

FY 2019 Annual Report

Kentucky Office of Highway Safety



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Introduction

The Kentucky Office of Highway Safety, within the Kentucky Transportation Cabinet, operates with the following mission: Through public and private partnerships, achieve the most improved and sustainable downward trend in highway fatalities and serious injuries and serve as a vital link in the Commonwealth's chain of highway and traffic safety.

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 to minimize loss of human life on our roadways through grant programs, public awareness campaigns and stakeholder partnerships. All programs and initiatives referenced herein are paid for by the National Highway Traffic Safety Administration (NHTSA) and state matching funds. Media initiatives are paid for by NHTSA and the Federal Highway Administration (FHWA).

Data are 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 with identifying problem areas within their respective counties.

KOHS staff appreciates the continued participation of state and local law enforcement, as well as our other partnering agencies, and extends appreciation for their ongoing commitment and dedication 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 2015-2019. Prior to determining the 2019 performance measures, staff met with the SHSP planning committee to make certain the common three goals and objectives are in alignment with the SHSP.

Crash Data Summary

The total number of motor vehicle crashes in Kentucky decreased 1.97% during the last year, from 136,979 in 2017 to 134,285 in 2018. The number of fatalities in Kentucky decreased by 6.2%, from 834 in 2016 to 782 in 2017. As a result, Kentucky's fatality rate per 100 million vehicle miles traveled (VMT) also decreased from 1.67 in 2017 to 1.50 in 2018. By comparison, the national fatality rate is 1.24.

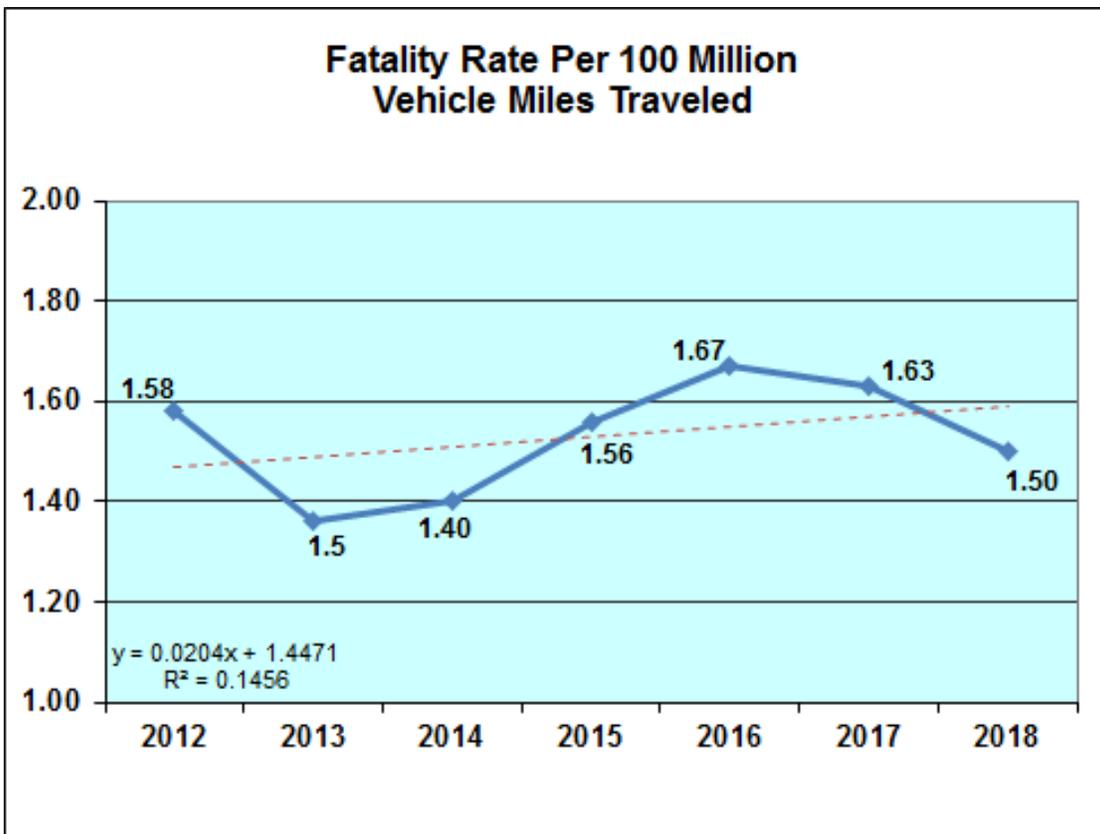
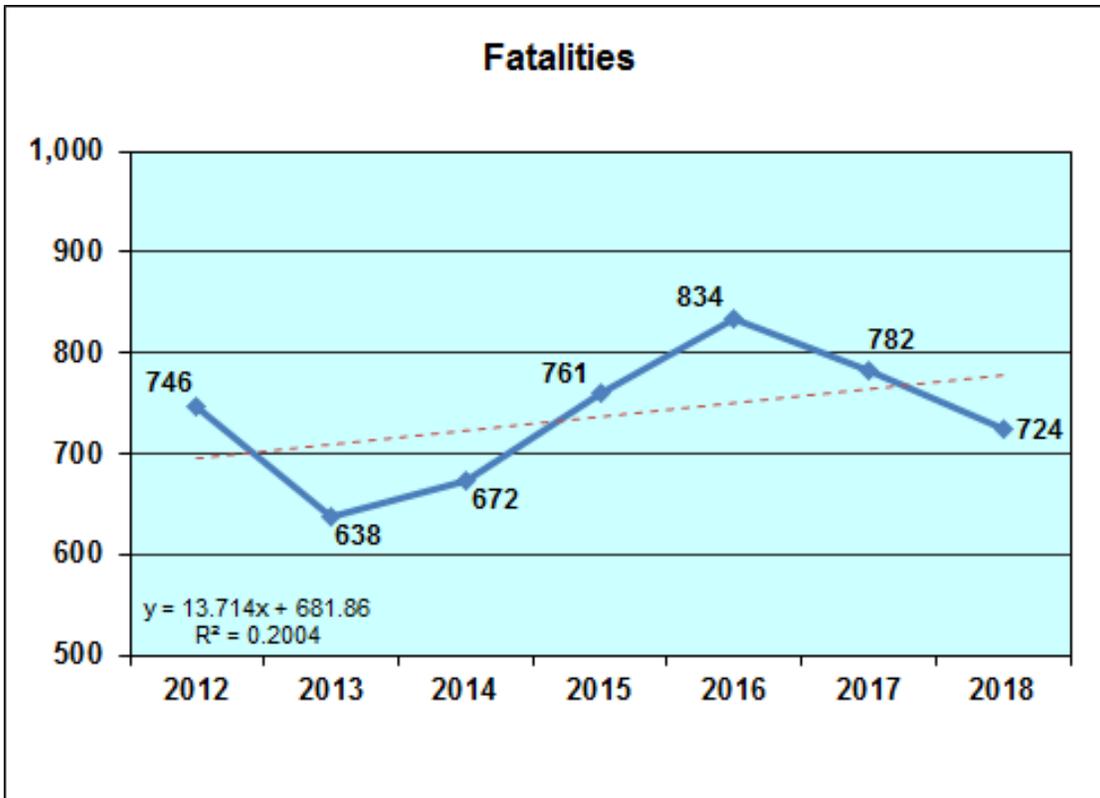
Most of the performance measures graphed on the following pages exhibit improving trends in recent years. However, Kentucky experienced an increase in the number and rate of fatalities. This data attributes this increase primarily to increased traffic volume and roadway departure crashes.

Kentucky Crash Data / Trends

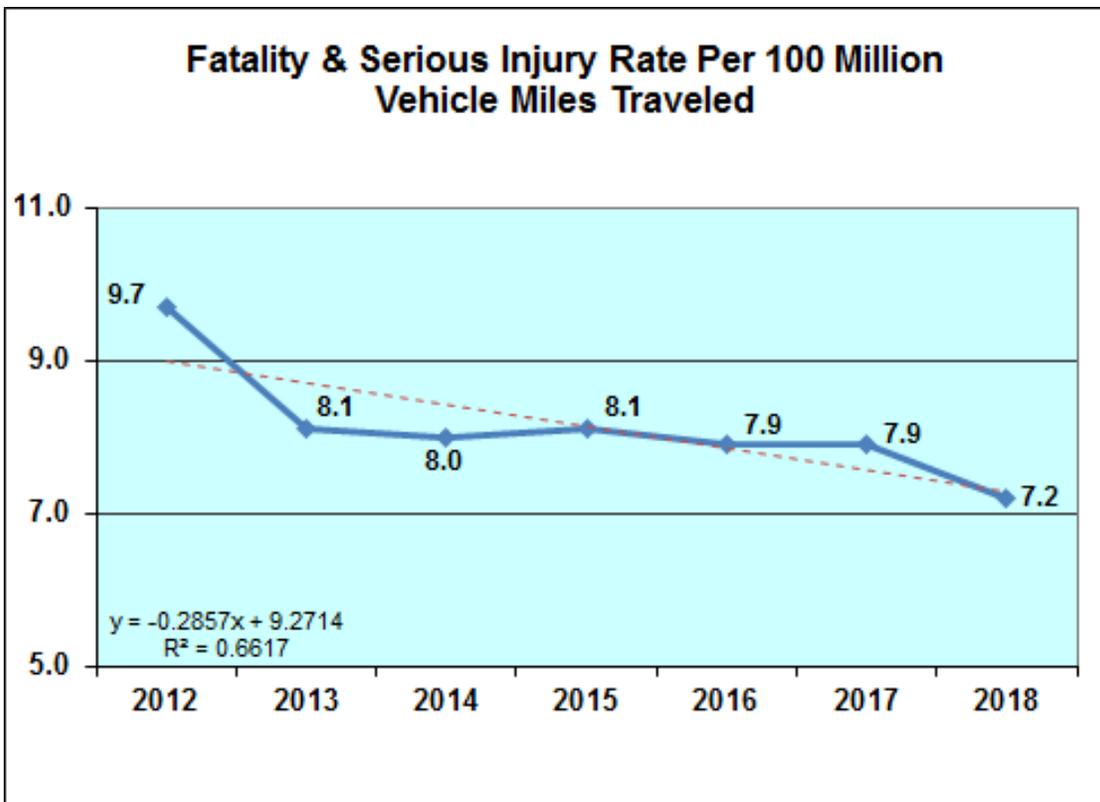
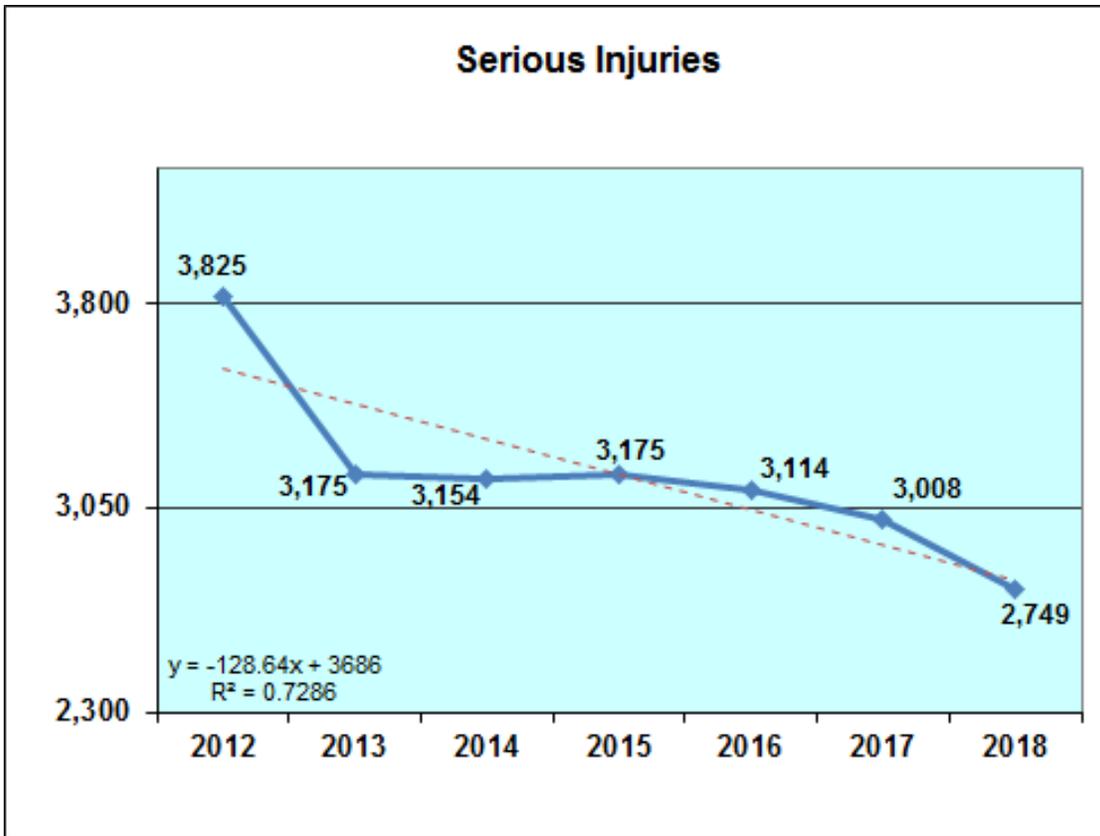
Number of Fatalities	2012	2013	2014	2015	2016	2017	2018
	746	638	672	761	834	782	724
Number of Rural Fatalities	2012	2013	2014	2015	2016	2017	2018
	582	494	517	593	607	510	515
Number of Urban Fatalities	2012	2013	2014	2015	2016	2017	2018
	164	144	155	168	226	271	208
Number of Unrestrained Fatalities (all seating positions)	2012	2013	2014	2015	2016	2017	2018
	309	245	285	308	318	290	279
Crash Rate (per 100 million VMT)	2012	2013	2014	2015	2016	2017	2018
	265	262	265	279	282	285	278
Fatality Rate (per 100 million VMT)	2012	2013	2014	2015	2016	2017	2018
	1.58	1.36	1.40	1.56	1.67	1.63	1.50
Number of Serious Injuries	2012	2013	2014	2015	2016	2017	2018
	3,825	3,175	3,154	3,175	3,114	3,008	2,749
Fatality & Serious Injury Rate (per 100 million VMT)	2012	2013	2014	2015	2016	2017	2018
	9.7	8.1	8.0	8.1	7.9	7.9	7.2
Fatality Rate Per 100K Population	2012	2013	2014	2015	2016	2017	2018
	17.0	14.5	15.2	17.2	18.8	17.6	16.2
Fatal & Serious Injury Rate (per 100K population)	2012	2013	2014	2015	2016	2017	2018
	104.4	86.9	86.7	88.9	88.9	85.1	77.7
Number of Alcohol Related Fatalities (operator with .08+ BAC)	2012	2013	2014	2015	2016	2017	2018
	169	166	171	192	177	179	137
Percent of Fatalities - Alcohol-Related	2012	2013	2014	2015	2016	2017	2018
	23%	26%	25%	25%	21%	23%	19%
Alcohol Related Fatality Rate (per 100 million VMT)	2012	2013	2014	2015	2016	2017	2018
	0.36	0.35	0.36	0.39	0.35	0.38	0.28
Speeding-related crashes	2012	2013	2014	2015	2016	2017	2018
	6,343	6,494	6,899	6,730	6,681	6,090	6,248
Speeding-related fatalities	2012	2013	2014	2015	2016	2017	2018
	151	125	125	140	138	131	107
Percent of Front Seat Occupants Using Safety Belts	2013	2014	2015	2016	2017	2018	2019
	85.0%	86.1%	86.7%	86.5%	86.8%	89.9%	89.7%

Number of Motor Vehicle Crashes	2012	2013	2014	2015	2016	2017	2018
	124,844	123,258	127,326	136,338	140,547	136,979	134,285
Motorcycle-involved crashes	2012	2013	2014	2015	2016	2017	2018
	1,967	1,689	1,658	1,727	1,785	1,624	1,464
Motorcycle-Involved Fatal Crashes	2012	2013	2014	2015	2016	2017	2018
	105	86	81	90	110	86	91
Motorcyclist Fatalities	2012	2013	2014	2015	2016	2017	2018
	106	87	86	91	111	90	95
Unhelmeted Motorcyclist Fatalities	2012	2013	2014	2015	2016	2017	2018
	68	59	48	61	76	59	60
Drivers Age < 21 Involved in Fatal Crashes	2012	2013	2014	2015	2016	2017	2018
	88	80	79	89	93	97	80
Pedestrian Fatalities	2012	2013	2014	2015	2016	2017	2018
	49	55	57	67	81	83	73
Bicycle Fatalities	2012	2013	2014	2015	2016	2017	2018
	6	3	4	7	9	7	10

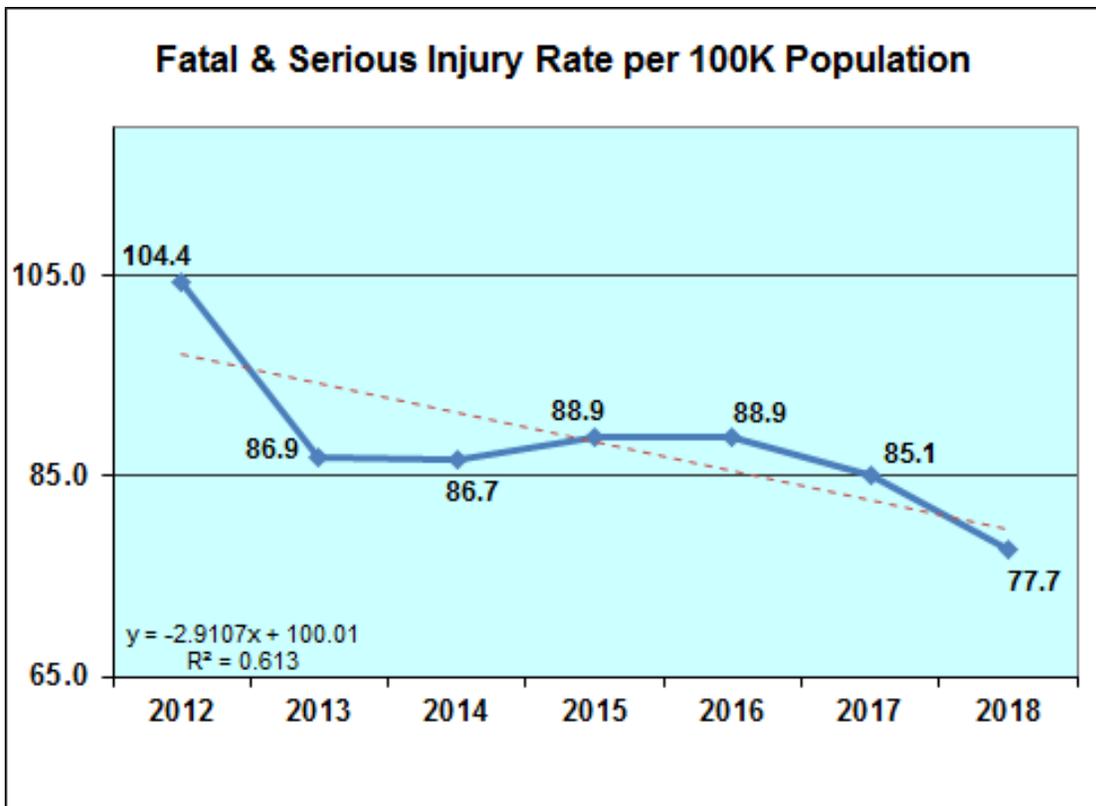
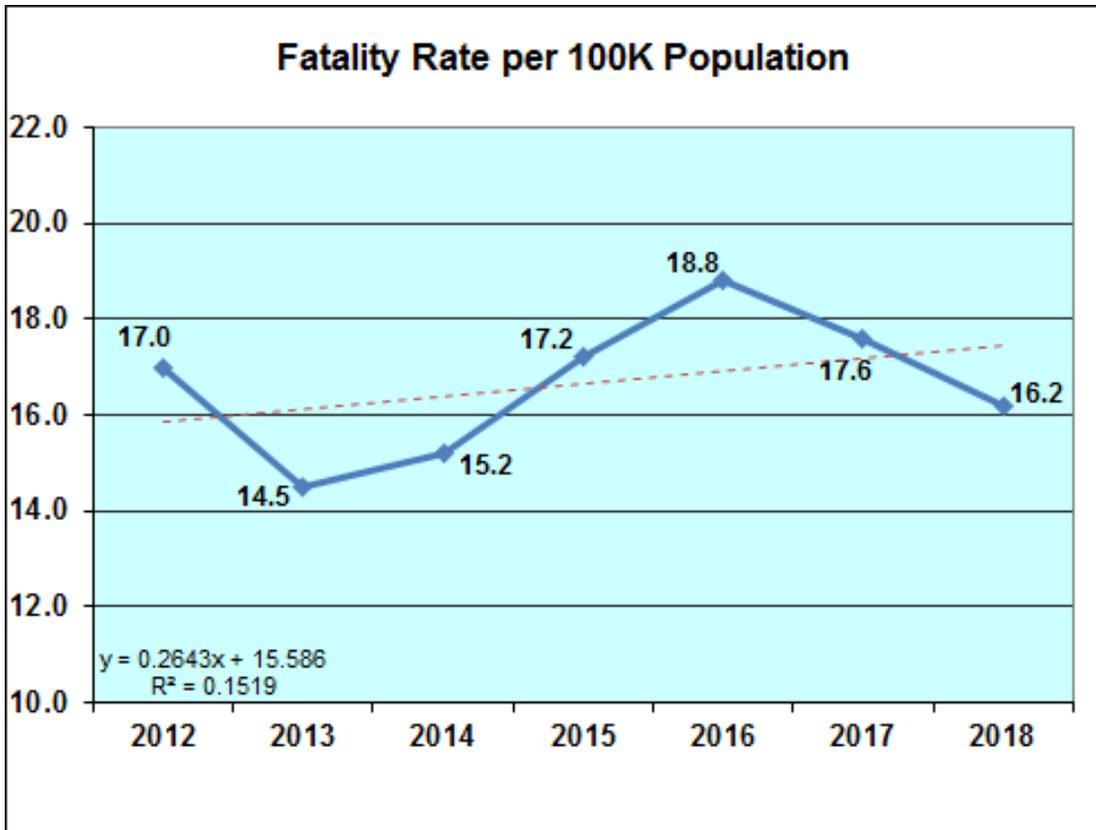
* Crash Data source – NHTSA State Traffic Safety Information (STSI),
Kentucky CRASH Database/KY Collision Facts Reports



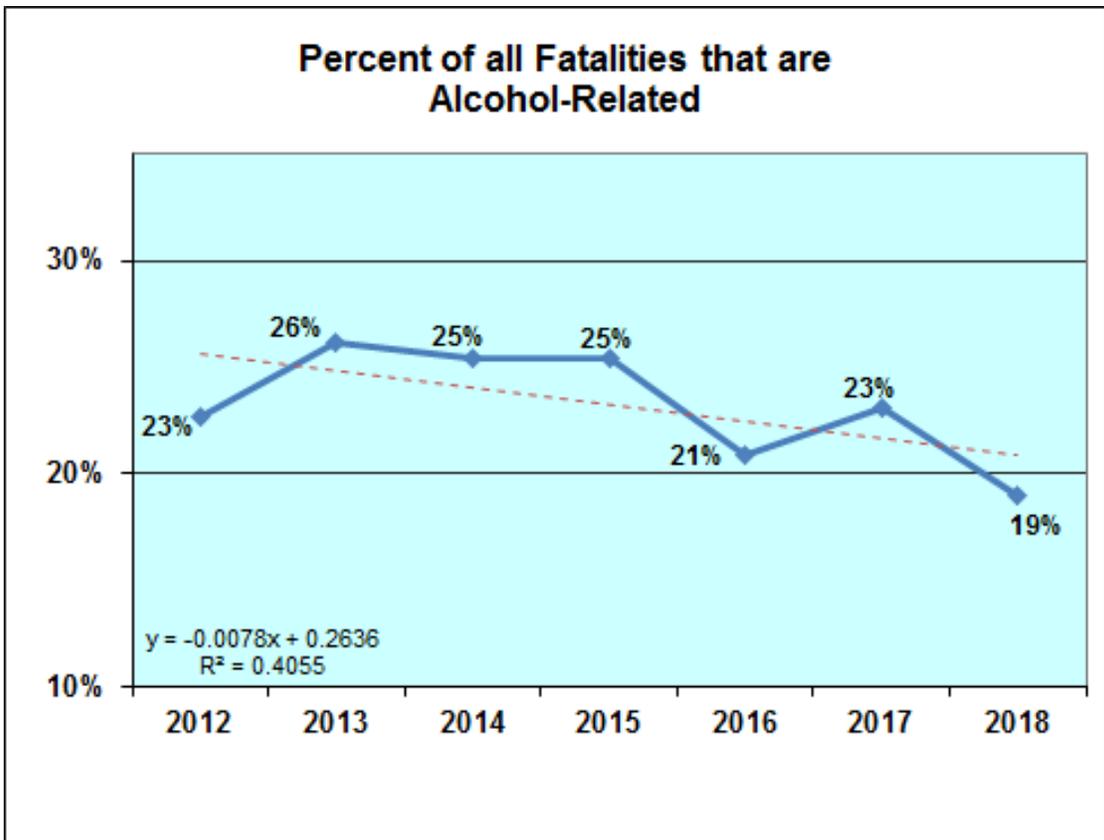
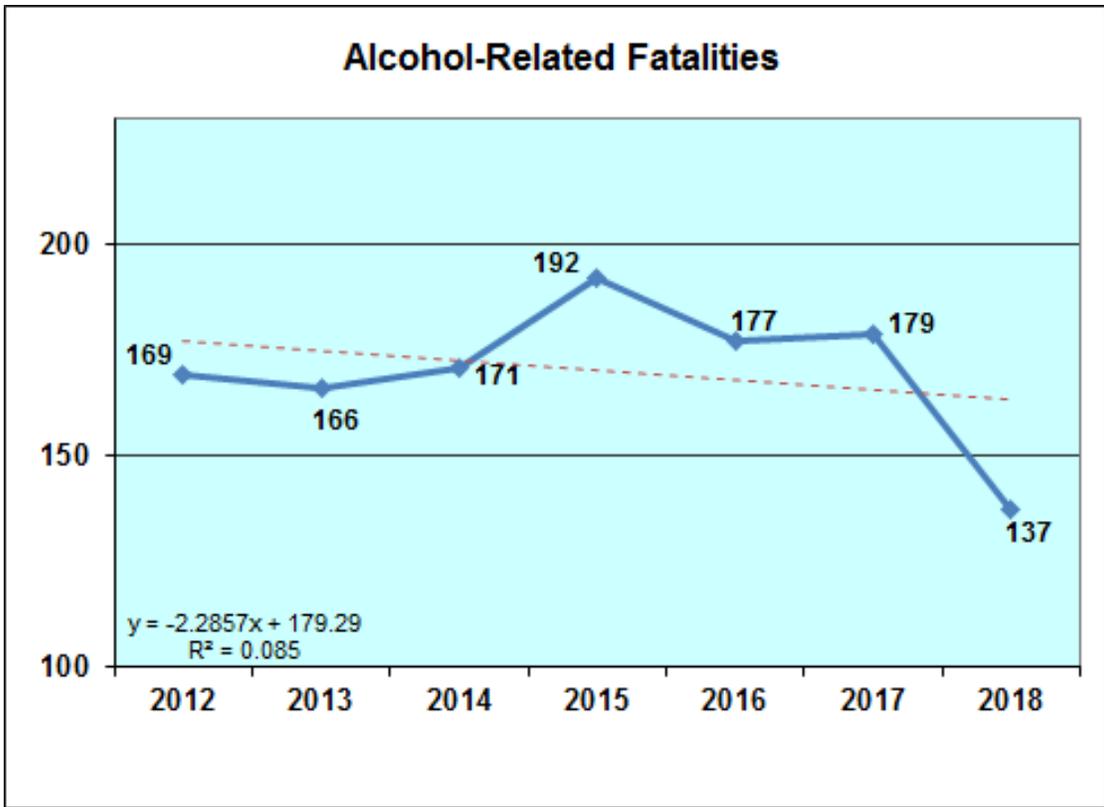
Note: Dashed red line indicates trend.



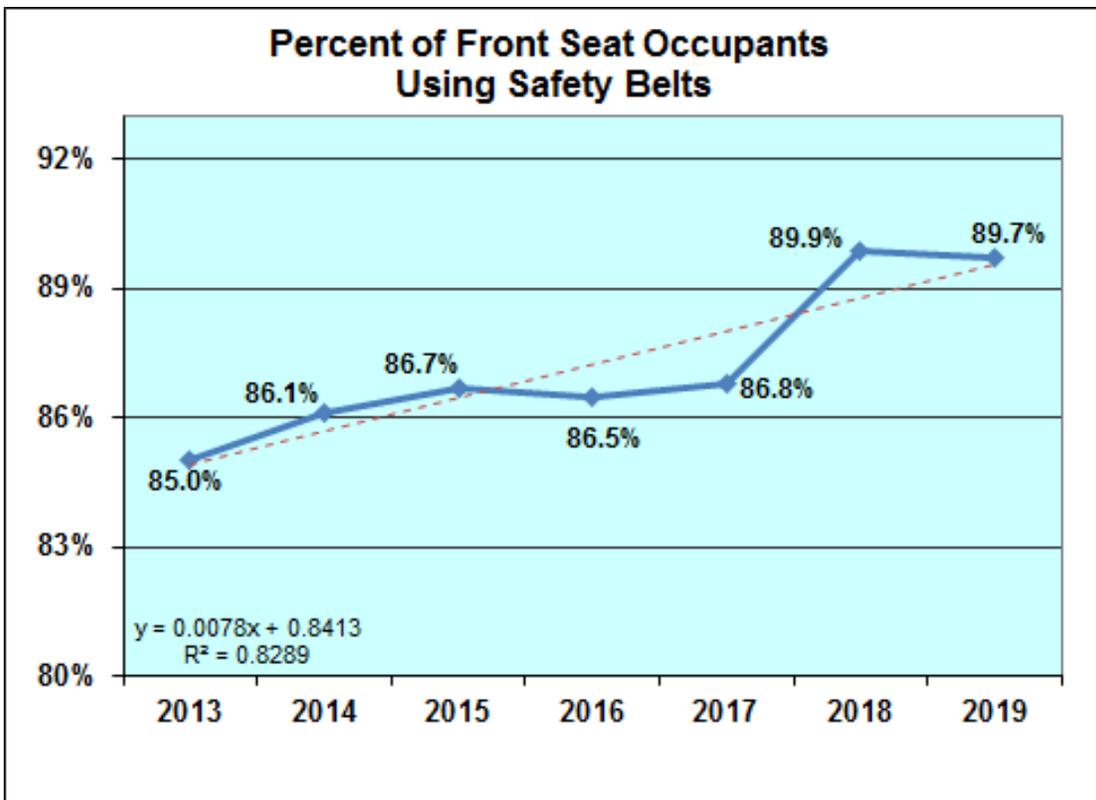
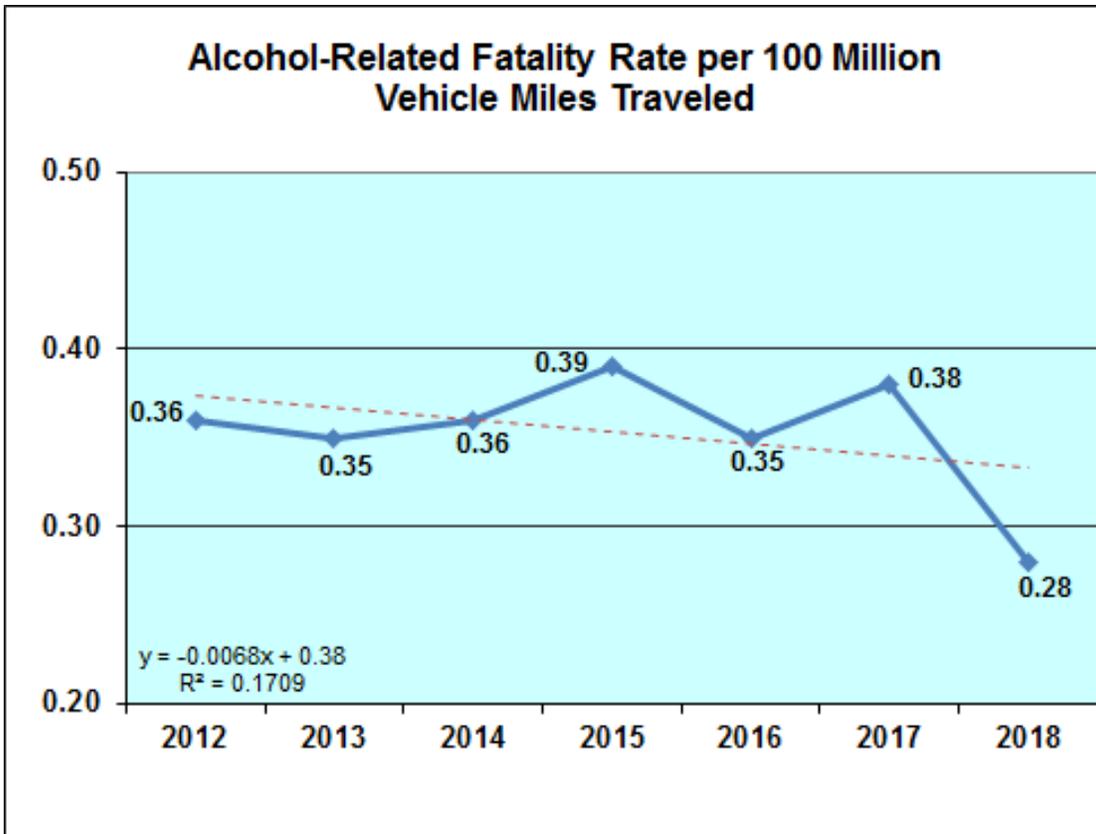
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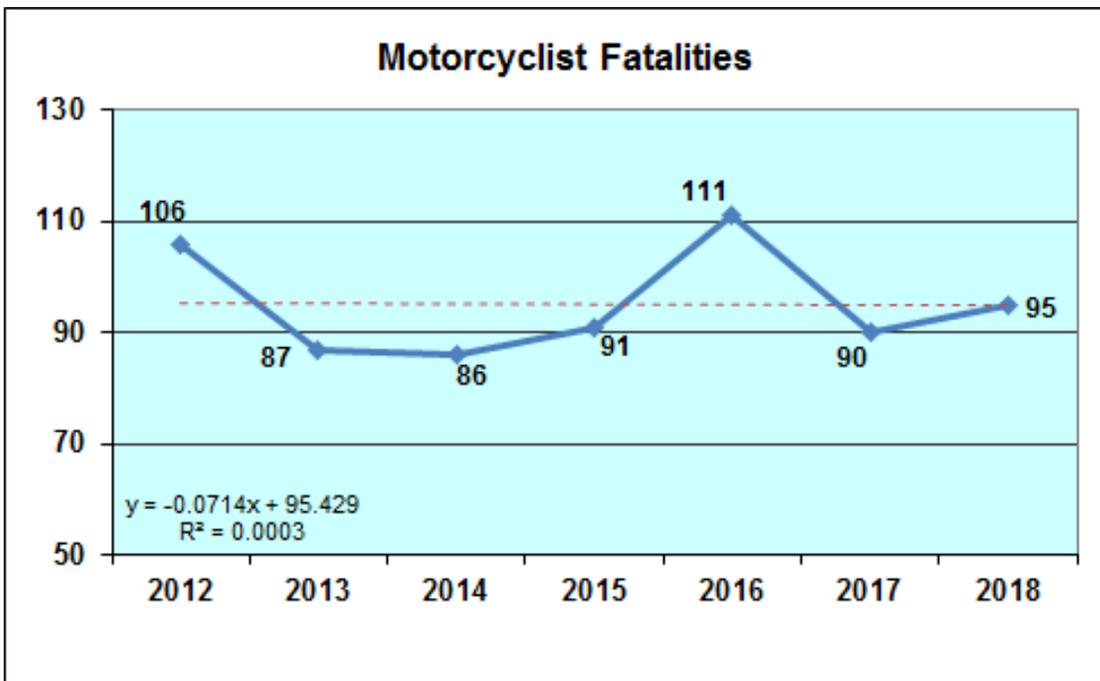
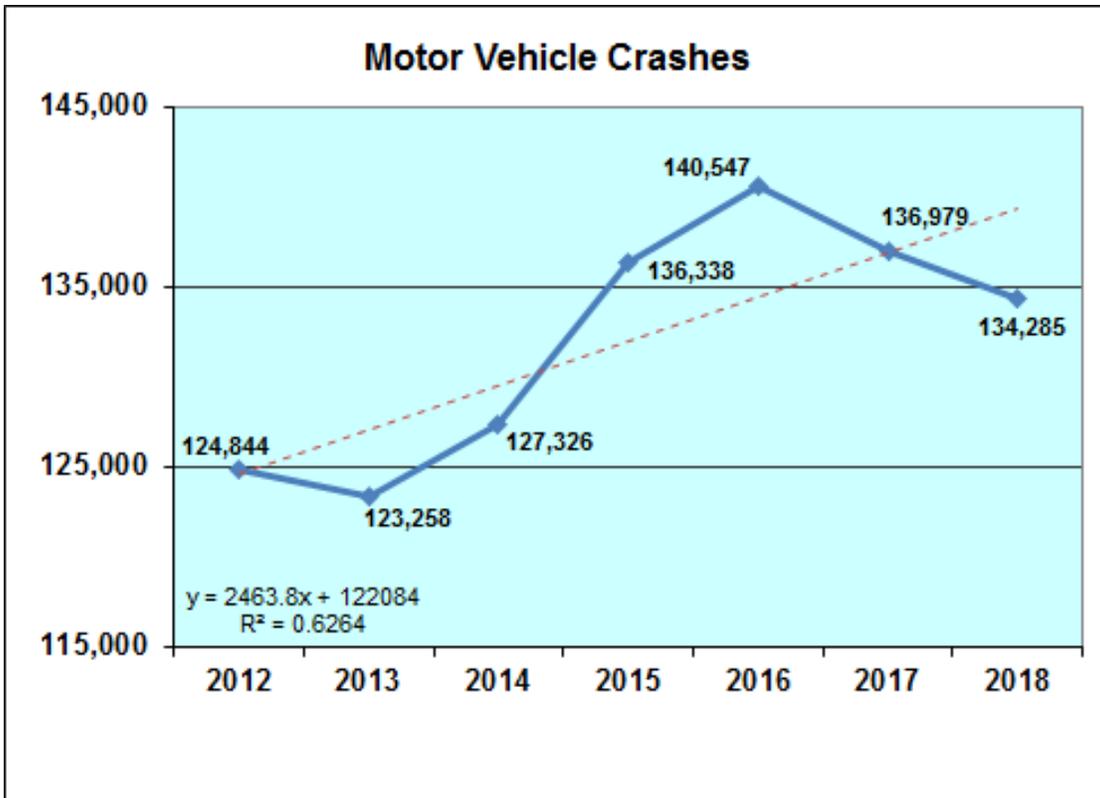
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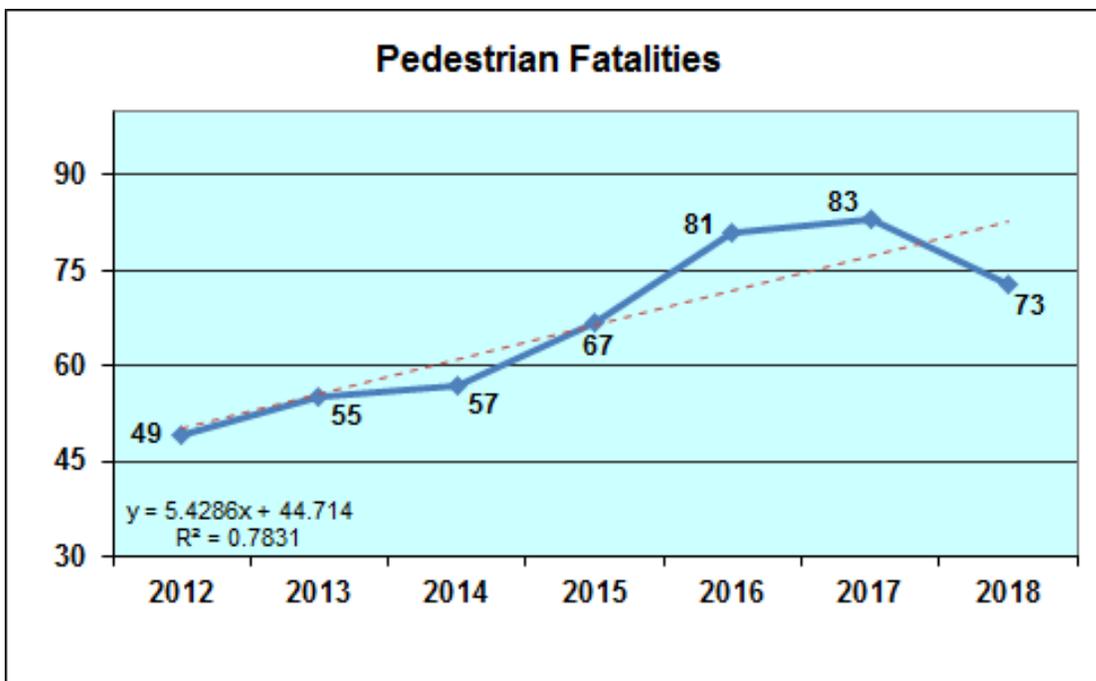
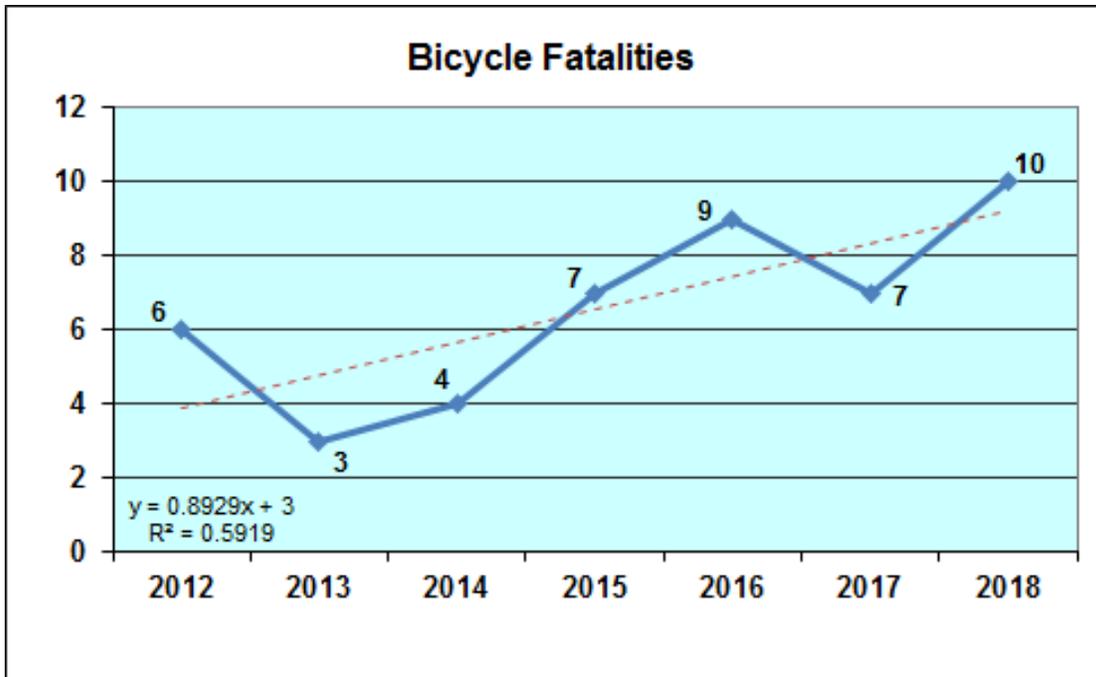
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* Crash Data source – NHTSA State Traffic Safety Information (STSI),
Kentucky CRASH Database/KY Collision Facts Reports

Fiscal Year 2019 Performance Goal Statements/Status

Core Outcome Measures

1. To decrease fatalities 1% from the 2013-2017 calendar base year average of 737 to 730 by December 31, 2019; from 730 to 723 by December 31, 2020; and from 723 to 716 by December 31, 2021.

Status: Based on the 2014-2018 average, there were 755 fatalities. This represents a 2.4% increase from the 2013-2017 calendar base year average.

2019 – As of December 1, 2019, the KY fatality total was 676. As of December 1, 2018, there were 671 fatalities.

2. To decrease serious traffic injuries 3% from the 2013-2017 calendar base year average of 3,125 to 3,031 by December 31, 2019; from 3,031 to 2,940 by December 31, 2020; and from 2,940 to 2,852 by December 31, 2021.

Status: Based on the 2014-2018 average, there were 3,040 serious traffic injuries. This represents a decrease of 2.7% from the 2013-2017 calendar base year average of 3,125.

2019 – As of December 1, 2019, the KY serious injury total was 2,478. As of December 1, 2018, there were 2,528 serious injuries.

3. To decrease fatalities/100M VMT 1% from the 2013-2017 calendar base year average rate of 1.52 to 1.50 by December 31, 2019; to 1.49 by December 31, 2020; and to 1.48 by December 31, 2021.

Status: Based on the 2014-2018 average, the fatalities/100M VMT rate was 1.55. This represents a 1.97% increase from the 2013-2017 base year average.

4. To decrease rural fatalities 1% from the 2013-2017 calendar base year average of 544 to 539 by December 31, 2019; from 539 to 534 by December 31, 2020; and from 534 to 529 by December 31, 2021.

Status: Based on the 2014-2018 average, there were 548 rural fatalities. This represents an increase of 0.7% from the 2013-2017 calendar base year average of 544. Fatalities continue to be an issue in rural Kentucky, and a major focus within the Office of Highway Safety is to continue bringing this number down.

5. To decrease urban fatalities 1% from the 2013-2017 calendar base year average of 193 to 191 by December 31, 2019; from 191 to 189 by December 31, 2020; and from 189 to 187 by December 31, 2021.

Status: Based on the 2014-2018 average, there were 206 urban fatalities. This represents an increase of 6.7% from the 2013-2017 calendar base year average of 193.

6. To decrease unrestrained passenger vehicle occupant fatalities in all seating positions 1% from the 2013-2017 calendar base year average of 289 to 286 by December 31, 2019; from 286 to 283 by December 31, 2020; and from 283 to 280 by December 31, 2021.

Status: Based on the 2014-2018 average, there were 296 unrestrained passenger vehicle occupant fatalities in all seating positions. This represents an increase of 2% from the 2013-2017 calendar base year average.

2019 – As of December 1, 2019, there were 276 unrestrained passenger vehicle occupant fatalities. As of December 1, 2018, there were 269 unrestrained passenger vehicle occupant fatalities.

7. To decrease alcohol-impaired driving fatalities 1% from the 2013-2017 calendar base year average of 177 to 175 by December 31, 2019; from 175 to 173 by December 31, 2020; and from 173 to 171 by December 31, 2021.

Status: Based on the 2014-2018 average, there were 171 alcohol-impaired driving fatalities. This represents a decrease of 3% from the 2013-2017 calendar base year average of 177.

2019 – As of December 1, 2019, there were 108 impaired driver fatal crashes. As of December 1, 2018, there were 104 impaired driver fatal crashes.

8. To decrease speeding-related fatalities 1% from the 2013-2017 calendar base year average of 132 to 130 by December 31, 2019; from 130 to 129 by December 31, 2020; and to 128 by December 31, 2021.

Status: Based on the 2014-2018 average, there were 128 speeding-related fatalities. This represents a decrease of 3% from the 2013-2017 calendar base year average.

2019 – As of December 1, 2019, there were 86 speed related fatal crashes. As of December 1, 2018, there were 88 speed-related fatal crashes.

9. To decrease motorcyclist fatalities 1% from the 2013-2017 calendar base year average of 93 to 92 by December 31, 2019; from 92 to 91 by December 31, 2020; and from 91 to 90 by December 31, 2021.

Status: Based on the 2014-2018 average, there were 95 motorcyclist fatalities. This represents an increase of 2% from the 2013-2017 calendar base year average of 93.

2019 – As of December 1, 2019, there were 79 fatal motorcycle crashes. As of December 1, 2018, there were 83 fatal motorcycle crashes.

10. To decrease un-helmeted motorcyclist fatalities 1% from the 2013-2017 calendar base year average of 61 to 60 by December 31, 2019; from 60 to 59 by December 31, 2020; and from 59 to 58 by December 31, 2021.

Status: Based on the 2014-2018 average, there were 61 un-helmeted motorcyclist fatalities. This remains constant from the 2013-2017 calendar base year average.

2019 – As of December 1, 2019, there were 56 fatal motorcycle crashes in which the rider or passenger was not wearing a helmet. As of December 1, 2018, there were 50 fatal motorcycle crashes in which the rider or passenger was not wearing a helmet.

11. To decrease the number of drivers age 20 or younger involved in fatal crashes by 1% from the 2013-2017 calendar base year average of 88 to 87 by December 31, 2019; from 87 to 86 by December 31, 2020; and from 86 to 85 by December 31, 2021.

Status: Based on the 2014-2018 average, there were 88 drivers age 20 or younger involved in fatal crashes. This represents no change from the 2013-2017 calendar base year average.

12. To decrease pedestrian fatalities 1% from the 2013-2017 calendar base year average of 69 to 68 by December 31, 2019; from 68 to 67 by December 31, 2020; and from 67 to 66 by December 31, 2021.

Status: Based on the 2014-2018 average, there were 72 pedestrian fatalities. This represents an increase of 4% from the 2013-2017 calendar base year average of 69.

2019 – As of December 1, 2019, there were 67 pedestrian fatalities. As of December 1, 2018, there were 66 pedestrian fatalities.

13. To decrease bicycle fatalities 20% from the 2013-2017 calendar base year average of 6 to 5 by December 31, 2019; from 5 to 4 by December 31, 2020; and from 4 to 3 by December 31, 2021.

Status: Based on the 2014-2018 average, there were 7 bicycle fatalities. This represents an increase of 17% from the 2013-2017 calendar base year average.

2019 – As of December 1, 2019, there were 5 bicycle fatalities. As of December 1, 2018, there were 10 bicycle fatalities.

Activity Measures

1. A total of 19,507 seat belt citations were issued during grant-funded overtime during FY 2019. There were also a total of 682 child restraint citations issued during the same period.
2. A total of 3,219 DUI arrests were made during grant-funded overtime during FY 2019.
3. A total of 30,276 speeding citations were issued during grant-funded overtime during FY 2019.

Core Behavior Measures

1. To increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles from the 2018 average usage rate of 89.9% to 90% by December 31, 2019; to 91% by December 31, 2020; and to 92% by December 31, 2021.

Status: The 2019 safety belt usage survey results indicate 89.7% usage for front seat occupants. Survey was conducted per NHTSA requirements and certification submitted to Region 3. The goal of the KY Office of Highway Safety, is to continue to make significant strides in moving this number higher.

Accomplishments

Following are highlights of accomplishments made in highway safety using NHTSA funding during Federal Fiscal Year 2019:

- Provided federal funding for 187 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 to an additional 58 law enforcement agencies for heightened enforcement specifically during the 2019 “Click It or Ticket” mobilization.

- Provided federal funding to an additional 58 law enforcement agencies for heightened enforcement specifically during the 2019 “Drive Sober or Get Pulled Over” mobilization.
- Provided federal funding to an additional 58 law enforcement agencies for heightened enforcement specifically during the 2019 “SPEED” mobilization.
- Provided federal funding for 28 non-law enforcement projects/programs for educational programs and training aimed at reducing 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 expedites the reimbursement process.
- Coordinated enforcement mobilizations, emphasizing the major program priorities of occupant protection and impaired driving.
- Continued funding for two state Traffic Safety Resource Prosecutors (TSRP), who provide training and technical assistance to both law enforcement and prosecutors.
- Hired a Judicial Outreach Liaison (JOL) to reach out to work with Judges in order to educate the judicial community about topics and challenges related to highway safety.
- KOHS Education Branch conducted 28 highway safety programs during FFY 2019. 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.
- Sponsored the Governor’s Occupant Protection Enforcement Awards to recognize law enforcement agencies and officers who excelled in enforcing Kentucky’s seat belt laws. There were 142 law enforcement officers honored at this event, from 114 agencies across the Commonwealth. See picture below for Division winners:



- Sponsored the annual Governor's Impaired Driving Enforcement Awards to recognize law enforcement agencies and officers who excelled at removing impaired drivers from Kentucky's roadways. There were 191 law enforcement officers from 169 agencies recognized for their efforts to target impaired drivers at this event.
- Utilized Law Enforcement Liaisons to hold 32 regional briefings to educate law enforcement agencies, elected officials and others about highway safety issues and the national enforcement mobilizations.
- Continued to provide statistical information and resources to grantees as well as the general public through the Kentucky Office of Highway Safety website (<http://highwaysafety.ky.gov>).

Legislative Engagement

During the 2019 Kentucky General Assembly regular session, KOHS collaborated with representatives from the Department of Public Advocacy, Administrative Office of the Courts, Mothers Against Drunk Driving, several other community partners, and the Coalition of Ignition Interlock Manufacturers on the passage and enactment of SB85 for the Ignition Interlock Device; KRS 186.560 and subsections. While this does not meet the federal standards for a mandatory, all offender law, this legislation is a significant step forward, and the result will aid in the prevention of impaired driving and its related injuries and deaths on the highways of the Commonwealth.

KOHS has worked with NHTSA General Council and Region Three to review a pre-filed bill for the 2020 regular session which would prohibit hand-held communication device use in the Commonwealth of Kentucky. This pre-filed bill has been heard by the Interim Joint Committee on Transportation, and is expected to be considered during the 2020 regular session.

Program Management

At the beginning of each grant year, prior to the start of the grant, the Kentucky Office of Highway Safety conducts mandatory training for all new grantees. These trainings offer an excellent opportunity for local-level project directors and co-workers to learn about highway safety, upcoming program expectations, and how each grant should relate to their specified program area (such as occupant protection, impaired driving, and police traffic services). Participants are able to discuss goals and objectives with their assigned KOHS Program Manager, Law Enforcement Liaison (LEL), and a representative of the KOHS Finance 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 building stronger, more meaningful partnerships.

KOHS conducted trainings for all new 2019 grantees and new project directors at Police Departments and Sheriff Offices throughout the state. Additional trainings were held on an individual basis for all half-year mini grants.

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

Impaired Driving Countermeasures Program

Grants to Law Enforcement

Alcohol countermeasures grants for FY 2019 were funded with Section 402, MAP21 and FAST Act funds for 132 local law enforcement agencies and the Kentucky State Police, which has statewide jurisdiction.

These agencies worked a combined total of 36,325 patrol overtime hours, resulting in 3,186 DUI arrests, 10,387 other arrests, 29,394 speeding citations, 18,877 safety belt citations, 629 child restraint citations and 49,320 other citations during the grant year. In addition, these grantees worked at 324 traffic safety checkpoints, resulting in 176 DUI arrests, 468 other arrests, 38 speeding citations, 320 seat belt citations, 34 child restraint citations and 1194 other citations.



Impaired Driving Enforcement Mobilization

Kentucky coordinated two major mobilizations focused on impaired driving in FY 2019 in conjunction with the national “Drive Sober or Get Pulled Over” mobilization, from December 13, 2018 through January 1, 2019 and August 14 through September 2, 2019.

A total of 145 law enforcement agencies participated in the August mobilization and reported their enforcement data to the Office of Highway Safety. A total of 956.5 traffic safety checkpoint hours were conducted during this 20-day period. Between checkpoints and patrol enforcement, the mobilization resulted in the following arrests/citations:

Total Agency Hours:	97153	Safety Belts:	3802
OT Hours:	6351	Child Restraints:	193
Nighttime Hours:	34424	No Insurance:	2734
Distracted/Cell Phone	82	Reckless Driving:	457
Suspended Licenses:	1276	Other Traffic Violations:	12921
Speeding:	7482	DUI Arrests:	852

Grants to Non-Law Enforcement

Traffic Safety Resource Prosecutors (TSRPs)

Our partnership with the Kentucky Office of the Attorney General to employ the TSRP position is now in its tenth year. TSRP Thomas Lockridge provides expertise, resources and critical support to Kentucky prosecutors and law enforcement, assisting them with the effective prosecution of traffic safety violations. For the next fiscal year, the grant has been repositioned at the Unified Prosecutorial System (UPS) to allow for a more coordinated effort with the prosecutor training being conducted by the UPS training staff. In addition, a second TSRP grant was added on August 1, 2019. This position is housed at the Kentucky State Police and is staffed by Aaron Ann Cole. The KSP-TSRP focuses on our relationship with law enforcement. TSRP Cole will be essential to the development and execution of several new trainings that will be launched in 2020 to improve the relationship between prosecutors and law enforcement in building DUI/ drugged driving cases. These projects were supported with NHTSA 402 funds.

During the grant cycle, the TSRP:

- Planned, hosted, moderated and conducted training focused on the effective prosecution of DUI and DUID cases at the Kentucky Prosecutors Conference on August 22, 2019. A whole day of training on traffic safety issues was available for prosecutors attending the conference. Speakers trained others on the new IID statute adopted in Kentucky, and the TSRP from Oklahoma trained on how the defense team approaches DUI cases and how to counteract it. Members of the Criminal Appellate section of the Attorney General's Office trained others on recent cases and advice for preserving our convictions, and Tom Lockridge trained on how best to present the prosecution case in DUI and vehicular homicide cases. Lockridge also made an ethics presentation in a general session. The Kentucky Prosecutor's Conference was attended by over 600 prosecutors.
- Planned and conducted one "Prosecuting the Drugged Driver" training, focused on the effective detection and prosecution of DUI while impaired by substances other than alcohol. This was held April 9-12, 2019, in Huntington, WV as a joint venture with the TSRPs in Ohio and West Virginia. The training was attended by approximately 30 students, including DREs and prosecutors.
- The TSRP partnered with the training branch of the Kentucky Unified Prosecutorial System to present the Kentucky Prosecutor's Institute. This is a week-long trial advocacy course that requires the participating students to present an opening statement, a cross-examination of the defendant, and a closing argument. The participants are critiqued on each exercise, view demonstrations and presentations from experienced prosecutors and utilize breakout sessions where small groups meet with their faculty coaches to talk through techniques and practical strategies for winning the case. One half of the student participants are prosecuting a DUI trial with factual complications and a refusal of the breath test.

- Collaborated with the Tennessee District Attorney General's Office to plan and conduct a "Lethal Weapon" training in Pigeon Forge, TN on June 10-14, 2019. This training focused on the effective investigation and prosecution of vehicular homicide and assault cases. In-state and national speakers, including leading experts in crash reconstruction, were used at the event, which was attended by approximately 60 police and prosecutors from both Tennessee and Kentucky.
- The updated TSRP web site, www.kytrafficsafety.com, is being maintained to serve as a resource for prosecutors and law enforcement. Files contained within the site include but are not limited to; SFST Review for Prosecutors and Law Enforcement, DRE Program information and case summaries, jury instructions and continued updates to the Prosecutor's Trial Manual. Additionally, state and national DUI and traffic safety news stories are updated regularly. The website has grown to 640 members.
- The TSRP completed production on 10 hours of important video training for prosecutors of DUI and DUID cases. A professional film/commercial company produced and edited the video trainings. A wide range of topics were covered, including toxicology and the crime lab, jury selection in DUI and vehicular homicide cases, proper procedures for the administration of breath tests in Kentucky, trial advocacy in DUI cases, marijuana drugged driving prosecution strategy, prosecuting the catastrophic case, and the A,B,Cs of Vehicular Homicide. The videos are now complete and went live for prosecutors to use beginning in August 2019. This unique project was funded by a grant from the Kentucky Injury Prevention and Research Center (KIPRC).
- The TSRP participated in a week-long basic training for prosecutors December 3-7, 2018. This training was presented by the Unified Prosecutorial System for the benefit of newly elected County and Commonwealth Attorneys and their new assistant prosecutors. Tom Lockridge made presentations on strategies for prosecuting DUI cases and prosecutorial ethics.
- The TSRP served as the co-chair of the Kentucky Impaired Driving Task Force and as a member of the working group for the Ignition Interlock Device legislative changes. The Kentucky Impaired Driving Task Force has developed and approved the new 4-year safety plan for Kentucky.
- The TSRP made a presentation at the Kentucky County Attorney's Association in February 2019, training prosecutors on the latest developments and strategies for taking on Impaired Driving in the Commonwealth.
- The TSRP made two presentations to DOCJT leadership classes with Rob Richardson, the DRE coordinator for Kentucky. Tom introduced the Chiefs and Assistant Chiefs to the TSRP program, the resources and trainings available, the kytrafficsafety.com website, and the value of the program to law enforcement across the state.

- The TSRP made a presentation on the prosecution of DUI cases at the New Lawyer training presented by the Kentucky Bar Association. The counterpoint was presented with Damon Preston, the Public Advocate for the Commonwealth of Kentucky.
- The TSRP attended and spoke at regional law enforcement area briefings as well as ARIDE classes held by the DRE State Coordinator and mock trials that are part of the law enforcement basic training conducted by Kentucky's Department of Criminal Justice Training and the Kentucky State Police. These experiences afforded the TSRP the chance to reach hundreds of law enforcement officers. He also attended/participated in several national and regional conferences to stay abreast of issues relevant to his position, including the Lifesaver's Conference, National TSRP Conference, and the summer NACP Conference.
- On September 17, 2019 the TSRPs, Lockridge and Cole, helped develop and coordinate four hours of training at the Kentucky Judicial College for District Court Judges. The judicial block of training included presentations by Joe Abrusci and Sam Decker on the DRE program, Dr. Karl Citek discussing the HGN test, and Dr. Greg Davis and Brandon Standifer discussing toxicology and lab testing in Kentucky.

Governor's Impaired Driving Enforcement Awards Program

In December of 2018, the Kentucky Office of Highway Safety hosted the annual Governor's Impaired Driving Enforcement Awards. The event was held at the Hyatt Regency Hotel in Lexington, KY. Jason Siwula, acting Executive Director of the Kentucky Office of Highway Safety, welcomed attendees and presented the KOHS branded Highway Safety All-Star awards. Remarks were also made by Executive Director Siwula. The event honored 191 officers from 169 law enforcement agencies for their outstanding achievements in enforcement to reduce impaired driving during FY 2019.

Drug Evaluation and Classification Program FY 2019

This is the second year that the Kentucky Association of Chiefs of Police (KACP) has had a 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. FY 2019 project activities included the following:

- Hired an additional person as a Law Enforcement Liaison (LEL) to assist within the Drug Evaluation Classification Program, and titled the new position Assistant State Coordinator (DECP)

- In December, the State Coordinator & Assistant attended Ohio DRE School Field Certifications in Jacksonville Florida to learn the model for our state field certifications.
- Held an 8-hour KLEC Certified Course for DRE Recertification, which instructed 32 DREs throughout the state.
- Implemented the DRE tablet system through the Institute for Traffic Safety Management (ITSMR). Over 40 tablets were issued and put into operation to assist DREs to be more efficient in the field, and allow access to data more quickly and accurately.
- Held 11 ARIDE (Advanced Roadside Impaired Driving Enforcement) classes around the Commonwealth, which successfully trained approximately 300 officers. This valuable training is in its seventh year in Kentucky, and is designed to bridge the training gap between the Standardized Field Sobriety Testing (SFST) and the DRE program. It provides officers with a general knowledge related to drug impairment, and enables them to understand and better utilize the Drug Recognition Experts.
- Selected and sent three officers (Lexington PD, Ashland PD, and Prestonsburg PD) to West Virginia's DRE School, assisting the school by providing Kentucky DRE Instructors for the classroom portion, and the Field Certification. Field Certification was also attended by the State Coordinator and Assistant Coordinator.
- Participated in the 2019 Kentucky District Court Judges Judicial College. Brought in five outside speakers (Don Decker, Joe Abrusci, Dr. Carl Citek, Dr. Greg Davis, and Toxicologist Brandon Standifer) to inform over 100 District Court Judges in DRE/ARIDE, HGN, and Toxicology.
- The State Coordinator presented at the 2019 AAA Drugged Driving Summit and highlighted the DEC Program.
- The State Coordinator, along with three DRE's and KOHS Staff, attended the National Conference on Drugs, Alcohol and Impaired Driving in Anaheim, California.
- Purchased approximately 97 PBTs and assorted equipment (bags, pupilometers, and thermometers) for DREs, and provided training for over 300 law enforcement officers throughout the Commonwealth.
- The State Coordinator, Assistant Coordinator, and the Impaired Driving Coordinator attended the ITPM Symposium on Traffic Safety in Orlando, Florida.

- Attended and informed Law Enforcement of the DECP at the 2019 Kentucky Sheriff's Conference.
- Attended several LEL Campaign Briefings throughout the state, to inform on the DECP and the trainings we offer.
- The Assistant State Coordinator attended Ohio DRE School in Columbus, Ohio with the State Coordinator, to assist in instruction and in learning how to manage the school.

Judicial Outreach Liaison

In agreement and in contract with Kentucky's Administrative Office of Courts (AOC), we implemented the Judicial Outreach Liaison position (JOL). In so doing, Kentucky became the 12th state to join the JOL program. Judge John Kevin Holbrook (ret.) began serving as JOL in March 2019, after retiring as a District Court Judge (and a former prosecutor). Judge Holbrook is from the Appalachia Region of Eastern Kentucky, therefore, his experience starts from the earliest stages of the opioid epidemic outbreak in our state. In so doing, he has developed expertise in best practices for handling Driving Under the Influence (DUI) Drugged Driving Cases (including Drug Courts). Judge Holbrook is a long-term member of the District Judge's Education committee, and has served for several years as a faculty member for the Kentucky District Judges College, and previously at the National Judicial College, including DUI (both alcohol and drugged driving) and DUI Drug Court topics.

FY 2019 JOL project activities included the following:

- First, our JOL attended the annual meeting of the American Bar Association (ABA) Regional Judicial Outreach Liaison (RJOL) and State Judicial Outreach Liaison (SJOL) meeting in March 2019. This meeting was held in conjunction with the 2019 Lifesavers Conference. At this meeting, Judge Holbrook learned the ethical and logistical parameters of the JOL program. Also, Judge Holbrook learned many of the SJOL duties, functions and activities being performed by the SJOLs in other states.
- Next, our JOL developed a Work Plan for the JOL position. This document serves as the guiding document on how best we can utilize a JOL's services. It includes the JOL's role in liaising with AOC (and it's 200+ judges), the Kentucky Office of Highway Safety (KOHS), the various professionals, such as the Traffic Safety Resource Prosecutors (TSRP), the Law Enforcement Liaisons (LEL) and various policymakers in the Commonwealth of Kentucky. Such duties include, but are not limited to, providing educational programs for Judges who hear DUI cases in Kentucky. The Work Plan was developed with flexibility to adapt for the present and future of DUI in Kentucky, with the present, primary focuses being Drugged

Driving and expanding the use of Ignition Interlock Licenses and Devices (IIL/IID) in DUI alcohol cases.

- After meeting with the District Judge's Education Committee in the Spring of 2019, our JOL was able to secure an educational session for the 2019 Kentucky District Judges College, held in September 2019. The program was developed with the input and expertise of KOHS staff, the LEL (Rob Richardson) and the TSRP (Tom Lockridge), among others.
- Began liaison activities with KYOHS staff concerning the implementation of Senate Bill 85 (passed by the Kentucky Legislature and signed by Kentucky's Governor on March 26, 2019 with an effective date of July 1, 2020). Senate Bill 85 is a vast overhaul of the DUI License Suspension Process in Kentucky. It includes several changes to Kentucky's DUI law, but the primary functions are to transfer DUI Driver's License Suspension from a judicial function to an administrative function, administered by the Kentucky Transportation Cabinet (KYTC) AND to overhaul the Ignition Interlock Law, in order to incentivize the use of IIL/IID in our state. Our JOL liaises, on an ongoing, with KOHS staff concerning the judicial process and how to best implement the administrative function of the law, by DOT. Also, our JOL liaises with AOC and KYTC personnel concerning the implementation of the law. Finally, our JOL is coordinating a two-day training program (with our personnel) for our Kentucky Judges to be held in April, 2020, to help insure the successful implementation of the law.
- Performed various liaison contacts with the LEL and TSRP concerning issues encountered by them by offering guidance on the judicial process. Examples of such issues encountered are Drug Recognition Expert (DRE) testimony in our courts and the development of the electronic search warrant process in Kentucky.
- Liaised with Kentucky Judges concerning issues encountered (under the present law) with the DUI license suspension process and Ignition Interlock Law as well as other traffic safety issues.
- Spoke at the AAA Drugged Driving Summit in Louisville, KY on various DUI courtroom topics. Most of the audience were members of Kentucky's Law Enforcement Community.
- As mentioned above, our JOL coordinated (with cooperation and assistance from KOHS staff, our LEL and TSRP) an Educational Program for the 2019 Fall District Judges College. It was a day-long program and focused on Drugged Driving topics identified by the JOL and the previously mentioned personnel. First, an Introduction to the JOL program was presented by Judge Holbrook. Next, our LEL and two national experts (Joe Abrusci and Don Decker) presented a program entitled Drug Recognition Experts in Your Courtroom with an emphasis on the scientific validity of the DRE program. Then, our TSRP coordinated with Dr. Karl Citek (Professor of Optometry, Oregon) who presented a program on the Horizontal Gaze Nystagmus

Test (HGN). Again, the program focused on the scientific validity of the HGN test and the various uses of the HGN test (including in the DRE process). Finally, our TSRP coordinated with Dr. Greg Davis (Pathologist at the University of Kentucky) and Brandon Standifer (Toxicologist at Kentucky State Police Lab) who presented a program entitled Toxicology: Common Medical & Laboratory Issues Encountered in Kentucky Courts. This program emphasized issues concerning common and trending drugs encountered in Kentucky DUI cases and the KSP testing process (including capabilities and limitations). It's important to note that our JOL, along with various District Judges, served as panelists alongside the presenters. The programs were all very well received and we anticipate our JOL will be able to arrange future educational programs for our Kentucky Judges (who hear DUI cases).

Ignition Interlock

In 2017, there were approximately 1,400 ignition interlock participants. Currently, there are seven certified interlock manufacturers and 73 centers throughout the state that provide device installation, monitoring and removal services. Sites are subcontracted through certified manufacturers.

The KOHS hosted a training session for new site inspectors on September 11, 2018. All of the inspectors are Kentucky State Police (KSP) troopers, and this training increased the inspection group from 5 to 16. The training was organized with Tennessee Highway Patrol (THP). Two THP inspectors travelled to Kentucky to educate the KSP troopers, and to teach them best practices. Tiffany Duvall, KOHS Program Coordinator, discussed the KY statutes and regulations that govern the interlock program. They concluded with an onsite walk thru inspection.

To support the legislative changes necessary to improve the IID statute, a coalition was created with the members of the DUI Task Force (KOHS, MADD, KYTC Department of Vehicle Regulation, KY Prosecutors), MML&K Government Solutions, KYTC Legislative Liaison, Kentucky Distillers Association, County Attorney Association, Coalition of Ignition Interlock Manufacturers and the Administrative Office of the Courts.

The coalition, in conjunction with Senator Westerfield, succeeded in drafting new legislation. The goal was to improve the ignition interlock statutes to increase interlock usage by making it an "all offender" administrative program. The programs in several states were reviewed, and the coalition identified best practices that would fit with the system in the Commonwealth; to be incorporated to the statute changes. The other states had several independent components that the coalition felt would be complimentary to Kentucky's administrative structure.

Currently, defendants convicted of a first offense DUIs are only eligible for interlock if the DUI has aggravating factors. This eliminates a large majority of offenders that could benefit from participation. The group agreed that minimally, all alcohol related DUIs

should be eligible. The judicially ordered and monitored program displayed outstanding inconsistencies. Under current statutes, the court had to act as the monitoring authority on the program, and order the defendant to participate. Not all of the courts would issue an order, and not all of the courts participated in the monitoring. The Transportation Cabinet sought the authority to increase usage, and have a more consistent response to violations.

The draft legislation highlights are:

- Defendants would apply for an ignition interlock license with the Transportation Cabinet, and the Cabinet would monitor their activity.
- A compliance-based component would be added to require the participant to have 120 days violation-free to successfully complete the program.
- There would also be an incentive of decreased suspension time, if the defendant participates in the interlock program.
- Change the DUI suspension periods:

Offense	Current Suspension	Suspension Change	IID Incentive
1 st	30 to 120 days	12 months	6 months
2 nd	12 to 18 months	18 months	12 months
3 rd	24 to 36 months	24 months	18 months
4 th	60 months	60 months	36 months

- Allow application through the Department of Transportation, instead of requiring a court order.
- The Department of Transportation would be the monitoring authority, eliminating the need of court orders for the defendant to participate.
- Offers an incentive of reduced suspension time, if the defendant participates in the interlock program.
- Compliance-based removal component of 120 days violation-free.

KOHS is continuing to work with the Department of Vehicle Regulation at KYTC and Legislative staff on portions of a future bill involving funding for the IID program.

KOHS has continued its membership within the Association of Ignition Interlock Program Administrators, and Tiffany Duvall continues her role as a board member.



12.14.18 Ignition
Interlock Draft.pdf

Occupant Protection Program

Grants to Law Enforcement

The Office of Highway Safety utilized Section 402, MAP-21 405B, and FAST Act 405B funds to support occupant protection overtime enforcement programs for 14 law enforcement agencies. These grantees worked a total of 5,180 overtime hours, issuing a total of 5,669 seat belt citations and 171 child restraint citations. In addition, these grantees issued a total of 2,866 speeding citations, 7,893 other traffic citations, and made 149 DUI arrests and 725 other arrests during their grant-funded hours.

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 20th through June 2nd, 2019.

A total of 166 law enforcement agencies reported the following activity for the two-week campaign period. Enforcement results are summarized below:

DUI Arrests:	699	Reckless Driving:	401
Speeding Citations:	6,897	No Insurance	3,066
Seat Belt Citations:	8,800	Suspended Licenses:	1,152
Child Restraint Citations:	318	Other Traffic Violations:	12,846
Cell Phone/Distracted:	114		

Half-Year Grants

KOHS awarded half-year grants to provide extra funding for agencies to participate in the 2019 Click it or Ticket, Speed, and Drive Sober Enforcement Campaigns. A total of \$263,115.32 in FAST Act 402 funding was expended by law enforcement agencies solely for officer overtime, from May through September. A total of 58 agencies utilized this additional funding, including Kentucky State Police and Kentucky Commercial Vehicle Enforcement.

These agencies worked a combined total of 9,247.70 overtime hours of traffic patrol, during which they issued 7,992 seat belt citations, 300 child restraint citations, 3,367 speeding citations, 8,836 other citations and also made 210 DUI arrests and 817 other arrests.

Law Enforcement Liaisons

Kentucky's law enforcement liaisons (LELs) serve as communicators between the Kentucky Office of Highway Safety (KOHS) and the state's local, county and state law enforcement community. They assist in the coordination and promotion of the state highway safety plan which focuses on reducing crashes, injuries, and fatalities. The LELs encourage law enforcement officers and agency leaders to support this effort through the enforcement of traffic safety laws, particularly those dealing with impaired driving, occupant protection, distracted driving and speed management.

The KOHS began FY 2019 with five Law Enforcement Liaisons (LELs). These are employees of The Kentucky Association of Chiefs of Police (KACP), and work under contract to the Kentucky Office of Highway Safety (KOHS), and are responsible for fostering positive law enforcement relationships in their respective regions across the state. In FY 2019, Kentucky's LELs continued to build strong relationships with law enforcement agencies and other partners in traffic safety to promote greater sustained traffic enforcement, and enthusiastic participation in the National Highway Transportation Safety Administration (NHTSA) traffic safety mobilizations. In FY 2019, the LELs made visits to city, county, university, and state law enforcement agencies. These visits were instrumental in identifying and selecting agencies interested in funding for special traffic enforcement efforts. The following is a summary of FY19 activities coordinated and conducted by the LELs:

- 493 Site visits
- 114 Full Year Grant Monitoring visits.
- 53 Half Year Grant Monitor visits.
- 16 Area briefings for "Click It or Ticket" Campaign in May.
- 16 Area briefings for the "Drive Sober or Get Pulled Over" Campaign in August.
- 5 Media events and press conferences.
- 3 Below100 trainings conducted.
- 135 Officers trained in Below 100.
- 2 Training classes for Department of Criminal Justice Training for new chiefs/sheriffs.
- Approximately 200 Nighttime seatbelt enforcement details across the state

Combining site visits and both full and half year grant monitoring visits, Kentucky Law Enforcement Liaisons were inside Kentucky police agencies at least 660 times in FY 2019. This does not include impromptu meetings at area briefings, or at other gatherings, such as conferences.

The LELs assist grant program managers of the highway safety office by working one-on-one with Kentucky's police chiefs, sheriffs, state police, and agency project directors to ensure accurate and timely submission of grant applications, reports, and claims. They also review and audit grants for compliance with the goals and objectives, as established by the grant agencies. (Project directors are representatives from each agency that are responsible for administering the agency's grant.) Kentucky's LELs are a valuable resource in the grant agency selection process, and provide detailed information on an agency's equipment needs, manpower, and dedication to aggressive enforcement. Kentucky LELs work with their respective grantees and other participating law enforcement agencies by conducting site and grant monitoring visits. These visits are for both the year-long and half-year grants. With this information, Kentucky LEL's make recommendations to agencies for achieving the goals outlined in their grant contract. Using the resources of the KOHS, the LELs provide crash maps to law enforcement agencies that will assist them in identifying high crash areas within their jurisdictions, and enhance efforts to reduce crash injuries and fatalities.

Kentucky has offered the Below 100 program since 2015. This four-hour class is targeted to law enforcement officers, and is designed to assist in keeping police line of duty deaths below 100 in the course of the calendar year. The Below 100 training course highlights the importance of officers using their own seat belts, and in reducing their speed to reduce line of duty deaths accordingly. Five of the six LELs have attended and successfully completed the Below 100 Train the Trainer class, and are certified as instructors. During FY 2019, the LELs continued to provide this free training to agencies and officers across the state, and continue to promote the course when conducting agency visits. Each year they also bring in a guest speaker for this program, which enhances the effectiveness of the message to the law enforcement officers in attendance.

Liaisons also recruit law enforcement partners in areas with highway safety needs, providing technical assistance to these agencies in conducting high visibility enforcement programs. The LELs have been instrumental in promoting both Advanced Roadside Impaired Driving Enforcement (ARIDE) and Drug Recognition Expert (DRE) training in areas of Kentucky with a high incidence of impaired driving. This continues to be a significant problem throughout Kentucky, especially with the increased number of drug abusers, both of street drugs and of prescription drugs. The LELs assist in recruiting local agencies to participate in highway safety press events and meetings. They also partner with other LELs in neighboring states to coordinate both enforcement, and media highway safety activities. The LELs serve as a resource to both state and local law enforcement for traffic safety equipment aimed at increasing law enforcement participation, and reporting results of enforcement campaigns.

Throughout the year, grant and non-grant law enforcement agencies, local elected officials, and the media are invited to 32 area briefings strategically conducted across the 12 highway districts in Kentucky. These briefings have proven successful in promoting the objectives of the Kentucky Office of Highway Safety, and include the national mobilizations *Drive Sober or Get Pulled Over*, and *Click It or Ticket*. Participants were invited for a meal immediately following the briefings, and received program enhancement

items when available. These area briefings provide an excellent opportunity for both state and local law enforcement to plan joint enforcement activities and promote border-to-border impaired driving enforcement, and for local media events to gain earned media.

The LELs coordinated border-to-border events for both the Click it or Ticket and Drive Sober or Get Pulled Over enforcement campaigns. Law enforcement liaisons frequently attend border-to-border checkpoints and nighttime enforcement events to support law enforcement, and to obtain photos and material for earned media. Border-to-Border events were conducted in conjunction with Ohio, Virginia, West Virginia, and Tennessee. The LEL's follow the crash data (60% of Kentucky's unbelted fatalities occur at night), and developed a nighttime seatbelt enforcement program. After working with both state and local police in 2019, successful nighttime seatbelt enforcement strategies were developed. Aggressive night seatbelt enforcement was pursued, and beginning in May 2019 all grantees were asked to conduct these types of enforcement details. In reference to traffic safety checkpoints and nighttime seatbelt events, the KOHS has recently been utilizing a light trailer which is equipped with signs, traffic cones and adjustable flood lighting, which is operated by a KOHS employee. Agencies may request the use of this trailer to enhance their efforts at any time. During FY 2019, this trailer was utilized for 25 highway safety checkpoints, seven checkpoint training classes and one local hero video.

Liaisons also help promote the annual Governor's Occupant Protection Awards in August, and the Governor's Impaired Driving Awards in December. During these events, law enforcement officers are nominated by their respective chiefs and sheriffs, then recognized for their efforts in enforcing impaired driving and occupant protection throughout the year. LELs assist with the planning and organization of both award programs.

Our LELs encourage local agencies to promote enforcement efforts using various outlets, including social media and regional press events. The major emphasis again this year was the Local Heroes program. This program is designed to increase seat belt usage through enhanced local and regional media outreach, using trusted law enforcement as spokespersons. The LELs took a leadership role in the development and implementation of the Local Heroes program, providing input on selection of areas to be featured in the Local Heroes promotion. They then fanned out across the state to contact both state and local law enforcement administrators, and to 'sell' this innovative concept to the agencies. LELs were also responsible for collecting contact data for all law enforcement officers participating, and arranging for their onsite participation.

The response from law enforcement agencies, command staff, and officers directly involved in the production was very positive. When the final Local Heroes PSAs were provided to the local agencies, Kentucky's LELs provided media outreach advice and support to aid in media coverage. This year, the LELs coordinated video production in Jefferson, Bullitt, Spencer, Hardin and Nelson Counties, for use during the FY 2019 "Click it or Ticket" campaign. Work was also done on the local hero production for FY 2020, which will begin airing in May 2020. This production covered 18 law enforcement agencies, and seven counties. It was a large undertaking for our Central LEL, in

particular. The Local Heroes video has been so well received in the law enforcement community that the KOHS plans to continue production in future years. We anticipate that by employing the Local Heroes media campaign in combination with enhanced enforcement efforts, we will see an increase in seat belt usage as well as a reduction of injuries and fatalities associated with motor vehicle crashes.

LEL-driven media efforts focus on “Click it or Ticket” and “Drive Sober or Get Pulled Over” and other campaigns. The KOHS provided an online resource kit to enhance earned media efforts among law enforcement agencies. This kit contained material for radio PSAs, newspaper articles, social media and talking points for local law enforcement. Law enforcement liaisons assist with planning and organization of the regional media events, in addition to enhancing law enforcement participation in the regional media events.

In FY 2019, Chief Mike Ward, Alexandria Police Department retired but remains the treasurer of KACP, as well as the LEL point of contact for the Kentucky Association of Chiefs of Police. The LELs continue to meet monthly with the KACP treasurer and KOHS staff, and submit activity and expense reports. These meetings provide an opportunity for the LELs to exchange ideas and share any experiences or problems that may have occurred. They also conduct a training class as part of the Department of Criminal Justice Training’s Orientation for New Chiefs/Sheriffs.

The LELs meet regularly with KOHS staff for planning and strategy and serve on various committees, including the National Lifesavers Conference planning committee for the 2020 conference to be hosted by the Commonwealth of Kentucky.

In fiscal year 2018-19, LELs attended several other meetings and conferences including:

- National Lifesavers Conference
- Kentucky Association of Chiefs of Police Conference, Owensboro, KY
- Kentucky Sheriff’s Conference, Louisville, KY
- Governor’s Highway Safety Association, Anaheim, CA
- International Association of Chiefs of Police, Orlando, FL
- International Association of Chiefs of Police Drug Recognition conference Anaheim, CA
- LEL Professional Development Training, Louisville, KY

Governor’s Occupant Protection Awards Ceremony

On August 2, 2019, the Kentucky Office of Highway Safety hosted the 2019 Governor’s Occupant Protection Awards Ceremony at the Hyatt Regency in Lexington. This ceremony honored 142 law enforcement officers from 114 law enforcement agencies across the Commonwealth, for their efforts to increase the use of seat belts and child restraints. The individuals receiving awards were collectively responsible for 16,332 seat belt, child restraint and booster seat citations from June 1, 2018 through May 31, 2019.

Jason Siwula, Acting Executive Director of the Kentucky Office of Highway Safety, welcomed, congratulated officers and gave remarks prior to the awards ceremony.

Occupant Protection Outreach/Educational Projects

Bracken County Health Department

NHTSA 405B Occupant Protection grant funds assisted this health department in delivering child passenger safety education and services in Bracken County. Some of the activities the Project Director and other staff members completed this year include:

- Educated 31 caregivers and 15 children on the importance of car seats and how to properly install them.
- Adding one new Child Passenger Safety (CPS) Technician with the Buffalo Trace Area Development District. There are now 21 CPS technicians in the Buffalo Trace Area Development District.
- Held one Child Passenger Safety Program, educating technicians in both Kentucky and Ohio.

Cumberland Valley Area Development District

This NHTSA 405B grant funded the activities of a highway safety educator focused on child passenger safety and occupant protection in an eight-county region in the southeastern part of the state. During FY2019, the grant accomplished the following Seatbelt/Child Restraint Activities:

- Conducted four National Child Passenger Safety Certification classes within the Cumberland Valley Area Development District (CVADD).
- Promoted the National Child Passenger Safety (CPS) Certification program by conducting educational events, educational booths, CPS classes, a fitting station at the CVADD office and being available to help other surrounding counties when needed to promote CPS.
- Promoted the CPS Certification program through Social Media on the CVADD website, several local papers and flyers regarding the cps programs and CPS check events in the CVADD region.
- Assisted the Child Passenger Certification classes, in conjunction with the Kentucky Office Highway Safety during one Child Passenger Safety class.

- Conducted visits providing information relative to the proper use of child passenger safety seats within seven health departments, four daycares and six teenage mother programs within the CVADD region.
- Provided/assisted 11 CPS technicians in the CVADD region pertaining to their certification and recertification.
- Provided/assisted with eighteen child passenger safety seat public events in conjunction with the KY State Police/CVE, Local Law Enforcement and Fire Departments agencies in the CVADD region.
- Designated the CVADD office as an additional fitting station to provide another option in the CVADD region for those seeking assistance with child passenger safety seats. Seventy car seats have been inspected at the CVADD office building. 35 families were in need of car seats.
- Certified 27 new Child Passenger Safety Technicians.
- Added three additional CPS fitting stations, for a total of 6 in the CVADD region.
- Educated 1,648 elementary students in the CVADD region on the importance of being properly restrained.
- Educated 3,136 parents/caregivers in the CVADD region on the importance of having children properly restrained.

Madison County Health Department

This Central Kentucky health department continued a long-term program of educating the community about various traffic safety issues, utilizing a county-wide safety coalition and a strong network of public, private, and non-profit partners. Since 2010, they have been recognized by the World Health Organization (WHO) as an International Safe Community. This program was funded by 405B funds. Accomplishments for FY 2019 include:

- Educated 1,990 high school students, from four different schools, about traffic safety issues through a variety of classroom presentations, interactive programs, take-home information, and class projects.
- 344 children completed the Safety City Program.
<https://madisoncountky.us/index.php/safety-city>
- Maintained a fitting station in Berea and Richmond Health Department campuses. Also supported other agencies in the county to become CPS Technicians and establish fitting stations. There are now CPS technicians in the Richmond Fire Department (RFD), Richmond Police Department (RPD), Kentucky State Police (KSP), and White House Clinic (WHC).

- Madison County Health Department trained two staff members as Child Passenger Safety Technicians during the grant year.
- Participated in one Community Checkup event in the fall of 2018 and two community check-up events in the spring of 2019.
- In July 2019, began teaching the Stop the Bleed course in the community. During this training, seatbelt education to 210 participants during the grant year.
- A Madison County Bicycle & Pedestrian Plan was adopted by the Madison County Fiscal Court. This will provide the Kentucky Transportation Department a wide range of options to improve current roads and include pedestrian and bicycle needs in future planning.

Marshall County Health Department Child Passenger Safety Project

NHTSA 405B grant funds assisted this health department in delivering child passenger safety education and services to a multi-county area in Western Kentucky known as the Purchase Area Development District.

- Marshall County CPSTs educated over 265 high school students, 346 middle school students, and 474 elementary school students about the dangers and consequences associated with distracted drivers and about the benefits of and the proper use of seat belts and child safety and booster seats.
- Marshall County Health Department (MCHD) educated at least 40 head start/early childhood/preschool staff about the importance of seatbelt use and child restraints, including the laws, during the grant cycle. These were conducted in the following counties: Ballard, Calloway, Carlisle, Fulton, Graves, Hickman, Marshall and McCracken.
- Marshall County Health Department partnered with the Benton Fire Department, the Murray Fire Department and other local partners to participate in seven car seat installation education day community events (check-up events). Other installation education appointments were held on various dates throughout the grant cycle at the health department and various public locations. During these FY 2019 events 110 car seats were installed and/or inspected, and 114 adults were educated.
- Marshall County Health Department Occupant Protection Program Director, and additional CPSTI, instructed in courses to gain teaching hours - helping teach two Child Passenger Safety Technician Classes.
- Marshall County Health Department certified 24 Child Passenger Safety Technicians.

- Marshall County Public Health Department formed a safety coalition composed of Child Passenger Safety Technicians and Instructors, fire fighters, police officers, other first responders and community members. This group met three times during the grant year (a fourth meeting was cancelled due to weather).
- Marshall County Health Department Facebook administrator shared Occupant Protection posts monthly. Over FY19, she shared a total of 162 posts. Views from the posts were tracked. Out of these posts shared over FY19, 15,505 people were reached.

Norton Children's Hospital

KOHS continued its contract utilizing 405B funds to fund partial salary for a registered nurse/child safety instruction with Norton Children's Hospital and the salary of one part-time Child Passenger Safety Educator. The goal of this grant is to offer various classes and fitting station events in Jefferson County with an emphasis on the special needs population.

- During the 2019 grant year, Norton Children's Hospital served as Co- instructor in two certification classes in Louisville and one in Frankfort for KSP and another in Owensboro.
- Educational presentations regarding seat belts, booster seats and pedestrian and bike safety were provided to 3,200 kindergarten students and 250 parents from 65 public and private schools.
- 5,448 second grade students attended "Safety City", and learned all about traffic safety.
- Norton's also provided a Safe Baby Injury Prevention Classes to 451 first time parents at either Norton Children's or Norton Women's and Children Hospital.
- In addition to hold bi-weekly fitting stations (checking more than 750 seats), Norton Children's Hospital participated in 12 community events/car seat clinics, where they educated and gave away more than 150 car seats.
- During the grant cycle, Norton's loan Special needs orthopedic seats to patients on 50 different occasions and 10 car beds.
- Media stories: Norton's did a story on hot cars (May), a story on teen driving (June) and an online news story about CPS misuse.

Norton Children's Hospital – Child Passenger Safety Coordinator

KOHS continued its contract utilizing 405B funds to fund partial salary for a registered nurse/child safety instruction with Norton Children's Hospital to serve at the statewide Child Passenger Safety Coordinator for Kentucky.

- Statewide CPS Coordinator served as the lead instructor for seven certification class and one recertification class bringing in 85 new technicians in 12 different counties.
- Expanded CPS education into one large hospital, eight pediatrician offices and two health clinics.
- Provided online CPS information to Child Passenger Safety Technicians statewide.
- Developed and presented a six hour CEU for 40 technicians from across the state to obtain CEU's and seat check offs. In addition, met with 20 technicians individually to complete their seat checks.
- Created a standardized car seat check form for technicians to be consistent across the state.
- Participated with the Safe Kids USA planning group to develop the CPS tracts during the National Lifesavers Conference. In addition, hosted the Special Needs Car Seat Training as a pre workshop to the conference.
- Partnered with the Kentucky Office of Highway Safety for CPS check event for CPS week activities.

Safety Education Programs

- In FY 2019, 8 Occupant Protection Programs were conducted throughout the state. These educational programs included the Rollover Simulator and Seat Belt Safety Presentations. All activities occurred in our top 40 counties, with priority scheduling for top 20 counties.
- In FY 2019, 6 Impaired Driving Programs were conducted throughout the state. These educational programs included Ghost Outs and Drunk Driving Simulator, Presentations. All activities occurred in our top 40 counties, with priority scheduling for top 20 counties.

- In FY 2019, 14 Teen Driver Programs were conducted throughout the state. These educational programs included Sweet 16, Rollover Simulator, Ghost Outs, Drunk Driving Simulator and Presentations. All activities occurred in our top 40 counties, with priority scheduling for top 20 counties.
- KOHS is partnered with the Kentucky Transportation Center (KTC), to conduct 150 seatbelt survey site visits in the following highway districts and Kentucky counties:

<u>District Number</u>	<u>County</u>	<u>Number of Sites</u>
1	Calloway	8
2	Henderson	10
3	Barren	10
4	Nelson	8
5	Jefferson	20
	Spencer	6
6	Harrison	6
	Kenton	14
7	Boyle	8
	Fayette	16
8	Pulaski	12
9	Bath	6
10	Powell	6
11	Laurel	12
12	Floyd	8

Police Traffic Services Program

Grants to Law Enforcement

MAP21 402 and FAST Act 402 funds supported 96 local agencies, including Kentucky State Police, in working overtime hours to combat speeding and other traffic violations. These agencies worked a combined total of 25,518.05 patrol overtime hours, resulting in 906 DUI arrests, 3,175 other arrests, 25,534 speeding citations, 16,453 seat belt citations, 622 child restraint citations, 164 texting/distracted citations and 36,389 other citations.

Activity Measures

1. A total of 27,501 seat belt citations were issued during grant-funded overtime during FY 2019. There were also a total of 982 child restraint citations issued during the same period.
2. A total of 3,438 DUI arrests were made during grant-funded overtime during FY 2019.

3. A total of 33,643 speeding citations were issued during grant-funded overtime during FY 2019.

KOHS Traffic Safety Checkpoint Trailer

The Traffic Safety Checkpoint Trailer is provided by KOHS for Kentucky Law Enforcement Agencies across the state to use when conducting seatbelt safety and impaired driving traffic safety checkpoints for the community. The checkpoint trailer is used to provide extra area lighting and high visibility for the protection of Law Enforcement Officers and the general public during traffic safety checkpoints. The checkpoint trailer is a 7' by 14' dual axle trailer and consist of portable roadway signs, high visibility traffic cones, high visibility vests and two electric light towers and two balloon lights with generators that will extend 10 feet into the air for scene lighting. During FY2019, there were 24 Traffic Safety Checkpoints conducted across the state. The checkpoint trailer was also used to help with Checkpoint training classes that were conducted all across the Commonwealth for Law Enforcement Officers, lighting for filming for the Local Hero's Campaign.



Pedestrian/Bicycle Safety

The program was established to enhance pedestrian and bicycle safety through public awareness and education. The goal is to reduce overall pedestrian and bicycle crash fatality rates in Kentucky. The following actions are underway:

- Continue working relationships/partnerships with pedestrian and bicycle programs or organizations in high impact areas in the state including the 403 grant city of Louisville after its conclusion in 2018. KOHS will maintain a working relationship to further enhance the gains of the 403 project.

- Provide educational materials through community outreach programs in the high impact areas of the state.
- Continue a working partnership with I Care KY, which is a volunteer organization that is focused on intersection safety throughout the state.
- Provide safety education, updates, videos, and/or tips once a month through social media posts.

Traffic Safety Information System Improvement Grants

UK KY Transportation Center – Traffic Records Strategic Plan Implementation

A new Kentucky traffic records strategic plan was developed during FY 2017 and put into place June 30th, 2017. The University of Kentucky Transportation Center, in cooperation with both the Kentucky Traffic Records Advisory Committee (KTRAC) and the KY Office of Highway Safety, will continue to analyze, identify, refine, improve, and monitor status of performance metrics from the Traffic Records Strategic Plan.

The overarching goal of the project was to continue the development and implementation of procedures for regularly monitoring the quality of traffic records in Kentucky. The project met the following goals and objectives:

- Identified and contacted liaisons for all six databases – Crash (KY State Police), Citation/Adjudication (Department of Justice-Administrative Office of the Courts), Injury Surveillance (KY Injury Prevention and Research Center, KY Board of EMS), Vehicle (KY Transportation Cabinet-Division of Motor Vehicle Licensing), Roadway (KY Transportation Cabinet-Division of Planning), and Driver (KY Transportation Cabinet-Division of Driver Licensing). The liaisons have identified current and future projects to reach the goals, and incorporated some new metrics and goals in response to NHTSA’s recommendations after the 2017 Traffic Records Assessment.
- Continued to collect data on metrics
- Monitored and documented progress
- Facilitated discussions and helped resolve problems
- Documented changes in goals of the Traffic Records Implementation Plan (TRIP) and noted reasons for delays

- Composed and submitted a progress report which contains a Progress Report for each database.

UK Kentucky Transportation Center – Traffic Safety Data Service (KTSDS)

This project provided a traffic records data and analysis quick response team at the Kentucky Transportation Center (KTC). The Kentucky Transportation Center has considerable resources and expertise for identifying and addressing safety concerns using a variety of traffic records databases and tools.

The goal of the project was to increase access to data from the six traffic record systems but more especially to increase access to expert resources with a more in-depth knowledge of the databases, the project met the following goals and objectives:

- To increase accessibility to safety analysis and capabilities (experts) for end users from a starting baseline of the number of request fulfilled in the previous KTSDS year.
- Completed 24 projects assisting a variety of people in accessing data and offering expert advice on how they can approach analysis.
- Updated the KTSDS website documenting and publicizing the service based on the IOWA Traffic Service Model.

UK Kentucky Transportation Center – Investigation Accuracy of Alcohol and Drug Involvement Reporting

The research team used the drug and alcohol test results in the FARS database from the past 5 years of fatal crashes to determine alcohol and drug involved fatal crashes. Each entry was matched to the corresponding record in the Kentucky State Police database. Researchers analyzed the consistency and accuracy with which police officers identified alcohol and drug involved fatal crashes.

- The research team was not able to develop an algorithm to identify drug and alcohol involvement with 95% accuracy based upon crash characteristics, but the team was able to identify many crash characteristics that were highly correlated with alcohol and drug involvement.
- The research team listed several countermeasures to help combat alcohol and drug involved driving, following the guidance in the upcoming Impaired Driving Strategic Plan.
- Statewide maps were created showing the average alcohol, drug and alcohol-or drug-involved fatal crash rates for the past 5 years by county.

Kentucky Board of Emergency Medical Services (KBEMS) Medical Services Information System

During the FY 2019 grant period, KBEMS met all objectives set forth in the grant agreement. KBEMS continued work with EMS agency partners to submit records to the Kentucky EMS Information System (KEMSIS).

During FY 2019, the project met the following goals and objectives:

- During the project period, Identify NEMSIS critical to integration with other databases (i.e. Crash, Trauma) and followed recommendations from the strategic plan to improve accuracy, consistency, and completeness.
- Throughout the project period, KBEMS staff conducted analysis of critical element usage, developed common criteria for critical element usage and public findings.
- The KBEMS staff implemented state specific validation rules and promulgate changes to third party EMS software partners for adoption by their KY clients.

Kentucky Injury Prevention and Research Center (KIPRC) - Enhance Completeness and Accuracy of KY Motor Vehicle Trauma Registry Data

FY 2019 saw additional progress in the expansion of the state trauma registry system. Project participation remains consistent, with a corresponding increase in the number of records reported and the number of participating facilities. We anticipate improved reporting quality and quantity in the upcoming grant year as more participating facilities in need of targeted assistance are identified.

During FY 2019, the project met the following goals and objectives:

- Improved the data quality control program for the KY Trauma Registry to reflect best practices identified in the NHTSA Traffic Records Assessment Advisory of June 2017 by preparing consensus documentation of data quality standards for adoption by the KY Trauma Advisory Council.
- Improved the quality and completeness of KY Trauma Registry data by sponsoring four trainings for trauma registrars and other trauma system staff.
- Completed and submitted the 2018 KY Trauma Registry report following review with the State Trauma Advisory Council. Results were also presented to a state legislative subcommittee and to the Annual KY Trauma Symposium both in October 2019.

KSP Crash Data Dictionary

During the 2017 Traffic Records Assessment, it was determined the CRASH data dictionary was rated at 60%. To address this issue a data dictionary was created by KSP which details fields, elements, and validation edits for users of the CRASH system. At this point, all known errors in the Data Dictionary have been corrected.

- The Data Dictionary now details acceptable inputs for every field that is collected on the Kentucky Collision Report, thus eliminating any previous errors.
- The Dictionary explains when a particular field allows for an edit, and what that edit can entail. Descriptions include specific instructions for editing.
- The Dictionary now also provides a thorough description of every calculated field available for user input in the CRASH system.

KSP Online Civilian Collision Reporting

An electronic reporting application was built and launched statewide that will allow for an expedited process for users to report collisions. Significant lag time of up to three weeks or greater in submitting civilian collision traffic reports has been eliminated, as it now takes 30 minutes or less to accurately complete an automated report.

- The web reporting system now requires users to enter information in certain formats, eliminating wiggle room for previous errors.
- The existing KYOPS web portal was modified to accommodate simple and advanced searches related to online civilian collision reports. All civilian report data now reaches the CRASH/KYOPS repository. Publicly accessible fields are made available for search within the search model.
- The previous paper process allowed for significant lag time. By implementing the digital process, reports are now able to be submitted in 30 minutes or less.
- The new program designed by Lexis Nexis and implemented on the KSP website prevents users from moving forward in the report without entering all required fields.

Non-Implementation Grants for FFY 2019

- **M2HVE-2019-00-00-20 – CPS Workshop**
This project was created to provide an opportunity for certified child passenger safety technicians and instructors to achieve their required CEU's and stay up to date on child passenger safety regulations. The office has decided to postpone

this workshop and include it in conjunction with the FY 2020 Kentucky Lifesavers Conference.

- **M2HVE-2019-00-00-09 – Mount Washington Police Department**
M2HVE-2019-00-00-13 – Versailles Police Department

These proposals were withdrawn due to these agencies having staffing issues. Many grantees throughout Kentucky are smaller agencies and when there are personnel changes the agencies cannot staff effectively to work the Federal Overtime. When this occurs, we encourage them to withdraw and apply when staffing levels are back to a normal operational level.

Evidence-Based Enforcement Grants for FFY 2019

All FFY 2019 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 FY 2019 HSP. All grantees are provided crash maps of their jurisdictions, with data and information on specific issues or hot spots on crash causations.

Media Programs

Occupant Protection



Ellie Clifford, who survived a crash by wearing her seat belt, records her personal testimony at iHeart studios.

Be Thankful for Your Seat Belt campaign November 17 – 30, 2018 (Thanksgiving) Earned and Paid Media

A press release was distributed statewide asking people to “be thankful for your seat belt” with testimonial radio spots attached, resulting in radio and newspaper stories statewide.

Our year-round radio contracts with universities and iHeart Media aired the radio spots throughout November.



KOHS posted regular reminders about buckling up for the Thanksgiving on all social media channels.



Kentucky Office Of Highway Safety Reminds Thanksgiving Travelers To Wear A Seat Belt

Columbia, KY, USA / WAIN 93.5 FM | Today's Hot Country

Josh McKinney

November 15, 2018 11:25 am



With Thanksgiving quickly approaching, the Kentucky Office of Highway Safety (KOHS) is joining in a national effort to send Thanksgiving travelers an important lifesaving reminder to buckle up – every trip, every time.

"The upcoming holiday is one of the busiest travel times of the year, so we're asking motorists to always wear a seat belt," said KOHS Acting Executive Director Jason Sizula. "If you buckle up, your risk of injury or death in a crash is greatly reduced. A seat belt is your best defense against an impaired, speeding or distracted driver."

There were 1,090 crashes during the Thanksgiving holiday last year in Kentucky, resulting in 231 injuries and four fatalities. Of those fatalities, one was not wearing a seat belt and one involved alcohol.

"As we reflect on gratitude during this season of Thanksgiving, we asked fellow Kentuckians to share why they are thankful for their seat belt," said Sizula. "These are real stories of lives saved just by taking a few seconds to buckle up."

Of the 614 motor vehicle fatalities so far this year, 53.3 percent were not restrained.

"There is only so much the law can do," said Sizula. "Personal responsibility behind the wheel is the key to saving more lives. We hope when people hear these stories on the radio, it will encourage motorists to use

KY Highway Safety @kyhighwaysafety · Nov 22

As you #travel to-and-from your destination today, be #thankful for your #seatbelt and #buckleup!

Happy #Thanksgiving from the #Kentucky Office of #Highway #Safety



Dynamic Message Signs displayed:



Finish Strong campaign November 20, 2018 Earned Media

You Retweeted

KY State Police @kystatepolice · Nov 20
Kentucky Edges Out Louisville Fans in "FinishStrong" Seat Belt Challenge

FRANKFORT, Ky. (Nov. 20, 2018) – UK and UL football fans showed their team spirit while helping reduce highway deaths this holiday season at two special events in Lexington...

FinishStrong2018
Finish Strong - KSP, Ky Office of Highway Safety, and KY Farm Bureau partnered together to promote Seatbelt Safety
flickr.com

We took advantage of the University of Kentucky vs. University of Louisville annual rivalry football game that takes place each year over Thanksgiving weekend by partnering with the Kentucky State Police (KSP) and Kentucky Farm Bureau (KFB) Insurance to encourage fans to finish the year strong by buckling up.

Fans were notified via media advisory and social media to come to their respective team's stadium safely buckled and receive a free t-shirt donated by KFB that stated #FinishStrong. *Never miss a game – buckle up!*

Overhead Dynamic Message signs displayed “Cats & Cards fans. Finish Strong this season. Always buckle up!” while side-mount displayed “Cats? Cards? We all agree to buckle up.”



KSP issues challenge to Cards and Cats fans to promote road safety



Nov 19, 2018

WDRB
LOUISVILLE

LOUISVILLE, Ky. (WDRB-TV) -- The U of L Cardinals face off against the Kentucky Wildcats this weekend -- and Kentucky State Police with the Office of Highway Safety are taking advantage of the rivalry to emphasize road safety, while at the same time challenging fans to buckle up.

**New Year’s Eve
December 31, 2018
Earned Media**

KOHS social media pages posted New Year’s resolutions, including the resolution to buckle up (pictured far right).

KOHS shared the ‘buckle up your kids’ resolution post from the National Child Passenger Safety Board (pictured right)



Additionally, the overhead and side-mount Dynamic Message Signs displayed this message:



Winter coats and kids January – February, 2019 Earned Media

Social media and interviews warned of the dangers of puffy coats on kids in car seats.

The collage consists of several elements:

- Top Left:** A Facebook album post from the Kentucky Office of Highway Safety, published by Erin Klytz Eggen on January 31. It features a grid of images showing children in various winter coats and car seats. Captions include: "Coats in Car Seats: What's Best for Baby?", "Coats in Car Seats: What's Best for Toddlers?", "Coats in Car Seats: What's Best for Toddlers?", "Coats in Car Seats: What's Best for Kids?", "Coat Backwards Over a Properly Fitted Harness", "Fully Material Loose Fitting Harness This Coat Snug Fitting Harness", and "NHTSA added 4 new photos to the album: Coats in Car Seats: What is best for children? January 30".
- Top Right:** A Facebook post from the Kentucky Office of Highway Safety, published by Erin Eggen on January 19. It features a video of a woman speaking from the driver's seat of a car. The video has 11,426 views and is titled "Buckle Up Kids! January 16". Below the video is the text "Check your child's car seat every ride!".
- Bottom Right:** A news article snippet titled "Puffy winter coats could pose danger for kids in car seats" by Joe Hill, published on December 30, 2018. It includes a photo of a child in a car seat and text explaining that as temperatures drop, parents are making a potentially fatal mistake by putting their kids in winter coats while they are in car seats. It quotes a child safety expert from the Children's Hospital of Philadelphia, stating that the coat keeps the child from being restrained in the event of a crash. It also notes that the car seat harness will become looser than the caregiver thought, and the child will no longer be snug in the car seat. The expert suggests taking off the winter coat before putting the child in the car seat.

National Lifesavers Conference Press Conference and Car Seat Check March 29, 2019 Earned Media

To kick off the National Lifesavers Conference on Highway Safety Priorities, a press conference was held March 29, 2019 in Louisville.

Lifesavers officials presented \$5,000 and \$10,000 checks, respectively, to *Look Alive Louisville*, the city's pedestrian and bicyclist safety initiative, and Norton Children's Hospital, which coordinates Kentucky's child passenger safety program.

Norton Children's will use the funds to purchase child safety seats for families without financial means to do so.

A free car seat check followed the press conference.

Kentucky Office of Highway Safety shared a post. Published by Erin Eggen (?) - March 29 at 5:40 PM ·

Lifesavers National Conference on Highway Safety Priorities
March 29 at 5:02 PM ·

Donations of \$5,000 and \$10,000, respectively, were presented earlier today to Look Alive Louisville, the city's pedestrian and bicyclist safety program, and No...
See More

Norton Children's Hospital
March 29 at 5:11 PM ·

Today Norton Children's Hospital and the Norton Children's Prevention and Wellness team received a check for \$10,000 from the National Lifesavers Conference on Highway Safety Priorities.

A free child safety seat check was provided and parents and caregivers were invited to take advantage of this lifesaving service to ensure that their children are riding properly restrained in motor vehicles.

Pedestrian and bicyclist safety and occupant protection is critical, as they impact... See More

24
5 Shares

CAR SEAT Checkup Event

Learn how to install your child's car seat or booster seat. Find out if it's time for a change.

8 out of 10 car seats are not used correctly
Visit the car seat experts from Norton Children's

Do you have the appropriate seat?
Is your seat recalled?
Is it correctly fitted to your child?
Is it correctly installed in the car?
*** Limited car seat assistance will be available.

March 29th, 2:30 pm to 5:00pm
Louisville Fire Department-Engine 19
3401 Bohne Avenue

Click it or Ticket “Local Heroes” campaign

May 13 – June 30, 2019

Earned media combined with paid media

Total: \$181,000

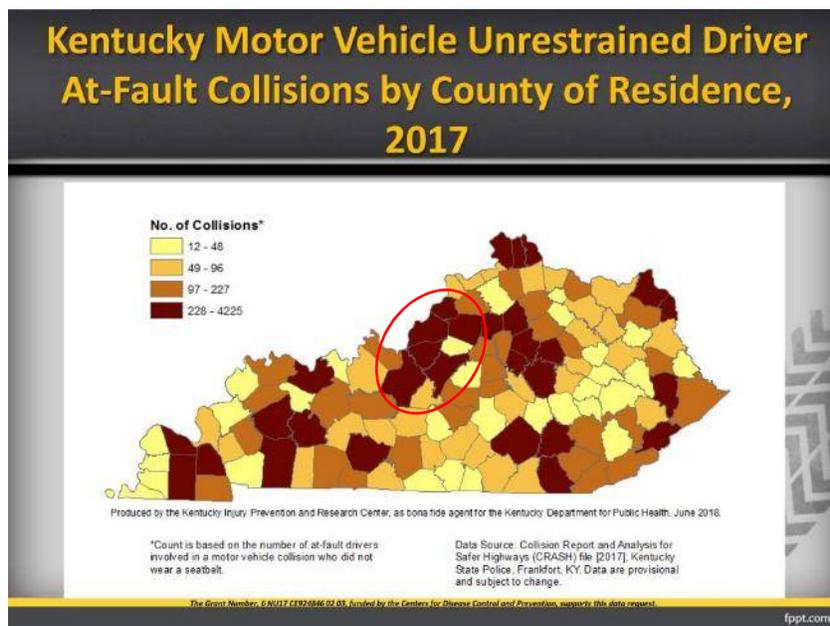
NHTSA 405B funds program number THSP19CM: \$130,000

NHTSA 402 funds program number THSP19HV: \$51,000

Kentucky’s goal is to prevent injuries and deaths on the highways. In support of that an interim goal is to reach a 90 percent observed seat belt usage rate. Our seat belt initiative, “Local Heroes,” identified road officers from local and state agencies in counties chosen based on crash and fatality data. These officers record public services announcements specific to each county with the message that they care about their community.

Targeted Counties: Five counties chosen based on HEAT map

- Largest county/media market (Jefferson County) and its surrounding counties (Spencer, Bullitt, Nelson and Hardin)



Targeted Audiences:

- Adults 18-45 (passenger car drivers)
- Men 25-54 (pickup truck drivers)

Creative Updates in FY19:

- Added nighttime segment to Jefferson County
- Created spot specifically for University of Louisville (in Jefferson County)
- Created spot specifically for military base (Ft. Knox)
- Updated script and music

Earned Media

Law Enforcement Liaisons worked with district Public Information Officers to invite local media to area briefings, resulting in various radio, television and newspaper stories announcing the campaign.

Additionally, organic (non-paid) posts generated thousands of impressions.



The KOHS social media pages posted organic (non-paid) posts during our video shoots:



Leading into Memorial Day, KOHS social media accounts posted organic (non-paid) posts. The Kentucky Local Heroes video reached 54,938 people on Facebook and the Tweet generated 6,430 impressions:



Tweet activity



Over Memorial Day weekend we posted on our Dynamic Message Boards: "Click It or Ticket" first panel and "81 unbelted KY deaths this year" on the second panel.



Additionally, KOHS social media accounts utilized NHTSA creative to promote the importance of buckling up in trucks and on rural roadways:



Top Tweet earned 9,138 impressions

A pickup truck won't keep you safe from a deadly crash. According to @NHTSAgov - 59% of pickup truck occupants killed in crashes in 2017 were NOT wearing seat belts.

#BuckleUpInYourTruck
#SeatBeltsSaveLives
pic.twitter.com/Pin8wNGLwy



Paid Media

Radio, Facebook, cable and broadcast stations were purchased for the campaign. Some television companies also provided digital elements. All forms of media generated more than 10 million impressions.

Facebook post results:

- Impressions: 1.7 million
- Reach: 509,000
- Frequency: 3.29

In addition to organic (non-paid) posts, we purchased :15 and :30 Facebook and Instagram ads for each county, plus an overall Kentucky version, an eastern Kentucky version, and for the first time, a Spanish version.

Television and digital results:

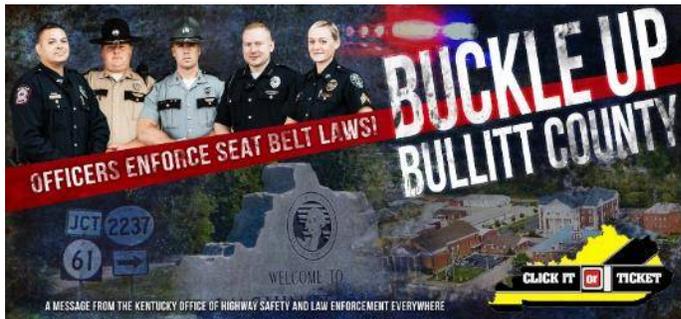
- Total number of spots (including bonus): 11,915
- Spectrum display ads: 1,131,095 impressions
- WYMT-TV digital ads: 994,627 impressions
- WYMT-TV web stories: 458,126 impressions
- ViaMedia You Tube in-stream video: 201,673 views



Paid localized post on Instagram.

Radio results:

- Impressions: 4.95 million
- Reach: 1.33 million
- Bonus spots: 49,274 (\$14,200 value)



Example of county image.



Example of statewide image.

Kentucky Speedway

Total: \$150,000

405B NHTSA funds program number THSP19CM

The KOHS promotes seat belt through signage, PA announcements and commercials on closed-circuit televisions at all races throughout the season.

The KOHS sponsored the Buckle Up in Your Truck 225 on July 11. Promotional support and assets included:

- Television promo spots and print ads in local and national newspapers during the six weeks leading up to race.
- Logo on all promotional materials such as fan guide, souvenir program, tickets, credentials, website, etc.
- Logo on trophy, stage backdrop, victory lane backdrop, flag stands, pace truck and on grassy area dividing the track and pit road.



Parking credentials

Snapchat filter

- 32,167 views; 7,001 swipes; 671 uses

Social media for Buckle Up in Your Truck 225:

- 1,473 promoted posts; 98,600 interactions

Broadcast TV exposure:

- 2,292,097 impressions

On-site exposure:

- 3,079,200 impressions

PR/News coverage:

- 142,973,482 impressions

**Impressions are for exposure for entire race weekend*



Snapchat filter.



Child Passenger Safety Week September 15-21, 2019

Earned Media:

KOHS social media accounts promoted the campaign and various car seat checks around the state. The car seat check with SAFE Kids Louisville was during an on-site live broadcast of the Tony & Dwight Show on WHAS-AM.



School Bus Safety Various dates

Earned Media:

KOHS social media accounts promoted school bus safety information at various times throughout the year.



Impaired Driving

Halloween “Buzzed Driving is Drunk Driving” October 31, 2018

Earned media:

A press release was distributed statewide and KOHS social media accounts promoted the campaign, resulting in multiple television, radio and newspaper stories.



Thanksgiving “Blackout Wednesday” November 20-28, 2018

Earned media:

We partnered with the Safe Ride Kentucky Coalition (comprised of KY Distillers’ Association, KY Guild of Brewers and Wine & Spirits Wholesalers of KY) to promote a discount code for Lyft throughout Thanksgiving week. A press release was distributed statewide and KOHS social media accounts promoted the campaign, resulting in television, radio and newspaper stories.



Impaired Driving Enforcement Awards December 13, 2018

Earned media:

A press release was distributed statewide and KOHS social media accounts promoted the campaign, resulting in multiple television, radio and newspaper stories.



Super Bowl "Fans Don't Let Fans Drive Drunk" February 3, 2019

Earned media:

A press release was distributed statewide and KOHS social media accounts promoted the campaign, resulting in multiple television, radio and newspaper stories.

Top media Tweet earned 3,769 impressions

There's no calling an audible when you're the **#DesignatedDriver**. One drink is one too many. **#DesignatedDriver**
#SuperBowlDriveSafe **#DriveSober**
#Kentucky **#FansDontLetFansDriveDrunk**
pic.twitter.com/fNvrOlux5o



**March Madness “Fans Don’t Let Fans Drive Drunk”
March 2019**

Earned media:

We again utilized “Fans Don’t Let Fans Drive Drunk” for social media in March as Kentuckians prepared for the NCAA basketball tournament.



**Special Impaired Driving Enforcement Presentation
March 14, 2019**

Earned media:

Kentucky State Police Post 11 Trooper Steve Walker was awarded the Executive Director’s Law Enforcement Award for his efforts in removing impaired drivers from Kentucky roadways. Since 2004, Trooper Walker has made 2550 DUI arrests. Family and local media were invited to the surprise presentation.



Kentucky Office of Highway Safety shared a link.
Published by Erin Eggen [?] · March 18 at 9:44 AM ·



SENTINEL-ECHO.COM
Walker receives Highway Safety award for DUI arrests
A major factor in many of the state's traffic accidents - including fatalities - ...

**Holiday “Drive Sober or Get Pulled Over”
 December 13, 2018 – January 1, 2019
 Earned media combined with paid media
 \$145,000 NHTSA 405D funds program number THSP19IM**

**Earned Media
 Press conference, press release, social media**

We partnered with the Safe Ride Kentucky Coalition (comprised of KY Distillers’ Association, KY Guild of Brewers and Wine & Spirits Wholesalers of KY) to promote a discount code for Lyft throughout the holiday period.

KOHS Acting Executive Director Jason Siwula spoke at the Louisville press conference with Kentucky Distillers’ Social Responsibility Coordinator Ali Edelstein, LMPD Traffic Sgt. Ron Fey and The Mocktail Project founder Jesse Hawkins (*below*).

Kentucky Office of Highway Safety is in Louisville, Kentucky. ...
 Published by Erin Eggen [?] · December 21, 2018 · 🌐

We held a press conference today with Louisville Metro Police Department, Kentucky Bourbon Trail (KY Distillers’ Association) and S.V. Foundation announcing the Safe Ride DISCOUNT CODE with Lyft #SLEIGHRIDEKY giving app users \$20 off now through Jan. 1, 2019. #DriveSober #Kentucky #PlanARide #DesignatedDriver



🌱 **Get More Likes, Comments and Shares**
 Boost this post for \$30 to reach up to 25,000 people.

14,170 People Reached 724 Engagements **Boost Post**

You Retweeted
WDRB News @WDRBNews · Dec 22, 2018
 Safe Ride Kentucky Coalition is offering free rides this holiday season to deter drunk driving: bit.ly/2rRDC02



KY Highway Safety @kyhighwaysafety · Dec 22, 2018
 Use code SLEIGHRIDEKY for \$20 off @lyft thru Jan. 1, 2019. While supplies last. Visit ow.ly/IFcN50k0idA for more info. #DriveSober #PlanARide #Kentucky #DesignatedDriver #SoberRide



A press release was distributed statewide. Dynamic Message Signs displayed the message “Drive Sober or Get Pulled Over” the first weekend of the campaign followed by “Santa Sees You So Be A Nice Driver” the next weekend.

KOHS social media pages posted regular reminders about the campaign (*below*).



Paid Media

Targeted Area:

- Statewide with heavier frequency in top 30 counties with highest impaired driving-related crashes

Target Audiences:

- Primary: Men 18-34
- Secondary: Adults 21-54

Radio 30-second & :10 live reads

- 3,112 spots

Streaming audio:

- Spotify: 80,000 impressions, 67 clicks
- Pandora: 374,371 impressions, 73,803 reach

Out-of-Home (Restaurants/Bars, gas stations):

- 123 locations
- Restroom signage and mirror clings,
- Coasters, window clings and posters
- Pump toppers



Restaurant coaster.



Facebook Promoted Post Totals:

- 484,388 impressions
- 129,248 reach
- 9,086 engagements
- 5,888 clicks
- 1.22% CTR

Digital Display Ads (billboards, cross device, filmstrip, mobile):

- 2,292,381 impressions
- 14,309 clicks
- 0.62% CTR

ESPN Digital Display (desktop & app):

- 969,585 impressions
- 1,771 clicks
- 0.13% CTR



ESPN Desktop ad.



Facebook promoted ad.



Display ad on The Weather Channel app.

**Labor Day “Drive Sober or Get Pulled Over”
 August 14—September 2, 2019
 Earned media combined with paid media
 \$215,000 NHTSA 405D funds program number THSP19IM**

Targeted counties:

- Statewide with heavier frequency in 27 counties with highest impaired driving-related crashes in addition to 20 additional counties with highest impaired motorcycle crashes with the NHTSA-approved tagline “Ride Sober.”

Targeted audiences:

- Primary: Males 18 -34
- Secondary: Adults 21-54

Earned media

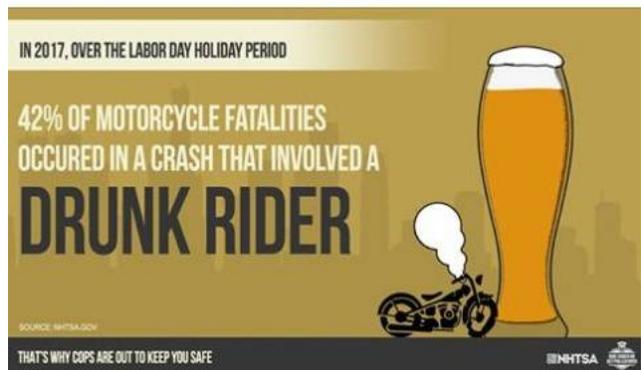
District Public Information Officers worked with Law Enforcement Liaisons to invite media to area briefings. Media kits were provided to law enforcement, with sample releases, social media, talking points and logos.



Drive Sober area briefing coverage by local media in Ashland.

We again partnered with the Safe Ride Kentucky coalition and a press release was distributed promoting the Lyft.

Our Dynamic Message Boards displayed the message “Drive Sober or Get Pulled Over” throughout the Labor Day weekend. The KOHS social media pages posted reminders about the campaign and utilized the social media toolkit provided by NHTSA (below).



Kentucky and Virginia law enforcement kicked off the holiday weekend with a Border-to-Border checkpoint on U.S. 23 (right).



Paid Media

Radio :10 live reads & 30-second spot:

- 63 Radio Stations
- 4,229 spots

ESPN Digital Display (pushdown ad & app):

- 954,596 impressions
- 1,711 clicks
- 0.18% CTR

Digital Display Ads (billboard, cross device, filmstrip, mobile):

- 7,057,993 impressions
- 15,705 clicks
- 0.22% CTR

Streaming audio (Spotify, iHeart, Pandora):

- 9,697,700 impressions
- 9,183 clicks

Out-of-Home (restaurants/bars & gas stations):

- 141 locations
- Restroom signage and mirror clings
- Coasters, window clings and posters
- Pump toppers



Window cling and coaster image.

Poster examples:



**Kentucky Sports Radio (KSR) Golf Scramble
August 11, 2019
\$1,650 NHTSA 405D funds program number
THSP19IM**

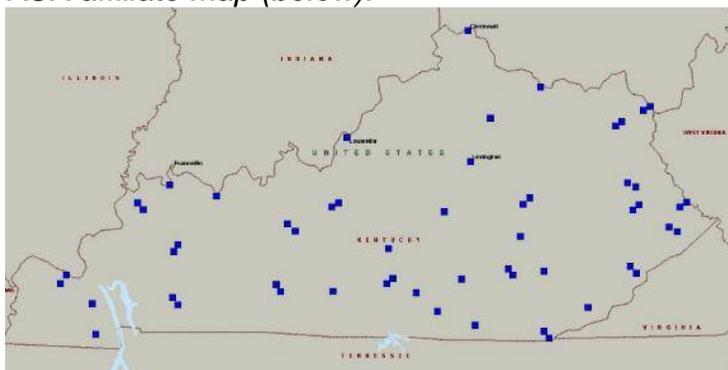
The KOHS sponsored the “Driving Sober Range” in addition to sponsoring a hole at the fourth annual Kentucky Sports Radio Golf Scramble. The “Drive Sober or Get Pulled Over” hole allowed participants to put while wearing drunk goggles and try a “Mocktail” provided by “The Mocktail Project” founder Jesse Hawkins. Those that participated were entered to win a year of free car washes (donated by iHeart) as a pledge to “Drive CLEAN and Sober!”

The contract included:

- Signage
- Website placement on event page
- 24 commercials on Kentucky Sports Radio (58 affiliates)
- 24 matching iHeart radio commercials plus digital streaming



KSR affiliate map (below):



Kentucky Sports Radio Post-Game Show
October 1, 2018 – April 1, 2019
\$16,500 NHTSA 405D funds program number THSP19IM

Matt Jones is the host of the Kentucky Sports Radio (KSR) post-game show on the post-game network with 16 affiliates, including 84 WHAS-AM in Louisville and 630 WLAP in Lexington.



Starting with the first UK football game in and continuing through basketball season, our impaired driving-prevention commercials air during this one-hour post-game show.

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

iHeart media owns the show and provides 1:1 matching bonus.

Kentucky State Fair with iHeart Radio
WAMZ + Digital Streaming
August 15, 2019
\$3,250 NHTSA 405D funds program number THSP19IM

KOHS partnered with rock station WAMZ for a “takeover day” at the Kentucky State Fair during the nationwide Drive Sober or Get Pulled Over Labor Day campaign. WAMZ aired our Drive Sober :30 commercials and on-air talent provided live reads each hour.



KOHS staff and Jesse Hawkins with “The Mocktail Project” helped staff the booth, allowing attendees to try the drunk goggles, taste a sample Mocktail, and take a driver attitudinal survey regarding impaired driving.

Attendees who took the four-question driver survey were entered to win year of free car washes (donated by iHeart) as a pledge to “Drive CLEAN and Sober.”

Distracted Driving

Distracted Driving Awareness Month

April 1- 30, 2019

\$53,000 405E NHTSA program number THSP19DD

Earned media

A press release was distributed statewide warning people that “One Text or Call Could Wreck It All.” Testimonial radio spots were attached to the release.

KOHS social media pages posted organic (non-paid) posts about the campaign and shared from NHTSA accounts. Additionally, the Dynamic Message Signs displayed: “Hands on wheel. Eyes on road.”

Paid Media

The KOHS partnered with iHeart Media personality known as “KD” to record testimonial radio spots about the medical and personal challenges in her life that resulted from being hit by a distracted driver.

Radio spots ran on the Kentucky News Network’s (KNN) 95 affiliates. Additional coverage was provided by purchasing Lexington, Louisville and Cincinnati metro radio. Targeted audio was also purchased for Persons 18+.

Our PSAs ran 4-weeks:

- Mass medium messages: 13,380
- Reach: 3,407,200
- Frequency: 4.5
- Radio/Streaming Impressions: 15,824,200
- Targeted audio impressions: 750,000

Kentucky News Network Affiliates

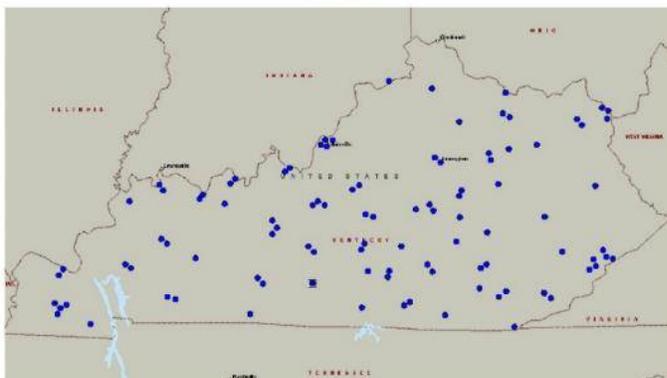
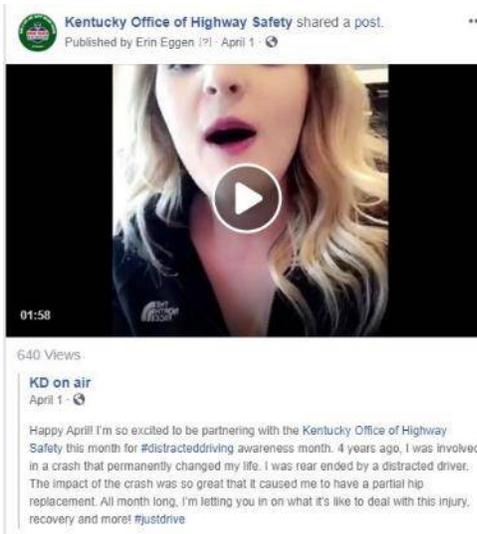


Image on social media and targeted audio (displays on phone when the radio spot plays) encouraged people to #justdrive.



Acting Executive Director Jason Siwula joined KD on the Tony & Dwight show in April to give her testimony and talk about Distracted Driving Awareness Month.



Social media posts by radio personality “KD” on her personal and medical struggles due to a crash caused by a distracted driver. Posts earned more than 125,000 impressions.

Motorcycle Safety

Spring and Fall “Share the Road with Motorcycles”

March 4 – 30, 2019 and September 2-30, 2019

\$68,500 NHTSA 405F funds program number THSP19M9

The KOHS ran the “Share the Road with Motorcycles” campaign to target motorists in the spring when the weather is turning and more motorcycles are seen on the road featuring iHeart personality and motorcyclist, Dwight Witten. Spots were again aired in the fall.

Targeted Counties:

- Top 20 counties with highest number of motorcycle fatalities
- Top 20 counties with highest number of registered motorcycles

Target Audiences:

- Adults 18-54
- Motorcycle Riders

Earned Media

Dynamic Message Boards displayed the message “Share the Road with Motorcycles.” Social media (Facebook, Twitter and Instagram) posted regular reminders to watch for motorcycles.



iHeart media provided digital banner ads as a bonus, that were placed on top radio station websites. The banner ad images were provided by NHTSA (left).

Paid Media

Radio spots ran on the Kentucky News Network’s (KNN) 95 affiliates. Additional coverage was provided by purchasing Lexington, Louisville and Cincinnati metro radio. Promoted social media posts also featured Dwight Witten.



Organic (non-paid) Facebook post.



Kma/Kba - District #1, Louisville KY

6 mins • 🌐

LOOK TWICE, save a LIFE, and get home to the one you LOVE!!! - Thank you **Dwight Witten** for spreading the word 🤔🤔



Dwight Witten

42 mins • 🌐

Get Home to the one you LOVE!



175 views



1

175 Views



840 WHAS

Sponsored • 🌐

Kentucky Office of Highway Safety wants to remind you to share the road. Bikers, stay visible and wear your protective gear.



NHTSA.GOV

Get home to the one you love

LEARN MORE

March Radio :15 and: 30-second spots plus digital streaming:

- Cost: \$30,000
- Mass medium messages:10,697
- Matching 1 for 1 bonus
- Average frequency: 3.0
- Radio/Streaming impressions: 2,725,000
- Digital impressions: 500,250

September Radio :15 and: 30-second spots plus digital streaming – added targeted audio and Dwight Witten endorsement for the fall campaign:

- Cost: \$38,500
- Mass medium messages:10,889
- Matching 1 for 1 bonus
- Average frequency: 5.1
- Radio/Streaming Impressions: 2,099,027
- Targeted audio impressions: 545,527

Motorcycle Safety Awareness Month

May 1- 31, 2019

\$85,000 NHTSA 402 funds program number THSP19MC

In recognition of May as Motorcycle Safety Awareness Month, the Kentucky Office of Highway Safety utilized radio and digital media platforms to remind motorcyclists to wear protective gear and receive proper rider safety training.

Target Counties:

- Top 20 counties with highest number of motorcycle fatalities
- Top 20 counties with highest number of registered motorcycles

Target Audience:

- Male and female motorcyclists

Earned Media

A general press release was distributed statewide and regular posts were made to KOHS Twitter, Instagram and Facebook pages and shared from NHTSA sites.

Paid Media

Digital ads linked to the NHTSA's motorcycle safety page.

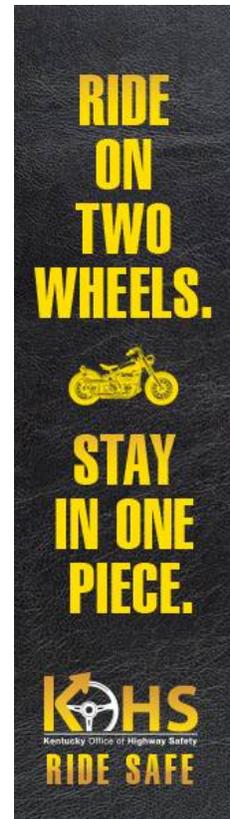
Digital ads:

- Impressions: 7,015,338
- Click Thru Rate: .31%

Social media video post:

- Impressions: 729,119
- Click Thru Rate: 1.18%
- Frequency: 4.55

The 30-second radio spots ran on the Kentucky News Network's (KNN) 95 affiliates. Additional coverage was provided by purchasing Lexington, Louisville and Cincinnati metro radio.



Digital ad.



Video ad on social media.

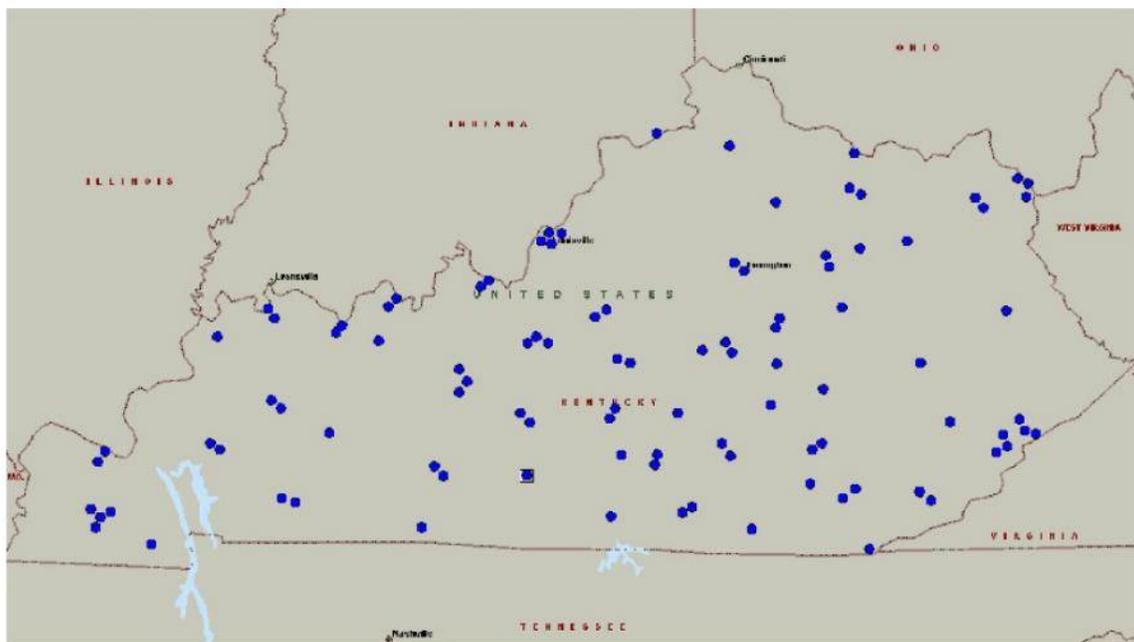
Radio 30-second spots + digital streaming + targeted audio:

- Mass medium messages: 7,164
- Matching 1 for 1 bonus
- Reach: 2,160,500
- Frequency: 4.1
- Audio impressions: 8,214,100
- Digital impressions: 249,875



Kentucky News Network Affiliates

Updated 07/25/2018



Speeding

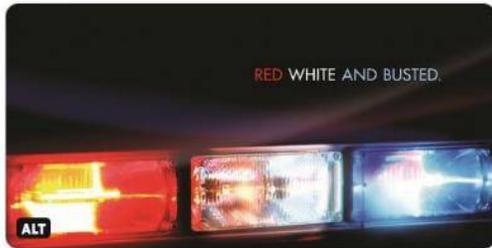
Speed Enforcement Campaign June 30 – July 15, 2019

Earned media:

A press release was distributed statewide, resulting in multiple television, radio and newspaper stories.

Additionally, the KOHS social media accounts posted regularly throughout the two-week campaign, using stock images and NHTSA-provided images and logo.

The “Obey the Sign or Pay the Fine” organic (non-paid) Facebook post announcing the campaign generated 24,000 impressions. Other social media examples are below:



Radio, television and newspaper examples:

Obey The Sign Or Pay The Fine Speed Enforcement Campaign Underway

Dave Begley
July 01, 2019 10:59 am

The Kentucky Office of Highway Safety is partnering with law enforcement agencies across the state in a speed enforcement blitz now through July 13th. The federally-funded 'Obey the Sign or Pay the Fine' campaign intensifies enforcement of speed violations, with an emphasis on roads with a high number of speed-related crashes. According to the Kentucky Office of Highway Safety, crash reports and citation data indicates more than 32 percent of crashes in Kentucky involve a speeding or aggressive driver.

STATE LAUNCHES SUMMER ANTI-SPEEDING CAMPAIGN

By Veronica Jean Seltzer - June 28, 2019

LEXINGTON, Ky. (WTVQ)- The Kentucky Office of Highway Safety (KOHS) is launching a speed enforcement blitz now through July 13th. The federally-funded 'Obey the Sign or Pay the Fine' campaign intensifies enforcement of speed violations, with an emphasis on roads with a high number of speed-related crashes.

'Obey the Sign or Pay the Fine' kicks off Sunday

State Journal staff report Jun 28, 2019 Comments

Law enforcement agencies across the state — including the Franklin County Sheriff's Office and Frankfort Police Department — will be intensifying efforts to slow down speeding drivers over the next two weeks.

As part of the Kentucky Office of Highway Safety's (KOHS) "Obey the Sign or Pay the Fine" speed enforcement blitz, which starts Sunday and runs through July 13, officers and deputies will be patrolling roadways with a high number of speed-related crashes.

According to the KOHS, crash and citation data indicate more than 32% of accidents in the state involve speeding or an aggressive driver.

Northern Kentucky News
June 28 · 🌐

Obey the Sign or Pay the Fine' runs June 30 through July 13:

The Kentucky Office of Highway Safety (KOHS) is partnering with law enforcement agencies across the state in a speed enforcement blitz June 30 through July 13.

The federally-funded 'Obey the Sign or Pay the Fine' campaign intensifies enforcement of speed violators, with an emphasis on roadways with a high number of speed-related crashes.

Speeding - Impaired Driving - Occupant Protection - Distraction

“Blue Lights Across the Bluegrass”

June – August 2019

\$80,000 NHTSA 402 funds program number THSP19SM

The KOHS partnered with iHeart Media to promote the “Blue Lights Across the Bluegrass” campaign aimed to increase awareness of highway law enforcement and traffic safety laws during the summer travel season.

Radio spots are tagged with “don’t speed, don’t drive impaired or distracted, and always wear your seat belt.”



Digital ad image with speeding message “We’ll be behind you when you speed on Kentucky’s roads.”

Radio plus digital streaming on Kentucky News Network (95 affiliates):

- 12,920 :30 messages (KNN only. Does not include spots that aired during special events listed below.)
- Matching 1 for 1 bonus
- Impressions: 6,195,600
- Reach: 1,185,400
- Frequency: 5.2

We also had the opportunity to add 2-week emphasis in July 2019 during our increased speed enforcement period, utilizing stations in key markets across Kentucky. These included Northern KY/Cincinnati, Bowling Green, Pikeville, Louisville and Lexington. We utilized a combination of traditional :30 second message and we also purchased :05 billboards and :15 messages on the Total Traffic and Weather network in the two of the major media markets: Louisville and northern Kentucky/Cincinnati. *Billboard example: “This report is brought to you by the Kentucky Office of Highway Safety.”*

- Impressions: 3,181,000
- Reach: 1,531,900
- Average frequency: 2.1

We also purchased targeted audio/streaming audio, targeting formats reaching persons 18 to 34 for ten weeks in June - August, resulting in more than **500,000 additional impressions**. In addition, website banner ads were placed on each station’s website and special events and promotions occurred each month throughout the summer.

June:

Campaign Kickoff: Twelve of iHeart’s top radio personalities competed in a written driver’s test then completed a driving course, held inside iHeart studios due to inclement weather. Each personality posted about their experience on social media and talked live on their respective shows. Additionally, each personality recorded a :30 audio that ran for two weeks during their respective shows.



Kentucky Office of Highway Safety shared a post.
Published by Erin Eggen [?] · June 18 ·

Dwight Witten is with Amanda Osborne and 7 others.
June 18

HUGE THANK YOU to The Kentucky Office of Highway Safety for coming by today !
Good people SAVING LIVES I scored 100% on my Written test and driving test !
.....allegedly

Top Tweet earned 7,591 impressions

Fun day at iHeart studios to promote a serious message for the summer...don't speed, don't drive impaired or distracted and ALWAYS wear your seat belt! @TprPurdy twitter.com/840WHAS/status...

Top mention earned 1,635 engagements

TalkRadio1080
@TalkRadio1080 · Jun 18

.@ShannonTheDude & @DrewFranklinKSR raced for #BlueLightsAcrossTheBluegrass to raise awareness of traffic safety laws! Check out the race on our Facebook page!
@kyhighwaysafety
pic.twitter.com/eXMIUxA3oe

Posts were made on personal and radio station social media sites, generating thousands of views.

Campaign kickoff spots ran for two weeks for a total of **630 commercials** (plus matching bonus). *NOTE: This does not include the spots that aired statewide on KNN.*



June – August:

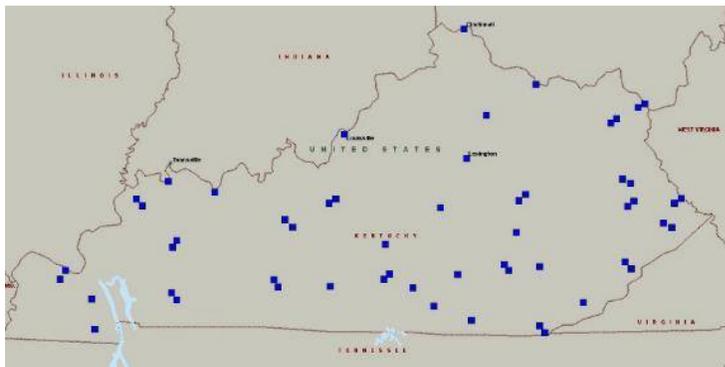
KSR Summer Tour: KOHS sponsored Kentucky Sports Radio's (KSR) "Blue Lights across the Bluegrass" summer affiliate tour. KSR is hosted by Matt Jones, Kentucky's top sports media personality.

KSR is syndicated on 58 affiliates. The KOHS received:

- One :30 spot each day plus matching bonus
- Average of four live mentions by host each day
- 15 promos per week on WKJK
- Home page takeover on WKJK website on first day of tour
- Five additional :30 commercials on KNN (95 affiliates)



Digital ad on WKJK homepage.



Kentucky Sports Radio affiliate map.



KSR live remote during the Blue Lights Across the Bluegrass tour.

July & August

Safe Summer Driving Series with Tony & Dwight:

All summer, Tony and Dwight encouraged drivers to be mindful of traffic laws and to stay safe during the heavily-traveled summer months. The KOHS also received live and recorded promos during each show and digital promos on the Tony & Dwight website.

Digital ads and promoted posts on iHeart stations promoted the statewide campaign but changed to promote the particular emphasis that day on Tony & Dwight's show.

July 9:

Each of the guys rode with a Louisville Metro Police Department traffic officer while running radar and watching for drivers on cell phones. (Videos did not show those who were pulled over.)



Kentucky Office of Highway Safety shared a post. Published by Erin Eggen [?] · July 9 ·

Dwight Witten is on patrol with Louisville Metro Police Department as part of our Blue Lights Across the Bluegrass Safe Summer Driving Series with Tony & Dwight on 84WHAS. Listen tonight from 6-8 p.m. as they talk about their patrol experience.

REMEMBER: Don't speed, don't drive impaired or distracted and always wear your seat belt. If you see that the police have someone pulled over, safely move over!

Kentucky Transportation Cabinet



Dwight Witten
July 9

Blue Lights Across the Bluegrass! Dont speed , Dont drive distracted , Dont Drive impaired and BUCKLE UP!

Tony Vanetti
@tonyvanetti

Another ride along with @LMPD and it didn't take long , doing 87 on 64 ain't a good idea.



July 16:

Live broadcast from Louisville Metro Corrections Center booking room. The guys talked about what happens if someone is arrested for drunk or drugged driving.

840 WHAS Sponsored ·

Listen to Tony & Dwight's LIVE Broadcast from Louisville Metro Corrections, with the Kentucky Office of Highway Safety!



IHEART.COM
Live From Jail!
Don't miss an episode of T...

Listen Now

Shannon The Dude
@ShannonTheDude

Earlier today I went to jail for the first time... and hopefully the last time. Thanks to @kyhighwaysafety and Captain Logsdon & Officer Knoop for hanging out and giving us the tour.

KY Highway Safety @kyhighwaysafety · 12h

Thank you to the staff of @louisvillekygov Dept. Of Corrections for hosting tonight's #BlueLightsAcrossTheBluegrass Safe Summer Driving Series show on @840WHAS with @tonyvanetti @DwightWitten & @ShannonTheDude.

#DriveSober #DontSpeed #PayAttention #BuckleUp



August 7:

Law enforcement appreciation dinner at Mission BarBQ in Louisville (donated by Mission BarBQ). Interviews with LMPD Traffic Sergeant Ron Fey and KOHS Acting Executive Director Jason Siwula.



August 23:

Our most powerful episode featured interviews with people impacted by traffic crashes. Tony and Dwight interviewed KSP Trooper Priddy about his experiences working crashes and the importance of traffic safety laws, Theresa Martinez whose daughter was killed by a drunk and drugged driver, and Jennifer Partin, the director of Prodigal Ministries, who aids in getting treatment for those arrested for drunken driving.

97.5 WAMZ shared a Page. Sponsored ·

Listen to Part 3 of the Safe Summer Driving Series with Tony & Dwight, Tuesday 6 to 8. Tune in to 840 WHAS to hear live interviews with people whose lives have been impacted by highway crashes.



KYTC Safe Summer Driving [Learn More](#)



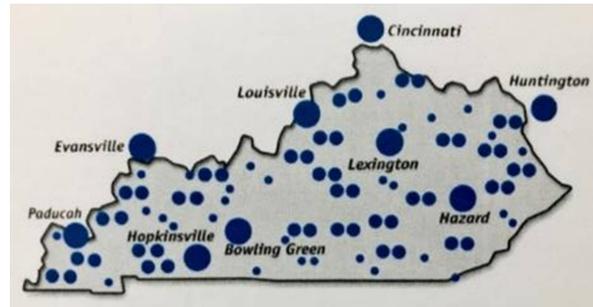
JMI SPORTS MARKETING - UNIVERSITY OF KENTUCKY

Total: \$210,000

- \$140,000 405D NHTSA funds program number THSP19IM
- \$55,000 402 NHTSA funds program number THSP19HV
- \$15,000 405E NHTSA funds program number THSP19DD

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

Radio spots air prior to and after all games on the UK Sports Network 60 affiliates (*map pictured at right*).



“Click It or Ticket” and “Drive Sober or Get Pulled Over” are the primary messages, although other highway safety topics, such as distracted driving, are also promoted.

“Click It or Ticket” is heavily promoted in baseball season since that sport occurs in May. For instance, the Kentucky “Local Heroes” commercial airs during the Click It or Ticket campaign on the UK baseball coach’s TV show and the KOHS sponsors a baseball weekend series held at the new baseball stadium, Kentucky Proud Park. In addition, the sponsorship includes:

- Season-long videoboard feature
- Live radio mentions
- In-game radio spots
- PA announcements



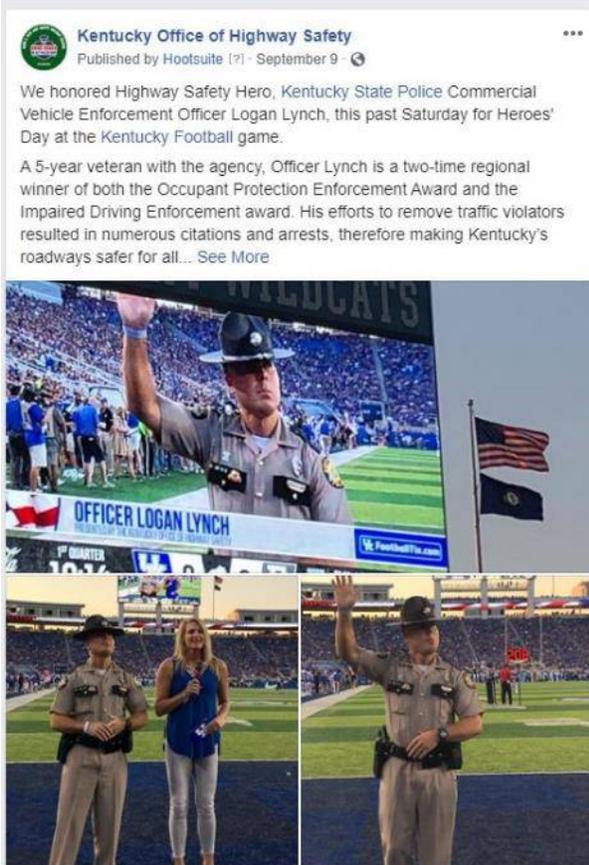
The KOHS sponsored a baseball series in May during Click It or Ticket.



Kroger Field holds 61,000 fans during football season. Announcements remind fans to have a sober ride home while the Drive Sober or Get Pulled Over logo is shown on the video boards at the end of games.



Additionally, throughout the entire game, the Drive Sober image rotates on 400 IPTVs installed in and outside the stadium (*pictured above*).



The contract with UK allows for special recognition during a football game. This year, we recognized our Highway Safety Hero, Commercial Vehicle Enforcement Officer Logan Lynch, for his outstanding efforts to keep Kentucky’s roadways safe. The organic (non-paid) post generated **more than 52,000 impressions** (left).

Rupp Arena in downtown Lexington seats over 23,000 and hosts events including the University of Kentucky men’s basketball games with a total attendance of 370,000 per season.

It is estimated that the UK men’s basketball program alone generates over 15 million exposures through the various messages that are placed inside and outside the arena.

Additionally, four UK women’s basketball games, the Kentucky High School Athletic Association’s boys’ state basketball

tournament, musical concerts and family shows are held at Rupp Arena each year.

In addition to PA Announcements, our logos are shown on the video board, LED sideline floor board and LED ribbon board inside the arena, and the Click It or Ticket logo is on all parking lot exit gates.



LEARFIELD SPORTS MARKETING-UNIVERSITY OF LOUISVILLE ATHLETICS

Total: \$150,000

- \$110,000 405D NHTSA funds program number THSP19IM and
- \$25,000 402 NHTSA funds program number THSP19HV
- \$15,000 405E NHTSA funds program number THSP19DD

Learfield Sports Marketing promotes highway safety messaging at University of Louisville (UofL) home football games, men's and women's basketball games and baseball games. The contract includes: signage, social media promotions, digital ads on UofL Athletic website, in-venue PA announcements and radio spots on the UofL Sports Network (12 affiliates).

Click It or Ticket" and "Drive Sober or Get Pulled Over" are the primary messages, although other highway safety topics, such as distracted driving, are also promoted.



Logo on baseball stadium video board.



Digital ad on UofL Athletics website featuring the UofL "Local Hero" on the left (as well as two Louisville Metro PD officers).



Exit signage at Cardinal Stadium reminding attendees to buckle up and drive safely.

Right: Social media contest for tickets (donated by UofL) asked fans to buckle up and plan for a sober ride home after the game.



LEARFIELD SPORTS MARKETING - Louisville Sports Properties

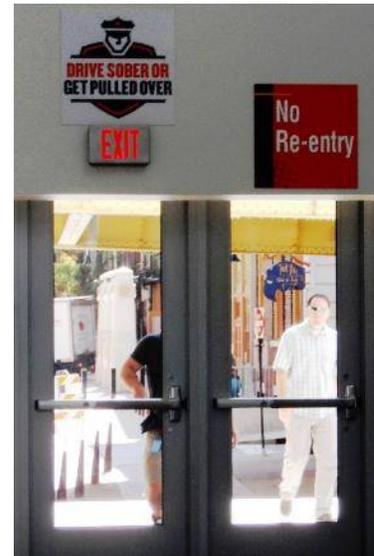
Total: \$60,000

- \$55,000 405D NHTSA funds program number THSP19IM
- \$5,000 402 NHTSA funds program number THSP19HV

Louisville Sports Properties promotes highway safety messages at the KFC YUM! Center. Located in downtown Louisville, the YUM Center seats over 22,000 and hosts events including the University of Louisville men's and women's basketball games. Additionally, musical concerts, conventions and family shows are held in the arena.

The contract includes:

- Twenty "Click It or Ticket" and "Drive Sober or Get Pulled Over" exit signs (*pictured at right*)
- "Click It or Ticket" and "Drive Sober or Get Pulled Over" on 360-degree LED ring at non-UofL related events
- Two social media contest opportunity for concert or family show



LEFT: Facebook ticket giveaway for Blake Shelton (donated by YUM Center) required "liking" the KOHS Facebook page and pledging to always buckle up. This post – promoted to only those in Kentucky - generated more than 142,018 impressions with a 66,073 reach, an 8.2% engagement rate and 4,132 entries.

RIGHT: Facebook ticket giveaway for Lynyrd Skynyrd (donated by YUM Center) required "liking" the KOHS Facebook page and pledging to always drive sober. This post – promoted to only those in Kentucky - generated more than 146,113 impressions with a 49,700 reach, a 4.9% engagement rate and 1,851 entries.



TONY & DWIGHT SHOW on 84WHAS (iHeart Media)

Total: \$45,000

- \$15,000 NHTSA 405D funds program number THSP19IM
- \$15,000 402 NHTSA funds program number THSP19HV
- \$15,000 405E NHTSA funds program number THSP19DD



KOHS Acting Executive Director Jason Siwula and Media Grants Administrator Erin Eggen regularly participate in on-air interviews on the Tony and Dwight show.

The KOHS is the title sponsorship of the Tony & Dwight daily radio show broadcast on 84WHAS from 6 p.m. to 8 p.m. daily. The show focuses on the news, sports and pop culture topics of the day during peak drive-time hours in the largest media market.

The KOHS had established a relationship with Tony Vanetti, who is passionate about highway safety and as a person in long-term recovery, and impaired driving in particular (his wake-up call was a DUI arrest). He co-hosts with long-time friend and former hard-rock DJ Dwight Witten.



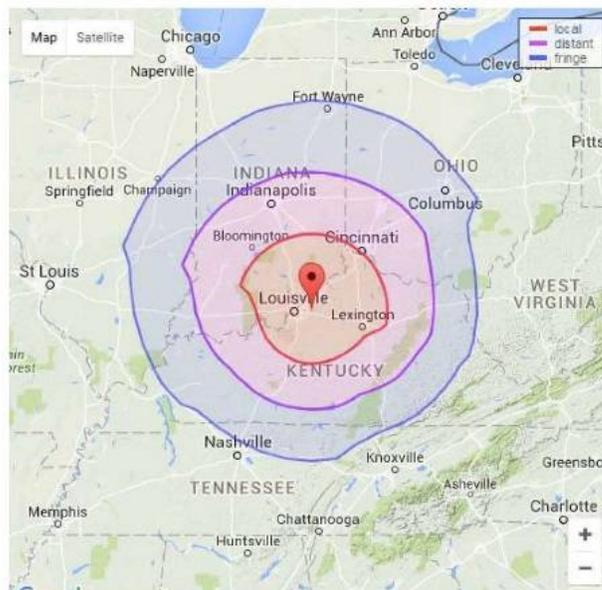
The KOHS receives daily live mentions, :15 promos and :30 PSAs. This sponsorship is beyond the traditional commercial schedule, so this is a very high-frequency show:

- Reach: 1,517,800
- Frequency: 25.3
- Impressions: 38,438,800

For Child Passenger Safety Week, Tony and Dwight broadcast live from a checkup event in Louisville and interviewed Media Coordinator Erin Eggen and Statewide CPS Coordinator Sharon Rengers (*below*).



COVERAGE MAP



KENTUCKY SPORTS RADIO DAILY SHOW with Matt Jones

Total: \$40,000

- \$20,000 NHTSA 405D funds program number THSP19IM
- \$10,000 NHTSA 402 funds program number THSP19HV
- \$10,000 NHTSA 405E funds program number THSP19DD



Matt Jones is the moderator and founder of one of the largest independent college sports franchises in America - Kentucky Sports Radio (KSR) and kentuckysportsradio.com.

KSR is syndicated on 58 affiliates. It is:

- #1 Show persons 25-54
- #1 Show men 12+
- Varies between #1 and #2 show for:
 - Persons 12+
 - Women 12+
 - Women 25-54



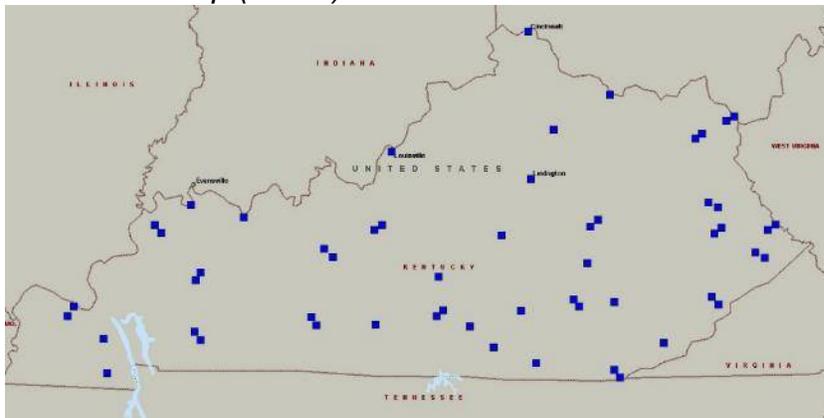
KSR Host Matt Jones, with KSR co-host Drew Franklin, interview UK Men's Basketball Coach John Calipari at a live radio remote in Lexington, Kentucky.

Matt is passionate about preventing drunken driving crashes due to a family member who went to prison after killing other motorists while driving drunk). He personally records 30-second PSAs about drunken driving (Drive Sober or Get Pulled Over, Fans Don't Let Fans Drive Drunk, designate a driver, etc.) that air during the two-hour show. Other PSAs air during specific campaigns such as distracted driving awareness in April, Click It or Ticket and motorcycle safety in May and summer travel season awareness June through August.

Our PSAs air 52-weeks/Year:

- Reach: 195,900
- Frequency: 5.5
- Impressions: 10,874,600

KSR Affiliate map (below):



MOREHEAD STATE UNIVERSITY ATHLETICS

Total: \$15,000

- \$4,000 NHTSA 405D funds program number THSP19IM
- \$4,000 NHTSA 402 funds program number THSP19HV
- \$4,000 NHTSA 405E funds program number THSP19DD
- \$3,000 FHWA funds program number 9139402N

The KOHS was the title sponsor of Eagle Sports Network (9 affiliates), located in Morehead, Kentucky in Rowan County. Rowan County is a Local Heroes county, so radio spots and some signage featured those heroes. Other signage and messages included “Beaker” the Morehead State University mascot.

The KOHS sponsored the annual “Education Day” game for elementary students.

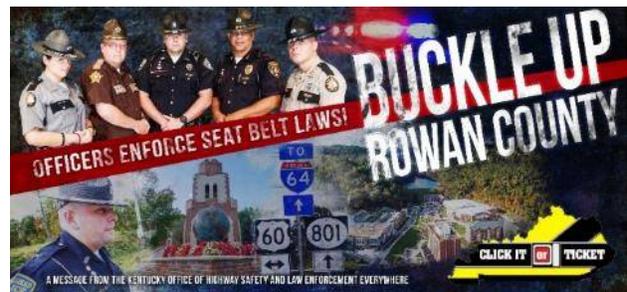
Everyone received a “Beaker Buckles Up. How About U?” bookmark. Additionally, the



distracted driving simulator was displayed at the football Homecoming game along with the drunk driving goggles.

The contract also included:

- Four radio spots during all live broadcasts (approximately 60 events)
- On-field signage
- Logo on website and gameday program
- PA Announcements with corresponding logo
- One video board trivia promotion at 32 home basketball games. Examples:
 - Did You Know? There were 69 motor vehicle crashes in Rowan County over the past two years that involved a drunk and/or drugged driver.
 - Did You Know? Handheld cell phone use is highest nationwide among 16- to 24-year-old drivers.
 - Did You Know? More than 70 motor vehicle injuries and 5 fatalities in Rowan County over the past two years involved an unbelted driver or passenger.



Top mention earned 89 engagements



Brad Smith

@BradSmithMSU · Oct 21

Come and check out the [@kyhighwaysafety](#) simulator today in the tailgate lot. #BeakerBucklesUp #OneTownOneTeam pic.twitter.com/a445ATg7re



🔄 2 ❤️ 3

MURRAY STATE UNIVERSITY ATHLETICS

Total: \$9,896

- \$3,000 NHTSA 405D funds program number THSP19IM
- \$3,000 NHTSA 405E funds program number THSP19DD
- \$3,896 FHWA funds program number 9139402N

Murray State University, located in Calloway County, is a Local Heroes county. The contract includes:

- Radio spots on Racer Radio Network (15 counties)
- PA Announcements with corresponding logo on video board at six different
- Signage on 30'x16' outdoor vision board at special events center. The building is faces the main highway, visible at two stoplight intersections.



Image used during Click It or Ticket at special events center.



WESTERN KENTUCKY UNIVERSITY ATHLETICS

Total: \$10,000

- \$4,000 NHTSA 405D funds program number THSP19IM
- \$1,000 NHTSA 405E funds program number THSP19DD
- \$5,000 FHWA funds program number 9139402N

Western Kentucky University, located in Warren County, is a Local Heroes county. The contract includes radio spots on the Big Red Radio Network (15 affiliates). *NOTE: Warren County is a top county in crashes and fatalities in all areas, so the contract was expanded in FY20.*



Radio spots feature WKU University police officer, Bowling Green police officer and Warren County Sheriff Deputy.

2019 Financial Summary

<u>GTS</u>	402	MAP 21 405c	MAP 21 405b	MAP 21 405f	FAST Act 402	FAST Act 405b
Planning and Admin					\$296,130.39	
Traffic Records						
Impaired Driving						
Occupant Protection			\$380,039.93			\$342,136.57
Special Distracted Driving						
Police Traffic Services	\$72,238.54				\$2,505,827.15	
Motorcycle Safety				\$34,881.63	\$84,550.00	
Community Traffic Safety					\$163,723.28	
Data Program		\$201,991.47				
Paid Media-Other			\$280,000.00		\$185,000.00	
Total	\$72,238.54	\$201,991.47	\$660,039.93	\$34,881.63	\$3,235,230.82	\$342,136.57

<u>GTS</u>	FAST Act 405c	FAST Act 405d	FAST Act 405e	FAST Act 405f	Total	% Total
Planning and Admin					\$296,130.39	4.0%
Traffic Records	\$16,781.09				\$16,781.09	0.2%
Impaired Driving		\$1,628,385.46			\$1,628,385.46	22.2%
Occupant Protection					\$722,176.50	9.9%
Special Distracted Driving			\$24,334.83		\$24,334.83	0.3%
Police Traffic Services					\$2,578,065.69	35.2%
Motorcycle Safety				\$33,593.37	\$153,025.00	2.1%
Community Traffic Safety					\$163,723.28	2.2%
Data Program	\$171,157.43				\$373,148.90	5.1%
Paid Media-Other		\$767,380.79	\$135,700.00		\$1,368,080.79	18.7%
Total	\$187,938.52	\$2,395,766.25	\$160,034.83	\$33,593.37	\$7,323,851.93	100.0%

