

FY 2021 Annual Report

Kentucky Office of Highway Safety



Kentucky Office of Highway Safety

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Introduction

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

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

Data are derived from the Collision Reporting Analysis for Safer Highways (CRASH) system. This system, utilized by Kentucky State Police, collects and compiles data from all law enforcement agencies across the state. The Office of Highway Safety also extracts and disseminates the data through maps and reports to local agencies, to assist them with identifying areas of opportunity to improve safety within their respective counties.

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

The KOHS continued coordination as a stakeholder with the Strategic Highway Safety Plan in 2021. Prior to determining the 2021 performance measures, staff met with the performance measures working group to make certain the common three goals and objectives are in alignment with those submitted by the Highway Safety Improvement Program.

A. Crash Data Summary

The total number of motor vehicle crashes in Kentucky decreased 23.9% during the last calendar year, from 132,374 in 2019 to 100,787 in 2020. The number of fatalities in Kentucky increased by 6.6%, from 732 in 2019 to 780 in 2020. As a result, Kentucky's fatality rate per 100 million vehicle miles traveled (VMT) also increased from 1.48 in 2019 to 1.68 in 2020.

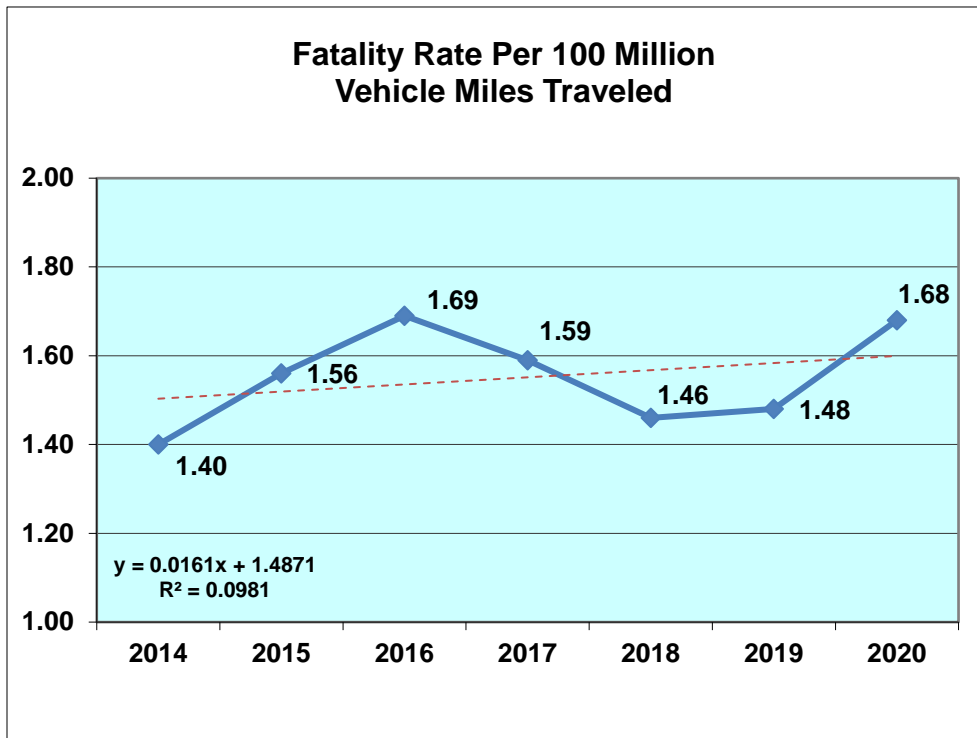
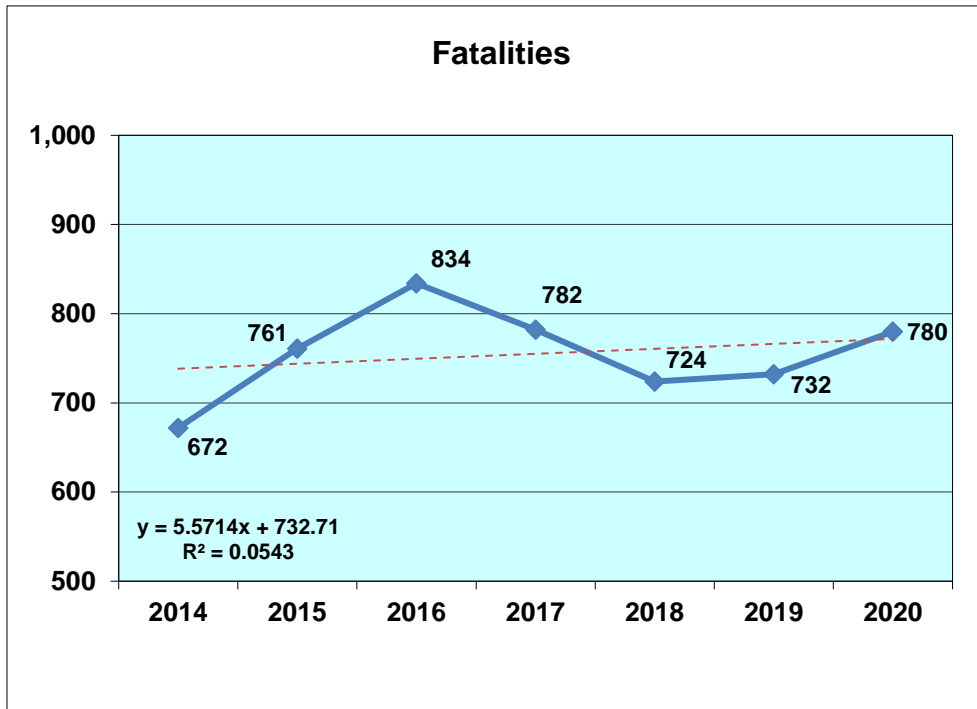
Most of the performance measures graphed on the following pages have exhibited improving trends in recent years. However, as unfortunately observed in many other states across the country, Kentucky experienced an increase in the number and rate of fatalities.

Kentucky Crash Data / Trends

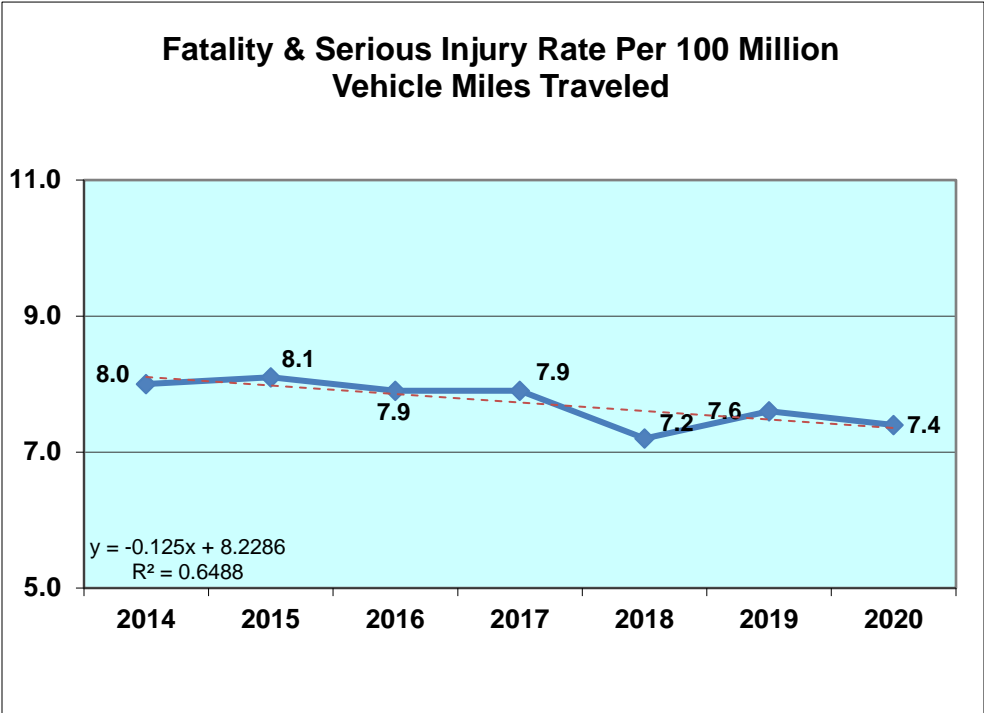
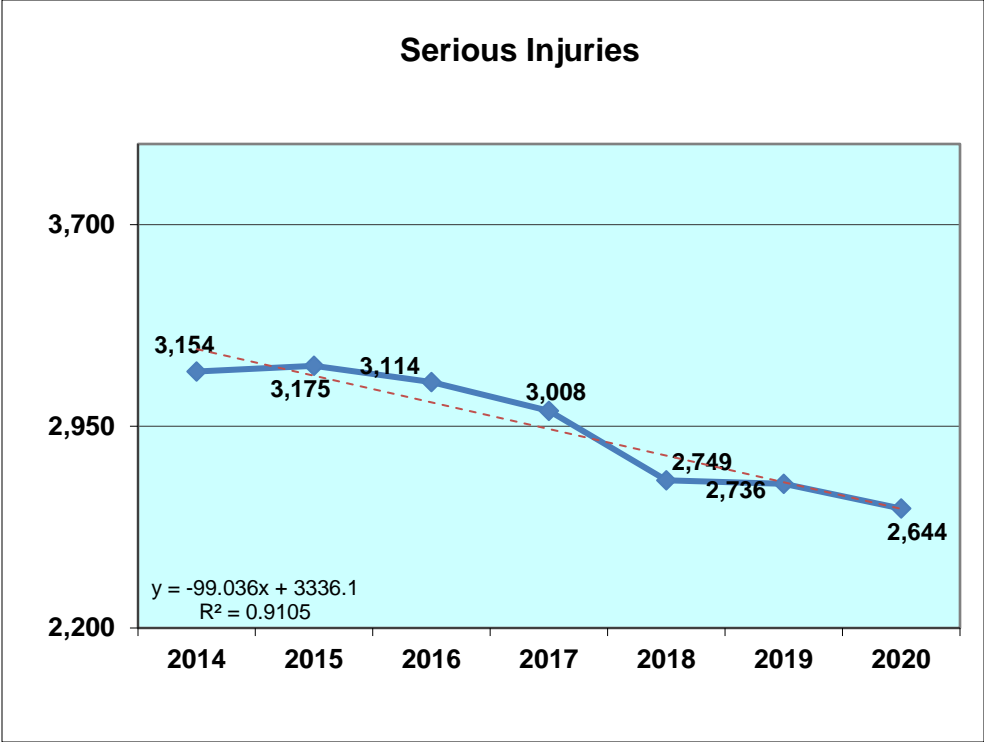
Number of Fatalities	2014	2015	2016	2017	2018	2019	2020
	672	761	834	782	724	732	780
Number of Rural Fatalities	2014	2015	2016	2017	2018	2019	2020
	517	593	607	510	515	386	400
Number of Urban Fatalities	2014	2015	2016	2017	2018	2019	2020
	155	168	226	271	208	339	362
Number of Unrestrained Fatalities (all seating positions)	2014	2015	2016	2017	2018	2019	2020
	285	308	318	290	279	274	305
Crash Rate (per 100 million VMT)	2014	2015	2016	2017	2018	2019	2020
	265	279	282	285	278	291	217
Fatality Rate (per 100 million VMT)	2014	2015	2016	2017	2018	2019	2020
	1.40	1.56	1.69	1.59	1.46	1.48	1.68
Number of Serious Injuries	2014	2015	2016	2017	2018	2019	2020
	3,154	3,175	3,114	3,008	2,749	2,736	2,644
Fatality & Serious Injury Rate (per 100 million VMT)	2014	2015	2016	2017	2018	2019	2020
	8.0	8.1	7.9	7.9	7.2	7.6	7.4
Fatality Rate Per 100K Population	2014	2015	2016	2017	2018	2019	2020
	15.2	17.2	18.8	17.6	16.2	16.4	17.0
Fatal & Serious Injury Rate (per 100K population)	2014	2015	2016	2017	2018	2019	2020
	86.7	88.9	88.9	85.1	77.7	77.6	76.0
Number of Alcohol Related Fatalities (operator with .08+ BAC)	2014	2015	2016	2017	2018	2019	2020
	171	192	177	179	124	135	181
Percent of Fatalities - Alcohol-Related	2014	2015	2016	2017	2018	2019	2020
	25%	25%	21%	23%	19%	18%	23%
Alcohol Related Fatality Rate (per 100 million VMT)	2014	2015	2016	2017	2018	2019	2020
	0.36	0.39	0.35	0.38	0.28	0.27	0.40
Speeding-related crashes	2014	2015	2016	2017	2018	2019	2020
	6,910	6,746	6,707	6,095	6,260	5,285	4,973
Speeding-related fatalities	2014	2015	2016	2017	2018	2019	2020
	125	140	138	138	111	114	162

Percent of Front Seat Occupants Using Safety Belts	2014	2015	2016	2017	2018	2019	2020*
	86.1%	86.7%	86.5%	86.8%	89.9%	89.7%	89.7%
Number of Motor Vehicle Crashes	2014	2015	2016	2017	2018	2019	2020
	127,326	136,338	140,547	136,979	134,285	132,374	100,787
Motorcycle-involved crashes	2014	2015	2016	2017	2018	2019	2020
	1,658	1,727	1,785	1,624	1,464	1,427	1,373
Motorcycle-Involved Fatal Crashes	2014	2015	2016	2017	2018	2019	2020
	81	90	110	86	91	82	82
Motorcyclist Fatalities	2014	2015	2016	2017	2018	2019	2020
	86	91	111	90	95	86	85
Unhelmeted Motorcyclist Fatalities	2014	2015	2016	2017	2018	2019	2020
	48	61	76	59	60	62	44
Drivers Age < 21 Involved in Fatal Crashes	2014	2015	2016	2017	2018	2019	2020
	79	89	93	97	80	68	88
Pedestrian Fatalities	2014	2015	2016	2017	2018	2019	2020
	57	67	81	83	73	80	96
Bicycle Fatalities	2014	2015	2016	2017	2018	2019	2020
	4	7	9	7	10	5	4

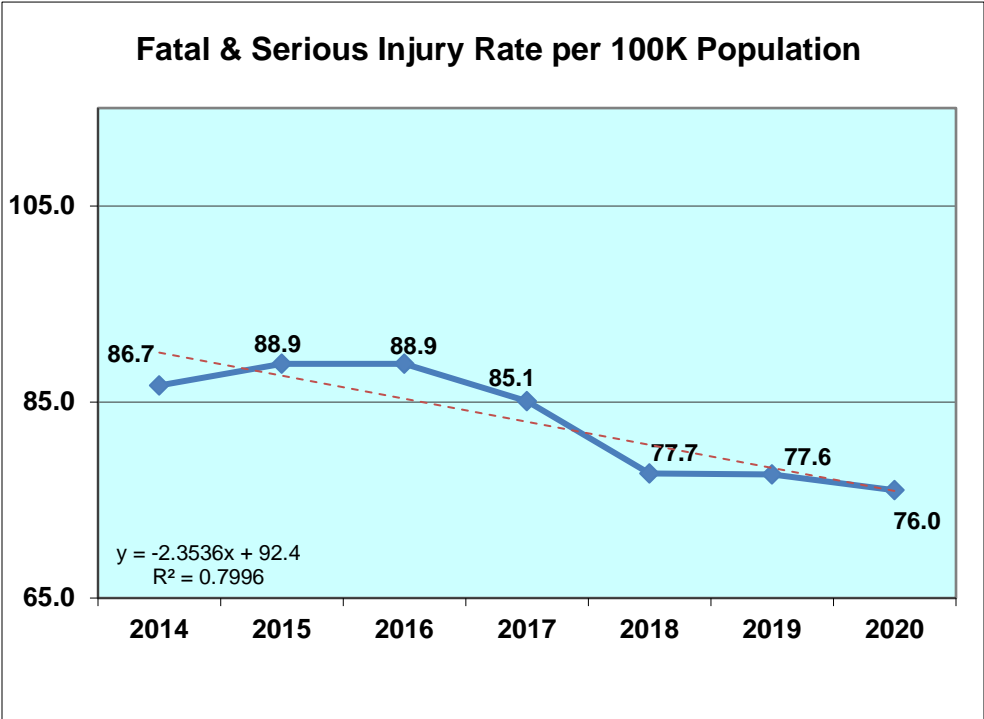
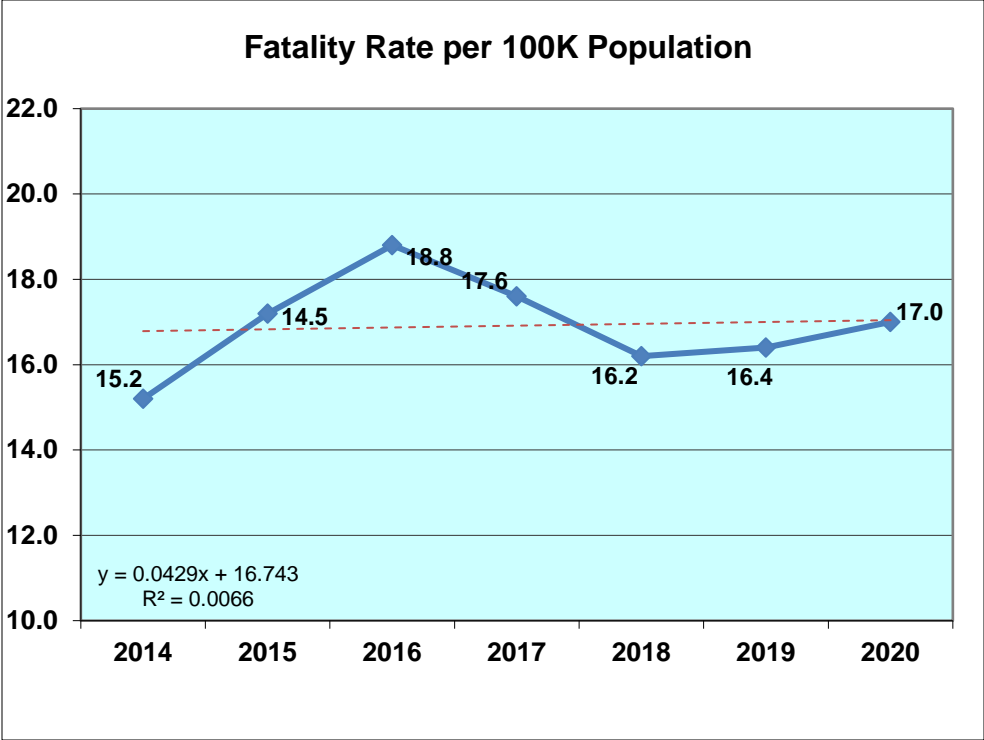
* Calendar Year 2020 observational seat belt usage survey was not conducted.



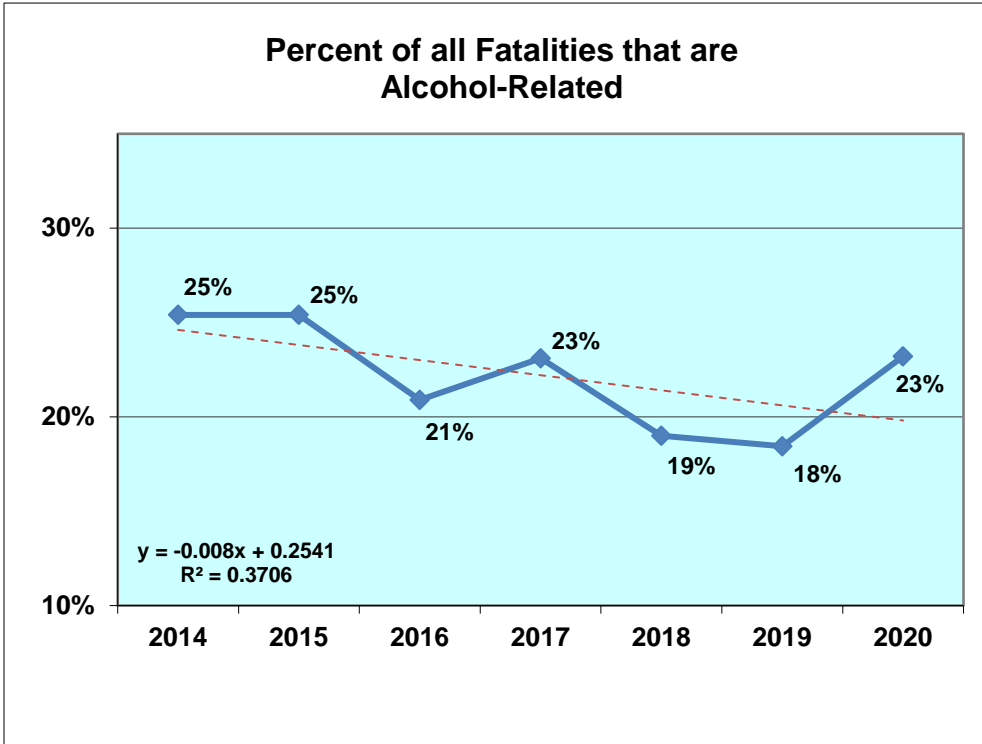
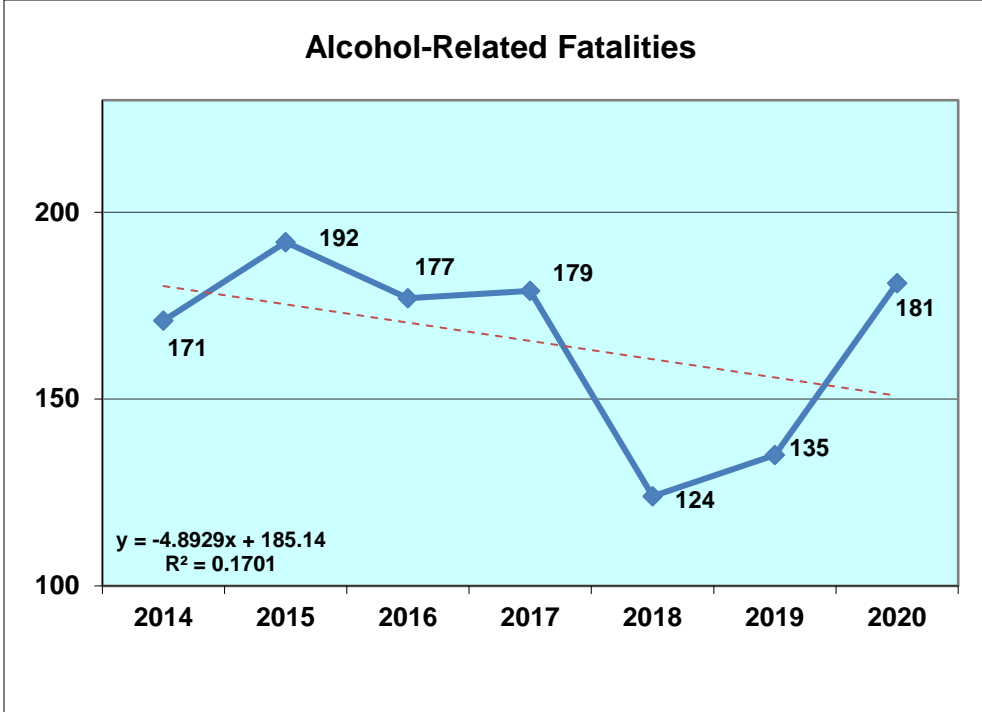
Note: Dashed red line indicates trend.



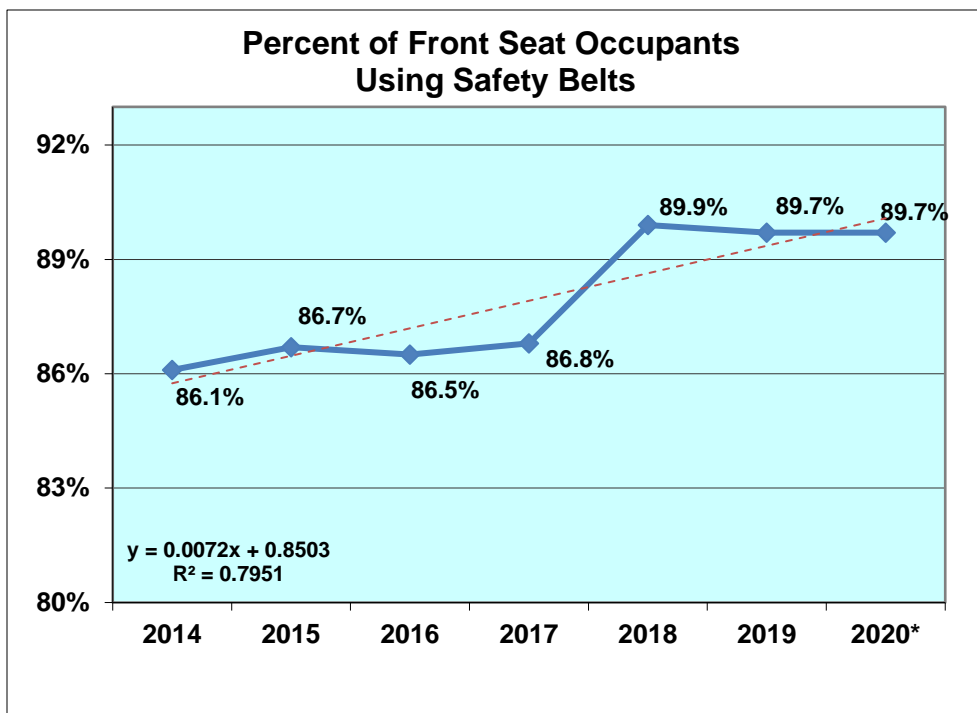
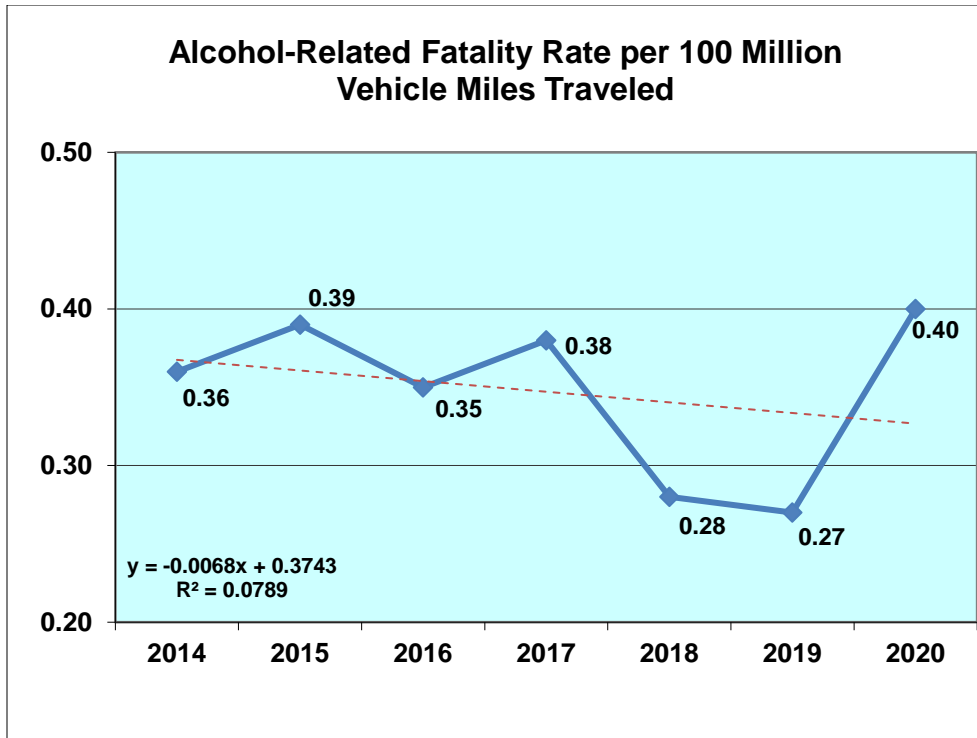
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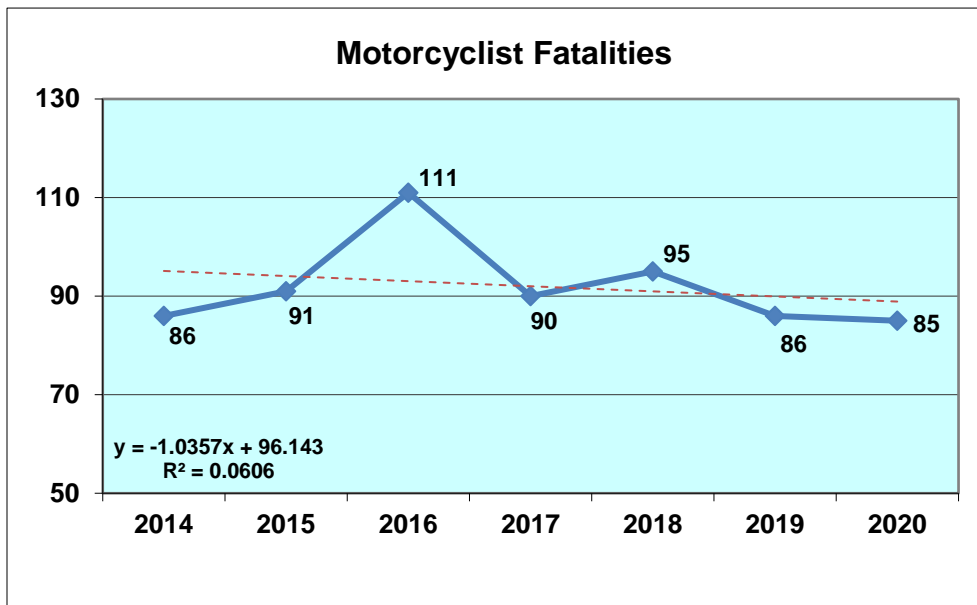
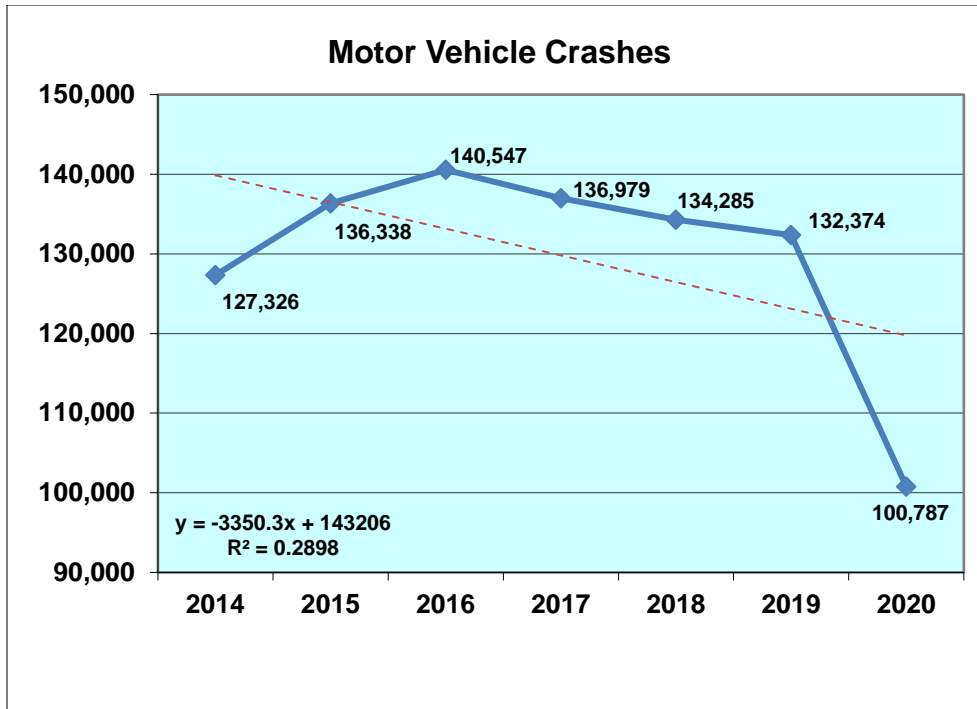
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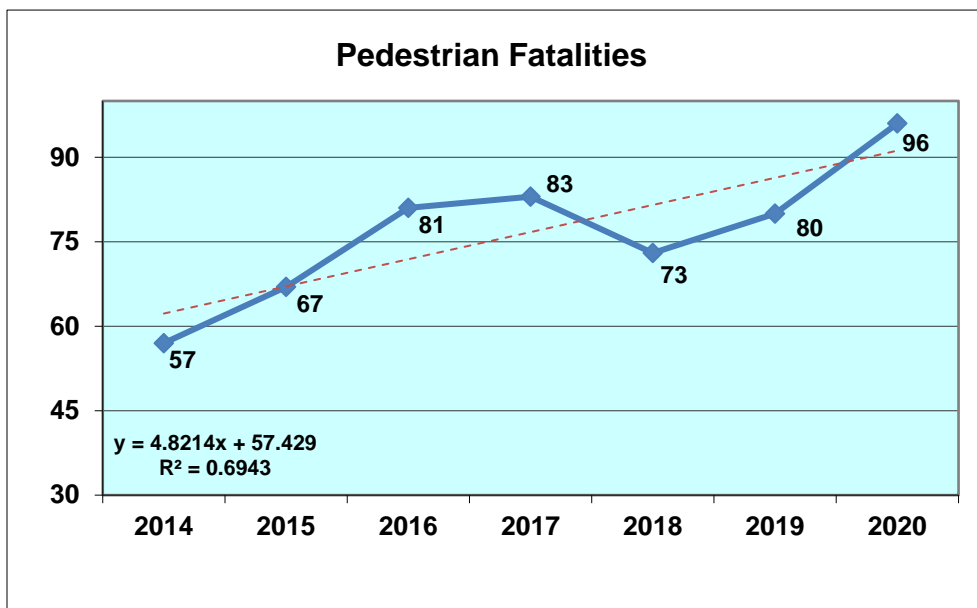
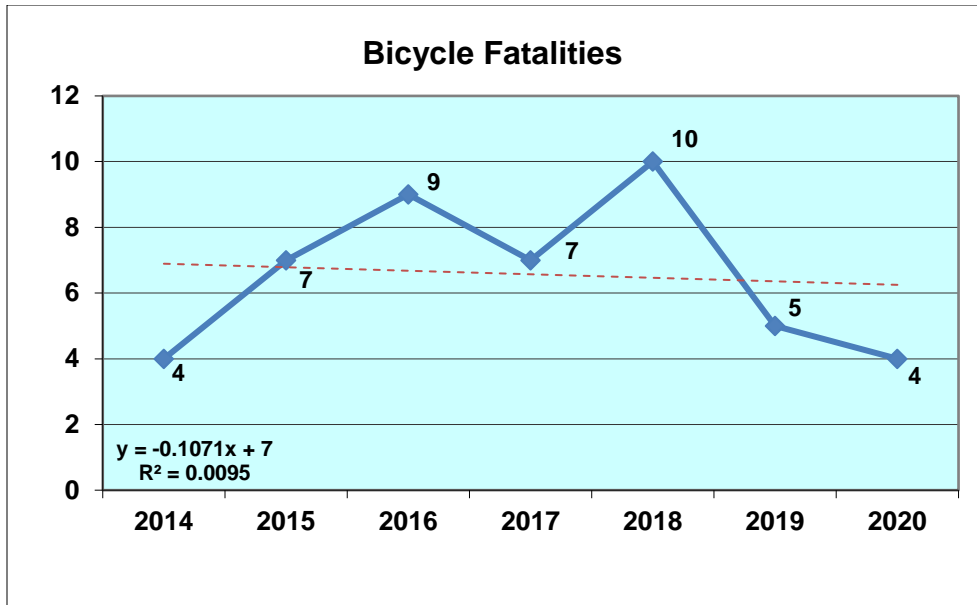
Note: Dashed red line indicates trend.



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

B. Fiscal Year 2021 Performance Goal Statements/Status

Core Outcome Measures

1. **Fatalities:** To decrease fatalities 6% from the 2015-2019 calendar base year average of 767 to 720 for the 2017-2021 calendar year average; to 698 for the 2018-2022 average; to 676 for the 2019-2023 average.

Status: Based on the 2016-2020 average, there were 770 fatalities. This represents a 0.5% increase from the 2015-2019 calendar base year average.

2021* - Using data through December 1, 2021 along with the complete calendar years of 2017-2020, the 5 year average is 747.

2. **Serious Injuries:** To decrease serious traffic injuries 12.4% from the 2015-2019 calendar base year average of 2,955 to 2,590 for the 2017-2021 calendar year average; to 2,430 for the 2018-2022 average; to 2,269 for the 2019-2023 average.

Status: Based on the 2016-2020 average, there were 2,850 serious traffic injuries. This represents a decrease of 3.6% from the 2015-2019 calendar base year average.

2021* - Using data through December 1, 2021 along with the complete calendar years of 2017-2020, the 5 year average is 2,737.

3. **Fatalities/VMT Ratio:** To decrease fatalities/100M VMT 2.6% from the 2015-2019 calendar base year average rate of 1.56 to 1.50 for the 2017-2021 calendar year average; to 1.47 for the 2018-2022 calendar year average; to 1.45 for the 2019-2023 calendar year average.

Status: Based on the 2016-2020 average, the fatalities/100M VMT rate was 1.58. This represents a 1.5% increase from the 2015-2019 base year average.

2021* - Using data through December 1, 2021 along with the complete calendar years of 2017-2020, the 5 year average is 1.58.

4. **Rural Fatalities:** To decrease rural fatalities 1% from the 2015-2019 calendar base year average of 522 to 517 for the 2017-2021 calendar year average; to 514 for the 2018-2022 calendar year average; to 512 for the 2019-2023 calendar year average.

Status: Based on the 2016-2020 average, there were 484 rural fatalities. This represents a decrease of 7.4% from the 2015-2019 calendar base year average. Fatalities continue to be an issue in rural Kentucky, and a major focus within the Office of Highway Safety is to continue bringing this number down.

2021* - Using data through December 1, 2021 along with the complete calendar years of 2017-2020, the 5 year average is 455.

5. **Urban Fatalities:** To decrease urban fatalities 1% from the 2015-2019 calendar base year average of 242 to 240 for the 2017-2021 calendar year average; to 239 for the 2018-2022 calendar year average; to 238 for the 2019-2023 calendar year average.

Status: Based on the 2016-2020 average, there were 281 urban fatalities. This represents an increase of 16.0% from the 2015-2019 calendar base year average.

2021* - Using data through December 1, 2021 along with the complete calendar years of 2017-2020, the 5 year average is 285.

6. **Unrestrained OP Fatalities:** To decrease unrestrained passenger vehicle occupant fatalities in all seating positions 0.3% from the 2015-2019 calendar base year average of 294 to 298 for the 2017-2021 calendar year average; to 298 for the 2018-2022 calendar year average; to 297 for the 2019-2023 calendar year average.

Status: Based on the 2016-2020 average, there were 293 unrestrained passenger vehicle occupant fatalities in all seating positions. This represents a decrease of 1.9% from the 2015-2019 calendar base year average.

2021* - Using data through December 1, 2021 along with the complete calendar years of 2017-2020, the 5 year average is 288.

7. **DUI Fatalities:** To decrease alcohol-impaired driving fatalities 1% from the 2015-2019 calendar base year average of 161 to 160 for the 2017-2021 calendar year average; to 159 for the 2018-2022 calendar year average; to 159 for the 2019-2023 calendar year average.

Status: Based on the 2016-2020 average, there were 159 alcohol-impaired driving fatalities. This represents a decrease of 1.4% from the 2015-2019 calendar base year average of 161.

2021* - Using data through December 1, 2021 along with the complete calendar years of 2017-2020, the 5 year average is 145.

8. **Speeding Fatalities:** To decrease speeding-related fatalities 3% from the 2015-2019 calendar base year average of 128 to 125 for the 2017-2021 calendar year average; to 123 for the 2018-2022 calendar year average; to 122 for the 2019-2023 calendar year average.

Status: Based on the 2016-2020 average, there were 133 speeding-related fatalities. This represents an increase of 3.4% from the 2015-2019 calendar base year average.

2021* - Using data through December 1, 2021 along with the complete calendar years of 2017-2020, the 5 year average is 127.

9. **Motorcycle Fatalities:** To decrease motorcyclist fatalities 1% from the 2015-2019 calendar base year average of 95 to 94 for the 2017-2021 calendar year average; to 94 for the 2018-2022 calendar year average; to 93 for the 2019-2023 calendar year average.

Status: Based on the 2016-2020 average, there were 93 motorcyclist fatalities. This represents a decrease of 1.3% from the 2015-2019 calendar base year average.

2021* - Using data through December 1, 2021 along with the complete calendar years of 2017-2020, the 5 year average is 87.

10. **Unhelmeted Motorcycle Fatalities:** To decrease un-helmeted motorcyclist fatalities 1.6% from the 2015-2019 calendar base year average of 64 to 63 for the 2017-2021 calendar year average; to 63 for the 2018-2022 calendar year average; to 62 for the 2019-2023 calendar year average.

Status: Based on the 2016-2020 average, there were 60 un-helmeted motorcyclist fatalities. This represents a decrease of 5.3% from the 2015-2019 calendar base year average.

2021* - Using data through December 1, 2021 along with the complete calendar years of 2017-2020, the 5 year average is 57.

11. **Young Driver Fatalities:** To decrease the number of drivers age 20 or younger involved in fatal crashes by 1% from the 2015-2019 calendar base year average of 84 to 83 for the 2017-2021 calendar year average; to 82 for the 2018-2022 calendar year average; to 81 for the 2019-2023 calendar year average.

Status: Based on the 2016-2020 average, there were 85 drivers age 20 or younger involved in fatal crashes. This represents no change from the 2015-2019 calendar base year average.

2021* - Using data through December 1, 2021 along with the complete calendar years of 2017-2020, the 5 year average is 82.

12. **Pedestrian Fatalities:** To decrease pedestrian fatalities 1.3% from the 2015-2019 calendar base year average of 77 to 74 for the 2017-2021 calendar year average;

to 73 for the 2018-2022 calendar year average; to 81 for the 2019-2023 calendar year average.

Status: Based on the 2016-2020 average, there were 83 pedestrian fatalities. This represents an increase of 7.6% from the 2015-2019 calendar base year average of 72.

2021* - Using data through December 1, 2021 along with the complete calendar years of 2017-2020, the 5 year average is 80.

13. **Bicycle Fatalities:** To decrease bicycle fatalities 12.5% from the 2015-2019 calendar base year average of 8 to 7 for the 2017-2021 calendar year average; to 7 for the 2018-2022 calendar year average; to 6 for the 2019-2023 calendar year average.

Status: Based on the 2016-2020 average, there were 7 bicycle fatalities. This represents a decrease of 7.9% from the 2015-2019 calendar base year average.

2021* - Using data through December 1, 2021 along with the complete calendar years of 2017-2020, the 5 year average is 6.

Activity Measures

1. A total of 20,702 seat belt citations were issued during grant-funded enforcement hours during FY 2021. There were also a total of 695 child restraint citations issued during the same period.
2. A total of 3,172 DUI arrests were made during grant-funded enforcement hours during FY 2021.
3. A total of 38,005 speeding citations were issued during grant-funded enforcement hours during FY 2021.

Core Behavior Measures

1. To increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles from the 2019 average usage rate of 89.7% to 91.6% for 2021.

Status: The 2020 safety belt usage survey was not conducted during 2020, due to the COVID-19 pandemic. The 2021 survey was conducted in the Spring/Summer of 2021 and resulted in a rate of 89.8%. This represented an increase from the 2015-2019 baseline.





Assessment of Results in Achieving Performance Targets for FY21 and FY20

Performance Measure	FY 21						FY 20				
	Target Period	Target Years	Target Value FY21 HSP	Data Source	Status	On Track to Meet FY21 Target	Target Value FY20 HSP	Target Years	Data Source	Result	Met FY20 Target
C-1) Number of Fatalities	5 Years	2017-2021	720	2017-2020 FARS / 2021 State*	747	N	748	2016-2020	2016-2020 FARS	770	N
C-2) Number of Serious Injuries	5 Years	2017-2021	2,590	2016-2020 State / 2021 State*	2,737	In Progress	2,949	2016-2020	2015-2019 State	2,850	Y
C-3) Fatality Rate (per 100 million VMT)	5 Years	2017-2021	1.50	2017-2020 FARS / 2021 State*	1.58	In Progress	1.52	2016-2020	2016-2020 FARS	1.58	N
C-4) Number of Unrestrained Fatalities (all seating positions)	5 Years	2017-2021	298	2017-2020 FARS / 2021 State*	288	In Progress	293	2016-2020	2016-2020 FARS	289	Y
C-5) Number of Alcohol Related Fatalities (operator with .08+ BAC)	5 Years	2017-2021	160	2017-2020 FARS / 2021 State*	145	In Progress	169	2016-2020	2016-2020 FARS	169	Y
C-6) Speeding-related fatalities	5 Years	2017-2021	125	2017-2020 FARS / 2021 State*	127	N	128	2016-2020	2016-2020 FARS	133	N
C-7) Motorcyclist Fatalities	5 Years	2017-2021	94	2017-2020 FARS / 2021 State*	87	In Progress	94	2016-2020	2016-2020 FARS	96	N
C-8) Un-helmeted Motorcyclist Fatalities	5 Years	2017-2021	63	2017-2020 FARS / 2021 State*	57	In Progress	60	2016-2020	2016-2020 FARS	63	N
C-9) Drivers Age < 21 Involved in Fatal Crashes	5 Years	2017-2021	83	2017-2020 FARS / 2021 State*	82	In Progress	87	2016-2020	2016-2020 FARS	85	Y
C-10) Pedestrian Fatalities	5 Years	2017-2021	74	2017-2020 FARS / 2021 State*	80	N	71	2016-2020	2016-2020 FARS	80	N
C-11) Bicycle Fatalities	5 Years	2017-2021	7	2017-2020 FARS / 2021 State*	6	In Progress	6	2016-2020	2016-2020 FARS	7	N
B-1) Percent of Front Seat Occupants Using Safety Belts	Annual	2021	91.0	2021 State Survey	89.8	N	91.0	2020	2020 State Survey	*	*
S-1) Number of Rural Fatalities	5 Years	2017-2021	536	2017-2020 FARS / 2021 State*	455	In Progress	542	2016-2020	2016-2020 FARS	484	Y
S-2) Number of Urban Fatalities	5 Years	2017-2021	202	2017-2020 FARS / 2021 State*	285	N	204	2016-2020	2016-2020 FARS	281	N

* State data values through 12/01/2021

Performance Measures Response

Problem identification and strategic planning for highway safety is a team approach that includes staff within the Kentucky Office of Highway Safety as well as all stakeholders who are actively involved within the Governor’s Executive Committee on Highway Safety. This committee was established in 2004 to address the epidemic of highway fatalities and injuries occurring on Kentucky’s roadways. The committee is an executive-level, multi-agency group of highway safety advocates from varying backgrounds who serve with “one voice” on Kentucky highway safety opportunities. The committee also coordinates the development and implementation of Kentucky’s SHSP, and collaborated on the development of the 2020 – 2024 plan. This plan will build on the success by establishing measurable goals and evaluating them consistently and comprehensively. This plan will facilitate preventing future serious injuries and deaths and will serve as an umbrella guide to increase coordination, communication, and cooperation among federal, state, and local agencies, non- profit organizations, and other highway safety advocates. Kentucky has selected six major emphasis areas, identified in the chart below.

Kentucky has selected six Emphasis Areas for the 2020-2024 SHSP:	
 Aggressive Driving <i>Driving behavior characterized by speeding, disregarding traffic control, following too closely, weaving in traffic, failure to yield the right of way, or improper passing.</i>	<p>Focus and opportunity guided the selection of the current emphasis areas. To identify and select these areas, data were collected from several sources. First, crash data was used to identify candidate areas by frequency. Next, national sources for effective countermeasures were consulted. Those emphasis areas with more effective countermeasures were given more weight in the selection process. Also considered in the selection process was the likely underrepresentation of crash factors in some areas (drug use and distracted driving). Next, a focus group of Kentucky safety stakeholders was convened to identify strategies in each of four highly ranked emphasis areas. Two additional highly rated emphasis areas were selected as they already have recently developed strategic action plans. One additional area (vulnerable road users) was selected due to the likelihood of future growth in crashes due to demographic and technology change.</p>
 Distracted Driving <i>Driving behavior characterized by cell phone usage, distraction, or inattention.</i>	
 Impaired Driving <i>Driving while under the influence of alcohol or drugs.</i>	
 Occupant Protection <i>Failure to use seat belt or child restraint while driving or riding in a vehicle.</i>	
 Roadway Departure <i>A crash type that results from a vehicle leaving its lane to the left or right.</i>	
 Vulnerable Road Users <i>Crashes involving pedestrians, bicycles, motorcycles, electric scooters, or other vehicles besides cars and trucks.</i>	

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

Accomplishments

Following are highlights of accomplishments made in highway safety using NHTSA funding during Federal Fiscal Year 2021.

- Provided federal funding for 202 law enforcement / non-law enforcement projects throughout the state to address identified highway safety problems through year-round enforcement and data-driven programs.
- Provided federal funding to an additional 53 law enforcement agencies for heightened enforcement specifically during the 2021 “Drive Sober or Get Pulled Over” mobilization.
- Provided federal funding for 48 non-law enforcement projects/programs for educational programs and training targeted to prevent traffic fatalities and injuries.
- Conducted one on one training sessions throughout the state to review responsibilities and procedures for agencies receiving highway safety grants. This training helps to minimize errors in reimbursement claims, which in turn expedites the reimbursement process.
- Coordinated enforcement mobilizations, emphasizing the major program priorities of occupant protection and impaired driving.
- Continued funding for two state Traffic Safety Resource Prosecutors (TSRPs), who provide training and technical assistance to both law enforcement and prosecutors.
- Continued funding for a Judicial Outreach Liaison (JOL) to reach out to Judges in order to educate the judicial community about topics and challenges related to highway safety.
- KOHS Education Branch planned and conducted highway safety programs during FFY 2021. The emphasis was placed on the Top 40 counties, based on crash data for distracted driving, occupant protection and impaired driver emphasis areas. This Highway Safety educational programming will continue in the next calendar year.
- Utilized Law Enforcement Liaisons to hold 15 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](#).

C. Legislative Engagement

During the 2021 Kentucky General Assembly regular session, the Kentucky General Assembly considered several pieces of legislation related to highway safety, including a “hands-free” bill intended to keep drivers from being distracted behind the wheel by use of a hand held personal communication device. While this bill was not passed, productive conversations were had by the members of the General Assembly related to the highway safety benefits which could be realized if such a bill were passed in the future. KOHS is hopeful that such a bill will be considered during the 2022 Regular Session of the General Assembly.

D. Program Management

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

KOHS conducted trainings for all new 2021 grantees and new project directors virtually, for Police Departments and Sheriff Offices throughout the state. Additional trainings were held on an individual basis for campaign grants, and due to COVID were also delivered virtually.

Topics included a review of grant contracts and conditions, program planning, completion of monthly and yearly reporting forms, financial forms, audit requirements, monitoring process, enforcement mobilization dates with participation requirements and procedures, targeted enforcement mapping, and an overview of the Kentucky Office of Highway Safety website and data resources.

E. Impaired Driving Countermeasures Program

(Alcohol countermeasures grants for FY 2021 were funded with Section 405d FAST Act and 402 FAST Act funds.)

Grants to Law Enforcement

There were 24 local law enforcement agencies in addition to the Kentucky State Police, which has statewide jurisdiction. These agencies worked a combined total of 9,390.75 additional enforcement hours, resulting in 1,955 DUI arrests, 7,335 other arrests, 4276 speeding citations, 2,809 seat belt citations, 95 child restraint citations and 16,344 other citations during the grant year. In addition, these grantees worked at 133 traffic safety checkpoints, resulting in 47 DUI arrests, 127 other arrests, 6 speeding citations, 81 seat belt citations, 4 child restraint citations and 483 other citations.



Impaired Driving Enforcement Mobilization

Kentucky coordinated two major mobilizations focused on impaired driving in FY 2021. These were done in conjunction with the national “Drive Sober or Get Pulled Over” mobilization, which was active from December 18, 2020 through January 1, 2021 and August 20 through September 6, 2021.

A total of 78 law enforcement agencies participated in the August mobilization, and reported their enforcement data to the Office of Highway Safety. A total of 619.5 traffic

safety checkpoint hours were conducted during this 18-day period. Between checkpoints and patrol enforcement, the mobilization resulted in the following arrests/citations:

Total Agency Hours:	63,863	Safety Belts:	2,446
OT Hours:	10,070	Child Restraints:	120
Nighttime Hours:	23,029	No Insurance:	1,717
Distracted/Cell Phone	64	Reckless Driving:	344
Suspended Licenses:	799	Other Traffic Violations:	7,541
Speeding:	5,116	DUI Arrests:	509

Grants for Non-Law Enforcement Activities

Traffic Safety Resource Prosecutors (TSRPs)

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

Our program had two TSRPs through June of 2021, but a vacancy was created when the Kentucky State Police-based TSRP left the position. That position remained open for the remainder of the fiscal year. For the current 2021-2022 grant cycle, the second TSRP position has been placed at the Unified Prosecutorial System and has been scaled back to a quarter-time position, no benefits.

During the FY 2021 grant cycle, the TSRPs accomplished the following:

- “TSRP Tips of the Day” - The TSRPs developed this virtual training platform after COVID caused them to cancel many of their upcoming in-person trainings. The Tips are short, one to five minute videos for prosecutors and law enforcement to watch at their homes, at the station, or on their phones. These Tips are case law updates and investigation refreshers, as well as teaching strategies and techniques to build successful cases and prosecutions. The topics have included a summary of new Supreme Court of the United States (SCOTUS) opinions, case law on canine searches at traffic stops, SFST administration refreshers, and new police investigative procedures following an important change in the law by our Kentucky Supreme Court in the McCarthy case. The TSRPs released 41 Tips during the first nine months of the fiscal year. As more live training opportunities were again available, the weekly videos were discontinued. However, statistics show 14,899 views for the fiscal year after showing TSRP Tips for only the first nine months. There were 4,707 unique viewers, and more than half of the viewers watched the entire video. TSRPs designed the distribution to include a range of

choices and that expectation was achieved. There were over 10,500 desktop views, 4,334 phone views, and 11 tablet views. The Tips are being distributed across the country, and the Michigan and Ohio TSRPs are creating their own Tips program using Kentucky as a model.

- “Cops in Court” - This eight-hour course focuses on increasing the ability of law enforcement officers to communicate effectively and confidently in the courtroom. Officers are taught underlying rationale and importance of courtroom testimony, how to write effective reports, how to prepare for court, and how to respond effectively to direct examination and cross-examination. This class was presented regularly until the loss of one of the TSRPs in the Summer of 2021. We found that adding this class as a third day of an ARIDE training is very effective.
- TSRPs Lockridge and Cole are both members of the Kentucky Impaired Driving Task Force, with TSRP Lockridge serving as Co-Chair. Due to COVID concerns, this group had virtual meetings through the fiscal year.
- TSRPs Lockridge and Cole and the JOL Kevin Holbrook were all selected for membership to Kentucky’s CDL Advisory Committee. They also serve on the Outreach Committee within that panel. The University of Kentucky completed a 15-year study of CDL adjudication in Kentucky and issued the report just as statewide COVID-19 precautionary measures were implemented in April of 2020. The report covering from 2002-2016 demonstrated a wide range of outcomes, depending on where within the state the crime occurred. This committee and the Outreach Project were created to spread the word on the lack of consistent enforcement within the state, and to try to improve our CDL enforcement efforts throughout the state. As a part of the Outreach Project, the TSRP presented to the prosecutors on this subject at the Kentucky Prosecutor’s Conference and at the Kentucky District Judges Judicial College in the fall of 2021.
- The Kentucky TSRP program was honored to be selected to work with the NTLC to develop the “Roadside to Record” video series, to be utilized nationwide to train police, prosecutors, judges, and clerks on their responsibilities regarding CDL enforcement and reporting. This series of videos were professionally produced and the TSRP wrote and produced the videos as part of his TSRP duties. The videos were funded by an NTLC Grant through the FMCSA and a professional production company from Kentucky handled the production and post-production responsibilities. The Kentucky State Police were an integral part of the project and really shine as the law enforcement agency involved in the videos.
- The TSRP was again responsible for collecting the data from all 120 County Attorneys relating to the Traffic Safety Programs they manage within their respective counties. The TSRP compiles a report from the data and is responsible

for getting approval of the report by the Prosecutor's Advisory Council, and then forwarding the report to the leadership of the Kentucky House and Senate.

- Throughout the year, the TSRPs received technical assistance requests from police and prosecutors across the state. These include requests by prosecutors for expert witness funding in their traffic related impaired driving or crash cases. The TSRPs handled approximately 165 such inquiries from law enforcement and prosecutors and provided useful responses.
- The Kentucky TSRPs had planned a whole track of Traffic Safety Programming for the annual Kentucky Prosecutor's Conference. Unfortunately, due to COVID-19, that live event was cancelled and changed to a virtual event. The TSRP's transitioned to support the virtual event, giving an extensive presentation on key Kentucky cases related to impaired driving. They also presented on Prosecutor Ethics in dealing with crime victims and during plea negotiations. The KSP TSRP worked to arrange an excellent presentation from the leadership at the Fish and Wildlife Academy, related to the seated battery of SFSTs for boating cases. Finally, the TSRPs presented on the 15-year study of CDL adjudication and set the stage for further necessary training on that topic. The Kentucky TSRP served as members of the production team that created the very well-received virtual event.
- The TSRP has been involved in formulating the response to the opinion issued in the McCarthy case decided by the Kentucky Supreme Court. The case relates to the defendant's right to refuse a blood test in a DUID investigation. This has involved meetings dealing with the investigations, whether the Implied Consent Warning should be revised, and guidance related to DUID refusal cases after McCarthy.
- The TSRPs partnered with Tennessee for the Lethal Weapon crash training in Nashville and a two-day Basic Trial Advocacy training held in Newport with the Ohio TSRPs. Both partnerships continue to work well to put on top-notch training. The TSRPs utilized a mini grant from the NAPC to fund the Prosecuting the Drugged Driver class in Lexington this year and had outstanding cooperation from Rob Richardson and Rob Warfel (who are both LELs in KY) as presenters and in bringing DRE's to the program. Kentucky partnered with the NTLC to co-host a Mastering Masking course in Nashville that was attended by about 18 prosecutors from Kentucky. Finally, the TSRPs partnered with AAA to host the Kentucky Impaired Driving Summit that was attended by 125 prosecutors and law enforcement personnel from across the state.

2020-2021 Trainings Offered by TSRPs

October 14 & 15 – Cops in Court – Graves Co – 14 people – 8 hours

October 22 – ARIDE – Pikeville – 1.5 – 25 people

November 10 – ARIDE – Georgetown – 1.5 – 12 people

December 16 – ARIDE – Versailles – 1.5 – 10 people

December 22 – Cops in Court – Versailles – 8 hours – 12 people

January 6 – filmed DUI Refresher Video with Lt. Martin on basic questions to ask during contact period and when to get a search warrant for distribution to KSP and across the Commonwealth

January 8 – Cops in Court – Kenton County – 8 hours – 20 people

January 11-15 – Jury Selection Conference – Louisville – 40 hours – 24 people

January 26 – Cops in Court – Pulaski County – 8 hours – 14 people

January 28 – Cops in Court – Mason County – 8 hours – 10 people

February 1 – Cops in Court – Cave City – 8 hours – 12 people

February 12 – DRE Legal Component – KSP Academy – 2 hours – 12 people

February 17 – DRE Legal Review – KSP Academy – 2 hours – 12 people

February 23-24 – “Prosecuting the Drugged Driver” Conference – 16 hours – 24 people

February 26 – Cops in Court – Kenton County – 8 hours - 15 people

March 4 – ARIDE Legal Component – Ft. Know – 1.5 hours - 22 people

March 11 – Cops in Court – Paducah – 8 hours - 8 people

March 29 - April 1 – KPI (Commonwealth Attorneys) – 32 hours – 24 people

April 5 - Boone County for DOCJT Leadership class. The TSRPs presented a 2 hour overview of the DECP and the accomplishments and trainings of the TSRP program. At the end of the presentation, we had multiple DOCJT instructors sign up for the TSRP Tips. It was very successful.

April 13 – Cops in Court Mount Washington to 9 officers.

April 14 – Taught the ARIDE Legal Component at the KSP Academy – 14 attendees – 1.5 hours

April 15 – Taught “Cops in Court” at the KSP Academy – 9 people – 8 hours

April 19 – Bowling Green for DOCJT Leadership class. Presented a 2-hour overview of the DECP with Rob Richardson.

May 4 – “Opening Statement – Telling the Story” – National TSRP Conference (Salt Lake City, Utah) – 1.5 hours - 40 people (Live and Virtual)

May 12 – ARIDE Legal Component KSP – 26 people – 1.5 hours

May 13 – Cops in Court (KSP Academy) – 19 people – 8 hours

May 26 – ARIDE Legal Component KSP – 24 people – 1.5 hours

May 27 – Cops in Court (KSP Academy) – 16 people – 8 hours

June 7-9 – “Lethal Weapon” – Nashville TN - 35 people – 3 days

June 18 – ARIDE Legal Component, Lexington PD – 28 people – 1.5 hours

June 22 – Kentucky Circuit Judge’s Judicial College – 50 people – 1.5 hours panelist

June 24 – National CDL Conference (Virtual) – 80 attendees- 1 hour

July 16 – ARIDE Legal Component, Lexington PD – 27 people – 1.5 hours

July 26 – SFST Class at Bowling Green Academy legal component – 1.5 hours

July 27 – Mastering Masking Class – 20 Kentucky attendees– 7.0 hours

July 30 – Cops in Court (Bowling Green Academy) – 14 people 8 hours

August 6 – ARIDE Legal Component, Louisville PD – 25 people – 1.5 hours

August 16 – Kentucky Prosecutor’s Conference Virtual (Ethics) – 130 people – 1.5 hours

August 19 – Kentucky Prosecutor’s Conference Virtual (Important Ky DUI cases) – 110 people – 1.5 hours

August 19 – Kentucky Prosecutor’s Conference Virtual (CDL Enforcement in KY) – 90 people – 1.5 hours

September 8 – Kentucky Impaired Driving Summit, Lexington – 125 people - 7.5 hours (1 hour)

September 15-17 – Expert Witness Project – Denver CO – Worked on Kentucky defense expert Don Nelson, PhD.

September 21-22 – Basic Trial Ad for DUI - 26 people – 14 hours – (3.5 hours)

September 23 – District Judges Judicial College (CDL enforcement) – 80 people – 1 hour

September 29 – ARIDE Legal Component, Murray – 25 people – 1.5 hours

Drug Evaluation and Classification Program FY 2021

This is the fourth year that the Kentucky Association of Chiefs of Police (KACP) has had the Law Enforcement Liaison (LEL) dedicated to the Drug Evaluation Classification Program (DECP). This project continued to maintain a group of local and state law enforcement officers who are certified Drug Recognition Experts (DREs), as well as to offer advanced DUI training to as many officers as possible. This project was supported with NHTSA 402 funds. FY 2021 project activities:

- Held several meetings with the Department of Criminal Justice Training, Kentucky State Police Academy, Louisville and Lexington Police Academy's, DUI Section Instructors to discuss and design a strategic plan to better train Kentucky Officers in DUI enforcement and better monitor/regulate instructors who teach courses. This includes meetings to discuss the current issue of Kentucky's Implied Consent Law needing changed due to the KY Supreme Court Ruling on McCarthy.
- Held our 2021 DRE School with 12 Officers/Deputies/Troopers attendees (3 KSP, Lexington PD, Scott Co SO, Independence PD, Winchester PD, Hillview PD, Lawrenceburg PD, 2 Madisonville PD, US Dept. Veteran Affairs). Brought in guest instructors from Ohio State Highway Patrol and Columbus Ohio PD. This included attending filed certification in Jacksonville, Florida.
- Assisted with our TSRP's Tom Lockridge & Aaron Ann Cole on the scheduling and presentation of their 8-hour course Cops in Court. This would also include assisting in the filming of the scenarios used for the class.
- Attended several Cops in Court Classes throughout the state and assisted in the presentation of the course. Instructed in eight of these across the Commonwealth (Covington, Somerset, Maysville, Paducah, Frankfort, Bowling Green)
- Presented in 2 New Chiefs & Sheriff's courses and a Leadership Course for the Department of Criminal Justice Training. Discussed highway safety initiatives and an overview of the DECP.
- Assisted and Presented in the 2021 Kentucky Impaired Driving Summit in Lexington KY.
- Presented virtually in the 2021 Summer Judicial College to Kentucky District Judges.
- Attended the 2021 Kentucky Association of Chiefs Police annual conference in Hebron KY.
- Maintained the DRE tablet system through Institute for Traffic Safety Management (ITSMR) by assisting over 53 DRE's with training on new versions, updating Kentucky's data, reading over DRE evaluations and use of the tablet.

- Offered 12 ARIDE (Advanced Roadside Impaired Driving Enforcement) training at various locations around the state, which resulted in training approximately 260 officers within the Commonwealth. This valuable training, in its seventh year in Kentucky, is designed to bridge the training gap between the Standardized Field Sobriety Testing (SFST) and the DRE program. It provides officers with a general knowledge related to drug impairment and enables them to understand and better utilize the Drug Recognition Experts.
- Coordinated and provided Basic SFST course and Cops in Court to Bowling Green Police Department second recruit academy class. This course was the entire week.
- Met with Kentucky's TSRP's Tom Lockridge and Aaron Ann Cole and helped develop training called (TSRP Tip of the Day). These are short virtual trainings with tips to officers on legal, DUI, SFST's and other items specific to law enforcements training and job duties. We did continue these during the first part of the year but slowly phased out after in person training increased.
- The State Coordinator and assistant coordinator attended the DRE Instructor School in Frankfort, KY. This was 1 of 3 parts in becoming a DRE Instructor.
- The State Coordinator and assistant coordinator taught in Ohio DRE School (classroom) in Columbus, Ohio. This was part 2 of 3 in becoming a DRE Instructor.
- The State Coordinator and assistant coordinator attended ITPM Traffic Symposium in Orlando, Florida. During this training the state coordinator attended the IACP Eastern State Coordinator meeting.
- Both coordinators completed their DRE Instructor certification by attending Ohio DRE Field Certification and instructed students during field certification evaluations. This was the final part 3 of 3 in becoming a DRE Instructor.
- The State Coordinator and assistant coordinator attended the 2021 IACP National Conference on Drugs, Alcohol, and Impaired Driving in Orlando, Florida. We also were able to support and take 9 Kentucky DRE's from Franklin Co SO, 4 Lexington Metro PD, Independence PD, Lakeside Park Crestview Hills PD, Williamsburg PD, and KACP DRE Instructor Argullin. Coordinators attended the IACP State Coordinators meeting during the conference.
- Purchased approximately 85 PBT's, assorted equipment for DRE's and issued the equipment to law enforcement officers throughout the Commonwealth.
- Attended several virtual LEL Campaign Briefings throughout the state to inform on the DECP and trainings we offer.

- Held several virtual and a few in person LEL Meetings during the pandemic to discuss agency participation, campaign's, DECP courses and other items consistent with highway safety initiatives.
- Held several weekly virtual meetings with the DECP Assistant Coordinator to discuss trainings, travel, agencies, DRE's and program needs.
- Watched several webinars for continual education from NHTSA, GHSA and other sources.
- Participated in all the Kentucky Law Enforcement Council meetings (4). Attended in last quarterly meeting in person and attended the other 3 virtually.
- The DECP State Coordinator and Assistant Coordinator attended prosecutor's training event held by Kentucky's and Ohio's and TSRP's. The training was dedicated to drug driving and training several prosecutors from Ohio and Kentucky.
- Continued to work with KSP Command through Headquarters and the Academy about their grants, enforcement, communication, collision reconstruction and assisting agencies in their post area with highway safety initiatives.
- Recertified several DRE's throughout the year by conducting hands on mock evaluations and updated training.

JOL Program 2021

2020-2021 JOL project activities included the following:

- The JOL, Judge Kevin Holbrook (ret.), continued planning for various Educational Programs related to Highway Safety with a focus on Drugged Driving in Kentucky and continued liaison activities with KOHS staff, the judiciary, Administrative Office of Courts staff and other stakeholders. The JOL coordinated and taught DUI/Traffic Safety programs (as discussed below) at the Spring 2021 Kentucky District Judges College, the Spring 2021 Kentucky Circuit Judges College and the 2021 Fall Kentucky District Judges College.
- The JOL was requested by the Administrative Office of Courts (AOC) to be a member of the Kentucky CDL Advisory Committee and to represent the Judiciary's interest. The Committee began work in November 2020 and our JOL requested that our TSRPs at the time (Tom Lockridge and Aaron Ann Cole) be added because of the prosecutor's role in adjudicating CDL cases. As part of the committee's work the TSRPs and our JOL were placed on the Outreach Committee. As a result, the TSRPs developed a presentation and videos. After being introduced by our JOL, the TSRPs coordinated with a District Judge to present at the Fall 2021 Kentucky District Judges College. The presentation included DUI cases involving CDL drivers.

- The JOL continued attending various meetings (usually via Teams) related to Highway Safety such as the Impaired Driving Task Force, meeting with our staff to better resolve issues encountered related to Highway Safety in KY Courts, met regularly with the Administrative Office of Courts Education Director to plan programs, attended Judicial Education Committee Meetings to provide input on Educational Programs that could be provided to Judges, attended various education programs related to DUI (including an 8-part NJC/NHTSA webinar) and continued troubleshooting for issues encountered by various members of the Kentucky judiciary, KOHS/KYTC staff, among other tasks.
- After the new IIL/IID DUI Suspension law became effective on July 1, 2020, the JOL worked with KYOHS and KYTC staff to continue troubleshooting numerous issues encountered by Judges, Court Personnel, KOHS staff and KYTC staff. Also, our JOL co-presented IIL/IID/DUI License Suspension Issues with KOHS staff and KYTC staff to the Spring 2021 District Judges College.
- Continued performing various liaison contacts with the LEL and TSRP concerning issues encountered by them by offering guidance on the judicial process. Also, the JOL attended and participated in the 2021 AAA Impaired Driving Summit which was coordinated by our TSRP, Thomas Lockridge.
- As mentioned above, the JOL planned and coordinated three DUI/Traffic Safety programs during the period. First, after discussion with the Kentucky District Judges Education Committee, our JOL began coordinating a DUI/Traffic Safety Program for the Spring Kentucky District Judges College and it was ultimately held (in-person and virtual) June 6-9, 2021 in Lexington, KY. At this college, our JOL either presented, co-presented, or moderated the following topics: Pharmacology in DUID Cases (along with a roundtable discussion), JOL Update, Alive at 25, Daubert/Rule 702 in DRE Testimony (Judge Robby Hassell, RJOL) and IIL/IID/KY DUI Suspension Laws and Issues. Additionally, our JOL liaised with the attending Judges (approximately 90 of 115) as well as the AOC Staff present (in-person and virtual) and attended the District Judges Education Committee Meeting to plan a program for the Fall 2021 District Judges College.
- Next, at the request of the Circuit Judges Education Committee Meeting, the JOL planned and coordinated a DUI Track for the Spring 2021 Circuit Judges College. This was significant in that it was the first DUI track held at a KY Circuit Judges College. Therefore, the JOL proposed the Daubert/Rule 702 in DRE Testimony (Judge Robby Hassell, RJOL) and IIL/IID/KY DUI Suspension Laws and Issues topics to fill the allocated time for the Track. The Circuit Judges Education Committee agreed to proceed with the DUI Track and the two topics were presented (in-person and virtual) on June 22, 2021. Also, the JOL liaised with the Circuit Judges and AOC Staff present.

- Finally, the JOL planned and coordinated a DUI/Traffic Safety Program for the Fall 2021 Kentucky District Judges College. This program was held (in-person and virtual) on June 19, 2021 thru June 23, 2021. The topics included Toxicology in DUI Cases, Sentencing to Reduce Recidivism in DUI Cases (Judge Neil Axel, ABA Judicial Fellow) and CDL/CMV Adjudication Issues. Also, our JOL participated either as a presenter or moderator for these presentations. Finally, our JOL continued to liaise with the Kentucky District Judges and AOC Staff present.

Ignition Interlock

In 2019, new Ignition Interlock legislation passed to enrich Kentucky's ignition interlock program. The Kentucky Ignition Interlock Program (KIIP), effective July 1, 2020, involves more administrative provisions including set suspensions, incentivized interlock period and a compliance component. Monitoring of the participant's activities and violations will be a joint effort between the device providers and the Division of Driver Licensing at the Kentucky Transportation Cabinet. Since the implementation of KIIP, education has been a major focus. Tiffany Duvall, with the oversight of the Office of Legal Service and contributions from the KYTC Division of Driver Licensing, developed educational webinars specific to the roles of many of the stakeholders:

- Judicial College for Circuit and District Courts, to prepare the courts for the statutory changes, and to assist and answer questions to properly direct defendants upon conviction and sentencing.
- Division of Driver Licensing, with the device providers learning how to review and interpret monitoring reports.
- Alcohol and Drug Education/Treatment Providers, to prepare for statutory changes.
- The general public of the Commonwealth, to expand the knowledge of Ignition Interlock programs and how Kentucky's laws function.

Kentucky applied for and was awarded a NHTSA grant, awarded by Traffic Injury Research Foundation (TIRF), to implement improvements to the alcohol ignition interlock program. The grant will be utilized to create a KIIP participant portal. The portal is currently in production. It will be used to track, monitor, and communicate with participants. It will enable integration between KYTC's ignition interlock application and the established vendor systems to enable complete reporting of the status of participants. This portal will house the data of all KIIP participants.

KOHS has continued its membership within the Association of Ignition Interlock Program Administrators, and Tiffany Duvall continues her role as a board member. She presented virtually at the yearly Advanced Training Institute in October 2021.

Kentucky has continued its membership within the National Association of Women Highway Safety Leaders, and Tiffany Duvall continues in her role as a state representative and regional director.

F. Occupant Protection Program

(Occupant Protection countermeasures grants for FY 2020 were funded with Section 405b FAST Act and 402 FAST Act funds.)

Grants to Law Enforcement

The Office of Highway Safety utilized Section 402 and FAST Act 405B funds to support occupant protection overtime enforcement programs for 10 law enforcement agencies. These grantees worked a total of 5,435.75 overtime hours, issuing a total of 8,637 seat belt citations and 253 child restraint citations. In addition, these grantees issued a total of 2,819 speeding citations, 15,809 other traffic citations, and made 108 DUI arrests and 735 other arrests during their grant-funded hours.

Campaign Grants

KOHS awarded campaign grants during FY 2021. These grants ran the entire grant year, from October – September, with a focus on the highway safety campaign periods. A total of \$105,541.15 in FAST Act 402 funding was expended by law enforcement agencies solely for officer overtime, while working these campaign grants. A total of 30 agencies utilized this funding.

These agencies worked a combined total of 941.75 overtime hours of traffic patrol, during which they issued 645 seat belt citations, 52 child restraint citations, 496 speeding citations, 1,398 other citations and made 63 DUI arrests and 203 other arrests.

Half-Year Grants

KOHS awarded half-year grants to a hand full of agencies, who did not participate in a full year grant, to participate in 2021 highway safety efforts during the months July through September, including the 2021 Click It or Ticket and Drive Sober Enforcement Campaigns. A total of \$19,949.84 in FAST Act 402 funding was expended by law enforcement agencies solely for officer overtime, from May through September. A total of 7 agencies utilized this additional funding.

These agencies worked a combined total of 275 overtime hours of traffic patrol, during which they issued 120 seat belt citations, 2 child restraint citations, 217 speeding citations, 296 other citations and made 22 DUI arrests and 54 other arrests.

Occupant Protection Outreach/Educational Projects

Cumberland Valley Area Development District

This NHTSA 405B grant funded the activities of a highway safety educator focused on child passenger safety and occupant protection in an eight-county region in the southeastern part of the state. There were some limitations presented due to the COVID-19 pandemic, however during FY 2021 the grant accomplished the following Seatbelt/Child Restraint Activities:

- Conducted four National Child Passenger Safety Certification classes within the Cumberland Valley Area Development District (CVADD).
- Promoted the National Child Passenger Safety Certification program by conducting educational events, educational booths, cps classes, a fitting station at the CVADD office, Zoom Calls and Zoom Calls for assisting in car seat installations and being available to help other surrounding counties when needed to promote CPS.
- Promoted the CPS Certification program through Social Media on the CVADD website, several local papers, cps flyers and Zoom Calls regarding the cps programs and cps check events in the CVADD region.
- Assisted, in conjunction with the Kentucky Office Highway Safety, with two Child Passenger Safety CEU classes.
- Conducted visits providing information relative to the proper use of child passenger safety seats within eight health departments, three social services programs, two pregnancy centers, two grandparent support programs, and two teenage mother programs within the CVADD region.
- Provided/assisted 23 CPS technicians in the CVADD region pertaining to their certification and recertification.
- Provided/assisted with 16 child passenger safety seat public events in conjunction with the KY State Police/CVE, Local Law Enforcement and Fire Departments agencies in the CVADD region.
- Eighty car seats were inspected at the CVADD office building – provided seats to 56 families who needed car seats.
- Established a Task Force for the CVADD region involving Child Passenger Safety Tech's and Instructor's in efforts to lower the number of injuries relating to improper Child Restraints.

- Certified 23 new Child Passenger Safety Technicians. Of the 23, 13 were located within the CVADD region.
- Educated 1,375 elementary students in the CVADD region on the importance of being properly restrained.
- Educated 1,550 parents/caregivers in the CVADD region on the importance of having children properly restrained.

Glasgow Police Department

This NHTSA 405B grant funded the activities of the Glasgow Police Department Occupant Protection efforts focused on child passenger safety and occupant protection in Glasgow, KY. There were some limitations presented due to the COVID-19 pandemic, however during FY 2021, the grant accomplished the following Seatbelt/Child Restraint Activities:

- The Glasgow Police Department was able to install and check installation of numerous child passenger safety seats which were brought to the department.
- Provided child passenger safety seats to low-income families in the community in need of a seat.
- In addition to installations by appointment, the Glasgow Police Department also provided seats and installations when a citizen was found without proper safety seats during a traffic stop or when crash occurred. In these instances, a seat is brought to the location by a certified CPS technician with the GPD.
- The department school resource officers educated parents and students on the importance of seatbelts and occupant protection during times when school was in person.
- Glasgow Police Department re-certified five officers as Child Passenger Safety technicians.
- Promoted child passenger safety and occupant protection practices through social media, newspapers, and radio.

Grayson County Health Department

This Western Kentucky health department started as a new KY Office of Highway safety grantee in FY 2020. This program was funded by 405B funds, focusing on child passenger safety and occupant protection. There were some limitations presented due to the COVID-19 pandemic, however during FY 2021, the grant accomplished the following:

- During the grant year, the Grayson County Health Department provided in person child passenger safety seat education to 72 families.
- Child passenger safety checks/ information classes were offered one day a week during the grant cycle. There were days when no one stopped by for inspection, but this opportunity was offered each week.
- Provided new car seats to 76 income eligible families during the grant cycle. All families who received seats, also received a 20-minute presentation on child passenger safety, next steps, and the dangers of leaving children in parked cars unattended.
- Provided child passenger safety information during two community events, educating 164 adults and children on child passenger safety.
- Car seat education was provided to 23 expectant parents.

Madison County Health Department

This Central Kentucky health department continued a long-term program of educating the community about various traffic safety issues, utilizing a county-wide safety coalition and a strong network of public, private, and non-profit partners. Since 2010, they have been recognized by the World Health Organization (WHO) as an International Safe Community. This program was funded by 405B funds. There were some limitations presented due to the COVID-19 pandemic, however during FY 2021, the grant accomplished the following:

- Maintained a fitting station in Berea and Richmond Health Department campuses. Also supported other agencies in the county to become CPS Technicians and establish fitting stations. There are CPS technicians as members of the Madison Co Health Department, Richmond Fire Department (RFD), Richmond Police Department (RPD), Kentucky State Police (KSP), and White House Clinic (WHC).
- Provided one parenting education program on the importance of child passenger safety seats and seat belts during the grant cycle. Two others were scheduled but had to be canceled.
- The Madison County Safety Coalition (MCSC) targeted their social media messaging to increase the amount of traffic safety education shared, including those focusing on occupant protection. For the FY21 it had a reach of 31,221 contacts and averaged 86 per day.

Marshall County Health Department

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

Purchase Area Development District. There were some limitations presented due to the COVID-19 pandemic, however during FY 2021, the grant accomplished the following:

- Marshall County Health Department established a “Car Seat Check Friday” opportunity each week at the department, where individuals can schedule an appointment online to received and child passenger safety seat inspection/install.
- During the grant cycle, the Marshall County CPSTs inspected/installed 57 child passenger safety seats, during which they educated 63 adults on proper installation and the importance of child passenger safety seats and seatbelts.
- Held various school and public events, during which the Marshall County CPSTs educated students and teachers/adults about the benefits of proper use of seat belts and child safety and booster seats.
- Provided support and education to several pre-schools and Head Start programs in the Purchase Area Development District.
- Promoted the opportunity to the community throughout the year to become a certified CPST locally. They continued to work in cooperation with their current partnerships with local first responders, community partners, and KY Office of Highway Safety. They have also reached out to additional organizations, to develop new partnerships for OP/CPS programs.
- Marshall County Health Department Occupant Protection Program Director, and additional CPSTI, were to help in during the instruction of one in-person Child Passenger Safety Technician training during the grant cycle. This course was cancelled due to the COVID-19 pandemic. They did however assist with the instruction of a course in October of 2021.
- Marshall County Health Department Occupant Protection Program Director, and additional CPSTI, continued their training and CEUs through several virtual webinars and training focusing on child passenger safety. Several of these focused on how to provide child passenger safety services during restrictions surrounding the COVID-19 pandemic.
- Continued its a safety coalition composed of Child Passenger Safety Technicians and Instructors, fire fighters, police officers, other first responders, and community members.
- Marshall County Health Department Facebook administrator shared Occupant Protection posts monthly.

The Nest Center for Women Children and Families

This was a first-year grantee and partner with the KY Office of Highway safety in FY 2021. This program serves Lexington and the central region of Kentucky, and was funded by 405B funds, focusing on child passenger safety and occupant protection. There were some limitations presented due to the COVID-19 pandemic, however during FY 2021, the grant accomplished the following:

- Established The Nest as a new child passenger safety seat fitting station, to serve Lexington and central Kentucky.
- During the grant year, provided 200 car seats, and education on how to properly install them, to children and their families in central Kentucky counties covered by this grantee.
- Provided in-patient consultations and seats to families from mother baby units of two hospitals and the PICU the University of Kentucky Hospital.
- Educated more than 50 families about kids in hot cars to help maintain Kentucky's hot car deaths at zero for 2021.
- Reviewed the car seat check forms for quality improvement and have also been able to use them to identify types of misuse and opportunities for specific pediatric anticipatory guidance.
- Worked with a regional and local Head Start and a rural county to hold one community checkup event for Head Start

Norton Children's Hospital

KOHS continued its contract utilizing 405B funds to fund partial salary for a registered nurse/child safety instruction with Norton Children's Hospital and the salary of one part-time Child Passenger Safety Educator. The goal of this grant is to offer various classes and fitting station events in Jefferson County, with an emphasis on the special needs population. There were some limitations presented due to the COVID-19 pandemic, however during FY 2021, the grant accomplished the following:

- During the 2021 grant year, Norton Children's Hospital hosted three CPS certification classes, which were attended by small groups of hospital staff.
- Norton Healthcare's virtual and 3 hospital based fitting stations are operational during the grant cycle, and 702 seats were checked 175 seats were given to families and 73 special needs seats were loaned to hospital patients.

- Education class for elementary students were still virtual, however during the grant cycle Norton Healthcare was able to use this platform to reach 8,300 students from Jefferson County. Since the classes were held virtually, they were able to reach students in seven other counties as well.
- Monthly classes (Safe Baby, Safe Kids, and Safe Grandparenting) were offered virtually, and 532 parents and grandparents have attended these classes during the grant cycle.

Norton Children’s Hospital – Child Passenger Safety Coordinator

KOHS continued its contract utilizing 405B funds to fund partial salary for a registered nurse/child safety instructor with Norton Children’s Hospital to serve at the statewide Child Passenger Safety Coordinator for Kentucky. There were some limitations presented due to the COVID-19 pandemic, however during FY 2021, the grant accomplished the following:

- Statewide CPS Coordinator served as the lead instructor for CPS certification classes. Hosting classes with multiple agencies/counties was very limited due to the pandemic, so classes were generally held for one agency at a time. There were 16 classes offered throughout Kentucky, which yielded 59 new technicians.
- Statewide CPS Coordinator served as the lead instructor, and coordinated, a virtual CPS CEU workshop where 58 technicians attended.
- Assisted to maintain the CPS the total number of child passenger safety technicians/instructors in Kentucky. Currently Kentucky has 561 certified technicians. This total represents 82% of the previous total of technicians.
- Assisted to help maintain 120 fitting stations throughout the state (as of September 30th, 2020).
- Helped to coordinate the training and certification of three new additional counties to have at least two people newly certified as CPS technicians. This brings the current county total to 57 of 120 counties with two technicians and 15 with one. During the grant cycle this represents a total of an additional 5 new counties with two or more technicians.

Corbin Fire Department

The Corbin Fire Department started as a new KY Office of Highway safety grantee in FY 2021. The project director is a CPS certified instructor and has been assisting with the efforts of the Cumberland Valley Area Development District (another long-term KOHS grantee) for years. While they did continue to assist the Cumberland Valley Area

Development District during FY 2021, due to challenges posed by COVID-19 and personnel restrictions, they were unable to participate as a grantee during FY 2021.

Knox County Health Department

This Eastern Kentucky health department started as a new KY Office of Highway safety grantee in FY 2020. This program was funded by 405B funds, focusing on child passenger safety and occupant protection. They did continue as a KOHS grantee throughout FY 2021. However, due to challenges posed by COVID-19 and personnel restrictions, the Knox Co Health Department was unable to participate as a grantee during FY 2021.

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 24th through June 6th, 2021.

A total of 146 law enforcement agencies (including 16 Kentucky State Police Posts and Two Commercial Vehicle Enforcement Regions) reported the following activity for the two-week campaign period. Enforcement results are summarized below:

DUI Arrests:	628	Reckless Driving:	564
Speeding Citations:	5,669	No Insurance	1,930
Seat Belt Citations:	5,439	Suspended Licenses:	1,076
Child Restraint Citations:	101	Other Traffic Violations:	10,856
Cell Phone/Distracted:	74		

Governor’s Occupant Protection Awards Ceremony

Due to limitations on group gatherings due to the COVID-19 pandemic, the 2021 Governor’s Occupant Protection Awards Ceremony that the Kentucky Office of Highway Safety would have conducted during August was cancelled.

The Office of Highway Safety is planning to have a joint recognition of agencies/officers for the efforts in both occupant protection and impaired driving enforcement during FY 2021. The enforcement and officer information/nominations are currently being submitted to the KY Office of Highway Safety. These awards will be presented to the officers by mail, to maintain safe practices during the COVID-19 pandemic.

The Kentucky Office of Highway Safety hopes to resume the Governor’s Occupant Protection Awards Ceremony during the summer of 2022, recognizing the efforts of officers from each agency submitting a nomination, for their notable officer’s efforts to increase the use of seat belts and child restraints.

Safety Education Programs

- In FY 2021, the KOHS was only able to conduct four Occupant Protection Programs due to COVID-19 and the restrictions it placed on our office for conducting in-person programs throughout the state. The scheduling of these programs was still affected due to restrictions with COVID-19.
- In FY 2021, the KOHS was unable to conduct any Impaired Driving Programs due to COVID-19 and the restrictions it placed on our office for conducting in-person programs throughout the state. The scheduling of these programs was still affected due to restrictions with COVID-19.
- In FY 2021, the KOHS was unable to conduct any Teen Driver Programs due to COVID-19 and the restrictions it placed on our office for conducting in-person programs throughout the state. The scheduling of these programs was still affected due to restrictions with COVID-19.

G. Police Traffic Services Program

(Police Traffic Service grants for FY 2021 were funded with Section 402 FAST Act funds.)

Grants to Law Enforcement

In FY 2021 there were 125 local agency grants, including Kentucky State Police, that worked additional enforcement hours to minimize speeding and other traffic violations. These agencies worked a combined total of 24,211.5 patrol and traffic safety checkpoint enforcement hours, resulting in 999 DUI arrests, 2,728 other arrests, 30,825 speeding citations, 9,281 seat belt citations, 347 child restraint citations, 100 texting/distracted citations and 40,782 other citations.

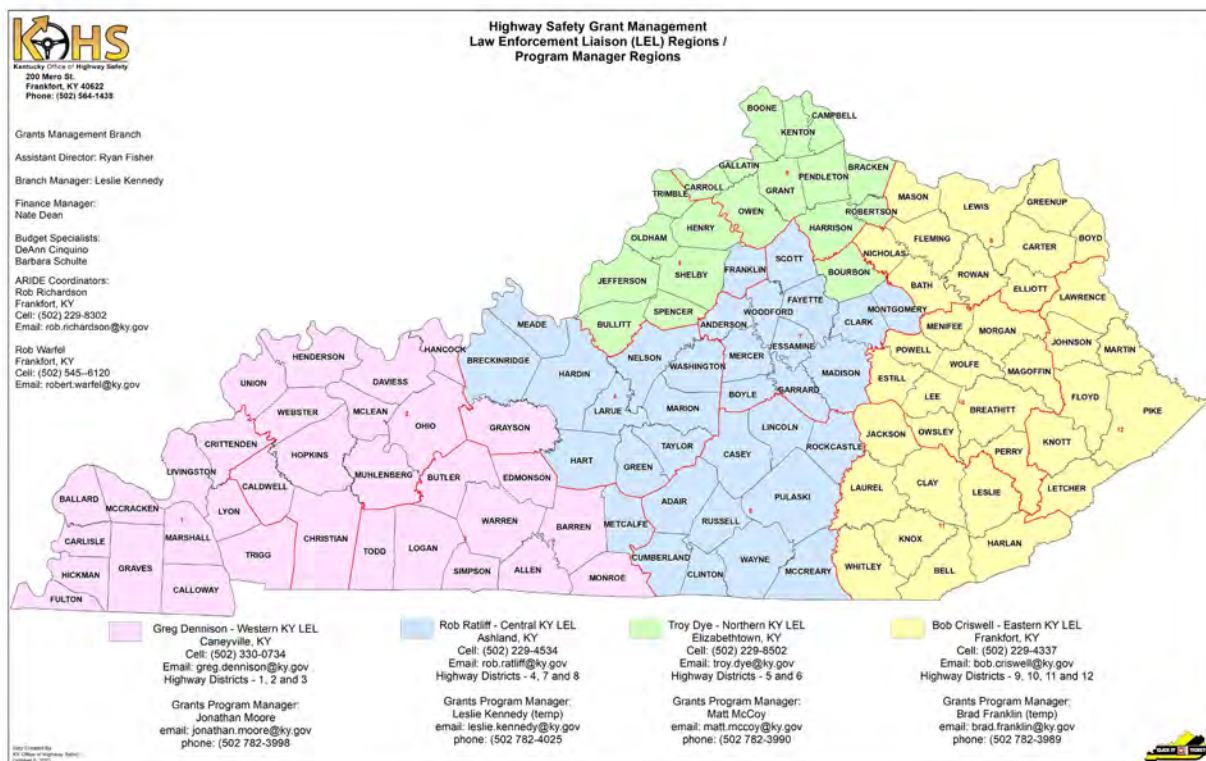
Activity Measures

1. A total of 20,897 seat belt citations were issued during grant-funded enforcement hours during FY 2021. There was also a total of 710 child restraint citations issued during the same period.
2. A total of 3,336 DUI arrests were made during grant-funded enforcement hours during FY 2021.
3. A total of 38,012 speeding citations were issued during grant-funded enforcement hours during FY 2021.

Law Enforcement Liaison Program FY 2021

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

The KOHS has six Law Enforcement Liaisons (LELs). There are four assigned each to an area of the state and two that are assigned to coordinate the statewide Drug Evaluation and Classification Program or DECP which teaches the Drug Recognition / Advanced Roadside Impairment Driving Enforcement (DRE/ARIDE) program. These are grant projects through The Kentucky Association of Chiefs of Police (KACP), and work under contract to the Kentucky Office of Highway Safety (KOHS) and are responsible for fostering positive law enforcement relationships in their respective regions across the state.



In FY 2021 Kentucky's LELs continued to build and foster strong relationships with law enforcement agencies and other partners in traffic safety to promote improved highway safety through greater sustained traffic enforcement, and enthusiastic participation in the National Highway Transportation Safety Administration (NHTSA) traffic safety mobilizations. In FY 2021 the LELs made visits to city, county, university, and state law

enforcement agencies. These visits were in person, over the phone, and utilizing video conferencing, and were instrumental in identifying and selecting agencies interested in funding for special traffic enforcement efforts. The following is a summary of FY21 activities coordinated and conducted by the LELs:

- 545 Site visits (in person, phone calls and virtual meetings)
- 100 Full Year Grant Monitoring visits.
- 16 Area briefings for “Click It or Ticket” Campaign in May.
- 14 Area briefings for the “Drive Sober or Get Pulled Over” Campaign in August.
- 3 Media events and press conferences including neighboring states.
- 0 Below 100 trainings conducted. (COVID restrictions were a concern still)
- 2 Training classes, which was included in the Department of Criminal Justice Training for new Chiefs/Sheriffs.

Combining in person site visits, full year grant monitoring visits, phone calls and online video meetings, Kentucky Law Enforcement Liaisons were either on site or remotely contacted Kentucky police agencies at least 645 times in FY 2021. Even with the second year slow down due to the pandemic, actual agency contact stayed steady with nearly same numbers as FY 20. We continued using Zoom and Microsoft Teams, which facilitated the increase.

**These visit numbers do not include any visits made by the two DECP LELs.*

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

An issue that we are seeing across all law enforcement agencies is manpower shortage. This is also a national issue. Officers are either leaving police work, retiring, or choosing to not work traffic overtime because they are required to work overtime to cover shift shortages. Calls for service drive any law enforcement agency and shifts must be covered. When agencies are short staffed or officers choose to work other overtime details, it's hard to get officers motivated for traffic enforcement. This is something the LELs address with all project directors and chiefs when possible. We encourage top-

down discussions from the chief and sheriff to the patrol officer or deputy to encourage traffic enforcement.

Kentucky has offered the Below 100 program since 2015. This four-hour class is targeted to law enforcement officers and is designed to assist in keeping police line of duty deaths below 100 during the calendar year. The Below 100 training course highlights the importance of officers using their own seat belts, and in reducing their speed to prevent line of duty deaths. Five of the six LELs have attended and successfully completed the Below 100 Train the Trainer class and are now certified as instructors. During FY 2021, the LELs continued to promote this free training to agencies and officers across the state and continue to promote the course during agency visits.

Each year, they also bring in a guest speaker for this program, enhancing the effectiveness of the message for law enforcement officers in attendance however, during FY 21 we were not able to host any Below 100 courses during to the continued COVID-19 concerns and scheduling conflicts.

Liaisons also recruit law enforcement partners in areas with highway safety needs, providing technical assistance to these agencies in conducting high visibility enforcement programs. The LELs have been instrumental in promoting both Advanced Roadside Impaired Driving Enforcement (ARIDE) and Drug Recognition Expert (DRE) training in areas of Kentucky which have a high incidence of impaired driving. This continues to be a significant challenge throughout Kentucky. The LELs serve as a resource to both state and local law enforcement for traffic safety equipment aimed at increasing law enforcement participation, and in reporting results of enforcement campaigns.

Throughout the year, grant and non-grant law enforcement agencies, local elected officials, and the media are invited to 32 area briefings strategically conducted across the 12 highway districts in Kentucky. (This year that number was less, due to the COVID-19 pandemic.) These briefings have proven successful in promoting the objectives of the Kentucky Office of Highway Safety, and include the national mobilizations *Drive Sober or Get Pulled Over* and *Click It or Ticket*. This year those briefings were all done both in person and virtually. There were as many if not more grant agencies attending the Zoom meetings this year since they can log in from anywhere and not have to be at a certain location. These area briefings provide an excellent opportunity for both state and local law enforcement to plan joint enforcement activities, to promote border-to-border impaired driving enforcement, and for local media events to gain earned media.

The LELs normally coordinate border-to-border events for both the Click it or Ticket and the Drive Sober or Get Pulled Over enforcement campaigns. During fiscal year 2021 there were three border to border events with neighboring states promoting seat belt usage and impaired driving enforcement.

Liaisons also help the highway safety office promote the annual Governor's Occupant Protection Awards in August, and the Governor's Impaired Driving Awards in December. During these events, law enforcement officers are nominated by their respective chiefs

and sheriffs, then recognized for their efforts in enforcing impaired driving and occupant protection throughout the year. LELs assist with the planning and organization of both award programs. This year the OP awards for summer and fall 2021 were done but there was not an awards luncheon. The awards were still presented but were either mailed or delivered by the LEL to the agency.

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

After identifying Perry County as the number one unbelted fatality county in the state, law enforcement agencies were approached, and a core group began to meet to work on activities, inviting more partners to address this problem. These meetings started in August 2019. This group was later named the Toward Zero Deaths Perry County committee. Various community partners were identified and from the core group a larger more diverse committee took shape. This group met monthly until travel restrictions went into effect in March 2020. Many of these events didn't get to happen in FY 20 due to COVID restrictions. In FY 21 there were Border to Border events with West Virginia and Tennessee in June as well as CPS training and CPS inspections. We continued our partnerships with the Kentucky River Health Department and the Appalachia Regional Hospital. All LELs continued to promote and coordinate nighttime seatbelt enforcement events as well.

In addition, in FY 21 there were 19 agencies in Eastern Kentucky and 25 agencies in Western Kentucky which participated in a local hero production. Local heroes put emphasis on local law enforcement officers in television, radio, and print media to address the importance of using seatbelts. The coordination of these events is very tasking for both officers and LELs. It requires numerous calls, emails and Zoom or in person meetings. Final coordination with the KOHS public relations office coordinator and the production crew brings it all together in the end.

Retired Chief Mike Ward, Alexandria Police Department remains the treasurer of KACP, as well as the LEL point of contact for the Kentucky Association of Chiefs of Police. The LELs continued to meet weekly when possible in FY 21 with the KACP treasurer and KOHS staff and submit activity and expense reports. These meetings provide an opportunity for the LELs to exchange ideas and share any experiences or problems that may have occurred.

In fiscal year 2021 LELs were able to attend or take part in several other meetings and conferences. Due to COVID restrictions in FY20, we were unable to attend many of these events/conferences.

- Kentucky Association of Chiefs of Police conference
- Hands Across the Border with Tennessee
- Nighttime seat belt enforcement details (limited basis)
- International Association of Chiefs of Police Drug Recognition Conference
- Numerous ARIDE classes
- DRE class and travel to Florida for student initial field certifications.

Due to the COVID-19 pandemic, we still were not able to attend the following:

- Governors Highway Safety Conference
- International Association of Chiefs of Police Conference
- Kentucky Sheriff's Conference
- LEL professional training

KOHS Traffic Safety Checkpoint Trailer

The Traffic Safety Checkpoint Trailer is provided by KOHS for Kentucky Law Enforcement Agencies across the state to use, when they conduct seatbelt safety and impaired driving traffic safety checkpoints for their communities. The checkpoint trailer is used to provide extra area lighting and high visibility for the protection of Law Enforcement Officers and the general public during traffic safety checkpoints. The checkpoint trailer is a 7' by 16' dual axle trailer and consist of portable roadway signs, high visibility traffic cones, high visibility vests, two LED electric light towers, and two balloon lights with generators that will extend 10 feet into the air for scene lighting. During FY 2021, there were five Traffic Safety Checkpoints conducted across the state.



H. Pedestrian/Bicycle Safety

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

- Continue working relationships/partnerships with statewide pedestrian and bicycle safety programs and organizations in high impact areas across the state that are experiencing high pedestrian/bicycle injury and fatal crashes.
- Provide educational materials through community outreach programs in the high impact areas of the state.
- Participate in a NHTSA Bicycle/Pedestrian Safety Program Assessment to assess statewide programs and receive recommendations to help further those programs at the state level.
- Provide safety education, updates, videos, and/or tips once a month through social media posts.

Accomplishments:

KOHS Education Branch was only able to conduct four Highway Safety Programs and five Traffic Safety Checkpoints during FFY 2021, due to COVID-19 and the restrictions it placed on our office for conducting in-person programs throughout the state. We continue to put an emphasis on the Top 40 counties, based on crash data for distracted driving, occupant protection and impaired driver emphasis areas. Our hope is that we will be able to resume conducting more highway safety educational programming starting in FY2022.

I. Traffic Safety Information System Improvement Grants

KY Transportation Center at the University of Kentucky – Traffic Records Strategic Plan Implementation

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

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

During the FY 2021 grant period, the following activities took place:

- Working with the liaisons at the six traffic records databases and the liaison at the trauma data base compiled by KIPRC, the KTC team facilitated progress toward meeting the goals in the Traffic Records Implementation Plan (TRIP). The team also helped revise several of the database performance goals for specific database attributes. In consultation with liaisons, the team obtained data on work underway (or proposed in grant applications) to meet the goals.
- This work included an assessment of the work that has been undertaken over time to provide improvements by each of the databases. In short, for the most recent TRIP (2018-2021), liaisons have reported that 36 of the attribute goals have been met or determined to be impractical to reach and six other goals have been partially met—a total of 36 of the 48. The databases have put in motion six projects that thus far have yet to make progress toward their specific goals. This leaves six database attributes without a project developed at this juncture. Thus, it can be submitted that considerable progress has been made toward fulfilling the goals of the TRIP.

During FY 2021, the project met the following goals and objectives:

- Review previous KTRAC 405 projects for implementation and assessment of impact/further needs, with an emphasis on identifying the obstacles that impede integration across databases, especially integration of CRASH and injury databases.
- Continue the collection of data for the performance metrics of each database from the appropriate database liaison.
- Monitor and document progress toward fulfilling the goals and timetables in the implementation plan.
- Facilitate discussions with database liaisons to resolve any problems that may arise in the development of projects to meet the goals.
- Document any necessary changes in the goals of the implementation plan or reasons for delays in meeting the goals and/or completing the projects underway.
- Submit a progress report that assesses progress in project development and documents successful project completion.

Kentucky Transportation Center at the University of Kentucky – Traffic Safety Data Service (KTSDS)

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

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

- Maintained website providing public access to data and data experts.
- Published completed projects for public access.
- To increase Accessibility to Safety Analysis and Capabilities (experts) for end users from a starting baseline of the number of requests fulfilled in the previous KTSDS year.
- Completed 29 projects assisting a variety of people in accessing data and offering expert advice on how they can approach analysis.
- Updated the KTSDS website documenting and publicizing the service based on the IOWA Traffic Service Model.

During the FY 2021 grant period, the following activities took place:

- Completed request from KYTC D4 Breckinridge County to update SNIC routes with a new truck added to the fleet. Completed a request from KYTC D3 Monroe County to update SNIC routes to include a new bypass that recently opened (KY-163).
- Completed request for comparative intersection crash data; completed a small request for published crash data; updated the KTRAC committee.
- Submitted brief written report to KTRAC. Completed a request for intersection crash data in Eastview, KY. Added some documentation to website.
- Website maintenance.
- Completed 2 projects – a detailed crash analysis of KY-338 in Boone County for Parham Engineering Consultants and a brief statewide crash analysis for an Indiana University student.
- Completed 1 project – analysis of vehicle registration data for FHWA.

- Completed 4 projects – a state-wide crash data request for Technology Transfer at UK, Data request for crash modeling for FMCSA (Tony Young), KOHS (Erin Eggen) requested 1-year of motorcycle crash summary, Provided 5-years summary crash data of US60 Rob Ostrom (CDM Smith).
- Completed 2 projects – an information request form with research at University of Florida, and an enforcement prioritization project for FMCSA.
- Educational request completed for PeachTree claims recovery, showed them the public portal; worked to improve wrong way driving flag; continued work on FMCSA modeling request.
- Completed a project for KY Injury Prevention & Research Center, continued work on FMCSA prioritization project.
- Web site maintenance and project management/marketing.
- Completed a project for KOHS on bike/ped safety.

During FY 2021, the project met the following goals and objectives:

- To provide 30-40 small studies of traffic safety to end users by September 30, 2021. Baseline for FY 2021 is zero completed studies. Status: 18 projects were requested and completed.
- To maintain accessibility to safety analysis and capabilities (experts) for end users.
- To maintain the KTSDDS website documenting and publicizing the service.

Kentucky Board of Emergency Medical Services – Kentucky Emergency Medical Service Information System (KEMSIS)

The Kentucky Emergency Medical Service Information System (KEMSIS) is a statewide initiative for the collection, analysis, and integration of EMS system and patient care data, administered by the Kentucky Board of Emergency Medical Services (KBEMS).

The Kentucky Board of Emergency Medical Services will implement and enforce the use of data element validation rules through the use of a Schematron, a component of the NEMSIS data standard. The percent increase will be measured by taking a baseline count of records at the beginning for the project period and a series of progress counts throughout the remainder of the project period. The Kentucky Board of Emergency Medical Services will liaison with TRCC database stakeholders to identify criteria to trigger notification about records in the repository which may need evaluation and export, such as a case to be followed up by trauma registry officials. The Kentucky Board of Emergency Medical Services will continue to collaborate with TRCC member

organizations on the robustness of the NEMSIS dataset and identify opportunities to further integrate, to include funding opportunities for implementation and sustainment.

University of Kentucky Research Foundation – Strategic Highway Safety Plan 2019-2023

This project is to finalize, track and update (assist in implementing) a fully compliant Kentucky Strategic Highway Safety Plan that will result in significant reductions in crash loss in the State of Kentucky. As such, KTC and its research partners at the University of Kentucky will generate data and content for a proactive, living, and implementable instrument which will outline actionable SMART goals aligned with KYTC's mission of providing a safe and efficient transportation system. The Plan will acknowledge areas where positive differences can be made in safety, not just in affecting areas with high numbers of crashes. To achieve these objectives, the Plan is a focused, collaborative effort across emphasis areas and cross-cutting strategies. It is transparent and accessible to clearly convey its objectives to practitioners and other stakeholders.

During the FY 2021 grant period, the following activities took place:

- Project planning meetings. Attended GHSA webinar on aggressive driving.
- Meeting to design Emphasis Area (EA) task force meetings, draft EA action plans. Put together template for EA action plans.
- Organized and scheduled four EA action plan meetings. Prepared templates for four EA action plans to discuss at the task force meetings.
- Conducted four EA action planning meetings.
- Compiled results from task force meetings. Created Google sheets for task force member to access and edit. Meetings to strategize for next steps.
- Worked on matrices for strategies, had project meetings with project manager. Attended distracted driving webinar.
- Met with KOHS re EA task force membership; worked on draft action plans; reviewed strategies on continuous updates provided by other state SHSP teams.
- Converted Google Sheets to Word docs – edited and cleaned up text for inclusion in Action Plans.
- Continued work on draft Emphasis Area Action Plans; began updating data to include a new year of analysis.
- In person meeting to plan and schedule activities moving forward.

- Meetings with task force leaders to deliver data and materials. Updated SHSP tables and charts with 2020 crash data.
- Held virtual meeting with newly established task force leaders. Internal project planning meetings.

During FY 2021, the project met the following goals and objectives:

- The SHSP will be revised as needed in coordination with other agency programs, including the Kentucky Traffic Records Coordinating Committee. Highway crash data, roadway attribute data, and traffic information will be updated annually, at a minimum, from sources such as:
 - a. the Fatality Analysis Reporting System,
 - b. the Highway Information System,
 - c. Kentucky crash records database, and
 - d. other databases, as relevant.
- SHSP Emphasis Area Task Forces will be supported, including:
 - a. continued data collection and analysis,
 - b. continued evaluation of strategies,
 - c. tracking the progress of those projects that have been implemented, and
 - d. identifying new strategies for implementation.
- Safety improvement approaches from the “Four Es” of highway safety will be considered and recommended (education, enforcement, emergency services, and engineering)
- The SHSP Technical Leadership team will be supported, including:
 - a. identification of members at the direction of the Executive Director of the Office of Highway Safety, and
 - b. facilitation of meetings.

University of Kentucky Research Foundation – Improving Motor Vehicle Crash-Related Data

In FY 2021, the Kentucky Trauma System maintained a level of function nearly equal to that of prior years despite the dedication of hospital resources to COVID-19 patients and related concerns. One hospital that had lost verification status is now in candidate status for reinstatement and a second large hospital is entering the system, having reported over a year of data by the end of FFY 2021. Progress was also impeded by the acquisition of our data management vendor by a larger entity, leading to careful assessment of the future direction of the trauma system.

During FY 2021, the project met the following goals and objectives:

- Completeness and timeliness: To implement one recommended strategy to supplement the current trauma registrar workforce, particularly for Level IV hospitals as developed in FFY 2020. Status: trainings completed
- Completeness: To add or reinstate at least one reporting hospital at Level III and three at Level IV. Status: One added at Level IV and one Level III in process. Hospitals have dedicated most resources to COVID-19 care rather than trauma.
- Completeness and accuracy: To increase adoption of the 2020 Trauma Registry Data Dictionary from 0% of system facilities to 75% of system facilities. Status: Currently at 22/28 participating hospitals.
- Integration, completeness and accuracy: To add at least 4 metrics (baseline=0) building on the FFY 2020 reassessment of trauma registry data that focus on the types and causes of injury that (a) have the greatest impact on the state's overall burden of injury and/or (b) have the greatest potential for improved data integrity, quality, and integration. Status: Analysis was disrupted by the acquisition of the data management vendor by another corporation and hospitals' need to respond to the COVID-19 pandemic. We will continue to pursue these objectives.

University of Kentucky Research Foundation – Improve Completeness and Uniformity of KY MIRE

This project is to increase Kentucky's FDE compliance rate for the number of through lanes on non-state owned local paved roads from 0% to at least 40% by September 30,2021 and to inventory 100% the location and extent of interchanges across the state and make available a statewide interchange database by September 30,2021.

KTC research engineers will review and document the state of the practice on collecting number of lanes information for local roads and developing interchange inventory. KTC research engineers will use the network linkage method developed by a previous planning study to match the up-to-date probe network and OpenStreetMaps network to KYTC's AllRds network. The linkage will enable direct transfer of number of lanes information from those networks to AllRds network. KTC research engineers will apply effective machine learning methods to identify number of lanes from Google Street View images on additional local roads to further increase number of lanes data availability. KTC research engineers will utilize Geographic Information Systems (GIS) and remote sensing tools to analyze KYTC's roadway database to identify the location and extent of interchanges. KTC research engineers will submit progress reports that assesses progress in project development and documents successful project completion. KTC research engineers will provide number of lanes and interchange inventory GIS files to KYTC to be incorporated into roadway database. KTC research engineers will submit a final project report to document developed methodologies and findings.

During the FY 2021 grant period, the following activities took place:

- Met with KYTC to discuss the project, Researched MIRE elements for interchanges. Developed content for kickoff meeting to discuss definitions and standards for interchanges.
- Held meeting with KYTC to discuss criteria for interchanges. Implemented criteria to conduct initial screening for interchange selection.
- Started looking into using conflated network based on AllRds and HERE Street networks to get number of lanes at randomly selected locations.
- Conflated the AllRds and HERE network to facilitate getting number of lanes into AllRds. Beginning to use complete network to overlay with HIS shapefiles (available lane info) to compare accuracy of HERE data to be used off-system.
- Overlaid HERE and HIS networks and compared number of lane coverage; Checked OpenStreetMap number of lane coverage; Started looking into using Google Street View imagery
- Collected Google Street View images on some roads for testing. Isolated and extracted interchange ramps from AllRds. Extracted from intersection databases intersections that are part of interchanges.
- Looked into machine learning methods for analyzing images. Developed process for identifying, grouping, and delimiting interchanges.
- Requested and processed 2012-2019 crash data to extract number of lanes information; Met several times both internally to talk about image processing. Met and worked on crossover in methodologies for developing intersection database and interchange database.
- Requested and processed additional crash data in 2007-2011; the number of lane info extracted from crash data provided 43% coverage of roadways without such info currently; Provided data set to set up image processing model
- Obtained a subset of aerial imagery data and started model development and testing. Used updated intersection database to begin development of final interchange database.
- Developed models with different parameters and going to try some other ways to improve performance; creating confidence indicator for number of lanes extracted from crash data. Met with KYTC to review preliminary interchange database and identify needed revisions.
- Finalized interchange database and delivered to KYTC; Finalized lane database

During FY 2021, the project met the following goals and objectives:

- To increase Kentucky's FDE compliance rate for the number of through lanes on nonstate owned local paved roads from 0% to at least 40% by September 30, 2021
- To inventory 100% the location and extent of interchanges across the state and make available a statewide interchange database by September 30, 2021

University of Kentucky Research Foundation – Crash Analysis

This project is an annual 402 study to create crash rates and facts.

During the FY 2021 grant period, the following activities took place:

- Analyze Crash Data
- Process Raw Data
- Accumulate additional information from various outside sources
- Traffic Crash Analysis Report (2016-2020)
- Crash Facts Publication (2020)

During FY 2021, the project met the following goals and objectives:

- Produce analysis of crashes in Kentucky over a five year period of time and compile report with requested data and tables
- Produce a “facts” book distilling crash information into easily readable categorical publication

University of Kentucky Research Foundation – Seat Belt Survey

This project is to determine statewide safety belt usage rate and provide the rate in a published report, along with methodology, detailed analysis, and relevant statistical values.

During the FY 2021 grant period, the following activities took place:

- Attended occupant protection task force meetings, presented relevant information.
- Interviewed and hired new student workers, conducted orientation and training.
- Organized and updated data folders and locations.
- Created alternate sites.
- Rented vehicles for the student workers.

- Collected seatbelt usage data at 150 designated sites.
- Checked and entered all regular data.
- Collected seatbelt usage data at 20 "mini" sites.
- Checked and entered all mini site data.
- Quality control monitoring at random locations.
- Wrote a report that included the usage rate and various ways of analyzing the data and ideas for creating improvements; published publicly and shared with KYTC.

During FY 2021, the project met the following goals and objectives:

- Determined the statewide safety belt usage rate.
- Provide the rate in a published report, along with methodology, detailed analysis, and relevant statistical values.
- Usage rate was 89.78%. This value, the data that led to this value, and various ways of analyzing the data was included in the published report.

University of Louisville Research Foundation – Develop Horizontal Curve Database

This project is to increase the completeness for KY horizontal curve data on local roads (non-state owned roads) from a baseline of 0% to 100%. Currently, KYTC only have curve data on state-owned roads. Horizontal curve data for non-state owned highways, such as county highways and local roads are not available in KYTC. The project will extract horizontal curve data for all public roads including all local roads using GIS centerline data available in KYTC. This will increase the consistency to the FHWA's MIRE 2.0 (Model Inventory of Roadway Elements) of the available horizontal curve data on state-owned highways (CARS system) from a baseline of 75% with the current CARS data to 100%. The existing CARS horizontal curve data lacks 2 of the 8 MIRE required elements (25% lacked). The MIRE elements that are missing are "Element 194: Curve Feature Type" and "Element 198: Horizontal Transition/Spiral Curve Presence". This project will add the new data elements "Curve Feature Type" and "Horizontal Transition/Spiral Curve Presence" to the existing CARS data by running CurveFinder on Mandli GPS data. The goal of this project is to develop a MIRE 2.0 compatible horizontal curve database for all public roads in Kentucky, including all locally owned roadways. This project will compare the curve data on state-owned highways extracted from this project with the curve data from HSIP's CARS project (existing horizontal curve data on state-owned roads), to see

how the values from both efforts appear to match on another, with a goal to validate and improve accuracy for both curve datasets for state-owned roadways.

During the FY 2021 grant period, the following activities took place:

- Created the horizontal curve database for Kentucky local roads in the format of GIS shapefiles by extracting the curve data from the statewide local road centerline dataset namely the “Local Roads” shapefile from KYTC’s “Road Centerline and Highway Information System Data” website. As a result, the created KY local road horizontal curve database contains 439,044 curves with a total length of 19,803 miles, representing 34.2% of the total mileage of all local roads in Kentucky. Before curve data extraction, we calibrated the curve data extraction algorithm with a ground truth dataset consisting of 203 curves, to ensure that optimal algorithm parameters are used to maximize the accuracy of the extracted curve data.
- After extracting the curve data, we tested the accuracy of the extracted curves using a separate validation dataset consisting of 82 ground truth curves that are independent from the calibration dataset. The test results indicate that all 82 ground truth curves are captured completely or partially in the extracted curve dataset. Specifically, among the 82 ground truth curves, 51 are “100% identified”; 17 are “90-99% identified”; 6 are “80-89% identified”; 3 are “70-79% identified”; 3 are “60-69% identified”; 1 is “50-59% identified,” and 1 is “40-49% identified”. The validation process also compared the extracted curves with the ground truth curves in terms of curve length and curve radius. To do this, the aerial maps of the ground truth curves were imported into AutoCAD. Each curve’s length and radius were measured in AutoCAD as the ground truth curve geometric information. In the comparison between the extracted curve data and the validation ground truth, the Mean Absolute Percentage Errors (MAPE) were computed for the curve length and curve radius, respectively. The MAPE is a measure of prediction accuracy of a forecasting method in statistics with a value of 10% or less indicating excellent prediction accuracy. The validation result shows that the curve radius comparison between the extracted curves and the ground truth yields a MAPE of 6.7%, while the curve length comparison yields a MAPE of 1.3%, both indicating excellent curve data extraction accuracy.
- All extracted curve data is FHWA’s MIRE 2.0 (Model Inventory of Roadway Elements) compatible, which includes MIRE Element 194: Curve Feature Type and Element 198: Horizontal Transition/Spiral Curve Presence. These two elements are not in the current CARS system. There are four “Curve Feature Types” defined in MIRE Element 194, namely, independent curve, horizontal angle point, reverse curve, and compound curve. In the created KY local road horizontal curve database, compound curves, horizontal angle points, independent horizontal curves, and reverse curves contribute to 17.8%, 1.2%, 23.2%, and 57.7% of the total horizontal curve mileage, respectively. For MIRE Element 198: Horizontal Transition/Spiral Curve Presence”, a total of 7,490 horizontal curves were identified to have horizontal transition segments.

- In addition to the accomplishments, we also extracted horizontal curves from the Kentucky state owned roads by using the “State Roads” shapefile from KYTC’s “Road Centerline and Highway Information System Data” website. The total mileage of Kentucky state roads is 31,049 miles, with the extracted horizontal curve lengths being 12,806 miles, representing 41.2% of the total state road mileage. Specifically, from all extracted horizontal curves on state roads, compound curves, horizontal angle points, independent curves, and reverse curves represent 10.6%, 0.8%, 46.5%, and 42.1% of the total horizontal curve mileage, respectively. For “Element 198: Horizontal Transition/Spiral Curve Presence”, a total of 1,715 horizontal curves are identified to have horizontal transition segments.

During FY 2021, the project met the following goals and objectives:

- The first objective is to increase the completeness for Kentucky horizontal curve data on local roads (non-state-owned roads) from a baseline of 0% to 100%. In order to complete this objective, we extracted horizontal curves for all local roads in Kentucky by using an ArcGIS-based tool. Objective 1 is accomplished.
- The second objective is to increase the consistency to the FHWA’s MIRE 2.0 (Model Inventory of Roadway Elements) of the available horizontal curve data on local and state-owned highways from a baseline of 75% with the current CARS data to 100%. The existing CARS horizontal curve data lacks 2 of the 8 MIRE required elements (25% lacked). The MIRE elements that are missing are “Element 194: Curve Feature Type” and “Element 198: Horizontal Transition/Spiral Curve Presence”. All horizontal curve data extracted in this project has both the “Curve Feature Type” and “Horizontal Transition/Spiral Curve Presence” data. Objective 2 is accomplished.

University of Louisville Research Foundation – Linkage of Crash EMS and Trauma Records

This project will develop a dataset of linked trauma, EMS, and crash records by adapting an existing framework, developed by the project team specific to Jefferson County. The project team will deliver the dataset, a data schema, and a final report to members of KTRACS. The final report will include a Kentucky-specific framework to achieve a linked dataset using the existing data infrastructure in Kentucky and recommend data-related action to improve linkage rates across different entities.

This grant has not yet been completed and has been extended until June of 2022.

J. Non-Implementation Grants for FFY 2021

- **PT-2021-00-CG-02 Beattyville Police Department**
- **PT-2021-00-CG-11 Corbin Police Department**
- **PT-2021-00-CG-18 Falmouth Police Department**
- **PT-2021-00-CG-22 Grant County Sheriff's Office**
- **PT-2021-00-CG-27 Lakeside Park Crestview Hills Police Department**
- **PT-2021-00-CG-36 Meade County Sheriff's Office**
- **PT-2021-00-CG-38 Monticello Police Department**
- **PT-2021-00-CG-44 Perry County Sheriff's Office**
- **PT-2021-00-CG-45 Shelby County Sheriff's Office**
- **PT-2021-00-CG-47 Simpson County Sheriff's Office**
- **PT-2021-00-CG-50 St. Matthews Police Department**

These proposals were not implemented due to staffing issues and the COVID-19 pandemic. When smaller agencies experience personnel changes and limited contact with the public, the agencies cannot staff effectively to work the additional enforcement hours.

- **PT-2021-00-00-72 Shepherdsville Police Department**
The department withdrew, due to lack of officers available to work the Highway Safety grant.
- **M5HVE-2021-00-00-23 Wilder Police/Department**
The department withdrew, due to lack of officers available to work the Highway Safety grant and the lack of interest in working the grant, due to commitments on overtime details of other projects.
- **M5HVE-2021-00-00-25 Kentucky State Police Lab Equipment**
This project was withdrawn. Initially this project was created in the case the applicant's machinery could not meet the demand. We determined that another machine was not needed at this time.

K. Evidence-Based Enforcement Grants for FFY 2021

All FFY 2021 enforcement grants were focused on the top 40 counties of Highway Safety concern. Grantee program areas are targeted toward identified problem violations, locations, and times within their jurisdiction. These areas are evaluated and determined by a grant review committee and distributed accordingly. Other factors that were taken into consideration are past performance measures and a thorough risk assessment analysis completed on every applicant, prior to the submittal of the FY 2021 HSP. All grantees are provided crash maps of their jurisdictions, with data and information on specific issues or hot spots on crash causations.

L. Media Programs

Bike and Pedestrian Safety

“Everyone is a Pedestrian” (earned media): October 2020 (Pedestrian Safety Month)

- Statewide press release
- Social media posts
- DMS message

October is National Pedestrian Safety Month

Posted On 20 Oct 2020 By: Staff Comment: 0 Tag: Kentucky Office of Highway Safety (KOHS), National Highway Traffic Safety Administration (NHTSA), National Pedestrian Safety Month

Even if you usually drive to your destination, everyone is a pedestrian at some point – maybe walking your child across the street to the bus stop or walking to a grocery store down the road to buy dinner. That means each of us has a personal reason for wanting to keep our streets safe for all who use them.



Kentucky Office of Highway Safety

In a crash between a vehicle and a pedestrian, the pedestrian is far more likely to be killed or injured. For this reason, the Kentucky Office of Highway Safety (KOHS) is partnering with the National Highway Traffic Safety Administration (NHTSA) in October for National Pedestrian Safety Month.

“We are called to treat others the way we would want to be treated, and that means being as cautious when you are a driver as you would want other drivers to be when you or your children are pedestrians,” said Gov. Andy Beshear. “Common-sense habits, especially putting your phone down while driving or walking, can save dozens of Kentuckians’ lives every year.”

“We’re asking both motorists and pedestrians to practice safe behaviors while driving and walking in order to prevent crashes, injuries and deaths on our roadways,” said Transportation Cabinet Secretary Jim Gray. “It’s a shared responsibility that helps all road users arrive at their destinations safely.”

According to NHTSA, approximately 17 percent of people killed in roadway-related incidents are pedestrians, which equates to one every 84 minutes.

KOHS Acting Executive Director Jason Sivula says a common theme for both pedestrians and motorists is distraction.



The Record
www.therecord.com

Thursday, January 21, 2021

View Forecast
22°F
High/Low: 27°/16°

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HOME NEWS SPORTS OPINION OBITUARIES FEATURES SPECIAL SECTIONS

Safety matters to every pedestrian
Tuesday, October 13, 2020 at 11:07 pm (Updated: October 14, 4:43 am)

Even if you usually drive to your destination, everyone is a pedestrian at some point – maybe walking your child across the street to the bus stop or walking to a grocery store down the road to buy dinner. That means each of us has a personal reason for wanting to keep our streets safe.

EVERYONE IS A PEDESTRIAN

In a crash between a vehicle and a pedestrian, the pedestrian is far more likely to be killed or injured. For this reason, the Kentucky Office of Highway Safety is partnering with the National Highway Traffic Safety Administration in October for National Pedestrian Safety Month.

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KOHS Acting Executive Director Jason Sivula says a common theme for pedestrians and motorists is distraction.

“It has unfortunately become all too common to see both drivers and pedestrians distracted by using a cell phone,” Sivula said. “No matter if you are walking or driving, putting away your phone should be automatic. No one is able to safely interact with other road users while distracted.”

Staying alert especially is important as the end of Daylight Saving Time approaches and it gets dark earlier. According to NHTSA, most crash-related pedestrian fatalities occur at night.

“Adjusting to the new low-light environment can take time, and that puts everyone – especially pedestrians – at greater risk of death or injury,” Sivula said. “Wearing bright, reflective clothing will help keep pedestrians visible.”

Last year in Kentucky there were 74 pedestrian deaths; 60 occurred after dark. So far this year, there have been 58 pedestrian deaths, 46 of which occurred after dark.

“There are many actions that both pedestrians and motorists can take in order to share the road safely,” Sivula said. “Remember – everyone is a pedestrian. If we all work together, we can save lives.”

The KOHS and NHTSA recommend the following:

Pedestrians

- Use crosswalks when available. Avoid jaywalking and crossing between parked vehicles.
- Walk on sidewalks, if you must walk on the street, walk facing traffic.
- Don’t depend on the traffic signal to protect you. Motorists may be distracted, especially when adjusting to nighttime travel.
- Increase visibility, especially at night. Carry a flashlight, wear reflective clothing or attach reflective materials – such as fluorescent tape – to clothing, backpacks, purses and briefcases. These materials reflect light from headlights back to drivers, making it easier to see you.
- Just because you can see a motorist does not mean the motorist can see you. If you cannot make eye contact or do not see the driver slow down for you, wait until the vehicle passes.
- Pay attention. Distraction changes the way you walk, react and behave, including safety-related behaviors.
- Use caution if intoxicated. While you may be doing the right thing by not drinking and driving, risk still exists. Alcohol and drugs affect judgment, balance and reaction time, so always make a plan for a safe ride home.

Motorists

- Put the phone down and pay attention. Driving while distracted increases risk for all road users.
- Yield the right-of-way to pedestrians. Be especially careful at intersections.
- Keep your windshield, windows and mirrors clean so you can scan the road ahead and establish a “visual lead.”
- Obey the speed limit. Driving at the posted limit allows you to see, identify and react in time to brake for pedestrians.
- Slow down and turn on your headlights during evening hours when you need more time to see a pedestrian in your path.
- Be aware in neighborhoods and school zones. Children are often the smallest pedestrians, making them harder to see. Younger children may dart into intersections without understanding the dangers.
- Drive sober. Alcohol and drugs affect judgment, balance and reaction time. Always make a plan for a safe ride home.
- Buckle up. Wearing a seat belt gives you the best protection against injury and death.



Your Story 22h

OCTOBER IS PEDESTRIAN SAFETY MONTH

#EVERYONEISAPEDESTRIAN
@NHTSAGOV

Seen by 32 Highlight More



Your Story 22h

#EVERYONEISAPEDESTRIAN

nhtsagov

Safety is an important lesson in every school day, and it includes the journey to and from school. E...

@NHTSAGOV

Seen by 24 Highlight More

DMS PANEL 1
PEDESTRIAN SAFETY MONTH

DMS PANEL 2
SLOW DOWN AND STAY ALERT

Kentucky Office of Highway Safety
Published by EG Eggen (?) · October 3, 2020 ·

October is National Pedestrian Safety Month! Visit NHTSA for more information: <https://www.nhtsa.gov/pede.../national-pedestrian-safety-month> #EveryoneIsAPedestrian

KY Highway Safety @kyhighwaysafety · Oct 13, 2020

The first #NationalPedestrianSafetyMonth launched by @NHTSAgov in October is increasing awareness about pedestrian safety & reminding drivers & walkers that staying safe is a shared responsibility. Learn more: [nhtsa.gov/pedestrian-saf...](https://www.nhtsa.gov/pedestrian-saf...)

#EveryoneIsAPedestrian #ShareTheRoad @KYTC

Bicycle Safety (earned media):

- Social media

You Retweeted

nhtsagov @NHTSAgov · Aug 13

Every good bicycle ride starts with a helmet, and riding to school is no exception. Before your kids walk out the door, remind them of the importance of wearing a helmet.

You Retweeted

nhtsagov @NHTSAgov · Aug 23

Protect your noggin! Always wear a helmet. #BicycleSafety

KY Highway Safety @kyhighwaysafety · 19h

May is #BicycleSafetyMonth!
When on a bike, wear a helmet & ride safely
When in a vehicle, watch for cyclists & drive safely

@NHTSAgov @KYTC

nhtsagov @NHTSAgov · 19h

Every bike ride begins with putting on a helmet. Learn more about bicycle safety, helmets, and helmet safety at [NHTSA.gov](https://www.nhtsa.gov). #Bicycle #BicycleSafety

Bike & Walk 16w

nhtsagov

nhtsagov Make room! When you pass a bicycle, give them three or more feet of space.* For more bic...

#sharetheroad with bicycles.

@NHTSAgov

Bike & Walk 28w

kytransportation

May is Bicycle Safety Month!

kytransportation May is Bicycle Safety Month! Did you know that most bike crashes occur between 6-9...

@KYTRANSPORTATION

Back-to-School, Bus Safety (earned media):

- Joint statewide press release with Department of Education
- Social media
- DMS message

KY Highway Safety @kyhighwaysafety · Oct 19, 2020
 It's #NationalSchoolBusSafetyWeek! Please pay extra attention in school zones and when sharing the road with a school bus.

nhtsa.gov @NHTSAGov · Oct 19, 2020
 Following the rules of the road saves lives, and paying attention in a school zone and around a bus carrying students is no exception.

Take the steps to avoid a tragedy - visit our website to review school bus safety laws. [NHTSA.gov/schoolbus](https://www.nhtsa.gov/schoolbus)



GIF **NHTSA**

KENTUCKY TEACH NEWS FEATURES KY BOARD LEADERSHIP STUDENT SUPPORT

As Kentucky's students go back to school, drivers reminded to be cautious with buses

By Staff · August 4, 2021

1 Like 255 Views



DMS PANEL 1
SCHOOL DAYS AHEAD

DMS PANEL 2
WATCH FOR KIDS AND BUSES

Kentucky Office of Highway Safety
 Published by EG Eggen · August 27

Both motorists and pedestrians - please pay attention and put the phone down when driving and walking.

Pedestrian Safety Tips

- Use a sidewalk, if available.
- Obey signs and signals.
- Stay alert at all times.
- Be visible.
- Never assume a driver sees you - watch for cars, always.



NHTSA
 August 26

At some point in the day, everyone is a pedestrian. For more tips like these, head to [NHTSA.gov/pedestrian](https://www.nhtsa.gov/pedestrian).

Top Tweet earned 11K impressions

DID YOU KNOW? According to @NHTSAGov the greatest risk to your child is not riding a bus, but approaching or leaving one. Before your child goes back to school, it's important to know traffic safety rules. Learn more: [nhtsa.gov/road-safety/sc...](https://www.nhtsa.gov/road-safety/sc...) pic.twitter.com/OXR8uD72vv



4 5 7

[View Tweet activity](#) [View all Tweet activity](#)

Top mention earned 319 engagements

KY Dept of Education
 @KyDeptofEd · Aug 4

As students return to school, drivers are being reminded of the laws that apply to keep students safe. We have partnered with @kyhighwaysafety to produce a variety of resources that are free to download + help educate drivers on these laws.

DETAILS bit.ly/SchoolBusSafety
pic.twitter.com/2EjVd2KWOA



33 41

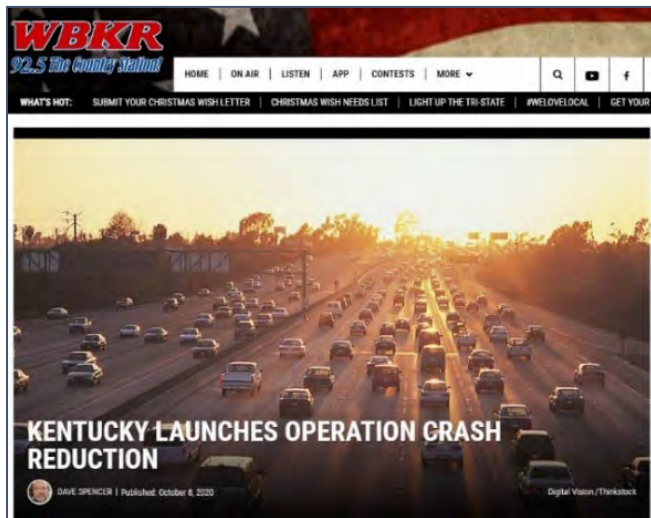
School Zone Improvements (earned media): Promotion managed by Governor’s Office and KYTC Office of Public Affairs.



Occupant Protection

Operation Crash Reduction (earned media):
October 9-12, 2020

- Statewide press release
- Social media posts
- DMS message



Northern Kentucky cities participate in recent 'Operation Crash Reduction' to promote safer roads

Oct 14th, 2020 - 0 Comment

[f](#) [t](#) [p](#) [i](#) [r](#) [e](#) [s](#)

To help drivers and passengers remember the importance of seat-belt use and other safe-driving practices, the Commonwealth of Kentucky promoted 'Operation Crash Reduction' (OCR) during the Columbus Day holiday weekend.

The operation ran from Oct. 9 through Oct. 12 with a goal of saving lives and preventing injuries due to traffic crashes. During this time, law enforcement agencies from Covington, Fort Mitchell, Villa Hills-Crescent Springs, Park Hills, Erlanger, Elsmere, Kentucky State Police, and Kenton County Police conducted a high-visibility enforcement campaign, with an emphasis on seat-belt use.

"As a driver, you're not alone on the road, so you can't prevent every possible collision," said Gov. Andy Beshear. "But you can ensure that every time you get in the car, you are as safe as possible if a crash happens. Put your phone down and buckle up."

The Kentucky Office of Highway Safety (KOHS), state and local law enforcement, and the U.S. Department of Transportation's National Highway Traffic Safety Administration (NHTSA) teamed up to support the operation.

"While we always encourage safe driving practices, this specialized campaign focuses on the importance of buckling up," said KOHS Acting Executive Director Jason Sivula. "If you are involved in a crash, a properly fastened child seat and seat belt provides the best defense against injury or death."

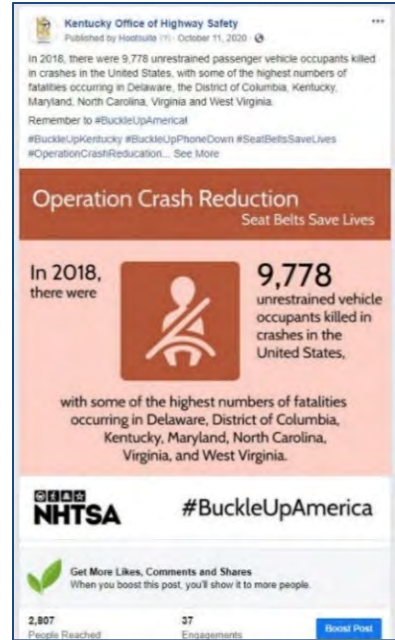
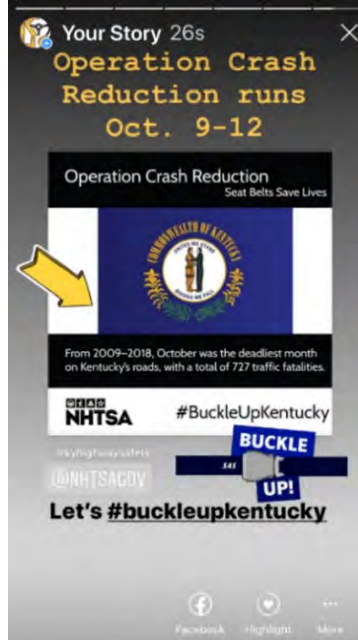
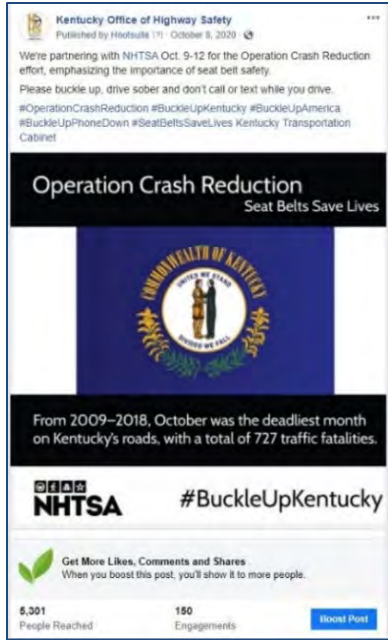
OCR is focused on NHTSA Region 3, which includes Delaware, the District of Columbia, Kentucky, Maryland, North Carolina, Virginia and West Virginia — a region that sees some of the nation's highest numbers of traffic deaths.

Operation Crash Reduction
 Seat Belts Save Lives

From 2014-2018, October 1-15, which includes the long holiday weekend, had the highest number of fatal crashes (882) for the first 15 days of any month during this time period for the following states:

Delaware, District of Columbia, Kentucky, Maryland, North Carolina, Virginia, and West Virginia.

NHTSA #BuckleUpAmerica



Click it or Ticket “Local Heroes” (earned media): November 2020 *moved from May 2020 due to COVID Included Thanksgiving holiday and National Seat Belt Day

- Statewide press release
- Social media posts
- DMS messages



Kentucky Office of Highway Safety
Published by EG Eggen [?] · November 14, 2020 ·

Kentucky Transportation Cabinet
November 14, 2020

Celebrate #NationalSeatBeltDay by buckling up! Don't play chicken with your life! Last year, seat belt use reached 90%. Yet, nearly half of all passenger vehicle occupants who are killed in crashes are unbuckled. #BuckleUp #ClickItOrTicket bit.ly/2pYmKYp

Kentucky Office of Highway Safety
Published by Hootsulle [?] · November 26, 2020 ·

Today and every day, be thankful for your seat belt. Please buckle up, Kentucky. Every trip, every time.
Happy Thanksgiving from the Office of Highway Safety!

DMS PANEL 1
CLICK IT OR TICKET

DMS PANEL 2
(YTD number) DEATHS
ON KY ROADS THIS
YEAR

DMS PANEL 1
BE THANKFUL FOR
YOUR SEAT BELT

DMS PANEL 2
ALWAYS BUCKLE UP

Kentucky Office of Highway Safety
Published by EG Eggen [?] · November 13, 2020 ·

From our rural roadways to our busiest interstates, always #BuckleUp #Kentucky.

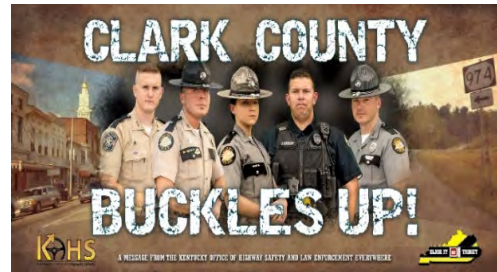
Kentucky Office of Highway Safety is at Kentucky Transportation Cabinet.
Published by EG Eggen [?] · November 16, 2020 · Frankfort ·

According to NHTSA, a majority of unrestrained deaths occur during nighttime hours defined as 6 p.m. – 5:59 a.m. In Kentucky last year, 237 roadway deaths occurred at night. Of those, 136 were unrestrained.
Please buckle up, Kentucky - day AND night. #ClickItOrTicket

Click It or Ticket “Local Heroes” (paid media):
\$200,000 NHTSA 405d funds program number THSP20CM
November 9 – 29, 2020 *moved from May 2020 due to COVID

Targeted Area: Statewide with emphasis in:

- Primary counties: Fayette, Madison, Clark, Jessamine, Woodford, Scott, Franklin
- Secondary counties: Rowan, Boyd, Floyd, Laurel, Pulaski, McCracken, Marshall, Calloway, Shelby, Oldham, Jefferson, Spencer, Nelson, Ft. Knox, Hardin, Bullitt



Total campaign impressions: 7.3 million

Radio:

Affiliates: 95

Spots: 3,990+bonus

Impressions: 2.22 million

YouTube:

Impressions: 324,887

Clicks: 324,887

Total Click Thru Rate (CTR) .11% (Average CTR for YouTube ads is .05%) This means the target audience was twice as engaged with the content than they would be on average.



Pre-roll:

Impressions: 283,442

Clicks: 425

Video Completion Rate (VCR): 82% (Average pre-roll VCR is 75%)



23_KYHS_Just_Two_Sec_Madison_TV_30

Over The Top (OTT): Television streaming

Impressions: 188,849

Households: 84,570 (on average each household saw the ad twice)

Video Completion Rate (VCR): 95%



23_KYHS_Just_Two_Sec_EKU_TV_30

Spectrum Cable (Central KY/Lexington, Louisville, Western KY, and Evansville/Owensboro Designated Market Areas - DMAs):

Number of spots including bonus: 610,234

OTT impressions including bonus: 1,247,889

Hispanic Network bonus spots: 750

Online video: 68,047 impressions, 78.79% VCR

Display Ads: 148,374 impressions; 4,549 engagements

Bonus: Weather Channel crawl for two weeks (Western KY DMA) and targeted pre, mid and/or post-roll video (Owensboro DMA)



24_KYHS_Just_Two_Sec_Clark_TV_30

A4 Media (formerly Suddenlink) (Ashland/Boyd/Greenup/Huntington DMA & Floyd Co. DMA):

Number of spots including bonus: 1,168

OTT impressions with bonus: 66,706

Households: 31,839

WPSD-CBS (Paducah DMA – covers 12+ counties) :15 and :30 ads during various shows, i.e., Seth Myers, Tonight Show, Local am/pm news)

Number of spots: 81

Reach: 96.2%

Frequency: 5.1

(The message reached 96.2% of the population of adults 35+ in western Kentucky area with a frequency of 5.1 times.)

WYMT-CBS (Pikeville DMA – covers 20 counties) :15 and :30 ads ran as PSAs for free, so money was put into digital to increase impressions.

Number of spots: 100

Delivered Digital Impressions:			
Ad position	Delivered Impressions	Clicks	Click Through Rate %
Pencil Pushdown	29,534	61	0.21
Ad Takeover News App	48,173	926	1.92
Native Ads	1,086,017	2,886	42.03
Audience Targeting Display	151,609	334	0.22
Audience Targeting Preroll	52,495	87	0.17
WYMT Display Ads	248,009	631	0.19
	1,615,837	4,925	7.45

Frankfort Plant Board (Franklin County):

Number of spots including bonus: 2,134

Reach: 86%

Households: 10,000

SCRT-Central Kentucky (Hart/Barren/Monroe/LaRue/Metcalf DMA):

Number of spots including bonus: 1,952

Households: 16,500

Comcast (Western KY/Bowling Green DMAs):

Number of spots including bonus: 1,285

Digital streaming impressions: 13,985

Reach: 97%

**Target demo spent over 113.4 hours online viewing/interacting with Local Heroes videos.*

Click it or Ticket “Local Heroes” (earned media):

May 15 - June 5, 2021

- Statewide press release
- Press conference and car seat check in Hazard (Perry County)
- Social media posts
- DMS messages

Ky. Office of Highway Safety pushing 'Click It or Ticket' campaign to help keep drivers safe



TOP STORY
TRAFFIC DEATHS UP IN 2020, BUSY TRAVEL SEASON NEARS
 EWKYT 11:03 | 72°

By Chad Hedrick
 Updated: May, 20, 2021 at 9:59 PM EDT

LINKINGTON, Ky. (WKYT) - Thousands of cars travel on Kentucky's highways and interstates every day. Most of the time, everyone gets to where they are going, but sometimes, tragedy strikes.

"Each one of those is a mother or a father, a sister, a brother. Somebody that is part of their local community," said Jason Siwula with the Kentucky Office of Highway Safety.

Weather News Sports

'It's about saving lives': Annual Click It or Ticket Campaign kicks off heading into Memorial Day weekend



By Emily Bennett
 Published: May, 24, 2021 at 5:14 PM EDT



State troopers in W.Va., Ohio, and Ky. enforce 'Click it or Ticket'



CLICK IT OR TICKET
SOUTH POINT, OHIO
 WSAZ 4:02 89°


By Mailee Pinchok
 Updated: May, 25, 2021 at 5:13 PM EDT

SOUTH POINT, Ohio (WSAZ) - Click it or ticket is the initiative state troopers are enforcing this week. If you don't have your seat belt on, there's a chance you could see flashing lights behind you.

"I put the belt on sometimes before I even start my car, before the car even moves it's on," Larry Akert said.

Top Tweet earned 7,000 impressions

As the **#MemorialDay** holiday approaches, we are joining law enforcement for the annual **#ClickItOrTicket** campaign, encouraging motorists to buckle up and stay safe. The federally funded campaign is part of **@NHTSAgov's** high-visibility enforcement effort running May 24 – June 6. pic.twitter.com/FVGe52vwsh





Jason Siwula spoke at the Perry County Click It or Ticket press



DMS PANEL 1
 BE SAFE THIS
 MEMORIAL
 WEEKEND

DMS PANEL 2
 CLICK IT
 OR TICKET

DMS PANEL 1
 FENDERS BEND
 BONES DON'T

DMS PANEL 2
 BUCKLE UP
 KENTUCKY

DMS PANEL 1
 (YTD number) DEATHS ON KY ROADS
 THIS YEAR

DMS PANEL 2
 CLICK IT OR TICKET

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

\$250,000 NHTSA 405d funds program number THSP21CM

May 27- June 5, 2021 (75% of media buy – heavy concentration over Memorial Day weekend)

June 6-30, 2021 (25% of media buy - percentage varied in areas of state)

Targeted Area: Statewide with emphasis in:

- **Primary counties:** Pike, Bell, Whitely, Perry, Knox, Clay, Rowan, Franklin
- **Secondary counties:** Boyd, Floyd, Laurel, Pulaski, McCracken, Marshall, Calloway, Shelby, Oldham, Jefferson, Spencer, Nelson, Ft. Knox, Hardin, Bullitt, Fayette, Madison, Clark, Jessamine, Woodford, Scott

Audience: Utilized viewing habits and zip-code to identify viewers/listeners in the demographic/low-seatbelt-use areas.

Total campaign impressions: 11 million

Radio:

Affiliates: 95

Spots: 9,880

Impressions: 2.22 million

YouTube:

Impressions: 449,802

Clicks: 641

Total Click Thru Rate (CTR) .14% (Average CTR for YouTube ads is .05%) This means the target audience was three-times as engaged with the content than they would be on average.



Pre-roll:

Impressions: 375,276

Clicks: 514

Video Completion Rate (VCR): 77% (Average VCR for pre-roll is 75%)

Spectrum Cable & Digital (Louisville DMA):

Number of spots: 9,366

Digital streaming impressions: 217,502

VCR: 98.20%

Hispanic Network spots: 728

Display ad impressions: 208,819



Spectrum Cable & Digital (Lexington DMA):

Number of spots: 11,525
Digital streaming impressions: 481,290
Hispanic Network spots: 919

Spectrum Cable & Digital (Owensboro DMA):

Number of spots: 1,617
Bonus :10 News Promos with static billboard ad: 360 spots (aired in Louisville, Lexington, and Owensboro DMAs)
Digital streaming impressions: 122,778
VCR: 98.39%

Spectrum Cable & Digital (Western KY DMA):

Number of spots: 1,507
Cable impressions: 324,862
Digital streaming impressions: 79,417
VCR: 98.11%
Online video: 83,800 impressions; CTR .25%
Display ad: 161,654 impressions; 4,427 engagements

A4 Media (Ashland/Boyd/Greenup/Huntington DMA & Floyd Co. DMA):

Number of spots: 4,332
Digital streaming impressions with bonus: 106,695
Households: 31,839

WPSD-CBS (Paducah DMA):

Number of spots: 114
Digital streaming impressions: 80,000
Bonus digital impressions: 65,245 (WPSD Homepage takeover)

WYMT-TV (Pikeville DMA)

Number of spots: 434 (including bonus)
Digital streaming: 148,847 ads reached 8,311 users
Digital Impressions: 2,830,926 (included display ads, pre-roll, fixed daily ads, WYMT Facebook homepage takeover day, WYMT website homepage takeover day, etc.)



:10 TV promo voiceover: "Spectrum News is brought to you by the Kentucky Office of Highway Safety and officers across Kentucky who remind you to always buckle up,"



WYMT coverage map

Frankfort Plant Board Cable & Digital:

Number of spots: 1,390
Reach: 96%
Households: 10,000
Digital streaming: 79,000 impressions
CTR: .13%
VCR: 76.64%

SCRT-Central Kentucky

(Hart/Barren/Monroe/LaRue/Metcalf DMA):

Number of spots: 1,788
Households: 16,500



Comcast (Western KY/Bowling Green DMAs):

Number of spots: 913
Digital streaming impressions: 58,667
VCR: 98%

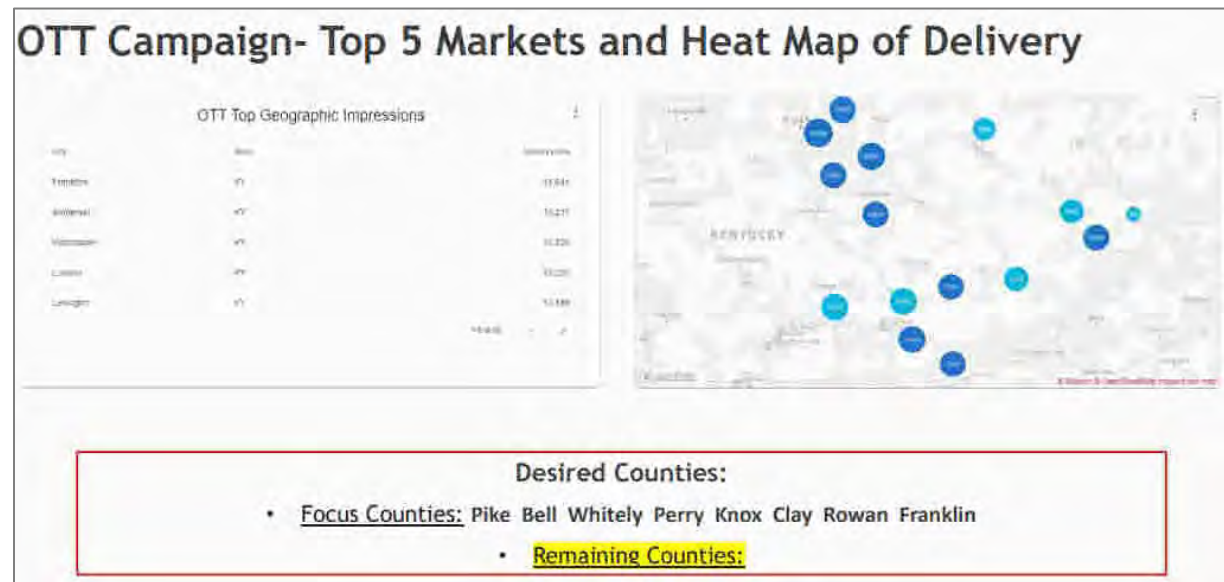
**Target demo spent 239 hours online viewing/interacting with Local Heroes videos.*

Digital streaming: in media markets in primary counties and some secondary counties.

Impressions: 169,540

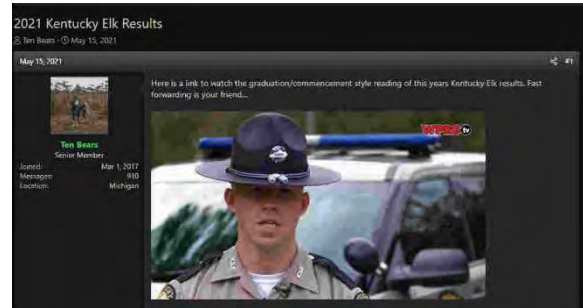
Households: 56,124 *(on average each household saw the ad twice)*

Video Completion Rate (VCR): 98.13%



Gearhart Media (Pikeville/Eastern KY DMA) included advertising during the annual Elk Hunt Lottery coverage *Kentucky's elk permit drawing system gives applicants equal opportunity of being selected for one of nearly 600 permits to hunt the thousands of elk in the state's herd. This year also included a youth hunt, so audience was age 15 and up.*

- Radio spots on WIFX, WXLR and WXKZ: 1,005
- WPRG-TV Channel 5 during the Lottery: :15 ad at each break, total of 6 ads* also aired on Gearhart Media social media page, website and YouTube and was shared by the Kentucky Department of Fish and Wildlife.
- The :15 promo aired on WPRG-TV Ch. 5 every 35 minutes/24 hours a day during campaign
- The :15, :30 or :60 promo aired on IMC Ch. 105HD every hour/24 hours a day during the campaign



Elk Lottery live stream

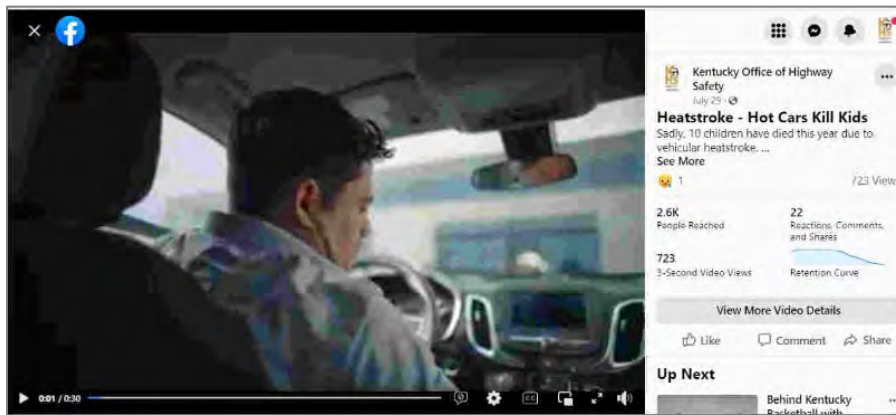
PLG-TV/The Kentucky Standard (Nelson County):



**Child Passenger Safety (earned media):
Heatstroke**

- Social Media
- DMS message





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

DMS PANEL 2
LOOK BEFORE
YOU LOCK

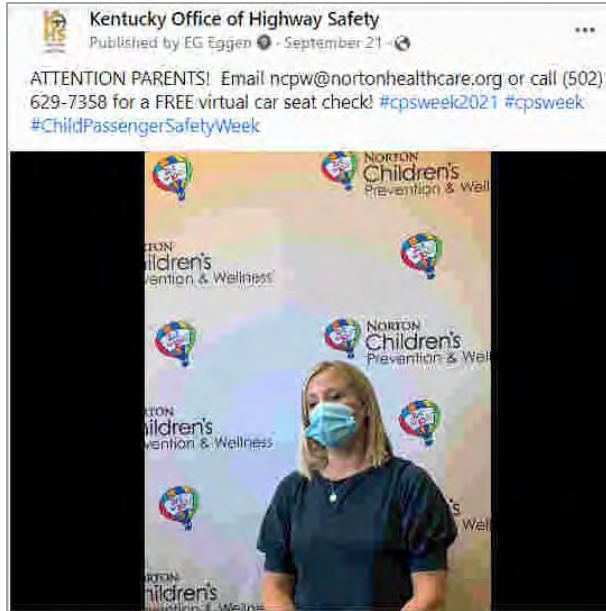
**Child Passenger Safety Week (earned media):
September 19-22, 2021**

- Press release distributed by Norton Children's Hospital/SAFE Kids Louisville
- Social Media
- DMS message



DMS PANEL 1
IT'S CHILD
PASSENGER
SAFETY WEEK

DMS PANEL 2
CAR SEATS
& BOOSTERS
SAVE LIVES



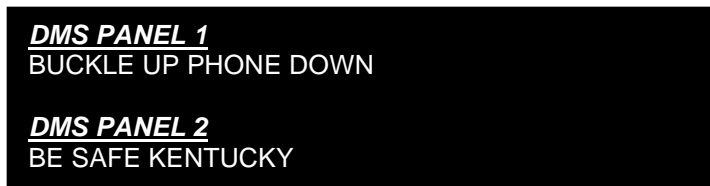
Most events cancelled due to surge in COVID cases. We promoted virtual seat check provided by Norton Children's Hospital via social media (pictured above).

Occupant Protection-Distracted Driving

Buckle Up Phone Down campaign (earned media)

October 2020 DUE TO COVID Distracted Driving Awareness Month was moved to October 2020 (from April 2020).

- Statewide press release
- Social media posts
- DMS message



Buckle Up Phone Down campaign (paid media):
\$200,000 NHTSA 405e funds program number THSP21DD
October 5 – 31, 2020 Due to COVID moved from April 2020

Targeted Area:

Statewide with heavier frequency in 60 counties with highest distracted driving-related crashes.

Target Audience:

Primary: Men and women 18-34

Terrestrial Radio:

Stations: 33
 Spots: 3,808
 Bonus spots: 1,794

Social Media -Facebook:

Impressions: 921,614
 Reach: 194,080
 Engagement: 132,289
 Clicks: 9,827
 Total Click Thru Rate (CTR):1.07% (Average CTR for Facebook ads is .90%)

Digital ads:

Impressions: 3,075,488
 Clicks: 5,292
 CTR: 0.17% (Average CTR for display ads is 0.1% to 0.5%)

Connected TV (CTV) & Online Video (OLV):

CTV is streaming/game console. OLV is Chromecast, Roku, Firestick, Apple TV, Samsung Smart TV, etc.

Impressions: 1,481,133
 Completed Views: 1,268,016
 Video Completion Rate (VCR): 86.61% (CTV 95% and OLV 85%)

Audio streaming: iHeart, Spotify and Pandora

Impressions: 812,295
 Average Frequency: 6.02

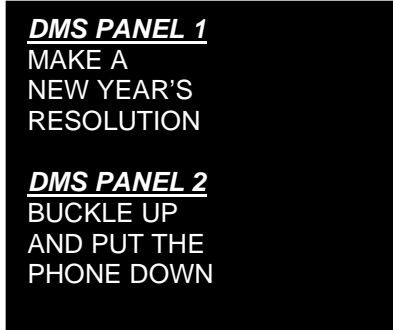
Gas Station TV: Ran Oct. 5-31

Total stations: 336
 Total Impressions: 624,914
 *Gas station pump toppers and window clings at 111 stations.



**New Year's Resolution (earned media):
January 1-6, 2021**

- Social media posts
- DMS message



**Buckle Up Phone Down (earned media):
April 2021 (Distracted Driving Awareness Month)**

- Statewide press release
- Social media posts
- DMS messages



DMS PANEL 1:
 SAVE YOUR
 "LIKES"
 FOR LATER

DMS PANEL 2:
 BUCKLE UP
 PHONE DOWN

DMS PANEL 1
 BUCKLE UP
 PHONE DOWN

DMS PANEL 2
 (YTD number)
 DEATHS
 ON KY ROADS
 THIS YEAR



Buckle Up Phone Down (paid media):
\$350,000 NHTSA 405e funds program number THSP21DD
April 1 – 30, 2021

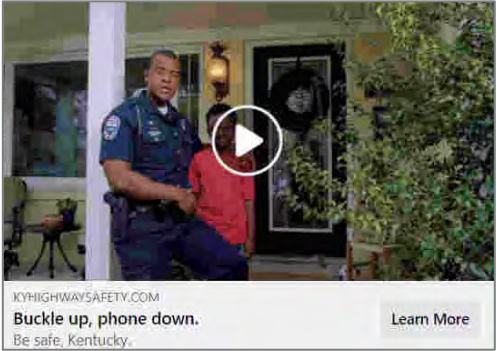
Targeted Area:
 Statewide with heavier frequency in 60 counties with highest
 distracted driving-related crashes.

Target Audience:
 Primary: Men and women 18-34

Terrestrial Radio:
 Stations: 37
 Spots: 2,468
 Bonus spots: 1,184

Social Media: Facebook
 Impressions: 1,375,061
 Reach: 554,220
 Engagement Rate: 13.25%
 Kentucky parents of teenagers (13-17) saw the
 best engagement rate for the campaign of 17.1%
 Total Click Thru Rate (CTR): 0.43%

Digital ads: Ran April 1-18
 Impressions: 2,290,532
 Clicks: 4,448
 CTR: 0.19%



Gas Station TV: Ran April 1-18

Total stations: 234

Total Impressions: 416,766

Number of screens: 3,275

Video Streaming:

Game console, Google, Chromecast, Roku, Firestick, Apple TV, Samsung Smart TV, etc.

Impressions: 1,192,253

Completed Views: 1,168,384

Video Completion Rate (VCR): 98.08%

Digital ad



Image that accompanied audio streaming spots, English and Spanish.

Audio streaming: Ran April 1-18

iHeart, Spotify & Pandora

Impressions: 710,651

Average Frequency: 4.84

Impaired Driving

Halloween “Buzzed Driving is Drunk Driving” (earned media):

October 29-31, 2020

- Statewide press release
- Social media posts
- DMS message



Holiday “Drive Sober or Get Pulled Over” (earned media)

December 1, 2020 – January 1, 2021

- Statewide press release
- Social media posts
- DMS messages



DMS PANEL 1
SANTA SEES YOU SO BE A NICE DRIVER

DMS PANEL 2
BUCKLE UP
SLOW DOWN
DRIVE SOBER

DMS PANEL 1
GIVE UP THE KEYS ON NEW YEAR'S EVE

DMS PANEL 2
DESIGNATE A SOBER DRIVER

DMS PANEL 1
GATHERING WITH FRIENDS OR FAMILY?

DMS PANEL 2
PLEASE DRIVE SAFELY

DMS PANEL 1
DON'T WRECK YOUR HOLIDAYS

DMS PANEL 2
DRIVE SOBER KENTUCKY

**Holiday “Drive Sober or Get Pulled Over” (paid media):
\$180,000 NHTSA 405d funds program number THSP21IM
November 23- 29, 2020 and December 7, 2020- January 1, 2021**

Targeted Area:

Statewide with emphasis in 41 counties with highest impaired driving-related crashes.

Target Audience:

Primary: Men 18 to 34

Thanksgiving Results:

Impressions: 1,073,076
Reach: 165,183
Engagement: 191,722
Clicks: 9,239
Click Thru Rate-Digital Ads: .70%

Radio:

Stations: 60
Spots: 4,003
Bonus spots: 1,986

Social Media: Facebook

Impressions: 1,438,134
Reach: 645,691
Engagement: 108,916
Clicks: 2,675
Total Click Thru Rate (CTR): .14%

Social Media: Twitter

Impressions: 252,623
Engagement: 1,114
Video Completions: 24,803

Digital ads:

Impressions: 2,895,636
Clicks: 38,936
CTR: 0.79%

Audio streaming: iHeart, Spotify and Pandora

Impressions: 869,115
Audio completions: 740,698



Social and digital Drive Sober ads specific to Thanksgiving ran Nov. 23-29.



Christmas digital ads

Connected TV (CTV) & Online Video (OLV): YouTube and ESPN

Impressions: 821,294

Completed Views: 560,891

Video Completion Rate (VCR): 93.46% ESPN; 40.76% YouTube

Gas Station TV: December only *Window clings added as bonus

Total stations: 97



FPF3CIZFTKOF12nyklE_COMK-02448-SixSecond-v



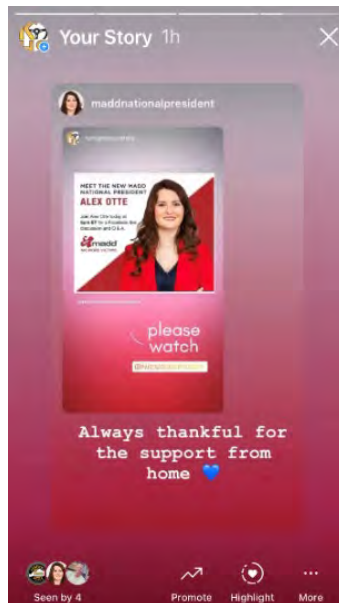
m71EOXACQc6WAee3NPPU_COMK-02448-ChristmasSongs-v



xwNCiVsKsZ220LQN9YRw_COMK-02448-Under-v

Kentuckian Alex Otte named MADD National President (earned media): January 2021

- Social media



Super Bowl “Fans Don’t Let Fans Drive Drunk” (earned media): February 1- 6, 2020

- Statewide press release
- Social media posts
- DMS message



DMS PANEL 1:
WATCHING THE BIG GAME THIS WEEKEND?

DMS PANEL 2:
FANS DON'T LET FANS DRIVE DRUNK

Impaired Driving Enforcement Awards (earned media) February 2021

We were not able to host ceremony due to COVID-19, but we mailed plaques with template press releases agencies could use to publicize their winners themselves.



St. Patrick's Day "Buzzed Driving is Drunk Driving" (earned media) March 9-17, 2021

- Statewide press release
- Social media posts
- DMS message

DMS one panel:
DON'T PRESS YOUR LUCK DRIVE SOBER



Drug-impaired driving (earned media): April 20, 2021

- DMS message

DMS PANEL 1
IF YOU FEEL DIFFERENT
YOU DRIVE DIFFERENT

DMS PANEL 2
DON'T DRIVE IMPAIRED

Fourth of July “Buzzed Driving is Drunk Driving” (earned media):

- Statewide press release
- Social media
- DMS message

KYTC Reminds Drivers Ahead Of 4th Of July: “Buzzed Driving Is Drunk Driving”

London, KY, USA / 96.7 Kool Gold WANN FM | 60's to 90's Classic Hits
Dave Begley
Jun 24, 2021 | 9:48 AM



As Kentuckians celebrate Independence Day next weekend, the Kentucky Transportation Cabinet (KYTC) is joining the National Highway Traffic Safety Administration (NHTSA) to remind drivers that “Buzzed Driving Is Drunk Driving.” Unfortunately, the holiday weekend can create dangerous road conditions when individuals choose to drive while impaired. Gov. Andy Beshear said he wants all Kentuckians to enjoy their Independence Day festivities, however, he encourages everyone to celebrate responsibly by booking a safe ride home or designating a sober driver if your celebrations include alcohol. The top priority for everyone has to be keeping themselves and others safe. Last year in Kentucky, there were 62 crashes due to a drunken and/or drugged driver over the Fourth of July holiday period, resulting in 39 injuries and two deaths. For more information on



Top media Tweet earned 1,695 impressions

Planning to party this #FourthOfJuly weekend? Be sure to plan for a #designateddriver. #BuzzedDriving is #DrunkDriving. #PlanARide @KYTC
pic.twitter.com/xU1eSI0z3s



Labor Day “Drive Sober or Get Pulled Over” (earned media):

- Statewide press release
- Social media
- DMS messages

Top media Tweet earned 2,701 impressions

The national Drive Sober or Get Pulled Over Labor Day enforcement campaign runs Aug. 18 - Sept. 6. Always plan for a sober ride before the festivities begin. #PlanARide #DriveSober pic.twitter.com/rSnhZ074XD

Don't trade your keys for these.



#PLANARIDE

DMS PANEL 1
GRAB A RIDE
NOT THE WHEEL

DMS PANEL 2
DRIVE SOBER
KENTUCKY

DMS PANEL 1
JUST BUZZED?
NICE TRY
THAT'S A DUI

MPD, MCSO join forces for safe driving campaign

August 13, 2021 | Ledger-Independent | 18 Top Stories | 0 Comments



DMS PANEL 1
DRIVE SOBER OR
GET PULLED OVER

DMS PANEL 2
(YTD number) DEATHS
ON KY ROADS THIS YEAR

Labor Day “Drive Sober or Get Pulled Over” (paid media):

August 18 – September 6, 2021

\$180,000 NHTSA 402 funds program number THSP21IM

Targeted Area: Statewide with an emphasis in:

- **Drive Sober Counties:** Jefferson, Fayette, Kenton, Hardin, Boone, Warren, Bullitt, Daviess, McCracken, Madison, Laurel, Campbell, Pike, Pulaski, Christian, Scott, Nelson, Barren, Shelby, Jessamine, Marshall, Graves, Franklin, Clark, Whitley, Perry, Floyd
- **Motorcycle Counties:** Jefferson, Fayette, Kenton, Hardin, Boone, Warren, Bullitt, Daviess, McCracken, Madison, Laurel, Campbell, Pike, Pulaski, Hopkins, Boyd, Christian, Oldham, Scott, Henderson, Nelson, Barren, Shelby, Jessamine, Marshall

Target Audience:

Primary: Primary: M18-34, Secondary: Adults 21-64

Social Media: Facebook and Instagram

Impressions: 1,671,079 (*highest impressions from 25-34 age group*)

Reach: 664,645

Frequency: 2.51

Engagement Rate: 17.84%

Total Click Thru Rate (CTR): 0.37%

Radio – *small market, Louisville DMA, Lexington DMS and Cincinnati DMS:*

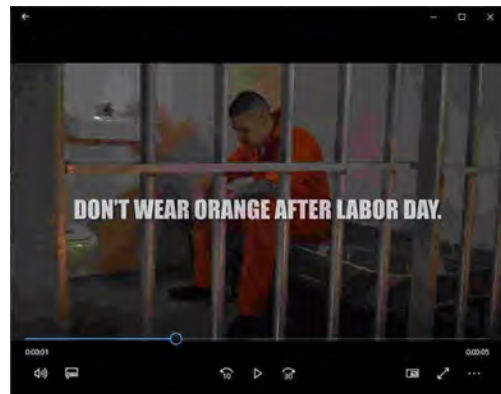
- 56 stations
- 2,928 paid+1,601 bonus=4,529 total spots

Streaming audio – *ESPN, Spotify, iHeart, etc.*

- 551,593 impressions
- 386 clicks
- 465,701 audio completions
- 92.5% audio completion rate

Digital – *mobile display, social video, and display ads*

- 3,921 impressions
- 35,020 clicks
- 0.56% CTR



Social media and digital



Digital display ads

Atmosphere TV:

Stations: 130

Impressions: 677,952 + retargeting = 1,084,851 total*

**All patrons of the locations for Atmosphere TV were retargeted later with a banner ad so we had an additional 408,899 Impressions for the retargeting campaign.*

Gas Stations:

Gas Station TV: 294,148 impressions; 457 locations

Gas Station Posters: 101 Locations



Gas station TV, posters, and clings.

Kentucky Sports Radio (KSR) Golf Scramble (paid media plus bonus):

August 13, 2021

\$2,000 NHTSA 405D funds program number THSP21IM

The KOHS sponsored the “Driving Sober Range” in addition to sponsoring a hole at the sixth annual Kentucky Sports Radio Golf Scramble. KOHS staff did not attend due to COVID.

To make up for our lack of presence, iHeart provided a prize for “The KOHS Longest Drive” contest. The winner received one year of free car washes from Mike’s Car Wash (donated by iHeart) to encourage the winner to “Drive Clean and Sober.”



Contract elements:

- Drive Sober signage at event
- Website placement on event page
- 42 spots plus matching bonus on Kentucky Sports Radio
- 243,000 audio impressions

**Kentucky State Fair with iHeart Radio (paid media plus bonus):
 WHAS Takeover Day August 24, 2021
 Radio + Digital Streaming on 84WHAS
 \$3,250 NHTSA 405D funds program number
 THSP21IM**

KOHS staff did not attend due to COVID-19, but our media partners at iHeart executed the project. Contract elements:

- :30 “Drive Sober” promo announcements on day of sponsorship on eight Louisville DMA stations (approximately four per station)
- Additional name / Drive Sober mentions during onsite live broadcast
- Sponsor recognition and link on Kentucky State Fair website and on all eight radio station websites



Tony and Dwight live broadcast at the State Fair sponsored by KOHS.

Motorcycle Safety

**Motorcycle Safety Awareness Month (earned media):
 May 2021**

- Statewide press release
- Social media posts
- DMS message

Kentucky Office of Highway Safety joins NHTSA in promoting Motorcycle Safety Awareness Month [View Details](#)

Campaign highlights shared safety practices by all highway users.
 (Mar 01, 2021)

FRANKFORT, Ky. (May 5, 2021) – In recognition of May as Motorcycle Safety Awareness Month, the Kentucky Office of Highway Safety (KOHS) joins the National Highway Traffic Safety Administration (NHTSA) in reminding motorists and motorcyclists to “share the road” to help prevent crashes, injuries and deaths on Kentucky roadways.

“Safety is a mutual responsibility for motorists and motorcyclists alike,” said Gov. Andy Beshear. “We’re entering the warmer months and that typically means more drivers may operate...
 Continue Reading”

According to NHTSA, per vehicle miles traveled, motorcycles are approximately 28 times more likely than people in passenger cars to die in a

Kentucky Office of Highway Safety is with Kentucky Transportation Cabinet
 May 5

In recognition of May as Motorcycle Safety Awareness Month, the Kentucky Office of Highway Safety (KOHS) joins the National Highway Traffic Safety Administration (NHTSA) in reminding motorists and motorcyclists to “share the road” to help prevent crashes, injuries and deaths on Kentucky roadways.

“Safety is a mutual responsibility for motorists and motorcyclists alike,” said Gov. Andy Beshear. “We’re entering the warmer months and that typically means more drivers may operate...
 Continue Reading”

46,816 People Reached

634 Reactions: Comments & Shares

373 Likes	18 On Post	355 On Shares
24 Loves	3 On Post	21 On Shares
1 Angry	0 On Post	1 On Shares
26 Comments	1 On Post	25 On Shares
211 Shares	206 On Post	5 On Shares

596 Post Clicks

43 Photo Views	1 Link Clicks	562 Other Clicks
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NEGATIVE FEEDBACK

11 Hide Post	1 Hide All Posts
0 Report as Spam	0 Unlike Page

Reached stats may be delayed from what appears

Top media Tweet earned 2,175 impressions

May is [#MotorcycleSafetyAwarenessMonth](#) and we've joined [@NHTSAGov](#) in reminding [#motorists](#) and [#motorcyclists](#) to "share the road." Safety is a mutual responsibility so let's work together to save lives!

[#ShareTheRoad](#) [#LookTwiceSaveALife](#)
plc.twitter.com/RdfU3uuEnO



DMS PANEL 1
MAY IS
MOTORCYCLE
SAFETY MONTH

DMS PANEL 2
SHARE THE
ROAD
SAFELY

Motorcycle Safety Awareness Month (Motorist Awareness - paid media):
\$85,000 NHTSA 405f funds program number THSP21MA
May 1 – 31, 2021

Targeted Area:

Statewide with heavier frequency in 25 counties with highest number of registered motorcycles.

Target Audience:

Primary: Drivers and motorcyclists

Terrestrial Radio:

Stations: 34
Spots: 2,557
Bonus spots: 1,322

Audio streaming: Spotify

Impressions: 378,960
Reach: 113,836
Average Frequency: 3.33

Social Media: Facebook :30 and :15 videos

Impressions: 1,841,956
Reach: 672,124
Engagement Rate: 12.12%
Total Click Thru Rate (CTR): 0.24%

TikTok: :15 video

Impressions: 1,161,595



Clicks: 3,903
Total Click Thru Rate (CTR): 0.34%

Pre-Roll:

Impressions: 473,055
Video Completions: 383,536
Video Completion Rate (VCR): 81.08%
Clicks: 452
CTR: 0.10%

Display Ads:

Impressions: 1,621,278
Clicks: 3,047
CTR: 0.19%



**Motorcycle Safety Awareness Month (Rider Safety – paid media):
\$85,000 NHTSA 402 funds program number THSP21MC
May 1 – 31, 2021**

Targeted Area:

Statewide with heavier frequency in 25 counties with highest number of registered motorcycles.

Target Audience:

Primary: Drivers and motorcyclists



Terrestrial Radio:

Stations: 28
Spots: 2,407
Bonus spots: 1,176



Display Ads:

Impressions: 4,040,722
Clicks: 5,491
CTR: 0.14%

Audio streaming: *iHeart, Pandora, Spotify*

Impressions: 1,226,752
Reach: 113,836
Average Frequency: 3.96

Speed & Aggressive Driving


Speed awareness during pandemic (earned media): January 2021

- Social media

You Retweeted

nhtsagov @NHTSAgov · Jan 6

In recent months, people have been driving faster on our Nation's roads, and speed-related deaths are up across the country – some areas as much as 15%! As speeds go up, the consequences get worse. Please, watch your speed.



KY Highway Safety @kyhighwaysafety · Jan 14

It will take everyone - all citizens of Kentucky - to reach our goal of zero deaths on our roadways. #BuckleUp #PhoneDown #SlowDown #PayAttention #DriveSober

nhtsagov @NHTSAgov · Jan 14

In 2020 - fewer drivers but more crashes. Read NHTSA's open letter to the public on reversing risky driver trends. NHTSA.gov/letter

AN OPEN LETTER FROM NHTSA TO THE DRIVING PUBLIC.

2020 was a year of change in how Americans connect, work, and travel. Unfortunately, the pandemic and the resulting economic dislocations and stay-at-home orders have been accompanied by a sharp increase in risky driving and fatal crashes.

Most fatal crashes are linked to risky behavior. If you fail to obey the speed limit, to wear your seat belt, and to drive sober, your risk for a crash, and a fatal one at that, goes up.

“Not So Fast, KY” Speed Campaign (earned media) June 20 - July 10, 2021

- Statewide press release
- Social media
- DMS message

Top media Tweet earned 2,861 impressions

Traffic levels are expected to jump this summer as more workers return to the office and families take road trips. Please buckle up, put the phone down and obey the speed limit. Save yourself a ticket, and possibly a life.

#BuckleUpPhoneDown #NotSoFastKY @KYTC pic.twitter.com/UN4keqEQaQ



Top Tweet earned 10.2K impressions

Did you know that 31 percent of crashes in Kentucky involve a speeding or aggressive driver? That's why we've partnered with law enforcement agencies across the state on the 'Not So Fast, Kentucky' speed awareness campaign through July 10. Learn more at notsofastky.com pic.twitter.com/mEIVLdBIRu



Not so fast, Kentucky: Anti-speeding campaign until July 10

By TOM LATON, Kentucky Today (on 6/11/2021)



FRANKFORT, Ky. (KY) – The Kentucky Office of Highway Safety is partnering with law enforcement agencies across the state in a new anti-speeding highway safety campaign.

"Not So Fast, Kentucky" is the name of the effort, which runs through July 10, including the Fourth of July holiday weekend. It is being funded by the National Highway Traffic Safety Administration and is being distributed by KOHS to law enforcement agencies.

DMS PANEL 1
NOT SO FAST KENTUCKY

DMS PANEL 2
OBEY THE SPEED LIMIT

DMS PANEL 1
TRAVELING THIS SUMMER?

DMS PANEL 2
**BUCKLE UP PHONE DOWN
 WATCH SPEED**

“Not So Fast, KY” Speed Campaign (paid media):
June 20 - July 10, 2021
\$148,346 NHTSA 402 funds program number THSP21HV

Targeted Area:
 Statewide with emphasis in 40 counties with highest number of speed-related crashes.

Target Audience:
 Primary: Male drivers 16-35 Secondary - Male Drivers 36-45

Audio streaming: Spotify
 Impressions: 378,960
 Reach: 113,836
 Average Frequency: 3.33

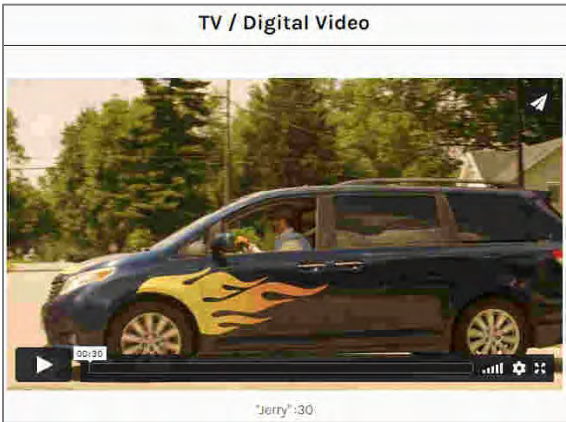
Display Ads:
 Impressions: 1,840,522
 Clicks: 24,968
 CTR: 1.36%



Digital display ads

Social Media: Facebook :
 Impressions: 1,224,669
 Reach: 525,572
 Engagement Rate: 10.29%
 Total Click Thru Rate (CTR) : 0.29%

TikTok: :15 video
 Impressions: 247,657
 Reach: 233,815
 Clicks: 953
 Total Click Thru Rate (CTR): 0.70%



:30 video ad

ESPN Pre-Roll:

Impressions: 254,761
Video Completions: 255,159
Video Completion Rate (VCR): 88.38%
Clicks: 275
CTR: 0.11%

ESPN Display Ads:

Impressions: 89,847
Clicks: 38
CTR: 0.04%



:15 video ad

ESPN Live Streaming:

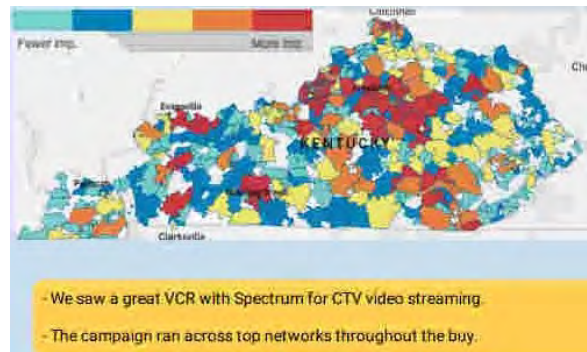
Impressions: 96,105
Video Completions: 88,550
Video Completion Rate (VCR): 92.14%

Gas Station TV:

Impressions: 833,334
Screen Count: 3,103
Stations: 348

Video Streaming (Roku, Apple TV, Amazon, Google, Xbox, CTV, etc.):

Impressions: 276,725
Video Completions: 272,048
Video Completion Rate (VCR): 98.31%



Video streaming coverage map.

Speeding - Impaired - Occupant Protection – Distraction

Teen Drivers-Teen Driver Safety Week (earned media):

October 18-24, 2020

- Statewide press release
- Social media posts
- DMS message

DMS PANEL 1
YOUR TEEN IS WATCHING - DRIVE SAFELY

DMS PANEL 2
BUCKLE UP, PHONE DOWN

Before Handing Over the Keys, Make Sure Your Teen Knows Rules for the Road [View Article](#)

October 26, 2020

National Teen Driver Safety Week is Oct. 18-24



FRANKFORT, Ky. (Oct. 20, 2020) — The Kentucky Office of Highway Safety (KOHSA) is helping empower parents to talk with their young drivers about the importance of driving safely. They are joining the National Highway Traffic Safety Administration (NHTSA) in their efforts during National Teen Driver Safety Week, Oct. 18-24.

"I want our roads to be safe for all Kentuckians, including our youngest drivers. In just a few years, I'll be teaching my own kids how to drive, which is scary to think about for any parent," said Gov. Andy Beshear. "However, I know that by supporting my daughter and son and driving involved in their learning, I'll be able to keep them and the people around them safer. I hope all Kentucky parents take an active role in teaching and encouraging safe driving and that our teens understand how big this responsibility is."

"Parents have a strong influence on their teens, even as they grow older and become more independent," said Transportation Cabinet Secretary Jim Gipe. "Because they are new to driving, teen drivers are a potential danger to themselves and to other drivers, which is why it is so important that parents take time to discuss safe driving practices with their teens."

According to NHTSA, motor vehicle crashes are the leading cause of death for teens in the United States. For solo drivers, teens are involved in three times as many fatal crashes as all other drivers.

Over the past three years in Kentucky, there were more than 63,000 crashes involving a teenage driver, resulting in more than 14,000 injuries and more than 200 fatalities.

"There are not enough to protect these young drivers. We need parents to set the rules before handing over the car keys," said KOHSA Acting Executive Director James Struble. "The hope parents will start the conversation about safe driving during National Teen Driver Safety Week, but continue the conversations throughout the year to help keep their teens safe."

NHTSA's website, www.nhtsa.gov/rulemaking, has information and statistics on teen driving and outlines six basic rules for the road:

- Avoid Distracted Driving:** According to NHTSA, driver distraction is the leading factor in most crashes. Avoid distractions, like talking or texting on cell phones, talking to passengers, adjusting audio and climate controls in the vehicle and eating or drinking while driving. Additionally, headphones are not safe to wear while driving, as they can distract a driver from hearing sirens, horns or other important sounds.

KY Highway Safety @kyhighwaysafety · Oct 18, 2020

October 18-24 is National Teen Driver Safety Week! 🚗 Set your teen driver up for success by giving them the #RulesForTheRoad.

Check out the six simple rules and tips for talking with your teen about safe driving from @NHTSAgov at nhtsa.gov/road-safety/te...

@KYTC



End-of-year preliminary fatality report (earned media):

February 2021

- Statewide press release
- Social media



Kentucky Office of Highway Safety is at Kentucky Transportation Cabinet.
February 25 · Frankfort

Highway fatalities in Kentucky showed a 5% increase in 2020. Initial data indicates there were 778 fatalities in 2020, compared to 732 in 2019. Of the 778 highway fatalities last year in Kentucky: 57.1% were not wearing a seat belt 15.7% involved alcohol... See More

Highway deaths rise in 2020 despite less travel
By Tom Latek
Email the author

KYHIGHWAYSAFETY Posts
kyhighwaysafety

Highway Fatality Report
FATALITIES INCREASED BY 5%
778 FATALITIES
46 MORE PEOPLE DIED ON KENTUCKY HIGHWAYS IN 2020 THAN IN 2019

Highway Fatality Report
FATALITIES INCREASED BY 5%
778 FATALITIES
46 MORE PEOPLE DIED ON KENTUCKY HIGHWAYS IN 2020 THAN IN 2019

Get More Likes, Comments and Shares
When you boost this post, you'll show it to more people.

3,381 People Reached 67 Engagements [Boost Post](#)



“Blue Lights Across the Bluegrass” Summer Driving (paid media):

June 1 – August 14, 2021

\$85,000 TOTAL

- \$50,000 NHTSA 405d funds program number THSP21IM
- \$35,000 NHTSA 402 funds program number THSP21HV



The KOHS partnered with iHeart Media to promote the “Blue Lights Across the Bluegrass” campaign aimed to increase awareness of safe driving habits and traffic safety laws during the summer travel season. Radio spots were recorded by local on-air talent (*script below*):

*This is **NAME/STATION...** As Kentuckians get back on the road this summer and traffic increases, law enforcement will be out during the Blue Lights Across the Bluegrass campaign. The goal is not to write tickets, but to save lives...so please...do your part: Obey the speed limit, drive sober, buckle up and put the phone down. Spare yourself a ticket...and possibly a life. Be safe, Kentucky. A message from the Kentucky Office of Highway Safety.*

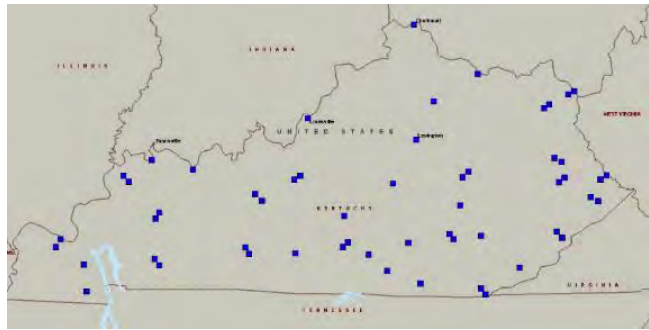


Radio + digital streaming:

- 308 Messages x 95 Kentucky News Network Affiliates = 29,260 total messages
- 294,643 audio streaming impressions delivered to targeted counties
- Bonus companion banner along with audio streaming spot

KSR Virtual “County by County” Tour:

KOHS sponsored Kentucky Sports Radio’s (KSR) “Blue Lights across the Bluegrass” virtual county-by-county tour. Again this year due to COVID, this replaced the KSR affiliate tour. The concept is that Matt Jones, host of KSR, will highlight fun and unusual facts about one of our 120 counties during the show, sponsored by the KOHS with the intro tag “don’t speed, don’t drive impaired or distracted and always wear a seat belt.”



KSR Affiliate map.

KSR is syndicated on 58 affiliates. Contract elements:

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



Safe Summer Driving Series with Tony & Dwight:

The KOHS is the Presenting Partner of the Tony and Dwight daily radio show broadcast on 84WHAS from 9 a.m. – noon. As part of the Blue Lights summer campaign, the guys encouraged drivers to be mindful of traffic laws and to make safe choices when behind the wheel.

Interviews occurred VIA PHONE DUE TO COVID on Thursdays throughout the summer. We heard from (1) Kentuckians who have been impacted by someone else’s choice to not practice save driving behaviors and/or (2) topic specialists who provided safe driving tips. The 84WHAS Facebook and Instagram pages promoted the interviews, and the Tony & Dwight website featured homepage takeovers on the day of the interview(s).



Impact interview schedule:

Date	Guest(s)	Topic
July 1	Alex Otte – Kentuckian and MADD National President & Jason Siwula - KYTC Assistant State Highway Engineer	Drunken driving awareness – Alex’s testimony
July 8	Michael Jones – KYTC employee	Motorcycle crash survivor - hit by a vehicle
July 15	Sharon Rengers – SAFE Kids Louisville	Heatstroke awareness
July 22	Brandon McIntosh – KYTC Employee & Jason Siwula	Work Zone Safety - Brandon was working in a work zone when he was hit by a vehicle.
July 29	Alex Geiman – The Morton Center Clinical Manager	Drugged driving awareness
August 5	Erica Brown	Kentuckian who is paralyzed due to a distracted driver

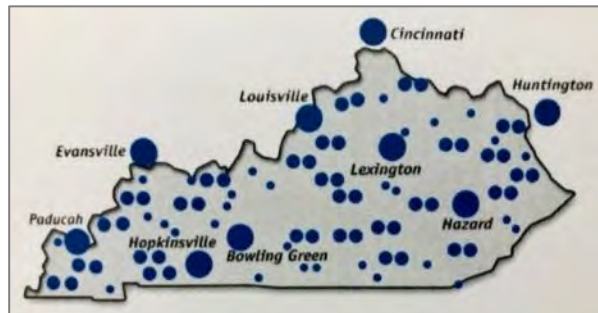
JMI Sports Marketing – University of Kentucky Athletics (paid media):

Total: \$210,000

- \$150,000 405D NHTSA funds program number THSP21IM
- \$125,000 402 NHTSA funds program number THSP21HV

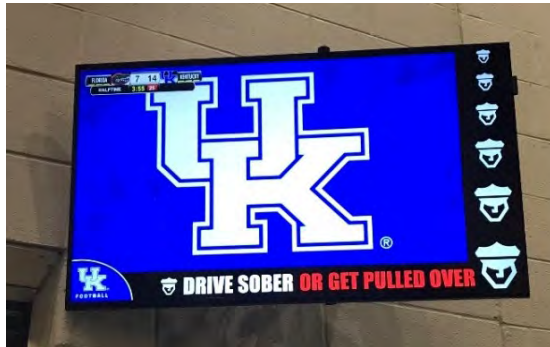
The contract with JMI Sports Marketing promotes highway safety messaging and signage at University of Kentucky (UK) home football games, men’s and women’s basketball games and baseball games.

Radio spots air prior to and after all games on the UK Sports Network 60 affiliates while in-venue announcements remind fans drive safely. “Local Heroes/Click It or Ticket”, “Drive Sober or Get Pulled Over” and “Buckle Up Phone Down” are the primary messages. Additionally, we receive a :30 TV spot during the UK baseball coaches show.



UK Sports Network affiliate

At Kroger Field the “Drive Sober” or “Buckle Up Phone Down” image rotates on IPTVs installed in and outside the stadium (*pictured below*).



Rupp Arena hosts the UK men’s basketball games, four UK women’s basketball games, the Kentucky High School Athletic Association’s boys’ state tournament, and non-athletic events such as musical concerts, rodeos, and family shows throughout the year. The majority of the UK women’s basketball games are held in Memorial Colosseum.



UK baseball sponsorship game featured Click It or Ticket.

In addition to PA Announcements, our logos are shown on LED course side signs, the center-hung video board, and lower tunnel signs.



Buckle Up Phone Down courtside LED (left) and bottom center-hung video board (right) in Rupp Arena.

Due to COVID-19, we received bonus signage at Kroger Field and PA Announcements with logo at all athletic events.



Bonus Buckle Up Phone Down at Kroger Field.

Learfield Sports Marketing – University of Louisville Athletics

Total: \$215,000

- \$115,000 405D NHTSA funds program number THSP21IM
- \$100,000 402 NHTSA funds program number THSP21HV

Learfield Sports Marketing promotes highway safety messaging and signage at University of Louisville (UofL) home football games, men’s and women’s basketball games and baseball games. The contract also includes a social media promotion, in-venue PA announcements, and radio spots on the UofL Sports Network (12 affiliates) plus six spots each during football and basketball season on UofL’s Spanish radio network. Additionally, we receive signage at the soccer stadium and a :30 TV spot during the UofL football coaches show (12 shows per season.)

“Local Heroes/Click It or Ticket”, “Buckle Up Phone Down” and “Drive Sober or Get Pulled Over” are the primary messages. Signage includes logos on exit gates, 360-degree LED ribbon board, LED courtside, in-venue TVs, and center-hung video boards.



Exit signage at Cardinal Stadium reminds attendees to buckle up and put the phone down (top).



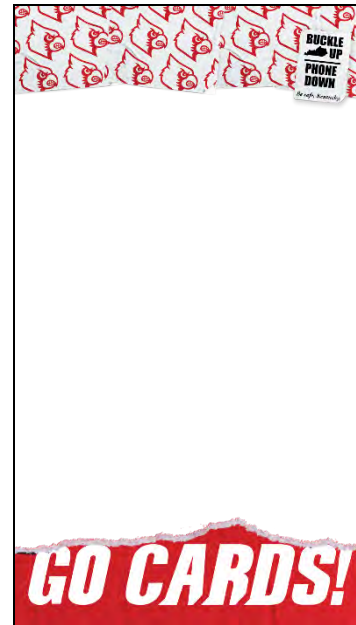
BUPD logo at KFC YUM Center (top and bottom).



External back-lit Drive Sober sign at Cardinal Stadium (left).



Social media paid partnership for basketball Countdown to Tipoff radio show.



BUPD Snapchat filter for football.

DUE TO COVID we received bonus digital ads on UofL Fans365 and GoCards.com, and additional radio gameday broadcasts.



Local Heroes digital ad for GoCards.com



Drive Sober digital ad for Fans365

Learfield Sports Marketing - Louisville Sports Properties

Total: \$60,000

- \$55,000 405D NHTSA funds program number THSP21IM
- \$5,000 402 NHTSA funds program number THSP21HV

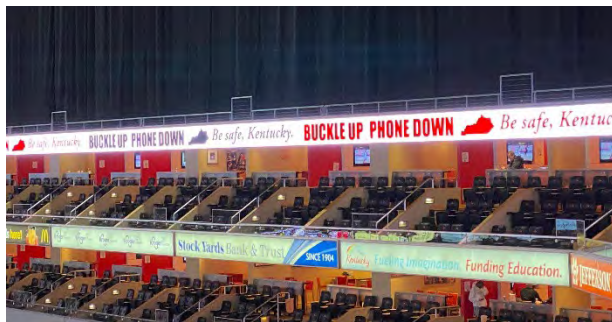
Louisville Sports Properties promotes highway safety messages at the KFC YUM! Center. Located in downtown Louisville, the YUM Center hosts events including the University of Louisville men’s and women’s basketball games, concerts, conventions, and family shows.

Contract elements:

- Twenty “Click It or Ticket” and “Drive Sober or Get Pulled Over” exit signs.
- “Local Heroes/Click It or Ticket”, “Buckle Up Phone Down” and/or “Drive Sober or Get Pulled Over” on 360-degree LED ribbon board and IPTVs throughout the venue (during non-UofL athletic events).
- One social media partnership

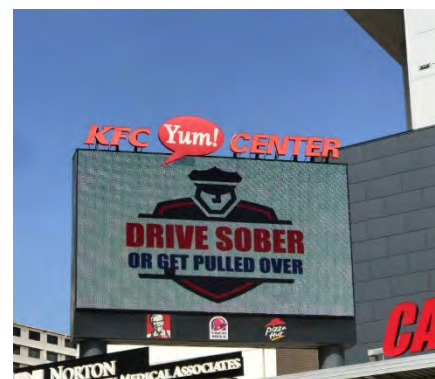


KFC YUM Center: Buckle Up Phone Down on IPTV (top) and 360-degree LED (bottom).



Social media partnership for the holidays

DUE TO COVID The YUM Center again bonused the Drive Sober logo on the main outdoor video board during the Drive Sober campaign.



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

Total: \$50,000

- \$30,000 NHTSA 405D funds program number THSP21IM
- \$20,000 402 NHTSA funds program number THSP21HV

The KOHS is the title sponsorship of the Tony & Dwight daily radio show broadcast on 84WHAS from 9 a.m. to noon daily. The show focuses on the news, sports, and pop culture topics of the day during peak drive-time hours in the largest media market.

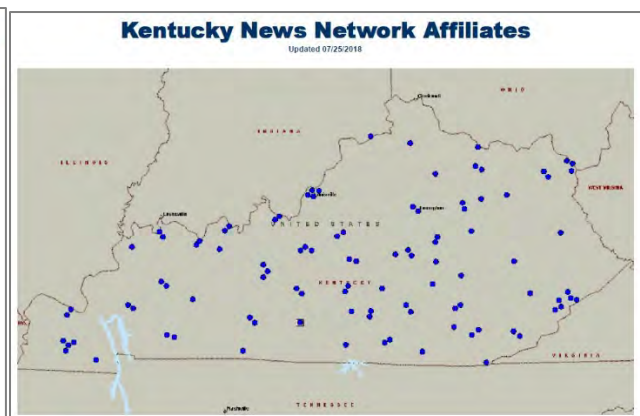
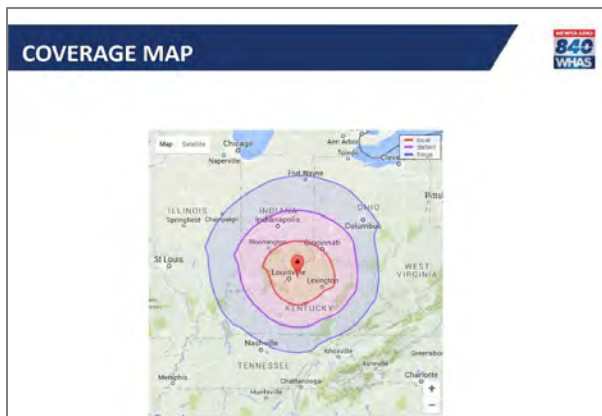


The KOHS had established a relationship with Tony Vanetti, who is passionate about highway safety, especially impaired driving as he is a person in long-term recovery (his wake-up call was a DUI arrest).

He co-hosts with long-time friend and former hard-rock DJ Dwight Witten. Due to COVID-19, we could not be in-studio for interviews. All occurred over the phone.

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

- 12,215,600 recorded message impressions Adults 18+ on 84WHAS (1,240 total)
**does not include daily live mentions or KNN spots*
- 30,590 total messages delivered via KNN
- 419,230 statewide streaming impressions



Kentucky Sports Radio Daily Show (paid media):

Total: \$40,000

- \$20,000 NHTSA 405D funds program number THSP21IM
- \$20,000 NHTSA 402 funds program number THSP21HV

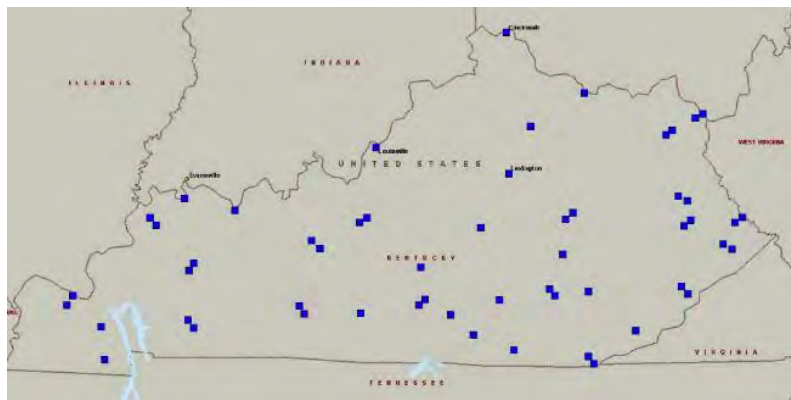
Kentucky Sports Radio (KSR) daily radio show airs on 58 affiliates and streams on iHeart radio. Hosted by Matt Jones, he and his co-hosts talk all things UK sports and are consistently rated #1 in all categories. Contract elements:

- 10,208 total paid messages (176 x 58 affiliates)
- 10,208 total bonus messages (176 x 58 affiliates)
- 98,461 impressions statewide audio streaming Adults 18+ plus 1:1 bonus



Spring '21 KSR Ratings (left)

KSR affiliate map (below).



Kentucky Sports Radio Post-Game Show (paid media):

October 1, 2020 – March 15, 2021

\$20,000 Total

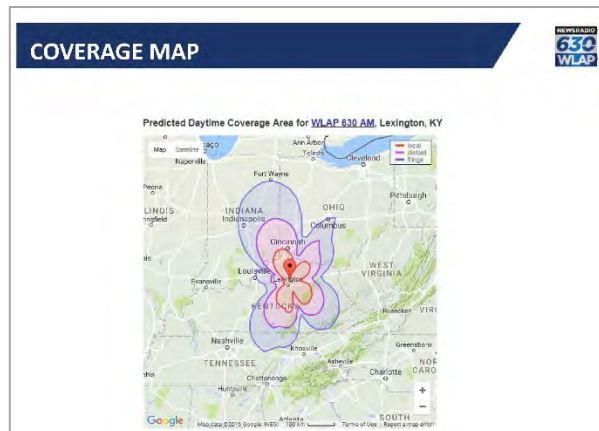
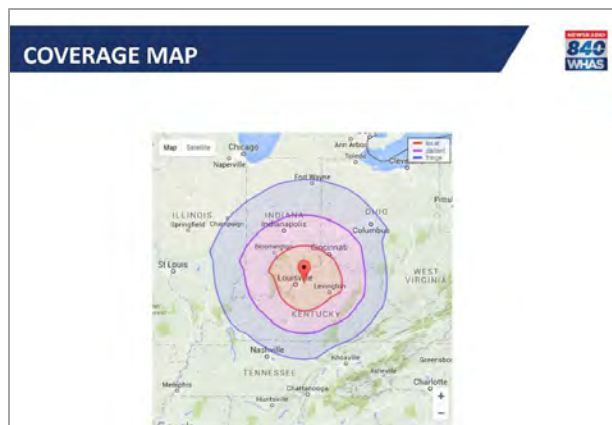
\$10,000 NHTSA 405D funds program number THSP21IM

\$10,000 NHTSA 402 funds program number THSP21HV

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

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

iHeart media owns the show and provides 1:1 matching bonus. In addition, iHeart added 50 bonus spots on each of the Kentucky News Network 95 affiliates, totaling 4,750 spots.



Morehead State University Athletics (paid media):

Total: \$8,000

- \$4,000 NHTSA 405D funds program number THSP21IM
- \$4,000 NHTSA 402 funds program number THSP21HV

MSU is located in Rowan County, which is a Local Heroes county (*image at right*).

Radio spots and some signage features those heroes. Other signage and messages included “Beaker” the Morehead State University mascot claiming “Beaker buckles up. How about U?” (*image at right*)



Contract elements:

- Two radio spots during all live broadcasts
- Exterior signage at Jayne Stadium and interior tunnel signage at Johnson Arena (*pictured at right*).
- LED video board at all home basketball games
- PA Announcements with corresponding logo at all home events
- Logo seasonal schedule cards (*over 100,000 printed*).



DUE TO COVID-19, we received bonus title sponsor of the Eagle Radio Network (*mentioned in social media post at left*)

Murray State University Athletics (paid media):

Total: \$20,000

- \$10,000 NHTSA 405D funds program number THSP21IM
- \$10,000 NHTSA 402 funds program number THSP21HV

Murray State, located in Calloway County, is a Local Heroes county (image at right).



Contract elements:

- Radio spots during all basketball and football game broadcasts, and during Hey Coach radio show
- Five :10 ads during men's and women's basketball games
- Year-round signage on 30'x16' outdoor vision board at special events center. The building faces the main highway, visible at two stoplight intersections.
- PA announcement with corresponding logo at conclusion of all home football, basketball, soccer, volleyball, baseball, and softball games.
- Goal stanchion LED signage at men's and women's basketball games (images below).



Western Kentucky University Athletics (paid media):

Total: \$30,000

- \$15,000 NHTSA 405D funds program number THSP21IM
- \$15,000 NHTSA 402 funds program number THSP21HV

Western Kentucky University, located in Warren County, is a Local Heroes county. (We recently updated image and video spot. Final versions are not yet ready).

Contract elements:

- Radio spots on the Big Red Radio Network (15 affiliates) basketball, football, and baseball games
- Radio spots on Coach's shows
- Various LED signage at football and basketball stadiums

LED Board images:



Eastern Kentucky University Athletics (paid media):

Total: \$15,000

- \$7,000 NHTSA 405D funds program number THSP21IM
- \$8,500 NHTSA 402 funds program number THSP21HV

Eastern Kentucky University, located in Madison County, is a Local Heroes county (image at right).



Contract elements:

- Radio spots on the EKU Sports Radio Network (2 affiliates) for football and men's and women's basketball games
- Video board signage and field-level A-frame sign (TV visible) at football
- LED courtside and tunnel signage at basketball stadium
- Outfield wall sign at baseball stadium
- Social media post during one campaign of choice.

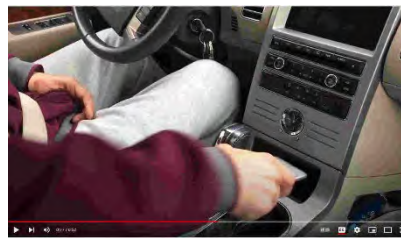
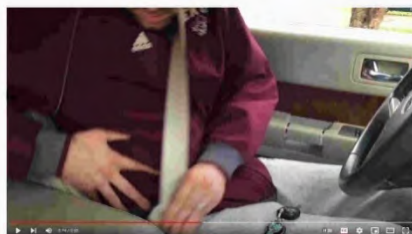
Video board at football stadium (right)



LED basketball courtside image (below).



Due to COVID-19, we received a bonus "Safety Saturday" video produced by the EKU Athletics featuring the baseball coach and his daughter. He gets in the car, buckles up and puts his phone away. It ends with the Buckle Up Phone Down logo (images below):



Louisville FC Soccer
\$23,000 state funds

Limited capacity due to COVID: All games were live-streamed, and the first game aired nationwide on ESPN2.

Contract elements:

- Two minutes on length-of-field digital signs along TV-visible sideline during all regular season home matches.
- Presenting sponsor of post-game wrap-up during all regular season radio broadcasts



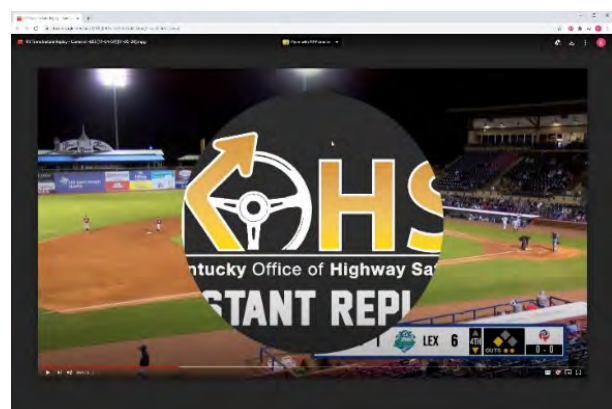
Buckle UP Phone Down ribbon



Lexington Legends baseball
\$19,000 state funds

Limited capacity due to COVID: Contract elements:

- Co-sponsor of First Responder Night
- Community event (not scheduled due to COVID)
- Drive home safely promotion
- Restroom Drive Sober signage (pictured at right)
- Instant replay sponsor on-site and on digital streaming (pictured below)



Incident Management

Move Over Day Oct. 10 and Incident Response Awareness Week Nov. 8-14 (earned media):

- Statewide joint press release with AAA
- Social media posts
- DMS messages



DMS PANEL 1
NATIONAL MOVE OVER DAY

DMS PANEL 2
SEE FLASHING LIGHTS? GIVE THEM SPACE

DMS PANEL 1
INCIDENT RESPONSE WEEK

DMS PANEL 2
SLOW DOWN & MOVE OVER AT CRASH SCENES

Public Safety Telecommunicators Appreciation Week (earned media): April 11-17, 2021

- Social media



**Work Zone Awareness Week (earned media):
April 26-30, 2021**

- Social media
- DMS messages

Promotion handed by KYTC Public Affairs Office with support from KOHS.

Top Tweet earned 3,057 impressions

It's National Work Zone Awareness Week and the KOHS staff is [#vestedinwzsafety!](#)

We all have a vested interest in safe work zones. By staying alert and driving safely, we can prevent work zone crashes, injuries and deaths in [#Kentucky](#).

[#NWZAW](#) [#kytc](#) [@KYTC](#)
pic.twitter.com/O3zf2xyz62



KY Highway Safety [@kyhighwaysafety](#) · Apr 26

Did you know it is National Work Zone Awareness Week? Please slow down and pay attention! [#NWZAW](#) [#vestedinwzsafety](#)

KYTC [@KYTC](#) · Apr 25

It's National Work Zone Awareness Week! We all have a vested interest in safe work zones and by working together, we can prevent work zone crashes, injuries and fatalities in Kentucky. Want to help?! Here's how! [#NWZAW](#) [#vestedinwzsafety](#)

[Show this thread](#)



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

DMS PANEL 1
KY IS VESTED
IN WORK ZONE
SAFETY

DMS PANEL 2
WATCH FOR
WORKERS

You Retweeted

nhtsagov [@NHTSAgov](#) · Apr 28

It's National Work Zone Awareness Week! Drivers must be on watch for workers coming in and out of work zones, including flaggers who may be directing traffic patterns. [fmcsa.dot.gov/ourroads/tips-...](#) [#NWZAW](#) [#NWZAW2021](#)



DMS PANEL 1
SLOW DOWN IN WORK ZONES

DMS PANEL 2
WE DON'T SPEED THRU YOUR OFFICE

STAY ALERT

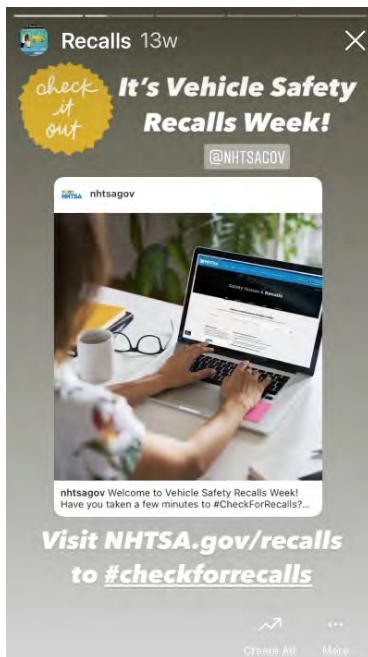
Police Week May 9-15 and EMS Week May 16-22 (earned media):



Vehicle Recalls


**Vehicle Safety Recalls Week (earned media):
March 7-13, 2021**

Since KYTC has a partnership with the National Safety Council (NSC), KYTC Public Affairs issued the press release. However, the KOHS promoted NHTSA's site via social media.



nhtsagov @NHTSAGov

Welcome to Vehicle Safety Recalls Week! Have you taken a few minutes to [#CheckForRecalls](#)? Visit [NHTSA.gov/recalls](#) and enter your 17-character VIN to find all open recalls on your vehicle.




Kentucky Office of Highway Safety
March 11

Vehicle Safety Recalls Week is almost over. Have you download this app yet? Visit [NHTSA.gov/app](#) to [#CheckforRecalls](#).

NHTSA
March 10

Don't worry! We've got an app for that! Just park your cars in the virtual garage, and you'll receive recall information specific to your vehicle right to your phone. [NHTSA.gov/app](#) [#CheckForRecalls](#)



NHTSA GOV
Download NHTSA's SaferCar App
To get notifications about any recalls affecting your vehicle, car seat,...

Train Crossing Safety

“Stop. Trains Can’t.” (earned media):
May and September 2021

- Social media
- DMS messages

Kentucky Office of Highway Safety is at Kentucky Transportation Cabinet.
March 21 · Frankfort

If the arm is down, don't cross the tracks. You can stop, trains can't. [#StopTrainsCant](#)
Operation Lifesaver Inc. NHTSA



DON'T CROSS the TRACKS
Don't Cross the Tracks. Stop, trains can't.
00:11

Trains 11w


IF THE ARM IS DOWN, DON'T CROSS THE TRACKS. YOU CAN STOP, TRAINS CAN'T.



DON'T CROSS the TRACKS
@KYTRANSPORTATION
@NHTSAGOV
@OPERATION_LIFESAVER_INC

Trains 10w

[#STOPTRAINSCANT](#) [RESPECT THE SIGNAL](#)



nhtsagov
#TrainSafety: Never try to drive around a lowering gate, and before you cross, wait for the gate...

[@NHTSAGOV](#)

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

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

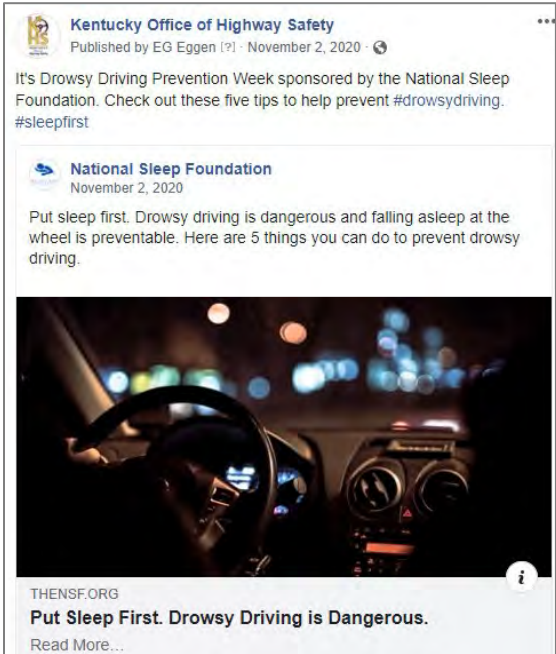


Other highway safety topics

Drowsy Driving Prevention Week (earned media):
Nov. 1-7, 2020

- Social Media
- DMS message

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



Winter Driving Preparation/Winter Storm (earned media):

November 2020 – March 2021

- Social media
- DMS message



DMS PANEL 1:
RAIN OR SNOW TAKE IT SLOW

For two weeks in February, we supported communication efforts by the KYTC Office of Public Affairs during Winter Storm Uri.

KY Highway Safety @kyhighwaysafety · Feb 16
Please keep everyone safe and stay off the roads during #winterstorm2021.

KY State Police @kystatepolice · Feb 16
We ask motorists to stay off the roads during #winterstorm2021 to keep everyone safe. We also ask because our troopers are working the roads. @TprPriddy reports 2 units were injured on I-65 this morning when their cars were struck while working a collision.

You Retweeted

KYTC @KYTC · Feb 9
#KYTCsnowfighters are out in multiple parts of the state treating and plowing roadways. Snow in northern, north-central, & north-east KY, while freezing rain is being reported in western KY. Please give them room and use caution if traveling.

You Retweeted

KYTC @KYTC - Feb 3

Always be prepared in cold temps! Here's our top 5 prep list:

- ❄ Winter kit kept in your vehicle
- ❄ Keep fluid levels & gas tank full
- ❄ Warm-up your car for 10-15 min
- ❄ Plan your route. Make sure someone knows your plan & arrival time.
- ❄ Have local police phone numbers

Kentucky Office of Highway Safety
February 1

Kentucky Transportation Cabinet
February 1

6 AM UPDATE: Crews are out across the state treating and plowing roads as needed. #KYTCsnowfighters are working hard to make sure you arrive safely at your dest... See More

Turn Around Don't Drown (earned media) – For two weeks in March, we supported communication efforts by the KYTC Office of Public Affairs regarding post-winter storm flooding and severe weather awareness.

KY Highway Safety @kyhighwaysafety · Mar 4
DID YOU KNOW? If traffic lights are out, treat it as a 4-way stop. #severeweatherawarenessweek

KYTC @KYTC · Mar 4
Wind, hail, & lightning can knock out power to traffic lights.
🚦 If the signal is out, treat the intersection as a 4-way stop.
🚦 Flashing yellow, proceed with caution through the intersection.
🚦 Flashing red, treat it as a stop sign.
#SevereWxPrep #kywx

You Retweeted

KYTC @KYTC · Mar 2
Many roadways are still flooded or suffered damage. Warmer temperatures & clear skies the rest of the week will aid with waters receding & assist with response efforts for repairs. ⚠️ Don't drive through flooded roads. Unknown dangers can be hiding. #turnarounddontdrown #KYwx

0:18 573 views



**Secure Your Load Day (earned media):
June 6, 2021**

- Social media
- DMS message



DMS PANEL 1
IT'S SECURE
YOUR LOAD
DAY

DMS PANEL 2
TIE DOWN
CARGO ON
YOUR
VEHICLE

M. Financial Summary FY2021

GTS	FAST Act 402	FAST Act 405b	FAST Act 405c	FAST Act 405d	FAST Act 405e	FAST Act 405f	Total	% Total
Planning and Admin	229,813.35						229,813.35	2.7%
Traffic Records							0.00	0.0%
Impaired Driving				2,081,732.56			2,081,732.56	24.7%
Occupant Protection	246,902.68	630,367.91					877,270.59	10.4%
Special Distracted Driving							0.00	0.0%
Police Traffic Services	2,618,512.31						2,618,512.31	31.0%
Motorcycle Safety-Media	85,000.00					84,999.93	169,999.93	2.0%
Community Traffic Safety	108,612.68						108,612.68	1.3%
Data Program			424,403.11				424,403.11	5.0%
Paid Media-Other	667,449.22			823,834.59	433,346.48		1,924,630.29	22.8%
Total	3,956,290.24	630,367.91	\$424,403.11	2,905,567.15	433,346.48	84,999.93	8,434,974.82	100.0

