

FY2022 Annual Report

Kentucky Office of Highway Safety



**TRANSPORTATION
CABINET**

Office of Highway Safety

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A. Introduction

The Kentucky Office of Highway Safety, within the Kentucky Transportation Cabinet, operates with the following mission: To enhance the lives of those who use Kentucky's transportation system by preventing crashes that result in deaths and serious injuries.

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 taken to minimize loss of human life on the roadways through grant programs, public awareness campaigns, and stakeholder partnerships. All programs and media initiatives referenced herein are paid for by the National Highway Traffic Safety Administration (NHTSA), state funds, and state matching funds.

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 them with identifying areas of opportunity to improve safety within their respective counties.

KOHS staff appreciates the continued participation of all the partners, including state and local law enforcement, public universities, health departments, as well as other not for profit entities and extends appreciation for their ongoing commitment to improving the lives and safety of the citizens of the Commonwealth.

The KOHS continued coordination as a stakeholder with the Strategic Highway Safety Plan in 2022. Prior to determining the 2022 performance measures, staff met with the performance measures working group to make certain the common three goals and objectives are in alignment with those submitted by the Highway Safety Improvement Program.

B. Crash Data Summary

The total number of motor vehicle crashes in Kentucky increased at least 8.4% during the last calendar year, from 100,787 in 2020 to 109,291 in 2021. The number of fatalities in Kentucky increased by 3.3%, from 780 in 2020 to 806 in 2021. The traffic volume increased by 3.6% from 46.5 in 2020 to 48.2 trillion vehicle miles traveled. This resulted in Kentucky's fatality rate per 100 million vehicle miles traveled (VMT) decreasing slightly from 1.68 in 2020 to 1.62 in 2021.

Most of the performance measures graphed on the following pages have exhibited improving trends in recent years. However, as unfortunately observed in many other states across the country, Kentucky experienced an increase in the number and rate of fatalities.

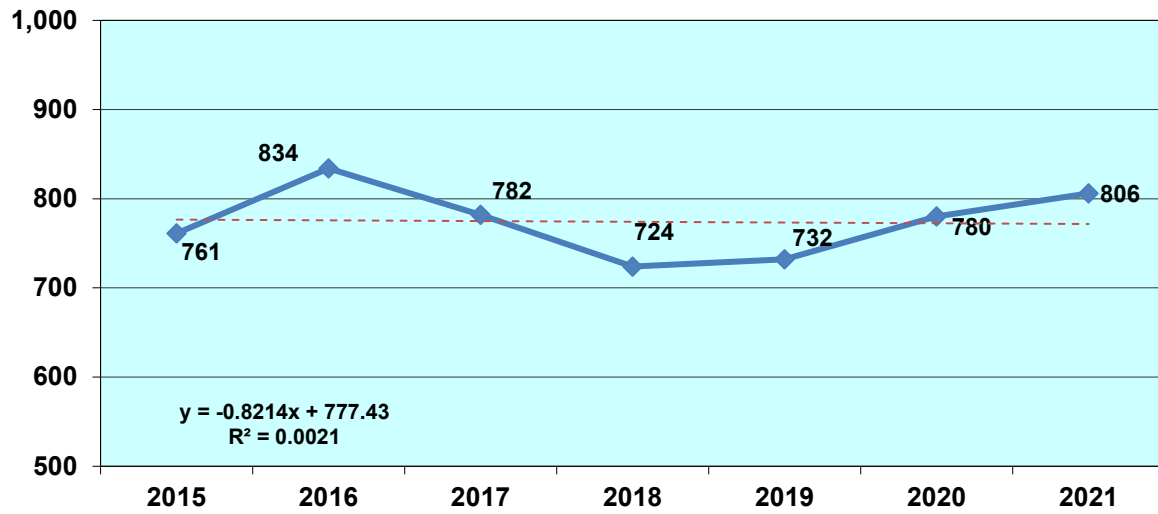
Kentucky Crash Data / Trends

Number of Fatalities	2015	2016	2017	2018	2019	2020	2021
	761	834	782	724	732	780	806
Number of Rural Fatalities	2015	2016	2017	2018	2019	2020	2021
	593	607	510	515	386	400	415
Number of Urban Fatalities	2015	2016	2017	2018	2019	2020	2021
	168	226	271	208	339	362	385
Number of Unrestrained Fatalities	2015	2016	2017	2018	2019	2020	2021
(all seating positions)	308	318	290	279	274	305	314
Crash Rate	2015	2016	2017	2018	2019	2020	2021
(per 100 million VMT)	279	282	285	278	291	217	227
Fatality Rate	2015	2016	2017	2018	2019	2020	2021
(per 100 million VMT)	1.56	1.69	1.59	1.46	1.48	1.68	1.62
Number of Serious Injuries	2015	2016	2017	2018	2019	2020	2021
	3,175	3,114	3,008	2,749	2,736	2,644	2,867
Fatality & Serious Injury Rate	2015	2016	2017	2018	2019	2020	2021
(per 100 million VMT)	8.0	8.1	7.9	7.9	7.2	7.4	7.6
Fatality Rate Per 100K Population	2015	2016	2017	2018	2019	2020	2021
	17.2	18.8	17.6	16.2	16.4	17.0	18.0
Fatal & Serious Injury Rate	2015	2016	2017	2018	2019	2020	2021
(per 100K population)	88.9	88.9	85.1	77.7	77.6	76.0	81.0
Number Alcohol Related Fatalities	2015	2016	2017	2018	2019	2020	2021
(operator with .08+ BAC)	192	177	179	124	135	181	165
Percent of Fatalities - Alcohol-Related	2015	2016	2017	2018	2019	2020	2021
	25%	21%	23%	19%	19%	23%	20%
Alcohol Related Fatality Rate	2015	2016	2017	2018	2019	2020	2021
(per 100 million VMT)	0.39	0.35	0.38	0.28	0.27	0.40	0.30

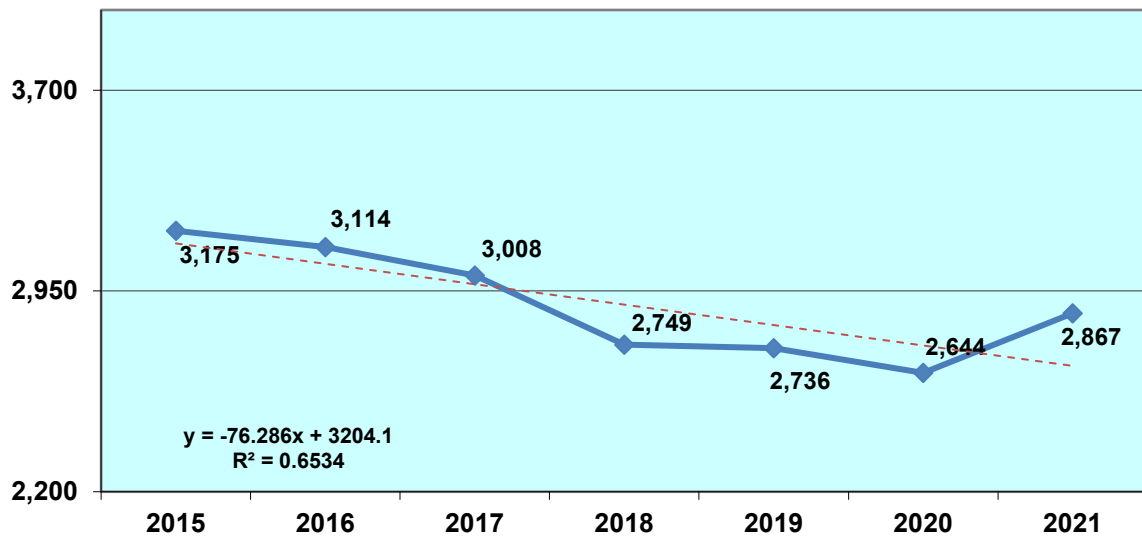
Speeding-related crashes	2015	2016	2017	2018	2019	2020	2021
	6,746	6,707	6,095	6,260	5,285	4,973	5,008
Speeding-related Fatalities	2015	2016	2017	2018	2019	2020	2021
	140	138	138	111	114	162	160
Percent of Front Seat Occupants Using Safety Belts	2015	2016	2017	2018	2019	2020*	2021
	86.7%	86.5%	86.8%	89.9%	89.7%	89.7%	89.8%
Number of Motor Vehicle Crashes	2015	2016	2017	2018	2019	2020	2021
	136,338	140,547	136,979	134,285	132,374	100,787	109,291
Motorcycle-involved Crashes	2015	2016	2017	2018	2019	2020	2021
	1,727	1,785	1,624	1,464	1,427	1,373	1,491
Motorcycle-Involved Fatal Crashes	2015	2016	2017	2018	2019	2020	2021
	90	110	86	91	82	82	93
Motorcyclist Fatalities	2015	2016	2017	2018	2019	2020	2021
	91	111	90	95	86	85	99
Unhelmeted Motorcyclist Fatalities	2015	2016	2017	2018	2019	2020	2021
	61	76	59	60	62	44	70
Drivers Age < 21 Involved in Fatal Crashes	2015	2016	2017	2018	2019	2020	2021
	89	93	97	80	68	88	82
Pedestrian Fatalities	2015	2016	2017	2018	2019	2020	2021
	67	81	83	73	80	92	75
Bicycle Fatalities	2015	2016	2017	2018	2019	2020	2021
	7	9	7	10	5	4	9

* Calendar Year 2020 observational seat belt usage survey was not conducted. 2019 value used.

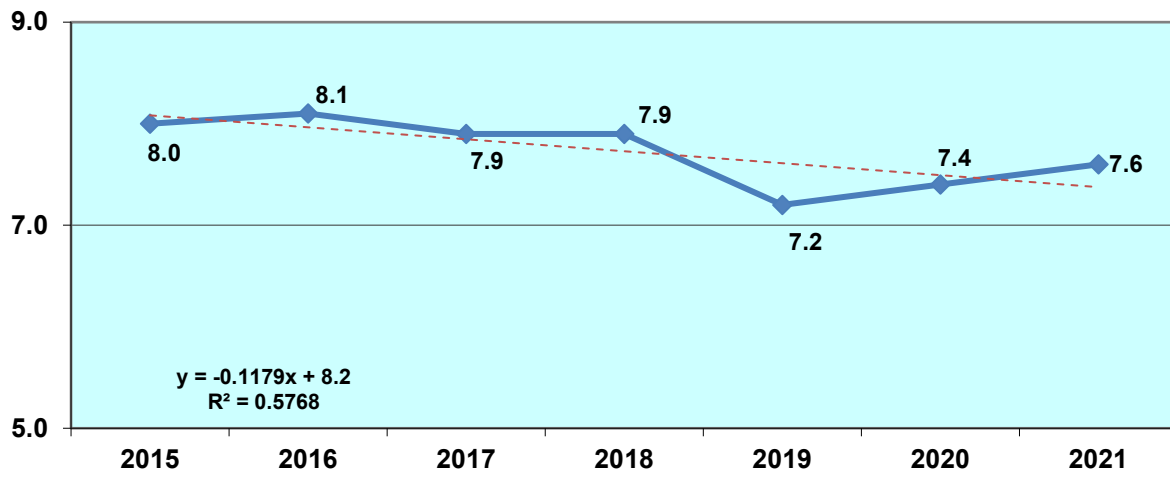
Number of Fatalities 2015-2021



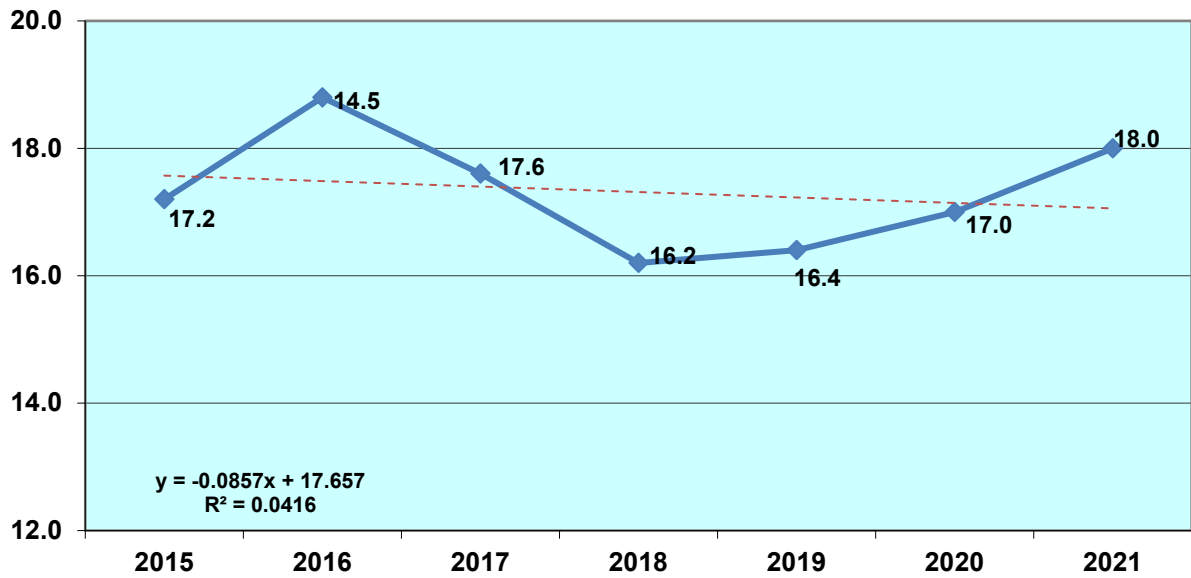
Number of Serious Injuries 2015-2021



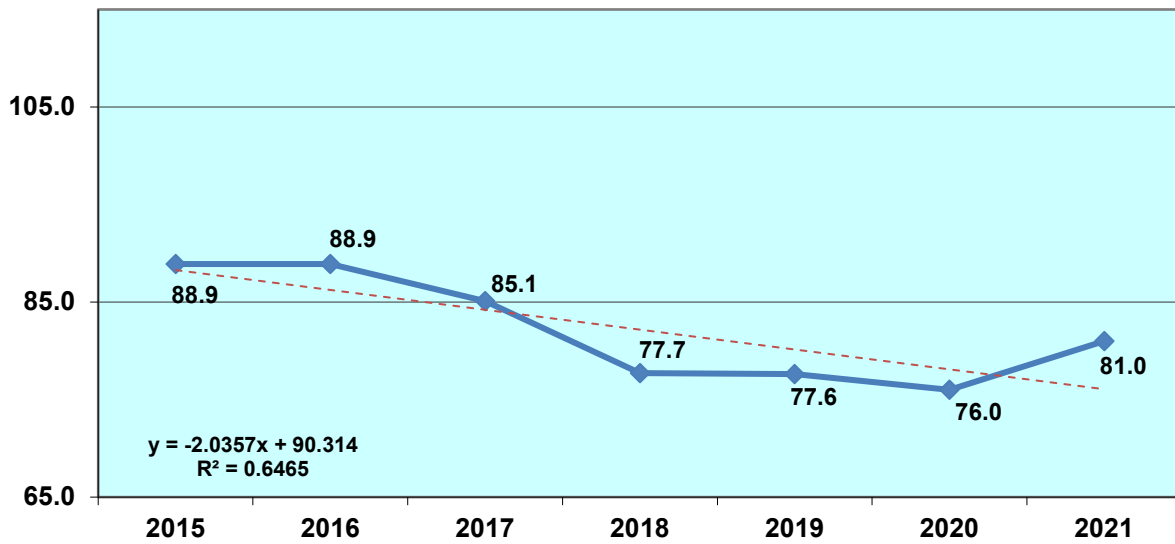
Fatality & Serious Injury Rate Per 100 Million Vehicle Miles Traveled 2015-2021



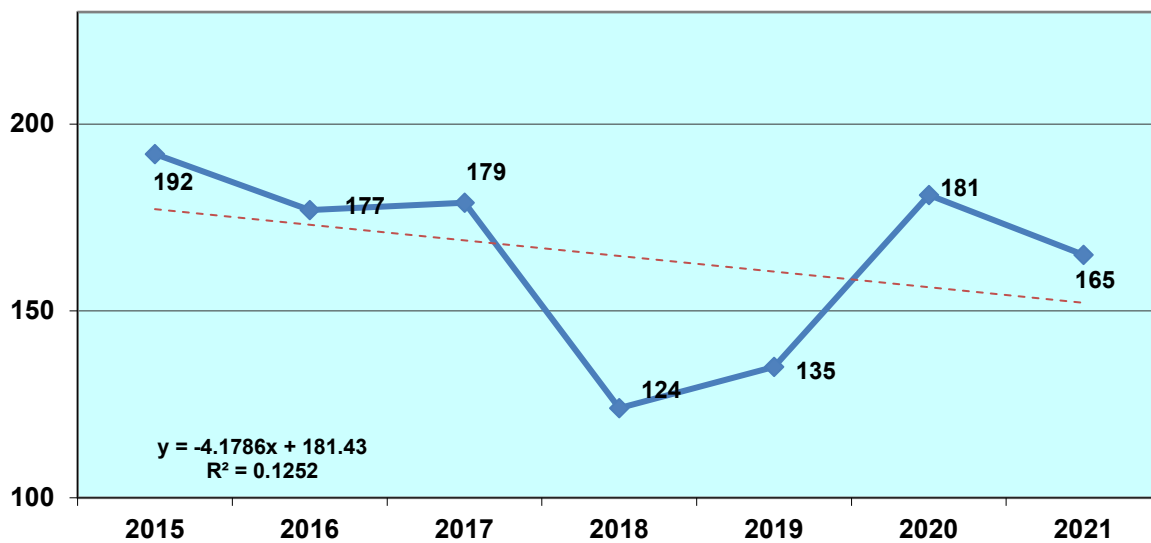
Fatality Rate per 100K Population 2015-2021



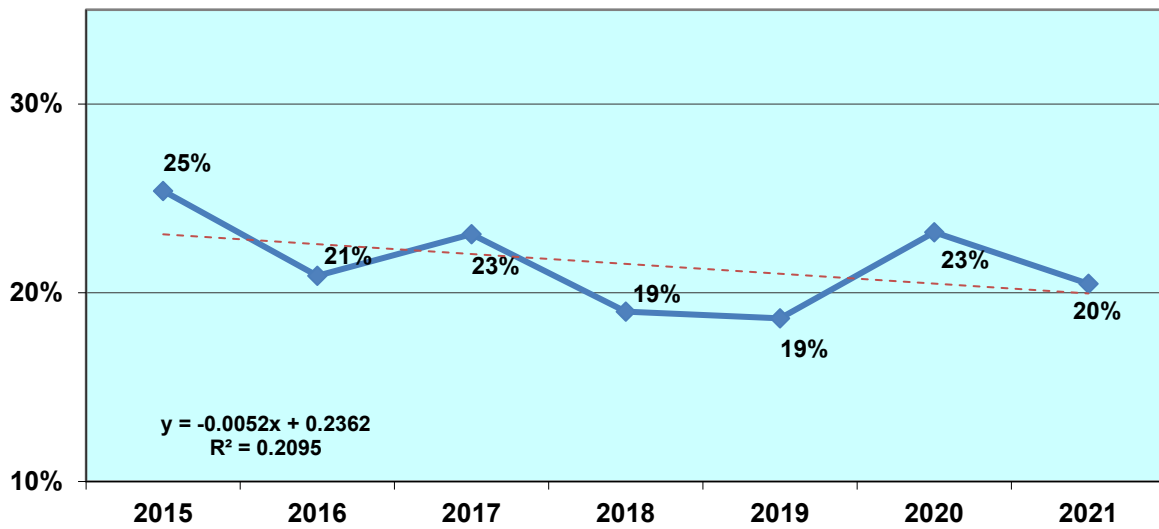
Fatal & Serious Injury Rate per 100K Population 2015-2021



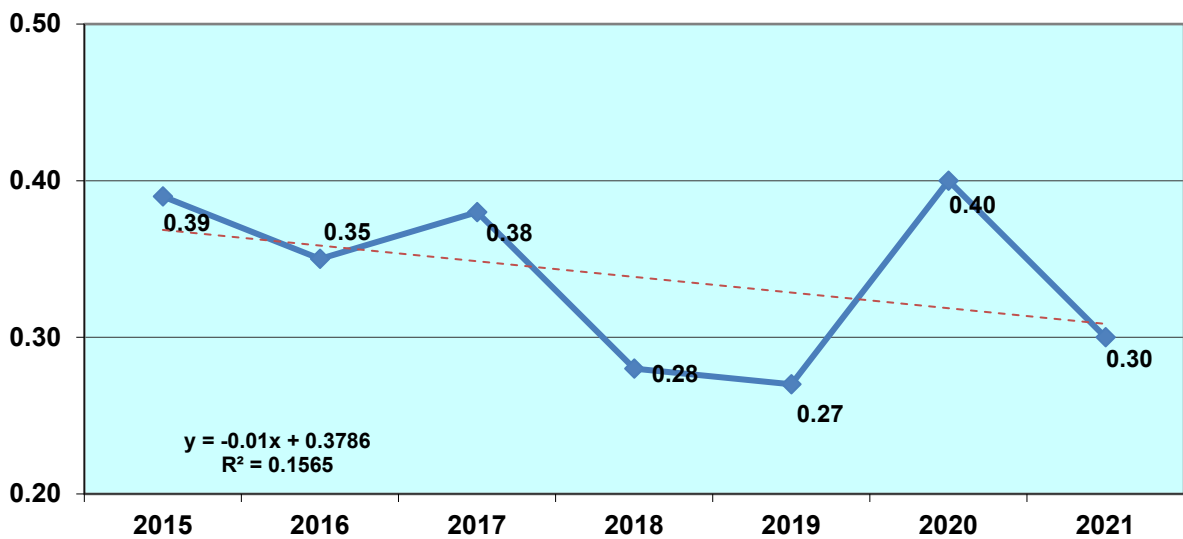
Alcohol-Related Fatalities 2015-2021



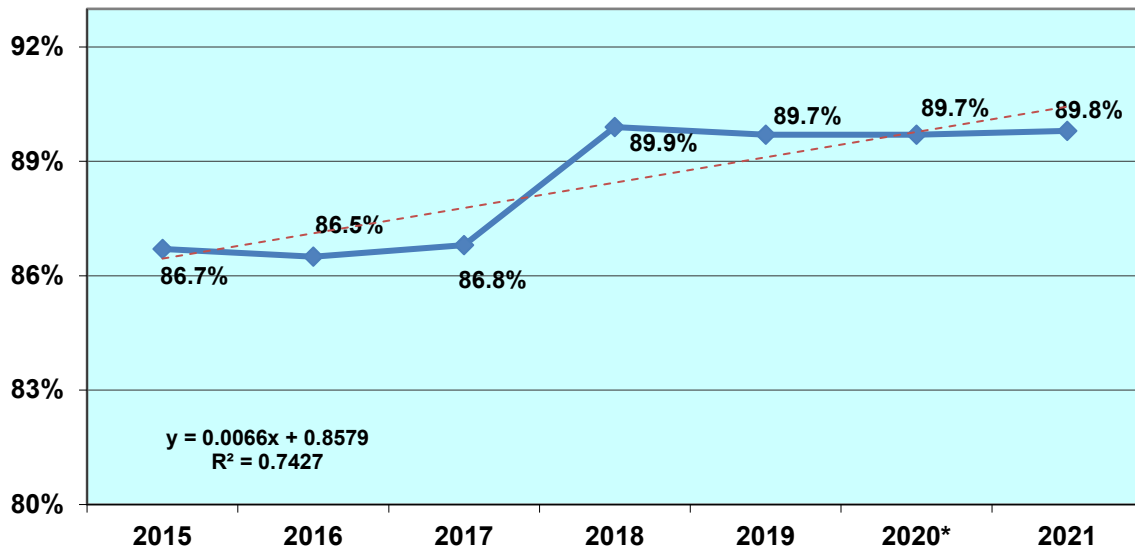
Percent of all Fatalities that are Alcohol-Related 2015-2021



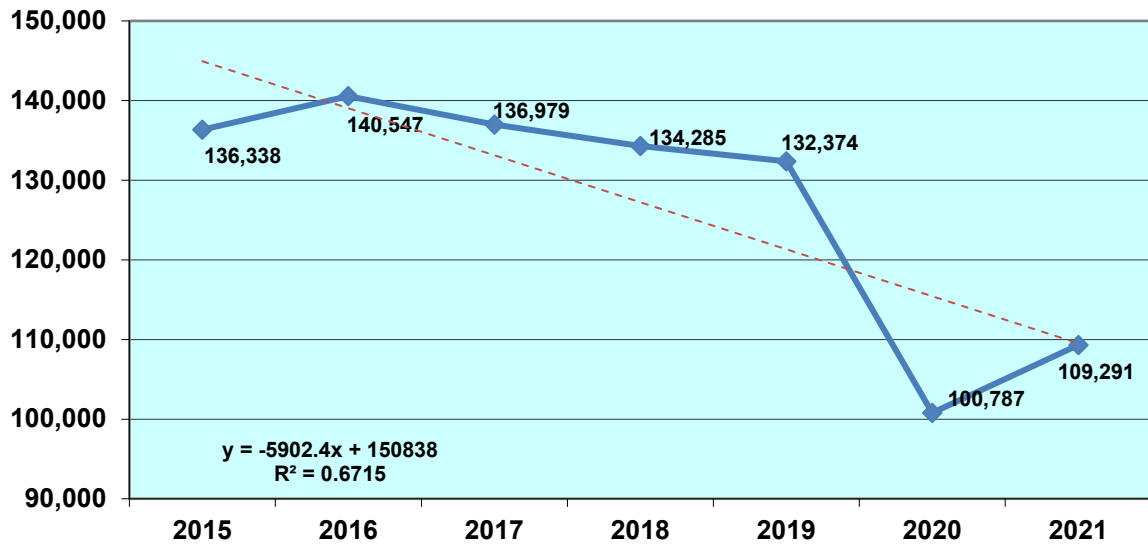
Alcohol-Related Fatality Rate per 100 Million Vehicle Miles Traveled 2015-2021

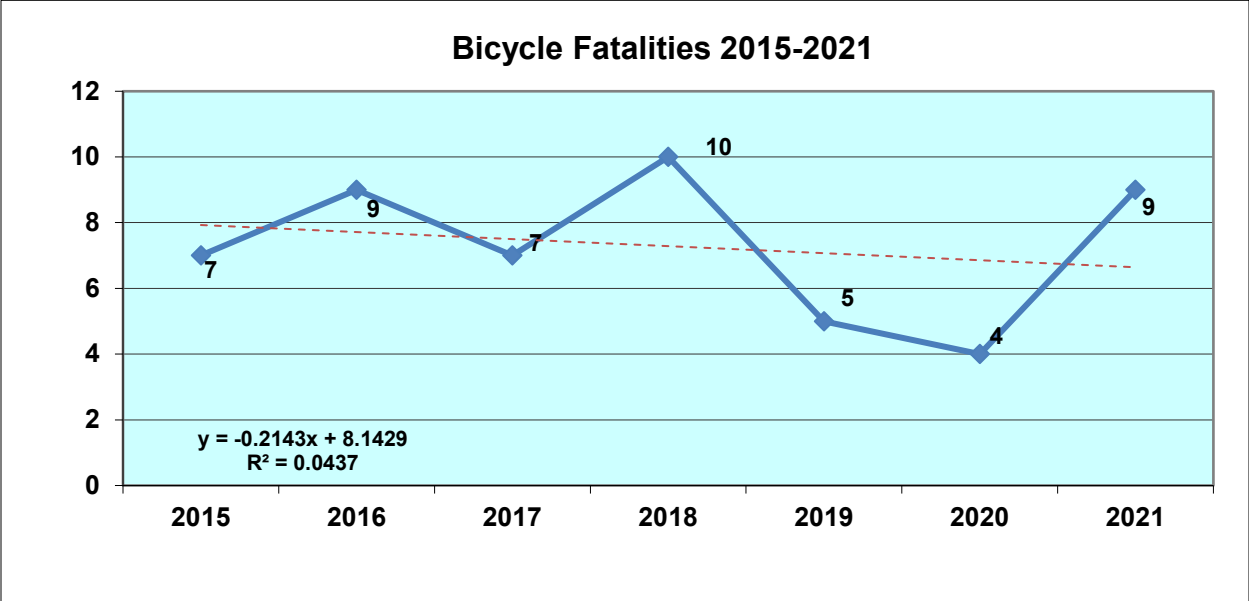
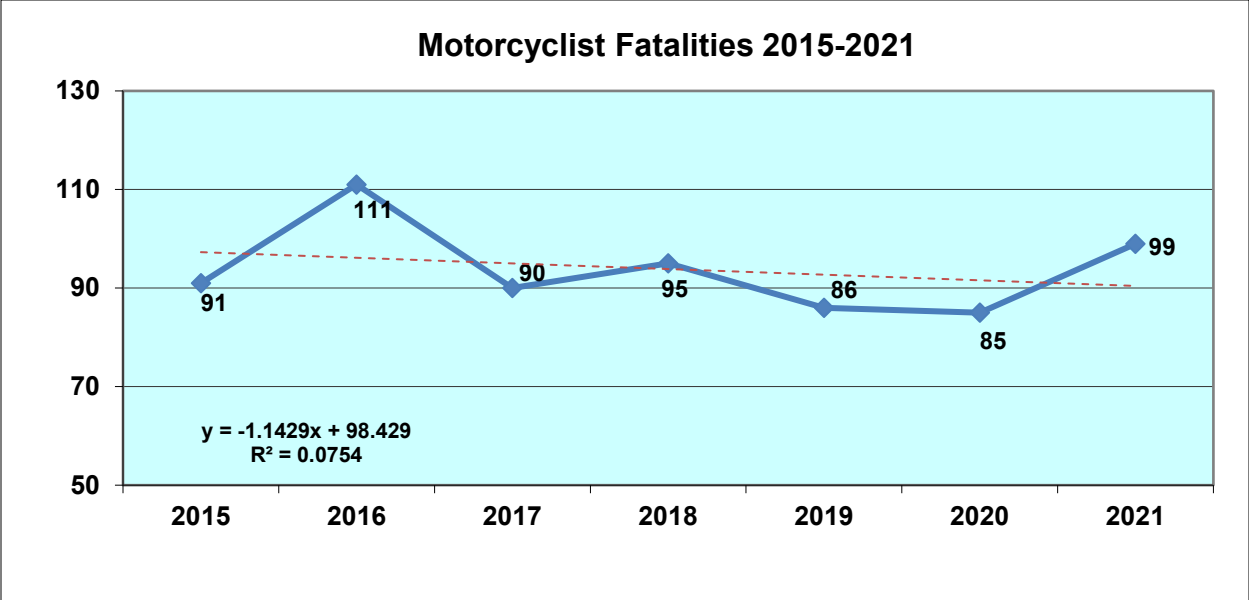


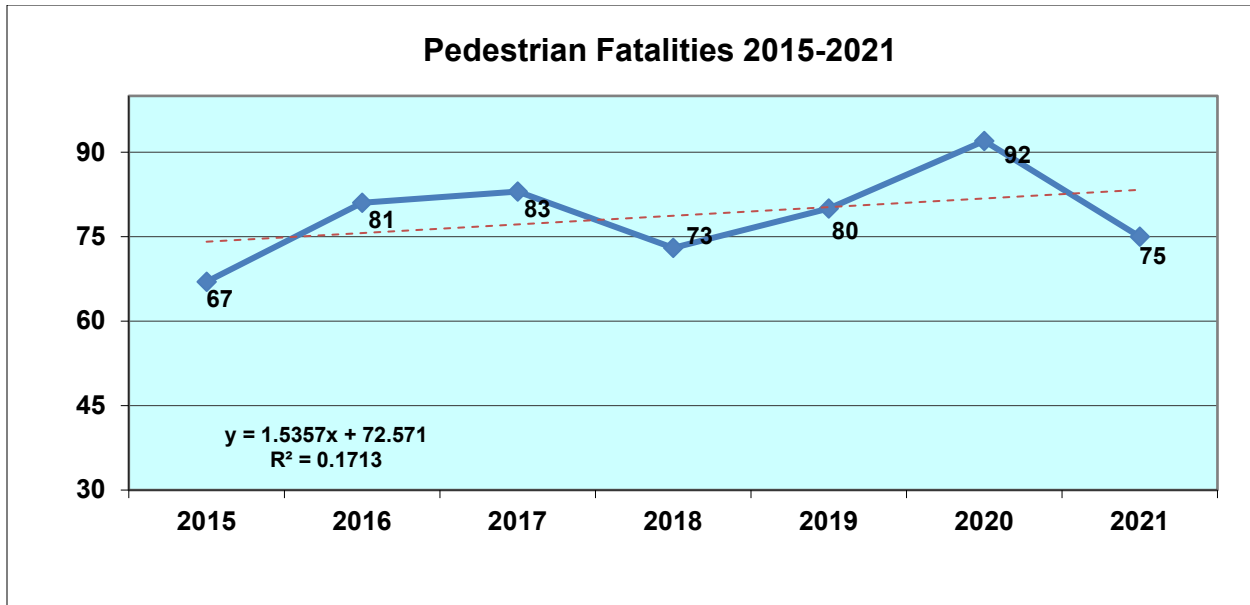
Percent of Front Seat Occupants Using Safety Belts 2015-2021



Motor Vehicle Crashes 2015-2021







Note: Dashed red line indicates a trend.

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

C. Fiscal Year 2022 Performance Goal Statements/Status

Core Outcome Measures

1. **Fatalities:** To decrease fatalities by 2.3% from the 2016-2020 calendar base year average of 770 to 752 for the 2018-2022 calendar year average.

Status: Based on the 2017-2021 average, there were 765 fatalities. This represents a 0.7% decrease from the 2016-2020 calendar base year average.

2022* - Using data through December 1, 2022, along with the complete calendar years of 2018-2021, the 5-year average is 740.

2. **Serious Injuries:** To decrease serious traffic injuries by 10.2% from the 2016-2020 calendar base year average of 2,860 to 2,568 for the 2018-2022 calendar year average.

Status: Based on the 2017-2021 average, there were 2,801 serious traffic injuries. This represents a decrease of 1.7% from the 2016-2020 calendar base year average.

2022* - Using data through December 1, 2022, along with the complete calendar years of 2018-2021, the 5-year average is 2,704.

3. **Fatalities/VMT Ratio:** To decrease fatalities/100M VMT by 2.5% from the 2016-2020 calendar base year average rate of 1.579 to 1.535 for the 2018-2022 calendar year average.

Status: Based on the 2017-2021 average, the fatalities/100M VMT rate was 1.566. This represents a 0.9% decrease from the 2016-2020 base year average.

2022* - Using data through December 1, 2022, along with the complete calendar years of 2018-2021, the 5-year average is 1.546.

4. **Unrestrained OP Fatalities:** To maintain unrestrained passenger vehicle occupant fatalities in all seating positions from the 2016-2020 calendar base year average of 298 to 298 for the 2018-2022 calendar year average.

Status: Based on the 2017-2021 average, there were 292 unrestrained passenger vehicle occupant fatalities in all seating positions. This represents a decrease of 2.2% from the 2016-2020 calendar base year average.

2022* - Using data through December 1, 2022, along with the complete calendar years of 2018-2021, the 5-year average is 285.

5. **DUI Fatalities:** To decrease alcohol-impaired driving fatalities by 4.5% from the 2016- 2020 calendar base year average of 154 to 147 for the 2018-2022 calendar year average.

Status: Based on the 2017-2021 average, there were 157 alcohol-impaired driving fatalities. This represents a decrease of 1.5% from the 2016-2020 calendar base year average.

2022* - Using data through December 1, 2022, along with the complete calendar years of 2018-2021, the 5-year average is 141.

6. **Speeding Fatalities:** To decrease speeding-related fatalities by 4% from the 2016- 2020 calendar base year average of 126 to 121 for the 2018-2022 calendar year average.

Status: Based on the 2017-2021 average, there were 137 speeding-related fatalities. This represents an increase of 3.3% from the 2016-2020 calendar base year average.

2022* - Using data through December 1, 2022, along with the complete calendar years of 2018-2021, the 5-year average is 132.

7. **Motorcycle Fatalities:** To decrease motorcyclist fatalities by 1% from the 2016-2020 calendar base year average of 95 to 94 for the 2018-2022 calendar year average.

Status: Based on the 2017-2021 average, there were 91 motorcyclist fatalities. This represents a decrease of 2.6% from the 2016-2020 calendar base year average.

2022* - Using data through December 1, 2022, along with the complete calendar years of 2018-2021, the 5-year average is 91.

8. **Unhelmeted Motorcycle Fatalities:** To decrease un-helmeted motorcyclist fatalities by 1.6% from the 2016-2020 calendar base year average of 62 to 61 for the 2018-2022 calendar year average.

Status: Based on the 2017-2021 average, there were 59 un-helmeted motorcyclist fatalities. This represents a decrease of 2.0% from the 2016-2020 calendar base year average.

2022* - Using data through December 1, 2022, along with the complete calendar years of 2018-2021, the 5-year average is 59.

9. **Young Driver Fatalities:** To decrease the number of drivers age 20 or younger involved in fatal crashes by 1% from the 2016-2020 calendar base year average of 84 to 83 for the 2018-2022 calendar year average.

Status: Based on the 2017-2021 average, there were 83 drivers aged 20 or younger involved in fatal crashes. This represents a 2.6% decrease from the 2016-2020 calendar base year average.

2022* - Using data through December 1, 2022, along with the complete calendar years of 2018-2021, the 5-year average is 79.

10. **Pedestrian Fatalities:** To maintain pedestrian fatalities to be the same as the 2016-2020 calendar base year average of 80 to 80 also for the 2018-2022 calendar years average

Status: Based on the 2017-2021 average, there were 81 pedestrian fatalities. This represents a decrease of 1.5% from the 2016-2020 calendar base year.

2022* - Using data through December 1, 2022, along with the complete calendar years of 2018-2021, the 5-year average is 80.

11. **Bicycle Fatalities:** To decrease bicycle fatalities by 14% from the 2016-2020 calendar base year average of 7 to 6 for the 2018-2022 calendar year average.

Status: Based on the 2017-2021 average, there were 7 bicycle fatalities. This represents a decrease of 7.9% from the 2016-2020 calendar base year average.

2022* - Using data through December 1, 2022, along with the complete calendar years of 2018-2021, the 5-year average is 8.

Core Behavior Measures

1. To increase the seatbelt usage rate by 1.3% from the 2019/2020 average of 89.7 percent usage to 91.0 percent for 2022.

Status: The 2022 survey was conducted in the Spring/Summer of 2022 and resulted in a rate of 86.7%. This represented a decrease from the 2019/2020 baseline.






Assessment of Results in Achieving Performance Targets for FY22 and FY21

Performance Measure	FY 22						FY 21				
	Target Period	Target Years	Target Value FY22 HSP	Data Source	Status	On Track to Meet FY22 Target	Target Value FY21 HSP	Target Years	Data Source	Result	Met FY21 Target
C-1) Number of Fatalities	5Years	2018-2022	752	2018-2020 FARS / 2021-2022 State*	740	Y	720	2017-2021	2017-2020 FARS / 2021 State	765	N
C-2) Number of Serious Injuries	5Years	2018-2022	2,568	2018-2021 State / 2022 State*	2,704	N	2,590	2017-2021	2016-2021 State	2,801	N
C-3) Fatality Rate (Per 100 million VMT)	5Years	2018-2022	1.54	2018-2020 FARS / 2021-2022 State*	1.55	In Progress	1.50	2017-2021	2017-2020 FARS / 2021 State	1.57	N
C-4) Number of Unrestrained Fatalities (All seating positions)	5Years	2018-2022	298	2018-2020 FARS / 2021-2022 State*	285	In Progress	298	2017-2021	2017-2020 FARS / 2021 State	292	Y
C-5) Number of Alcohol-Related Fatalities (operator with .08+ BAC)	5Years	2018-2022	147	2018-2020 FARS / 2021-2022 State*	141	In Progress	160	2017-2021	2017-2020 FARS / 2021 State	157	Y
C-6) Speeding-related fatalities	5Years	2018-2022	121	2018-2020 FARS / 2021-2022 State*	132	N	125	2017-2021	2017-2020 FARS / 2021 State	137	N
C-7) Motorcyclist Fatalities	5Years	2018-2022	94	2018-2020 FARS / 2021-2022 State*	91	In Progress	94	2017-2021	2017-2020 FARS / 2021 State	91	Y
C-8) Un-helmeted Motorcyclist Fatalities	5Years	2018-2022	61	2018-2020 FARS / 2021-2022 State*	59	In Progress	63	2017-2021	2017-2020 FARS / 2021 State	59	Y
C-9) Drivers Age < 21 Involved in Fatal Crashes	5Years	2018-2022	83	2018-2020 FARS / 2021-2022 State*	75	In Progress	83	2017-2021	2017-2020 FARS / 2021 State	83	Y
C-10) Pedestrian Fatalities	5Years	2018-2022	80	2018-2020 FARS / 2021-2022 State*	80	In Progress	74	2017-2021	2017-2020 FARS / 2021 State	81	N
C-11) Bicycle Fatalities	5Years	2018-2022	6	2018-2020 FARS / 2021-2022 State*	8	N	7	2017-2021	2017-2020 FARS / 2021 State	7	Y
B-1) Percent of Front Seat Occupants Using Safety Belts	Annual	2021	91.0	2022 State Survey	86.7	N	91.0	2021	2021 State Survey	89.8	N

* State data values through 12/01/2022

Performance Measures Response

Problem identification and strategic planning for highway safety is a team approach that includes staff within the Kentucky Office of Highway Safety as well as all stakeholders who are actively involved within the Governor's Executive Committee on Highway Safety. This committee was established in 2004 to address the epidemic of highway fatalities and injuries occurring on Kentucky's roadways. The committee is an executive-level, multi-agency group of highway safety advocates from varying backgrounds who serve with "one voice" regarding Kentucky's highway safety opportunities. The committee also coordinates the development and implementation of Kentucky's SHSP and collaborated on the development of the 2020 – 2024 plan. This plan will build on the success by establishing measurable goals and evaluating them consistently and comprehensively. This plan will facilitate preventing future serious injuries and deaths and will serve as an umbrella guide to increase coordination, communication, and cooperation among federal, state, and local agencies, non-profit organizations, and other highway safety advocates. Kentucky has selected six major emphasis areas, identified in the chart below.

Kentucky has selected six Emphasis Areas for the 2020-2024 SHSP:	
 Aggressive Driving <i>Driving behavior characterized by speeding, disregarding traffic control, following too closely, weaving in traffic, failure to yield the right of way, or improper passing.</i>	<p>Focus and opportunity guided the selection of the current emphasis areas. To identify and select these areas, data were collected from several sources. First, crash data was used to identify candidate areas by frequency. Next, national sources for effective countermeasures were consulted. Those emphasis areas with more effective countermeasures were given more weight in the selection process. Also considered in the selection process was the likely underrepresentation of crash factors in some areas (drug use and distracted driving). Next, a focus group of Kentucky safety stakeholders was convened to identify strategies in each of four highly ranked emphasis areas. Two additional highly rated emphasis areas were selected as they already have recently developed strategic action plans. One additional area (vulnerable road users) was selected due to the likelihood of future growth in crashes due to demographic and technology change.</p>
 Distracted Driving <i>Driving behavior characterized by cell phone usage, distraction, or inattention.</i>	
 Impaired Driving <i>Driving while under the influence of alcohol or drugs.</i>	
 Occupant Protection <i>Failure to use seat belt or child restraint while driving or riding in a vehicle.</i>	
 Roadway Departure <i>A crash type that results from a vehicle leaving its lane to the left or right.</i>	
 Vulnerable Road Users <i>Crashes involving pedestrians, bicycles, motorcycles, electric scooters, or other vehicles besides cars and trucks.</i>	

The emphasis areas highlighted in the chart above are supported by strategies and activities within the Highway Safety Performance Plan (HSPP). Strategies within the HSP related to enforcement, education and public awareness support the SHSP. Establishing and actively participating on taskforces associated with these areas will help all stakeholders identify opportunities and better plan for the future. In conjunction with the HSP, these documents and taskforces will help us meet the performance targets and achieve the goal of preventing crashes and deaths on Kentucky's roadways.

Accomplishments

Following are highlights of accomplishments made in highway safety using NHTSA funding during Federal Fiscal Year 2022.

- Provided federal funding for 150 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 16 law enforcement agencies for heightened enforcement specifically during the 2022 “Drive Sober or Get Pulled Over” mobilization.
- Provided federal funding for 40 non-law enforcement projects/programs for educational programs and training targeted to prevent 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.
- KOHS launched their new electronic grants system, IGX, this grant year. Conducted regional trainings to explain how the system works and provided one on one training if needed.
- KOHS Education Branch was able to get back in the school systems this year to provide educational events that focused on vulnerable road users, distracted driving, impaired driving, and occupant protection emphasis areas.
- Coordinated enforcement mobilizations, emphasizing the major program priorities of occupant protection and impaired driving.
- Continued funding for the Local Heroes campaign to promote seatbelt usage in the following counties: Boyle, Lincoln, Pulaski, Casey, Marion, Anderson, Washington, and Jefferson
- Continued funding for two state Traffic Safety Resource Prosecutors (TSRPs), who provide training and technical assistance to both law enforcement and prosecutors.
- Continued funding for a Judicial Outreach Liaison (JOL) to reach out to Judges to educate the judicial community about topics and challenges related to highway safety.
- KOHS received additional grant funding for Teen Driver Education and Distracted Driving efforts from the Governor’s Highway Safety Association (GHSA)/Ford Driving Skills for Life.
- KOHS was selected to participate in the High-Five Rural Traffic Safety Project in Bourbon, Madison, Perry, Knott, and Grayson. This is a data driven, multi-agency effort to increase seatbelt use and prevent serious injury and fatal crashes on Kentucky’s rural roadways using education, engineering, and enforcement.
- KOHS Education Branch planned and conducted highway safety programs during FY2022. The 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.
- KOHS participated in both Pedestrian/Bicycle Safety Assessment and Traffic Records

Assessment this grant year.

- Utilized Law Enforcement Liaisons to hold 15 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 public through the Kentucky Office of Highway Safety website.

D. Legislative Engagement

During the 2022 Kentucky General Assembly regular session, the Kentucky General Assembly considered several pieces of legislation related to highway safety, including a “hands-free” bill intended to keep drivers from being distracted behind the wheel by using a hand-held personal communication device. While this bill was not passed, throughout the year a stakeholder group with representation from both public and private stakeholders worked to provide information during the legislative interim to the members of varying committees, including the Interim Joint Committee on Transportation. A bill request (23 RS BR 22) has been already drafted for this topic to be considered by the 2023 General Assembly.

Another topic being considered during the 2022 regular session related to highway safety is the automated enforcement of traffic laws in highway work zones. While not passed, there have been productive conversations during the interim about this topic and a presentation by the sponsor to the Interim Joint Committee on Transportation. While a bill has not yet been pre-filed for consideration during the 2023 regular session of the General Assembly, the KOHS expects a bill to be filed and discussed for advancement during this upcoming session.

E. Program Management

The Kentucky Office of Highway Safety conducts mandatory training for all new grantees at the beginning of each fiscal year, prior to the start of the grant. These trainings offer an excellent opportunity for local-level project directors and their coworkers to learn about highway safety, upcoming program expectations, and how each grant relates to their specified program area (such as occupant protection, impaired driving, or police traffic services). Participants discuss goals and objectives with their assigned KOHS Program Manager, Law Enforcement Liaison (LEL) if applicable, and a representative of the KOHS Financial 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, engage in open dialogue, and to view the process as an opportunity to building stronger, more meaningful partnerships.

KOHS conducted trainings for all new 2022 grantees and new project directors both in person and virtually, for Police Departments and Sheriff Offices throughout the state. Additional trainings were held on an individual basis for half year grants or changes in leadership. Topics included a review of grant contracts and conditions, program planning, completion of monthly and yearly reporting forms, financial forms, audit requirements, monitoring process, enforcement mobilization dates with participation requirements and procedures, targeted enforcement mapping, and an overview of the Kentucky Office of Highway Safety website and data resources.

F. Impaired Driving Countermeasures Program

(Alcohol countermeasures grants for FY2022 were funded with Section 405d FAST Act and 402 FAST Act funds.)

Grants to Law Enforcement

There were 18 local law enforcement agencies in addition to the Kentucky State Police, which has statewide jurisdiction. These agencies worked a combined total of 7,361.5 additional enforcement hours, resulting in 455 DUI arrests, 1015 other arrests, 5047 speeding citations, 2,601 seat belt citations, 103 child restraint citations, and 16,385 other citations during the grant year. In addition, these grantees worked at 79 traffic safety checkpoints, resulting in 8 DUI arrests, 16 other arrests, 0 speeding citations, 2 seat belt citations, 1 child restraint citation, and 52 other citations.



Impaired Driving Enforcement Mobilization

Kentucky coordinated two major mobilizations focused on impaired driving in FY2022. These were done in conjunction with the national “Drive Sober or Get Pulled Over” mobilization, which was active from December 17, 2021, through January 1, 2022, and August 19, 2022 through September 5, 2022.

A total of 73 law enforcement agencies participated in the August mobilization and reported their enforcement data to the Office of Highway Safety. A total of 129 traffic safety checkpoints with 489.5 hours were conducted during this 18-day period. Between checkpoints and patrol enforcement the mobilization resulted in the following arrests/citations:

Total Agency Hours:	84,428	Safety Belts:	3044
OT Hours:	4,069	Child Restraints:	155
Nighttime Hours:	31,426.75	No Insurance:	2,272
Distracted/Cell Phone	59	Reckless Driving:	512
Suspended Licenses:	1,778	Other Traffic Violations:	9,644
Speeding:	8,068	DUI Arrests:	684

Grants for Non-Law Enforcement Activities

Traffic Safety Resource Prosecutors (TSRPs)

Kentucky's TSRP program has been functioning quite well for more than a decade. The TSRP grant has been positioned at the Unified Prosecutorial System (UPS) to allow for a more coordinated effort with the prosecutor training being conducted by the UPS training staff. Jenny True Reed serves as this TSRP and her extensive experience, knowledge of the law, and deep connection with the prosecutorial community make her an invaluable asset to this program.

The program had two TSRPs through June of 2021, but a vacancy was created when the Kentucky State Police-based TSRP left the position. That position remained open for the remainder of the fiscal year. For the current 2022 grant cycle, the second TSRP position has been placed at the Unified Prosecutorial System and has been scaled back to a quarter-time position.

During the FY2022 grant cycle, the TSRPs accomplished the following:

- **CDL Advisory Board**
 - Attended CDL conference and regularly attended meetings with a focus on CDL training and facilitating CDL district court pilot project.
 - Traveled to Elizabethtown and attended court. Met with Hardin County Atty and First Assistant who agreed to pilot the project in Hardin District Court – June 13, 2022.
 - Worked with stakeholders to accomplish adding a “CDL stamp” in KYOPS for improved CDL violation enforcement.
- **E- Search Warrants:**
 - Worked on search warrant issues for evidentiary testing (blood draws). Met with Harrison County Attorney on the e-search warrant pilot project. Arranged and facilitated meetings with AOC, KSP, Judicial Liaison, DRE coordinators, and other stakeholders discussing the creation of E-search warrants. Drafted sample search warrant templates made available to prosecutors and police. Sent prosecutors and law enforcement

agencies information about grants providing money for technology to expedite the search warrant process for blood draws.

- **Responding to requests for technical assistance from police and prosecutors in Kentucky:**

- Attended meeting in Williamsburg, Ky at request from police chief to discuss DUI issues with police and local prosecutors - June 15, 2022.
- Regularly respond to e-mails from law enforcement across the state and facilitate communications with local prosecutors.

- **Lethal Weapon Conference:**

- Organized and hosted Lethal Weapon Training. This crash reconstruction training was provided to Kentucky and Tennessee law enforcement and prosecutors. There were 61 attendees, 29 from Tennessee, and a total of 35 from Ky, 18 law enforcement, 14 prosecutors, and 1 elected prosecutor. The training consistently received high marks. The participants gave scores of 7's and the lowest was a 5. Several commented that it was the best training in years. The training consisted of lectures from Professor John Kwasnoski, renowned reconstruction expert, Dr. Greg Davis from the University of Kentucky (a forensic toxicologist), Brandon Standifer (KSP lab toxicology supervisor), and the KSP Reconstruction team. The participants also witnessed a staged pedestrian strike created by KSP at the Kentucky Horse Park. Attendees also were treated to a tour of the Kentucky Horse Park Mounted Police Barn and were allowed to meet and greet officers and horses during the tour.

- **Listserv and Brief Portal:**

- A listserv for Ky DUI prosecutors was created and advertised to all Kentucky Prosecutors. This listserv allows for the exchange of ideas and resources among prosecutors throughout the state. The listserv platform also allows for the creation of a brief bank portal. TSRPS and members of the listserv may upload or download documents when needed. Several responses and jury instructions have been uploaded to the site.

- **Opportunities for CLE credit:**

- TSRPS have obtained continuing legal education credits for several out-of-state webinars related to impaired driving issues. At least ten prosecutors watched the first two webinars and received credit. We hope to expand this program soon.

- **Kentucky Prosecutors' Conference:**

- In August, the Kentucky Prosecutor's Advisory Council held the annual Ky Prosecutors' Conference. One of the County Attorney tracks was the responsibility of the TSRPs. We facilitated transportation to the conference for the 3 out-of-state speakers, introduced all of the presenters, communicated with the AV staff, and gave an hour-long presentation on current issues in impaired driving cases. Speakers from Louisiana, Colorado and

Idaho spoke on topics such as effective direct examination in DUI cases, prosecuting cannabis-impaired drivers, and combatting common challenges to DUI charges. The TSRPs presented current topics in Dui prosecution which included expedited search warrants, implied consent, and CDL issues. The presentation was well-received by those in attendance. The audience participated throughout the talk and continued to ask questions after we concluded. The conference gave us the opportunity to speak one on one with several prosecutors regarding issues in their impaired driving cases and offer advice and resources to them.

- **Cops in Court:**

- In September, the TSRPS presented a Cops in Court training in Cynthiana per the request of the Assistant Harrison County Attorney. The class consisted of 4 local officers and one KSP Trooper. The Assistant Harrison County and an Assistant Commonwealth Attorney for the judicial circuit also participated. The training was extremely successful. The small class size allowed for individual attention, plus, having the local prosecutors present allowed the focus to be on issues seen in court. One of the students brought a case scheduled for a hearing on Monday to use during the Moot Court portion of the class. This proved to be extremely successful and something that will be suggested when we hold this training in the future.
- Cops in Court was also presented to recruits at the Bowling Green Basic Training Academy in July. Part of the day was focused on teaching students about thorough report writing and strategies for successful direct and cross-examination testimony. The class ended with a moot court session where students took the stand and testified on direct and cross about reports they had written based upon 4 video scenarios.

- **ARIDE (Advanced Roadside Impaired Driving Enforcement) for Prosecutors/Courtroom Success:**

- The Kentucky and Ohio TSRPs jointly presented this training. The first half day was an overview of the 7 drug categories, SFSTs, and the DRE program for prosecutors from both states. Approximately 25 prosecutors took part and gave the training excellent reviews. The second and third days were presented by Professor John Kwasnoski. The professor presented to approximately 50 prosecutors and DRES from both states. His topics covered witness credibility, being prepared for cross-examination as an expert, and other pertinent topics related to testifying as an expert witness. On the final day, the officers paired up with the prosecutors for direct examination in a DRE drugged driving case. The DREs were then cross-examined by a lawyer/DRE from Ohio. The training received excellent reviews. The Ky TSRP program plans to bring Professor Kwasnoski back to Kentucky next year to present the Courtroom Success training to reconstruction investigators.

- **Implied Consent Warning:**

- The TSRPS worked with the Kentucky County Attorneys Association, the Kentucky State Police, and the Kentucky Department of Criminal Justice Training to develop and disseminate an accurate version of the implied consent warning to be read to arrestees in DUI cases. This coincided with the Kentucky Legislature's enactment of House Bill 154 which changed the law and now permitted law enforcement to seek a search warrant for a blood draw in any DUI case. Now, officers were able to comply with the ruling in McCarthy by seeking a search warrant when a suspect refused a blood draw or even a request for breath or urine samples. Immediately, the TSRPS began sharing this information with law enforcement agencies and prosecutors through emails, ARIDE trainings, TSRP Update videos, and creating a blood-draw search warrant affidavit templates for officers to use to expedite the process. The TSRPs continue to share this information with prosecutors and officers and seek ways to speed up the search warrant process. Recently, information related to a grant for technology to be used in the process has been shared with agencies.
- Although House Bill 154 provided an additional weapon in the fight against impaired driving, it did not solve all the challenges resulting from McCarthy. It is not unusual for an arrestee to refuse to submit to a blood draw search warrant. Some agencies are charging obstruction while others are charging contempt. Kentucky needs a specific criminal charge to address this problem. Furthermore, Kentucky needs to amend the implied consent statute to comply with the McCarthy ruling. The TSRPs are working with the Kentucky County Attorneys Association to draft proposed legislation to address these topics next legislative session.

Drug Evaluation and Classification Program FY2022

This is the fifth year that the Kentucky Association of Chiefs of Police (KACP) has had the 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 funds. FY2022 project activities:

- Continued to have meetings with the Department of Criminal Justice Training, Kentucky State Police Academy, Louisville and Lexington Police Academy's, DUI Section Instructors to discuss and design a strategic plan to better train Kentucky Officers in DUI enforcement. Focused especially on the need for legislators to update KY Implied Consent Warning.
- Conducted a Standard Field Sobriety Test (SFST) Instructor course for the Department of Criminal Justice Training Center, Kentucky State Police Academy, Louisville, and Lexington Police Academy for all their SFST Instructors. Brought in guest instructors from Ohio State Highway Patrol and Columbus Ohio PD.
- Conducted in cooperation with Kentucky TSRP's "Prosecuting the Drug Driver" course, which was held over 3 days in Lexington, KY. There were several DREs present who attended and instructed.
- Held the 2022 DRE School with 14 Officers/Deputies/Troopers attendees (three KSP, two Lexington PD, Madison Co SO, London PD, Paris PD, Elsmere PD, Hazard PD, Versailles PD, Georgetown PD, Louisville PD, Russellville PD). Brought in guest instructors from Ohio State Highway Patrol, Columbus Ohio PD, and Dublin PD. This included attending filed certification in Jacksonville, FL.
- Presented in two New Chiefs & Sheriff's courses and a Leadership Course for the Department of Criminal Justice Training Center. Discussed highway safety initiatives and an overview of the DECP.
- Presented in two Department of Criminal Justice Training Center Police Executive Command Courses. Instructed on the DRE 12 step evaluation process and gave an overview of the DECP.
- Attended the 2022 Kentucky Association of Chiefs Police annual conference in Somerset, KY. Also attended several KACP regional meetings throughout the year discussing the DECP activity and courses.
- Maintained the DRE tablet system through Institute for Traffic Safety Management (ITSMR) by assisting over 58 DREs with training on new versions, updating Kentucky's data, reading over several DRE evaluations, and use of the tablet. Also worked with the Kentucky Office of Highway Safety to update to a newer version of the tablet and extend a contract agreement for the ITSMR software.
- Offered 12 ARIDE trainings at various locations around the state, which resulted in training approximately 270 officers within the Commonwealth. This valuable training, in its seventh year in Kentucky, is designed to bridge the training gap between the SFST and the DRE program. It provides officers with general knowledge related to drug impairment and enables them to understand and better utilize the Drug Recognition Experts.

- Coordinated and provided Basic SFST course & “Cops in Court” to Bowling Green Police Department second recruit academy class. This course was the entire week.
- Met with Kentucky’s TSRPs: Tom Lockridge, Aaron Ann Cole, and the new TSRPs Jenny Reed and Kathy Phillips to help develop training. Discussed hosting and conducting an ARIDE course specifically for prosecutors. Also updated the “Cops in Court” course.
- The State Coordinator and assistant coordinator attended ITPM Traffic Symposium in Orlando Florida. During this training, the state coordinator attended the IACP Eastern State Coordinator meeting.
- The State Coordinator and assistant coordinator attended the 2022 IACP National Conference on Drugs, Alcohol, and Impaired Driving in San Antonio Texas. We also were able to support and took 4 Kentucky DREs from Louisville PD, Lexington Metro PD, Madisonville PD, the Kentucky State Police. Coordinators attended the IACP State Coordinators meeting during the conference.
- Purchased approximately 78 PBTs, assorted equipment for DREs, and issued the equipment to law enforcement officers throughout the Commonwealth.
- Attended several LEL Campaign Briefings throughout the state to inform on the DECP and the trainings we offered.
- Held several LEL Meetings during FY22 to discuss agency participation, campaigns, DECP courses, and other items consistent with highway safety initiatives.
- Held several weekly virtual meetings with the DECP Assistant Coordinator to discuss trainings, travel, agencies, DRE’s, and program needs.
- Watched several webinars for continual education from NHTSA, GHSA, IACP, Florida TSRP Program, and other sources.
- Participated in all four of the Kentucky Law Enforcement Council meetings. Attended all quarterly meetings in person along with the first-day committee meeting (Professional Standards, Instructor, Curriculum).
- The DECP State Coordinator and Assistant Coordinator attended the prosecutor’s training event held by Kentucky’s and Ohio’s and TSRPs. The training was dedicated to drugged driving, testimonial training, and training several prosecutors from Ohio and Kentucky.
- Continued to work with KSP Command through Headquarters and the Academy about their grants, enforcement, communication, collision reconstruction, and assisting agencies in their post area with highway safety initiatives.
- Had several phone calls and meeting with Lt. Hunter Martin concerning KSP Collision Reconstruction needs. Worked on logistics for continual training of troopers, officers, and impaired driving training.

- Recertified several DREs throughout the year by conducting hands-on mock evaluations and updated training.
- Assisted in teaching in two Below 100 courses (Florence, Louisville). Instructed two (What's Important Now, Complacency Kills) of the five core tenants within the curriculum.
- Worked in conjunction with TSRP's and the Kentucky Injury Prevention and Research Center to apply for extra funding to expand the DEC Program, E-warrants, L.E. Phlebotomy Program, and data collection/research.
- Attended and assisted in facilitating the National Governors Highway Safety Association conference in Louisville. Several DREs attended for continuing education credits.
- Assisted with Louisville Police Department academy's second alcohol workshop. Facilitated the wet lab training and continued to advise academy instructors.

Judicial Outreach Liaison (JOL) Program FY2022

2021-2022 JOL project activities included the following:

- The JOL, Judge Kevin Holbrook (ret.), continued planning for various Educational Programs related to Highway Safety with a focus on Drugged Driving in Kentucky and continued liaison activities with KOHS staff, the judiciary, Administrative Office of Courts staff, and other stakeholders. The JOL continued to address Impaired Driving and Other Traffic Issues by liaising with the Kentucky Office of Highway Safety (KOHS) and the Judges. Many issues were raised during the year related to the continued transition from a Judicial DUI License Suspension System to an Administrative DUI License Suspension System. Additionally, the Ignition Interlock License (IIL) program became wholly Administrative. Therefore, the JOL continuously liaised with the Judges, KOHS staff, and Kentucky Transportation Cabinet (KYTC) staff on the various issues that arose from the transition. Some examples include the correct transmission procedure of forms by Judges and Clerks to timely enter license suspension status by KYTC, assisting the Judges in obtaining driving records timely from KYTC so that the Judges had correct Driver License status information, and assisting the Judges in correctly submitting Pretrial License Suspension Orders as well as Conviction information to KYTC so that convicted DUI Drivers could correctly and timely file Applications for Ignition Interlock Licenses with KYTC.
- The JOL attends all ABA JOL meetings (virtual and in-person) where such outreach efforts occur. Also, the JOL communicates on a regular basis with the Region 3 JOL concerning such. Additionally, the JOL regularly communicates with the Judicial Fellow, RJOLs, and SJOLs regarding outreach efforts and opportunities. The JOL remains informed on emerging impaired-driving issues and on possible strategies to address those issues by attending Lifesavers Conference, GHSA Conference, and NADCP Rise Conference.

Additionally, the JOL reviews such information (and provides it to the Judges when deemed appropriate) provided by the ABA Judicial Fellow and fellow JOLs as well as other stakeholders. Examples include reviewing “Highway to Justice” publications and National Judicial College publications and offering such information to the Judges (when deemed appropriate). The JOL communicates regularly with other stakeholders concerning such opportunities, participates in their training programs (where appropriate), and provides such opportunities to the Judges (where appropriate).

- The JOL worked closely with KOHS staff, KYTC Staff, and other stakeholders regarding various issues of concern to the highway safety officials. One example was the JOL participating in the Kentucky Commercial Drivers Licensing and Commercial Motor Vehicle (CDL/CMV) Advisory Committee. This group has worked to coordinate data and improve outcomes related to CDL/CMV cases in the Courts. A training program was provided to the Judges to better understand the unique issues that arise in CDL/CMV cases and how the issues can be better resolved. Additionally, the JOL worked with the Judges and KOHS Staff regarding Blood Search Warrants in DUI cases. There was emergency legislation passed in 2022 which statutorily allowed the issuance of DUI Blood Search Warrants in all DUI cases (formerly, only DUI cases involving death or physical injury permitted a Judge to issue a Blood Search Warrant). The JOL worked closely with KOHS Staff, Kentucky State Police, and Traffic Safety Resource Prosecutors (TSRP) in the transition by providing Educational Programming to the District Judges. Additionally, the JOL participated in initial meetings with the same stakeholders in the development phase of the anticipated e-Warrant system for Blood Search Warrants (an ongoing process). One example of the JOL working with others, providing comments and judicial insights is the JOL reviewing and preparing a foreword for a published article by National Traffic Law Center Staff Attorney Aaron Ann Cole for the Winter 2022 “Highway to Justice” Publication entitled “THE KENTUCKY CDL OUTREACH PROJECT: FOSTERING COMMUNICATION BETWEEN TRAFFIC SAFETY PARTNERS TO SAVE LIVES ON THE ROADWAYS.”.
- After the new Ignition Interlock License/Ignition Interlock Device (IIL/IID) DUI Suspension law became effective on July 1, 2020, the JOL worked with KOHS and KYTC staff to continue troubleshooting numerous issues encountered by Judges, Court Personnel, KOHS staff, and KYTC staff. Also, the JOL co-presented IIL/IID/DUI License Suspension Issues with KOHS staff and KYTC staff to the Spring 2022 District Judges College.
- Continued performing various liaison contacts with the LEL and TSRP concerning issues encountered by them by offering guidance on the judicial process. The JOL worked closely with KOHS Staff regarding needed legislation related to the Ignition Interlock License Program as well as Blood Search Warrants. The legislation mainly pertains to “clean up” legislation that is needed due to issues encountered by the Judges, KOHS Staff, Law Enforcement, and Prosecutors so that both the Ignition Interlock License system and Blood Search Warrant process can operate effectively, efficiently and comply with the intended legislative purpose (of both).
- The JOL, along with the Region 3 JOL and the ABA Judicial Fellow engaged in

conversation and meetings with the Administrative Office of Courts Specialty Courts Director regarding the possible development of DUI Treatment Courts and the available grant funding available. Kentucky needs legislation to incentivize DUI Treatment Courts, but we continue the discussions. Additionally, the JOL works closely with the AOC Education Director to provide the Judges with available funding for Educational Programs and other resources available to the Judges. For instance, during presentations, the JOL includes information regarding Impaired Driving with reference to responsibility.org so that the Judges can obtain more detailed information about specific Impaired Driving topics.

- The JOL provides annual educational programs pertaining to impaired driving and other traffic safety issues to the Judges by working closely with the AOC Education Director/Department and the District Judges Education Committee. Typically, such programs are provided at the Annual District Judges College and include all the specified topics. The presentations are prepared in conjunction with and by the agreement of the District Judges Education Committee (and a sitting Judge(s) who serve as presenter(s)). The JOL works with the AOC Education Director/Department to timely present effective training, education, or outreach to the Judges, and when barriers are identified, alternative means to address these issues and concerns. Although the Judge Colleges have returned to in-person status, based on past trainings, the KOHS can provide remote programs to the Judges (based on past necessity). Additionally, should a timely adjustment to a program be necessitated by a very recent change in caselaw, for instance, the JOL works with the AOC Education Director and the Education Committee to include such change in the program.

Ignition Interlock

In 2019, new Ignition Interlock legislation was passed to enrich Kentucky's ignition interlock program. The Kentucky Ignition Interlock Program (KIIP), effective July 1, 2020, involves more administrative provisions including set suspensions, incentivized interlock period, and a compliance component. Monitoring of the participant's activities and violations is a joint effort between the device providers and the Division of Driver Licensing at the Kentucky Transportation Cabinet. KIIP has made it easier for participants to apply and have a device installed. Removing the required court order has also increased participation significantly.

FY Oct - Sept	Participants
Oct 19 – Sept 20	3,606
Oct 20 – Sept 21	13,129
Oct 21 – Sept 22	13,790

Since the implementation of KIIP, education has been a major focus. Tiffany Duvall and Retired Judge Kevin Holbrook, with the oversight of the Office of Legal Service and contributions from the KYTC Division of Driver

Licensing, developed and continued to provide educational presentations specific to the roles of many of the stakeholders.

The programs and stakeholders included:

- The Judicial College for Circuit and District Courts, to prepare the courts for the statutory changes, and to assist and answer questions to properly direct defendants upon conviction and sentencing.
- The Division of Driver Licensing, with the device providers learning how to review and interpret monitoring reports.
- Alcohol and Drug Education/Treatment Providers, to prepare for statutory changes.
- Educating the general public , thus expanding the knowledge of Ignition Interlock (IID) programs and how Kentucky's IID laws function.
- KOHS has continued its membership within the Association of Ignition Interlock Program Administrators, and Tiffany Duvall continued her role as a board member. She presented virtually at the yearly Training Institute in May 2022.
- Kentucky has continued its membership within the National Association of Women Highway Safety Leaders, and Tiffany Duvall continued in her role as a state representative and regional director.
- KOHS has continued its membership within the Association of Ignition Interlock Program Administrators, and Tiffany Duvall continued her role as a board member. She presented virtually at the yearly Advanced Training Institute in October 2021.
- Kentucky has continued its membership within the National Association of Women Highway Safety Leaders, and Tiffany Duvall continued in her role as a state representative and regional director.

G. Occupant Protection Program

(Occupant Protection countermeasures grants for FY2022 were funded with Section 405b FAST Act and BIL 405b LOW funds.)

Grants to Law Enforcement

The Office of Highway Safety utilized Section 402 and FAST Act 405b/BIL405b funds to support occupant protection overtime enforcement programs for nine law enforcement agencies. These grantees worked a total of 2908.50 overtime hours, issued a total of 1,884 seat belt citations and 21 child restraint citations. In addition, these grantees issued a total of 1,827 speeding citations, 4,544 other traffic citations, made 23 DUI arrests, and 174 other arrests during their grant-funded hours.

Half-Year Grants

KOHS awarded half-year grants to some agencies, that did not participate in a full-year grant, to participate in 2022 highway safety efforts during the months of May through September, including the 2022 Click It or Ticket and Drive Sober enforcement campaigns. A total of \$44,052.79 in FAST Act 402 funding was expended by law enforcement agencies solely for officer overtime, from May 2022 through September 2022. A total of 15 agencies utilized this additional funding.

These agencies worked a combined total of 916.5 overtime hours of traffic patrol, during which they issued 383 seat belt citations, 9 child restraint citations, 315 speeding citations, 1,200 other citations, made 38 DUI arrests, and 134 other arrests.

Occupant Protection Outreach/Educational Projects

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 FY2022 the grant 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 National Child Passenger Safety Certification program by conducting educational events, educational booths, cps classes, a fitting station at the CVADD office, Zoom Calls and Zoom Calls for assisting in car seat installations and being available to help other surrounding counties when needed to promote CPS.
- Assisted, in conjunction with the Kentucky Office Highway Safety, with four Child Passenger Safety CEU classes.
- Conducted visits providing information relative to the proper use of Child Passenger Safety seats within eight health departments, Community-Based Programs in Knox, Laurel, Jackson, Rockcastle and Whitley Counties, Pregnancy Centers Laurel and Jackson Counties, Grandparent support programs in Whitley and Knox Counties and Teenage Programs in Laurel and Knox Counties.
- Provided/assisted 12 CPS technicians in the CVADD region pertaining to their certification and recertification.
- Provided/assisted with a minimum of 10 child passenger safety seat public events in conjunction with the KY State Police/CVE, Local Law Enforcement and Fire Departments agencies in the CVADD region.
- Provide/Assisted with fourteen child passenger safety seat public events in conjunction with the KY State Police, 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. Seventy-four car seats have been inspected at the CVADD office building. Forty-nine families were in need of car seats.

Glasgow Police Department

This NHTSA 405B grant funded the activities of the Glasgow Police Department Occupant Protection efforts focused on child passenger safety and occupant protection in Glasgow, KY. During FY2022, the grant accomplished the following Seatbelt/Child Restraint Activities:

- The Glasgow Police Department was able to install and check installation of numerous child passenger safety seats which were brought to the department.
- Provided child passenger safety seats to low-income families in the community in need of a seat.
- In addition to installations by appointment, the Glasgow Police Department also provided seats and installations when a citizen was found without proper safety seats during a traffic stop or when a crash occurred. In these instances, a seat is brought to the location by a certified CPS technician with the GPD.
- The department school resource officers educated parents and students on the importance of seatbelts and occupant protection during times when school was in person.
- Glasgow Police Department re-certified five officers as Child Passenger Safety technicians.

Grayson County Health Department

This NHTSA 405B grant funded the activities of the Western Kentucky health department focused on child passenger safety and occupant protection. During FY2022, the grant accomplished the following Seatbelt/Child Restraint Activities:

- During the grant year, the Grayson County Health Department provided in person child passenger safety seat education to 72 families.
- Child passenger safety checks/ information classes were offered one day a week during the grant cycle. There were days when no one stopped by for inspection, but this opportunity was offered each week.
- Provided new car seats to 76 income eligible families during the grant cycle. All families who received seats, also received a 20-minute presentation on child passenger safety, next steps, and the dangers of leaving children in parked cars unattended.
- Provided child passenger safety information during two community events, educating 93 adults and children on child passenger safety.
- Car seat education was provided to 23 expectant parents.

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. During FY2022, the grant accomplished the following:

- 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. There are CPS technicians as members of the Madison Co Health Department, Richmond Fire Department (RFD), Richmond Police Department (RPD), Kentucky State Police (KSP), and White House Clinic (WHC).
- Provided one parenting education program on the importance of child passenger safety seats and seat belts during the grant cycle. Another education session by phone.
- The Madison County Safety Coalition (MCSC) targeted their social media messaging to increase the amount of traffic safety education shared, including those focusing on occupant protection.
- Established a CPS Technician in the HANDS program and is providing instruction and installation services.
- Twelve Always Buckle up Children in the Backseat signs (donated by a coalition member) were presented to the Madison County Board of Education. These signs have been placed at the parent pick-up lanes at each school.
- The Madison County Safety Coalition (MCSC) targeted their social media messaging to increase the amount of traffic safety education shared, including those focusing on occupant protection using NHTSA, KY Office of Highway Safety, and other organization posts or media tool kits.

Marshall County Health Department

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. During FY2022, the grant accomplished the following:

- Marshall County Health Department (MCHD) maintained their fitting station at the department (including certification maintenance), where individuals can work with a Child Passenger Safety Technician (CPST) to schedule an appointment to receive educational information, car seat inspections, and to learn how to install their child passenger safety seat.
- During the grant cycle, the Marshall County CPSTs inspected/installed 43 child passenger safety seats, during which they educated 39 adults on proper installation and the importance of child passenger safety seats and seatbelts.
- Held various school and public events, during which the Marshall County CPSTs educated students and teachers/adults about the benefits of proper use of seat belts and child safety and booster seats.

- Provided support and education to several pre-schools and Head Start programs in the Purchase Area Development District.
- Promoted the opportunity to the community throughout the year to become a certified CPST locally. They continued to work in cooperation with their current partnerships with local first responders, community partners, and KY Office of Highway Safety. They have also reached out to additional organizations, to develop new partnerships for OP/CPS programs.
- Marshall County Health Department Occupant Protection Program Director, and additional CPSTI, continued their training and CEUs through several virtual webinars and training focusing on child passenger safety. Several of these focused on how to provide child passenger safety services during restrictions surrounding the COVID-19 pandemic.
- Continued its a safety coalition composed of Child Passenger Safety Technicians and Instructors, fire fighters, police officers, other first responders, and community members.
- Marshall County Health Department Facebook administrator shared Occupant Protection posts regularly
- The Nest Center for Women Children and Families
- This program serves Lexington and the central region of Kentucky, and was funded by 405B funds, focusing on child passenger safety and occupant protection. During FY2022, the grant accomplished the following:
 - Established The Nest and grew a strong multi-lingual child passenger safety seat fitting station, to serve Lexington and central Kentucky. The Eastern Ky Flood Disaster in particular offered an opportunity to reach out to rural mountain counties to include thinking about car seats in their disaster response.
 - During the grant year, provided over 150 car seats, and education on how to properly install them, to children and their families in central Kentucky counties covered by this grantee.
 - Provided in-patient consultations and seats to families from mother baby units of two hospitals and the PICU the University of Kentucky Hospital.
 - Hosted a national CPST certification class and trained 3 new techs from The Nest, one from the Bracken County Health Department and one from the Versailles Fire Department who also works in two more rural counties.
 - Worked with a regional and local Head Start and a rural county to hold one community checkup event for Head Start

Norton Children's Hospital

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 FY2022, the grant accomplished the following:

- During the 2022 grant year, Norton Children's Hospital hosted three CPS certification classes, which were attended by small groups of hospital staff.
- Norton Healthcare's virtual and 3 hospital based fitting stations are operational during the grant cycle, and 361 seats were checked.
- Booster seat education was presented to 3200 second graders students from Jefferson County Public and private schools and over 160 teachers at Safety City.
- Education class for elementary students were still virtual, however during the grant cycle Norton Healthcare was able to use this platform to reach 3,200 students from Jefferson County. Since the classes were held virtually, they were able to reach students in seven other counties as well.
- Monthly classes (Safe Baby, Safe Kids, and Safe Grandparenting) were offered virtually, and 463 parents and grandparents have attended these classes during the grant cycle.
- 4842 Kindergartners attended the online Children in Hospitals Week for motor vehicle safety, pedestrian and bike.

Norton Children's Hospital CPS Coordinator

KOHS continued its contract utilizing 405b funds to fund partial salary for a registered nurse/child safety instructor with Norton Children's Hospital to serve at the statewide Child Passenger Safety Coordinator for Kentucky. During FY2022, the grant accomplished the following:

- Statewide CPS Coordinator served as the lead instructor for CPS certification classes. There were 10 certifying classes and 3 renewal classes offered throughout Kentucky, which yielded new technicians.
- Assisted to maintain the CPS the total number of child passenger safety technicians/instructors in Kentucky. Currently Kentucky has 610 certified technicians. This total indicates 67 more technicians than the previous year.
- Assisted to help maintain 120 fitting stations throughout the state.
- Helped to coordinate the training and certification of three new additional counties to have at least two people newly certified as CPS technicians. This brings the current county total to 57 of 120 counties with two technicians and 15 with one. During the grant cycle this represents a total of an additional 5 new counties with two or more technicians.

Knox County Health Department

This Eastern Kentucky health department started as a new KY Office of Highway safety grantee in FY2020. This program was funded by 405B funds, focusing on child passenger safety and occupant protection. They did continue as a KOHS grantee throughout FY2022.

- On 7/1/22 a car seat check event was conducted at Thompson Park in conjunction with KCEOC's school readiness festival, six seats were checked event.

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 23, 2022, through June 5, 2022.

A total of 103 law enforcement agencies (including 16 Kentucky State Police Posts and Two Commercial Vehicle Enforcement Regions) reported the following activity for the two-week campaign period. Enforcement results are summarized below:

DUI Arrests:	494		Reckless Driving:	517
Speeding Citations:	6,134		No Insurance	1,856
Seat Belt Citations:	5,157		Suspended Licenses:	1,063
Child Restraint Citations:	126		Other Traffic Violations:	10,425
Cell Phone/Distracted:	78			

Governor’s Occupant Protection Awards Ceremony

The Office of Highway Safety is planning to have a joint recognition of agencies/officers for the efforts in both occupant protection and impaired driving enforcement during FY2022. The enforcement and officer information/nominations are currently being submitted to the KY Office of Highway Safety. These awards will be presented to the officers by mail and in person.

The Kentucky Office of Highway Safety hopes to resume the Governor’s Occupant Protection Awards Ceremony during the summer of 2023, recognizing the efforts of officers from each agency submitting a nomination, for their notable officer’s efforts to increase the use of seat belts and child restraints.

High Five Seat Belt Program Demonstration

Preusser Research Group is conducting a demonstration program under contract with the National Highway Traffic Safety Administration (NHTSA). The title of the project is “High Five Seat Belt Program Demonstration” Madison, Grayson, Knott, Perry, and Bourbon counties were selected to take part in the High Five Traffic Safety Project for rural roads. The selection is based on Kentucky Transportation Cabinet crash data. The 12-month project is focused on increasing seat belt usage and decreasing deadly accidents. Each of the counties received a \$10,000 grant and will be working in conjunction with Kentucky State Police and local sheriff offices.

This Action Plan will address the following:

- Program Publicity and Outreach
- Program Materials
- Seat Belt Enforcement
- Seat Belt Observations
- Road Safety Assessments
- Data Needs for Program Evaluation
- Grant Funding

Safety Education Programs

In FY2022, the Kentucky Office of Highway Safety, Division of Highway Safety Programs was able to conduct thirteen Occupant Protection Programs across the state of Kentucky. We are still seeing a slow progression of educational programs being allowed back into public venues. KOHS is exploring the option of granting out educational programs to qualified vendors that would help with the mission of zero deaths.

In FY2022, the Kentucky Office of Highway Safety, Division of Highway Safety Programs was able to conduct one Impaired Driving Program across the state of Kentucky. We are still seeing a slow progression of educational programs being allowed back into public venues. KOHS is exploring the option of granting out educational programs to qualified vendors that would help with the mission of zero deaths.

In FY2022, the Kentucky Office of Highway Safety, Division of Highway Safety Programs was able to conduct two Teen Driver Programs across the state of Kentucky. We are still seeing a slow progression of educational programs being allowed back into public venues. KOHS is exploring the option of granting out educational programs to qualified vendors that would help with the mission of zero deaths.

H. Police Traffic Services Program

(Police Traffic Service grants for FY2021 were funded with Section 402 FAST Act funds.)

Grants to Law Enforcement

In FY2022 there were 88 local agency grants, including Kentucky State Police, that worked additional enforcement hours to minimize speeding and other traffic violations. These agencies worked a combined total of 26,904 patrol and traffic safety checkpoint enforcement hours, resulting in 879 DUI arrests, 3,225 other arrests, 33,794 speeding citations, 10,398 seat belt citations, 416 child restraint citations, and 46,942 other citations.

Activity Measures

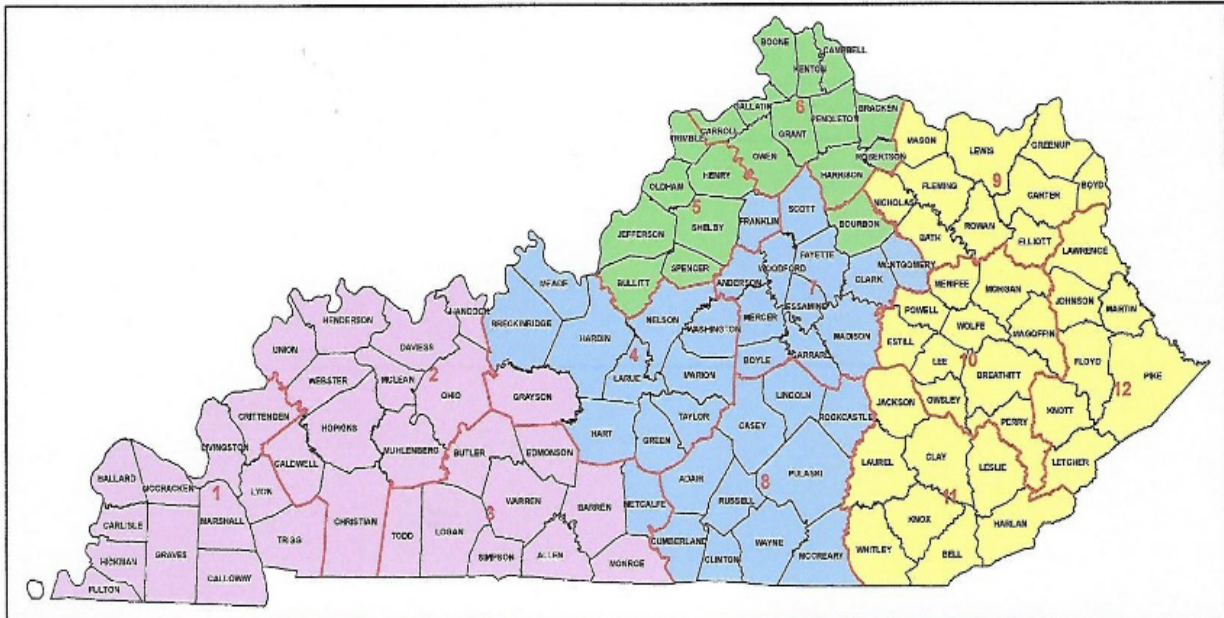
- A total of 21,885 seat belt citations were issued during grant-funded enforcement hours during FY2022. Additionally, a total of 789 child restraint citations were issued during the same period.
- A total of 2,916 DUI arrests were made during grant-funded enforcement hours during FY2022.
- A total of 43,155 speeding citations were issued during grant-funded enforcement hours during FY2022.

Law Enforcement Liaison Program FY2022

Kentucky's law enforcement liaisons, referred to hereafter as LELs, serve as communicators between the Kentucky Office of Highway Safety (KOHS) and the state's local, county and state law enforcement communities. They assist in the coordination and promotion of the State Highway Safety Plan, which focuses on preventing crashes, injuries, and fatalities. The LELs encourage law enforcement officers and agency leaders to support this effort through the enforcement of traffic safety laws, particularly those dealing with impaired driving, occupant protection, distracted driving, and speed management.

The KOHS has six Law Enforcement Liaisons (LELs). There is one (1) LEL assigned to each of the four (4) regions of the state and two (2) LELs that are assigned to coordinate the statewide Drug Evaluation and Classification Program or DECP which teaches the Drug Recognition / Advanced Roadside Impairment Driving Enforcement (DRE/ARIDE) program. These are grant projects through The Kentucky Association of Chiefs of Police (KACP), and work under contract to the Kentucky Office of Highway Safety (KOHS) and are responsible for fostering positive law enforcement relationships in their respective regions across the state.

Highway Safety Grant Management Law Enforcement Liaison (LEL) / Program Manager Regions



Western KY KYTC - 1,2,3 LEL - Greg Dennison Caneyville, KY (502) 330-0734 greg.dennison@ky.gov PM - Jonathan Moore Frankfort, KY (502) 782-3998 jonathan.moore@ky.gov	Central KY KYTC - 4,7,8 LEL - Rob Ratliff Nicholasville, KY (502) 229-4534 rob.ratliff@ky.gov PM - Kyle Stork Frankfort, KY (502) 782-5684 kyle.stork@ky.gov	Eastern KY KYTC - 9,10,11,12 LEL - Bob Criswell Frankfort, KY (502) 229-4337 bob.criswell@ky.gov PM - Tiffany Duvall Frankfort, KY (502) 782-3988 tiffany.duvall@ky.gov	Northern KY KYTC - 5,6 LEL - Troy Dye Elizabethtown, KY (502) 229-8502 troy.dye@ky.gov PM - Matt McCoy Frankfort, KY (502) 782-3990 matt.mccoy@ky.gov	ARIDE Coordinator KSP LEL: Rob Richardson Frankfort, KY (502) 229-8302 rob.richardson@ky.gov Rob Warfel Frankfort, KY (502) 545-6120 robert.warfel@ky.gov
Police Traffic Services Coordinator PM - Jonathan Moore Frankfort, KY (502) 782-3998 jonathan.moore@ky.gov	Media Relations Coordinator PM - Erin Eggen Frankfort, KY (502) 782-4822 erin.eggen@ky.gov	Occupant Protection Coordinator PM - Tiffany Duvall Frankfort, KY (502) 782-3988 tiffany.duvall@ky.gov	Impaired Driving Coordinator PM - Matt McCoy Frankfort, KY (502) 782-3990 matt.mccoy@ky.gov	Traffic Records Coordinator PM - Ed Harding Frankfort, KY (502) 229-8696 ed.harding@ky.gov
Financial Managers Barbara Schulte DeAnn Cinquino Nate Dean	Grants Management Branch Manager Leslie Kennedy leslie.kennedy@ky.gov	Safety Education Branch Manager Brad Franklin brad.franklin@ky.gov	Highway Safety Assistant Director Ryan Fisher lawrencer.fisher@ky.gov	KOHS Executive Director Bill Bell bill.bell@ky.gov

In FY22, Kentucky's LELs continued to build and foster strong relationships with law enforcement agencies and other partners in traffic safety to promote improved highway safety through greater sustained traffic enforcement and enthusiastic participation in the National Highway Transportation Safety Administration (NHTSA) traffic safety mobilizations. In FY22 the LELs made visits to city, county, university, and state law enforcement agencies. These visits were conducted in person, over the phone, or utilizing Zoom video conferencing and were instrumental in identifying and selecting agencies interested in funding special traffic enforcement efforts. The following is a summary of FY22 activities coordinated and conducted by the LELs:

- 393 Site visits (in person, phone calls and virtual visits) 100 Full Year 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
 - 3 Media events and press conferences including neighboring states
 - 2 Below 100 trainings conducted. (COVID restrictions were a concern still)
 - 2 Presentations as part of the Department of Criminal Justice Training's Orientation for New Chiefs/Sheriffs training class.
-
- Even with a continued slowdown due to the pandemic, by combining in-person visits with the use of Zoom and Microsoft Teams, Kentucky Law Enforcement Liaisons were able to safely and effectively, continue to conduct agency visits and area briefings in FY22.

**These visit numbers do not include any visits made by the two DECP LELs.*

The LELs assist grant program managers of the highway safety office 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. They also 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 a valuable resource in the grant agency selection process and provide detailed information on an agency's equipment needs, manpower, and dedication to traffic safety enforcement. Kentucky LELs work with their respective grantees and other participating law enforcement agencies by conducting site and grant monitoring visits for both full-year and half-year grants. With this information, Kentucky LELs make recommendations to agencies for achieving the goals outlined in their grant contract.

Law enforcement agencies across the Commonwealth continue to experience manpower issues. Difficulty recruiting, retaining qualified officers, and a lengthy training process are major contributing factors to the manpower shortage. To address recruitment/retention issues, many law enforcement agencies have increased the salary for police officers, and the agencies that have not increased their salary, have been losing officers to the higher-paying agencies. Officers are either leaving police work, retiring, or choosing to not work traffic overtime because they are required to work overtime to provide basic law enforcement services in their community. Calls for service drive any law enforcement agency and shifts must be covered. When agencies are short-staffed or officers choose to work other overtime details, it's hard to get officers motivated for traffic enforcement. This is something the LELs address with all project directors and chiefs when possible. We encourage top-down discussions from the chief and sheriff to the patrol officer or deputy to encourage aggressive traffic enforcement.

Kentucky has offered the Below 100 program since 2015. This four-hour class targets law enforcement officers and is designed to assist in keeping police line-of-duty deaths below 100 during the calendar year. The Below

100 training course highlights the importance of officers using their own seat belts and reducing their speed to prevent line-of-duty deaths. Five (5) of the six (6) LELs have attended and successfully completed the Below 100 Train the Trainer class and are now certified as instructors. During FY22 the LEL's continued to promote this free training to agencies and officers across the state and continue to promote the course during agency visits.

Each year, they also bring in a guest speaker for this program, enhancing the effectiveness of the message for law enforcement officers in attendance. However, during FY22 we were only able to host two (2) Below 100 courses due to the continued concerns with COVID-19 and other scheduling conflicts.

Liaisons also recruit law enforcement partners in areas with highway safety needs, providing technical assistance to these agencies in conducting high-visibility enforcement programs. The LEL's have been instrumental in promoting both Advanced Roadside Impaired Driving Enforcement (ARIDE) and Drug Recognition Expert (DRE) training in areas of Kentucky which have a high incidence of impaired driving. This continued to be a significant challenge throughout Kentucky. The LEL's serve as a resource to both state and local law enforcement for traffic safety equipment aimed at increasing law enforcement participation, and in reporting results of enforcement campaigns.

Throughout the year, grant and non-grant law enforcement agencies, local elected officials, and the media are invited to 32 area briefings strategically conducted across the 12 highway districts in Kentucky. These briefings have proven successful in promoting the objectives of the Kentucky Office of Highway Safety, and include the national mobilizations Drive Sober or Get Pulled Over and Click It or Ticket. This year, as the COVID-19 restrictions were lifted, those briefings were conducted either in person or virtually. These area briefings provide an excellent opportunity for both state and local law enforcement to plan joint enforcement activities, to promote border-to-border impaired driving enforcement and for local media events to gain earned media.

The LELs normally coordinate "Border-to-Border" events for both the Click it or Ticket and the Drive Sober or Get Pulled Over enforcement campaigns. During FY22 there were three (3) "Border-to-Border"/"Hands Across the Border" events with neighboring states to promote seat belt usage and impaired driving enforcement.

Liaisons also help the Highway Safety Office promote the annual Governor's Occupant Protection Awards in August and the Governor's Impaired Driving Awards in December. During these events, law enforcement officers are nominated by their respective chiefs and sheriffs, then recognized for their efforts in enforcing impaired driving and occupant protection throughout the year. LELs assist with the planning and organization of both award programs. This year the OP awards for summer and fall 2022 were done but there was no in-person awards luncheon as the KOHS has done in the past. The awards were still presented but they were either mailed or delivered to the agency by the LEL.

LEL-driven media efforts focus on "Click it or Ticket", "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 the planning and organization of the regional media events, in addition to enhancing law enforcement participation in these media events. The availability of these press kits was emphasized during the CIOT area briefings as well as during the agency visits.

Perry County, in Eastern KY, was identified as the number one unbelted fatality county in the state. Perry County law enforcement agencies were approached, and a core group began to meet to work on activities to address this

problem. These meetings started in August 2019. This group was later named the “Toward Zero Deaths Perry County” committee. Various community partners were identified and from the core group, a larger more diverse committee took shape. This group met monthly until travel restrictions went into effect in March 2020. In FY22, we continued the “Toward Zero Deaths” initiative and coordinated high school educational events with the Perry County high schools. The schools participated in a “Battle of the Belts” to increase seatbelt use and to provide information about the importance of seatbelt usage. We also conducted educational programs at the schools using the roll over simulator, conducted seatbelt surveys and continued the partnerships with the Kentucky River Health Department and the Appalachia Regional Hospital. The LELs also continued to promote and coordinate nighttime seatbelt enforcement events.

In FY22, a committee was formed to facilitate the implementation of the High Five Rural Traffic Safety Project in five (5) Kentucky counties with low seatbelt compliance rates. The concept of the program was to increase seat belt compliance rates and decrease overall serious crashes on Kentucky's rural roads through education, engineering, and enforcement. Counties were selected using statewide data to determine the rural counties with high crash rates and below-average seat belt compliance rates. Bourbon, Grayson, Knott, Madison, and Perry counties were selected to participate in the High-5 project. LELs coordinated the implementation of the project with the Sheriff in each county as well as the Kentucky State Police by scheduling meetings in each county to provide the information necessary to begin the Hi-5 Project in October 2022.

In FY22, there were 17 agencies in Central Kentucky and one (1) agency in Northern Kentucky that participated in the “Local Hero” video production. Since 2017, a total of 97 law enforcement agencies from 39 counties have participated in the video production. Local Heroes puts emphasis on local law enforcement officers in television, radio, and print media to address the importance of using seatbelts. The coordination of these events is very tasking for both officers and LELs. It requires numerous calls, emails, Zoom, or in-person meetings. Final coordination with the KOHS public relations coordinator and the production crew brings it all together in the end.

Retired Chief Mike Ward, Alexandria Police Department continued to serve as the treasurer of the Kentucky Association of Chiefs of Police, as well as the LEL point of contact for the KACP. The LELs continued to meet periodically, when possible, in FY22 with the KACP treasurer and submit activity and expense reports. We were also able to return to the monthly in-person meetings with KOHS personnel. These meetings provide an opportunity for the LELs to exchange ideas and share any issues they may be experiencing and for KOHS personnel to provide information from their office. In FY22, COVID restrictions were relaxed and LELs were once again able to attend or take part in the following events, training, and conferences:

- Kentucky Association of Chiefs of Police conference
- Governors Highway Safety Conference
- Hands Across the Border with Tennessee
- Nighttime seat belt enforcement details (limited basis)
- International Association of Chiefs of Police Drug Recognition Conference
- Below 100 training classes
- Numerous ARIDE classes
- DRE class and travel to Florida for student initial field certifications

- Northern KY Chiefs Association meetings

Due to continued COVID-19 concerns, the KOHS was not able to attend the following:

- International Association of Chiefs of Police Conference
- Kentucky Sheriff's Conference
- LEL professional training

KOHS Traffic Safety Checkpoint Trailer

The Traffic Safety Checkpoint Trailer is provided by the Kentucky Office of Highway Safety for Law Enforcement Agencies across the state to use when they conduct seatbelt safety and impaired driving traffic safety checkpoints for their communities. The checkpoint trailer is used to provide extra area lighting and high visibility for the protection of Law Enforcement Officers and the public during traffic safety checkpoints. The checkpoint trailer is a 7' by 16' dual axle trailer and contains portable roadway signs, high visibility traffic cones, high visibility vests, two LED electric light towers, and two balloon lights with generators that extend 10' into the air for scene lighting. During FY2022, there were four Traffic Safety Checkpoints conducted across the State.



I. Pedestrian/Bicycle Safety

The program was established to enhance pedestrian and bicycle safety through public awareness and education, with the goal of reducing overall pedestrian and bicycle crash fatality rates in Kentucky. The following actions are underway:

- Continue working relationships/partnerships with statewide pedestrian and bicycle safety programs and organizations in high-impact areas across the state that are experiencing high pedestrian/bicycle injury and fatal crashes
- Provide educational materials through community outreach programs in the high-impact areas of the state
- Participated in a NHTSA Bicycle/Pedestrian Safety Program Assessment to assess statewide programs and receive recommendations to help further those programs at the state level
- Provide safety education, updates, videos, and/or tips once a month through social media posts
- Hiring a new Vulnerable Roadway User Program Coordinator to coordinate and implement statewide pedestrian/bicycle safety programs

Accomplishments:

The Kentucky Office of Highway Safety, Division of Highway Safety Programs was able to conduct a total of fifteen Highway Safety Programs and four Traffic Safety Checkpoints during FY2022 across the state of Kentucky. This has been mainly due to staffing shortages and the slow progression of educational programs being allowed back into public venues. KOHS is exploring the option of granting out educational programs to qualified vendors that would help with the mission of zero deaths. We continue to put an emphasis on the Top 40 counties, based on crash data for distracted driving, occupant protection, impaired driver, and vulnerable roadway users emphasis areas. The goal is to conduct more highway safety educational programming in FY2023 with the hiring of more staff and by seeking additional grant opportunities.

J. Traffic Safety Information System Improvement Grants

M3DA-2022-00-00-02 – Kentucky Board of Emergency Medical Services – Kentucky Emergency Medical Service Information System (KEMSIS)

The Kentucky Emergency Medical Service Information System (KEMSIS) is a statewide initiative for the collection, analysis, and integration of EMS systems and patient care data, administered by the Kentucky Board of Emergency Medical Services (KBEMS).

During the FY2022 grant period, activity was indicated in furtherance of the following goals:

- The Regulations are going to take effect after the Emergency orders are lifted. The Timeliness of Submissions is a high priority as the baseline of data reporting. This will increase the use of data analysis. Accuracy will be improved using a new Schematron using the Specified Data elements. Data Committee approval on the Timeline and accuracy will be held on January 19th, 2022.
- Once the new Data elements are approved by the Data Committee, then the templates can be created. Depending upon the research that is being performed and making sure that patient privacy and all HIPPA regulations are met. The Templates will be used to speed up the requests and verify that the correct data is sent to the correct party with no Patient Privacy Concerns.
- Data Element Validation Rules are a high priority for the newest version of NEMSIS 3.5.0 National Standard of Data Reporting. eInjury Data Element currently does not have a standardized data list for selection causing the EMS Provider to make the best selection from many ICD-10 Codes to describe the injury. This will result in inconsistent data reporting a very large dataset to properly describe additional injuries. Validation Rule is being updated to reflect the proper ICD-10 codes as established by the NEMSIS TAC. These data elements were heavily analyzed to not take away the providers' ability to properly document an EMS Response.
- UUID is to assist in identifying the patient and the proper transport reason. Many patients can be transported multiple times and the UUID will specify the exact response needed for a Trauma database. The UUID is a new Data element that is being applied to the software for Version 3.5.0. The Commonwealth of Kentucky will not begin collecting NEMSIS Version 3.5.0 until June 2022. The UUID is an automatically populated data field per patient and will make data linkage possible using the Data elements that are collected by KBEMS and then exporting the ePCR data for the appropriate patient and response.

During the FY2022 grant period, the project met the following goals and objectives:

- To enact two standardized, pre-approved, data sharing agreements to expedite accessibility of 1) Patient Deidentified records and, 2) Records containing patient identifiable information (PII) and protected health information (PHI) by June 30, 2022.
- To increase the percent of eInjury NEMSIS elements in the run form recorded by EMS personnel for highway incidents to 95% or greater by September 30, 2022.
- To construct an integration with the Kentucky Trauma Database using elements harmonized between the NEMSIS and NTDB dictionaries by September 30, 2022.

M3DA-2022-00-00-03 – Kentucky Injury Prevention Research Center (KIPRC) at the University of Kentucky (UK) under the University of Kentucky Research Foundation - Improving State Trauma Registry Data

A substantial body of evidence supports the ability of state trauma systems to reduce the toll of motor vehicle crash-related injuries. Kentucky's trauma system is voluntary and currently includes 29 of the state's 93 general acute care hospitals. Quarterly reporting to the state trauma registry includes elements dictated by the National Trauma Data Bank as well as state-specific metrics. Since its inception, the state trauma registry has been managed by the Kentucky Injury Prevention and Research Center, a bona fide agent of the state Department for Public Health housed at the University of Kentucky. The trauma system is governed by state law and guided by an advisory council appointed by the state's commissioner of public health. We propose several steps to enhance the uniformity, timeliness, accuracy, and integration of trauma registry data. Importantly, these steps would be undertaken in collaboration with hospitals that have experienced unprecedented strains in the response to the Covid-19 pandemic. The proposed activities are therefore framed as supporting hospitals as they work towards participation or re-engagement with the state trauma system, gleaned lessons from their pandemic response to strengthen all-hazards preparedness.

During the FY2022 grant period, activity was indicated in furtherance of the following goals:

- Project director will partner with state Trauma Advisory Council leadership in the following activities:
 - Identify key decision makers in facilities experiencing delays in reporting and request their input regarding obstacles and potential solutions.
 - Assess the acceptability of allowing trauma registrars from other health systems access to specific hospitals' trauma software.
 - Create an inventory of facility-specific options with contact information.
- Trauma Advisory Council leadership will:
 - Update the roster of hospitals that have inquired about trauma system participation but have not completed the application abandoned the application process after initial reporting left the state trauma system, but continued to treat trauma patients
 - Contact leadership at these hospitals regarding unresolved issues and barriers to participation; identify barriers that could be addressed with trauma system resources (e.g., educational programming and training)
 - Develop cost-effective regional strategies for supporting hospitals towards successful completion of the application and verification process.
- Project director and data analyst will:
 - Review the use of the 2020 data dictionary to identify participating hospitals that are not fully compliant with the new standards
 - Reach out to non-compliant hospitals to identify barriers to full implementation
 - Connect registrars requiring assistance with data management vendor resources
- Project director and data analyst will
 - Update FY2021 review of hospitals' reporting low-acuity and other non-standard types of injuries
 - Develop educational programming for the 2021 Kentucky Trauma Symposium
 - Provide consultations to hospitals upon request
- Trauma Advisory Council leadership will
 - Identify hospitals needing subsidies or full sponsorship for required trainings
 - Analyze the geographic distribution of these hospitals and any time constraints related to facility verification or reverification
 - Offer required training courses to the extent supported by the program budget

During the FY2022 grant period, the project met the following goals and objectives:

- To implement one of the recommended strategies developed in FY2020 to supplement the current trauma registrar workforce, particularly for Level IV hospitals. Implementation was delayed in FY2021 because of hospital resources needed for the Covid-19 response (domains: completeness and timeliness).
- To add or reinstate at least one reporting hospital at Level III and two at Level IV (domain: completeness). Verification has been delayed because of pandemic-related travel restrictions.
- To increase adoption of the 2020 Trauma Registry Data Dictionary from 50% of system facilities to 90% of system facilities (domains: completeness and accuracy).
- To add at least 4 metrics (baseline=2) building on the FY2020 reassessment of trauma registry data that focus on the types and causes of injury that (a) have the greatest impact on the state's overall burden of injury and/or (b) have the greatest potential for improved data integrity, quality, and integration. These metrics must be analyzed outside the regular trauma data management system because they do not align with current National Trauma Data Bank initiatives (domains: completeness, timeliness, and accuracy).
- To provide at least two of the required trauma training programs for staff at under-resourced hospitals (domains: completeness and accuracy)

M3DA-2022-00-00-04 – Kentucky Transportation Center (KTC) at the University of Kentucky (UK) under the University of Kentucky Research Foundation - Annual Traffic Records Assessment Project: Traffic Records Strategic Plan (TRSP) 2022-2025

This project will continue the TRSP, include a 2022-2025 update, collect performance metrics of each database, and help identify improvement projects.

During the FY2022 grant period, activity was indicated in furtherance of the following goals:

- An annual progress report will be developed for each database with quantitative measures for the attributes of each database, along with any projects/strategies identified for improvement (potential list summarized below and included more fully as an attachment to this application).
- An annual description will be prepared with supporting documentation of work completed to reach the goals laid out in the implementation plan.
- A full discussion will be written each year of any changes in the goals and projects with the reasons for any changes or delays.
- The Improvement Plan and timetable will be updated taking into account all changes and delays.
- Based on continued TRSP updates and liaison coordination, a series of possible database projects and funding issues for future improvements have been identified. Please find this list included as an attachment to this application.

During the FY2022 grant period, the project met the following goals and objectives:

- This project facilitates the goals and metrics for all KY databases and quality metrics, hence, it has no metrics in and of itself. Please refer to the specific goals and metrics of all KY 405 projects. KTC will:
 - Continue data collection for database performance metrics from each liaison.
 - Use staff expertise with other state assessments to provide comparisons/generate ideas for further improvements.
 - Monitor/document progress toward fulfilling the goals/timetables in the implementation plan.
 - Coordinate with liaisons to resolve any problems and look for opportunities in project development to meet goals (see ideas in Section D).
 - Document any changes in the implementation goals or reasons for delays in meeting goals and/or projects underway.

- Submit progress reports for project development progress and successful project completion.

M3DA-2022-00-00-05 - Kentucky Transportation Center (KTC) at the University of Kentucky (UK) under the University of Kentucky Research Foundation – Assessing and Extracting Speed Limit Data through Machine Learning

Develop a machine learning methodology and utilize Google StreetView photos to identify speed limit signs and extract speed limit data for available Kentucky roads.

During the FY2022 grant period, activity was indicated in furtherance of the following goals:

- The KTC research team adapting a machine learning methodology for processing Google StreetView images to learn to recognize speed limit signs located along the roadway.
- Validating the machine learning process by manually checking a subset of the speed limit data results produced for accuracy.
- Accessing StreetView photos through the API and applying the methodology to the photos in a systematic manner across the state.
- For roads that KYTC already has speed limit data for, comparing results, flagging discrepancies, and investigating those discrepancies.
- For roads that KYTC does not currently have speed limit data, the newly produced data is being spatially referenced in LRS and delivered to KYTC.

During FY2022, the project met the following goals and objectives:

- To verify the accuracy of all speed limit data currently available for Kentucky roadways by September 30, 2022.
- To increase the completeness of the speed limit data by applying the machine learning methodology to all Kentucky roads available through Google StreetView by September 30, 2022.

M3DA-2022-00-00-06 - Kentucky Transportation Center (KTC) at the University of Kentucky (UK) under the University of Kentucky Research Foundation – Progress Evaluation and Prioritization of MIRE Elements

Evaluate the completeness of all MIRE elements in Kentucky and identify which incomplete elements should be prioritized for future efforts.

During the FY2022 grant period, activity was indicated in furtherance of the following goals:

- The KTC research team will identify and check all MIRE elements against the current HIS roadway data system to develop a preliminary assessment.
- The team will develop an assessment matrix for the elements to establish performance measures of completeness for each element.
- The team will work with KYTC to identify relevant database managers for the MIRE elements. The team will develop a survey for the database managers, and the survey results will feed directly into the assessment matrix alongside results from the research team's preliminary assessment.
- Once current progress for each element has been assessed, the research team will identify gaps and potential barriers for future progress.
- Results of the gap analysis will inform the development of a weighted prioritization scheme for the incomplete elements that take into account the urgency of the need for the element and the level of effort

that would be required to obtain and maintain it. The research team will review the assessment results with KYTC and make any necessary modifications.

During the FY2022 grant period, the project met the following goals and objectives:

- To assess the completeness in Kentucky roadway databases of all 202 MIRE data elements by September 30, 2022.
- To perform a gap analysis of the MIRE data elements that are currently incomplete and determine what would be required to complete each element by September 30, 2022.
- To develop a prioritization scheme and apply it to all incomplete elements to inform future work by September 30, 2022.

M3DA-2022-00-00-07 - Kentucky Transportation Center (KTC) at the University of Kentucky (UK) under the University of Kentucky Research Foundation – Kentucky Traffic Safety Data Service

This project is a continuation of the popular Kentucky Traffic and Safety Data Service (KTSDS) modeled after the Iowa 405 Program of a similar name. Since its establishment, KTSDS has provided invaluable services to requestors from across the spectrum of safety stakeholders. KTSDS provides, at no cost to the requestor, access to those with the education, training, and experience in data acquisition and analysis necessary to make the best use of available data.

During the FY2022 grant period, activity was indicated in furtherance of the following goals:

- The Kentucky Transportation Center (KTC) has considerable resources and expertise for identifying and addressing safety concerns using a variety of traffic records databases and tools. This study aims to increase access to and integration of data from the six traffic record systems and to increase access to expert resources with a more in-depth knowledge of the databases. Accordingly, KTC will continue to market and host a free traffic data service to enable users to "access an expert" to conduct small studies and get answers to traffic safety problems that would ordinarily be out of reach due to a) difficulty and expense of contracting, or b) lack of awareness that such expert resources exist and are available to them.

During the FY2022 grant period, the project met the following goals and objectives:

- To maintain the KTSDS website documenting and publicizing the service based on the Iowa Traffic Service model (which has been funded by the 411/408/405 program since 1999).

M3DA-2022-00-00-08 - Kentucky Transportation Center (KTC) at the University of Kentucky (UK) under the University of Kentucky Research Foundation – Peer State Review of Traffic Records Database Practices to Inform the Traffic Records Strategic Plan and Implementation

This peer state review would identify key strategies for use by Kentucky's TRSP liaisons, to further database improvement and attainment of goals.

During the FY2022 grant period, activity was indicated in furtherance of the following goals:

- Progress reports will be prepared to document 1) information gathered during the peer state review and 2) potential key strategies or projects that may be used to improve database attributes.
- Coordination with database liaisons will be documented to identify the next steps for new strategies or ideas for implementation

- Based on coordination with the liaisons, project documentation will be developed for any recommended changes for each of the six (6) databases, including performance measures, goals, baseline metrics, or improvement projects

During the FY2022 grant period, the project met the following goals and objectives:

- The Traffic Records Strategic Plan has quantitative measures for each attribute of each database; this project has the potential to improve any of these metrics. The most likely initial outcome would be increased accessibility, to be measured by any increase in the number of data/analysis requests by KTC. KTC staff will:
- Develop a list of peer states for review of current practices for TRSP Implementation.
- Review materials available online related to TRSP database improvements, including state agency reports, plans, summaries, etc.
- Interview relevant peer state officials to gather further information, as needed. Review and summarize input received from peer states, identifying key strategies/projects to improve database attributes.
- Coordinate with teach database liaison to consider new strategies/ideas for implementation
- Document updates to performance measures, goals, or metrics for the databases
- Submit progress reports for project development and completion.

M3DA-2022-00-00-09 - Kentucky Transportation Center (KTC) at the University of Kentucky (UK) under the University of Kentucky Research Foundation – Implementation of Crash Review

This project will develop the recommendations from the Crash Review project into fully implementable solutions for improving the Crash database.

During the FY2022 grant period, activity was indicated in furtherance of the following goals:

- A previous KTC project identified several problematic crash coding issues that hinder research. An example of this is the direction in which the vehicle is traveling. The direction coded on the report is not consistent in that sometimes the direction is before the vehicle makes a turn and sometimes it is after. Several of these common errors were discussed and ranked.
- This project identified the most highly ranked issues to be used in a manual review process. A web tool was built allowing a reviewer to read the narrative and then answer 20 questions pertaining to the crash. The questions were based on common errors. The idea of this effort is to compare the manual review to the coded values. A separate project will use this data to identify keywords in the narrative that help us identify potential errors in the crash codes.
- Crash experts reviewed a sample of narratives and their reviews were compared to student reviews. All reviewers had signed MOUs with KYTC. Each student participated in training before they began the review process.

During the FY2022 grant period, the project met the following goals and objectives:

- The research team identified 20 questions that related to common crash coding errors.
- Four training videos were developed that included information to help reviewers consistently rate the crash records.
- Over 10,000 crash narratives from 2020 were reviewed. K and O crashes were excluded

M3DA-2022-00-00-10 – Center for Transportation Innovation (CTI) at the J.B. Speed School of Engineering at the University of Louisville (UL) under the University of Louisville Research Foundation – Statewide Linkage of Traffic Safety Datasets

This project is a continuation of the FY21 project: Statewide Linkage of Crash, EMS, and Trauma Records. In this project, the scope has been expanded from the previous version. The project team will continue to link data from police-reported crashes, EMS patient care reports, and trauma center records. Additionally, two new items are proposed: 1) preparation of a data access guide to support KYTC and other state traffic safety users in accessing different datasets, and 2) identification of other datasets that can be integrated into future linkage projects to provide traffic safety insights.

During the FY2022 grant period, the following activities took place:

- Final report is in preparation.
- Several code adjustments were made to improve linkage efficiency
- Team project meetings were held over the phone.

M3DA-2022-00-00-11 - Center for Transportation Innovation (CTI) at the J.B. Speed School of Engineering at the University of Louisville (UL) under the University of Louisville Research Foundation – Training to Assist Law Enforcement Officers in Improving Accuracy in Estimating Crash Injury Severity

One of the prioritized recommendations from the KTRAC is improving crash report data accuracy. Specifically, the accuracy of injury severity rating (KABCO) on crash reports needs to be improved and in turn to promote problem identification and program evaluation in the traffic safety community. Statistics in most states in the U.S. has reaffirmed that 60-70% of A "suspected serious injury" as rated by law enforcement officers are only "Minor" or "Moderate" injuries when rated by medical practitioners, with only 33.5% being correctly assessed. The statistics from a study done by the project director based on the CODES database (Crash Outcome Data Evaluation System) show that the discrepancy in injury severity, especially overestimation by law enforcement officers, is consistent across different states in the nation. It is believed that Kentucky also has similar issues in KABCO accuracy, especially in the overestimation in A and B injury severities by law enforcement officers. Discrepancies have been found between a police officer's judgment of a participant's injury and a medical practitioner's assessment. Although law enforcement officers are trained in inputting the injury severity in crash reports, they often have difficulties in judging between A, B, and C when observing the inquiry conditions at the crash scene. In many cases, the officers tend to give a more severe injury rating. Considering that the KABCO scale is the standard scale used in assigning comprehensive crash costs for benefit-cost analysis and in allocating safety funds, the discrepancy between the assigned severity by police officers and the actual severity represented by the MAIS can substantially bias the calculated crash costs. There is a high need to provide assistance to law enforcement officers to help them increase the accuracy in estimating A, B, or C injury severity at the crash scene. The objective of the project is two-fold: 1. to provide training to at least 200 law enforcement officers in Jefferson County with an Excel Spreadsheet based tool to assist the officers in more accurately estimating injury severity at the crash scene, and 2. to improve the accuracy of A injury severity estimation from around 33% to 70% and accuracy of B injury severity estimation from around 18% to 80%. The strategies is 1. to provide a detailed training program for law enforcement officers in the Louisville area in fast and accurate estimating crash injury severity, A visualized decision tree model in explaining factors that lead to injury severity of "A", "B", and "C". Provide the law enforcement officers with "multiple-clicks" Excel spreadsheet-based crash severity estimation tool based on the proven decision tree-based method to assist law enforcement officers in fast and accurate estimation of injury severity rating, and, 2. to validate the

effectiveness of the training by using the linked Louisville trauma data, and implement the injury severity estimation tool in Jefferson County for data reported by police officers with injury severities rated by medical professionals with data available at Louisville hospitals. After implementing the injury severity estimation tool for 12 months, evaluate improvement in injury severity ratings by police officers.

M3DA-2022-00-00-12 – Center for Transportation Innovation (CTI) at the J.B. Speed School of Engineering at the University of Louisville (UL) under the University of Louisville Research Foundation – Statewide Linkage of Crash, EMS and Trauma Center Records

State police records do not track detailed information about the care received as a result of crashes. The information contained in EMS records and Trauma registries contains substantially more information about pre-hospital care, and the injury details, both of which can explain variance in crash outcomes and lead to improved response. By linking the crash records to these datasets, trends in crash outcomes can be identified based on crash conditions to improve the recognition of injuries at the scene, differentiate how EMS respond to different crash types, and more.

A similar project has been implemented in Jefferson County. The result found no statistically significant difference in EMS response based on crash conditions, despite certain crash types and conditions being more prone to severe injuries and fatalities. Additionally, it was found that numerous cases existed of low-rated crash severity resulting in admission to the ICU upon arrival at the hospital. This project will help to identify the cases where these issues arise and direct policy toward addressing them.

During the FY2022 grant period, the following activities took place:

- The project team spent time this month validating the data linkage method through a manual review of data. The objective was to determine any gaps in data sets, identify opportunities for improvement to the algorithm, and look for biases that may be induced through the linked data. Several inconsistencies were identified and the providers of the data were e-mailed to determine the possible reasons. We are currently waiting for those responses.
- Internal draft of the final report was prepared and submitted to the project team for review
- Project Team meetings
- Administrative issues with Information Technology were also dealt with
- Monthly Meetings w/ UK (Oct-May)
- Meetings within UofL
- Report edits
- Internal discussion of findings and next steps
- Several Revisions of the Final Report
- Submitted final report to Brad Franklin
- Requested comments within 30 days for any changes.
- No changes were requested and the report was finalized.

M3DA-2022-00-00-14 – Kentucky Transportation Center (KTC) at the University of Kentucky (UK) under the University of Kentucky Research Foundation – DATA-DRIVEN PRIORITIZATION OF KSP ENFORCEMENT AND EDUCATION TO IMPROVE HIGHWAY SAFETY

In Kentucky, law enforcement agencies do not necessarily have access to timely, data-driven analysis of location-based risk on the roadway network. Similar safety-oriented analyses, performed by the Kentucky

Transportation Center (KTC), are used for various statewide planning and prioritization efforts. This project would improve the accessibility and integration of the crash and roadway datasets by delivering GIS-based tools, such as ArcGIS Online, and other regular updates to Kentucky State Police (KSP) and other agencies to facilitate data-driven prioritization of education and enforcement resources in their jurisdiction. The project could further improve data quality by integrating the citation database as an additional consideration in the prioritization of resources. By using existing and custom software solutions, the project would determine high-risk locations based on existing crash, roadway, and citation data and deploy resources accordingly. The tools would provide timely information about specific trends including crash types and behavioral factors – impaired driving, distracted driving, aggressive driving, etc. – in order to more efficiently allocate resources. KTC staff would work in conjunction with KSP intelligence analysts to identify data sources necessary to provide timely analyses specific to current and upcoming enforcement and education efforts. This effort will begin as a pilot for a specific KSP Post that is willing to participate and provide feedback.

During the FY2022 grant period, the following activities took place:

- Five years of statewide crash data were analyzed with an emphasis on crashes with human factors consistent with negative driving behaviors. Crash types that were thought to have the highest likelihood of safety improvements as a result of focused enforcement were as follows: impaired driving, aggressive driving, distracted driving, and unrestrained occupants. As such, crash records were included, regardless of the severity of the outcome, if one or more human factors designated the crash as one of the types above.
- Two parallel analyses were performed on the relevant crashes: one for those crashes which occurred on state-maintained roadways with known traffic volume, and another for crashes that occurred on roadways that are locally maintained.
- For the crashes on roadways with known traffic volumes, an Empirical Bayes method was employed to model expected crashes of each type. The resulting safety performance functions (SPFs) were then used to generate a metric called Excess Expected Crashes (EEC) for each segment on the roadway network. The segment-level EEC values were tabulated and ranked from highest-to-lowest overrepresentation for each crash type. Those results were geocoded and mapped, by KSP Post, to give a visual representation of the roadway segments where focused enforcement can be expected to have the most impact on driver behavior.
- For roadways where traffic volume is not known, SPFs cannot be generated. For these segments, analysis was in terms of the frequency of behavior-specific crashes, and the outputs were tabulated and mapped by KSP Post.

During the FY2022 grant period, the project met the following goals and objectives:

- To provide custom data analysis to Kentucky State Police to facilitate a data-driven prioritization of jurisdiction-specific enforcement and education efforts.
- To develop and host ArcGIS Online crash mapping tools and provide prioritized crash segment lists, for use by KSP intelligence analysts, based on current enforcement and education campaigns.
- To provide KSP posts with safety analysis maps and lists of roadway segments ranked by their potential for safety improvement.

K. Non-Implementation Grants for FY2022

- PT-2022-00-00-14 Cadiz Police Department
- PT-2022-00-00-31 Grayson County Sheriff's Office
- PT-2022-00-00-61 Nicholasville Police Department
- PT-2022-00-00-63 Olive Hill Police Department
- PT-2022-00-HY-12 Morgan County Sheriff's Office
- M2HVE-2022-00-00-03 Corbin Fire Department
- M5HVE-2022-00-00-07 MADD

These proposals were not implemented due to staffing issues. Each of the above agencies stated they were not able to perform any grant activities because they were short staffed. A few agencies also showed lack of interest.

L. Evidence-Based Enforcement Grants for FY2022

All FFY 2022 enforcement grants were focused on the top 40 counties of Highway Safety concern. Grantee program areas are targeted toward identified problem violations, locations, and times within their jurisdiction. These areas are evaluated and determined by a grant review committee and distributed accordingly. Other factors that were taken into consideration are past performance measures and a thorough risk assessment analysis completed on every applicant, prior to the submittal of the FY2022 HSP. All grantees are provided crash maps of their jurisdictions, with data and information on specific issues or hot spots on crash causations.

M. Media Programs

Walk Safe/Drive Safe, Kentucky Campaign (earned media):

- Social media posts
- DMS message
- Statewide press release Oct. 1, 2021 - **In October, National Pedestrian Safety Month, Stay Alert to Save Lives**



Walk Safety/Drive Safe Kentucky (paid media):

October 1 – 31, 2021

\$350,000 state funds **Also produced Bike Safe, Ky creative with these funds for future use*

Motorists Target Audience:

Primary: Male drivers 18-34

Secondary - Adults 18+

Pedestrians Target Audience:

Primary: Adults 18-34

Secondary - Adults 35-65

Targeted Area:

Statewide with a heavier emphasis on larger cities (Louisville, Lexington, Northern Kentucky) and college towns.

Terrestrial Radio:

Stations: 19

Spots: 1,278

Bonus spots: 130

Audio streaming (iHeart):

Impressions: 1,012,397

Audio Completion Rate: 99.85%

Companion Banner Views: 203,534

Click Thru Rate (CTR): .001%

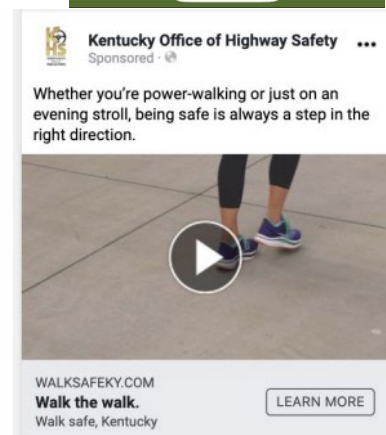
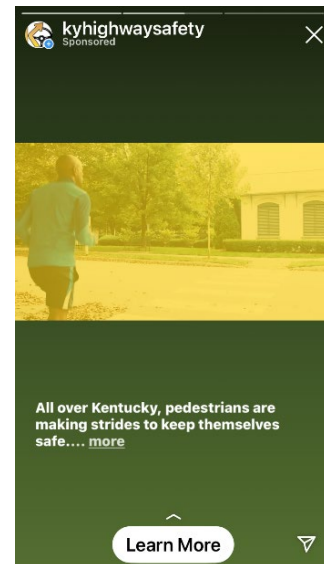
Social Media (Facebook/Instagram):

Impressions: 324,222

Frequency: 2.1

Clicks: 8,806

CTR: 2.71%



Social Media (Twitter):

Impressions: 1,276,405

Engagements: 10,661

Clicks: 10,625

CTR: 0.8%



Social Media (YouTube):

Impressions: 2,996,237

Clicks: 3,681

CTR: .12%

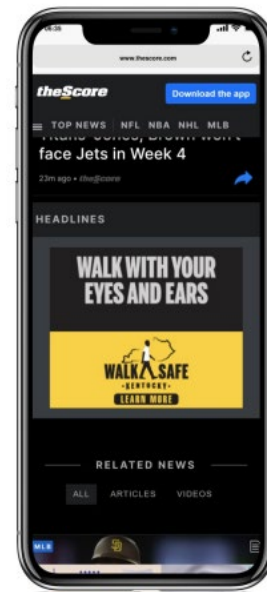


Digital ads:

Impressions: 3,176,943

Clicks: 42,659

CTR: 1.34%



Bicycle Awareness Month (earned media):

- Social media
- DMS messages
- Statewide press release May 3, 2022: **May is Motorcycle and Bike Safety Awareness Month** Kentucky Transportation Cabinet joins NHTSA in promoting shared safety practices by all highway users

KY Highway Safety @kyhighwaysafety · May 2
May is Bicycle Safety Awareness Month! Please give them space and let's all safely share the road.

nhtsagov @NHTSAgov · May 2
Make room! 🚲 When you pass a bicycle, give them three or more feet of space.* For more bicycle safety facts, visit [NHTSA.gov/bicycles](https://www.nhtsa.gov/bicycles). #BicycleSafety

*Be sure to check your State's specific laws!

KY Highway Safety @kyhighwaysafety · May 20
It's #BikeToWorkDay! Please pay attention while driving and safely #ShareTheRoad.

nhtsagov @NHTSAgov · May 20
It's #BikeToWorkDay! Get in gear with a few safety items:
✓ Helmet 🚲
✓ Reflective gear 🚲
✓ Flashing lights 🚲
And enjoy your fun and sustainable commute! #BicycleSafety

DMS PANEL
1
BICYCLE
SAFETY
MONTH
DMS PANEL
2
WATCH FOR
THOSE ON
TWO
WHEELS

KYTC Dubs May 'Motorcycle, Bike Safety' Month

May 3, 2022 News Release #KentuckyState, Local News, Top Stories

For the Kentucky Transportation Cabinet and its Office of Highway Safety, May is better known as "Motorcycle and Bike Safety" Month – and an important part of the calendar used to remind all travelers to help prevent crashes, injuries and death on the Commonwealth's roadways.

Spring and summer weather naturally bring out bike and motorcycle enthusiasts. And though both vehicles have to observe the state's road rules, their small stature often lands in the blind spots of automobiles.

During 2021 in Kentucky, there were 1,490 crashes involving motorcycles – resulting in 1,085 injuries and 99 deaths. Of those 99 deaths, 88 came to the motorcyclist. And of those crashes, 811 involved a motorcycle and at least one other vehicle.

Bicyclists were involved in 325 crashes, resulting in 239 injuries and nine deaths. Of those crashes, 320 involved at least one other vehicle.

Tips for Motorcycle and Bike Safety Awareness Month

In recognition of Motorcycle and Bike Safety Awareness Month, transportation leaders are reminding all road users to work together to prevent crashes, injuries and deaths. (Source: stock image/Photos) (Photo)

May is Motorcycle and Bike Safety Awareness Month

May 3, 2022 News Release #KentuckyState, Local News, Top Stories

Bicycle Awareness Month (paid media):

May 16 – 23, 2022

\$60,000 State funds

Targeted Area:

Statewide with heavier frequency in counties with colleges/universities and counties with a high number of bicyclists

Target Audience:

Drivers aged 18-49, parents (to target children), and bicyclists

Audio streaming:

Impressions: 1,625,933

Audio Completions: 1,007,092

Audio Completion Rate (ACR): 62%

Companion banners for audio streaming (below):



Terrestrial Radio:

Stations: 4

Spots: 183

With a limited budget, we focused on Louisville/Jefferson County

Online Video:

Impressions: 985,703

Video Completions: 578,963

Video Completion Rate (VCR): 58.74%



Facebook:

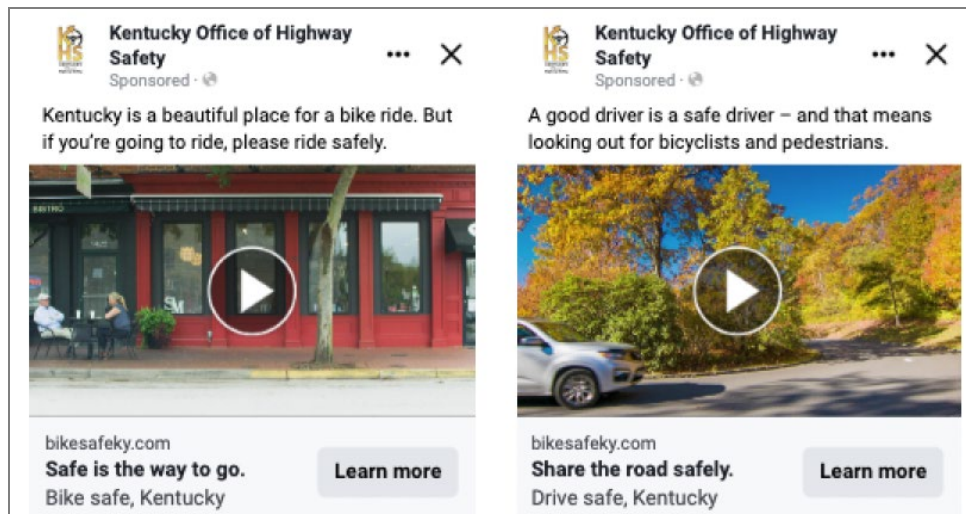
Impressions: 426,589

Reach: 380,283

Clicks: 425

CTR: 0.10%

Video watches at 100%: 2,908



Back-to-School, Bus Safety (earned media):

- Social media
- DMS message
- Joint press release with Department of Education (distributed by DOE): *As Kentucky's students go back to school, drivers were reminded to be cautious with buses*



DMS PANEL

1

SCHOOL DAYS AHEAD

DMS PANEL

2

WATCH FOR



Occupant Protection

Operation Crash Reduction (earned media):

- Social media
- Statewide press release Oct. 5, 2021- Gov. Beshear: Kentuckians Can Work Together to Save Lives on Roadways Operation Crash Reduction runs October 8-11



Kentucky Office of Highway Safety
Published by EG Eggen · October 9 ·

From 2015 to 2019, October was the deadliest month on America's roads. Before you put your car in drive, make sure you buckle up! #BuckleUpAmerica #BuckleUpKentucky NHTSA Kentucky Transportation Cabinet

Operation Crash Reduction

Seat Belts Save Lives

It doesn't matter what type of vehicle you drive, buckling up is the single most effective way to stay alive during a motor vehicle crash.

Please: Buckle up, drive sober, and never drive distracted.

Top media Tweet earned 2,575 impressions

From 2015–2019, October was the deadliest month on #Kentucky roads with a total of 722 traffic fatalities. Seat belts save lives - Buckle Up, Kentucky!

#BuckleUpKentucky #BuckleUpKY
@KYTC @NHTSAGov
pic.twitter.com/XxZDfwbWo

From 2015–2019, **OCTOBER** was the **DEADLIEST MONTH** on America's roads.

Think lifesaving safety, and always buckle up when in a vehicle.



Campaign underway to encourage safe driving, seat belts

October 8, 2021 by Erica Stevens



FRANKFORT, Ky. (AP) – Kentucky officials are participating in a campaign to encourage safe driving practices including the use of seat belts.

A statement from the Kentucky Transportation Cabinet says the high-visibility enforcement campaign called Operation Crash Reduction will run Oct. 8 to 11 and emphasize seat belt use to save lives.

The Transportation Cabinet is partnering with state and local law enforcement and the National Highway Traffic Safety Administration to support the initiative.

Officials say October was the most likely month for fatal crashes from 2015 to 2019.

School Bus Safety Week (earned media):

Oct. 17-21, 2021

- Social media
- DMS message

Kentucky Office of Highway Safety is with Kentucky Transportation Cabinet.
Published by EG Eggen · November 3 at 1:59 PM ·

STOP for school buses! It is illegal to pass a stopped school bus in either direction on a two-lane road if the red lights on the bus are flashing. Drivers can receive a fine, but for a child, it could be a matter of life or death. That is why we partnered with the Kentucky Department of Education to help remind drivers of Kentucky's school bus stop law.
https://education.ky.gov/.../Docum.../Stop%20Laws_ADA_EH.pdf

KENTUCKY SCHOOL BUS STOP LAW

Top Tweet earned 9,066 impressions

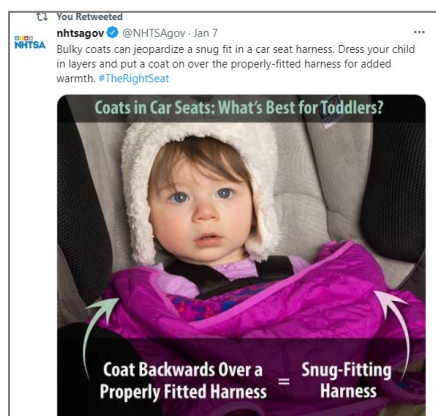
STOP for school buses! Drivers can receive a fine, but for a child, it could be a matter of life or death. That is why we partnered with @KyDeptofEd to help remind drivers of Kentucky's school bus stop law.
education.ky.gov/districts/tran...
pic.twitter.com/wjbmjQxCx



DMS PANEL 1
SCHOOL BUS
SAFETY WEEK
DMS PANEL 2
WATCH FOR
KIDS & BUSES

Child Passenger Safety – winter coats, heatstroke (earned media):

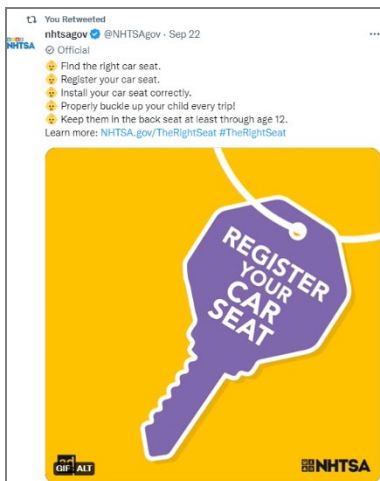
- Social Media
- DMS messages



DMS PANEL 1
CHECK
TWICE DON'T
LEAVE KIDS
IN CARS
DMS PANEL 2
LOOK
BEFORE YOU
LOCK

Child Passenger Safety –The Right Seat, CPS Week (earned media):

- Social Media
- DMS messages



Valentine's Day (earned media):

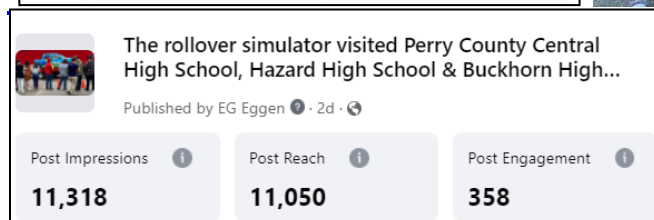
- Social Media
- DMS Message



DMS PANEL 1
SOMEBODY
LOVES YOU
BUCKLE UP

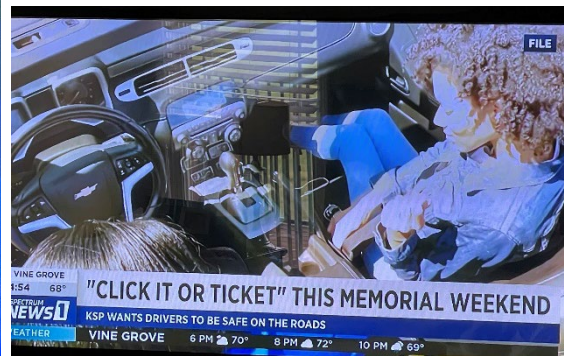
Perry County Community Safety Team (earned media):

- Social media
- Media advisory (Rollover simulator events)
- Post seat belt survey “Battle of the Belts” award presentation to Perry County Central High School on April 22, 2022



Click It or Ticket (earned media): May – June 2022

- Social media
- DMS messages
- Press conference in Perry County on May 23
- Statewide press release May 19, 2022: **Kentucky Office of Highway Safety Reminds Kentuckians to Click It or Ticket Ahead of Memorial Day Weekend**
Motorists reminded to buckle up, enforcement heightened May 23-June 5



Click It or Ticket campaign kicks off in Perry County

A Hazard Herald Staff Report May 26, 2022

f t i s o r



Perry County law enforcement agencies kicked off a Click It or Ticket campaign to promote safe driving.

'Click it or Ticket' campaign kicks off on Monday



DMS PANEL

1

DEATHS
ON KY
ROADS
THIS YEAR

DMS PANEL

2

BUCKLE UP
PHONE
DOWN

DMS

PANEL 1

BE SAFE
THIS
MEMORIAL
WEEKEND

DMS

PANEL 2

CLICK IT
OR TICKET

DMS

PANEL 1

BUCKLE UP
KENTUCKY

DMS

PANEL 2

CLICK IT
OR TICKET

Harlan Police Department to perform safety checkpoints and participate in 'Click It or Ticket'

From the Harlan Police Department -



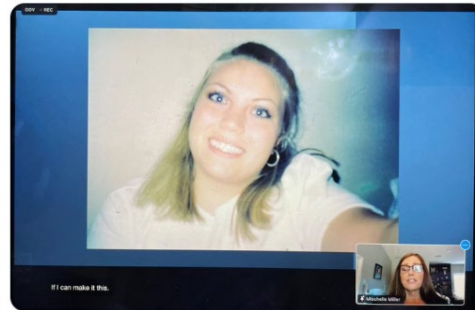
The Harlan Police Department will be conducting traffic safety checkpoints throughout the City of Harlan and surrounding areas. These checkpoints will be at designated areas on highways where statistics have shown an elevated number of

vehicle crashes. During the checkpoints officers will be enforcing laws related to operating a motor vehicle while under the influence of drugs or alcohol, licensing of motor vehicles and operators, registration and insurance violations, seat belt and child restraint violations, and motor vehicle equipment violations.



KY Highway Safety @kyhighwaysafety · May 16

Thank you to Mischelle Miller from #Owensboro #Kentucky for sharing her family's story during @NHTSAgov's #ClickItorTicket campaign virtual kickoff. Her teenage daughter, Megan, lost her life in 2006 after being ejected in a vehicle crash. Watch here: bit.ly/3FHkua8



Click It or Ticket “Local Heroes” (paid media):

May 23-31, 2022 (75% of media buy – heavy concentration over Memorial Day weekend, 100% run for broadcast affiliates)

June 6-30, 2022 (25% of media buy - percentage varied in areas of the state)

\$275,000 NHTSA 405d funds program number THSP22CM

Targeted Area: Statewide with an emphasis in Barren, Calloway, Daviess, Graves, Grayson, Hopkins, Henderson, McCracken, and Warren Counties

Secondary counties: Boyd, Floyd, Laurel, Pulaski, Marshall, Shelby, Oldham, Jefferson, Spencer, Nelson, Ft. Knox, Hardin, Bullitt, Fayette, Madison, Clark, Jessamine, Woodford, Scott, Pike, Bell, Whitely, Perry, Knox, Clay, Rowan, Franklin

Audience: Utilized viewing habits and zip code to identify viewers/listeners in the demographic/low-seatbelt-use areas.

Total campaign impressions: 27.9 million plus ongoing bonus billboards in some counties

Radio and Audio Streaming:

Affiliates: 95 (Kentucky News Network)

Spots: 12,975 including bonus

Audio streaming impressions: 202,584

YouTube:

Impressions: 1.17 million

Clicks: 945

Total Click Thru Rate (CTR) .07% (Average CTR for YouTube ads is .05%)

Pre-roll:

Impressions: 231,519

Clicks: 945

Video Completion Rate (VCR): 91.33% (Average VCR for pre-roll is 75%)

Digital streaming

Impressions: 267,411

Reach: 465,600

Video Completion Rate (VCR): 100%

WYMT-TV (Pikeville DMA)

Number of broadcast spots: 138

Livestreaming: 50,000 spots on wymt.com

Display Ads: 300,000

CTR: 1.6% (nearly 6 times the normal industry standard)

WPSD (Paducah DMA):

Broadcast and digital impressions: 380,162

WPSD-TV Radar App CTR: .27%

WFIE (Evansville/Owensboro DMAs):

Number of spots: 144 plus 59 bonus ads on MeTV

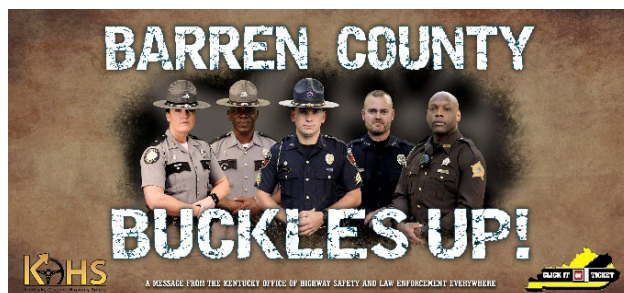
Broadcast impressions: 5.77 million

Reach: 96% of households in DMA

Digital spots: 165,932

CTR: .21% (average is .05% to .08%)

24-hour homepage takeover impressions: 5,908





WBKO (Bowling Green DMAs):

Broadcast spots: 85

Impressions: 1.03 million

Reach: 98%

Frequency: 12.05

24-hour homepage takeover impressions: 43,914

CTR: 41%

Bonus display ads on wbko.com desktop and apps - impressions: 60,014

CTR: 71%

Spectrum Cable & Digital (Louisville, Lexington Evansville, and Paducah DMAs):

Number of spots: 26,002 plus 4,481 bonus

Cable impressions: 7.88 million

Display ad impressions: 1.07 million

Digital streaming impressions: 794,982

VCR: 98.50%

Hispanic Network spots: 1,000

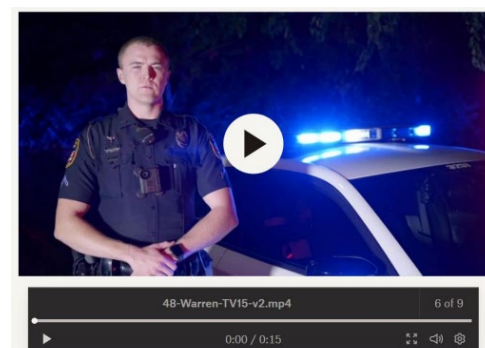
A4 Media (Ashland/Boyd/Greenup/Huntington DMA & Floyd Co. DMA):

Number of spots: 1,381 plus 420 bonus

Digital streaming impressions: 42,900

Reach: 76% *frequency average of 8 times for all viewers

VCR: 97%



Frankfort Plant Board Cable & Digital (Franklin County):

Number of spots: 1,835 plus 573 bonus

Reach: 96%

Cable impressions: 138,253

Digital streaming: 32,000 impressions

VCR: 88%

SCRT-Central Kentucky (Hart/Barren/Monroe/LaRue/Metcalf DMA):

Number of spots: 2,572

Households: 16,500

Comcast (Western KY/Bowling Green DMAs):

Number of spots: 1,044 plus 262 bonus

Impressions: 311,295

Reach: 93.9%

Frequency: 8.0

Digital streaming impressions: 58,667

VCR: 98%

PLG-TV/The Kentucky Standard (Nelson County):

Number of spots: 231

Impressions: 25,000

Gearhart Media (Pikeville/Eastern KY DMA) – Included ads during the 2022 Pike County High School Graduation streamed on social media, website, and YouTube pages



- Radio spots on WIFX, WXLN, and WXXZ: 686
- The :15 promo aired on WPRG-TV Ch. 5 every 35 minutes/24 hours a day during the campaign
- The :15, :30, or :60 promos aired on IMC Ch. 105HD every hour/24 hrs. a day during the campaign

Billboards: We decided to try billboards in targeted counties, with a small footprint in Nelson and Daviess County – 12 billboards total. We plan to increase next year due to the success of the pilot project.

Impressions: 10.9 million *Many billboards are still displayed as of this report due to no other advertiser replacing the board.

Local Heroes billboards are shown below. Note the photo on the right is a digital billboard and the photo does not adequately represent the colors:



Occupant Protection – Distracted Driving

Thanksgiving Buckle Up Phone Down (earned media):

- Social media
- DMS message
- Statewide press release Nov. 17, 2021 - **Kentucky Transportation Cabinet Reminds Thanksgiving Travelers to Buckle Up and Put the Phone Down**
The campaign aims to prevent crashes, injuries, and fatalities throughout the holiday

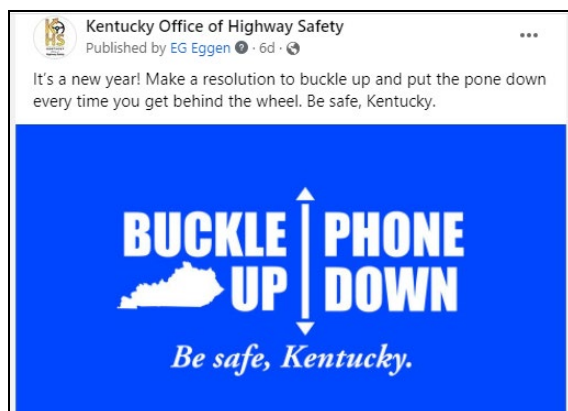


DMS PANEL 1
BE THANKFUL
FOR YOUR
SEAT BELT
DMS PANEL 2
PLEASE
BUCKLE UP

DMS PANEL 1
DEATHS
ON KY ROADS
THIS YEAR
DMS PANEL 2
BUCKLE UP
PHONE DOWN

New Year's Buckle Up Phone Down (earned media):

- Social Media
- DMS messages



DMS PANEL 1
NEW YEAR
SAME GOAL
ZERO
DEATHS
DMS PANEL 2
BUCKLE UP
AND PUT
THE
PHONE
DOWN

DMS PANEL 1
MAKE A
NEW
YEAR'S
RESOLUTIO
N
DMS PANEL 2
STAY
ALERT
BEHIND
THE
WHEEL

Distracted Driving Awareness Month Buckle Up Phone Down Campaign (earned media):

- Social media
- DMS messages
- Press conference: April 12, 2022, with AAA East Central and Kentucky State Police for Distracted Driving Awareness Month
- Statewide press release March 31, 2022: **Kentucky steers motorists to buckle up, put phones down to increase roadway safety** *Office of Highway Safety launches new campaign to reduce crashes, fatalities*

KOHS reminding Kyians to buckle up, put phone down during Distracted Driving Awareness Month

Apr 2nd, 2022 · 0 Comment

[f](#) [t](#) [p](#) [in](#) [s](#) [e](#) [v](#)

In honor of National Distracted Driving Awareness Month in April, the Kentucky Office of Highway Safety is driving home a life-saving message for all motorists – buckle up and put the phone down.

"Kentuckians can help protect themselves and all our families by buckling up every time they enter a vehicle and choosing to put down their phone," said Gov. Andy Beshear. "These basic safety practices make a considerable difference in preventing crashes and lessening the severity of injuries and the number of deaths on our roadways."

Kentucky's Buckle Up/Phone Down campaign features videos, radio spots, social media and digital advertising that will run throughout the month. Additionally, a Buckle Up/Phone Down ringtone was created specifically for the campaign and may be downloaded at kyhighwaysafety.com.

Over the past decade, distracted driving has become one of the leading causes of vehicle crashes on our nation's roads. According to KOHS, each year in Kentucky, distracted driving results in more than 50,000 crashes, more than 15,000 injuries and approximately 200 deaths.

"Preventable deaths and injuries are the hardest ones to accept," said KYTC Secretary Jim Gray. "These are not just numbers. These are people – mothers, fathers, sons, daughters – that either didn't survive or their lives were seriously altered due to someone not making a safe choice when behind the wheel."




DMS PANEL 1
BUCKLE UP
PHONE
DOWN

DMS PANEL 1
DEATHS
ON KY
ROADS
THIS YEAR
DMS PANEL 2
BUCKLE UP
PHONE
DOWN

KY Highway Safety @kyhighwaysafety · Jun 16
Please always #BuckleUp!

Kentucky Transportation Cabinet @KYTC · Jun 16

"Our 17 year old son, Victor, was involved in a rollover crash on his way to school. His truck rolled 2 or 3 times. He walked away because he was wearing his seatbelt."
- Ronnie & Janey, Water Valley, KY
Seatbelts save lives. Please buckle up and put the phone down.



Your story 16s

**APRIL IS
DISTRACTED DRIVING
AWARENESS MONTH**

#BUCKLEUP #PHONEDOWN

kyhighwaysafety

BUCKLE UP | PHONE DOWN

Be safe, Kentucky.

kyhighwaysafety April is National Distracted Driving Awareness Month. Please buckle up and put the pho...

**THESE TWO SIMPLE YET
CRITICAL ACTIONS WILL HELP
SAVE LIVES ON OUR ROADWAYS.**

BE SAFE. KENTUCKY

Boost Highlight More

KY Highway Safety @kyhighwaysafety · 17h

We were pleased to partner with @AAAECentral and @kystatepolice to promote #DistractedDrivingAwarenessMonth at the Shelby County Welcome Center today. Please #BuckleUp and put the #PhoneDown. Be safe, #Kentucky.

#BuckleUpPhoneDown

Kentucky Transportation Cabinet

WILKY @WILKY

Kentucky officials launch campaign to get drivers to put down their phones, focus on the road

wilky.com

Kentucky officials launch campaign to get drivers to put down their phones, foc...
Kentucky State Police, the Office of Highway Safety and AAA have launched a new campaign warning of the dangers of distracted driving.

Top Tweet earned 3,933 impressions

April is National #DistractedDriving Awareness Month. Please #buckleup and put the #phonedown. By committing to these two simple actions, lives will be saved on our roadways. Be safe, #Kentucky .
pic.twitter.com/uPrYLDfm6c

BUCKLE UP | PHONE DOWN

Be safe, Kentucky.

KY Highway Safety @kyhighwaysafety · Apr 6

DID YOU KNOW? April is #DistractedDriving Awareness Month and we're partnering with @NHTSAGov to promote safe driving behaviors behind the wheel. Protect yourself, your passengers and others on the road.
#JustDrive @KYTC

0:01 / 133 views

Distracted Driving Awareness Month Buckle Up Phone Down Campaign (paid media):
April 1-30, 2022 (Distracted Driving Awareness Month)
\$300,000 State funds

Targeted Area:

Statewide with heavier frequency in 60 counties with the highest distracted driving-related crashes.

Target Audience:

Primary: Men and women 18-34

Terrestrial Radio:

Stations: 31

Spots: 2,265

Bonus spots: 778 (Louisville – 78; Lexington – 158; Northern KY – 73; Small markets – 469)

Social Media: Facebook/Instagram

Impressions: 883,802

Clicks: 4,411

Click Thru Rate (CTR): 0.53%

Social Media: TikTok

Impressions: 765,348

Clicks: 6,921

CTR: 0.90% The benchmark is 0.50%+ so this exceeded what is typically seen.

YouTube:

Impressions: 2,956,368

Clicks: 3,292

CTR: 0.111%

Police (:15 and :30) and Spanish Jockey (:15 and :30) were the most popular.

Digital Display:

Impressions: 3,343,331

Clicks: 47,109

CTR: 1.41%

Video Streaming: Hulu

Impressions: 881,885

Completed Views: 867,058

Video Completion Rate (VCR): 98.32%

Spectrum

Impressions: 1,074,641

Completed Views: 1,050,816

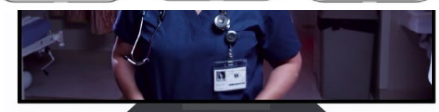
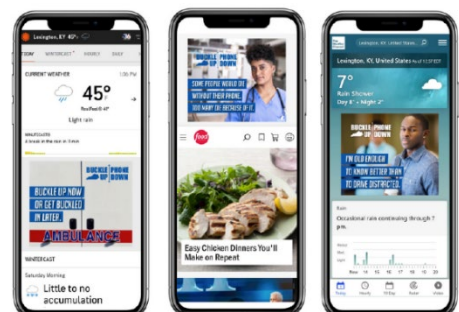
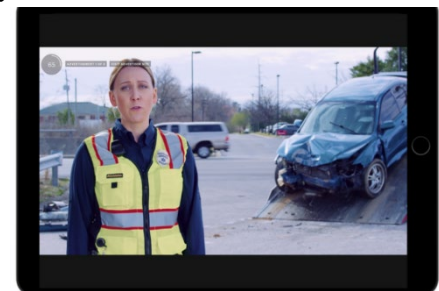
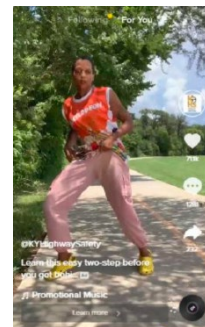
Video Completion Rate (VCR): 97.78%

ESPN

Impressions: 455,539

Completed Views: 413,236

Video Completion Rate (VCR): 90.71%



Audio streaming: iHeart, Spotify, and Hispanic

Impressions: 2,096,747

Gas Station TV:

Total stations: 423

Impressions: 424,734

Gas Pump Toppers:

Total stations: 116

Number of counties: 92



Impaired Driving

Halloween Buzzed Driving (earned media):

- Social media
- DMS message
- Statewide press release Oct. 29, 2021- **Motorists Encouraged to Be Safe This Halloween** *Office of Highway Safety reminds drivers that “Buzzed Driving Is Drunk Driving”*

Office of Highway Safety reminding Kentuckians to stay alert, be safe on state's roadways on Halloween

Oct 30th, 2021 - 0 Comments

[f](#) [t](#) [p](#) [i](#) [l](#) [e](#) [m](#) [s](#)

The Kentucky Transportation Cabinet's (KYTC) Office of Highway Safety is partnering with the National Highway Traffic Safety Administration (NHTSA) to remind motorists that "Buzzed Driving Is Drunk Driving" and to celebrate responsibly on Halloween.

"As we make strides to experience a sense of normalcy in light of the pandemic, I want to encourage Kentuckians to celebrate Halloween safely by following health guidelines and making plans for a sober ride home if you plan to drink," said Gov. Andy Beshear. "A few preventive measures can mean the difference between life and death."

According to NHTSA, from 2015 to 2019, 41 percent of all people killed in motor vehicle crashes on Halloween night were in crashes involving a drunken driver. Adults between the ages of 21 and 34 had the highest percentage (62 percent) of deaths in drunken-driving crashes on Halloween night in 2019.

"If you are under the influence of any substance and choose to get behind the wheel, you put everyone on the road in danger, including yourself," said KYTC Secretary Jim Gray. "Drivers must understand that either drugs or alcohol not only hinder your ability to drive, but also affect your judgment about whether you can or should drive. You may think you're fine, but impairment slows judgment, coordination and reaction times."

buzzed driving is drunk driving
designate a sober driver

Drivers encouraged to be safe this Halloween weekend

Office of Highway Safety reminds drivers that "Buzzed Driving Is Drunk Driving"

By WKRC News Staff
Published: Oct. 29, 2021 at 10:18 AM EDT

DMS PANEL 1
DRIVING SAFELY
IS THE TRICK
DMS PANEL 2
GETTING HOME
IS THE TREAT

Kentucky Office of Highway Safety
Published by [EG Egan](#) - October 30 -

There is nothing more frightening than a drunk driver! On average, between 2015-2019, on Halloween night, 41% of those killed were in traffic crashes that involved at least one drunk driver.

#BuzzedDriving is drunk driving. #PlanARide NHTSA

PLAN A SOBER RIDE.

buzzed driving is drunk driving
NHTSA

KY Highway Safety
@kyhighwaysafety

Halloween is full of tales about haunted houses 🏠, spooky music 🎵 and frightening movies. Don't turn the scares into real life dangers by getting behind the wheel after drinking. #BuzzedDriving is drunk driving.

10:00 AM - Oct 28, 2021 - Twitter Web App

Drive Sober Holiday (earned media):

- Social media
- DMS message
- Statewide press release Dec. 21, 2021:
Office of Highway Safety Reminds Kentucky Drivers to Plan Safe Rides this Holiday Season ‘Drive Sober or Get Pulled Over’ continued through New Year’s Day

2021 Holiday Season, Drive Sober or Get Pulled Over

Campbellsville, KY, USA / K Country 105.7 FM WGRK | Country Music Hits

News Staff

Dec 20, 2021 | 11:25 AM



DMS PANEL 1
HO-HO-HO
TAKE IT
SLOW
AS YOU GO

DMS PANEL 1
DON'T END
UP
ON THE
NAUGHTY
LIST
DMS PANEL 2
BUCKLE UP
&
DRIVE
SOBER

DMS PANEL 1
GATHERING
WITH
FRIENDS
OR FAMILY?
DMS PANEL 2
PLEASE
DRIVE
SAFELY

DMS PANEL 1
NEW YEAR'S
EVE GIVE UP
THE KEYS
DMS PANEL 2
DESIGNATE
A SOBER
DRIVER



Drive Sober Holiday (paid media):

November 22- 28, 2021, and December 1, 2021- January 1, 2022

\$180,000 NHTSA 405d funds program number THSP22IM

As part of the holiday Drive Sober campaign, we ran media and digital ads specific to Thanksgiving Nov. 22-28.

Target Audience:

Primary: Male drivers 18-34

Secondary - Adults 18+

Targeted Area:

Statewide with an emphasis on 41 counties with the highest impaired driving-related crashes.

Thanksgiving Ads (Display, Online Video, and Audio):

Impressions: 435,581

Clicks: 1,461

Click Thru Rate (CTR): .34%

Audio Completion Rate (ACR): 94.59%

Thanksgiving Social Media:

Facebook/Instagram

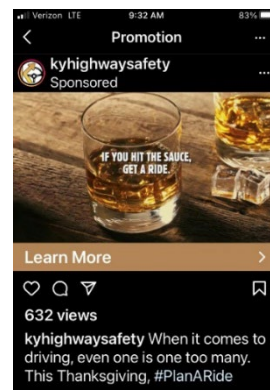
Impressions: 296,156

Clicks: 413

CTR: .13%

Reach: 250,930

Frequency: 1.18



Thanksgiving Social Media: Twitter

Impressions: 83,455

Clicks: 184

CTR: .22%

Engagements: 254

Christmas Ads - Display, Online Video, and Audio:

Impressions: 1,900,357

Clicks: 3,191

Click Thru Rate (CTR): .22%

Audio Completion Rate (ACR): 96.54%

Christmas Social Media: Facebook/Instagram

Impressions: 1,110,024

Clicks: 1,684

CTR: .15%

Reach: 585,467

Frequency: 1.90

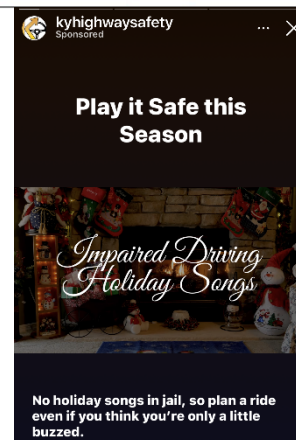
Christmas Social Media: Twitter

Impressions: 363,981

Clicks: 677

CTR: .18%

Engagements: 860



Holiday Radio – ran Nov. 22, 2021 – Jan. 1, 2022:

Louisville, Lexington, Cincinnati, The Organic and Bowling Green DMAs plus county-by-county radio

Stations: 56

Spots: 4,761

Holiday ads on TV screens in bars – displayed Nov. 22, 2021 – Jan. 1, 2022:

Impressions: 197,884

Pacing: 128.39%

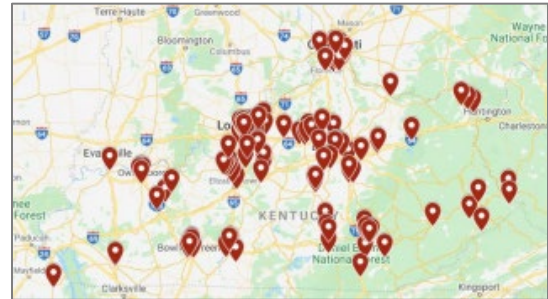
Frequency: 6 times per hour

Holiday Out-of-Home – displayed Nov. 22, 2021 – Jan. 1, 2022:

Total posters: 117

Total liquor store floor clings: 21

Map of out-of-home locations (right)



NOTE: \$1,395 was moved from out-of-home to digital when a tornado hit multiple gas stations in the targeted counties – e-mail below.

From: Susan Neuhalfen <SusanN@red7e.com>
Sent: Tuesday, December 14, 2021 10:28 AM
To: Eggen, Erin G (KYTC) <Erin.Eggen@ky.gov>
Subject: Tornado

The tornado that moved through portions of Kentucky on Friday unfortunately wiped out some of the locations where the Drive Sober Holiday campaign was posted. The tornado took place on 12/10 and the campaign was scheduled to run through 12/31, so we are going to lose exposure at the impacted locations for 3 weeks. There were 6 one-sheet locations impacted, so pro-rated credit for 3 weeks would be \$720. 4 indoor locations pro-rated would be a credit of \$675. Total credit \$1,395.

Let's talk about what we can do.

Super Bowl “Fans Don’t Let Fans Drive Drunk” (earned media):

- Social media
- DMS message
- Statewide press release Feb. 9, 2022: **Super Bowl LVI Viewers Reminded ‘Fans Don’t Let Fans Drive Drunk’** *Kentuckians encouraged to plan for a safe ride home*



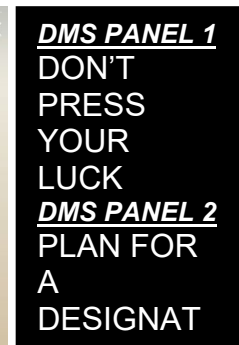
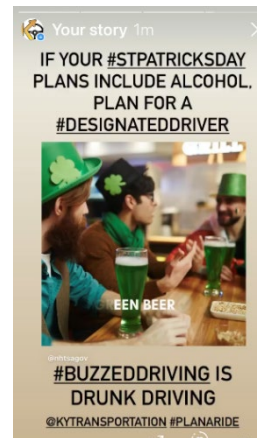
DMS PANEL 1
WATCHING
THE
BIG GAME
THIS
WEEKENDS?
DMS PANEL 2
FANS DON'T
LET FANS
DRIVE

Organic Facebook post (below center) had a reach of 35,872 and 293 engagements.



St. Patrick’s Day Buzzed Driving is Drunk Driving (earned media):3

- Social Media
- DMS message
- Statewide press release March 15, 2022: **Designate a Sober Driver this St. Patrick’s Day Buzzed Driving is Drunk Driving**



Drug-impaired driving (earned media):

April 20, 2022

- Social media
- DMS message

DMS PANEL 1
IF YOU FEEL
DIFFERENT
YOU DRIVE
DIFFERENT
DMS PANEL 2
DON'T DRIVE



Fourth of July Buzzed Driving (earned media)

- Social media
- DMS message
- Statewide press release July 15, 2022: **This Fourth of July, Remember: Buzzed Driving is Drunk Driving** *Help prevent impaired driving crashes during the holiday weekend*





Highway safety officials remind holiday drivers that 'Buzzed Driving is Drunk Driving'; make plans

Jun 30th, 2022 - 0 Comment



As Kentuckians celebrate the Fourth of July holiday weekend, the Kentucky Office of Highway Safety, part of the Transportation Cabinet, is joining the National Highway Traffic Safety Administration (NHTSA) to remind drivers that "Buzzed Driving is Drunk Driving."

Unfortunately, the holiday weekend can create dangerous driving situations when individuals choose to drive while impaired. Last year in Kentucky, there were 83 crashes involving a drunken and/or drugged driver over the Fourth of July holiday period, resulting in 36 injuries and four deaths.

"We want all Kentuckians to enjoy their Independence Day festivities," said Gov. Andy Beshear. "However, we encourage everyone to celebrate responsibly by booking a safe ride home or designating a sober driver if your celebrations include alcohol. The top priority for everyone has to be keeping themselves and others safe."



Labor Day "Drive Sober or Get Pulled Over" (earned media):

- Social media
- DMS messages
- Statewide press release August 16, 2022: **Kentucky Office of Highway Safety Joins National Effort to Prevent Impaired Driving During Labor Day Holiday 'Drive Sober or Get Pulled Over' runs Aug. 18 - Sept. 6**

DMS PANEL 1
GRAB A RIDE
NOT THE WHEEL
DMS PANEL 2
DRIVE SOBER
KENTUCKY

KY Highway Safety @kyhighwaysafety · Aug 17
This #LaborDay holiday, we're joining @NHTSAgov and law enforcement across the nation in reminding drivers to "Drive Sober or Get Pulled Over." The campaign begins today and runs through Sept. 6.

If your plans include alcohol, plan for a sober driver. #PlanARide #DriveSober

Don't trade your keys for these.

#PLANARIDE

KY Office of Highway Safety joins national campaign to prevent drunk driving over Labor Day holiday

Aug 21st, 2022 - 0 Comment



This Labor Day weekend, the Kentucky Transportation Cabinet's (KYTC) Office of Highway Safety (KOHHS) is joining the National Highway Traffic Safety Administration (NHTSA) and law enforcement across the nation in reminding drivers to "Drive Sober or Get Pulled Over."

"Labor Day marks the unofficial end of summer and we want to encourage everyone to celebrate responsibly by booking a safe ride home or designating a sober driver if your celebrations include alcohol," said Gov. Andy Beshear. "Together, we can avoid preventable tragedies on Kentucky roadways."

While law enforcement officers patrol for impaired drivers year-round, NHTSA says impaired driving-related crashes tend to increase during the Labor Day holiday period.

"If you are under the influence of any substance and choose to get behind the wheel, you put everyone on the road in danger, including yourself," said KYTC Secretary Jim Gray. "Drivers must understand that drugs and/or alcohol not only hinder your ability to drive, but also affect your judgment about whether you can or should drive. You may think you're fine, but impairment slows judgment, coordination and reaction times."

According to the KOHHS, last year in Kentucky there were 4,670 total crashes involving an impaired driver, resulting in 2,187 injuries and 194 deaths. During the Labor Day holiday weekends.



DMS PANEL 1
DEATHS ON
KY ROADS
THIS YEAR
DMS PANEL 2
DRIVE SOBER
OR GET
PULLED
OVER



Labor Day Drive Sober/Ride Sober or Get Pulled Over (paid media):

August 18 – September 6, 2021

\$180,000 NHTSA 405d funds program number THSP22IM

Targeted Area: Statewide with an emphasis in:

- **Drive Sober Counties:** Jefferson, Fayette, Kenton, Hardin, Boone, Warren, Bullitt, Daviess, McCracken, Madison, Laurel, Campbell, Pike, Pulaski, Christian, Scott, Nelson, Barren, Shelby, Jessamine, Marshall, Graves, Franklin, Clark, Whitley, Perry, Floyd
- **Motorcycle Counties:** Jefferson, Fayette, Kenton, Hardin, Boone, Warren, Bullitt, Daviess, McCracken, Madison, Laurel, Campbell, Pike, Pulaski, Hopkins, Boyd, Christian, Oldham, Scott, Henderson, Nelson, Barren, Shelby, Jessamine, Marshall

Target Audience:

Primary: Primary: M18-34, Secondary: Adults 21-64

Facebook/Instagram:

Impressions: 148,400

Clicks: 2,973

Click Thru Rate (CTR): 2.0%

100% Completions: 5,627

Traditional Radio:

56 stations

4,834 spots

Streaming audio – ESPN, Spotify, iHeart, etc.

Impressions: 799,914

Audio Completion Rate (ACR):

78.84%

Digital Display Ads:

Impressions: 902,480

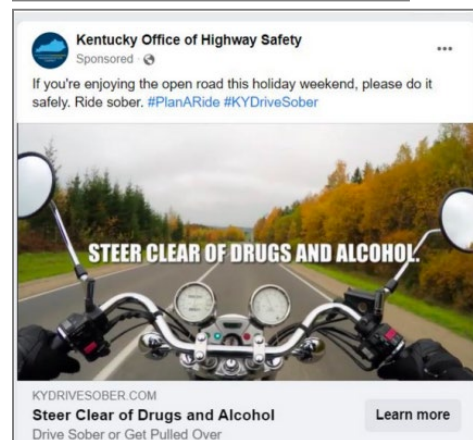
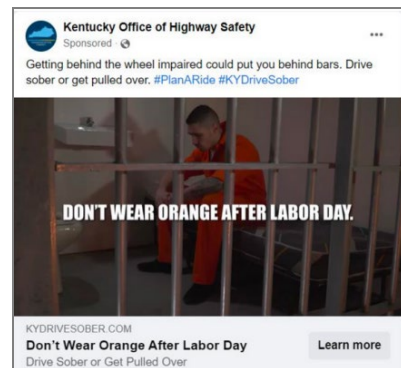
Clicks: 1,626

Click Thru Rate (CTR): 0.18%

Gas Station TV:

Impressions: 618,942

Media Markets: 8



Motorcycle Safety

Motorcycle Safety Awareness Month (earned media)

- Social media
- DMS messages
- Statewide press release May 3, 2022: **May is Motorcycle and Bike Safety Awareness Month** *Kentucky Transportation Cabinet joins NHTSA in promoting shared safety practices by all highway users*



Motorcycle Safety Awareness Month “Ride Safe” (paid media)

\$85,000 NHTSA 402 funds program number THSP22MC

May 1 – 31, 2022

Targeted Area:

Statewide with heavier frequency in 25 counties with the highest number of registered motorcycles.

Target Audience:

Primary: Drivers and motorcyclists

Terrestrial Radio:

Stations: 31

Spots: 2,032

Audio streaming:

Impressions: 508,483

Audio Completions: 355,112

Audio Completion Rate (ACR): 70.23%

Digital Display Ads (added value):

Impressions: 106,873

Clicks: 155

CTR: 0.15%

Social Media:

Impressions: 1,258,501

Reach: 620,158

Clicks: 1,682

CTR: 0.13%

Video watches at 100%: 13,925

Engagement: 138,410

Online Video:

Impressions: 570,046

Clicks: 395

CTR: 0.07%

Video Completions: 469,072

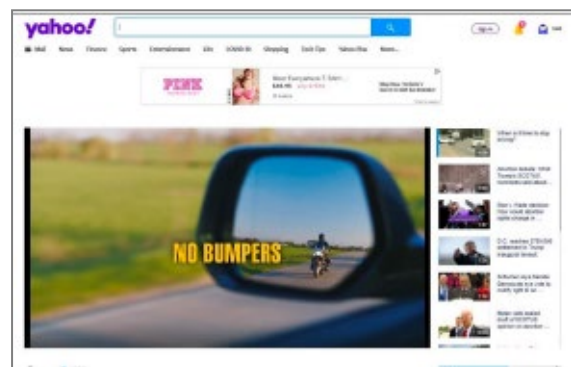
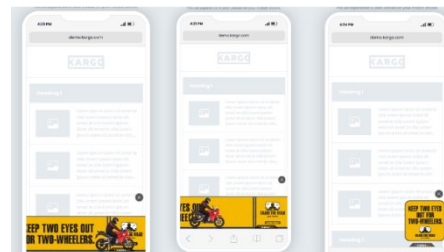
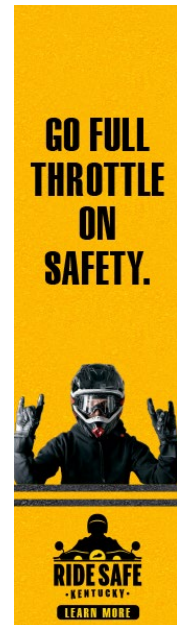
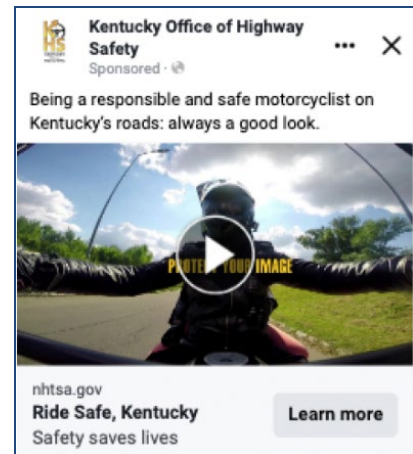
Video Completion Rate (VCR): 82.29%

Dynamic Mobile Display (pictured at right):

Impressions: 1,311,620

Clicks: 8,681

CTR: 0.66%



Motorcycle Safety Awareness Month “Share the Road” (paid media)

\$85,000 NHTSA 405f funds program number THSP22MA

May 1 – 31, 2022

Targeted Area:

Statewide with heavier frequency in 25 counties with the highest number of registered motorcycles.

Target Audience:

Drivers and motorcyclists

Terrestrial Radio:

Stations: 31

Spots: 2,061

Audio streaming:

Impressions: 554,943

Audio Completions: 389,174

Audio Completion Rate (ACR): 70.52%

Digital Display Ads (added value):

Impressions: 106,981

Clicks: 111

CTR: 0.10%

Social Media:

Impressions: 1,260,929

Reach: 619,392

Clicks: 1,742

CTR: 0.14%

Video watches at 100%: 12,100

Engagement: 133,801

Online Video:

Impressions: 581,305

Clicks: 415

CTR: 0.07%

Video Completions: 484,881

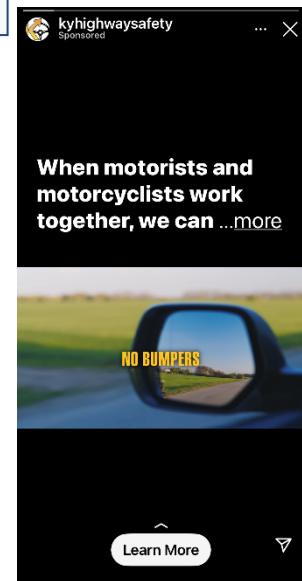
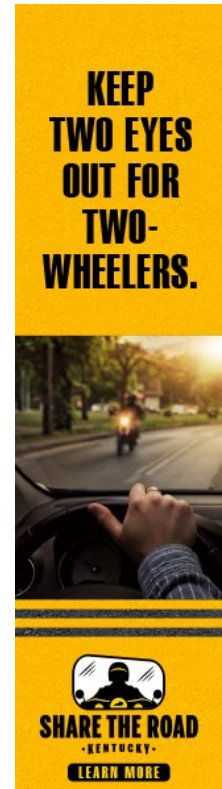
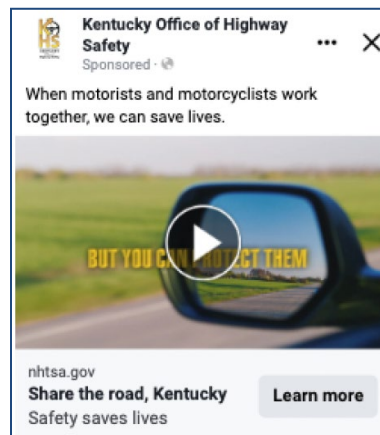
Video Completion Rate (VCR): 83.41%

Dynamic Mobile Display:

Impressions: 1,310,861

Clicks: 8,394

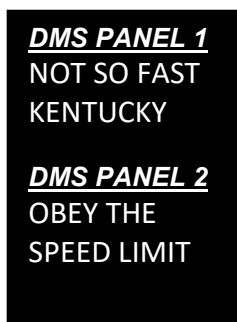
CTR: 0.64%



Speed & Aggressive Driving

Not So Fast, Kentucky (earned media)

- Social media
- DMS messages
- Statewide press release July 15, 2022: **Kentucky Office of Highway Safety Partners with Law Enforcement on Speed Awareness Campaign ‘Not So Fast, Kentucky’ runs through July 31**



Not So Fast, Kentucky (paid media):

July 15-31, 2022

\$150,000 NHTSA 402 funds program number THSP22HV

Targeted Area:

Statewide with an emphasis on the 40 counties with the highest number of speed-related crashes.

Target Audience:

Primary: Male drivers 16-35 Secondary - Male Drivers 36-45

Audio Streaming: iHeart, Spotify, and other digital vendors totaling 119 channels

Audio streaming (English):

Impressions: 599,996

Completions: 502,821

Average Completion Rate (ACR): 84.37%

Audio streaming (Hispanic):

Impressions: 32,005

Completions: 29,911

ACR: 93.46%

Facebook/Instagram:

Impressions: 61,523

Clicks: 812

Total Click Thru Rate (CTR): 1.32%

Twitter:

Impressions: 65,489

Clicks: 647

CTR: 99%

TikTok: :15 video

Impressions: 90,675

Clicks: 856

CTR: .94%

Podcasting (English):

Impressions: 405,994

Completions: 337,959

ACR: 84.47%

Podcasting (Hispanic):

Impressions: 22,001

Completions: 19,244

ACR: 87.47%

Digital – Dynamic Mobile Display:

Impressions: 1,483,817

Clicks: 1,236

CTR: .08% (national benchmark is .06% - .13%)

In-view Rate: 95% (national benchmark is 90.4%)

Kentucky Office of Highway Safety
Sponsored · 🌐

Turtles take their time to get where they're going. You should too, especially when you're behind the wheel. Please, obey speed limits.

notsofastky.com
Not so fast, Kentucky. Learn more
Please obey the speed li...

Kentucky Office of Highway Safety
Sponsored · 🌐

Being fast on the diamond is a good thing, but driving too fast on Kentucky's roads puts lives at risk. Please, obey speed ...See more

notsofastky.com
Not so fast, Kentucky. Learn more
Please obey the speed li...

@KYHighwaySafety
Turtles take their time to get where they're...
713
1281
232

CARCO

PEDAL TO THE METAL
CAN PUT SOMEONE IN THE HOSPITAL.

NOT SO FAST
- KENTUCKY -

Gas Station TV:

Impressions: 833,349

Media Markets: 8

Video Streaming:

Impressions: 2,262,654

Completions: 2,221,189

VCR: 98.17%

Gas Station TV (below):



Speeding - Impaired - Occupant Protection – Distraction

2021 End-of-Year Fatality Report (earned media)

- Social media
- Statewide press release April 18, 2022: **Transportation Cabinet, Kentucky State Police Announce Rise in 2021 Highway Fatality Count** *Fatalities up 26 compared with 2020, Officials urge drivers to buckle up*



Transportation Cabinet, KSP announce rise in 2021 highway fatality count


Fatalities up 26 compared with 2020, drivers urged to buckle up

April 18, 2022 by Erica Bivens

FRANKFORT, Ky. (WTVQ/PRESS RELEASE) – Highway fatalities in Kentucky increased last year, according to the Kentucky Transportation Cabinet's (KYTC) Office of Highway Safety and Kentucky State Police (KSP). Data indicates there were 806 fatalities in 2021, compared to 780 in 2020 – a 3.3 percent increase.

"While many drivers are dedicated to making safe choices behind the wheel, seeing more people lose their lives on our roadways is concerning," said Gov. Andy Beshear. "Failing to click a seat belt or turn over the keys after drinking has impacted the lives of grieving Kentucky families whose loved one could have been spared from these preventable deaths. We all must be vigilant to practice safe behaviors to reverse this trend."

According to the Kentucky Office of Highway Safety (KOHS), of the 806 highway fatalities last year in Kentucky, 54.7 percent were not wearing a seat belt and 15 percent involved alcohol. Approximately 26 percent involved speeding or aggressive drivers and 15 percent involved driver distraction. Pedestrians and bicyclists accounted for 85 deaths and motorcyclists accounted for 88.

	Highway fatalities in Kentucky showed a 3.3% increase in 2021. Initial data indicates there were 806 fatalities in...	Post Reach 8051	Engagement 120
Mon, Apr 18			

JMI Sports Marketing – University of Kentucky Athletics (paid media): Total: \$210,000

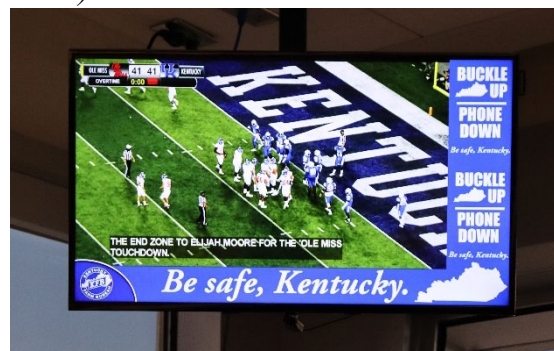
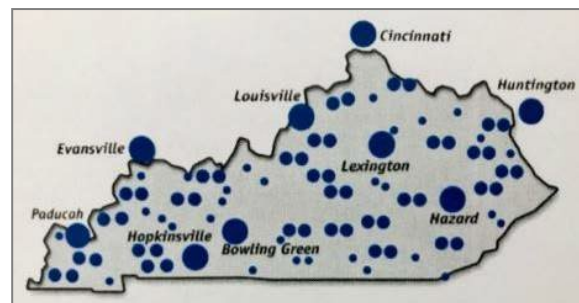
- \$125,000 405D NHTSA funds program number THSP22IM
- \$150,000 402 NHTSA funds program number THSP22HV

UK Sports Network affiliate

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

Radio spots air before and after all games on the UK Sports Network 60 affiliates while in-venue announcements remind fans to drive safely. “Drive Sober or Get Pulled Over” and “Buckle Up Phone Down” are the primary messages. Additionally, we receive a :30 TV spot during the UK baseball coaches show.

At Kroger Field the “Drive Sober” or “Buckle Up Phone Down” image rotates on IPTVs installed in and outside the stadium (*pictured below*).



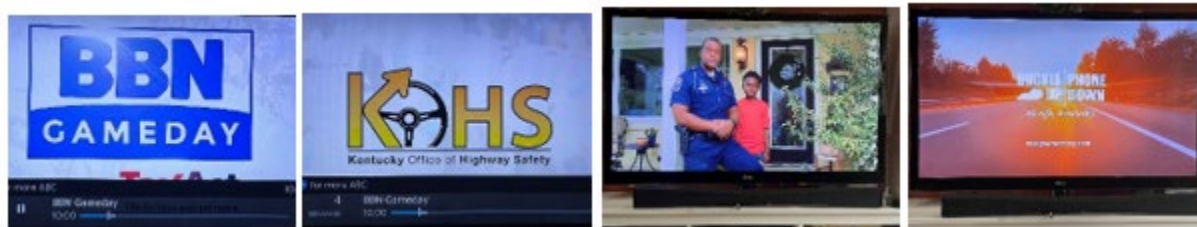
Rupp Arena hosts the UK men's basketball games, four UK women's basketball games, the Kentucky High School Athletic Association's boys' state tournament, musical concerts, and family shows throughout the year. The majority of the UK women's basketball games are held in Memorial Colosseum. In addition to PA Announcements, the logos are shown on LED courtside signs, the center-hung video board, and lower tunnel signs (*examples below*).



Baseball sponsorship



Buckle Up Phone Down commercial during BBN Gameday television show (below).



Learfield Sports Marketing – University of Louisville Athletics

Total: \$215,000

- \$100,000 405D NHTSA funds program number THSP22IM
- \$115,000 402 NHTSA funds program number THSP22HV

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

The contract also includes a social media promotion, in-venue PA announcements, and radio spots on the UofL Sports Network (12 affiliates) plus six spots each during football and basketball season on UofL's Spanish radio network. Additionally, we receive signage at the soccer stadium and a :30 TV spot during the UofL football coaches show (12 shows per season.)

"Buckle Up Phone Down" and "Drive Sober or Get Pulled Over" are the primary messages. Signage includes logos on exit gates, 360-degree LED ribbon board, LED courtside, in-venue TVs, and center-hung video boards (*examples below*).





Exit signage at Cardinal Stadium.



Drive Sober crosscourt signage at Freedom Hall.



BUPD Snapchat filter for football game against University of



External back-lit Drive Sober sign at Cardinal Stadium (above).

*Buckle Up Phone Down
"Road to Greensboro"
video as the UofL women's
basketball team (top 5 in
the nation) began the*



*Buckle Up Phone Down
"Driving 'Em In" baseball recap
video after UofL baseball team
(ranked 16th in nation) beat the
University of Kentucky (left).*



Learfield Sports Marketing - Louisville Sports Properties

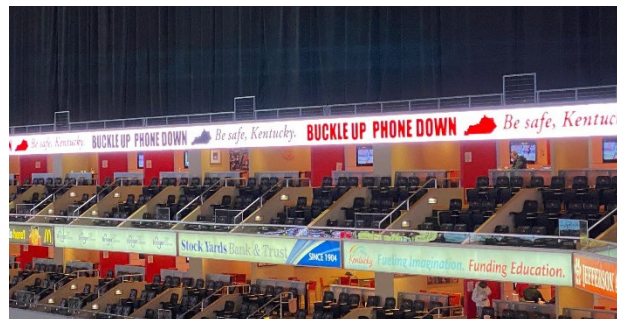
Total: \$60,000

- \$30,000 405D NHTSA funds program number THSP22IM
- \$30,000 402 NHTSA funds program number THSP22HV

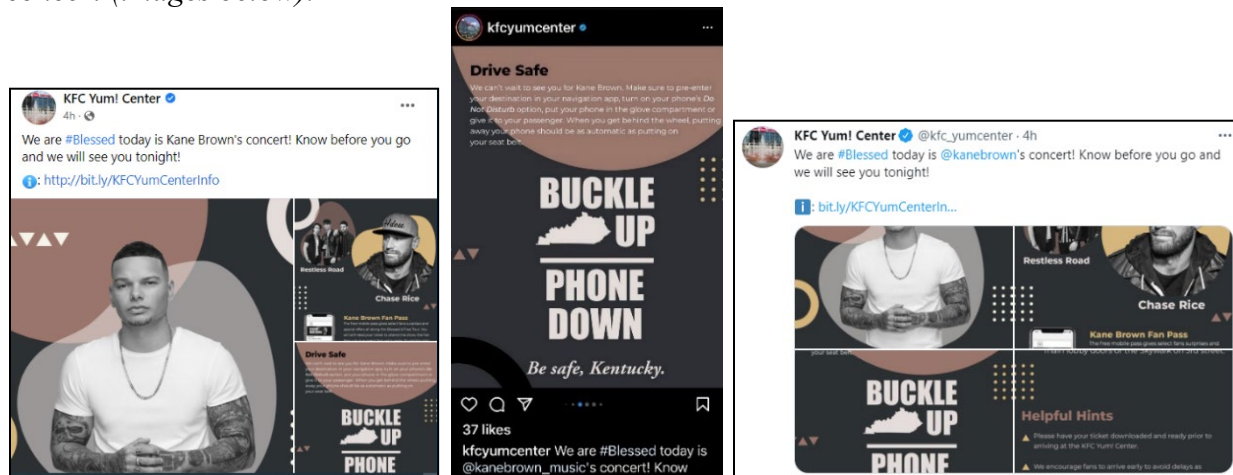
Louisville Sports Properties promotes highway safety messages at the KFC YUM! Center. Located in downtown Louisville, the YUM Center hosts events including the University of Louisville men's and women's basketball games, concerts, conventions, and family shows. Contract elements:

- Twenty "Click It or Ticket" and "Drive Sober or Get Pulled Over" exit signs.
- "Buckle Up Phone Down" and/or "Drive Sober or Get Pulled Over" on 360-degree LED ribbon boards and IPTVs during non-UofL athletic events.
- One social media partnership

KFC YUM Center: Buckle Up your Phone Down on IPTV and 360-degree LED during concerts and shows (images below).



Buckle Up Phone Down "Know Before You Go" social media post before Kane Brown concert (images below).



Tony and Dwight Daily Show on 84WHAS (paid media): Total: \$50,000

- \$25,000 NHTSA 405D funds program number THSP22IM
- \$25,000 402 NHTSA funds program number THSP22HV

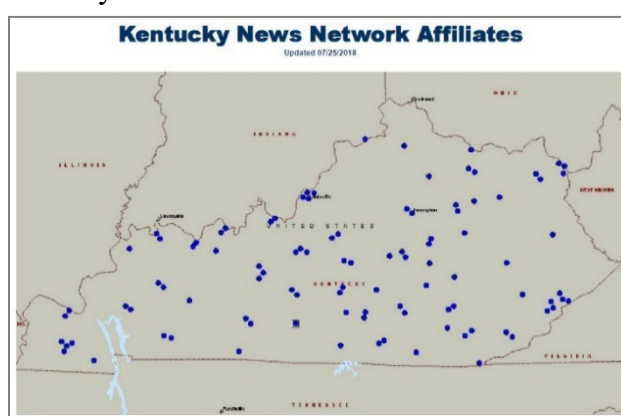
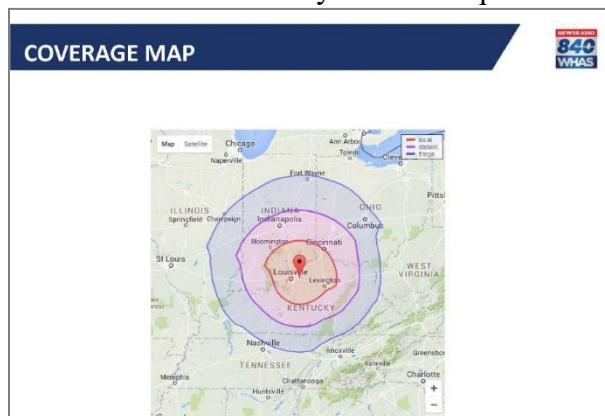


The KOHS is the title sponsorship of the Tony & Dwight daily radio show broadcast on 84WHAS from 9 a.m. to noon daily. The show focuses on the news, sports, and pop culture topics of the day during peak drive-time hours in the largest media market.

The KOHS had established a relationship with Tony Vanetti, who is passionate about highway safety, especially impaired driving as he is a person in long-term recovery (his wake-up call was a DUI arrest). He co-hosts with long-time friend and former hard-rock DJ Dwight Witten, with appearances by local radio personality Hailey Hanson and show producer Dave Jennings. The KOHS receives daily live mentions, statewide audio streaming, :15 promos, and :30 PSAs plus a bonus matching bonus on 84WHAS and Kentucky News Network's (KNN) 95 affiliates. This sponsorship is beyond the traditional commercial schedule, so this is a very high-frequency show:

- 12,283,200 recorded message impressions Adults 18+ on 84WHAS (1,714 total) **does not include daily live mentions or KNN spots*
- 34,580 total messages delivered via KNN
- 389,400 statewide streaming impressions

From Oct. 2021 to Sept. 2022, the time spent listening increased by 15%, and the average number of listeners every 15-minute period increased by 17%.



Kentucky Sports Radio Daily Show (paid media):

Total: \$40,000

- \$20,000 NHTSA 405D funds program number THSP22IM
- \$20,000 NHTSA 402 funds program number THSP22HV

Kentucky Sports Radio (KSR) daily radio show airs on 58 affiliates and streams on iHeart radio. Hosted by Matt Jones, he and his co-hosts talk all things UK sports and are consistently rated #1 in all categories. Contract elements:

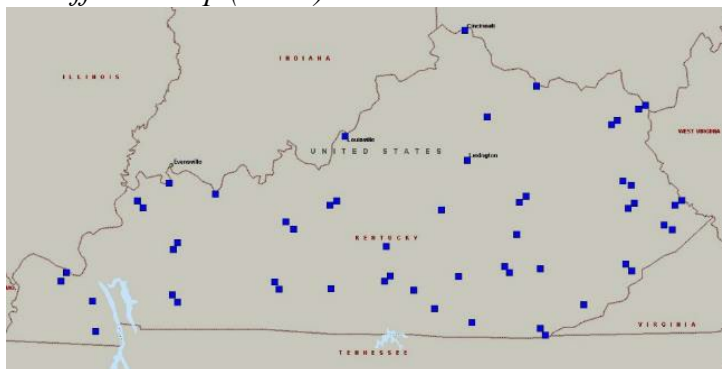
- 10,208 total paid messages (176 x 58 affiliates)
- 10,208 total bonus messages (176 x 58 affiliates)
- 91,428 impressions statewide audio streaming Adults 18+ plus 1:1 bonus



KSR is continually #1 in every demographic, with the podcast even ranked nationally during certain times of the year.



KSR affiliate map (below):



Kentucky Sports Radio Post-Game Show (paid media):
October 1, 2021 – March 15, 2022 (football & basketball season)
Total: \$20,000

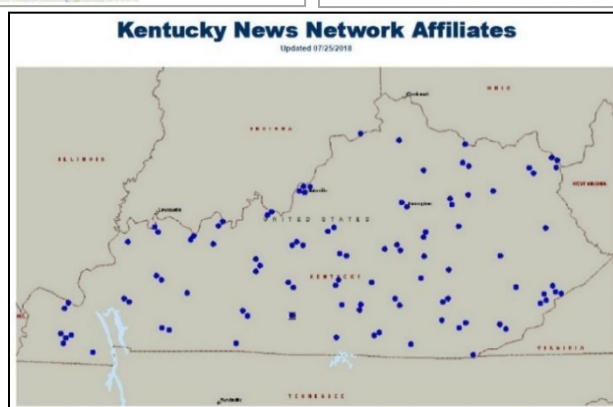
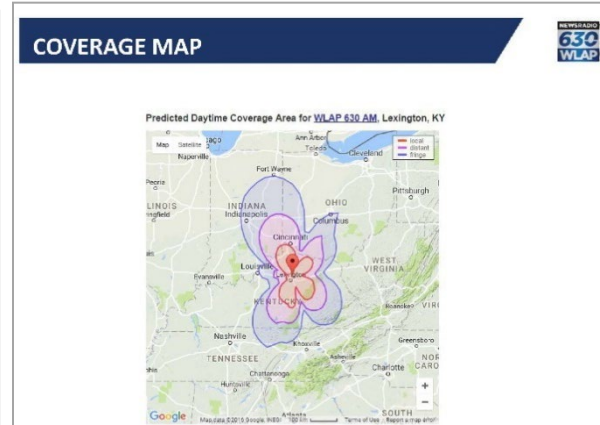
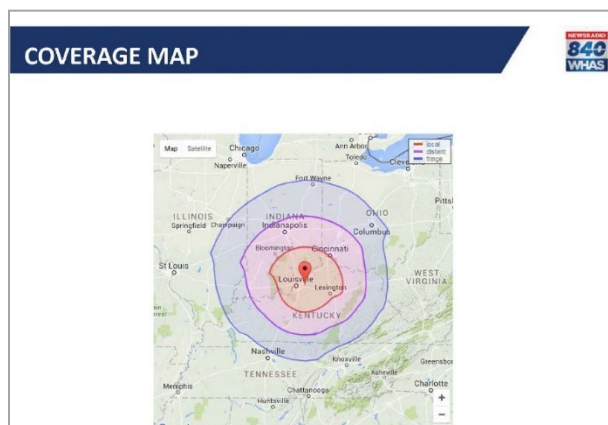
- \$10,000 NHTSA 405D funds program number THSP22IM
- \$10,000 NHTSA 402 funds program number THSP22HV



Matt Jones is the host of the Kentucky Sports Radio (KSR) post-game show on WHAS-AM in Louisville and 630 WLAP in Lexington. Starting with the first UK football game and continuing through basketball season, the commercials (*Drive Sober and Buckle Up Phone Down*) air during this one-hour post-game show.

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

iHeart Media owns the show and provides a 1:1 matching bonus. In addition, iHeart added 50 bonus spots on each of the Kentucky News Network's 95 affiliates, totaling 4,750 spots.



iHeart Safe Summer Driving Series (paid media):
July – August 2022
\$55,000 NHTSA 402 funds program number THSP22HV

KOHS partnered with iHeart Media to promote the “Safe Summer Driving Series” aimed to increase awareness of safe driving habits and traffic safety laws during the summer travel season. Radio spots were recorded by local on-air talent (script below):



*This is **NAME/STATION**... Summertime is finally here so as we hit the road and traffic increases, the Kentucky Office of Highway Safety is reminding motorists that we all play a part in keeping the roadways safe. Commit to these safe driving behaviors every time you get behind the wheel: Obey the speed limit, drive sober, buckle up and put the phone down. Spare yourself a ticket...and possibly a life. Be safe, Kentucky. A message from the Kentucky Office of Highway Safety.*

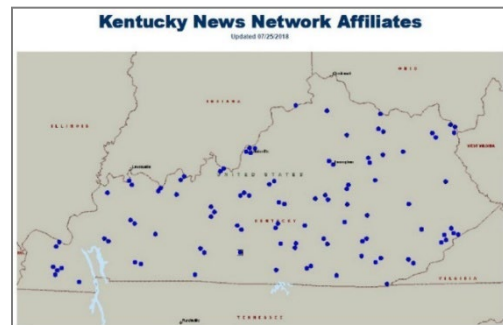
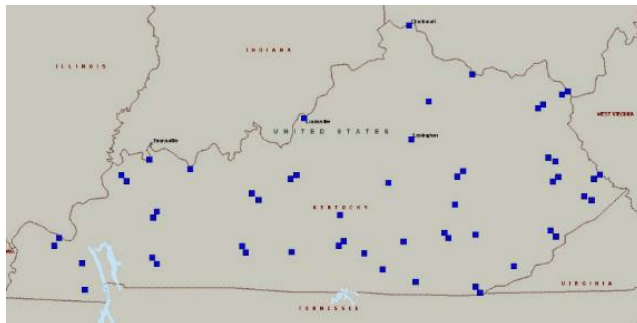
KSR Summer Road Trip: KOHS sponsored Kentucky Sports Radio's (KSR) Safe Summer Driving Series Road Trip to Pennsylvania. Matt Jones, host of KSR, and his co-host, Shannon the Dude, recorded spots and provided live reads (*utilizing the script above*).

KSR is syndicated on 58 affiliates. The KOHS received:

- One :30 spot each day plus a matching bonus
- Average of two live mentions by the host each day
- :15 promos per week
 - Monday – Sunday, 5 a.m. – 8 p.m. flight on WLAP, WSFC, and WKJK for 11 weeks totaling 660 spots (220 per station).
- Home page takeover on WKJK, WLAP, and WSFC websites the first week of the tour
- Five additional :30 commercials on KNN (95 affiliates)



KSR Affiliate map (left) and KNN affiliate map (right).



Safe Summer Driving Series with Tony & Dwight:

KOHS is the Presenting Partner of the Tony and Dwight daily radio show broadcast on 84WHAS from 9 a.m. – noon. As part of the Safe Summer Driving Series, the guys encouraged drivers to be mindful of traffic laws and to make safe choices when behind the wheel and conducted interviews on a variety of highway safety topics. A social media video on the 84WHAS account delivered 450,000 impressions (*image at right*).

We heard from (1) Kentuckians who have been impacted by someone else's choice to not practice safe driving behaviors and/or (2) topic specialists who provided safe driving tips. The 84WHAS Facebook and Instagram pages promoted the interviews, and the Tony & Dwight website featured homepage takeovers on the day of the interview(s).

Impact interview schedule:

Date	Guest(s)	Topic
July 1	Alex Ottee – Kentuckian and MADD National President	Drunken driving awareness – Alex's testimony
July 18	Tyler Bullington – KYTC Employee & Erin Eggen	Work Zone Safety - Tyler was in a work zone when he was hit by a vehicle.
Aug. 1	Sgt. Jason Morris (KSP)	Move Over for emergency vehicles
Aug. 9	Sharon Rengers, RN – Norton Children's Hospital and SAFE Kids Louisville	School Bus Safety and Heatstroke Awareness

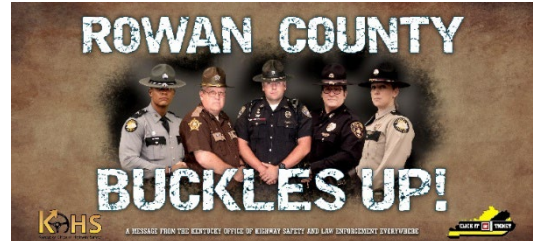


Morehead State University Athletics (paid media):

Total: \$8,000

- \$4,000 NHTSA 405D funds program number THSP22IM
- \$4,000 NHTSA 402 funds program number THSP22HV

MSU is located in Rowan County, which is a Local Heroes county (*image at right*).



Radio spots and some signage features those heroes. Other signage and messages included “Beaker” the Morehead State University mascot claiming “Beaker buckles up. How about U?” (*image at right*)



Contract elements:

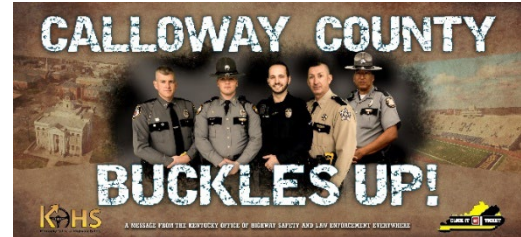
- Two radio spots during all live broadcasts
- Exterior signage at Jayne Stadium and interior tunnel signage at Johnson Arena (*pictured at right*).
- LED video board at all home basketball games
- PA Announcements with the corresponding logo at all home events
- Logo seasonal schedule cards (*over 100,000 printed*).

Murray State University Athletics (paid media):

Total: \$20,000

- \$10,000 NHTSA 405D funds program number THSP22IM
- \$10,000 NHTSA 402 funds program number THSP22HV

Murray State, located in Calloway County, is a Local Heroes county (*image at right*).



Contract elements:

- Radio spots during
- g all basketball and football game broadcasts and the Hey Coach radio show
- Basketball coach endorsement – three radio and/or video ads for KOHS
- Five :10 ads on LED courtside boards at men's and women's basketball games.
- Year-round signage on 30'x16' outdoor vision board at the special events center. The building faces the main highway and is visible at two stoplight intersections.
- PA announcement with the corresponding logo at the conclusion of all home football, basketball, soccer, volleyball, baseball, and softball games.
- Goal stanchion LED signage at men's and women's basketball games (*images below*).



Signage on back of scoreboard, facing traffic (below)

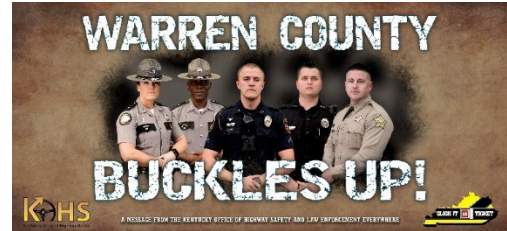


Western Kentucky University Athletics (paid media):

Total: \$30,000

- \$15,000 NHTSA 405D funds program number THSP22IM
- \$15,000 NHTSA 402 funds program number THSP22HV

Western Kentucky University, located in Warren County, is a Local Heroes county. *(Image at right).*



Contract elements:

- Radio spots on the Big Red Radio Network (15 affiliates) for basketball, football, and baseball games
- In-game and post-game opening and closing :30 radio billboards
- Radio spots on Coach's shows
- Various LED signage at football and basketball stadiums *(images below).*

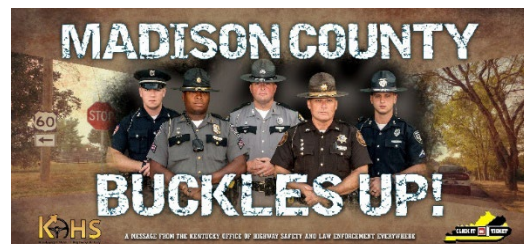


Eastern Kentucky University Athletics (paid media):

Total: \$15,500

- \$7,000 NHTSA 405D funds program number THSP22IM
- \$8,500 NHTSA 402 funds program number THSP22HV

Eastern Kentucky University, located in Madison County, is a Local Heroes county *(image at right).*



Contract elements:

- Radio spots on the EKU Sports Radio Network (2 affiliates) for football and men's and women's basketball games
- Football Video board signage and field-level A-frame sign (TV visible)
- LED courtside and tunnel signage at the basketball stadium
- Outfield wall sign at the baseball stadium
- Social media post during one campaign of choice.

LED courtside image (below) and video board at the football stadium (right).



Louisville City FC soccer

\$23,000 state funds

Louisville City is an American professional soccer club based in Louisville, KY. All games are live-streamed and on occasion air game nationwide on ESPN2.

Contract elements:

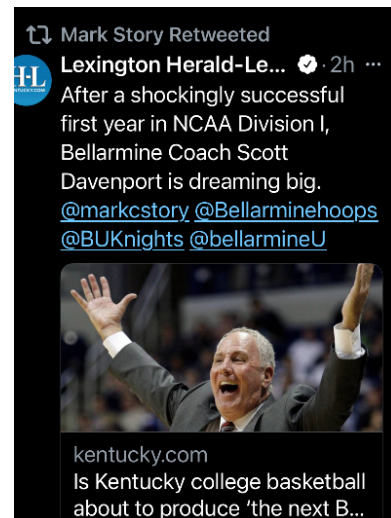
- Two minutes on length-of-field digital signs along TV-visible sideline during all regular season home matches (*images at right*).
- Presenting sponsor of post-game wrap-up during all regular season radio broadcasts



Bellarmino College (paid media):

\$9,000 state funds

Bellarmino College is a private Catholic university in Louisville, KY. We partnered with the basketball program after it transitioned to Division 1 and began playing in Freedom Hall. The contract includes LED courtside signage and videoboard placement with corresponding PA announcements (*images below*).



Bowling Green Hot Rods (paid media):

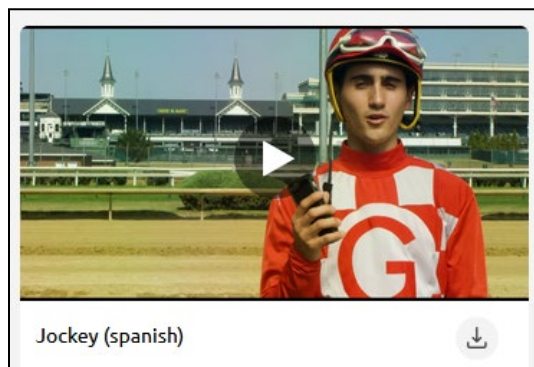
\$15,000 state funds

The Bowling Green Hot Rods are a Minor League team of the South Atlantic League and the High-A affiliate of the Tampa Bay Rays, located in Bowling Green, KY. The agreement also allows a partnership with Bóldos de Bowling Green, the Copa de la Diversión of the Bowling Green Hot Rods, popular with the area's Hispanic community.



Contract elements:

- Buckle Up Phone Down signage on outfield brick wall, bathroom entrances/water fountains concourse area, and video board
- Buckle Up Phone Down in-game commercial
- Television, radio, social media, and print ads during Bólidos de Bowling Green games and promotional materials. We utilize a Spanish language Buckle Up Phone Down commercial.



Florence Y'all's Baseball (paid media):

\$19,200 state funds

A professional baseball team based within the Greater Cincinnati/Northern Kentucky region in the city of Florence, Kentucky. The contract is for signage on a digital marquee facing traffic (160,000 daily commuters). One of six slides in rotation for 8 seconds each. Either Drive Sober, Buckle Up Phone Down or Click It or Ticket are displayed on identified weeks during corresponding campaigns (*photo at right and images below*).



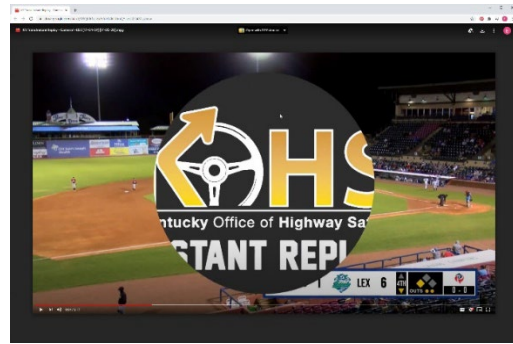
Lexington Legends baseball

\$25,000 state funds

Contract elements:

- Co-sponsor of First Responder Night
- Drive home safely promotion
- Restroom Drive Sober signage (*pictured at right*)
- Live in-game PA reads with corresponding video
- Instant replay sponsor on-site and on digital streaming (*pictured below*)





Young Drivers

Teen Driver Safety Week (earned media):

- Social media
- DMS message
- Statewide press release Oct. 15, 2021- **Before Handing Over the Keys, Make Sure Your Teen Knows Rules for the Road** *National Teen Driver Safety Week is Oct. 17-23*

Oct 17-23 is National Teen Driver Safety Week; make sure your young driver knows the rules of the road

Northern Kentucky Tribune 2021-10-17

Talk with your teen about the rules for the road.

Wear seat belts | No speeding
| No texting | No alcohol or drugs
| Limit extra passengers

NHTSA **RULES for the ROAD**

The Kentucky Transportation Cabinet's (KYTC) Office of Highway Safety (KOHs) is helping empower parents to talk with their young drivers about the importance of driving safely. They are joining the National Highway Traffic Safety Administration (NHTSA) in their efforts during National Teen Driver Safety Week, Oct. 17-23.

"Driving is a..."

It Is National Teen Driver Safety Week

[News Home](#) [More from Local News](#)

Monday, October 18th, 2021 12:22pm

By Kentucky Transportation Cabinet, news release

Before handing over the keys, make sure your teen knows rules of the road.

Shutterstock photo.

(Frankfort, Ky.) - The Kentucky Transportation Cabinet's (KYTC) Office of Highway Safety (KOHs) is helping empower parents to talk with their young drivers about the importance of driving safely. They are joining the National Highway Traffic Safety Administration (NHTSA) in their efforts during National Teen Driver Safety Week, Oct. 17-23.

Kentucky Office of Highway Safety
Published by EG Eggen · October 20 ·

Be a role model for your teen, especially when you're behind the wheel. Follow the #RulesForTheRoad when driving and your teen will too. #YoureInControl #TeenDriverSafetyWeek

Whether you're driving or riding, your behavior sets the example.

NHTSA **RULES for the ROAD**

DMS PANEL 1
YOUR TEEN
IS WATCHING
DRIVE SAFELY
DMS PANEL 2
BUCKLE UP
PHONE DOWN

Kentucky Checkpoints Program (earned media)

- Social media
- Statewide press release March 4, 2022: **Kentucky Office of Highway Safety Receives \$21,981 Grant for Teen Driver Program** *Ford Motor Company and Governors Highway Safety Association fund Kentucky Checkpoints™ program*



Ford Driving Skills for Life (earned media) Ford handled media requests

- Social media
- Joint press release May 19, 2022 (we provided quote): **Ford Fund and GHSA Host Free, Hands-on Teen Driving Clinics at Cardinal Stadium for Newly Licensed Drivers June 11-12, 2022**



Incident Management-First Responders

Move Over Day and First Responder Day (earned media):

October 16, 2021 – *Move Over*

October 28, 2021 – *First Responder*

- Social media
- DMS message



DMS PANEL 1
NATIONAL
MOVE OVER DAY
DMS PANEL 2
SEE FLASHING
LIGHTS?
GIVE THEM SPACE



Crash Responder Safety Week (earned media):

November 8-14, 2021

- Social media
- DMS message

DMS PANEL 1
CRASH
RESPONDER
SAFETY WEEK
DMS PANEL 2
SLOW DOWN
& MOVE OVER
AT CRASH SCENES



Top media Tweet earned 7,136 impressions

Crash Responder Safety Week is November 8-14. Emergency responders are saving lives on Kentucky roadways, so please slow down, pay attention and move over. #CRSW #MoveOver @KYTC
pic.twitter.com/K252fB0j8M



Work Zone Safety Awareness Week (earned media): April 11-15, 2022 Promotion managed by KYTC Office of Public Affairs

- Social media
- DMS messages
- Press Conference: *Coordinated by Public Affairs*
- Statewide press release: *Distributed by Public Affairs*



Move Over for Emergency Vehicles (earned media)

- Social media
- DMS messages
- Statewide press release May 4, 2022: **Transportation Cabinet, Kentucky State Police Urge Drivers to Protect Those Who Protect Us Slow Down and Move Over for Emergency Vehicles**

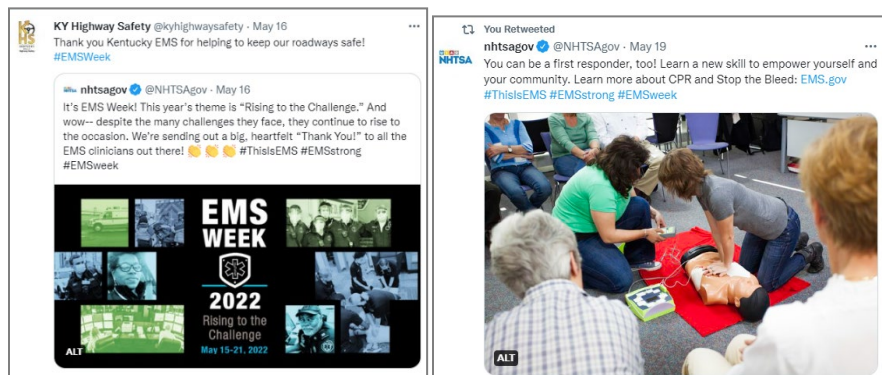


DMS PANEL

1
SEE
FLASHING
LIGHTS?
DMS PANEL
2
SLOW DOWN
MOVE OVER

EMS Week (earned media)

- Social media



Public Safety Telecommunicators Appreciation Week (earned media): April 10-16, 2022

- Social media



National Police Week May 15-21, 2022 (earned media): May 15-21, 2022

- Social media



Secure Your Load Day (earned media): June 6, 2022

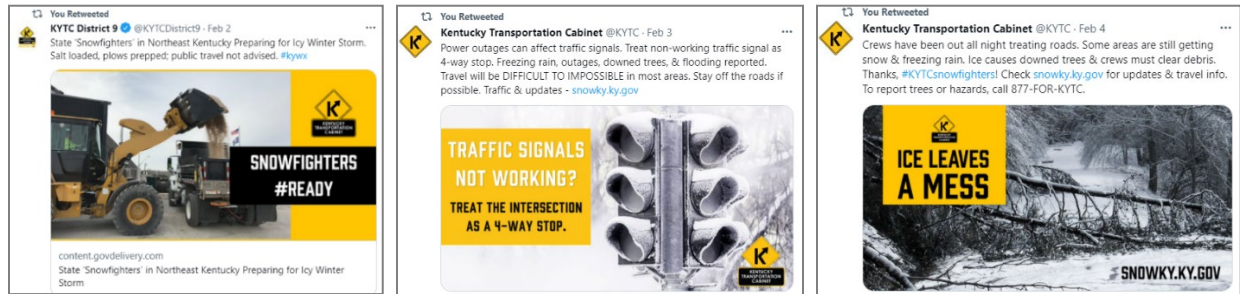
- Social media
- DMS message



DMS PANEL 1
IT'S SECURE
YOUR LOAD
DAY
DMS PANEL 2
TIE DOWN
CARGO ON
YOUR
VEHICLE

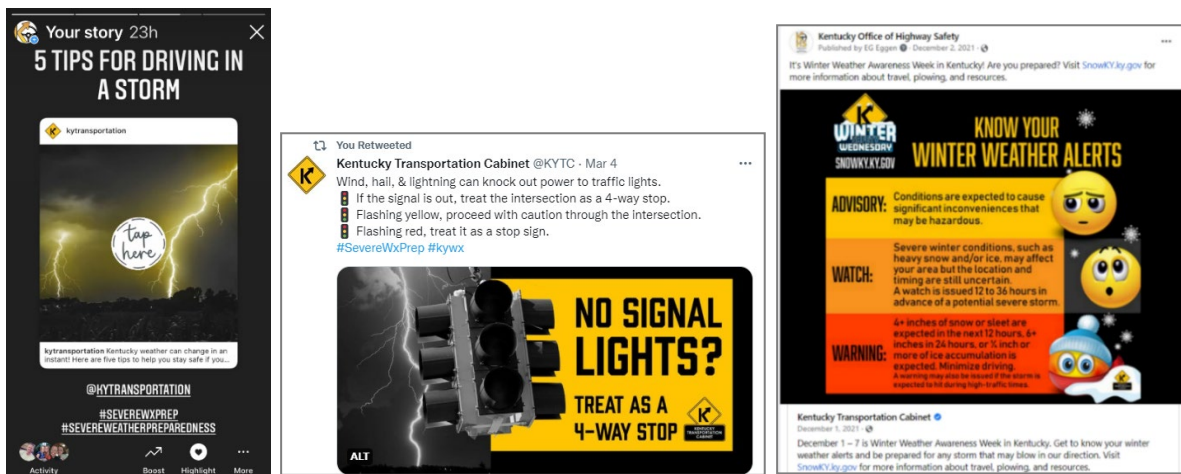


The majority of the social media from Feb. 3-4 was supporting the KYTC in its winter storm efforts.

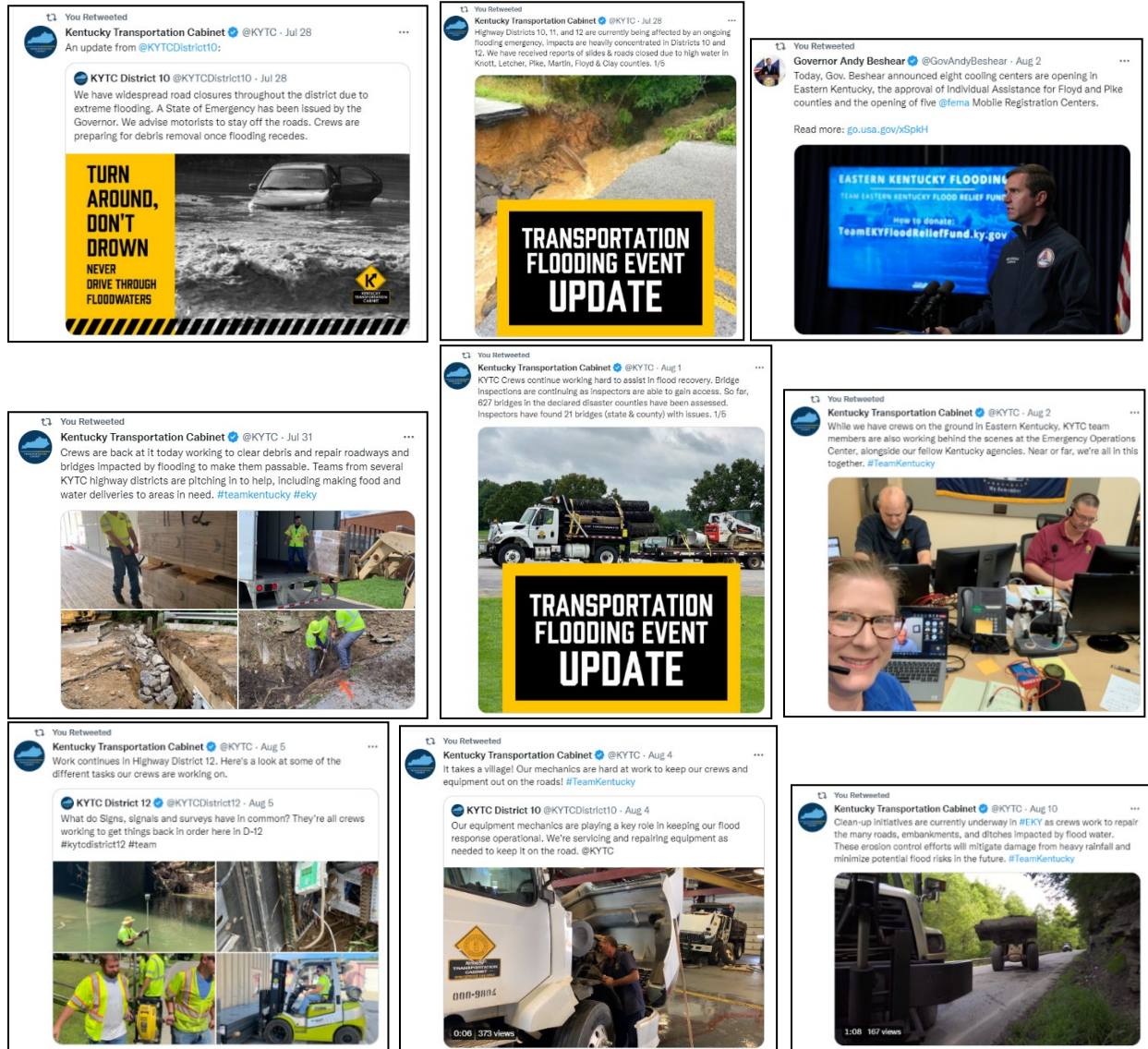


Severe Weather Preparedness Week (earned media): March 1-7, 2022

- Social media



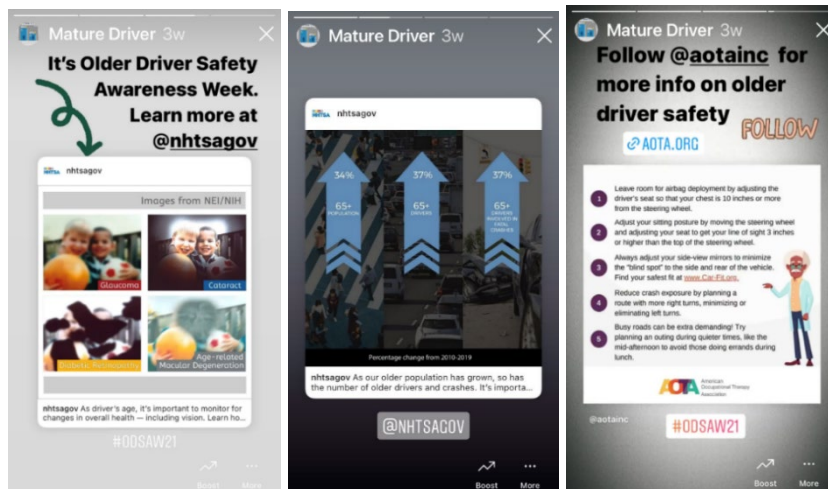
Flooding/Turn Around Don't Drown (earned media): Beginning July 27, a majority of the social media efforts was supporting the KYTC Office of Public Affairs on the historic flooding in eastern Kentucky.



Other highway safety topics

Older Driver Safety Awareness Week (earned media): Dec. 6-10, 2021

- Social media



Stand Down for Safety (earned media): March 1, 2022

- Social media



Vehicle Safety Recalls Week (earned media): March 7-13, 2022

- Social media
- DMS message *NOTE: Since KYTC has partnership with the National Safety Council (NSC) the NSC message website was utilized on DMS and Public Affairs sent the press release.*

DMS PANEL 1
CHECK FOR
VEHICLE
RECALLS
DMS PANEL 2
CHECK TO
PROTECT.ORG
G



Drowsy Driving and Daylight Savings (earned media):

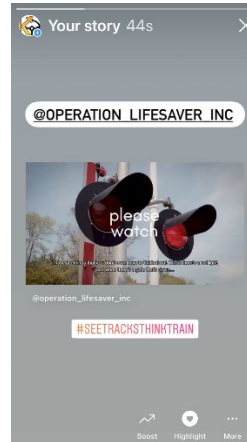
- Social media
- DMS message

DMS PANEL 1
GIVE IT A REST
DON'T DRIVE
DROWSY



“Stop. Trains Can’t.” and “Stop Track Tragedies” (earned media) March 22-April 12 and Sept. 12-Oct. 30, 2022:

- Social media
- DMS message



DMS PANEL 1:
THE RUSH ISN'T
WORTH THE RISK
DMS PANEL 2:
STOP AT TRACKS.
TRAINS CAN'T



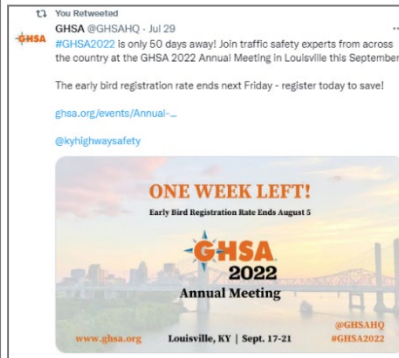
Rural Road Safety Awareness Week (earned media): July 18-22, 2022

- Social media



Annual GHSA meeting – Host State (earned media):

- Social media



Top media Tweet earned 767 impressions

Jason Siwula with the **@KYTC** welcomes attendees to the **@GHSAHQ** annual meeting in Louisville.
pic.twitter.com/OdaFjlyOBL



N. Financial Summary FY2022

<u>GTS</u>	FAST Act 402	FAST Act 405b	BIL 405b	FAST Act 405c	FAST Act 405d	BIL 405d	FAST Act 405f	BIL 405f	Total	% Total
Planning and Admin	\$303,263.15								\$303,263.15	3.5%
Traffic Records									\$0.00	0.0%
Impaired Driving					\$574,848.44	\$623,501.29			\$1,198,349.73	13.8%
Alcohol	\$606,141.75								\$606,141.75	7.0%
Occupant Protection	\$195,732.36	\$389,247.47	\$223,425.74						\$808,405.57	9.3%
Special Distracted Driving									\$0.00	0.0%
Police Traffic Services	\$3,103,424.10								\$3,103,424.10	35.8%
Motorcycle Safety Media	\$85,000.00						\$71,804.58	\$13,165.96	\$169,970.54	2.0%
Community Traffic Safety	\$146,058.73								\$146,058.73	1.7%
Data Program				\$786,757.67					\$786,757.67	9.1%
Paid Media-Other	\$868,410.91					\$675,882.69			\$1,544,293.60	17.8%
Total	\$5,308,031.00	\$389,247.47	\$223,425.74	\$786,757.67	\$574,848.44	\$1,299,383.98	\$71,804.58	\$13,165.96	\$8,666,664.84	100.0%

