

FY 2014 Annual Report

Kentucky Office of Highway Safety



Kentucky Transportation Cabinet
Division of Highway Safety Programs
200 Mero Street
Frankfort, KY 40622
Phone: (502) 564-1438 fax: (502) 564-2629

Kentucky Office of Highway Safety



Pictured above is the Kentucky Office of Highway Safety staff for the Education Branch and the Grants Management Branch.

Introduction	1
Crash Data Summary	
Kentucky Crash Data/Trends	2
Fiscal Year 2014 Performance Goal Statements/Status	11
Accomplishments	14
Program Management	15
Impaired Driving Countermeasures Program	16
Grants to Law Enforcement	16
Impaired Driving Enforcement Mobilization	16
Impaired Driving Enforcement Awards Program	19
Grants to Non-Law Enforcement	20
Occupant Protection Program	22
Grants to Law Enforcement	22
Occupant Protection Mobilization	22
May Mobilization Grants	24
Law Enforcement Liaisons	24
Occupant Protection Awards Ceremony	26
Occupant Protection Educational Projects	27
Police Traffic Services Program	29
Grants to Law Enforcement	29
Blue Lights Across the Bluegrass	29
Kentucky Lifesavers Conference	30
Safe Communities Program	30
Accident Investigation	33
Pedestrian/Bicycle Safety	33
Traffic Safety Information Systems Improvement Grants	34
Paid Media Report	38
Sports Media Opportunities	48

Introduction

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

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

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

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

Crash Data Summary

The total number of motor vehicle crashes in Kentucky decreased 1.3 percent during the last year, from 124,844 in 2012 to 123,258 in 2013. After an increase in 2012, the number of fatalities in Kentucky decreased this past year by 14.5%, from 746 in 2012 to 638 in 2013. This was the lowest recorded fatality total in Kentucky in more than 60 years. As a result, Kentucky's fatality rate per 100 million vehicle miles traveled (VMT) also decreased from 1.58 in 2012 to 1.36 in 2013. By comparison, the national fatality rate is 1.11.

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

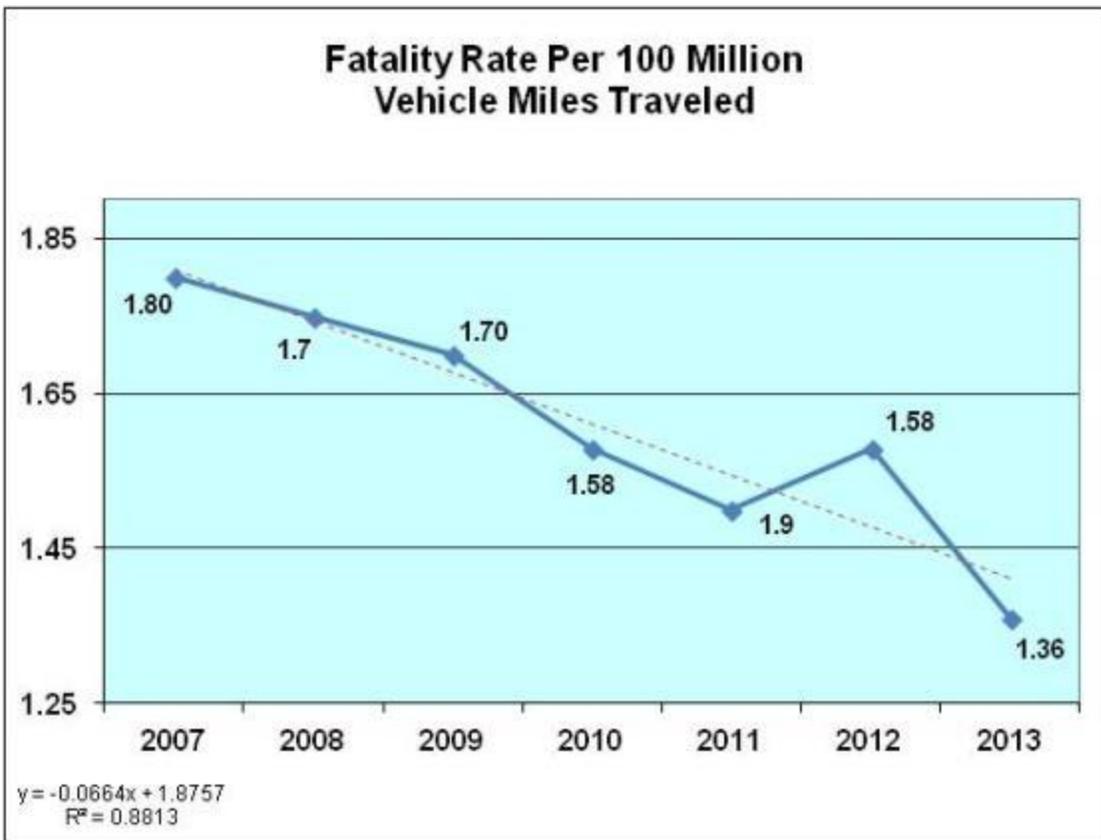
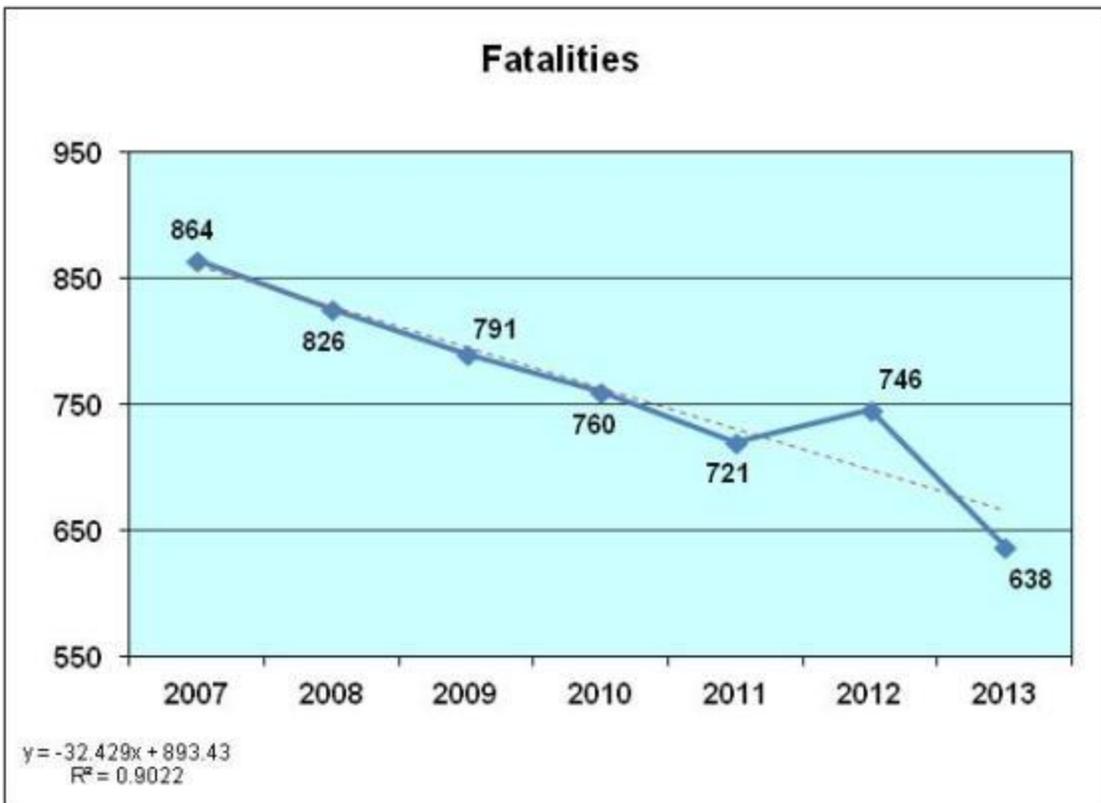
* Crash Data source – Kentucky CRASH Database

Kentucky Crash Data / Trends

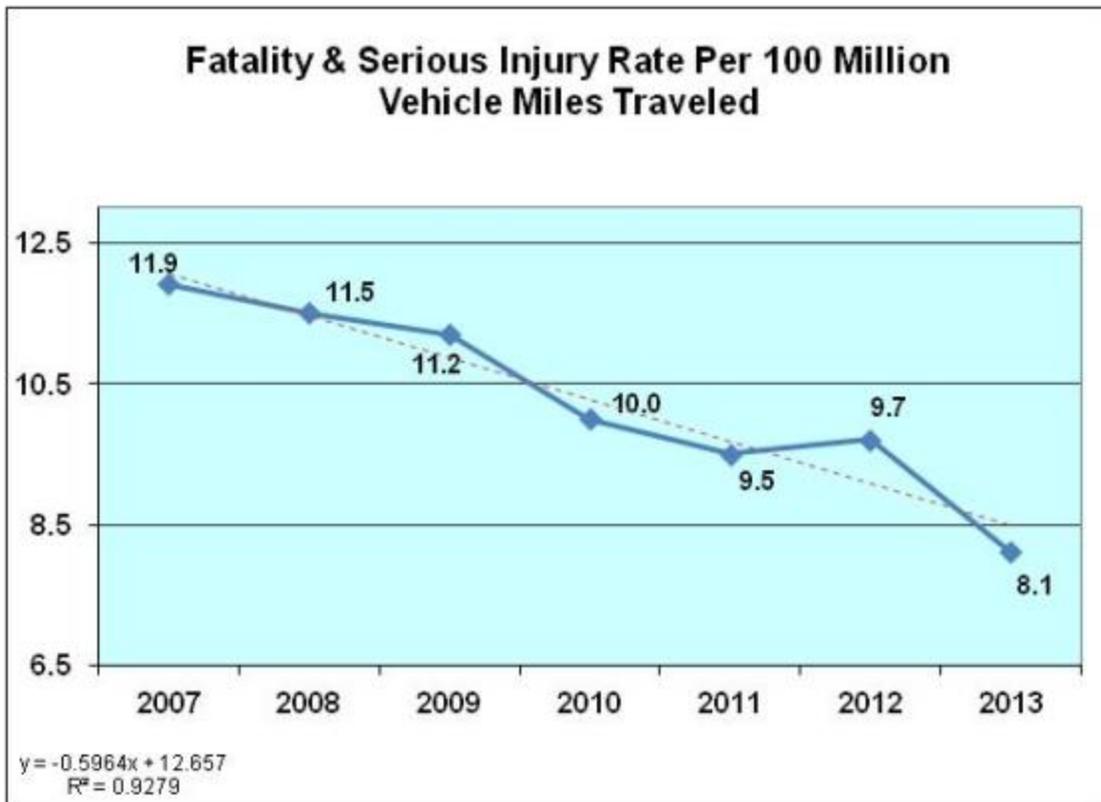
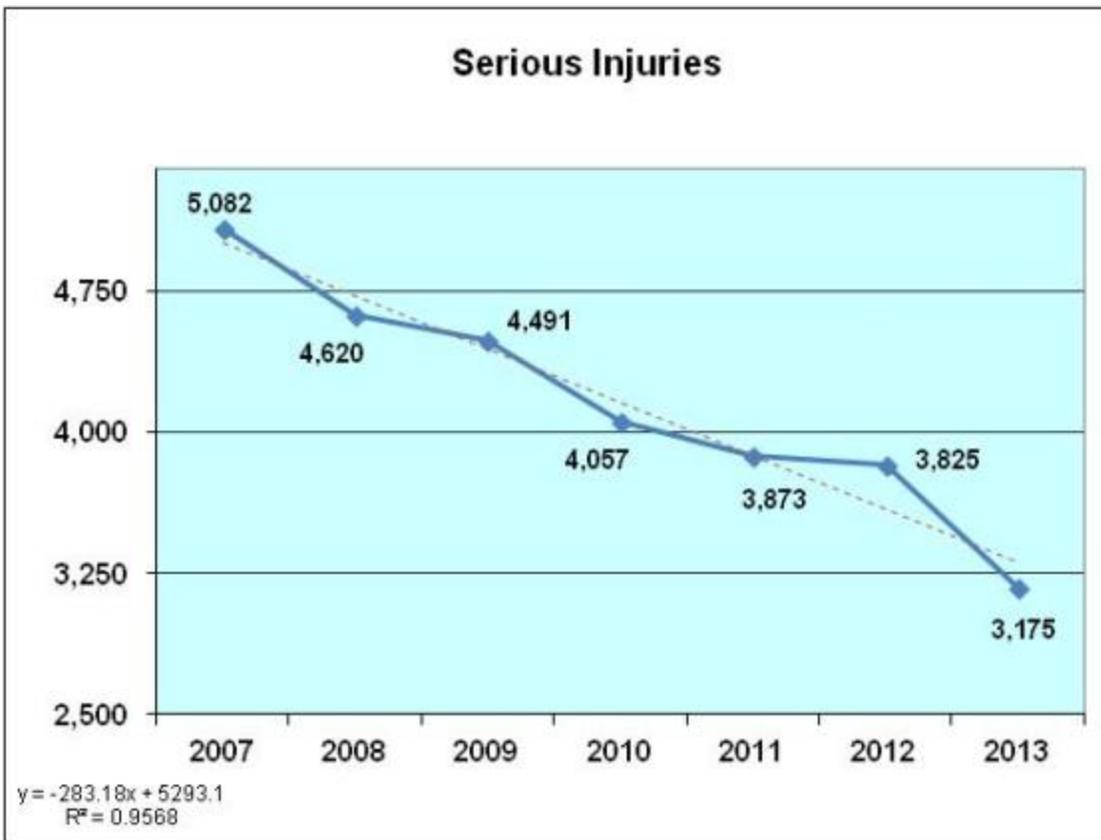
Number of Fatalities	2007	2008	2009	2010	2011	2012	2013
	864	826	791	760	721	746	638
Number of Rural Fatalities	2007	2008	2009	2010	2011	2012	2013
	525	483	473	429	403	447	352
Number of Urban Fatalities	2007	2008	2009	2010	2011	2012	2013
	339	343	318	331	318	299	286
Number of Unrestrained Fatalities (all seating positions)	2007	2008	2009	2010	2011	2012	2013
	382	381	356	319	310	322	254
Crash Rate (per 100 million VMT)	2007	2008	2009	2010	2011	2012	2013
	260	262	267	265	265	265	262
Fatality Rate (per 100 million VMT)	2007	2008	2009	2010	2011	2012	2013
	1.80	1.75	1.70	1.58	1.50	1.58	1.36
Number of Serious Injuries	2007	2008	2009	2010	2011	2012	2013
	5,082	4,620	4,491	4,057	3,873	3,825	3,175
Fatality & Serious Injury Rate (per 100 million VMT)	2007	2008	2009	2010	2011	2012	2013
	11.9	11.5	11.2	10.0	9.5	9.7	8.1
Fatality Rate Per 100K Population	2007	2008	2009	2010	2011	2012	2013
	20.4	19.3	18.3	17.5	16.5	17.0	14.5
Fatal & Serious Injury Rate (per 100K population)	2007	2008	2009	2010	2011	2012	2013
	134.4	127.6	122.4	111.0	105.1	104.4	86.9
Number of Alcohol Related Fatalities (operator with .08+ BAC)	2007	2008	2009	2010	2011	2012	2013
	204	160	203	167	158	148	163
Percent of Fatalities - Alcohol-Related	2007	2008	2009	2010	2011	2012	2013
	24%	19%	26%	22%	22%	20%	26%
Alcohol Related Fatality Rate (per 100 million VMT)	2007	2008	2009	2010	2011	2012	2013
	0.43	0.34	0.43	0.35	0.33	0.31	0.35
Speeding-related crashes	2007	2008	2009	2010	2011	2012	2013
	6,847	7,533	7,278	7,141	7,180	6,343	6,494
Speeding-related fatalities	2007	2008	2009	2010	2011	2012	2013
	132	154	135	138	127	130	107

Percent of Front Seat Occupants Using Safety Belts	2008	2009	2010	2011	2012	2013	2014
	73.3%	79.7%	80.3%	82.2%	83.7%	85.0%	86.1%
Number of Motor Vehicle Crashes	2007	2008	2009	2010	2011	2012	2013
	124,553	123,530	126,237	127,456	127,524	124,844	123,258
Motorcycle-involved crashes	2007	2008	2009	2010	2011	2012	2013
	2,087	2,159	1,915	1,961	1,839	1,967	1,689
Motorcycle-Involved Fatal Crashes	2007	2008	2009	2010	2011	2012	2013
	112	96	85	92	71	93	83
Motorcyclist Fatalities	2007	2008	2009	2010	2011	2012	2013
	113	96	88	97	72	98	84
Unhelmeted Motorcyclist Fatalities	2007	2008	2009	2010	2011	2012	2013
	72	60	47	60	42	61	59
Drivers Age < 20 Involved in Fatal Crash	2007	2008	2009	2010	2011	2012	2013
	117	92	112	83	63	74	64
Pedestrian Fatalities	2007	2008	2009	2010	2011	2012	2013
	44	67	39	61	52	54	55
Bicycle Fatalities	2007	2008	2009	2010	2011	2012	2013
	2	6	5	7	7	6	3

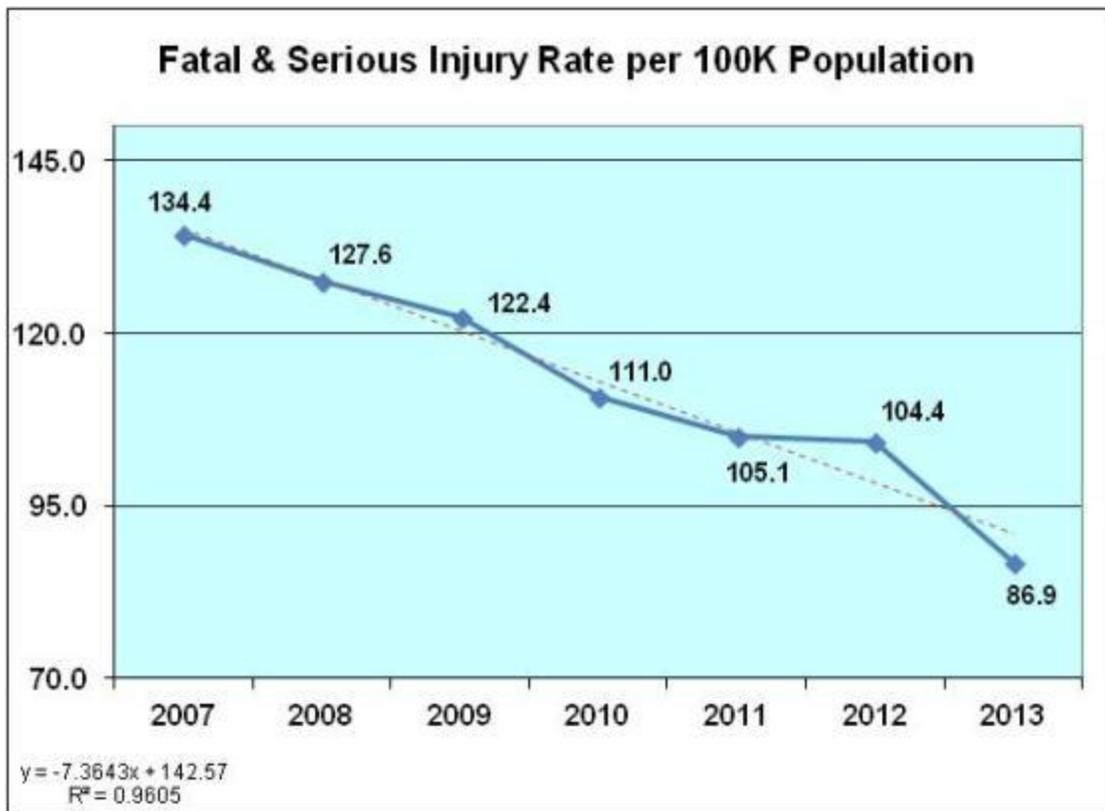
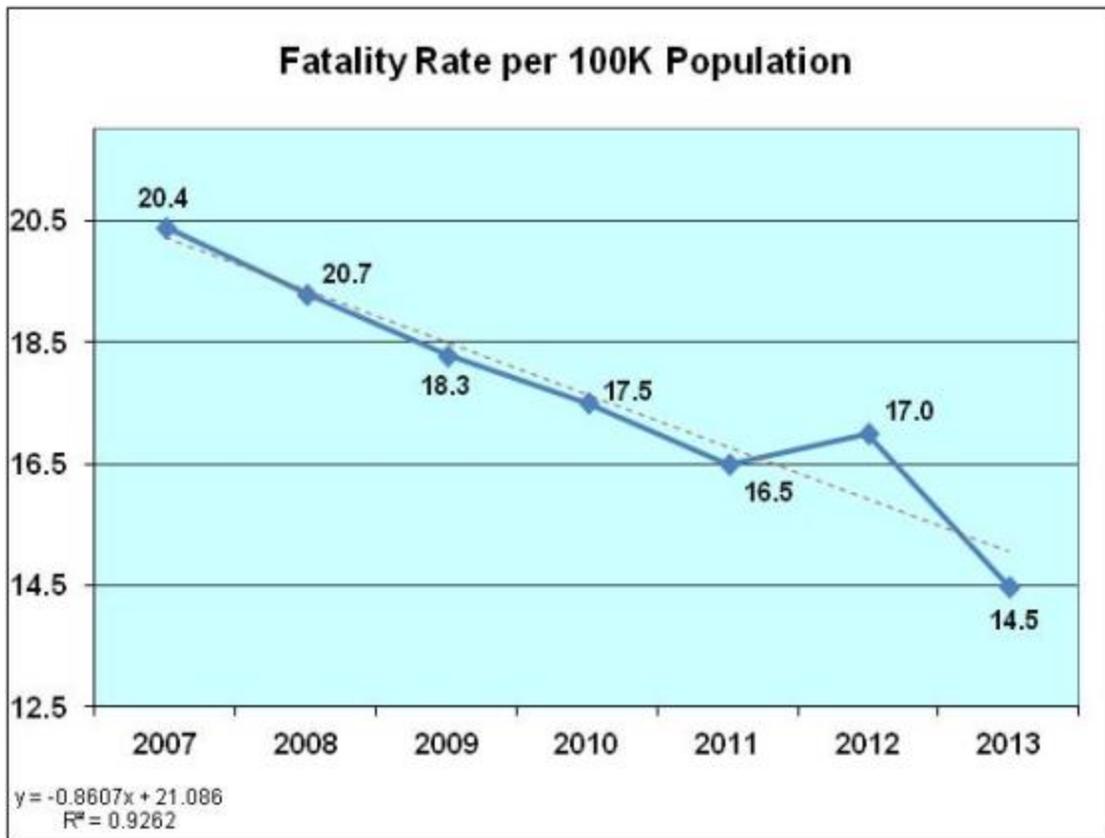
* Crash Data source – Kentucky CRASH Database/KY Collision Facts Reports



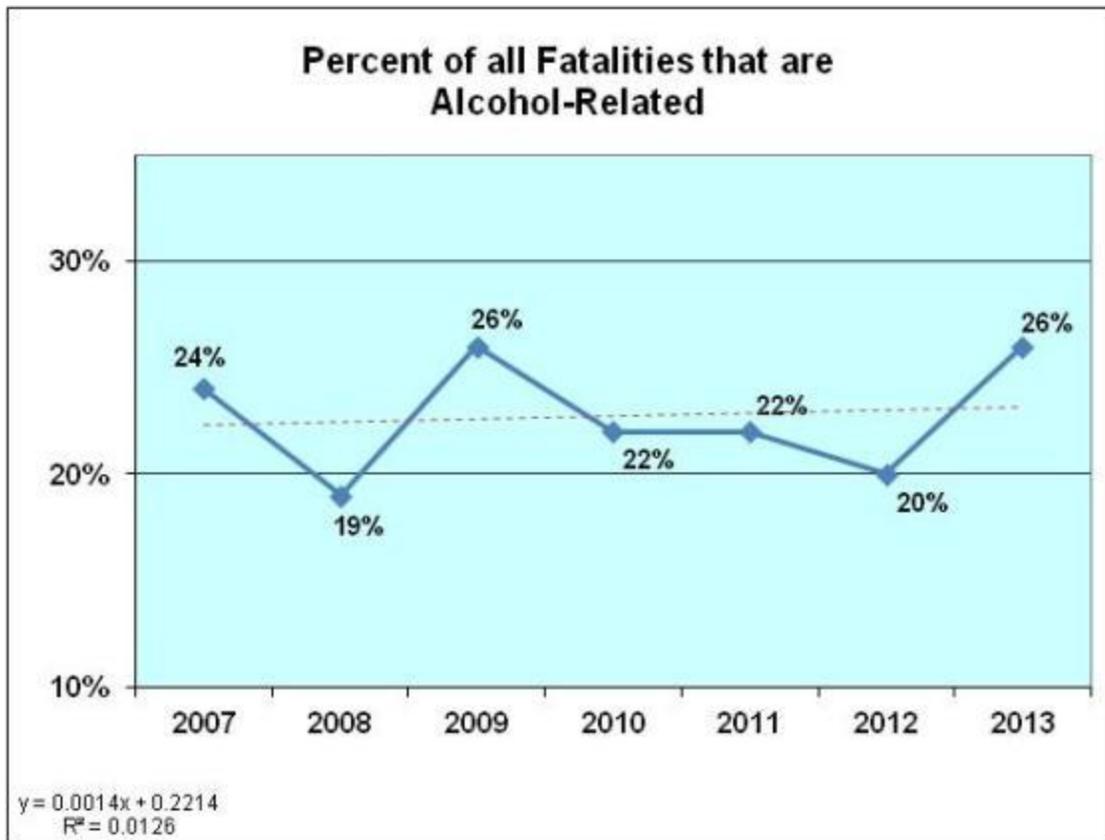
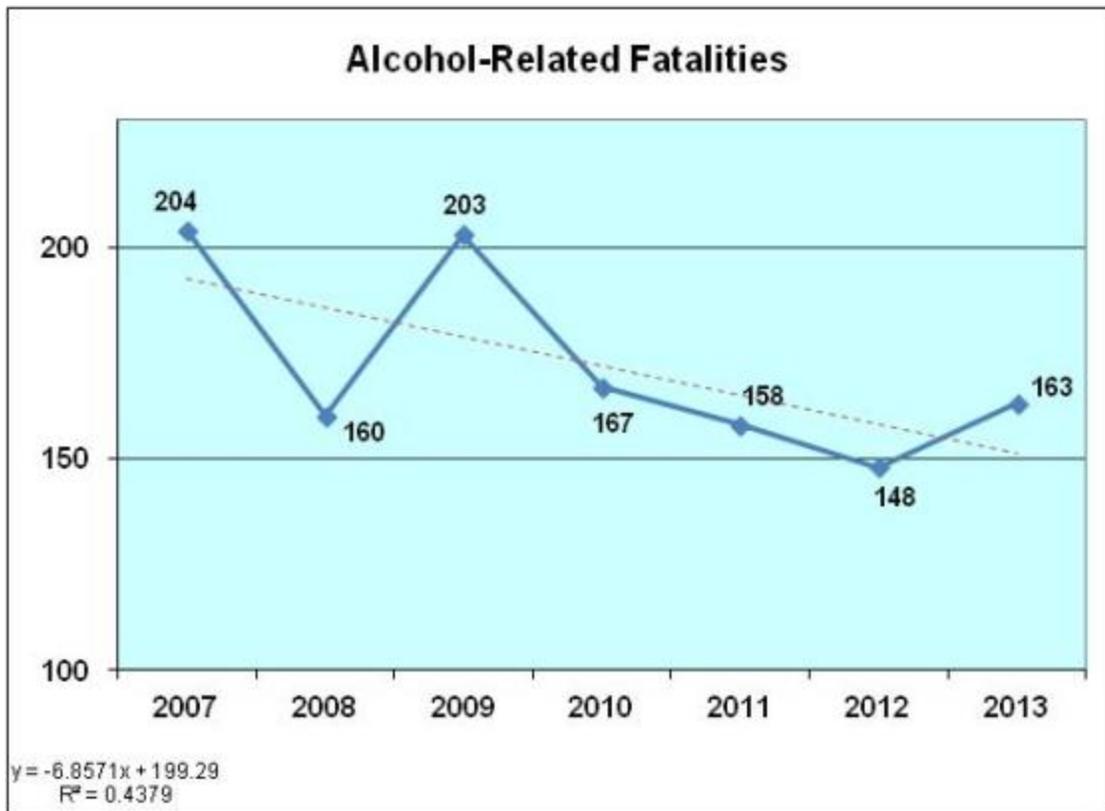
Note: Dashed red line indicates trend



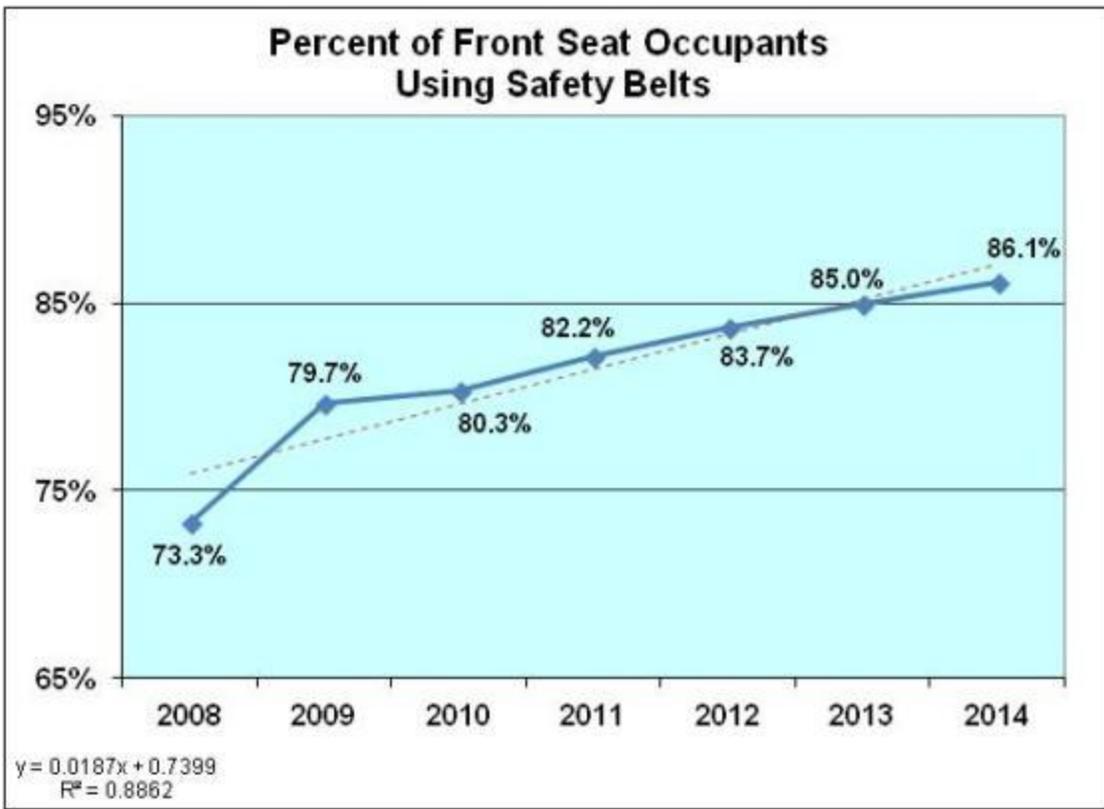
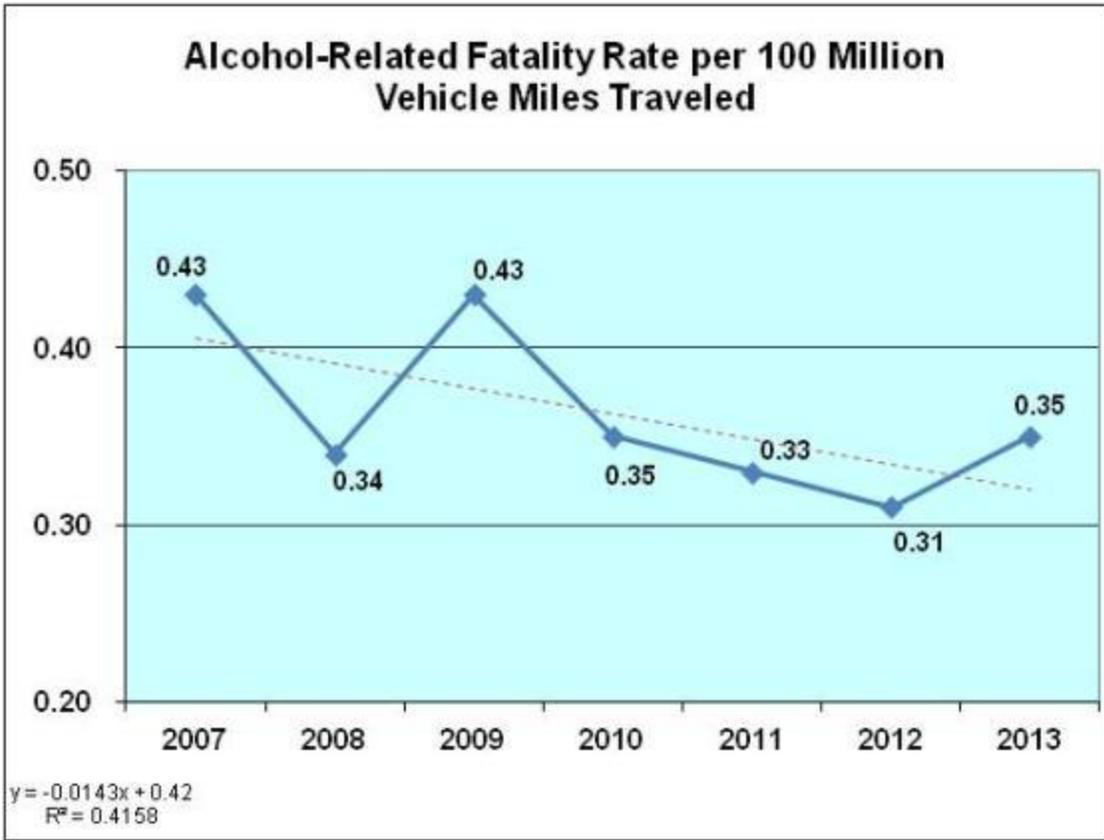
Note: Dashed red line indicates trend



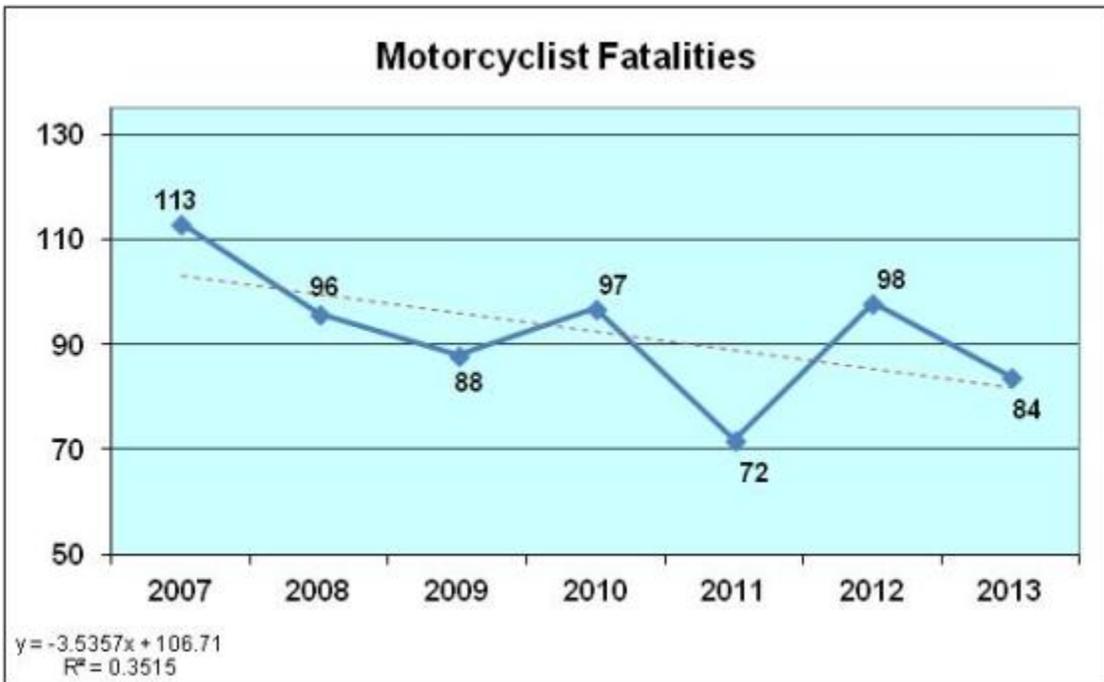
Note: Dashed red line indicates trend



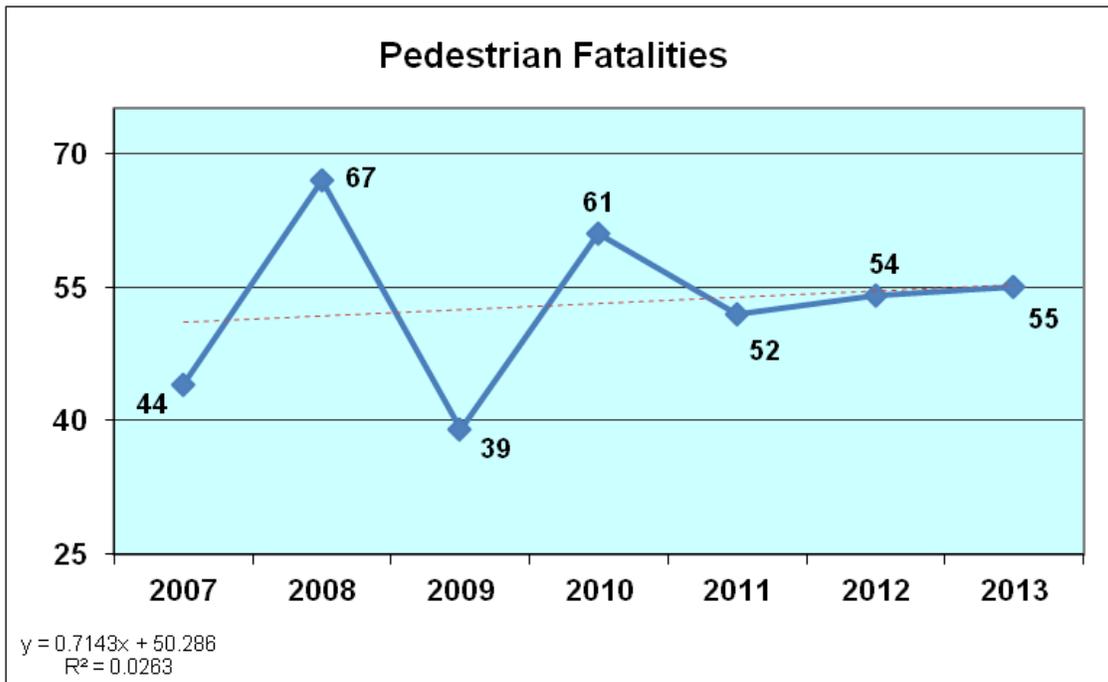
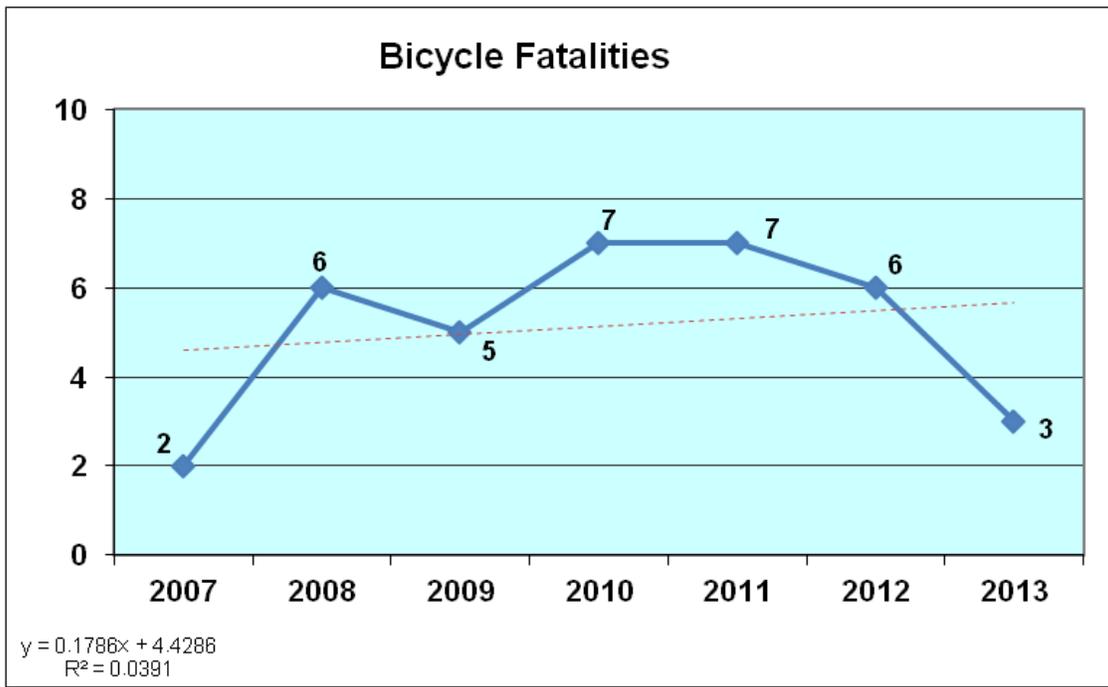
Note: Dashed red line indicates trend



Note: Dashed red line indicates trend



Note: Dashed red line indicates trend



Note: Dashed red line indicates trend

* Crash Data source – Kentucky CRASH Database

Fiscal Year 2014 Performance Goal Statements/Status

Core Outcome Measures

1. To decrease fatalities 3% from the 2010-2012 calendar base year average of 742 to 720 by December 31, 2014; from 720 to 698 by December 31, 2015; and from 698 to 677 by December 31, 2016.

Status: Based on the 2011-2013 average, there were 702 fatalities. This represents a decrease of 5.4% from the 2010-2012 calendar base year average of 742.

2. To decrease serious traffic injuries 5% from the 2010-2012 calendar base year average of 3,918 to 3,722 by December 31, 2014; from 3,722 to 3,536 by December 31, 2015; and from 3,536 to 3,359 by December 31, 2016.

Status: Status: Based on the 2011-2013 average, there were 3,624 serious traffic injuries. This represents a decrease of 7.5% from the 2010-2012 calendar base year average of 3,918.

3. To decrease fatalities/100M VMT 3% from the 2010-2012 calendar base year average rate of 1.55 to 1.50 by December 31, 2014; to 1.46 by December 31, 2015; and to 1.42 by December 31, 2016.

Status: Based on the 2011-2013 average, the fatalities/100M VMT rate was 1.48. This represents a decrease of 4.5% from the 2010-2012 calendar base year average rate of 1.55.

4. To decrease rural fatalities 2% from the 2010-2012 calendar base year average of 426 to 417 by December 31, 2014; from 417 to 409 by December 31, 2015; and from 409 to 401 by December 31, 2016.

Status: Based on the 2011-2013 average, there were 401 rural fatalities. This represents a decrease of 5.9% from the 2010-2012 calendar base year average of 426.

5. To decrease urban fatalities 2% from the 2010-2012 calendar base year average of 316 to 310 by December 31, 2014; from 310 to 304 by December 31, 2015; and from 304 to 298 by December 31, 2016.

Status: Based on the 2011-2013 average, there were 301 urban fatalities. This represents a decrease of 4.7% from the 2010-2012 calendar base year average of 316.

6. To decrease unrestrained passenger vehicle occupant fatalities in all seating positions 5% from the 2010-2012 calendar base year average of 317 to 301 by

December 31, 2014; from 301 to 286 by December 31, 2015; and from 286 to 272 by December 31, 2016.

Status: Based on the 2011-2013 average, there were 295 unrestrained passenger vehicle occupant fatalities in all seating positions. This represents a decrease of 6.9% from the 2010-2012 calendar base year average of 317.

7. To decrease alcohol-impaired driving fatalities 5% from the 2010-2012 calendar base year average of 158 to 150 by December 31, 2014; from 150 to 143 by December 31, 2015; and from 143 to 136 by December 31, 2016.

Status: Based on the 2011-2013 average, there were 156 alcohol-impaired driving fatalities. This represents a decrease of 1.3% from the 2010-2012 calendar base year average of 158.

8. To decrease speeding-related fatalities 5% from the 2010-2012 calendar base year average of 132 to 125 by December 31, 2014; from 125 to 119 by December 31, 2015; and to 113 by December 31, 2016.

Status: Based on the 2011-2013 average, there were 121 speeding-related fatalities. This represents a decrease of 8.3% from the 2010-2012 calendar base year average of 133.

9. To decrease motorcyclist fatalities 3% from the 2010-2012 calendar base year average of 89 to 86 by December 31, 2014; from 86 to 83 by December 31, 2015; and from 88 to 81 by December 31, 2016.

Status: Based on the 2011-2013 average, there were 85 motorcyclist fatalities. This represents a decrease of 4.5% from the 2010-2012 calendar base year average of 89.

10. To decrease un-helmeted motorcyclist fatalities 5% from the 2010-2012 calendar base year average of 54 to 51 by December 31, 2014; from 51 to 48 by December 31, 2015; and from 48 to 46 by December 31, 2016.

Status: Based on the 2011-2013 average, there were 54 un-helmeted motorcyclist fatalities. This total remains unchanged from the 2010-2012 calendar base year average of 54.

11. To decrease drivers age 20 or younger involved in fatal crashes by 5% from the 2010-2012 calendar base year average of 73 to 69 by December 31, 2014; from 69 to 66 by December 31, 2015; and from 66 to 63 by December 31, 2016.

Status: Based on the 2011-2013 average, there were 67 fatal crashes involving drivers age 20 or younger. This represents a decrease of 8.2% from the 2010-2012 calendar base year average of 73.

12. To decrease pedestrian fatalities 5% from the 2010-2012 calendar base year average of 56 to 53 by December 31, 2014; from 53 to 50 by December 31, 2015; and from 50 to 48 by December 31, 2016.

Status: Based on the 2011-2013 average, there were 54 pedestrian fatalities. This represents a decrease of 3.6% from the 2010-2012 calendar base year average of 56.

13. To decrease bicycle fatalities 10% from the 2010-2012 calendar base year average of 7 to 6 by December 31, 2014; from 6 to 5 by December 31, 2015; and from 5 to 4 by December 31, 2016.

Status: Based on the 2011-2013 average, there were 5 bicycle fatalities. This represents a decrease of 28.6% from the 2010-2012 calendar base year average of 7.

Activity Measures

14. To increase the number of seat belt citations during grant-funded enforcement activities by 2% from the 2010-2012 calendar base year average of 25,508 to 26,018 by December 31, 2013; from 26,018 to 26,538 by December 31, 2014; and from 26,538 to 27,069 by December 31, 2015.

Status: A total of 26,321 seat belt citations were issued during grant-funded overtime during 2013. The 2011-2013 average totals 27,518 which exceeded the three year average goal.

15. To increase the number of DUI arrests during grant-funded enforcement activities by 2% from the 2010-2012 calendar base year average of 3,492 to 3,562 by December 31, 2013; from 3,562 to 3,633 by December 31, 2014; and from 3,633 to 3,706 by December 31, 2015.

Status: A total of 3,941 DUI arrests were made during grant-funded overtime during 2013. The 2011-2013 average totals 3,763 which exceeded the three year average goal.

16. To increase the number of speeding citations during grant-funded enforcement activities by 2% from the 2010-2012 calendar base year average of 37,550 to 38,301 by December 31, 2013; from 38,301 to 39,067 by December 31, 2014; and from 39,067 to 39,848 by December 31, 2015.

Status: A total of 35,268 speeding citations were issued during grant-funded overtime during 2013. The 2011-2013 average totals 37,895, which fell short of the three year average goal by 406 citations.

Core Behavior Measure

17. To increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles from the 2013 average usage rate of 85.0% to 86% by December 31, 2014; to 87% by December 31, 2015; and to 88% by December 31, 2016.

Status: The 2014 safety belt usage survey results indicate 86.1% usage for front seat occupants, meeting the above goal.

Accomplishments

The following accomplishments are among those made in the area of highway safety using NHTSA funding during federal fiscal year 2014:

- Provided federal funding for 107 law enforcement projects throughout the state to address identified highway safety problems through year-round enforcement programs.
- Provided federal funding to an additional 38 law enforcement agencies for heightened enforcement specifically during the 2014 “Click It or Ticket” mobilization. This increase contributed to our 1.1% increase in overall safety belt use.
- Provided federal funding to an additional 38 law enforcement agencies for heightened enforcement specifically during the 2014 “Drive Sober or Get Pulled Over” mobilization. This increase contributed to our exceeding our goal of increasing DUI arrests by more than 5%.
- Provided federal funding for 16 non law enforcement programs for educational programs, training aimed at reducing traffic fatalities and injuries and funding for Traffic Safety Data Systems Improvement grants.
- Conducted 112 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 a state Traffic Safety Resource Prosecutor (TSRP), who provides training and technical assistance to both law enforcement and prosecutors.
- Planned and coordinated a Kentucky Lifesavers Conference for the tenth consecutive year.
- Sponsored the Governor’s Occupant Protection Enforcement Awards to recognize law enforcement agencies and officers who excelled in enforcing Kentucky’s seat belt laws. There were 137 law enforcement officers honored at this event from 136 agencies across the Commonwealth.
- Sponsored the annual Governor’s Impaired Driving Enforcement Awards to recognize law enforcement agencies and officers who excelled at removing impaired

drivers from Kentucky's roadways. There were 194 law enforcement officers from 186 agencies recognized for their efforts to target impaired drivers at this event.

- Utilized Law Enforcement Liaisons to hold 32 regional briefings to educate law enforcement agencies, elected officials and others about highway safety issues and the national enforcement mobilizations.
- Law Enforcement Liaisons additionally held 4 regional media summits to educate law enforcement agencies, elected officials and others about media kits and events throughout the mobilization campaigns.
- Continued to provide statistical information and resources to grantees as well as the general public through the Kentucky Office of Highway Safety website (<http://highwaysafety.ky.gov>).

Program Management

At the beginning of each grant year, the Kentucky Office of Highway Safety conducts mandatory training for all new grantees prior to the start of the grant. The trainings offer an excellent opportunity for local-level project directors and co-workers to learn about upcoming program expectations and how each grant should relate to their specified program area (such as occupant protection, alcohol, and police traffic services). Participants are able to discuss goals and objectives with their assigned Kentucky Office of Highway Safety (KOHS) Program Manager, Law enforcement liaison (Lel) and a representative of the KOHS Finance team. This is a great time for grantees to network with the KOHS and have face-to-face interaction with state-level staff. The training workshops encourage grantees to ask questions, have open dialog and view this process as an active venue to building stronger, more meaningful partnerships.

There were 30 Trainings for new 2014 Grantees held at Police Departments and Sheriff Offices throughout the state who were first time grantees or had new project directors. 76 additional trainings were held on an individual basis for CIOT and Drive Sober mini grants

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

Impaired Driving Countermeasures Program

Grants to Law Enforcement

Alcohol countermeasures grants for FY 2014 were funded with Section 402 and Section 410 funds for 30 local law enforcement agencies in 27 counties, as well as Kentucky State Police who have statewide jurisdiction.

These agencies worked a combined total of 15,731 patrol overtime hours resulting in 2,362 DUI arrests, 7,199 other arrests, 6,041 speeding citations, 6,535 safety belt citations, 300 child restraint citations and 22,437 other citations during the grant year. In addition, these grantees worked a combined total of 1,625.5 overtime hours at 317 traffic safety checkpoints resulting in 316 DUI arrests, 871 other arrests, 40 speeding citations, 213 seat belt citations, 46 child restraint citations and 899 other citations.



Impaired Driving Enforcement Mobilization

Kentucky coordinated two major mobilizations focused on impaired driving in FY 2014 in conjunction with the national “Drive Sober or Get Pulled Over” mobilization, from December 12, 2013 through January 1, 2014 and August 15 through September 1,

2014. The results for both the December and August campaigns are on the following page.

A total of 174 law enforcement agencies participated in the December mobilization and reported their enforcement data to the Office of Highway Safety. A total of 251 checkpoints were conducted during this 21-day period. Between checkpoints and patrol enforcement, the mobilization resulted in the following arrests/citations:

DUI Arrests:	1,087	Safety Belts:	3,011
Felony arrests:	1,029	Child Restraints:	197
Drug Arrests:	1,243	No Insurance:	3,714
Fugitives Apprehended:	1,874	Reckless Driving:	348
Suspended Licenses:	1,072	Other Traffic Violations:	14,739
Speeding:	6,859	Stolen Vehicles Recovered:	37

A total of 179 law enforcement agencies participated in the August mobilization and reported their enforcement data to the Office of Highway Safety. A total of 470 checkpoints were conducted during this 18-day period. Between checkpoints and patrol enforcement, the mobilization resulted in the following arrests/citations:

DUI Arrests:	1,078	Safety Belts:	6,835
Felony arrests:	2,146	Child Restraints:	367
Drug Arrests:	464	No Insurance:	5,004
Fugitives Apprehended:	1,972	Reckless Driving:	523
Suspended Licenses:	1,649	Other Traffic Violations:	20,383
Speeding:	10,111	Stolen Vehicles Recovered:	143



KSP officer makes traffic stop.



A press conference in eastern Kentucky was held to announce the August mobilization.

Governor's Impaired Driving Enforcement Awards Program

On December 3, 2013, the Kentucky Office of Highway Safety hosted the annual Governor's Impaired Driving Enforcement Awards. The event was held at the Marriott East in Louisville. Bill Bell, Executive Director of the Kentucky Office of Highway Safety, welcomed the group. Remarks were made by John Boel news anchor with WAVE3 News; and Rodney Brewer, Commissioner of the Kentucky State Police. State Highway Engineer Steve Waddle presented the awards. The event honored 206 officers from 174 law enforcement agencies for their outstanding achievements in enforcement to reduce impaired driving during FY 2013. KSP Sgt. Stephen S. Walker was the overall winner with 266 impaired driving arrests.

Grants to Non-Law Enforcement to Projects

Traffic Safety Resource Prosecutor (TSRP)

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

During the grant cycle, the TSRP:

- Planned, moderated and conducted training focused on current drug trends and prosecuting the drugged driver at the Kentucky Prosecutors Conference on August 20-22, 2014, which was attended by over 700 prosecutors.
- Presented one “Protecting Lives, Saving Futures” training session in December 2013, which focused on the effective detection and prosecution of DUI. This session was held in Louisville and was attended by approximately 40 students from across the state.
- Planned and conducted one “Prosecuting the Drugged Driver” training , focused on the effective detection and prosecution of DUI while impaired by substances other than alcohol. This was held April 2-4, 2014 in Covington, KY and was attended by 36 students.
- Collaborated with the Tennessee District Attorney General’s Office to plan and conduct “Lethal Weapon” training in Bowling Green, KY on June 24-26, 2014. This training focused on the effective investigation and prosecution of vehicular homicide and assault cases. In-state and national speakers, including leading experts in crash reconstruction, were used at the event, which was attended by approximately 38 people from both Tennessee and Kentucky.
- Continually updated the TSRP web site, www.kytrafficsafety.com, to serve as a resource for prosecutors and law enforcement. Files contained within the site include but are not limited to defense tactics, DRE case summaries, jury instructions and continued updates to the Prosecutor’s Trial Manual, which covers many prosecutor issues. Additionally, state and national DUI and traffic safety news stories are updated weekly. The number of users has grown approximately 25% since last December.
- The TSRP attended and spoke at regional law enforcement area briefings in support of the “Click it or Ticket” and “Drive Sober” enforcement mobilizations, as well as ARIDE classes held by the DRE State Coordinator and mock trials that are part of the law enforcement basic training conducted by Kentucky’s Department of Criminal Justice Training. He also attended/participated in several national and regional conferences to stay abreast of issues relevant to his position, including the National and Kentucky Lifesavers Conferences, National Association of Drug Diversion Investigator, National TSRP Conference, the NAPC conference and Montana Prosecuting the Drugged Driver Conference.

Drug Evaluation and Classification Program

Kentucky's Department of Criminal Justice Training (DOCJT) at Eastern Kentucky University completed their ninth year of a project 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 Section 410 funding. FY 2014 project activities included the following:

- Held one seven-day DRE class, which was preceded by a two-day preschool. A total of 9 DRE candidates passed both phases of instruction. The class of nine candidates went on to complete all of their required evaluations during a drug task force in Los Angeles, California in September.
- Conducted two recertification classes which allowed 25 DREs to renew their certification credentials.
- Sent 2 DRE's to a DRE Instructor's Course in North Carolina. These two new instructors are now seeking KLEC Instructor Certification.
- Offered the ARIDE (Advanced Roadside Impaired Driving Enforcement) training at various locations around the state. This valuable training, in its fifth 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. Eight 16-hour ARIDE courses were held this year, with a total of 130 officers attending.
- The State Coordinator and one DRE Instructor/Regional Coordinator attended the National DRE Conference in Phoenix Arizona. Both of these individuals also gave presentations at two different prosecutor's training events held by Kentucky's TSRP.

A DRE candidate performs a drug evaluation on an individual arrested during a drug task force in Los Angeles.



Kentucky State Police Intoxilyzer Upgrades

Section 410 funds were awarded to allow Kentucky State Police to replace 25 outdated or inoperable breath alcohol testing instruments with new and improved *Intoxilyzer 8000* models. These stationary units are located at jails in each county for use by state and local law enforcement following DUI arrests. This is a continuation project from FY2012 and is still in the process of being completed in FY2014.

Occupant Protection Program

Grants to Law Enforcement

The Office of Highway Safety utilized Section 402 funds to support occupant protection overtime enforcement programs for 24 law enforcement agencies. These grantees worked a total of 6,769.25 overtime hours, issuing a total of 6,923 seat belt citations and 224 child restraint citations. In addition, these grantees issued a total of 1,558 speeding citations, 10,757 other traffic citations, and made 236 DUI arrests and 877 other arrests during their grant-funded hours, which included 67 traffic safety checkpoints.

Occupant Protection Enforcement Mobilization



Kentucky coordinated one major mobilization event specifically focused on occupant protection. This mobilization used the “Click It or Ticket” slogan and corresponded with the national mobilization from May 12 through May 26, 2014.

A total of 188 law enforcement agencies reported the following activity for the two-week campaign period. Enforcement results are summarized below:

DUI Arrests:	1,064	Child Restraints:	443
Felony Arrests:	1,241	No Insurance	4,575
Fugitives Apprehended:	2,004	Reckless Driving:	466
Speeding:	6,695	Suspended Licenses:	1,569
Other Traffic Violations:	18,659	Stolen Vehicles Recovered:	39
Safety Belts:	10,506		

A total of five regional press conferences were held to publicize the enforcement mobilization. An event in Fairfax, Ohio on May 19, 2014 highlighted the coordinated law enforcement effort in the tri-state region and served as the official “kick off” for the campaign. The other press conferences were held in Hazard, Ashland, and Louisville. Media was invited to attend the Western Kentucky area briefings.



More than 50 officers from Ohio and Kentucky gather for the Click It or Ticket AAA summer kickoff press conference.



May Mobilization Grants

A total of \$125,998.01 in Section 405 funding was expended by law enforcement agencies solely for officer overtime during the 2014 “Click It or Ticket” Mobilization. A total of 38 agencies utilized this additional funding, including Kentucky State Police and Kentucky Commercial Vehicle Enforcement.

These agencies worked a combined total of 2,857.3 overtime hours of traffic patrol during which they issued 4,419 seat belt citations, 146 child restraint citations, 1,001 speeding citations, 3,575 other citations and also made 58 DUI arrests and 397 other arrests.

In addition, they worked a combined total of 64.5 overtime hours at 7 traffic safety checkpoints resulting in 3 DUI arrest, 2 other arrests, 8 seat belt citations, and 79 other citations.

Law Enforcement Liaisons

Kentucky has four LELs (Law Enforcement Liaisons) who work as contract employees for the Kentucky Office of Highway Safety, responsible for law enforcement relationships in their respective regions of the state. In 2014 Kentucky’s LELs continued to build relationships with law enforcement agencies, other partners in traffic safety, in an effort to promote greater participation in the traffic safety mobilizations. In FY 2014, the LELs made visits to city, county, and state agencies. These visits were instrumental in identifying and selecting agencies interested in funding for special traffic enforcement efforts.

- ❖ 827 Site visits
- ❖ 80 Monitoring visits
- ❖ 16 Area briefings for “Click It Or Ticket” Campaign in May
- ❖ 16 Area briefings for the “Drive Sober or Get Pulled Over” Campaign in August
- ❖ 12 Media events and press conferences

The LELs assist the grant program managers by working one-on-one with Kentucky's police chiefs, sheriffs and project directors to answer questions regarding grants and referrals for highway safety issues. The project directors are the individuals from each agency that is responsible for their administering the agency’s grant. Kentucky’s LELs are also a valuable resource in the grant agency selection process, providing detailed information on an agency’s equipment needs, manpower, and dedication to aggressive enforcement. The LELs also conduct grant monitoring and make recommendations to agencies to attain the goals established in the grant.

The LELs recruit law enforcement partners in areas with highway safety needs and provide technical assistance to these agencies in conducting a high visibility

enforcement programs. The LELs have been instrumental in promoting both Advanced Roadside Investigation Driving Examination (ARIDE) and Drug Recognition Expert (DRE) training in areas of Kentucky with a high incidence of DUI-D. This problem has become a significant problem throughout Kentucky with the increased number of Heroin abusers. They assist in recruiting local agencies to participate in highway safety press events and meetings. They also partner with other LELs in neighboring states to coordinate both enforcement and media highway safety activities. The LELs have developed an incentive equipment program aimed at increasing law enforcement participation and reporting of enforcement campaigns.

Grantees and all other law enforcement agencies in each of the 12 districts are invited, as well as local elected officials. These meetings have proven successful in promoting the objectives of the state Highway Safety Office and the mobilizations. Participants were invited for lunch immediately after the meeting; they received program enhancement items and were given an opportunity to draw for equipment incentive prizes. These area briefings are also an opportunity for both state and local law enforcement to plan joint enforcement activities as well as border-to-border and local media events to gain earned media.

The LELs also help to promote the annual Governor's Occupant Protection Awards in May and the Governor's Impaired Driving Awards in December. At these events awards are given to the officers that have shown the greatest passion for enforcing impaired driving and occupant protection throughout the year, they are nominated by their respective chiefs and sheriffs.

The LELs spearheaded a series of media sessions where grantee agency media officers were brought in to discuss how to maximize the earned media during campaigns. They were provided a working lunch and area experts in media and social media discussed how to increase earned media. The law enforcement agencies were given a media kit developed by the KOHS and the LELs to enhance earned media opportunities with local newspapers and radio. Items provided in the media kit include a campaign news release, op-ed, editorial, radio PSA scripts, and talking points. These resources are also available on the KOHS website.

The "Below 100" program is an effort to drive police officer deaths below 100 for one year; this has not been accomplished since 1943. All of the LELs have gone through the instructor training so they can offer it to the agencies that they serve. There are plans for regional training in this program in 2015.

The LELs also attended a number of meetings, such as those held by state and regional chiefs and sheriffs associations. They were also represented at the following conferences.

- ❖ Lifesavers Conference in Nashville, TN in April 2014
- ❖ Kentucky Lifesavers Conference in June 2014

- ❖ KACP Conference in July 2014
- ❖ Governor's Highway Safety Association Conference in September 2014
- ❖ The International Association of Chiefs of Police Conference in October 2013.
- ❖ Region 5 LEL Conference in Columbus, Ohio in September 2014



Governor's Occupant Protection Awards Ceremony

On August 7, 2014, the Kentucky Office of Highway Safety hosted the 2014 Governor's Occupant Protection Awards Ceremony honoring 137 law enforcement officers from 122 law enforcement agencies across the Commonwealth for their efforts to increase the use of seat belts and child restraints. The individuals receiving awards were collectively responsible for over 21,989 seat belt, child restraint and booster seat citations from June 11, 2013 through June 10, 2014.

Bill Bell, Executive Director of the Division of Highway Safety Programs, welcomed the group and congratulating the officers following remarks by Dr. Elizabeth A. Baker, Ph.D. -Regional Administrator of the National Highway Traffic Safety Administration, Region 3.

Occupant Protection Outreach/Educational Projects

Kosair Children's Hospital – Child Passenger Safety Coordinator

Kentucky's Office of Highway Safety continued to contract with Kosair Children's Hospital to fund partial salary with 402 funds for a registered nurse/child safety instructor and the salary of one part-time Child Passenger Safety Educator. The goal of this grant is to offer various classes and fitting station events in Jefferson County with an emphasis on the special needs population.

During the 2014 grant year, Kosair Children's assisted in the planned and implemented of the CPS Tract for the Lifesavers Conference. They also provided three continuing education units for 40 technicians across the state. Educational presentations regarding seat belts and child booster seats were provided to over 4,200 kindergartners and 500 adults. This grant year, 942 seats were checked and 31 infant, 94 convertible and 288 boosters were provided. Special needs car seats were loaned 51 times.



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

Marshall County Health Department Child Passenger Safety Project

Occupant protection grant funds (402) assisted this health department in delivering child passenger safety education and services to a multi-county area in Western Kentucky known as the Purchase Area Development District. Some of the activities the project director completed this year include:

- Rollover simulator was used at 4 events in Calloway, Marshall, and Caldwell Counties; these 4 events were from approximately 8:00-3:00 each day and were viewed by approximately 1850 elementary, middle and high school students and faculty.
- Continued partnership with Purchase District Head Start organizations, resulting in 6 car seat checks (in 5 of 8 Purchase Area counties and 1 in Monroe County). English and Spanish materials were provided. Hundreds of parents, grandparents and providers were educated on the proper use of car seats and seat belts.
- 2 new employees of Marshall County Health Department became Certified Child Passenger Safety Technicians
- Participated in 5 Elementary School Health Fairs where hundreds of parents and caregivers were educated about car seats for infant and especially older children (staying in boosters longer). English and Spanish materials were provided.
- Conducted 70 seatbelt surveys in 3 western Kentucky counties.
- Continued a partnership with Murray State University Department of Agriculture to educate students about the low rate of seat belt usage among drivers of pick up trucks, general seatbelt safety, and distracted driving. Distributed information to 650 students and faculty at Future Farmers Association Field Day April 16th at Murray State University in Murray, KY.
- Partnered with the 4-H Star Team and Marshall County Extension Office to conduct a ghost out for 8th graders at Marshall County High School.

Police Traffic Services Program

Grants to Law Enforcement

Federal 402 funds supported 53 local agencies as well as Kentucky State Police to work overtime hours to combat speeding and other traffic violations. These agencies worked a combined total of 22,711 patrol overtime hours, resulting in 738 DUI arrests, 2,157 other arrests, 30,445 speeding citations, 11,853 seat belt citations, 412 child restraint citations and 27,285 other citations. In addition, they worked a combined total of 947 overtime hours at 150 traffic safety checkpoints, resulting in 25 DUI arrests, 65 other arrests, 69 seat belt citations and 15 child restraint citations.



In an effort to increase enforcement efforts statewide due to the increase in fatalities, the Kentucky Office of Highway Safety sponsored the “Blue Lights Across the Bluegrass” campaign from July 1 through August 31, 2014. The objective was to reduce serious injuries and fatalities due to speed during a time period that is typically very dangerous for motorists.

Kentucky Lifesavers Conference



The Kentucky Office of Highway Safety hosted the Kentucky Lifesavers Conference for the eleventh consecutive year. Funded with 402 funds, this year's event was at the Galt House in Louisville, Kentucky on June 4-6, 2014. Partners involved in planning the conference included the National Highway Traffic Safety Administration, Federal Highway Administration, Kentucky Office of Highway Safety, the Kentucky Transportation Cabinet and the University of Kentucky Transportation Center. The purpose of the conference is to provide information on both successful programs and emerging issues to individuals who work to reduce fatalities and injuries on Kentucky's roadways. It addressed a wide range of safety topics covering engineering, education, enforcement, and emergency response.

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

Safe Communities Programs

Madison County Health Department

This central Kentucky health department continued a long-term program of educating the community about various traffic safety issues, utilizing a county-wide safety coalition and a strong network of public, private, and non-profit partners. Since 2010, they have been recognized by the World Health Organization (WHO) as an International Safe Community. This program was funded by 402 funds. Accomplishments for FY 2014 included:

- Educated students (elementary through college) about traffic safety issues through a variety of classroom presentations, interactive programs, take-home information, and class projects. Distributed traffic safety information to the public at health and safety fairs, community events, churches, and work sites, reaching an estimated 9,251 individuals and utilizing over 250 volunteers.
- Installed 48 child safety seats/booster seats at the permanent fitting station at our Berea Health Department location. Also coordinated/participated in one community-wide child passenger safety check-up event.
- Continued a partnership with Eastern Kentucky University and Berea College nursing students to initiate a "Re Think Your Ride" program among three public high

schools in Madison County. This grew out of the “Battle of the Belts” program to better address the issue of distracted driving along with seat belt usage.

- Continued a partnership with Eastern Kentucky University nursing students to bring the “Ghost Out” program to our local high schools. The program now includes educational outreach to parents from February through March. This year’s Ghost Out program which was to be held at Berea Community High School was well planned out and organized. However, due to the passing of a Berea Community School student during the same timeframe as the Ghost Out program, the decision was made to cancel Ghost Out this year. We look forward to continuing this program which focuses on the consequences of drinking and driving again next year.
- Held Madison County’s fourth annual “Always Buckle up Children in the Back Seat” week, promoting a community/elementary school educational campaign that includes a series of observational surveys at the student drop-off/pick-up areas at elementary schools.
- Continued a partnership between Madison County government and the Health Department to operate Safety City as a hands-on learning lab for injury prevention that is visited by school, church, scout and other groups. This program allows for more intensive traffic safety education for people of all ages. During the last year, we have had 375 students visit Safety City. For fall of 2014, we have scheduled over 900 Madison County Kindergarteners and 3rd graders to attend Safety City. We currently partner with the Madison County Fire Department, Madison County EMS, Richmond Fire Dept., Blue Grass Army Depot Fire and EMS, Madison County Sheriff’s Office, Richmond Police, and Madison County CSEPP to make Safety City happen for these kids. We look forward to a very busy and exciting year at Safety City. We also developed a website and facebook page for Safety City.
- Led a community task force on Pedestrian Safety, which resulted in substantial changes to crosswalks in Richmond and Berea. This task force ultimately developed the Richmond Pedestrian Master Plan which is working to correct several areas in Richmond where pedestrian safety is a concern.
- Participated in the 2nd ever National Safe Kids Day. This event which was sponsored by Richmond Parks and Recreation was known as the “Touch a Truck” event. This event allowed Madison County children to climb on, sit inside, and touch all kinds of trucks – fire, ambulance, bulldozers, police cruisers, tractors, etc. We distributed a lot of transportation safety material at this event and it was a huge success. We look forward to participating in this event again next year.
- Maintained an e-mail distribution list and Facebook page for the Madison County Safety Coalition.
- Participated in “Alive at 25” program in partnership with the Kentucky State Police. This program was for any teen driver in Madison County that had their permit or drivers license. This class was taught by Trooper Robert Purdy, KSP and was held at Safety City. We had a room full of teenage drivers that were completely captured by the videos and lecture of what Trooper Purdy covered. Topics included distracted driving, drinking and driving, consequences, etc. We look forward to partnering with Trooper Purdy to schedule another “Alive at 25” class very soon.

Cumberland Valley Area Development District

This 402 grant funded the activities of a highway safety educator, whose work focused on child passenger safety and occupant protection in an eight-county region in the southeastern part of the state. During FY 2014, she accomplished the following:

- Conduct observational seatbelt surveys at each of the region's sixteen high schools during the beginning months of FY 2014, to determine baseline usage rates and post-program surveys later in the school year to determine the degree of change. After seatbelt survey's completion, Survey's showed 32 more students were wearing their seatbelt.
- Conducted eleven educational programs to increase seatbelt usage at seven elementary/middle and high schools in the CVADD region.
- Provide/Assisted with fifteen child passenger safety seat public events in conjunction with the KY State Police/CVE in the CVADD region.
- Maintained CPS Technician certification by attending the Lifesavers Conference and performing the required number of supervised car seat installations.
- Assisted with one CPS classes and one recertification class in conjunction with the KY State Police and KY Vehicle Enforcement within the CVADD region.
- Maintained CPS Instructor Certification by providing training to CPS technician candidates within the CVADD region.
- Conducted visits providing information relative to the proper use of child passenger safety seats within three hospitals in the CVADD region.
- Designated the CVADD office as an additional fitting station to provide another option in the CVADD region for those seeking assistance with child passenger safety seats.
- Assisted with local law enforcement at fourteen public events and educational programs in the CVADD region.
- The objective to increase seatbelt usage among young drivers at each high school in the CVADD region by at least 2% was met by 3%.
- The objective to maintain the child restraint usage rate of approximately 98% (observed at check up events) in the CVADD region and to decrease the rate of misuse through educational opportunities during FY 2014. CVADD assisted with fifteen child passenger safety events in conjunction with the Kentucky State Police to maintain the 98% in the CVADD region. During these events sixteen seats were given to parents/caregivers that had defected seats or expired seats.
- The objective to increase awareness and involvement of proper child passenger safety seat installation and usage by assisting with certification and recertification classes was met by assisting in one certification classes and one recertification class.

Accident Investigation

Kentucky State Police Advanced Collision Reconstruction

This continuation project was funded under 402 funds authorizing Kentucky State Police to purchase the latest software updates for two crash data retrieval kits. Carrying cases for the necessary cables were also purchased. These improvements allow crash reconstruction specialists to read information from event data recorders in the newest vehicles on the roadway.

Pedestrian/Bicycle Safety

During FY 2013 Kosair Children's Hospital continued to receive grant funding for a full time safety instructor/coordinator for the BIKES (Behaviors Illustrating Knowledge that Ensures Safety) project supported by FHWA funds. This program is geared to educate fourth and fifth grade elementary school children about bicycle and pedestrian safety.

- The safety instructor/coordinator conducted 154 school bike rodeos in 45 different counties, reaching approximately 13,000 students throughout Kentucky.
- In addition Kosair Children's Hospital distributed and/or fitted more than 1,000 safety helmets throughout the state as part of their partnership.



Traffic Safety Information System Improvement Grants (Funded with NHTSA 408 Funds)

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

During the FY 14 Grant period KBEMS was able to meet all objectives set forth in the grant agreement. KBEMS purchased several software modules from the existing software vendor that will allow both hospitals and third-party stakeholder agencies to extract information from the Kentucky Emergency Medical Systems Information System (KEMSIS).

Also during the grant period KBEMS began the transition to a new software platform that will allow EMS systems to use the operating system of their choice. This will also allow them to use any device they choose, regardless of operating system. Along with this software transition was a change to a more inclusive data set based on the National EMS Information System data set 3.X .

At the beginning of the grant period there were 22 EMS agencies submitting data to KEMSIS, and as of September 30, 2014 there are now 39 agencies submitting. KBEMS has adopted a very aggressive timeline that will have at least 80% of EMS agencies in Kentucky submitting patient care information to KEMSIS by July 1, 2015.

Kentucky Injury Prevention and Research Center (KIPRC) - Expanded Kentucky Trauma Registry Expansion

FY 2014 saw additional progress in the expansion of the state trauma registry system. The number of trauma registry records increased from 10,044 in 2013 to 10,289 records in 2014. And two new facilities were added to the state trauma data collection, both in preparation for state Level IV verification. Unfortunately, one of these facilities experienced technical difficulties and personnel turnover, leading to a much lower number of reported cases in the first quarter (9) than expected. The second facility also had technical difficulties and reported only 22 cases for the entire year. The combination of these factors lead to a shortfall in total records reported compared with our goal of 11,000. On the positive side, at least five additional hospitals initiated preparation for joining the state trauma registry data collection and are at different stages of readiness (software purchasing, implementation, training the trauma registrars, or pilot data entry); they are expected to start data submission in the next grant period. The Kentucky state trauma registry has also entered into discussions with neighboring states to explore the possibilities for exchange of data between trauma registry systems. There were several meetings between the trauma registry staff and the state office of emergency medical services (EMS) to explore opportunities for linking EMS and trauma registry data. We produced the state Trauma Registry Reports and the Ky. Inpatient and Emergency Department Data Reports for 2013. The reports will be used in the documentation submitted by the Ky Trauma Advisory Council to the General Assembly. In addition, a section on the trauma system expansion project was included

in the KIPRC 2014 Annual Report, and a chapter on behalf of the Kentucky Trauma Registry was submitted for the 2014 Kentucky Public Health Data Resource Guide.

KIPRC increased the total number of agencies reporting to the Trauma Registry from 19 to 21, which exceeded their goal. In addition, they added 15 new data elements to the reporting software for both vendors used by Kentucky reporting facilities, Clinical Data Management and Digital Innovations. Reporting that includes these new variables began with October 2014.

The KY Trauma Registry Report for 2013 can be found here:
http://www.mc.uky.edu/kiprc/projects/trauma/reports/Trauma_Registry_Report-2013-posted.pdf

UK KY Transportation Center - KY Records Integration Project

This grant program completed linkage of the CRASH, Hospital, and Emergency Department data files for 2011 and 2012. This increased the number of years for which CRASH and Hospital files have been linked by 2, and the number of years for which CRASH and ED files have been linked by 2.

Also during the grant period a plan was developed for the CRASH-Vehicle Registration linked data pilot study and conducted a literature review. The planned topic of the pilot study was a characterization of light vehicle usage for occupational purposes in Kentucky.

The KY Transportation Center also found evidence that occupational light vehicle users have lower restraint usage rates than private light vehicle users, making this group a potential focus of efforts to increase restraint use in Kentucky.

The KY Transportation Center submitted an abstract to the 2014 Traffic Records Forum describing our initial proposed OLV study. The abstract was accepted.

Unfortunately due to the non-delivery of the vehicle registration databases, the KY Transportation Center was not able to complete the CRASH-VR database linkage and the pilot study. Nevertheless, they did present the findings of their literature review to the Traffic Records Forum on October 2014.

UK KY Transportation Center – Roadway Contributing Factors in Traffic Crashes

During the grant period codes related to roadway contributing factor were evaluated. Relevant codes used in other states were also reviewed. Crashes in KY with related codes were summarized and analyzed. A sample of crash sites was inspected to evaluate the accuracy and consistency of the data evaluated. A full report was then prepared providing a summary of the work completed with recommendations relating to coding of the police crash report and related police training. The full report can be found here - http://www.ktc.uky.edu/files/2014/10/KTC_14_08_OHS_14_1F_.pdf

Kentucky Injury Prevention and Research Center (KIPRC) - Linkage of Trauma Registry and CRASH Databases

This project performed a probabilistic data linkage between the 2012 CRASH database and the 2012 Kentucky Trauma Registry database. After several passes, total of 2,735 TR records were linked to CRASH records; 94% of the linked records were linked with a high matched probability, above 90%. Of the thirty one hundred trauma registry records initially considered appropriate for linkage with the police collision reports, 2,410 (78%) were successfully linked.

Standardized coding was established for specific drug classes in injured drivers who tested positive for drugs. The KY specific data fields added to the TR in 2013 allowed the collection of the information from the toxicology/drug screen results. Most of the facilities using TraumaBase software started submitting information on the drugs identified on the drug screens in 2013.

Nineteen KY specific data elements were added to the state TR data collection. Standardized definitions and coding were developed and included in the 2013 Kentucky State Trauma Registry Data Dictionary.

UK Kentucky Transportation Center – Assessment Program for Traffic Records

In the first phase of this project (FY2013), KTC identified performance metrics for the various traffic record systems: Crash; Roadway/Traffic; Licensed Driver; Vehicle; Citation/Adjudication; EMS; Emergency Department; Hospital Inpatient; Trauma Registry; and Death Certificate. For each of these systems KTC identified potential metrics for each of the six performance attributes of each of the data systems: Timeliness, Accuracy, Consistency/Uniformity, integration, Completeness, and Accessibility.

In this second phase (FY2014) of the research KTC began the process of regularly monitoring the quality of traffic records and tracked efforts to use and improve the metrics in order to “maximize the quality of traffic safety data and analysis”—a goal announced by the USDOT Traffic Records Coordinating Committee. This will clarify their use and facilitate improvements in the five performance attributes of each traffic record system.

With the information obtained during the research, KTC produced a living document that can be updated throughout the year. The document includes the response of each agency to the emerging findings of the research during the year, as initiated changes are introduced and assessed for effectiveness.

UK Kentucky Transportation – Crash Analysis Workshop

This project created and delivered a comprehensive crash workshop for city, county and highway district personnel. Five workshops were held in various locations across the state. Topics included overrepresentation, crash rates (and the disadvantages), Highway Safety Manual methodologies, crash tree diagrams (methods from FHWA's Systemic tool) and crash mapping.

50 local agencies, 27 state agencies, and 12 industries were represented in the workshops. The five workshops reached a total of 91 attendees.

KY State Police (KSP) – E-Crash KyOPS Web Portal Enhancement Project

This project completed by KSP, consisted of the following three phases –

Phase 1: Collision Report Images; This is a Web-Portal enhancement which allowed KSP to build a secure and automated method for KYTC to access and pull collision report images as needed. The purpose of this project was to allow ready access to collision report images to assist in research and data validations.

Status: 853 reports have been accessed since implementation in May. The reports accessed through the web service by KYTC has increased from 0 to 853.

Phase 2: GPS; This is an e-Crash Module enhancement which allowed KSP to enable KyOPS maps to access and use GPS devices to show current locations of users. The purpose of this project was to provide users with a starting point on the KyOPS map, which ultimately speeds up data entry and increases accuracy of the location data.

Phase 3: Roadway Data Interface; This is an e-Crash Module enhancement which allowed KSP to build an interface to transfer basic roadway data from KYTC to KyOPS. The purpose of this project was to auto-fill or pre-populate data that was previously manually entered to ensure accuracy.

The functionality of both the GPS Mapping feature and the Roadway Data Interface was completed and demonstrated for KY Office of Highway Safety on August 21, 2014. Because both of these features will be implemented in the new version of KyOPS, the actual measurement will be delayed until the first of the year with a production sampling.

Paid Media Report

In FY 2014, Kentucky conducted five major paid media campaigns - occupant protection, motorcycle helmet safety, sharing the road with motorcycles, summer traffic enforcement and impaired driving.

The occupant protection and impaired driving campaigns ran in conjunction with the Memorial Day “Click It or Ticket” and Labor Day and Holiday “Drive Sober or Get Pulled Over” mobilizations. The motorcycle helmet campaign ran during Motorcycle Safety Awareness Month in May and the enforcement campaign, “Blue Lights Across the Bluegrass,” ran throughout the summer. All campaigns used Doe Anderson marketing agency. Funds paid to these agencies include costs for advertising and services such as market research, media buying, editing of spots, account management, etc. *Note:* The “Share the Road with Motorcycles” campaign utilized only radio and internet, and cost under \$50,000 each, so the KOHS was able to buy directly with iHeart Media. *(We are required to use one of the two contracted agencies if the campaign is over \$50,000.)*

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

Holiday “Drive Sober or Get Pulled Over” December 13, 2013 – January 1, 2014

The NHTSA “Drive Sober or Get Pulled Over” television and radio spots ran statewide throughout the Christmas and New Year’s holiday, with an emphasis in counties with high impaired driving fatalities.

Drink coasters, posters and mirror clings with Drive Sober infographics were placed in bars and restaurants in counties with the highest number of impaired driving fatalities.



Internet banners were used on Facebook and Pandora to supplement the campaign's reach with the target groups. Display ads and pre-roll video (with companion ads where available) ran on national and local news sites. Ads linked to NHTSA's Drive Sober webpage www.nhtsa.gov/drivesober.



Signs were placed on bus shelters in Louisville and northern Kentucky, and on busses (TARC) and taxi cabs in Louisville. The KOHS Facebook and Twitter pages reflected the "Yellow Cab" images, and reminders were posted daily.

A press conference was held to kick off the campaign and to unveil the new Drive Sober Kentucky app. The app contains the following:

- A one-touch dial feature to call the Kentucky State Police if a motorist needs to report a drunken driver
- A list of local taxi services, sober ride programs and limousine companies by working with the caller's Global Positioning System
- A link to Kentucky's HERO designated driver campaign website



- Information on laws and penalties for driving while impaired and the cost of getting a DUI
- A Blood Alcohol Concentration calculator
- A feature that turns the camera into impairment goggles
- A feature to select a designated driver
- A Text-a-Fried feature

The app can be downloaded for free at www.DriveSoberKY.com.

The total cost of the campaign was \$ 175,000 and utilized NHTSA funds.

				2014						
				December						
				25	2	9	16	23	30	6
TV										
Q4 TV	:30	Bowling Green, Evansville, Louisville, Lexington, Paducah					150 grps 12/13-1/1			
Non-DMA Cable	:30	16 Targeted Counties					100 spts 12/13-1/1			
Radio										
Metro Radio	:30	Lexington, Louisville					150 grps 12/13-1/1			
Traffic Radio	:15/:10	Lexington, Louisville					100 spts 12/13-1/1			
Non-metro Radio	:30	16 Targeted Counties					38 spts 12/13-1/1			
Kentucky News Network	:30	Statewide					25 spots 8/16-9/2			
KNN - ANR	:60	Statewide								
Out-of-Home										
Restaurant	Coasters/Restroom	Targeted Counties					60 locations		Bonus	
Bus Shelters	Display	Louisville, NKY					8 shelters/mkt			
Trolleys	Interior Cards	NKY					8 displays			
Digital										
Digital	Audio/Banner	Statewide					1.6 MMimps 8/16-9/2			
Digital	Banner	Statewide					1.5 MMimps 8/16-9/2			
Digital	Pre-roll/Banner	Statewide					650 Kimps 8/16-9/2			
Digital	Sponsored Stories / Ads	Statewide					4 MMimps 8/16-9/2			

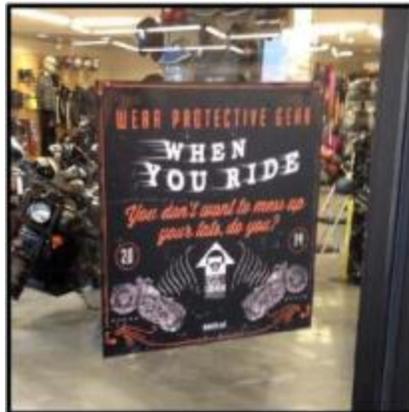
Motorcycle Safety Awareness Month May 1- 31, 2014



In recognition of May as Motorcycle Safety Awareness Month, the Kentucky Office of Highway Safety partnered with the Kentucky Motorcycle Program (KMP) on the “Gear Up. Train Up. Ride Kentucky” campaign to remind motorcyclists to wear protective gear and receive proper rider safety training. It targeted male and female motorcyclists statewide with an emphasis in counties with the highest number of motorcycle crashes.

Radio PSAs aired on metro and non-metro radio and statewide on the Kentucky News Network (KNN). An audio news release also ran statewide on KNN.

Gas station pump topper and window clings were placed at stations, and window clings, counter clings, and floor clings were placed at motorcycle dealerships and Department of Motor Vehicle offices in targeted counties.



Banner ads were placed on Facebook, while Digital Throttle and Vertical Scope were utilized to place ads on over 50 websites targeting motorcyclists, including Motorcycle-USA.com. Ads linked to the KMP website www.rideky.net

The total cost for this campaign was \$134,993 and utilized NHTSA Section 402 funds.

			2014							
			May							
			21	28	5	12	19	26	2	9
OPTION 2	Unit	Market								
Metro Radio	:30	Lexington/Louisville				May 1-31 300 gprs			Bonus	
Non-metro Radio	:30	Targeted Counties				May 1-31 15 spts/wk avg			Bonus	
Kentucky News Network	:30	Statewide				May 1-31 10x/wk				
Audio News Release	:60	Statewide								
Gas Station	Pump/ Window	Targeted Counties				80 stations				
Dealers/DMVs/Clerks	Window/ Counter	Targeted Counties				100 locations				
Digital	various	Statewide				612.8M impressions				
Facebook	Newsfeed / Right hand	Statewide				4 million impressions				

**“Click It or Ticket” enforcement campaign
May 12 – 26, 2014**



Image for window clings and gas pump toppers.

Kentucky used NHTSA’s “Click It or Ticket” radio and television PSAs for the statewide campaign, with an emphasis in counties with a high number of unrestrained fatalities.

Gas pump toppers and window clings were placed at stations in targeted counties, and press conferences were held in

various locations statewide.



Internet banner ads and mobile ads supplemented the campaign's reach on Facebook, Pandora and news and sports websites. Ads linked to www.nhtsa.gov/ciot.



To encourage citizens to become actively involved in the campaign, a Facebook contest asked our fans to post a #seatbeltselfie before they started the car. Winners were randomly drawn our advertising agency to win a \$50 Thorton's gas card. Four winners were chosen each week of the campaign.

The total cost for this campaign was \$174,844.50 and was supported with NHTSA Section 405 funding.

			2014								
			June								
			12	19	26	2	9	16	23	30	7
Option 2	Unit	Market									
Cable	:30	Targeted non-DMA Counties			50x/wk						
Traffic Radio	:10/:15	Lexington, Louisville			50x/wk						
Non-metro Radio	:30	Targeted Counties			12x/wk						
Kentucky News Network	:30	Statewide			10x/wk						
ANR		Statewide									
Out-of-Home	:60	Targeted Counties			85 stations					Bonus	
Digital	Various	Statewide			3.6 million impressions						
Facebook	Rightside, Newsfeed	Statewide			8 million impressions						

“Blue Lights Across the Bluegrass” summer campaign June – August 2014

The Kentucky Office of Highway Safety partnered with iHeart Media and Entertainment to promote the “Blue Lights Across the Bluegrass” campaign aimed to increase awareness of highway law enforcement and traffic safety laws.

Radio PSAs aired on metro and non-metro radio, statewide on the Kentucky News Network (KNN) and streamed on iHeart radio. An audio news release also ran statewide on KNN. In addition, special events and promotions occurred each month throughout the summer.



June:

Eight of iHeart’s top radio personalities took a modified version of the written and hands-on driving test. Each personality talked about their experience on their respective shows, and the Afternoon Underdogs broadcasted live during the driving portion of the test.

Additionally, each personality recorded a :60 audio and video spot. The radio spot ran for two weeks during their respective shows, and the video was placed on their radio show websites.



July:

KSR Summer Tour: The KOHS sponsored Kentucky Sports Radio’s (KSR) “Blue Lights Across” the Bluegrass summer affiliate tour throughout July. KSR is hosted by Matt Jones and airs on Clear Channel radio stations, broadcasted from 30 affiliates throughout the state. As the title sponsor, the KOHS received:

- One :30 network commercial each day during the tour
- Mention as show sponsor across the network daily
- Average of four live mentions by host each day
- On site presence at all tour stops
- 50 total iHeart streaming spots
- Home page takeover on WKJK website on first day of tour
- 15 promos per week on WKJK
- Fifteen :30 commercials on KNN



Speed Week: The KOHS sponsored “Speed Week” July 21 – 25 in with the Afternoon Underdogs featuring Tony Vanetti and Dave Jennings. The Dogs are the premier local sports show for University of Louisville fans. The Afternoon Underdogs airs daily on 790 AM WKRD and is streamed on iHeart.

Each day during “Speed Week” the Dogs broadcasted from five different locations, each representing what could happen if you speed:

- Monday – the back of a police car
- Tuesday – the courthouse
- Wednesday – the bus station
- Thursday – the hospital
- Friday – the cemetery

The KOHS also received live and recorded promos during each show and digital promos on the Afternoon Underdogs website.



August:



PGA promotion: The KOHS sponsored a three-question safe driving quiz that was promoted on the websites of iHeart station websites. Each participant with a perfect score was entered to win a pair of tickets to one-day at the PGA Championship held in Louisville in August. On-air personalities recorded messages encouraging listeners to participate.

State Fair: The KOHS partnered with 97.5 WAMZ to sponsor two concert days at the Kentucky State Fair. Attendees at the Highway Safety booth and WAMZ booth were given the chance to take a three-question safe driving quiz. Each participant with a perfect score was entered to win a pair of tickets for preferred seating to the concert that evening.

In addition, the KOHS received:

- A minimum of 12 produced on-air sponsorship announcements, one every hour the day of the sponsorship
- Live sponsor mentions during live broadcasts from the WAMZ booth
- Logo on WAMZ’s Kentucky State Fair webpage

The total cost for this campaign was \$138,550 and was supported with NHTSA Section 402 funding.



**Labor Day “Drive Sober or Get Pulled Over”
August 13—September 1, 2014**



Image used for internet ads, gas station pump toppers, bus shelters, window clings and cab toppers.

Gas station pump toppers and window clings were placed at 90 stations in the targeted counties. The KOHS Facebook and Twitter pages reflected the “Yellow Cab” images, and reminders were posted daily. Press conferences were held in various locations statewide.

The “Drive Sober or Get Pulled Over” campaign focused on drivers age 25 and over, with remaining drivers a secondary target. Television and radio spots aired statewide, with an emphasis in counties with high impaired fatality and crash rates.

Internet banners were used on Facebook and Pandora to supplement the campaign’s reach with the target groups. Display ads and pre-roll video (with companion ads where available) ran on national and local news sites. Signs were placed on bus shelters in Louisville and northern Kentucky, and on busses (TARC) and taxi cabs in Louisville.



Law enforcement agencies from Kentucky, Ohio and West Virginia gathered in Ashland, KY to kick off of the Labor Day ‘Drive Sober or Get Pulled Over’ campaign.

The total cost of the media buy for this campaign was \$174,917.50 This contract was supported with NHTSA Section 410 funding.



“Share the Road with Motorcycles”
Spring campaign: March 10 – 31, 2014
Fall campaign: August 4 – 31, 2014

The KOHS split the “Share the Road with Motorcycles” campaign in order to target motorists in the spring and fall, and not compete with other summer campaigns. Doe Anderson marketing agency was used for all elements except for radio, which was purchased through Clear Channel Media.

NHTSA’s “Share the Road” radio spots and an audio news release ran statewide on the Kentucky News Network. NHTSA’s spots also ran on local stations in counties with the highest number of motorcycle crashes.

Additionally, internet banner ads were placed websites, Facebook, and Pandora. Mobile ads were utilized as well. All ads linked to NHTSA’s motorcycle website www.nhtsa.gov/Safety/Motorcycles.

The cost was \$49,950 to Clear Channel for each campaign and \$30,000 to Doe Anderson for each campaign. The flow charts below are from Doe Anderson.

			2014								
			March				April				
			3	10	17	24	31	7	14	21	
Digital											
Facebook	Headline w/ Website Link	Statewide	[Blue bar]								
Rocketfuel	300x250, 728x90, 160x600, Mobile	Statewide	[Blue bar]								
Pandora	Audio/Banner/ Mobile	Statewide	[Blue bar]								

			2014								
			August				September				
			4	11	18	25	31	7	14	21	
Digital											
Facebook	Headline w/ Website Link	Statewide	[Blue bar]								
Rocketfuel	300x250, 728x90, 160x600, Mobile	Statewide	[Blue bar]								
Pandora	Audio/Banner/ Mobile	Statewide	[Blue bar]								

Sports Media Opportunities

Kentucky Speedway

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



This year, the KOHS sponsored the John R. Elliott Hero Campaign 300 sponsored by Drive Sober or Get Pulled Over. The race sponsorship was announced at a press conference held at the Speedway. HERO Campaign founders Bill and Murial Elliott served as honorary grand marshalls and a victim of a drunken driving crash was the honorary starter.

In addition to the race sponsorship, the contract included advertising throughout the racing season. The \$250,000 contract utilized \$209,500 in NHTSA funds and \$40,500 in FHWA funds.

Advertising included:

- Two trackside billboards and one outside-facing billboard
- One main concourse sign and one pedestrian tunnel sign
- One full-page color advertisement in all racing programs
- Sponsorship of the reverse side of all 2014 parking credentials
- 15-second PA announcement during each event
- A 40' x 40' display area at two races and/or special event



Bill and Murial Elliott present the trophy to race winner Kevin Harvick. The HERO campaign is named after the Elliott's son, John, who was killed by a drunken driver. The campaign's goal is to promote the use of designated drivers.

JD Motorsports, Inc.

The KOHS was the primary marketing partner of the No. 1 "Drive Sober or Get Pulled Over" Chevrolet, driven by Landon Cassill, for the John R. Elliott Hero Campaign 300. Sponsorship included naming rights and primary placement on the vehicle's hood, upper quarter panels, and TV panel. The Drive Sober campaign was publicized on Cassill's website and in all race-related media for the event, including a press release announcing the partnership that was sent to all national racing publications.



Photo that was posted on Landon Cassill's website promoting the No. 1 Drive Sober or Get Pulled Over Chevrolet.

Rupp Arena Sports and Entertainment Properties – Downtown Lexington

The KOHS renewed its contract with Rupp Arena Sports and Entertainment Properties. Rupp Arena, in downtown Lexington, seats over 23,000 and hosts events including the University of Kentucky men's basketball games, which consistently fill to capacity. Additionally, four women's basketball games, the Kentucky High School Athletic Association's (KHSAA) boys' state basketball tournament, musical concerts and family shows are held in the arena. Approximately one million patrons attend an event at Rupp Arena each year. Total attendance at University of Kentucky men's basketball games alone is over 370,000 per season.

It is estimated that the program generated over 15 million exposures through the various messages that were placed inside and outside the arena. The \$169,240 contract is split equally using NHTSA and FHWA funding. The contract includes the following platforms for highway safety messaging:

- Six minutes per hour on four 3' x 20' revolution panels located under each video board
- One :30 commercial per hour and five minutes of static branding time per hour, per event on lobby plasma.
- One rotational unit on concession stand IPTVs at all Rupp Arena events (*pictured below*).
- Five large "Click It or Ticket" parking booth signs and two post signs outside of Rupp Arena (*pictured below*).
- One unit of electronic courtside signage displayed for two minutes at each men's basketball game (*pictured above*).
- Messaging rights on two matrix boards facing both the east and west sides of the adjoining Hyatt Hotel.



Two separate messages are displayed courtside: "Click It or Ticket" and "Drive Sober or Get Pulled Over."

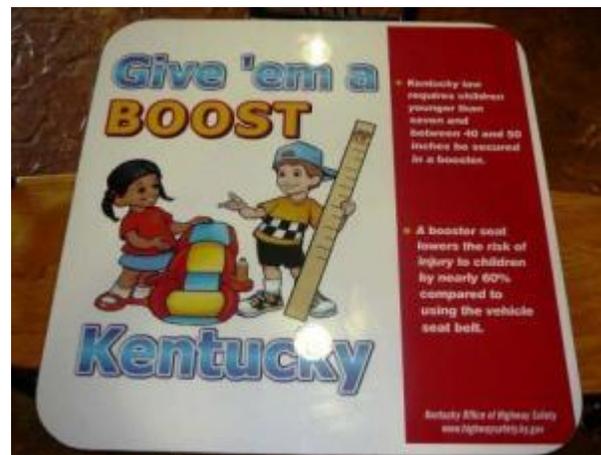
- The opportunity to set up information tables at six events per year at Rupp Arena or the Lexington Convention Center.
- Exclusive sponsor of the score ticker on all concourse televisions inside Rupp Arena.
- Exclusive partner on all Rupp Arena seat cup holders.
- Ten table tops in the food court of the Lexington Center (*Click It or Ticket*, *Drive Sober*, *One Text or Call Could Wreck It All*, and *Give 'Em a Boost*).



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



Parking booth sign at Rupp Arena.



Images of table tops located in the food court at the Lexington Center, which is connected to Rupp Arena.

IMG Communications- University of Kentucky

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

Advertising includes:

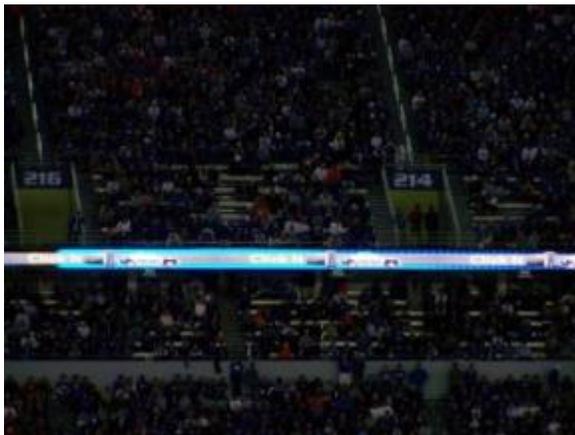
- :30 radio and television ads featuring the coach during locally broadcast games, pre- and post-game shows, coaches shows and special events.
- Print ads featuring the coach in sponsored game day magazine (*pictured*).
- Replay sponsorship at all games.
- PA announcements at all games.
- Parking pass sponsorship.
- Various electronic and static signage throughout each venue.

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

The \$600,000 contract is divided equally using NHTSA and FHWA funds.



UK Men's Basketball ad featuring Coach John Calipari.



Click It or Ticket ribbon board rotates with a Drive Sober ribbon board multiple times throughout UK football games at Commonwealth Stadium.

Louisville Sports Properties- University of Louisville

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

Advertising includes:

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



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



- Website/internet exposure on U of L Athletics homepage.
- The opportunity to promote highway safety messages utilizing U of L's Facebook page two times per year (*pictured*).
- Promotional booth space at one home men's basketball game
- Color print ad in football and basketball game day program
- Football game sponsorship

Louisville Sports Properties - KFC YUM! Center

The KOHS extended its contract with the Louisville Sports Properties to promote highway safety messages at the KFC YUM! Center. The \$66,200 contract was split equally using NHTSA and FHWA funds.



Located in downtown Louisville, the YUM Center seats over 22,000 and hosts events including the University of Louisville men's and women's basketball games, which regularly fill to capacity. Additionally, musical concerts, conventions and family shows are held in the arena. The contract includes:

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

IMG Sports Marketing – Western Kentucky University

The contract with IMG promotes highway safety messaging at Western Kentucky University home football games, men's and women's basketball games and baseball games. The \$78,271 contract is split equally using NHTSA and FHWA funds.

The contract includes:



- Permanent link on WKU sports website
- Two 30-second radio spots and two live reads during all game broadcasts
- Two 30-second radio spots during all coaches' shows.
- One 30-second television spot during the football coach's show.
- "Click It or Ticket" scoreboard signage at Diddle Arena for men's and women's basketball games.

- “Click It or Ticket” videoboard signage at Houchens L.T. Smith football field (pictured).
- Print ads in football and men’s basketball programs.
- Opportunity for a special promotion/presentation at a football or basketball game.

Kentucky High School Athletic Association (KHSAA)



The Kentucky Office of Highway Safety extended its partnership with the Kentucky High School Athletic Association (KHSAA).

At both the previously mentioned boys’ basketball tournaments at Rupp Arena in Lexington the girls’ state basketball tournament at Diddle Arena in Bowling Green, the KOHS promotes Drive Sober, Click It or Ticket and One Text or Call Could Wreck It All on scoreboard and courtside signs (pictured).

Signage at the Girls’ Sweet 16.

Additionally, PSAs featuring University of Kentucky men and women’s basketball coaches are aired during each game throughout the tournament. The \$15,000 contract is paid with FHWA funds.

Huddle, Inc.

The KOHS partnered with Huddle, Inc. to sponsor tickets for events at 62 high schools throughout the state, located in counties with higher-than-average unbelted crashes, reaching approximately 1.9 million people. The ‘Buckle Up in Your Truck’ message was utilized in counties in eastern and western Kentucky, while the ‘Click It or Ticket’ message was utilized in central Kentucky. The \$39,000 contract was paid with NHTSA funds.



iHigh.com



We entered into a contract with iHigh.com which provides schools, colleges and other youth related organizations with free web tools and video streaming that connect sports and activities to the premier Global Youth Network. We purchased internet banner ads and video ads during NHTSA's major campaigns "Click It or Ticket" and "Drive Sober or Get Pulled Over" in addition to "One Text or Call Could Wreck It All" during April's Distracted Driving Awareness Month. All ads linked to the corresponding NHTSA campaign website. The \$6,000 contract was paid with FHWA funds.



Image of digital ad on iHigh.com

Kentucky High School Radio Network Scoreboard (Clear Channel Radio)



All high school scores and coaches' interviews can be heard across the state of Kentucky each Friday night from 10 p.m. to midnight. During these shows, hosted by Rick Shaw, the KOHS runs four 30-second PSAs for a total of 33 weeks. The PSAs rotate between "Click It or Ticket" and "Drive Sober or Get Pulled Over," as well as distracted driving, motorcycle helmet safety and "Share the Road" with motorcycles. The host introduces each PSA with a 15-second introduction, provided by the KOHS. The \$6,200 contract is paid with FHWA funds.

Sports Image

The KOHS continued its partnership with Sports Image to place "Click It or Ticket" banners or signs in gymnasiums or sports fields in high schools in counties with a high number of unbelted fatalities.

A \$24,000 contract utilized FHWA funds to complete signage in all schools within our targeted counties, in addition to signage on the steps at Frankfort High School's gym. The step decals display "Click it or Ticket" and "One Text or Call Could Wreck It All" logos.

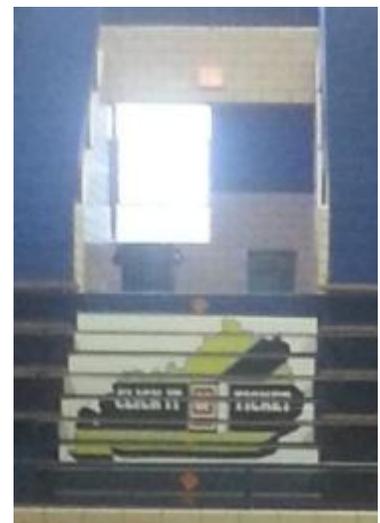


Image of 'Click It or Ticket' step decal at Frankfort High School gymnasium.

Afternoon Underdogs daily radio show



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

The contract for the Afternoon Underdogs includes:

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



The Afternoon Underdogs, interviewing Director Bill Bell at a child passenger safety check-up event in Louisville

A majority of the commercials are personally recorded by the host, Tony Vanetti.

The \$30,275 contract is split equally using NHTSA and FHWA funds.

Kentucky Sports Radio with Matt Jones - statewide daily radio show



Matt Jones is the moderator and founder of one of the largest independent college sports franchises in America -- Kentucky Sports Radio (KSR) and kentuckysportsradio.com. KSR originates from WKJK in Louisville and is syndicated throughout the state on 30 affiliates in 27 markets across the state. Matt's show is a mixture of UK basketball, football and recruiting news brought you as he says "in the most ridiculous manner possible." In addition to the live show's success, the podcast of the radio show is the #1 college sports podcast on iTunes.



Matt personally records :30 PSAs about drunk driving (Drive Sober or Get Pulled Over,

Fans Don't Let Fans Drive Drunk, HERO designated driver campaign, etc.) that air during the two-hour show.

The contract totaled \$32,780 and is splits NHTSA and FHWA funds equally.

Kentucky Sports Radio statewide post-game show



Matt Jones is also the host of the KSR post-game show on 84 AMWHAS in Louisville and 630 AM WLAP and 98.1 FM WBUL in Lexington – two major media markets in Kentucky. Starting with the first UK football game in

September and continuing through all of football and basketball season, Matt and his guests offer their unique insight into the game and take calls from listeners to discuss all things UK during this one-hour show. His drunken driving PSAs air at various times throughout the year.

Total cost of the contract is \$2,388 and is split equally between NHTSA and FHWA funds.

Louisville Bats



The Louisville Bats, the Triple-A affiliate of the Cincinnati Reds, are second in the International League in attendance, with an average of 8,553 fans per game.

The \$7,000 contract is split equally using NHTSA and FHWA funds. The contract includes:

- One 5' x 6' back-lit "Click It or Ticket" sign located in Louisville Slugger Field concourse (*pictured*).
- A highway safety announcement reminding fans to drive safely at the end of the 72 home games is accompanied by our logo on the video board.
Information booth at Slugger Field
- A radio reminder to fans to buckle up at the end of each of the 144 games broadcast on WKRD 790 AM.
- A display table in the concourse to distribute information and an on-air interview with the radio broadcaster.

Lexington Legends



The **Lexington Legends** is a Minor League Baseball team of the South Atlantic League and the Class A affiliate of the Kansas City Royals. The team is located in Lexington, Kentucky, and plays its home games at Whitaker Bank Ballpark with a capacity of over 9,000.

The KOHS sponsors the instant replays. The replay opens with a seat belt unbuckling as the PA announcer reads “Here comes a Click It or Ticket instant replay brought to you by the Kentucky Office of Hwy Safety. Arrive ‘safe at home’ by always buckling up.” After the replay, the video closes with a seat belt buckling and the announcer saying, “That was another Click It or Ticket instant replay.”

The benefit of this one is that any instant replay we do is seen in the stadium obviously, but also on TV during the actual game – so its double exposure up to six times per game.

The \$5,000 contract was paid with NHTSA funds.

<http://highwaysafety.ky.gov>

GTS	402	405c	405b Low HVE	405d	405f	408	410	2010	Total	% Total
Planning and Administration	\$63,148.73								\$63,148.73	0.9%
Traffic Records	\$67,390.10								\$67,390.10	1.0%
Impaired Driving	\$364,831.62			\$532,945.89			\$1,049,769.91		\$1,947,547.42	28.9%
Occupant Protection	\$892,621.21		\$128,175.65						\$1,020,796.86	15.1%
Pedestrian Bicycle Safety	\$0.00								\$0.00	0.0%
Safe Communities	\$48,321.34								\$48,321.34	0.7%
Police Traffic Services	\$1,188,647.11								\$1,188,647.11	17.6%
Motorcycle Safety					\$3,875.45				\$3,875.45	0.1%
Roadway Safety	\$69,429.57								\$69,429.57	1.0%
Community Traffic Safety	\$164,277.55								\$164,277.55	2.4%
Data Program						\$698,475.70			\$698,475.70	10.4%
Accident Investigation	\$23,449.76								\$23,449.76	0.3%
Paid Media-Other	\$106,010.81		\$165,469.54	\$103,225.93	\$59,165.69		\$923,625.56	\$94,203.29	\$1,451,700.82	21.5%
Total	\$2,988,127.80	\$0.00	\$293,645.19	\$636,171.82	\$63,041.14	\$698,475.70	\$1,973,395.47	\$94,203.29	\$6,747,060.41	100.0%

