



FY 2007 Annual Report

Kentucky Office of Highway Safety

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Introduction

Crash Summary

The total number of motor vehicle crashes in Kentucky decreased by approximately 1.2% during the last year, from 128,685 in 2005 to 127,252 in 2006. More significantly, the number of fatal crashes decreased for the first time in six years and fatalities decreased by 7.3% from 985 in 2005 to 913 in 2006. As a result, Kentucky's fatality rate per 100 million vehicle miles traveled (VMT) also decreased from 2.1 in 2005 to 1.9 in 2006. By comparison, the national fatality rate is 1.42.

Injury crashes and injuries from motor vehicle crashes continued the steady decline that began in 1999, no doubt due to continuing improvements in vehicle safety and increases in seat belt usage. In 2006, the number of injury crashes fell to 27,467, a 4.7% drop from the previous year. Kentucky's 2006 injury rate per 100 million VMT also declined by 4.4% to match the national average rate of 86. When calculated per 100,000 population, the state has a significantly higher injury rate (975) than the national average (860), even though this rate declined in the last year.

Despite yearly fluctuations, many of the performance measures graphed on the previous pages exhibit improving trends over the long-term. Crashes, injuries, combined fatal & serious injury rates, alcohol-related fatalities, and seat belt and child restraint usage have all been moving in a generally encouraging direction, although progress has often been slow and measured. The passage of a new primary seat belt law and the resulting greater degree of change in the belt usage rate played a role in the recent downturn in fatalities and the fatality rate. This followed a troubling period of increases from 2000 through 2005. Hopefully, more progress will be seen after another year of the enhanced law being in place and when the full effects of primary enforcement are realized. At this time, only about 33% of occupants killed in Kentucky crashes are restrained. Motorcyclist fatalities also continue to be an area of great concern, as these increased more than threefold in the last decade.

Accomplishments

The following accomplishments are among those made in the area of highway safety by the Commonwealth of Kentucky in Fiscal Year 2007:

- ∞ Integrated the Governor's Highway Safety Program into the Department of Transportation Safety in the Kentucky Transportation Cabinet following reorganization by executive order.
- ∞ Began primary enforcement of seat belt violations on January 1, 2007, upon completion of a six-month courtesy warning period that began in July 2006 under the primary seat belt law passed in 2006.
- ∞ Provided federal funding to 76 law enforcement agencies throughout the state to address identified highway safety problems through year-round enforcement programs. Provided funding to an additional 69 law enforcement agencies for

heightened enforcement specifically during the 2007 *Buckle Up Kentucky: It's the Law and It's Enforced* mobilization. Also provided funds to 14 entities for educational programs and training aimed at reducing traffic fatalities and injuries.

- ∞ Coordinated enforcement mobilizations emphasizing the major program priorities of occupant protection and impaired driving. Recruited law enforcement agencies at the state and local levels to participate in greater numbers than in previous years.
- ∞ Funded publication of the annual *Analysis of Traffic Crash Data in Kentucky* and *Traffic Collision Facts* books by the Kentucky Transportation Center (University of Kentucky).
- ∞ Established a state Traffic Safety Resource Prosecutor, who completed a DUI Prosecution Manual to serve as a new resource for law enforcement and prosecutors.
- ∞ Sponsored the 200-site statewide annual seat belt survey, which indicated an increase in Kentucky's average seat belt usage rate from 67.2% to 71.9% in 2007. Also coordinated additional observations to establish a 2007 usage rate for every Kentucky county.
- ∞ Held 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.
- ∞ Conducted three statewide media campaigns to coincide with highway safety enforcement mobilizations or major holiday periods. Developed new advertising spots for campaigns that aired in the fall of 2006, January 2007 and May 2007.
- ∞ Completed a 403 demonstration project that examined the effect of the warning/educational period associated with the new primary seat belt law.
- ∞ Planned and coordinated a Kentucky Lifesavers Conference for the fourth consecutive year.
- ∞ Continued involvement in the Governor's Executive Committee for Highway Safety and its associated emphasis area teams. These teams submitted material that was included in the 2008 update of the state's Strategic Highway Safety Plan, *Kentucky's Roadmap to Safer Highways*.
- ∞ 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.
- ∞ Held training sessions in three different areas of the state to review responsibilities and procedures for agencies receiving highway safety grants.
- ∞ Integrated content from the highway safety office's former web site into the Department of Transportation Safety's web site (<http://highwaysafety.ky.gov/>), including various forms for grantees.
- ∞ Succeeded in improving Kentucky's BAC testing rate for drivers involved in fatal crashes. New data released in 2007 showed that this rate increased from 43.3% to 48.9%.
- ∞ Continued the *Drive Smart* Corridor Safety Program in each of Kentucky's highway districts.

Impaired Driving Program

Kentucky experienced a decrease in both alcohol-related crashes and alcohol-related fatalities in 2006, by about 1.5% and 7.8%, respectively. These changes are encouraging, since the data on alcohol-related crashes and fatalities were less positive the previous year. The percentage of all fatalities that were alcohol-related (21% according to the statewide CRASH database) remained essentially unchanged from the previous year. When the FARS imputed alcohol crash data is considered (2005 data), Kentucky had the second-lowest percentage of alcohol-related fatalities in NHTSA's southeast region, as well as one of the lowest percentages in the nation. Kentucky also saw a continued reduction in the number of alcohol-related injury crashes (2.2%) in 2006.

Below is a recap of the impaired driving program goals as stated in the FY 2007 Highway Safety Plan and an indication of whether or not the goal was achieved:

- ∞ **Goal:** To reduce the number of alcohol-related fatalities to 160 or less.
Status: Goal was not met, but progress was made: alcohol-related fatalities decreased 7.8%, from 204 in 2005 to 188 in 2006.
- ∞ **Goal:** To reduce the number of alcohol-related injury crashes by 5% from 2,166 to 2,058.
Status: Goal was not met, but progress was made: alcohol-related injury crashes decreased 2.2% in 2006, to 2,118.
- ∞ **Goal:** To reduce the number of alcohol-related fatalities per 100M VMT from 0.43 to 0.39.
Status: This goal was met, with the fatality rate decreasing to .39 per 100M VMT in 2006.
- ∞ **Goal:** To reduce the percentage of alcohol-related fatalities from 21% to 19% or less
Status: The proportion of alcohol-related fatalities stayed the same again in 2006. (Note: this percentage is derived from KY CRASH data, as opposed to FARS imputed data, which indicates that alcohol-related crashes comprise 31% of all fatalities).
- ∞ **Goal:** To increase the average DUI conviction percentage from 83.7% to at least 86%.
Status: This percentage increased slightly, to 83.8%, but did not meet the goal.

Alcohol Program – Grants to Law Enforcement

Alcohol countermeasures grants were funded with Section 402 and Section 410 funds for 27 local law enforcement agencies in 18 counties, as well as two state law enforcement agencies (Kentucky State Police and Kentucky Vehicle Enforcement).

These agencies worked a combined total of 19,033 overtime hours resulting in 4,222 DUI arrests, 10,226 speeding citations, 7,392 safety belt citations/warnings, and 196 child restraint citations during the grant year. In addition, these grantees conducted a total of 851 traffic safety checkpoints.

Of the activity above, Kentucky State Police's Nighthawk traffic alcohol program was responsible for 5,827 of the overtime hours, with 2,243 DUI arrests, 953 speeding citations, 82 child restraint citations, and 1,120 seat belt citations/warnings. KSP also conducted a total of 692 traffic safety checkpoints at locations all across the state.

Impaired Driving Enforcement Mobilization

Kentucky coordinated one major mobilization focused on impaired driving in FY 2007, in conjunction with the national ***Drunk Driving: Over the Limit. Under Arrest*** mobilization from August 17 through September 3, 2007. A press conference was held on August 17 at the Kentucky Horse Park in Lexington to kick off the enforcement period and generate media interest. Officials from the Kentucky Transportation Cabinet, Kentucky State Police, Kentucky Vehicle Enforcement, the Governor's Office and Mothers Against Drunk Driving (MADD) Kentucky spoke at this event.



Many officers from state and local law enforcement agencies were among those gathered at the Kentucky Horse Park to hear speakers address the problem of impaired driving in Kentucky.

Nearly seventy-three percent (72.8%) of all law enforcement agencies statewide participated in the ***Drunk Driving: Over the Limit. Under Arrest*** mobilization, with 230 (or 62.5% of total) reporting their enforcement data to the highway safety office. A total of 597 checkpoints were conducted during this 17-day period. Between checkpoints and patrol enforcement, the mobilization resulted in the following arrests/citations:

DUI Arrests:	1,945	Safety Belts:	5,446
Felony arrests:	1,586	Child Restraints:	274
Drug Arrests:	1,989	No Insurance:	4,832
Fugitives Apprehended:	1,491	Reckless Driving:	699
Suspended Licenses:	1,701	Other Traffic Violations:	16,147
Speeding	12,941	Stolen Vehicles Recovered	106

Law enforcement in Kentucky and neighboring states joined forces for several “border to border” traffic safety checkpoints during the mobilization. Kentucky took part in a multi-jurisdictional press conference at Joan C. Edwards Stadium at Marshall University in Huntington, West Virginia on August 24, 2007. The Tri-State Area Law Enforcement Council arranged the event to put the area on notice that sobriety checkpoints, saturation patrols and stings for underage drinkers would be conducted through the Labor Day holiday in West Virginia, Ohio and Kentucky.



A “Border to Border” checkpoint on U.S. 23 near Jenkins involved a variety of agencies from Kentucky and Virginia.



Boyd Sigler, Director of the Division of Highway Safety Programs, addresses the crowd at a press conference in Huntington, West Virginia.

DUI Enforcement Awards Program

In November 2007, the Department of Transportation Safety hosted the annual Governor’s Impaired Driving Enforcement Awards. The event was held at the Griffin Gate Marriott in Lexington on November 28, 2007. Remarks were given by Commissioner Tim Hazlette from the Kentucky Department of Transportation Safety and Jose Sepulveda, Division Administrator at the Federal Highway Administration, Kentucky Division. Bill Naff, the Regional Program Manager for NHTSA Region 3, was

a guest speaker. The keynote address was given by Angela Criswell, the State Executive Director for Mothers Against Drunk Driving (MADD) Kentucky. Representatives from Kentucky Vehicle Enforcement, the Kentucky State Police, and the Lexington Police Department also participated.

This event honored officers for their outstanding achievements in impaired driving enforcement during FY 2007. 193 officers and 166 law enforcement agencies were recognized for their extraordinary efforts in reducing impaired driving. The individuals receiving awards were collectively responsible for over 6,490 impaired driving arrests from October 2006 through September 2007. Total agency arrests from those who reported were 35,441. Awards were also presented to 18 individuals who were recognized for the highest number of arrests in their agency size division.

This annual event provided an opportunity for a partner agency to present an award. MADD Kentucky recognized Captain Ken Clark from the Berea Police Department for the leadership and commitment he has shown with Youth in Action on underage drinking and zero tolerance enforcement.

Alcohol Program Non-Law Enforcement Projects

Traffic Safety Resource Prosecutor

The Highway Safety Office partnered with the Office of Attorney General in October 2006 to hire a Traffic Safety Resource Prosecutor (TSRP). Bob Stokes with the Fayette County Attorney's Office accepted the position in April of 2007. Bob has attended several national and regional trainings to enhance his understanding of the position and give him the tools necessary to train the Commonwealth's prosecutors and law enforcement. In June, 2007, he and the Prosecutors Advisory Council coordinated a 2.5-day regional training in western Kentucky. Twenty-six people attended the training - 13 prosecutors and 13 law enforcement officers. The training was based on the training materials developed by the American Prosecutors Research Institute, "Protecting Lives, Saving Futures" and focused on DUI enforcement from initial contact on the scene through conclusion of trial. The evaluations of this training were uniformly positive and the attendees reported that they found the training to be extremely beneficial.

Additionally, in September 2007, the TSRP participated as a faculty member in the the annual Kentucky Prosecutors Institute, a week-long intensive training session for new prosecutors. He has spoken at many community group functions and to members of law enforcement throughout the state. He has provided training to state prosecutors as well as law enforcement officers. Between April and September 2007, Bob authored, assembled and distributed a DUI prosecution manual to all of the state prosecutors. Additionally, through his many appearances and efforts, Bob has developed a network of excellent law enforcement and prosecutorial contacts. This will enable him to truly act as a

liaison between the prosecutorial and law enforcement communities so that traffic safety issues may be properly addressed and resolved.

MADD Kentucky Court Monitoring

Our Highway Safety Office partnered with MADD Kentucky to hire a Court Monitoring Coordinator. Sharon Tankersley accepted this position and began in December 2006. During the first year, MADD targeted their Court Monitoring Program within three counties having the lowest DUI conviction rates in Kentucky: Leslie, Clay and Gallatin counties. Their project focused on: 1) educating citizens in the three target counties about the general mission of MADD; 2) building collaborative relationships with key leaders in each county; and 3) instituting a system for compiling court data.

Volunteer recruitment is a crucial element of this project and was the most difficult task during the grant year. Finally, about eight months into the program, they secured volunteers in each target county, with several others planning to be trained very soon. Now that an initial group of volunteers is in place, we anticipate even greater program success. A small group of dedicated volunteers will inspire others to get involved. Our goal is that MADD's Court Monitoring program will serve communities throughout Kentucky in several important ways:

- Encouraging local activism by volunteer recruitment and training
- Gathering valuable court data that can later help pinpoint problem areas
- Highlighting the social effects of a lax court system
- Supporting local law enforcement through collaborative team building
- Educating the public at large regarding Kentucky DUI law and its role in highway safety

Within the three targeted counties, the DUI conviction rates have increased based on cases observed from January – September 2007. Results for each county are shown below:

CLAY COUNTY:

Original conviction rate = 50.5%

Total DUI cases observed = 83

Total disposed DUI cases = 36

Total disposed DUI cases resulting in a conviction = 23

Total disposed DUI cases not resulting in a conviction = 13

Observed Conviction Rate (based on 36 disposed cases) = 63.8%

GALLATIN COUNTY:

Original conviction rate = 60.2%

Total DUI cases observed = 117

Total disposed DUI cases = 72

Total disposed DUI cases resulting in a conviction = 58

Total disposed DUI cases not resulting in a conviction = 14

Observed Conviction Rate (based on 72 disposed cases) = 80.5%

LESLIE COUNTY:

Original conviction rate = 43.4%

Total DUI cases observed = 54

Total disposed DUI cases = 26

Total disposed DUI cases resulting in a conviction = 15

Total disposed DUI cases not resulting in a conviction = 11

Observed Conviction Rate (based on 26 disposed cases) = 57.7 %

Drug Recognition Expert Training Program

Kentucky's Department of Criminal Justice Training (DOCJT) completed their second year of a highway safety project to train local and state law enforcement officers in the Drug Recognition Evaluation (DRE) and Classification Program resulting in certification of 20 police officers as Drug Recognition Experts. They conducted two separate classes with 11-12 officers in each class. Each class consisted of a two-day preschool and an eight-hour DUI/SFST course followed by the seven day DRE course. Upon completion of the classroom training, candidates in the first class traveled to Oakland, California for field certification evaluations and the second class traveled to Phoenix, Arizona for field certifications. The reason for transporting the students out of state for these field certification evaluations is due to the fact that DRE is relatively new in Kentucky and we did not have enough instructors to oversee the evaluation part of the program. Graduates of the program included 10 Kentucky State Police Troopers and 12 officers from the following local law enforcement agencies: Ft. Thomas Police Department, Bowling Green Police Department, Hazard Police Department, London Police Department, Graves County Sheriff's Department, Daviess County Sheriff's Department, Florence Police Department, Middlesboro Police Department, Louisville Metro Police Department, Lexington Metro Police Department, and Warren County Sheriff's Department.

Youth Alcohol Program Coordinator

The Kentucky Crime Prevention Coalition (KCPC) completed their fourth year of having a full-time Youth Coordinator position. This position is currently held by Wayne Alexander, who conducts youth alcohol prevention programs to middle schools, high schools and universities throughout the state. These interactive programs use an 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 2007, Wayne conducted 40 programs to high schools and universities and 76 programs in middle schools. The two programs combined reached a total of 17,652 students throughout the state. Wayne also exhibited the program and its specialized vehicles at several conferences and events in the state.

DUI Standards Community Assessment Project (Hardin County Attorney's Office and Madison County Attorney's Office)

The DUI Standards Community Assessment Project was created to reduce recidivism among repeat DUI offenders and those with high BACs. Two Kentucky counties were selected to implement this project, Hardin and Madison counties. In addition to law enforcement agencies, both the Hardin and Madison County Attorney office's completed a 3rd year of the DUI Standards project with both having a full-time DUI Coordinator to maintain a database allowing them to track every DUI case within their county from arrest through treatment and probation. These positions have allowed them to meet several DUI Standards and to improve their overall DUI systems by tracking DUI case data. Both counties realized an increase in their overall DUI conviction rate. Madison County's DUI conviction rate increased from 80% to 85% and Hardin County's DUI conviction rate increased from 89% to 92%.

Occupant Protection Program

Average seat belt usage increased more significantly in 2007 than it has in the last several years, due to full implementation of the primary seat belt law. In January 2007, Kentucky law enforcement officers began issuing tickets for seat belt violations following a six-month educational/warning period in the latter half of 2006. As a result, the average statewide seat belt usage rate increased from 67.2% in 2006 to 71.8% in 2007. The seat belt usage rate was 76.2% in northern Kentucky, 71% in western Kentucky, and 62.8% in the eastern part of the state. Considering vehicle type, the van seat belt usage rate was the highest at 78.1%, followed by sport utility vehicles at 76.3%, passenger cars at 74.6%, and pickup trucks at 60.1%. Although the usage rate in pickup trucks is the lowest of all vehicle types, usage in this type of vehicle increased 7.3% in 2007; more than in any other type of vehicle.

The usage rate for child restraints increased by 4.5 percentage points from 94% in 2006 to 98.5% in 2007. The usage of child restraints for young children remains high, which can be largely attributed to primary enforcement, which has been in effect since 1982 and applies to all children 40" or less in height.

In 2006, 51 child occupants (four years and under) were involved in a crash in which someone was killed. This number was down about 18% from 2005. Ten children (four years and under), however, were killed in traffic crashes in Kentucky during 2006, and only 50% of them were restrained (only one had been placed in a child safety seat).

Below is a recap of the occupant protection program goals as stated in the FY 2007 Highway Safety Plan and an indication of whether or not the goal was achieved:

- ∞ **Goal:** To increase the average statewide safety belt usage rate from 67.2% to at least 75%.
Status: The 2006 observed statewide usage rate increased by 4.6 percentage points to 71.8%. Substantial improvement occurred, but the goal was not met.
- ∞ **Goal:** To increase usage on rural minor/local roads from 56.2% to 62%.
Status: The average rate for this type of roadway rose to 62%, meeting the goal.
- ∞ **Goal:** To increase usage for pickup truck occupants from 52.6% to 57%.
Status: Seat belt usage by pickup truck occupants increased to 60.1%, exceeding the goal.
- ∞ **Goal:** To increase statewide usage by children under the age of four from 94.4% to 96%.
Status: The statewide usage rate for children under the age of four (including both the front and rear seat) increased significantly to 98.5%. The goal was met.

Occupant Protection Program -- Grants to Law Enforcement

The State Highway Safety Office utilized Section 402 funds to support occupant protection overtime enforcement programs for 11 law enforcement agencies. These grantees reported an average seat belt usage rate in their jurisdictions of about 46% at the beginning of the grant year.

These grantees worked a total of 2,475 overtime hours, issuing a total of 1,986 seat belt citations and 45 child restraint citations. In addition, these grantees issued a total of 1,723 speeding citations and made 196 DUI arrests during their grant-funded hours. Grantees reported seat belt usage at the beginning and end of the grant year from locally conducted observational surveys. All twelve of the funded agencies reported increases in their local seat belt usage rate at the end of the grant year.



Occupant Protection Enforcement Mobilization

Kentucky coordinated one major mobilization event specifically focused on occupant protection. The ***Buckle Up Kentucky: It's the Law and It's Enforced*** mobilization was held from May 21 to June 3, 2007, corresponding with the national *Click it or Ticket* mobilization. A total of 234 agencies reported the following activity for the two-week period:

DUI Arrests:	1,644	Safety Belts:	22,846
Felony arrests:	1,102	Child Restraints:	478
Drug Arrests:	1,462	No Insurance:	5,612
Fugitives Apprehended:	1,233	Reckless Driving:	521
Speeding	17,575	Suspended Licenses:	1,935
Other Traffic Violations:	21,316	Stolen Vehicles Recovered	104

A mini-sample set of observational surveys taken before the start of the campaign showed a baseline seat belt usage rate of 73%, indicating that full implementation of the primary law, by itself, was responsible for a significant increase in belt usage. A survey at the same set of sites in December 2006 had shown seat belt usage to be only 68.7%. Surveys taken during the enforcement phase of the "Buckle Up Kentucky" campaign showed an even greater increase to 76.2%. Once the intensified enforcement period was over, the rate dropped to 71.8% in the full 2007 statewide survey.

The number of seat belt citations issued during the May enforcement campaign represents the largest number ever issued in Kentucky during a spring enforcement campaign, and a 385% increase from the number issued during the previous May mobilization in 2006.

Enforcement efforts during the campaign were strengthened by partnerships with adjoining states. Kentucky law enforcement again partnered with Tennessee law enforcement for a “Hands Across the Border” initiative during the mobilization. A press conference was held on May 9, 2007 in Nashville to announce the cooperative enforcement efforts, which included traffic safety checkpoints held on roadways crossing the border between the two states. These checkpoints were held in Kentucky on U.S. 25E at the Cumberland Gap tunnel on May 18 and on KY 61 near Burkesville on May 12, 2007.

For the second year, Kentucky joined in a promotional event with McDonald’s restaurants for the May mobilization with the states of West Virginia and Ohio and. This program was scheduled to coincide with the start of the enforcement campaign on May 21, 2007. It involved about twenty McDonald’s restaurants eastern Kentucky for a two-hour period, in which volunteer teams from law enforcement, emergency response and the Highway Safety Office were stationed at the restaurants’ drive-through lanes. Drivers and their passengers who were buckled up received food coupons and key chains as a reward. Those who weren’t buckled up were handed educational materials about seat belts and encouraged to use them. McDonald’s provided the food coupons and each state highway safety office sent out press releases to publicize the event. A press conference was held in Pikeville, Kentucky to highlight this cooperative effort between business and government.



Ronald McDonald joins Buckle Bear, the Crash Test Dummies and law enforcement officers at a press event in Pikeville to celebrate the success of the “I’m Buckled Up and I’m Lovin’ it” promotional in eastern Kentucky.

May Mobilization Grants

A total of about \$351,800 in Section 405 funding was directed to law enforcement agencies solely for officer overtime during the May 2007 mobilization. A total of 69 agencies utilized this additional funding, including Kentucky State Police, Kentucky Vehicle Enforcement, and local agencies. These agencies worked a total of 10,040 hours of traffic overtime during which they issued 14,313 seat belt citations, 324 child restraint citations, 946 speeding citations and 13,911 other citations, in addition to making 499 DUI arrests.

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 highway safety office, responsible for law enforcement outreach in their particular region of the state. In FY 2007, the LELs made a total of over 1,000 visits to city, county, and state police agencies. They were instrumental identifying and selecting suitable agencies to receive funding for special traffic enforcement efforts.

Each year, the LELs hold a total of 32 regional meetings in May and August, presenting information on current highway safety priorities and the upcoming national/state mobilizations. Grantees and all other law enforcement agencies in each of 16 State Police post areas 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. The LELs achieve good attendance at these meetings by providing lunch, distributing program enhancement items, and giving attendees the opportunity to draw for incentive prizes, such as preliminary breath testing devices.

The LELs also attended a number of meetings, such as those held by local safety coalitions, state and regional chief's and sheriff's associations, and highway safety corridor teams. They also attended the LEL conference held by NHTSA's southeast region in Tunica, Mississippi in February 2007 and the Kentucky Lifesavers Conference in April 2007.

Occupant Protection Outreach /Educational Projects

What's Holding You Back, Kentucky? Campaign

The Department of Transportation Safety launched this new seat belt awareness campaign as an ongoing educational effort to help increase seat belt usage. A press conference was held on June 28, 2007 at the Transportation Cabinet office building in Frankfort to unveil the campaign.

The event was used as an opportunity to highlight the progress made in occupant protection in 2006 and to stress the importance of buckling up for every trip. Data was also released about Kentucky's "top 25" counties for highway safety problems and the Department's intent to concentrate countermeasures in these areas. Along with safety officials, a trauma



medic and a crash survivor who was saved by his seat belt were on hand to give their own testimonials about the lifesaving impact of seat belts.

Kosair Children's Hospital – Child Passenger Safety Coordinator

Kentucky's highway safety office continued its contract with Kosair Children's Hospital to fund a Registered Nurse and Child Safety Advocate as the full-time coordinator of the state's Child Passenger Safety program. Her major accomplishments in FY 2007 included the following:

- ∞ Hosted nine 32-hour national child passenger safety technical workshops, certifying 95 new technicians from local police, fire, nursing, and health departments.
- ∞ Attended and provided check-up supplies for 10 local SAFE KIDS events and 26 other clinics as requested by local agencies.
- ∞ Provided over 1,200 booster seats to local technicians to distribute during their programs.
- ∞ Sent out new LATCH books, color pictorial of car seats, and an educational caregivers' CD to 25 of the state's CPS instructors, state SAFE KIDS coalition/chapter coordinators and police/fire departments with active fitting stations.
- ∞ Co-coordinated the CPS presentations at the Kentucky Lifesavers Conference that provided continuing educational units (CEU's) for technicians and participated as a speaker for each of the three sessions.
- ∞ Distributed thousands of program enhancement items for students participating in booster seat programs held by local technicians across the state, as well as to children at local child seat clinics and check-up events.

Central Baptist Hospital Occupant Protection Specialist

This continuation grant helped to fund an RN at Central Baptist Hospital in Lexington to coordinate *Battle of the Belts* programs at five public high schools in Fayette County and two in Jessamine County, as well as two private high schools and two middle schools. These programs are designed to increase seat belt usage in a very at-risk population of over 13,000 students. The competition includes pre- and post-program belt surveys, seat belt usage pledges, incentives, posters, outdoor signs, displays, presentations, "ghost out" events and interactive games. These programs have consistently demonstrated success in significantly raising seat belt usage in the subject schools since their inception.

The project director also coordinated a number of "Drive Safely Work Week" events in October 2006 for the Central Baptist Hospital staff (about 2,500 people). She helped instruct four-day CPS technician classes as well as technical update classes, and participated in 18 public car seat check-up clinics. Additional activities included CPS presentations to a variety of audiences, participation in meetings of the state Occupant Protection Task Team, Fayette County and Kentucky SAFE KIDS and Kentucky's Booster Seat Coalition.

Pike County Health Department Child Passenger Safety Program

This grant helped fund efforts in Pike County and surrounding eastern Kentucky counties to provide child passenger safety services to the public. The project director, Suetta Clevinger, accomplished this through the following activities:

- ∞ Conducted a CPS technician class in September 2007, which increased the number of technicians in the eastern region of the state from 29 to 39.
- ∞ Assisted in establishing a permanent CPS fitting station at the Kentucky Vehicle Enforcement post in Pikeville. Provided seats and supplies for needy clients of the permanent fitting stations operated by Kentucky State Police Post 9, Pikeville City Police, and the Pikeville Fire Department.
- ∞ Held monthly CPS classes as part of an Alternative Sentencing Program for violators in Pike County, educating a total of 19 individuals during the grant year. Also networked with the UK Injury Prevention Center to provide alternative sentencing classes for 25 violators in Floyd, Perry and Letcher counties.
- ∞ Presented the "I'm Safe in the Car" curriculum to 480 Head Start children in Pike County.
- ∞ Partnered with Kentucky State Police Post 9 in conducting education on occupant protection in the Pike County Schools. This included a *Battle of the Belts* program that reached about 2,700 high school students.
- ∞ Provided CPS educational handouts at numerous school functions, civic group meetings, and special community events, reaching at least 2,500 people.
- ∞ Assisted with ten community child seat check-up events.

Marshall County Health Department Child Passenger Safety Project

Occupant protection grant funds helped this health department deliver child passenger safety education and services to a multi-county area in western Kentucky. Some of the activities the project director completed this year are:

- ∞ Maintained a CPS fitting station from 7:00 a.m. to 4:00 p.m. Monday through Friday at the health department, resulting in 83 seats being checked.
- ∞ Provided CPS educational materials to health department clients, area technicians, and law enforcement agencies.
- ∞ Held a total of six community checkup events in Calloway, Graves, Marshall, McCracken and Fulton counties.
- ∞ Worked with the state's CPS coordinator to instruct a class to certify five new technicians. Worked with 12 certified technicians so they could maintain their current certifications.
- ∞ Utilized local radio airtime, newspaper articles, educational materials, meetings with senior citizens groups, roll-over demonstrations for school safety day and a billboard to help increase seat belt usage.
- ∞ Served on the Purchase Area Highway Safety Team, working with other committee members to identify problems and develop ideas to improve education, enforcement and engineering.
- ∞ Served on the Citizen's review panel for Community Based Services, helping to educate social workers and foster parents on safer transport of children.

Police Traffic Services Program

Even though the percentage of fatalities in Kentucky that involve speeding (about 18%) remains well below the national average (32%), speed is still one of the most common contributing factors in total crashes and fatal crashes in Kentucky. In 2006, there were 160 fatalities in speeding-related crashes. For this reason, the Police Traffic Services program helps law enforcement agencies throughout the state combat speeding by funding overtime enforcement for traffic patrol. The program also targets areas that have multiple highway safety problems. Below is an examination of progress toward last year's goals related to speeding-related crashes:

- ∞ **Goal:** To reduce the number of speeding-related crashes by six percent from 8,083 to 7,598.
Status: This goal was not met -- the number of speeding-related crashes decreased by only 1.9 percent in 2006, to 7,931.
- ∞ **Goal:** To reduce the number of speeding-related injury crashes by 9% from 2,806 to 2,553.
Status: This goal was not met, although the number of speeding-related injury crashes did decrease by 5%, to 2,663.
- ∞ **Goal:** To reduce the number of speeding-related fatal crashes to 155 or less.
Status: This goal was not met, although the number of speeding-related fatal crashes decreased by 12%, from 191 in 2005 to 168 in 2006.
- ∞ **Goal:** To reduce the percentage of fatal crashes involving speed to 19% or less.
Status: Progress was made toward this goal, with this percentage dropping from about 21.5% in 2005 to 20% in 2006.

Police Traffic Services – Grants to Law Enforcement

Federal 402 funds helped 34 local agencies work overtime hours to combat speeding and other traffic violations. These agencies worked a total of 10,729 overtime hours, resulting in 15,979 speeding tickets, 366 DUI arrests, 5,752 seat belt citations, and 136 child restraint citations. These agencies also held a total of 75 traffic safety checkpoints during the grant year.

Kentucky State Police continued their SPEED and PASS programs, working 2,285 combined hours of overtime in the 16 Post areas throughout the state. This overtime generated 19,105 speeding citations, 156 DUI arrests, 97 child restraint citations, and 3,559 seat belt citations.

Drive Smart Safety Corridors

The Department of Transportation Safety has designated 13 highway safety corridors in the state's 12 highway districts using data analysis and research to identify U.S. and state routes with high collision rates, fatalities and injuries. In calendar year 2007, the Department coordinated a traffic enforcement blitz on each of these corridors. These enforcement events involve both state and local law enforcement agencies, who not only intensify traffic patrol, but publicize their efforts through the media and with radar trailers and variable message boards. The Department encouraged participation by offering \$1,000 grants (FHWA funds) to agencies who were not receiving NHTSA-funded grants from the highway safety office. A total of \$53,000 in FHWA funds was used for this purpose.

In 2007, these blitzes resulted in over 9,000 total contacts, with 7,703 of those being citations. These included 131 DUI arrests, 2,672 speeding citations, 1,635 seat belt citations, and 172 instances of drivers operating on suspended licenses. Since the inception of the Drive Smart Safety Corridor program in 2005, there has been an average annual reduction of 20% in fatalities and injuries on these roadways. This translates to 2,500 fewer persons having been killed or injured in traffic collisions on these roads during that time.

Highway Safety Materials Clearinghouse

The Kentucky Crime Prevention Coalition (KCPC) received a grant to continue to maintain a clearinghouse of highway safety educational materials such as CDs, brochures, lesson plans, coloring books, etc. Materials cover a wide variety of highway safety topics, including impaired driving, occupant protection, school transportation-related safety, etc. An online catalog is maintained so that individuals and organizations can place their orders and KCPC can track their supply and distribution of materials. During the past grant year, over 115,000 items were ordered from the clearinghouse, mostly by law enforcement agencies, family resource centers and school officials. This is a 56% increase in the number of items ordered the previous year. KCPC also held a focus group of its members to determine the educational item most needed by agencies. As a result, they are developing a brochure, "What to do if Stopped by the Police" in Spanish.

Safe Communities Program

During Fiscal Year 2007, we continued funding two Safe Communities Projects, one with the Barren River District Health Department and the other with Madison County Health Department. Below is a summary of their accomplishments during the contract period using Section 402 funding:

Barren River District Health Department:

- All 2005 data has been received from the six contributing hospitals and added to their master data file. They now have over 200,000 hospital injury cases. After processing the data, an analysis was done to create various presentations and handouts throughout the grant year.
- The Health Department created several PowerPoint presentations as well as handouts/brochures using the data they collected to educate the communities in their eight-county area.
- Completed four-county observational surveys in Butler, Logan, Simpson and Warren during the grant year, observing almost 9,000 vehicles. Drivers were observed by age group, minority, cell phone use and car vs. truck. Passengers were observed by age group. Motorcycle and bicycle helmet use was also recorded. Results showed significant increase since their last surveillance in 2005 and after the passing of the primary seat belt law. Surveillance results for each county were included in press releases to the media as well as on their webpage.
- The Health Educator completed 55 car seat appointments and two offender classes. Agency also assisted Barren and Metcalfe counties SAFE KIDS safety seat check-up events.

Madison County Health Department

- Worked with 18 different coalition partners, allowing them to reach a broad spectrum of population groups with educational messages.
- During grant year, the coordinator of the Safety Coalition participated in 36 planning meetings where decisions were made about the direction and needs of their target audience.
- Group presentations on highway safety topics reached at least 3,094 individuals throughout Madison County. In addition, 18,733 individual contacts at health and information type events were made.
- Three child passenger safety technicians with the Health Department conducted four public CPS check up events and hosted a CPS technicians course in May of 2007. These technicians installed 375 child safety seats and 96 booster seats at the Health Department's permanent fitting station.
- Seatbelt surveys are done every month in Madison County on interstate, city and rural roads. During the grant year, the survey results averaged 72.3%, the highest average usage rate to date in Madison County.
- The Always Buckle up Children in the Backseat (ABC in Backseat) program is continuing. Signs have been placed in all the schools in Madison County. While

the number of students riding in the backseat is virtually unchanged, the number of children using seat belts increased over 14%. It should be noted that the initial backseat usage rate in 2005 was below 55%. Ongoing and new methods will be implemented to try and increase the backseat usage rate.

- The Health Department's capacity to serve Madison County has much improved with partnerships from the local high schools along with Eastern Kentucky University, Berea College and the University of Kentucky, where students are doing safety projects as part of their classroom assignments.

Other Program Areas

Pedestrian/Bicycle Safety

Louisville-Jefferson County SAFE KIDS, led by Kosair Children's Hospital, received a grant to continue their BIKES (Behaviors Illustrating Knowledge that Ensures Safety) Project, a program that has educated children throughout Kentucky about bicycle and pedestrian safety for the last several years. During FY 2007, the coordinator of this program conducted 126 bike rodeos in schools in 37 counties, reaching approximately 20,000 4th and 5th graders. About 33% of these programs were held in the Louisville/Jefferson county area.

Accident Investigation

Kentucky State Police received approximately \$41,000 to hold a six-week crash reconstruction training at the Department of Criminal Justice Training in Richmond, Kentucky. Four Kentucky State Police troopers completed the course. The agency also purchased five Vericom brake meters to provide for safer and more detailed analysis of factors significant in collision reconstruction analysis and purchased two forensic mapping total stations to replace two that were in excess of 20 years old.

Traffic Records

The Kentucky State Police Criminal Identification and Records Branch received Section 408 funding to make a number of improvements in Kentucky's Traffic Records System. KYOPS (Kentucky Open Portal Solution) is a program that permits the electronic collection of motor vehicle collision, citation and crime data from throughout the state. The information is accessed by law enforcement agencies and the state highway safety office for use in planning traffic safety efforts. In the past year, the following changes were made to the KYOPS application to improve the quality of collision and traffic location data:

- Geo-Coding functionality was incorporated to aid law enforcement officers in entering location data.
- Quality control functionality was added to allow users to review, edit or add location data by plotting points on a map.
- Web portal functionality was incorporated to plot the location of collisions or citations that satisfy the query criteria.

- Kentucky State Police provided extensive user/trainer sessions regarding the new application features.

The Kentucky Department of Vehicle Regulation also made improvements to the system that tracks driver licensing data. Programming was completed to enable the courts in Kentucky's 120 counties to electronically send "Failure to Answer Summons" information to the Division of Driver Licensing. This upgrade will eliminate 260,000 – 280,000 manual transactions per year, thereby enhancing the accuracy and efficiency of the process. Electronic transmission of the data also means that drivers are notified in a more timely manner and that fewer drivers avoid licensing sanctions due to keying errors.

Motorcycle Safety

Kentucky State Police completed an operator's manual for those who take the motorcycle licensing test. Previously, these individuals had to rely on the regular driver manual, which is geared more for the first time driver and contained little information on motorcycles. The new motorcycle manual provides more detailed information on Kentucky's motorcycle laws and requirements, as well as about 40 pages devoted to safe operation. The basis for much of the content came from material published by the Motorcycle Safety Foundation. The manual is now available at licensing facilities around the state and on the Kentucky State Police's web site.

Paid Media Report

Kentucky conducted two major paid media campaigns in FY 2007 paid for with NHTSA funds. These campaigns ran in conjunction with the occupant protection and impaired driving enforcement campaigns in the spring and late summer of 2007. Advertising was also purchased for the 2006 holiday period (Thanksgiving and Christmas) and again in January 2007 to mark the beginning of enforcement for the primary seat belt law. The total amount expended on these campaigns was approximately \$944,000. This total includes costs associated with creative development of new ads for the seat belt campaign and fees paid to the state's media contractor, New West, LLC. These two major media campaigns were funded with a combination of Section 405 and 410 funds. Details from each campaign are described below in chronological order.

Fall-Winter Seat Belt Radio Campaign

This campaign consisted of three radio spots that ran on rotation beginning in mid-September 2006. The purpose was to remind people about the new primary seat belt law in a period when fatalities typically rise and to fill in a gap between the DUI media campaigns that ran during the Labor Day and holiday periods. The ads continued into the FY07 fiscal year, running from October 30 through November 20, 2006. All media costs were paid in FY06, using Section 403 funds as part of a seat belt demonstration project that was completed in September 2007. Details of this campaign were outlined in the FY 2006 Annual Report and in the final report for the 403 demonstration project.

Three thirty-second radio spots entitled "*Eye Exam*," "*Clock*," and "*One Word*," were developed for the fall 2006 campaign. The ads did not specify that only written warnings could be issued during this time; only that police would pull over drivers of cars in which the occupants are not buckled up. Single ads aired on an alternating basis during available 30-second time slots, while a combination of two back-to-back ads were used on stations offering 60-second spots.

Radio spots for this campaign were purchased for the following periods: September 12 through October 8; October 30 through November 26; and December 11-17, 2006. Because statewide political campaign advertising interfered with some of the scheduled media flight dates, stations agreed to air bonus spots on an "as available" basis from November 27, 2006 through January 22, 2007. Statewide coverage was achieved by purchasing in eight radio markets, with the heaviest concentration of GRP's in the major population centers of Bowling Green, Lexington and Louisville. Areas lying outside of these market areas that were considered high priority because of their low seat belt usage were reached through radio markets in several adjoining states. Time was purchased on stations appealing to the young adult demographic.

A total of \$264,950 in 403 funds was budgeted for the media campaign. A total of 13,372 radio spots were aired in each market area as follows: 1,438 in Bowling Green;

1,523 in Lexington, 2,203 in Louisville, and 8,208 in all of the outlying markets combined.

Beginning January 8, 2007, a more limited phase of the seat belt media campaign began, with the objective of reminding the public about the full implementation of the primary seat belt law. This phase ran for two consecutive weeks, and included both TV and radio ads. The newly-created TV spot featured a young boy mimicking his father's various actions, but the father forgetting to buckle up until he sees his son in the back seat buckling himself into his booster seat. The ad was entitled "Monkey See, Monkey Do," and used a much softer social norming approach compared to the enforcement-based ads that are typically used for the May campaigns. The ad did, however, close with the "Buckle Up Kentucky: It's the Law and It's Enforced" slogan. Network stations aired the commercial at no charge for the media time, due to credit owed for an under-delivery of GRP's in a previous TV campaign. Stations promised anywhere between 119 and 231 GRP's per week in the Bowling Green, Owensboro (Evansville IN), Lexington and Louisville markets. In addition, a radio ad was purchased in eight markets to air during this same two-week period at a total cost of approximately \$69,900 (402 funds). A new thirty-second radio ad ("*Sounds*") was created for this phase of the campaign. Production of these ads was paired with production work on the May seat belt ads in order to be more cost efficient.

Holiday 2006 Campaign

To focus on the problem of increased impaired driving during the holiday season, Kentucky purchased media for several weeks during late November and December 2006. A predominantly radio based campaign was developed, supplemented by advertising on cable and network TV. The television ads had originally been developed for the *You Drink & Drive. You Lose* campaign in 2005, but were retagged with the ***Drunk Driving: Over the Limit, Under Arrest*** slogan and logo in 2006. These ads emphasized law enforcement's commitment to arresting impaired drivers by featuring a mix of state and local officers talking about their experiences with DUI crashes or impaired drivers. To cover the Thanksgiving holiday, ads ran from November 20-27. Ads during the Christmas season ran from December 18 – 31, 2006. Approximately \$248,662 was spent for these combined periods.

Below is a summary of the media purchased for this campaign:

Markets-Radio	# Spots	GRPs	Men 18-34 Audience	Reach	Frequency	Cost
Bowling Green	774	200/wk	25,700	82%	14	\$11,399
Lexington	906	200/wk	70,300	81%	16	\$16,652
Louisville	1512	200/wk	121,200	80%	16	\$23,838
Outlying Markets	2,565	Not available				\$48,997
Total	5,757		217,200			\$100,886

Markets-Network TV	# Spots	# GRPs	Men 18-34 Audience	Reach	Frequency	Cost
Bowling Green	96	100/wk	22,950	66%	4	\$7,348
Evansville (IN) / Henderson KY	234	100/wk	76,890	79%	5	\$17,944
Lexington	166	100/wk	138,390	87%	5	\$23,354
Hazard	83					\$8,402
Louisville	233	100/wk	175,980	91%	5	\$25,900
Paducah	58	100/wk	103,400	58%	5	\$8,054
Total	787		517,610			\$91,002

Cable TV was used in border areas of the state served by markets in Charleston (WV), Cincinnati (OH) and Knoxville (TN). A total of 8,083 spots aired in these cable markets, costing a total of \$56,775. These cable markets serve 196,000 households and could reach an estimated 6,300 people in the target audience.

In terms of dollars spent, this campaign used approximately 40.5% for radio, 36.5% of the budget for network TV and 23% for cable. Of the total number of advertising spots that ran, however, 55.3% were on cable, 39.3% were radio, and 5.4% were on network TV.

“Buckle Up Kentucky: It’s the Law and It’s Enforced” Campaign

May 14 -- 27, 2007

Although this campaign corresponded to the national “Click it or Ticket” media campaign, Kentucky continued to use the slogan that has been used for the last several years, “Buckle Up Kentucky: It’s the Law and It’s Enforced.” It was felt that “Click it or Ticket” might come across too strong for a state with such a new primary enforcement law. Because of the passage of the new law, we recognized that a fresh ad would be more effective at getting viewers’ attention. Thus, a new television ad was developed that showed a seat belt snaking around the outline of the state on a map. The message was that no matter where you are in Kentucky, law enforcement officers would now pull over anyone they see not wearing a seat belt. A radio ad was developed entitled “Sounds.” It contrasted the sound of a crash and a siren with the sound of a seat belt buckling and warned drivers who didn’t buckle up that they would be pulled over and ticketed.



A media plan was developed that would primarily target men 18-34 and teens age 15-17. Counties were prioritized by their fatality rate and seat belt usage, with those having a fatality rate of 1 per 4,000 persons and seat belt usage under 60% given priority one status for media. Second priority was given to counties with high population and high fatalities, including the Lexington and Louisville metro areas. Cable TV and radio were chosen as the media formats, as broadcast television offer limited ratings with the primary demographic and since more than half of the flight dates fell into a window for political advertising leading up to Kentucky's May primary elections.

A statewide media buy was formulated to achieve increased advertising levels in priority one and priority two counties where available. Advertising was placed on cable TV stations that have strong ratings with the young male demographic, including MTV, FX, ESPN, SCI-FI, USA and Comedy Central. The cable TV buy was planned to deliver an average of 285 GRP's per week, resulting in a statewide reach of 94% and an average frequency of six exposures for the target audience. Radio was purchased to deliver 250 GRP's per week in each market. Primarily county and rock formats were purchased, with urban and Hispanic radio stations added where available. A total of 2,376 bonus radio spots and 10,924 cable TV spots were negotiated with the stations, but because of full advertising schedules in May (due to political campaign advertising), bonus spots were slated to run in June.

A more detailed summary of the media that aired for this campaign is shown in the tables below:

Markets -- Radio	# Spots	Men 18-34 Audience	Reach	Frequency	Cost
Bowling Green	897	25,700	71%	11	\$10,016
Lexington	979	70,300	80%	10	\$15,842
Louisville	3565	121,200	81%	10	\$21,825
Outlying Markets	2200	Not available			\$47,070
Radio Subtotal	7,641	217,200			\$94,753

Markets -- Cable TV	# Spots	Households	Men 18-34 TRPs	Cost
Bowling Green DMA	2453	37,472	402	\$10,608
Charleston DMA	4,562	77,790	2,799	\$27,173
Cincinnati DMA	904	90,500	792	\$10,192
Evansville DMA	2,818	56,700	1,206	\$15,400
Knoxville DMA	2,414	7,800	400	\$9,046
Lexington DMA	5,277	390,555	2,017	\$51,573
Louisville DMA	1,363	492,786	1,200	\$25,259
Nashville DMA	3,403	33,511	1,601	\$22,860
Paducah DMA	3339	59,503	1,201	\$14,890
Cable Subtotal	15,609	1,246,617	11,618	\$187,001

The media recap shows that the total cost for media placement for this campaign was \$281,754. Approximately two-thirds of the media budget went toward cable TV advertising and one-third toward radio. Distribution of media spots by format also followed this pattern. The new ads cost approximately \$60,000 to create and produce.

Production costs and advertising agency fees totaled approximately \$108,800 for the new ads associated with this campaign combined with the new spots produced for the January 2007 “Monkey See, Monkey Do” ad.

Each year, the Kentucky Transportation Center of the University of Kentucky conducts an evaluation of the May seat belt campaign. This evaluation includes random sample telephone surveys of drivers to determine awareness of media and enforcement efforts associated with the campaign. The first set of surveys was conducted between February 5 and March 14, 2007, several months before the campaign began. Calls for the post-campaign survey were made from June 4 through July 23, 2007. A sample size of 350 completed telephone interviews was set for the pre- and post-campaign surveys. An over-sample target of 350 interviews was used in each wave with drivers whose primary vehicle is a pickup truck.

The telephone surveys showed that the publicity was very effective in informing drivers of the campaign. There was a statistically significant increase in both sets of drivers who stated they had seen or heard about activities related to seat belt usage in the last 30 days (75% of respondents in the all-drivers sample in the first survey; 83% in the post-campaign survey). The pre-campaign survey found that seventy-six percent of all drivers said they had heard the slogan “Buckle Up Kentucky: It’s the Law and It’s Enforced” in the last 30 days, while 65% had heard “Click it or Ticket.” These percentages rose to 78% and 73% respectively in the post-campaign survey. The percentage of drivers who stated they wore their seat belt either all or most of the time was substantially higher than what has been found in observational surveys. There was an increase in this percentage in all drivers after the campaign. Increased awareness and the seat belt law were most often given as the reasons for those who indicated that they had increased their seat belt usage in the last 30 days.

Almost all drivers (over 99%) interviewed were aware that Kentucky has a law requiring seat belt use. About 90% of drivers were aware that the current law had changed to primary enforcement where police can stop a driver for just a safety belt violation. About 70% of all drivers and 60% of pickup truck drivers thought police should be able to stop a driver for just a safety belt violation, representing an increase of about ten percentage points in each group from what was recorded for this question in the previous year’s survey. Only about 6% of all drivers and 7% of pickup drivers reported ever receiving a ticket for not wearing a seat belt. The 2007 post-campaign survey found that approximately 64% of all drivers said that the likelihood of receiving a ticket for not wearing a seat belt for six months was “somewhat likely.” This is also about ten percentage points higher than those who gave this response in the 2006 survey. Other choices for this question were “somewhat unlikely” and “very unlikely.”

The evaluation included a comparison of crash, fatality and injury data occurring in Kentucky during the enforcement period of the “Buckle Up Kentucky: It’s the Law and It’s Enforced” campaign with those occurring during the 14-day enforcement period for the previous three years around the Memorial Day holiday. The numbers of fatal and injury crashes as well as the number of fatalities and injuries in 2007 were lower than

the average of the previous three years. The Kentucky Transportation Center's complete evaluation report can be found on the internet at the following address: http://www.ktc.uky.edu/Reports/KTC_07_23_KSP1_07_11.pdf.



August 13—September 2, 2007

This campaign utilized a TV and radio spot that the Highway Safety Office had originally produced during the summer of 2005, but had updated with the new **Drunk Driving: Over the Limit, Under Arrest** tag line last year. Like the May campaign, only radio and cable TV was used to reach the male 18-34 demographic. This campaign was scaled back considerably compared to the previous year. Ads were purchased at the 150-175 GRP per week level in only about one-half of the cable TV markets than had been purchased for the 2006 impaired driving campaign.

The Lexington and Louisville markets were defined as top priority due to the number of alcohol-related fatalities in counties covered by these media markets. Advertising time on both cable and radio was purchased in these markets. Secondary priority areas were defined as all other counties that the Department of Transportation Safety ranked in the “top 25” for highway safety problems according to 2006 data. Radio was utilized exclusively for these counties, except in several northern Kentucky counties (Cincinnati metro area), where cable was more economical. Because alcohol-related crashes are more likely to occur on weekends, these commercials aired from Wednesday through Sunday only from August 13 through September 2, 2007. Below is the detailed media buy recap:

Markets -- Radio	# Spots	Men 18-34 Audience	Reach	Frequency	Cost
Bowling Green	393	25,700	77%	12	\$9,180
Lexington	612	70,300	74%	10	\$11,746
Louisville	918	121,200	80%	10	\$16,779
Outlying Markets	2,230	Not available			\$36,284
Radio Subtotal	4,153	217,200			\$73,989

Markets -- Cable TV	#Spots	Households	Men 18-34 TRPs	Cost
Cincinnati DMA	1,010	98,000	226	\$15,300
Lexington DMA	2,986	378,255	1,586	\$55,807
Louisville DMA	2,253	572,166	876	\$43,918
Cable Subtotal	6,249	1,048,421	2,688	\$115,025

The total cost of the media buy for this campaign was \$189,014. About 39% of the media dollars were directed toward radio, with 61% going toward cable TV. In terms of spot distribution by media type, approximately 40% of the spots aired were radio and 60% were on cable TV.

Sports Media Opportunities

Kentucky Speedway

For the second consecutive year, the Kentucky Highway Safety Office entered into an advertising and promotional agreement with the Kentucky Speedway, located in Sparta (Northern Kentucky). The Kentucky Speedway is a 66,089 seat racing venue that hosts races from the ARCA RE/MAX Series, NASCAR Busch Series, NASCAR Craftsman Truck Series, and the Indy Racing League IndyCar Series. The Speedway hosts between 30 and 50 events each year with annual attendance over 250,000.

This \$50,000 annual contract allowed highway safety messaging through multiple media points and informational booths from May 1, 2007 through May 1, 2008. Highway safety messages were displayed through the following at each racing event held at the Kentucky Speedway: a trackside billboard (14' x 48'), full page full color program ad, commercial display space (20' x 30'), closed circuit TV spots, five PA announcements, and 30-second TV spots on Fox Sports Network's Kentucky Speedway Racing Report. The contract also allowed for four pre-race activities during the racing season and a post-race award presented to the Busch Series race winner on June 16, 2007. During events that are televised live from the Speedway, it is estimated that the viewing audience is over 1.3 million.



In addition, the Highway Safety Office entered into a separate contract costing \$25,000 to be the title sponsor for the ARCA/REMAX Series race on May 12, 2007. The race was titled the "Buckle Up Kentucky 150" and was promoted as a kick-off event for the May seat belt enforcement campaign. Sponsorship included the same type of promotional opportunities mentioned above plus pre-race publicity and the

opportunity for the highway safety office to designate a Grand Marshall and honorary starter, as well as to have a ceremonial event with law enforcement in the infield and to take part in the trophy presentation to the race's winner.

Action Sports Media

For a second year, Kentucky's Highway Safety office also entered into a contract with Action Sports Media for a one-year contract for sign and video messaging at Rupp Arena in downtown Lexington. Rupp Arena is a 23,000 seat venue that hosts events including the University of Kentucky Men's and Women's Basketball games, the Kentucky High School Athletic Association (KHSAA) "Sweet 16" basketball tournament, musical concerts, family shows, and Kentucky Horsemen indoor football games. The total cost of this advertising contract was \$43,900, and included the following platforms for highway safety messaging:

- ∞ Four 3' x 20' revolution panels located under each video board
- ∞ Video board features during games, including three instant replays per game and one customized video feature per game
- ∞ One 30-second commercial per programming hour and five minutes of static branding time per hour per event on a entryway plasma video panel in the lobby of Rupp Arena
- ∞ Five large parking booth signs and two post signs outside of Rupp Arena
- ∞ Messaging rights on two matrix boards facing both the east and west sides of the adjoining Hyatt Hotel
- ∞ The opportunity to set up information tables at four events per year at Rupp Arena or the Lexington Convention Center

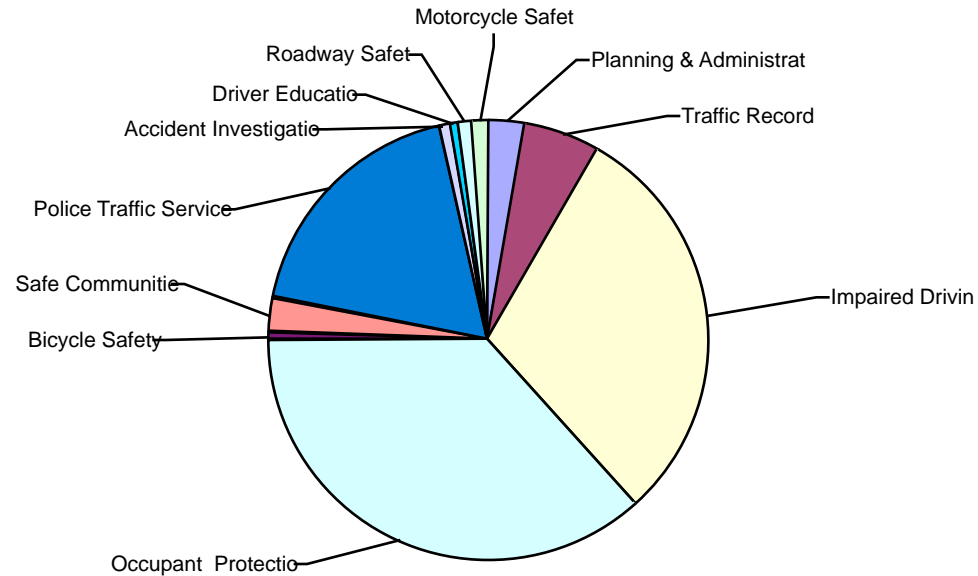
Rupp Arena has proven to be a very worthwhile venue. Approximately one million patrons attend an event at Rupp Arena each year. Total attendance at University of Kentucky Men's Basketball games alone is over 340,000 per season. It is estimated that the program generated over 15 million exposures through the various messages that were placed inside and outside the arena. A variety of messages and logos pertaining to highway safety were displayed throughout the season.

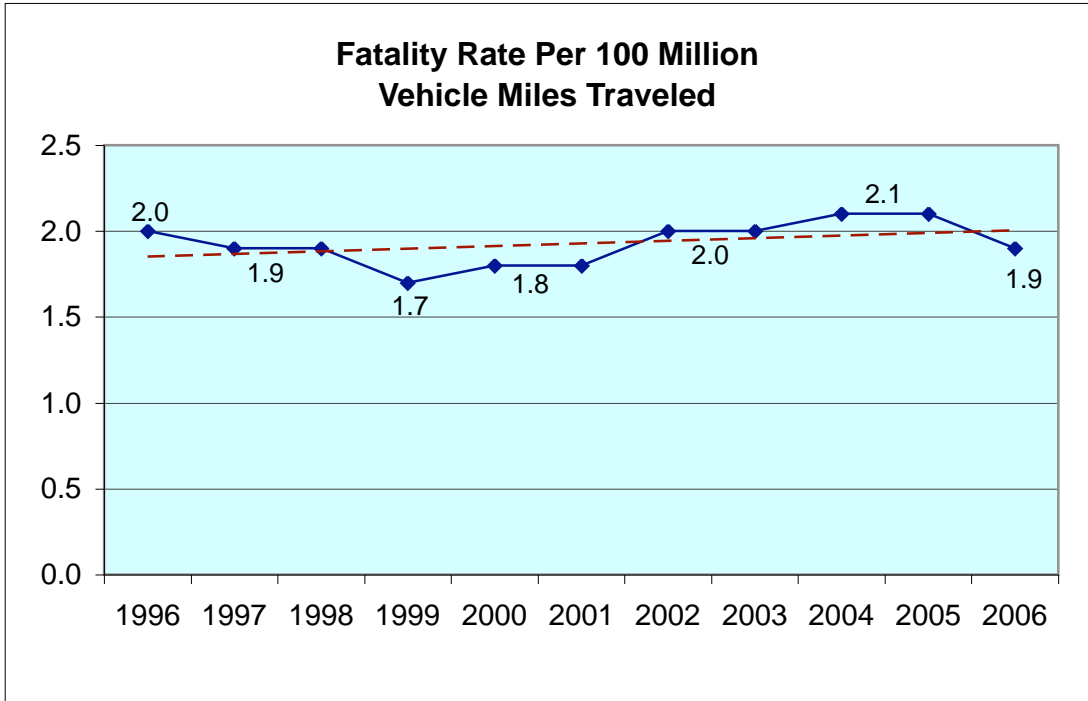
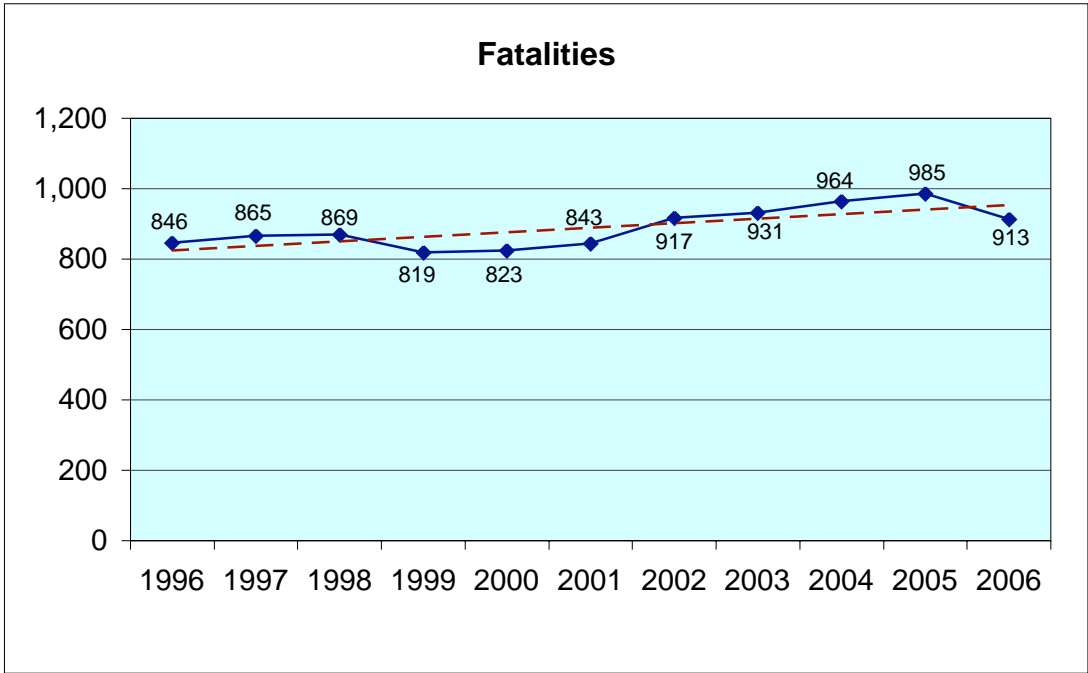
Other Sports Marketing

The Department of Transportation Safety used FHWA funding to promote highway safety messaging at popular sports events at several of Kentucky's large universities. The Department entered into advertising contracts with marketing/communications firms to advertise at football games, men's and women's basketball games and baseball games at the University of Kentucky, Western Kentucky University, the University of Louisville, and Eastern Kentucky University. Advertising included such elements as radio, television, print ads, signage, PA announcements, game and replay sponsorship, etc. The occupant protection message, "What's Holding You Back, Kentucky" was the cornerstone of the messaging, although other highway safety messages were also used. A total of approximately \$850,000 went toward these contracts, which mostly run from July 1, 2007 through June 30, 2008.

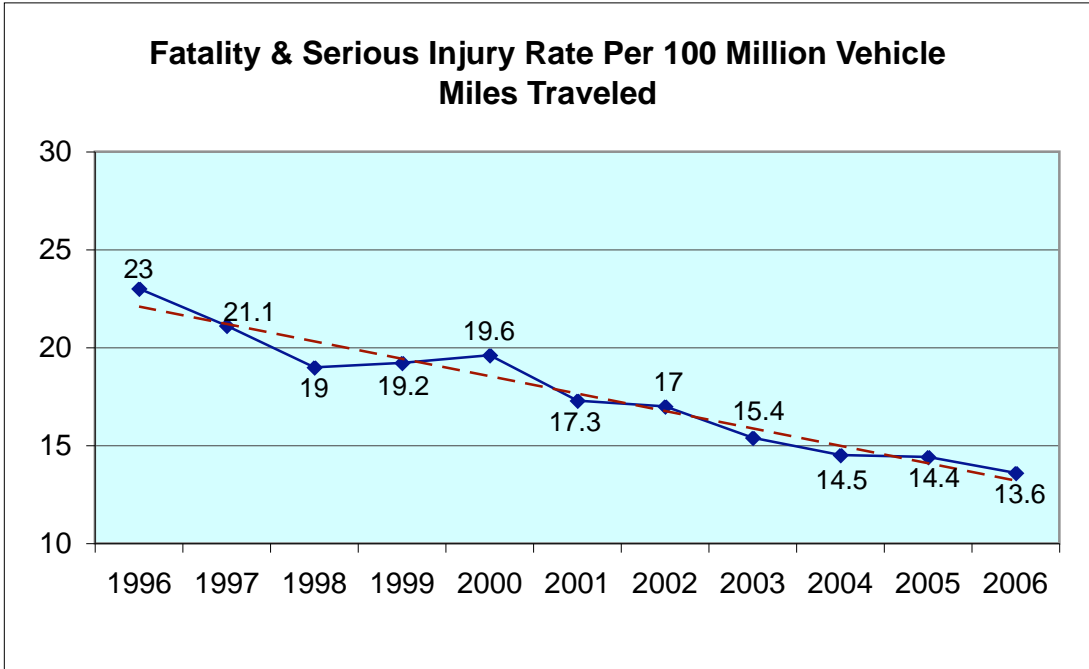
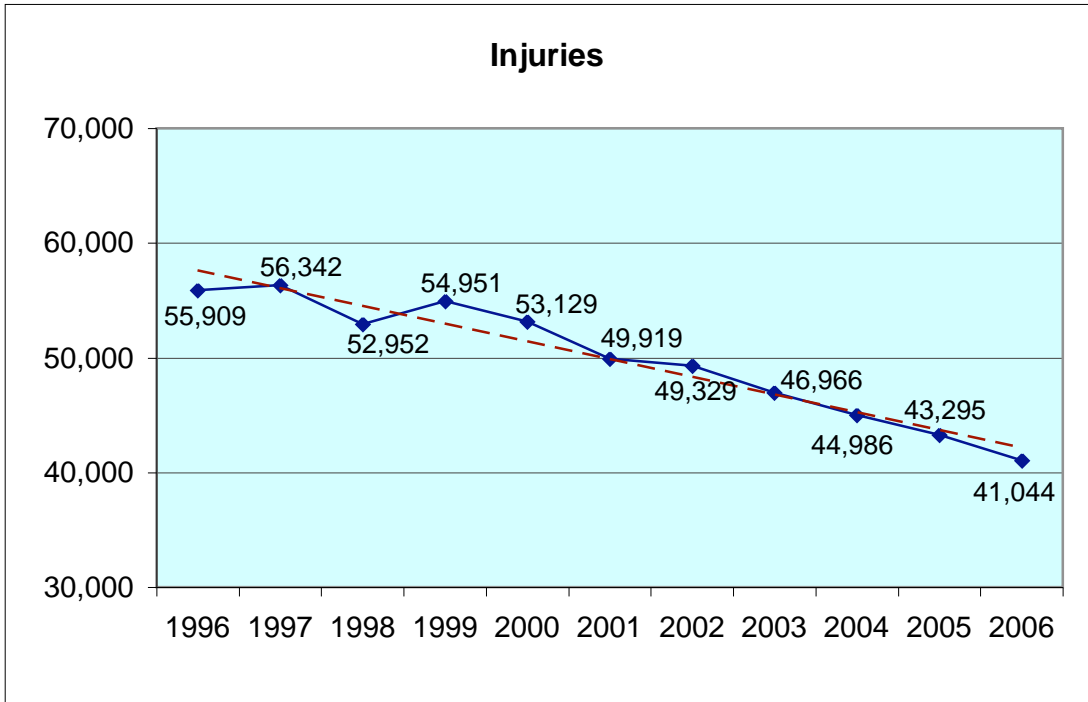
**FY 07 Financial Summary
(Expended Funds)**

	402	405	406	408	410	2010	Total	% of Total
Planning & Administration	\$153,341						\$153,341	2.9%
Traffic Records	\$2,513			\$279,745			\$282,258	5.3%
Impaired Driving	\$1,243,343				\$357,750		\$1,601,093	30.1%
Occupant Protection	\$827,660	\$792,535	\$325,331				\$1,945,526	36.6%
Bicycle Safety	\$36,347						\$36,347	0.7%
Safe Communities	\$123,311						\$123,311	2.3%
Police Traffic Services	\$977,958						\$977,958	18.4%
Accident Investigation	\$41,435						\$41,435	0.8%
Driver Education	\$40,000						\$40,000	0.8%
Roadway Safety	\$54,643						\$54,643	1.0%
Motorcycle Safety	\$10,553					\$47,990	\$58,543	1.1%
TOTAL	\$3,511,104						\$5,314,455	100.0%

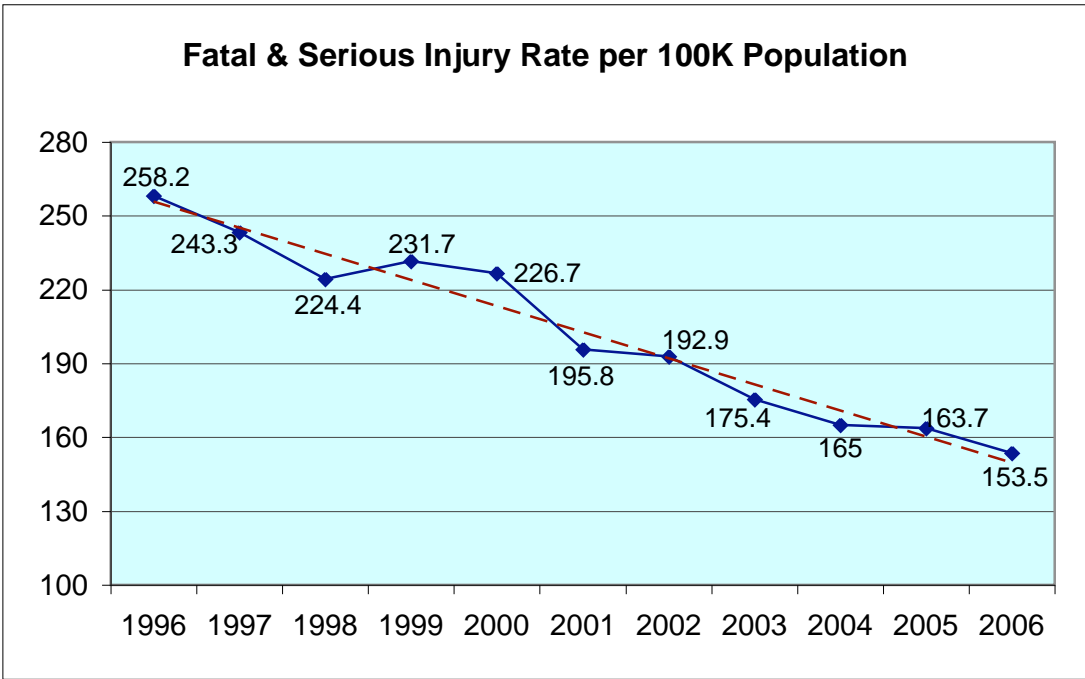
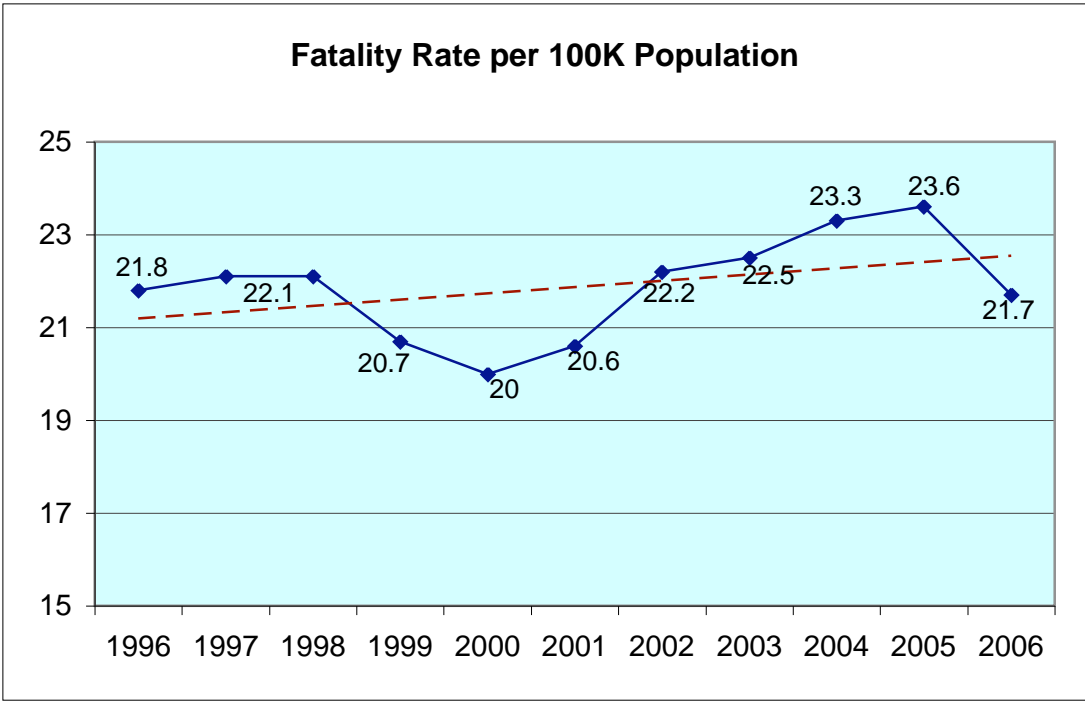




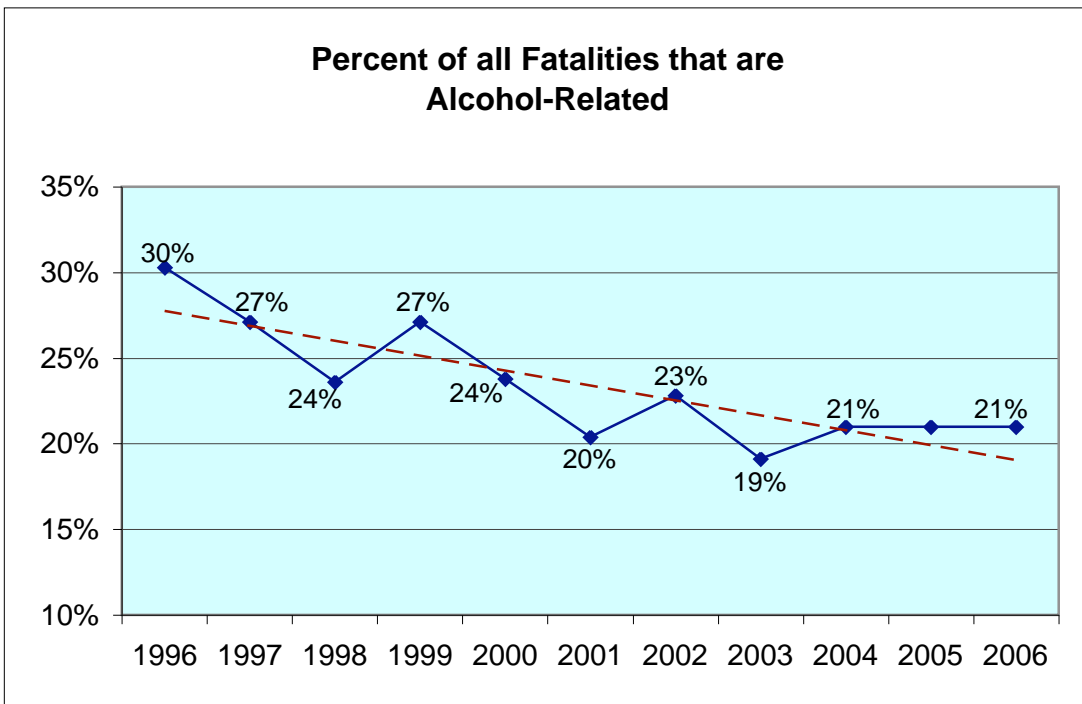
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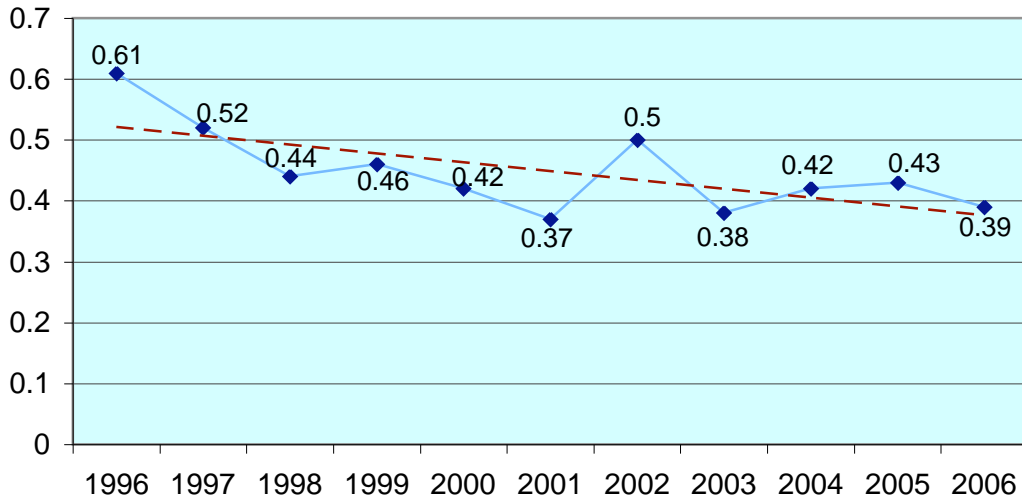


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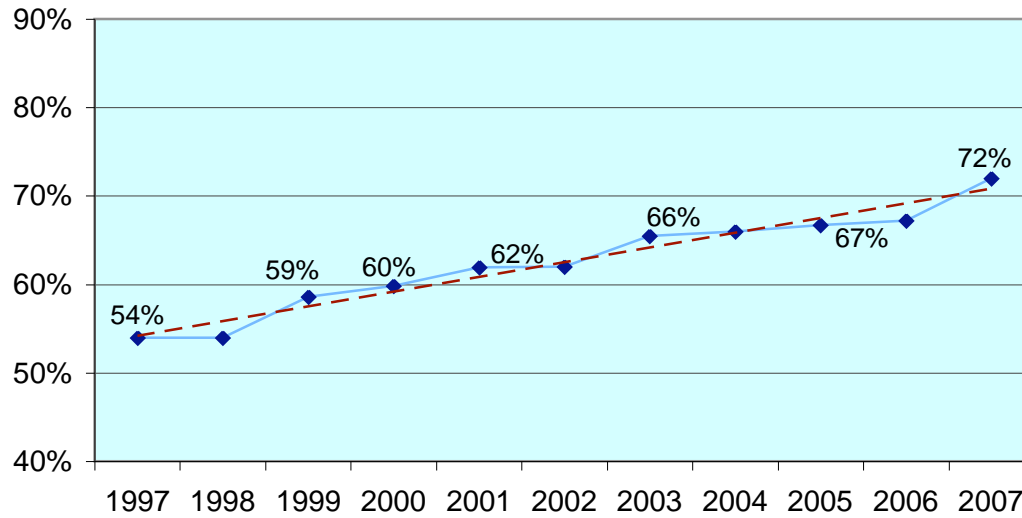


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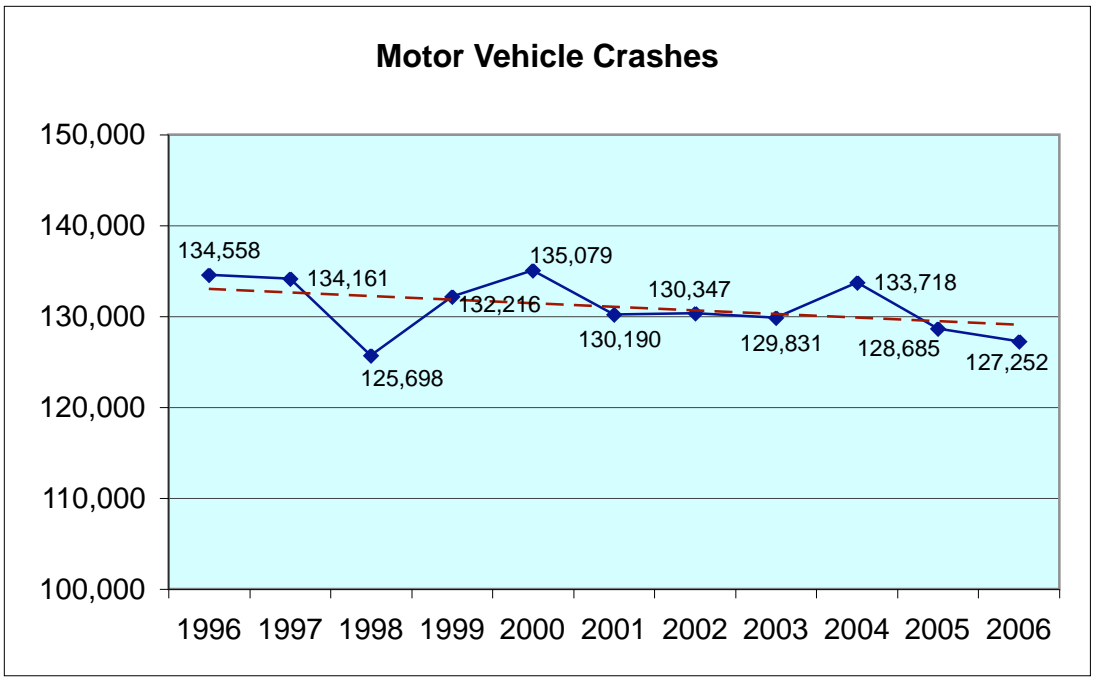
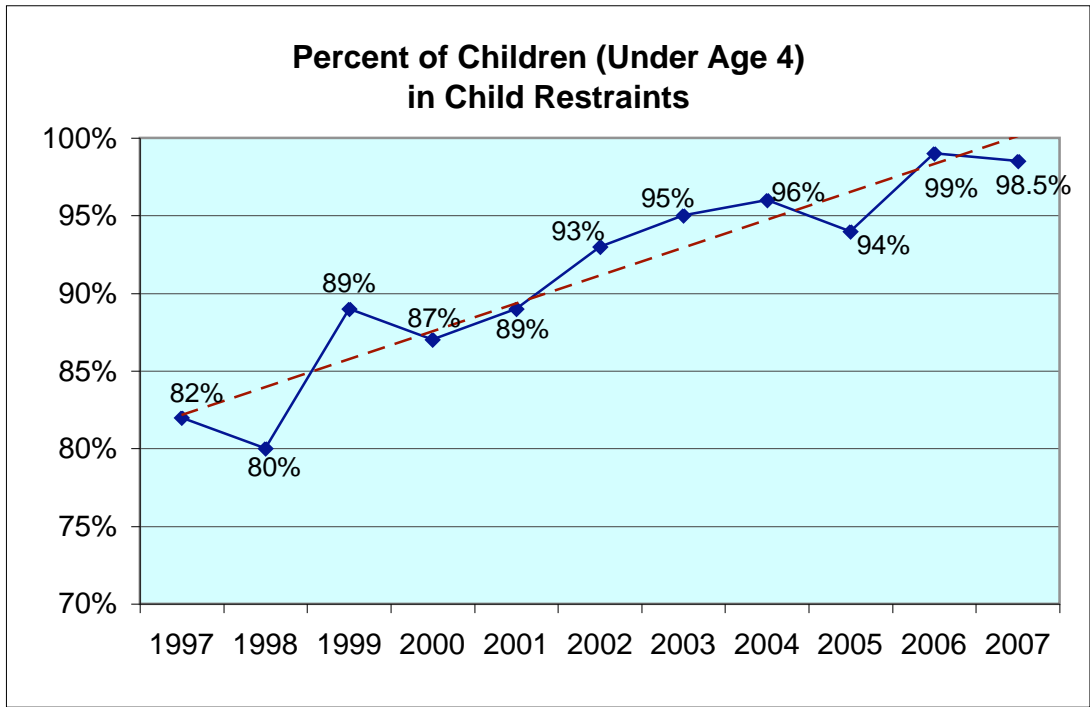
Alcohol-Related Fatality Rate per 100 Million Vehicle Miles Traveled



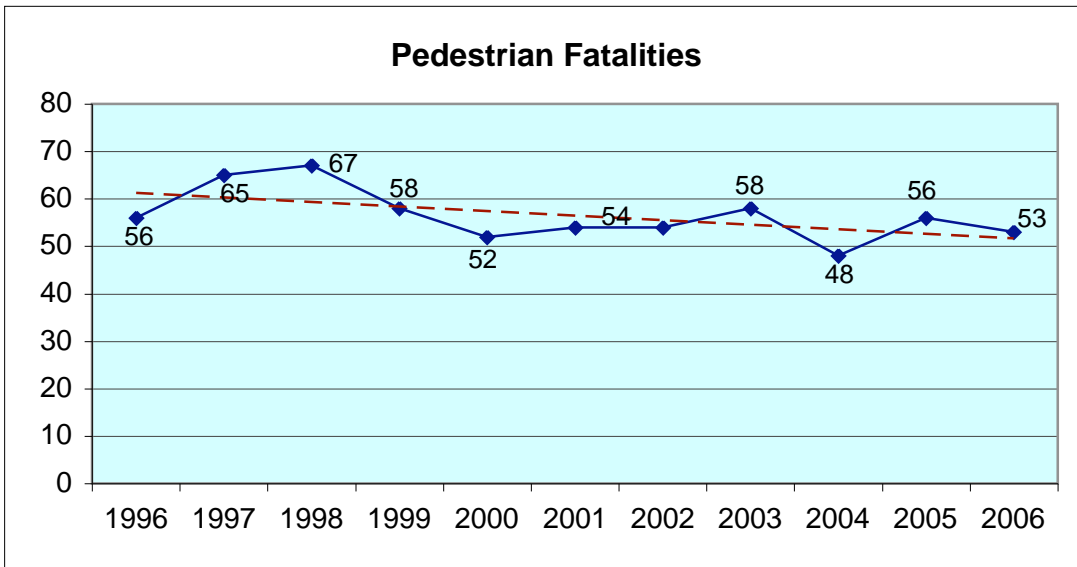
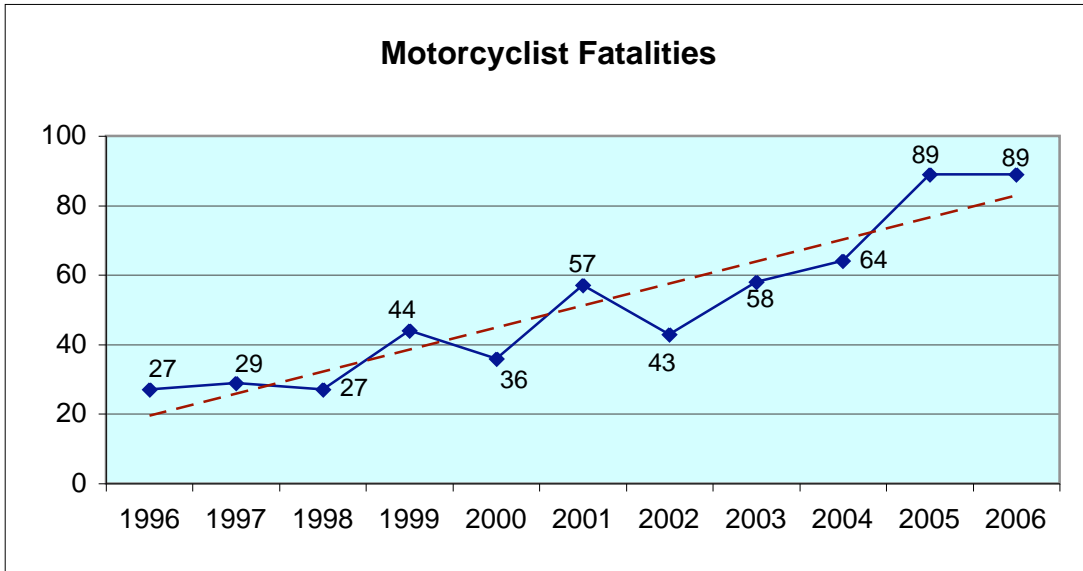
Percent of Front Seat Occupants Using Safety Belts



Note: Dashed red line indicates trend



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