FY 2013 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
Grants Management Branch

Pictured above from left to right beginning with the front row are Leslie Kennedy, Holly Crosthwaite, Bill Bell, Stephanie Britton, and Lori Macintire; back row are Dave Finan, Greg Dennison, Bob Criswell, Steve Wright, Nate Dean, Jonathan Moore, Ryan Fisher, Michael Schwendau, and Bill Tower

The Kentucky Office of Highway Safety does not discriminate on the basis of race, color, national origin, sex, religion, age, disability, or marital status in employment, or provision of services, and provides, upon request, reasonable accommodation including auxiliary aids and services necessary to afford individuals with disabilities an equal opportunity to participate in all programs and activities.

Printed with Federal Funds.
December 2013

Table of Contents

	Page
Introduction	1
Crash Data Summary	1
Kentucky Crash Data/Trends	2
Fiscal Year 2013 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	18
Grants to Non-Law Enforcement	19
Occupant Protection Program	22
Grants to Law Enforcement	22
Occupant Protection Mobilization	22
May Mobilization Grants	25
Law Enforcement Liaisons	25
Occupant Protection Awards Ceremony	27
Occupant Protection Educational Projects	28
Police Traffic Services Program	30
Grants to Law Enforcement	30
Blue Lights Across the Bluegrass	30
Kentucky Lifesavers Conference	31
Safe Communities Program	31
Accident Investigation	33
Pedestrian/Bicycle Safety	33
Traffic Safety Information Systems Improvement Grants	34
Paid Media Report	37
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 during federal fiscal year 2013 (October 1, 2012 through September 30, 2013). 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 two percent during the last year, from 127,524 in 2011 to 124,844 in 2012. Consistent with the national trend during 2012, Kentucky saw an increase in the yearly fatalities for the first time in since 2005. The number of fatalities in Kentucky increased this past year by 3.5%, from 721 in 2011 to 746 in 2012. As a result, Kentucky's fatality rate per 100 million vehicle miles traveled (VMT) also increased from 1.50 in 2011 to 1.58 in 2012. By comparison, the national fatality rate is 1.23.

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	2006	2007	2008	2009	2010	2011	2012
	913	864	826	791	760	721	746
Number of Rural Fatalities	**2006**	**2007**	**2008**	**2009**	**2010**	**2011**	**2012**
	518	525	483	473	429	403	447
Number of Urban Fatalities	**2006**	**2007**	**2008**	**2009**	**2010**	**2011**	**2012**
	395	339	343	318	331	318	299
Number of Unrestrained Fatalities	**2006**	**2007**	**2008**	**2009**	**2010**	**2011**	**2012**
(all seating positions)	474	382	381	356	319	310	322
Crash Rate	**2006**	**2007**	**2008**	**2009**	**2010**	**2011**	**2012**
(per 100 million VMT)	267	260	262	267	265	265	265
Fatality Rate	**2006**	**2007**	**2008**	**2009**	**2010**	**2011**	**2012**
(per 100 million VMT)	1.90	1.80	1.75	1.70	1.58	1.50	1.58
Number of Serious Injuries	**2006**	**2007**	**2008**	**2009**	**2010**	**2011**	**2012**
	5,542	5,082	4,620	4,491	4,057	3,873	3,825
Fatality & Serious Injury Rate	**2006**	**2007**	**2008**	**2009**	**2010**	**2011**	**2012**
(per 100 million VMT)	13.6	11.9	11.5	11.2	10.0	9.5	9.7
Fatality Rate Per 100K Population	**2006**	**2007**	**2008**	**2009**	**2010**	**2011**	**2012**
	21.7	20.4	19.3	18.3	17.5	16.5	17.0
Fatal & Serious Injury Rate	**2006**	**2007**	**2008**	**2009**	**2010**	**2011**	**2012**
(per 100K population)	153.5	134.4	127.6	122.4	111.0	105.1	104.4
Number of Alcohol Related Fatalities	**2006**	**2007**	**2008**	**2009**	**2010**	**2011**	**2012**
(operator with .08+ BAC)	188	204	160	203	167	158	148
Percent of Fatalities - Alcohol-Related	**2006**	**2007**	**2008**	**2009**	**2010**	**2011**	**2012**
	21%	24%	19%	26%	22%	22%	20%
Alcohol Related Fatality Rate	**2006**	**2007**	**2008**	**2009**	**2010**	**2011**	**2012**
(per 100 million VMT)	0.39	0.43	0.34	0.43	0.35	0.33	0.31

Speeding-related crashes	2006	2007	2008	2009	2010	2011	2012
	7,931	6,847	7,533	7,278	7,141	7,180	6,343

Speeding-related fatalities	2006	2007	2008	2009	2010	2011	2012
	160	132	154	135	138	127	130

Percent of Front Seat Occupants	2007	2008	2009	2010	2011	2012	2013
Using Safety Belts	72.0%	73.3%	79.7%	80.3%	82.2%	83.7%	85.0%

Child Restraint Usage - (<Age 4)	2007	2008	2009	2010	2011	2012	2013
	98.5%	98.0%	98.6%	96%	97%	98%	98%

Number of Motor Vehicle Crashes	2006	2007	2008	2009	2010	2011	2012
	127,252	124,553	123,530	126,237	127,456	127,524	124,844

Motorcycle-involved crashes	2006	2007	2008	2009	2010	2011	2012
	1,765	2,087	2,159	1,915	1,961	1,839	1,967

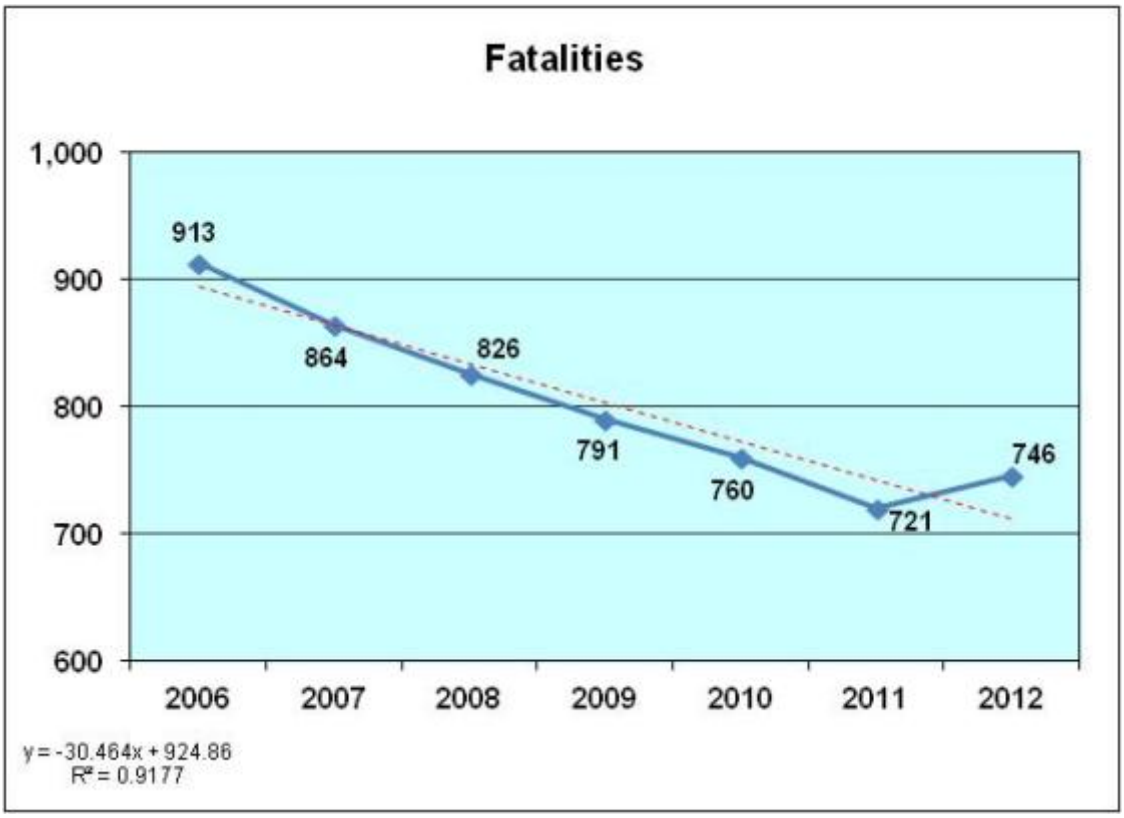
Motorcycle-Involved Fatal Crashes	2006	2007	2008	2009	2010	2011	2012
	94	112	96	85	92	71	93

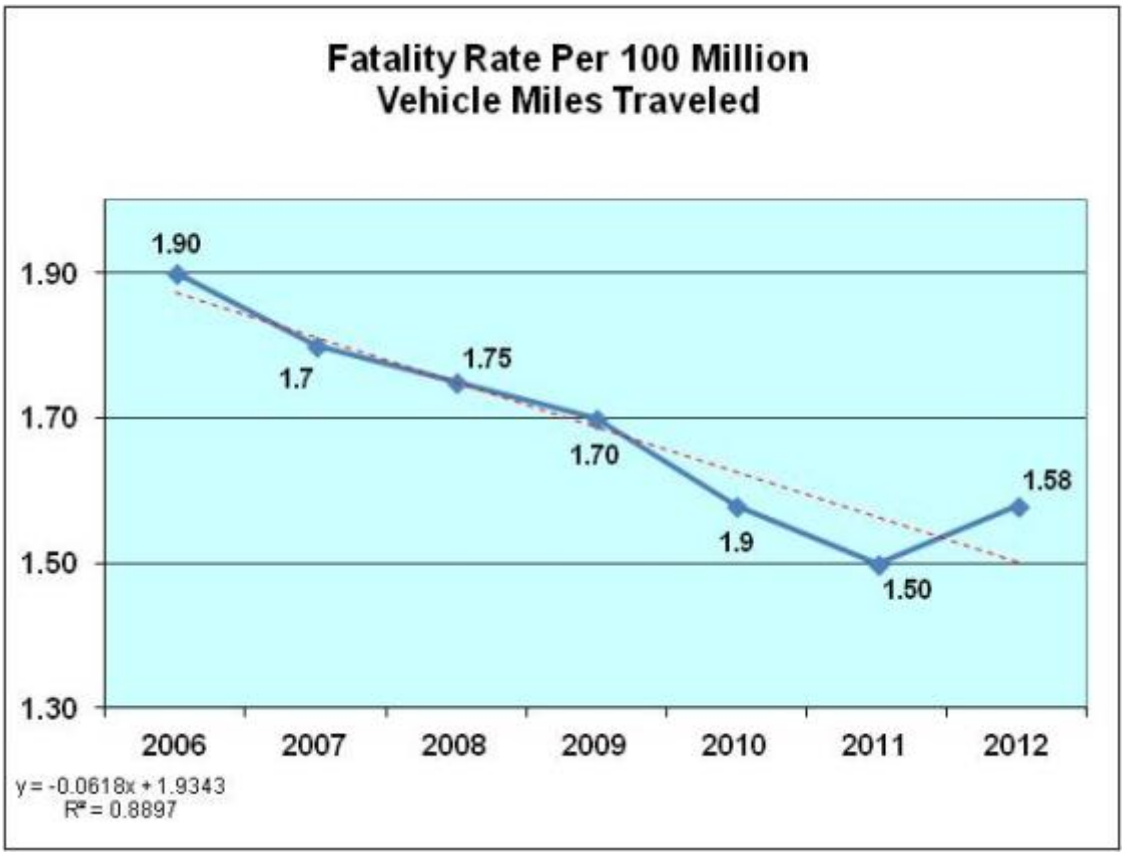
Motorcyclist Fatalities	2006	2007	2008	2009	2010	2011	2012
	89	113	96	88	97	72	98

Unhelmeted Motorcyclist Fatalities	2006	2007	2008	2009	2010	2011	2012
	68	72	60	47	60	42	61

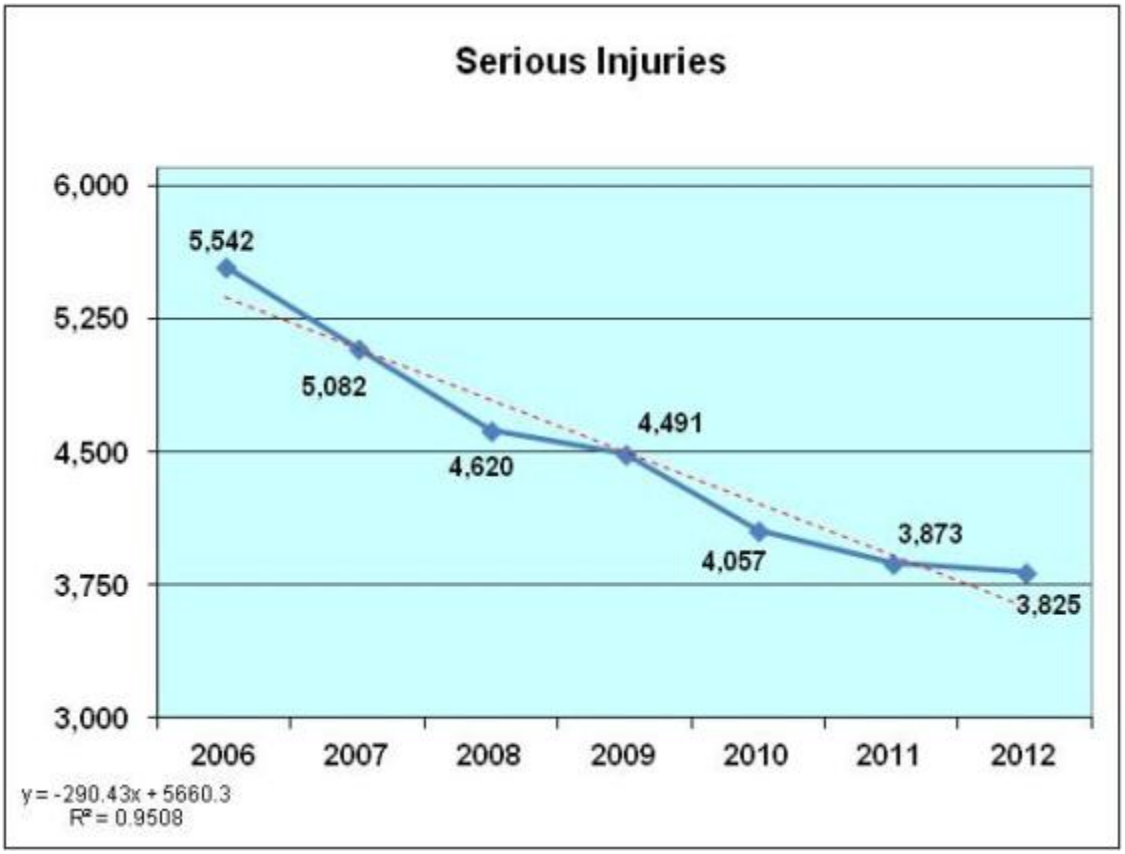
Drivers Age < 20 Involved in Fatal Crash	2006	2007	2008	2009	2010	2011	2012
	135	117	92	112	83	63	74

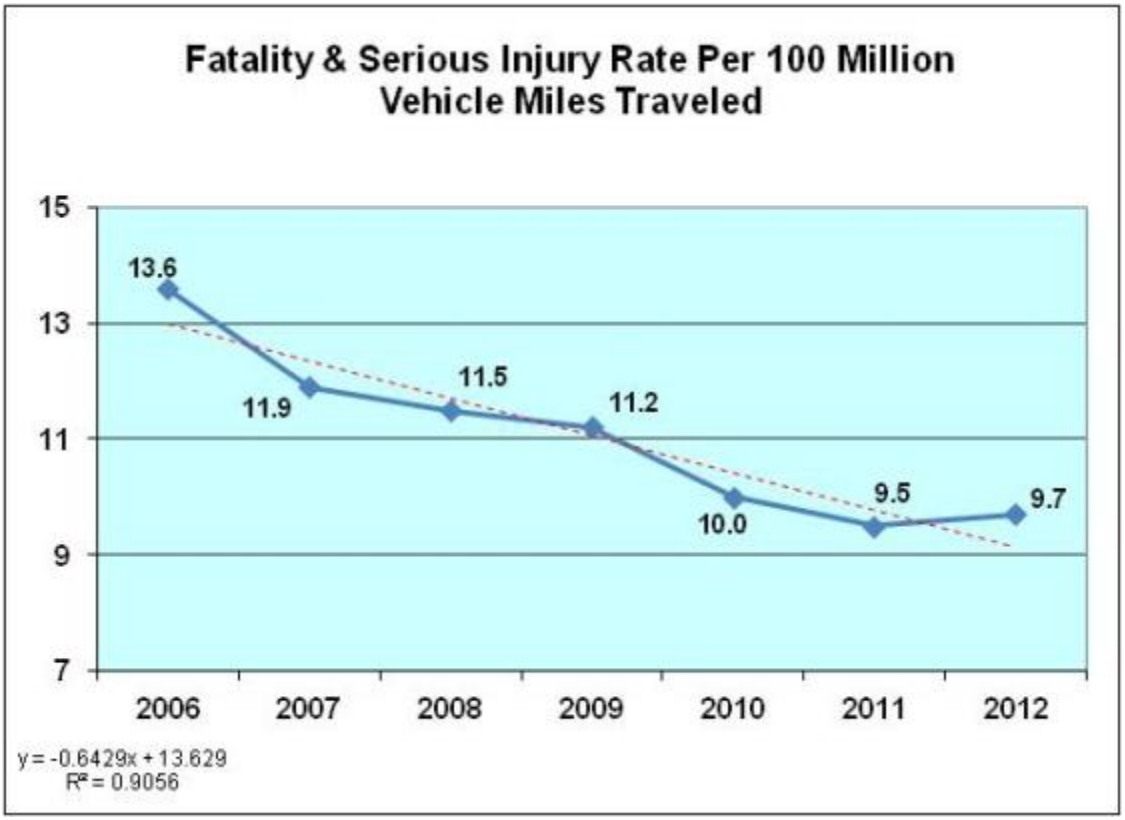
Pedestrain Fatalities	2006	2007	2008	2009	2010	2011	2012
	52	44	67	39	61	52	54



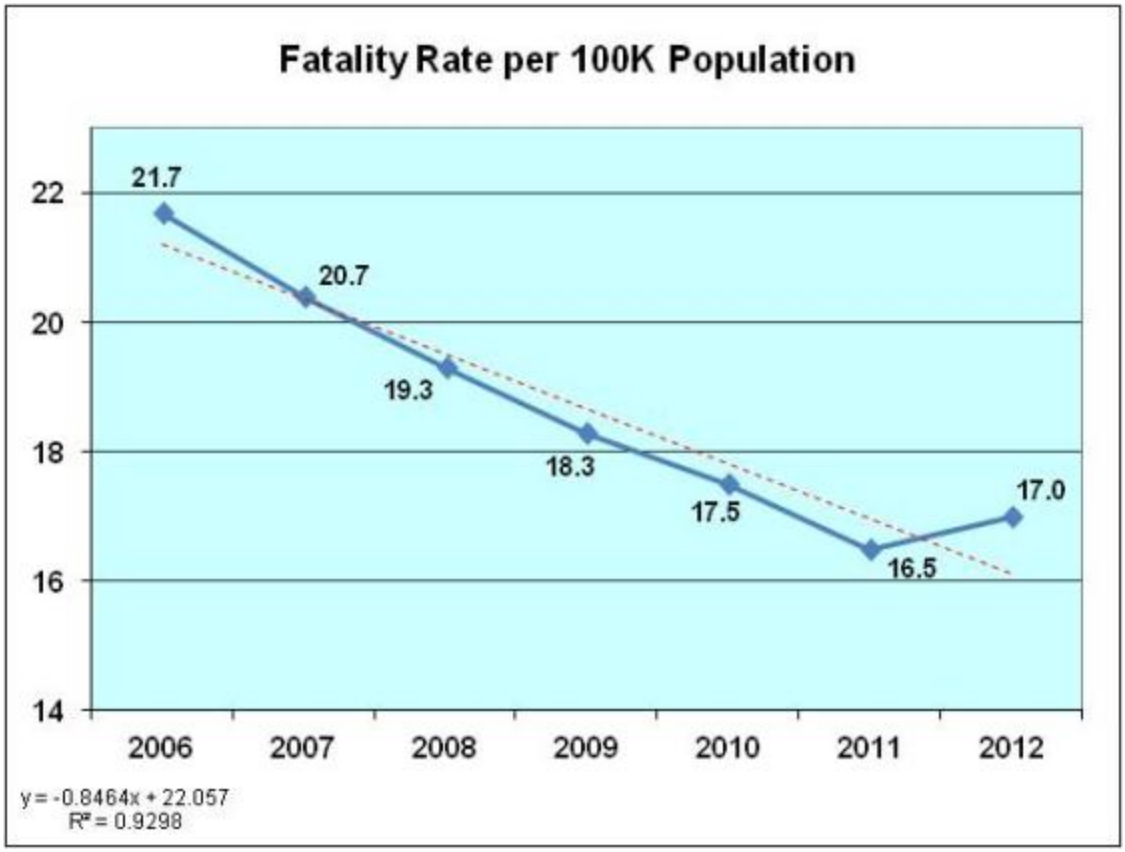


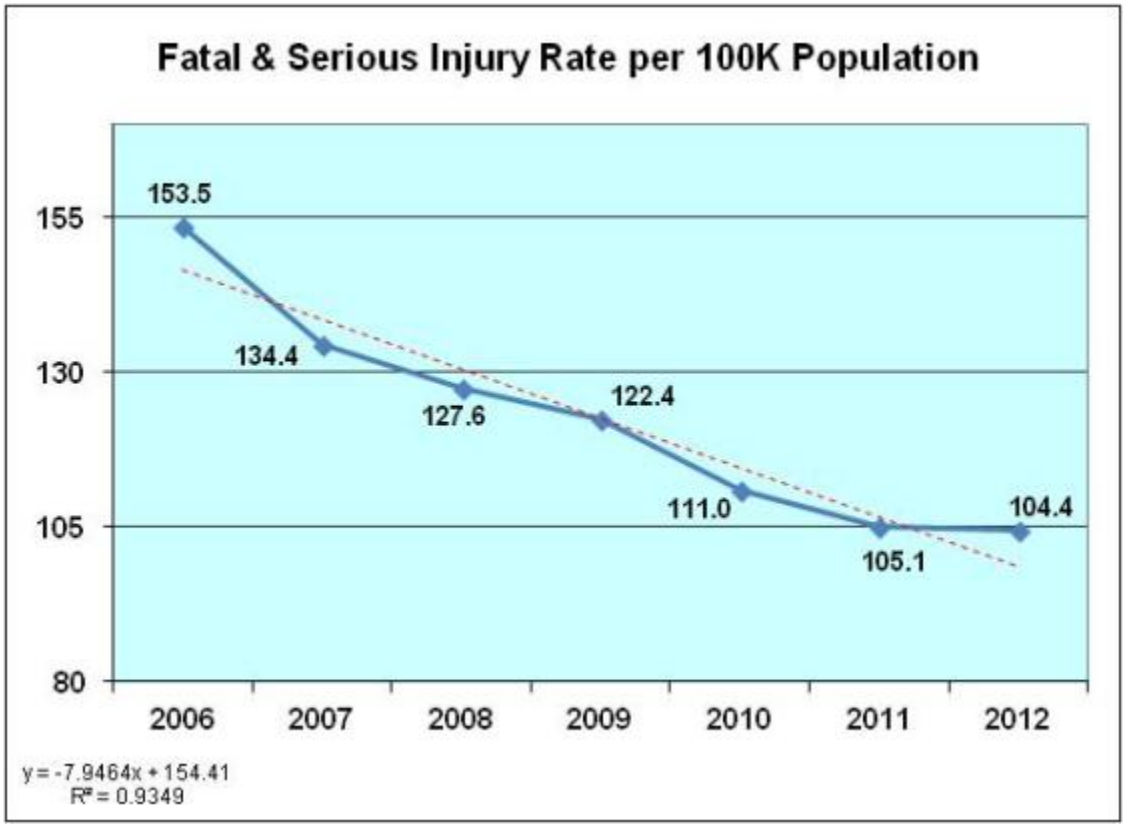
Note: Dashed red line indicates trend



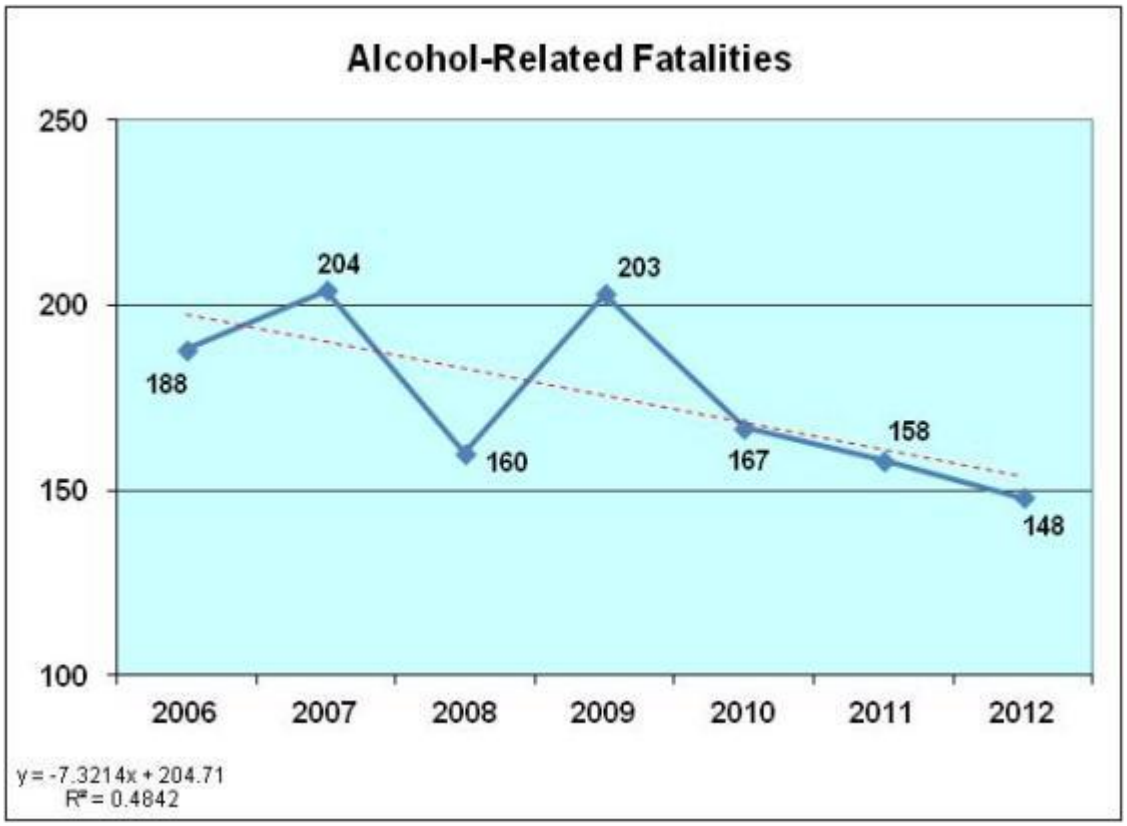


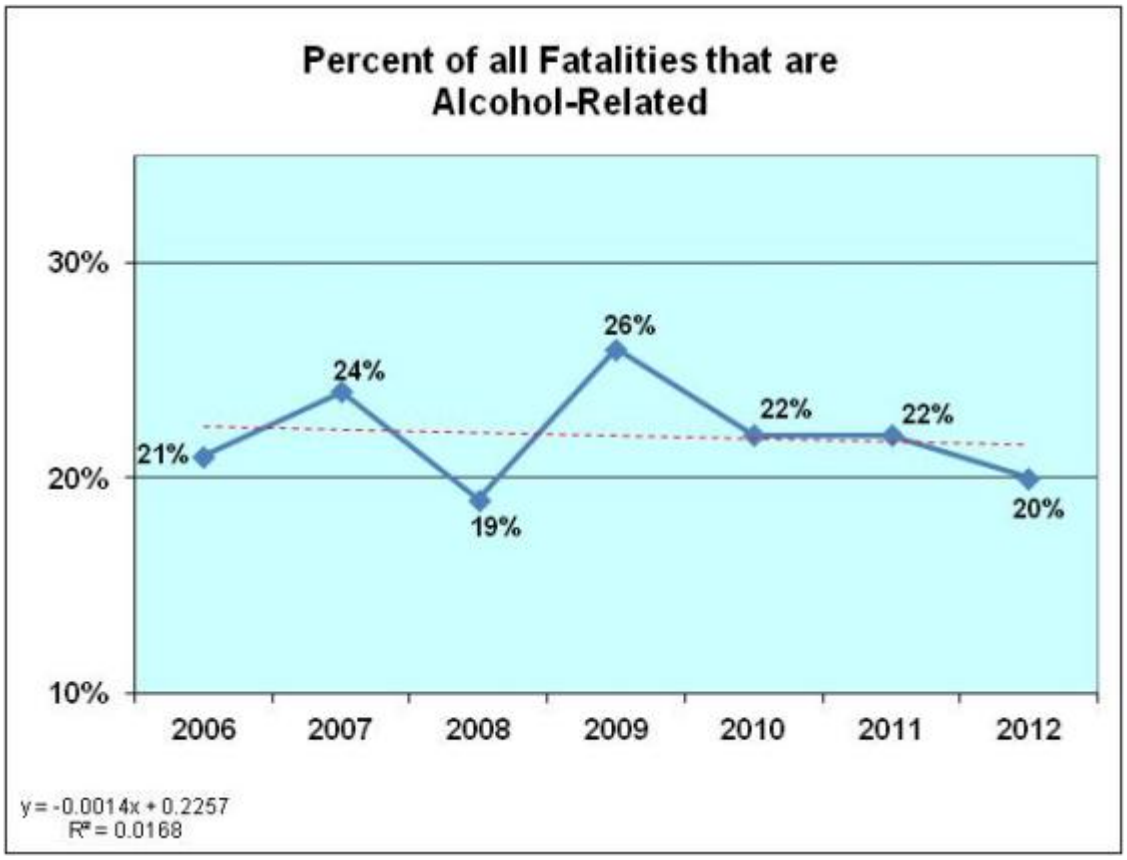
Note: Dashed red line indicates trend



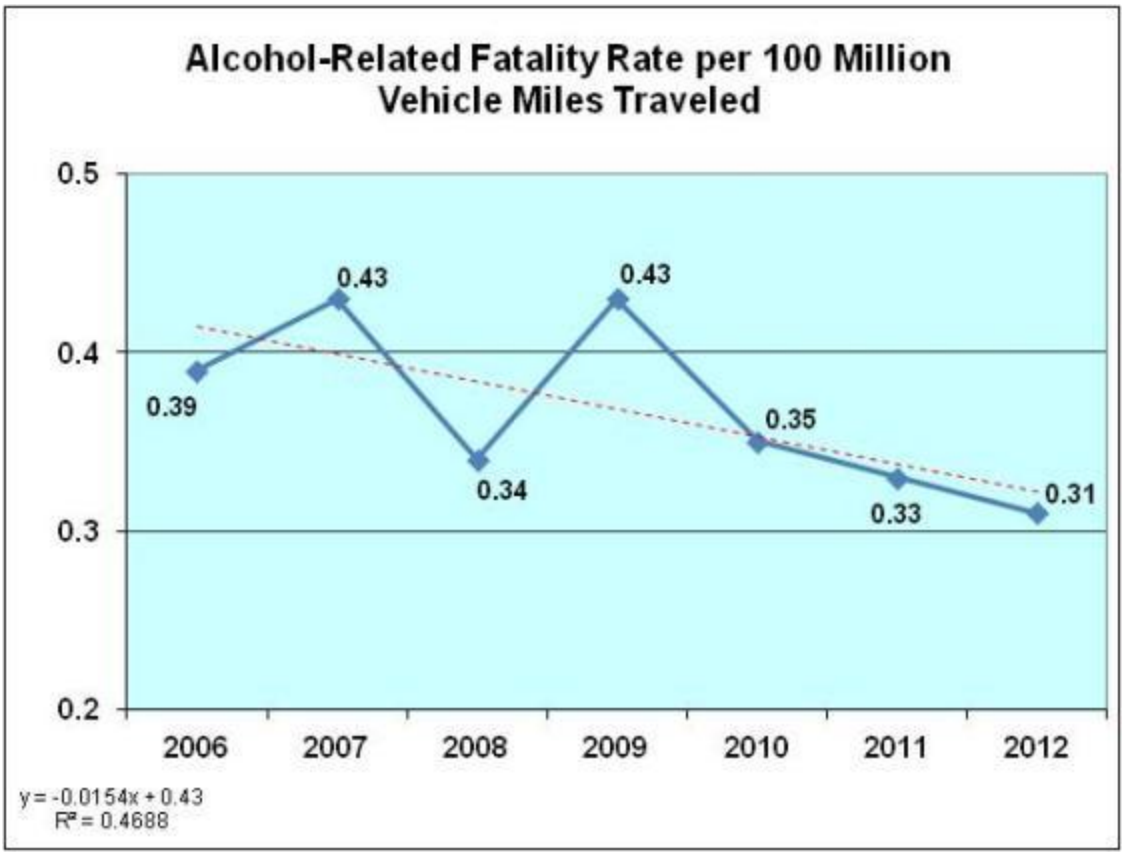


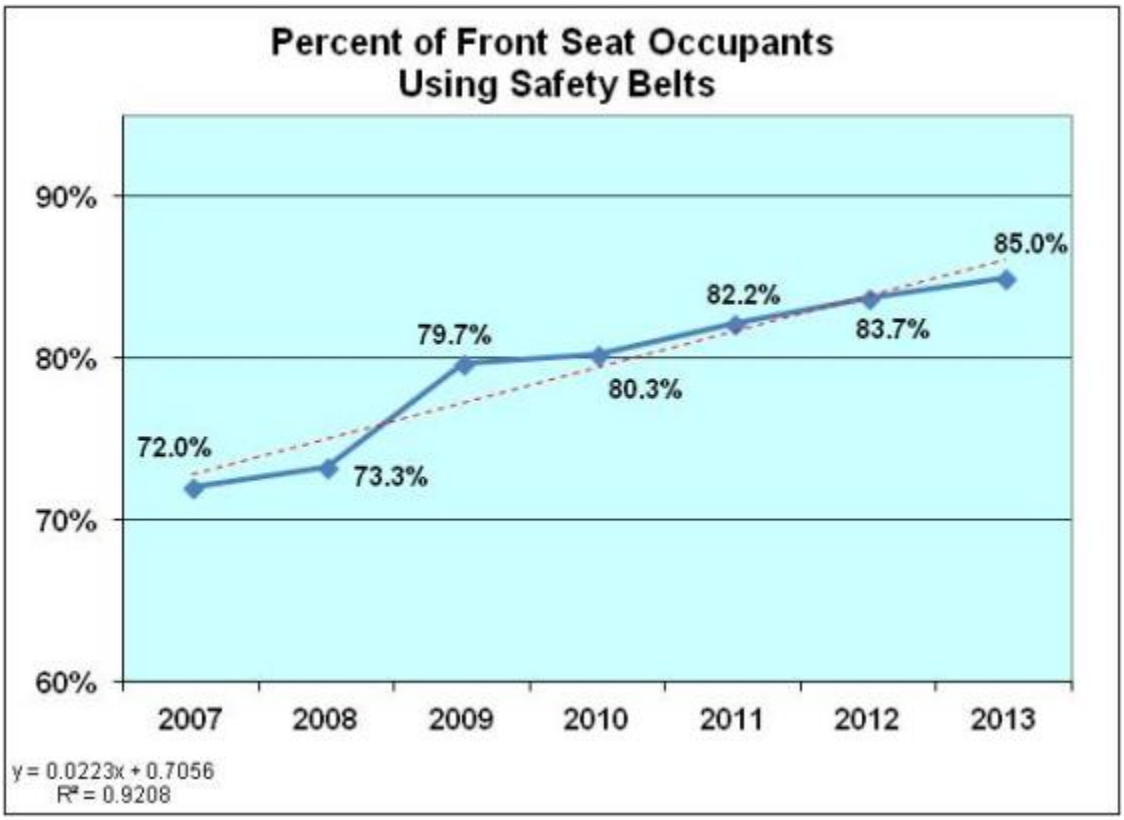
Note: Dashed red line indicates trend



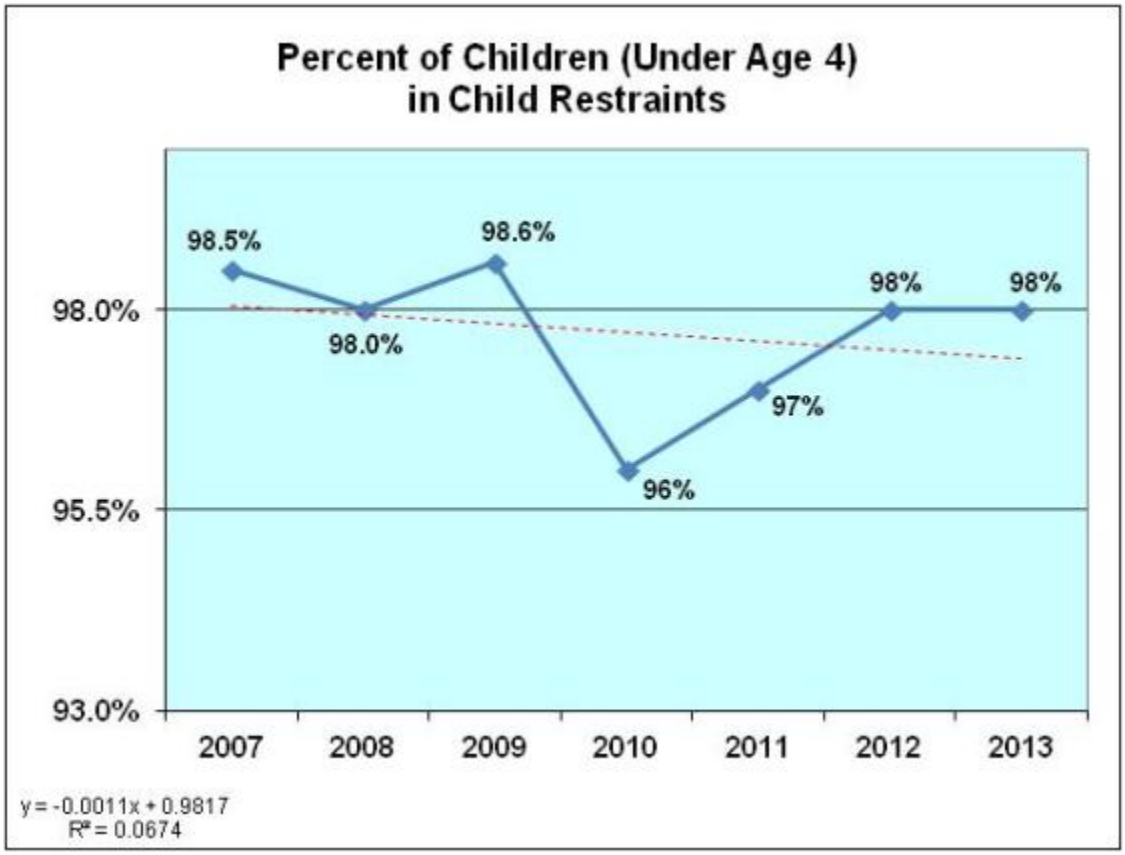


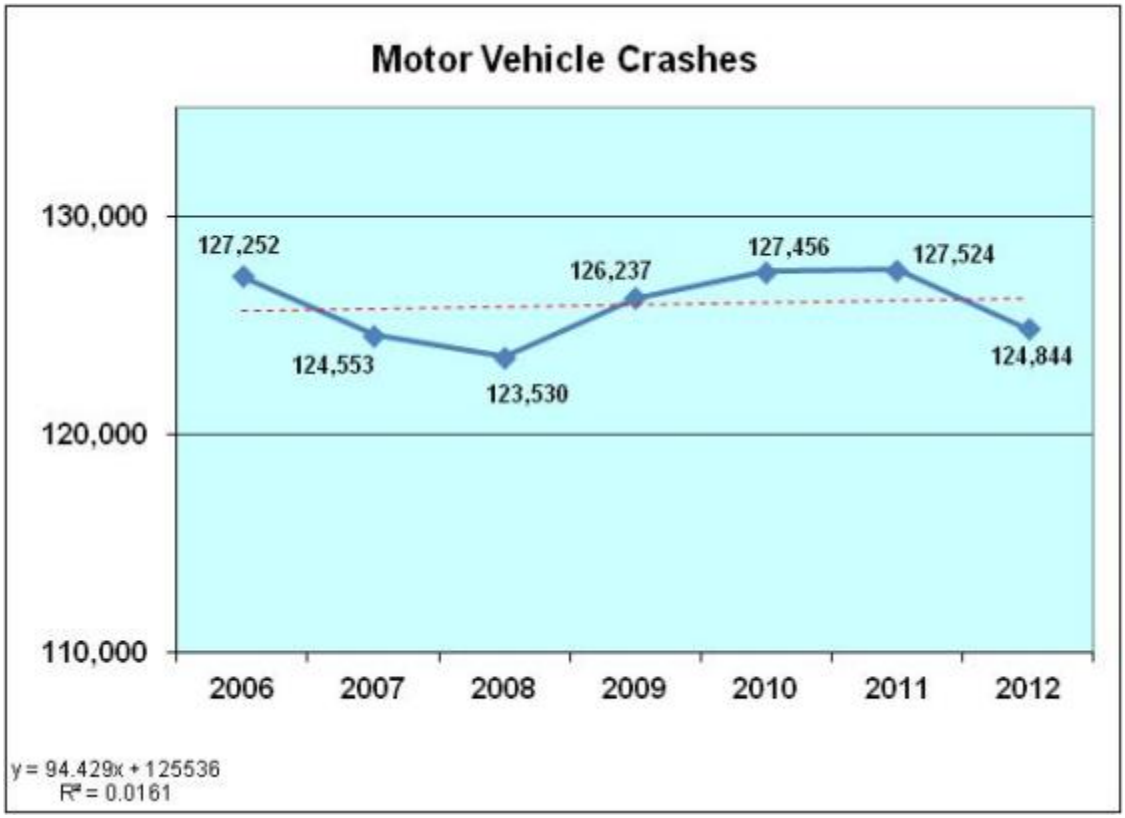
Note: Dashed red line indicates trend





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 2013 Performance Goal Statements/Status

Core Outcome Measures

1. To decrease fatalities 3% from the 2009-2011 calendar base year average of 757 to 734 by December 31, 2013; from 734 to 712 by December 31, 2014; and from 712 to 691 by December 31, 2015.

   Status: From January 1 through December 1, 2013, there were 594 fatalities. This represents a decrease of 21.5% from the 2009-2011 calendar base year average of 757.

2. To decrease serious traffic injuries 5% from the 2009-2011 calendar base year average of 4,140 to 3,933 by December 31, 2013; from 3,933 to 3,736 by December 31, 2014; and from 3,736 to 3,549 by December 31, 2015.

   Status: From January 1 through December 1, 2013, there were 2,924 serious traffic injuries. This represents a decrease of 29.4% from the 2009-2011 calendar base year average of 4,140.

3. To decrease fatalities/100M VMT 3% from the 2009-2011 calendar base year average rate of 1.58 to 1.53 by December 31, 2013; to 1.48 by December 31, 2014; and to 1.44 by December 31, 2015.

   Status: From January 1 through December 1, 2013, the fatalities/100M VMT rate was 1.3. This represents a decrease of 17.7% from the 2009-2011 calendar base year average rate of 1.58.

4. To decrease rural fatalities 2% from the 2009-2011 calendar base year average of 435 to 426 by December 31, 2013; from 426 to 417 by December 31, 2014; and from 417 to 409 by December 31, 2015.

   Status: From January 1 through December 1, 2013, there were 326 rural fatalities. This represents a decrease of 25.1% from the 2009-2011 calendar base year average of 435.

5. To decrease urban fatalities 2% from the 2009-2011 calendar base year average of 322 to 316 by December 31, 2013; from 316 to 310 by December 31, 2014; and from 310 to 304 by December 31, 2015.

   Status: From January 1 through December 1, 2013, there were 268 urban fatalities. This represents a decrease of 16.8% from the 2009-2011 calendar base year average of 322.

6. To decrease unrestrained passenger vehicle occupant fatalities in all seating positions 5% from the 2009-2011 calendar base year average of 328 to 312 by December 31, 2013; from 312 to 296 by December 31, 2014; and from 296 to 281 by December 31, 2015.

   Status: From January 1 through December 1, 2013, there were 268 unrestrained passenger vehicle occupant fatalities in all seating positions. This represents a decrease of 18.3% from the 2009-2011 calendar base year average of 328.

7. To decrease alcohol-impaired driving fatalities 5% from the 2009-2011 calendar base year average of 151 to 143 by December 31, 2013; from 143 to 136 by December 31, 2014; and from 136 to 129 by December 31, 2015.

   Status: From January 1 through December 1, 2013, there were 133 alcohol-impaired driving fatalities. This represents a decrease of 11.9% from the 2009-2011 calendar base year average of 151.

8. To decrease speeding-related fatalities 5% from the 2009-2011 calendar base year average of 131 to 124 by December 31, 2013; from 124 to 118 by December 31, 2014; and to 112 by December 31, 2015.

   Status: From January 1 through December 1, 2013there were 93 speeding-related fatalities. This represents a decrease of 29.0% from the 2009-2011 calendar base year average of 131.

9. To decrease motorcyclist fatalities 3% from the 2009-2011 calendar base year average of 85 to 82 by December 31, 2013; from 82 to 80 by December 31, 2014; and from 80 to 78 by December 31, 2015.

   Status: From January 1 through December 1, 2013, there were 69 motorcyclist fatalities. This represents a decrease of 18.8% from the 2009-2011 calendar base year average of 85.

10. To decrease un-helmeted motorcyclist fatalities 5% from the 2009-2011 calendar base year average of 49 to 47 by December 31, 2013; from 47 to 45 by December 31, 2014; and from 45 to 43 by December 31, 2015.

    Status: From January 1 through December 1, 2013, there were 44 un-helmeted motorcyclist fatalities. This represents a decrease of 10.2% from the 2009-2011 calendar base year average of 49.

11. To decrease drivers age 20 or younger involved in fatal crashes by 5% from the 2009-2011 calendar base year average of 112 to 106 by December 31, 2013; from 106 to 101 by December 31, 2014; and from 101 to 96 by December 31, 2015.

Status: From January 1 through December 1, 2013, there were 71 fatal crashes involving drivers age 20 or younger. This represents a decrease of 36.6% from the 2009-2011 calendar base year average of 112.

12. To decrease pedestrian fatalities 5% from the 2009-2011 calendar base year average of 50 to 48 by December 31, 2013; from 48 to 46 by December 31, 2014; and from 46 to 44 by December 31, 2015.

    Status: From January 1 through December 1, 2013, there were 51 pedestrian fatalities. This represents an increase of 2.0% from the 2009-2011 calendar base year average of 50.

Activity Measures

13. To increase the number of seat belt citations during grant-funded enforcement activities by 2% from the 2009-2011 calendar base year average of 34,553 to 35,244 by December 31, 2013; from 35,244 to 35,949 by December 31, 2014; and from 35,949 to 36,668 by December 31, 2015.

    Status: A total of 31,549 seat belt citations were issued during grant-funded overtime, which fell short of the 2013 goal.

14. To increase the number of DUI arrests during grant-funded enforcement activities by 2% from the 2009-2011 calendar base year average of 3,689 to 3,763 by December 31, 2013; from 3,763 to 3,838 by December 31, 2014; and from 3,838 to 3,915 by December 31, 2015.

    Status: A total of 4,188 DUI arrests were made during grant-funded overtime, which exceeded the goal of 2013 by 425 arrests.

15. To increase the number of speeding citations during grant-funded enforcement activities by 2% from the 2009-2011 calendar base year average of 41,191 to 42,015 by December 31, 2013; from 42,015 to 42,855 by December 31, 2014; and from 42,855 to 443,712 by December 31, 2015.

    Status: A total of 38,727 speeding citations were issued during grant-funded overtime, which fell short of the 2013 goal by 3,288 citations.

Core Behavior Measure

16. To increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles from the 2012 average usage rate of 83.7% to 85% by December 31, 2013; to 86% by December 31, 2014; and to 87% by December 31, 2015.

Status: The 2013 safety belt usage survey results indicate 85.0% 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 2013:

- Provided federal funding for 114 overtime enforcement projects throughout the state to address identified highway safety problems through year-round enforcement programs.
- Provided federal funding to an additional 19 law enforcement agencies for heightened enforcement specifically during the 2013 “Click It or Ticket” mobilization.
- Provided federal funding to an additional 16 law enforcement agencies for heightened enforcement specifically during the 2013 “Drive Sober or Get Pulled Over” mobilization.
- Provided federal funding to seven entities for educational programs and training aimed at reducing traffic fatalities and injuries.
- Provided federal funding for four Traffic Safety Data Systems Improvement grants.
- Conducted five training sessions throughout the state to review responsibilities and procedures for agencies receiving highway safety grants.
- Coordinated enforcement mobilizations emphasizing the major program priorities of occupant protection and impaired driving.
- Continued funding for a state Traffic Safety Resource Prosecutor (TSRP), who provides training and technical assistance to both law enforcement and prosecutors.
- Planned and coordinated a Kentucky Lifesavers Conference for the 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 140 law enforcement officers honored at this event from 123 agencies across the Commonwealth.
- Sponsored the annual Governor’s Impaired Driving Enforcement Awards to recognize law enforcement agencies and officers who excelled at removing impaired drivers from Kentucky’s roadways. There were 197 law enforcement officers from 184 agencies recognized for their efforts to target impaired drivers at this event.
- Utilized Law Enforcement Liaisons to hold 32 regional briefings to educate law enforcement agencies, elected officials and others about highway safety issues and the national enforcement mobilizations.
- Continued to provide statistical information and resources to grantees as well as the general public through the Kentucky Office of Highway Safety website (http://highwaysafety.ky.gov).

Program Management

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

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

Workshops for the 2013 grant year were held at Kentucky Dam Village State Park, Perry County Library, and at the Kentucky Transportation Cabinet's conference center in Frankfort. Overall, approximately 61 participants attended the regional training workshops.

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

Impaired Driving Countermeasures Program

Grants to Law Enforcement

Alcohol countermeasures grants for FY 2013 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 18,041.5 patrol overtime hours resulting in 2,812 DUI arrests, 7,896 other arrests, 6,066 speeding citations, 9,033 safety belt citations, 349 child restraint citations and 31,975 other citations during the grant year. In addition, these grantees worked a combined total of 2,164 overtime hours at 493 traffic safety checkpoints resulting in 450 DUI arrests, 1131 other arrests, 51 speeding citations, 350 seat belt citations, 41 child restraint citations and 1,764 other citations.

DRIVE SOBER OR
GET PULLED OVER

Impaired Driving Enforcement Mobilization

Kentucky coordinated two major mobilizations focused on impaired driving in FY 2013 in conjunction with the national “Drive Sober or Get Pulled Over” mobilization, from December 12, 2012 through January 1, 2013 and August 16 through September 2, 2013. The results for both the December and August campaigns are on the following page.

A total of 182 law enforcement agencies participated in the December mobilization and reported their enforcement data to the Office of Highway Safety. A total of 226 checkpoints were conducted during this 18-day period. Between checkpoints and patrol enforcement, the mobilization resulted in the following arrests/citations:

DUI Arrests:	1,287	Safety Belts:	3,699
Felony arrests:	1,457	Child Restraints:	296
Drug Arrests:	1,342	No Insurance:	3,705
Fugitives Apprehended:	1,767	Reckless Driving:	441
Suspended Licenses:	1,266	Other Traffic Violations:	18,505
Speeding:	9,164	Stolen Vehicles Recovered:	58

A total of 212 law enforcement agencies participated in the August mobilization and reported their enforcement data to the Office of Highway Safety. A total of 469 checkpoints were conducted during this 18-day period. Between checkpoints and patrol enforcement, the mobilization resulted in the following arrests/citations:

DUI Arrests:	1,406	Safety Belts:	5,704
Felony arrests:	1,377	Child Restraints:	352
Drug Arrests:	1,486	No Insurance:	4,624
Fugitives Apprehended:	2,224	Reckless Driving:	517
Suspended Licenses:	1,395	Other Traffic Violations:	19,757
Speeding:	8,673	Stolen Vehicles Recovered:	79

Officers from Eastern Kentucky gather for an Area briefing in Whitesburg to discuss the "Drive Sober or Get Pulled Over" campaign.

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

Governor's Impaired Driving Enforcement Awards Program

On December 5, 2012, the Kentucky Office of Highway Safety hosted the annual Governor's Impaired Driving Enforcement Awards. The event was held at the Galt House Suites in Louisville. Bill Bell, Executive Director of the Kentucky Office of Highway Safety, welcomed the group. Remarks were made by Matt Jones with Kentucky Sports Radio; Bill Tower, the Law Enforcement Liaison from NHTSA Region 3; and Rodney Brewer, Commissioner of the Kentucky State Police. Transportation Secretary Mike Hancock presented the awards.

The event honored 197 officers from 184 law enforcement agencies for their outstanding achievements in enforcement to reduce impaired driving during FY 2012. The individuals receiving awards were collectively responsible for over 6,063 impaired driving arrests from October 2011 through September 2012. Total agency arrests from those who submitted nominations were 25,593.

Pictured left is Secretary of the Kentucky Transportation Cabintet, Mike Hancock. Secretary Hancock presented the awards at the 2012 Governor's Impaired Driving Enforcement Awards Ceremony.

During the ceremony, Kentucky Sports Radio host Matt Jones spoke about how drinking and driving not only affects the people directly involved, but it also has a huge impact on family and friends. Matt told the audience a moving story about how a family member's drunk driving crash impacted their lives and relationships for years afterwards.

Grants to Non-Law Enforcement Projects

Traffic Safety Resource Prosecutor (TSRP)

Our partnership with the Office of the Attorney General to employ the TSRP position has been in place for seven 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:

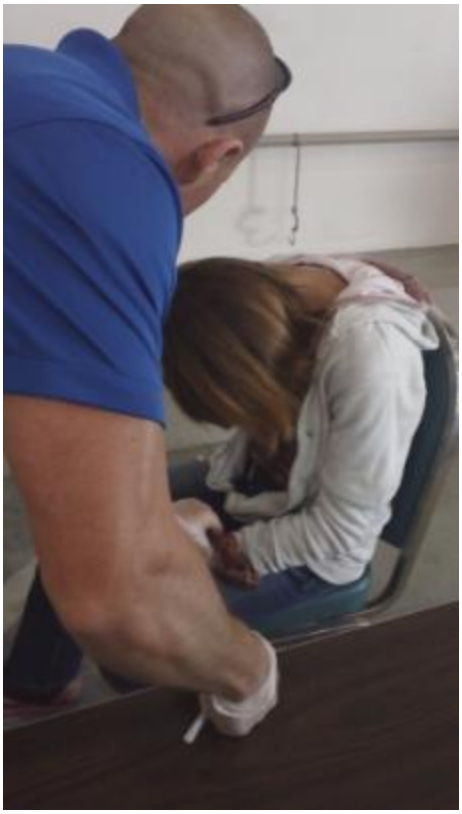
- Planned, moderated and conducted training focused on current drug trends and prosecuting the drugged driver at the Kentucky Prosecutors Conference on August 21-23, 2013, which was attended by over 700 prosecutors.
- Presented one "Protecting Lives, Saving Futures" training session in December 2012, 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 8-10, in Lexington, KY and was attended by 34 students.
- Collaborated with the Tennessee District Attorney General's Office to plan and conduct a "Lethal Weapon" training in Gatlinburg, TN on June 4-7, 2013. 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 25 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 20% 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, the GHSA Conference, the NHTSA Region 3 Interlock Summit, the NAPC conference, and a TSRP/LEL/Judicial Liaison Conference

Drug Evaluation and Classification Program

Kentucky's Department of Criminal Justice Training (DOCJT) at Eastern Kentucky University completed their eighth 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 2013 project activities included the following:

- Held two seven-day DRE classes, each of which was preceded by a two-day preschool. A total of 15 DRE candidates passed both phases of instruction. One class of nine candidates went on to complete all of their required evaluations during a drug task force in Los Angeles, California in June. The remaining candidates are still working toward completing their evaluations for full certification locally.
- Conducted two recertification classes which allowed 13 DREs to renew their certification credentials.
- Held one DRE instructor's course, which was attended by three instructor candidates.
- Offered the ARIDE (Advanced Roadside Impaired Driving Enforcement) training at various locations around the state. This valuable training, in its fourth 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. Eleven 16-hour ARIDE courses were held this year, with a total of 215 officers attending.
- Conducted a Drug Impaired Training for Education Professionals (DITEP) class for 18 school officials with the Franklin County Public School system. By teaching this class, nine DREs were able to become certified as DITEP instructors, allowing them to conduct the same training to education professionals in their own communities.
- The State Coordinator and five DRE Instructors/regional coordinators attended the National DRE Conference in Oklahoma City. Several of these same 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 will be 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 20 law enforcement agencies. These grantees worked a total of 5,344 overtime hours, issuing a total of 5,926 seat belt citations and 202 child restraint citations. In addition, these grantees issued a total of 1,751 speeding citations, 7,934 other traffic citations, and made 135 DUI arrests and 461 other arrests during their grant-funded hours, which included 38 traffic safety checkpoints.

Occupant Protection Enforcement Mobilization

Kentucky coordinated one major mobilization event specifically focused on occupant protection. This mobilization used the "Click It or Ticket" slogan and corresponded with the national mobilization from May 20 through June 2, 2013.

A total of 192 law enforcement agencies reported the following activity for the two-week campaign period. Enforcement results are summarized below:

DUI Arrests:	1,076		Safety Belts:	13,886
Felony Arrests:	1,362		Child Restraints:	548
Drug Arrests:	1,071		No Insurance:	4,677
Fugitives Apprehended:	1,801		Reckless Driving:	399
Speeding:	8,185		Suspended Licenses:	1,382
Other Traffic Violations:	17,978		Stolen Vehicles Recovered:	42

A total of five regional press conferences were held to publicize the enforcement mobilization. An event in Gallipolis, Ohio on May 17, 2013 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, northern Kentucky, Louisville and Paducah.

Officers from Kentucky, Ohio, and West Virginia gathered in southern Ohio to kick off the Click It or Ticket campaign.

Lt . Joe Seelye, commander of Louisville Metro Police Department’s Traffic Unit, addressed the crowd at a press conference at the Yum Center in downtown Louisville

At the press conference in Florence, Josh Ilg (center) received a "Saved by the Belt" award, which included a set of tickets to the NASCAR Sprint Cup race. Josh changed his habit of not always wearing his seat belt after receiving a ticket from a Cold Spring police officer. He credits the seatbelt with saving his life when he was involved in serious crash the following week. The award was presented by Kentucky Speedway General Manager Mark Simendinger (left) and Transportation Cabinet Secretary Mike Hancock (right)

Following a random drawing among northern Kentucky law enforcement agencies, Mark Simendinger (left) and Mike Hancock (right) presented the Campbell County Police Department with a framed safety harness signed by NASCAR drivers to hang in their department. Chief Keith Hill (center left) and Officer Rob Dieman (center right) of the Campbell County PD were at the press conference to accept the prize.

McCracken Co Chief Deputy Mike Turnbow speaks at a press conference held at the Whitehaven Welcome Center near Paducah.

May Mobilization Grants

A total of $94,751.37 in Section 405 funding was expended by law enforcement agencies solely for officer overtime during the 2013 “Click It or Ticket” Mobilization. A total of 18 agencies utilized this additional funding, including Kentucky State Police and Kentucky Commercial Vehicle Enforcement.

These agencies worked a combined total of 1,962 overtime hours of traffic patrol during which they issued 4,317 seat belt citations, 158 child restraint citations, 395 speeding citations, 3,120 other citations and also made 27 DUI arrests and 231 other arrests. In addition, they worked a combined total of seven overtime hours at two traffic safety checkpoints resulting in 1 DUI arrest, 1 other arrest, 1 seat belt citation, 1 child restraint citations and 6 other citations.

Law Enforcement Liaisons

Kentucky’s Law Enforcement Liaisons (LELs) continued to build networks with law enforcement agencies and to promote greater participation in the traffic safety mobilizations. Kentucky has four LELs who work as contract employees for the Kentucky Office of Highway Safety, responsible for law enforcement outreach in their respective regions of the state. In FY 2013, the LELs made over 1,000 visits to city, county, and state agencies. They were instrumental in identifying and selecting agencies to receive funding for special traffic enforcement efforts.

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

Using crash data, 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 ARIDE and DRE training in areas of Kentucky with a high incidence of DUID. 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. The incentive equipment programs are conducted at the annual Occupant Protection Awards and the Impaired Driving Awards.

During Fiscal Year 2013, the LELs held a total of 32 regional meetings in May, July and August, presenting information on current highway safety priorities and the upcoming Click It or Ticket and Drive Sober national/state mobilizations. Grantees and all other law enforcement agencies in each of the 12 districts are invited, as well as local elected officials. These meetings have proven successful in promoting the objectives of the state Highway Safety Office and the mobilizations. Participants were invited for lunch immediately after the meeting; they received program enhancement items and were given an opportunity to draw for equipment incentive prizes. 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.

During these area briefings, law enforcement agencies are provided with an earned media kit developed by the KOHS and the LELs to enhance earned media opportunities with local rural newspapers and radio. Items provided in the media kit include a campaign news release, op-ed, editorial, radio PSA scripts, and talking points.

The LELs also attended a number of meetings, such as those held by state and regional chiefs and sheriffs associations, the Kentucky Lifesavers Conference in August 2013 and the Governor's Highway Safety Association Conference in August 2013. Two LELs also attend the National LEL/TSRP conference in St. Louis in September of 2013.

Pictured right is KY TSRP Bob Stokes, presenting at an Area Briefing meeting in Bowling Green, Kentucky to kick off the Drive Sober or Get Pulled Over campaign. Law enforcement, prosecutors and media were in attendance.

Governor's Occupant Protection Awards Ceremony

On August 5, 2013, the Kentucky Office of Highway Safety hosted the 2013 Governor's Occupant Protection Awards Ceremony honoring 140 law enforcement officers from 123 law enforcement agencies across the Commonwealth for their efforts to increase the use of seat belts and child restraints. The individuals receiving awards were collectively responsible for over 21,989 seat belt, child restraint and booster seat citations from June 11, 2012 through June 10, 2013.

Bill Bell, Executive Director of the Division of Highway Safety Programs, welcomed the group and congratulating the officers following remarks by Dr. Beth Baker, Regional Administrator of the National Highway Traffic Safety Administration.

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 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 2013 grant year, Kosair planned and implemented the entire CPS Tract for the Lifesavers Conference. They also provided six continuing education units for 66 technicians across the state. Educational presentations regarding seat belts and child booster seats were provided to over 5,000 kindergartners and 600 adults. Throughout the life of this grant, 560 seats were checked and 136 were provided to families at Kosair's Children's Hospital.

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

Marshall County Health Department Child Passenger Safety Project

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

- Rollover simulator was used at two events in Calloway County; these events were from 8:00-3:00 each day and were viewed by approximately 850 middle and high school students.
- Partnered with Purchase District Head Start organizations, resulting in car seat checks in eight of 11 centers. Hundreds of parents, grandparents and providers were educated on the proper use of car seats and seat belts.
- Safety Day for all McCracken County 3rd grade students was held on May 16th, 2013 where demonstrations were presented to approximately 600 students and faculty.
- In October, the electronic billboard at Marshall County High School ran the message "Don't Text and Drive."
- Displayed a billboard in Marshall County during the month of November regarding the issue of distracted driving.
- Participated in Head Start Health Institutes and educated over 100 families on seat belt use and car seat regulations. Many of the families who attended were Spanish speaking families.
- Attended a Baby Fair at the Jackson Purchase Medical Center in May, educating approximately 50 expectant parents and grandparents about car seat regulations.
- Participated in three Elementary School Health Fairs where parents and caregivers were educated about car seats for older children.
- Conducted 74 seatbelt surveys in four western Kentucky counties.
- Began 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. Distributed information to 500 students at Future Farmers Association Regional Speech Competition on March 7th and 11th and Regional Field Day April 17th at Murray State University in Murray, KY.

T J Samson Community Hospital Child Passenger Safety Project

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

- Conducted initial CSS (Child Safety Seat) observational usage surveys at four Head Start locations and 18 elementary school locations. A CSS promotional event was then completed at each location with a follow-up CSS usage survey being done at each location within 2-3 weeks after the CSS check-up promotion.

- A Buckle Bear presentation was also performed for the students at each location.
- Six CSS check-up events for the general public were conducted, with two each in Barren, Hart, and Metcalfe Counties.
- A total of 166 new child safety seats were installed/provided over the course of the project.

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.

BLUE LIGHTS ACROSS THE BLUEGRASS

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 July 20, 2013. 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 tenth consecutive year. This year's event was at the Galt House in Louisville, Kentucky on August 5-7, 2013. Partners involved in planning the conference included the National Highway Traffic Safety Administration, Federal Highway Administration, Kentucky Office of Highway Safety, the Kentucky Transportation Cabinet and the University of Kentucky Transportation Center. The purpose of the conference is to provide information on both successful programs and emerging issues to individuals who work to reduce fatalities and injuries on Kentucky's roadways. It addressed a wide range of safety topics covering engineering, education, enforcement, and emergency response.

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

Safe Communities Programs

Madison County Health Department

This central Kentucky health department continued a long-term program of educating the community about various traffic safety issues, utilizing a county-wide safety coalition and a strong network of public, private, and non-profit partners. Since 2010, they have been recognized by the World Health Organization (WHO) as an International Safe Community. Accomplishments for FY 2013 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 8,781 individuals and utilizing over 300 volunteers.
- Installed 116 child safety seats/booster seats at the permanent fitting stations at Health Department clinics in Richmond and Berea. Also coordinated/participated in three community-wide child passenger safety check-up events.
- Continued a partnership with Eastern Kentucky University and Berea College nursing students to initiate a "ReThink Your Ride" program among the 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.

- Expanded the “Ghost Out” program at Madison Central high school into “ReThink Spring Break.” The program now includes educational outreach to parents from February through March. This year’s Ghost Out was part of a weeklong series of educational events that included over 50 partnering organizations and over 100 volunteers
- Held Madison County’s third 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. This year’s surveys showed that 74% of children were properly buckled in the back seat in the afternoons, compared to 64% in the mornings.
- 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, 646 individuals received training at Safety City.
- Led a community task force on Pedestrian Safety, which resulted in substantial changes to crosswalks in Richmond and Berea.
- Participated in the first ever National Safe Kids Day.
- Maintained an e-mail distribution list and Facebook page for the Madison County Safety Coalition.

Cumberland Valley Area Development District

This grant funded the activities of a highway safety educator, whose work focused on child passenger safety and outreach to young drivers in an eight-county region in the southeastern part of the state. During FY 2013, she accomplished the following:

- Conducted educational programs at 11 elementary/middle and four high schools throughout the region
- Conducted two observational seat belt surveys at each of 16 high schools in the region. Cumulative results indicate that average seat belt usage went up by about one percentage point over the course of the grant year.
- Scheduled and assisted with four CPS community fitting events. Also conducted CPS educational programs at four daycare centers.
- Assisted with three child passenger safety technician classes and one recertification class in conjunction with the Kentucky State Police and KY Vehicle Enforcement
- Project director maintained CPS certification by attending the Kentucky Lifesavers Conference and performing the required number of supervised car seat installations.
- Conducted educational programs geared toward young drivers in eight high schools. Focus topics include speeding, driver distractions, and the graduated licensing law.
- Assisted local law enforcement with educational programs at 13 public events.

Accident Investigation

Kentucky State Police Advanced Collision Reconstruction

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

Pedestrian/Bicycle Safety

During FY 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 Section 402 funds. This program is geared to educate fourth and fifth grade elementary school children about bicycle and pedestrian safety.

- The safety instructor/coordinator conducted 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

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

During the FY 2013 grant year, several agencies were added to those using the grant-funded Field Bridge electronic patient care reporting (ePCR) software during the grant cycle. There were also thirteen agencies that began submitting via third-party ePCR software platforms. Kentucky currently has 22 agencies submitting EMS data to KEMSIS.

KBEMS also created educational materials and published them via the KBEMS website that will instruct end users on how to access and submit data on the KEMSIS portal.

KBEMS identified a group of KEMSIS users that traveled to the KEMSIS software vendor conference during July, 2013 to receive additional training. This allowed the creation of a pool of individuals who will be used as resources for the addition of future agencies to the KEMSIS system. KBEMS also purchased computer hardware and projection accessories that would facilitate the training of additional users.

KBEMS also integrated the KEMSIS system with Verified Credentials to allow seamless integration of KEMSIS applicants' background checks with the existing KEMSIS system.

The KEMSIS system was also enhanced by allowing EMS Directors to have greater accessibility and information access by submitting and approving documents and data from end users.

Through the passage of 202KAR 7:540, KBEMS has moved into the next phase of EMS data collection in Kentucky. This regulation went into effect on September 21, 2013 and makes electronic data submission mandatory among licensed EMS agencies in Kentucky. It is the intent of KBEMS to allow an 18-24 month rollout period in order for agencies to adapt to these regulations and obtain the necessary hardware needed for data submission.

Kentucky Injury Prevention and Research Center (KIPRC) -
Expanded Kentucky Trauma Registry Data Collection and Analysis

During the FY2013 grant year, several new facilities were added to the state trauma data collection: UK Children's Hospital as a Level I pediatric facility, Frankfort Regional Medical Center at Level III, Owensboro Regional Medical Center as a second Level III in the application process, and Trigg County Hospital at Level IV in application status. Several facilities 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), and are expected to start data submission in the next grant period. The Kentucky state trauma registry 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. KIPRC produced Trauma Registry Reports for 2012, and Kentucky Inpatient and Emergency Department Data Reports for 2012. 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 2013 Annual Report, and a chapter on behalf of the Kentucky Trauma Registry was submitted for the 2013 Kentucky Public Health Data Resource Guide.

The KY Trauma Registry Reports for 2012 can be found here: (http://www.mc.uky.edu/kiprc/projects/trauma/reports/Trauma_Registry_Report_-_2012_-published.pdf), and the 2012 KY Inpatient and Emergency Department Data Report here (http://www.mc.uky.edu/kiprc/projects/trauma/reports/KY_Inpatient_and_ED_Trauma_Data_Report_2012-21Oct2013.pdf). Each of these reports is submitted by the Kentucky Trauma Advisory Council to the KY General Assembly.

UK Kentucky Transportation Center – Assessment Program for Traffic Records

Researchers conducted a review of literature (i.e., Kentucky Traffic Records Assessment, Michigan Traffic Records Coordinating Committee Strategic Plan (2010-2015), and NHTSA's Traffic Records Program Assessment Advisory) and standards (i.e., MMUCC, MIRE, and CDIP) to determine potential metrics for each performance attribute of the traffic records systems. Once the potential metrics were identified, the researchers and KTRAC (TRCC) members identified liaisons for each records system. These individuals provided information about the metrics that were identified through the literature review, other metrics they currently use, and the process behind their databases.

To satisfy the "Consistency/Uniformity" attribute of crash data, an assessment was completed to determine Kentucky's compliance with MMUCC; the elements in the KYOPS eCrash report were compared to the list of required MMUCC elements. Researchers made a recommendation about which MMUCC elements should be added to the crash report.

Through the project, researchers have procured a list of metrics that can be used for each performance attribute of each traffic records system. A report was written that can serve as the living document when future assessments are conducted.

UK Kentucky Transportation – Police Training Follow-Up

Knowledge from police, researchers and literature searches contributed to the creation of a police training course in Better Crash Data Collection for police line officers who are primarily responsible for crash reporting.

Planning discussions were held with the research team to outline the scope of the Police Training Course. Adobe Captivate was selected as the software to assemble the material into an interactive training course. A review of national reports and state traffic records assessment identified problem areas with crash data that police officers can target for improvement.

An existing PowerPoint presentation was imported into Captivate and then enhanced and modified for the intended audience. A quiz was developed at the end of the course to assess the level of knowledge retained and to also serve as a review of the training objectives.

The course was organized into modules with primary objectives for each module. Class training courses were reviewed to better utilize effective training techniques. Notes and narratives were written for each slide and converted to speech in Captivate. Interactive features were added to allow user control of the course.

KY State Police (KSP) – KyOPS Web Portal "Or" Searching Enhancement Project

This project by KSP added several new features to the KyOPS web portal to allow "Or" searching capability. This new functionality opens up many new ways to query and analyze Kentucky collision, crime, citation and other public safety data types assisting Transportation Cabinet and Law Enforcement personnel in public safety decisions and crime analysis. This logic has been developed to be easy to use and decrease the time it takes to create many of the KyOPS searches.

The following functionality was added to the KyOPS web portal –

- "Is One Of" logic was added to all textual searches within KyOPS web portal. The operator will have the option of adding an unlimited number of search values to the text box field.
- Users now have the option of adding as many optional "Or" searching data elements needed to complete the desired search criteria. The operator will enter the required "And" criteria and then enter the optional "Or" search elements.

Paid Media Report

In FY 2013, Kentucky conducted five major paid media campaigns (occupant protection, motorcycle helmet safety, summer enforcement and impaired driving) and a smaller campaign for “Share the Road with Motorcycles.”

The occupant protection and impaired driving campaigns ran in conjunction with the Memorial Day “Click It or Ticket” and Labor Day “Drive Sober or Get Pulled Over” mobilizations. The motorcycle helmet campaign ran in early May and late June, and the summer enforcement campaign, “Blue Lights Across the Bluegrass,” ran in July. All campaigns used Doe Anderson marketing agency except for Click It or Ticket, which used New West marketing agency. Funds paid to these agencies includes 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 Clear Channel Media. *(We are required to use one of the two contracted agencies if the campaign is over $50,000.)*

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

Holiday “Drive Sober or Get Pulled Over”
December 14, 2012 – December 31, 2012

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. In addition, the PSAs ran on Hulu.com and on Gas Station TV where available. Accompanying internet banner ads ran on news websites, Hulu.com, Pandora and Facebook. Ads linked to NHTSA’s Drive Sober webpage www.nhtsa.gov/drivesober.
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.

The total cost of the campaign was $ 174,959.50 and utilized NHTSA funds.

			2012					2013	
			December						
			25	2	9	16	23	30	6
TV									
Broadcast TV	:30	Bowling Green, Evansville, Louisville, Lexington, Paducah			150 grps 12/13-1/1				
Non-DMA Cable	:30	16 Targeted Counties			12/13-1/1				
Radio									
Metro Radio	:30	Lexington, Louisville			150 grps 12/13-1/1				
Traffic Radio	:15/:10	Lexington, Louisville			100 spots 12/13-1/1				
Non-metro Radio	:30	16 Targeted Counties			38 spots 12/13-1/1				
Kentucky News Network	:30	Statewide			25 spots 12/13-1/1				
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							
Digital									
Pandora	Audio/Banner	Statewide			4 MM imps 12/13-12/30				
Display Network	Banner	Statewide			4 MM imps 12/13-12/30				
Pre-roll Video	Pre-roll/Banner	Statewide			4 MM imps 12/13-12/30				
Facebook	Sponsored Stories / Ads	Statewide			4 MM imps 12/13-12/30				
Voltari	Moblie	Statewide			1.25 MM imps 12/13-12/30				

Motorcycle Helmets campaign
May 1- 20 and June 17-30, 2013

The awareness campaign encouraged motorcyclists to wear protective gear at all times. It targeted male and female motorcyclists statewide with an emphasis in counties with the highest number of motorcycle crashes. (We split the dates so it did not interfere with the "Click It or Ticket" campaign). Radio PSAs aired on metro and non-metro radio and statewide on the Kentucky News Network (KNN). An audio news release also ran statewide on KNN. Gas station pump topper and window clings were placed at stations in the targeted counties. Outdoor billboards were utilized on high-traveled roadways in the three major media markets. 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 NHTSA's website for Motorcycle Safety Awareness Month.

Image of billboard.

The total cost for this campaign was $129,360 and utilized NHTSA Section 402 funds.

Image of digital ads, which rotated to also display "When you protect your head, you protect the ones you love."

			May			June					July
			6	13	20	27	3	10	17	24	1
Final Plan	**Unit**	**Market**									
Metro Radio	:30	Lexington/Louisville	100 grps/wk							100 grps/wk	
Non-metro Radio	:30	Targeted Counties	15x/wk							15x/wk	
Kentucky News Network	:30	Statewide	10x/wk							10x/wk	
Audio News Release											
Gas Station	Pump/ Window	Targeted Counties	65 stations				65 stations	BONUS			
Outdoor	Bulletins	Lexington, Louisville, NKY	3 boards				Bonus				
Digital	various	Statewide	195M impressions							195M impressions	
Facebook		Statewide	500M impressions							500M impressions	

"Click It or Ticket" enforcement campaign
May 20 – June 2, 2013

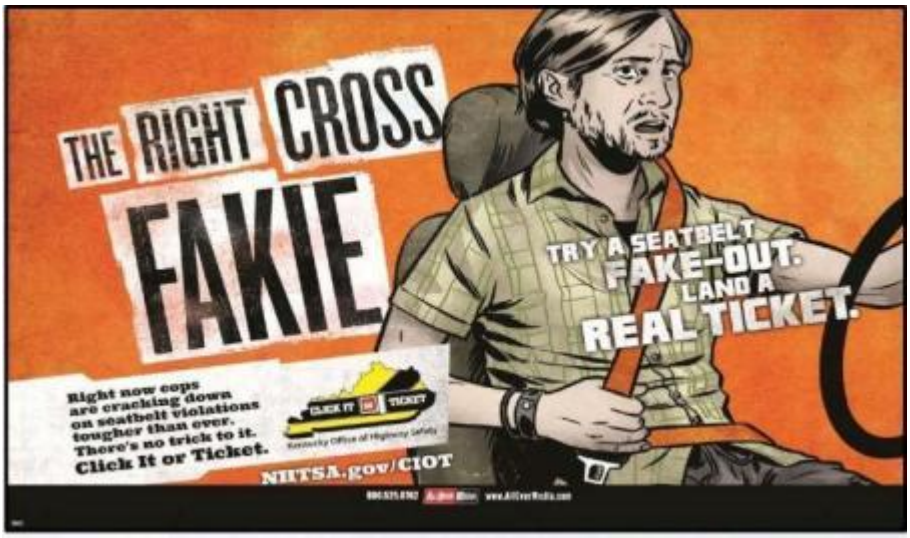


Image for internet ads and gas pump toppers.

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 were also placed in targeted counties. Internet banners supplemented the ampaign's reach on Facebook, Pandora and news 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 tell their story of how wearing a seat belt saved their life. Each participant was registered to win a Kentucky "Staycation." Daily reminders of the contest in addition to facts and other seat belt statistics were posted daily on Facebook and Twitter.

Image of Facebook cover photo promoting the contest.

The total cost for this campaign was $171,879 and was supported with NHTSA Section 405 funding. (This is the only campaign that used New West as the advertising agency.)

Media	GRPs	Imp (000)	CPM
Radio	500	8,136,279	$8.60
Radio Traffic	140	506,800	$14.26
Kentucky News Network		1,545,000	$6.60
Banner Ads		9,500,000	$2.50
Pandora		4,500,000	$3.33
Social Media		1,000,000	$12.00
Gas Pump Ads		6,929,550	$2.64

“Blue Lights Across the Bluegrass” summer campaign
July 1 – 20, 2013

The “Blue Lights Across the Bluegrass” campaign aimed to increase awareness of highway law enforcement and traffic safety laws. Data showed our message needed to focus on male and female drivers age 34 and over, with remaining drivers a secondary target. The “We’ll Be Behind You” message was developed for speed, seat belts, drinking and driving and texting.

Blue Lights mobile ad on Pandora.

Blue Lights window cling at gas station.

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. Gas station pump toppers and window clings were placed at 70 gas stations located in counties with the highest number of overall fatalities. Digital billboards were also utilized where available in Louisville and northern Kentucky. Internet banner ads on Facebook and Pandora linked to the KOHS website. The KOHS Facebook and Twitter pages reflected the “We’ll Be Behind You” images, and reminders were posted daily.

In addition, the KOHS sponsored Kentucky Sports Radio’s Blue Lights Across the Bluegrass summer affiliate tour throughout July. Kentucky Sports Radio (KSR), which is hosted by Matt Jones and airs on Clear Channel radio stations, broadcasted live from 23 of the 24 affiliate cities 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
- 46 total iHeart streaming spots
- Home page takeover on WKJK website on first day of tour
- 15 promos per week on WKJK

Crowd at KSR Blue Lights Across the Bluegrass affiliate tour stop in Louisville.

The total cost for this campaign was $174,853.50 ($169,353.50 to Doe Anderson and $5,500 to Clear Channel) and was supported with NHTSA Section 402 funding.

The flow chart below is from Doe Anderson:

			July				August			
			1	8	15	22	29	5	12	19
Radio										
Metro Radio	:30	Lexington, Louisville	150 grps/wk							
Metro Radio	:30	Cincinnati	25x/wk WEBN-FM							
Traffic Radio	:15/:10	Lexington, Louisville	60x/wk							
Non-metro Radio	:30	18 Targeted Counties	20x/wk							
Kentucky News Network	:30	Statewide	10x/wk							
KNN ANR	:60	Statewide								
Out-of-Home										
Gas Station	Pump/ Window	Targeted Counties	70 stations				70 stations	BONUS		
Outdoor	Digital boards	Louisville, NKY								
Digital										
Pandora	Audio/Banner	Statewide	1.6MM imps							
Digital Display	Banner	Statewide	1.7MM imps							
Facebook	Sponsored Stories / Ads	Statewide	4MM imps							
Mobile	Banners	Statewide	1.25MM imps							

Labor Day "Drive Sober or Get Pulled Over"
August 16—September 2, 2013

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 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. In addition, 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.

The total cost of the media buy for this campaign was $175,000. This contract was supported with NHTSA Section 410 funding (media flow chart shown next page)

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

			2013							
			August			September				
			12	19	26	2	9	16	23	30
Broadcast TV	:30	Bowling Green, Evansville, Louisville, Lexington, Paducah	125 grps 8/16-9/2							
Non-DMA Cable	:30	16 Targeted Counties	100 spts 8/16-9/2							
Radio										
Metro Radio	:30	Lexington, Louisville	150 grps 8/16-9/2							
Cincy Radio	:30	Cincinnati	36 spts 8/16-9/2							
Traffic Radio	:15/:10	Lexington, Louisville	100 spts 8/16-9/2							
Non-metro Radio	:30	16 Targeted Counties	38 spts 8/16-9/2							
Kentucky News Network	:30	Statewide	25 spots 8/16-9/2							
KNN - ANR	:60	Statewide								
Out-of-Home										
Gas Station	Pump/Window/ Beverage/Counter	Targeted Counties	90 stations				Bonus			
TARC	Queen Posters	Louisville	20 panels							
Yellow Cab	Cab Toppers	Louisville	5 units							
Digital										
Pandora	Audio/Banner	Statewide	1.6 MM imps 8/16-9/2							
Display Network	Banner	Statewide	1.5 MM imps 8/16-9/2							
Pre-roll Video	Pre-roll/Banner	Statewide	650 K imps 8/16-9/2							
Facebook	Sponsored Stories / Ads	Statewide	4 MM imps 8/16-9/2							

“Share the Road with Motorcycles”
Spring campaign: March 18 – April 14, 2013

Internet banner ads on WKRD’s website.

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 on radio station websites (bonus from Clear Channel), 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 $49,949 to Clear Channel and $25,959 to Doe Anderson. The flow chart below is from Doe Anderson.

			March		April		
			18	25	1	8	15
Digital							
Facebook	Headline w/ Website Link	Statewide		3.3 million imps			
Lin Digital	300x250, 728x90, 160x600	Statewide		2.97 million imps			
Pandora	Audio/Banner/ Mobile	Statewide					

“Share the Road with Motorcycles”
Fall campaign: August 4 – 30, 2013

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 on radio station websites (bonus from Clear Channel), Facebook, and Pandora. All ads linked to NHTSA’s motorcycle website www.nhtsa.gov/Safety/Motorcycles. Gas pump toppers and window clings were placed in counties with a high number of motorcycle-related crashes.

The cost was $49,949 to Clear Channel and $49,900 to Doe Anderson.

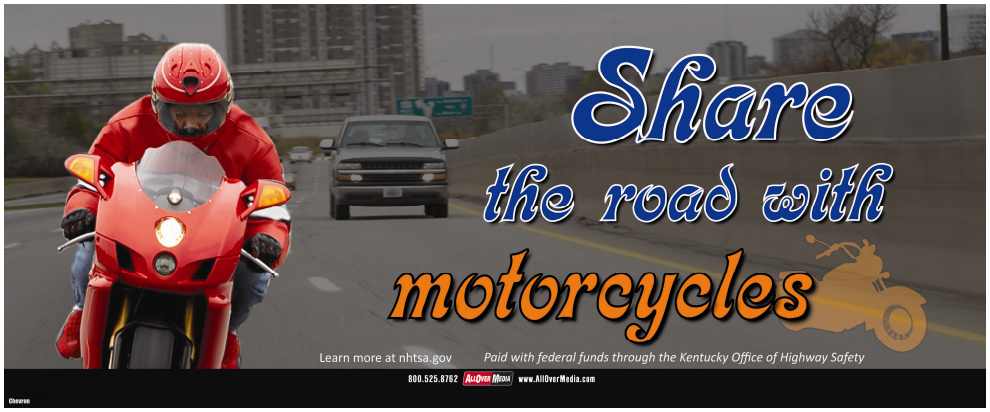


Image of gas pump topper.

			August				September	
			29	5	12	19	26	2
Digital								
Facebook	Headline w/ Website Link	Statewide						
				1.2 million imps				
Pandora	Audio/Banner/ Mobile	Statewide						
Out of Home								
All-Over Media	Pump Toppers, window clings	Targeted Counties						

Sports Media Opportunities

Kentucky Speedway

Trackside billboard at the KY 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.

The $81,000 contract allowed advertising and promotional opportunities throughout the racing season from June 2013 through September 2013 and is split equally using NHTSA and FHWA funds

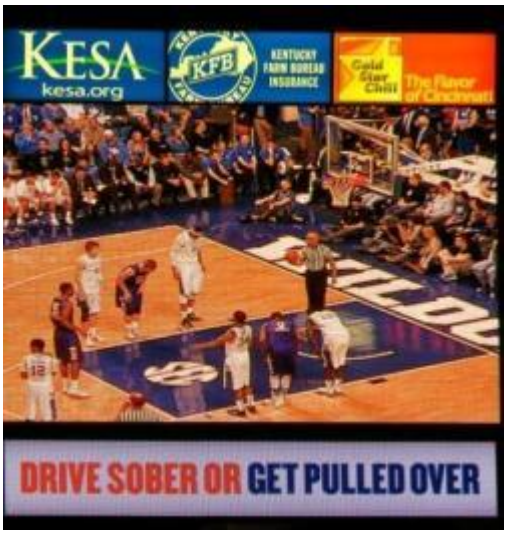
The contract included:

- Two trackside billboards and one outside-facing billboard
- One main concourse sign and one pedestrian tunnel sign
- One full-page color advertisement in all racing programs
- Sponsorship of the reverse side of all 2013 parking credentials
- 15-second PA announcement during each event
- A 40’ x 40’ display area at two races and/or special event

.

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.



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

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 *(pictured above).*
- 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.
- Messaging rights on two matrix boards facing both the east and west sides of the adjoining Hyatt Hotel. Each of the three messages (*Click It or Ticket*, *Drive Sober* and *Put it Down*) appear seven times per hour and run 24 hours a day.
- The opportunity to set up information tables at six events per year at Rupp Arena or the Lexington Convention Center.
- Exclusive sponsor of the score ticker on all concourse televisions inside Rupp Arena.
- 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.

IMG Communications- University of Kentucky

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

Advertising includes:

- :30 radio and television ads featuring the coach during locally broadcast games, coach shows and special events.
- Game day sponsorship with the opportunity for an information booth and/or halftime highway safety presentation.
- 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.

UK football coach Mark Stoops print ad.

"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 $677,434.29 contract is divided equally using NHTSA and FHWA funds.

UK men's basketball coach John Calipari records television and radio commercials promoting Drive Sober, Click It or Ticket and

Nelligan Sports Marketing- University of Louisville

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

Advertising includes:

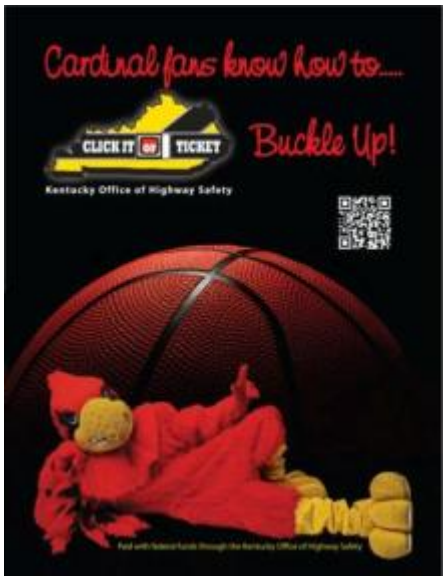
- One 30-second PSA on the *Cardinal Insider* radio show which runs every day Monday through Friday on a year-round basis.
- Signage above each of the eight exit gates at Papa John's Cardinal Stadium *(pictured).*
- Safety messages on video walls and ribbon boards at the conclusion of all U of L football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

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

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

.

Exit gate at Papa John's Cardinal Stadium.



Print ad in basketball program.

<u>Louisville Arena Sports & Entertainment Properties - KFC YUM! Center</u>

The KOHS extended its contract with the Louisville Arena Sports and Entertainment Properties to promote highway safety messages at the KFC YUM! Center. *(To advertise at the YUM Center for U of L events, a contract must be signed with Nelligan Sports Marketing. To advertise at other events held at the YUM Center, a contract must be signed with the YUM Center).* The $66,200 contract was split equally using NHTSA and FHWA funds.

Drive Sober exit signs at the YUM Center.

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

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

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.
- Print ads in football and men's basketball programs *(pictured)*.
- Opportunity for a special promotion/presentation at a football or basketball game.

Kentucky High School Athletic Association (KHSAA)

Signage at the Girls' Sweet 16.

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

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)*.

Additionally, PSAs featuring University of Kentucky men and women's basketball coaches are aired during each game throughout the tournament. The $10,000 contract is paid with FHWA 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 $6,000 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 $2,000 contract was signed March 25, 2013 using FHWA funds for "Click It or Ticket"

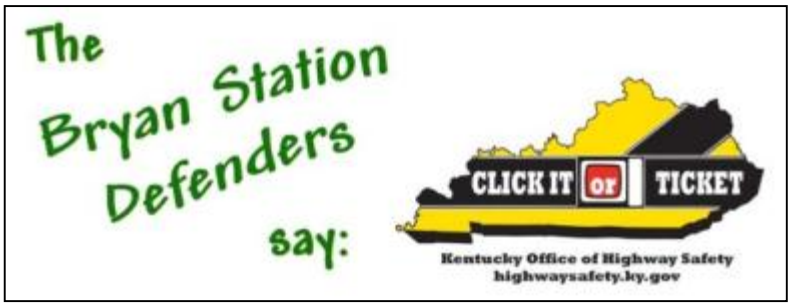


Image of banner at Bryan Station High School in Lexington, Kentucky.

banners in Taylor County schools – a county that had multiple fatalities within a short time period. A contract was signed Aug. 15, 2013 using 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.

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

The Afternoon Underdogs, interviewing Director Bill Bell and Bill Elliott about the Kentucky HERO designated driver program.

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 27 affiliates in 24 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 $26,812 and utilized NHTSA funds.

Kentucky Sports Radio statewide post-game show

Matt Jones is also the host of the KSR post-game show on WHAS. 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.

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 KOHS aired radio PSAs promoting the Kentucky HERO designated driver program during all Lexington Legend baseball games, a Class “A” affiliate of the National League Houston Astros. The PSAs featured Bill Elliott, father of Ensign John R. Elliott who was killed by a drunken driver.

The $4,000 contract was paid with NHTSA funds.

Red & Blue Review

The Red & Blue Review television show airs weekly in six markets and eight stations statewide. The Lightening Round, sponsored by the KOHS, involves guests discussing topics about University of Kentucky and University of Louisville Athletics. Host Garry Gupton introduces the lead segment by talking about the current awareness initiative being promoted by the KOHS, such as “Click It or Ticket,” “Drive Sober or Get Pulled Over,” “One Text or Call Could Wreck It All” and “Share the Road with Motorcycles.” Additionally, the contract includes:

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

The $12,000 contract is paid with FHWA funds.

WBKI "Smooth Operator"

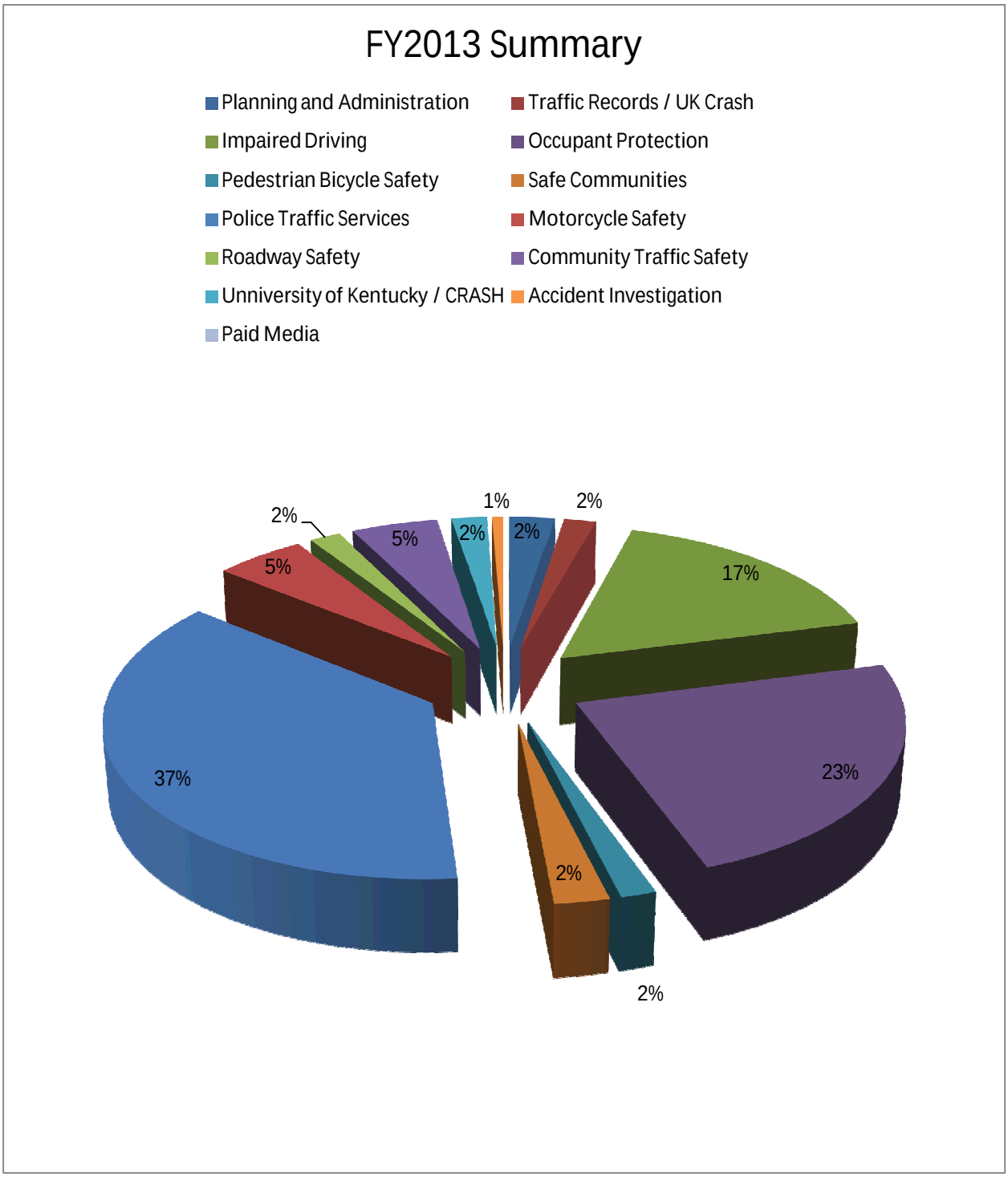
Smooth Operator is a series of 60-second vignettes designed to educate motorists on safe driving laws and habits. The vignettes, hosted by KOHS director Bill Bell and sometimes includes special guest, are produced each quarter by WBKI/Louisville TV Group. Topics include: Seat belt use, impaired driving, driving with commercial vehicles, distracted driving, bicycle and pedestrian safety, etc. A minimum of 121 announcements air in equal rotation Monday through Sunday between 7 a.m. and 1 a.m.

The $40,000 contract is paid with $10,000 from NHTSA and $30,000 from FHWA.

Louisville football celebrities Brian Brohm (left) and Howard Schnellenberger (right) help Bill Bell (center) promote distracted driving awareness.

Financial Summary FY2013

GTS/EMARS	402	405	405b Low HVE	406	408	410	2010	Total	% Total
Planning and Administration	$93,732.97			$7,926.34				$101,659.31	1.5%
Traffic Records / UK Crash	$65,921.16				$306,517.82			$372,438.98	5.5%
Impaired Driving	$616,217.10					$1,181607.65		$1,794,843.71	26.5%
Occupant Protection	$868,542.40	$75,423.04	19328.33					$963,293.77	14.2%
Pedestrian Bicycle Safety	$57,914.03							$57,914.03	0.9%
Safe Communities	$89,479.60							$89,479.60	1.3%
Police Traffic Services	$1,375,023.94							$1,375,023.94	20.3%
Motorcycle Safety	$188,055.99							$188,055.99	2.8%
Roadway Safety	$63,645.54							$63,645.54	0.9%
Community Traffic Safety	$179,469.09							$179,469.09	2.7%
Unniversity of Kentucky / CRASH	$73,094.60							$73,094.60	1.1%
Accident Investigation	$21,422.77							$21,422.77	0.3%
Paid Media		$15,726.78	$155,933.57	$180,871.20		$955,943.71	$177,996.13	$1,486,471.39	22.0%
Total	$3,692,519.19	$91,149.82	$175,261.90	$188,797.54	$306,517.82	$2,137,551.36	$177,996.13	$6,769,793.76	100.0%


FY2013 Summary
Planning and Administration
Traffic Records / UK Crash
Impaired Driving
Occupant Protection
Pedestrian Bicycle Safety
Safe Communities
Police Traffic Services
Motorcycle Safety
Roadway Safety
Community Traffic Safety
Unniversity of Kentucky / CRASH
Accident Investigation
Paid Media
2%
2%
17%
23%
2%
2%
37%
5%
2%
5%
2%
1%