

# FY 2012 Annual Report

Kentucky Office of Highway Safety



**Kentucky Office of Highway Safety**

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## Kentucky Office of Highway Safety Grants Management Branch



*Pictured above from left to right beginning with the front row are Steve Wright, Bob Douglas, DeAnn Cinquino, Lori Macintire, Cindy Watts; back row are Jonathan Moore, Nate Dean, Ryan Fisher, Bill Bishop, Therese Richerson, Greg Dennison and Bob Criswell*

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## Introduction

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

In this annual report, the Kentucky Office of Highway Safety will present a descriptive crash analysis of injuries and fatalities occurring on the state's roadways during federal fiscal year 2012 (October 1, 2011 through September 30, 2012). The report will also outline preventative measures being taken, grant programs and public awareness campaigns being conducted, and partnerships that strive to minimize the loss of human life on our roadways. All programs and initiatives being referenced are paid for by the National Highway Traffic Safety Administration (NHTSA) and state match. Media initiatives are paid for by the NHTSA and Federal Highway Administration, (FHWA).

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

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

## Crash Data Summary

The total number of motor vehicle crashes in Kentucky increased less than one percent during the last year, from 127,456 in 2010 to 127,524 in 2011. In addition, the number of fatalities decreased by 5.1% from 760 in 2010 to 721 in 2011. As a result, Kentucky's fatality rate per 100 million vehicle miles traveled (VMT) also decreased from 1.58 in 2010 to 1.50 in 2011. By comparison, the national fatality rate is 1.18.

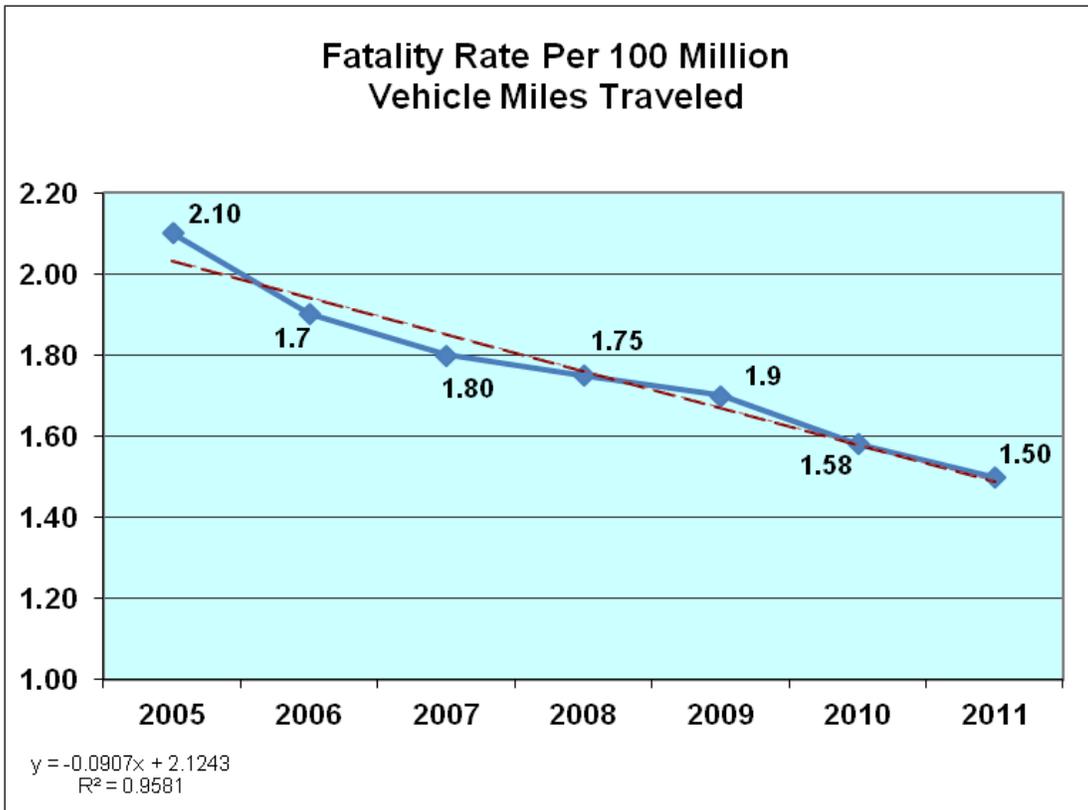
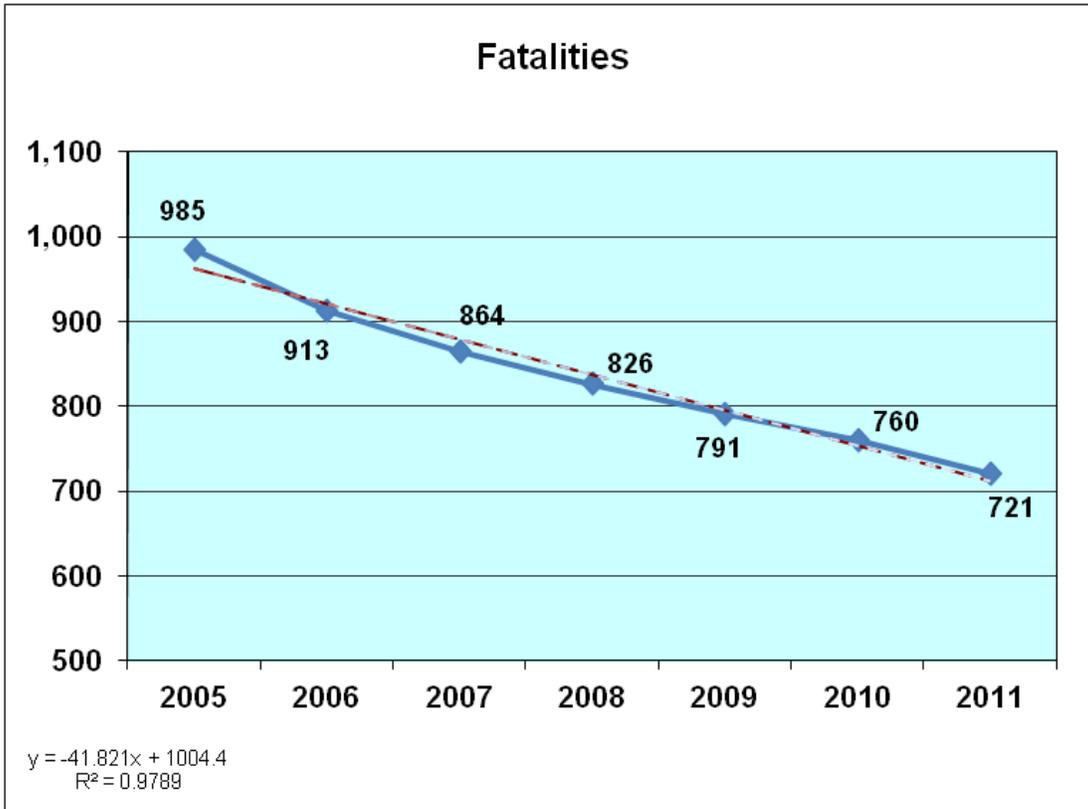
Most of the performance measures graphed on the following pages exhibit improving trends in recent years. Numbers and rates of serious injuries and fatalities continue to decrease, while seat belt usage continues to climb. Less encouraging is the fact that the trend lines for total crashes and the percent of fatalities that are alcohol-related have been fairly constant.

\* Crash Data source – Kentucky CRASH Database

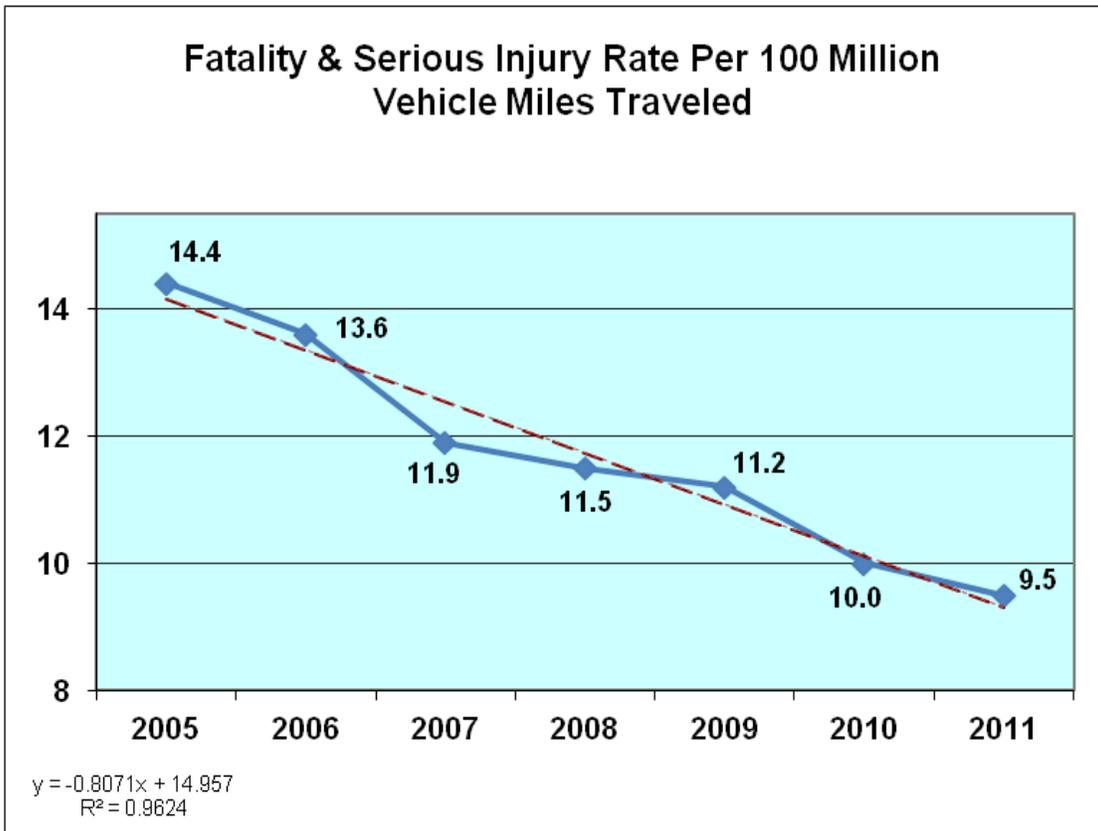
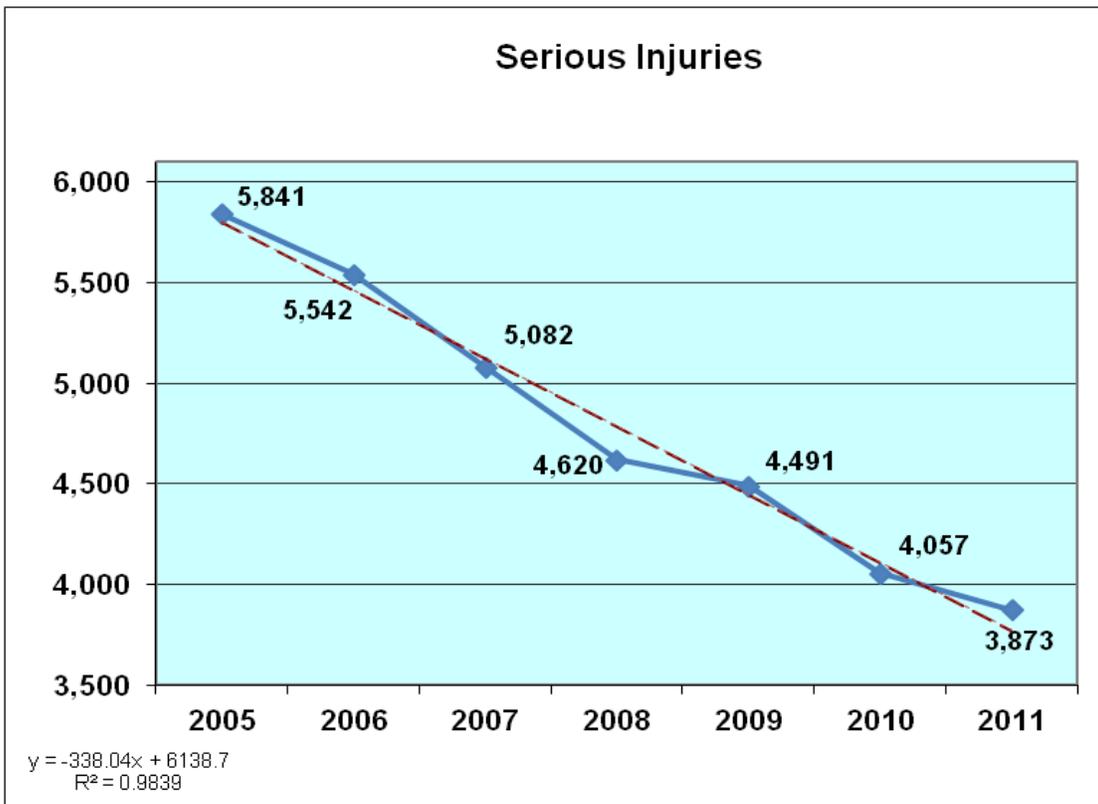
## Kentucky Crash Data / Trends

<b>Number of Fatalities</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>
	985	913	864	826	791	760	721
<b>Number of Rural Fatalities</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>
	575	518	525	483	473	429	403
<b>Number of Urban Fatalities</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>
	410	395	339	343	318	331	318
<b>Number of Unrestrained Fatalities</b> (all seating positions)	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>
	511	474	382	381	356	319	310
<b>Crash Rate</b> (per 100 million VMT)	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>
	271	267	260	262	267	265	265
<b>Fatality Rate</b> (per 100 million VMT)	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>
	2.10	1.90	1.80	1.75	1.70	1.58	1.50
<b>Number of Serious Injuries</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>
	5,841	5,542	5,082	4,620	4,491	4,057	3,873
<b>Fatality &amp; Serious Injury Rate</b> (per 100 million VMT)	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>
	14.4	13.6	11.9	11.5	11.2	10.0	9.5
<b>Fatality Rate Per 100K Population</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>
	23.6	21.7	20.4	19.3	18.3	17.5	16.5
<b>Fatal &amp; Serious Injury Rate</b> (per 100K population)	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>
	163.7	153.5	134.4	127.6	122.4	111.0	105.1
<b>Number of Alcohol Related Fatalities</b> (operator with .08+ BAC)	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>
	204	188	204	160	203	167	158
<b>Percent of Fatalities - Alcohol-Related</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>
	21%	21%	24%	19%	26%	22%	22%

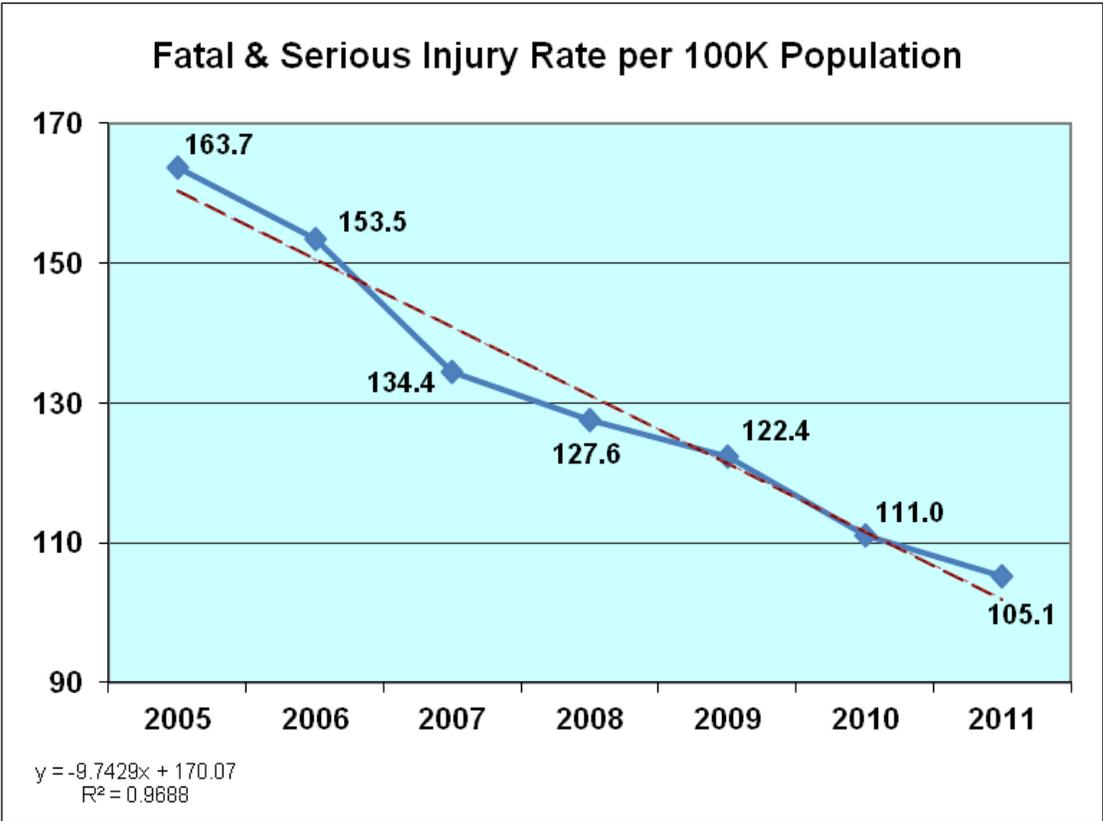
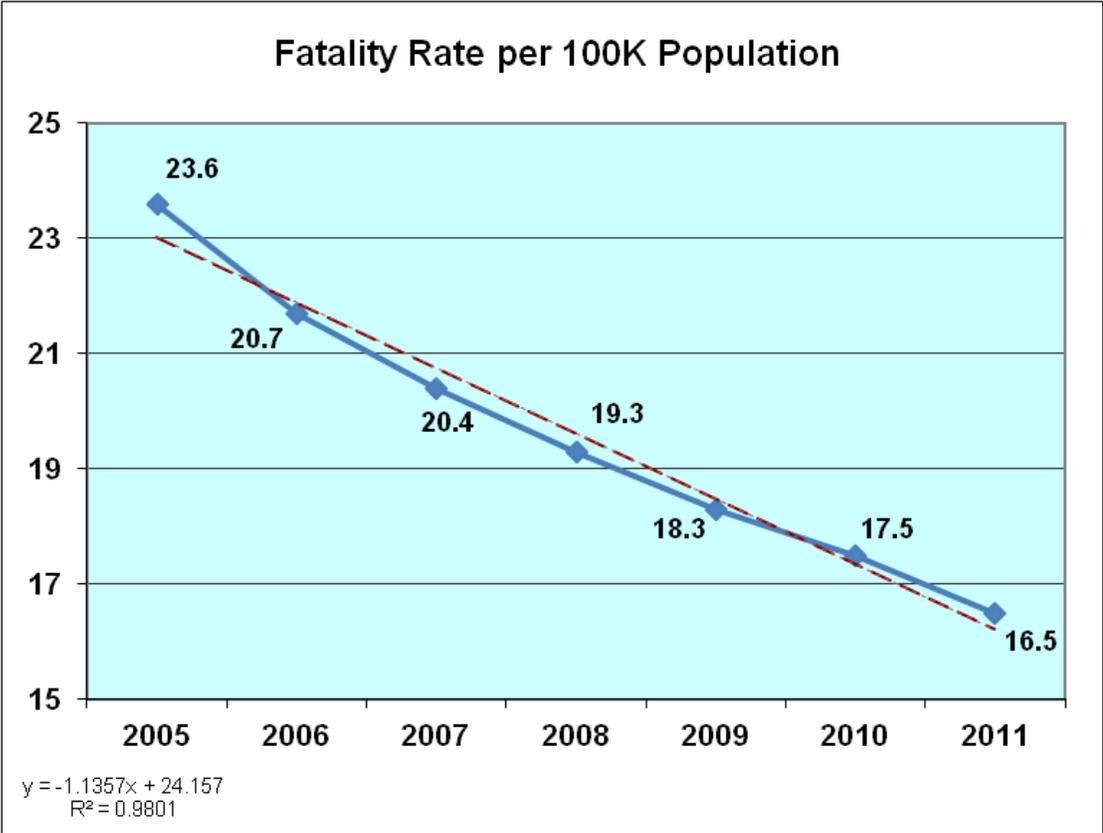
<b>Alcohol Related Fatality Rate</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>
(per 100 million VMT)	0.43	0.39	0.43	0.34	0.43	0.35	0.33
<b>Speeding-related crashes</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>
	8,083	7,931	6,847	7,533	7,278	7,141	7,180
<b>Speeding-related fatalities</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>
	206	160	132	154	135	138	127
<b>Percent of Front Seat Occupants Using Safety Belts</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>
	67.2%	72.0%	73.3%	79.7%	80.3%	82.2%	83.7%
<b>Child Restraint Usage - (&lt;Age 4)</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>
	94.0%	98.5%	98.0%	98.6%	96%	97%	98%
<b>Number of Motor Vehicle Crashes</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>
	128,685	127,252	124,553	123,530	126,237	127,456	127,524
<b>Motorcycle-involved crashes</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>
	1,777	1,765	2,087	2,159	1,915	1,961	1,839
<b>Motorcycle-Involved Fatal Crashes</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>
	83	94	112	96	85	92	71
<b>Motorcyclist Fatalities</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>
	89	89	113	96	88	97	72
<b>Unhelmeted Motorcyclist Fatalities</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>
	57	68	72	60	47	60	42
<b>Drivers Age &lt; 20 Involved in Fatal Crash</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>
	140	135	117	92	112	83	63
<b>Pedestrian Fatalities</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>
	56	52	44	67	39	61	52



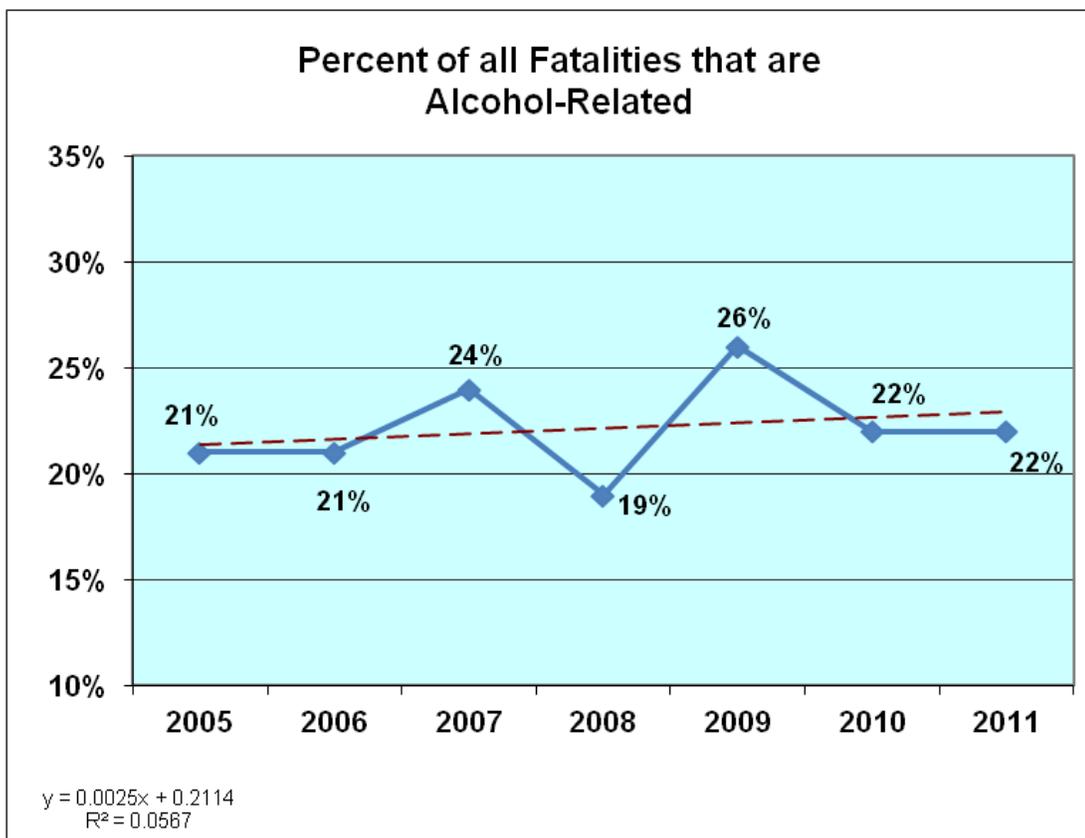
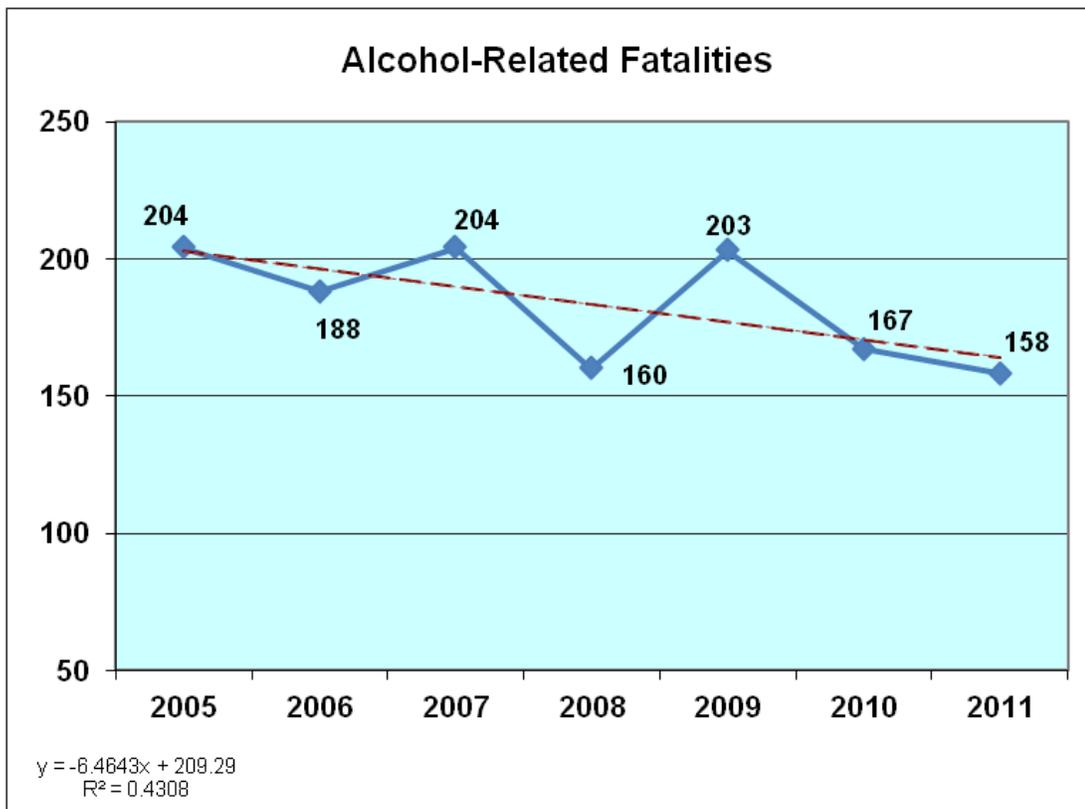
Note: Dashed red line indicates trend



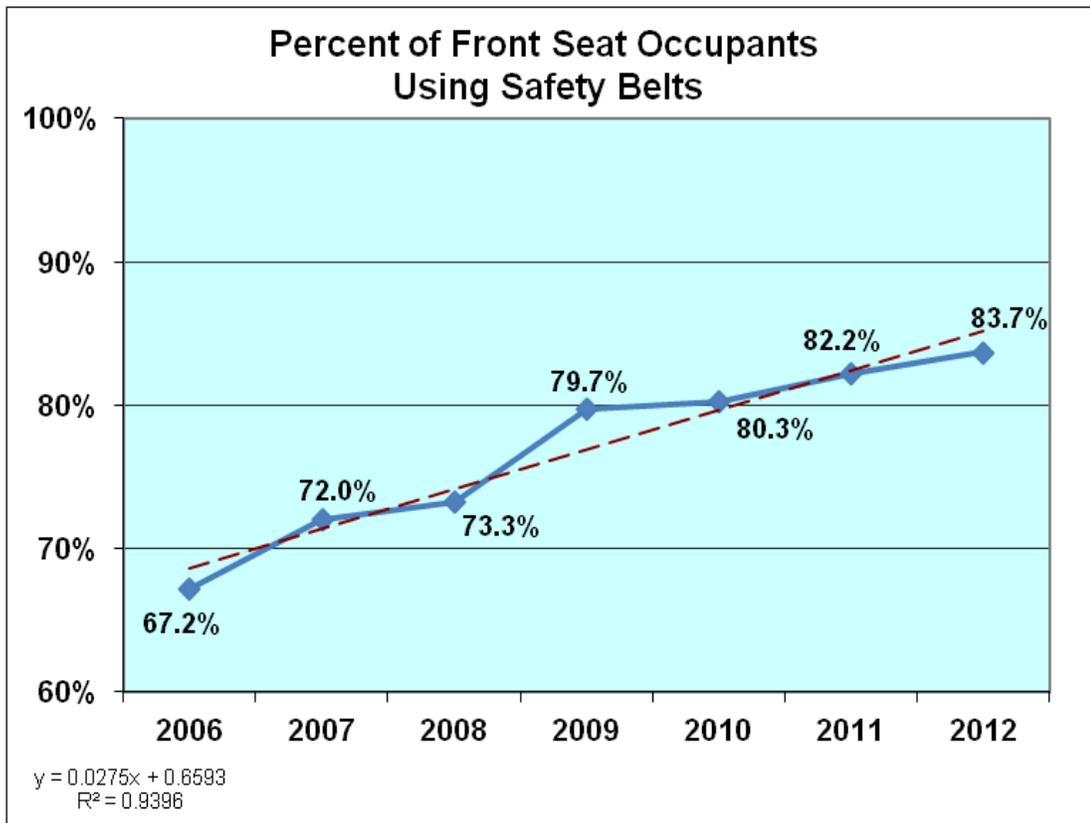
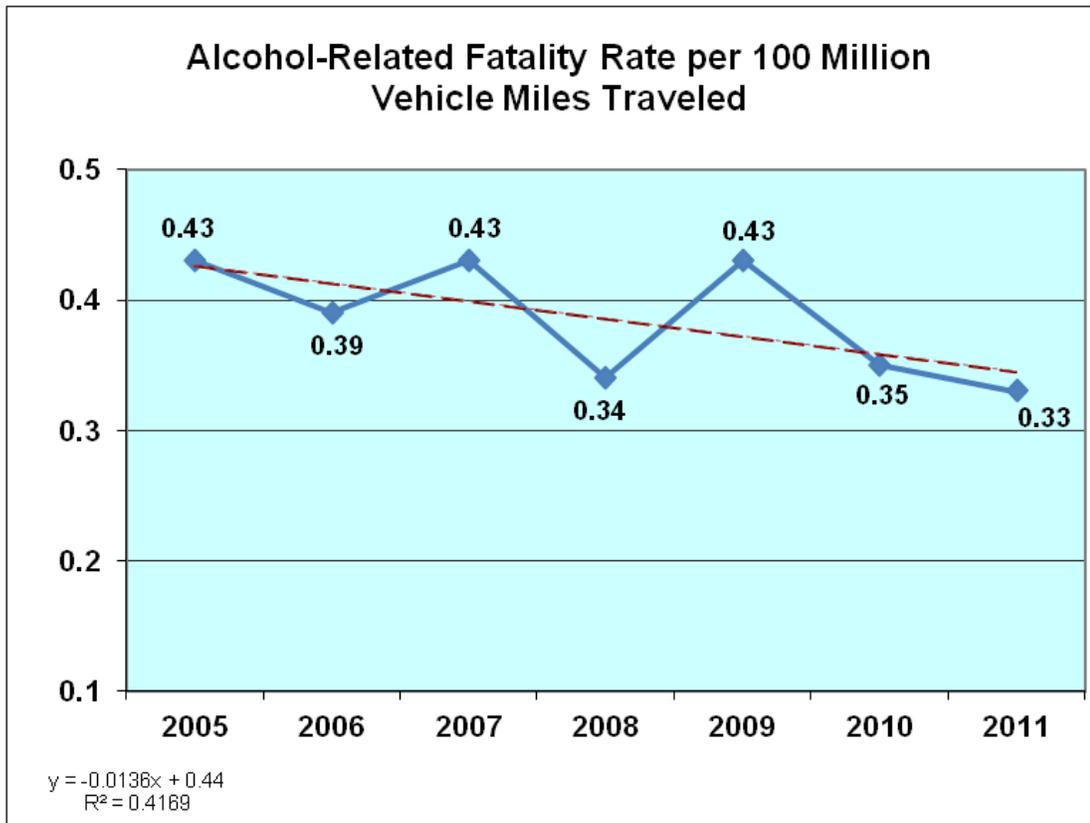
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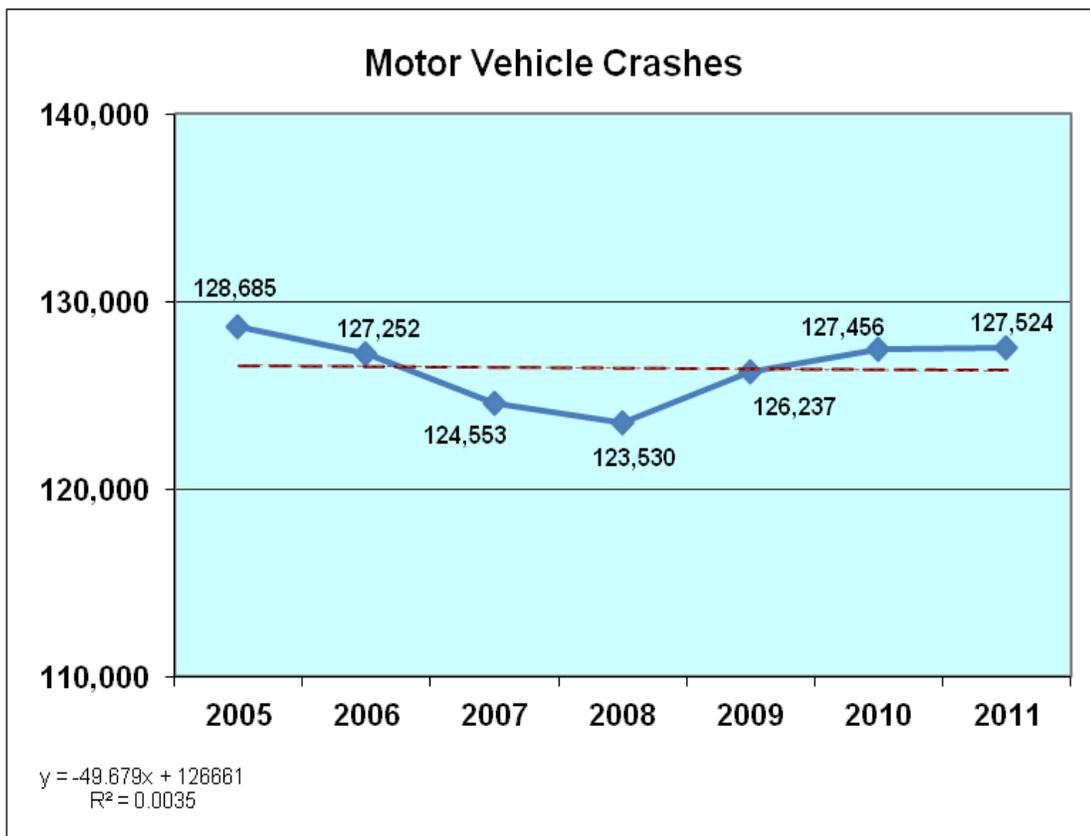
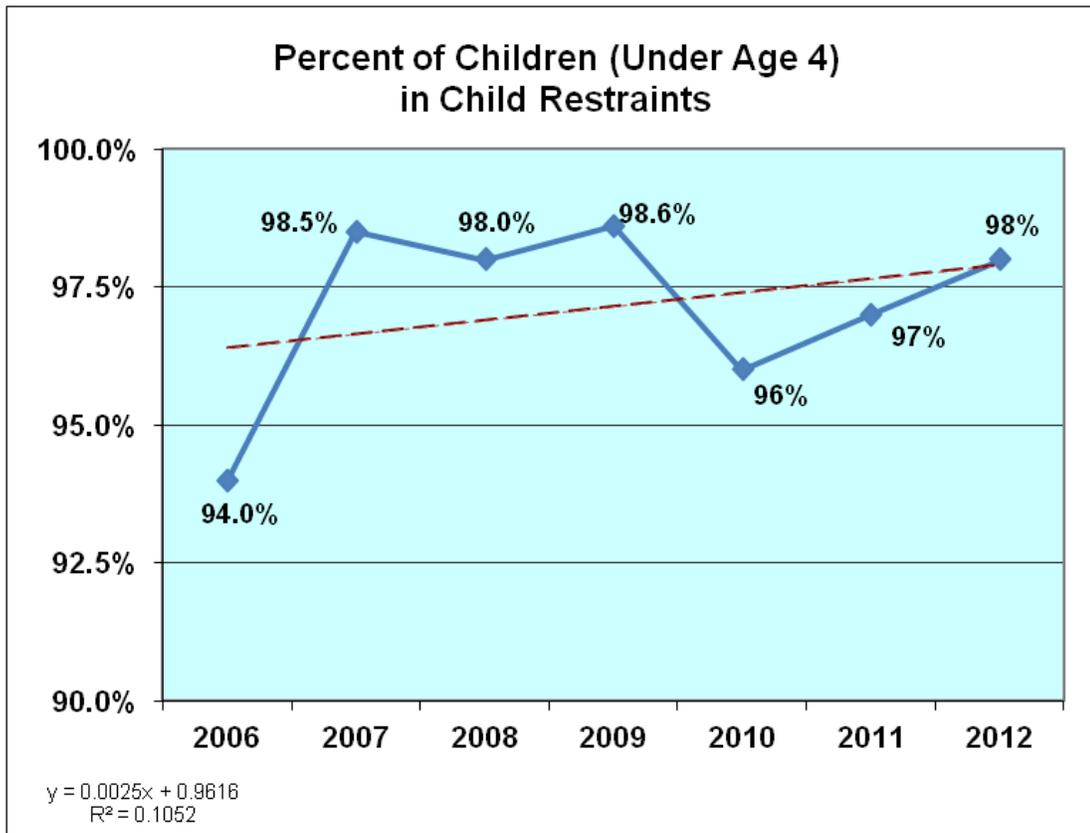
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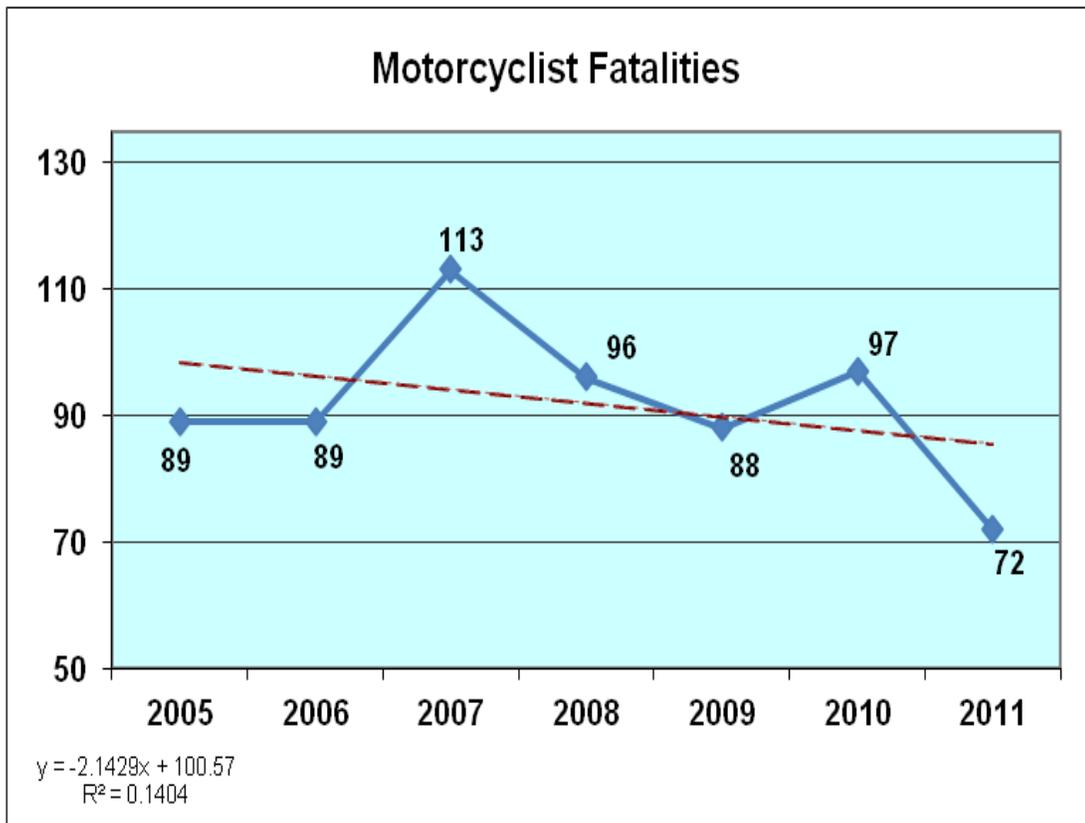
Note: Dashed red line indicates trend



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\* Crash Data source – Kentucky CRASH Database

## Fiscal Year 2012 Performance Goal Statements/Status

### Core Outcome Measures

1. To decrease fatalities by 5% from the 2008-2010 calendar base year average of 792 to 752 by December 31, 2012; from 752 to 714 by December 31, 2013; and from 714 to 678 by December 31, 2014.

**Status:** From January 1 through December 1, 2012, there were 677 fatalities. This represents a decrease of 14.5% from the 2008-2010 calendar base year average of 792.

2. To decrease serious traffic injuries by 5% from the 2008-2010 calendar base year average of 4,389 to 4,170 by December 31, 2012; from 4,170 to 3,962 by December 31, 2013; and from 3,962 to 3,764 by December 31, 2014.

**Status:** From January 1 through December 1, 2012, there were 3,441 serious traffic injuries. This represents a decrease of 21.6% from the 2008-2010 calendar base year average of 4,389.

3. To decrease fatalities/100M VMT from the 2008-2010 calendar base year average rate of 1.68 by 5% to 1.60 by December 31, 2012; to 1.52 by December 31, 2013; and to 1.44 by December 31, 2014.

**Status:** From January 1 through December 1, 2012, the fatalities/100M VMT rate was 1.4. This represents a decrease of 16.7% from the 2008-2010 calendar base year average of 1.68.

4. To decrease rural fatalities from the 2008-2010 calendar base year average of 462 by 5% to 439 by December 31, 2012; from 439 to 417 by December 31, 2013; and from 417 to 396 by December 31, 2014.

**Status:** From January 1 through December 1, 2012, there were 406 rural fatalities. This represents a decrease of 12.1% from the 2008-2010 calendar base year average of 462.

5. To decrease urban fatalities from the 2008-2010 calendar base year average of 331 by 5% to 314 by December 31, 2012; from 314 to 298 by December 31, 2013; and from 298 to 283 by December 31, 2014.

**Status:** From January 1 through December 1, 2012, there were 271 urban fatalities. This represents a decrease of 18.1% from the 2008-2010 calendar base year average of 331.

6. To decrease unrestrained passenger vehicle occupant fatalities in all seating positions by 5% from the 2008-2010 calendar base year average of 352 to 334 by December 31, 2012; and from 334 to 317 by December 31, 2013; and from 317 to 301 by December 31, 2014.

**Status:** From January 1 through December 1, 2012, there were 333 unrestrained passenger vehicle occupant fatalities in all seating positions. This represents a decrease of 5.4% from the 2008-2010 calendar base year average of 352.

7. To decrease alcohol-impaired driving fatalities by 5% from the 2008-2010 calendar base year average of 177 to 168 by December 31, 2012; from 168 to 160 by December 31, 2013; and from 160 to 152 by December 31, 2014.

**Status:** From January 1 through December 1, 2012, there were 123 alcohol-impaired driving fatalities. This represents a decrease of 30.5% from the 2008-2010 calendar base year average of 177.

8. To decrease speeding-related fatalities by 5% from the 2008-2010 calendar base year average of 142 to 135 by December 31, 2012; from 135 to 128 by December 31, 2013; and to 122 by December 31, 2014.

**Status:** From January 1 through December 1, 2012, there were 110 speeding-related fatalities. This represents a decrease of 22.5% from the 2008-2010 calendar base year average of 142.

9. To decrease motorcyclist fatalities by 5% from the 2008-2010 calendar base year average of 94 to 89 by December 31, 2012; and from 89 to 85 by December 31, 2013; and from 85 to 81 by December 31, 2014.

**Status:** From January 1 through December 1, 2012, there were 70 motorcyclist fatalities. This represents a decrease of 25.5% from the 2008-2010 calendar base year average of 94.

10. To decrease unhelmeted motorcyclist fatalities by 5% from the 2008-2010 calendar base year average of 56 to 53 by December 31, 2012; and from 53 to 50 by December 31, 2013; and from 50 to 48 by December 31, 2014.

**Status:** From January 1 through December 1, 2012, there were 41 unhelmeted motorcyclist fatalities. This represents a decrease of 26.8% from the 2008-2010 calendar base year average of 56.

11. To decrease drivers age 20 or younger involved in fatal crashes by 5% from the 2008-2010 calendar base year average of 96 to 91 by December 31, 2012; from 91 to 86 by December 31, 2013; and from 86 to 82 by December 31, 2014.

**Status:** From January 1 through December 1, 2012, there were 79 fatal crashes involving drivers age 20 or younger. This represents a decrease of 17.7% from the 2008-2010 calendar base year average of 96.

12. To decrease pedestrian fatalities by 5% from the 2008-2010 calendar base year average of 56 to 53 by December 31, 2012; from 53 to 50 by December 31, 2013; and from 50 to 48 by December 31, 2014.

**Status:** From January 1 through December 1, 2012, there were 48 pedestrian fatalities. This represents a decrease of 14.3% from the 2008-2010 calendar base year average of 56.

### **Activity Measures**

13. To increase the number of seat belt citations during grant-funded enforcement activities by 2% from the 2008-2010 calendar base year average of 32,434 to 33,083 by December 31, 2012; from 33,083 to 33,744 by December 31, 2013; and from 33,744 to 34,419 by December 31, 2014.

**Status:** A total of 40,891 seat belt citations were issued during grant-funded overtime, exceeding the goal for 2012.

14. To increase the number of DUI arrests during grant-funded enforcement activities by 2% from the 2008-2010 calendar base year average of 4,140 to 4,223 by December 31, 2012; from 4,223 to 4,307 by December 31, 2013; and from 4,307 to 4,393 by December 31, 2014.

**Status:** A total of 3,463 DUI arrests were made during grant-funded overtime, which fell short of the 2012 goal by 760 arrests.

15. To increase the number of speeding citations during grant-funded enforcement activities by 2% from the 2008-2010 calendar base year average of 43,861 to 44,738 by December 31, 2012; from 44,738 to 45,673 by December 31, 2013; and from 45,673 to 46,586 by December 31, 2014.

**Status:** A total of 43,268 speeding citations were issued during grant-funded overtime, which fell short of the 2012 goal by 1,470 citations.

### **Core Behavior Measure**

16. To increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles from the 2010 average usage rate of 80.3% to 82% by December 31, 2011; to 84% by December 31, 2012; and to 86% by December 31, 2013.

**Status:** The 2012 safety belt usage survey results indicate 83.7% usage for front seat occupants, meeting the above goal.

## **Accomplishments**

The following accomplishments are among those made in the area of highway safety using NHTSA funding during federal fiscal year 2012:

- Provided federal funding for 114 overtime enforcement projects throughout the state to address identified highway safety problems through year-round enforcement programs.
- Provided federal funding to an additional 69 law enforcement agencies for heightened enforcement specifically during the 2012 “Click It or Ticket” mobilization.
- Provided federal funding to nine entities for educational programs and training aimed at reducing traffic fatalities and injuries.
- Provided federal funding for four Traffic Safety Data Systems Improvement grants.
- Provided federal funding for the purchase of lighting to be used with the traffic safety checkpoint trailer that is available for loan through the Education Branch of the Kentucky Office of Highway Safety.
- Funded publication of the annual *Analysis of Traffic Crash Data in Kentucky, Traffic Collision Facts and Safety Belt Usage Survey in Kentucky* research report by the Kentucky Transportation Center (University of Kentucky).
- Conducted seven training sessions throughout the state to review responsibilities and procedures for agencies receiving highway safety grants.
- Coordinated enforcement mobilizations emphasizing the major program priorities of occupant protection and impaired driving.
- Continued funding for a state Traffic Safety Resource Prosecutor (TSRP), who provides training and technical assistance to both law enforcement and prosecutors.
- Planned and coordinated a Kentucky Lifesavers Conference for the ninth consecutive year.
- Sponsored the 160-site statewide annual seat belt survey, which indicated an increase in Kentucky’s average seat belt usage rate from 82.2% in 2011 to 83.7% in 2012.
- Sponsored an attitudinal survey focused on impaired driving, occupant protection, speeding and distracted driving.
- 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 126 law enforcement officers honored at this event from 123 agencies across the Commonwealth.
- 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 201 law enforcement officers from 185 agencies recognized for their efforts to target impaired drivers at this event.

- Conducted five statewide media campaigns to coincide with highway safety enforcement mobilizations including “Click It or Ticket” in November and May, “Drive Sober or Get Pulled Over” in December, “Blue Lights Across the Bluegrass” during the summer and “Drive Sober or Get Pulled Over” in August.
- 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>).
- Participated in the NHTSA Traffic Records Assessment in May 2012.
- Participated in the NHTSA Management Review for fiscal years 2010, 2011 and 2012.

## **Program Management**

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

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

Workshops for the 2012 grant year were held at Kentucky Dam Village State Park, Elizabethtown Police Department, Edgewood Police Department, Ramada Inn in Paintsville, Kentucky, London’s community center, and two sessions held at the Kentucky Transportation Cabinet’s conference center in Frankfort. Overall, approximately 170 participants attended the regional training workshops.

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 2012 were funded with Section 402 and Section 410 funds for 31 local law enforcement agencies in 23 counties, as well as Kentucky State Police who have statewide jurisdiction.

These agencies worked a combined total of 16,236 patrol overtime hours resulting in 2,399 DUI arrests, 5,922 other arrests, 7,087 speeding citations, 7,697 safety belt citations, 237 child restraint citations and 25,427 other citations during the grant year. In addition, these grantees worked a combined total of 2,036 overtime hours at 558 traffic safety checkpoints resulting in 419 DUI arrests, 908 other arrests, 27 speeding citations, 320 seat belt citations, 22 child restraint citations and 1,386 other citations.



Kentucky coordinated two major mobilizations focused on impaired driving in FY 2012 in conjunction with the national "Drive Sober or Get Pulled Over" mobilization, from December 16, 2011 through January 2, 2012 and August 17 through September 3, 2012. The results for both the December and August campaigns are on the following page.

A total of 185 law enforcement agencies participated in the December mobilization and reported their enforcement data to the Office of Highway Safety. A total of 340 checkpoints were conducted during this 18-day period. Between checkpoints and patrol enforcement, the mobilization resulted in the following arrests/citations:

DUI Arrests:	1,213	Safety Belts:	2,808
Felony arrests:	1,346	Child Restraints:	176
Drug Arrests:	1,185	No Insurance:	3,725
Fugitives Apprehended:	1,808	Reckless Driving:	429
Suspended Licenses:	1,049	Other Traffic Violations:	14,853
Speeding:	9,039	Stolen Vehicles Recovered:	35

A total of 199 law enforcement agencies participated in the August mobilization and reported their enforcement data to the Office of Highway Safety. A total of 594 checkpoints were conducted during this 18-day period. Between checkpoints and patrol enforcement, the mobilization resulted in the following arrests/citations:

DUI Arrests:	1,636	Safety Belts:	15,239
Felony arrests:	1,485	Child Restraints:	1,313
Drug Arrests:	1,303	No Insurance:	14,369
Fugitives Apprehended:	1,984	Reckless Driving:	1,520
Suspended Licenses:	2,456	Other Traffic Violations:	18,963
Speeding:	10,911	Stolen Vehicles Recovered:	1,076



*Bill Bell, Executive Director of the Division of Highway Safety Programs, addresses the audience at a “Drive Sober or Get Pulled Over” press conference held at Newport on the Levee. Officers from Kentucky, Ohio, and Indiana participated.*

*Coal Run City Commissioner within Pike County spoke during a Drive Sober or Get Pulled Over press event held at Archer Park in Prestonsburg in the eastern region of the state. Captain Curtis O'Bannon, Post Commander of Kentucky State Police Pikeville Post also spoke promoting increased enforcement.*



## **Governor's Impaired Driving Enforcement Awards Program**

On December 8, 2011, the Kentucky Office of Highway Safety hosted the annual Governor's Impaired Driving Enforcement Awards. The event was held at the Embassy Suites hotel in Lexington. Bill Bell, Executive Director of the Kentucky Office of Highway Safety, welcomed the group. Governor Steve Beshear provided a video message congratulating the officers following remarks by Karen and Stephen Sikra, Rodney Brewer, Commissioner of the Kentucky State Police and J. Michael Brown, Secretary with the Justice and Public Safety Cabinet.

The event honored 201 officers from 185 law enforcement agencies for their outstanding achievements in enforcement in reducing impaired driving during FY 2011. The individuals receiving awards were collectively responsible for over 6,297 impaired driving arrests from October 2010 through September 2011. Total agency arrests from those who reported were 32,991.



*Pictured above are the Kentucky State Police Honor Guard and Trooper William Gregory who performed the National Anthem during the opening of our Governor's Impaired Driving Enforcement Awards Ceremony.*



*Bill Bell, Executive Director of the Division of Highway Safety Programs presented the awards at the 2011 Governor's Impaired Driving Enforcement Awards Ceremony. Pictured with Mr. Bell is Trooper Eddie Whitworth with Kentucky State Police. Trooper Whitworth had the highest number of DUI arrests during the grant year for the past two consecutive years.*

*Stephen and Karen Sikra spoke about the effects of surviving a drunken driving crash and thanked the officers for preventing other families from dealing with same physical and mental trauma. The Sikra family was featured in two television public service announcements airing statewide during the holiday Drive Sober or Get Pulled Over enforcement campaign Dec. 16, 2011 through Jan. 2, 2012.*



## **Grants to Non-Law Enforcement Projects**

### **Traffic Safety Resource Prosecutor (TSRP)**

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

During the grant cycle, the TSRP:

- Planned, moderated and conducted training focusing on drugged driving at the Kentucky Prosecutors Conference on August 22-24, 2012. This session discussed current trends in law enforcement training to assist in investigation, as well as the statutory and case law hurdles for these types of cases.
- Presented two "Protecting Lives, Saving Futures" training sessions in December 2011 and March 2012. These sessions, attended by approximately 40 students each, focused on the effective detection and prosecution of DUI offenders.
- Planned and conducted the "Lethal Weapon" training in June 2012 for approximately 30 students, focusing 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.

- Continually updated the TSRP web site, [www.kytrafficsafety.com](http://www.kytrafficsafety.com), to serve as a resource for prosecutors and law enforcement. Files contained within the site include but are not limited to defense tactics, DRE case summaries, jury instructions and continued updates to the Prosecutor's Trial Manual, which covers many prosecutor issues. Additionally, state and national DUI and traffic safety news stories are updated weekly. The number of users has grown approximately 30% since last December.

### **Drug Evaluation and Classification Program**

Kentucky's Department of Criminal Justice Training (DOCJT) at Eastern Kentucky University completed their seventh year of a project to maintain a group of local and state law enforcement officers who are certified Drug Recognition Experts (DREs). This project was supported with Section 410 funding. FY 2012 project activities included two seven-day DRE classes, each of which was preceded by a two-day preschool. Twenty DRE candidates and 16 prosecutors attended the preschool, and 19 DRE candidates passed both phases of instruction. Candidates earn final certification by successfully completing twelve drug evaluations, which they did during drug task force events in Los Angeles, California. The State Coordinator also held two recertification classes during the year, which allowed 21 DREs to maintain their certification credentials. A number who did not keep their credentials up-to-date were decertified.

The Drug Evaluation and Classification Program continued to offer the ARIDE (Advanced Roadside Impaired Driving Enforcement) training at several locations around the state for the third year. This valuable training is designed to bridge the 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. Ten 16-hour ARIDE courses were held this year, with a total of 189 officers attending.

*DRE candidates evaluate the vital signs of an individual arrested during a drug task force held in partnership with the Los Angeles Police Department. In order to obtain certification, graduates of the DRE class must complete 12 successful drug evaluations. The task forces in Los Angeles have proven to be useful for gathering enough drugged subjects for these evaluations.*



## **Kentucky State Police Intoxilyzer Upgrades**

Section 410 funds were awarded to allow Kentucky State Police to replace 25 outdated or inoperable breath alcohol testing instruments with new and improved *Intoxilyzer 8000* models. These stationary units are located at jails in each county for use by state and local law enforcement following DUI arrests.

## **Administrative Office of the Courts**

Section 410 funding enabled a team from Kentucky's Administrative Office of the Courts to attend NHTSA's national DUI Court Training in Athens, Georgia in April 2012. The team then used what they had learned to develop training for Kentucky's district judges, presenting it through a Judicial College held in September at Lake Barkley State Park. Six hours of instruction at this event focused on problem-solving court strategies for DUI offenders who are referred to drug courts. Specific topics included ignition interlock statutes, technology, research and usage; issues surrounding urine and breath testing of DUI offenders; and the promise and proposed implementation of DUI alcohol courts.

## **Youth Alcohol Program Coordinator**

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

During Fiscal Year 2012, the coordinator conducted 12 Fatal Experience Driving Simulation (FEDS) programs at high schools and universities, in addition to 116 Hands-On Student Simulation (HOSS) programs in middle schools. The two programs combined reached a total of over 16,530 students throughout the state.

*Pictured right is Wayne Alexander, Statewide Youth Coordinator instructing a student in the "Hands On Student Simulation (HOSS) Program.*



## Occupant Protection Program

### Grants to Law Enforcement

The Office of Highway Safety utilized Section 402 funds to support occupant protection overtime enforcement programs for 27 law enforcement agencies. These grantees worked a total of 8,474 overtime hours, issuing a total of 8,957 seat belt citations and 394 child restraint citations. In addition, these grantees issued a total of 4,130 speeding citations, 12,178 other traffic citations, and made 281 DUI arrests and 942 other arrests during their grant-funded hours, which included 74 traffic safety checkpoints.



### 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 20 through June 3, 2012.

A total of 216 law enforcement agencies reported the following activity for the two-week campaign period. Enforcement results are summarized below:

DUI Arrests:	1,215	Safety Belts:	19,393
Felony Arrests:	1,362	Child Restraints:	702
Drug Arrests:	1,501	No Insurance:	5,536
Fugitives Apprehended:	1,732	Reckless Driving:	448
Speeding:	11,544	Suspended Licenses:	1,434
Other Traffic Violations:	20,503	Stolen Vehicles Recovered:	109

Efforts during the "Click It or Ticket" campaign were strengthened by partnerships with adjoining states. Kentucky, Tennessee, Virginia, Ohio and West Virginia law enforcement agencies partnered for a "Border to Border" initiative during the mobilization that included coordinated traffic safety checkpoints near the state line.

Press conferences to publicize the “Click It or Ticket” mobilization were held at Riverfront Park in the City of Ashland; Riverfront Park in downtown Cincinnati, Ohio; and downtown Louisville at the Yum Center. Media were also invited to the area briefing meetings held throughout the state to kick off “Click It or Ticket,” as well as an invitation to attend and observe traffic safety checkpoints conducted during the campaign.

*Kentucky, Ohio and West Virginia law enforcement officers attended this press event held at the Riverfront Park in Ashland, Kentucky. Speakers included executives from each law enforcement agency in the region.*



*Law enforcement from Kentucky, Ohio and Indiana attended this Click It or Ticket event held at Riverfront Park in downtown Cincinnati, Ohio. Law enforcement executives from each state addressed the group.*

*Lt. Joe Seelye with Louisville Metro Division of Police addressed a group of law enforcement at a Click It or Ticket press event held at the Yum Center in Louisville, Kentucky.*



## **May Mobilization Grants**

A total of \$268,477.30 in Section 405 funding was expended by law enforcement agencies solely for officer overtime during the May 2012 “Click It or Ticket” Mobilization. A total of 64 agencies utilized this additional funding, including Kentucky State Police and Kentucky Commercial Vehicle Enforcement.

These agencies worked a combined total of 6,199 overtime hours of traffic patrol during which they issued 11,119 seat belt citations, 386 child restraint citations, 2,545 speeding citations, 9,057 other citations and also made 166 DUI arrests and 876 other arrests. In addition, they worked a combined total of 259.5 overtime hours at 49 traffic safety checkpoints resulting in 10 DUI arrests, 11 other arrests, 72 seat belt citations, 12 child restraint citations and 283 other citations.

## **Law Enforcement Liaisons**

Kentucky’s Law Enforcement Liaisons (LELs) continued to build networks with law enforcement agencies and to promote greater participation in the traffic safety mobilizations. Kentucky has four LELs who work as contract employees for the Kentucky Office of Highway Safety, responsible for law enforcement outreach in their respective regions of the state. In FY 2012, the LELs made over 1,000 visits to city, county, and state agencies. They were instrumental in identifying and selecting agencies to receive funding for special traffic enforcement efforts.

The LELs assist the grant program managers by working one-on-one with Kentucky's police chiefs, sheriffs and project directors to answer questions regarding grants and

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

During Fiscal Year 2012, the LELs held a total of 32 regional meetings in May and August, presenting information on current highway safety priorities and upcoming national/state mobilizations. Grantees and all other law enforcement agencies in each of the 12 districts are invited, as well as local elected officials. These meetings have proven successful in promoting the objectives of the state Highway Safety Office and the mobilizations. Participants were invited for lunch immediately after the meeting; they received program enhancement items and were given an opportunity to draw for equipment incentive prizes.

The LELs also attended a number of meetings, such as those held by state and regional chiefs and sheriffs associations, the Kentucky Lifesavers Conference in April 2012 and the Governor's Highway Safety Association Conference in August 2012.

*Pictured right is Greg Dennison, Western Kentucky Law Enforcement Liaison within the Kentucky Office of Highway Safety presenting at an Area Briefing meeting in Bowling Green, Kentucky to kick off the Drive Sober or Get Pulled Over campaign. Law enforcement, prosecutors and media were in attendance.*



## Governor's Occupant Protection Awards Ceremony

On July 26, 2012, the Kentucky Office of Highway Safety hosted the 2012 Governor's Occupant Protection Awards Ceremony honoring 126 law enforcement officers from 123 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 over 16,996 seat belt, child restraint and booster citations from July 1, 2011 through June 15, 2012.

Bill Bell, Executive Director of the Division of Highway Safety Programs, welcomed the group and congratulating the officers following remarks by Mr. Jose Sepulveda, Division Administrator with the Kentucky Federal Highway Administration and Dr. Susan Pollack, Coordinator of the Kentucky Safe Kids Coalition.



*Steve Waddle, the Transportation Cabinet's State Highway Engineer, presented awards during the ceremony. Pictured with Mr. Waddle is Officer Byron Redmon with the Frankfort Police Department. Officer Redmon had the highest number of seat belt and child restraint citations statewide during the review period.*

## Occupant Protection Outreach/Educational Projects

### Kosair Children's Hospital – Child Passenger Safety Coordinator

Kentucky's Office of Highway Safety continued to contract with Kosair Children's Hospital to fund 25% of the salary for a registered nurse/child safety instructor and the salary of one part-time Child Passenger Safety Educator. Major accomplishments in FY 2012 included the following:

- 720 child safety seat inspections were conducted through three permanent fitting station locations.
- 90 new CPS candidates were certified as technicians in FY 2012.
- 7 CPS (CEU) workshops were planned & instructed for technicians throughout the Commonwealth, including a training session conducted at Kentucky Lifesavers Conference.
- Hands on CPS demonstrations were conducted for over 200 staff at the Kosair Children's & Norton Suburban Hospitals.
- Hands-on CPS demonstrations were conducted for 35 Day Care Facilities in Louisville and the surrounding counties.



*Pictured left is nurse/child safety instructor Sharon Rengers with Kosair Children's Hospital checking a child safety seat.*

### **Marshall County Health Department Child Passenger Safety Project**

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

- Maintained a CPS fitting station at the health department that served Marshall and the surrounding counties, Monday through Friday from 8:00 a.m. -- 4:30 p.m. A total of 83 seats were inspected or installed.
  - Partnered with Purchase District Head Start organizations, resulting in car seat checks in 8 of 11 centers. A total of 96 seats were checked or replaced in these centers. Hundreds of parents, grandparents and providers were educated on the proper use of car seats and seat belts.
  - Provided roll-over simulators at two events which was viewed by approximately 1,450 students, including Lone Oak High School and a three-day event held in Calloway County.
  - In September, the electric billboard at Marshall County High School ran the message "Don't Text and Drive."
  - Displayed a billboard in Marshall County during the month of November regarding the issue of distracted driving.
  - Displayed "Distracted Driving" bulletin boards in three senior citizen centers and the Marshall County Health Department.
  - Contacted all area high schools by mail to offer services/resources available for their students.
  - A "Drunk Driver" billboard was posted in Marshall County for the month of December.
  - Conducted 34 seatbelt surveys in four western Kentucky counties.
  - Attended a Baby Fair at the Jackson Purchase Medical Center in May and educated expectant parents regarding car seat regulations.
- Several of the events listed above were held in conjunction and partnership with the Office of Highway Safety staff, Kentucky State Police and local law enforcement.

### **T J Samson Community Hospital Child Passenger Safety Project**

Occupant protection grant funds assisted this community hospital in delivering child passenger safety education and supplying low income caregivers with child safety and booster seats. Some activities the project director completed this year include:

- Conducted initial CSS (Child Safety Seat) observational usage surveys at four Head Start locations, four child daycare locations, and six elementary school locations. A CSS promotional event was then completed at each location with a follow-up CSS usage survey being done at each location within 2-3 weeks after the promotion.
- A Buckle Bear presentation was also performed for the students at each location.

- Educational materials were distributed to caregivers at various locations explaining Kentucky’s child safety seat and booster seat law.
- Held a car seat safety event that was specifically targeted to the local Hispanic community.
- Installed a total of 180 new child safety seats over the course of the 2012 grant year.

## **Police Traffic Services Program**

### **Grants to Law Enforcement**

Federal 402 funds supported 53 local agencies as well as Kentucky State Police to work overtime hours to combat speeding and other traffic violations. These agencies worked a combined total of 22,117 patrol overtime hours, resulting in 492 DUI arrests, 2,085 other arrests, 29,485 speeding citations, 12,638 seat belt citations, 369 child restraint citations and 25,552 other citations. In addition, they worked a combined total of 1,034 overtime hours at 125 traffic safety checkpoints resulting in 45 DUI arrests, 98 other arrests, 88 seat belt citations, 11 child restraint citations and 891 other citations.



In an effort to increase enforcement efforts statewide due to the increase in fatalities, the Kentucky Office of Highway Safety sponsored the “Blue Lights Across the Bluegrass” campaign from July 1, 2012 through July 30, 2012. The objective was to reduce serious injuries and fatalities due to speed during a time period that is typically very dangerous for motorists.



## **Kentucky Lifesavers Conference**

The Kentucky Office of Highway Safety hosted the Kentucky Lifesavers Conference for the ninth consecutive year. This year's event was at the Galt House in Louisville, Kentucky on April 25-27, 2012. Partners involved in planning the conference included the National Highway Traffic Safety Administration, Federal Highway Administration, Kentucky Office of Highway Safety, the Kentucky Transportation Cabinet and the University of Kentucky Transportation Center. The purpose of the conference is to provide information on both successful programs and emerging issues to individuals who work to reduce fatalities and injuries on Kentucky's roadways. It addressed a wide range of safety topics covering engineering, education, enforcement, and emergency response.

The conference draws attendees from the private as well as the public sector, including representatives from community traffic safety programs, injury prevention program, prosecutors and judges involved in traffic safety issues, state and local law enforcement, federal and state highway safety agencies, state and local emergency medical services, public health and child passenger safety professionals.

## **Safe Communities Programs**

### **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.

Accomplishments for FY 2012 included:

- Educated students (elementary through college) about traffic safety issues through a variety of classroom presentations, interactive programs, take-home information, and class projects. Distributed traffic safety information to the public at health and safety fairs, community events, churches, and work sites, reaching an estimated 9,449 individuals.
- Installed 76 child safety seats/booster seats at the permanent fitting stations at Health Department clinics in Richmond and Berea. Also coordinated/participated in five child passenger safety check-up events in the community.
- Provided child passenger safety and pedestrian safety education to parents and staff at Head Start locations in Berea and Richmond. Also provided the Risk Watch curriculum to these centers.
- Continued a partnership with Eastern Kentucky University nursing students to coordinate a "Battle of the Belts" competition among all Madison County high

schools; to conduct “Ghost Out” programs to educate students about the consequences of impaired driving; and to conduct a community-wide health fair.

- Held Madison County’s second annual “Always Buckle up Children in the Back Seat” week, promoting a community/elementary school educational campaign that began several years ago. The latest observational surveys at parent pick-up areas show that the percentage of children being placed in the back seat has increased by 16 percentage points since 2010.
- Continued a partnership between Madison County government and the Health Department to operate Safety City as a hands-on learning lab for injury prevention that is visited by school, church, scout and other groups.
- Maintained a web site, e-mail distribution list, and Facebook page for the Madison County Safety Coalition.

### **Cumberland Valley Area Development District**

This grant funded the activities of a highway safety educator, whose work focused on outreach to young drivers in an eight-county region in the southeastern part of the state. During FY 2012, she accomplished the following:

- Conducted presentations and coordinated educational programs at 11 high schools and 15 elementary/middle schools throughout the CVADD region. A total of 33 programs were conducted, focusing on Kentucky’s graduated driver laws, seat belt usage, speeding, distracted driving, and impaired driving.
- Conducted two observational seat belt surveys at each of 16 high schools in the region. These surveys indicated that there was essentially no change in the overall belt usage over the course of the grant year and that the average rate was 57-58%.
- Provided nine educational booths on child passenger safety and eight related to distracted driving at public/community events within the CVADD region. Many of these also involved participation by law enforcement.
- Scheduled and assisted with five child passenger safety events in conjunction with the Kentucky Office of Highway Safety and/or Kentucky State Police.
- Project director maintained CPS certification by attending the Kentucky Lifesavers Conference and performing the required number of car seat installations.

## Accident Investigation

### Kentucky State Police Advanced Collision Reconstruction

This continuation project allowed Kentucky State Police to purchase the latest software updates for two crash data retrieval kits. Carrying cases for the necessary cables were also purchased. These improvements allow crash reconstruction specialists to read information from event data recorders in the newest vehicles on the roadway.

## Pedestrian/Bicycle Safety

During FY 2012 Kosair Children's Hospital continued to receive grant funding for a full time safety instructor/coordinator for the BIKES (Behaviors Illustrating Knowledge that Ensures Safety) project supported by Section 402 funds. This program is geared to educate fourth and fifth grade elementary school children about bicycle and pedestrian safety.

- The safety instructor/coordinator conducted 159 school bike rodeos in 42 different counties, reaching approximately 20,000 students throughout Kentucky.
- In addition Kosair Children's Hospital distributed and/or fitted more than 2,000 safety helmets throughout the state as part of their partnership.



*Pictured above is a group of 4<sup>th</sup>/5<sup>th</sup> grade students getting ready to take the BIKES course on bicycle and pedestrian safety.*

## **Traffic Safety Information System Improvement Grants (Section 408)**

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

During the FY 2012 grant year, KBEMS created data regulations, hired a full-time Data Administrator and continued to prepare Kentucky for a full rollout of the Kentucky Emergency Medical Services Information System (KEMSIS). The Data Administrator position is a non-grant funded position and is totally funded by KBEMS. This position's primary responsibility is to see the further development and proliferation of the KEMSIS system statewide and to ensure compliance and data sharing with interested parties. The initial phases of this project involved contracting with an experienced company to set up a new internet-based data collection system to be used by emergency medical services providers in Kentucky. All First Responder, EMT, Paramedic, Instructor, and Evaluator certifications are now being handled in the KEMSIS licensure system.

All agency licensure and vehicle inspections, annual inspections, etc. are now being completed in the KEMSIS system. The Chairman of the Kentucky Board of EMS established a task force to develop data regulations. The draft regulations call for the establishment of a standing committee of the Board to give strategic direction to the Board on data management issues. Proposed regulations are currently (October 2012) being previewed by the Legislative Review Commission. KBEMS is planning to file the data regulations in November 2012, and hope to have them approved and active by Spring of 2013. These regulations contain language that points to data accuracy, data submission, and data quality, and gives a compliance date for all EMS agencies in Kentucky. During FY 2012, further customization of the KEMSIS system was completed to allow for NEMSIS reporting and to include Kentucky-specific data elements (class of ambulance, State of registration, public access, etc.).

### **University of Kentucky – Police Training Improvement Program**

Knowledge from police, researchers and literature searches contributed to the creation of several training modules of varying lengths.

Training was given to Lexington Police Roll Call based on three primary deficiencies in crash data: location, human factor coding and secondary crash codes. Background and the importance of good crash data were also discussed. Examples were given and questions were asked to help improve the training course. Training materials were produced including a quick reference guide and access to the power point

A longer presentation was given to the Kentucky GIS conference in August. This conference is made up of mapping professionals with interest in crash data. Their feedback helped add to the knowledge of the training by getting a user's perspective.

A two-hour workshop version of the training was prepared in order to give a more in-depth presentation to larger groups. All versions of the presentation will be made available to those that could use it, including speaker notes.

This program also generated training materials (a power point, handouts and a quick reference guide) for use in a pilot course by the end of the project. The pilot course was conducted locally (Lexington, KY) and the design modified for statewide distribution upon completion of this study.

### **KY Transportation Division of Maintenance** **Roadview software and PC workstation - KYTC Highway Asset Collection**

Two workstations and software licenses were provided to the Kentucky Area Development Districts to perform asset collection from available driven mileage. Two workstations and software licenses were provided to KYTC Districts for asset collection and field review. One workstation and license was provided to Division of Maintenance for asset collection and data review.

This project increased the number of PC workstations and Roadview licenses from four to nine, which in turn provided an increase in the percentage of signs located on available road mileage to 50.4% at 76,138 collected assets. The increased licenses also decreased the backlog of available road mileage driven by 42 days (currently). Initiative begun to increase the type of assets collected from Photo Log images - guardrail, pipes, and culverts locations, and improvement made asset location accuracy by implementing new QC/QA methods.

### **KY Transportation Division of Maintenance** **Camera Upgrade - KYTC Highway Asset Collection**

Mandli Communications picked up the KYTC Asset Collection Vehicle in February and returned the upgraded vehicle in April. Provided with the upgrade were three Prosilica 2448 x 2050 resolution cameras, a new processing unit, a new equipment rack, and a new Apple tower computer.

The upgraded camera resolution provides much improved measurements. No roads were tested with the vehicle from February 1 to May 1, 2012, and all data after May 1, 2012 have shown an increase of the measured asset object position accuracy from 1-3 meters of true location. Data quality is further improved by the camera's zoom capabilities, and image resolution is now 260% greater resolution than the previous camera system.

**Kentucky Injury Prevention and Research Center -  
Expanded Kentucky Trauma Registry Data Collection and Analysis**

A total of 16 facilities were reporting trauma registry data as of 9/30/12. This total is up from 11 facilities that were reporting trauma registry data as of 9/30/11. During FY 2012, the trauma registry analysis project produced four reports - KY Trauma Registry Reports for 2010 and 2011, and KY Inpatient and Emergency Department Data Reports for 2011. All project reports are published on the project webpage: <http://www.kiprc.uky.edu/projects/trauma/index.html>, and were used in the report submitted by the Kentucky Trauma Advisory Council to the General Assembly.

## Paid Media Report

In FY 2012, Kentucky conducted five major paid media campaigns (occupant protection, motorcycle helmet safety, summer enforcement and impaired driving) and two smaller campaigns (distracted driving and Share the Road with Motorcycles.)

The occupant protection and impaired driving campaigns ran in conjunction with the Memorial Day “Click It or Ticket” and Labor Day “Drive Sober or Get Pulled Over” mobilizations. The motorcycle helmet campaign ran in early May and late June, and the summer enforcement campaign, “Blue Lights Across the Bluegrass,” ran in July. A total of \$962,541 was spent for advertising and services provided by Doe-Anderson, one of the two agencies contracted by the state. This included expenses such as market research, media buying, editing of spots, account management, etc. The “Share the Road with Motorcycles” campaign utilized only radio and internet, and cost under \$50,000 each, so the KOHS was able to buy directly with Clear Channel Media. *(We are required to use one of the two contracted agencies if the campaign is over \$50,000.)*

In addition to the campaigns, Kentucky pays for a variety of sustained traffic safety messaging through media sponsorships and sports venues. Details are described below:

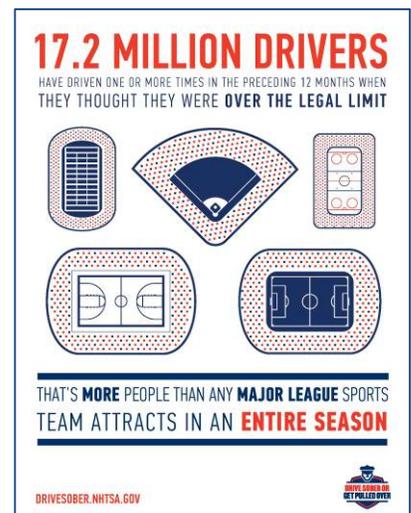
### Holiday “Drive Sober or Get Pulled Over” December 16, 2011 – January 1, 2012



*The Sikra family from Erlanger, Kentucky*

The PSAs ran on stations targeting males age 18 to 34, including during college football bowl games. In addition, the PSAs ran on Hulu.com and in movie theaters. Accompanying internet banner ads ran on newspaper websites, Hulu.com, ESPN.com, Facebook and other sites that target male drivers. Ads linked to NHTSA’s Drive Sober webpage [www.nhtsa.gov/drivesober](http://www.nhtsa.gov/drivesober).

“Drive Sober or Get Pulled Over” television and radio spots ran throughout the Christmas and New Year’s holiday featuring the Sikra family from Erlanger, Kentucky. The family suffers from physical and mental trauma because of injuries sustained in a crash involving a drunken driver, who was a repeat offender.



*Infographic for  
restaurant and bar*

Drink coasters with the Drive Sober logo and posters with NHTSA's "Drive Sober" infographics were placed in bars and restaurants in counties with the highest number of impaired driving fatalities.

The total cost of the campaign was \$199,784 and utilized NHTSA funds. The following chart shows media cost and air dates:

	Unit	Market	2011		2012		Total Cost
			December		January		
			12	19	26	2	
<b>Final Plan</b>							
CABLE TV Selected Networks	:30	Targeted Counties (25) Adtl Counties (28)	50 grps/wk* F 12/16 - Su 1/1				\$31,490
CABLE BOWL GAMES	:30	Lexington, Louisville NKY			5 games M 1/2 - M 1/9		\$17,000
SPOT RADIO Targeted Formats	:30	Lexington, Louisville Non-Metro Counties	150 grps/wk F 12/16 - Su 1/1				\$44,072
SPOT TV EF, PA, LF, WKND	:30	BG, Lex, Lou, Paducah	100 grps/wk F 12/16 - Su 1/1				\$47,354
OUT-OF-HOME bars/restaurants	various	Targeted areas	44 venues F 12/16 - Su 1/31				\$10,560
DIGITAL	various	courierjournal.com, facebook, kentucky.com Hulu.com, ESPN.com	14.1 million impressions F 12/16 - Su 1/1				\$20,400
*avg grps across multiple counties							\$170,876

<u>Restaurants and Bars</u>	
Media Costs	\$ 10,560
Production Costs	\$ 3,388
Agency Fees:	
# Hours	35
Cost (@\$90/Hour)	\$ 3,150
Total (Including Agency Fees)	\$ 17,098

<u>Hulu.com</u>	
Media Costs	\$ 10,000
Production Costs	\$ 75
Agency Fees:	
# Hours	16
Cost (@\$90/Hour)	\$ 1,440
Total (Including Agency Fees)	\$ 11,515

<u>ESPN.com</u>	
Media Costs	\$ 5,000
Production Costs	\$ 75
Agency Fees:	
# Hours	12
Cost (@\$90/Hour)	\$ 1,080
Total (Including Agency Fees)	\$ 6,155

<u>Kentucky Office of Highway Safety</u>	
Final Plan*	
Media Costs	\$ 170,876
M18-34 Impressions	46,805.6
A18+ Impressions	115,563.0
CPM (Cost Per Thousand)	\$ 1.48
Broadcast dubs	\$ 1,250.00
Production costs	\$ 3,538.00
Agency Fees:	
# Hours	268
Cost (@\$90/Hour)	\$ 24,120
Total (Including Agency Fees)	\$ 199,784
* Delivery Figures include PSA Bonus	

**“One Text or Call Could Wreck It All” campaign  
April 2012 – Distracted Driving Awareness Month**



*Image of Facebook ad.*

To increase awareness of the dangers of texting and driving, Paducah, Kentucky native, Hillary Coltharp, was featured in two television public service announcements. Hillary lives with brain trauma sustained in 2007 due to a texting-while-



*Crash survivor, Hillary Coltharp, from Paducah, Kentucky.*

driving crash. The PSAs aired in the Paducah market on WPSD-TV and on Hulu.com. Banner ads on Facebook linked to Hillary’s blog. The campaign targeted drivers age 16 to 34 and parents of teen drivers.

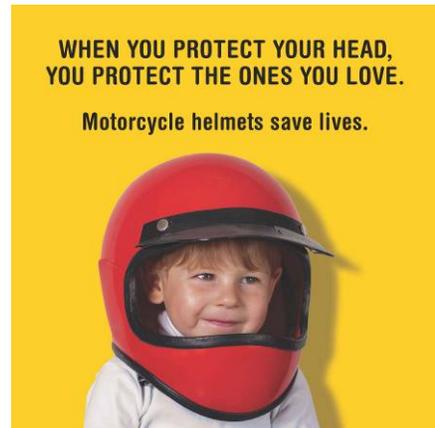
The total cost for this campaign was \$30,000 and utilized NHTSA Section 406 funds. The following chart shows media cost and air dates:

**Kentucky Office of Highway Safety**  
April 2012 Distracted Driving Campaign

		2012							
		April							
		26	2	9	16	23	30	Total	
WSPD-TV	News Programming		18x / 200 grps per wk					\$10,000	
	Bonus								
Hulu	Instream video, Companion banners		351,741 impressions						\$10,000
Facebook			2 million impressions						\$1,000
								\$21,000	

**“Motorcycle Helmets Save Lives” campaign  
May 1-13 and June 17-30**

The awareness campaign encouraged motorcyclists to wear protective gear at all times. It targeted male and female motorcyclists statewide with an emphasis in counties with the highest number of motorcycle crashes. (We split the dates so it did not interfere with the Click It or Ticket campaign.) Radio PSAs aired on metro and non-metro radio and statewide on the Kentucky News Network (KNN). An audio news release also ran statewide on KNN. Gas station pump topper and window clings were placed in stations located in the targeted counties and outdoor billboards were utilized on high-traveled roadways in the three major media markets. Banner ads were placed on Facebook, and Digital Throttle and Vertical Scope were utilized to place ads on over 50 websites targeting motorcyclists, including Motorcycle-USA.com. Ads linked to NHTSA’s website for Motorcycle Safety Awareness Month.



*Image for gas station pump toppers, window clings and internet ads.*

The total cost for this campaign was \$134,943 and utilized NHTSA Section 402 funds. The following chart shows media cost and air dates:

**Kentucky Department of Highway Safety**  
Motorcycle Safety Q2 2012

			2012										Total Cost			
			May					June								
			23	30	7	14	21	28	4	11	18	25		2		
Final Plan	Unit	Market														
Metro Radio	:30	Lexington/Louisville		100 grps/wk								100 grps/wk			\$30,200	
Non-metro Radio	:30	Targeted Counties		15x/wk								15x/wk			\$27,304	
Kentucky News Network	:30	Statewide		10x/wk								10x/wk			\$13,300	
Audio News Release															\$2,000	
Gas Station	Pump/Window	Targeted Counties		65 stations					65 stations						\$20,150	
Outdoor	Bulletins	Lexington, Louisville, NKY		3 boards					Bonus						\$15,100	
Digital	various	Statewide		195M impressions								195M impressions			\$4,216	
Facebook		Statewide		500M impressions								500M impressions			\$500	
																\$112,770

**“Click It or Ticket” enforcement campaign  
May 14 – June 3, 2012**



*The Megan Miller family from Owensboro, Kentucky.*

Kentucky used the “Click It or Ticket” slogan for the May seat belt campaign. Two television and radio ads were developed featuring the family of Megan Miller from Owensboro, Kentucky. They lost their teenage daughter in 2006 when she was ejected in a crash.

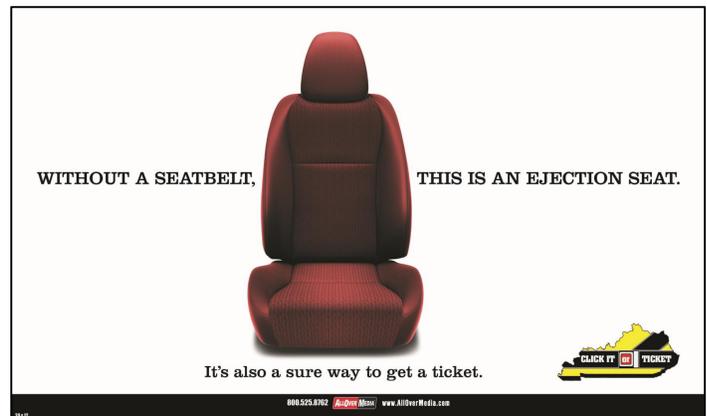
A media plan was developed that primarily targeted men age 18-34 and 15 to 17 year old teens. A secondary target was adults age 55+. Radio and cable TV were chosen as the primary media formats for reaching the target demographic. Radio PSAs aired on metro and

non-metro radio and statewide on the Kentucky News Network (KNN). An audio news release also ran statewide on KNN. Internet banners were used to supplement the campaign’s reach with the target groups, including ads on Facebook, Hulu.com, SpotXchange and Pandora. Ads linked to [www.nhtsa.gov/ciot](http://www.nhtsa.gov/ciot).

The KOHS targeted various counties statewide with a high percentage of unbelted fatalities. Television PSAs ran on cable stations in each of these counties. In addition, gas station pump toppers and window clings were placed at stations in the targeted counties.

The total cost for this campaign was \$175,000 and was supported with NHTSA Section 405 funding.

The following chart shows media cost and air dates:



*Image for internet ads, gas pump toppers and window clings.*

**Kentucky Dept of Highway Safety**  
**May 2012 Click It or Ticket**

			2012									
			June									
			7	14	21	28	4	11	18	25	2	Cost
Option 1	Unit	Market										
Cable	:30	Lexington, Louisville, NKY, Targeted Counties	50 M18-34 grps/wk									\$48,152
Metro Radio	:30	Lexington, Louisville,	125 grps/wk									\$17,745
Traffic Radio	:10/:15	Lexington, Louisville	50x/wk									\$8,075
Non-Metro Radio	:30	Targeted Counties	20x/wk									\$16,363
Kentucky News Network	:30	Statewide	10x/wk									\$6,800
ANR	:60	Statewide										\$1,000
Gas Station	Various	Targeted Counties	100 stations				100 stations				Bonus	\$31,000
Digital	Various	Statewide	5.7 millionimps									\$22,335
											\$151,470	

**“Blue Lights Across the Bluegrass” summer campaign  
 July 1 – 21, 2012**

In a response to a dramatic increase of highway fatalities the first six months of 2012, the “Blue Lights Across the Bluegrass” campaign aimed to increase awareness of highway law enforcement and traffic safety laws. Data showed our message needed to focus on male and female drivers age 34 and over, with remaining drivers a secondary target.

Radio PSAs aired on metro and non-metro radio and statewide on the Kentucky News Network (KNN). An audio news release also ran statewide on KNN. Gas station pump topper and window clings were placed at 58 gas stations located in counties with the highest number of overall



*Image for internet ads, gas station pump toppers and window clings and pump toppers.*

fatalities. Internet banner ads were placed on Facebook and Pandora and linked to the KOHS website.

The total cost for this campaign was \$150,303 and was supported with NHTSA Section 402 funding. The following chart shows media cost and air dates:

			2012										
			July					August					
			25	2	9	16	23	30	6	13	20	27	
					50 spts/wk								Total
Cable TV	:30	Target Counties											\$44,874
Metro Radio	:30	Lexington, Louisville			125 grps/wk								\$30,581
Traffic Radio	:15/:10	Lexington, Louisville			70 spots/wk								\$14,102
Non-metro Radio	:30	Targeted Counties			20x/wk								\$26,486
Kentucky News Network	:30	Statewide			10x/wk								\$10,200
Audio News Release	:60	Statewide											\$1,000
Gas Station	Pump/ Window	Targeted Counties			58 stations				58 stations				\$17,980
Pandora	various	Statewide			2.28 million impressions								\$4,750
Facebook		Statewide			1 million impressions								\$500
												\$150,473	



### Labor Day “Drive Sober or Get Pulled Over” August 15—September 3, 2012

This campaign utilized NHTSA’s “Drive Sober or Get Pulled Over” national TV and radio spots, which were tagged with the Kentucky Office of Highway Safety logo.

A media plan was developed after analyzing Kentucky crash data, targeting adults age 34 and over with remaining drivers the secondary target. Radio and cable TV were chosen as the primary media formats. Radio PSAs aired on metro and non-metro radio and statewide on the Kentucky News Network (KNN). An audio news release also ran statewide on KNN. Internet banners were used on Facebook and Pandora to supplement the campaign’s reach with the target groups. For the

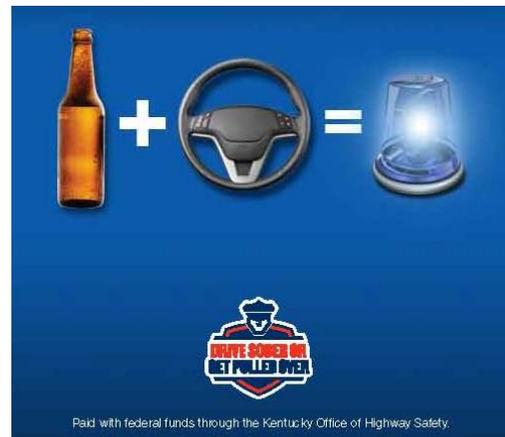


Image used for internet ads, gas as station pump toppers and window clings.

purpose of the media buy, we targeted various counties statewide with a high percentage of unbelted fatalities. Television PSAs ran on cable stations in each of these counties. In addition, gas station pump toppers and window clings were placed at stations in the targeted counties.

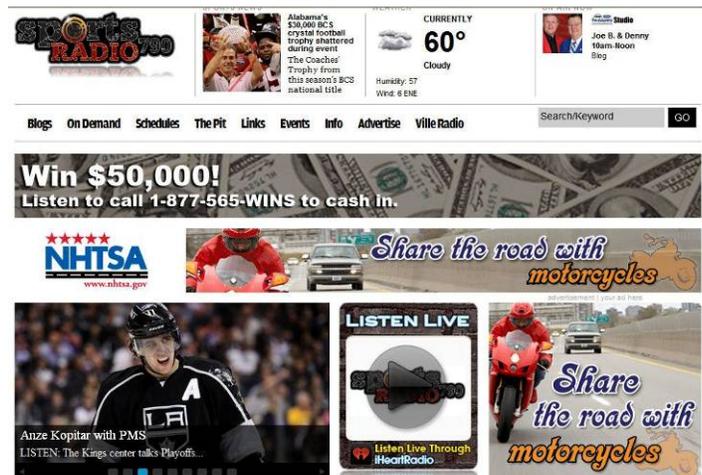
The total cost of the media buy for this campaign was \$173,511. This contract was supported with NHTSA Section 410 funding. The following chart shows media cost and air dates:

**KENTUCKY DRIVE SOBER**  
LABOR DAY 2012

			2012								Total Cost	
			September									
			6	13	20	27	3	10	17	24	1	
Final Plan	Unit	Market										
Cable TV	:30	25 Target Counties			50x/wk 8/15 - 9/3							\$61,683
Metro Radio	:30	Lexington, Louisville			150 pts/wk 8/15 - 9/3							\$28,714
Traffic Radio	:15/:10	Lexington, Louisville			75x/wk 8/15 - 9/3							\$14,803
Non-metro Radio	:30	Targeted Counties			20x/wk 8/15 - 9/3							\$30,336
Kentucky News Network	:30	Statewide			20x/wk 8/15 - 9/3							\$10,050
Audio News Release	:60	Statewide										\$1,000
Gas Station	Pump/ Window	Targeted Counties			66 stations				66 stations			\$20,460
Pandora	various	Statewide			20x/wk 8/15 - 9/3							\$4,750
Facebook		Statewide			20x/wk 8/15 - 9/3							\$500
											\$172,296	

**“Share the Road with Motorcycles”  
April and August, 2012**

The KOHS split the “Share the Road with Motorcycles” campaign in order to target motorists in the spring and fall, and not compete with other summer campaigns. Radio and internet was purchased through Clear Channel Media. Radio was the primary medium in order to reach drivers in their vehicles. NHTSA’s “Share the Road” radio spots and an audio news release ran statewide on the Kentucky News Network. NHTSA’s spots also ran on



Internet banner ads on WKRD’s website.

local stations in counties with the highest number of motorcycle crashes. Additionally, internet banner ads were placed on radio station website and linked to NHTSA's motorcycle website [www.nhtsa.gov/Safety/Motorcycles](http://www.nhtsa.gov/Safety/Motorcycles).

The spring campaign ran from April 2, 2012 to April 29, 2012. The fall campaign ran from August 6, 2012 through August 26, 2012. Each campaign cost \$49,950 and was paid with NHTSA Section 2010 funds.

## Sports Media Opportunities

### Kentucky Speedway

For the seventh consecutive year, the Kentucky Office of Highway Safety (KOHS) contracted with the Kentucky Speedway, located in Sparta (northern Kentucky). The Kentucky Speedway seats over 110,000 for NASCAR Nationwide Series, Craftsman Truck Series, and Sprint Cup races.



*Trackside billboard at the KY Speedway.*

The contract included:

- Two trackside billboards and one outside-facing billboard
- One main concourse sign and one pedestrian tunnel sign
- One full-page color advertisement in all racing programs
- Sponsorship of the reverse side of all 2012 parking credentials
- 15-second PA announcement during each event
- A 40' x 40' display area at two races

The \$81,000 contract allowed advertising and promotional opportunities throughout the racing season from June 2012 through September 2012 using NHTSA funds.

### Rupp Arena Sports and Entertainment Properties – Downtown Lexington

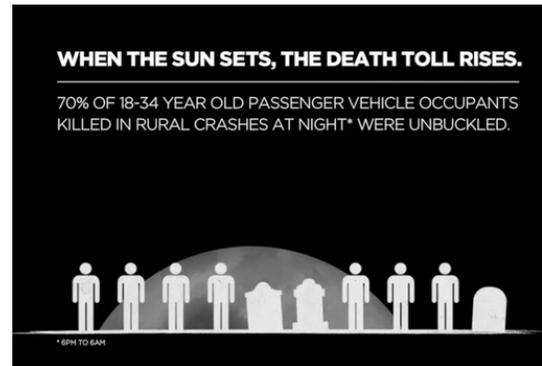
The Kentucky Office of Highway Safety renewed its contract with Rupp Arena Sports and Entertainment Properties. Rupp Arena, in downtown Lexington, seats over 23,000 and hosts events including the University of Kentucky men's basketball games, which consistently fill to capacity. Additionally, four women's basketball games, the Kentucky High School Athletic Association's (KHSAA) boys' state basketball tournament, musical concerts and family shows are held in the arena.



*Two separate messages are displayed on the corner scoreboards: "Click It or Ticket" and "Drive Sober or Get Pulled Over."*

The contract includes the following platforms for highway safety messaging:

- Six minutes per hour on four 3' x 20' revolution panels located under each video board (*pictured*).
- One :30 commercial per hour and five minutes of static branding time per hour, per event on lobby plasma.
- One rotational unit on concession stand IPTVs at all Rupp Arena events (*pictured*).
- Five large “Click It or Ticket” parking booth signs and two post signs outside of Rupp Arena (*pictured*).
- One unit of electronic courtside signage displayed for two minutes at each men’s basketball game.
- Messaging rights on two matrix boards facing both the east and west sides of the adjoining Hyatt Hotel. Each of the three messages (*Click It or Ticket*, *Drive Sober* and *Put it Down*) appear seven times per hour and run 24 hours a day.
- The opportunity to set up information tables at six events per year at Rupp Arena or the Lexington Convention Center.
- Exclusive sponsor of the score ticker on all concourse televisions inside Rupp Arena.



*NHTSA Infographics are used on concession stand IPTVs with either “Click It or Ticket” or “Drive Sober or Get Pulled Over” messaging.*



*Parking booth sign at Rupp Arena.*

- Exclusive partner on all Rupp Arena seat cup holders
- Ten table tops in the food court of the Lexington Center (*Click It or Ticket*, *Drive Sober*, *Put it Down* and *Give ‘Em a Boost*).

Approximately one million patrons attend an event at Rupp Arena each year. Total attendance at University of Kentucky men’s basketball games alone is over 370,000 per season. It is estimated that the program generated over 15 million exposures through the various messages that were placed inside and outside the arena.

The three-year contract runs from August 1, 2011 through July 31, 2014, costing \$169,240 each year. This contract was supported with NHTSA funding.

## **IMG Communications- University of Kentucky**

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

Advertising includes:

- :30 radio and television ads featuring the coach during locally broadcast games, coach shows and special events.
- Game day sponsorship with the opportunity for an information booth and/or halftime highway safety presentation (*pictured*).
- Print ads featuring the coach in sponsored game day magazine (*pictured*).
- Replay sponsorship at all games.
- PA announcements at all games.
- Parking pass sponsorship.
- Various electronic and static signage throughout each venue.

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



*Men's UK basketball coach John Calipari print ad.*



The FY 2011 contract, totaling \$649,359, ran from July 1, 2011 through June 30, 2012. The FY 2012 contract totals \$649,359 and runs from July 1, 2012 through June 30, 2013. This is paid with NHTSA and FHWA funds.

*Lexington-based auto dealer Don Jacobs was awarded the NHTSA Outstanding Service Award at the UK vs. Florida football game September 15, 2012 for his efforts to curb distracted driving throughout the state.*

## Nelligan Sports Marketing- University of Louisville

The Kentucky Office of Highway Safety renewed the a with Nelligan Sports Marketing to advertise on the University of Louisville (U of L) Sports Radio Network and at U of L sporting events.

Advertising in FY 2011 included:

- One 30-second PSA on the *Cardinal Insider* radio show which runs every day Monday through Friday on a year-round basis.
- Signage above each of the eight exit gates at Papa John's Cardinal Stadium (*pictured*).
- Safety messages on video walls and ribbon boards at the conclusion of all U of L football home games.
- Ribbon board safety messages at the conclusion of all U of L Men's and Women's basketball home games (*pictured-at the KFC YUM Center*).
- Additional signage and PA announcements at the end of other U of L Athletics home sporting events.



*Ribbon board message at U of L men's basketball game at KFC YUM Center.*



*Exit gate at Papa John's Cardinal Stadium.*

The FY 2012 contract was expanded to include:

- Website/internet exposure on U of L Athletics homepage.
- The opportunity to promote highway safety messages utilizing U of L's Facebook page two times per year.
- Promotional booth space at one home men's basketball game
- Half-page color ad in football and basketball game day program
- Football game sponsorship including:
  - Logo on front of game program
  - Promotional booth at "Street Fest" prior to game
  - Award presentation prior to game (*pictured*).
  - Three public service announcements

The FY 2011 contract, running from July 1, 2011 through June 30, 2012, was \$50,000 and paid with FHWA funds. The FY 2012 contract, running from July 1, 2012 through June 30, 2013, is \$75,000 and is divided equally using NHTA and FHWA funds.



*Frankfort-based plastics manufacturer Montaplast, Inc. received a Highway Safety Ambassador Award at the U of L vs. UK game September 2, 2012 for efforts to curb distracted driving in their community.*

### **Louisville Arena Sports & Entertainment Properties - KFC YUM! Center**



*CIOT exit signs at the YUM Center.*

The KOHS extended its contract with the Louisville Arena Sports and Entertainment Properties to promote highway safety messages at the KFC YUM! Center. *(To advertise at the YUM Center for U of L events, a contract must be signed with Nelligan Sports Marketing. To advertise at other events held at the YUM Center, a contract must be signed with the 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, which regularly fill to capacity.

Additionally, musical concerts, conventions and family shows are held in the arena.

The contract includes:

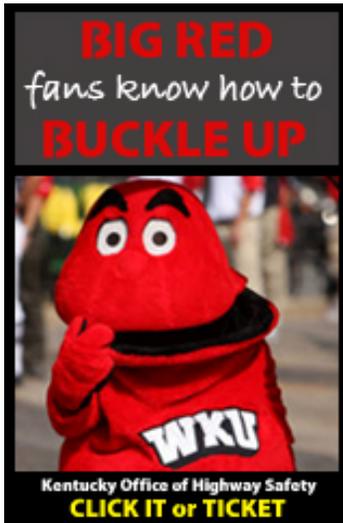
- Signage on two corner stat boards promoting "Click It or Ticket" and "Drive Sober or Get Pulled Over."
- Twenty exit signs promoting "Click It or Ticket" and "Drive Sober or Get Pulled Over" (pictured).

The \$66,200 contract was divided between NHTSA and FHWA funds. NHTSA paid \$16,200 and FHWA paid \$50,000.



*"Drive Sober" corner stat board at the YUM Center.*

## IMG Sports Marketing – Western Kentucky University



*WKU print ad.*

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

- Permanent link on WKU sports website
- Two 30-second radio spots and two live reads during all game broadcasts
- Two 30-second radio spots during all coaches' shows.
- One 30-second television spot during the football coach's show.
- "Click It or Ticket" scoreboard signage at Diddle Arena for men's and women's basketball games.
- "Click It or Ticket" videoboard signage at Houchens L.T. Smith football field.
- Print ads in football and men's basketball programs.
- Opportunity for a special promotion/presentation at a football or basketball game.

## Louisville Bats



*Information booth at Slugger Field*

The Kentucky Office of Highway Safety contracted with the Louisville Bats for the sixth consecutive year. The Louisville Bats, the Triple-A affiliate of the Cincinnati Reds, are second in the International League in attendance, with an average of 8,553 fans per game.

The contract includes:

- One 5' x 6' back-lit "Click It or Ticket" sign located in Louisville Slugger Field concourse
- A highway safety announcement reminding fans to drive safely at the end of the 72 home games is accompanied by our logo on the video board.

- A radio reminder to fans to buckle up by announcer Matt Andrews will be read at the end of each of the 144 games broadcast on WKRD 790 AM.
- A display table in the concourse to distribute information and an on-air interview with the radio broadcaster (*pictured*).

The \$7,000 contract is paid with FHWA funding and ran from April 2012 through September 2012.

## Kentucky High School Athletic Association (KHSAA)



*Signage at the Girls' Sweet 16.*

The Kentucky Office of Highway Safety extended its partnership with the Kentucky High School Athletic Association (KHSAA), which began in 2008.

At both the previously mentioned boys' basketball

tournaments at Rupp Arena in Lexington the girls' state basketball tournament at Diddle Arena in Bowling Green, the KOHS has an information booth, scoreboard and courtside signs (*pictured*) and public service announcements. Special projects such as row giveaways at the Girls' and a free throw challenge with the fatal vision goggles at the Boys' occurred during each game (*pictured*).



*Fatal vision goggle free throw challenge at the Boys' Sweet 16. "Drive Sober" is promoted on the courtside electronic sign.*

Additionally, through the KHSAA contract, signage is displayed and promotional announcements are made at various other high school sporting events and tournaments such as the state football finals and state track-and-field championships.

The \$15,500 contract ran from September 19, 2011 to June 30, 2012 and was paid with FHWA funds.

## iHigh.com



We entered into a contract with the up-and-coming iHigh.com which provides schools, colleges and other youth related organizations with free web tools and video streaming that connect sports and activities to the premier Global Youth Network. We purchased internet banner ads and video ads during NHTSA's major campaigns "Click It or Ticket" and "Drive Sober or Get Pulled Over" in addition to "One Text or Call Could Wreck It All" during April's Distracted Driving Awareness Month.

The \$6,000 contract ran from September 15, 2011 to August 30, 2012 and was paid with FHWA funds.

## Kentucky High School Radio Network Scoreboard (Clear Channel Radio)



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

Office of Highway Safety runs four 30-second public service announcements (PSAs) for a total of 33 weeks. The PSAs rotate between "Click It or Ticket" and "Drive Sober or Get Pulled Over," as well as distracted driving, motorcycle helmet safety and "Share the Road" with motorcycles.

The \$6,000 contract, paid with FHWA funds, ran from August 2011 through March 2012.

## Click It or Ticket High School Football Showcase



The Bluegrass High School Football Showcase is held in Louisville, Kentucky at the University of Louisville's Papa John's Cardinal Stadium. This second annual event took place August 25, 2012, featuring some of the most prominent schools from selected states to take on the best high schools in Kentucky.

As the title sponsor, the KOHS received:

- Title sponsor placement in 840 promotional commercials across eight Clear Channel stations
- 840 matching iHeart radio promos
- Full-page ad in game program
- One Jumbotron ad per quarter of each game; minimum of 16 for the day
- One interview on the Afternoon Underdogs sports radio program on WKRD in Louisville
- Premium display space located at the main gate at Papa John's Stadium
- Title sponsor placement on each Clear Channel station's websites
- Inclusion in one e-blast per station; eight total
- One homepage takeover on WKRD on August 24
- 100 :30 commercials on WKRD



*Example of the internet ad on Clear Channel radio stations.*

The \$10,100 contract ran from June 1, 2012 through August 31, 2012 and was paid with FHWA funds.

### **Sports Image**

The KOHS partnered with Sports Image to place “Click It or Ticket” banners or signs in gymnasiums or sports fields in high schools in counties with a high number of unbelted fatalities.



We currently have signage in identified schools in eastern and central Kentucky. The

*Image of banner at Bryan Station High School in Lexington, Kentucky.*

contract for 13 eastern Kentucky schools was signed September 12, 2011 and cost \$20,000. The contract for 12 central Kentucky schools was signed July 1, 2012 and cost \$24,000. This was paid for with FHWA funds.

### **Red & Blue Review**



The Red & Blue Review television show airs weekly in six markets and eight stations statewide. The Lightning Round, sponsored by the KOHS, involves guests discussing topics about University of Kentucky and University of Louisville Athletics. Host Garry Gupton introduces the lead segment by talking about the current awareness initiative being

promoted by the KOHS, such as “Click It or Ticket,” “Drive Sober or Get Pulled Over,” “One Text or Call Could Wreck It All” and “Share the Road with Motorcycles.”

Additionally, the contract includes:

- KOHS logo in the opening and closing billboards
- One :30 commercial in each broadcast
- Link to KOHS on Red & Blue website
- Link to KOHS on Red & Blue Facebook page

The \$2,000 contract, from March 2012 to December 2012, is paid with FHWA funds.

## Click It or Ticket Afternoon Underdogs



The KOHS has title sponsorship of the Afternoon Underdogs Louisville sports radio show broadcast on WKRD. The show airs from 3 p.m. to 5:30 p.m. daily.

The contract for the Click It or Ticket Afternoon Underdogs includes:

- Five 30-second commercials each week
- Five 30-second streaming commercials each week
- Minimum of six mentions per show (either into or out of each break)
- Fifteen 30-second show promos each week
- One on-air interview per quarter
- One live broadcast on location
- Banner ads on the Afternoon Underdogs blog page and WKRD webpage



*The Afternoon Underdogs, interviewing Director Bill Bell broadcast live from the KOHS booth at the Kentucky State Fair.*

## Media Sponsorships

### WDRB “Thunder Over Louisville”



The KOHS partnered with the Kentucky State Police to advertise on the FOX affiliate in Louisville, WDRB, for “Thunder Over Louisville,” which kicked off Kentucky Derby festivities.

The Major Thunder Sponsorship included:

- Two commercials each during pre-air show coverage
  - Four commercials each during air show coverage
  - Two commercials each during Thunder fireworks pre-show
  - Two commercials each during Thunder fireworks wrap-up
  - Minimum of 25 sponsor tags on promotional announcements
- Banner ads on Thunder website

The KOHS paid 55 percent of the \$12,750 contract, totaling \$6,999.75. (KSP paid the remaining amount). The contract ran from March 26, 2012 to April 29, 2012 and was paid with NHTSA funds.

## WBKI “Smooth Operator”

Smooth Operator is a series of 60-second vignettes designed to educate motorists on safe driving laws and habits. Once the KOHS chooses a topic and approves a script, the vignettes, hosted by KOHS director Bill Bell, three vignettes are produced each quarter by WBKI/Louisville TV Group. Topics include: Seat belt use, impaired driving, driving with commercial vehicles, distracted driving, etc.

WBKI provided the KOHS with a monthly schedule of 81 vignettes. The breakdown was as follows:

- Twenty messages in daytime, Monday through Friday 7 a.m. – 4 p.m.
- Fourteen messages during weekdays 5 p.m. – 8 p.m.
- Eight messages in primetime, Monday through Sunday 8 p.m. – 10 p.m.
- Eight messages during newscast, Monday through Sunday at 10 p.m.
- Ten messages Monday through Sunday 10:35 p.m. – 1 a.m.
- Twenty messages Saturdays and Sundays from noon to midnight.



The \$60,000 contract, from January 2012 to December 2012, is paid with FHWA funds. Below is an example of the Smooth Operator video gallery on the WBKI website:

### VIDEO GALLERY



Commercial Vehicles



Impaired Driving



Winter Driving

## WEBN Day of Fireworks

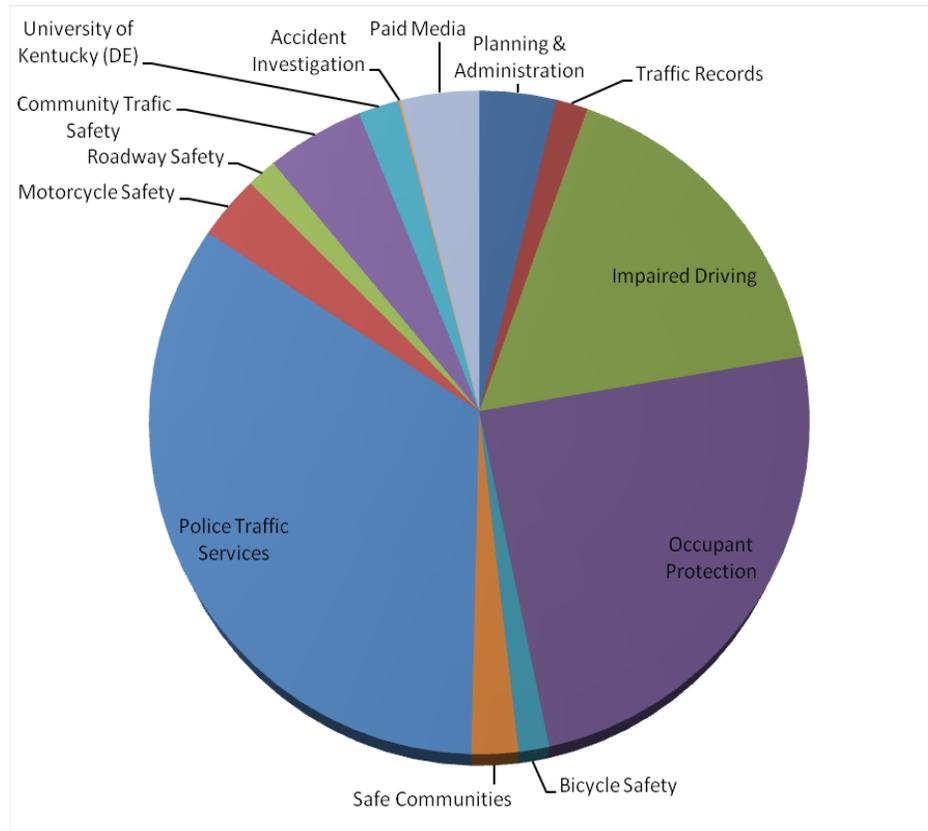
Northern Kentucky is frequently in our top targeted counties, therefore we advertised on WEBN in Cincinnati during the WEBN Day of Fireworks event. Since the event hosted activities that included alcohol, and the event was held on Labor Day weekend, we ran “Drive Sober” spots regularly throughout the day.



The \$2,275 contract for September 2, 2012 was paid with NHTSA funds.

## FY 2012 Financial Summary (Expended Funds)

	<u>402</u>	<u>405</u>	<u>406</u>	<u>408</u>	<u>410</u>	<u>2010</u>	<u>Total</u>	<u>% of Total</u>
<b>Planning &amp; Administration</b>	153,239.27		6,091.46				159,330.73	2.3%
<b>Traffic Records</b>	63,860.53			364,954.06			428,814.59	6.2%
<b>Impaired Driving</b>	666,921.89				1,009,553.73		1,676,475.62	24.2%
<b>Occupant Protection</b>	964,202.74	268,477.30					1,232,680.04	17.8%
<b>Bicycle Safety</b>	57,579.88						57,579.88	0.8%
<b>Safe Communities</b>	87,607.89						87,607.89	1.3%
<b>Police Traffic Services</b>	1,339,558.11						1,339,558.11	19.3%
<b>Motorcycle Safety</b>	126,736.61					99,898.00	226,634.61	16.5%
<b>Roadway Safety</b>	59,694.65						59,694.65	0.9%
<b>Community Traffic Safety</b>	194,870.84						194,870.84	14.2%
<b>University of Kentucky (DE)</b>	81,971.28						81,971.28	1.2%
<b>Accident Investigation</b>	4,056.50						4,056.50	0.3%
<b>Paid Media</b>	156,621.39	168,866.16	328,269.91		723,178.13		1,376,935.59	19.9%
<b>TOTAL</b>	<b>3,956,921.58</b>	<b>437,343.46</b>	<b>334,361.37</b>	<b>364,954.06</b>	<b>1,732,731.86</b>	<b>99,898.00</b>	<b>6,926,210.33</b>	<b>100.0%</b>



Research Report  
KTC-12-12/KSP4-11-1F

**2012**  
**DRIVER ATTITUDES AND AWARENESS SURVEY**

## **Our Mission**

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

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**Research Report  
KTC-12-12/KSP4-11-1F**

**2012 DRIVER ATTITUDES AND AWARENESS SURVEY**

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## EXECUTIVE SUMMARY

A basic set of questions were developed that could be used in periodic surveys that track drivers attitudes and awareness concerning impaired driving, seat belt use, and speeding issues. The objective of the survey was to learn the knowledge, views, and behaviors of drivers in these areas. This report documents the results of the 2012 survey with a comparison to the 2011 survey as well as the 2010 baseline survey.

The method used to conduct the survey was a telephone survey. In addition to questions for the three major highway safety areas of impaired driving, seat belt use, and speeding, an additional question was added which dealt with distracted driving. General information about the driver's sex, age, ethnic or racial group, and education was also obtained. A total of 501 interviews were completed.

The survey shows that drivers do not self-report many violations in their driving behavior. Only a few drivers admitted to violating the law in the areas surveyed (safety belt use, speeding, and impaired driving). For example, the percentage of drivers who indicated they used their safety belt "all of the time" was higher than the observed usage rate of safety belts.

The survey shows a high level of media and enforcement awareness. The majority (about two-thirds) of surveyed drivers had heard about enforcement related to drinking and driving. Slightly over one-half was aware of safety belt enforcement with slightly under on-half of speeding enforcement. The large majority of drivers felt they were somewhat likely to receive a ticket if they violated the law in these areas (with this percentage highest for alcohol and speeding violations).

The most common type of distraction was talking on a cell phone. Slightly over one-half reported using a cell phone while driving. Distracted driving was more common for males and for the youngest age category of 18 to 34 years of age. The percentage reporting texting while driving decreased in 2012 compared to 2011. This could be related to publicity about safety concerns and related legislation. There was an increase in the percentage of drivers who indicated reading while driving.

## 1.0 INTRODUCTION

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

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

The objectives of this report are to document the results of the 2012 survey and to compare the results to the 2011 survey and 2010 baseline survey.

## 2.0 PROCEDURE

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

Calls were made from July 5 through August 5, 2012. The calls for the 2010 and 2011 surveys were primarily made in July and August, respectively. Up to 15 attempts were made to each number in the sample. In addition, up to 10 scheduled call-backs were made to those reached at an inconvenient time, and one refusal conversion was attempted. The objective was to obtain data for a total sample size of 500 drivers. The disposition results of the surveys were as follows:

Interviews completed	501
Refused	537
Not Eligible	131
Total	1,169

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

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

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

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

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

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

### 3.0 RESULTS

The telephone survey resulted in information from 501 respondents who indicated they were a driver. The sample contained more females and older drivers compared to the general driving population. The majority of responding drivers were female (57.7 percent). This compares to a percentage of 50.6 percent of all adult licensed drivers who are female. The percentage of survey respondents by age were: 7.7 percent less than 35 years of age (compared to 11.1 percent of all licensed drivers); 26.7 percent between 35 and 54 years of age (compared to 55.6 percent of all licensed drivers); and 65.6 percent 55 years of age or older (compared to 33.3 percent of all licensed drivers).

Other respondent characteristics were: 1.4 percent was Hispanic or Latino; 8.9 percent non-white; 10.6 percent had less than high school education, 33.5 percent had a high school education, 25.1 percent had some college education, and 30.7 percent were a college graduate.

Since the sample obtained from the telephone survey had a larger percentage of females and older drivers than licensed drivers, the results were weighted by age and gender to reflect the true population distribution of adult licensed drivers in Kentucky. The following analysis of the 2012 data was obtained using the weighted analysis in order to obtain results with a sample representative of driver characteristics. In several instances, the data for 2012 were compared to both the 2011 data and the 2010 baseline data. There were several differences in the results from 2011 to 2012, but only two were statistically significant at the 0.05 level.

#### 3.1 SAFETY BELTS

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

Frequency of use of safety belts (percent):	<u>2010</u>	<u>2011</u>	<u>2012</u>
▪ all of the time	81.7	83.9	80.7
▪ most of the time	12.2	10.1	11.9
▪ some of the time	3.6	1.9	4.7
▪ rarely	1.2	2.0	1.3
▪ never	1.3	2.0	1.4

The percentage of reported safety belt use is higher than the observed usage rate. The 2012 observational survey in Kentucky found a usage rate of 84 percent while almost 93 percent indicated they used their safety belt all or most of the time.

The level of media awareness is shown by the result that 53.3 percent indicated that, in the past 60 days, they had read, seen, or heard about seat belt enforcement by the police. This was an increase from 50.8 percent in 2011 and a reduction compared to 61.1 percent in 2010. A majority (67.2 percent) thought it was somewhat likely that they

would receive a ticket if they did not wear their safety belt which is a reduction from 70.6 percent in 2011 and 74.7 percent in 2010. The percentage who thought it was somewhat unlikely was 18.7 percent while 14.1 percent felt it was very unlikely.

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

Frequency of use of safety belts (percent):

	<u>Age (years)</u>				
	<u>Male</u>	<u>Female</u>	<u>18 to 34</u>	<u>35 to 54</u>	<u>55 or older</u>
• all of the time	76.2	85.0	71.1	85.6	83.7
• most of the time	14.3	9.7	15.8	9.6	10.7
• some of the time	7.1	2.3	7.9	3.5	3.4
• rarely/never	2.5	2.9	5.2	1.3	2.2

There was a large difference for males and females with the reported usage higher for females. The reported usage was lower for the 18 to 35 years of age compared to the other two age groups.

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

	<u>Age (years)</u>				
	<u>Male</u>	<u>Female</u>	<u>18 to 34</u>	<u>35 to 54</u>	<u>55 or older</u>
• aware of enforcement	55.7	50.9	55.3	51.3	55.8
• somewhat likely to receive ticket	59.2	74.9	70.3	64.1	68.6

### 3.2 SPEED

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

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

	<u>35 mph speed limit</u>			<u>70 mph speed limit</u>		
	<u>2010</u>	<u>2011</u>	<u>2012</u>	<u>2010</u>	<u>2011</u>	<u>2012</u>
• most of the time	15.2	13.4	15.8	10.5	12.8	9.8
• about half the time	22.0	19.5	25.4	15.3	16.2	14.5
• rarely	44.9	46.7	40.0	36.0	36.3	41.7
• never	17.9	20.4	18.9	38.2	34.7	34.0

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

The level of media awareness is shown by the result that 43.9 percent indicated that, in the past 60 days, they had read, seen, or heard about speeding enforcement by the police. This compares to 44.5 percent in 2010 and 48.2 percent in 2010. A majority (80.9 percent) thought it was somewhat likely that they would receive a ticket if they drove over the speed limit (compared to 79.6 percent in 2011 and 81.3 percent in 2010). The percentage who thought it was somewhat unlikely was 11.1 percent while 8.0 percent felt it was very unlikely.

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

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

	<u>Age (years)</u>				
	<u>Male</u>	<u>Female</u>	<u>18 to 34</u>	<u>35 to 54</u>	<u>55 or older</u>
• most of the time	18.7	13.0	23.6	11.5	14.1
• about half of the time	24.2	26.5	26.3	24.9	25.3
• rarely	41.0	39.0	36.9	44.1	38.4
• never	16.1	21.5	13.1	19.5	22.2

Frequency of speeding (over 75 mph in 70 mph zone) (percent):

	<u>Age (years)</u>				
	<u>Male</u>	<u>Female</u>	<u>18 to 34</u>	<u>35 to 54</u>	<u>55 or older</u>
• most of the time	10.2	9.5	15.8	7.1	6.8
• about half of the time	16.3	12.8	13.2	18.1	12.2
• rarely	45.9	37.7	39.4	46.1	39.8
• never	27.6	40.1	31.6	28.6	41.2

Females reported a less frequency of speeding than males. Also, the oldest age category generally reported the lowest frequency of speeding. There was a statistically significant decrease in the percentage of drivers in the 55 or older category who indicated they never drove over 75 mph in a 70-mph zone (51.7 percent in 2011 compared to 41.2 percent in 2012).

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

	<u>Age (years)</u>				
	<u>Male</u>	<u>Female</u>	<u>18 to 34</u>	<u>35 to 54</u>	<u>55 or older</u>
• aware of enforcement	44.9	43.0	47.4	42.3	44.1
• somewhat likely to receive ticket	77.8	84.0	84.2	83.4	74.9

Females were slightly less aware of enforcement but felt they would be somewhat more likely to receive a ticket if speeding than males. The age group of 18 to 34 years of age was more aware of enforcement and felt more likely to receive a ticket compared to the other age categories.

### 3.3 ALCOHOL

Drivers were asked how many days in the past 60 days they had driven a motor vehicle within two hours after drinking alcoholic beverages. About one third (34.2 percent) stated they do not drink alcoholic beverages. This was close to 37.5 percent reported in 2010 but much higher than 17.5 percent in 2011. Of the remaining respondents, 92.7 percent stated they had not driven at any time in the past 60 days after drinking an alcoholic beverage. This is identical to 2011 and an increase from 89.7 percent in 2010.

The level of media awareness is shown by the result that 68.0 percent indicated that, in the past 60 days, they had read, seen, or heard about alcohol impaired or drunk driving enforcement by the police. This is very close to 66.8 percent in 2011 and 68.1 percent in 2010. A large majority (83.3 percent) thought it was somewhat likely that they would receive a ticket if they drove after drinking. The percentage who thought it was somewhat unlikely was 10.6 percent while only 6.1 percent felt it was very unlikely.

A higher percentage of females stated they do not drink any alcoholic beverages while this percentage was highest for drivers 55 years of age.

			<u>Age (years)</u>		
	<u>Male</u>	<u>Female</u>	<u>18 to 34</u>	<u>35 to 54</u>	<u>55 or older</u>
• do not drink alcohol	29.5	38.7	36.9	25.2	43.5

Of the remaining respondents, the percentage who stated they had not driven at any time in the past 60 days after drinking an alcoholic beverage was very high. It was slightly higher for females than males and highest for the 18 to 34 years of age category.

			<u>Age (years)</u>		
	<u>Male</u>	<u>Female</u>	<u>18 to 34</u>	<u>35 to 54</u>	<u>55 or older</u>
• not driven after drinking	89.0	96.9	95.9	91.0	91.7

Media awareness of alcohol enforcement and the chance of receiving a ticket (if the respondent drove after drinking) were compared by age and sex with the following percentages. There was a statistically significant decrease in the percentage of males who felt they were likely to receive a ticket (90.9 percent in 2011 compared to 77.8 percent in 2012).

			<u>Age (years)</u>		
	<u>Male</u>	<u>Female</u>	<u>18 to 34</u>	<u>35 to 54</u>	<u>55 or older</u>
• aware of enforcement	69.9	66.1	68.5	69.4	68.2
• somewhat likely to receive ticket	77.8	88.5	88.6	83.1	78.4

### 3.4 DISTRACTED DRIVING

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

	<u>2010</u>	<u>2011</u>	<u>2012</u>
• talked on a cell phone	59.6	59.1	56.4
• texted someone	9.0	12.9	7.3
• read	3.5	4.3	5.4
• brushed hair, applied makeup	5.0	4.5	4.1

There was a reduction in 2012 of the percentage who indicated they had talked on a cell phone or texted someone. The reduction in texting may be related to publicity about the safety issues with this activity and related legislation.

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

	<u>Age (years)</u>				
	<u>Male</u>	<u>Female</u>	<u>18 to 34</u>	<u>35 to 54</u>	<u>55 or older</u>
• talked on a cell phone	61.4	51.7	63.1	70.0	36.2
• texted someone	8.8	5.8	13.1	7.0	2.6
• read	9.2	1.7	10.5	5.8	0.6
• brushed hair, applied makeup	2.0	6.1	5.3	4.4	2.9

The largest difference was the lower percentage of drivers 55 years of age or older who indicated they participated in the distracted driving activities compared to the two younger age categories. There was a dramatic difference when comparing drivers under 35 to those over 55 years of age. The percentages for males reported using a cell phone or texting was higher than female. The largest difference was the higher percentage of males and younger drivers who indicated they had read while driving.

### 4.0 CONCLUSIONS

The survey shows that drivers do not self-report many violations in their driving behavior. A small percentage of drivers admitted to violating the law in the areas surveyed (safety belt use, speeding, and impaired driving). For example, almost all drivers (93 percent) said they wear their safety belt all or most of the time (compared to usage found in an observational survey of 84 percent). Most stated they rarely or never drove more than five mph over the speed limit (59 percent for local roads and 76 percent for interstates). About 34 percent indicate they do not drink alcoholic beverages. Only seven percent of drivers who stated they drink alcohol indicated they had driven within two hours after drinking an alcoholic beverage.

The survey shows a high level of media and enforcement awareness. The majority of surveyed drivers had heard about enforcement related to drinking and driving (68 percent) while about one half were aware of enforcement related to the use of safety belts (53 percent) and speeding (44 percent). These percentages were similar for 2010 through 2012 for alcohol and speeding and had decreased in 2012 for safety belts. Males were generally more aware of enforcement activities than females.

The large majority of drivers felt they were somewhat likely to receive a ticket if they violated the law in these areas (83 percent for drinking alcohol and driving, 81 percent for speeding with 67 percent for not wearing a safety belt).

The most common type of distraction was talking on a cell phone. About 56 percent reported using a cell phone while driving in 2012 which is a slight decrease compared to the previous two years. This could be related to publicity about the related hazards of use of cell phones while driving. There was a decrease in texting in 2012 which could be related to publicity about safety concerns and related legislation. Distracted driving was more common for the males and the youngest age category. This would be related to the increase in the percentage of males and young drivers who reported reading while driving.

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