

FY 2017 Annual Report

Kentucky Office of Highway Safety



Kentucky Office of Highway Safety

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Kentucky Office of Highway Safety



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

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Table of Contents

	Page
Introduction	4
A. Crash Data Summary	4
• Kentucky Crash Data/Trends	5
B. Fiscal Year 2016 Performance Goal Statements/Status	14
C. Accomplishments	17
D. Legislative	19
E. Program Management	19
F. Impaired Driving Countermeasures Program	20
• Grants to Law Enforcement	20
• Impaired Driving Enforcement Mobilization	20
• Grants to Non-Law Enforcement	21
• Impaired Driving Enforcement Awards Program	22
• Drug Evaluation and Classification Program	22
• Ignition Interlock	23
G. Occupant Protection Program	24
• Grants to Law Enforcement	24
• Occupant Protection Enforcement Mobilization	24
• Half Year Grants	25
• Law Enforcement Liaisons	26
• Occupant Protection Awards Ceremony	29
• Occupant Protection Educational Projects	29
H. Police Traffic Services Program	35
• Grants to Law Enforcement	35
I. 2017 GHSA Annual Meeting	35
J. Pedestrian/Bicycle Safety	36
• Louisville Metro 403 Research Grant	37
K. Traffic Safety Information Systems Improvement Grants	38
L. Paid Media Programs	42
M. Financial Summary	69

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 serious injuries and serve as a vital link in the Commonwealth's chain of highway and traffic safety.

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

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

KOHS staff appreciates the continued participation of state and local law enforcement, as well as our other partnering agencies, and extends appreciation for their ongoing 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 increased 3.1 percent during the last year, from 136,338 in 2015 to 140,547 in 2016. After a number of years showing a decrease, and the lowest total in recent history (60 years) during 2013, the number of fatalities in Kentucky increased for the third year in a row by 9.6%, from 761 in 2015 to 834 in 2016. As a result, Kentucky's fatality rate per 100 million vehicle miles traveled (VMT) also increased from 1.56 in 2015 to 1.67 in 2016. By comparison, the national fatality rate is 1.18.

Most of the performance measures graphed on the following pages exhibit improving trends in recent years. However, Kentucky experienced an increase in the number and rate of fatalities. This data attributes this increase primarily to increased traffic volume and roadway departure crashes.

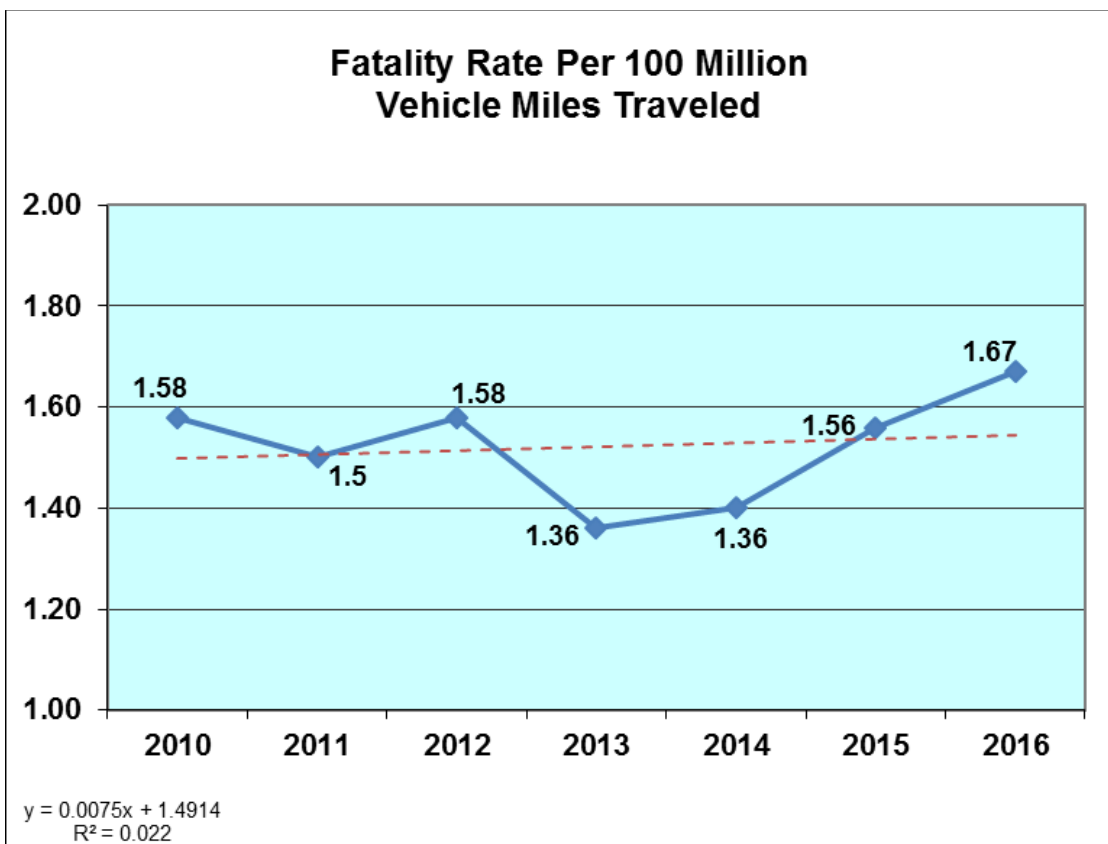
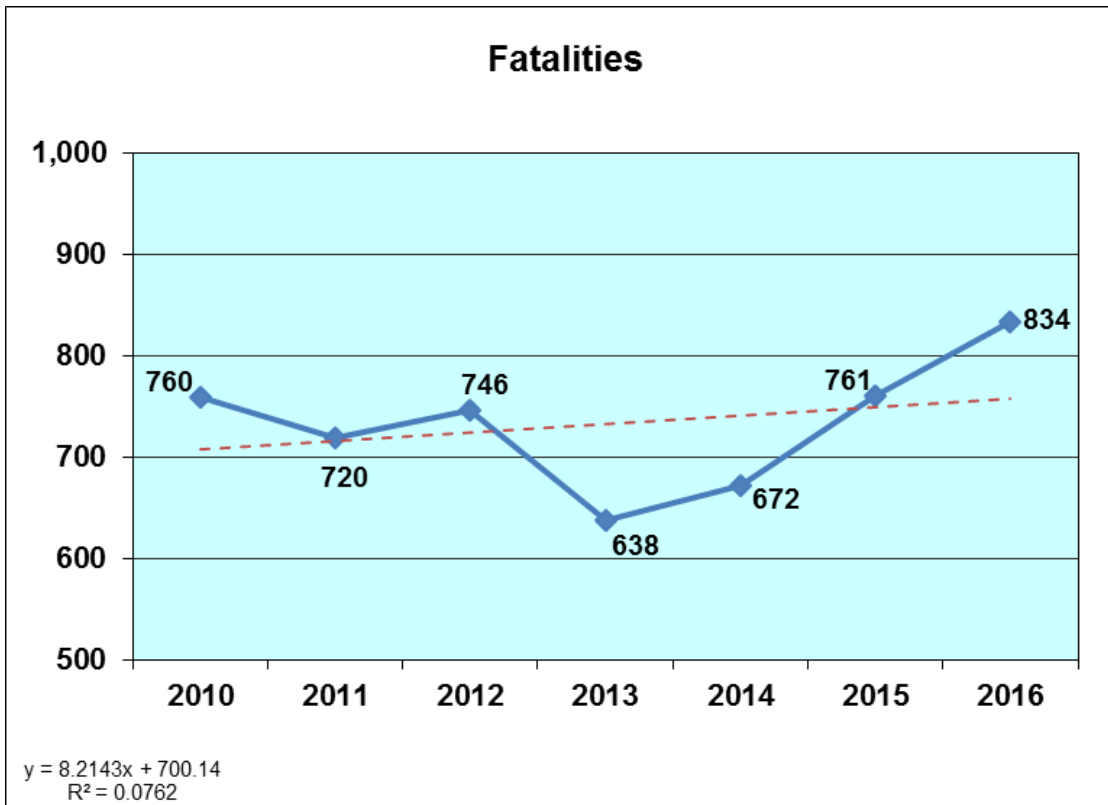
* Crash Data source – NHTSA State Traffic Safety Information (STSI),
Kentucky CRASH Database/KY Collision Facts Reports

Kentucky Crash Data / Trends

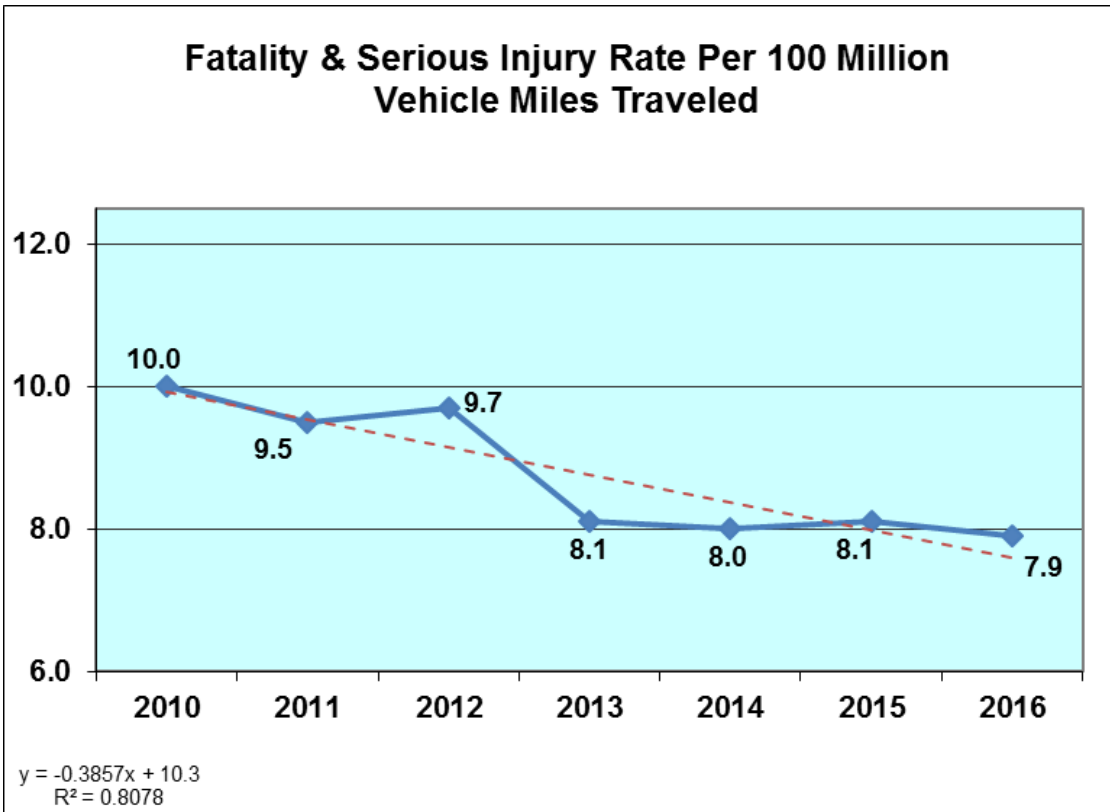
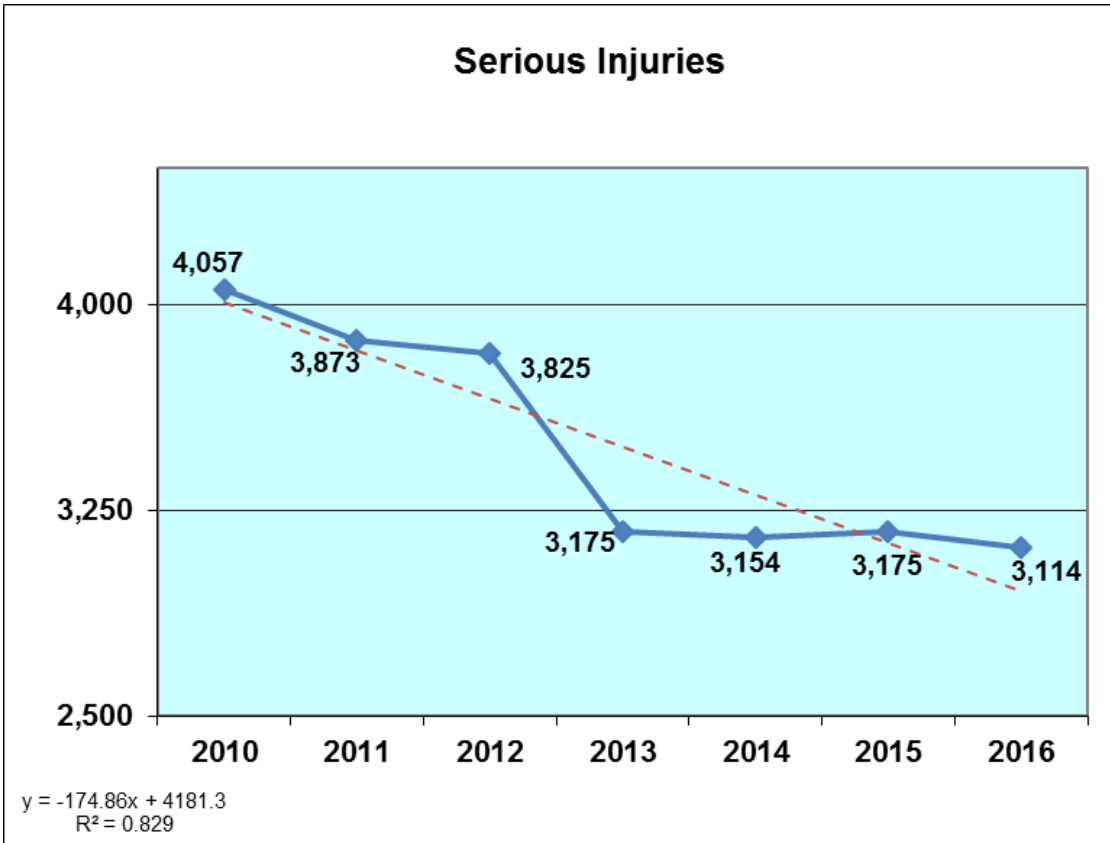
Number of Fatalities	2010	2011	2012	2013	2014	2015	2016
	760	720	746	638	672	761	834
Number of Rural Fatalities	2010	2011	2012	2013	2014	2015	2016
	552	559	582	494	517	593	607
Number of Urban Fatalities	2010	2011	2012	2013	2014	2015	2016
	208	161	164	144	155	168	226
Number of Unrestrained Fatalities (all seating positions)	2010	2011	2012	2013	2014	2015	2016
	310	306	309	245	285	308	318
Crash Rate (per 100 million VMT)	2010	2011	2012	2013	2014	2015	2016
	265	265	265	262	265	279	282
Fatality Rate (per 100 million VMT)	2010	2011	2012	2013	2014	2015	2016
	1.58	1.50	1.58	1.36	1.40	1.56	1.67
Number of Serious Injuries	2010	2011	2012	2013	2014	2015	2016
	4,057	3,873	3,825	3,175	3,154	3,175	3,114
Fatality & Serious Injury Rate (per 100 million VMT)	2010	2011	2012	2013	2014	2015	2016
	10.0	9.5	9.7	8.1	8.0	8.1	7.9
Fatality Rate Per 100K Population	2010	2011	2012	2013	2014	2015	2016
	17.5	16.5	17.0	14.5	15.2	17.2	18.8
Fatal & Serious Injury Rate (per 100K population)	2010	2011	2012	2013	2014	2015	2016
	111.0	105.1	104.4	86.9	86.7	88.9	88.9
Number of Alcohol Related Fatalities (operator with .08+ BAC)	2010	2011	2012	2013	2014	2015	2016
	168	172	169	166	171	188	175
Percent of Fatalities - Alcohol-Related	2010	2011	2012	2013	2014	2015	2016
	22%	24%	23%	26%	25%	25%	21%
Alcohol Related Fatality Rate (per 100 million VMT)	2010	2011	2012	2013	2014	2015	2016
	0.35	0.36	0.36	0.35	0.36	0.39	0.35
Speeding-related crashes	2010	2011	2012	2013	2014	2015	2016
	7,141	7,180	6,343	6,494	6,899	6,730	6,681
Speeding-related fatalities	2010	2011	2012	2013	2014	2015	2016
	154	141	151	125	125	140	138

Percent of Front Seat Occupants Using Safety Belts	2011	2012	2013	2014	2015	2016	2017
	82.2%	83.7%	85.0%	86.1%	86.7%	86.5%	86.8%
Number of Motor Vehicle Crashes	2010	2011	2012	2013	2014	2015	2016
	127,456	127,524	124,844	123,258	127,326	136,338	140,547
Motorcycle-involved crashes	2010	2011	2012	2013	2014	2015	2016
	1,961	1,839	1,967	1,689	1,658	1,727	1,785
Motorcycle-Involved Fatal Crashes	2010	2011	2012	2013	2014	2015	2016
	92	71	105	86	81	90	110
Motorcyclist Fatalities	2010	2011	2012	2013	2014	2015	2016
	96	71	106	87	86	91	111
Unhelmeted Motorcyclist Fatalities	2010	2011	2012	2013	2014	2015	2016
	58	42	68	59	48	61	76
Fatal Crashes Involving Drivers Age < 20	2010	2011	2012	2013	2014	2015	2016
	114	86	88	80	79	89	93
Pedestrian Fatalities	2010	2011	2012	2013	2014	2015	2016
	61	50	49	55	57	67	81
Bicycle Fatalities	2010	2011	2012	2013	2014	2015	2016
	7	2	6	3	4	7	9

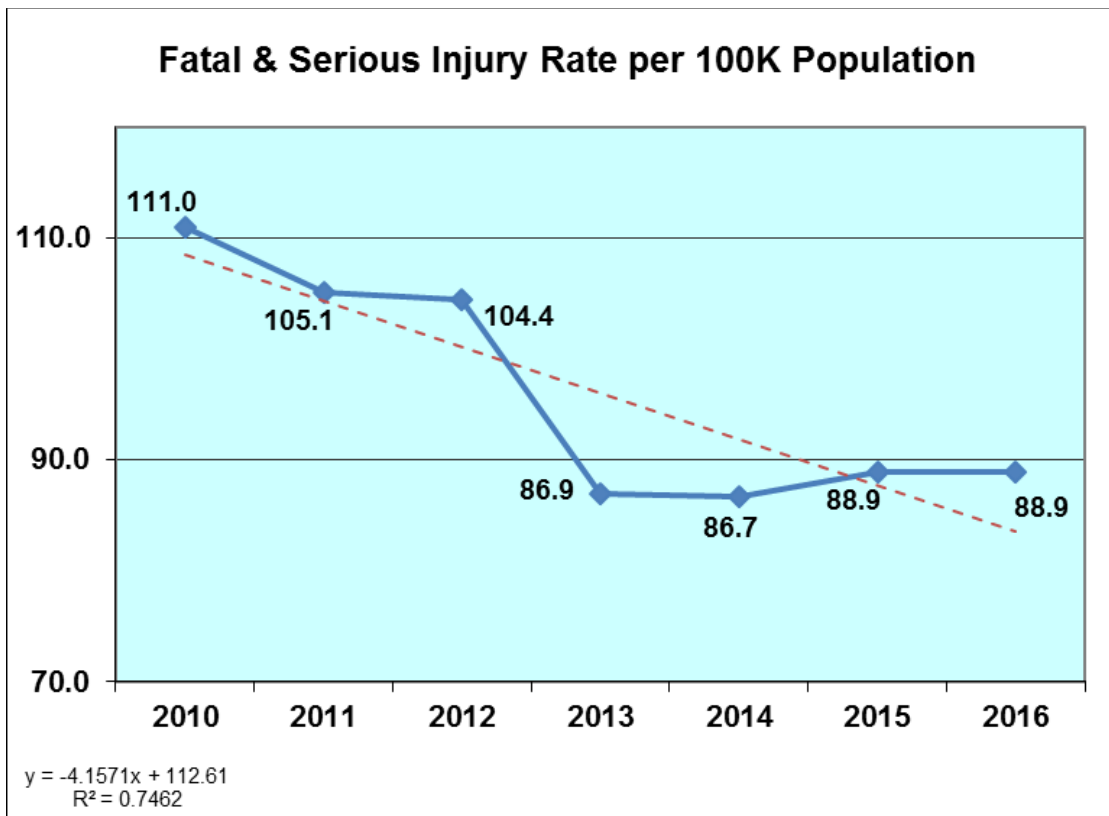
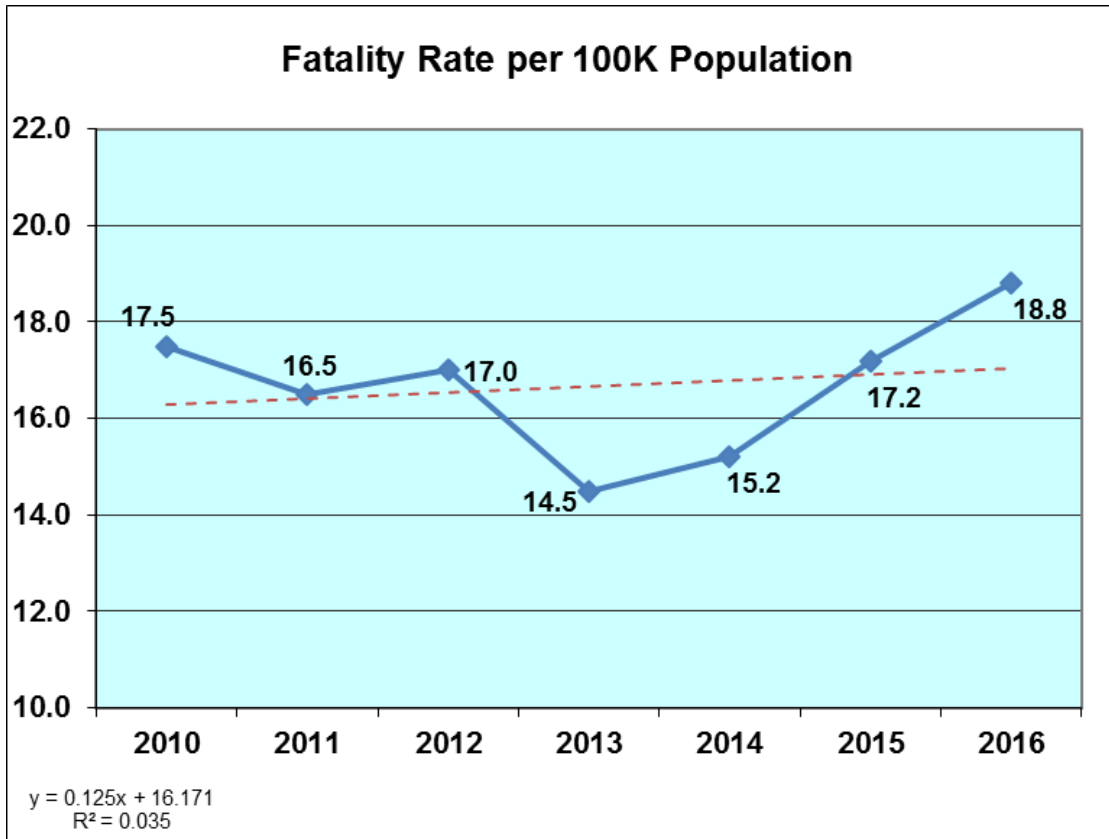
* Crash Data source – NHTSA State Traffic Safety Information (STSI),
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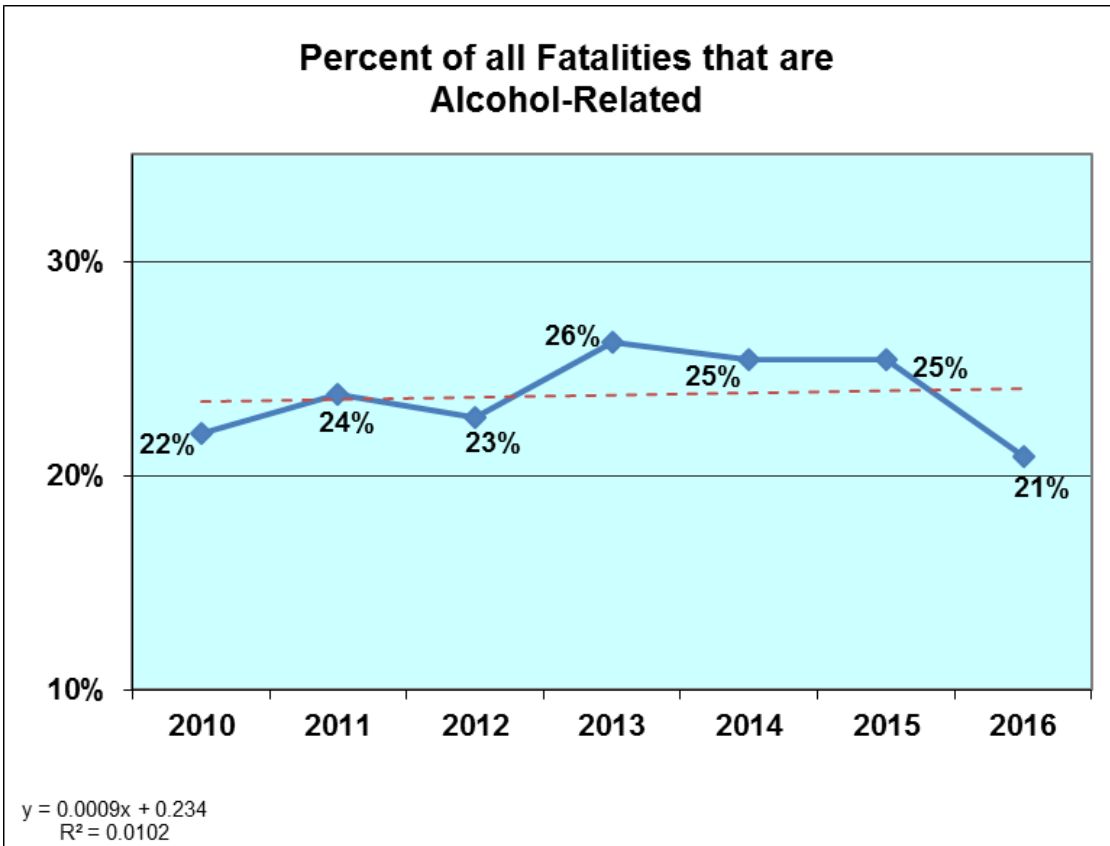
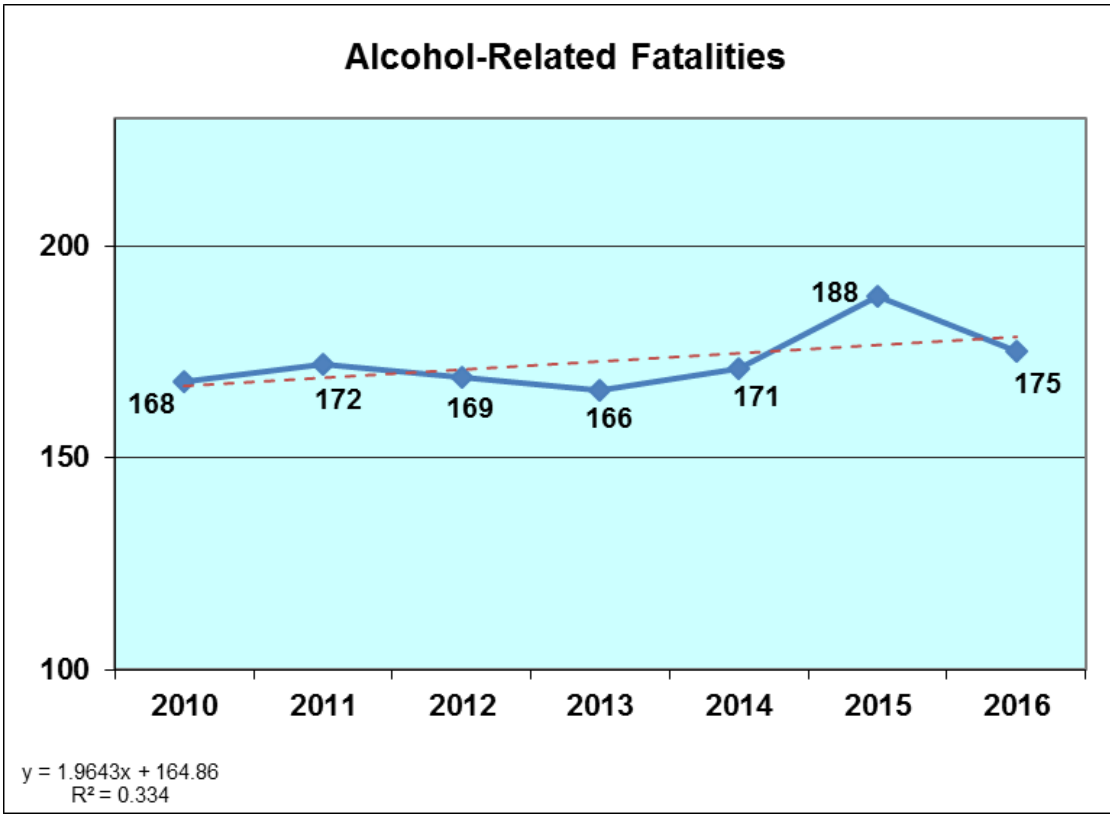
Note: Dashed red line indicates trend



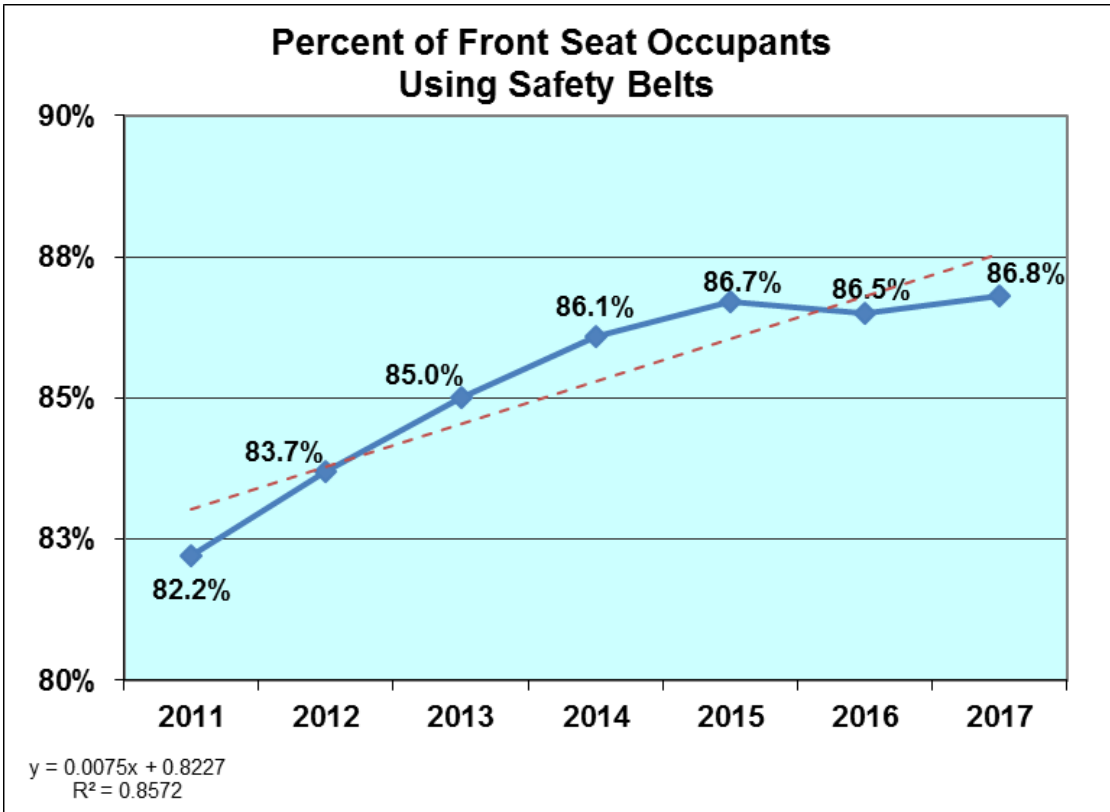
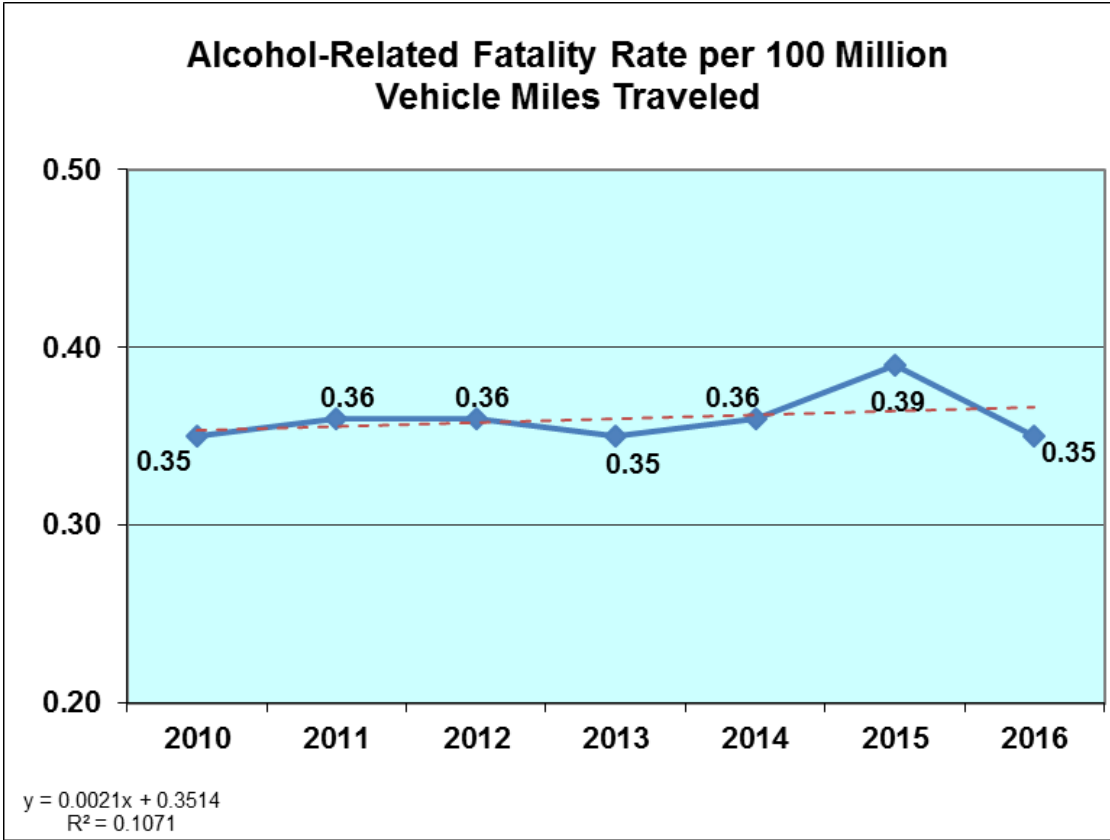
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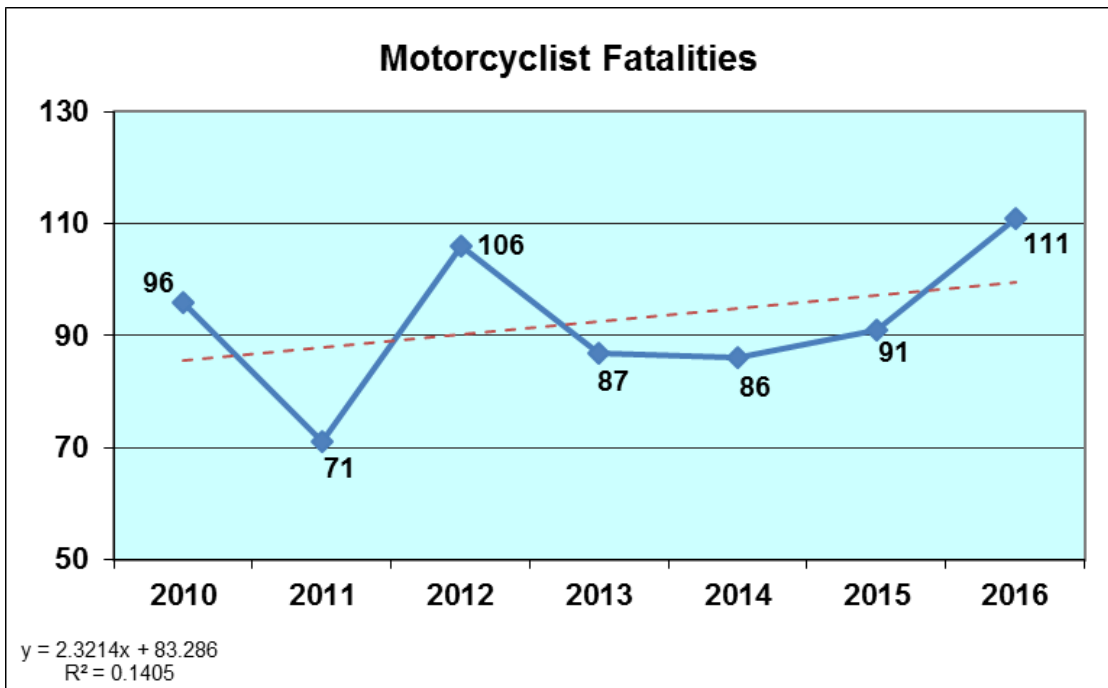
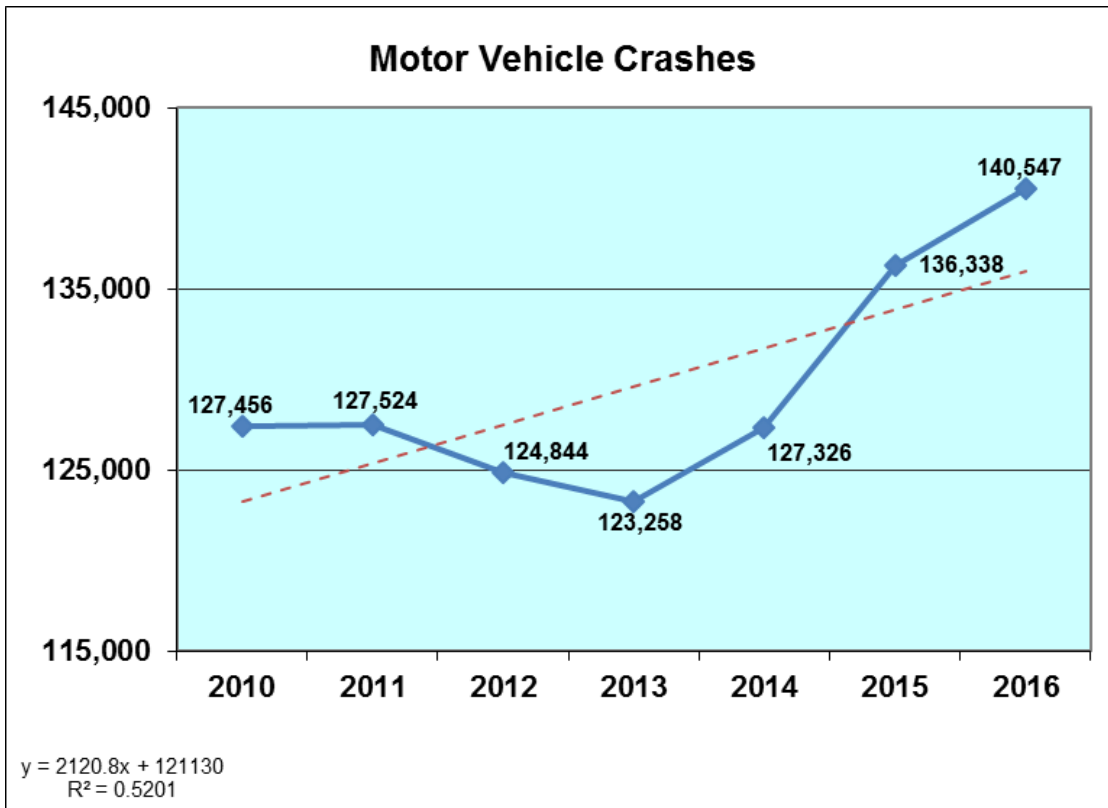
Note: Dashed red line indicates trend



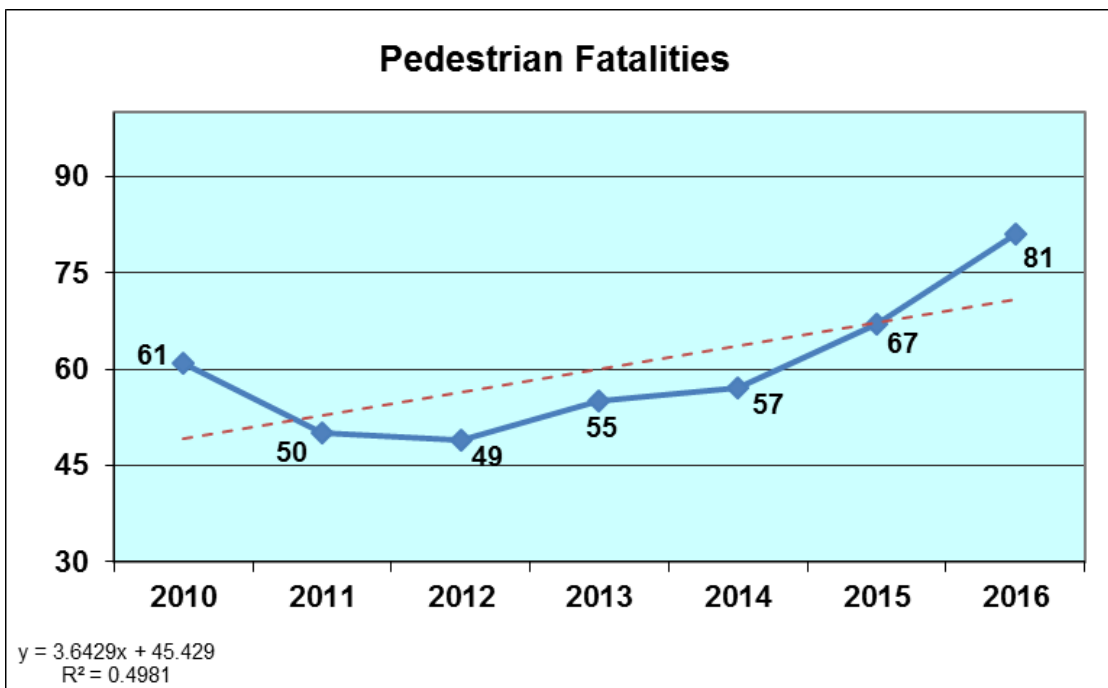
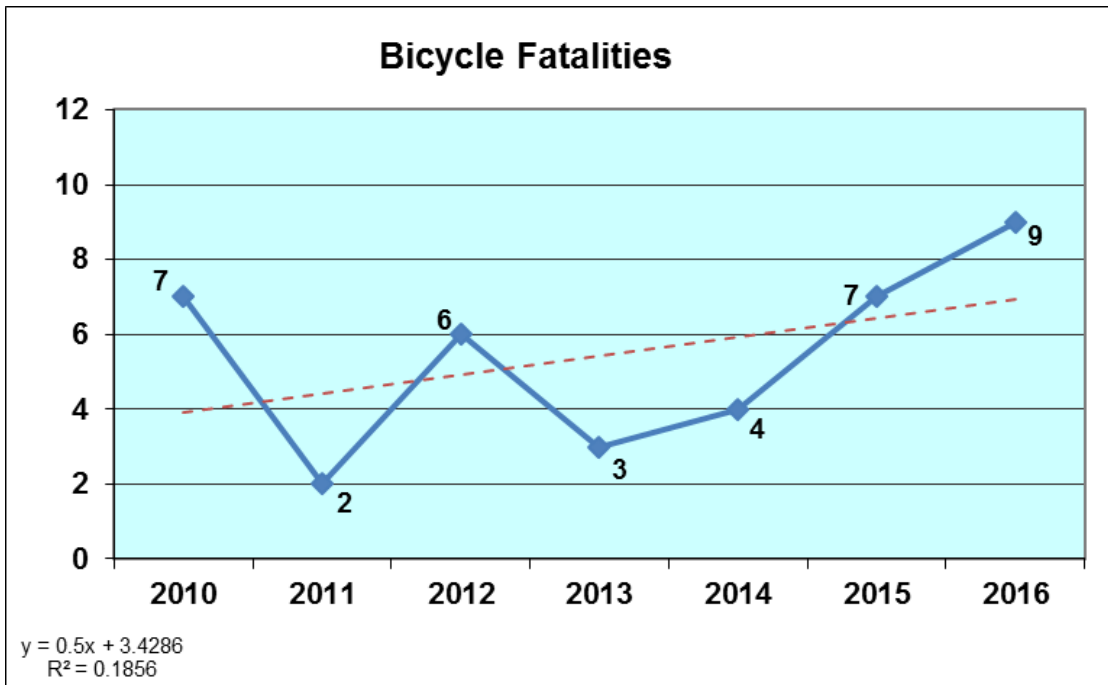
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* Crash Data source – NHTSA State Traffic Safety Information (STSI),
Kentucky CRASH Database/KY Collision Facts Reports

Fiscal Year 2016 Performance Goal Statements/Status

Core Outcome Measures

1. To decrease fatalities 1% from the 2011-2015 calendar base year average of 707 to 700 by December 31, 2017; from 700 to 693 by December 31, 2018; and from 693 to 686 by December 31, 2019.

Status: Based on the 2012-2016 average, there were 730 fatalities. This represents a 3% increase from the 2011-2015 calendar base year average. As of December 1, 2017, the KY fatality total was 699. This an 8% decrease from the 758 total as of December 1, 2016.

2. To decrease serious traffic injuries 3% from the 2011-2015 calendar base year average of 3,440 to 3,337 by December 31, 2017; from 3,337 to 3,237 by December 31, 2018; and from 3,237 to 3,140 by December 31, 2019.

Status: Based on the 2012-2016 average, there were 3,289 serious traffic injuries. This represents a decrease of 4% from the 2011-2015 calendar base year average of 3,440.

3. To decrease fatalities/100M VMT 1% from the 2011-2015 calendar base year average rate of 1.48 to 1.47 by December 31, 2017; to 1.46 by December 31, 2018; and to 1.45 by December 31, 2019.

Status: Based on the 2012-2016 average, the fatalities/100M VMT rate was 1.51. This represents a 2% increase from the 2011-2015 base year average.

4. To decrease rural fatalities 1% from the 2011-2015 calendar base year average of 549 to 544 by December 31, 2017; from 544 to 539 by December 31, 2018; and from 539 to 534 by December 31, 2019.

Status: Based on the 2012-2016 average, there were 559 rural fatalities. This represents an increase of 2% from the 2011-2015 calendar base year average of 549. Fatalities continue to be an issue in rural Kentucky, and a major focus within the Office of Highway Safety is to bring this number down.

5. To decrease urban fatalities 1% from the 2011-2015 calendar base year average of 158 to 156 by December 31, 2017; from 156 to 154 by December 31, 2018; and from 154 to 152 by December 31, 2019.

Status: Based on the 2012-2016 average, there were 171 urban fatalities. This represents an increase of 8% from the 2011-2015 calendar base year average of 158.

6. To decrease unrestrained passenger vehicle occupant fatalities in all seating positions 1% from the 2011-2015 calendar base year average of 291 to 288 by December 31, 2017; from 288 to 285 by December 31, 2018; and from 285 to 282 by December 31, 2019.

Status: Based on the 2012-2016 average, there were 293 unrestrained passenger vehicle occupant fatalities in all seating positions. This represents an increase of 0.7% from the 2011-2015 calendar base year average.

7. To decrease alcohol-impaired driving fatalities 1% from the 2011-2015 calendar base year average of 173 to 171 by December 31, 2017; from 171 to 169 by December 31, 2018; and from 169 to 167 by December 31, 2019.

Status: Based on the 2011-2016 average, there were 174 alcohol-impaired driving fatalities. This represents an increase 0.6% from the 2011-2015 calendar base year average of 173.

8. To decrease speeding-related fatalities 1% from the 2011-2015 calendar base year average of 136 to 135 by December 31, 2017; from 135 to 134 by December 31, 2018; and to 133 by December 31, 2019.

Status: Based on the 2012-2016 average, there were 136 speeding-related fatalities. This represents no change from the 2011-2015 calendar base year average.

9. To decrease motorcyclist fatalities 1% from the 2011-2015 calendar base year average of 88 to 87 by December 31, 2017; from 87 to 86 by December 31, 2018; and from 86 to 85 by December 31, 2019.

Status: Based on the 2012-2016 average, there were 96 motorcyclist fatalities. This represents an increase 9% from the 2011-2015 calendar base year average of 88. As of December 1, 2017, there were 78 fatal motorcycle crashes. As of December 1, 2016, there were 105 fatal motorcycle crashes.

10. To decrease un-helmeted motorcyclist fatalities 1% from the 2011-2015 calendar base year average of 56 to 55 by December 31, 2017; from 55 to 54 by December 31, 2018; and from 54 to 53 by December 31, 2019.

Status: Based on the 2012-2016 average, there were 62 un-helmeted motorcyclist fatalities. This represents an increase of 11% from the 2011-2015 calendar base year average of 56. As of December 1, 2017, there were 47 fatal motorcycle crashes in which the rider or passenger was not wearing a helmet. As of December 1, 2016, there were 69 fatal motorcycle crashes not wearing a helmet.

11. To decrease fatal crashes involving drivers age 20 or younger by 1% from the 2011-2015 calendar base year average of 84 to 83 by December 31, 2017; from 83 to 82 by December 31, 2018; and from 82 to 81 by December 31, 2019.

Status: Based on the 2012-2016 average, there were 84 fatal crashes involving drivers age 20 or younger. This represents an increase of 2% from the 2011-2015 calendar base year average of 84.

12. To decrease pedestrian fatalities 1% from the 2011-2015 calendar base year average of 56 to 55 by December 31, 2017; from 55 to 54 by December 31, 2018; and from 54 to 53 by December 31, 2019.

Status: Based on the 2012-2016 average, there were 62 pedestrian fatalities. This represents an increase of 11% from the 2011-2015 calendar base year average of 56. As of December 1, 2017, there were 80 pedestrian fatalities. As of December 1, 2016, there were 77 pedestrian fatalities.

13. To decrease bicycle fatalities 20% from the 2011-2015 calendar base year average of 4 to 3 by December 31, 2017; from 3 to 2 by December 31, 2018; and from 2 to 1 by December 31, 2018.

Status: Based on the 2012-2016 average, there were 6 bicycle fatalities. This represents an increase of 50% from the 2011-2015 calendar base year average. As of December 1, 2017, there were 7 bicycle fatalities. As of December 1, 2016, there were also 7 bicycle fatalities.

Activity Measures

1. To increase the number of seat belt citations during grant-funded enforcement activities by 2% from the 2013-2015 calendar base year average of 32,179 to 32,823 by December 31, 2017.

Status: A total of 26,570 seat belt citations were issued during grant-funded overtime during 2017.

2. To increase the number of DUI arrests during grant-funded enforcement activities by 2% from the 2013-2015 calendar base year average of 3,261 to 3,326 by December 31, 2017.

Status: A total of 2,720 DUI arrests were made during grant-funded overtime during 2017.

3. To increase the number of speeding citations during grant-funded enforcement activities by 2% from the 2013-2015 calendar base year average of 34,653 to 35,346 by December 31, 2017.

Status: A total of 32,826 speeding citations were issued during grant-funded overtime during 2017.

Core Behavior Measure

4. To increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles from the 2016 average usage rate of 86.5% to 88% by December 31, 2017; to 89% by December 31, 2018; and to 90% by December 31, 2019.

Status: The 2017 safety belt usage survey results indicate 86.8% usage for front seat occupants. While there was a slight increase, the goal is to continue to make significant strides in moving this number higher.

Accomplishments

Following are highlights of accomplishments made in highway safety using NHTSA funding during federal fiscal year 2017:

- Provided federal funding for 139 law enforcement / non law enforcement projects throughout the state to address identified highway safety problems through year-round enforcement and data-driven programs.
- Provided federal funding to an additional 57 law enforcement agencies for heightened enforcement specifically during the 2017 “Click It or Ticket” mobilization.
- Provided federal funding to an additional 57 law enforcement agencies for heightened enforcement specifically during the 2017 “Drive Sober or Get Pulled Over” mobilization.
- Provided federal funding to an additional 57 law enforcement agencies for heightened enforcement specifically during the 2017 “SPEED” mobilization.
- Provided federal funding for 14 non-law enforcement programs for educational programs and training aimed at reducing traffic fatalities and injuries.
- Conducted one on one training sessions throughout the state to review responsibilities and procedures for agencies receiving highway safety grants. This training helps to minimize errors in reimbursement claims, which in turn expedites the reimbursement process.
- Coordinated enforcement mobilizations emphasizing the major program priorities of occupant protection and impaired driving.
- Continued funding for a state Traffic Safety Resource Prosecutor (TSRP), who provides training and technical assistance to both law enforcement and prosecutors.
- KOHS Education Branch conducted 59 highway safety programs during FY2017. Emphasis was placed on the Top 40 counties based on crash data for distracted

driving, occupant protection and impaired driver emphasis areas. This highway safety education programming will continue in the next calendar 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 151 law enforcement officers honored at this event from 150 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 202 law enforcement officers from 196 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>).

Legislative Engagement

During the 2017 Kentucky General Assembly regular session, KOHS scheduled meetings with members of the House and Senate Committees on Transportation, delivering Safety Summaries to each legislator. Safety Summaries present an overview of traffic safety problems and opportunities in their respective districts, including county-level rankings, law enforcement participation in traffic safety campaigns, and statistics on crash occurrences and causes by district.

KOHS also recommended language to revise KRS. 189.292 to prohibit the use of a personal communication device in a work or school zone. The language was reviewed by NHTSA for coherence with federal guidelines prior to its circulation among members of the General Assembly House Committee on Transportation and the Senate Committee on Transportation. The KOHS executive director met with the chair and co-chair of each committee and committee members to seek support to amend KRS 189.292. No action was taken during session to address the proposed change. KOHS has recommended this statutory revision for passage in the 2018 General Assembly.

Program Management

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

KOHS conducted trainings for all new 2017 grantees and new project directors at Police Departments and Sheriff Offices throughout the state. Additional trainings were held on an individual basis for all half-year mini grants.

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

Impaired Driving Countermeasures Program

Grants to Law Enforcement

Alcohol countermeasures grants for FY 2017 were funded with Section 402, MAP21 and FAST Act funds for 114 local law enforcement agencies and Kentucky State Police, which has statewide jurisdiction.

These agencies worked a combined total of 37,557 patrol overtime hours resulting in 2,590 DUI arrests, 8,633 other arrests, 30,079 speeding citations, 19,719 safety belt citations, 863 child restraint citations and 52,347 other citations during the grant year. In addition, these grantees worked at 286 traffic safety checkpoints resulting in 170 DUI arrests, 511 other arrests, 28 speeding citations, 176 seat belt citations, 17 child restraint citations and 1,291 other citations.



Impaired Driving Enforcement Mobilization

Kentucky coordinated two major mobilizations focused on impaired driving in FY 2017 in conjunction with the national "Drive Sober or Get Pulled Over" mobilization, from December 15, 2016 through January 1, 2017 and August 16 through September 4, 2017.

A total of 108 law enforcement agencies participated in the August mobilization and reported their enforcement data to the Office of Highway Safety. A total of 407

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

DUI Arrests:	395	Safety Belts:	1894
Felony arrests:	962	Child Restraints:	76
Drug Arrests:	164	No Insurance:	1627
Fugitives Apprehended:	965	Reckless Driving:	218
Suspended Licenses:	658	Other Traffic Violations:	5681
Speeding:	2503	Stolen Vehicles Recovered:	85

Grants to Non-Law Enforcement

Traffic Safety Resource Prosecutor (TSRP)

Our partnership with the Kentucky Office of the Attorney General to employ the TSRP position is now in its ninth year. TSRP Bob Stokes 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 NHTSA 402 funds.

During the grant cycle, the TSRP:

- Planned, moderated and conducted training focused on current drug trends, robustness of SFSTs and marijuana, new DUI legislation and prosecuting the drugged driver at the Kentucky Prosecutors Conference on August 23-25, 2017, which was attended by over 600 prosecutors.
- Presented one “Protecting Lives, Saving Futures” training session in December 13-15, 2016, which focused on the effective detection and prosecution of DUI. This session was held in Lexington 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 18-20, 2017, in Covington, KY and was attended by 36 students including DREs from Ohio.
- Collaborated with the Tennessee District Attorney General’s Office to plan and conduct a “Lethal Weapon” training in Pigeon Forge, TN on June 13-15, 2017. 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 36 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; SFST Review for Prosecutors and Law Enforcement, DRE case summaries, jury instructions and continued updates to the Prosecutor's Trial Manual. Additionally, state and national DUI and traffic safety news stories are updated weekly. The website has grown to over 500 users. Information is downloaded on an average of 186mb of data each month. This represents a significant amount of files and sustains what we experienced in last grant cycle. In addition, the website generates an average of over 622 unique views a month.

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 GHSA National Conference, National TSRP Conference, the NAPC conference.

Governor's Impaired Driving Enforcement Awards Program

On December 13, 2017, the Kentucky Office of Highway Safety hosted the annual Governor's Impaired Driving Enforcement Awards. The event was held at the Hyatt Regency Hotel in Lexington, KY. Dr. Noelle Hunter, executive director of the Kentucky Office of Highway Safety, welcomed attendees and presented the new KOHS branded Highway Safety All-Star awards. Remarks were made by Honorable Leigh Anne Stephens, Perry County District Judge. The event honored 203 officers from 178 law enforcement agencies for their outstanding achievements in enforcement to reduce impaired driving during FY 2017.

Drug Evaluation and Classification Program FY 2017

Kentucky's Department of Criminal Justice Training (DOCJT) at Eastern Kentucky University completed their tenth 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 NHTSA 402 funds. FY2017 project activities included the following:

- Held one seven-day DRE class, which was preceded by a two-day DRE Pre School. A total of 12 DRE candidates passed both phases of instruction. The class of twelve candidates went on to complete all of their required evaluations during a drug task force in Los Angeles, California in September.
- Offered the ARIDE (Advanced Roadside Impaired Driving Enforcement) training at various locations around the state. This valuable training, in its sixth 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. In the 16-hour ARIDE courses held this year, with a total of 185 officers attending.

- The State Coordinator and 5 DRE Instructors/Regional Coordinators attended the National Conference on Drugs, Alcohol and Impaired Driving in Harbor, Maryland.
- The DECP State Coordinator and one of his Regional Coordinators gave presentations at two different prosecutor's training events held by Kentucky's TSRP. One was a DUI Conference and the other was a conference on prosecuting the Drugged Driver.

Ignition Interlock

During the 2015 Kentucky Legislative Session, a more comprehensive ignition interlock bill was passed. The Governor signed SB133 (see attached) on April 6. The Kentucky Transportation Cabinet was named as the regulatory authority. Regulations were drafted over the next 5 months by representatives from the Kentucky Office of Highway, Office of Legal Services, Division of Driver Licensing, Administrative Office of the Courts, and Kentucky Circuit Clerks.

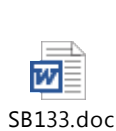
In addition to the regulations, a Request for Qualification (RFQ) was created for the interlock manufacturers to apply for certification (see attached). A panel was formed consisting of the Department of Vehicle Regulations, Kentucky Office of Highway Safety and Legal Services to review applicants and verify compliance with the needs detailed in the RFQ. In July 2016, six manufacturers were granted certification: Smart Start, Draeger, Intoxalock, Lifesafer, Guardian, and Blow and Drive. The initial certification expired in January 15, 2017. The same six manufacturers applied and received a two year extension. Each certified manufacturer is required to have at least 12 install locations, one in each highway district. Each of the sites are required to have an initial inspection and yearly inspection after that. The certification agreement also allows for a random inspection. Currently there are eight Kentucky State Police officers who are trained to inspect potential IID installation and monitoring locations. In 2017, 75 sites have been inspected and certified to install, monitor and remove devices.

In accordance with the SB133, a website was constructed to provide information on the ignition interlock process and eligibility.

<https://drive.ky.gov/driver-licensing/Pages/Ignition-Interlock-Program.aspx>

The necessary forms were designed and attached to this site, including the application to be submitted to the Division of Driver License. Once the application is received it will be used to review the potential client's record and determine eligibility.

Attachments:



Impaired Driving Media Projects

The following projects were developed to deliver multimedia channel messaging statewide through radio, social media channels, digital media channels, gas stations (toppers and GTV) and several other venues. The specifics of the projects are cited in the Media section of this report.

- Wine on the River
- Holiday Drive Sober or Get Pulled Over
- Labor Day Drive Sober or Get Pulled Over
- Kentucky Sports Radio Post Game Show

Occupant Protection Program

Grants to Law Enforcement

The Office of Highway Safety utilized Section 402, MAP-21 405B, and FAST Act 405B funds to support occupant protection overtime enforcement programs for 17 law enforcement agencies. These grantees worked a total of 6,368 overtime hours, issuing a total of 5,810 seat belt citations and 228 child restraint citations. In addition, these grantees issued a total of 3,783 speeding citations, 9,271 other traffic citations, and made 141 DUI arrests and 805 other arrests during their grant-funded hours, which included 25 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 22 through June 4, 2017.

A total of 183 law enforcement agencies reported the following activity for the two-week campaign period. Enforcement results are summarized below:



Pictured right: Ashland Police Dept. Chief Todd Kelly speaking at the 2017 CIOT Tri-State press event in Boyd County, Kentucky.

DUI Arrests:	858	Child Restraints:	297
Felony Arrests:	1,169	No Insurance	3,316
Fugitives Apprehended:	1,858	Reckless Driving:	432
Speeding:	5,489	Suspended Licenses:	1,077
Other Traffic Violations:	11,377	Stolen Vehicles Recovered:	188
Safety Belts:	7,958		

Half-Year Grants

For 2017, KOHS awarded half year grants to provide extra funding for agencies to participate in the 2017 Click it or Ticket and Drive Sober Enforcement Campaigns. A total of \$178,358.50 in MAP21 402 and FAST Act 402 funding was expended by law enforcement agencies solely for officer overtime from May through September. A total of 48 agencies utilized this additional funding, including Kentucky State Police and Kentucky Commercial Vehicle Enforcement.

These agencies worked a combined total of 5,122 overtime hours of traffic patrol during which they issued 6,812 seat belt citations, 203 child restraint citations, 2,723 speeding citations, 6,804 other citations and also made 130 DUI arrests and 644 other arrests.



Pictured above: Cheryl Parker, AAA Corporate Public Affairs Manager speaking in Northern Kentucky at a CIOT press event.

Law Enforcement Liaisons

Kentucky began FY 17 with four Law Enforcement Liaisons (LELs) which are contract employees for The Kentucky Association of Chiefs of Police (KACP). LELs are assigned to the Kentucky Office of Highway Safety (KOHS) and are responsible for fostering positive law enforcement relationships in their respective regions of the state. In May 2017 LEL Steve Wright retired and the process began to hire his replacement. In conversations with NHTSA and KOHS, it was discussed and decided to hire two new LELs. The first was to be a replacement for the Central position vacated by Steve Wright and the second was to be an LEL for the Kentucky State Police and also assist with training through the Drug Recognition Expert (DRE) program and Advanced Roadside Impaired Driving Enforcement (ARIDE). These two new positions will be hired and begin FY 18. In 2017 Kentucky's LELs continued to build strong relationships with law enforcement agencies and other partners in traffic safety to promote greater sustained traffic enforcement and participation in the traffic safety mobilizations. In FY 2017, the LELs made visits to city, county, university, and state agencies. These visits were instrumental in identifying and selecting agencies interested in funding for special traffic enforcement efforts. The following is a summary of events attended or coordinated by the LELs:

- ❖ 550+ Site visits
- ❖ 112 Grant Monitoring visits
- ❖ 16 Area briefings for "Click It Or Ticket" Campaign in May
- ❖ 16 Area briefings for the "Drive Sober or Get Pulled Over" Campaign in August
- ❖ 9 Media events and press conferences
- ❖ 15 Below100 trainings conducted
- ❖ 270 trained in Below100

LELs assist grant program managers by working one-on-one with Kentucky's police chiefs, sheriffs, state police and agency project directors to answer questions regarding grants and referrals for highway safety issues. Project directors are representatives from each agency that are responsible for administering the agency's grant. Kentucky's LELs are also a valuable resource in the grant agency selection process by providing detailed information on an agency's equipment needs, manpower, and dedication to aggressive enforcement. Using a team concept, LELs and program managers work closely together conducting site visits and grant monitoring and making recommendations to agencies for achieving the goals outlined in their grant. Using the resources of KOHS, the LELs provide crash maps to law enforcement agencies that will assist them in identifying high crash areas and enhance efforts to reduce crash injuries and fatalities.

Kentucky has offered the Below 100 program since 2015. All LELs are certified as instructors and continued in FY 17 to provide this free four-hour training block to agencies and officers across the state. One of the LELs recently travelled to Houston for a Best Practice Symposium which was attended by officers and sheriffs from across the nation. The course was taught by core instructors who transmitted a wealth of information from other Below 100 instructors. Kentucky LELs will apply these best practices to enhance course delivery and increase participation in this successful program. LELs will also continue to promote the course when conducting agency visits.

LELs recruit law enforcement partners in areas with highway safety needs and provide technical assistance to these agencies in conducting high visibility enforcement programs. The LELs have been instrumental in promoting both Advanced Roadside Impaired Driving Enforcement (ARIDE) and Drug Recognition Expert (DRE) training in areas of Kentucky with a high incidence of DUI and DUI/D. This has become a significant problem throughout Kentucky with the increased number of Heroin and other prescription drug abusers. They assist in recruiting local agencies to participate in highway safety press events and meetings. They also partner with other LELs in neighboring states to coordinate both enforcement and media highway safety activities. The LELs serve as a resource to both state and local law enforcement for traffic safety equipment aimed at increasing law enforcement participation and reporting results of enforcement campaigns.

Grantees, other law enforcement agencies and locally-elected officials are invited to 32 area briefings strategically conducted across the 12 highway districts. These briefings have proven successful in promoting the objectives of the state Highway Safety Office and both national mobilizations. Participants were invited for lunch immediately following the meetings. They also received program enhancement items (when available). These area briefings are also an opportunity for both state and local law enforcement to plan joint enforcement activities and promote border-to-border impaired driving enforcement and local media events to gain earned media.

LELs coordinated border-to-border events for both the Click it or Ticket and Drive Sober or Get Pulled Over enforcement campaigns. LELs frequently attend border-to-border

checkpoints and nighttime enforcement events to support law enforcement and obtain photos and material for earned media. Border-to-border events were conducted in conjunction with Ohio, Virginia, West Virginia, and Tennessee.

LELs also help promote the annual Governor's Occupant Protection Awards in July and the Governor's Impaired Driving Awards in December. During these events, law enforcement officers are recognized for their efforts in enforcing impaired driving and occupant protection throughout the year. They are nominated by their respective chiefs and sheriffs. LELs also assist with the planning and organization of both award programs.

LELs encourage local agencies to promote enforcement efforts using various outlets, including social media and regional press events. The major emphasis this year was a new program called Local Heroes. Kentucky's LELs took a leadership role in the development and implementation of the Local Heroes program. This program is designed to increase seat belt usage through enhanced local and regional media outreach using trusted law enforcement as spokespersons. LELs providing input on selection of areas to be featured in the Local Heroes promotion. The LELs then fanned out across the state to contact both state and local law enforcement administrators and to 'sell' this innovative new concept to the agencies. LELs were also responsible for collecting contact data for all law enforcement officers participating and arranging for their onsite participation. LELs also assisted with site selection and staging a crash scene for use in the production of Local Heroes public service announcements.

Response from the agencies, command staff and officers directly involved in the production was very positive. When the final Local Heroes PSAs were provided to the local agencies, Kentucky's LELs provided media outreach advice and support to aid in media coverage. This program was very well received and an outcomes evaluation is in progress. KOHS plans to continue Local Heroes in future years. It is anticipated that employing the Local Heroes media campaign and combined with enhanced enforcement will increase seat belt usage and lower injuries and fatalities associated with crashes.

LEL-driven media efforts focus on "Click it or Ticket" and "Drive Sober or Get Pulled Over" and other campaigns. KOHS provided an online resource kit to enhance earned media efforts among law enforcement agencies. This kit contained material for radio PSAs, newspaper articles, social media and talking points for local law enforcement. Law enforcement liaisons assist with planning and organization of the regional media events in addition to enhancing law enforcement participation in the regional media events.

LELs meet monthly with the KACP treasurer and submit activity and expense reports. These meetings provide an opportunity for the LELs to exchange ideas and share any experiences or problems that may have occurred. They also conduct training during orientations for new police chiefs at the Department of Criminal Justice Training as part of chiefs' in-service requirements.

The LELs meet regularly with KOHS staff for planning and strategy and serve on various committees, including the Kentucky Lifesavers Conference planning committee and the Kentucky Transportation Cabinet's Incident Management Task Force. In 2017, LELs attended several other meetings and conferences including:

- ❖ National Lifesavers Conference in Charlotte NC, March 2017
- ❖ KACP Conference in Paducah KY, August 2017
- ❖ Governor's Highway Safety Association meeting in Louisville, KY September 2017
 - Kentucky was host state for this meeting and conducted most of the planning and logistics
- ❖ The International Association of Chiefs of Police Conference in Philadelphia, PA October 2017

Governor's Occupant Protection Awards Ceremony

On July 12, 2017, the Kentucky Office of Highway Safety hosted the 2017 Governor's Occupant Protection Awards Ceremony at the Hyatt Regency in Lexington honoring 146 law enforcement officers from 124 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 16,764 seat belt, child restraint and booster seat citations from June 11, 2016 through June 10, 2017.

Dr. Noelle Hunter, Executive Director of the Kentucky Office of Highway Safety, welcomed and congratulated officers following remarks by Kentucky State Police Commissioner Sanders.

Occupant Protection Outreach/Educational Projects

Norton Children's Hospital – Child Passenger Safety Coordinator

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

During the 2017 grant year, Norton Children's Hospital hosted 5 National Certification classes, and certified 48 new technicians and 15 additional technicians across Western Kentucky. Educational presentations regarding seat belts, booster seats and pedestrian and bike safety were provided to 9,800 kindergarten and second graders at the end of the school year. Norton also provided a Safe Baby Class to 330 parents at either Norton Children's or Norton Women's and Children Hospital.

Additionally, Norton Children's Hospital hosted a special needs enhancement class for 15 area technicians including four from Frazier Rehab Hospital, and loaned 22 special needs seats for casting and premature babies to families treated at Norton Children's Hospital.

Marshall County Health Department Child Passenger Safety Project

NHTSA 402 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.

- Marshall County CPSTs educated over 2000 high school students, 350 middle school students, and 657 elementary school students about the dangers and consequences associated with distracted drivers and about the benefits of and the proper use of seat belts and child safety and booster seats.
- Marshall County Health Department (MCHD) conducted seatbelt surveys in four of the top forty counties; Calloway, McCracken, Marshall, and Graves.
 - Calloway County maintained 96% average for cars and 92% for trucks
 - McCracken County maintained 99% average for cars and 96% for trucks
 - Marshall County maintained 99% average for cars and 92% for trucks
 - Graves County maintained 98% average for cars and 94% for trucks
- Marshall County Health Department also partnered with Future Farmers of America (FFA) Chapters/Agriculture Departments at school and provided presentations and printed information to chapter members and their families to educate on primary seatbelt and child passenger safety restraint laws, lifesaving benefits of seatbelt and child passenger safety and booster seat use, consequences of failing to comply and the dangers and consequences of distracted driving.
- Three MCHD employees maintained their CPS technician certification and the project director furthered her education to become a CPS instructor. They also sponsored 9 check-up events (goal was to sponsor at least 2 events) in the Purchase Area Development District Area.

Safety Education Programs

- Eleven Rollover Simulator events were held throughout the state resulting in contact with over 1500 students, plus teachers and volunteers who attended the events. The rollover simulator is popular at health fairs and community events in top 40 counties, with priority scheduling for top 20 counties.

- In partnership with the Kentucky Transportation Center (KTC), KOHS conducted 150 seatbelt survey site visits in the following highway districts and Kentucky counties:

District 1 – McCracken Co

District 3 – Warren Co

District 5 – Bullitt Co, Jefferson Co

District 7 – Bourbon Co, Fayette Co

District 9 – Greenup Co

District 11 – Clay Co

District 2 – Henderson Co

District 4 – Hart Co

District 6 –Kenton Co, Harrison Co

District 8 – Lincoln Co

District 10 – Perry Co

District 12 – Pike Co

- KOHS launched a new local and regional education focus in Eastern Kentucky in partnership with Rowan County law enforcement agencies and and Morehead State University. Strong law enforcement participation in Local Heroes production was complemented by the university-based campaign “Beaker Buckles Up, How About U?”, to educate college-aged students and citizens of Rowan and surrounding counties about the life-saving benefits of seat belt usage and the dangers of distracted driving.
- The Education Branch delivered five “Sweet 16” teen driver programs in three counties in the state.

KOHS Traffic Safety Checkpoint Trailer

- The Traffic Safety Checkpoint Trailer is provided by KOHS for Kentucky Law Enforcement Agencies across the state to use when conducting seatbelt safety and impaired driving safety checkpoints for the community. The checkpoint trailer is used to provide extra area lighting and high visibility for the protection of Law Enforcement Officers and the general public during a checkpoint. The checkpoint trailer is a 7’ by 14’ dual axle trailer and consist of portable roadway signs, high visibility traffic cones, high visibility vests and two electric light towers for scene lighting.

Cumberland Valley Area Development District

This NHTSA 402 grant funded the activities of a highway safety educator focused on child passenger safety and occupant protection in an eight-county region in the southeastern part of the state. During FY2017, she accomplished the following:

Seatbelt/Child Restraint Activities:

- Assisted with two CPS classes in conjunction with the KOHS and the Corbin Fire Department within the Cumberland Valley Area Development District.
- Promoted the CPS Certification program through flyer distribution, social media, the CVADD website, in local newspapers, and at CPS check events in the CVADD region.

- Conducted twelve educational programs to increase seatbelt usage rate at seven elementary/middle and high schools in the CVADD region.
- Conducted visits providing information relative to the proper use of child passenger safety seats within five health departments and five teenage mother programs.
- Provide/assisted with sixteen child passenger safety seat public events in conjunction with the Kentucky State Police/CVE, Local Law Enforcement and Fire Department agencies in the CVADD region.
- Designated the CVADD office as an additional fitting station to provide another option in the CVADD region for those seeking assistance with child passenger safety seats. Ninety-seven car seats have been inspected at the CVADD office building, forty-one families were in need of car seats.
- Educated 2,562 elementary, middle, and high school students and 3,224 parents/caregivers in the CVADD region on the importance of being properly restrained.
- The number of CPS technicians was increased by 12 for a total of 40 certified Child Passenger Safety Technicians.

Pike County Health Department

NHTSA 402 Occupant Protection grant funds assisted this health department in delivering child passenger safety education and services in the city of Pikeville and Pike County. Some of the activities the Project Director and other staff members completed this year include:

- Distributed education material on how to properly transport children and demonstrated proper installation techniques while providing information pertaining to child passenger safety laws, and NHTSA's best practices to: 75 WIC (Women Infants and Children) recipients on site, 70 Pikeville Seniors/caregivers, 22 Foster Parents, 21 HANDS (Health Access Nurturing Development Services) Program participants, and 19 Court Mandated Diversion Program participants & 9 spouses.
- Child Passenger Safety and seat belt educational booths held at:
 - The Double Quick Employees Health Fair: 42
 - YMCA Health Fair: 47
 - Moms & Moms to Be Day: 118
 - Shelby Valley Senior Citizens & Community Safety Day: 37
 - Community Health & Safety Day: 33
- 2-day educational booth set-up at the 40th Annual Hillbilly Days. Approximately 1160 people stopped by the booth to receive information.

- Booster seat and school bus safety education provided in conjunction with Trooper Steven Mounts, KVE Jamie Fields to:
 - 46 Head Start students at Johns Creek School
 - 38 Head Start students at Elkhorn Elementary
 - 58 Head Start students at Millard Elementary
 - 22 Head Start and 18 Kindergarten
 - 63 elementary students Mullins Elementary
- Seat belt education presented to:
 - 10 students at Millard Middle School
 - 46 students at Valley Elementary
 - 92 students at Pike Central School
- Provided a highway safety demonstration at the Belfry Ready Fest Back to School Bash and the Southside Ready Fest Back to School Bash.
- Taught and certified 6 students as Child Passenger Safety Technicians.



Pictured left: A Kentucky State Trooper participating in Pike County CPS event.

Madison County Health Department

This central Kentucky health department continued a long-term program of educating the community about various traffic safety issues, utilizing a county-wide safety coalition and a strong network of public, private, and non-profit partners. Since 2010, they have

been recognized by the World Health Organization (WHO) as an International Safe Community. This program was funded by 402 funds. Accomplishments for FY 2017 included:

- Educated 122 students at Kirksville Elementary about traffic safety issues through a variety of classroom presentations, interactive programs, take-home information, and class projects.
- 875 children completed the Safety City Program, <https://madisoncountky.us/index.php/safety-city>
- Educated over 600 middle school student on proper seat belt usage, helmet usage and the dangers of drinking and driving at the Farristown Middle School Health Fair.
- Distributed traffic safety information to the public at health and safety fairs, community events, churches and work sites, reaching an estimated 1500 individuals and utilizing over 30 volunteers.
- Installed 98 child safety seats/booster seats at the permanent fitting station at our Berea Health Department location. Also coordinated/participated in one community-wide child passenger safety check-up event. They now have 3 Certified CPS technicians. They have continued quarterly seat belt surveys for Madison County. The CPS Instructor attended a CPS update held in Frankfort, KY in July 2017.
- Continued a partnership with Eastern Kentucky University and Berea College Nursing students to initiate a “Re-Think Your Ride” program. This program was presented at Berea Community, Madison Central, and Madison Southern High Schools. This program grew out of the “Battle of the Belts” program to better address the issue of distracted driving and seat belt use.
- Led a community task force on pedestrian safety which resulted in substantial changes to crosswalks in Richmond and Berea. This task force ultimately developed the Richmond Pedestrian Master Plan which is working to correct several areas in Richmond where pedestrian safety is a concern. This year, the City of Richmond was one of three Kentucky communities selected for a NHTSA Pedestrian Safety pilot project. In partnership with the City of Richmond, Richmond Police Department, Eastern Kentucky University (EKU), EKU Police Department, Madison County Safety Coalition, interested citizens and the Madison County Health Department, a data assessment was conducted and the results provided to the Richmond Pedestrian Master Plan.

The project focused on Education, Enforcement, and Evaluation. Pedestrian safety continues to be an on-going priority issue for Madison County.

Lloyd Jordison attended 2017 Safe Communities American Conference in Chicago, and has completed the Walkable Communities training.

- Maintained an e-mail distribution list and Facebook page for the Madison County Safety Coalition.
- Completed all paperwork and submitted to the World Health Organization (WHO) for re-accreditation of Madison County as an International Safe Community. Lloyd attend the 2017 Safe Communities America National conference in Chicago.

Occupant Protection Media Projects

The following projects were developed to deliver statewide, multimedia messaging through radio, social media, digital media, gas stations (toppers and GTV) and several other venues. The specifics of these projects are cited in the Media section of this report and includes:

- Be Thankful for YOUR Seat belt Campaign
- Click It or Ticket Local Hero's Campaign
- Huddle High School Sports Marketing

Police Traffic Services Program

Grants to Law Enforcement

MAP21 402 and FAST Act 402 funds supported 63 local agencies including Kentucky State Police to work overtime hours to combat speeding and other traffic violations. These agencies worked a combined total of 16,874 patrol overtime hours, resulting in 476 DUI arrests, 2,000 other arrests, 20,125 speeding citations, 7,051 seat belt citations, 340 child restraint citations, 46 texting/distracted citations and 22,212 other citations.

2017 Governors Highway Safety Association Annual Meeting

The Kentucky Office of Highway Safety hosted the 2017 GHSA Annual Meeting at the Downtown Marriott in Louisville, Kentucky, September 16-22. The Annual Meeting celebrated the Association's' 50th anniversary. Guest speakers included U.S. Dept. of Transportation Secretary Elaine L. Chao; Waymo Director of Safety Ron Medford; KOHS Executive Director Dr. Noelle Hunter; and motivational speaker Nik Wallenda. Guests and attendees were highly complementary of KOHS hospitality and the city of Louisville to the extent that GHSA requested Kentucky host the 2022 annual meeting again in Louisville.



Pictured Left, KOHS Executive Director Noelle Hunter and Motivational Speaker Nick Wallenda; Pictured right, FHWA Division Administrator Thomas Nelson, U.S. DOT Secretary Elaine Chao, KYTC Chief of Staff and FHWA Highway Safety Specialist Tony Young.

Pedestrian/Bicycle Safety

This program was established to enhance pedestrian and bicycle safety through public awareness and education. The goal is to reduce overall pedestrian and bicycle crash fatality rates in Kentucky. The following actions are underway:

- Continue working relationships/partnerships with pedestrian and bicycle programs or organizations in high impact areas in the state including the 403 grant city of Louisville after its conclusion in 2018. KOHS will maintain a working relationship to further enhance the gains of the 403 project.
- Provide educational materials through community outreach programs in the high impact areas of the state.
- Provide safety education, updates, videos, and/or tips once a month through social media posts.

Louisville Metro Government

In 2014, the Louisville Metropolitan Government was awarded a NHTSA 403 grant for a Pedestrian Education and Enforcement Safety Project in the amount of \$307,000. This grant was awarded based on a 2012 study by the Louisville Department of Public Works which determined that Louisville's pedestrian fatality rate met Pedestrian Focus City requirements. Louisville was also ranked as the 17th deadliest city in the United States for pedestrians. The 403 grant funding was divided into three separate projects:

- "Safe Streets for Adults" (Education)
- "Walk Sense for Youth" (Education)
- "Watch and See" Pedestrian Decoy Operation w/ Louisville Metro Police Department (Enforcement)

The Louisville Metro Government also provided an in-kind pedestrian safety marketing campaign called “Look Alive Louisville” and several engineering improvements. The “Look Alive Louisville” marketing campaign delivered messages on pedestrian, motorist and bicyclist behaviors through social media, external bus advertisements, radio advertisements, news conferences and educational programming. The goal of this grant, which includes education, enforcement, engineering and public awareness, is a city wide effort to improve pedestrian safety. To make the greatest impact, Louisville Metro focused on its highest five pedestrian and motor vehicle crash locations. These top crash locations, identified as part of the application to NHTSA in 2013, were:

- 4th & Market St.
- Bardstown Rd. & Goldsmith Ln.
- Preston Highway & Gilmore Ln.
- Broadway & 4th St.
- Broadway & 2nd St.

These projects began in January of 2015 and will conclude in April of 2018.

During 2017 the following activities took place with this grant:

- Project Manager for the grant taught **1050** students in the Jefferson County school systems. There were **156** high school students, **51** middle school students and **843** elementary students that participated in the “Walk Sense for Youth” program.
- There was a total of **7** “Safe Streets for Adults” presentations given at various locations across Jefferson County. There were a total of **124** individuals that participated in these presentations from ages **25-54**.
- The “Look Alive Louisville” marketing campaign included two updated transit bus wraps, radio advertisements and social media campaigns. The radio campaigns were run from April 2017 to June 2017 and the two transit buses have been wrapped in campaign advertisement since April of 2015. All social media efforts are ongoing and brochures, handouts and literature pertaining to pedestrian safety have been branded with the “Look Alive Louisville” logo and are ongoing.
- The Louisville Metro Police Department conducted a total of **37** “Watch and See” Pedestrian Decoy Operations at the top five high crash locations and three replacement intersections throughout Jefferson County. The operations were conducted in both the “AM” and “PM” to best address the traffic at that time.
- As of this annual report the Louisville Metro Government is drafting the final report due to NHTSA Headquarters on the successes, challenges and present data collected on the impact of the 403 grants concepts and projects towards pedestrian and bicyclist safety.

Traffic Safety Information System Improvement Grants

UK Kentucky Transportation Center – KY Traffic Records Assessment Program

This ongoing project involves coordination among public agency officials who oversee traffic records databases. The databases are maintained by officials with other agencies such as KSP (KYOPS/DDACS), KYTC (CRASH), KYBEMS (CODES), KSP (FARS), KYTC (DDL) and KY AOC (Citation/Adjudication). During the year, various metrics for each of these databases were refined and data collected to identify trends in database performance. The metrics are designed to assess each database for FHWA's six performance attributes: timeliness, accuracy, consistency/uniformity, completeness, integration, and accessibility. Available quantitative data was collected for the database metrics and trends in data quality were identified. Data and metrics were then incorporated into the Traffic Records Strategic Plan.

The overarching goal of the project is to improve the accuracy and effectiveness of the traffic records databases. During FY2017, the project met the following goals and objectives:

- Continued the collection of quantitative data and other information on the metrics, which were used to document areas of progress across four years as well as continuing problems with database quality.
- Conducted a survey and consulted with agency liaisons and other database experts to obtain descriptions of sources of weaknesses in the traffic record databases and elicit suggestions for improvements.
- Identified new metrics or methods for obtaining data on the metrics, when the current metrics were unobtainable or deemed by liaisons to be inadequate.
- Completed comprehensive description of the current state of the traffic records system based on in-depth interviews using NHTSA's 391 assessment questions. This informed the development of the traffic records strategic plan.
- Used the findings from the above to develop goals for inclusion in the traffic records strategic plan.

Utilizing information obtained during the research phase, KTC helped maintain the Traffic Records Strategic Plan in cooperation with the KY Traffic Records Advisory Committee (KTRAC/TRCC). The newly-developed plan includes responses, measurable metrics and goals for each agency and is intended as a living document which can be updated as needed.

Kentucky State Police – Training Modules for KYOPS

The Kentucky State Police (KSP) recently updated and enhanced the KyOPS/CRASH client application, traffic safety-related wizards and Web Portal. The new version of KyOPS includes feature-rich components that help the user search and analyze data in new ways. Because some these features did not exist in the old version and require special expertise to utilize, detailed training is required. The new version is less familiar for users, prompting the development of new training modules.

KSP developed 37 training tools and videos for the enhanced KyOPS system. These training tools and videos are fully accessible on line. A mechanism was created to store and track profile information for users who have viewed the training modules. As of September 15, 2017, the number of views was 1,876.

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

During the FY2017 grant period, KBEMS met all objectives set forth in the grant agreement. KBEMS continued work with EMS partners to increase the number of agencies submitting to the Kentucky EMS Information System (KEMSIS).

During FY2017, the project met the following goals and objectives:

- 1.) KBEMS increased the number of agencies submitting to the KEMSIS project to nearly 100% during the project period. Kentucky lacks a single EMS agency to meet compliance with data submission regulations. It is expected to be 100% compliant and before June 30, 2018.
- 2.) KBEMS increased the completeness and quality of EMS incident reports by adopting and implementing national standard validation rules.
- 3.) The project increased the timeliness of provider-generated incident reports by providing assistance to EMS organizations, and their industry partner(s), unfamiliar with automated submission options throughout the project period.
- 4.) KBEMS conducted analysis, published reports, and executed data sharing agreements with external stakeholders throughout the project period.

Kentucky Injury Prevention and Research Center (KIPRC) - Enhance Completeness and Accuracy of KY Motor Vehicle Trauma Registry Data

FY 2017 saw additional progress in the expansion of the state trauma registry system. Project participation remains consistent, with a corresponding increase in the number of records reported and the number of participating facilities. We anticipate improved reporting quality and quantity in the upcoming grant year as more participating facilities in need of targeted assistance are identified.

During FY2017, the project met the following goals and objectives:

- 1.) Added two reporting hospitals for a total of 30 reporting to the state trauma registry.
- 2.) Assisted 4 hospitals with technical issues and provided 6 regional and statewide trainings for trauma registrars.
- 3.) Participated in strategic plan assessment and development activities.
- 4.) Participated in state Trauma Advisory Council and prepared bylaws for adoption.
- 5.) Assisted medical faculty with 2 research projects.
- 6) Prepared statewide injury hospitalization report.

<http://www.mc.uky.edu/kiprc/programs/trauma-registry/tid-reports/2016.pdf>

Kentucky Injury Prevention and Research Center (KIPRC) - Improving Identification of Drugged Driving Collisions and Injuries

The goal of this project was to improve the completeness of drugged driving data on Kentucky's CODES files. Work was completed to consolidate information on drug involvement captured in injury surveillance databases that have been linked with CRASH, including FARS, hospital inpatient claims records, emergency department claims records, and trauma registry records.

During FY2017, the project met the following goals and objectives:

- 1.) Updated Kentucky's CODES database for 2014 with information on drug testing and test results from FARS, for all drivers involved in fatal crashes, using linked CRASH and FARS data for 2014. FARS drug test results for 319 fatally injured drivers in 2014 were added to the CODES database via linkage with CRASH.
- 2.) Updated Kentucky's CODES database for 2014 with information on drug testing and test results from the state trauma registry, using linked CRASH and trauma registry records for 2014. Trauma registry drug test results for 562 motor vehicle drivers and 245 nondrivers were added to the CODES database via linkage with CRASH.
- 3.) Produced a report comparing drugged driving based on CRASH data only with drugged driving based on CRASH data integrated with toxicology results from FARS and trauma registry data.

UK Kentucky Transportation Center – Ramp Crash Reconciliation and Estimation of Missing Ramp Volumes

Despite the high quality of crash and roadway data in Kentucky, the accuracy of data for ramps has been problematic. Many routes, particularly interstates, in Kentucky have exaggerated crash experiences due to ramp crashes being incorrectly assigned. The project estimated missing ramp traffic volumes to aid researchers in better addressing safety concerns on ramps.

During FY2017, the project met the following goals and objectives:

- 1.) All ramp crashes located from 2012-2016. Plotted by latitude/longitude and county route and mile point fields.
- 2.) 100% of ramp segments now have AADT or estimates. All ramps will have actual counts in time to comply with MIRE requirements.

Media Programs

Occupant Protection

Be Thankful for Your Seat Belt campaign November 14 – 28, 2016 (Thanksgiving) \$20,000 FHWA funds program number 8972301N

Target Counties:

- Top 20 unrestrained fatalities
- Top 20 registered number of pickup trucks
- Seat belt survey counties

Target Audience:

- Adults 18-54

Earned Media

A press release was distributed statewide announcing the campaign with the radio spots attached.

KOHS Facebook and Twitter pages posted regular reminders about buckling up for the Thanksgiving holiday (*pictured right*).



We took advantage of the University of Kentucky vs. University of Louisville football game that took place over Thanksgiving weekend by utilizing NHTSA's "Buckle Up America" image which happens to be the two school colors – blue for UK and red for UofL (*pictured left*).



Paid Media

We developed a radio campaign using personal testimonies by four Kentuckians who survived crashes and are “thankful for their seat belt.” The 30-second spots ran on the Kentucky News Network’s (KNN) 85 affiliates, generating 7,556 messages plus digital streaming and matching bonus.

While KNN reaches all 120 counties, the signals are not as strong around Warren County and eastern Kentucky, so we purchased Forever Broadcasting and East Kentucky Broadcasting to supplement.

For additional coverage in our largest cities, metro radio was purchased in Lexington and Louisville while a 15-second version ran on the Total Traffic and Weather Network in northern Kentucky located in the Cincinnati, OH market (which is much higher in cost.)

Our message was extended by splitting the cost of a 60-second ad with the Kentucky State Police (KSP). By purchasing the KNN we not only hit our targeted counties, but covered a large part of the state as well.

Explanation: KSP receives advertising funds to promote the TACT program – Targeting Aggressive Cars and Trucks. Our ads run back-to-back so we split the cost of a 60-second ad on KNN. A 60-second ad is \$550 and a 30-second ad is \$400. By splitting the cost of a 60-second ad we pay \$275 (versus \$400).

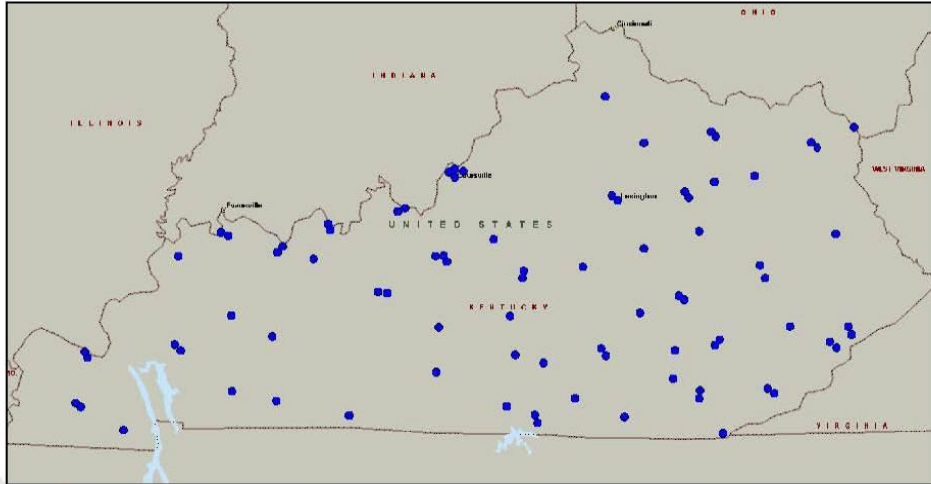


Ellie Clifford, who survived a crash by wearing her seat belt, records her personal testimony at iHeart studios. Pictured with Executive Director Dr. Noelle Hunter.



Kentucky News Network Affiliates

Updated 03/15/16



**Click it or Ticket “Local Heroes” campaign
 May 29 – June 30, 2017
 \$125,000 NHTSA 405B funds program number THSP17CM**

Kentucky’s goal is to reach a 90 percent seat belt usage rate. Our new seat belt initiative, “Local Heroes,” identified officers from local and state agencies in ten low seat belt usage counties.

We utilized these officers, who actually patrol the roadways in these counties, for public services announcements that were specific to each county with the message that they care about their community and “would rather write a seat belt citation than make a death notification.”

FY17, the first year of the Local Heroes campaign, resulted in an increase of our seat belt usage rate from 86.5 percent in 2016 to 86.8 in 2017.

Targeted Counties:

- Top 10 Identified Seat Belt survey counties

Targeted Audiences:

- Adults 18-45 (passenger car drivers)
- Men 25-54 (pickup truck drivers)

Earned Media

Law Enforcement Liaisons worked with district Public Information Officers to coordinate multi-state press conferences, and KOHS coordinated interviews, sent a statewide press release and posted on social media.

Below: social media posts of a press conference, news story and media interview which generated thousands of hits on social media and news station websites.

May 2017 • 31 days

TWEET HIGHLIGHTS

Top Tweet earned 5,252 impressions

Please [#buckleup](#) [#kentucky](#) and [#drivesafely](#). [#clickitorticket](#) [#MemorialDayWeekend](#)
pic.twitter.com/hm0xPfgwf4



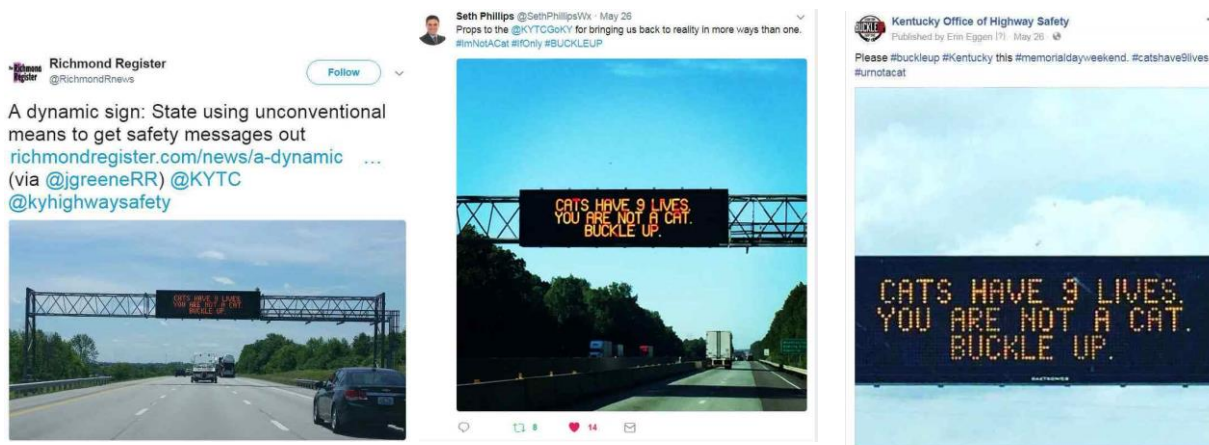
Top organic Tweet (non-promoted) in May generated more than 5,000 impressions.



We relied on the local law enforcement agencies to distribute the PSAs to radio stations and share via social media. In cases where the law enforcement agency did not have social media accounts (that occurs in some of our smaller, rural counties) the KOHS posted on their behalf. These PSAs generated more than 85,000 total views.



Leading up to the Memorial Day weekend we posted a creative seat belt message on our Dynamic Message Boards. The message “Cats Have 9 Lives. You Are Not A Cat. Buckle Up.” created more than 20,000 views on social media and generated numerous news stories and interviews.



Paid Media

Cable television and one broadcast network in eastern Kentucky were purchased for the campaign. (NOTE: The smaller, more rural cable companies didn't report as much information as the larger companies.) Additionally, depending on the company, they may have more-or-less coverage through digital versus television.

Counties that were not targeted but reached through the media buy due to coverage area (such as Fayette) utilized the Kentucky Local Heroes version featuring no local officers - only Kentucky State Police (KSP) Troopers and Commercial Vehicle Enforcement (CVE) Officers.



Commercial shoot of Local Heroes campaign.

Spectrum Cable Television:

1,054 paid spots and 334 bonus spots over 24 networks

Spectrum Cable Digital Pre-roll:

229,690 impressions with a .20 Click Thru Rate (CTR)
NOTE: national average is .08% -.10%

WYMT-TV:

222 paid spots and 100 bonus spots aired in primetime

WYMT-TV Digital Pre-roll:

30,000 impressions with a .18% CTR

WYMT-TV website:

530,000 display ads, CTR ranged from .05% to .11%

WYMT-TV mobile app:

10 interstitial ads over a 24-hour period generated 3.0 CTR
NOTE: national average ranges from 1.91% to 5.70%



Image for non-targeted counties utilized state CVE Officers and KSP Troopers.

Suddenlink Media:

1,446 paid spots moved to prime programming at no additional cost, plus bonus Reaches approximately 40,000+ homes in the coverage area

Cable Via Media:

3,898 paid spots and 1,282 bonus spots

Cable Via Media Digital Pre-roll:

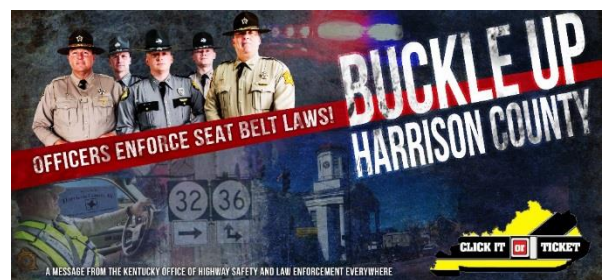
123,102 impressions

Comcast Spotlight Television:

1,339 paid spots and 344 bonus spots

Comcast Spotlight Video (Pre-roll & In-Banner):

53,691 impressions, CTR .12% to .19%



Example of targeted county image.

Huddle

\$20,000 NHTSA 402 funds program number THSP17HV

KOHS partnered with Huddle, Inc. to sponsor tickets for events at 66 high schools throughout the state, located in counties with higher-than-average unbelted crashes, reaching approximately 1 million people.

The 'Buckle Up in Your Truck' message was utilized in counties in eastern and western Kentucky, while the 'Click It or Ticket' message was utilized in central Kentucky.



NOTE: We did not renew this paid media program for FY18.

Impaired Driving

Wine on the River

October 15, 2016

\$2,500 NHTSA 405D funds program number THSP17IM

KOHS helped promote sober driving at Wine on the River in Louisville in October 2016 with a HERO designated driver information booth on-site (*NOTE: the KOHS no longer has this program*).



In addition, the Drive Sober logo and message were printed on the wristbands required for entry and on the event passport (*pictured left*).



The week leading up to Wine on the River, 168 impaired driving awareness radio spots ran on Louisville iHeart radio stations and on digital streaming with a matching 1:1 bonus.

Station	Dial	Demos Format Website	Profile	Station Line-up
97.5 WAMZ KENTUCKIANA COUNTRY	97.5 FM "Kentuckiana Country" WAMZ	Adults 25-54 Country www.wamz.com	Heritage Country Station Well-known Personalities Only 100-watt station in the market Strong ties in the community and with St. Jude's	5a-10a Herk Hancock's Morning Show with Chris & Meli Jan & Maria 10a-2p Kaitlin WAMZ Sports Adam West 12n-5a CRTA with Mike Glatz/Cody Allen
NEW RADIO 840 WHAS	840 AM "News Radio 840 - Kentuckiana's News, Weather and Traffic Station" WHAS	Adults 25-54 News/Talk/Information www.whas.com	Traffic Full-service Information Station 92 Year Tradition U of L & UK Sports 50,000 watt Class 1A Signal	5a-6a Tony Ores & The Morning Team 6a-12a In Mind Country 12n-3p Rex & Linda 3p-7p The News & Company 7p-9p Sports Talk 84 with Laci & Mike 9p-12n Mike Lewis 12n-1a "Rocked Up" with Clyde Lewis 1a-5a Coast to Coast AM w/ George Noory
TALK RADIO 1080 WKJK	1080 AM "Interesting People, Strong Opinions" WKJK	Adults 25-54 News/Talk/Information www.talkradio1080.com	Paid Program Opportunities Exclusive Format Local & Regional News Topical Talk	5a-6a Wake Up & Get Moving 6a-10a Local Report 10a-12p Kentucky Sports Radio with Matt Jones 12p-4p Dan Rensley 4p-7p Sean Hannity
790 KRDR	790 AM "Real Sports Radio For Real Sports Fans" WKRD	Men 18-54 All Sports www.790wkrd.com	On The Edge Sports Talk NFL/Rugby's FOX Affiliate Base Baseball U of L Sports	7a-10a The Early Bird Show with Jody DeMing 10a-12p Fox Sports 12n-3p Rex & Linda 3p-5:30p The Afternoon Update with Tony Danza & Dan Jennings 5:30p-6:30p Cardinal Insider 6:30p-7p Fox Sports Radio 7p-10p Jay Mohr 10p-12a Fox Sports Radio
100.5 MYfm	MY 100.5 FM "More Variety from 100.5" WLGX	Women 25-44 Hot AC www.MyFM100.5.com	Female targeted Big variety from 90s-to-day Safe at-work station	5a-6a Wake Up & Get Moving 6a-10a Kaitlin Summers 10a-12p Matt Ryan 12p-11p DJ with Maria Lopez 11p-1a The Red Zone with Shiro and Kris
WQMF	95.7 FM "Louisville's Classic Rock" WQMF	Men 25-54 Classic Rock www.wqmf.com	Heritage Classic Rock Station Well-known Personalities Promotionally Active 50K Watt Signal Equivalent	6a-10a Bob & Tom 10a-12p Tony Valle 12p-1p "Big Red" Rock Michael & Sue Grace with Michael Doo Rejo
THE FOX ROCKS	93.1 FM "The Fox Rocks" WTFX	Men 18-34 Alternative Rock www.foxrocks.com	Loyal Audience Low Line Strong Promotional Presence	6a-10a Rivers Morning Show 10a-12p 12p-1p 1p-3p 3p-6p 6p-12a 12a-6a Stacy The Dude Hood DJ Stacy
RADIO 98.9	98.9 FM "The Ville's Hit Music" WNRW	Women 18-34 CHR www.98.9radio.com	Targeted Format Fun On-Air Presentation Today's Popular Hits 50k Watt Station	6a-10a Kaitlin 10a-12p 12p-1p 1p-3p 3p-6p 6p-12a 12a-6a Rex & Linda Laci Mike Nessa
KNN	Reaches into all 120 Kentucky Counties	70+ Affiliates Variety of Formats	1 of 32 Statewide Radio Networks across the country	News, High School & UK Sports, NASCAR, AS, Ombudsman
Total Traffic A Vivacore Network	All Eight Louisville stations	Up-To-The-Minute Traffic and Weather Reports	35 Billboard, followed by traffic report then 35 sponsorship	Morning and afternoon drive times on all stations, increased frequency of A/B's.

Holiday "Drive Sober or Get Pulled Over"
December 14, 2016 – January 1, 2017
\$129,000 NHTSA 405D funds program number THSP171M

Targeted Counties:

- Top 25 counties with impaired driving-related crashes and fatalities

Target Audiences:

- Primary: Men 18-34
- Secondary: Adults 21-54

Earned Media

KOHS Facebook, Twitter and Instagram pages posted regular reminders about the campaign (right).

A general press release was distributed statewide in addition to a Louisville-specific release following a kickoff press conference at Brown-Forman distillery. Brown-



This organic (non-promoted) post generated more than 8,000 views.

Forman sponsored discounted safe ride codes with City Scoot and Uber (in Louisville only).

KOHS Executive Director Dr. Noelle Hunter spoke at the Louisville press conference and conducted various television and radio interviews (below).



Volunteers of America added 4 new photos — with Noelle Hunter
December 15, 2016 at 3:59pm

Rickey Green, a graduate of Volunteers of America's addiction recovery services, spoke today at the Kentucky Office of Highway Safety's kick-off event for their...
See More



Dr. Noelle Hunter and Mark Roberts with CityScoot are on now with Terry Melners on 84 WHAS. #drivesober #planaride #designateddriver



Recording an interview for Kentucky News Network's "Kentucky Focus" with Suzanne Duvall about our #holiday #DriveSober campaign. #planaride #designateddriver



Paid Media

Restaurants and Bars:

- 450 restaurants/bars
- 5.3 million impressions
- Restroom signage and mirror clings,
- Coasters and door clings/posters
- One month, plus one-month override

Gas Station:

- 50 gas stations
- 5.1 million impressions
- Pump toppers and nozzle talker inserts
- Window clings
- Paid days matched as bonus



Gas station door cling and nozzle talker insert.

Radio 30-second and digital streaming:

- 861 spots
- 667.90 GRPs
- 6.9 million impressions

Digital Display Ads:

- 2,901,594 impressions
- 2,525 clicks
- 0.09% CTR
 - Contextual – 572 clicks – 0.04% CTR
 - Geofencing drinking establishments – 1,478 clicks – 0.16% CTR
 - College Students (The Weather Channel data) – 287 clicks – 0.12% CTR
 - Bonus/ added value – 188 clicks – 0.08% CTR

Facebook Totals:

- 1,570,506 impressions
- 438,783 people reached
- 46,427 clicks
- 2.96% CTR



Examples of promoted Facebook posts

Labor Day “Drive Sober or Get Pulled Over”

August 14—September 4, 2017

\$130,000 NHTSA 405D funds program number THSP17IM

Targeted counties:

- Top 20 counties with impaired driving-related crashes and fatalities

Targeted audiences:

- Primary: Males 18 -34
- Secondary: Adults 21-54

Earned media

A general press release was distributed statewide announcing the campaign.



This organic (non-promoted) post utilized NHTSA image from Traffic Safety Marketing website.

District Public Information Officers worked with Law Enforcement Liaisons to coordinate press conferences throughout the state. Local media interviews were conducted by District Public Information Officers and Central Office executive staff.

The KOHS Facebook, Twitter and Instagram pages posted reminders and shared posts from NHTSA pages. Additionally, our Dynamic Message Boards displayed the message “Drive Sober or Get Pulled Over” throughout the Labor Day weekend.

Paid Media

Radio 30-second creative:

- 39 Radio Stations
- 2,424 spots
- 1614 GRPs

Digital:

2,476,843 impressions

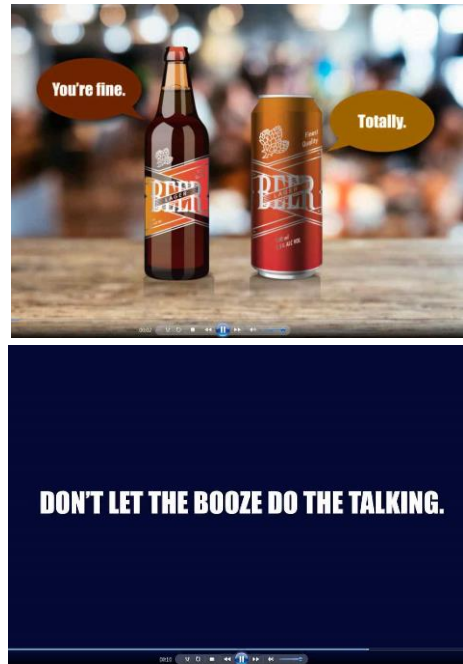
Clicks to website 6,994

Click Thru Rate 0.28%

- Pre-roll target segment:
 - Labor Day
 - BBQ & Parties
 - News & Entertainment
- WLKY Homepage takeover target segment:
 - Kentucky Local News
- Weather Channel app target segment:
 - College students/Millennials
 - Beer/Wine/Liquor Shopper
 - Gas Stations/Truck Stops
 - Motorcycle Enthusiasts
- Display ads target segment:
 - Labor Day parties
 - Bars Geofence
- Facebook promoted ads and promoted posts target segment:
 - Labor Day partiers

Gas Station:

- 73 gas stations in 18 counties
- 5.1 million impressions



Pre-roll video.



Example of promoted posts combined for 944,000 views.

- Pump toppers and window clings
- Paid days matched as bonus

The KOHS sponsored a hole at the second annual Kentucky Sports Radio (KSR) Golf Scramble on Aug. 25. The “Drive Sober or Get Pulled Over” hole allowed participants to put while wearing drunk goggles and fill out a driver survey afterwards. Those that participated were entered to win a signed University of Kentucky basketball (donated by iHeart).

To supplement signage and the display booth at the sponsored hole, the contract included:

- Website placement on event page
- 24 commercials on Kentucky Sports Radio on 50 affiliates
- 24 matching iHeart radio commercials plus digital streaming

Multiple tweets, Instagram and Facebook posts from the event generated more than 20,000 impressions (below).



**Kentucky Sports Radio Post Game Show – 84WHAS + Digital Streaming
\$5,000 NHTSA 405D funds program number THSP17IM**

Matt Jones is the host of the Kentucky Sports Radio (KSR) post-game show on 84 WHAS-AM in Louisville.

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.



Matt, who is passionate about drunk driving prevention due to a family member's struggle, personally records spots (Drive Sober or Get Pulled Over, Fans Don't Let Fans Drive Drunk, etc.) that air at various times throughout the year.

COVERAGE MAP



Motorcycle Safety

Spring “Share the Road with Motorcycles” March 14 – April 24, 2017 and September 11-18, 2017

- \$60,000 NHTSA 405F funds program number THSP17M9

The KOHS ran the “Share the Road with Motorcycles” campaign to target motorists in the spring when the weather is turning and more motorcycles are seen on the road. This year we included a fall reminder that ran for one week in September.

Targeted Counties:

- Top 20 counties with highest number of motorcycle fatalities
- Top 20 counties with highest number of registered motorcycles

Target Audiences:

- Adults 18-54
- Motorcycle Riders

Earned Media

A press release was distributed statewide, Dr. Hunter conducted various interviews and our Dynamic Message Boards displayed the message “Share the Road. Bikers’ Lives Ride on it.”

Paid Media



Promotional video with iHeart personalities.

KOHS developed a radio and digital campaign with WHAS-AM personality Tony Cruse, WQMF-FM personality Harley and Executive Director Dr. Noelle Hunter. All are avid motorcyclists.

The video ran on radio station websites and were promoted on social media. Radio spots ran on the Kentucky News Network’s (KNN) 85 affiliates. While KNN reaches all 120 counties, the signals are not as strong around Warren County and eastern Kentucky, so we purchased Forever Broadcasting and East Kentucky Broadcasting to supplement. Additional coverage was provided by purchasing Lexington, Louisville and Cincinnati metro radio.



Message displayed on our Dynamic Message boards.



Dr. Hunter interviewed by Tony Cruse, WHAS-AM personality and fellow avid motorcyclist.

Our message was extended by splitting the cost of a 60-second ad with the Kentucky State Police (KSP). By purchasing the Kentucky News Network (KNN), we not only hit our targeted counties, but covered a large part of the state as well.

Explanation: KSP receives advertising funds to promote the TACT program – Targeting Aggressive Cars and Trucks. Our ads run back-to-back so we split the cost of a 60-second ad on KNN. A 60-second ad is \$550 and a 30-second ad is \$400. By splitting the cost of a 60-second ad we pay \$275 (versus \$400).



Example of digital ad.

Radio 30-second spots plus digital streaming:

- 18,593 messages
- Matching 1 for 1 bonus

Video and digital ads:

- 2+million impressions
- Linked to Kentucky’s MSF program website

Promoted Facebook and Twitter promoted posts:

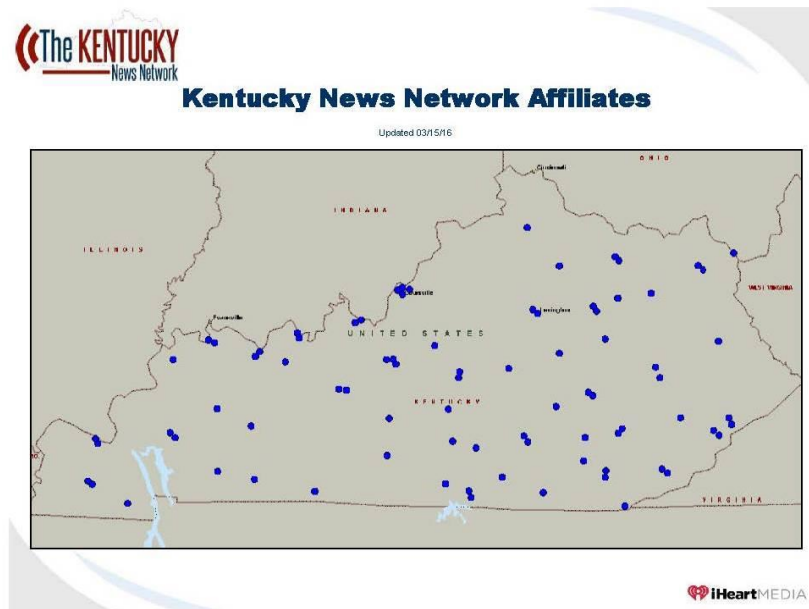
- Twitter: 197,283 people reached
- Facebook: 423,367 people reached impressions



Facebook promoted ad.

Promoted posts target audience:

- Motorcycle riders/enthusiasts
- Those with interest in vehicles, driving, and/or purchased a vehicle
- Counties with highest crash and fatality rates
- Counties with highest motorcycle registrations



Motorcycle Safety Awareness Month May 1- 31, 2017

- \$110,000 NHTSA 402 funds program number THSP17MC

In recognition of May as Motorcycle Safety Awareness Month, the Kentucky Office of Highway Safety partnered with the Kentucky Motorcycle Program (KMP) on the “Gear Up. Train Up. Ride Kentucky” campaign to remind motorcyclists to wear protective gear and receive proper rider safety training.



Target Counties:

- Top 20 counties with highest number of motorcycle fatalities
- Top 20 counties with highest number of registered motorcycles

Target Audience:

- Male and female motorcyclists

Earned Media

A general press release was distributed statewide and regular posts were made to KOHS Twitter and Facebook pages and shared from NHTSA sites.

Paid Media

The majority of our ads featured Michael Jones, a Transportation Cabinet employee who survived a severe motorcycle crash because he was wearing his safety gear. (*Mr. Jones had taken the KMP class.*) Digital ads linked to the Kentucky Motorcycle Program website ride.ky.net.

Radio 30-second spots plus digital streaming:

- 22,950 messages
- Matching 1 for 1 bonus

The 30-second radio spots ran on the Kentucky News Network’s (KNN) 85 affiliates. While KNN reaches all 120 counties, the signals are not as strong around Warren County and eastern Kentucky, so we purchased Forever Broadcasting and East Kentucky Broadcasting to supplement. Additional coverage was provided by purchasing Lexington, Louisville and Cincinnati metro radio.

 Kentucky Office of Highway Safety
Published by Erin Eggen [7] · May 1 · 

DID YOU KNOW? May is #Motorcycle Safety Awareness Month! Please wear a helmet and other protective gear. It could save your life! Also, check out the latest Motorcycle Safety Foundation classes offered in #Kentucky! Visit rideky.net for more info. #GearUP #TrainUP #RideKY



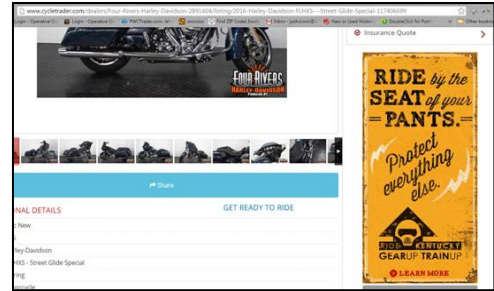
*Organic (non-promoted)
Facebook post generated
more than 4,600 views.*



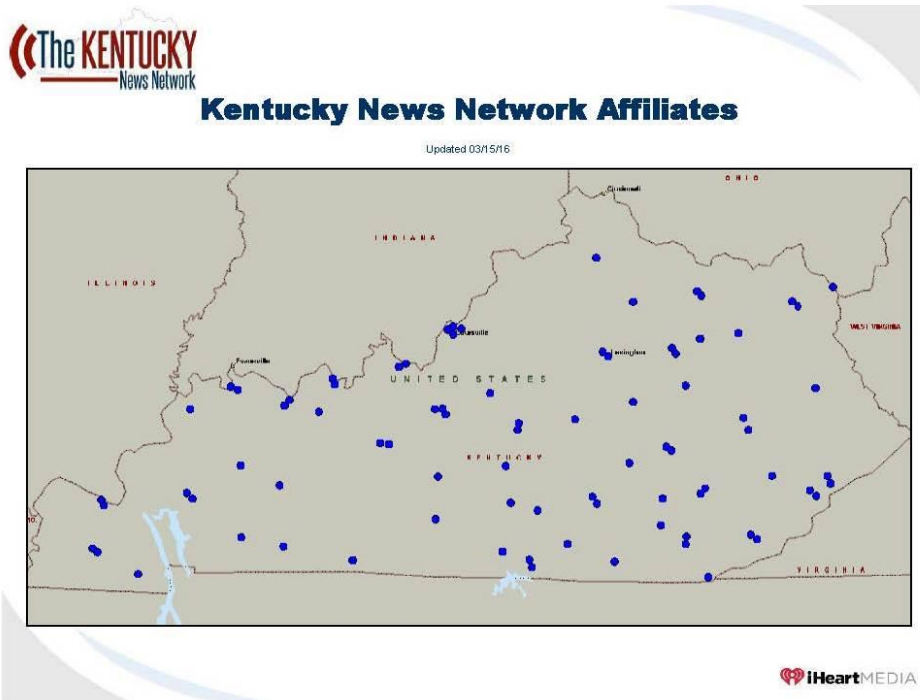
Pre-roll featuring Michael Jones.

Digital:

- More than 1 million impressions with .055% CTR
- Ran on websites in targeted counties and on iHeart radio station websites



Digital ad on Cycletrader.com



Speed - Impaired Driving - Occupant Protection - Distraction

**“Blue Lights Across the Bluegrass”
June – August 2017**

- \$60,000 NHTSA 402 funds program number THSP17SM

The KOHS partnered with iHeart Media to promote the “Blue Lights Across the Bluegrass” campaign aimed to increase awareness of highway law enforcement and traffic safety laws during the summer travel season. Radio spots are tagged with “don’t speed, don’t drive impaired or distracted, and always wear your seat belt.”



Digital ad image with speeding message “We’ll be behind you when you speed on Kentucky’s roads.”

Radio 30-second spots plus digital streaming on Kentucky News Network:

- 14,268 messages (KNN only. Does not include spots that aired during special events listed below.)
- Matching 1 for 1 bonus

Our message was extended by splitting the cost of a 60-second ad with the Kentucky State Police (KSP). By purchasing the Kentucky News Network (KNN), we not only hit our targeted counties, but covered a large part of the state as well.

Explanation: KSP receives advertising funds to promote the TACT program – Targeting Aggressive Cars and Trucks. Our ads run back-to-back so we split the cost of a 60-second ad on KNN. A 60-second ad is \$550 and a 30-second ad is \$400. By splitting the cost of a 60-second ad we pay \$275 (versus \$400).

In addition, website banner ads were placed on each station’s website and special events and promotions occurred each month throughout the summer.

June:

In Louisville this morning setting up for our obstacle course to kick off the Blue Lights Across the Bluegrass summer enforcement campaign with iHeart radio personalities.



Campaign Kickoff: Twelve of iHeart’s top radio personalities competed in a driving skills obstacle course on June 7, 2016 while attempting a list of distractions including tweeting, texting, and taking a “selfie.” Once the personality parallel parked, they finished the course while wearing drunk goggles.

Each personality posted about their experience on social media and talked live on their respective shows. Additionally, each personality recorded a 60 audio and video spot. The radio spot ran for two weeks during

their respective shows, and the video was placed on their radio show websites.

Additionally, personalities utilized their personal and radio station social media sites, generating thousands of views.

June & July

KSR Summer Tour: KOHS sponsored Kentucky Sports Radio’s (KSR) “Blue Lights across the Bluegrass” summer affiliate tour. KSR is hosted by Matt Jones, Kentucky’s top sports media personality.

Mr. Jones was personally affected by a speeding and alcohol-related crash that claimed the life of a family member, which drives his passion for staying safe on our roadways. The message fits perfectly as he and his crew travel to different affiliate locations, and will often describe the many traffic violations they see on the road.



KSR is syndicated on 50 affiliates in 37 markets across the state. The KOHS received:

- One :30 network commercial each day
- Average of four live mentions by host each day
- 50 total iHeart's streaming spots
- Home page takeover on WKJK website on first day of tour
- 15 promos per week on WKJK
- Fifteen additional :30 commercials on KNN

July

Speed Week with the Afternoon Underdogs:

Each day during "Speed Week" (June 26-30) the Dogs discussed highway safety topics and what could happen if you get a speeding ticket:

Monday:

Interview with police, specifically addressing Kentucky State Police's Targeting Aggressive Cars and Trucks (TACT) program.



Tuesday: County Attorney Mike O'Connell.

Tuesday:

Interview at Jefferson County courthouse from the County Attorney's office addressing traffic court, license point system, penalties, etc.

Wednesday:

TARC bus station driver's lounge addressing transportation options if a license is revoked.

Thursday:

Law enforcement appreciation cookout at iHeart studios. Interviews with local and state police and Dr. Hunter.

Friday:

In-studio with Dr. Hunter to wrap up Speed Week and discuss upcoming Independence Day holiday.

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

Top media Tweet earned 3,936 impressions

Thanks @kystatepolice & @LMPD for coming out to support #SpeedWeek w/ the Afternoon Underdogs @tonyvanetti & @davejennings790 #slowdown pic.twitter.com/JyMQZUeryh



Monday: Top tweet of the month generating more than 3,900 impressions (organic).

790 KRD @790KRD · Jun 28

Thanks @LMPD & @kystatepolice and our friends from @kyhighwaysafety for coming out to @iHeartMedia today. Thank you for all you do. pic.twitter.com/iyhVivp6Cb



Thursday: Law enforcement appreciation organic tweet generated more than 4,000 views.

Driver Safety Quiz: Public versus Personalities:

790KRD @790KRD 3d
 Can you beat @tonyvanetti in the Safety Driving Quiz? Enter to win a prize pack from @kyhighwaysafety



KOHS sponsored an online safe driving quiz that was promoted on iHeart websites with messages recorded by on-air personalities.

Each participant with a perfect score was entered to win a pair of tickets to Holiday World and gift certificates to local establishments donated by iHeart media.

August State Fair

KOHS partnered with WAMZ to sponsor one concert day at the Kentucky State Fair. WAMZ aired our 30-second commercials and on-air talent provided live reads throughout the day.

Attendees at the iHeart booth were given the chance to take a four-question safe driving survey. Each participant was entered to win a pair of tickets (donated by vendor) for preferred seating to the free concert that evening.

Come see us at the #kentuckystatefair! Fill out a survey & be entered to win preferred seating tickets to tonight's free concert. We're at the iHeart booth in the South wing.



Visitors to the KOHS table filled out a driving survey for a chance to win concert tickets (donated by iHeart.)

We're at @kystatefair South Wing @iHeartRadio booth. Try our #drunkgoggles & fill out driver survey to win concert tickets!



Fair attendees and WAMZ personalities tried our drunk goggles.

Kentucky Office of Highway Safety is with Tiffany Payton Duvall and 2 others. Published by Erin Eggen [?] · August 23 at 4:30pm

And we have a winner! Thanks for taking our survey! #drivesober #buckleup #kystatefair



Representing KOHS at the iHeart media booth at the Kentucky State Fair.

Kentucky Speedway

Total: \$150,000

- \$80,000 FHWA funds program number 8135601C
- \$30,000 405D NHTSA funds program number THSP17IM
- \$25,000 402 NHTSA funds program number THSP17HV
- \$15,000 FHWA funds 9139301N

The KOHS promotes speed, distracted and impaired driving awareness through signage, PA announcements and commercials on closed-circuit televisions at all races throughout the season.

However, seat belt use is the top message we utilize for this target audience at the Kentucky Speedway.



Image of track apron sign

The KOHS sponsored the Buckle Up in Your Truck 225 on July 7. Promotional support and assets included:

- Television promo spots and print ads in local and national newspapers during the six weeks leading up to race.
- Logo on all promotional materials such as fan guide, souvenir program, tickets, credentials, website, etc.
- Logo on trophy, stage backdrop, victory lane backdrop, flag stands, pace truck and on grassy area dividing the track and pit road.
- Animated logo on FanVision units. Throughout the race weekend (3 races total) there were 4,000 units rented by attendees.
- Driver survey on website to win tickets to the race (donated by KY Speedway)



Online survey post reached more than 18,000 people.

Unfortunately our race was rain-delayed and earned a .03 national rating on FS1. However, an average of 439,000 viewers tuned in per minute, raking as the most-viewed telecast of the day on that station.

By combining TV purchased ads, TV race day viewership and TV newscasts, we received more than 14 million TV impressions. Online news generated 374,970,172 impressions and social media generated 150,000 interactions.

Rupp Arena Sports & Entertainment Properties

Total: \$125,000

- \$95,000 405D NHTSA funds program number THSP17IM
- \$15,000 402 NHTSA funds program number THSP17HV
- \$15,000 FHWA funds program number 9139301N

Rupp Arena in downtown Lexington seats over 23,000 and hosts events including the University of Kentucky men's basketball games with a total attendance of 370,000 per season.

It is estimated that the UK men's basketball program alone generates over 15 million exposures through the various messages that are placed inside and outside the arena.

Additionally, four women's basketball games, the Kentucky High School Athletic Association's boys' state basketball tournament, musical concerts and family shows are held throughout the year.



NHTSA logos are mainly utilized for signage, with the exception of the Click It or Ticket parking booth sign (left).

Ribbon board messages rotate according to the message we are highlighting (right).



JMI SPORTS MARKETING - UNIVERSITY OF KENTUCKY

Total: \$300,000

- \$210,000 405D NHTSA funds program number THSP17IM
- \$45,000 402 NHTSA funds program number THSP17HV
- \$45,000 FHWA funds program number 9139301N

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

Our advertisements rotate according to the message we are highlighting that particular month, including:

- :30 radio and television ads during locally broadcast games, pre- and post-game shows, coaches shows and special events. (NOTE: includes men and women's basketball coach endorsements with spots recorded by Coach Mitchell and Coach Calipari.)



- Special promotional opportunities, such as display booths or contests, at one football game and one women’s basketball game.
- Video replay sponsorship at all games.
- PA announcements at all games.
- Various electronic and static signage throughout each venue.

Nancy Wood with daughter, Brianna, who was injured in a distracted-driving related crash, is featured in our PSAs in October and April.

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



Sign at Commonwealth Stadium (left).



We sponsored a baseball game in May during Click It or Ticket (right).

LEARFIELD SPORTS MARKETING-UNIVERSITY OF LOUISVILLE ATHLETICS

Total: \$160,000

- \$120,000 405D NHTSA funds program number THSP17IM and
- \$20,000 402 NHTSA funds program numbers THSP17HV
- \$20,000 FHWA funds program number 9139301N

Learfield Sports Marketing promotes highway safety messaging at University of Louisville (UofL) home football games, men’s and women’s basketball games and baseball games.

Messaging includes:

- :30 radio ads during games, pre- and post-game shows and coaches shows
- Video replay sponsorship at all games
- PA announcements at all games
- Various electronic and static signage throughout each venue
- Social media contest opportunity for designated game



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

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



Left: Social media contest for tickets (donated by UofL) stated: Making the trip to Virginia for Saturday’s game? We want to see your #Cards Caravans! Comment below with a photo for a chance to win! **The KOHS reminds you to buckle up, drive safely and enjoy the game!**

LEARFIELD SPORTS MARKETING - Louisville Sports Properties

Total: \$70,000

- \$50,000 405D NHTSA funds program number THSP17IM
- \$20,000 402 NHTSA funds program number THSP17HV

Louisville Sports Properties promotes highway safety messages at the KFC 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. Additionally, musical concerts, conventions and family shows are held in the arena.

The contract includes:

- Bar code branding promoting Drive Sober app at a bars within KFC Yum Center
- Twenty exit signs promoting “Click It or Ticket” and “Drive Sober or Get Pulled Over”
- “Click It or Ticket” and “Drive Sober or Get Pulled Over” message on 360-degree LED ring at non-UofL related events
- Social media contest opportunity for concert or family show



Bar pad at YUM Center.



2970 unique visitors to your campaign

Left: Facebook ticket giveaway (donated by YUM Center) required completion of a driver attitudinal survey. This post generated more than 137,000 impressions and 1,567 total sign-ups (53% Conversion).

IMG SPORTS MARKETING – Western Kentucky University

Total: \$45,000

- \$34,500 FHWA funds program number 8135601C
- \$10,500 FHWA funds program number 9139301N

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, including:




- In-game radio and coach's show radio
- Venue signage
- Website banner ads



HERO designated driver booth at WKU football game.

The KOHS had one game sponsorship of each WKU Olympic sport in April to highlight Distracted Driving Awareness Month.

Signed Pledge is Redeemable for One (1) Ticket to a WKU Home Baseball Game!



TAKE THE PLEDGE

The fight to end distracted driving starts with you. Make the commitment to drive phone-free today.

Distracted driving kills and injures thousands of people each year. I pledge to:

- Protect lives by never texting or talking on the phone while driving.
- Be a good passenger and speak out if the driver in my car is distracted.
- Encourage my friends and family to drive phone-free.

SIGNATURE: _____

EMAIL: _____

PHONE: _____

DATE: _____

Left: Attendees at the WKU football spring game signed pledges to not text and drive, which entered them to win upcoming baseball game tickets (donated by IMG).

Underdogs Daily Show

Total: \$33,950

- \$4,950 NHTSA 405D funds program number THSP171M
- \$10,000 402 NHTSA funds program number THSP17HV
- \$19,000 FHWA funds program number 9139301N

The KOHS had title sponsorship of the Afternoon Underdogs Louisville sports radio show broadcast on WKRD from 3 p.m. to 5:30 p.m. daily. Our contract included 30-second spots, promos and live reads that rotated according to the campaign we were highlighting and one-on-one interviews. Additionally, digital banner ads rotated on the WKRD webpage.



Afternoon Underdogs digital ad video featuring hosts Tony Vanetti and Dave Jennings promoting seat belt use during the CIOT campaign.

In April 2017 our sponsorship, including all contractual elements, transferred to the Tony and Dwight Show on WHAS-AM which focuses on the news, sports and pop culture topics of the day.

The KOHS had established a relationship with Tony Vanetti, who is passionate about highway safety and as a person in long-term recovery, and impaired driving in particular (his wake-up call was a DUI arrest). The show, which he co-hosts with long-time friend and former hard-rock DJ Dwight Witten, airs from 6 p.m. to 8 p.m. daily and reaches a much broader audience throughout the state.

As a new show, there is no history of numbers, but the show doubled its ratings in its first full ratings book (summer 2017).



KOHS Executive Director live in-studio interview on Tony and Dwight show.



We will continue to monitor the show, but we feel the hosts bring together two key demographics: the married-with-kids preppy father (Tony) and the married-with-no-kids hard-rock husband (Dwight).



Dwight Witten

October 16 · 🌐

The Ratings Book is out and we DOUBLED the RATINGS!!! THANK YOU SO VERY MUCH everyone who has listened, supported and encouraged Tony and Dwight !!! I can't thank you enough for your support in my comeback and last at bat! #allornothing

Kentucky Sports Radio Daily Show with Matt Jones

Total: \$40,000

- \$20,000 NHTSA 405D funds program number THSP17IM
- \$20,000 NHTSA 402 funds program number THSP17HV



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.



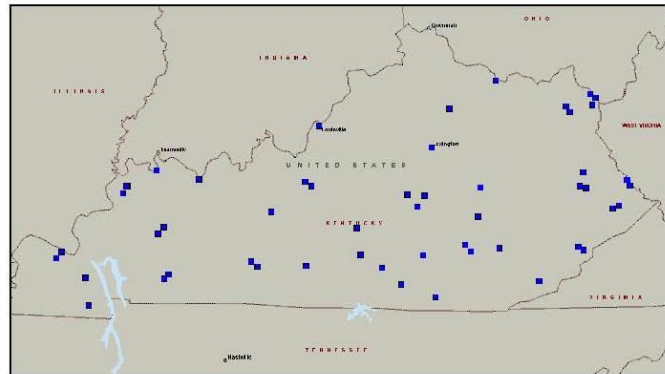
KSR is syndicated on 50 affiliates in 37 markets across the state. It is:

- #1 Show persons 25-54
- #1 Show men 12+
- Varies between #1 and #2 show for:
 - Persons 12+
 - Women 12+
 - Women 25-54

KSR Host Matt Jones, with KSR co-host Drew Franklin, interview UK Men's Basketball Coach John Calipari at a live radio remote in Lexington, Kentucky.



Affiliate Map



In 2017, KSR received the highest ratings book since on-air, getting #1 in EVERY demographic with a 26 share. In addition to the live show's success, the podcast is the #1 college sports podcast on iTunes.

Matt is passionate about preventing drunken driving crashes due to his personal experience (a family member went to prison after killing other motorists while driving drunk). He personally records 30-second PSAs about drunken driving (Drive Sober or Get Pulled Over, Fans Don't Let Fans Drive Drunk, designate a driver, etc.) that air during the two-hour show. Other PSAs air during specific campaigns such as distracted driving awareness in April, Click It or Ticket and motorcycle safety in May and summer travel season awareness June through August.

Other

“Teen Driver Safety Week”

October 16-22, 2016

- \$850 FHWA funds program number 9139301N

Earned Media:

A press release was distributed statewide and KOHS Facebook and Twitter accounts promoted the campaign.

You Retweeted
 NOYS @NOYSnews · 11 Oct 2016
 National Teen Driver Safety Week begins 10/16! Get @USDOT @NHTSAgov materials here: trafficsafetymarketing.gov/get-materials/ ... #5toDrive #TrafficSafeYouth



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Kentucky Office of Highway Safety
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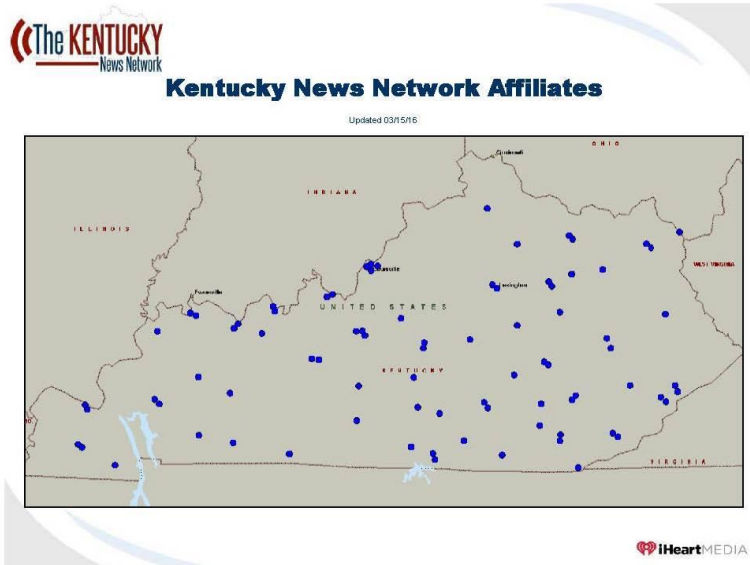
Teen Driver Safety Week kicks off today! Help mold your teen into a safe and capable driver using tips from the "5 to Drive" campaign. For more information, visit www.safercar.gov/parents/TeenDriving/teendriving.htm

TEEN DRIVING | Parents Central | Keeping Kids Safe
 After spending years protecting your children from all sorts of dangers on the road and off, you now face the prospect of handing them the keys to the family car. It's time for them to learn how to drive. Are you prepared? We can help you mold your...
 SAFERCAR.GOV

900 people reached Boost Post

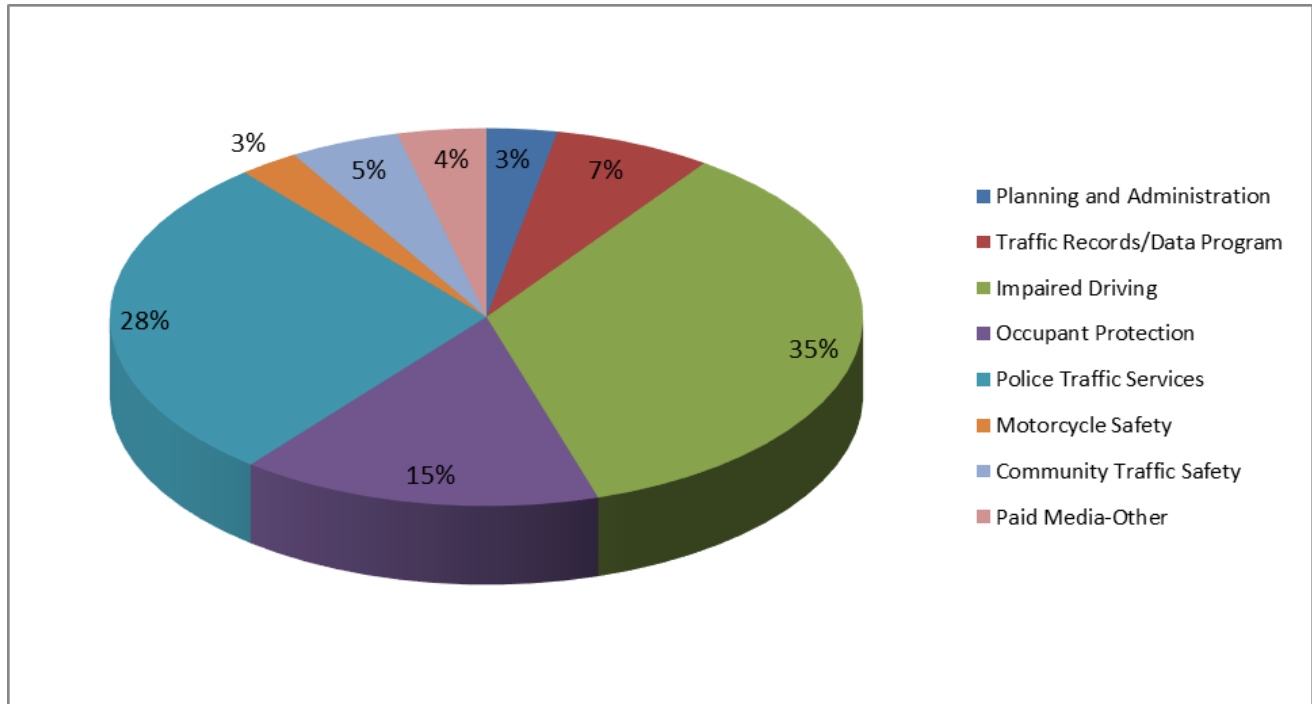
Paid Media

Audio News Release (ANR) ran on Kentucky News Network's 85 affiliates for two weeks.



2017 Financial Summary

GTS	402	SAFETEA-LU	FAST Act 402	FAST Act MAP-21	MAP-21 405	Total	% Total
Planning and Administration	\$154,914.63		\$31,115.07			\$186,029.70	3.0%
Traffic Records/Data Program		\$13,600.10			\$405,583.33	\$419,183.43	6.8%
Impaired Driving	\$177,274.59	\$20,869.51	\$118,156.59	\$407,914.93	\$1,453,389.35	\$2,177,604.97	35.4%
Occupant Protection	\$237,849.98		\$176,937.99		\$542,031.41	\$956,819.38	15.5%
Police Traffic Services	\$1,054,242.84		\$676,476.84			\$1,730,719.68	28.1%
Motorcycle Safety	\$108,072.63			\$14,452.50	\$36,177.76	\$158,702.89	2.6%
Community Traffic Safety	\$242,110.79		\$49,349.20			\$291,459.99	4.7%
Paid Media-Other	\$185,819.60		\$49,095.37			\$234,914.97	3.8%
Total	\$2,160,285.06	\$34,469.61	\$1,101,131.06	\$422,367.43	\$2,437,181.85	\$6,155,435.01	100.0%



<http://highwaysafety.ky.gov>