



Rural *High Five* Seat Belt Program

Lifesavers Conference on Roadway Safety

Long Beach, CA | March 9, 2025

From Iowa to Kentucky!

- ▶ Iowa in 2014
- ▶ 5 rural counties
- ▶ 3 Es
 - ▶ Education
 - ▶ Enforcement
 - ▶ Engineering
- ▶ Make funds available for a yearlong implementation.
- ▶ County Sheriffs work together with State Police
- ▶ Positive feedback in Iowa
- ▶ Small decrease in overall crashes
- ▶ Slight percentage point decrease in unrestrained fatalities

Rural High 5



- Enforcement
- Education
- Engineering

Systemic and
Behavioral
approach

- **Rural Traffic Safety Advisory Board**
- Seat Belt Enforcement
- Media Events/High School Contacts
- Road Safety Assessments
- Networking

Funding
available

- \$10k for Sheriff
- \$50k for State
- 12-month

Rural Traffic Safety Advisory Board

➤ Lifeblood of the program

- State level
- Use available data and influence to recruit counties to participate
- Help organize safety assessments
- Develop program materials
- Available to assist in acquiring support of other traffic safety partners

The RTSAB represented the following agencies/entities:

- Law Enforcement (State Patrol, Law Enforcement Liaisons)
- Kentucky Transportation Cabinet and Office of Highway Safety
- Federal Highway Administration
- University of Kentucky

Program at a Glance

➤ STEP 1: Establish RTSAB


- Select counties for participation
- Determine local stakeholders
- Query data to present locally
- Establish program expectations
- Develop program materials

➤ STEP 2: RTSAB meets with “High 5” Counties

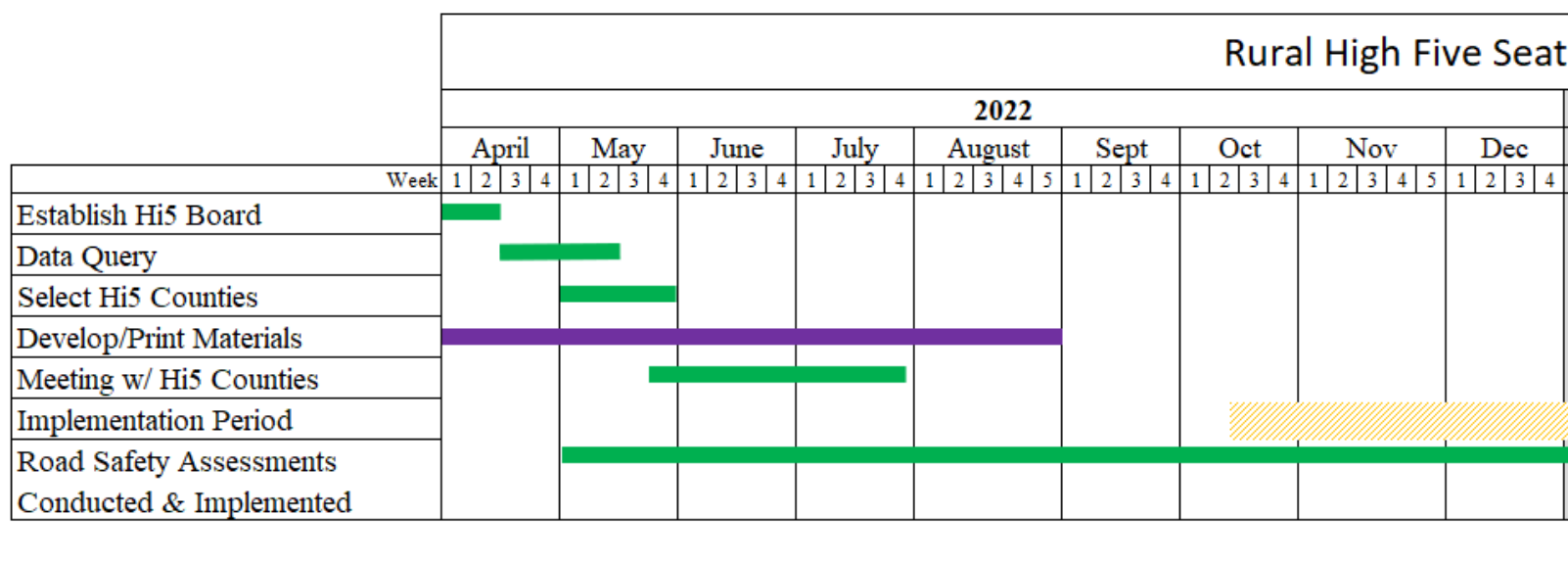
- Set program expectations
- Plan for Roadway Assessment
- County-level and multi-disciplinary planning
- Any training necessary for observations

➤ STEP 3: Program Implementation

- 12-month program period
- Meet monthly expectations
- Enforcement
- Education and outreach
- Roadway Assessments
- Seat Belt Observations

The logo for Team PRG Kentucky High Five. It features the text "TEAM PRG KENTUCKY" in a bold, dark blue sans-serif font. To the right of "PRG" is a small blue silhouette of the state of Kentucky. To the right of the Kentucky map is a stylized graphic of two hands, one blue and one red, reaching towards each other. To the right of the hands is the text "high five" in a smaller, lowercase, red sans-serif font. The entire logo is set against a white background with blue geometric shapes on the left and right sides.

Timeline - First Half



High Five: Education

CSOs and KSP were encouraged to collaborate to plan Hi5 publicity & outreach events/activities.



high five
rural traffic safety project

Did you know that 77% of (Bourbon County) roadways are rural?
Did you know that 77% of (Bourbon County) roadway fatalities are unrestrained?

That is why (Bourbon County) was selected to participate in the High Five Rural Traffic Safety Project which is designed to increase seat belt use and make rural roads safer using the 3 E's of High Five:

Engineering—Identify high-crash roadway segments in (Bourbon County) and work to find low-cost solutions

Education—Teach the community seat belt safety facts

Enforcement—Enforce seat belt use among (Bourbon County) residents

A seat belt is your best defense against injury and death. Please, buckle up (Bourbon County)!

The Kentucky High Five Program is sponsored by the Kentucky Transportation Cabinet (KYTC), the KYTC Office of Highway Safety and Kentucky State Police.

TEAM KENTUCKY
TRANSPORTATION CABINET

KENTUCKY STATE POLICE

Program requirements:

- ▶ Participate in Kickoff Event
- ▶ Two social media posts per month
- ▶ Present Hi5 at each High School in the county
- ▶ Distribute Hi5 info cards at roadside stops
- ▶ Hang Hi5 posters in public spaces
- ▶ Conduct four (4) other outreach events



high five
rural traffic safety project

The High Five Rural Traffic Safety Project recognizes:

- The chances of surviving a traffic crash are 45% higher when properly restrained in a seat belt.
- In the US, based on known restraint use in fatal crashes, 52% of rural passenger vehicle occupants killed in 2020 were unrestrained.
- Airbags are designed to work with seat belts. To help yourself in an accident, make sure you're buckled up.
- While Kentucky's statewide seat belt usage is 89.8%, over 100,000 drivers plus 20,000 passengers are still unbelted on Kentucky roadways every day.

Kentucky has a higher fatality rate than the national average.

Rural Kentucky Roadways have fatal crashes at a higher than average rate.

The High Five Program is sponsored by the Kentucky Office of Highway Safety, Kentucky Transportation Cabinet and Kentucky State Police.

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TRANSPORTATION CABINET

KENTUCKY STATE POLICE

highwaysafety.ky.gov
transportation.ky.gov
kentuckystatepolice.org

*Data Sources: Kentucky Transportation Cabinet
National Highway Traffic Safety Administration

High Five: Enforcement

Each High Five CSO could determine the tactical approach to conduct enforcement and special projects and were asked to collaborate with KSP to coordinate efforts.

Program requirements:

- ▶ Conduct at least two (2) multi-jurisdictional enforcement projects per month
- ▶ Issue seat belt citations and/or warnings to violators depending on local policy and officer discretion
- ▶ Participating law enforcement should hand out informational cards during traffic stops and at any other appropriate times while discussing the disproportionate number of unbelted fatalities on rural roads.

High Five: Engineering

- Conduct a Road Safety Assessment
- Identify low-cost and no-cost engineering solutions for problem road segments in each High Five county.
 - Common examples include upgraded signage, chevrons, rumble strips, brush removal, and drainage culverts.
- RTSAB to identify possible funding sources to implement the solutions and provide that information to High Five Counties.
- Funds from this project could not be used to complete improvements identified in the audits.
- Work together to build bridges

Grant Funding

\$100, 000

- \$50,000 to State Patrol
- \$10,000 to each of the five counties

Grant funds can be used for:

- OT Enforcement
- OT Education and Outreach
- Observational Seat Belt Surveys
- Development and production of materials
- NOT paid media

Kentucky's Rural ***“High Five”*** **Seat Belt Program**

Law Enforcements Role



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KENTUCKY.**

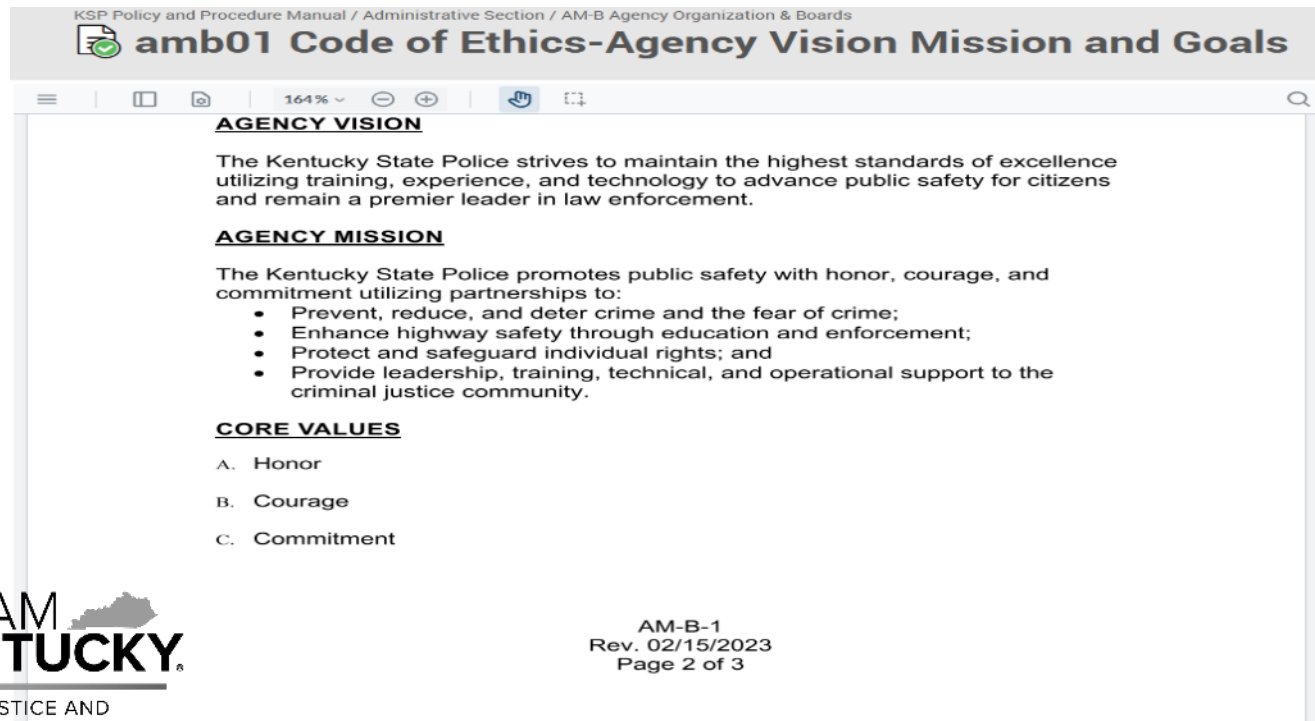
JUSTICE AND
PUBLIC SAFETY CABINET

Highway Safety:

- **Mission Driven**
- **Critical element of Kentucky State Police Training from day one**
- **Commitment to the public we serve**



Mission Driven Success:



2025 KSP Enforcement



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| 26 | 27 | 28 | 29 | 30 | 31 | |

JAN
Drive Sober or Get Pulled Over
 (cont.) Dec 13, 2024 - Jan 1, 2025
Operation CARE
 (cont.) Dec 20, 2024 - Jan 1, 2025

| Su | Mo | Tu | We | Th | Fr | Sa |
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| 27 | 28 | 29 | 30 | 31 | | |

JUL
Operation CARE
 Jul 3 - 6 (Fourth of July - DUI)
6 State Trooper Project
 Jul 20 - 26 (Move Over)
NHTSA Speed Prevention
 Jul 8 - 31

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FEB
Operation CARE
 Feb 9 (Super Bowl Sunday - DUI)
6 State Trooper Project
 Feb 14 - 16 (I-75- Speed, Belt & DUI)

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AUG
Drive Sober or Get Pulled Over
 Aug 13 - Sep 1
Operation CARE
 Aug 29 - Sep 1 (Labor Day - DUI)

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MAR
Operation CARE
 Mar 8 - 17 (St. Patrick's Day- DUI)
6 State Trooper Project
 Mar 6 - 8
 (Criminal Patrol/Drug Interdiction)

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SEP
Drive Sober or Get Pulled Over
 (cont.) Aug 13 - Sep 1
Operation CARE
 (cont.) Aug 29 - Sep 1 (Labor Day - DUI)
6 State Trooper Project
 Sep 11 - 14 (Criminal Patrol/Felons & Firearms)

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APR
Operation CARE
 Apr 7 - 14 (Distracted Driving)
 Apr 20 (Drug Impaired Driving)
6 State Trooper Project
 Apr 7 - 14 (Distracted Driving)
 NHTSA Apr 7 - 14 (Distracted Driving)

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OCT
Operation CRASH REDUCTION
 (NHTSA)
 Oct 10 - 13 (Columbus Day - Seatbelt)
6 State Trooper Project
 Oct 10 - 12 (I-70, Speed, Belt, & DUI)

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| 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| 25 | 26 | 27 | 28 | 29 | 30 | 31 |

MAY
Operation CARE
 May 5 (DUI) & May 12-26 (Seatbelt)
6 State Trooper Project
 May 19 - 26 (Seatbelt)
CIOT
 May 19 - Jun 1

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| 24 | 25 | 26 | 27 | 28 | 29 | 30 |

NOV
Operation CARE
 Nov 26 - Nov 30 (Thanksgiving - DUI)

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JUN
Click It or Ticket
 (cont.) May 19 - Jun 1

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DEC
Drive Sober or Get Pulled Over
 Dec 10 - Jan 1, 2026 (DUI)
Operation CARE
 Dec 19 - Jan 1, 2026 (DUI)

➤ Enforcement Calendar

❑ Pre-Planned Statewide Enforcement (with education)

➤ *“High Five”*

❑ Targeted Education (with enforcement)



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 PUBLIC SAFETY CABINET

KENTUCKY STATE POLICE POST & CVE LOCATIONS



POST 1, MAYFIELD (Graves Co.)
8366 US Hwy 45 North, Hickory, 42051
(270) 856-3721

POST 2, MADISONVILLE (Hopkins Co.)
1000 Western Kentucky Parkway, Nashville, 42442
(270) 676-3313

POST 3, BOWLING GREEN (Warren Co.)
3119 Nashville Rd., Bowling Green, 42101
(270) 782-2010

POST 4, ELIZABETHTOWN (Hardin Co.)
954 Cameron Ponder Dr., Elizabethtown, 42701
(270) 766-5078

POST 5, CAMPBELLSBURG (Henry Co.)
160 Clinton Ln., Campbellsburg, 40011
(502) 532-6363

POST 6, DRY RIDGE (Grant Co.)
4265 US Highway 25, Dry Ridge, 41025
(859) 428-1212

POST 7, RICHMOND (Madison Co.)
699 Eastern By-Pass, Richmond, 40475
(859) 623-2404

POST 8, MOREHEAD (Rowan Co.)
1595 Flemingsburg Rd., Morehead, 40351
(606) 784-4127

POST 9, PIKEVILLE (Pike Co.)
3499 North Mayo Trail, Pikeville, 41501
(606) 433-7711

POST 10, HAZARD (Harrison Co.)
3319 South U.S. 421, Hazard, 40031
(606) 573-3131

POST 11, LONDON (Laurel Co.)
11 State Police Rd., London, 40341
(606) 878-6622

POST 12, FRANKFORT (Franklin Co.)
1250 Louisville Rd., Frankfort, 40601
(502) 227-2222

POST 13, HAZARD (Perry Co.)
100 Justice Dr., Hazard, 41701
(606) 435-6069

POST 14, ASHLAND (Boyd Co.)
5975 State R. 60, Ashland, 41102
(606) 928-6421

POST 15, COLUMBIA (Adair Co.)
1118 Jamestown St., Columbia, 42728
(270) 384-4796

POST 16, HENDERSON (Henderson Co.)
8298 Knoch Dr., Henderson, 42420
(270) 826-3312

KSP HEADQUARTERS
919 Versailles Road, Frankfort, 40601
(502) 782-1780

CVE WEST
954 Cameron Ponder Dr., Elizabethtown, 42701
(502) 782-8583

CVE CENTRAL
Scott Weigh Facility, PO Box 760, Georgetown, 40324
(502) 863-4559

CVE EAST
8986 US Highway 23 N, East Pointe, 41216
(502) 782-5773

“High Five” KSP Posts:

- ❑ **Post 1 - Lyon Co.**
- ❑ **Post 6 - Grant Co.**
- ❑ **Post 9 - Pike Co.**
- ❑ **Post 13 - Perry Co.**
- ❑ **Post 15 - Taylor Co.**



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“



❑ **Dangerous Roads**

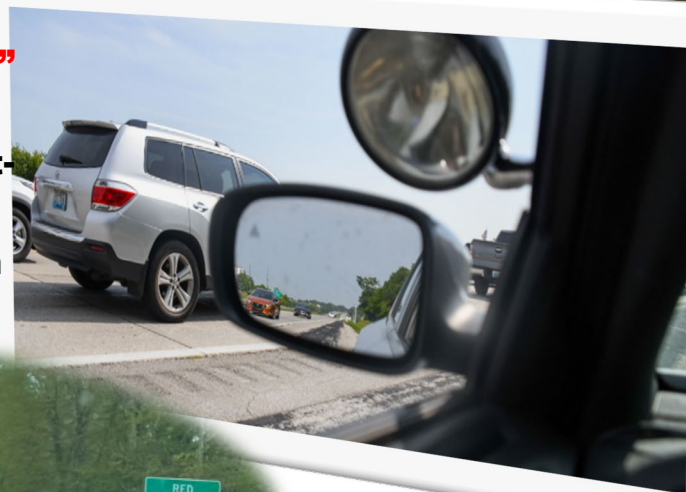
❑ **Enforcement saves
Lives**

❑ **So, Does Education!!!**

“High Five” - Works



Kentucky's **"High Five"** efforts are helping to address low belt use counties, from the flatlands of Western Kentucky to the mountains of Eastern Kentucky.



Whether traveling a major interstate or a winding county highway the safest drivers are belted drivers and Kentucky Law Enforcement is doing their part.



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Public Messaging building Public Support



The High Five Rural Traffic Safety Project recognizes:

- The dangers of running a traffic crash are 45% higher when properly restrained in a seat belt.
- In the US, based on known restraint use in fatal crashes, 12% of rural passenger vehicle occupants killed in 2022 were unrestrained.
- Always are designed to work without belts. To feel a yearning in an accident, make sure you're buckled up.
- While Kentucky's interstate network with usage in 80,000, over 100,000 vehicles plus 30,000 passengers are still unbelted on Kentucky roadways every day.

Where in Kentucky will the program be focused?

A: In rural counties that 41% of crash data show have high fatal and severe injury rates.

Don't most crashes occur on major roadways?

A: In 2021, 65% of fatalities in Kentucky occurred on rural roads and 53% of Kentucky roads are rural.

What are the main causes of rural traffic crashes?

A: Most rural road crashes involve only one vehicle. Contributing factors include loss of control, lane departure, excessive speed, failure to yield, and impaired driving.

Why is increasing seat belt usage so important?

A: Proper and regular seat belt use is the single most effective way to reduce deaths and injuries. Eighty-two percent of vehicle occupants expected during a crash are killed.

Can more be done to make rural roads safer?

A: Yes. The High Five project includes local and state engineers and traffic safety professionals working together to identify road hazards and make appropriate interventions possible.

*Kentucky Department of Transportation
Source: Kentucky Department of Transportation



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Seeing is: Believing



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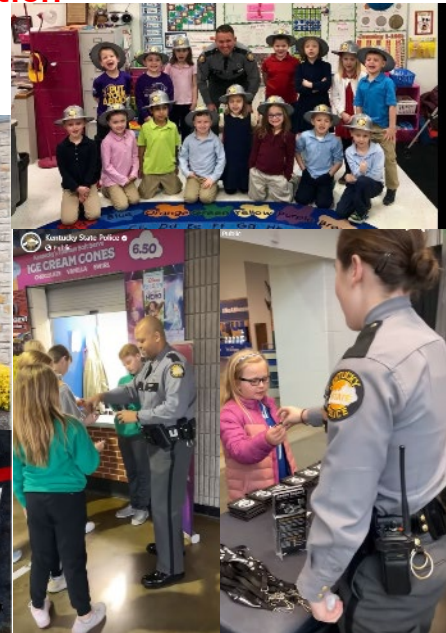


Increasing Belt Use Through Partnerships

- ❑ State, County, and Local Police Departments
- ❑ KOHS and National Highway Traffic Safety Administration
- ❑ Local Schools, Businesses, and events



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Enforcement building Public Support



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“High Five” Post Commanders & PAOs

- ❑ **Post 1 – Lyon Co.**
- ❑ **Post 6 – Grant Co.**
- ❑ **Post 9 – Pike Co.**
- ❑ **Post 13 – Perry Co.**
- ❑ **Post 15 – Taylor Co.**

KSP POST 6

PROUDLY SERVING

Name: Thomas Mackay
 Unit: 6
 Address: 10000 S. 10th St.
 City: Phoenix, AZ 85042
 Phone: (602) 995-1000
 Fax: (602) 995-1001

POST LOCATIONS BY COUNTY

| | |
|----------|--|
| County | |
| City | |
| Address | |
| Lat/Long | |
| Phone | |

[VIEW ALL POSTS](#)

KSP POST 6 LOCATION MAP

CAPT. SCOTT LENGLE
Post Commander

TPR. DAVID P. JONES
Deputy Commander

[illegible]

KSP POST 15

PROUDLY SERVING

1000 Highway 150
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POST LOCATIONS BY COUNTY

ALABAMA
 ARIZONA
 ARKANSAS
 CALIFORNIA
 COLORADO
 CONNECTICUT
 DELAWARE
 FLORIDA
 GEORGIA
 HAWAII
 ILLINOIS
 INDIANA
 IOWA
 KANSAS
 KENTUCKY
 LOUISIANA
 MAINE
 MARYLAND
 MASSACHUSETTS
 MICHIGAN
 MINNESOTA
 MISSISSIPPI
 MISSOURI
 MONTANA
 NEBRASKA
 NEVADA
 NEW HAMPSHIRE
 NEW JERSEY
 NEW MEXICO
 NEW YORK
 NORTH CAROLINA
 NORTH DAKOTA
 OHIO
 OKLAHOMA
 OREGON
 PENNSYLVANIA
 RHODE ISLAND
 SOUTH CAROLINA
 SOUTH DAKOTA
 TENNESSEE
 TEXAS
 UTAH
 VERMONT
 VIRGINIA
 WASHINGTON
 WEST VIRGINIA
 WISCONSIN
 WYOMING

NEWS BICENT

1000 Highway 150
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CAPT. BRADY STOUTS

1000 Highway 150
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 1000 Highway 150
 1000 Highway 150

TPR. JONATHAN HOUK

1000 Highway 150
 1000 Highway 150
 1000 Highway 150
 1000 Highway 150
 1000 Highway 150


KSP POST 1

PROUDLY SERVING

A full-time, entry-level position in the County's premier law enforcement agency. The position is responsible for providing law enforcement services to the community.

• Growing new recruits
 • Making them the best of the best

2017-2018 Salary: \$30,000 - \$35,000




Kent County Sheriff's Office
 1000 N. 10th St.
 P.O. Box 100
 Kent, WA 98221


POST LOCATIONS BY COUNTY

Select
 Adams
 Annette
 Asotin
 Benewah
 Blaine
 Bonanza
 Bonanza

HIRE NOW



CAPT. DAVID ARCHER
 Post Coordinator



Tpr. SARAH BURGESS
 Post Coordinator

KSP POST 1 TRAINING SCHEDULE DATES

TEAM 
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“High Five” Snap-Shot:

Post 9 - Pike Co.

09/27/2024-[Trooper](#) Michael Coleman [patrolled](#) US 119 and KY 1056 distributing flyers instead of issuing citations.

10/01/2024-[Trooper](#) Michael Coleman [patrolled](#) the same area, issuing four seatbelt citations and handing out 6 flyers.

10/29/2024-[Trooper](#) Matthew Cornett and [Deputy](#) Kevin Belcher conducted a [safety checkpoint](#) on Meta Highway distributing 10 flyers. Later that day, they joined Trooper Coleman for another checkpoint on KY 319, where 25 flyers were handed out.

01/24/2025-[Trooper](#) Michael Coleman and [Deputy](#) Kevin Belcher [escorted supervisors and engineers from the Transportation Cabinet](#) through high traffic areas in Pike County, as they [worked on problem-solving in high-crash zones](#).

02/04/2025-[Trooper](#) Brennan Eckhart and [Deputy](#) Kevin Belcher attended a [Belfry Highschool basketball game](#), distributing flyers to attendees.


02/08/2025-[Trooper](#) Coleman set up an [informational booth at the Appalachian Wireless Arena during the Boat and RV Show](#), handing out approximately 45



Post 13 – Perry County “High Five”

POST LOCATIONS COMMUNITY RESOURCES CAREERS

KENTUCKY STATE POLICE
THE THIN GRAY LINE

APPLY TODAY  [JOINKSP.COM](https://www.kysp.com)

KENTUCKY HIGH FIVE RURAL TRAFFIC SAFETY PROGRAM TO LAUNCH JULY 22ND

(Hazard, KY, July 17, 2024) – A news conference announcing the launch of the High Five Rural Traffic Safety Project (High Five) will be held at 10 a.m. on Monday, July 22, at Kentucky State Police, Post 13, Hazard. The 12-month public safety initiative continues the program in Kentucky from 2022 and will aim to increase seat belt use and decrease overall vehicle crashes in five participating rural Kentucky counties.

What: High Five Rural Traffic Safety Project launch news conference

Who:

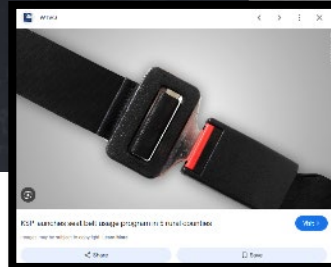
- Kentucky State Police, Post 13, Hazard
- National Highway Traffic Safety Administration
- Department of Transportation
- Perry County Sheriff's Office

When: Monday, July 22, 2024

- Meet-and-Greet at 9 a.m. to 10 a.m. and light refreshments provided
- Press Conference at 10 a.m.

Where: Kentucky State Police, Post 13, Hazard 100 Justice Drive, Hazard, KY 42521.

###




KSP POST 13
PROUDLY SERVING:
Breathitt, Knott, Letcher, Letcher, and Perry Counties

100 Justice Dr.
Hazard, Kentucky 42521
800.425.6000

Kentucky State Police prepare to begin new campaign


Tpr. Matt Gayheart
PAO, KSP POST 13

 **swymit**
KVM 11:17


POST LOCATIONS BY COUNTY

| |
|----------|
| Adair |
| Allen |
| Anderson |
| Bell |
| Benton |

NEWS ARCHIVE



CAPT. JENNIFER SANDLIN
Post Commander



Tpr. MATT GAYHEART
Public Affairs Officer



 **@KentuckyStatePolice**

 **@ky_state_police**

 **@kystatepolice**

 **Kentucky State Police**



Questions?

Thank You

Buckle-Up & Stay Safe!!!

Major Eric J. Walker

East Division Director - Operations

Kentucky State Police Headquarters

919 Versailles Road, Frankfort, KY 40601

Office: (502) 782-1800 | Cell: (502) 330-7834

[eric.walker@ky.gov]



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High Five Program RSA Issues List

- Speed – (Design speed; speed limit; sight distance; overtaking)
- Road alignment and cross section
- Intersections
- Roadside Issues (Clear zones and crash barriers)
- Bridges and culverts
- Pavement – (Defects; skid resistance; flooding)



High Five Program RSA Issues List (Cont.)

- Lighting and Glare
- Signs
- Traffic Signals
- Marking and delineation
- Roadway Users



High Five Program RSA Team Members

- Highway Safety Improvement Program – (HSIP)
- Engineers / Representation from District Office
- Highway Safety Office
- Local Law Enforcement
- Crash Reconstructionist



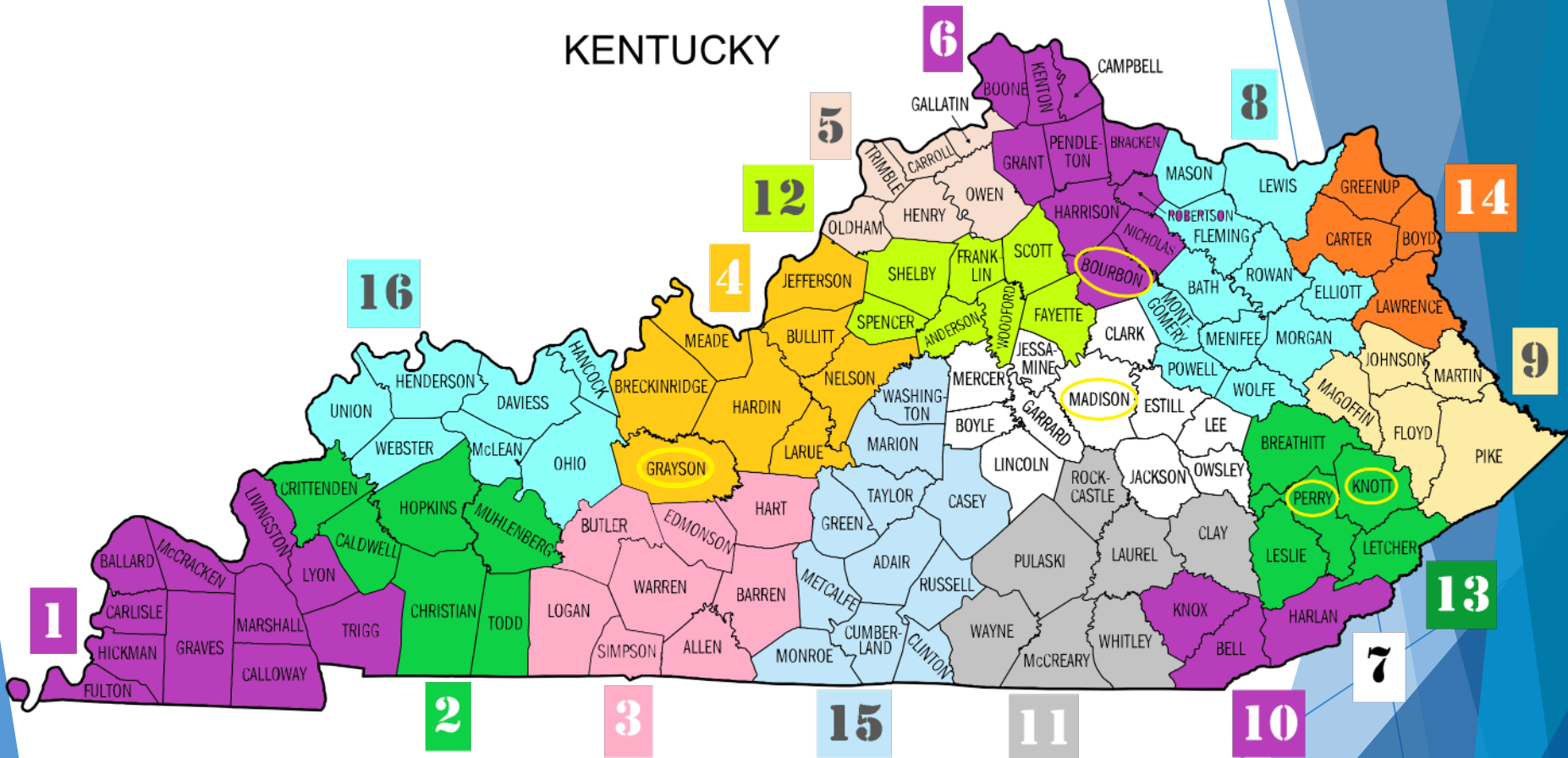
High Five RSA Experience From Lyon County Sheriff

- ▶ <https://transportation.ky.gov/HighwaySafety/Videos/LyonCountyHigh5.mp4>

High Five Activity - Requirements

- ▶ All County Sheriffs Offices conducted some enforcement.
- ▶ KSP conducted enforcement in each county – both saturation patrols and Checkpoints were used.
- ▶ All counties conducted Kickoffs and 4 other Publicity & Outreach Events.
- ▶ Road Safety Assessments were completed in each county – planned to improve process for future.
- ▶ Some counties posted some social media.
- ▶ All Law Enforcement handed out educational cards.

Initial High Five Counties



Initial High Five County Stats

▶ Bourbon - Sheriff Asbury

- ▶ Bourbon ranks 10th for fatal and serious injury rate miles travelled.
- ▶ Bourbon has the 9th highest rate of unbelted fatalities.
- ▶ Despite being ranked 57/120 for population (middle of the pack), Bourbon County ranks 31st (top 25%) in total fatalities.

▶ Grayson - Sheriff Chaffins

- ▶ Grayson ranks 21st in total fatalities.
- ▶ Grayson ranks 32nd for total serious injuries.
- ▶ Grayson ranks 33rd in Speed-related collisions and 35th in impaired driving collisions.

▶ Knott - Sheriff Richardson

- ▶ Knott ranks 13th in percentage of fatalities that were unbelted.
- ▶ Knott ranks a respectably low 81st in total fatalities.
- ▶ Knott ranks an even lower 96th for total serious injuries.

▶ Madison - Sheriff Coyle

- ▶ Madison ranks 11th for total serious injuries.
- ▶ Madison ranks 16th for total fatalities.
- ▶ Madison ranks 9th in total collisions and 7th for impaired driving collisions.

▶ Perry - Sheriff Engle

- ▶ Perry County ranks 1st for the highest percentage of traffic fatalities that were unbelted.
- ▶ Perry County ranks 14th for total fatalities and 24th for total serious injuries.
- ▶ Perry County ranks 18th for the rate of fatal and serious injuries per vehicles miles travelled.

High Five Activity - Experience

- ▶ Flood Recovery events were used for safety messages
- ▶ Elementary School Bike Giveaways
- ▶ Local Events – Honeyfest, Art Walk, County Fair, High School Football Game
- ▶ All Law Enforcement expressed positivity – especially regarding ticketing discretion
- ▶ Roadway Assessment process to be improved
- ▶ Reported increase in communication between Deputies and Troopers

Round 2 of *High Five* Program

▶ Perry - Sheriff Engle

- ▶ Perry County ranks 39th in population.
- ▶ Perry County ranks 19th in total fatalities.
- ▶ Perry County ranks 46th in total collisions.

▶ Lyon - Sheriff White

- ▶ Lyon ranks 102nd in population.
- ▶ Lyon ranks 46th in speed involved collisions and 69th for total collisions.
- ▶ Lyon ranks 72nd in fatalities.

▶ Grant - Sheriff Maines

- ▶ Grant ranks 45th in population.
- ▶ Grant ranks 18th for unbelted percentage of fatalities.
- ▶ Grant ranks 30th in total fatalities and 34th for total collisions.

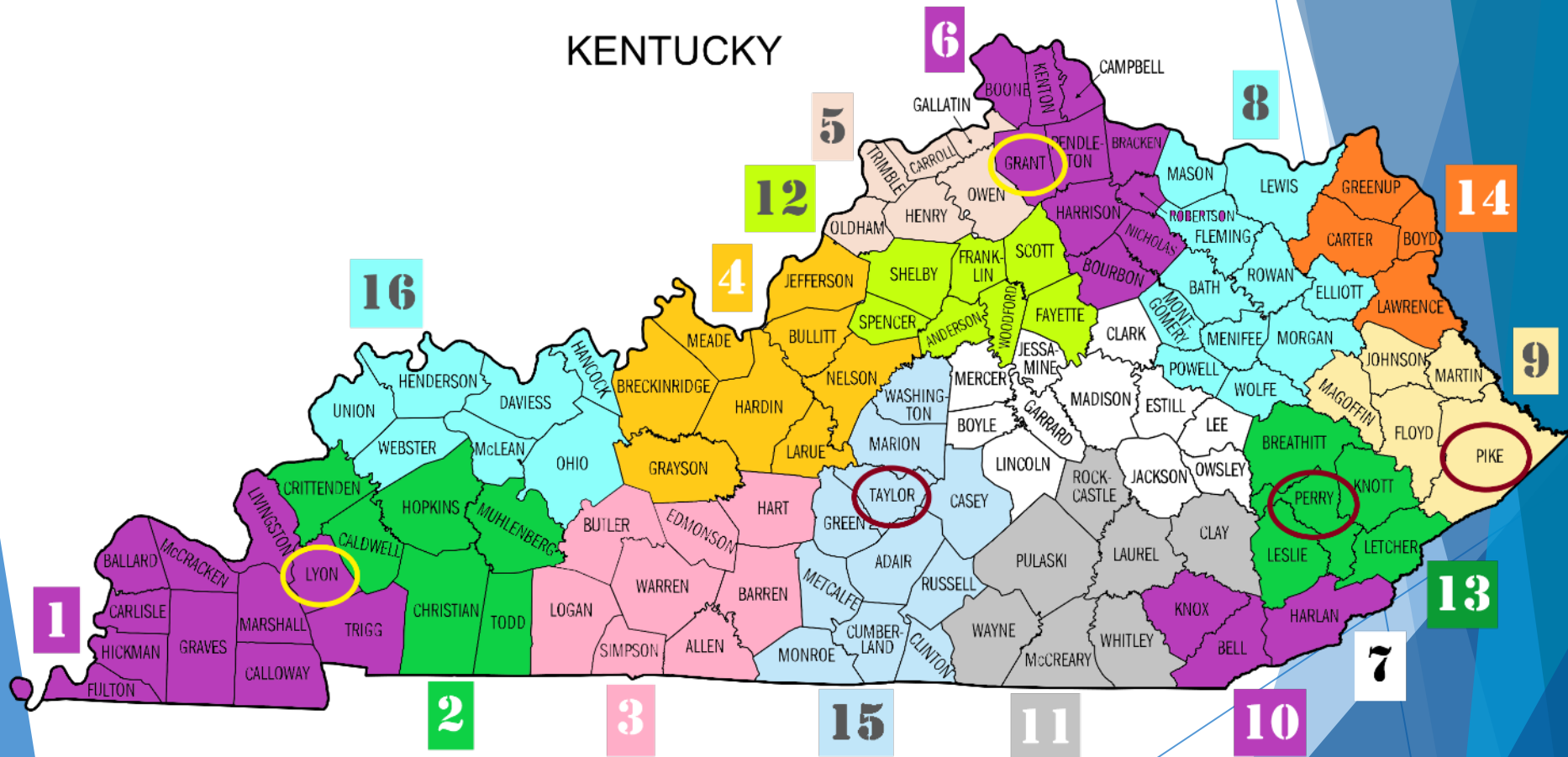
▶ Pike - Sheriff Scott

- ▶ Pike ranks 17th in population.
- ▶ Pike ranks 4th for total fatalities.
- ▶ Pike ranks 13th in impaired driving collisions and 15th in unbelted percentage of fatalities.

▶ Taylor - Sheriff Benningfield

- ▶ Taylor County ranks 42nd for population.
- ▶ Taylor County ranks 9th for unbelted percentage of fatalities.
- ▶ Taylor County ranks 37th for total collisions.

High Five Round 2



Choosing Initial *High Five* Counties

- ▶ FFY2023
 - ▶ NHTSA and PRG looked for states
 - ▶ Large portion of rural roads
 - ▶ Room for improvement in OP
 - ▶ Kentucky
- ▶ In each state:
 - ▶ 5 Rural Counties (+ 1 control)
 - ▶ OP challenges (if possible)
- ▶ Kentucky
 - ▶ Built dashboard (HSP modified)
 - ▶ Candidates across 4 LEL regions

Choosing Initial *High Five* Pilot States - Kentucky

- ▶ 26th in Length of Public Road System
- ▶ 81% of length of Public Road System is Rural
- ▶ Traffic Volume in Kentucky is approximately 127M/day
 - ▶ 54% on Rural Roads
- ▶ Traffic Collisions around 130k/year
 - ▶ 52% on Rural Roads

Choosing Initial *High Five* Counties - Dashboard



This dashboard ranks the counties in Kentucky 1 to 120 in several categories related to highway safety. When the county is in the top 40, it has a potential safety need in that area and will be highlighted.

Instructions:

Use the drop down to pick your county.

If the box on the right is **this color**, it has a need.

Pick Your County

BOURBON

BOURBON

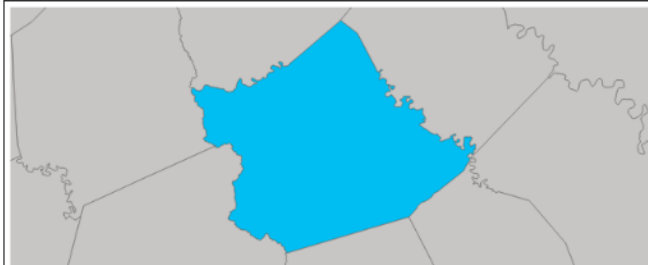


Pick Your County

Reference Map

Reference Data

High Five County Selection using 2018-2020 Data



27

Overall Rank

1

Urban Type Rank

31

Fatalities

43

Serious Injuries

10

Fatal And Serious Injury
Rate per 100 MVM

40

Impaired Driving
Collisions

8

Fandl per 100 Miles
Rank

57

Population (2020 est)

42

Speed Involved
Collisions Total

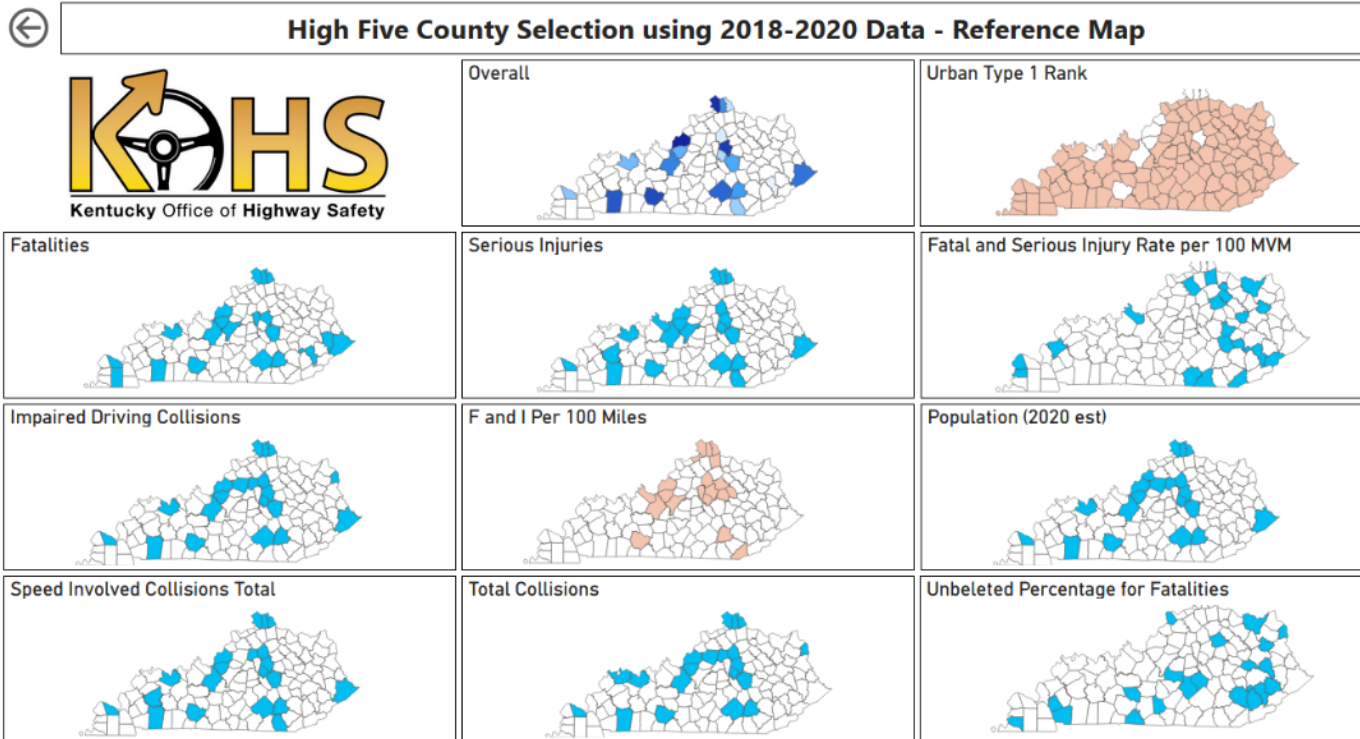
48

Total Collisions


9

Unbelted Percentage for
Fatalities

Choosing Initial *High Five* Counties - Dashboard - Map

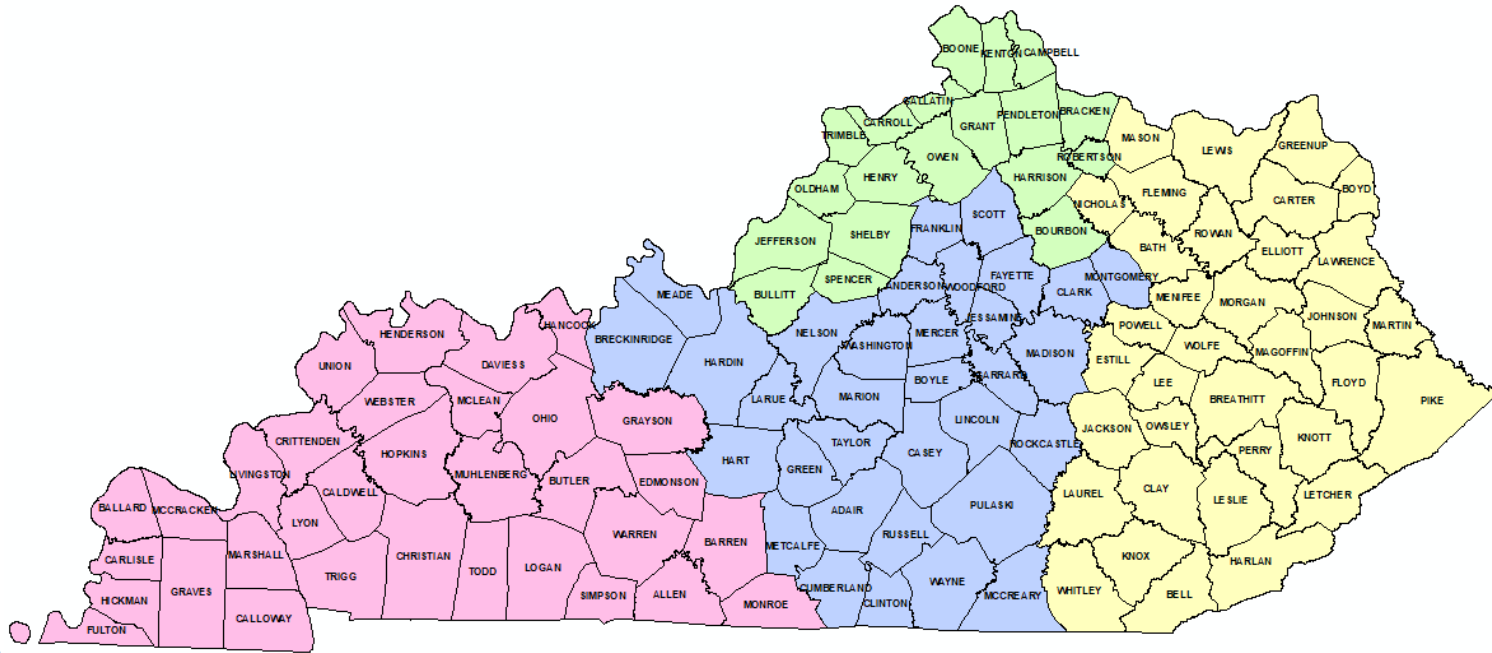


Choosing Initial *High Five* Counties - Dashboard - Data

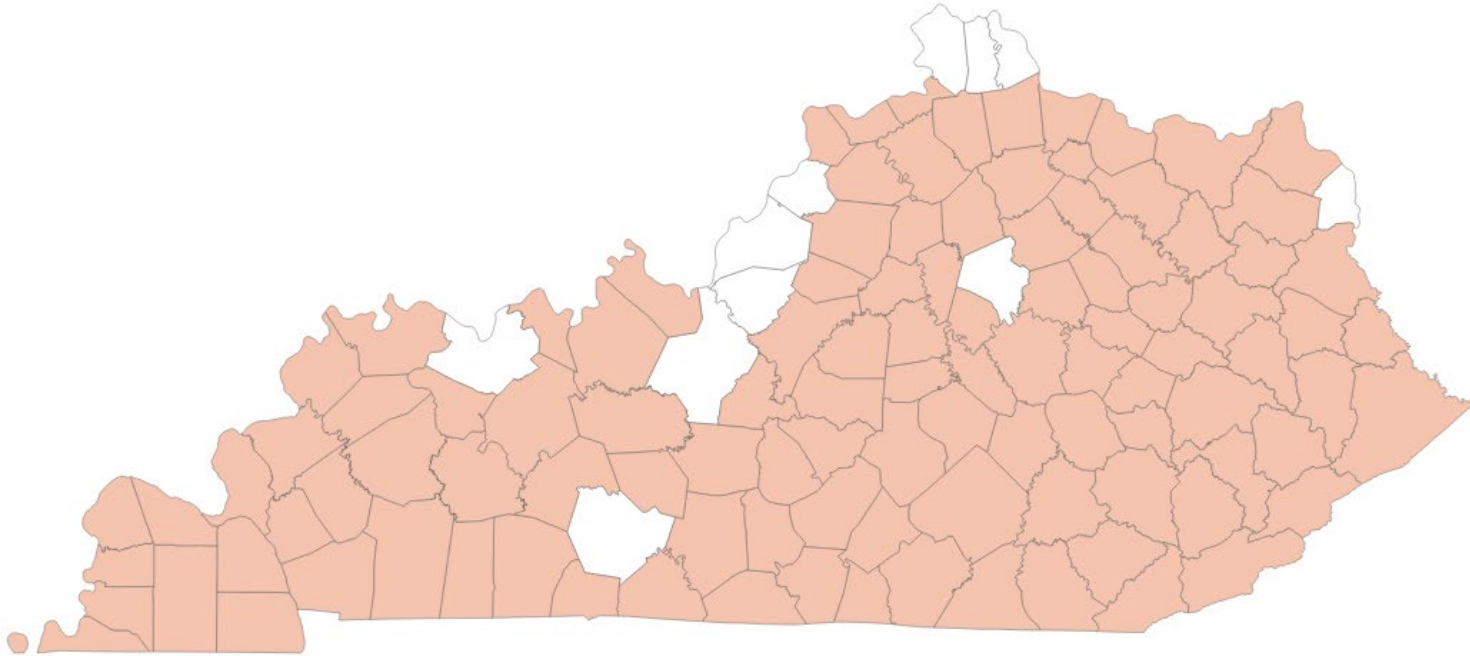
 **High Five County Selection using 2018-2020 Data - Reference Data**

| County | Overall Rank | Fatalities | Serious Injuries | Fatal And Serious Injury Rate per 100 MVM | Impaired Driving Collisions | FandI per 100 Miles Rank | Urban Type Rank | Population (2020 est) | Speed Involved Collisions Total | Total Collisions | Unbelted Percentage for Fatalities |
|--------------|--------------|------------|------------------|---|-----------------------------|--------------------------|-----------------|-----------------------|---------------------------------|------------------|------------------------------------|
| ADAIR | 99 | 93 | 83 | 102 | 80 | 112 | 1 | 60 | 95 | 75 | 61 |
| ALLEN | 45 | 43 | 64 | 28 | 63 | 73 | 1 | 53 | 67 | 54 | 10 |
| ANDERSON | 65 | 81 | 73 | 86 | 45 | 48 | 1 | 50 | 73 | 53 | 24 |
| BALLARD | 75 | 81 | 75 | 11 | 101 | 67 | 1 | 109 | 104 | 104 | 22 |
| BARREN | 20 | 23 | 24 | 90 | 26 | 61 | 1 | 25 | 27 | 21 | 46 |
| BATH | 83 | 102 | 69 | 59 | 91 | 65 | 1 | 87 | 63 | 85 | 36 |
| BELL | 40 | 59 | 23 | 16 | 52 | 19 | 1 | 44 | 54 | 50 | 69 |
| BOURBON | 27 | 31 | 43 | 10 | 40 | 8 | 1 | 57 | 42 | 48 | 9 |
| BOYLE | 67 | 93 | 64 | 96 | 40 | 39 | 1 | 35 | 31 | 34 | 74 |
| BRACKEN | 100 | 111 | 91 | 31 | 85 | 78 | 1 | 107 | 65 | 97 | 84 |
| BREATHITT | 71 | 50 | 83 | 23 | 70 | 84 | 1 | 86 | 86 | 86 | 30 |
| BRECKINRIDGE | 61 | 73 | 50 | 21 | 64 | 96 | 1 | 55 | 69 | 73 | 33 |

Choosing Initial *High Five* Counties - LEL Regions



Choosing Initial *High Five* Counties - Rural Counties



Choosing Year 2 *High Five* Counties - Dashboard



This dashboard ranks the counties in Kentucky 1 to 120 in several categories related to highway safety. When the county is in the top 40, it has a potential safety need in that area and will be highlighted.

Instructions:

Use the drop down to pick your county.

If the box on the right is **this color**, it has a need.

Pick Your County

TAYLOR

TAYLOR

Pick Your County

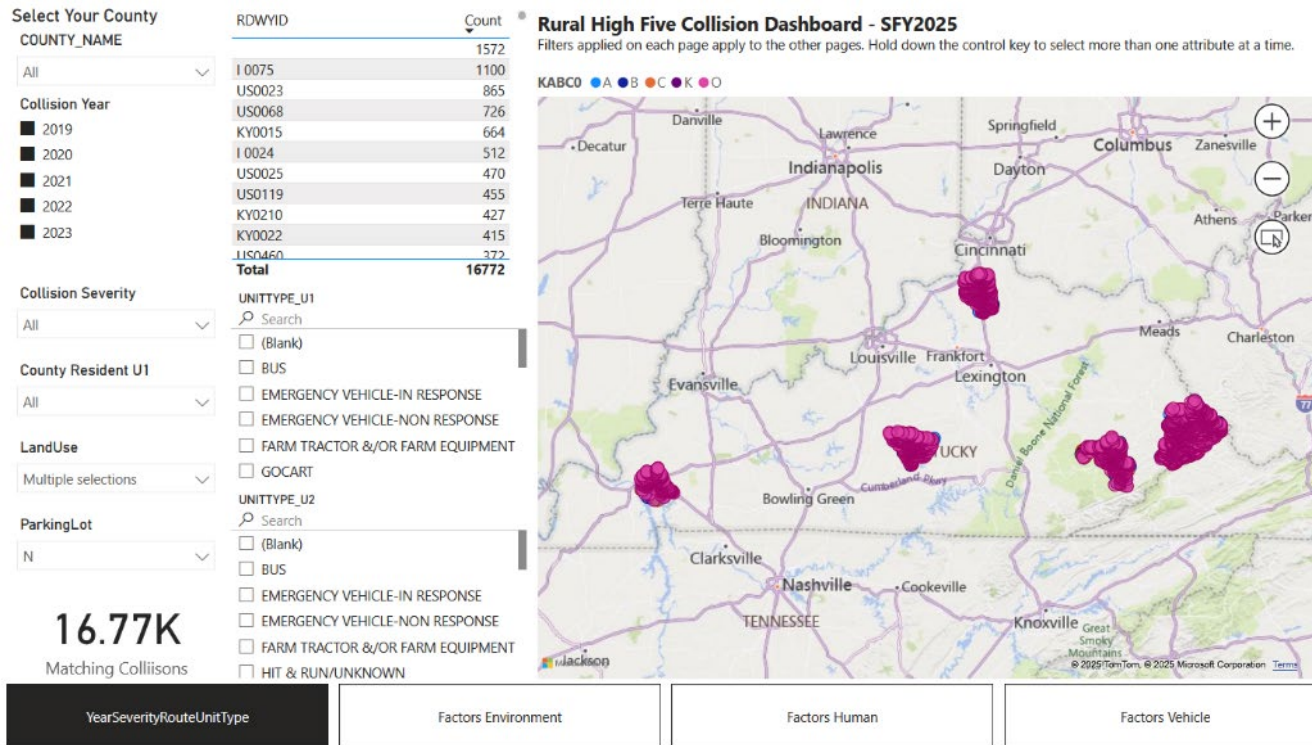
Reference Map

Reference Data

| High Five County Selection using FFY 2021-2023 Data | | | | | |
|---|--|--|--|--|--|
| | | <div>50</div> <div>Overall Rank</div> | | | |
| <div>1</div> <div>Urban Type Rank</div> | <div>51</div> <div>Fatalities</div> | <div>63</div> <div>Serious Injuries</div> | <div>75</div> <div>Fatal And Serious Injury Rate per 100 MVM</div> | <div>49</div> <div>Impaired Driving Collisions</div> | |
| <div>102</div> <div>FandI per 100 Miles Rank</div> | <div>42</div> <div>Population (2020 est)</div> | <div>69</div> <div>Speed Involved Collisions Total</div> | <div>37</div> <div>Total Collisions</div> | <div>9</div> <div>Unbelted Percentage for Fatalities</div> | |

High Five - RSA tool

- ▶ Road Safety Assessment
 - ▶ Review locations
 - ▶ Find low-cost improvements
- ▶ Provide Tool
 - ▶ Let each county review their data



High Five - Grantee Tool Dashboard - Intro

Choose Their County - Dive Into Their Collision Data

High Five - Grantee Tool Dashboard - First Filters

- ▶ County
- ▶ Calendar Year(s)
- ▶ Collision Severity
 - ▶ KABCO
- ▶ County Resident for Unit 1
- ▶ Land User
- ▶ Parking Lot
- ▶ Updating Total

Select Your County

COUNTY_NAME

LYON

Collision Year

■ 2019

■ 2020

■ 2021

■ 2022

■ 2023

Collision Severity

All

County Resident U1

All

LandUse

Multiple selections

ParkingLot

N

1373

Matching Collisions

High Five - Grantee Tool Dashboard - Second Filters

- ▶ Roadway ID
 - ▶ Count of Collisions
- ▶ Unit Type for U1
 - ▶ searchable
- ▶ Unit Type for U2
 - ▶ Multiple Selections

| RDWYID | Count |
|--------------|-------------|
| I 0024 | 512 |
| US0062 | 239 |
| KY0093 | 110 |
| I 0069 | 74 |
| | 65 |
| US0641 | 58 |
| KY0293 | 40 |
| KY0295 | 22 |
| KY0730 | 20 |
| KY0818 | 20 |
| KY0274 | 17 |
| Total | 1373 |

UNITTYPE_U1

Search

- ☐ (Blank)
- ☐ EMERGENCY VEHICLE-IN RESPONSE
- ☐ EMERGENCY VEHICLE-NON RESPONSE
- ☐ FARM TRACTOR &/OR FARM EQUIPMENT
- ☐ HIT & RUN/UNKNOWN
- ☐ LT TRUCK(VAN/SPORTS UTILITY/PICKUP)

UNITTYPE_U2

Search

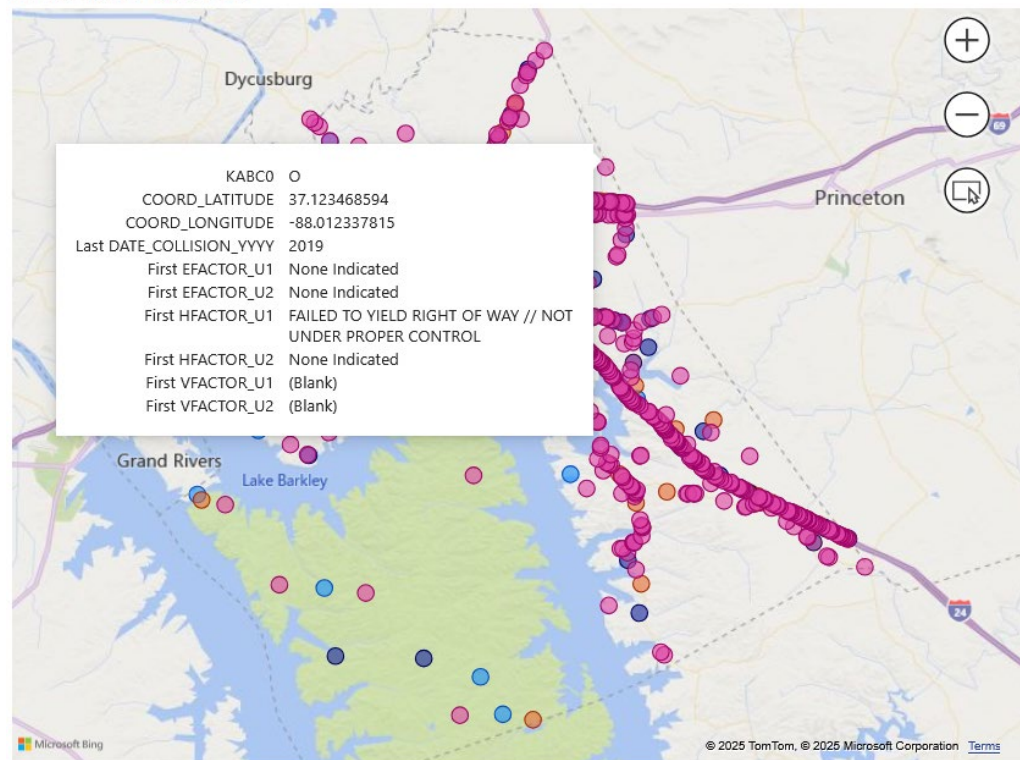
- ☐ (Blank)
- ☐ EMERGENCY VEHICLE-IN RESPONSE
- ☐ EMERGENCY VEHICLE-NON RESPONSE
- ☐ FARM TRACTOR &/OR FARM EQUIPMENT
- ☐ LT TRUCK(VAN/SPORTS UTILITY/PICKUP)
- ☐ MOTOR HOME/RECREATIONAL VEHICLE

High Five - Grantee Tool Dashboard - Map

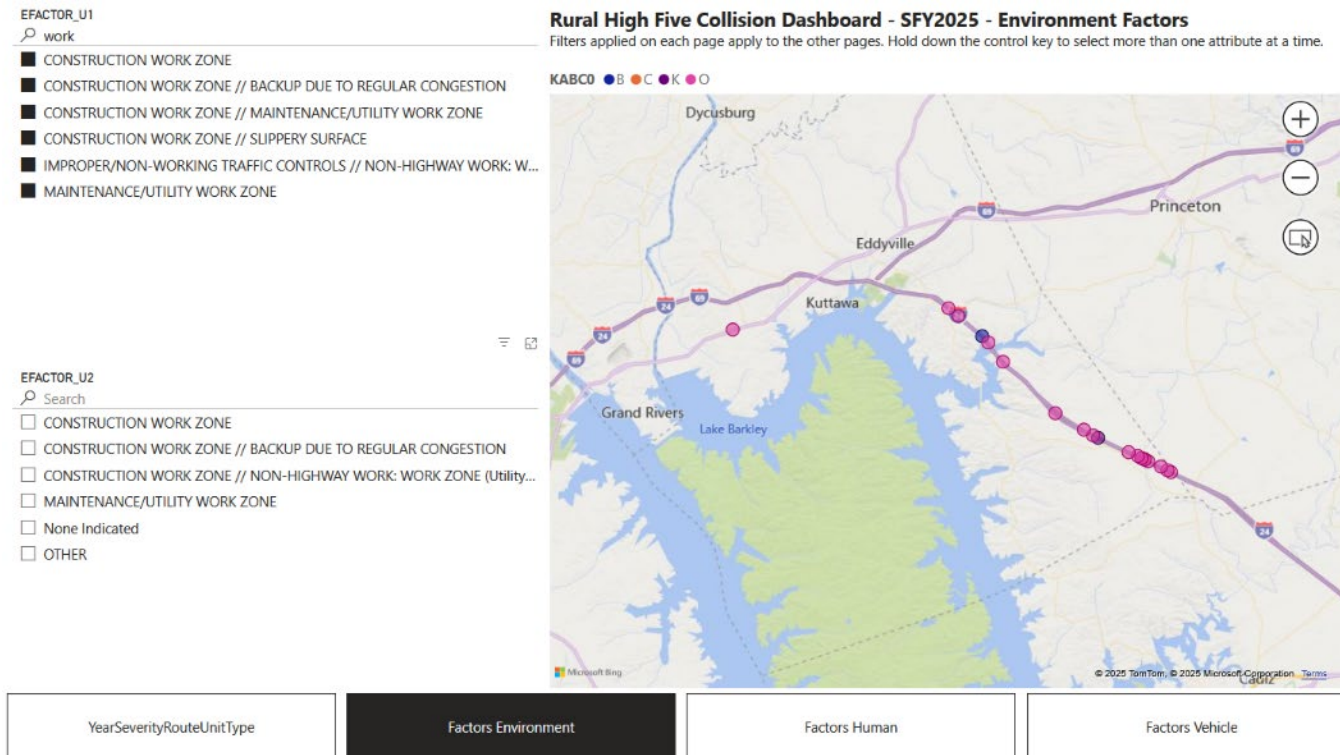
Rural High Five Collision Dashboard - SFY2025

Filters applied on each page apply to the other pages. Hold down the control key to select more than one attribute at a time.

KABCO ● A ● B ● C ● K ● O



High Five - Grantee Tool Dashboard - Environment



High Five - Grantee Tool Dashboard - Human

HFACTOR_U1

Search

- ☐ ALCOHOL INVOLVEMENT
- ☒ ALCOHOL INVOLVEMENT // DRUG INVOLVEMENT
- ☒ ALCOHOL INVOLVEMENT // DRUG INVOLVEMENT // IMPROPER BACKING
- ☒ ALCOHOL INVOLVEMENT // DRUG INVOLVEMENT // NOT UNDER PROPER CO...
- ☐ ALCOHOL INVOLVEMENT // EXCEEDED STATED SPEED LIMIT
- ☐ ALCOHOL INVOLVEMENT // INATTENTION // FAILED TO KEEP PROPER LANE
- ☐ ALCOHOL INVOLVEMENT // INATTENTION // NOT UNDER PROPER CONTROL
- ☐ ALCOHOL INVOLVEMENT // MISJUDGE CLEARANCE // OTHER
- ☐ ALCOHOL INVOLVEMENT // NOT UNDER PROPER CONTROL
- ☐ ALCOHOL INVOLVEMENT // NOT UNDER PROPER CONTROL // FAILED TO KEE...
- ☐ ALCOHOL INVOLVEMENT // NOT UNDER PROPER CONTROL // OVERSPEED

HFACTOR_U2

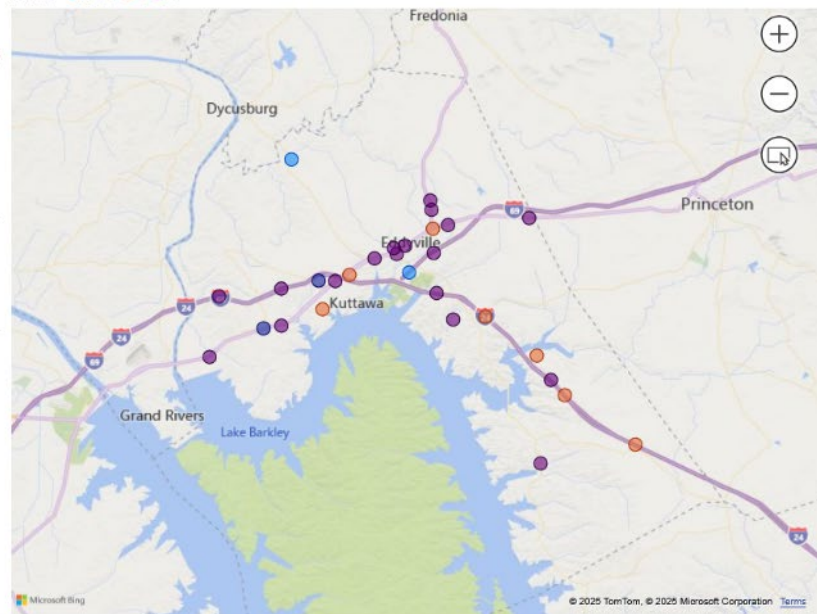
Search

- ☐ None Indicated

Rural High Five Collision Dashboard - SFY2025 - Human Factors

Filters applied on each page apply to the other pages. Hold down the control key to select more than one attribute at a time.

KABC0 ● ● ● ● ● ●



YearSeverityRouteUnitType

Factors Environment

Factors Human

Factors Vehicle

High Five - Grantee Tool Dashboard - Vehicle

VFACTOR_U1

Search

☐ (Blank)

☐ BRAKES DEFECTIVE

☐ OTHER

VFACTOR_U2

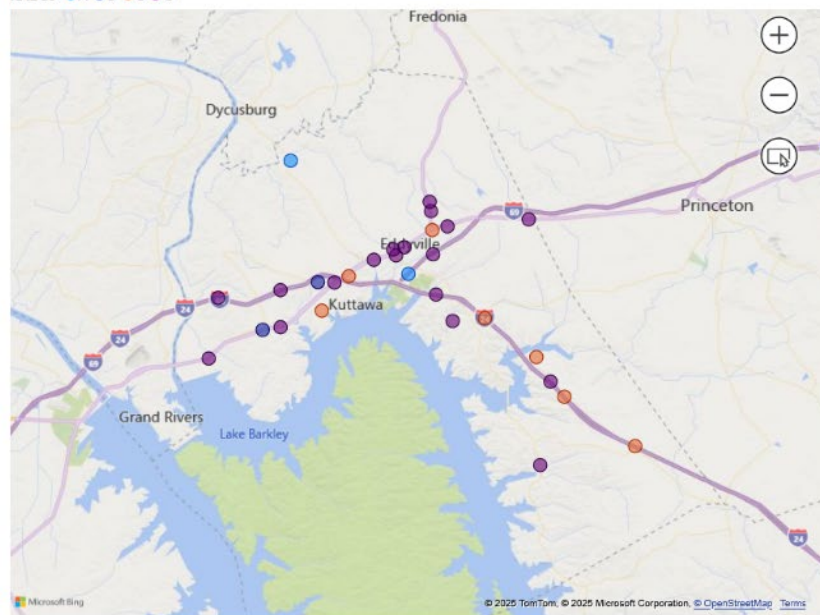
Search

☐ (Blank)

Rural High Five Collision Dashboard - SFY2025 - Vehicle Factors

Filters applied on each page apply to the other pages. Hold down the control key to select more than one attribute at a time.

KABC0 ● A ● B ● C ● D



YearSeverityRouteUnitType

Factors Environment

Factors Human

Factors Vehicle

How did we do?

- Community engagement and involvement was robust
- With our feedback from the Hi5 counties, KYTC Executive Management was involved
- Unofficially....



Why the success?

- Executive Management buy-in
- NHTSA support
- Team effort including partners
- Funding
- Long-term thinking...

What's Next? Version 3.0



Questions/Comments

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THANK YOU!

