUST DRIVE	<u>DMS PANEL 1</u> BE SAFE THIS MEMORIAL WEEKEND <u>DMS PANEL 2</u> CLICK IT OR TICKET	<u>DMS PANEL 1</u> BUCKLE UP KENTUCKY <u>DMS PANEL 2</u> CLICK IT OR TICKET
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[The Paducah Sun](#)

[The Lebanon Enterpirise](#)

[The Wolf](#)

[NewsBreak](#)

[NKY Tribune](#)

Click It or Ticket “Local Heroes” (paid media):

May 20-31, 2024 (60% of media buy – heavy concentration over Memorial Day weekend)

June 8-30, 2024 (40% of media buy - percentage varied in areas of the state)

\$325,000 NHTSA 405b funds program number THSP24CM

Targeted Area: Statewide with an emphasis in the top 25 seat belt survey and/or high-crash counties

Audience: Adults 18+ with emphasis on males 18-35

(Utilized crash data, viewing habits and zip code to identify viewers/listeners in the demographic/low-seatbelt-use areas.) Spanish language audiences.

Total campaign impressions: 39,550,674+

CABLE / OTT / STREAMING TV

Spectrum Reach (Louisville, Lexington, Evansville, Paducah DMA)

Impressions: 4.25 million

OTT Completion Rate: **98.73%**

Cable Commercials: **15,843**

Comcast

Impressions: 117,000

Franklin County Plant Board (Local Cable + OTT - YouTube)

Impressions: 138,000

Completion Rate: 96.48%

WPSD (Broadcast + Streaming Combined)

Impressions: 58,000

CTR: 0.15%

Completed Views: 274,970

iHeart Radio/Streaming/Digital/OTT/Pre-Roll:

Stations: 90

Spots: 10,260

Total Digital Impressions: 2.25 Million

CTR: 0.16%

DIGITAL / PROGRAMMATIC VIDEO + DISPLAY

Impressions: 5.25 million

CTR: 0.79%

Clicks: 65,123

CTR: 1.96%

Gas Pump Impressions: 740,021

Completions: 98%

MTM / Day Break (Small Market TV + Social Video) (SE Kentucky)

Views: 216,319

SCRTC Cable Zone (Central Kentucky)

Impressions: 306,600

Spots: 3,066

OUTDOOR ADVERTISING

Billboard Posters (Jefferson County Metro)

Impressions: 7,293,430

Mobile App Strategy - Geofencing Central KY. Emphasis areas

Impressions: 3,217,072

CTR: 0.25%

LAMAR-OUTDOOR ADVERTISING

- Impressions: 10.94 million

Law Enforcement Occupant Protection Awards (earned media):

- Social media
- Statewide [press release](#) August 20, 2025: **Law Enforcement Honored for Seat Belt, Child Restraint Enforcement** *Ceremony salutes efforts to save lives on Kentucky roadways*

Occupant Protection – Distracted Driving

Buckle Up Phone Down Day (earned media):

Oct. 30, 2024

- Social media
- DMS message

DMS PANEL 1

BUCKLE UP
AND PUT THE
PHONE DOWN

DMS PANEL 2

BE SAFE
KENTUCKY

- Governor's Proclamation
- Press Release: <https://kentuckyhighwaysafety.com/press-release/gov-andy-beshear-declares-oct-30-buckle-up-phone-down-day-to-promote-safer-highways/>

WEST KENTUCKY STAR: [West Kentucky Star - News](#)

KFVS12: [Gov. Andy Beshear recognizes October 30 as 'Buckle Up, Phone Down Day' to promote safer highways](#)

FOX23: [Kentucky Governor recognizes 'Buckle Up, Phone Down Day' on October 30 - KBSI FOX23 News Cape Girardeau News | Paducah News](#)

Thanksgiving Buckle Up Phone Down (earned media):

Social media

- DMS message
- [Thanksgiving Travelers Urged To Buckle Up and Put the Phone Away - Kentucky Office of Highway Safety](#): Gov. Andy Beshear Declares Nov 24, 2024 'Buckle Up Phone Down Day' Urges Kentucky motorists to practice life-saving habits

Kentucky Today: [Today designated as 'Buckle Up, Phone Down Day' in state | News | kentuckytoday.com](#)

North Kentucky Tribune: [Kentucky Office of Highway Safety reminding travelers to 'buckle up, phone down' as Holiday's approach - NKyTribune](#)

WKYT-TV: [Buckle Up, Phone Down: New catchy way Ky. officials are spreading the message of safe driving](#)

<u>DMS PANEL 1</u> BUCKLE UP PHONE DOWN DRIVE SOBER	<u>DMS PANEL 1</u> BE THANKFUL FOR YOUR SEAT BELT
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Digital Media Performance November 2024 English (Paid Media):

CTV/OTT

Impressions: 396,399

Video Compilations: 393,715

VCR: 99.32%

The top three performing creative units have been identified based on video completion rate (VCR), and are detailed below



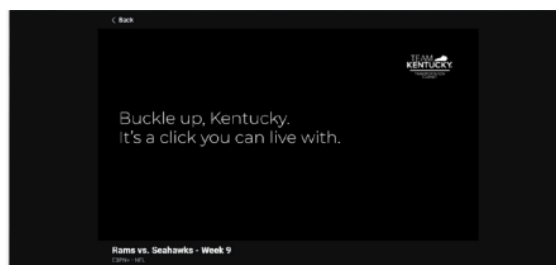
Digital Media Performance

ESPN Live Streaming In-Game

Impressions: 241,673

Video Completions: 235,936

VCR: 97.63%



ESPN Digital Video

Impressions: 36,098

Video Completions: 34,678

VCR: 96.07%



ESPN App Display

Impressions: 397,021

Clicks: 295

CTR: 0.07%



Facebook/Instagram Sponsored Video

Impressions: 1,634,128

Reach: 821,177

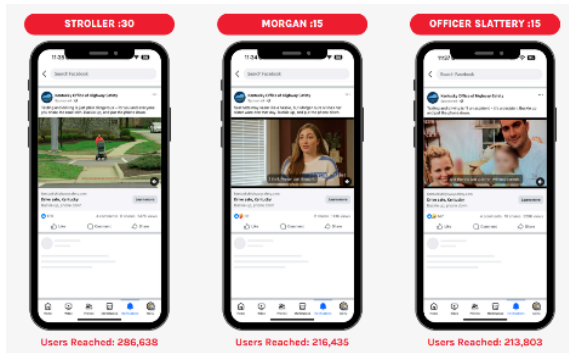
Clicks: 11,118

CTR: 0.68%

Post Engagement: 255,684

Video Plays at 100%: 21,439

Frequency: 1.99

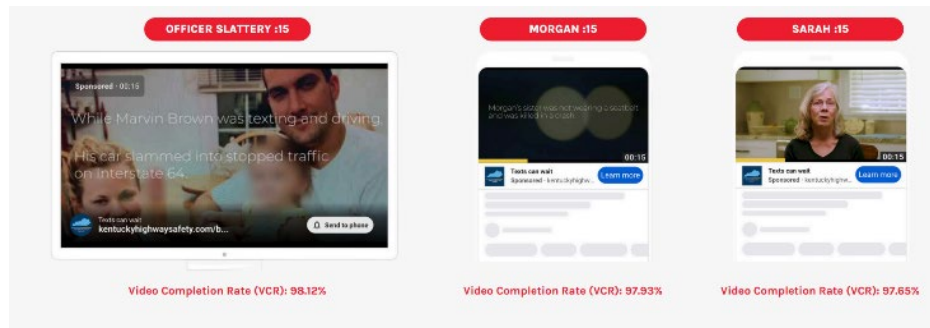


YouTube Non-Skippable Video

Impressions: 699,113

Clicks: 224

VCR: 97.73%



YouTube Non-Skippable Video Spanish

Impressions: 156,353

Video Completions: 154,479

VCR: 98.80%



Facebook/Instagram Sponsored Video

Impressions: 730,718

Reach: 340,101

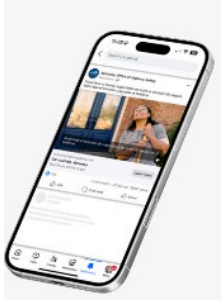
Clicks: 3,596

CTR: 0.49%

Post Engagement: 168,544

Vidoe Plays at 100%: 16,257

Frequency: 2.15



Youtube Non-Skippable Video

Impressions: 231,149

Clicks: 1,312

VCR: 97.67%



Traditional Media

Radio

- Total Metro Market Spots: 1,630
- Stations: 27
- Total Small Market Spots: 894
- Stations: 23

Distracted Driving Awareness Month “Buckle Up Phone Down” (earned media):

- Social media
- DMS messages
- [2025-04-02 DDAwarenessMonth RELEASE FINAL.pdf](#): **Kentucky motorists are advised to buckle up, put the phone down. April is National Distracted Driving Awareness Month**



DMS PANEL 1
EYES ON
THE ROAD...

DMS PANEL 2
IT LOVES THE
ATTENTION

DMS PANEL 1
BUCKLE UP
PHONE DOWN
JUST DRIVE

Lebanon Enterprise: https://www.pmg-ky2.com/townnews/highway/kentucky-officials-urge-against-distracted-driving/article_61091e24-5176-50b8-8ef6-fcbc9813eace.html

Kentucky New Era: https://www.kentuckynewera.com/news/state/article_cadfd10f-3369-534b-97be-7b714ca0d404.html

Northern Kentucky Tribune: <https://nkytribune.com/2025/04/kentuckians-urged-to-avoid-distractions-engage-in-driving-during-distracted-driving-awareness-month/>

Distracted Driving Awareness Month “Buckle Up Phone Down” (paid media):

April 1-30, 2025 (Distracted Driving Awareness Month)

\$300,000 NHTSA 402 funds program number THSP25DD

Targeted Area:

Statewide, with heavier frequency in 37 counties with the highest distracted driving-related crashes.

Target Audience:

Primary: Men and women 16-34 years old

Terrestrial Radio:

Stations: 63

Spots: 6,112



Audio Streaming:

Impressions: 1,046,926

Meta/ Facebook/Instagram:

Impressions: 5,309,657

User Reach: 2,078,548

Clicks: 30,169

CTR: 0.57%

Engagements: 763,765

Video Plays at 100%: 78,414

Display Banners:

Impressions: 3,945,420

Clicks: 8,571

CTR: 0.22%

YouTube Non-Skippable Video (English/Spanish)

Impressions: 2,686,660

Clicks: 254

Video Completion Rate: 93.99%

Ad Name: Morgan :15 (English)



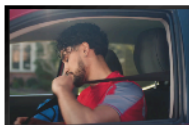
Impressions: 591,188

Ad Name: Crazy :15 (Spanish)



Impressions: 539,766

Ad Name: Crazy :15 (Spanish)



Video Completion Rate: 89.3%

Ad Name: Hillary :15 (English)



Video Completion Rate: 98.8%

Ad Name: Megan Morgan :15 (English)



Video Completion Rate: 98.6%

Top Performing Publishers

Peacock: 99.4% VCR

Discovery: 99.4% VCR

Gas Station TV:

Impressions: 1,644,473

ESPN Sports:

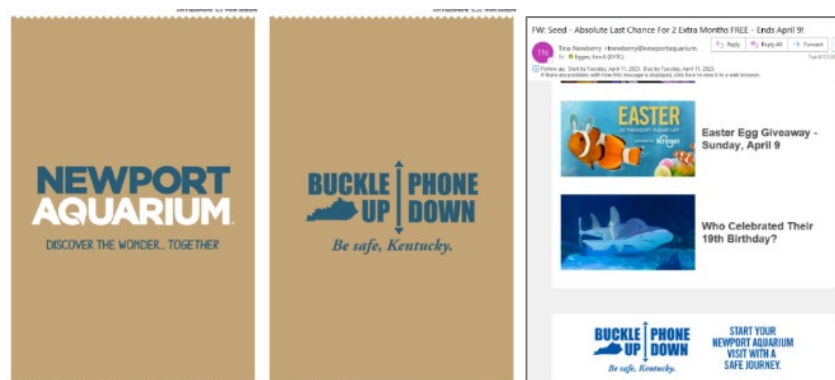
Impressions: 329,266

Newport Aquarium (paid media):

\$65,000 State Funds

Newport Aquarium is located in Newport, Kentucky right across the river from downtown Cincinnati, Ohio. All promotion is focused on “Buckle Up Phone Down.” Contract elements:

- Logo on all gift shop bags (*example below*).
- Various signage throughout the aquarium, including at the exit to remind visitors as they leave to buckle up and put the phone down.
- Banner ad on e-mails blasts (*example below*). Between the General Admission, Annual Pass and new Annual Membership lists, emails were delivered to 145,475 recipients.
- Banner ad on “Plan Your Visit” webpage: <https://www.newportaquarium.com/plan-your-visit/>



Kentucky Kingdom & Hurricane Bay (paid media):

\$75,000 State Funds

Kentucky Kingdom / Hurricane Bay are located in Louisville, Kentucky. All promotion for the water and adventure park is focused on “Buckle Up Phone Down.” Contract elements:

- Logo on parking lot signs, exit signs, park maps and online promotions
- Buckle Up Phone Down messaging on Kingdom Radio, the in-park radio system that plays throughout the 63 acres of property: “The Kentucky Office of Highway Safety reminds you to be safe behind the wheel. Always buckle up and put your phone down.”
- Buckle Up Phone Down selfie station in park
- Logo on admission receipts and pre-visit e-mails



ISCO Championship

July 10-13, 2025

\$17,000 State Funds

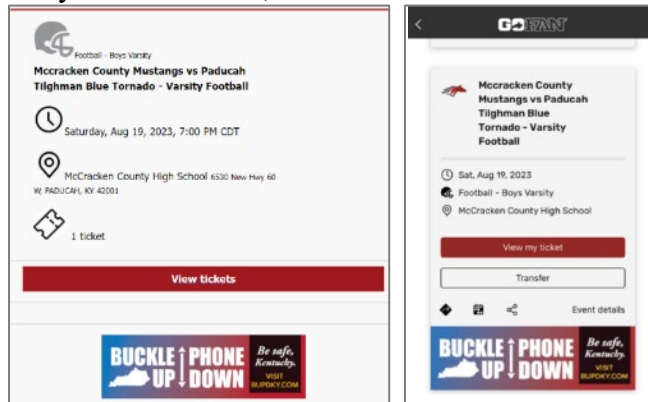
OFFICIAL TRANSPORTATION PARTNER OF THE ISCO CHAMPIONSHIP

The Kentucky Office of Highway Safety will have official marketing rights for the transportation category of the ISCO Championship

- Tournament IP & Logo Rights across Kentucky Office of Highway Safety company marketing materials, social media, and website
- Press release announcing partnership
- Tournament Week social media post
- Company logo displayed and linked on tournament website
- Official Designation as partner of the ISCO Championship
- Signage in University of Louisville’s Shelby Campus parking lot pickup/drop off points – the ISCO Championship’s designated parking lot for tournament week
- LED Scoreboard signage
- Bar pads for each bar (up to 10)
- Ride-share discounts via business cards distributed in Fan Zone, posted on tournament website, ticket landing page, email to ticket purchasers, and social media post
- Activation set up

GoFan digital tickets (paid media):
\$40,000 state funds

GoFan provides digital ticketing services to high schools nationwide, including 141 schools in Kentucky. More than 1.1 million tickets with our “Buckle Up Phone Down” message were sold last year for over 12,600 events.



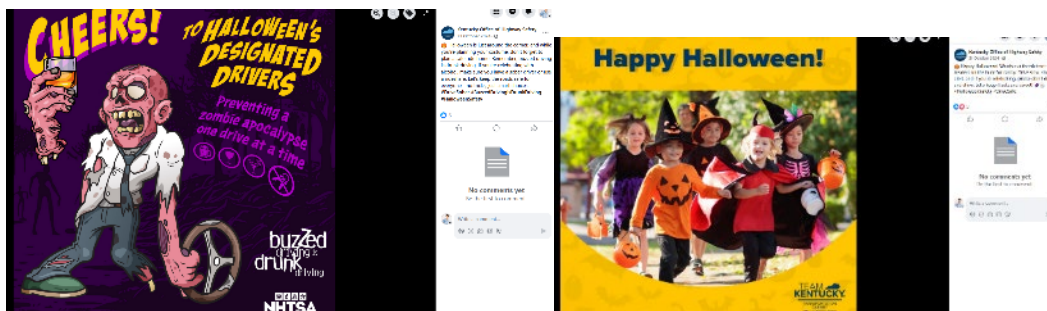
Impaired Driving

Halloween Buzzed Driving (earned media):
Local social media

- DMS message
- **Press Release state-wide:** <https://kentuckyhighwaysafety.com/press-release/kentuckians-are-encouraged-to-be-safe-when-driving-this-halloween/>

Kentucky Today: [KYTC says plan to be safe and sober during Halloween | News | kentuckytoday.com](https://kentuckytoday.com/kytc-says-plan-to-be-safe-and-sober-during-halloween/)

The News Herald: [Buzzed driving is drunk driving | pmg-ky3.com](https://pmg-ky3.com/buzzed-driving-is-drunk-driving/)



Drive Sober Holiday (earned media):
Thanksgiving, Christmas, and New Year's
Social media
DMS messages

DMS PANEL 1
HO HO HO
TAKE IT SLOW
AS YOU GO

-
- Press Event
- [Statewide press release Dec. 16, 2024:](#) **Kentucky Drivers Reminded To Plan Safe Rides This Holiday Season** ‘Drive Sober or Get Pulled Over’ continues through New Year’s Day

DMS PANEL 1
DON’T END UP
ON THE
NAUGHTY LIST

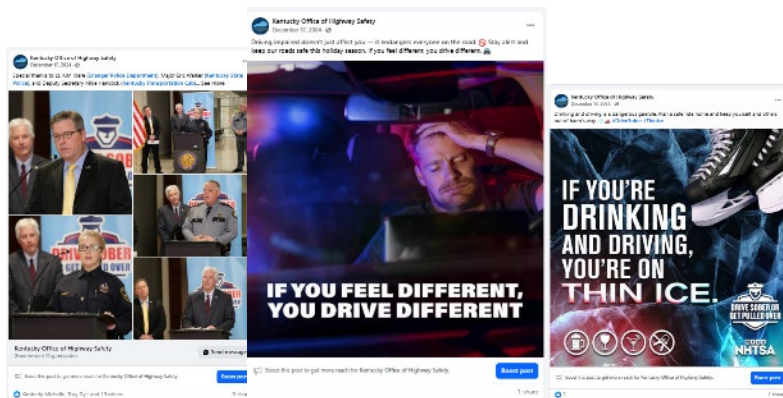
DMS PANEL 2
BUCKLE UP &
DRIVE SOBER

DMS PANEL 1
NEW YEAR S
EVE GIVE UP
THE KEYS

DMS PANEL 2
DESIGNATE A
SOBER DRIVER

DMS PANEL 1
GATHERING
WITH FRIENDS
OR FAMILY?

DMS PANEL 2
PLEASE DRIVE
SAFELY



Drive Sober Holiday (paid media):

\$250,000NHTSA 405d funds program number THSP24IM

November 25, 2024 - January 1, 2025

We ran media and digital ads specific to Thanksgiving Nov. 25-28 and New Year’s Dec. 11-Jan. 1.

Target Audience:

- Adults: Age 21-64 (English Speaking)
- Adults: Age 21-64 (Spanish Speaking)

Targeted Area:

Statewide with emphasis in 40 counties with highest impaired driving-related crashes.

Digital Media Performance

ESPN (Live Streaming IN-Game):

Impressions: 152,186

Video Completions: 148,523
VCR: 97.59%



ESPN (App Display):

Impressions: 750,075
Clicks: 588
CTR: 0.8%

YouTube (English):

Impressions: 1,742,688
Clicks: 198
VCR: 98.51%

YouTube (Spanish):

Total Impressions: 478,515
Total Clicks: 69
Total VCR: 97.62%

Meta Sponsored Post (English):

Total Impressions: 2,436,804
Total Reach: 1,250,216
Total Clicks: 10,060
Total CTR: 0.41%
Total Post Engagement: 363,151
Total Video Plays at 100%: 60,012
Total Frequency: 1.95

Meta Sponsored Post (Spanish):

Total Impressions: 631,482
Total Reach: 299,785
Total Clicks: 2,078
Total CTR: 0.33%
Post Engagement: 86,111
Video plays at 100%: 29,239
Total Frequency: 2.11

Traditional Radio (Louisville, Lexington, Bowling Green and Small Market county-by-county radio):

Stations: 53
Spots: 4,374

Gas Station TV

Impressions:1,449,954

Streaming Audio (English):

Impressions: 344,275

Audio completions: 326,020

ACR: 94.70%

CTV/OTT(English)

Impressions: 1,015,902

Video Completions: 1,007,940

VCR: 99.22%

Telemundo/Peacock (Spanish)

Impressions: 234,561

Video Completions: 232,379

VCR: 99.07%

Project Roadblock on WKYT-TV/CW (Lexington) and WYMT-TV, eastern Kentucky (paid media):

December 2024

\$33,975 state funds

Project Roadblock is a multiplatform drunken driving prevention campaign exclusive to local broadcast television stations. Assets include television, livestream, preroll, ROS Display, News App Open, Email Blast, Homepage Takeover, In Banner Video, Social Posts, and ROS Footer.

Impaired Driving Enforcement Awards (earned media):

- Social media
- [Statewide press release Dec 13](#): **Kentucky Law Enforcement Honored for Impaired Driving Enforcement** *Ceremony salutes efforts to save lives on Kentucky roadways*

Mardi Gras (earned media):
Social media



St. Patrick's Day Buzzed Driving is Drunk Driving (earned media):

- Social Media
- DMS message
- [Kentuckians Urged to Plan for a Sober Ride This St. Patrick's Day - Kentucky Office of Highway Safety: Kentuckians Reminded to Designate a Sober Driver This St. Patrick's Day. Buzzed Driving is Drunk Driving](#)

Kentucky State Police: [Kentucky State Police](#)

Link NKY: [KYTC reminds drivers to plan sober rides for St. Patrick's Day](#)

Laker Country 104.9: [Celebrate responsibly this St. Patrick's Day | Laker Country 104.9 FM WJRS](#)

North Kentucky Tribune: [Kentuckians encouraged to make plans for sober rides over extended St. Patrick's Day weekend - NKyTribune](#)

Eagle Country 99.3: [Kentuckians Urged to Plan for a Sober Ride This St. Patrick's Day - Eagle Country 99.3](#)



Fourth of July Buzzed Driving (earned media):

- Social media
- DMS message
- [Statewide press release July 1, 2025: Celebrate This Fourth of July Weekend Responsibly](#) *Help prevent impaired driving crashes during the holiday weekend*

Eagle Country: <https://www.eaglecountryonline.com/news/local-news/kytc-celebrate-this-fourth-of-july-weekend-responsibly/>

Murray Ledger and Times: https://www.murrayledger.com/news/state-officials-urge-responsible-july-4-celebrations/article_93b431ad-7098-4b5b-9a04-d7af9d82964f.html

Columbia Magazine: <https://mail.vps.columbiamagazine.com/index.php?sid=135397>

Drive Sober or Get Pulled Over (earned media):

- Social media
- DMS messages
- [Statewide press release August 11, 2025: Kentucky Participates in Nationwide Campaign To Curb Impaired Driving During Labor Day Weekend 'Drive Sober or Get Pulled Over' runs Aug. 13 – Sept. 1](#)

•
DMS PANEL 1
DRIVE SOBER
KENTUCKY

Labor Day Drive Sober/Ride Sober or Get Pulled Over (paid media):

August 13 – September 1, 2025

\$ 220,000 NHTSA 405d funds program number THSP24IM

Targeted Area: Statewide with an emphasis on the 31 counties with the highest number of alcohol-related crashes.

Target Audience:

Primary: Males 18-34, Secondary: Adults 21-64

Facebook/Instagram:

Impressions: 4,844,544

Reach: 2,060,057

Clicks: 28,516

CTR: 0.59%

Engagement: 972,855

Video Completions: 79,473

Frequency: 2.35

Traditional Radio:

50 stations

4827 spots

CTV/OTT:

Impressions: 1,249,784

Completions: 1,242,091

VCR: 99.38%

YouTube:

Impressions: 1,237,787

Clicks: 655

CTR: 0.05%

VCR: 95.71%

Display Banners:

Impressions: 4,404,276

Clicks: 7,974

CTR: 0.18%

Speed & Aggressive Driving

Not So Fast, Kentucky (earned media)

Social media

DMS messages

- [Kentucky Taps the Brakes on Speeding This Summer - Kentucky Office of Highway Safety](#): Kentucky Office of Highway Safety Partners with Law Enforcement on Speed Awareness Campaign 'Not So Fast, Kentucky' runs through July 31

Mountain Top Media: [Kentucky telling motorists 'not so fast' in July - Mountain Top Media](#)

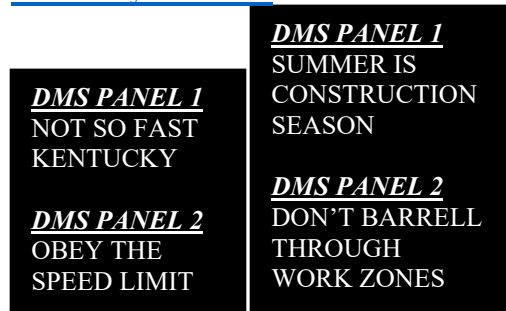
Northern Kentucky Tribune: [KOHS 'Not So Fast, Kentucky' speed enforcement campaign underway through July 31 - NKyTribune](#)

West Kentucky Star: <https://www.westkentuckystar.com/News/State/Not-So-Fast-Kentucky-program-underway>

WBKO: [KYTC launches "Not so fast, Kentucky" campaign](#)

The Murray Sentinel ['Not So Fast, Kentucky' speed enforcement campaign runs through July 31 \(Press Release\) | The Murray Sentinel](#)

Kentucky New Era: [State launches 'Not so Fast' campaign to combat speeding | State | Kentucky New Era](#)



Not So Fast, Kentucky (paid media):

July 1-31, 2025

\$150,000 NHTSA 402 funds program number THSP24HV

Campaign Overview:

A third of all traffic fatalities are linked to speeding, with 64% of speed-related accidents in Kentucky involving male drivers. The digital media strategy aimed to reach male drivers in

Kentucky, encouraging them to reduce their speed to protect both themselves and others

Targeted Area:

Statewide, with an emphasis on the 40 counties with the highest number of speed-related crashes.

Target Audience:

Primary: M18-45 (English) Secondary - M18-45 (Spanish)

CTV/OTT (Digital Media Performance):

Impressions: 1,768,556

Frequency: 3X

Video Completion Rate: 99%

YouTube English & Spanish:

Impressions: 3,703,471

Clicks: 490

CTR: 0.01%

VCR: 94.40%

Facebook/Instagram English & Spanish

Impressions: 5,025,698

Reach: 1,744,354

Clicks: 18,861

CTR: 0.38%

Engagement: 791,194

Ad Frequency: 2.88

Streaming Audio English & Spanish

Impressions: 1,071,012

Frequency: 5x

ACR: 98.43%

Speeding-Impaired-Occupant Protection–Distraction-Share the Road
(Bike/Motorcycle/Pedestrian)

Teen Driver Safety Week (earned media):

October 19 – 25 2024

- Social media
- DMS message
- [Statewide press release Oct. 14, 2024: Kentucky Teens Encouraged To Buckle Up and Stay Focused Behind the Wheel](#) National Teen Driver Safety Week is Oct. 19-25



WYMT-TV: <https://www.wymt.com/2023/10/19/national-teen-driver-safety-week-tips-parents-with-teen-drivers/>

WPSD-TV: https://www.wpsdlocal6.com/newsletter_stories/teen-driver-safety-week-how-teens-can-stay-safe-on-the-road/article_f7509f2e-6431-11ee-b860-2f1ad0328567.html

WCLU Radio: <https://www.wcluradio.com/2023/10/13/national-teen-driver-safety-week-is-oct-15-21/>

WHOP Radio: <https://whopam.com/2023/10/16/kytc-offers-advice-during-national-teen-driver-safety-week/>

Columbia Magazine: <https://www.columbiamagazine.com/index.php?sid=129143>

The Interior Journal: <https://www.theinteriorjournal.com/2023/10/16/its-national-teen-driver-safety-week/>

Spectrum News: <https://spectrumnews1.com/ky/northern-ky/news/2023/10/18/teen-safe-driving->

Kentucky Today: https://www.kentuckytoday.com/news/national-teen-driver-safety-week-observed-starting-sunday/article_0edbfadac-6a16-11ee-948b-07ccd867cd90.html

Northern Kentucky Tribune: <https://nkytribune.com/2023/10/its-national-teen-driver-safety-week-have-a-conversation-with-your-teen-about-safe-driving-habits/>



Buckle up, Phone Down January

\$150,000 THSP25DD

Goal: Drive awareness across the state of Kentucky regarding texting and driving.

Target Audience: A18-65, State of Kentucky

Facebook/Instagram Sponsored Video:

Impressions: 2,981,548

Reach: 1,142,398

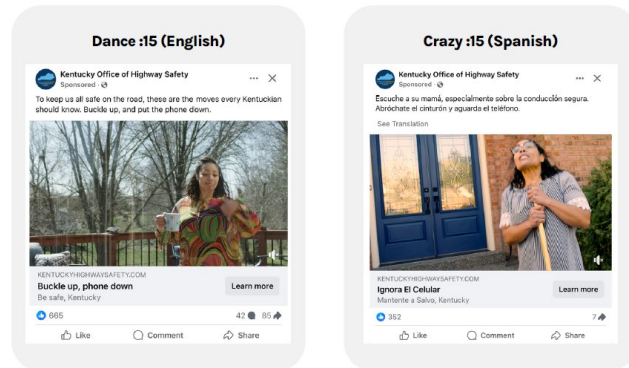
Clicks: 11,587

CTR: 0.39%

Post Engagement: 483,501

Video Completions: 38,309

Frequency: 2.61



Additional Insights: Age, gender, and Location demographics:

English:

Age Demographic:

- Age 18-24: 38%
- Age 25-34: 62%

Gender Demographic:

- Male: 56%
- Female: 44%

Spanish:

Age Demographic:

- Age 18-24: 40%
- Age 25-34: 60%

Gender Demographic:

- Male: 62%

- Female: 38%

YouTube Non-Skippable Video:

- Impressions: 1,449,752
- Clicks: 102
- Video Completion Rate (VCR): 97.02%

Additional Insights:

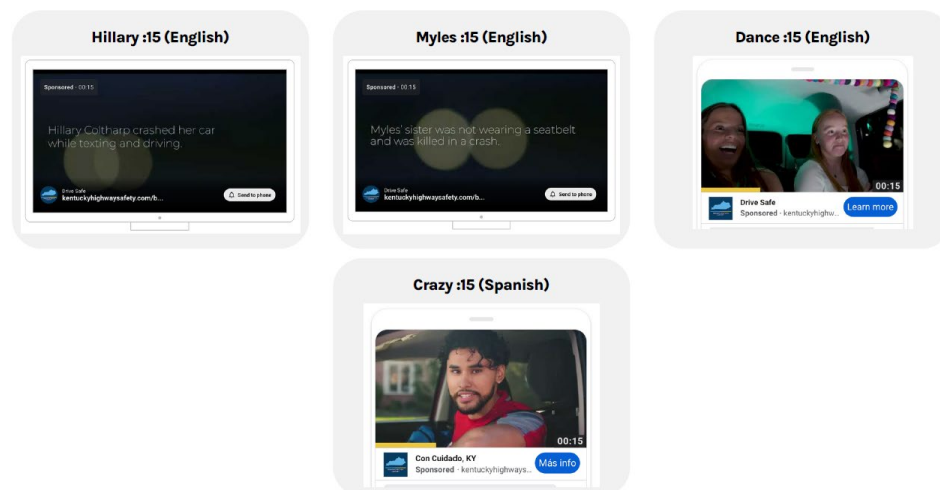
English:

Age Demographic:

- Age 18-24: 36%
- Age 25-34: 64%

Gender Demographic:

- Male: 59%
- Female: 41%



CTV/OTT (English)

Impressions: 396,035

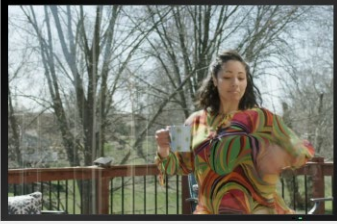
Video Completions: 391,230

Video Completion Rate(VCR): 98.79%

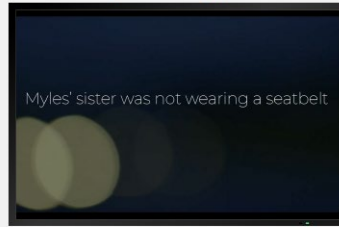
Top 3 Performing Genres

- Family
- Documentary
- Drama

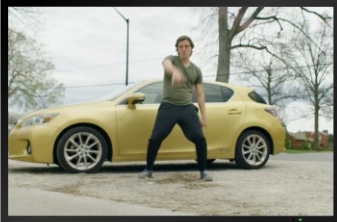
Dance :15 (English)



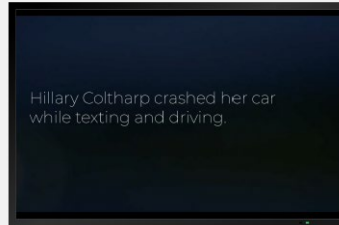
Myles :15 (English)



Dance :30 (English)



Hillary :15 (English)



Telemundo/Peacock (Spanish)

Impressions: 165,170

Video Completions: 161,604

Video Completion Rate: 97.84%

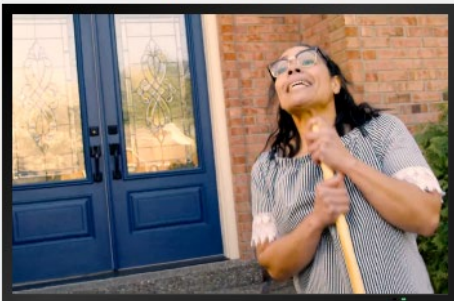
Top 3 Performing Series

El Señor de los Cielos: Full Episode

Caso Cerrado: Full Episode

Señora Acero: Full Episode

Crazy :15 (Spanish)



Crazy :30 (Spanish)



ESPN(English)

Live Streaming In-Game:

Impressions: 273,969

Video Completions: 266,660

Video Completion Rate: 97.33%

Digital Video:

Impressions: 40,923

Video Completions: 38,336

Video Completion Rate: 93.68%

App Display:

Impressions: 450,034

Video Completions: 359

Video Completion Rate: 0.08%



Traditional Media:

Radio (Markets: Bowling Green, Cincinnati, Lexington, and Louisville)

Total Stations: 26

Total Spots: 1,764

Radio (Small Markets)

Total Stations: 20

Total Spots: 827

Movie Theater:

Screen Vision:

Total # of theaters: 19

Dates: 12/23/24-1/26/25

Total Impressions: 375,194

National Cinemedia:

Total # of theaters: 15

Dates: 1/1/24-1/25/25

Total Impressions: 260,746

Ford Driving Skills for Life (earned media):

June 21-22, 2025

- Social media
- KOHS Website banner header
- Ford event [Website](#)

WDRB News: https://www.wdrb.com/news/teens-can-learn-safe-driving-techniques-for-free-in-louisville/article_b81ce99d-26a9-4909-a6ee-92afb902e841.html



Louisville Assembly Plant Collaborates with DSFL

Interim Plant Manager Brian McGauley kicked off the four DSFL sessions in Louisville with welcome remarks, sharing about the Louisville Assembly Plant's important role in Ford's production pipeline. The plant communications team also arranged to have two vehicles on display – an Escape and Corsair – as examples of the vehicles produced at the Louisville Assembly Plant. The Kentucky Truck Plant had a conflicting golf tournament but hopes to participate next year.

41% of teen attendees live in households of \$100,000 or less annual HHI, according to survey respondents



41% of teen attendees live in households of \$100,000 or less annual HHI, according to survey respondents



Ford Driving Skills for Life

Ford Fund GHSA

FREE mobility program for newly licensed or permitted drivers.

June 21-22

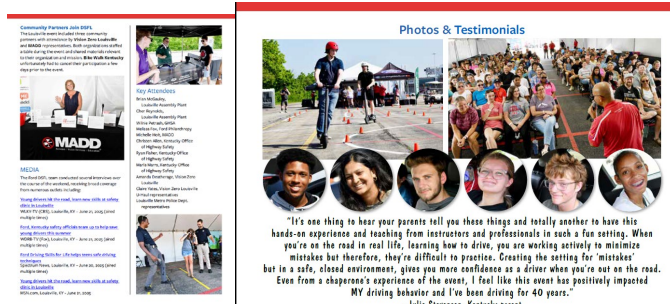
LEARN MORE

41% of teen attendees live in households of \$100,000 or less annual HHI, according to survey respondents

"This is greatly appreciated because I wouldn't have been able to pay for this training ... I wish there were more free sessions and driving training classes offered for students in school or outside of school because some parents may not even have a vehicle or funding."

-Rohan S., Kentucky parent

Attendance		
Total teens and parents trained onsite were:		
Teens	Parents/Chaperones	Total Trained
280	260	540



2024 End-of-Year Fatality Report (earned media):

- Social media
- [Statewide press release May 8, 2025: Gov. Beshear Announces Decline in Highway Fatalities in 2024](#) Fatalities down 107 compared to 2023

WBKO: <https://www.wbko.com/2025/05/08/beshear-reports-that-highway-fatalities-decline-2024/>

Nothorn Kentucky Tribune: <https://nkytribune.com/2025/05/gov-andy-beshear-announces-kentucky-highway-fatalities-decrease-to-lowest-level-in-a-decade/>

WBIR: <https://www.wbir.com/article/traffic/kentucky-governor-highway-fatalities-2024/51-21c1d71e-7bd2-4cd8-977e-0864d1ef48d8>

Lexington Herald Leader:

<https://www.kentucky.com/news/state/kentucky/article306055321.html>

WEKU <https://www.weku.org/the-commonwealth/2025-05-27/report-shows-kentucky-traffic-fatalities-continue-to-decline>

WEVV: https://www.wevv.com/news/kentucky/gov-beshear-announces-decline-in-highway-fatalities-in-2024/article_8e1d4a15-6eab-4606-a090-4e766032a7cb.html

New Year's (earned media):

- Social Media
- DMS messages





Partnerships

Tony and Dwight Daily Show on 84WHAS (paid media):

Total: \$50,000

\$25,000 NHTSA 405D funds program number THSP24IM

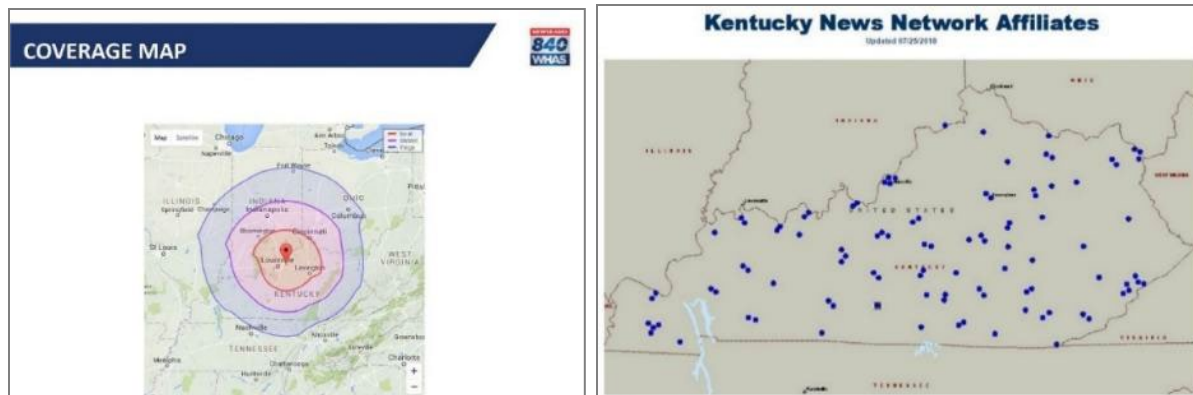
\$25,000 402 NHTSA funds program number THSP24HV

The KOHS is the title sponsorship of the highly-ranked Tony & Dwight daily radio show broadcast on 84WHAS from 9 a.m. to noon daily. The show focuses on the news, sports, and pop culture topics of the day in Kentucky's largest media market.

The KOHS had established a relationship with Tony Vanetti, who is passionate about highway safety, especially impaired driving (his wake-up call was a DUI arrest). He co-hosts with long-time friend and former hard-rock DJ Dwight Witten, with appearances by local radio personality and show producer Dave Jennings. KOHS Executive Director Bill Bell does live, in-studio interviews prior to each campaign (*pictured above*).

The KOHS receives daily live mentions, statewide audio streaming, :15 promos, and :30 PSAs plus a bonus matching bonus on 84WHAS and Kentucky News Network's (KNN) 95 affiliates. This sponsorship is beyond the traditional commercial schedule, so this is a very high-frequency show:

- 12.2 million recorded message impressions Adults 18+ on 84WHAS (1,714 total) **does not include daily live mentions or KNN spots*
- 35,000 total messages delivered via KNN
- 390,000 statewide streaming impressions



				KNN Affiliates - by County				iHeartMEDIA			
Calls	Band	City	County	Calls	Band	City	County	Calls	Band	City	County
WAIN	FM	Columbia	Adair	WMTL	FM T	Leitchfield	Grayson	WEKY	AM	Richmond	Madison
WCLU	AM	Glasgow	Barren	WLGC	FM	Ashland	Greenup	W223CU	FM T	Richmond	Madison
WKCA	FM	Owingsville	Bath	WKCM	AM	Hawesville	Hancock	WLBN	AM	Lebanon	Marion
WCMJ	AM	Ashland	Boyd	W267BM	FM T	Hawesville	Hancock	WLSK	FM	Lebanon	Marion
W227CI	FM T	Ashland	Boyd	WIEL	AM	Elizabethtown	Hardin	WFTM	AM	Maysville	Mason
WHBN	AM	Danville	Boyle	W291CU	FM T	Elizabethtown	Hardin	WDXR	AM	Paducah	McCracken
WJSN	FM	Jackson	Breathitt	WKMO	FM	Elizabethtown	Hardin	W273CH	FM T	Paducah	McCracken
WPKY	AM	Princeton	Caldwell	WFSR	AM	Harlan	Harlan	WHAY	FM	Whitley City	McCreary
W277CK	FM T	Princeton	Caldwell	WTUK	FM	Harlan	Harlan	WMMG	AM	Brandenburg	Meade
WNBS	AM	Murray	Calloway	WCYN	AM	Cynthiana	Harrison	WMMG	FM	Brandenburg	Meade
WGOH	AM	Grayson	Carter	WLOC	AM	Munfordville	Hart	WRIL	FM	Middlesboro	Middlesboro
W265CH	FM T	Grayson	Carter	W269DD	FM	Munfordville	Hart	WMST	AM	Mt. Sterling	Montgomery
WKDO	FM	Liberty	Casey	WSON	AM	Henderson	Henderson	W295BD	FM T	Mt. Sterling	Montgomery
WHOP	AM	Hopkinsville	Christian	W243CU	FM T	Henderson	Henderson	WKYA	FM	Greenville	Muhlenberg
W237BV	FM T	Hopkinsville	Christian	WTTL	AM	Madisonville	Hopkins	WBRT	AM	Bardstown	Nelson
WKYR	FM	Burkesville	Cumberland	W278CK	FM	Madisonville	Hopkins	W246AT	FM T	Bardstown	Nelson
WOIM	AM	Owensboro	Daviess	WWAG	FM	McKee	Jackson	WKIC	FM	Hazard	Perry
W256CF	FM T	Owensboro	Daviess	WKJK	AM	Louisville	Jefferson	WSKV	FM	Stanton	Powell
W250BW	FM T	Whitesville	Daviess	WKRD	AM	Louisville	Jefferson	WSFC	AM	Somerset	Pulaski
WLAP	AM	Lexington	Fayette	WLGX	FM	Louisville	Jefferson	WSEK	AM	Somerset	Pulaski
WWRW	FM	Lexington	Fayette	WTFX	FM	Louisville	Jefferson	WRVK	AM	Mt. Vernon	Rockcastle
WFLE	AM	Flemingsburg	Fleming	WKLW	FM	Paintsville	Johnson	WIVY	FM	Morehead	Rowan
WFLE	FM	Flemingsburg	Fleming	WYWY	AM	Barbourville	Knox	WJRS	FM	Russell Springs	Russell
WZXI	AM	Lancaster	Garrard	W227CD	FM T	Barbourville	Knox	WHVE	FM	Russell Springs	Russell/Adair
		Lancaster/Stanford		WFTG	AM	London	Laurel	WFKN	AM	Franklin	Simpson
W238CN	FM		Garrard	W295CC	FM T	London	Laurel	WKID	FM	Vevay/Carrollton	Switzerland, IN
WNKR	FM	Dry Ridge	Grant	W278BK	FM T	Jenkins	Letcher	WTCO	AM	Campbellsville	Taylor
WYMC	AM	Mayfield	Graves	WNKW	AM	Neon	Letcher	WWLC	FM	Campbellsville	Taylor
W230BN	FM T	Mayfield	Graves	W248DI	FM T	Neon	Letcher	WMSK	FM	Morganfield	Union
WNGO	AM	Mayfield	Graves	WTCW	AM	Whitesburg	Letcher	WKCT	AM	Bowling Green	Warren
W238AN	FM T	Mayfield	Graves	W236CS	FM	Whitesburg	Letcher	W234CI	FM T	Bowling Green	Warren
WKHG	FM	Leitchfield	Grayson	WXXQ	FM	Whitesburg	Letcher	WFLW	AM	Monticello	Wayne
WMTL	AM	Leitchfield	Grayson	WWAG	FM	Berea	Madison	W239CP	FM T	Monticello	Wayne
								WCTT	AM	Corbin	Whitley

Kentucky Sports Radio Daily Show (paid media):
 Total: \$40,000
 \$20,000 NHTSA 405D funds program number THSP24IM
 \$20,000 NHTSA 402 funds program number THSP24HV

Kentucky Sports Radio (KSR) daily radio show airs on 59 affiliates and iHeart streaming. Hosted by Matt Jones, he and his co-hosts talk all things UK sports “in the most ridiculous manner possible. Contract elements:

- 10,208 total paid messages (176 x 58 affiliates)
- 10,208 total bonus messages (176 x 58 affiliates)
- 92,000 streaming impressions Adults 18+ plus 1:1 bonus

KSR is frequently #1 in most demographics, with the podcast even ranked #1 nationally for mid-day market shows:





KSR affiliates (below):



Live:	Live:	Live:
WCMI (1340am/93.3fm): Ashland WCBL (1290am): Benton WKCT (930am/104.1fm): Bowling Green WTCO (1450am/106.7fm): Campbellsville WSAI (1360AM): Cincinnati WAIN (1270am/93.9fm): Columbia WCYN (102.3fm): Cynthiana WHIR (1230am): Danville WIEL (1400am/106.1fm): Elizabethtown WCLU (1490am/103.1fm): Glasgow WGOH (1370am/100.9fm): Grayson WTUK (105.1fm): Harlan WREF (97.7fm): Henderson/Evansville WHOP (1230am/95.3fm): Hopkinsville	WIRV (1550am/99.3fm): Irvine WJKY (1060am): Jamestown WZXI (1280am/95.5fm): Lancaster WLAP (630am): Lexington WFTG (1400am/106.9fm): London WKJK (1080am): Louisville WFMW (730am/94.9fm): Madisonville WTBK (105.7fm): Manchester WFTM (1240am): Maysville WEXY (1490am/98.3fm): Middlesboro WKYM (101.7fm): Monticello WUCO (1550am/98.5fm): Morganfield WNBS (1340am): Murray	WLME (102.7fm): Owensboro WPAD (1560am/99.5fm): Paducah WKYH (600am/99.3fm): Paintsville WLSI (900am/95.9fm): Pikeville WPRT (960am/104.5fm): Prestonsburg WSFC (1240am): Somerset WTCW (920am/95.1fm): Whitesburg WHAY (98.3fm): Whitley City WBTH (1400am/102.5fm): Williamson On Delay (ALL TIMES LISTED EASTERN) WSAI (1360am): Cincinnati 6p-8p WMTL (870am/103.9fm): Leitchfield, 11a-1p

Kentucky Sports Radio Post-Game Show (paid media):
October 2024 – March 2025 (football & basketball season)

Total: \$20,000

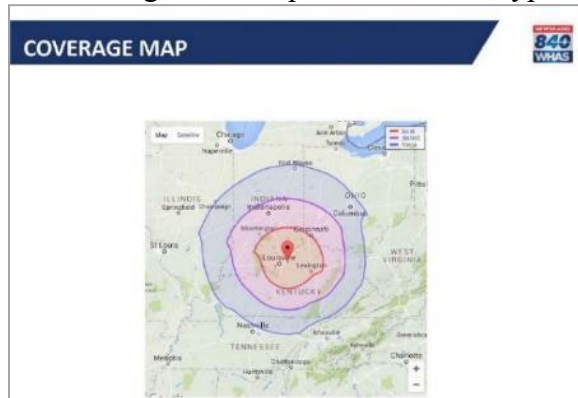
- \$10,000 NHTSA 405D funds program number THSP24IM
- \$10,000 NHTSA 402 funds program number THSP24HV



Matt Jones is the host of the Kentucky Sports Radio (KSR) post-game show on WHAS-AM in Louisville and 630 WLAP in Lexington. Starting with the first UK football game and continuing through basketball season, the commercials (*Drive Sober and Buckle Up Phone Down*) air during this one-hour post-game show.

Additionally, Matt, who is passionate about drunken driving prevention due to a family member's struggle, often mentions in his show that people need to have a designated driver.

iHeart Media owns the show and provides a 1:1 matching bonus. In addition, iHeart added 50 bonus spots on each of the Kentucky News Network's 95 affiliates. The number of spots depends on how far Kentucky football and basketball go into the post-season, but typically run over 4,700.



				KNN Affiliates - by County				iHeartMEDIA			
Calls	Band	City	County	Calls	Band	City	County	Calls	Band	City	County
WAIN	FM	Columbia	Adair	WMTL	FM T	Leitchfield	Grayson	WEKY	AM	Richmond	Madison
WCLU	AM	Glasgow	Barren	WLGC	FM	Ashland	Greenup	W223CU	FM T	Richmond	Madison
WKCA	FM	Owingsville	Bath	WKCM	AM	Hawesville	Hancock	WLBN	AM	Lebanon	Marion
WCMi	AM	Ashland	Boyd	W267BM	FM T	Hawesville	Hancock	WLSK	FM	Lebanon	Marion
W227CI	FM T	Ashland	Boyd	WIEL	AM	Elizabethtown	Hardin	WFTM	AM	Maysville	Mason
WHBN	AM	Danville	Boyle	W291CU	FM T	Elizabethtown	Hardin	WDXR	AM	Paducah	McCracken
WJSN	FM	Jackson	Breathitt	WKMO	FM	Elizabethtown	Hardin	W273CH	FM T	Paducah	McCracken
WPKY	AM	Princeton	Caldwell	WFSR	AM	Harlan	Harlan	WHAY	FM	Whitley City	McCreary
W277CK	FM T	Princeton	Caldwell	WTUK	FM	Harlan	Harlan	WMMG	AM	Brandenburg	Meade
WNBS	AM	Murray	Calloway	WCYN	AM	Cynthiana	Harrison	WMMG	FM	Brandenburg	Meade
WGOH	AM	Grayson	Carter	WLOC	AM	Munfordville	Hart	WRIL	FM	Middlesboro	Middlesboro
W265CH	FM T	Grayson	Carter	W269DD	FM	Munfordville	Hart	WMST	AM	Mt. Sterling	Montgomery
WKDO	FM	Liberty	Casey	WSON	AM	Henderson	Henderson	W295BD	FM T	Mt. Sterling	Montgomery
WHOP	AM	Hopkinsville	Christian	W243CU	FM T	Henderson	Henderson	WKYA	FM	Greenville	Muhlenberg
W237BV	FM T	Hopkinsville	Christian	WTTL	AM	Madisonville	Hopkins	WBRT	AM	Bardstown	Nelson
WKYR	FM	Burkesville	Cumberland	W278CK	FM	Madisonville	Hopkins	W246AT	FM T	Bardstown	Nelson
WOMI	AM	Owensboro	Daviess	WWAG	FM	McKee	Jackson	WKIC	FM	Hazard	Perry
W256CF	FM T	Owensboro	Daviess	WKJK	AM	Louisville	Jefferson	WSKV	FM	Stanton	Powell
W250BW	FM T	Whitesville	Daviess	WKRD	AM	Louisville	Jefferson	WSFC	AM	Somersets	Pulaski
WLAP	AM	Lexington	Fayette	WLGX	FM	Louisville	Jefferson	WSEK	AM	Somersets	Pulaski
WVWRW	FM	Lexington	Fayette	WTFX	FM	Louisville	Jefferson	WRVK	AM	Mt. Vernon	Rockcastle
WFLE	AM	Flemingsburg	Fleming	WKLW	FM	Paintsville	Johnson	WIVY	FM	Morehead	Rowan
WFLE	FM	Flemingsburg	Fleming	WYWY	AM	Barbourville	Knox	WJRS	FM	Russell Springs	Russell
WZXI	AM	Lancaster	Garrard	W227CD	FM T	Barbourville	Knox	WHVE	FM	Russell Springs	Russell/Adair
		Lancaster/Stanhope		WFTG	AM	London	Laurel	WFKN	AM	Franklin	Simpson
W238CN	FM		Garrard	W295CC	FM T	London	Laurel	WKID	FM	Vevay/Carrollton	Switzerland, IN
WNRK	FM	Dry Ridge	Grant	W278BK	FM T	Jenkins	Letcher	WTCO	AM	Campbellsville	Taylor
WYMC	AM	Mayfield	Graves	WNKW	AM	Neon	Letcher	WWLC	FM	Campbellsville	Taylor
W230BN	FM T	Mayfield	Graves	W248DI	FM T	Neon	Letcher	WMSK	FM	Morganfield	Union
WNGO	AM	Mayfield	Graves	WTCW	AM	Whitesburg	Letcher	WKCT	AM	Bowling Green	Warren
W238AN	FM T	Mayfield	Graves	W236CS	FM	Whitesburg	Letcher	W234CI	FM T	Bowling Green	Warren
WKHG	FM	Leitchfield	Grayson	WXXQ	FM	Whitesburg	Letcher	WFLW	AM	Monticello	Wayne
WMTL	AM	Leitchfield	Grayson	WWAG	FM	Berea	Madison	W239CP	FM T	Monticello	Wayne
								WCTT	AM	Corbin	Whiteley



iHeart Safe Summer Driving Series (paid media):

July – August 2025

- \$25,000 NHTSA 405D funds program number THSP24IM
- \$25,000 NHTSA 402 funds program number THSP24HV

KOHS partnered with iHeart Media to promote the “Safe Summer Driving Series” to increase awareness of safe driving habits and traffic safety laws during the summer travel season.

Awareness on iHeart stations: Radio spots were recorded by the following local on-air talent:

- Matt Jones (Host of Kentucky Sports Radio on 58 affiliates)
- Shannon the Dude (Producer and co-host of Kentucky Sports Radio and KSR Pre-Show, DJ on WKQQ and WQMF rock stations)
- Rachel Elliott (DJ on WAMZ country station)
- Nick Coffey (Host of Coffey & Company on WKRD sports station)
- Tony Vanetti (Co-host of Tony & Dwight Show on WHAS news station)
- Dwight Witten (Co-host of Tony & Dwight Show on WHAS news station)

Script below:

*This is **NAME/STATION**... Summertime is finally here!*

Whether you ride, pedal, walk or drive, Kentuckians are reminded to follow the rules of the road as traffic increases across the state. Buckle up, put the phone down, obey the speed limit and always travel sober.

If riding a bike or motorcycle, wear a helmet. If walking, stay visible.

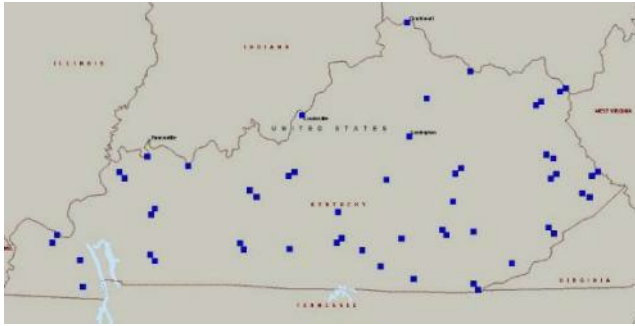
Let's work together for the safety of everyone using our roadways. Be safe, Kentucky.

Brought to you by Team Kentucky and the Office of Highway Safety.

KSR Small Business Tour: KOHS was the presenting sponsor of the Kentucky Sports Radio's (KSR) Safe Summer Driving Small Business Tour as the crew traveled to and hosted a show at small businesses throughout the state. KSR is syndicated on 58 affiliates plus iHeart streaming. The KOHS received:

- One :30 network commercial each day plus a matching bonus across 58 affiliates
- Average of two live mentions by the host each day
- Twenty :15 promos per week
 - Monday – Sunday, 5 a.m. – 8 p.m. flight on WLAP, WSFC, and WKJK for 11 weeks totaling 660 spots (220 per station).
- Homepage takeover during opening week of the tour on WLAP, WKRD and WSFC
- Five additional :30 commercials on KNN (95 affiliates)

KSR Affiliate map (left) and KNN affiliate map (right).



Safe Summer Driving Series with Tony & Dwight:

KOHS is the Presenting Partner of the Tony and Dwight daily radio show broadcast on 84WHAS from 9 a.m. – noon. As part of the Safe Summer Driving Series, the guys encouraged drivers to be mindful of traffic laws and to make safe choices when behind the wheel and conducted interviews on a variety of highway safety topics.

Interviews occurred in-studio or via phone throughout the month. We heard from (1) Kentuckians who have been impacted by someone else's choice to not practice safe driving behaviors and/or (2) topic specialists who provided safe driving tips. The 84WHAS Facebook and Instagram pages promoted the interviews, and the Tony & Dwight website featured homepage takeovers on the day of the interview(s).

Impact interview schedule:

<u>Date - Method</u>	<u>Guest(s)</u>	<u>Topic</u>
<u>In Studio</u> <u>June 19</u>	<u>Sharon Rengers</u>	<u>Heat Stroke</u>
<u>Phone</u> <u>July 10</u>	<u>Morgan Woodrum</u>	<u>Work Zone Safety- Major Projects</u>
<u>In Studio</u> <u>July 24</u>	<u>Sharon Rengers</u>	<u>Car seat/boosters safety</u>
<u>Studio</u>	<u>Matt Cole</u>	<u>Real ID/Licensing Update</u>

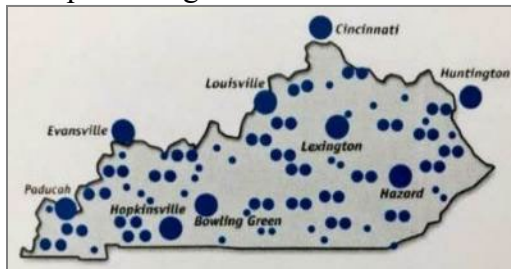
<u>Aug 21</u>		
<u>Phone</u> <u>July 17</u>	<u>Melissa</u> <u>Wannell</u>	<u>Lost husband – someone ran a red</u> <u>light</u>

JMI Sports Marketing – University of Kentucky Athletics (paid media):
\$350,000 State funds

The contract with JMI Sports Marketing promotes highway safety messaging and signage at the University of Kentucky (UK) home football games, men's and women's basketball games, and baseball games.

UK Sports Network affiliate map.

Radio spots air before and after all games on the UK Sports Network 60 affiliates while in-venue announcements remind fans to drive safely. Additionally, we receive a game sponsorship and :30 TV spot during the UK baseball coaches show.



Messages rotate throughout football season: “Drive Sober” in September and December, “Walk Safe” in October and “Buckle Up Phone Down” in November.

IPTVs and videobaord feature examples at Kroger Field football stadium:



Rupp Arena hosts the UK men's basketball games, four UK women's basketball games throughout the year. The majority of the UK women's basketball games are held in Memorial Colosseum. In addition to PA Announcements, the logos are shown on LED courtside signs, the center-hung video board, and lower tunnel signs. During basketball season, the primary message is “Buckle Up Phone Down,” however, “Drive Sober or Get Pulled Over” runs in December.

Scorer's table courtside image at Rupp Arena:



Memorial Colosseum videoboard image (left) and Rupp Arena courtside bookend image (right):



Lower tunned, center-hung video board and TV visible courtside:



Baseball season messaging is “Buckle Up Phone Down” and “Click It or Ticket.” For the [sponsorship game](#), we chose April to promote Distracted Driving Awareness Month.

Learfield Sports Marketing – University of Louisville Athletics (paid media):
\$309,000 State funds

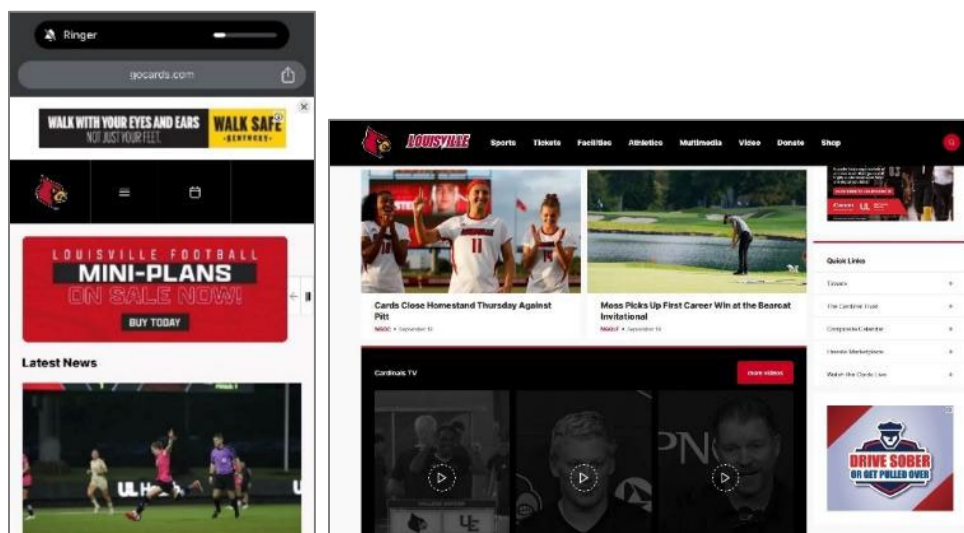
Learfield Sports marketing promotes highway safety messaging and signage at the University of Louisville (UofL) home football games, men’s and women’s basketball games and baseball games. Signage includes logos on exit gates, 360-degree LED ribbon board, LED courseside, in-venue TVs and center-hund video boards. The contract also includes a social media promotion, in-venue PA announcements and radio spots on the UofL Sports Network (12 affiliates) plus six spots each during football and basketball season on UofL’s Spanish Radio Network. Additionally, we receive signage at the soccer stadium, softball field, volleyball court and a :30 TV spot during the UofL football coaches show (12 shows per season).

Additional assets include:

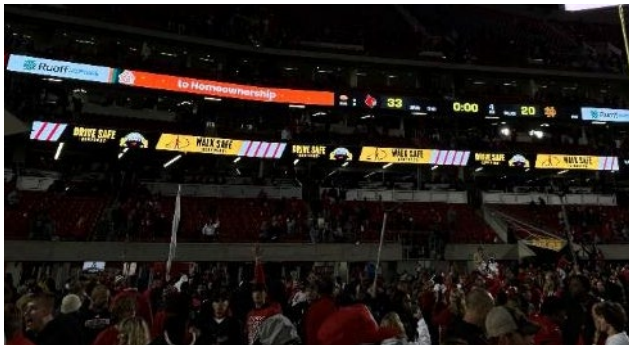
- “Walk Safe, KY” and “Drive Safe, KY” signage on bus shelter on campus
- “Walk Safe, KY” sign on campus intramural field
- Fan 365 year-round digital ads on GoCards.com

Messages rotate throughout football season: “Drive Sober” in August/September and December, “Walk Safe” in October and “Buckle Up Phone Down” in November. During basketball season, the primary message is “Buckle Up Phone Down,” however, “Drive Sober or Get Pulled Over” runs in December. For year-round messaging, we promote “Ride Safe, KY/Share the Road, KY” in May, “Local Heroes – Click It or Ticket” in May and June and “Not So Fast, Kentucky” speed campaign in July.

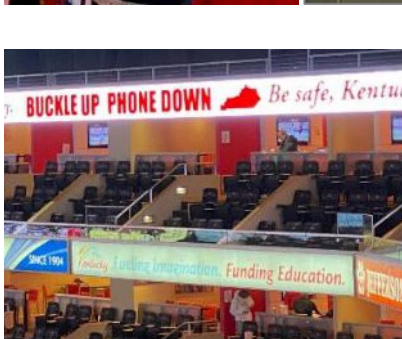
Fan 365 digital ads:



Signage at football games:



Signage at basketball games:





Signage at Volleyball:

Alliance Highway Safety booths:



Bus shelter in front of Cardinal Stadium:



Learfield Sports Marketing - Louisville Sports Properties (KFC YUM Center)
\$71,050 State funds

Louisville Sports Properties promotes highway safety messages year-round at the KFC YUM! Center. Located in downtown Louisville, the YUM Center hosts events including the University of Louisville men's and women's basketball games, concerts, conventions, and family shows. This contract is for non-UofL Athletic events. Contract elements:

- Twenty "Click It or Ticket" and "Drive Sober or Get Pulled Over" exit signs.
- 360-degree LED ribbon boards and IPTVs during non-UofL athletic events.
- One social media partnership
- Two pop-up banners, each with "Drive Sober or Get Pulled Over" on one side and "Buckle Up Phone Down" on the other. Message displayed can be turned according to audience.
- Outdoor marquee given as bonus

Ourdoor marquee:



Speed campaign L-Bar (below left) and Pedestrian Safety Month IPTV image (below right):



Buckle Up Phone Down on IPTV (below left) and 360-degree LED (below right) during concerts and family/community shows:



Buckle Up Phone Down pop-up utilized at community free movie night (below left) and Drive Sober or Get Pulled Over pop-up during a concert (below right).



“Know Before You Go” social media posts for a country concert at the KFC YUM Center, reminding concert goers to buckle up and put the phone down. We chose this concert to target pickup truck drivers. NOTE: [KFC YUM Center was nominated for Academy of Country Music Award’s Arena of the Year.](#)



(left) Drive Sober pop-up banner and Buckle Up Phone Down IPTV in the background at FUNDER event before “Thunder Over Louisville” and (right) “Share the Road” IPTV at a concert.



Colleges

Morehead State University Athletics (paid media):
\$25,000 State funds



While “Buckle Up Phone Down” and “Drive Sober or Get Pulled Over” are the primary messages, Morehead State is located in Rowan County - a Local Heroes county - and is promoted when applicable. *(image at right)*. Other signage may include “Beaker” the Morehead State University mascot claiming “Beaker buckles up. How about U?”

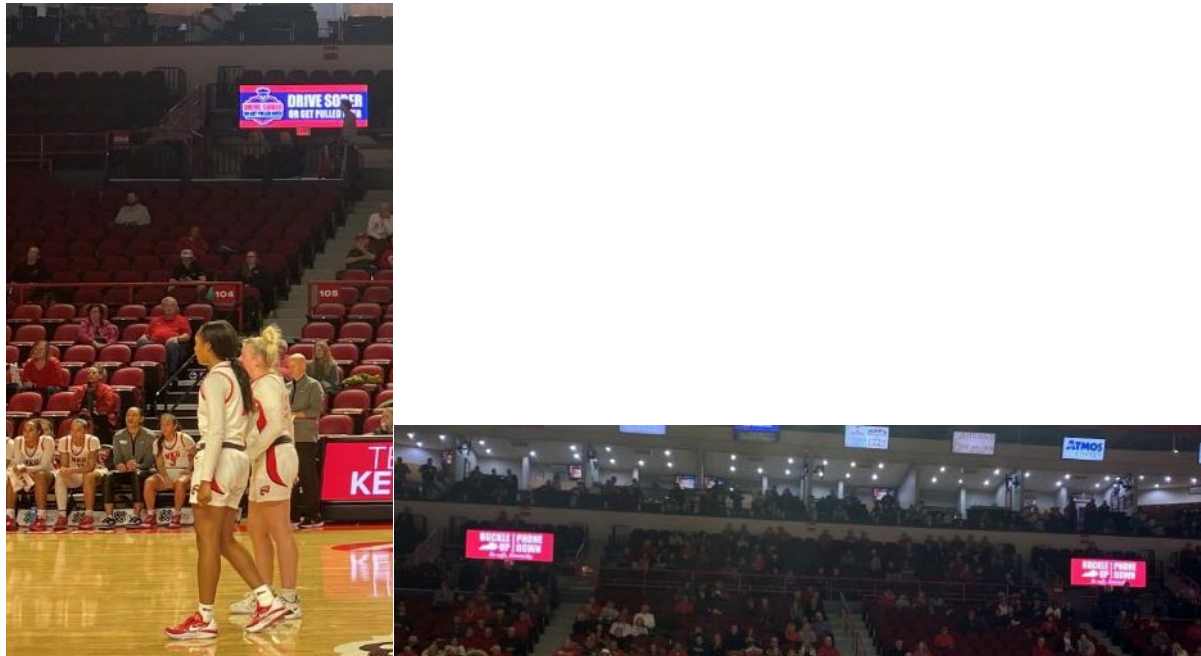


Contract elements:

- Two radio spots during all live broadcasts
- Interior tunnel signage at Johnson Arena *(pictured at right)*.
- Video board feature “Defensive Drive of the Game” at all basketball games
- Exterior marquee at Johnson Arena displayed year-round (daily traffic count: 13,599)
- PA Announcements with the corresponding logo
- Mobile multi-use LED board at all home football, baseball and soccer games in addition to community events, campus events and University partnership events.
- Permanent “Buckle Up Phone Down” pedway signage (daily traffic count: 11,515)
- On-campus egress signage at five main exits



Western Kentucky University Athletics (paid media):
\$45,000 State funds



While “Buckle Up Phone Down” and “Drive Sober or Get Pulled Over” are the primary messages, Western Kentucky University is located in Warren County – a Local Heroes county - and is promoted when applicable. *(Image below)*. Contract elements:

- Radio spots on the Big Red Radio Network (15 affiliates) for basketball, football, and baseball games
- In-game and post-game opening and closing; :30 radio billboards
- Radio spots on Coach’s shows
- Basketball digital ad guide and Spring Sports guide



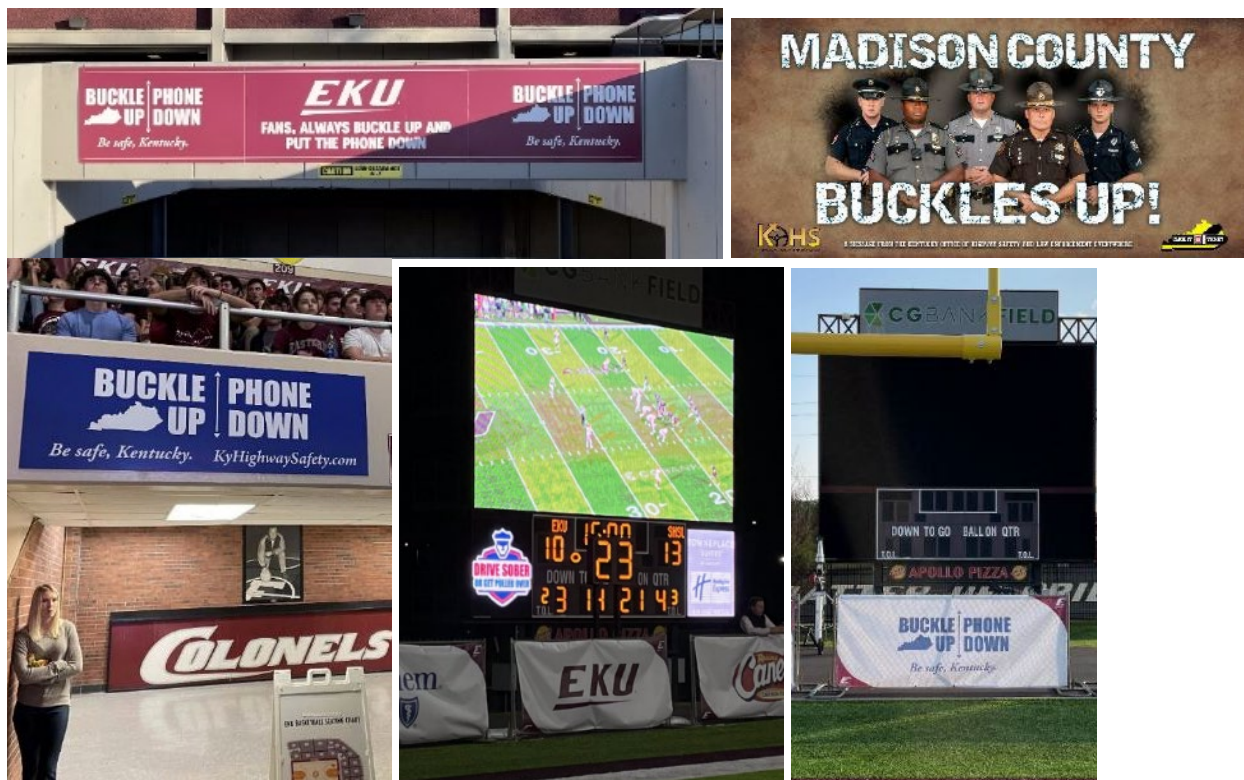
Various signage at football and basketball stadiums

Eastern Kentucky University Athletics (paid media):
Total: \$31,650

While “Buckle Up Phone Down” and “Drive Sober or Get Pulled Over” are the primary messages, Eastern Kentucky University is located in Madison County - a Local Heroes county - and is promoted when applicable. *(image below)*.

Contract elements:

- Radio spots on the EKU Sports Radio Network (2 affiliates) for football and men’s and women’s basketball games
- Football Video board signage and field-level A-frame sign (TV visible)
- Various signage at basketball arena and football stadium
- Outfield wall sign at the baseball stadium
- Social media post during one campaign of choice.
- Commercials streaming during football and basketball games on ESPN+

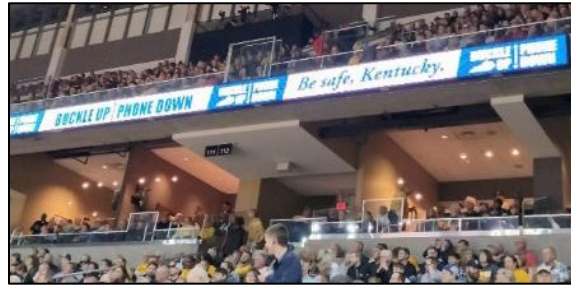


Northern Kentucky University (paid media):
\$15,000 state funds

Northern Kentucky University is located in Highland Heights, KY in the greater-Cincinnati area.
Contract elements:

- In-game and post-game radio spots during men’s basketball
- Radio spots during coach’s show
- Various signage at basketball arena

- Outfield wall sign at the baseball stadium
- Social media post during one campaign of choice
- Season-long display banners on Fan365

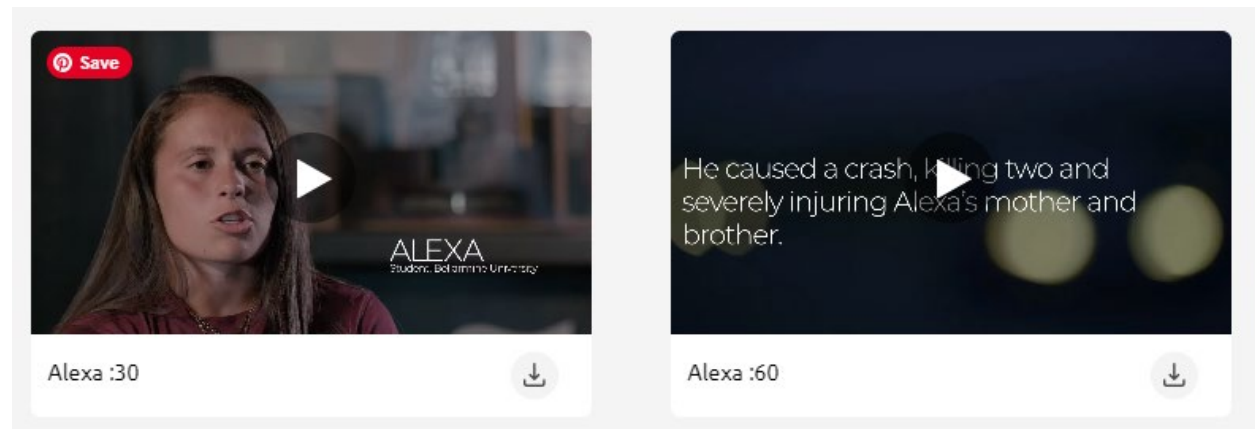


Bellarmino College (paid media):
\$9,000 state funds

Bellarmino College is a private Catholic university in Louisville, KY. We partnered with the basketball program after it transitioned to Division 1 and began playing in Freedom Hall. The contract includes LED courtside signage and videoboard placement with corresponding PA announcements (*images below*).



After tragedy occurred to a Bellarmine field hockey player and her family, our existing partnership allowed us to connected with Alexa Rastigue to record drunken-driving awareness commercials for our [Drive Sober campaigns](#):



Partnership



Kentucky High School Athletic Association (paid media):
\$20,000 state funds

The Kentucky High School Athletic Association is the governing body of Kentucky high school athletics.

Contract elements:



All KHSAA Championships:

- Two PA announcements
- Banner ad on championship email blast linking to webpage (*image above*)

Boys Sweet 16 and Girls Sweet 16 Championships (basketball):

- Digital signage rotation
- One videoboard spot
- One gameday setup (Alliance Highway Safety)

Football Championship:

- Digital signage rotation
- One videoboard spot
- One gameday setup (Alliance Highway Safety)
- One social media feature
- One :30 spot in the digital broadcast

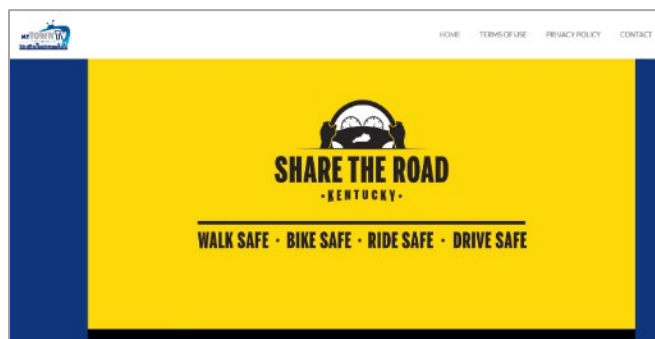
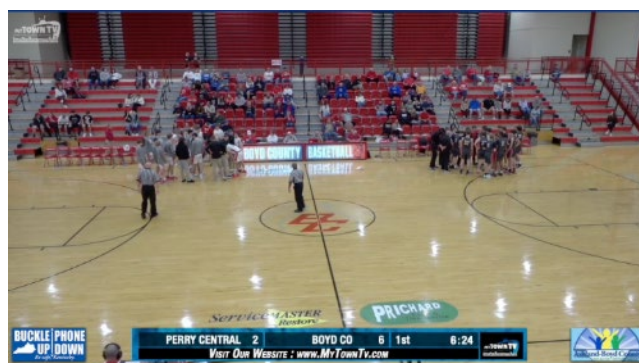


MyTown TV (paid media):
\$10,000 state funds



MyTown TV provides audio and select video of Kentucky high school games in some of the 15th region and all of the 16th region in eastern Kentucky, including all regular season and post-season tournaments:

The “Buckle Up Phone Down” logo, radio and television commercials are utilized throughout the year. In counties with Local Heroes, the county-specific “Local Heroes-Click It or Ticket” commercials are used during the national Click It or Ticket campaign. In non-Local Heroes counties, the Statewide Local Heroes commercial is utilized.



Louisville City FC soccer (paid media):

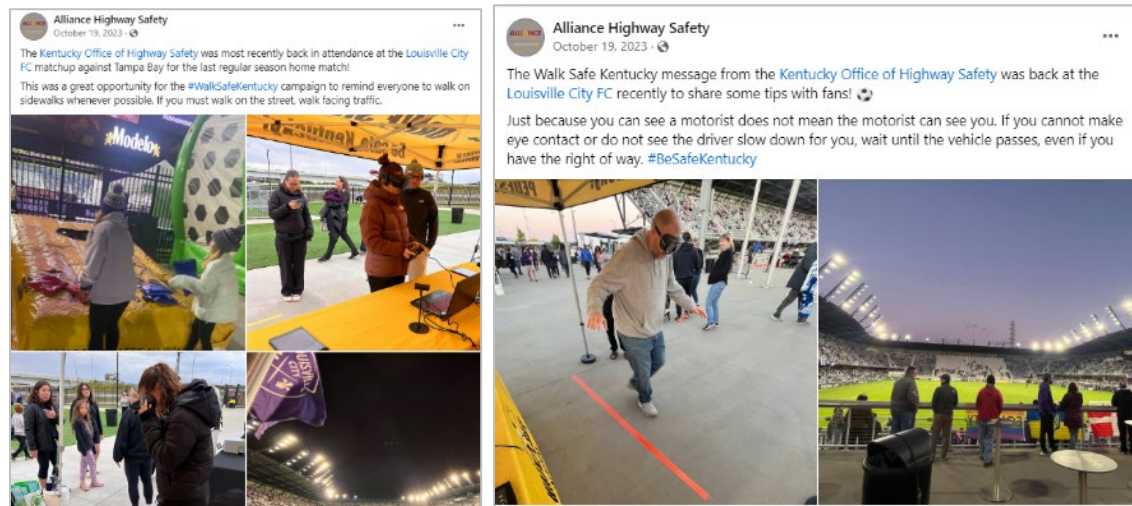
Total: \$23,000

\$11,500 NHTSA 405d funds program number THSP24IM

\$11,500 NHTSA 402 funds program number THSP24HV

Louisville City is an American professional soccer club based in Louisville, KY. All games are live-streamed and on occasion air games nationwide on ESPN2. Contract elements:

- Two minutes on length-of-field digital signs along TV-visible sideline during all regular season home matches.
- Presenting Partner of post-game wrap-up on all radio broadcasts.
- :30 radio spots during all regular season games and during Louisville City FC/Soccer City radio broadcasts



Bowling Green Hot Rods (paid media):

Total: \$15,000

\$7,500 NHTSA 405d funds program number THSP24IM

\$7,500 NHTSA 402 funds program number THSP24HV



The Bowling Green Hot Rods are a Minor League team of the South Atlantic League and the High-A affiliate of the Tampa Bay Rays, located in Bowling Green, KY. The agreement also allows a partnership with Bóldos de Bowling Green, the Copa de la Diversión of the Bowling Green Hot Rods, popular with the area's Hispanic community.

Contract elements:

- Buckle Up Phone Down signage on outfield brick wall, bathroom entrances/water fountains concourse area, and video board
- Buckle Up Phone Down in-game commercial
- Television, radio, social media, and print ads during Bóldos de Bowling Green games and promotional materials. We utilize a Spanish language Buckle Up Phone Down commercial.

The outfield brick wall and concourse area signs are permanent (*below*).



Video board logos and videos are changeable, so we update according to the campaign (*Buckle Up/Phone Down in April, Local Heroes Click It or Ticket in May/June and Not So Fast, Kentucky speed campaign in July, Drive Sober in August/September*).



Florence Y'all's (paid media):

Total: \$19,200

\$9,600 NHTSA 405d funds program number THSP24IM

\$9,600 NHTSA 402 funds program number THSP24HV

A professional baseball team based within the Greater Cincinnati/Northern Kentucky region in the city of Florence, Kentucky. The contract is for signage on a digital marquee facing traffic (160,000 daily commuters). One of six slides in rotation for 8 seconds each. Either Drive Sober, Buckle Up Phone Down or Click It or Ticket are displayed on identified weeks during corresponding campaigns (photo at right and images below).



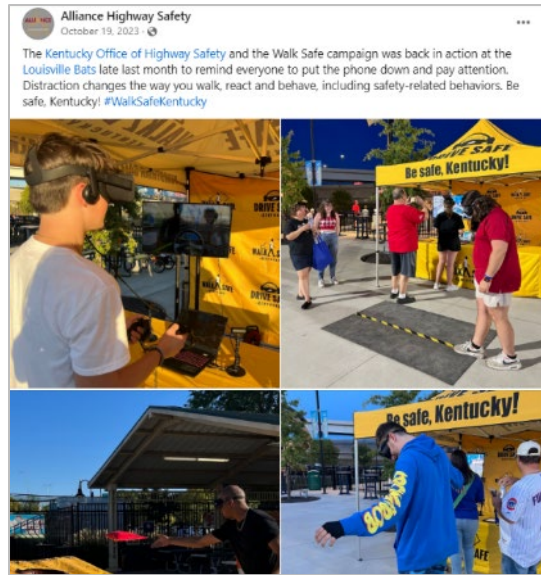
Louisville Bats (paid media):

Total: \$22,000

\$11,000 NHTSA 402 funds program number THSP24HV

The Louisville Bats are a Minor League Baseball team of the International League and the Triple-A affiliate of the Cincinnati Reds. They are located in Louisville, Kentucky. Contract elements:

- In-game video board Instant Replay
- Digital ribbon board
- Right field video logo display
- Radio advertising (:30 spots, live drop-ins)
- Information table (Alliance Highway Safety)
- Live late-inning read with corresponding logo, reminding attendees to drive home safely



Ribbon board and other signage examples:



Post on [Minor League Baseball X](#) showing Buckle Up Phone Down instant replay:



Lexington Legends (paid media):

Total: \$25,000

\$12,500 NHTSA 405d funds program number THSP24IM

\$10,000 NHTSA 402 funds program number THSP24HV



The Lexington Legends, located in Lexington, Kentucky, are in the Atlantic League of Professional Baseball, an official Partner League of Major League Baseball. Contract elements:

- Highway Safety Sponsorship night
- Drive home safely, designated driver promotion
- Restroom Drive Sober signage (*right*)
- Live in-game PA reads with corresponding video
- Instant replay sponsor

We teamed up with the Lexington Legends on June 21 for a Highway Safety Night at the ballpark! Big thanks to Mothers Against Drunk Driving (MADD), Bike Walk Kentucky, and Kentucky State Police for joining us to share important safety messages with fans. Together, we're working to keep Kentucky's roads safe. 🚗 🚲 🚴 #HighwaySafety #TeamKentucky #DriveSober #ShareTheRoad



You, Marla Brianne Marrs, Kentucky State Police and 19 others · 1 share

Like Comment Share

Write a comment...



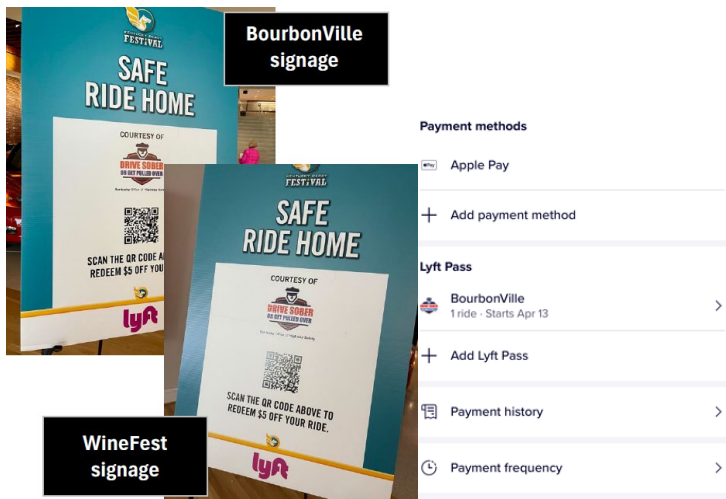
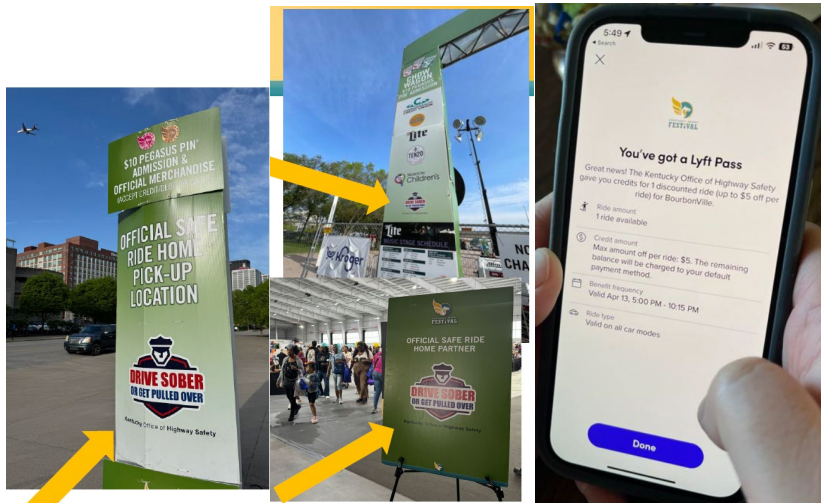
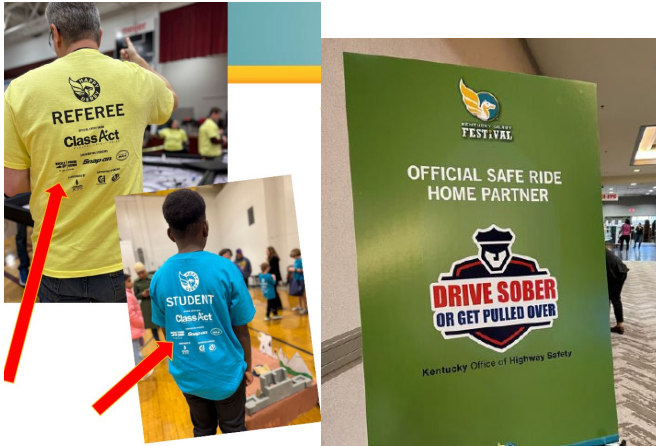
Kentucky Derby Festival (paid media):
\$115,000 State Funds

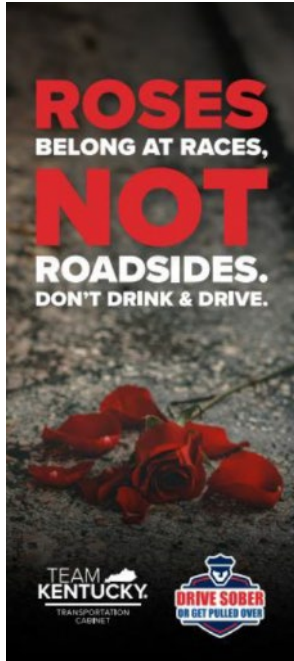
KOHS was the Official Safe Ride Home Partner of the 2025 Kentucky Derby Festival (KDF). KDF provides activities and entertainment throughout the two weeks prior to the Kentucky Derby. The partnership focused on the Drive Sober message and involved on-site signage at every KDF event (as an Official Partner), i.e., Thunder Over Louisville Military Zone, Fest-a-Ville on the Waterfront (Chow Wagon), WineFest, Meijer Family Fun Zone at Thunder Over Louisville, etc.



The KDF worked with Lyft to integrate geofencing into the Lyft app for all Thunder Over Louisville and Fest-a-Ville events. When someone requested a ride home from KDF events, it offered one of the designated KOHS-sponsored Safe Ride Home pickup locations.

KDF also worked with Lyft to create custom Lyft Passes for specific events (BourbonVille, Thunder Over Louisville Pilot's Reception, WineFest, etc.). These Lyft Passes worked much like a promo code – when a user scanned the provided QR code, the Lyft website automatically opened to a webpage offering the user a Lyft Pass, i.e. "You've got a Lyft Pass Great news! The Kentucky Office of Highway Safety gave you credits for one discounted ride for BourbonVille."





The KOHS designed a full-page ad, which was featured in a prime location on the back of the 2025 Official Festival Guide. This guide was distributed at all Festival events and in Festival event gift bags as well as placed in various locations throughout the city.

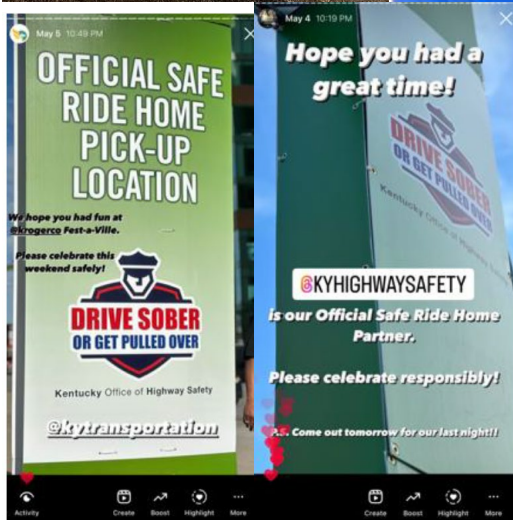
The Derby Festival worked with the KOHS to distribute co-branded Koozies to attendees at Thunder, Festa-Ville on the Waterfront (Chow Wagon), BourbonVille, WineFest, Thunder Over Louisville Pilot's Reception, etc.

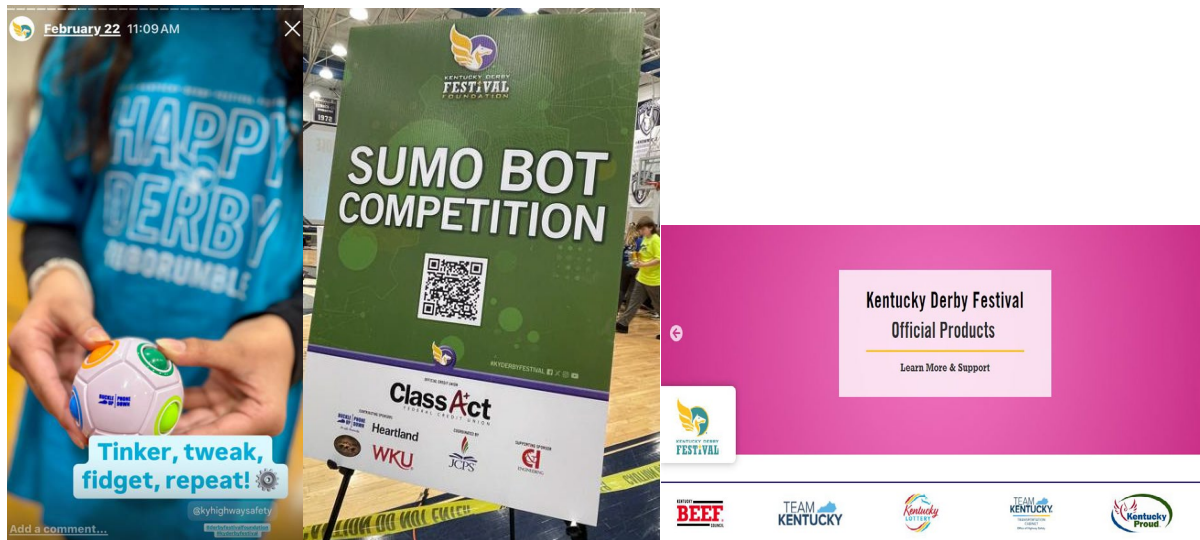
KDF social media accounts post during the festival, with additional Drive Sober messaging for the holidays, Fourth of July and Labor Day (*examples below*).

The KDF is involved with other activities and events throughout the year, so we expanded our contract to include Buckle Up Phone Down messaging at:

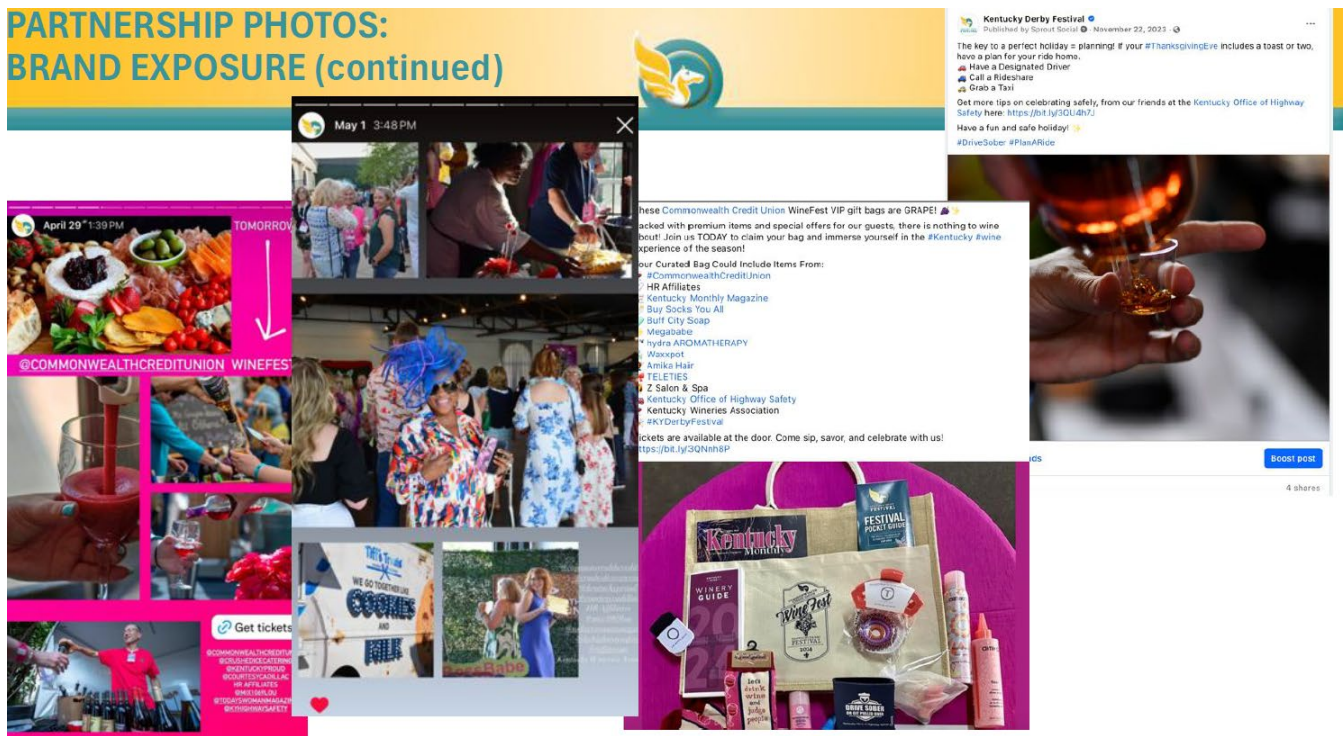
- [Derby Festival FamFest](#) in April
- [RoboRumble Regional Robotics Tournament](#) (Contributing Sponsor) in March

New in 2025, the Kentucky Office of Highway Safety expanded its impact by partnering with Alliance Marketing Systems to bring on-site activations to Fest-a-Ville. These activations featured *Choices Matter* educational resources, providing interactive and informative experiences to engage attendees and reinforce KOHS's commitment to safety awareness.





PARTNERSHIP PHOTOS: BRAND EXPOSURE (continued)



Incident Management-First Responders

**Move Over for Day (earned media):
October 19, 2024**

- Social media
- DMS messages

DMS PANEL 1
WATCH FOR
EMERGENCY
RESPONDERS

DMS PANEL 2
MOVE OVER
AND GIVE
THEM SPACE



Crash Responder Safety Week (Move Over) – Nov. 18-22, 2024

- Social media
- DMS messages
- Governor’s Proclamation
- Statewide Press Release NOV 15:

<https://transportation.ky.gov/NewsRoom/Crash%20Responder%20Safety%20Week.pdf>

WKYT TV: <https://www.wkyt.com/2024/11/18/crash-responder-safety-week-reminds-motorists-slow-down-move-over/>

WKTY TV: <https://www.wkty.com/video/2024/11/17/crash-responder-safety-week-reminds-motorists-slow-down-move-over/>

NKY-Tribune: <https://nkytribune.com/2024/11/beshear-proclaims-november-18-22-crash-responder-safety-week-in-honor-of-kentuckys-first-responders/>

WNKY-TV: <https://www.wnky.com/beshear-proclaims-nov-18-22-as-crash-responder-safety-week/>

WNKY NEWS 40: <https://www.wnky.com/local-emts-speak-on-national-crash-responder-safety-week/>

<u>DMS PANEL 1</u> SEE FLASHING LIGHTS? <u>DMS PANEL 2</u> SLOW DOWN MOVE OVER	<u>DMS PANEL 1</u> CRASH RESPONDER SAFETY WEEK <u>DMS PANEL 2</u> SLOW DOWN & MOVE OVER AT CRASH SCENES
--	---

Work Zone Safety Awareness Week (earned media):

April 15-19, 2025 Promotion managed by KYTC Office of Public Affairs

- Social media

- DMS messages

DMS PANEL 1
DON'T ZONE OUT
IN WORK ZONES
BE ALERT

- Press Conference: *Coordinated by Public Affairs*

- <https://transportation.ky.gov/NewsRoom/2025%20National%20Work%20Zone%20Awareness%20Week.pdf>

- Youtube

- 444News: https://www.wevv.com/news/april-21st--25th-marks-national-work-zone-awareness-week/article_8d1a3e18-60ab-4a13-9956-d8ce77d9671c.html



The Kentucky Transportation Cabinet is committed to safety and wants everyone on Kentucky roadways, behind the wheel or a barrel, to return home safely. We all have a vested interest in safe work zones, and by working together, we can prevent work zone crashes, injuries, and fatalities in Kentucky. Be work zone alert by driving without distractions and slowing down.

The Hendersons' Story



Preston's Story



I have had many "near misses" due to driver inattentiveness and high speed. A driver going 25 mph over the posted speed limit lost control of her vehicle – nearly missing me – and demolished my vehicle parked well into the work zone.

-Dana Frazier

Distracted Driving is the leading factor in KY work zone crashes

TEAM KENTUCKY NATIONAL WORK Zone Awareness Week

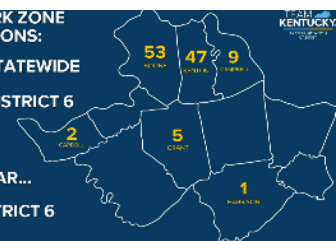
Let's review some
2024 stats



2024 WORK ZONE COLLISIONS:

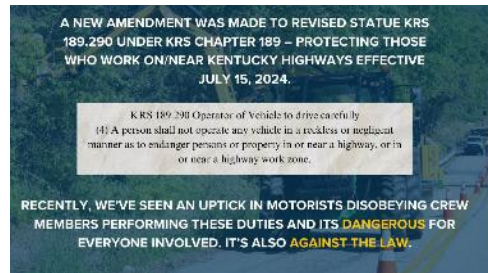
1223 STATEWIDE
117 DISTRICT 6

2025 SO FAR...
36 DISTRICT 6





Office of Jefferson Circuit Court Clerk David L. Nicholson
21 April · 45
It's National Work Zone Awareness Week!
"Respect the Zone so We All Get Home."
K... See more



*EMS Week (earned media):
May 18 – 24, 2024*

- Social media

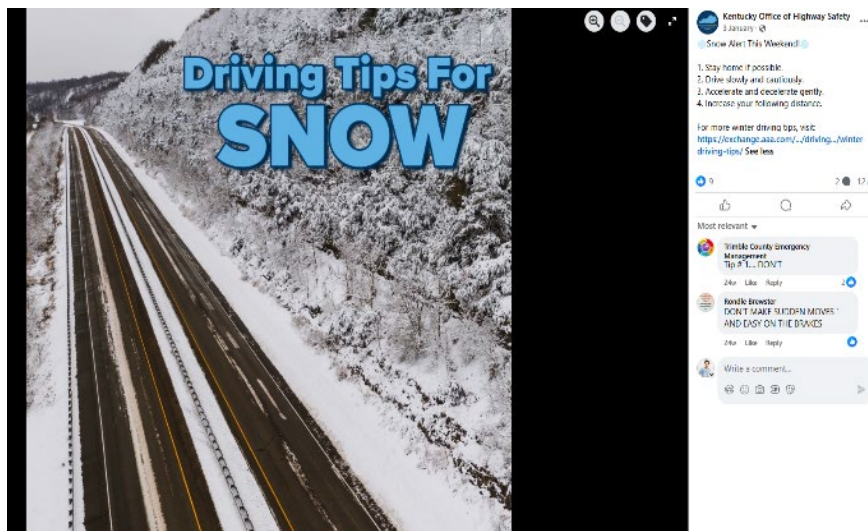


Inclement Weather-Weather Preparedness

Winter Weather (earned media):

- Social media
- DMS message
- [Driving Hazards from Rains-Snow.pdf](#): Drivers Should Remain Cautious During Hazardous Road Conditions

DMS PANEL 1:
RAIN OR SNOW
TAKE IT SLOW



Kentucky Office of Highway Safety
Published by Maria Brienne Marrs
February 19 · 🌐

PLOWS ARE OUT

TEAM KENTUCKY
TRANSPORTATION CABINET



PLEASE GIVE THEM ROOM

Kentucky Transportation Cabinet ·
#Favorites · February 19 · 🌐

Crews out in all counties treating and plowing roads. Please stay home if you can and give our knowfighters plenty of space to do their work. Flooded roads will also L. See more

Kentucky Office of Highway Safety
Published by MORTUKE
February 18 · 🌐

East-Central and North-Central Kentucky have a Winter Storm Warning in effect from 7 PM EST tonight (Feb. 18, 2023) to noon EST Wednesday. The National Weather Service ... See more

**Icy Roads & High Water
Equals Dangerous
Travel Conditions**

TEAM KENTUCKY
TRANSPORTATION CABINET
Office of Highway Safety

See insights and ads

Kentucky Transportation Cabinet District 5 and 4 others · 2 shares

Like · Comment · Share

Comment as Kentucky Office of Highway Safety

Kentucky Office of Highway Safety
Published by Maria Brienne Marrs
February 17 · 🌐

**BLACK ICE
ISN'T NICE**

WATCH FOR SLICK SPOTS ON ROADWAYS

TEAM KENTUCKY
TRANSPORTATION CABINET

Kentucky Transportation Cabinet District 8 ·
#Favorites · February 18 · 🌐

KYTC District 8 High Water Report – 10 p.m. See more

No insights to show

Like · Comment · Share

Comment as Kentucky Office of Highway Safety

Kentucky Office of Highway Safety
Published by Maria Brienne Marrs
February 17 · 🌐

HOW TO FIND UPDATED ROAD CONDITIONS

KYTC

Map · Satellite · Location · Enter a location

- Crash (9)
- Hazard (3)
- Work Zone (28)
- Weather (134)
- Traffic (454)

Other

- Crash (2)
- Traffic (9)
- Hazard (0)
- Work Zone (3)
- Digital Sign (26)
- Traffic Cam (173)

KYTC Reported Weather Alert

Warren County
Roadways closed due to flooding. Updates as available.
Mile Point: 4.5
Road Name: JACKSON BRIDGE RD.
Route: KY-423
Source Type: Roadway Weather Observation

VISIT GOKY.KY.GOV

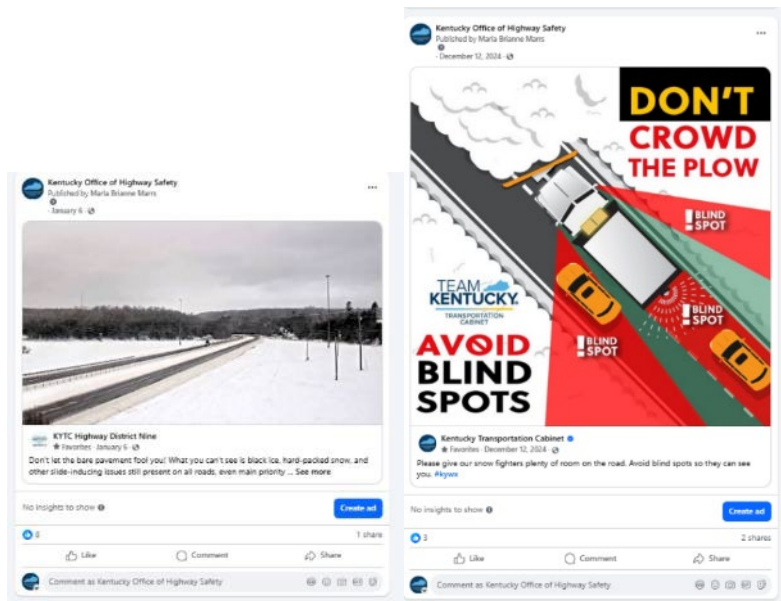
TEAM KENTUCKY
TRANSPORTATION CABINET

Kentucky Transportation Cabinet ·
#Favorites · February 16 · 🌐

Did you know GoKY also shows real-time weather updates too? Checkmark the weather tab, to see where high water has roads closed and other alerts, pictured here. Outline... See more

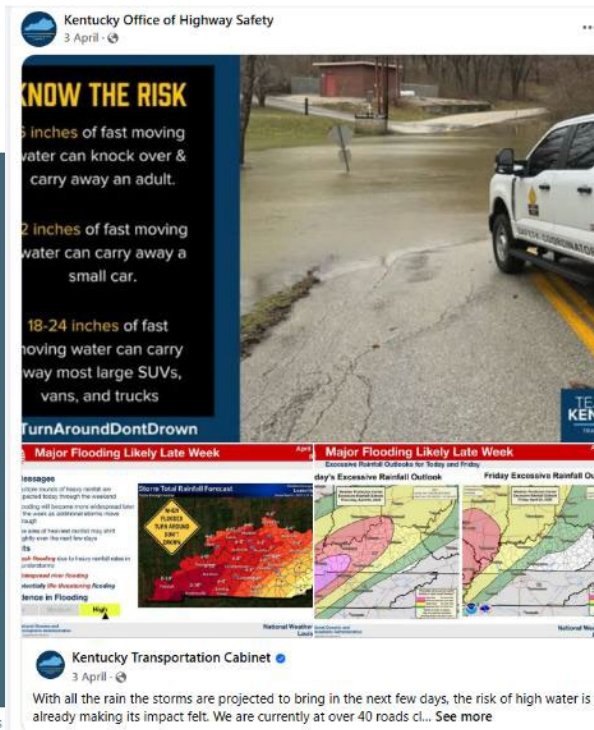
No insights to show

Create ad



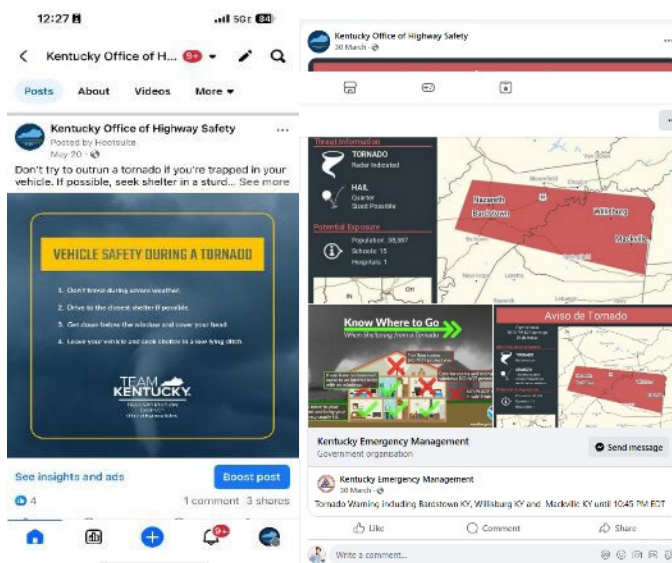
*Floods (earned media):
Social Media*





Tornado(Earned Media)

• Social Media



Other highway safety topics

Drowsy Driving Awareness Week (earned media):

November 3-9, 2023

- DMS message

DMS PANEL 1
GIVE IT A REST
DON'T DRIVE
DROWSY

-

Older Driver Safety Awareness Week (earned media): Dec. 4-8, 2023

- Social media



Grant applications (earned media): January 11, 2025

- Social media
- Website

Vehicle Safety Recalls Week (earned media): March 3-9, 2025

- Social media
- DMS message



DMS PANEL 1
CHECK FOR
VEHICLE
RECALLS

DMS PANEL 2
SAFE CARS
SAVE LIVES

**Secure Your Load Day (earned media):
June 6, 2025**

- Social media
- DMS message

DMS PANEL 1
IT'S SECURE
YOUR LOAD DAY

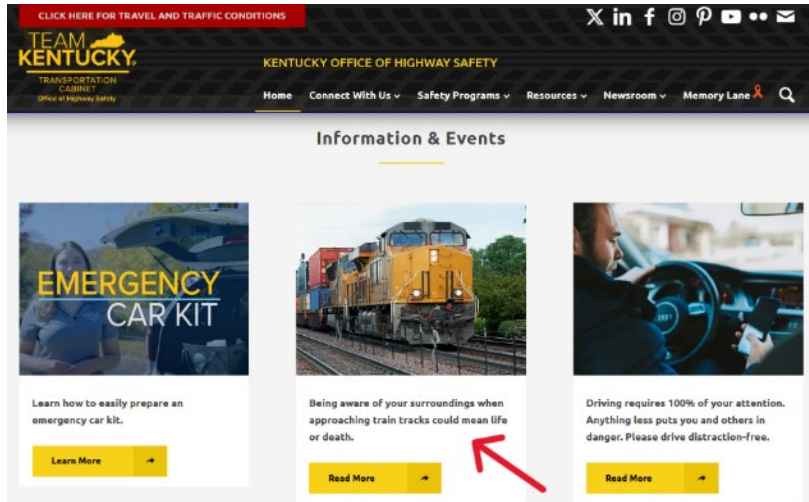
DMS PANEL 2
TIE DOWN
CARGO ON YOUR
VEHICLE



“Stop. Trains Can’t.” and “Stop Track Tragedies” (earned media):

- KOHS website

- DMS message



DMS PANEL 1:
THE RUSH ISN'T
WORTH THE RISK

DMS PANEL 2:
STOP AT TRACKS.
TRAINS CAN'T

Conferences/Trainings (earned media):

- Social media
- KOHS website



Kentucky Safe Teen Driving Challenge Results & Analysis

Overview: This report covers the results of the Kentucky Safe Teen Driving Challenge—a 10-week competition designed to promote safe driving by rewarding teen drivers in Kentucky for good driving habits.

[Kentucky Safe Teen Driving Challenge - Kentucky Office of Highway Safety](#)

Kentucky Safe Teen Driving Challenge (2025):

Kentucky Transportation Cabinet’s Office of Highway Safety, AAA Blue Grass, AAA East Central, and CMT launched a program for Kentucky teens (ages 16–19) to promote safe driving. Powered by CMT’s DriveWell Go app, it tracks speeding, hard braking, acceleration, and phone use, offering feedback and rewards. Similar programs have cut **risky driving by 30–60%** and **crashes by 8–12%**.

Kentucky Office of Highway Safety [Gov. Beshear Honors Teens in Kentucky Safe Teen Driving Challenge - Kentucky Office of Highway Safety](#)

How it worked:

Over 800 teen drivers competed in the safe driving challenge over 10 weeks—from January 25, 2025, to March 31, 2025, logging over 1.3 million miles on the road. The challenge awarded teens \$5,000 in prizes for safe driving. The challenge rewarded the top four drivers with cash prizes:

1st – \$2,000
2nd – \$1,500
3rd – \$1,000
4th – \$500.

Earned Media

- Reached out to the Education Cabinet in Kentucky
- Getting in Contacted the local high school resource officer (SRO).
- Contacting Local staff to promote the programme and create awareness among students.
- Working with the regional driver licensing offices.
- Website of the Kentucky Office of Highway Safety
- Social Media
- Press announcement in January 2025



1st

\$2,000

2nd

\$1,500

3rd

\$1,000

4th

\$500

A special thanks to our sponsors!

AAA Blue Grass and AAA East Central,

Thank you for your generous support in providing the \$5,000 in prize money for the Kentucky Safe Teen Driving Challenge. Your dedication to promoting safer driving habits among teens is making a meaningful impact across our New Kentucky Home.

TEAM KENTUCKY

KENTUCKY OFFICE OF HIGHWAY SAFETY

in f p y t t

TEEN DRIVERS 16-19 YEARS OLD

Win Up To 2k

JUST BY BEING SAFE

[Get Started!](#)

Shoutout to all the teens in the Kentucky Safe Teen Driving Challenge! 🙌🏻 You're doing an amazing job staying focused, driving safely, and making our roads safer. Thank... [See more](#)



TEAM KENTUCKY KENTUCKY
SAFE TEEN DRIVING CHALLENGE

DRIVERS 16-19 YEARS OLD
COULD WIN UP TO \$2K JUST BY BEING SAFE
REGISTRATION: JAN. 14-24, 2025

Registration for the Kentucky Safe Teen Driving Challenge is now closed.

Please stay tuned for updates announcing the winner in **April 2025**.

Drivers improved risky driving behaviors

During the contest, 17-41% of drivers improved distraction, hard braking, acceleration, and speeding by at least 10%.

Let's zoom in on just two of these behaviors.

Improving hard braking and distraction by 10% makes drivers 2.5% less likely to crash and 4.3% less likely to get hurt in a crash.

If teen drivers in Kentucky improved distraction and hard braking by 10%, CMT estimates that it would prevent 50 crashes and 26 injuries.



Speeding

17%



Acceleration

30%



Hard braking

34%



Distraction

41%

10% improvement

FAQ

Scoring

How does the app score my driving?

The app collects and analyzes your driving data, then provides an overall driving score out of 100 based on a series of criteria. A specific subscore is also provided for each of the criteria below.

- Phone Distraction: Using the phone in your hand while the vehicle is in motion
- Hard Braking: A sudden reduction in speed
- Speeding: Driving over a safe speed for a given road
- Hard Acceleration: A sudden increase in speed
- Cornering: Turning or swerving harshly

Why did my score go down?

What is the difference between the number score and the star rating?

How is hard braking measured?

Why was I penalized for hard braking when I couldn't avoid it?

How is speeding measured?

I was on the highway but it said I was speeding on the frontage road. What should I do?

How is hard acceleration measured?

Paid Media

- Facebook sponsored posts (Parents).
- Instagram Sponsored posts (Teens).

Digital Media Performance

Instagram (Teens)

Impressions: 571,012

Reach: 91,861

Clicks: 2,464

CTR: 0.43%

Post Engagement: 21,845.

Video Plays at 100%: 0:01

Frequency: 6.22

Facebook (Parents)

Impressions: 234,533

Reach: 91,861

Clicks: 8,459

CTR: 3.61%

Post Engagement: 42,003

Video Plays at 100%: 0:33

Frequency: 2.77

Total:

Impressions: 805,545

Reach: 176,128

Clicks: 10,923

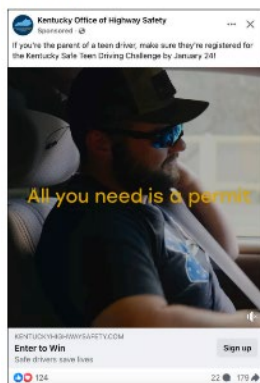
CTR: 1.36%

Post Engagement: 63,848

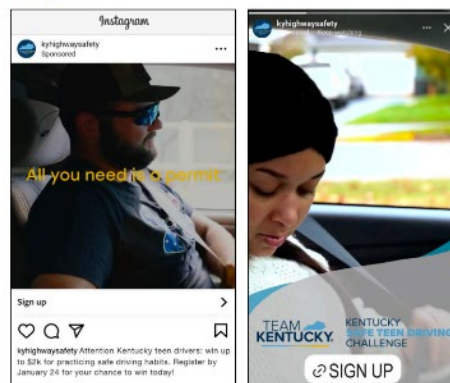
Video Plays at 100%: 0:01

Frequency: 4.57

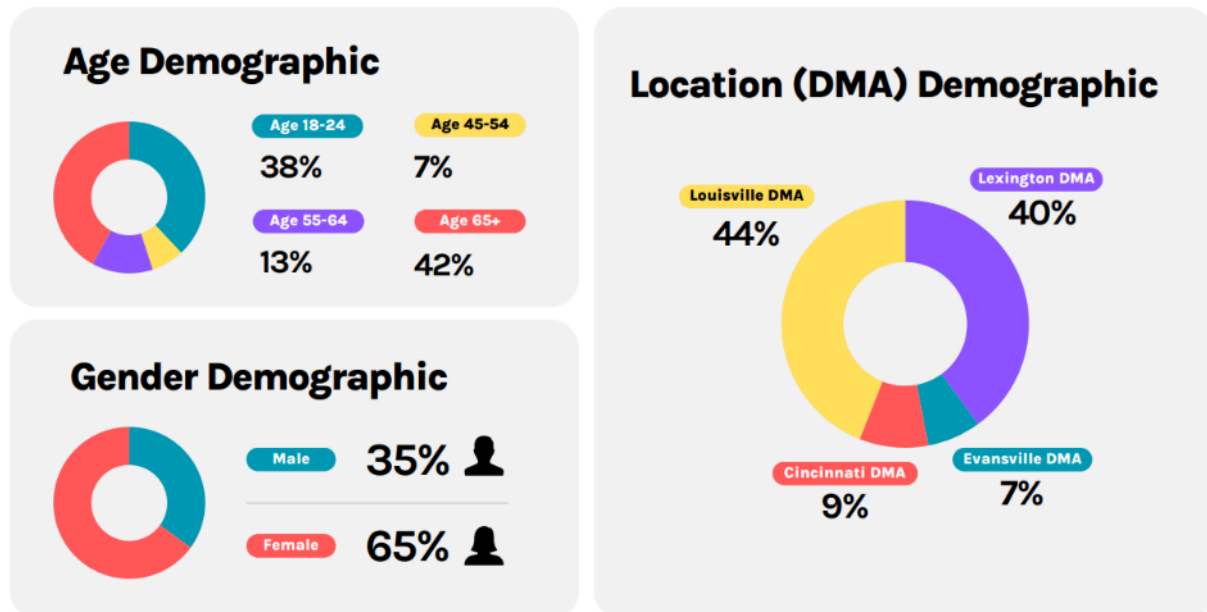
Facebook



Instagram



Demographic Insights



The results

Engaged drivers were safer drivers.

CMT research finds that drivers who engage with their UBI programs are safer. Drivers open UBI apps to check their scores, view their recent trips, and review how to improve.

Regularly interacting with the contest app significantly improved safe driving habits in the Kentucky Safe Teen Driving Challenge. Engaged drivers who opened the app daily were considerably safer than those who did not regularly open the app. Engaged drivers showed lower phone distraction rates, speeding, and harsh braking.

Additionally, thousands of Kentucky drivers participate in usage-based insurance (UBI) programs powered by CMT, allowing us to analyze driving behaviors across the state. CMT compared the contest participants' driving behaviors to average Kentucky UBI drivers over the same 10-week period. We confirmed that engaged drivers were less risky than average Kentucky UBI drivers.

CMT Data Report

- 41% of drivers improved distracted driving scores by at least 10%.
- Engaged contest drivers—those who opened the app daily on average—were 39% less distracted than those who didn't frequently open the app.
- Engaged drivers spent 43% less time speeding.
- Engaged drivers had 26% fewer hard braking events.
- During the contest, 17-41% of drivers improved distraction, hard braking, acceleration, and speeding by at least 10%.

- Drivers who opened the contest app daily spent 39% less time distracted than those who did not frequently open the app.
- Engaged participants averaged 85 seconds of distraction per driving hour, significantly lower than the 139 seconds for less active users.
- Drivers who regularly engaged with the app were also 2% less distracted than the average Kentucky UBI driver (87 seconds of distraction per driving hour).
- Engaged drivers also had 10% fewer hard braking events than average Kentucky UBI drivers, who averaged 2.9 hard braking events per 100 miles.

O. Financial Summary FY 2025

<i>GTS</i>	IIJA 402	Supp IIJA 402	IIJA 405c	Supp IIJA 405c	IIJA 405b	Supp IIJA 405b	IIJA 405d	Supp IIJA 405d	IIJA 405e	Supp IIJA 405e	IIJA 405f	Supp IIJA 405f	Total	% Total
Planning and Admin	\$294,442.87												\$294,442.87	2.5%
Impaired Driving HVE							\$471,605.23	\$25,577.71					\$497,182.94	4.2%
Prosecutor Training	\$198,206.54	\$16,331.57											\$214,538.11	1.8%
Impaired Training							\$492,379.61	\$311,864.68					\$804,244.29	6.8%
Impaired Driving	\$655,834.05	\$131,088.05											\$786,922.10	6.6%
Emergency Medical Services	\$22,350.01												\$22,350.01	0.2%
Occupant Protection HVE					\$292,466.61								\$292,466.61	2.5%
Low Community CPS Services					\$204,565.33	\$23,219.77							\$227,785.10	1.9%
Underserved CPS Programs					\$249,784.28	\$2,321.98							\$252,106.26	2.1%
Safety Belts	\$710,966.49	\$47,576.75											\$758,543.24	6.4%
Traffic Enforcement Services	\$2,300,871.80	\$508,027.36											\$2,808,899.16	23.7%
Traffic Records	\$120,730.16	\$28,149.84											\$148,880.00	1.3%
Crash Investigation	\$187,451.77												\$187,451.77	1.6%
Teen Safety Program	\$243,260.71	\$108,982.67											\$352,243.38	3.0%
Unattended Passenger Ed	\$10,000.00												\$10,000.00	0.1%

Motorcycle Safety	\$159,234.05										\$62,992.06	\$10,350.44	\$232,576.55	2.0%
Community Traffic Safety	\$546,581.97												\$546,581.97	4.6%
Judicial & Court Services	\$104,029.44	\$3,838.88											\$107,868.32	0.9%
Data Program			\$746,574.96	\$48,966.72									\$795,541.68	6.7%
Data Software or applications			\$86,223.54	\$47,056.46									\$133,280.00	1.1%
Data Compatibility			\$164,747.71										\$164,747.71	1.4%
Data Sharing & Analysis			\$85,086.43										\$85,086.43	0.7%
Traffic Records positions			\$4,758.73										\$4,758.73	0.0%
Data - MMUCC			\$93,663.54										\$93,663.54	0.8%
Paid Media- Other	\$690,088.64						\$594,437.79		\$710,102.37	\$29,772.09			\$2,024,400.89	17.1%
Total	\$6,244,048.50	\$843,995.12	\$1,181,054.91	\$96,023.18	\$746,816.22	\$25,541.75	\$1,558,422.63	\$337,442.39	\$710,102.37	\$29,772.09	\$62,992.06	\$10,350.44	\$11,846,561.66	100.0%

