

# FY 2018 Annual Report

Kentucky Office of Highway Safety



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*Printed with Federal Funds  
December 2018*

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## **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 decreased 2.5 percent during the last year, from 140,547 in 2016 to 136,979 in 2017. The number of fatalities in Kentucky decreased by 6.2%, from 834 in 2016 to 782 in 2017. As a result, Kentucky's fatality rate per 100 million vehicle miles traveled (VMT) also decreased from 1.67 in 2016 to 1.63 in 2017. By comparison, the national fatality rate is 1.16.

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.

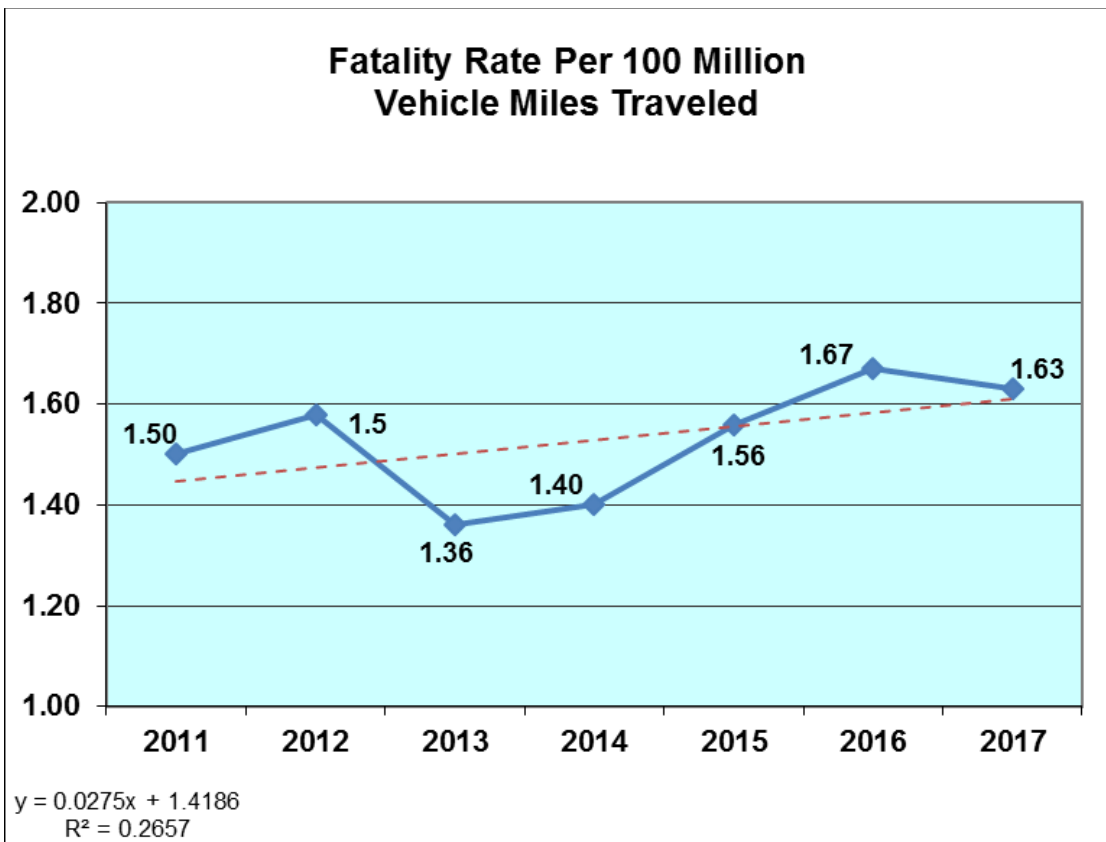
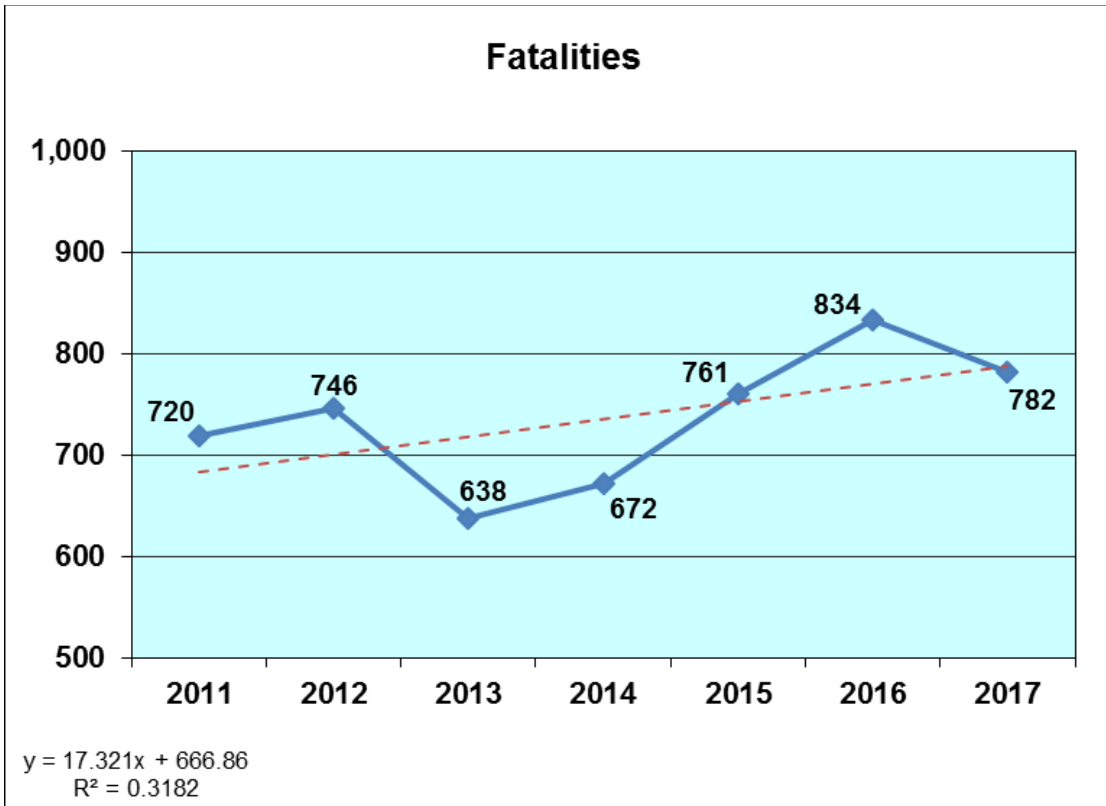
\* Crash Data source – NHTSA State Traffic Safety Information (STSI),  
Kentucky CRASH Database/KY Collision Facts Reports

## Kentucky Crash Data / Trends

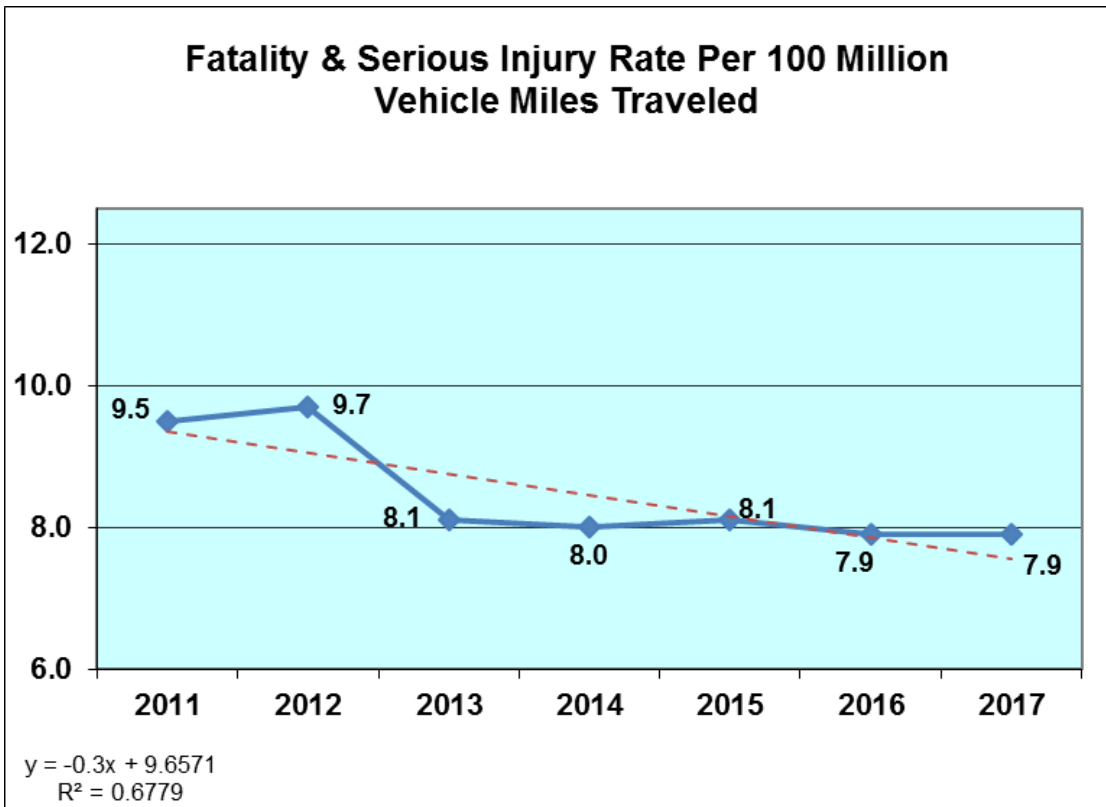
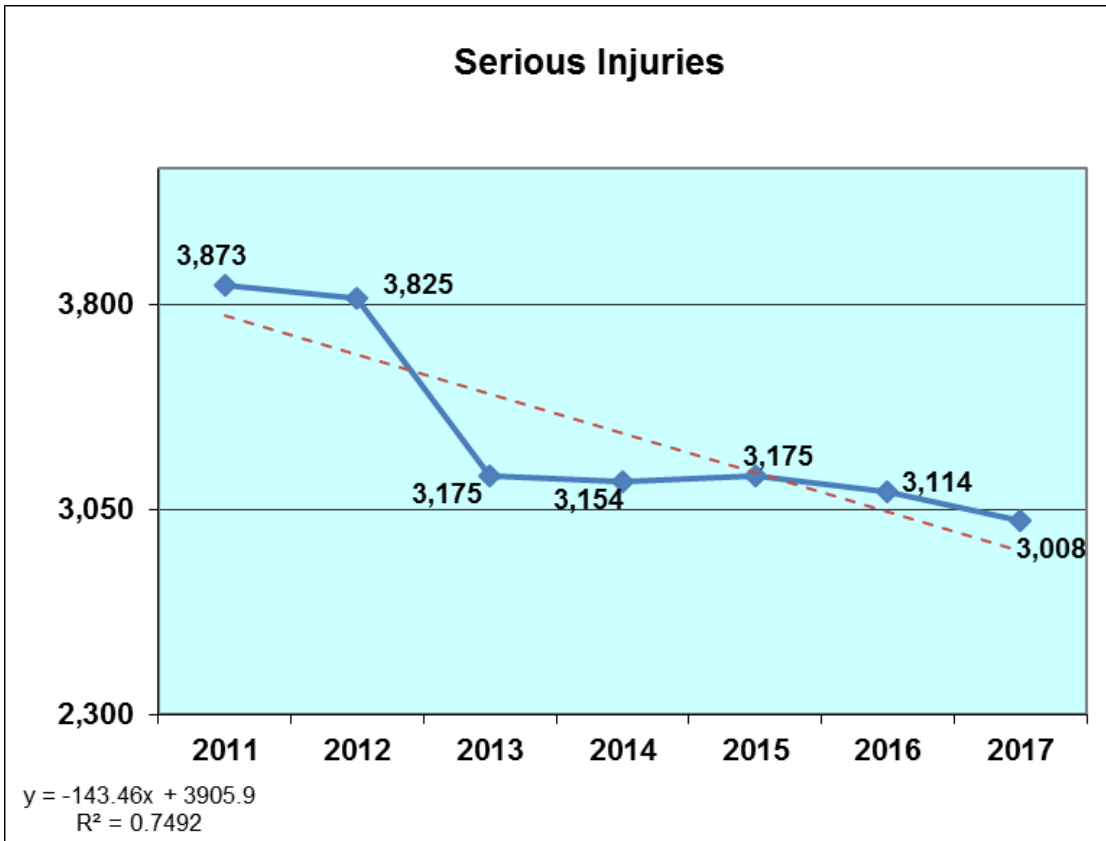
<b>Number of Fatalities</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>
	720	746	638	672	761	834	782
<b>Number of Rural Fatalities</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>
	559	582	494	517	593	607	510
<b>Number of Urban Fatalities</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>
	161	164	144	155	168	226	271
<b>Number of Unrestrained Fatalities</b> (all seating positions)	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>
	306	309	245	285	308	318	290
<b>Crash Rate</b> (per 100 million VMT)	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>
	265	265	262	265	279	282	285
<b>Fatality Rate</b> (per 100 million VMT)	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>
	1.50	1.58	1.36	1.40	1.56	1.67	1.63
<b>Number of Serious Injuries</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>
	3,873	3,825	3,175	3,154	3,175	3,114	3,008
<b>Fatality &amp; Serious Injury Rate</b> (per 100 million VMT)	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>
	9.5	9.7	8.1	8.0	8.1	7.9	7.9
<b>Fatality Rate Per 100K Population</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>
	16.5	17.0	14.5	15.2	17.2	18.8	17.6
<b>Fatal &amp; Serious Injury Rate</b> (per 100K population)	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>
	105.1	104.4	86.9	86.7	88.9	88.9	85.1
<b>Number of Alcohol Related Fatalities</b> (operator with .08+ BAC)	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>
	172	169	166	171	192	176	181
<b>Percent of Fatalities - Alcohol-Related</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>
	24%	23%	26%	25%	25%	21%	23%
<b>Alcohol Related Fatality Rate</b> (per 100 million VMT)	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>
	0.36	0.36	0.35	0.36	0.39	0.35	0.38
<b>Speeding-related crashes</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>
	7,180	6,343	6,494	6,899	6,730	6,681	6,090
<b>Speeding-related fatalities</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>
	141	151	125	125	140	138	131
<b>Percent of Front Seat Occupants</b> <b>Using Safety Belts</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>
	83.7%	85.0%	86.1%	86.7%	86.5%	86.8%	89.9%

<b>Number of Motor Vehicle Crashes</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>
	127,524	124,844	123,258	127,326	136,338	140,547	136,979
<b>Motorcycle-involved crashes</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>
	1,839	1,967	1,689	1,658	1,727	1,785	1,624
<b>Motorcycle-Involved Fatal Crashes</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>
	71	105	86	81	90	110	86
<b>Motorcyclist Fatalities</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>
	71	106	87	86	91	111	90
<b>Unhelmeted Motorcyclist Fatalities</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>
	42	68	59	48	61	76	59
<b>Fatal Crashes Involving Drivers Age &lt; 20</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>
	86	88	80	79	89	93	97
<b>Pedestrian Fatalities</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>
	50	49	55	57	67	81	83
<b>Bicycle Fatalities</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>
	2	6	3	4	7	9	7

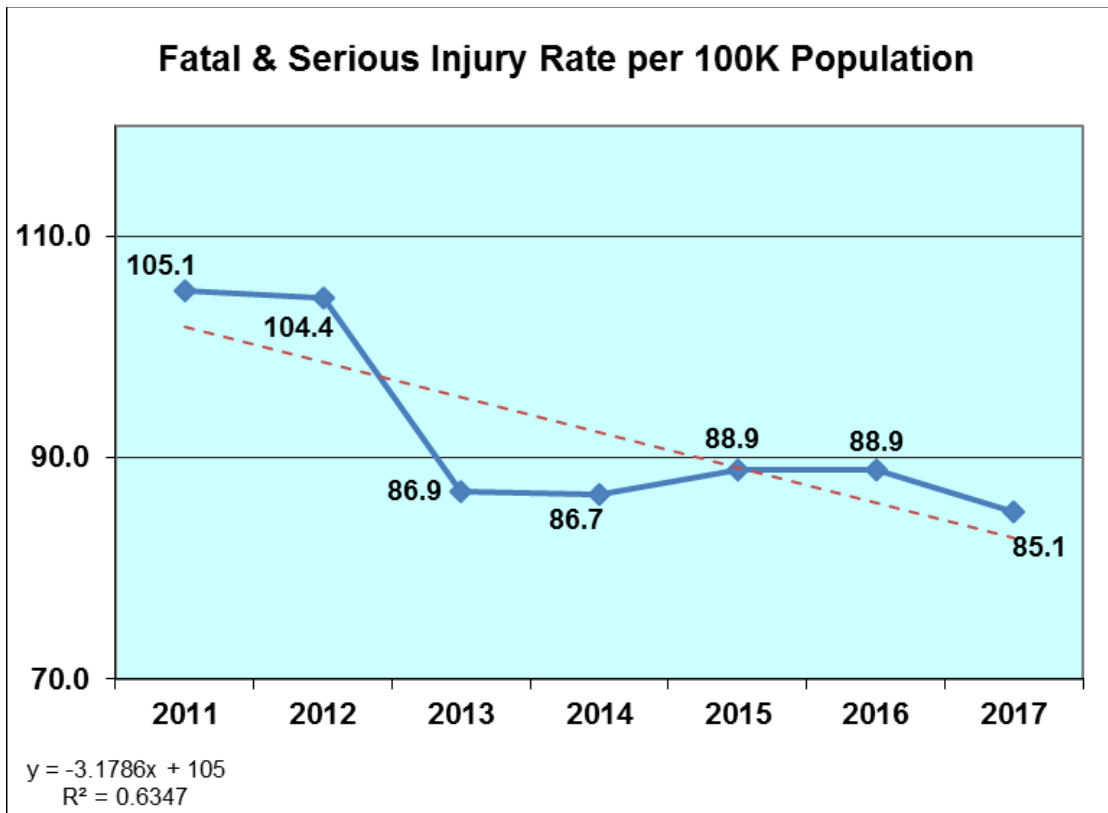
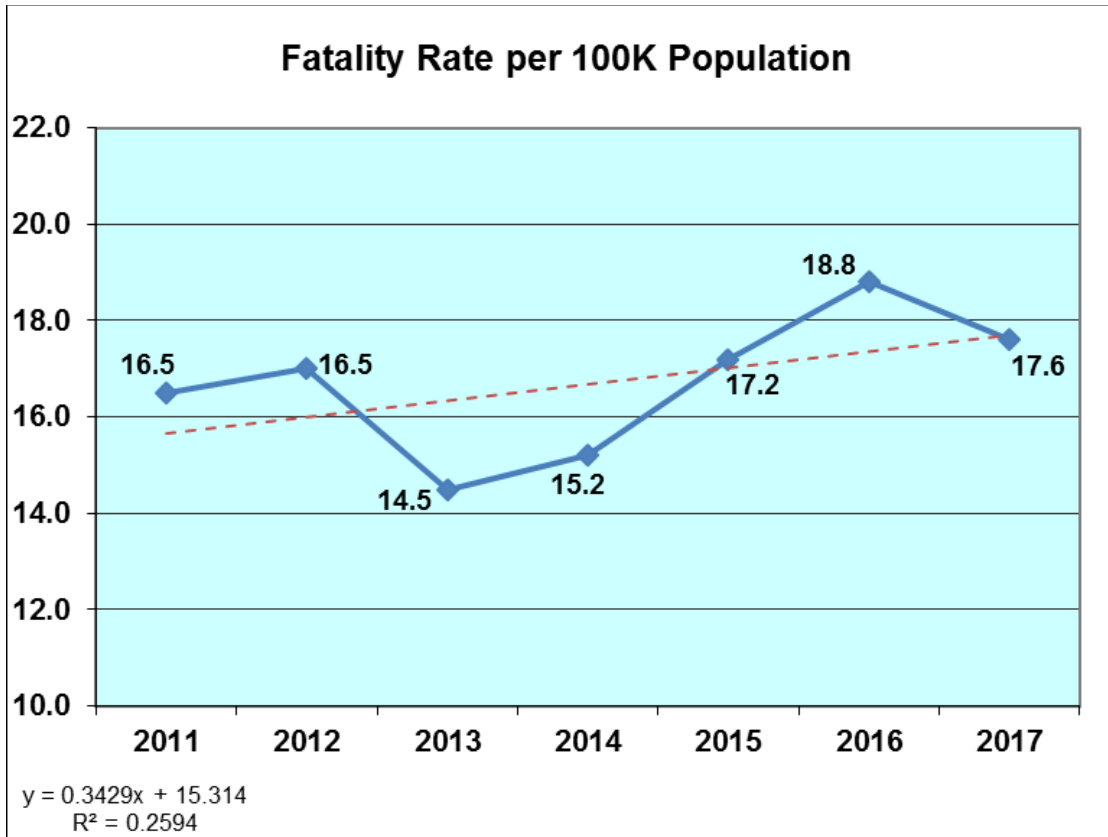
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Note: Dashed red line indicates trend

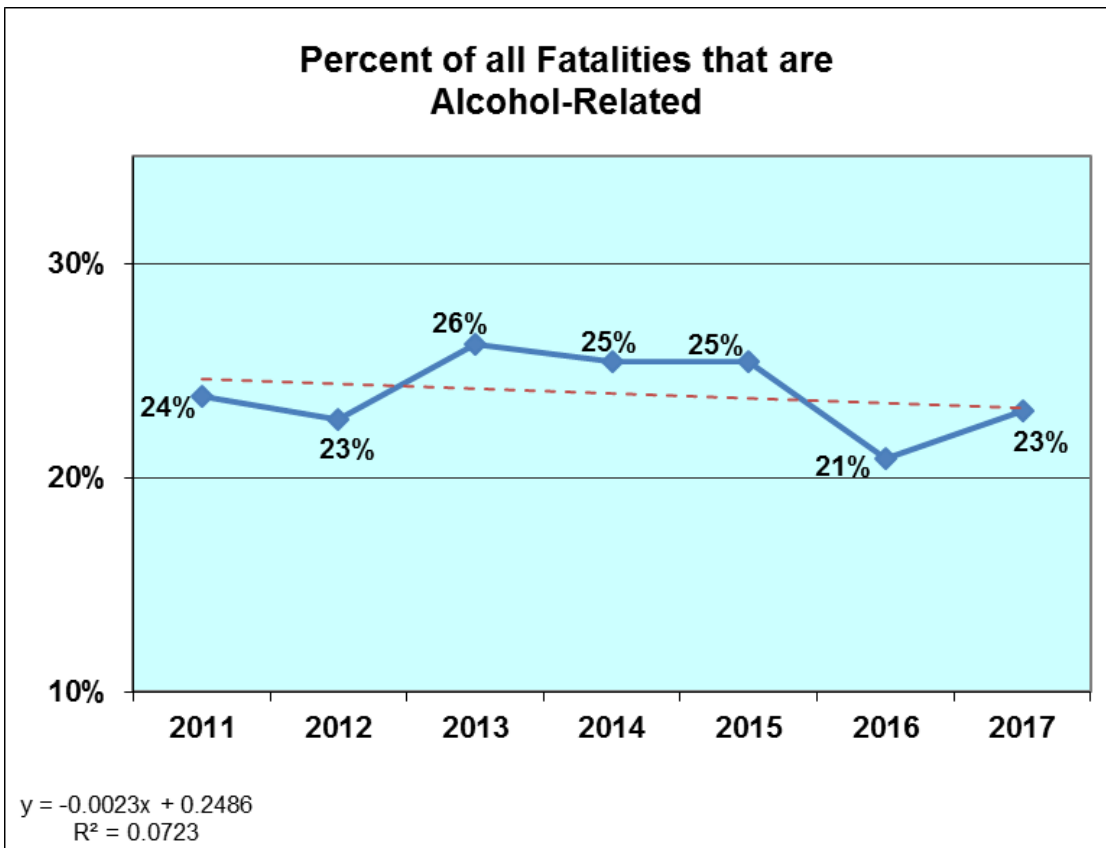
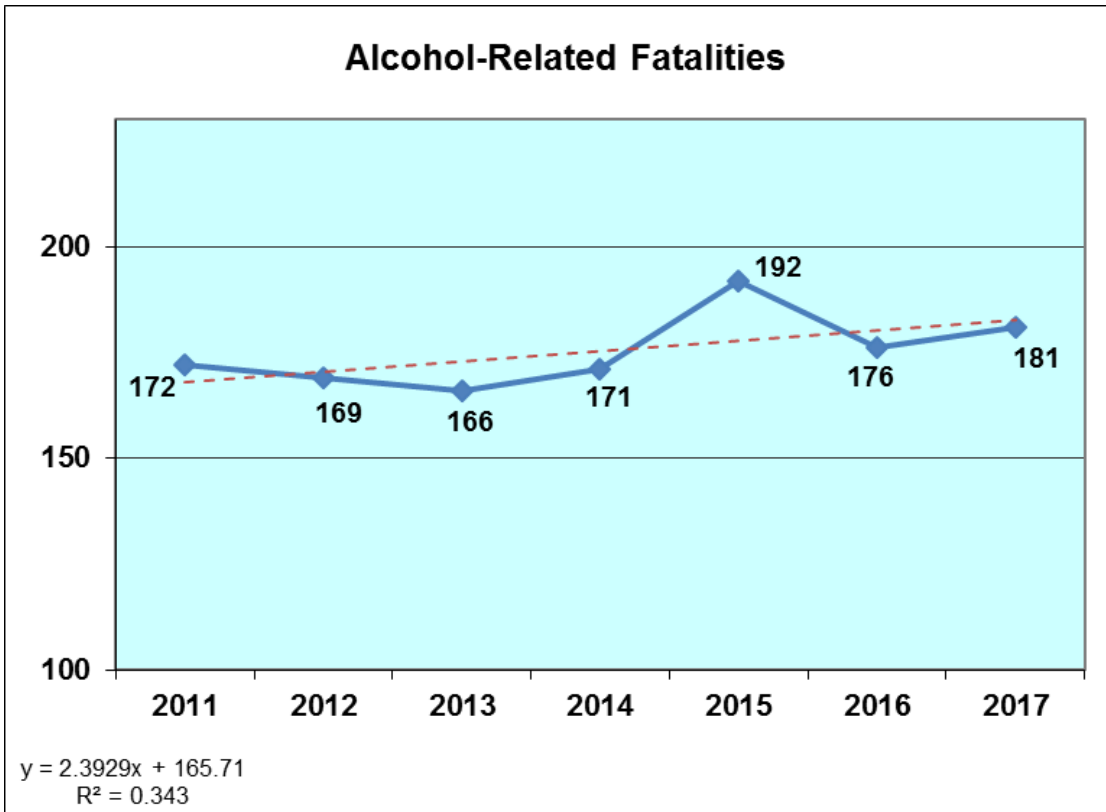


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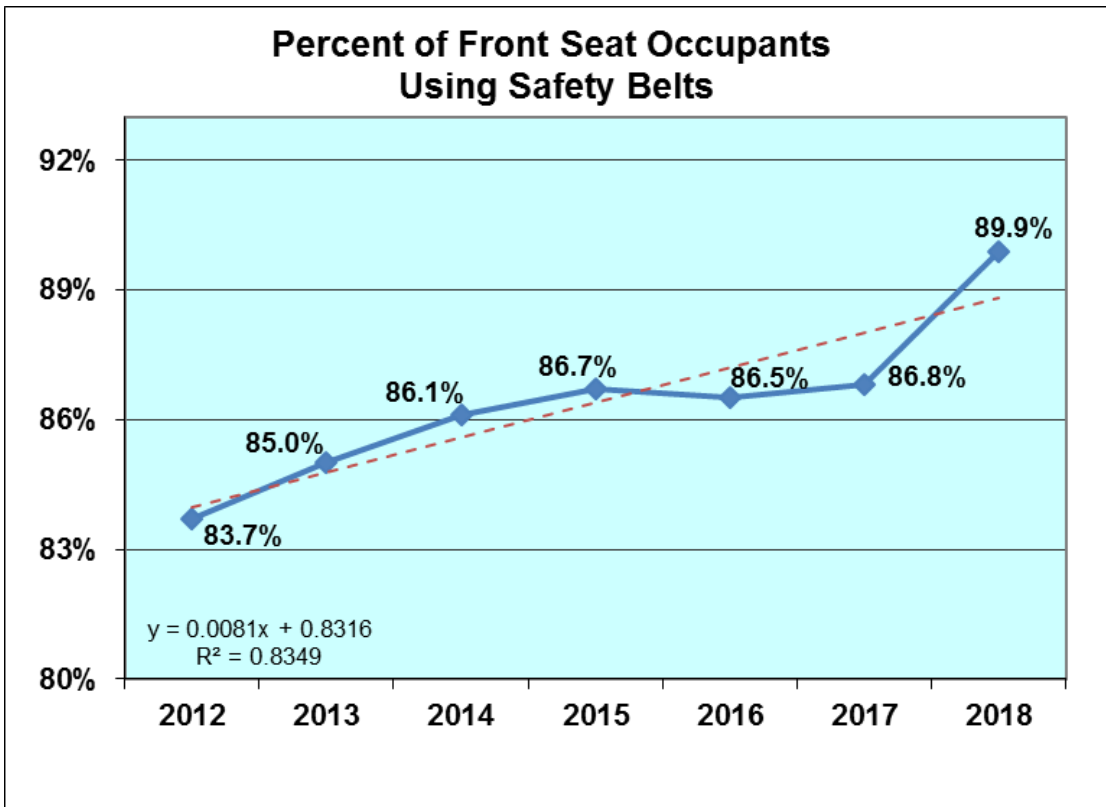
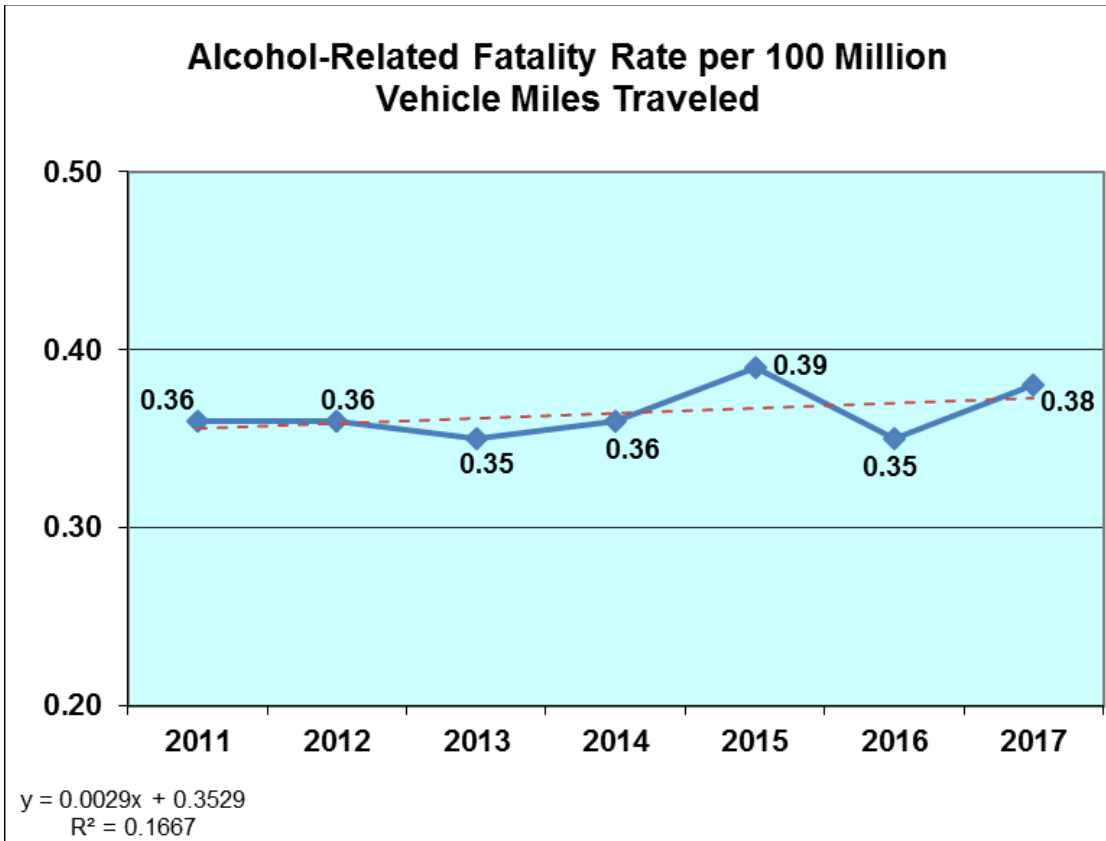


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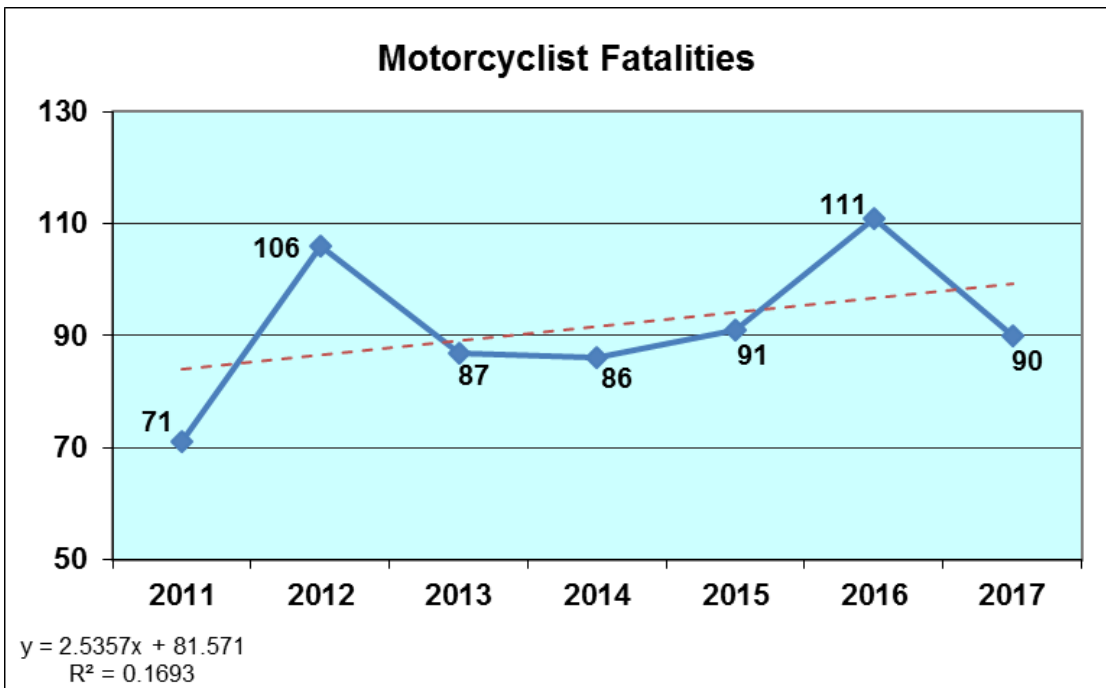
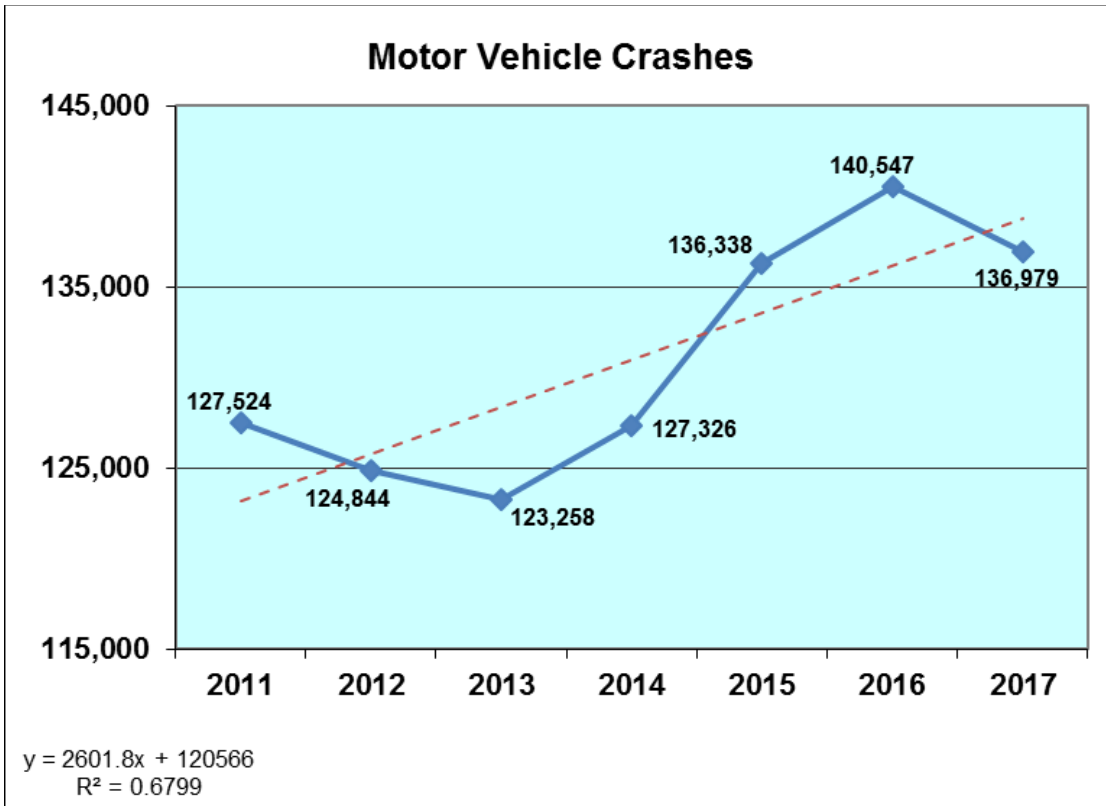




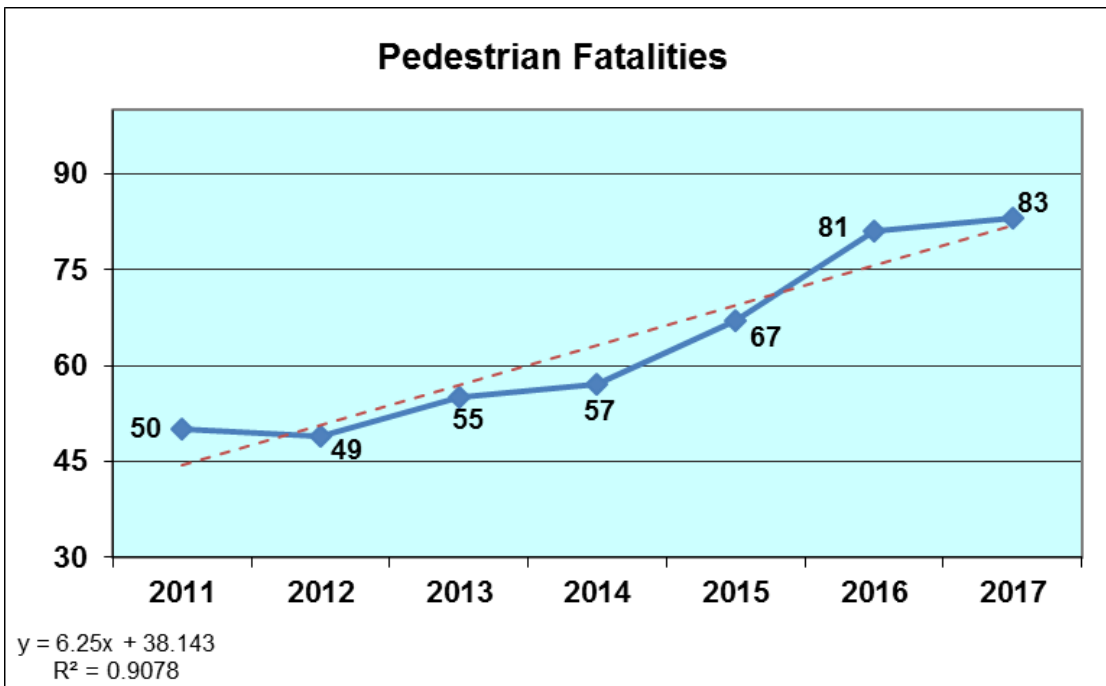
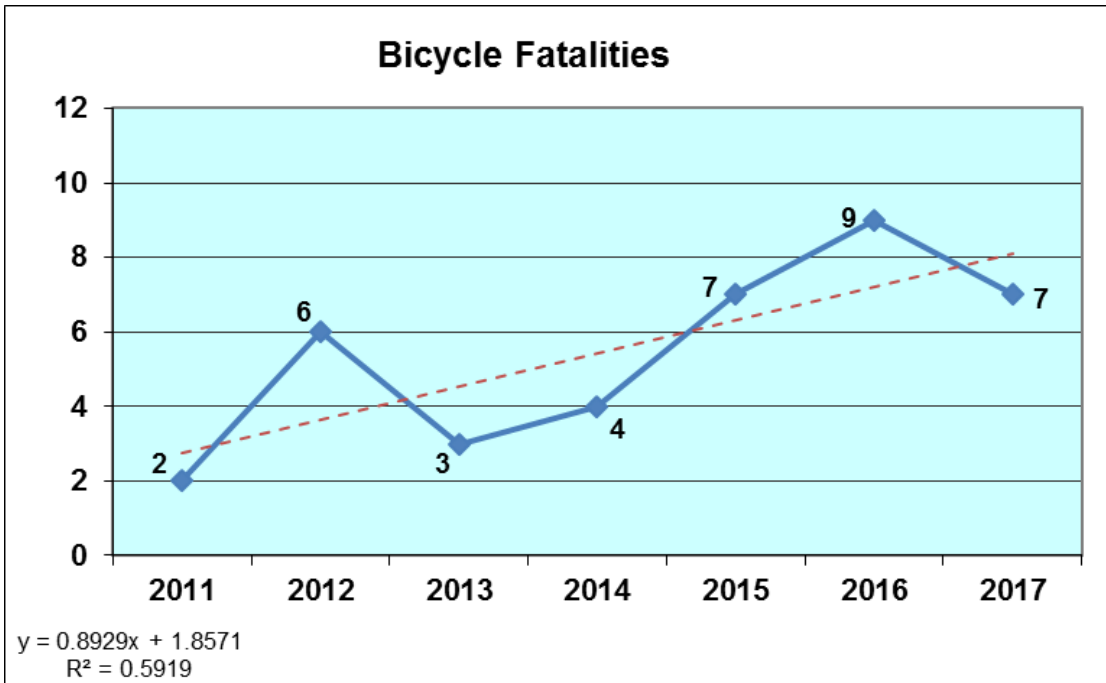
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 Kentucky CRASH Database/KY Collision Facts Reports

## Fiscal Year 2016 Performance Goal Statements/Status

### Core Outcome Measures

1. To decrease fatalities 1% from the 2012-2016 calendar base year average of 730 to 723 by December 31, 2018; from 723 to 716 by December 31, 2019; and from 716 to 709 by December 31, 2020.

**Status:** Based on the 2013-2017 average, there were 737 fatalities. This represents a 1% increase from the 2012-2016 calendar base year average. As of December 1, 2018, the KY fatality total was 656. This a 10% decrease from the 727 total as of December 1, 2017.

2. To decrease serious traffic injuries 3% from the 2012-2016 calendar base year average of 3,289 to 3,190 by December 31, 2018; from 3,190 to 3,094 by December 31, 2019; and from 3,094 to 3,001 by December 31, 2020.

**Status:** Based on the 2013-2017 average, there were 3,125 serious traffic injuries. This represents a decrease of 5% from the 2012-2016 calendar base year average of 3,289.

3. To decrease fatalities/100M VMT 1% from the 2012-2016 calendar base year average rate of 1.51 to 1.49 by December 31, 2018; to 1.48 by December 31, 2019; and to 1.47 by December 31, 2020.

**Status:** Based on the 2013-2017 average, the fatalities/100M VMT rate was 1.52. This represents a 1% increase from the 2012-2016 base year average.

4. To decrease rural fatalities 1% from the 2012-2016 calendar base year average of 559 to 553 by December 31, 2018; from 553 to 547 by December 31, 2019; and from 547 to 542 by December 31, 2020.

**Status:** Based on the 2013-2017 average, there were 544 rural fatalities. This represents an increase of 3% from the 2012-2016 calendar base year average of 559. Fatalities continue to be an issue in rural Kentucky, and a major focus within the Office of Highway Safety is to continue bringing this number down.

5. To decrease urban fatalities 1% from the 2012-2016 calendar base year average of 171 to 169 by December 31, 2018; from 169 to 167 by December 31, 2019; and from 167 to 165 by December 31, 2020.

**Status:** Based on the 2013-2017 average, there were 193 urban fatalities. This represents an increase of 13% from the 2012-2016 calendar base year average of 171.

6. To decrease unrestrained passenger vehicle occupant fatalities in all seating positions 1% from the 2012-2016 calendar base year average of 293 to 290 by December 31, 2018; from 290 to 287 by December 31, 2019; and from 287 to 284 by December 31, 2020.

**Status:** Based on the 2013-2017 average, there were 289 unrestrained passenger vehicle occupant fatalities in all seating positions. This represents a decrease of 1% from the 2012-2016 calendar base year average.

7. To decrease alcohol-impaired driving fatalities 1% from the 2012-2016 calendar base year average of 175 to 173 by December 31, 2018; from 173 to 171 by December 31, 2019; and from 171 to 169 by December 31, 2020.

**Status:** Based on the 2013-2017 average, there were 177 alcohol-impaired driving fatalities. This represents an increase of 1% from the 2012-2016 calendar base year average of 175.

8. To decrease speeding-related fatalities 1% from the 2012-2016 calendar base year average of 136 to 135 by December 31, 2018; from 135 to 134 by December 31, 2019; and to 133 by December 31, 2020.

**Status:** Based on the 2013-2017 average, there were 132 speeding-related fatalities. This represents a decrease of 3% from the 2012-2016 calendar base year average.

9. To decrease motorcyclist fatalities 1% from the 2012-2016 calendar base year average of 96 to 95 by December 31, 2018; from 95 to 94 by December 31, 2019; and from 94 to 93 by December 31, 2020.

**Status:** Based on the 2013-2017 average, there were 93 motorcyclist fatalities. This represents a decrease of 3% from the 2012-2016 calendar base year average of 96. As of December 1, 2018, there were 85 fatal motorcycle crashes. As of December 1, 2017, there were 89 fatal motorcycle crashes.

10. To decrease un-helmeted motorcyclist fatalities 1% from the 2012-2016 calendar base year average of 62 to 61 by December 31, 2018; from 61 to 60 by December 31, 2019; and from 60 to 59 by December 31, 2020.

**Status:** Based on the 2013-2017 average, there were 61 un-helmeted motorcyclist fatalities. This represents a decrease of 2% from the 2012-2016 calendar base year average of 62. As of December 1, 2018, there were 53 fatal motorcycle crashes in which the rider or passenger was not wearing a helmet. As of December 1, 2017, there were 57 fatal motorcycle crashes not wearing a helmet.

11. To decrease fatal crashes involving drivers age 20 or younger by 1% from the 2012-2016 calendar base year average of 86 to 85 by December 31, 2018; from 85 to 84 by December 31, 2019; and from 84 to 83 by December 31, 2020.

**Status:** Based on the 2013-2017 average, there were 88 fatal crashes involving drivers age 20 or younger. This represents an increase of 2% from the 2012-2016 calendar base year average of 86.

12. To decrease pedestrian fatalities 1% from the 2012-2016 calendar base year average of 62 to 61 by December 31, 2018; from 61 to 60 by December 31, 2019; and from 60 to 59 by December 31, 2020.

**Status:** Based on the 2013-2017 average, there were 69 pedestrian fatalities. This represents an increase of 11% from the 2012-2016 calendar base year average of 62. As of December 1, 2018, there were 65 pedestrian fatalities. As of December 1, 2017, there were 77 pedestrian fatalities.

13. To decrease bicycle fatalities 20% from the 2012-2016 calendar base year average of 6 to 5 by December 31, 2018; from 5 to 4 by December 31, 2019; and from 4 to 3 by December 31, 2020.

**Status:** Based on the 2013-2017 average, there were 6 bicycle fatalities. This represents no change from the 2012-2016 calendar base year average. As of December 1, 2018, there were 10 bicycle fatalities. As of December 1, 2017, there were 7 bicycle fatalities.

## Activity Measures

1. To increase the number of seat belt citations during grant-funded enforcement activities by 1% from the 2014-2016 calendar base year average of 23,194 to 23,426 by December 31, 2018.

**Status:** A total of 20,860 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 1% from the 2014-2016 calendar base year average of 3,223 to 3,255 by December 31, 2018.

**Status:** A total of 2,678 DUI arrests were made during grant-funded overtime during 2017.

3. To increase the number of speeding citations during grant-funded enforcement activities by 1% from the 2014-2016 calendar base year average of 32,492 to 32,817 by December 31, 2018.

**Status:** A total of 31,311 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 2017 average usage rate of 86.8% to 90% by December 31, 2018; to 91% by December 31, 2019; and to 92% by December 31, 2020.

**Status:** The 2018 safety belt usage survey results indicate 89.9% usage for front seat occupants. Survey was conducted per NHTSA requirements and certification submitted to Region 3. The goal of the KY Office of Highway Safety, 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 2018:

- Provided federal funding for 148 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 43 law enforcement agencies for heightened enforcement specifically during the 2018 “Click It or Ticket” mobilization.
- Provided federal funding to an additional 43 law enforcement agencies for heightened enforcement specifically during the 2018 “Drive Sober or Get Pulled Over” mobilization.
- Provided federal funding to an additional 43 law enforcement agencies for heightened enforcement specifically during the 2018 “SPEED” mobilization.
- Provided federal funding for 28 non-law enforcement projects/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.
- Hired a Judicial Outreach Liaison (JOL) beginning January 1 to reach out to work with Judges in hopes to get a better conviction rate.
- KOHS Education Branch conducted 35 highway safety programs during FY2018. Emphasis was placed on the Top 40 counties based on crash data for distracted



driving, occupant protection and impaired driver emphasis areas. This highway safety educational programming will continue in the next calendar year.

- 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 141 law enforcement officers honored at this event from 120 agencies across the Commonwealth. See picture below for Division winners:



- 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 191 law enforcement officers from 169 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 2018 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.

The Kentucky Office of Highway Safety and Transportation Cabinet Legislative Liaison collaborates with the Department of Public Advocacy, Administrative Office of the Courts, Mothers Against Drunk Drivers, several other community partners and the Coalition of Ignition Interlock Manufacturers have drafted new language and updates for the Ignition Interlock Device; KRS 186.560 and subsections.

These changes should meet the federal standards and best practices of interlock programs. Highlights are a day for day credit for usage, minimum of 6 months installation, offered to all first time offenders, and increased wait out periods for non-usage and a compliance based removal component. This language will be submitted for the 2019 short session of the Commonwealth Legislature; the bill will be filed and carried by Senator Westerfield at the time of this report.

The Office had made had made recommendations and suggested changes to the Distracted Driving law; KRS 189.282. Unfortunately, the cabinet was not able to support this bill or its efforts to competing needs for the changes in the Real ID act that were deemed high priority. The Office of Highway Safety engaged outside partners to promote the bill and seek assistance in carrying the language forward, but was unable to find a legislative representative willing.

## **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 2018 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 2018 were funded with Section 402, MAP21 and FAST Act funds for 131 local law enforcement agencies and Kentucky State Police, which has statewide jurisdiction.

These agencies worked a combined total of 37,016 patrol overtime hours resulting in 3,318 DUI arrests, 11,138 other arrests, 31,288 speeding citations, 19,916 safety belt citations, 884 child restraint citations and 52,736 other citations during the grant year. In addition, these grantees worked at 694 traffic safety checkpoints resulting in 145 DUI arrests, 207 other arrests, 33 speeding citations, 212 seat belt citations, 18 child restraint citations and 507 other citations.



## Impaired Driving Enforcement Mobilization

Kentucky coordinated two major mobilizations focused on impaired driving in FY 2018 in conjunction with the national “Drive Sober or Get Pulled Over” mobilization, from December 15, 2017 through January 1, 2018 and August 17 through September 3, 2018.

A total of 105 law enforcement agencies participated in the August mobilization and reported their enforcement data to the Office of Highway Safety. A total of 509.5 checkpoint hours were conducted during this 18-day period. Between checkpoints and patrol enforcement, the mobilization resulted in the following arrests/citations:

DUI Arrests:	524	Safety Belts:	1959
Felony arrests:	1266	Child Restraints:	62
Drug Arrests:	174	No Insurance:	2243
Fugitives Apprehended:	1269	Reckless Driving:	340
Suspended Licenses:	912	Other Traffic Violations:	7795
Speeding:	3471	Stolen Vehicles Recovered:	245

## 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 tenth year. TSRP Thomas Lockridge 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, hosted, moderated and conducted training focused on the effective prosecution of DUI and DUID cases at the Kentucky Prosecutors Conference on August 30, 2018. Speakers from throughout the country brought training on jury selection in DUI and vehicular homicide cases, the most effective investigation and preparation for DUI prosecution, commercial motor vehicle prosecution, current trends and problems in the prosecution of marijuana driving and drugged driving cases, and effective cross-examination in DUI cases. The training was attended by over 600 prosecutors.
- Presented one “Protecting Lives” session in December 12-14, 2017, which focused on the effective detection and prosecution of DUI. This session was held in Lexington and was attended by approximately 35 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 17-19, 2018, in Covington, KY and was attended by approximately 40 students including DREs and prosecutors.
- Collaborated with the Tennessee District Attorney General’s Office to plan and conduct a “Lethal Weapon” training in Louisville, KY on June 12-14, 2018. 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 50 people from both Tennessee and Kentucky.
- Completely redesigned and updated the TSRP web site, [www.kytrafficsafety.com](http://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 nearly 600 members.
- The TSRP has planned and started production on more than 10 hours of important video training for prosecutors of DUI and DUID cases. A professional production company is shooting and editing the video trainings that will cover a wide range of topics including toxicology and the crime lab, jury selection in DUI and vehicular homicide cases, proper procedures for the administration of breath tests in Kentucky, trial advocacy in DUI cases, prosecuting the catastrophic case, among others. Three videos have already been shot in 2018 and the remainder will all be produced in early 2019. This unique project is being funded by a grant from the Kentucky Injury Prevention and Research Center (KIPRC).
- The TSRP served as the co-chair of the Kentucky Impaired Driving Task Force and as a member of the working group for the Ignition Interlock Device legislative changes.

The TSRP attended and spoke at regional law enforcement area briefings 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. These experiences afforded the TSRP the chance to reach hundreds of law enforcement officers. He also attended/participated in several national and regional conferences to stay abreast of issues relevant to his position, including the Lifesaver’s Conference, National TSRP Conference, and work on the expert witness program for the TSRP national organization.

## **Governor's Impaired Driving Enforcement Awards Program**

On December 12, 2018, 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. Jason Siwula, acting executive director of the Kentucky Office of Highway Safety, welcomed attendees and presented the KOHS branded Highway Safety All-Star awards. Remarks were also made by Executive Director Siwula. The event honored 191 officers from 169 law enforcement agencies for their outstanding achievements in enforcement to reduce impaired driving during FY 2018.

## **Drug Evaluation and Classification Program FY 2018**

This is the first year that the Kentucky Association of Chiefs of Police (KACP) has had and Law Enforcement Liaison (LEL) dedicated to the Drug Evaluation Classification Program (DECP). This project continued to maintain a group of local and state law enforcement officers who are certified Drug Recognition Experts (DREs), as well as to offer advanced DUI training to as many officers as possible. This project was supported with NHTSA 402 and Kentucky Injury Prevention and Research Center (KIPRC) funds. FY2018 project activities included the following:

- Held a week-long (40 hour) course for Standard Field Sobriety Testing (SFST)/Drug Recognition Expert Instructors. Added 4 new SFST Instructors and 4 DRE Instructor's. The 4 new DRE Instructors gave the DEC Program an added 50% more Instructor cadre with a total of 12 DRE Instructors.
- Offered 11 ARIDE (Advanced Roadside Impaired Driving Enforcement) training at various locations around the state, which resulted in training approximately 300 officers within the Commonwealth. This valuable training, in its seventh year in Kentucky, is designed to bridge the training gap between the Standardized Field Sobriety Testing (SFST) and the DRE program. It provides officers with a general knowledge related to drug impairment and enables them to understand and better utilize the Drug Recognition Experts. In the 16-hour ARIDE courses held this year, with a total of 185 officers attending.
- The State Coordinator and TSRP highlighted the DEC Program and the Traffic Safety Resource Prosecutor responsibilities & assistance that each can provide to over 200 Chiefs, Sheriffs and Law Enforcement leaders.
- The State Coordinator presented at the 2018 Kentucky Association of Chiefs of Police Conference and highlighted the DEC Program.
- The State Coordinator & approximately 20 DRE's, Regional Coordinators and DRE Instructors attended the National Conference on Drugs, Alcohol and Impaired Driving in Nashville Tennessee.

- Purchased approximately 160 PBT's, assorted equipment (tablets, pin lights) for DRE's, ITSMR software (Institute for Traffic Safety Management and Research) and provided training for over 300 law enforcement officers throughout the Commonwealth.
- Updated all curriculums with the DEC Program (SFST, ARIDE, DRE, SFST/DRE Instructor, DRE Recertification and SFST Refresher) through the Kentucky State Police Academy.

The DECP State Coordinator and DRE's 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**

In 2017 there were approximately 1,400 ignition interlock participants. Currently, there are 7 certified interlock manufactures and 73 centers throughout the state that provide device installation, monitoring and removal services. Sites are subcontracted through certified manufactures.

The KOHS hosted a training session for new site inspectors on September 11, 2018. All of the inspectors are Kentucky State Police (KSP) troopers. This training increased the inspection group from 5 to 16. The training was organized with Tennessee Highway Patrol (THP). Two THP inspectors travelled to Kentucky to educate the KSP troopers and go over best practices. Tiffany Duvall, KOHS Program Coordinator, discussed the KY statutes and regulations that govern the interlock program. They concluded with an onsite walk thru inspection.

To support the legislative changes necessary to improve the IID statute. A coalition was created with the members of the DUI Task Force (KOHS, MADD, KYTC Department of Vehicle Regulation, KY Prosecutors), MML&K Government Solutions, KYTC Legislative Liaison, Kentucky Distillers Association, County Attorney Association, Coalition of Ignition Interlock Manufacturers and the Administrative Office of the Courts.

The coalition in conjunction with Senator Westerfield to draft new legislation. The goal was to improve the ignition interlock statutes to increase interlock usage by making it an "all offender" administrative program. The programs in several states were reviewed and the coalition identified best practices that would fit with in the Commonwealths system; to be incorporated to the statute changes. The other states had several independent components that the coalition felt would be complimentary to Kentucky's administrative structure.

Currently defendants convicted of a first offense DUI's are only eligible for interlock if the DUI has aggravating factors. This eliminates a large majority of offenders that could benefit from participation. The group agreed that minimally, all alcohol related DUI's

should be eligible. The judicially ordered and monitored program displayed outstanding inconsistencies. Under current statutes the court had to order the defendant to participate and act as the monitoring authority. Not all of the courts would issue an order and not all of the courts participated in the monitoring. The Transportation Cabinet sought the authority to increase usage and have a more consistent response to violations.

The draft legislation highlights are:

- Defendants would apply for an ignition interlock license with the Transportation Cabinet and the cabinet would monitor their activity.
- Compliance based component would be added to require the participant to have 120 days violation free to successfully complete the program.
- There would also be an incentive of decreased suspension time if the defendant participates in the interlock program.
- Change the DUI suspension periods

Offense	Current Suspension	Suspension Change	IID Incentive
1 <sup>st</sup>	30 to 120 days	12 month	6 month
2 <sup>nd</sup>	12 to 18 month	18 month	12 month
3 <sup>rd</sup>	24 to 36 month	24 month	18 month
4 <sup>th</sup>	60 month	60 month	36 month

- Allow application through the Department of Transportation instead of requiring a court order. A \$50 cost would be added to the court service fee to anyone charged with a DUI to help aid the department's personnel cost. This fee would eliminate the current \$105 application fee that is paid by the defendant to the department.
- The Department of Transportation would be the monitoring authority eliminating the need of court orders required for the defendant to participate.
- Offer an incentive of reduced suspension time if the defendant participates in the interlock program
- Compliance based removal component of 120 days violation free

KOHS continued membership with the Association of Ignition Interlock Program Administrators. Tiffany Duvall continues her role as a board member. She travelled twice last year to work with the board planning the 2017 conference in St. Louis, MO.



12.14.18 Ignition Interlock Draft.pdf



## 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.

- Holiday Drive Sober or Get Pulled Over
- Labor Day Drive Sober or Get Pulled Over
- Kentucky Sports Radio daily show, post-game show and events
- WAMZ takeover day at Kentucky State Fair

## 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 14 law enforcement agencies. These grantees worked a total of 5,178 overtime hours, issuing a total of 4,861 seat belt citations and 228 child restraint citations. In addition, these grantees issued a total of 3,081 speeding citations, 7,702 other traffic citations, and made 214 DUI arrests and 799 other arrests during their grant-funded hours.

### 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 21<sup>st</sup> through June 3<sup>rd</sup>, 2018.

A total of 185 law enforcement agencies reported the following activity for the two-week campaign period. Enforcement results are summarized below:

Pictured right: London Police Dept. Chief Derek House speaking at a 2018 CIOT press event in Laurel County, KY.



DUI Arrests:	927	Child Restraints:	344
Felony Arrests:	2,260	No Insurance	3,237
Fugitives Apprehended:	1,678	Reckless Driving:	413
Speeding:	5,938	Suspended Licenses:	1,308
Other Traffic Violations:	12,080	Stolen Vehicles Recovered:	192
Safety Belts:	8,805		

## Half-Year Grants

For 2018, KOHS awarded half year grants to provide extra funding for agencies to participate in the 2017 Click it or Ticket, Speed and Drive Sober Enforcement Campaigns. A total of \$330,733.24 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 43 agencies utilized this additional funding, including Kentucky State Police and Kentucky Commercial Vehicle Enforcement.

These agencies worked a combined total of 5,802.25 overtime hours of traffic patrol during which they issued 7,486 seat belt citations, 238 child restraint citations, 3,116 speeding citations, 7,820 other citations and also made 122 DUI arrests and 716 other arrests.



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

## **Law Enforcement Liaisons**

Kentucky's LELs serve as liaison between the Kentucky Office of Highway Safety (KOHS) and the state's local, county and state law enforcement community. They assist in the coordination and promotion of state and national traffic safety initiatives in an effort to reduce motor vehicle crashes, serious injuries and fatalities. The LELs encourage law enforcement officers and leaders to support the enforcement of traffic safety laws, particularly those dealing with impaired driving, occupant protection, distracted driving and speed management.

The KOHS began FY18 with five 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 in conversations with NHTSA and KOHS, the decision was made to hire two new LELs. Effective October 16, 2017, Rob Ratliff, Chief (Ret.) Ashland Police Department was selected to serve as replacement for the Central position vacated by Steve Wright and Rob Richardson, Major (Ret.) Frankfort Police Department was selected to serve as LEL for the Kentucky State Police and coordinate the Drug Recognition Expert (DRE) and the Advanced Roadside Impaired Driving Enforcement (ARIDE) training. In FY 2018 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 NHTSA's traffic safety mobilizations. In FY 2018, the LELs made visits to city, county, university, and state law enforcement agencies. These visits were instrumental in identifying and selecting agencies interested in funding for special traffic enforcement efforts. The following is a summary of FY18 activities coordinated and conducted by the LELs:

- ❖ 565 Site visits
- ❖ 151 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
- ❖ 5 Media events and press conferences
- ❖ 3 Below100 trainings conducted
- ❖ 125 Officers trained in Below 100

LELs assist grant program managers by working one-on-one with Kentucky's police chiefs, sheriffs, state police and agency project directors to ensure accurate and timely submission of grant applications, reports and claims as well as to review and audit grants for compliance with the goals and objectives as established by the grant agencies. 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 the 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 five LELs have attended and successfully completed the Below 100 Train the Trainer class and are certified as instructors. During FY18, the LELs continued to provide this free, four-hour training block to agencies and officers across the state. Once again, one of the LELs travelled to Houston, TX to attend a Best Practices 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 and continues to be a significant problem throughout Kentucky with the increased number of Heroin and other prescription drug abusers. The LELs 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.

Throughout the year, grantees, other law enforcement agencies and local elected officials are the media 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 again this year was the Local Heroes program. 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. The LELs provided 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.

The response from law enforcement 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 year, for use during the FY 2019 "Click it or Ticket" campaign, the LELs coordinated video production in Jefferson, Bullitt, Spencer, Hardin and Nelson Counties. The Local Heroes video has been so well received in the law enforcement community that the KOHS plans to continue production in future years. We anticipate that by employing the Local Heroes media campaign in combination with enhanced enforcement efforts, we will see an increase in seat belt usage as well as a reduction of injuries and fatalities associated with motor vehicle crashes.

LEL-driven media efforts focus on "Click it or Ticket" and "Drive Sober or Get Pulled Over" and other campaigns. The KOHS provided an online resource kit to enhance earned

media efforts among law enforcement agencies. This kit contained material for radio PSAs, newspaper articles, social media and talking points for local law enforcement. Law enforcement liaisons assist with planning and organization of the regional media events in addition to enhancing law enforcement participation in the regional media events.

In FY18, Chief Mike Ward, Alexandria Police Department, was appointed to serve as the KACP treasurer. The LELs continue to 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 as part of the Department of Criminal Justice Training's Orientation for New Chiefs/Sheriffs training class.

The LELs meet regularly with KOHS staff for planning and strategy and serve on various committees, including the National Lifesavers Conference planning committee for the 2019 conference to be hosted by the Commonwealth of Kentucky.

In reporting year 2017-18, LELs attended several other meetings and conferences including:

- ❖ National Lifesavers Conference in San Antonio, TX in March 2018
- ❖ Below 100 Best Practices Symposium in Houston, TX in April, 2018
- ❖ KACP Conference in Hebron, KY, July 2018
- ❖ Governor's Highway Safety Association meeting in Atlanta, GA in September 2018
- ❖ The International Association of Chiefs of Police Conference in Philadelphia, PA in October 2017
- ❖ National LEL Training Conference in Baltimore, MD in November 2017

## **Governor's Occupant Protection Awards Ceremony**

On August 8, 2018, the Kentucky Office of Highway Safety hosted the 2018 Governor's Occupant Protection Awards Ceremony at the Hyatt Regency in Lexington honoring 141 law enforcement officers from 120 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 18,859 seat belt, child restraint and booster seat citations from June 1, 2017 through May 31, 2018.

Dr. Noelle Hunter, Executive Director of the Kentucky Office of Highway Safety, welcomed and congratulated officers followed by remarks from former NHTSA Region 3 Administrator, Dr. Elizabeth Baker.

## **Occupant Protection Outreach/Educational Projects**

### **Norton Children's Hospital – Child Passenger Safety Coordinator**

KOHS continued its contract utilizing 405B funds to fund partial salary for a registered nurse/child safety 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 2018 grant year, Norton Children's Hospital hosted 4 National Certification classes, and certified 72 new technicians. Educational presentations regarding seat belts, booster seats and pedestrian and bike safety were provided to 3,200 kindergarten students and 400 teachers and parents from 65 public and private schools. Also 6,500 second grade students attended "Safety City", and learned all about traffic safety. Norton also provided a Safe Baby Injury Prevention Classes to 530 first time parents at either Norton Children's or Norton Women's and Children Hospital. In addition to hold bi-weekly fitting stations (checking more than 1,100 seats), Norton Children's Hospital hosted two community events/car seat clinics, where they educated 40 parents and gave away 19 car seats.

Additionally, Norton Children's Hospital hosted a special needs enhancement class for 10 current technicians, and loaned 23 special needs seats and 6 premature baby car beds to families treated at Norton Children's Hospital.

### **Marshall County Health Department Child Passenger Safety Project**

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

- Marshall County CPSTs educated over 260 high school students, 900 middle school students, and 800 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) educated at least 50 head start/early childhood/preschool staff about the importance of seatbelt use and child restraints, including the laws, during the grant cycle. These were conducted in the following counties: Ballard, Calloway, Carlisle, Fulton, Graves, Hickman, Marshall and McCracken.
- Marshall County Health Department partnered with the Benton Fire Department, to hold at least one car seat installation education day community event a month. During these FY 2018 events 156 car seats were installed and/or inspected and

123 adults were educated.

- Increased parental/guardian awareness on properly installing child restraints by presenting information during two different child birthing classes held at McCracken County Baptist Health hospital. At total on 20 adults took part in these classes.
- Marshall County Health Department certified two Child Passenger Safety Technicians as Child Passenger Safety Technician Instructors.
- Marshall County Health Department certified 60 Child Passenger Safety Technicians.
- Marshall County Public Health Department formed a safety coalition composed of Child Passenger Safety Technicians and Instructors, fire fighters, police officers, other first responders and community members. This group met twice during the grant year, with the next meeting scheduled for October 1, 2018.

### **Cumberland Valley Area Development District**

This NHTSA 405B grant funded the activities of a highway safety educator focused on child passenger safety and occupant protection in an eight-county region in the southeastern part of the state. During FY2018, she accomplished the following:

#### **Seatbelt/Child Restraint Activities:**

- Conducted three National Child Passenger Safety Certification classes within the Cumberland Valley Area Development District (CVADD).
- Promoted the CPS Certification program by conducting educational events, social media, the CVADD website, in local newspapers, and at CPS check events in the CVADD region.
- Assisted, in conjunction with the Kentucky Office of Highway Safety, with two Child Passenger Safety Certification class.
- Assisted nine CPS technicians in the CVADD region pertaining to CPS certification and re-certification.
- Conducted visits providing information relative to the proper use of child passenger safety seats within seven health departments, two daycare facilities and eight teenage mother programs.
- Provide/assisted with twelve 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. Sixty car seats have been inspected at the CVADD office building, thirty-three families were in need of car seats.
- Educated 1,939 elementary students in the CVADD region on the importance of being properly restrained.
- Educated 3,200 parents/caregivers in the CVADD region on the importance of having children properly restrained.

### **Bracken County Health Department**

NHTSA 405B Occupant Protection grant funds assisted this health department in delivering child passenger safety education and services in Bracken County. Some of the activities the Project Director and other staff members completed this year include:

- Educated 39 caregivers and 37 children on the importance of car seats and how to properly install them.
- Held one scheduled car seat check event, in addition to checks scheduled by appointment. During these checks, a total of 24 seats were checked and installed while offering instruction of how to properly install.

### **Madison County Health Department**

This central Kentucky health department continued a long-term program of educating the community about various traffic safety issues, utilizing a county-wide safety coalition and a strong network of public, private, and non-profit partners. Since 2010, they have been recognized by the World Health Organization (WHO) as an International Safe Community. This program was funded by 405B funds. Accomplishments for FY 2018 included:

- Educated 916 high school students, from three different schools, about traffic safety issues through a variety of classroom presentations, interactive programs, take-home information, and class projects.
- 1,133 children completed the Safety City Program.  
<https://madisoncountky.us/index.php/safety-city>
- Maintained a fitting station in Berea and Richmond Health Department campuses. Also supported other agencies in the county to become CPS Technicians and establish fitting stations.

- Provided community education to address growing pedestrian safety issues. This included education about being seen at night and not being a distracted walker (or a distracted driver) has been provided to 1,791 participants of all ages.
- Built environment initiative to have safe sidewalks, trails, and paths for pedestrians.
- A Madison County Bicycle & Pedestrian Plan was approved by the Madison County Fiscal Court on August 28, 2018. This will provide the Kentucky Transportation Department a wide range of options to improve current roads and include pedestrian and bicycle needs in future planning.

### **Safety Education Programs**

- 14 Occupant Protection Programs were conducted throughout the state in 2018. These educational programs included the Rollover Simulator, Seat Belt Safety Presentations and Traffic Safety Checkpoints. All activities occurred in our top 40 counties, with priority scheduling for top 20 counties.
- 11 Impaired Driving Programs were conducted throughout the state in 2018. These educational programs included Ghost Outs, Drunk Driving Simulator, Presentations and Traffic Safety Checkpoints. All activities occurred in our top 40 counties, with priority scheduling for top 20 counties.
- 12 Distracted Driving Programs were conducted throughout the state in 2018. These educational programs included the Distracted Driving Simulator and Presentations. All activities occurred in our top 40 counties, with priority scheduling for top 20 counties.
- 12 Teen Driver Programs were conducted throughout the state in 2018. These educational programs included Sweet 16, Distracted Driving Simulator, Rollover Simulator, Ghost Outs, Drunk Driving Simulator and Presentations. All activities occurred in our 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 – Calloway	District 2 – Henderson
District 3 – Barren	District 4 – Nelson
District 5 – Jefferson, Spencer	District 6 – Kenton, Harrison
District 7 – Boyle, Fayette	District 8 – Pulaski
District 9 – Bath	District 10 – Powell
District 11 – Laurel	District 12 – Floyd

- KOHS launched a new local and regional education focus in Eastern Kentucky in partnership with Rowan County law enforcement agencies 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.

### **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 traffic 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 traffic safety checkpoints. 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. During FY2018, there were 8 Traffic Safety Checkpoints conducted across the state.



## **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
- Finish Strong with Kentucky State Police and Kentucky Farm Bureau
- Click It or Ticket Local Hero's Campaign

## **Police Traffic Services Program**

### **Grants to Law Enforcement**

MAP21 402 and FAST Act 402 funds supported 71 local agencies including Kentucky State Police to work overtime hours to combat speeding and other traffic violations. These agencies worked a combined total of 19,114 patrol overtime hours, resulting in 630 DUI arrests, 2,421 other arrests, 22,465 speeding citations, 9,767 seat belt citations, 468 child restraint citations, 65 texting/distracted citations and 27,836 other citations.

## **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.
- Continue a working partnership with I Care KY, which is a volunteer organization that is focused on intersection safety throughout the state.
- Provide safety education, updates, videos, and/or tips once a month through social media posts.

## **Traffic Safety Information System Improvement Grants**

### **UK Kentucky Transportation Center – Traffic Records Strategic Plan Implementation**

A new Kentucky traffic records strategic plan was developed during FY2017 and put into place June 30th, 2017. The University of Kentucky Transportation Center, in co-operation with both the Kentucky Traffic Records Advisory Committee (KTRAC) and the KY Office of Highway Safety, will continue to analyze, identify, refine, improve, and monitor status of performance metrics from the Traffic Records Strategic Plan.

The overarching goal of the project was to continue the development and implementation of procedures for regularly monitoring the quality of traffic records in Kentucky, the project met the following goals and objectives:

- Identified and contacted liaisons for all six databases – Crash (KY State Police), Citation/Adjudication (Department of Justice-Administrative Office of the Courts), Injury Surveillance (KY Injury Prevention and Research Center, KY Board of EMS), Vehicle (KY Transportation Cabinet-Division of Motor Vehicle Licensing), Roadway (KY Transportation Cabinet-Division of Planning), and Driver (KY Transportation Cabinet-Division of Driver Licensing). The liaisons have identified current and future projects to reach the goals, and incorporated some new metrics and goals in response to NHTSA's recommendations after the 2017 Traffic Records Assessment.
- Obtained descriptions of ongoing projects to reach the goals in the TRSP, to ensure implementation is on schedule.
- Facilitated stakeholder meetings to resolve any problems implementing the plan, in particular in regards to implementing across databases. Most with follow-up provision of documents and written suggestions for possible resolution of the issues discussed.

### **UK Kentucky Transportation Center – Traffic Safety Data Service (KTSDS)**

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

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

- Increased accessibility to safety analysis and capabilities (experts) for end users by developing a website that allows users make contact in order to ask questions

of experts and potentially request information and/or analysis.

- Completed 13 projects assisting a variety of people in accessing data and offering expert advice on how they can approach analysis in the areas of Greenup County Crashes, Headwalls, Child Fatality Data, CAV Crash Data, 2017 Crashes, Diverging Diamond Intersection, Jefferson County Intersections, Mandli Crashes, Median Types on Interstates and Parkways, Medians, Night Crashes, Road Surface, SPFs for Speed, Truck AADT and Truck Laws.

### **UK Kentucky Transportation Center – Improvement of Fatal Crash Analysis & Follow-up**

The project aim was to assess, identify, and recommend actions to improve accuracy and completeness of fatal collision reporting. The project reviewed all fatal crash reports for 2016, analyzed and documented the consistency of investigation for fatal collisions and then compared results from police reported fatal collision data and FARS data to identify differences. In addition, a subset of all fatal crashes, those involving alcohol and drugs were given special attention.

The project met the following goals and objectives:

- All 2016 fatal crash reports were extracted and summarized in the form of tables and graphs. A survey was sent to the KSP FARS contact to understand how fatal crashes were investigated, processed reported to both the KSP and FARS databases.
- All 2016 KSP fatal crash reports were linked to the FARS crashes.
- Location, date and time of collision, injury severity, drug, and alcohol reporting were all compared to check for consistency.
- Several inconsistencies between FARS and the KSP crash database were noted. Countermeasures to reduce fatal crashes were summarized.
- KTC made the following recommendations: 1) Crash reports be updated to reflect the more detailed and accurate information obtained during the FARS data collection procedure. 2) All crash information that is sent to FARS is double checked against crash reports before transmitting the data to NHTSA to ensure consistency.

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

During the FY2018 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 (KEMISIS).

During FY2018, the project met the following goals and objectives:

- During the project period, KBEMS reviewed and implemented the NEMSIS national mandatory and required validation rules through use of a Schematron validation system. State level validation rules require changes to 202 KAR 7:540 otherwise no agency will be held accountable for additional quality improvement.
- Throughout the project period, KBEMS staff conducted analysis and published findings to internal and external stakeholders, as well as facilitated research by way of fulfilling data requests through Open Records and Data Sharing Agreements. A prime example of such sharing is with another KTRAC participant, the Kentucky Injury Prevention and Research Center (KIPRC).
- The KBEMS staff provided information about the robustness of EMS data contained in the KEMSIS project repository. Attendees were lectured with the aid of PowerPoint slides and a tri-fold handout was created. Content included history of NEMSIS and Kentucky's EMS data program, details about the Version 3 dictionary, and how to obtain existing reports or data for their own research.

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

FY 2018 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 FY2018, the project met the following goals and objectives:

- Three new facilities were provided with start-up funding and training to begin reporting data to the trauma registry system, but only two had begun reporting trauma data by the end of the grant period. The non-reporting facility is expected to start reporting soon. Two additional hospitals are awaiting funding.
- A comprehensive system quality evaluation was performed in conjunction with the NHTSA 5-year review. A major finding was the inappropriate use of default indicators with regard to patient discharge disposition. This issue was addressed in April 2018 at a statewide meeting of trauma registrars, and the erroneous default entries appear to have declined. The issue was to be raised again at the state trauma conference on October 24, 2018.
- The issues of data consistency and accuracy were addressed at the trauma registrars' meeting in April 2018 and in the NHTSA assessment. Additional training opportunities could be funded at an estimated cost of \$20,000. This

opportunity was identified in the Injury Implementation Plan submitted to NHTSA in response to the assessment performed earlier during the grant year.

### **Kentucky Injury Prevention and Research Center (KIPRC) - CRASH, Injury and Roadway Integration.**

The goal of this project was to integrate previously linked CRASH, hospital and emergency department records with Kentucky roadway files to support analyses. The linked databases will be used to assess the impact of cable median barriers on reduction of injury severity and prevention of specific types of injury.

During FY2018, the project met the following goals and objectives:

- Linked Kentucky roadway databases with already-linked CRASH and injury databases (emergency department visits and hospital inpatient discharges) for 2008-2014, by Feb 28, 2018.
- Linked CRASH-roadway-injury database to assess the impact of cable median barriers on the reduction of injury severity and prevention of specific types of injury, by June 30, 2018.
- Produced a report on the impact of cable median barriers on injury severity. [https://uknowledge.uky.edu/ktc\\_researchreports/1619/](https://uknowledge.uky.edu/ktc_researchreports/1619/)

## **Media Programs**

### **Occupant Protection**



#### **Be Thankful for Your Seat Belt campaign November 17 – 30, 2017 (Thanksgiving) Earned Media**

A press release was distributed statewide asking people to “be thankful for your seat belt” with testimonial radio spots attached.

*Ellie Clifford, who survived a crash by wearing her seat belt, records her personal testimony at iHeart studios.*



KOHS social media pages posted regular reminders about buckling up for the Thanksgiving holiday (*pictured right*).



**Finish Strong campaign  
November 22, 2017  
Earned Media**

We took advantage of the University of Kentucky vs. University of Louisville rivalry football game that takes place each year over Thanksgiving weekend by partnering with the Kentucky State Police (KSP) and Kentucky Farm Bureau (KFB) Insurance to encourage fans to finish the year strong by buckling up.

Fans were notified via media advisory and social media to come to their respective team's stadium safely buckled and receive a free t-shirt donated by KFB that stated *#FinishStrong. Never miss a game – buckle up!*



The Saturday following the event (game day), representatives from KSP, KFB and KOHS were recognized during a timeout as the announcer encouraged attendees to buckle up (*pictured below*).



*L-R: KSP Trooper Robert Purdy, KSP Lt. Michael Webb, KOHS representative Erin Eggen, and KFB CEO John Sparrow*

**New Year's Eve  
December 31, 2017  
Earned Media**

KOHS social media pages posted New Year's resolutions, including the resolution to buckle up (*pictured right*).

Additionally, the overhead and side-mount Dynamic Message Signs displayed the message: "New Year. New You. Buckle Up."



**Click it or Ticket “Local Heroes” campaign  
May 25 – June 30, 2018  
Earned media combined with paid media  
\$130,000 NHTSA 405B funds program number THSP18CM**

Kentucky’s goal is to reach a 90 percent seat belt usage rate. Our seat belt initiative, “Local Heroes,” identified road officers from local and state agencies in counties chosen based on crash and fatality data. We utilized these officers 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.”

FY18, the second year of the Local Heroes campaign, resulted in an increase of our seat belt usage rate from 86.8 percent in 2017 to 89.9 in 2018.

**Targeted Counties:**

- Ten counties representing each region (east, west and central Kentucky)

**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 media was invited to attend all area briefings.

*Below: Organic (non-paid) posts generated thousands of impressions.*



We also invited media to attend our video shoots, which resulted in various news stories across the state (*below*).



The KOHS social media pages posted daily during our video shoots. Here are two examples of organic (non-paid) post analytics and the overall KOHS Facebook page analytics during the month of production:

**Pulaski County post**

**Facebook:** 7,904 reached, 244 engagements, 1,420 post clicks

**Twitter:** 394 impressions, 45 engagements

**Boyd County post (pictured at right)**

**Facebook:** 2,057 reached, 36 engagements, 209 post clicks

**Twitter:** 3,609 impressions, 127 engagements

**Shelby County post**

**Facebook:** 3,803 reached, 172 engagements, 850 post clicks

**Twitter:** 4,837 impressions, 216 engagements



**KOHS overall Facebook page analytics during production:**

Page views (253) up 109%

Page Previews (45) up 105%

Page Likes (74) up 139%

Reach (22,901) up 230%

Post Engagements (7,612) up 368%

Page Followers (74) up 131%

Once the enforcement campaign began, law enforcement agencies posted the :60 PSA on their respective social media accounts generating thousands of views. Examples of these organic (non-paid) posts are below:

Murray Police Department Facebook post: 8,000 views

Morehead State Police Department Twitter post: 1,810 views

London Police Department Facebook post: 25,293 views



Leading up to Memorial Day weekend we posted a creative seat belt message on our Dynamic Message Boards: "Not buckled up? Seriously?" The message "Click It or

Ticket” was posted during the holiday enforcement weekend while the following weekend was a simple reminder to “Stay safe this summer. Buckle Up.”



### Paid Media

In addition to organic (non-paid) posts, we purchased Facebook and Instagram ads for the :60 video for each county, plus an overall Kentucky version and an eastern Kentucky version (*example pictured at right*).

### Paid social media post results:

- Impressions: 2,511,274
- Reach: 632,320
- Frequency: 3.97

Five cable television stations and two broadcast stations were purchased for the campaign.

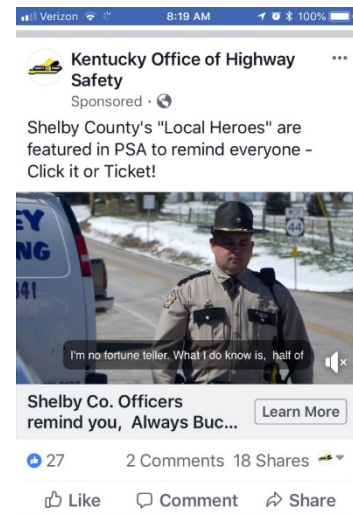
Counties that were not targeted but reached through the media buy due to coverage area (such as Fayette) utilized the Kentucky Local Heroes version featuring no local officers - only Kentucky State Police (KSP) Troopers and Commercial Vehicle Enforcement (CVE) Officers.

### :30 television spot totals:

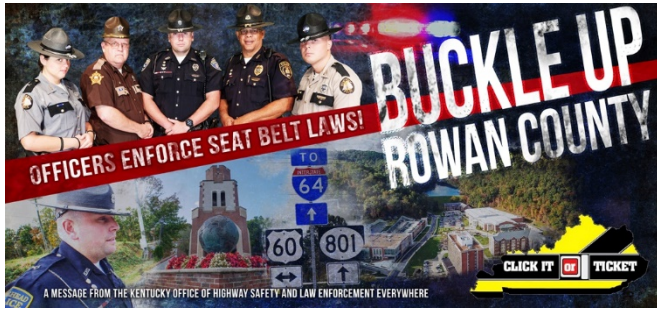
Paid spots: 3,560  
Bonus spots: 2,143

### Some companies provided digital elements:

- Viamedia ran a You-Tube in-stream video campaign generating 28,712 views
- WPSD-TV ran video ad on website generating 172,950 impressions
- WYMT-TV ran video ad on the homepage generating 212,507 impressions.
- WYMT-TV ran a video ad on its app generating 67,860 impressions



*Video shoot of Local Heroes campaign.*



Example of targeted county image used on agency social media pages.



Photo shoot of Local Heroes campaign.

## Child Passenger Safety Week September 23-29, 2018

### Earned Media:

A press release was distributed statewide and KOHS social media accounts promoted the campaign.

Kentucky Office of Highway Safety shared a video. Published by Erin Eggen (1) · September 28

Kentucky Office of Highway Safety shared a post. Published by Erin Kytic Eggen (1) · September 28

or retainer clip?

3,341 Views

NHTSA September 28

This Child Passenger Safety Week, the It's A Buzz World Family from TLC's "OutDaughtered" find #TheRightSeat for their quints.

KID 1-3 YEARS OLD?  
REAR-FACING CAR SEAT, UNLESS THEY EXCEED THE SEAT'S MAX HEIGHT OR WEIGHT LIMITS.

NHTSA.gov/TheRightSeat  
NHTSA Ad Council

Open in Messenger Send Message

National Child Passenger Safety Board  
September 25

Direction best practice is to keep your child rear-facing for as long as possible. Use a rear-facing car seat until your child reaches the maximum weight or height. See more.

You Retweeted

NHTSA @NHTSAgov · Sep 26

Seven kids - and #TheRightSeat for each! Watch and learn about car seat safety along with @ThisGatheredNest. #TheRightSeat

7 Kids...7 Car seats!!!  
We went to our local car seat inspection station to meet with a Child Passenger Safety Technician and make sure all the kids were properly buckled up in their...  
youtube.com

19 14

You Retweeted

NHTSA @NHTSAgov · Sep 20

As children grow, how they sit in your car will change. Make sure you use a car seat that fits your child's current size and age.

Car Seats and Booster Seats  
Car seats and boosters provide protection for infants and children in a crash, yet car crashes are a leading cause of death for children ages 1 to 13. That's why it's so  
nhtsa.gov

2 45 60

## Impaired Driving

### **Impaired Driving Enforcement Awards December 11, 2017**

#### **Earned media:**

A press release was distributed statewide and KOHS social media accounts promoted the campaign.

*The Facebook post below reached 30,945 people, generating 4,143 engagements.*

Kentucky Office of Highway Safety is with Noelle Hunter and 2 others.  
Published by Erin Eggen · December 13, 2017

Today we honored more than 200 #lawenforcement officers throughout #kentucky for their efforts targeting #drunkdrivers.

Challenge coins were presented by KOHS Executive Director Dr. Noelle Hunter to all #officers and the #highwaysafety All-Star Award was given to the top three in each division. (Divisions broken down by number of officers in the agency.)

Perry County Judge Leigh Anne Stephens, who was injured by a #drunk driver in 2015, commended the aggressive #enforcemen... See More

Get More Likes, Comments and Shares  
Boost this post for \$20 to reach up to 13,000 people.

30,945 People Reached      4,143 Engagements      Boost Post

abc 34 Your Neighbors Your News WTVQ

NEWS WEATHER SPORTS CONTESTS OUR SHOWS FEATURES LIVE

Home > News > Troopers and CVE Officers recognized for impaired-driving enforcement efforts

NEWS STATE NEWS

### TROOPERS AND CVE OFFICERS RECOGNIZED FOR IMPAIRED-DRIVING ENFORCEMENT EFFORTS

By Tom Kenney · December 16, 2017

Share on Facebook   Tweet on Twitter   G+   P

Field Sobriety Test - Generic

FRANKFORT, Ky. (WTVQ) - Sixteen Kentucky State Police Troopers and five Commercial Vehicle Enforcement Officers were among more than 200 law enforcement officers from 185 agencies throughout the Commonwealth recognized on Dec. 13 by the Kentucky Office of Highway Safety (KOHS) for their efforts to target impaired drivers.

"We are honoring those who put their lives on the line each day to save the lives of others," said KOHS Executive Director Dr. Noelle Hunter. "These officers and agencies render a great service for all Kentuckians, and on behalf of Governor Matt Bevin, we say

### **Holiday "Drive Sober or Get Pulled Over"**

**December 13, 2017 – January 1, 2018**

**Earned media combined with paid media**

**\$175,000 NHTSA 405D funds program number THSP18IM**

#### **Earned Media**

**Press conference, press release, social media**

We partnered with the Safe Ride Kentucky Coalition (comprised of KY Distillers' Association, KY Guild of Brewers and Wine & Spirits Wholesalers of KY) to promote a discount code for Lyft and City Scoot throughout the holiday period.

KOHS Executive Director Dr. Noelle Hunter spoke at the Louisville press conference and conducted various television and radio interviews with Kentucky Distillers' Social Responsibility Coordinator Ali Edelstein (below).



Press conference at Louisville Metro Police Department (above). This organic (non-paid) post reached 14,780 people with 873 engagements (right). GHSA tweeted about this partnership (below).

**GHSA**  
@GSAHQ

Following

Love this partnership between @kyhighwaysafety & @lyft to help Kentuckians travel safely this holiday season!

**KY Highway Safety** @kyhighwaysafety  
Today's press conference w/ @kentuckybourbontrail @KYGBrewers and @LMPD kicking off the #holiday #DriveSober campaign.  
Use code SAFERIDEKY17 for \$20 off @lyft statewide and ...

Show this thread

3:39 PM - 14 Dec 2017

A press release was distributed statewide. Dynamic Message Signs displayed the message "Drive Sober or Get Pulled Over" the first weekend of the campaign followed by "Santa Sees You So Be A Nice Driver" the next weekend.

KOHS social media pages posted regular reminders about the campaign, including sharing from NHTSA social media pages (right).

**Kentucky Office of Highway Safety** is with Noelle Hunter and 5 others at Louisville Metro Police Department.  
Published by Erin Eggen [?] · December 14, 2017 ·

NEED A SAFE RIDE HOME? We hosted a press conference today with the Safe Ride Kentucky Coalition kicking off our #holiday #DriveSober campaign. Use code SAFERIDEKY17 for \$20 off Lyft statewide and CityScoop in #Louisville starting tomorrow through #NewYears. #planaride #kentucky

(Coalition is comprised of KY Distillers' Association, KY Guild of Brewers and Wine & Spirits Wholesalers of KY)

Get More Likes, Comments and Shares  
Boost this post for \$20 to reach up to 13,000 people.

14,780 People Reached      873 Engagements      Boost Post

**Kentucky Office of Highway Safety** shared NHTSA's post.  
Published by Erin Eggen [?] · December 18, 2017 ·

**NHTSA**  
December 18, 2017

Our new 360 experience lets you see a crash scene through the eyes of a police officer. Have you played it yet? <https://nhtsa.gov/crash>

**NHTSA: No Big Deal**  
Drunk driving is not worth the risk. Explore the crash now.  
NHTSA.GOV



## Paid Media

### Targeted Area:

- Statewide with heavier frequency in top 30 counties with highest impaired driving-related crashes and fatalities

### Target Audiences:

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

### Radio 30-second and digital streaming:

- 2,962 spots
- 2069.1 GRPs

### Restaurants and Bars:

- 60 restaurants/bars
- 5,924,700 impressions
- Restroom signage and mirror clings,
- Coasters and door clings/posters
- One month, plus one-month override

### Gas Station:

- 102 gas stations
- 10,071,990 impressions
- Pump toppers and nozzle talker inserts
- Window clings
- Paid days matched as bonus

### Facebook Promoted Post Totals:

- 1,901,314 impressions
- 506,573 people reached
- 67,832 engagements

### Digital Display Ads:

- 2,280,103 impressions
- 5,912 clicks
- 0.36% CTR



*Restaurant coaster.*



*Gas station door cling.*

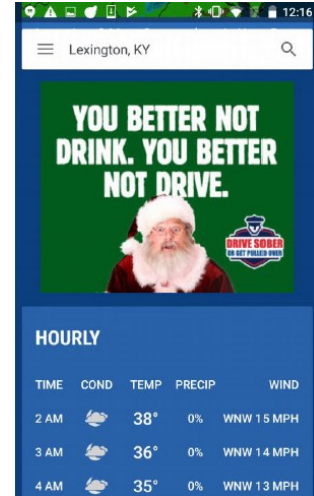


The lights are nice this time of year – but not the red and blue ones in your rearview mirror. Don't wreck your holiday season by driving impaired. Drive sober or get pulled over. #planaride



16K 573 Comments 4.4K Shares

*One of our two promoted Facebook posts.*



Examples of display ads: WLKY webpage takeover ad and The Weather Channel app (above).

**Labor Day “Drive Sober or Get Pulled Over”  
 August 15—September 3, 2018  
 Earned media combined with paid media  
 \$175,000 NHTSA 405D funds program number THSP18IM**

**Targeted counties:**

- Statewide with heavier frequency in top 30 counties with highest impaired driving-related crashes and fatalities

**Targeted audiences:**

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

**Earned media**

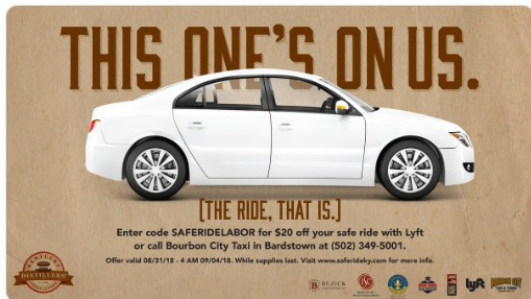
District Public Information Officers worked with Law Enforcement Liaisons to coordinate press conferences throughout the state and/or invite media to area briefings.

In addition, a joint press conference was held in Louisville with the Safe Ride Kentucky coalition and a press release was distributed promoting the Lyft and Bourbon City Taxi discount code.



*Drive Sober press conference coverage by The Daily Independent newspaper in Ashland.*

The KOHS social media 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.



Social media post promoting Safe Ride discount code.



Example of organic (non-paid) social media post.

## Paid Media

### Radio :10 live reads & 30-second spot:

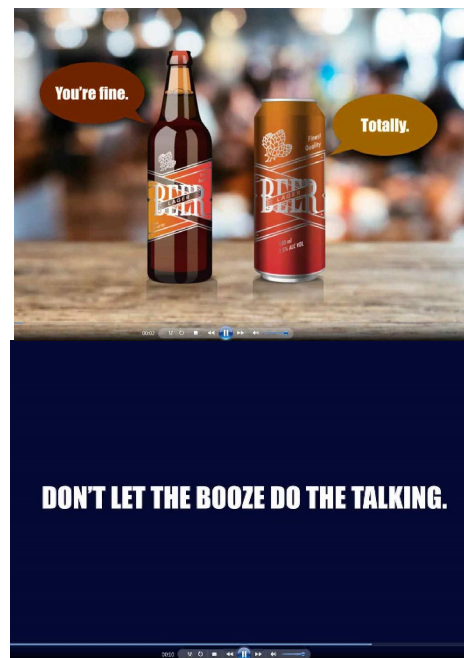
- 44 Radio Stations
- 3,049 spots
- 2614 GRPs

### Digital (display ads & pre-roll):

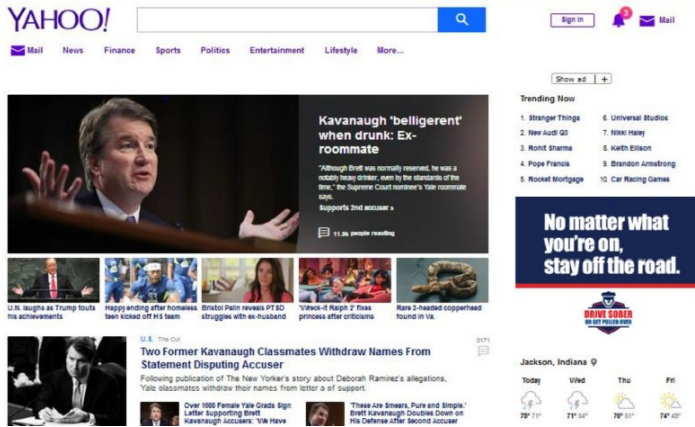
- 2,350,585 impressions
- Clicks to website 4,357
- Click Thru Rate (display ad) 0.17%
- Click Thru Rate (pre-roll) 0.49%

### Facebook Promoted Post Totals:

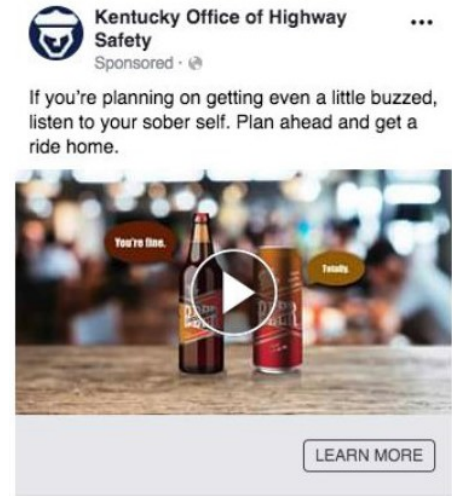
- 1,901,314 impressions
- 506,573 people reached
- 67,832 engagements



Pre-roll video.



Example of digital display ad.



Example of social media promoted post.

**Facebook Totals for :15 video:**

- 1,539,070 impressions
- 650,369 people reached
- 3,366 clicks
- .21% CTR
- Video % watched: 21.34%

**Out-of-Home (restaurants/bars & convenience stores):**

- 81 restaurants/bars and convenience stores in 22 counties
- 7.8 million impressions
- Pump toppers and window clings
- Paid days matched as bonus



Example of poster above urinal at a bar.

**Kentucky Sports Radio (KSR) Golf Scramble  
August 24, 2018**

**\$1,650 NHTSA 405D funds program number THSP18IM**

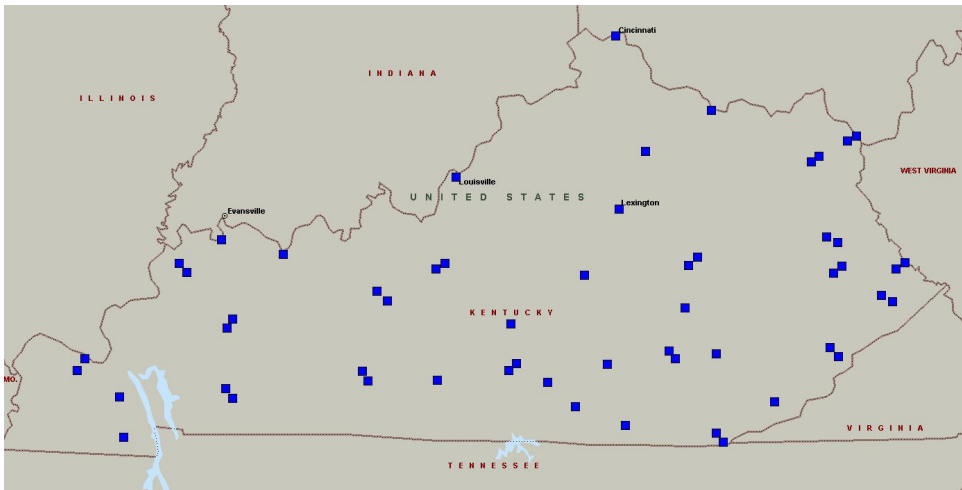
The KOHS sponsored the "Driving Sober Range" in addition to sponsoring hole #9 at the third annual Kentucky Sports Radio Golf Scramble on Aug. 24. The "Drive Sober or Get Pulled Over" hole allowed participants to put while wearing drunk goggles and try a "Mocktail" provided by "The Mocktail Project" founder Jesse Hawkins. Those that participated were entered to win a signed University of Kentucky basketball (donated by iHeart).

The contract included:

- Signage
- Website placement on event page
- 24 commercials on Kentucky Sports Radio (54 affiliates)
- 24 matching iHeart radio commercials plus digital streaming



*KSR affiliate map (below):*



**Kentucky Sports Radio Post-Game Show on 84WHAS + 630WLAP + Digital Streaming  
October 1, 2017 – April 1, 2018  
\$9,976 NHTSA 405D funds program number THSP18IM**

Matt Jones is the host of the Kentucky Sports Radio (KSR) post-game show on 84 WHAS-AM in Louisville and 630 WLAP-AM in Lexington.



Starting with the first UK football game in and continuing through all of football and basketball season, our impaired driving-prevention commercials air during this one-hour post-game show.

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

iHeart media owns the show and provides 1:1 matching bonus.

### 84WHAS

- Reach: 306,600
- Frequency: 4.7
- Impressions: 1,428,000

### 630WLAP

- Reach: 88,800
- Frequency: 45.1
- Impressions: 450,000

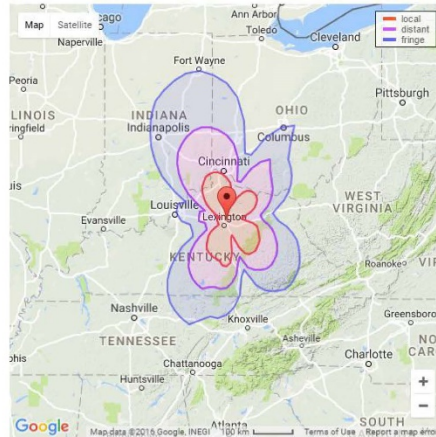
## COVERAGE MAP



## COVERAGE MAP



Predicted Daytime Coverage Area for WLAP 630 AM, Lexington, KY



All content is intellectual content of iHeartMedia.

### **Kentucky State Fair with iHeart Radio WQMF + Digital Streaming August 18, 2018 \$3,250 NHTSA 405D funds program number THSP18IM**

KOHS partnered with rock station WAMZ for a “takeover day” at the Kentucky State Fair during the nationwide Drive Sober or Get Pulled Over Labor Day campaign. WAMZ aired our Drive Sober 30-second commercials and on-air talent provided live reads each hour throughout the day.

KOHS staff and Jesse Hawkins with “The Mocktail Project” helped staff the booth, allowing attendees to try the drunk goggles, taste a sample Mocktail, and take a driver attitudinal survey regarding impaired driving.

Attendees who took the four-question driver survey were entered to win a pair of tickets (donated by vendor) for preferred seating to the free concert that evening.

Social media law enforcement “stars” Trooper Purdy and Trooper King visited the booth and tried their hand at making a Mocktail and took turns



*Jesse Hawkins with “The Mocktail Project.”*

with the drunk goggles, reaching thousands through Facebook and Twitter. Tweets with Trooper Purdy and Trooper King resulted in our top three tweets in August:



TOP MEDIA TWEET: 6,341 impressions



TOP MENTION TWEET – VIDEO: 443 engagements, 2,505 views

Aug 2018 • 31 days

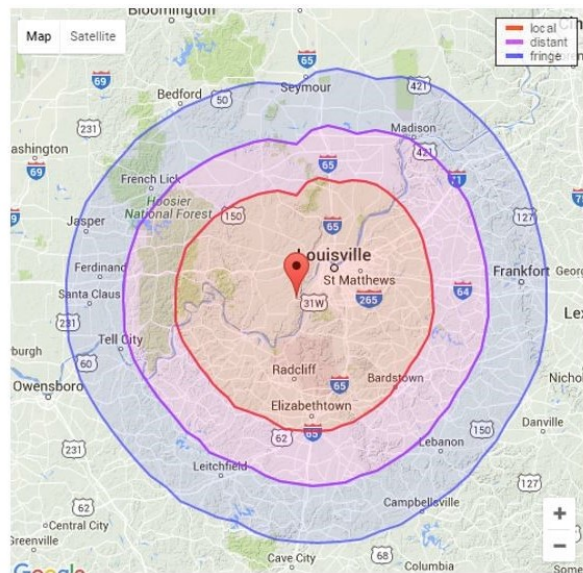
TWEET HIGHLIGHTS

Top Tweet earned 6,818 impressions

.@TprPurdy is hanging out with us as people try cornhole with the drunk goggles! We're at the @iHeartRadio booth in the South Wing. #DriveSober #kentucky #kentuckystatefair @kystatepolice pic.twitter.com/8tbau4QcES



TOP TWEET: 6,818 impressions



WAMZ Coverage map



## Distracted Driving

### Distracted Driving Awareness Month

April 1- 30, 2018

\$50,000 405E NHTSA program number THSP18DD

#### Earned media

A press release was distributed statewide warning people that “One Text or Call Could Wreck It All” with testimonial radio spots attached.

KOHS social media pages posted organic (non-paid) posts about the campaign and shared from NHTSA accounts.

Additionally, the overhead Dynamic Message Signs displayed: “Steering Wheel: Not a hands-free device” while the side-mount (with less space) displayed “Hands on wheel. Eyes on road.”



kdonair • Following  
100.5 KISS FM

kdonair I'm excited to announce that I've partnered with the Kentucky office of highway safety for the month of April to help spread the word about #distracteddrivingawarenessmonth! Four years ago I was in a crash that permanently altered the way my body works. I was rear ended by a driver that decided my life was not as important as whatever was holding his attention while he was driving. I now have titanium anchors, pins and clips holding joints and tendons together, @kttape holding muscles in place and permanent scars that serve as a reminder to ALWAYS pay attention. I've been told by 3 different surgeons that I will never be able to run again. Nor can I maintain a healthy pregnancy. My hips simply cannot bear the weight. I'm incredibly thankful for the doctors at Ellis and Badenhausen



Liked by greatlelando and 86 others

APRIL 3

Add a comment...

*Instagram post by radio personality “KD” on her personal and medical struggles due to a crash caused by a distracted driver.*

#### Paid Media

The KHOHS partnered with iHeart Media personality known as “KD” to record testimonial radio spots about the medical and personal challenges in her life that resulted from being hit by a distracted driver.

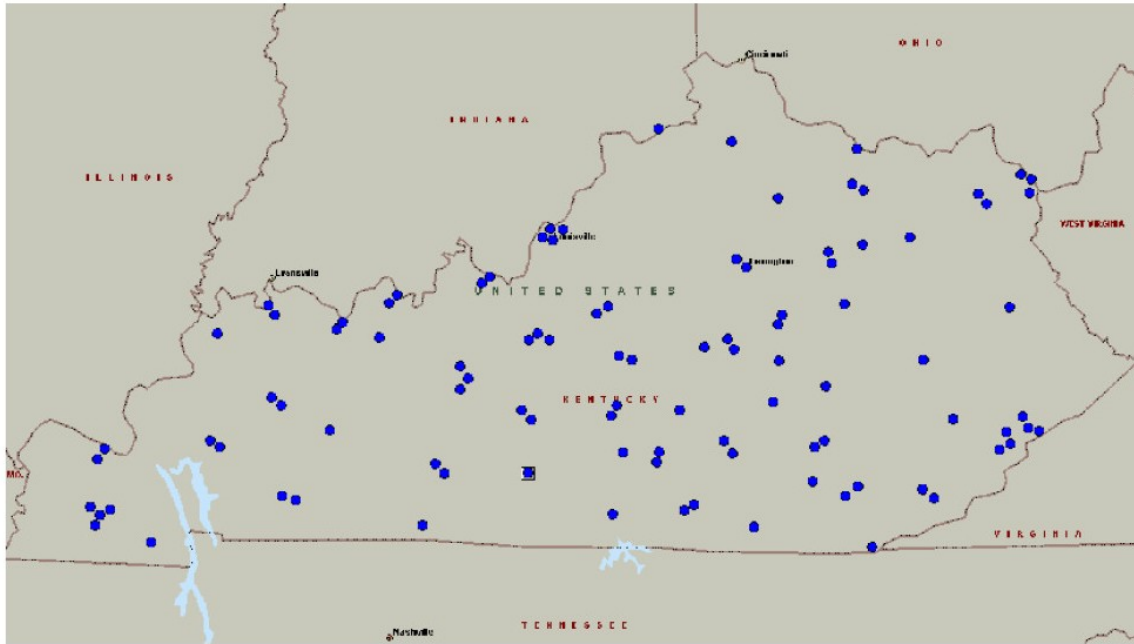
Radio spots ran on the Kentucky News Network’s (KNN) 95 affiliates. Additional coverage was provided by purchasing Lexington, Louisville and Cincinnati metro radio. Targeted audio was also purchased for Persons 18+.

Our PSAs ran 4-weeks:

- Reach: 3,202,300
- Frequency: 4.4
- Radio and streaming Impressions: 14,243,200
- Targeted audio impressions: 200,000

# Kentucky News Network Affiliates

Updated 07/25/2018



# Motorcycle Safety

**Spring and Fall “Share the Road with Motorcycles”  
 March 5 – 31, 2018 and September 10-30, 2018  
 \$45,000 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. Spots were again aired in the fall.

### 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.”

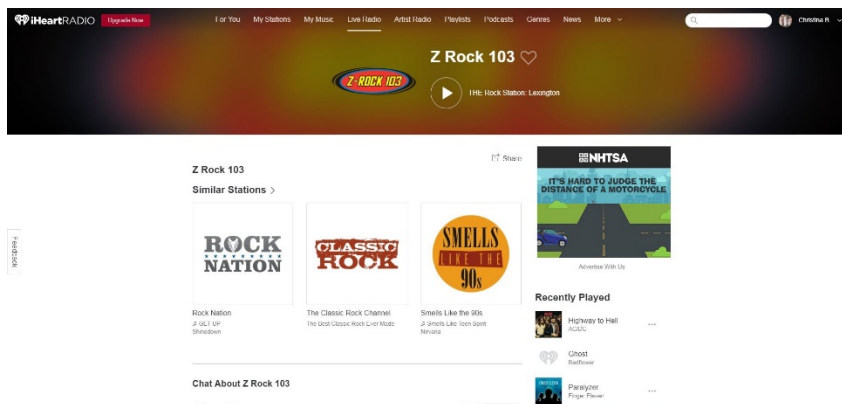
Social media (Facebook, Twitter and Instagram) posted regular reminders to watch for motorcycles.



*News story on sharing the road with motorcycles.*



*Organic (non-paid) Facebook post.*



iHeart media provided digital banner ads as a bonus, and these were placed on top radio station websites. The banner ad images were provided by NHTSA (left).

## **Paid Media**

Radio spots ran on the Kentucky News Network's (KNN) 95 affiliates. Additional coverage was provided by purchasing Lexington, Louisville and Cincinnati metro radio. Spots featured WQMF Radio Personality "Harley" – a motorcycle enthusiast and safety advocate.

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. We also purchased :15 spots on the Total Traffic & Weather Network in our three major media markets: Louisville, Lexington and northern Kentucky.

*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).*

### **March Radio :15 and: 30-second spots plus digital streaming:**

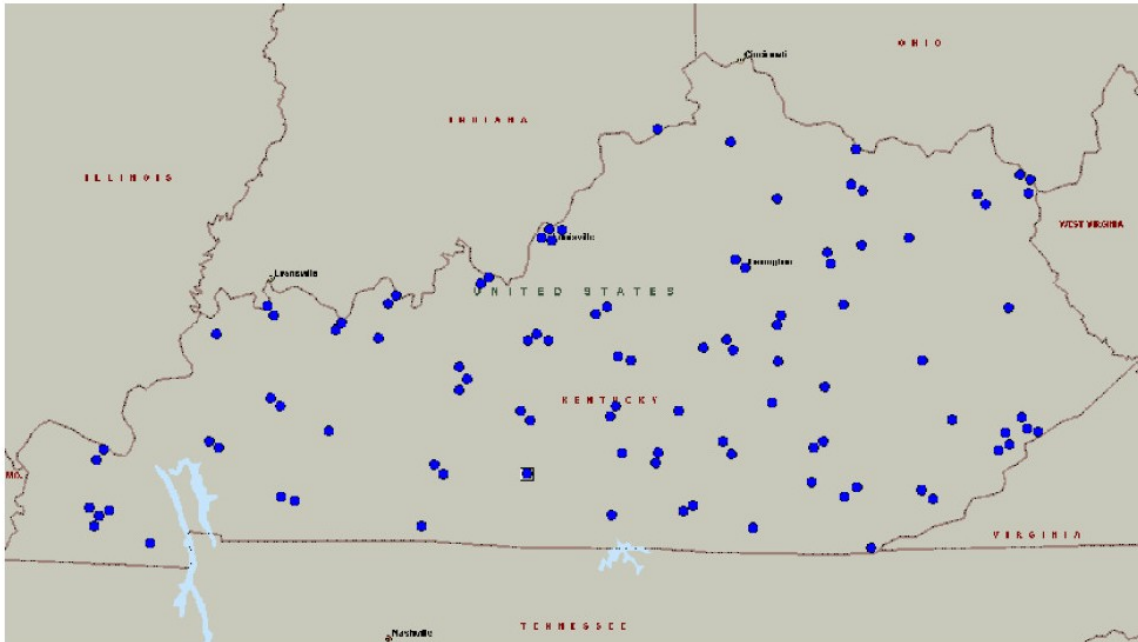
- Cost: \$25,000
- 10,662 messages
- Matching 1 for 1 bonus
- Average frequency: 2.5
- Impressions: 2,664,000

### **September Radio :15 and: 30-second spots plus digital streaming – added targeted audio for the fall campaign:**

- Cost: \$20,000
- 7,313 messages
- Matching 1 for 1 bonus
- Average frequency: 2.0
- Targeted audio impressions: 415,000
- Radio/Streaming Impressions: 794,900

# Kentucky News Network Affiliates

Updated 07/25/2018



## Motorcycle Safety Awareness Month

May 1- 31, 2018

\$85,000 NHTSA 402 funds program number THSP18MC

In recognition of May as Motorcycle Safety Awareness Month, the Kentucky Office of Highway Safety utilized radio and digital media platforms 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, Instagram and Facebook pages and shared from NHTSA sites.

Dynamic Message Signs displayed the messages “Rein in your horsepower. Slow down” the week of the Kentucky Derby and “Bed head? There’s a helmet for that” two weeks after.



## Paid Media

Ads (both digital and radio) featured Michael Jones, a Transportation Cabinet employee who survived a severe motorcycle crash because he was wearing his safety gear. Digital ads linked to the NHTSA's motorcycle safety page.



*Pre-roll featuring Michael Jones.*

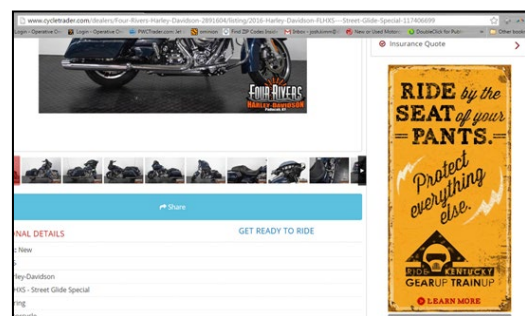
### Radio 30-second spots plus digital streaming:

- Number of spots: 11,277
- Matching 1 for 1 bonus
- Reach: 2,170,600
- Frequency: 4.3
- Impressions: 9,314,800

The 30-second radio spots ran on the Kentucky News Network's (KNN) 95 affiliates. Additional coverage was provided by purchasing Lexington, Louisville and Cincinnati metro radio.

### Digital ads and pre-roll:

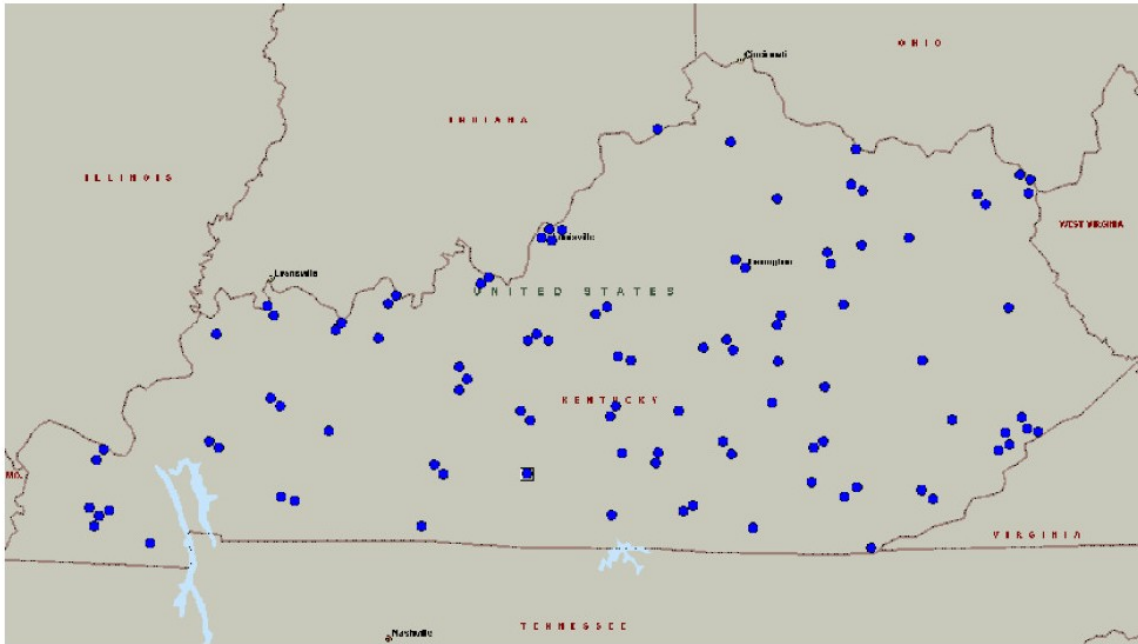
- Impressions: 5,821,287
- Click Thru Rate: .26%
- Video plays: 170,534
- Video completions: 157,964
- Average video completion rate: 36%



*Digital ad on Cycletrader.com*

# Kentucky News Network Affiliates

Updated 07/25/2018



## Speed - Impaired Driving - Occupant Protection - Distraction

### “Blue Lights Across the Bluegrass”

June – August 2018

\$80,000 NHTSA 402 funds program number THSP18SM

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 plus digital streaming on Kentucky News Network (90 affiliates):

- 18,400 :30 messages (KNN only. Does not include spots that aired during special events listed below.)
- Matching 1 for 1 bonus

- Impressions: 8,347,500
- Reach: 1,319,900
- Frequency: 6.3

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. We also purchased :15 spots on the Total Traffic & Weather Network in our three major media markets: Louisville, Lexington and northern Kentucky.

*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).*

To enhance our message, we purchased :05 billboards and :15 messages on the **Total Traffic and Weather network in the three major media markets: Louisville, Lexington and northern Kentucky/Cincinnati**. *Billboard example: “This report is brought to you by the Kentucky Office of Highway Safety.”* Four weeks of messages (one week in June, two weeks in July and one week in August) resulted in:

- Impressions: 1,546,800
- Reach: 651,728
- Average frequency: 3.0

We also purchased targeted audio targeting persons 18 to 34 for two weeks in August, resulting in more than 400,000 impressions.

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

## June:

**Campaign Kickoff:** Twelve of iHeart’s top radio personalities competed in game show-style driver’s test, complete with buzzers and a game show host (an actual driving test instructor from the Kentucky State Police).

Each personality posted about their experience on social media and talked live on their respective shows. Additionally, each personality recorded a :30 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.

Posts were made on personal and radio station social media sites, generating thousands of views.

Campaign kickoff spots ran for two weeks for a total of 546 commercials (plus matching bonus). *NOTE: This does not include the spots that aired statewide on KNN.*



Our top tweets in June were from the kickoff event, with our tweet generating 18,742 impressions and radio personality Leland Conway's tweet generating 95 engagements (pictured below).

Jun 2018 · 30 days

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TWEET HIGHLIGHTS

**Top Tweet** earned 18.1K impressions

Thanks to iHeart for kicking off the Blue Lights summer enforcement campaign w/ a driver safety quiz show! @KD\_on\_air @kobiontheradio @ShannonTheDude @LelandShow @12mrFTC @howielindsey @ryanlemond @KySportsRadio @DwightWitten @tonyvanetti @JayCruze @amynicradiochik pic.twitter.com/EIYzHummEk



← 4 ↻ 4 ❤ 14

**Top mention** earned 95 engagements

 **Leland Conway Show**  
@LelandShow · Jun 11

Three idiots get into a car...or @LelandShow @tonyvanetti and @DwightWitten try to figure out highway rules. Full video with all the arguing, fighting, finger pointing, and laughter coming shortly! @kyhighwaysafety @840WHAS #dontdrinkanddrive pic.twitter.com/dOaTaFp8FI



← 3 ↻ 3 ❤ 5

### June – August:

**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.

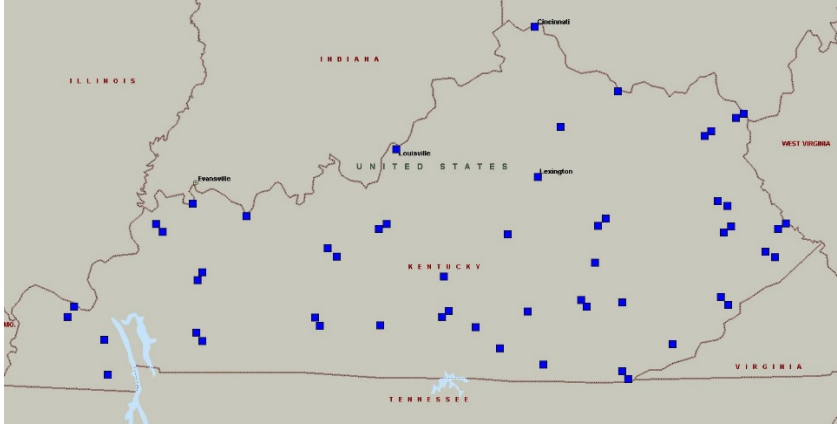


Digital ad on WKJK homepage.

KSR is syndicated on 54 affiliates. The KOHS received:

- One :30 spot each day plus matching bonus
- Average of four live mentions by host each day
- 15 promos per week on WKJK
- Home page takeover on WKJK website on first day of tour
- Five additional :30 commercials on KNN (90 affiliates)

*KSR affiliate map (below):*



## July & August

### Safe Summer Driving Series with Tony & Dwight:

All summer, Tony and Dwight encouraged drivers to be mindful of traffic laws and to stay safe during the heavily-traveled summer months.

### July 11:

This year was the 30<sup>th</sup> anniversary of the nation's deadliest drunken driving crash - the Carrollton bus crash. Crash survivor Quintin Higgins brought his memorial bus to the live broadcast and was interviewed about his efforts to educate Kentuckians about the dangers of drunk driving. Dwight did a Facebook Live as he and Tony toured the bus. Also interviewed was with "The Mocktail Project" founder Jesse Hawkins. Jesse told of his past struggles with alcohol and DUIs and made two Mocktail recipes for the guys.



*Quintin Higgins talks to a Louisville resident about his memorial bus.*



*Jesse Hawkins on-air with Tony & Dwight.*

**July 27:**

Each of the guys rode with a Louisville Metro Police Department traffic officer while running radar and watching for drivers on cell phones. (Videos did not show those who were pulled over.)

**August 3:**

Live broadcast from Louisville Metro Corrections Center. The guys took a tour of the jail, sampled the food, and broadcast live from the booking-room floor and talked about what happens if someone is arrested for drunk or drugged driving.

**August 13:**

Law enforcement appreciation dinner at Bearno's in Louisville. Interviews with LMPD Traffic Sergeant Ron Fey and KOHS Media Coordinator Erin Eggen focused on the benefits of seat belts and child safety seats.



Multiple Facebook Live posts of LMPD ride-alongs with both Tony & Dwight generated more than 3,000 views.

The KOHS also received live and recorded promos during each show and digital promos on the Tony & Dwight website.

Digital ads on 84WHAS promoted the statewide campaign but changed to promote the particular emphasis that day on Tony & Dwight's show (example below).



## Kentucky Speedway

Total: \$150,000

- \$80,000 405D NHTSA funds program number THSP18IM
- \$70,000 402 NHTSA funds program number THSP18HV

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.

The KOHS sponsored the Buckle Up in Your Truck 225 on July 12. 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.

### Social media for Buckle Up in Your Truck 225:

- 1,058 promoted posts, 46,700 interactions

### Broadcast TV exposure:

- 1,141,833 impressions

### On-site exposure:

- 3,153,600 impressions

### PR/News coverage:

- 501,632,013 impressions

*\*Impressions are for exposure for entire race weekend unless indicated*

*\*\*The majority of exposure (such as 77% of screen time) was our logo shown during a different race on the same weekend.*



Parking credentials



Congratulations to Kentuckian [@benrhodes](#) on winning the [#BuckleUpInYourTruck225!](#) Remember...no matter what you drive, always [#BuckleUp!](#)



Kentucky Speedway @KySpeedway  
THE HOMETOWN HERO DOES IT! @benrhodes WINS THE #BuckleUp225!



**Rupp Arena Sports & Entertainment Properties**

**Total: \$60,000**

- \$30,000 405D NHTSA funds program number THSP18IM
- \$30,000 402 NHTSA funds program number THSP18HV

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.

*Click It or Ticket/Buckle Up messages rotate with Drive Sober messages on floor signage and ribbon boards (pictured below).*



## JMI SPORTS MARKETING - UNIVERSITY OF KENTUCKY

Total: \$150,000

- \$90,000 405D NHTSA funds program number THSP18IM
- \$30,000 402 NHTSA funds program number THSP18HV
- \$30,000 405E NHTSA funds program number THSP18DD

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.



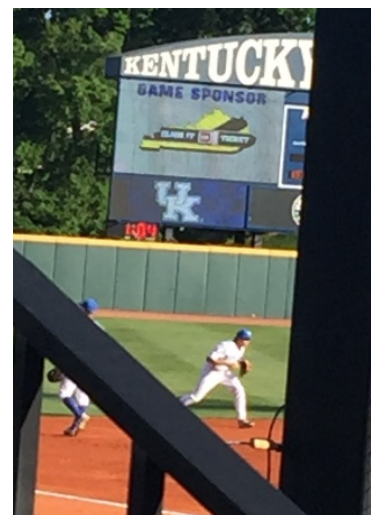
*Drive Sober signage with PA Announcement at UK football game.*

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

- :30 radio ads during games, pre- and post-game shows and coaches shows.
- Special promotional opportunities, such as display booths at one baseball game and one women's basketball game.
- Video replay sponsorship at all games.
- PA announcements at all baseball games
- Various electronic and static signage throughout each venue.

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

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



## LEARFIELD SPORTS MARKETING-UNIVERSITY OF LOUISVILLE ATHLETICS

Total: \$150,000

- \$110,000 405D NHTSA funds program number THSP18IM and
- \$20,000 402 NHTSA funds program numbers THSP18HV
- \$20,000 405E NHTSA funds program number THSP18DD

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.

Post Details

Video
Post
Shares BETA
See metrics for all videos

**Louisville Cardinals** with Kentucky Office of Highway Safety. Like Page

March 21 at 12:00pm · Paid ·

#Cardnation, you’ve been there for every milestone along the Road to the Sweet 16.

Now, make the trip down I-64 as women’s continues its postseason drive <http://uofl.me/2IE16wN>

Buckle up and enjoy the ride!

👍❤️👍 667 38 Comments 80 Shares

Like Comment Share

**Performance for Your Post**

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**31,759** People Reached

---

**15,744** Video Views

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**933** Likes, Comments & Shares

782 Likes	672 On Post	110 On Shares
69 Comments	43 On Post	26 On Shares
82 Shares	80 On Post	2 On Shares

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**738** Post Clicks

11 Photo Views	60 Clicks to Play	91 Link Clicks	576 Other Clicks
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**NEGATIVE FEEDBACK**

16 Hide Post	3 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

*Above: Social media contest for tickets (donated by UofL) asking fans to “buckle up and enjoy the ride” as the women’s basketball team continued to advance in the post-season.*

## **LEARFIELD SPORTS MARKETING - Louisville Sports Properties**

**Total: \$60,000**

- \$40,000 405D NHTSA funds program number THSP18IM
- \$20,000 402 NHTSA funds program number THSP18HV

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:

- 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



*Above: Facebook ticket giveaway (donated by YUM Center) required “liking” the KOHS Facebook page. This post generated more than 199,598 impressions, 4,364 engaged users, and 2,819 total sign ups (to win the tickets).*



## Tony & Dwight Show

Total: \$45,000

- \$25,000 NHTSA 405D funds program number THSP18IM
- \$20,000 402 NHTSA funds program number THSP18HV

The KOHS is the title sponsorship of the Tony & Dwight daily radio show broadcast on 84WHAS from 6 p.m. to 8 p.m. daily. The show focuses on the news, sports and pop culture topics of the day during peak drive-time hours in the largest media market.

The KOHS had established a relationship with Tony Vanetti, who is passionate about highway safety and as a person in long-term recovery, and impaired driving in particular (his wake-up call was a DUI arrest). He co-hosts with long-time friend and former hard-rock DJ Dwight Witten.



The KOHS receives daily live mentions, :15 promos and :30 PSAs. This title sponsorship is beyond the traditional commercial schedule, so this is a very high-frequency show:

- Reach: 1,517,800
- Frequency: 25.3
- Impressions: 38,438,800



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

## COVERAGE MAP



## 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



(KSR) and kentuckysportsradio.com.

Matt Jones is the moderator and founder of one of the largest independent college sports franchises in America - Kentucky Sports Radio



*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.*

KSR is syndicated on 54 affiliates. 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

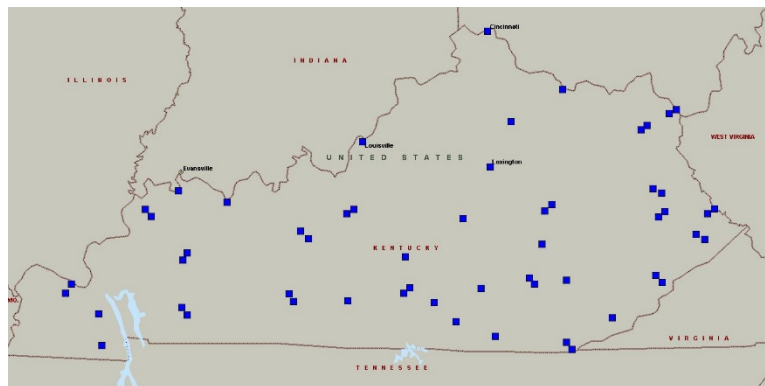
Matt is passionate about preventing drunken driving crashes due to his personal experience (a family member went to prison after killing other motorists while driving drunk). He personally records 30-second PSAs about drunken driving (Drive Sober or Get Pulled Over, Fans Don't Let Fans Drive Drunk, designate a driver, etc.) that air during the two-hour show.

Other PSAs air during specific campaigns such distracted driving awareness in April, Click It or Ticket and motorcycle safety in May and summer travel season awareness June through August.

Our PSAs air 52-weeks/Year:

- Reach: 195,900
- Frequency: 5.5
- Impressions: 10,874,600

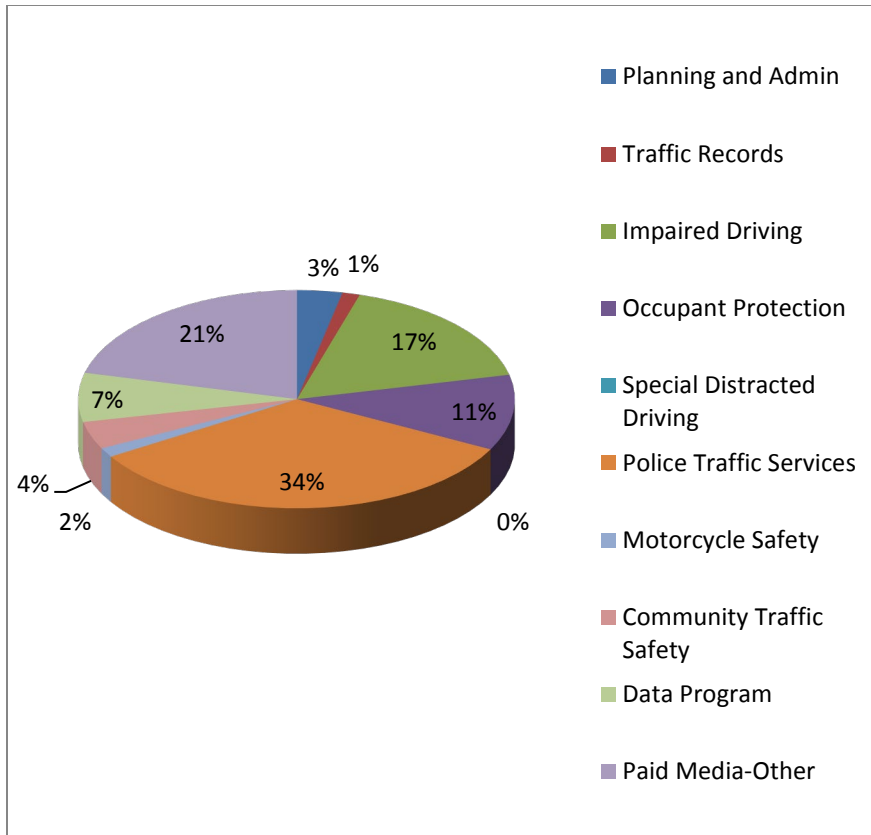
*KSR Affiliate map (right):*



## 2018 Financial Summary

<b>GTS</b>	402	MAP 21 405c	MAP 21 405b	MAP 21 405d	FAST Act 402	FAST Act 405b
Planning and Admin	\$91,516.83				\$114,477.10	
Traffic Records		\$67,963.90				
Impaired Driving				\$12,169.52		
Occupant Protection			\$369,363.71			\$320,928.10
Special Distracted Driving						
Police Traffic Services					\$2,065,999.42	
Motorcycle Safety					\$85,000.00	
Community Traffic Safety					\$251,334.00	
Data Program		\$313,616.06				
Paid Media-Other			\$130,000.00		\$251,917.15	
<b>Total</b>	<b>\$91,516.83</b>	<b>\$381,579.96</b>	<b>\$499,363.71</b>	<b>\$12,169.52</b>	<b>\$2,768,727.67</b>	<b>\$320,928.10</b>

<b>GTS</b>	FAST Act 405c	FAST Act 405d	FAST Act 405e	FAST Act 405f	FY18 YTD Total	% Total
Planning and Admin					\$205,993.93	3.3%
Traffic Records	\$11,702.92				\$79,666.82	1.3%
Impaired Driving		\$1,019,645.39			\$1,031,814.91	16.8%
Occupant Protection					\$690,291.81	11.2%
Special Distracted Driving					\$0.00	0.0%
Police Traffic Services					\$2,065,999.42	33.6%
Motorcycle Safety					\$85,000.00	1.4%
Community Traffic Safety					\$251,334.00	4.1%
Data Program	\$132,822.38				\$446,438.44	7.3%
Paid Media-Other		\$772,845.87	\$100,000.00	\$44,868.50	\$1,299,631.52	21.1%
<b>Total</b>	<b>\$144,525.30</b>	<b>\$1,792,491.26</b>	<b>\$100,000.00</b>	<b>\$44,868.50</b>	<b>\$6,156,170.85</b>	<b>100.0%</b>



<http://highwaysafety.ky.gov>