

FY2023 Annual Report

Kentucky Office of Highway Safety



TRANSPORTATION
CABINET

Office of Highway Safety

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Table of Contents

| | |
|---|-----|
| A. Introduction | 3 |
| B. Crash Data Summary | 3 |
| C. Fiscal Year 2023 Performance Goal Statements/Status | 13 |
| Core Outcome Measures..... | 13 |
| Core Behavior Measures..... | 15 |
| D. Legislative Engagement..... | 20 |
| E. Program Management | 20 |
| F. Impaired Driving Countermeasures Program..... | 21 |
| Grants for Non-Law Enforcement Activities..... | 22 |
| Drug Evaluation and Classification Program FY2023..... | 26 |
| Judicial Outreach Liaison (JOL) Program FY2023..... | 29 |
| Ignition Interlock | 31 |
| G. Occupant Protection Program..... | 31 |
| Occupant Protection Outreach/Educational Projects..... | 32 |
| Occupant Protection Enforcement Mobilization..... | 37 |
| High Five Seat Belt Program Demonstration..... | 38 |
| H. Police Traffic Services Program..... | 39 |
| Grants to Law Enforcement..... | 39 |
| Law Enforcement Liaison Program FY2023 | 39 |
| KOHS Traffic Safety Checkpoint Trailer | 44 |
| I. Pedestrian/Bicycle and Motorcycle Safety | 45 |
| Accomplishments: | 46 |
| J. Traffic Safety Information System Improvement Grants..... | 47 |
| Non-Implementation Grants for FY2023 | 51 |
| K. Evidence-Based Enforcement Grants for FY2023 | 52 |
| L. Media Programs..... | 53 |
| <i>CTV/OTT refers to Connected TV/Over-the-Top Advertising. CTV is the device used to watch internet (smart TV, gaming console, streaming device). OTT is the method of delivery that streams content across all devices (Amazon Prime Video, Hulu, Sling TV, etc.)</i> | |
| M. Financial Summary FY2022..... | 119 |

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, public engagement, 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 2023. Prior to determining the 2023 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 decreased 0.5% during the last calendar year, from 109,291 in 2021 to 108,713 in 2022. The number of fatalities in Kentucky decreased by 7.7%, from 806 in 2021 to 744 in 2022. The traffic volume decreased by 0.2% from 48.2 in 2021 to 48.1 trillion vehicle miles traveled. This resulted in Kentucky's fatality rate per 100 million vehicle miles traveled (VMT) decreasing slightly from 1.62 in 2021 to 1.55 in 2022.

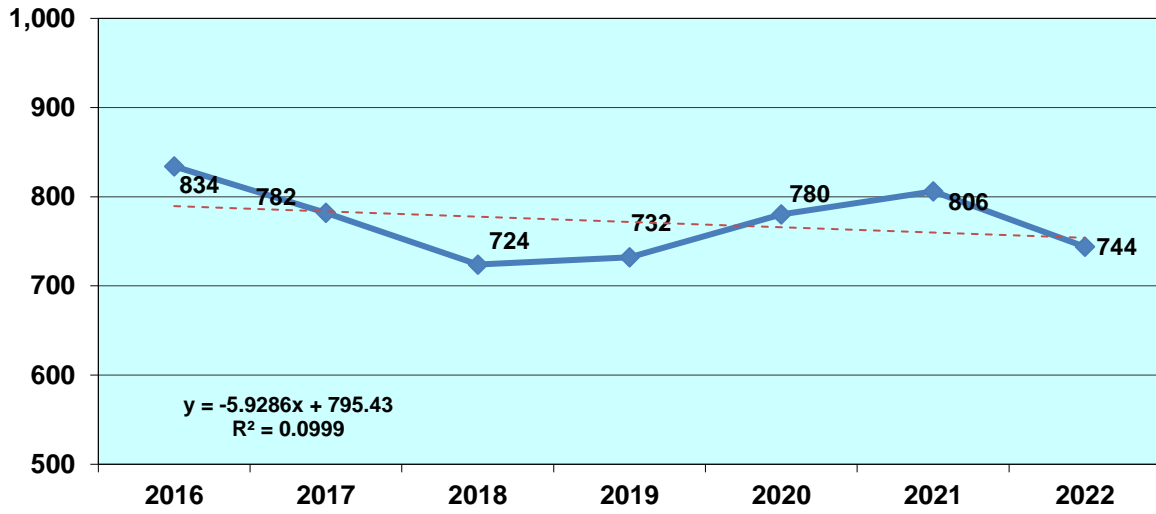
Kentucky Crash Data / Trends

| Number of Fatalities | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 |
|--|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| | 834 | 782 | 724 | 732 | 780 | 806 | 744 |
| Number of Rural Fatalities | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 |
| | 607 | 510 | 515 | 386 | 400 | 415 | 458 |
| Number of Urban Fatalities | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 |
| | 226 | 271 | 208 | 339 | 362 | 385 | 286 |
| Number of Unrestrained Fatalities | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 |
| (all seating positions) | 318 | 290 | 279 | 274 | 305 | 314 | 295 |
| Crash Rate | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 |
| (per 100 million VMT) | 282 | 285 | 278 | 291 | 217 | 227 | 226 |
| Fatality Rate | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 |
| (per 100 million VMT) | 1.69 | 1.59 | 1.46 | 1.48 | 1.68 | 1.62 | 1.55 |
| Number of Serious Injuries | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 |
| | 3,114 | 3,008 | 2,749 | 2,736 | 2,644 | 2,867 | 2,785 |
| Fatality & Serious Injury Rate | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 |
| (per 100 million VMT) | 8.1 | 7.9 | 7.9 | 7.2 | 7.4 | 7.6 | 7.3 |
| Fatality Rate Per 100K Population | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 |
| | 18.8 | 17.6 | 16.2 | 16.4 | 17.0 | 18.0 | 16.0 |
| Fatal & Serious Injury Rate | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 |
| (per 100K population) | 88.9 | 85.1 | 77.7 | 77.6 | 76.0 | 81.0 | 78.0 |
| Number Alcohol Related Fatalities | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 |
| (operator with .08+ BAC) | 177 | 181 | 136 | 151 | 198 | 190 | 140 |
| Percent of Fatalities - Alcohol-Related | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 |
| | 21% | 23% | 19% | 21% | 25% | 24% | 19% |
| Alcohol Related Fatality Rate | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 |
| (per 100 million VMT) | 0.35 | 0.38 | 0.28 | 0.27 | 0.40 | 0.30 | 0.30 |

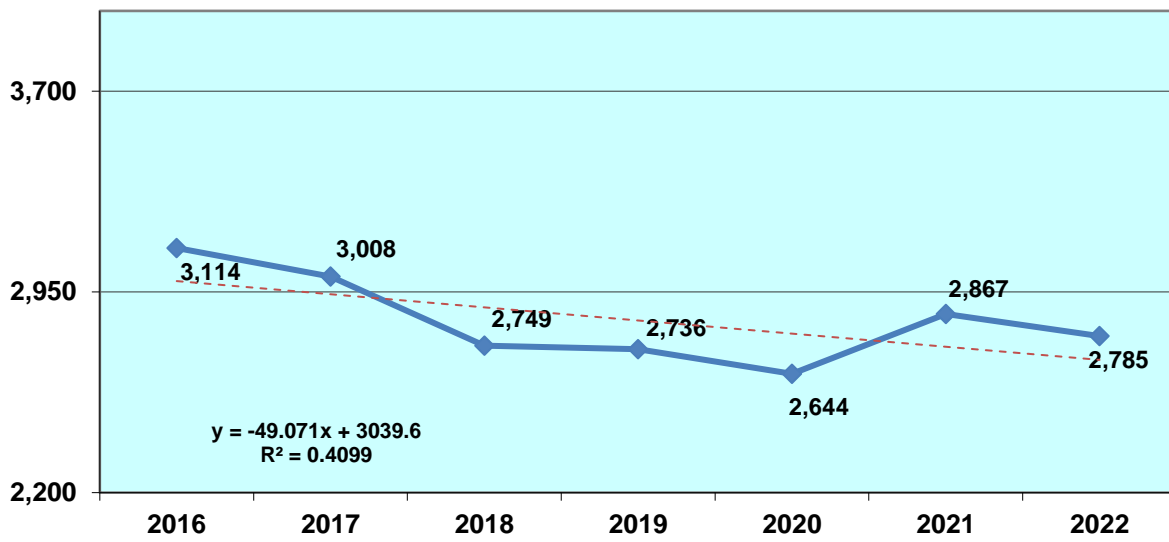
| | | | | | | | |
|---|-------------|-------------|-------------|-------------|--------------|-------------|-------------|
| Speeding-related crashes | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 |
| | 6,707 | 6,095 | 6,260 | 5,285 | 4,973 | 5,008 | 4,784 |
| | | | | | | | |
| Speeding-related Fatalities | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 |
| | 138 | 138 | 111 | 114 | 162 | 143 | 152 |
| | | | | | | | |
| Percent of Front Seat Occupants Using Safety Belts | 2016 | 2017 | 2018 | 2019 | 2020* | 2021 | 2022 |
| | 86.5% | 86.8% | 89.9% | 89.7% | 89.7% | 89.8% | 86.7% |
| | | | | | | | |
| Number of Motor Vehicle Crashes | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 |
| | 140,547 | 136,979 | 134,285 | 132,374 | 100,787 | 109,291 | 108,713 |
| | | | | | | | |
| Motorcycle-involved Crashes | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 |
| | 1,785 | 1,624 | 1,464 | 1,427 | 1,373 | 1,491 | 1,574 |
| | | | | | | | |
| Motorcycle-Involved Fatal Crashes | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 |
| | 110 | 86 | 91 | 82 | 82 | 93 | |
| | | | | | | | |
| Motorcyclist Fatalities | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 |
| | 111 | 90 | 95 | 86 | 85 | 99 | 88 |
| | | | | | | | |
| Unhelmeted Motorcyclist Fatalities | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 |
| | 76 | 59 | 60 | 62 | 44 | 70 | 66 |
| | | | | | | | |
| Drivers Age < 21 Involved in Fatal Crashes | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 |
| | 93 | 97 | 80 | 68 | 88 | 82 | |
| | | | | | | | |
| Pedestrian Fatalities | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 |
| | 81 | 83 | 73 | 80 | 92 | 75 | 96 |
| | | | | | | | |
| Bicycle Fatalities | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 |
| | 9 | 7 | 10 | 5 | 4 | 9 | 13 |

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

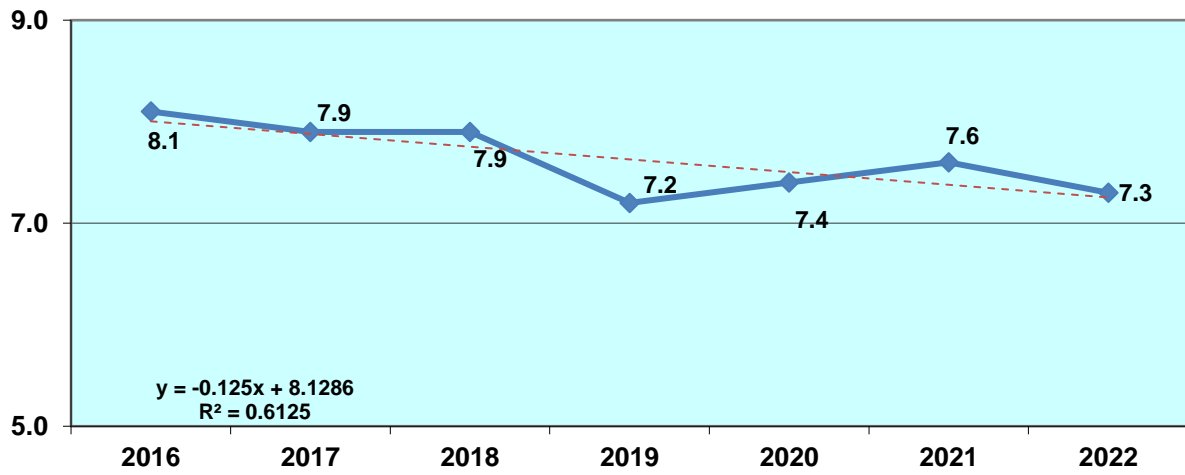
Fatalities 2016-2022



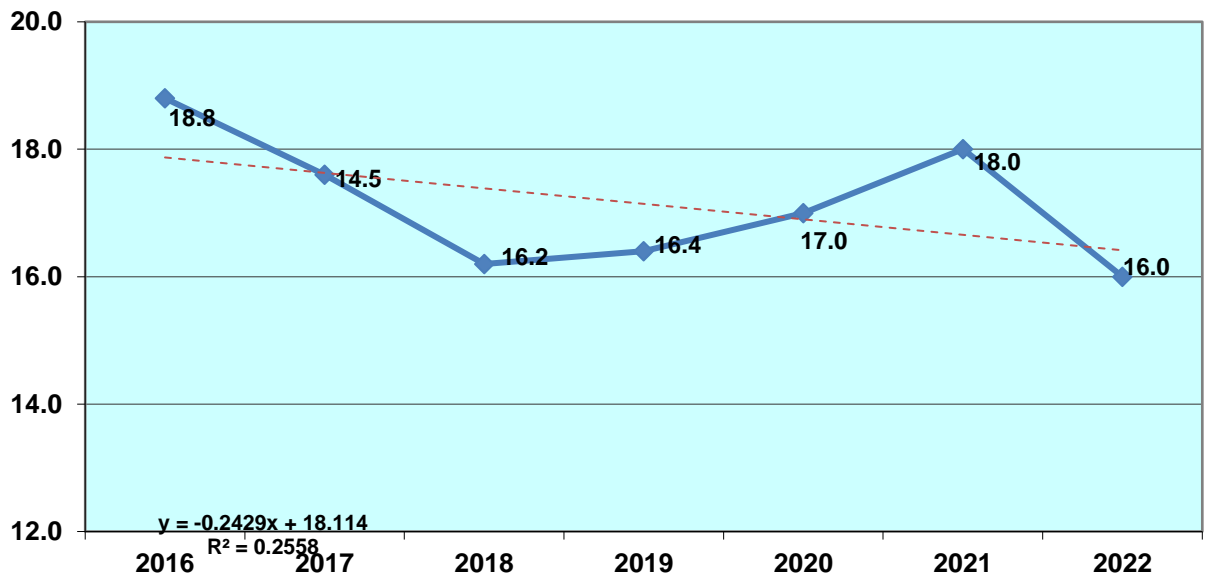
Serious Injuries 2016-2022



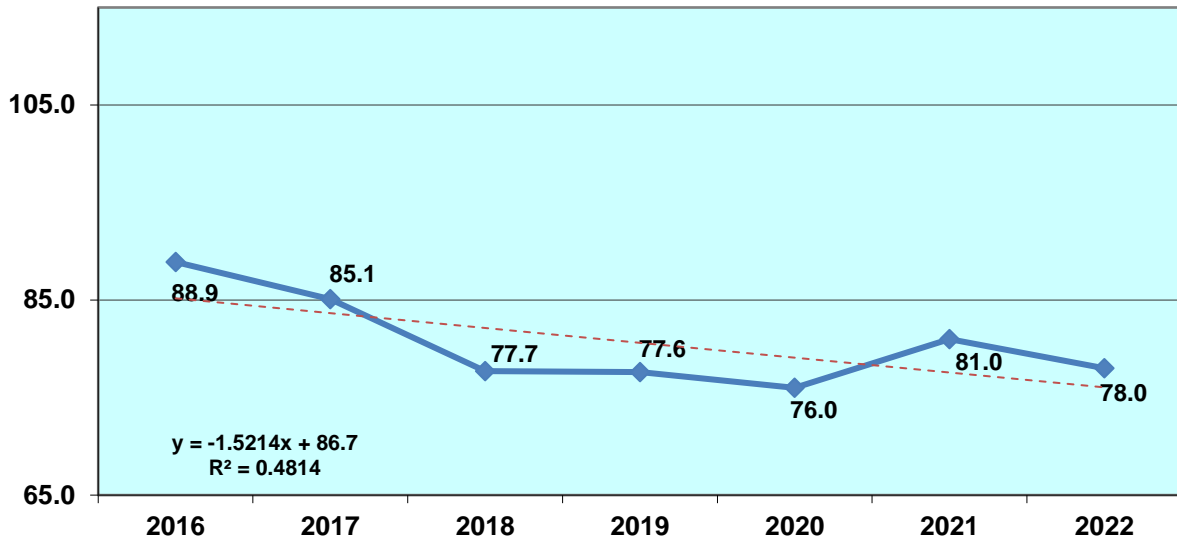
Fatality & Serious Injury Rate Per 100 Million Vehicle Miles Traveled 2016-2022



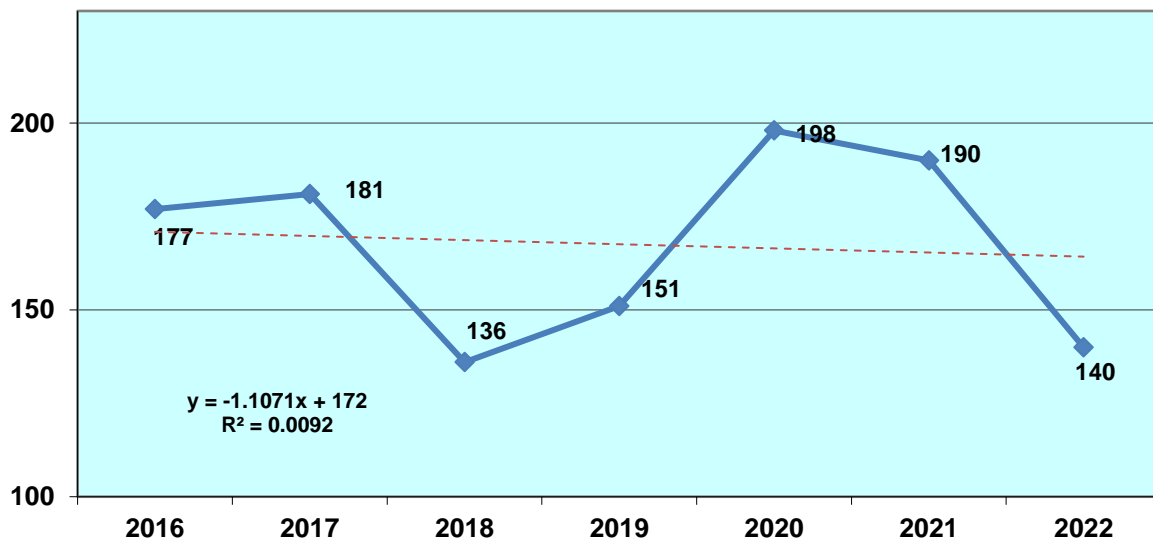
Fatality Rate per 100K Population 2016-2022



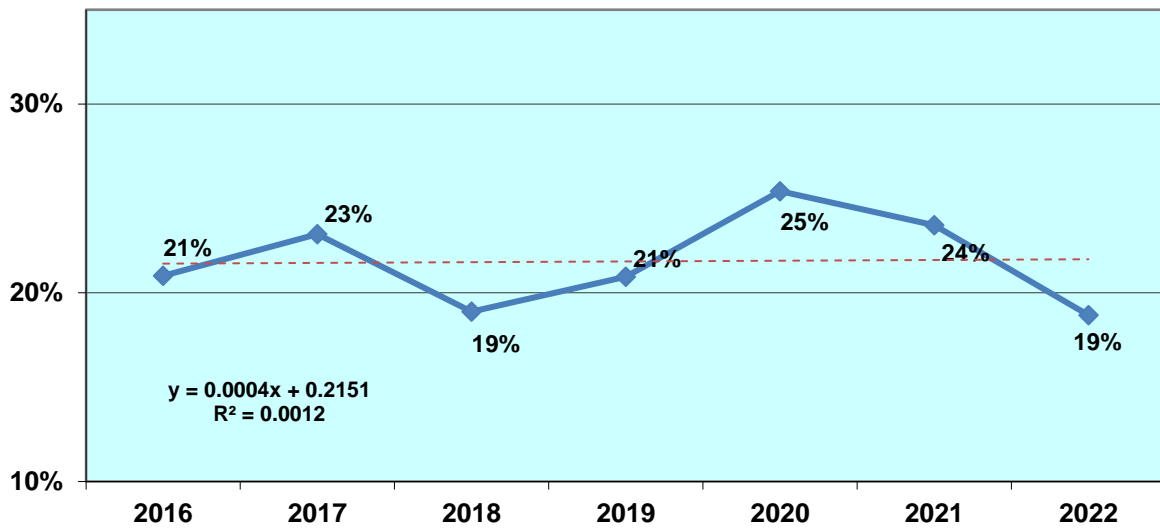
Serious Injury & Fatality Rate per 100K Population 2016-2022



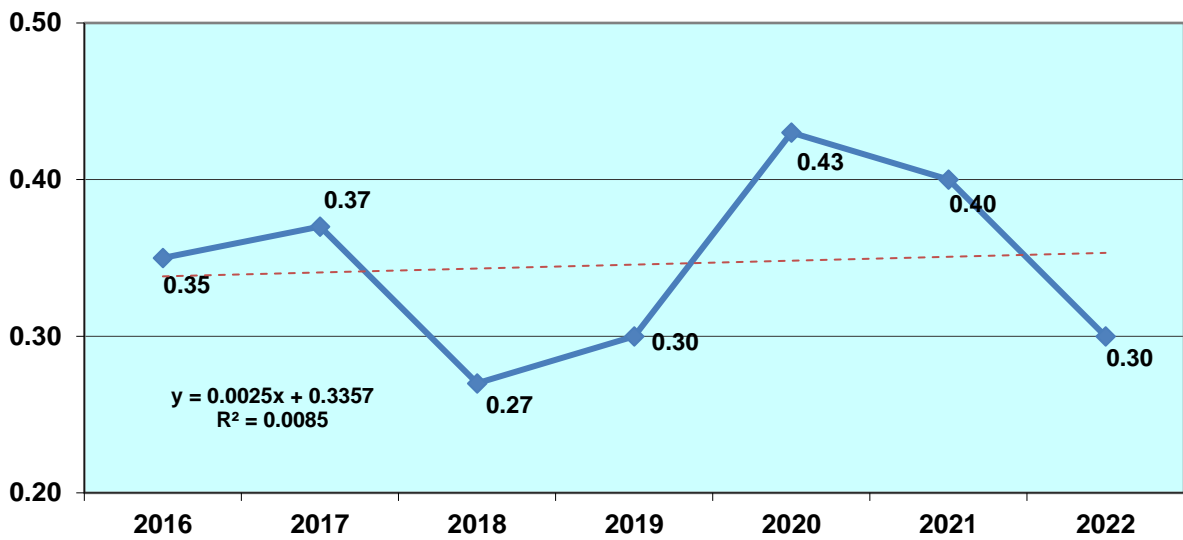
Alcohol-Related Fatalities 2016-2022



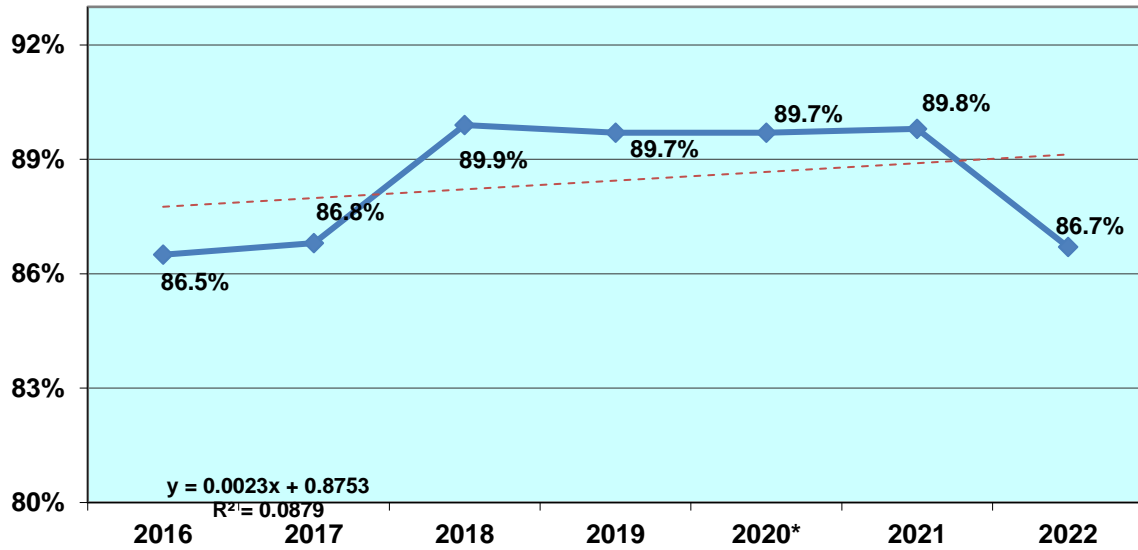
**Percent of all Fatalities that are Alcohol-Related
2016-2022**



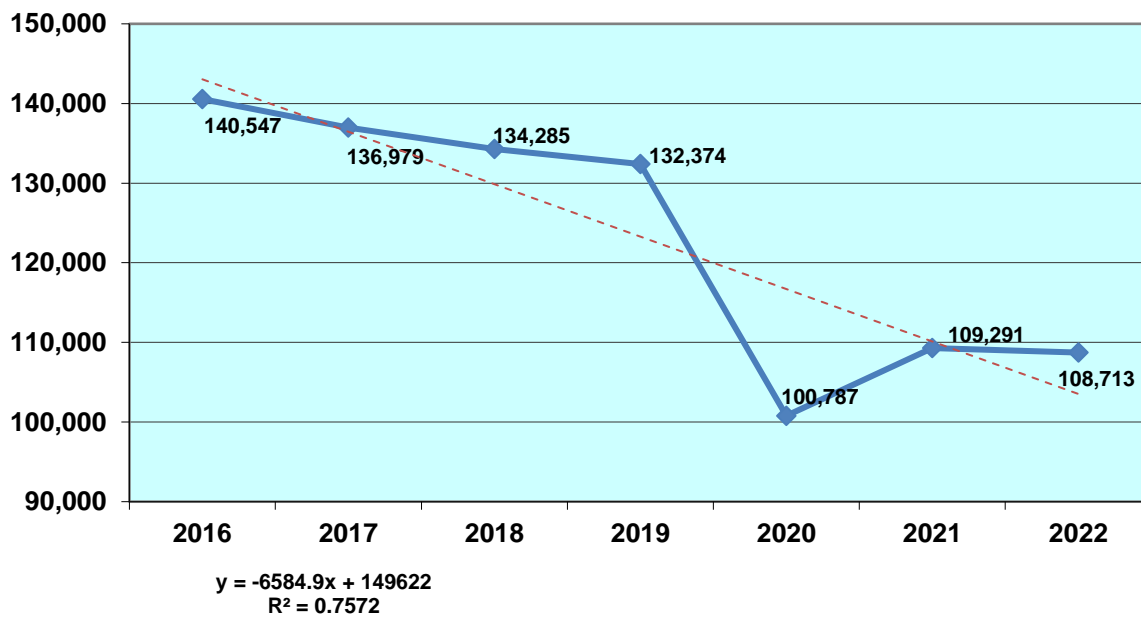
**Alcohol-Related Fatality Rate per 100 Million Vehicle Miles
Traveled 2016-2022**

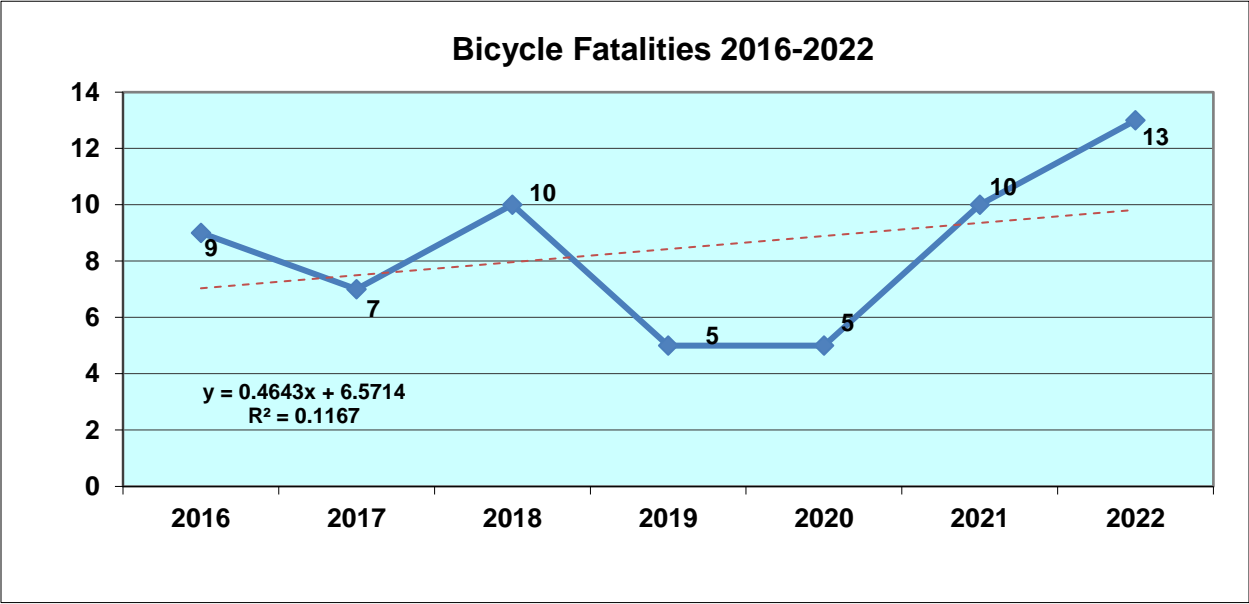
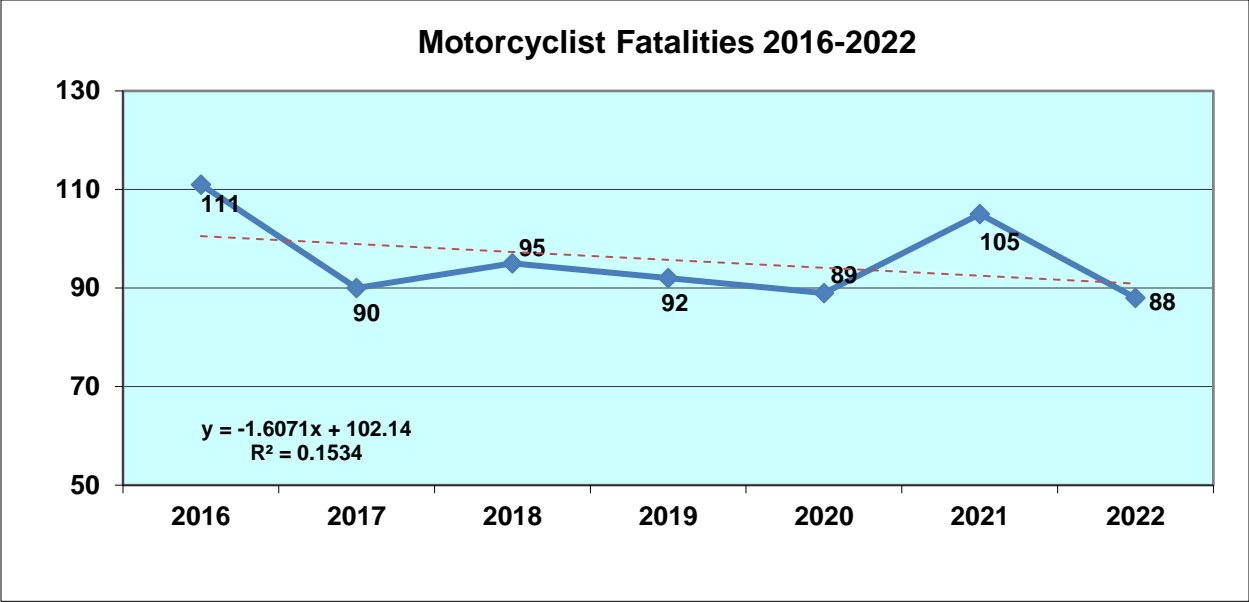


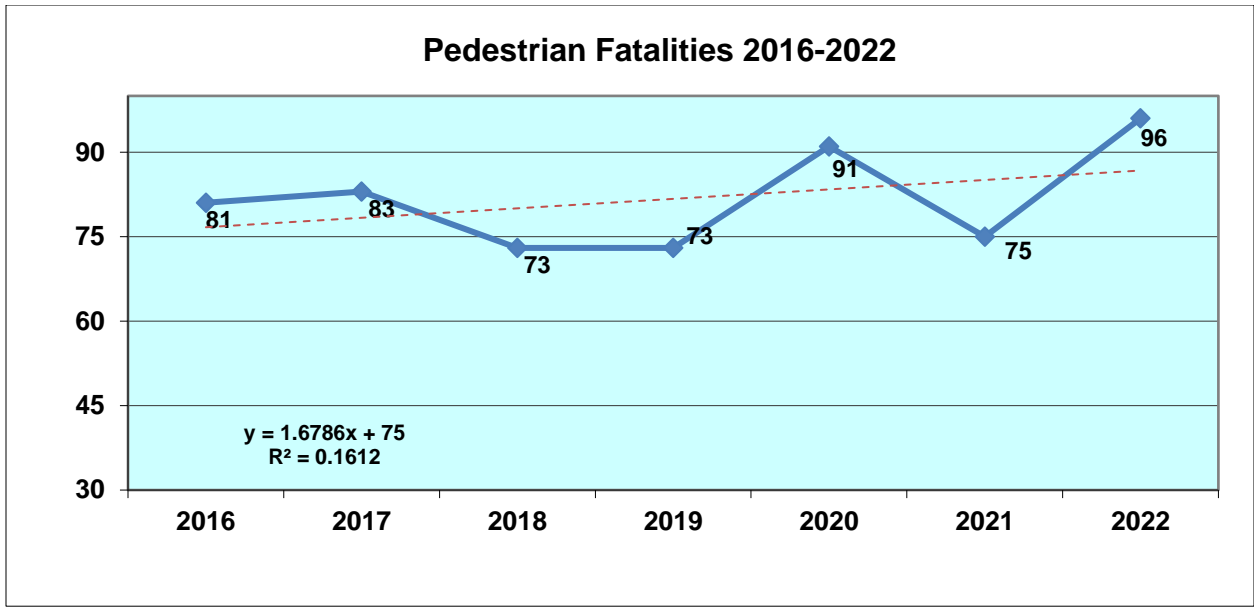
**Percentage of Front Seat Occupants Using Safety Belts
2016-2022**



Motor Vehicle Crashes 2016-2022







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 2023 Performance Goal Statements/Status

Core Outcome Measures

1. **Fatalities:** To decrease fatalities from the 2017-2021 calendar base year average of 765 to 764 for the 2019-2023 calendar year average.

Status: Based on the 2018-2022 average, there were 757 fatalities. This represents a 1.0% decrease from the 2017-2021 calendar base year average.

2023* - Using data through early December 2023, along with the complete calendar years of 2019-2022, the 5-year average is 761.

2. **Serious Injuries:** To decrease serious traffic injuries from the 2017-2021 calendar base year average of 2,811 to 2,658 for the 2018-2023 calendar years average.

Status: Based on the 2018-2022 average, there were 2,756 serious traffic injuries. This represents a decrease of 1.6% from the 2017-2021 calendar base year average.

2023* - Using data through early December 2023, along with the complete calendar years of 2019-2022, the 5-year average is 2,765.

3. **Fatalities/VMT Ratio:** To decrease fatalities/100M VMT from the 2017-2021 calendar base year average of 1.576 to 1.575 for the 2019-2023 calendar year average.

Status: Based on the 2018-2022 average, the fatalities/100M VMT rate was 1.569. This represents a 0.5% decrease from the 2017-2021 base year average.

2023* - Using data through early December 2023, along with the complete calendar years of 2019-2022, the 5-year average is 1.614.

4. **Unrestrained OP Fatalities:** To decrease the unrestrained passenger vehicle occupant fatalities in all seating positions from the 2017-2021 calendar base year average of 301 to 298 for the 2018-2023 calendar years average.

Status: Based on the 2018-2022 average, there were 293 unrestrained passenger vehicle occupant fatalities in all seating positions. This represents an increase of 0.3% from the 2017-2021 calendar base year average.

2023* - Using data through early December 2023, along with the complete calendar years of 2019-2022, the 5-year average is 292.

5. **DUI Fatalities:** To decrease the number of alcohol-impaired driving fatalities 11% from the 2017-2021 calendar base year average of 142 to 127 for the 2018-2023 calendar years average.

Status: Based on the 2018-2022 average, there were 163 alcohol-impaired driving fatalities. This represents a decrease of 4.8% from the 2017-2021 calendar base year average.

2023* - Using data through early December 2023, along with the complete calendar years of 2019-2022, the 5-year average is 166.

6. **Speeding Fatalities:** To decrease speeding-related fatalities 8% from the 2017-2021 calendar base year average of 135 to 124 for the 2018-2023 calendar years average.

Status: Based on the 2018-2022 average, there were 136 speeding-related fatalities. This represents an increase of 2.1% from the 2017-2021 calendar base year average.

2023* - Using data through early December 2023, along with the complete calendar years of 2019-2022, the 5-year average is 132.

7. **Motorcycle Fatalities:** To decrease motorcyclist fatalities 1% from the 2017-2021 calendar base year average of 91 to 90 for the 2018-2023 calendar years average.

Status: Based on the 2018-2022 average, there were 94 motorcyclist fatalities. This represents a decrease of 0.4% from the 2017-2021 calendar base year average.

2023* - Using data through early December 2022, along with the complete calendar years of 2019-2022, the 5-year average is 92.

8. **Unhelmeted Motorcycle Fatalities:** To decrease un-helmeted motorcyclist fatalities 2% from the 2017-2021 calendar base year average of 59 to 58 for the 2018-2023 calendar years average.

Status: Based on the 2018-2022 average, there were 64 un-helmeted motorcyclist fatalities. This represents an increase of 2.2% from the 2017-2021 calendar base year average.

2022* - Using data through early December 2022, along with the complete calendar years of 2019-2022, the 5-year average is 62.

9. **Young Driver Fatalities:** To decrease the number of drivers aged 20 or younger involved in fatal crashes by 3% from the 2017-2021 calendar base year average of 84 to 82 for the 2018-2023 calendar years average.

Status: Based on the 2018-2022 average, there were 93 drivers aged 20 or younger involved in fatal crashes. This represents a 1.0% decrease from the 2017-2021 calendar base year average.

2023* - Using data through early December 2022, along with the complete calendar years of 2019-2022, the 5-year average is 86.

10. **Pedestrian Fatalities:** To maintain the pedestrian fatalities to be the same as the 2017-2021 calendar base year average of 79 to 78 also for the 2018-2023 calendar years average.

Status: Based on the 2018-2022 average, there were 82 pedestrian fatalities. This represents an increase of 3.3% from the 2017-2021 calendar base year.

2023* - Using data through early December 2022, along with the complete calendar years of 2019-2022, the 5-year average is 87.

11. **Bicycle Fatalities:** To maintain bicyclist fatalities from the 2017-2021 calendar base year average of 7 to 7 for the 2018-2023 calendar years average.

Status: Based on the 2018-2022 average, there were 9 bicycle fatalities. This represents an increase of 16.2% from the 2017-2021 calendar base year average.

2023* - Using data through early December 2022, along with the complete calendar years of 2019-2022, the 5-year average is 9.

Core Behavior Measures

1. **Percent of Front Seat Occupants Using Safety Belts:** To increase the seatbelt usage rate 1.7 percentage points from the 2021 rate of 89.8 percent usage to 91.5 percent for 2023.

Status: The 2023 survey was conducted in the Spring/Summer of 2023 and resulted in a rate of 89.4%. This represented an increase from the 2022 86.7% value but still fell short of the goal.

Assessment of Results in Achieving Performance Targets for FY23 and FY22

| Performance Measure | FY 23 | | | | | | FY 22 | | | | |
|---|---------------|--------------|-----------------------|-----------------------------------|--------|------------------------------|-----------------------|--------------|-----------------------------|--------|-----------------|
| | Target Period | Target Years | Target Value FY23 HSP | Data Source | Status | On Track to Meet FY23 Target | Target Value FY22 HSP | Target Years | Data Source | Result | Met FY22 Target |
| C-1) Number of Fatalities | 5Years | 2019-2023 | 764 | 2019-2021 FARS / 2022-2023 State* | 761 | In-Progress | 752 | 2018-2022 | 2018-2021 FARS / 2022 State | 765 | N |
| C-2) Number of Serious Injuries | 5Years | 2019-2023 | 2,658 | 2018-2021 State / 2022 State* | 2,765 | N | 2,568 | 2018-2022 | 2018-2022 State | 2,756 | N |
| C-3) Fatality Rate (Per 100 million VMT) | 5Years | 2019-2023 | 1.575 | 2019-2021 FARS / 2022-2023 State* | 1.614 | N | 1.54 | 2018-2022 | 2018-2021 FARS / 2022 State | 1.569 | N |
| C-4) Number of Unrestrained Fatalities (All seating positions) | 5Years | 2019-2023 | 298 | 2019-2021 FARS / 2022-2023 State* | 292 | In-Progress | 298 | 2018-2022 | 2018-2021 FARS / 2022 State | 293 | N |
| C-5) Number of Alcohol-Related Fatalities (operator with .08+ BAC) | 5Years | 2019-2023 | 127 | 2019-2021 FARS / 2022-2023 State* | 166 | N | 147 | 2018-2022 | 2018-2021 FARS / 2022 State | 163 | N |
| C-6) Speeding-related fatalities | 5Years | 2019-2023 | 124 | 2019-2021 FARS / 2022-2023 State* | 138 | N | 121 | 2018-2022 | 2018-2021 FARS / 2022 State | 136 | N |
| C-7) Motorcyclist Fatalities | 5Years | 2019-2023 | 90 | 2019-2021 FARS / 2022-2023 State* | 92 | In-Progress | 94 | 2018-2022 | 2018-2021 FARS / 2022 State | 94 | Y |
| C-8) Un-helmeted Motorcyclist Fatalities | 5Years | 2019-2023 | 58 | 2019-2021 FARS / 2022-2023 State* | 62 | N | 61 | 2018-2022 | 2018-2021 FARS / 2022 State | 64 | N |
| C-9) Drivers Age < 21 Involved in Fatal Crashes | 5Years | 2019-2023 | 82 | 2019-2021 FARS / 2022-2023 State* | 84 | N | 83 | 2018-2022 | 2018-2021 FARS / 2022 State | 83 | Y |
| C-10) Pedestrian Fatalities | 5Years | 2019-2023 | 78 | 2019-2021 FARS / 2022-2023 State* | 87 | N | 80 | 2018-2022 | 2018-2021 FARS / 2022 State | 82 | N |
| C-11) Bicycle Fatalities | 5Years | 2019-2023 | 7 | 2019-2021 FARS / 2022-2023 State* | 9 | N | 6 | 2018-2022 | 2018-2021 FARS / 2022 State | 9 | N |
| B-1) Percent of Front Seat Occupants Using Safety Belts | Annual | 2023 | 91.5 | 2023 State Survey | 89.4 | N | 91.0 | 2022 | 2022 State Survey | 86.7 | N |

* State data values through 12//2023

**GHSA/NHTSA Recommended/Optional Performance Report Chart
FY 2023 Annual Report**

| Performance Measure: | Target Period | Target Year(s) | Target Value FY 23 HSP | Data Source/ FY 23 Progress Results | On Track to Meet FY 23 Target: YES/NO/In-Progress (Must be Accompanied by Narrative) |
|--|----------------------|-----------------------|-------------------------------|--|---|
| C-1) Total Traffic Fatalities | 5 year | 2019-2023 | 764 | 2019-2021 FARS / 2022-2023 State | In-Progress |
| C-2) Serious Injuries in Traffic Crashes | 5 year | 2019-2023 | 2,658 | 2018-2021 State / 2022 State | NO |
| C-3) Fatalities/VMT | 5 year | 2019-2023 | 1.575 | 2019-2021 FARS / 2022-2023 State | NO |







Note: For each of the Performance Measures C-4 through C-11, the State should indicate the Target Period which they used in the FY 23 HSP.

| | | | | | |
|--|--------|------|------|-----------------------------------|-------------|
| C-4) Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions | 5 year | 2023 | 298 | 2019-2021 FARS / 2022-2023 State | In-Progress |
| C-5) Alcohol-Impaired Driving Fatalities | 5 year | 2023 | 127 | 2019-2021 FARS / 2022-2023 State | NO |
| C-6) Speeding-Related Fatalities | 5 year | 2023 | 124 | 2019-2021 FARS / 2022-2023 State | NO |
| C-7) Motorcyclist Fatalities | 5 year | 2023 | 90 | 2019-2021 FARS / 2022-2023 State | In-Progress |
| C-8) Unhelmeted Motorcyclist Fatalities | 5 year | 2023 | 58 | 2019-2021 FARS / 2022-2023 State | NO |
| C-9) Drivers Age 20 or Younger Involved in Fatal Crashes | 5 year | 2023 | 82 | 2019-2021 FARS / 2022-2023 State | NO |
| C-10) Pedestrian Fatalities | 5 year | 2023 | 78 | 2019-2021 FARS / 2022-2023 State | NO |
| C-11) Bicyclist Fatalities | 5 year | 2023 | 7 | 2019-2021 FARS / 2022-2023 State | NO |
| B-1) Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey) | Annual | 2023 | 91.5 | NHTSA Certified State Survey 2023 | NO |

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

The following are highlights of accomplishments made in highway safety using NHTSA funding during Federal Fiscal Year 2023.

- Provided federal funding for 163 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 12 law enforcement agencies for heightened enforcement specifically during the Click it or Ticket and Drive Sober or Get Pulled Over campaigns.
- Provided federal funding for 41 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.
- 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: Anderson, Boyle, Casey, Jefferson, Lincoln, Marion, Pulaski, and Washington.
- Continued funding for state Traffic Safety Resource Prosecutor (TSRP) to 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 hired a Bicycle/Pedestrian program coordinator to enhance that program in the Commonwealth.
- KOHS received and completed grant funding from GHSA/NRSF to fund Tri-State Trails to create Traffic Gardens in Dayton, KY by September 30, 2023.
- KOHS completed a grant from GHSA/YATS to increase our Distracted Driving efforts by May 15, 2023.
- KOHS completed the High-Five Rural Traffic Safety Project in Bourbon, Madison, Perry, Knott, and Grayson. This was 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 plans to continue this program in the next grant year.
- KOHS Education Branch planned and conducted highway safety programs during FY2023. 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.
- Utilized Law Enforcement Liaisons to hold 32 area briefings across 12 highway districts to educate law enforcement agencies, elected officials, and others about highway safety issues and the

national enforcement mobilizations.

- Contracted an additional LEL for the Kentucky Ignition Interlock program (KIIP). This is paid with state funds.
- 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 2023 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 did not pass, 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.

Another topic considered during the 2023 regular session related to highway safety was 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. A bill (SB 44) has already been filed for consideration during the 2024 regular session of the General Assembly, and the KOHS looks forward to its 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 2023 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 local agency 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

(Impaired countermeasures grants for FY2023 were funded with Section 405d BIL, 405d Supp BIL, 402 Fast Act, and 402 BIL.)

Grants to Law Enforcement

The Kentucky State Police, which has statewide jurisdiction, participated along with 23 local law enforcement agencies. This achieved a combined total of 12,908 additional enforcement hours, resulting in 2,057 DUI arrests, 7,537 other arrests, 6,138 speeding citations, 3,478 seat belt citations, 150 child restraint citations, and 21,234 other citations during the grant year. In addition, these grantees worked at 22 traffic safety checkpoints, resulting in 118 DUI arrests, 409 other arrests, 36 speeding citations, 139 seat belt citations, 10 child restraint citation, and 705 other citations.



Impaired Driving Enforcement Mobilization

Kentucky coordinated two major mobilizations focused on impaired driving in FY2023. These were done in conjunction with the national “Drive Sober or Get Pulled Over” mobilization, which was active from December 14, 2022, through January 1, 2023, and August 16, 2023, through September 4, 2023.

A total of 97 grant agencies participated in the August mobilization and reported their enforcement data to the Office of Highway Safety. Grantees performed 346.50 traffic safety checkpoints hours and 4,046.75

patrol hours during this 21-day period. Between checkpoints and patrol enforcement the mobilization resulted in the following arrests/citations statewide:

| | | | |
|-----------------------|-----------|---------------------------|--------|
| Total Agency Hours: | 84,428 | Safety Belts: | 3,784 |
| OT Hours: | 4,069 | Child Restraints: | 96 |
| Nighttime Hours: | 31,426.75 | No Insurance: | 2,495 |
| Distracted/Cell Phone | 83 | Reckless Driving: | 643 |
| Suspended Licenses: | 1,756 | Other Traffic Violations: | 11,436 |
| Speeding: | 7,671 | DUI Arrests: | 844 |

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 our TSRP and her extensive experience, knowledge of the law, and deep connection with the prosecutorial community make her an invaluable asset to this program.

During the FY2023 grant cycle, the TSRP accomplished the following:

- **Trainings and Presentations**

- Academy Trainings – The TSRP trains law enforcement recruits on basic Kentucky Impaired Driving law at the Kentucky State Police Academy (KSP), the Bowling Green Law Enforcement Academy, and upon request, at the Kentucky Department of Criminal Justice Training (DOCJT). During the 2023 fiscal year, the TSRP presented this training twice in Bowling Green, twice at the KSP Academy and once at DOCJT. Additionally, the TSRP presented to officers in DOCJT’s Field Training Officer in-service classes on changes in Kentucky’s impaired driving laws three times. Finally, the TSRP participated in DOCJT’s DUI Moot Court 9 times by cross-examining law enforcement recruits on a DUI scenario. At the end of the Moot Court training, the TSRP discusses strategies for presenting testimony in these cases and offers tools to the recruits such as SFST rack cards and access to the TSRP website.
- Requested Presentations – The TSRP was honored to receive several requests to present to various groups. She presented on the role of a TSRP at a Lunch and Learn video presentation hosted by the Trucking Safety Coalition. She presented on blood draw search warrants and other recent changes in Kentucky’s DUI laws to the Scott County Sheriff’s Office, attendees at Kentucky’s Lifesavers Conference, the Northern Kentucky Chief’s Association, and officers working within Kentucky’s 5th Judicial Circuit. At the Kentucky County Attorneys’ Association Winter Conference, she presented along with the Woodford County Attorney on plea negotiations and trials in a DUI case. The TSRP also presented to DRE officers with the

Lexington Police Department along with Dr. Greg Davis from the University of Kentucky. The topic covered drug toxicology and search warrants.

- Video Presentations – When a topic becomes an issue in impaired driving hearings or trials across the state, the TSRP creates a video addressing the topic. This past year, videos were released covering expired blood tubes, SFSTs in drugged driving cases, and the need for search warrants for blood draws in fatality cases.

- **TSRP Sponsored Trainings:**

- Prosecuting the Drugged Driver – This course was made possible through funds awarded by a mini grant from the National Association of Prosecutor Coordinators. Twenty (20) prosecutors and ten (10) DRE'S attended the 2-day training. Topics covered included the 12-step process, effects of drugs in the body, DUID law, and cross-examination. A portion of the training consisted of a mock trial. Prosecutors in attendance conducted a direct examination of the DRE and a DRE Instructor/Attorney conducted cross-examination. Participants were critiqued by faculty.
- Lethal Weapon – The Kentucky TSRP oversaw, along with Tennessee TSRPS, the Lethal Weapon staged crash and training. A nationally renowned speaker, Professor John Kwasnoski, presented during the training as well as several reconstruction experts from Tennessee. Two prosecutors and fifteen law enforcement officers from Kentucky attended along with 15 officers and 15 prosecutors from Tennessee. The training was well received by all of those in attendance.
- Cops in Court – The course was offered to the Warsaw PD and Gallatin County Sheriff's Office at the request of the Gallatin County Attorney. The Kentucky TSRP traveled to Warsaw, Kentucky and presented it to 14 students. During the mock trial portion, the County Attorney assisted with cross-examination and direct. The course was well received by all in attendance. Cops in Court was also presented to recruits at the Bowling Green Basic Training Academy in February. Part of the day was focused upon 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.
- DUI Trial Basics – The Kentucky and Ohio TSRP programs hosted DUI Basics for Prosecutors in Newport, Kentucky. Nineteen (19) prosecutors from Kentucky and twenty (20) prosecutors from Ohio were in attendance. The first day included presentations from DRE instructors from both states as well as instruction from the North Carolina TSRP on the topic of voir dire. The second day consisted of instruction on cross – examination from the former West Virginia TSRP, closings from the North Carolina TSRP and a mock voir dire exercise. A total of thirty-nine (39) prosecutors attended from both states. The Kentucky TSRP presented, along with the Ohio TSRPS, on common DUI defenses.

- CDL/CMV Training – The CDL/CMV Training was held in Frankfort. Nine prosecutors were present, and gave the training high marks on the evaluation. The prosecutors asked a lot of thoughtful questions from the presenters and contacted other CDL stakeholders. Hopefully, this will improve communication in these types of cases.
- Everything You Need to Know About Cannabis – Nationally recognized speaker, Ryan Hutton, spoke to an audience of 107 officers and prosecutors regarding Cannabis. This presentation was timely considering the recent enactment of a medical marijuana law which becomes effective in 2025. Those in attendance continually complimented the training.
- Courtroom Success for Reconstruction Experts – The Courtroom Success Training for Training for Reconstruction Experts was held in Newport, Kentucky. The 4 prosecutors and 10 officers received training from nationally renowned reconstruction expert John Kwasnoski. Topics covered included cross- examination, the visual trial, and working with your prosecutor. The training was well received by those in attendance.
- **Trainings held in conjunction with the Kentucky Prosecutors Advisory Council:**
 - Kentucky Prosecutors Institute (KPI) – The Kentucky Prosecutors Institute is a week- long training hosted by the Ky Prosecutors’ Advisory Council. Approximately 60 inexperienced prosecutors from County and Commonwealth Attorneys offices attended. The group was taught by experienced attorneys on openings, voir dire, cross examination, direct and closings. Seminars were held on these topics and then the students presented to their group. One of the scenarios was a murder case and the other was a DUI case. The TSRP served as both faculty and as a presenter. The TSRP was faculty to 6 new prosecutors and presented to approximately 40 people on the topic of how to prepare a DUI case for trial.
 - Jury Selection – The TSRP served as faculty at the Kentucky Prosecutors Institute Jury Selection and Opening Statement training in Louisville, Ky. This is a nationally known training which is scheduled to be held again later this year by the NDAA. The training covered a DUI scenario for misdemeanor prosecutors and a Vehicular Homicide scenario for felony prosecutors. The TSRP and a prosecutor were assigned to 4 misdemeanor prosecutors and provided instruction and feedback to them during the breakout sessions.
 - Kentucky Prosecutors Conference – Track 3 was the TSRP/County Attorney track. The first speaker of the day was DRE Instructor and Trooper Stuart Wisner who spoke on DRE Signs and Symptoms. Next up was Amy Miles, a nationally recognized speaker and toxicologist from Wisconsin who spoke on the basics of Forensic Toxicology. Her presentation dovetailed beautifully with Trooper Wisner’s talk. They impressed upon attendees how the lab and DREs work together. The presentations caused several prosecutors in attendance to rethink how they prosecute drug DUI cases. The TSRP presented on current DUI issues in Kentucky and several prosecutors requested copies of the presentations given that day. Approximately 150-200 were in the room during each presentation. A total of 600 prosecutors attended the conference.

- Presentations for DECP Program – The TSRP presented legal blocks of training for ARIDE courses, SFST refresher trainings, and DRE school. This year, the TSRP presented at 10 ARIDE courses, 1 SFST Refresher Training, and two DRE schools. The TSRP also attended Field Certifications for DREs last May in Jacksonville, Florida. This experience allowed the TSRP to watch several evaluations and understand the program in a more comprehensive way, thus providing her with the tools she needs to promote the program to law enforcement agencies and prosecutors.
- **Legislative:**
 - The TSRP has provided research, memoranda, and feedback to the Kentucky County Attorneys Association on topics such as per se drug DUI laws, including a per se THC level for Cannabis impaired driving.
- **Requests (Technical Assistance, Expert Witness Funding):**
 - The TSRP received at least 109 requests from officers and prosecutors for technical assistance. Requests from prosecutors for expert witness funding averaged 10 a month.
- **Training for TSRP:**
 - The TSRP attended the National TSRP Conference in Phoenix, Arizona. During the training, topics covered writing bios, jury selection, and creation of a law enforcement phlebotomy program. This training proved to be invaluable in beginning the Kentucky Law Enforcement Phlebotomy program, as the TSRP has received advice from both topic presenters. The TSRP also attended the NAPC Summer Conference in Nashville. The breakout session covered “Infotainment Systems” and was extremely helpful. The speaker will be presenting in Louisville at the Kentucky/Tennessee Lethal Weapon training in May 2024.
- **Task Force/Advisory Board Membership:**
 - The TSRP is a member of the Kentucky CDL Advisory Board, Kentucky Occupant Protection Task Force and Co-Chair of the Impaired Driving Task Force. As a member of the CDL Advisory Board, TSRP collaborates with other stakeholders to improve prosecution of CDL violations. This year, the TSRP hosted a day long CDL/CMV training for prosecutors to train on masking, Commercial Motor Vehicle Enforcement, and human trafficking. The TSRP also continues to collaborate with the group on making CDL markings more visible on citations and discussing ways to stop masking. As Co-Chair of the Kentucky Impaired Driving Task Force, the TSRP gathered information from task force members and created the Strategic Plan for the next four-year period. The group continues to evaluate data and implement strategies to reduce impaired driving.

- **Expert Witness Project:**

- The National Traffic Law Center (NTLC) along with the National Association of Prosecutor Coordinators (NAPC) hosts the Expert Witness Project, wherein TSRPS meet in a preselected city for two days and review expert witness reports, testimony, and publications. After reviewing these items, the information is composed into an outline to assist line prosecutors in cross examination of these witnesses. The Kentucky TSRP was selected twice this year to participate in meetings held in Sacramento, California and Lexington, Kentucky.

- **Trial Work:**

- One of the listed job responsibilities of the Kentucky TSRP is to sit second chair in impaired driving trials, when requested to do so by the lead attorney. The Grayson County Attorney requested the TSRP to second chair a DUI 3rd offense case from 2018. The TSRP met with the County Attorney, offered resources, discussed trial strategies, and assisted with research and question selection during the trial. The defendant in the case was convicted of 3rd offense DUI and sentenced to 120 days in jail.

- **Law Enforcement Phlebotomy Program:**

- The TSRP is working in conjunction with the Ky Office of Highway Safety and the Ky DECP program to implement a law enforcement phlebotomy program. The group has identified and coordinated with an established phlebotomy school to teach the program. Currently, the TSRP is creating a lesson plan for the legal training and application documents. The program is planned to be operational in 2024.

Drug Evaluation and Classification Program FY2023

This is the sixth year that the Kentucky Association of Chiefs of Police (KACP) has had a 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 405d funds. FY2023 project activities were as follows:

- 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 strengthen the current Ignition Interlock law, and was successful in getting changes made in the law to protect institutions/individuals who are asked to draw blood via a search warrant.
- Conducted a SFST & DRE Instructor course for the Department of Criminal Justice Training, Kentucky State Police Academy, Louisville, and Blue Grass Army Depot PD for all their SFST Instructors. The

three DREs included were (Mike Paolucci, Justin Muravchick and Matt Arlinghaus) DREs going through DRE Instructor section of the course.

- In cooperation with the Kentucky TSRP, conducted the Prosecuting the Drug Driver course. This course was held over 3 days in Lexington, Kentucky. There were several DRE's present who both attended and instructed.
- Held our 2022-23 DRE School with 8 Officers/Deputies/Troopers attendees (2 KSP, 2 Lexington PD, and one each from Richmond PD, Paris PD, Marshall Co SO, and Clinton PD.) Brought in guest instructors from Ohio State Highway Patrol. This included attending filed certification in Jacksonville, Florida.
- Held our 2023 DRE School with 14 Officers/Deputies/Troopers attendees (2 KSP, 2 Lexington PD, and one each from Corbin PD, Erlanger PD, Williamsburg PD, Nicholasville PD, Lawrenceburg PD, Fort Knox PD, Paris PD, Pikeville PD, University of Kentucky PD, and University of Louisville PD.) Brought in guest instructors from Ohio State Highway Patrol, Columbus Ohio PD and Dublin PD. This included attending filed certification in Jacksonville Florida.
- Presented in two New Chiefs & Sheriffs courses, and conducted a Leadership Course for the Department of Criminal Justice Training. Discussed highway safety initiatives and an overview of the DECP.
- Participated in the NHTSA Grants Management course with all KOHS staff and all KOHS Law Enforcement Liaisons.
- Attended a virtual meeting with KY TSRP, Rob Warfel, Matt McCoy, and UK Associate Professor Shanna Babalonis to discuss cannabis impairment while driving and the research that UK has done with cannabis impaired individuals.
- Attended and assisted in working the 2023 Kentucky Lifesavers Conference in Louisville, Kentucky at the Galt House.
- Participated in IACP DRE Section mid-year meeting virtually.
- Met several times throughout the year with the Northern Kentucky Police and Sheriff's Training Center. Began the process of moving all DEC Program curriculums and Instructors to this training center. Worked with the training centers staff to host all course registrations for ARIDE and DRE School.
- Attended several KACP regional meetings throughout the year discussing DEC Program activity, current issues with drug impairment, case law and courses.
- Assisted Sergeant Brandon Muravchick in hosting a DRE Traffic Safety blitz in which several DRE's from around the state participated.
- Presented to several nurses within the Boone County and surrounding school systems about recognizing impaired individuals, field sobriety tests, and the seven drug categories.

- Maintained the DRE tablet system through Institute for Traffic Safety Management (ITSMR) by assisting over 62 DRE's with training on new versions, updating Kentucky's data, reading over several DRE evaluations, and use of the tablet. Issued out several new Samsungs S8 tablets to active DREs within KY.
- Offered 11 ARIDE (Advanced Roadside Impaired Driving Enforcement) training at various locations around the state (3 in Frankfort, and one each in Madisonville, Berea, Lexington Jeffersontown, Murray, Pikeville, Burlington, and Elizabethtown), which resulted in training approximately 306 officers within the Commonwealth. This valuable training, in its eighth year in Kentucky, is designed to bridge the training gap between the Standardized Field Sobriety Testing (SFST) and the DRE program. It provides officers with a general knowledge related to drug impairment and enables them to understand and better utilize the Drug Recognition Experts.
- Coordinated and provided 2 Basic SFST course & Cops in Court to Bowling Green Police Department third & fourth recruit academy class. This course was the entire week. A total of 18 recruits were trained.
- The State Coordinator and assistant coordinator attended the ITPM Traffic Symposium in Orlando Florida. During this training the state coordinator attended the IACP Eastern DRE State Coordinator meeting.
- The State Coordinator and assistant coordinator attended the 2023 IACP National Conference on Drugs, Alcohol, and Impaired Driving in Anaheim, CA. We also were able to support and took 6 Kentucky DRE's from Williamsburg PD, Lexington Metro PD (3), Kentucky State Police (2). Attended the Technical Advisory Panel (TAP) meeting and both coordinators attended the IACP DRE State Coordinators meeting during the conference.
- Purchased approximately 24 PBT's, assorted equipment for DRE's and issued the equipment to law enforcement officers throughout the Commonwealth. Also assisted in the coordination of a state purchase for 1,000 PBT's from CMI.
- Attended several LEL Campaign Briefings throughout the state to provide information about the DEC Program and the training we offer.
- Attended the Kentucky Sheriff's Association training along with all LELs and KOHS staff in Owensboro, and assisted in working the vendor booth at the training.
- Attended the Intoximeters Users Group Training along with LELs and KOHS staff in St. Louis, to become proficient in using their breath testing devices both roadside and evidentiary. Sat in several training breakout sessions concerning impaired driving and equipment use.
- Held several LEL meetings during the year to discuss agency participation, campaign's, DECP courses and other items consistent with highway safety initiatives.
- Held several weekly virtual meetings with the DECP Assistant Coordinator to discuss training, travel, agencies, DREs and program needs.

- Watched several webinars for continual education from NHTSA, GHSA, IACP, Florida TSRP Program and other sources.
- Participated in all the Kentucky Law Enforcement Council meetings (4). Attended all quarterly meetings in person along with the first day committee meeting (Professional Standards, Instructor, Curriculum). Worked with KLEC Monitors in updating all our DECP curriculums.
- The DECP State Coordinator and Assistant Coordinator attended prosecutor's training event held by Kentucky's and Ohio's and TSRP's. The training was dedicated to drug driving, testimonial training and training several prosecutors from Ohio and Kentucky. Assisted in the mock trial portion as a juror.
- 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 meetings with Lt. Hunter Martin concerning KSP Collision Reconstruction needs. Also worked on logistics for continual training troopers/officers, hosting a possible Traffic Safety Conference and impaired driving training.
- Recertified several DRE's throughout the year by conducting hands on mock evaluations and updated training.
- Assisted in teaching in 4 (2 in Bardstown, one each in Maysville and Louisville) Below 100 courses. Instructed two topics (What's Important Now, Complacency Kills) of the 5 core tenants within the curriculum.
- Worked in conjunction with TSRP's to begin a Law Enforcement Phlebotomy program. Met with KSP Lab and KOHS staff to figure out funding, training requirements and locations to place trained LE Phlebotomist.

Judicial Outreach Liaison (JOL) Program FY2023

2022-2023 JOL project activities included the following:

- In the 2022-2023 grant year, our original JOL, Judge Kevin Holbrook (ret.), stepped away from the roll as JOL to become a district judge. Judge Kevin McCarty took over the role of JOL on January 1, 2023. He continued where Judge Holbrook left off, advancing and planning for various Educational Programs related to Highway Safety, with a focus on drugged driving in Kentucky. He has also continued liaison activities with KOHS staff, the judiciary, Administrative Office of Courts staff, and other stakeholders. The JOL continued to work on the Ignition Interlock License (IIL) program and continuously liaised with the Judges, KOHS staff, and Kentucky Transportation Cabinet (KYTC) staff on the various issues that arose with the IID program.
- The JOL attended all ABA JOL meetings (virtual and in-person), and communicated on a

regular basis with the Region 3 JOL concerning these. Additionally, the JOL regularly communicated with the Judicial Fellow, RJOLs, and SJOLs regarding outreach efforts and opportunities. The JOL remained 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 reviewed such information (and provided it to the Judges when deemed appropriate) provided by the ABA Judicial Fellow and fellow JOLs, as well as other stakeholders. The JOL communicated regularly with other stakeholders concerning such opportunities, participated in their training programs (when appropriate), and provided such opportunities to the Judges (when appropriate).

- The JOL worked closely with KOHS staff, KYTC Staff, and other stakeholders regarding various issues of concern to highway safety officials, and advised on the Law Enforcement Phlebotomy program that Kentucky is ready to start.
- The JOL continued performing various liaison contacts with the LELs and TSRP concerning issues encountered by them, 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 worked 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 provided annual educational programs pertaining to impaired driving and other traffic safety issues to the Judges, 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 worked with the AOC Education Director/Department and presented 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 worked 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 |

In FY23 several changes and additions were made to the administration of KIIP. With these changes came a new focus on increasing participation in the KIIP program by streamlining the process by which Device Providers open Service Provider facilities. The goal of this is to increase the number of Service Provider facilities and give potential program participants better and more convenient access to the program making it more likely they will participate. The following activities are examples of the changes and accomplishments regarding the KIIP program that took place in FY23:

- The administration of KIIP was transitioned from Tiffany Duvall to Kyle Stork.
- KOHS adopted the INSPIRE system used by the Commonwealth of Virginia to track service provider facility inspections.
- Provided education for the operation of the INSPIRE system for Device Providers and KOHS has received a very positive response regarding the new system.
- Between the adoption of the INSPIRE system in July and the end of the fiscal year more than 13 new facilities were inspected. This brings the total number of active Service Provider facilities to 105.
- A new Law Enforcement Liaison (Tony Lucas) was hired to perform inspections of service provider facilities.
- KOHS continued its membership in the Association of Ignition Interlock Program Administrators (AIIPA).
- Representatives of KOHS attended the annual AIIPA conference.

G. Occupant Protection Program

(Occupant Protection countermeasures grants for FY2023 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 fourteen law enforcement agencies. These grantees worked a total of 7,223.50 overtime hours, issued a total of 10,091 seat belt citations and 357 child restraint citations. In addition, these grantees issued a total of 3,661 speeding citations, 20,602 other traffic citations, made 131 DUI arrests, and 906 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 2023 highway safety efforts during the months of May through September, including the 2023 Click It or Ticket and Drive Sober enforcement campaigns. A total of \$37,195.02 in FAST Act 402 funding was expended by law enforcement agencies solely for officer overtime, from May 2023 through September 2023. A total of 12 agencies utilized this additional funding.

These agencies worked a combined total of 428.25 overtime hours of traffic patrol, during which they issued 346 seat belt citations, 11 child restraint citations, 607 speeding citations, 981 other citations, made 147 DUI arrests, and 128 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 FY2023 the grant accomplished the following Seatbelt/ Child Restraint Activities:

- Conducted two National Child Passenger Safety Certification classes within the Cumberland Valley Area Development District (CVADD).
- The National Child Passenger Safety Certification program has been promoted through emails to CPS techs in the CVADD region, educational material about CPS has been given to Police Departments, Hospitals, Local DCBS offices, Community Resource meetings, Pregnancy Centers and Health Departments in the CVADD region.
- Eighteen technicians have been assisted with their certification or recertification requirements. Agencies are the Kentucky State Police, Clay County Sheriff's Office, Manchester Police Department and Whitehouse Clinic, and during the Kentucky Lifesavers Conference.
- The CVADD is always available to assist the KOHS with any event that they request our presence. The CVADD office has assisted with eight CPS Class in conjunction with the KOHS.
- Continued providing information relative to proper use of CPS has been conducted at the following health departments and programs for teenage mothers: Jackson County Health Department, Whitley County Health Department, Laurel County Health Department, Buckhorn Family Services, Second Mile Behavior, and the Domestic Violence Shelter along with building a relationship with our local DCBS Offices.

- Provided/assisted 18 CPS technicians in the CVADD region pertaining to their certification and recertification. Agencies are the Kentucky State Police, Clay County Sheriff's Office, Manchester Police Department and Whitehouse Clinic and during the Kentucky Lifesavers Conference.
- Provided/assisted with (12) CPS check events have been conducted in the CVADD region, Whitley County, Laurel County, Jackson County, Knox County, Harlan County, Rockcastle County and Clay County.
- Provided/Assisted with ten 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 where in need of car seats.

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 FY2023, the grant accomplished the following Seatbelt/Child Restraint Activities:

- On September 23 Grayson County Health Department held a free community car seat check.
- Conducted 118 car seat inspections.
- Distributed 104 free car seats this year. This was an increase of 70%.
- Implemented a social media campaign to educate the community on child passenger safety. The social media child passenger safety reach for grant cycle was 19,961.
- Provided child passenger safety information quarterly to the local food pantry, Leitchfield Pediatrics, HANDS, EICS, and public library.
- Provided child passenger safety education to 40 expectant caregivers in person during car seat appointments to receive their new car seat. Also provided car seat education to 100 expectant caregivers during our community baby shower, community resource fair, and Road to Summer Safety.
- Recorded a child passenger safety podcast.
- Collaborated to conduct several community events and offered car seat checks such at The Road to Summer Safety, Bel Cheese Safety Fair, Community Baby Shower and HANDS family events.

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 FY2023, 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 County Health Department, Richmond Fire Department (RFD), Richmond Police Department (RPD), Kentucky State Police (KSP), and White House Clinic (WHC).
- Provided one Safety City presentation with elementary parenting education program on the importance of child passenger safety seats and seat belts during the grant cycle. Another education session by phone.
- Held five Care Seat Check-up events at Kingston Elementary School (Fall/Spring), Head Start Prep-Academy (Berea & Richmond), Kids Fest event (partnership with Richmond Fire Department).
- Provided 7 seat belt education programs through the Stop the Bleed classes for adults and teens in Madison County.
- Developed the Madison County Health Department/HANDS program to include CPS. I technician was trained and is working closely with the RFD This includes referrals to each other. The RFD now refers limited English-speaking clients to MCHD so that we can use our translators. We refer to RFD when we do not have staff available for immediate service.
- Participated in Taskforces on Occupant Protection, Impaired Driving, and Vulnerable Road Users, as well as participating as a KSPAN board member during the grant cycle.

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 FY2023, 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.
- 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 Kentucky 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.
- Car seat installation education appointments and events have been held on various dates.
 - 23 new car seats distributed, car seat checks, and installation education to Marshall County residents.
 - 16 new car seats distributed, car seat checks, and installation education to residents of additional counties.
 - 32 car seat checks, inspections, installation education of client-owned seats in Marshall County and other counties (32) plus several in Breckinridge County at car seat event and one in Owensboro.
 - At least 55 adults educated in these checks and installation education appointments.
- Continued the 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.

Center for Women, Children and Families (The Nest)

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 FY2023, the grant accomplished the following:

- Educated more than 360 families about child passenger safety and the use of their car seat in English, Spanish, and French live, and multiple other languages with various translating assistance strategies.
- Provided more than 160 new seats and more than 180 seats in total.
- With the help of Instructor Sharon Rengers, 4 new CPS techs were trained from the Nest and one additional outside agency. Two speak Spanish, and one also speaks some French.
- Provided more than 20 hours of CPS technical assistance to several individuals and agencies including KOHS, Powell County Head Start, Powell County Health Department, Estill County Health Department, Health First Blue Grass, a NICU family support network, and coordinators of several recovery houses in Lexington.
- Provided education in various settings including Head Start parents and then teachers, health departments, in-patient nursing gathering, school parent night, multiple meetings with a clinic, early childhood board members, refugee support services and the faith community.
- Worked with partners at more than 11 sites to provide car seat education and in some cases provided seats:
 - 1) UK Cares clinic with African refugees
 - 2) St. Joseph East Mother and Babies Hospital
 - 3) UK mother- baby unit
 - 4) Ronald McDonald House and NICU parents

- 5) Baptist Health mother-baby unit
 - 6) Health First Bluegrass (HFBG) OB clinic and OB physician leader
 - 7) HFBG other than OB at Southland (Pediatrics, dental clinic)
 - 8) Estill County Health Department
 - 9) Powell County Health Department and HANDS program
 - 10) Powell County Head Start
 - 11) Breathitt County Head Start
 - 12) Anderson County Fire Department
- Grantee has continued to search for and responded to more than 6 opportunities to provide CPS education (including PVH) to the public and professionals who serve children in Fayette County and regional rural areas.

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 FY2023, the grant accomplished the following:

- During the 2023 grant year, Norton Children’s Hospital hosted four CPS Hybrid certification classes (Jan, Feb, April, and June 2023) and three in person classes (Feb, May, and Aug 2023).
- Norton Healthcare’s virtual and 3 hospital based fitting stations are operational during the grant cycle, and 330 seats were checked.
 - 138 seats were given to families in the hospital who had no seat at discharge.
- Booster seat education was presented to 4,791 first grade student and 4,610 second grade students from Jefferson County Public and private schools.
- Monthly classes (Safe Baby, Safe Kids, and Safe Grandparenting) were offered virtually, and 464 parents and grandparents have attended these classes during the grant cycle.
- Orthopedic seats were loaned to 55 families following surgery at NCH.
- A 6-hour CEU was offered at the KY Lifesavers Conference held in Louisville with seat check opportunities.
- Following discovery of counterfeit car seats in our Emergency Department and pediatrician offices a news story was initiated. Five different media outlets participated in Dec 2022.

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 FY2023, the grant accomplished the following:

- Planned and implemented the 6-hour CEU tract for the techs/instructors at the KY Lifesavers Conference.
- Eleven national certification classes were held in Hardinsburg, Lexington, Owensboro, Pikeville, Prestonsburg, Ft Mitchel and four in Louisville. One hundred seven new techs and two new instructors were added. Recertification classes were scheduled following each certification class.
- Assisted to maintain the CPS the total number of child passenger safety technicians/instructors in Kentucky. Currently Kentucky has 726 certified technicians. This total indicates 106 more technicians than the previous year.
- Assisted to help maintain 84 fitting stations throughout the state.
- Provided 50 seats across the Eastern KY communities to distribute to families in need.

Occupant Protection Enforcement Mobilization



Kentucky coordinated one major mobilization event specifically focused on occupant protection. This mobilization used the “Click It or Ticket” slogan and corresponded with the national mobilization from May 22, 2023, through June 4, 2023.

A total of 112 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:

| | | | |
|----------------------------|-------|------------------------|-------|
| Alcohol DUI Arrests: | 265 | Cell Phone/Distracted: | 64 |
| Drug DUI Arrests: | 183 | Reckless Driving: | 359 |
| Speeding Citations: | 5,697 | No Insurance: | 1,714 |
| Seatbelt Citations: | 4,751 | Suspended Licenses: | 1,132 |
| Child Restraint Citations: | 96 | | |

Governor’s Occupant Protection Awards Ceremony

The Kentucky Office of Highway Safety held an in-person award ceremony for law enforcement agencies/officers in both occupant protection and impaired driving enforcement during FY2023. The Governor’s Occupant Protection award ceremony was held on August 23rd at the Embassy Suites UK/Coldstream in Lexington, KY. The ceremony recognized the efforts of nominated officers in increasing 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 FY2023, the Kentucky Office of Highway Safety, Division of Highway Safety Programs was able to conduct multiple education programs across the state:

- Twenty (20) Occupant Protection Programs
- Four (4) Impaired Driving Programs
- Four (4) Teen Driver Programs

We are still seeing a slow progression of educational programs being allowed back into public venues. KOHS is continuously exploring the option of awarding grant funds for educational programs to qualified vendors who would help with the mission of zero deaths.

H. Police Traffic Services Program

(Police Traffic Service grants for FY2023 were funded with 402 FAST Act, 402 BIL, and 402 SUP BIL funds)

Grants to Law Enforcement

In FY2023 there were 73 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 25,436 patrol and traffic safety checkpoint enforcement hours, resulting in 873 DUI arrests, 2,837 other arrests, 33,378 speeding citations, 10,005 seat belt citations, 283 child restraint citations, and 41,923 other citations.

Activity Measures

- A total of 23,743 seat belt citations were issued during grant-funded enforcement hours during FY2023. Additionally, a total of 800 child restraint citations were issued during the same period.
- A total of 3,180 DUI arrests were made during grant-funded enforcement hours during FY2023.
- A total of 43,232 speeding citations were issued during grant-funded enforcement hours during FY2023.

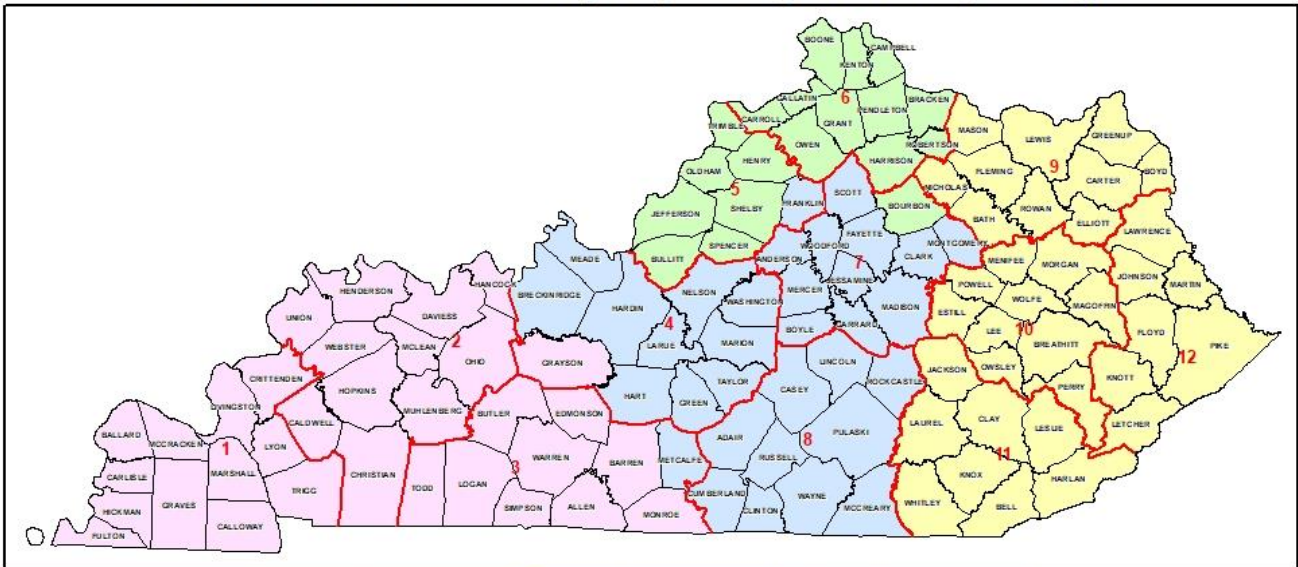
Law Enforcement Liaison Program FY2023

Kentucky's law enforcement liaisons 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 a total of seven 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. During FY23, Western KY LEL Greg Dennison retired. In April, that position was filled with retired Murray Police Chief, Jeff Liles. One additional LEL position was created to oversee the Ignition Interlock program. This position was filled with retired Independence Police Chief, Tony Lucas. 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.

The new Kentucky Ignition Interlock Program (KIIP) LEL, Tony Lucas, was hired to build partnerships to improve and educate the public and law enforcement on the KIIP. Tony will also meet with legislators to improve and enhance impaired driving laws, inspect Ignition Interlock devices and build relationships with the owners and installers at locations across Kentucky. His role will also continue the outstanding partnership between the KOHS and KACP.

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



| | | | | |
|---|--|---|---|---|
| <p>Western KY KYTC - 1,2,3 LEL - Jeff Liles Almo, KY (270) 293-5146 jeff.liles@ky.gov</p> <p>PM - Jonathan Moore Frankfort, KY (502) 782-3998 jonathan.moore@ky.gov</p> | <p>Central KY KYTC - 4,7,8 LEL - Rob Ratliff Nicholasville, KY (502) 229-4534 rob.ratliff@ky.gov</p> <p>PM - Kyle Stork Frankfort, KY (502) 782-5684 kyle.stork@ky.gov</p> | <p>Eastern KY KYTC - 9,10,11,12 LEL - Bob Criswell Frankfort, KY (502) 229-4337 bob.criswell@ky.gov</p> <p>PM - Tiffany Duvall Frankfort, KY (502) 782-3988 tiffany.duvall@ky.gov</p> | <p>Northern KY KYTC - 5,6 LEL - Troy Dye Elizabethtown, KY (502) 229-8502 troy.dye@ky.gov</p> <p>PM - Matt McCoy Frankfort, KY (502) 782-3990 matt.mccoy@ky.gov</p> | <p>ARIDE Coordinator KSP LEL: Rob Richardson Frankfort, KY (502) 229-8302 rob.richardson@ky.gov</p> <p>Rob Warfel Frankfort, KY (502) 545-6120 robert.warfel@ky.gov</p> |
| <p>Police Traffic Services Coordinator</p> <p>PM - Jonathan Moore Frankfort, KY (502) 782-3998 jonathan.moore@ky.gov</p> | <p>Media Relations Coordinator</p> <p>PM - Erin Eggen Frankfort, KY (502) 782-4822 erin.eggen@ky.gov</p> | <p>Occupant Protection Coordinator</p> <p>PM - Tiffany Duvall Frankfort, KY (502) 782-3988 tiffany.duvall@ky.gov</p> | <p>Impaired Driving Coordinator</p> <p>PM - Matt McCoy Frankfort, KY (502) 782-3990 matt.mccoy@ky.gov</p> | <p>Ignition Interlock Statewide Coordinator Tony Lucas (502) 545-9429 Independence, KY tony.lucas@ky.gov</p> |
| <p>Financial Managers</p> <p>Barbara Schulte DeAnn Cinquino Nate Dean</p> | <p>Grants Management Branch Manager</p> <p>Leslie Kennedy leslie.kennedy@ky.gov</p> | <p>Safety Education Branch Manager</p> <p>Brad Franklin brad.franklin@ky.gov</p> | <p>Highway Safety Assistant Director</p> <p>Ryan Fisher lawrencer.fisher@ky.gov</p> | <p>PM - Kyle Stork Frankfort, KY (502) 782-5684 kyle.stork@ky.gov</p> |

| | |
|--|--|
| <p>Traffic Records Coordinator</p> <p>PM - Ed Harding Frankfort, KY (502) 229-8696 ed.harding@ky.gov</p> | <p>Vulnerable Road User Coordinator</p> <p>Brandie Craft Frankfort, KY (502) 782-3991 brandie.craft@ky.gov</p> |
|--|--|

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Modified By:
KYTC KOHS
November 27, 2023

In FY2023, 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 FY2023, 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 for special traffic enforcement efforts.

The following is a summary of FY23 activities coordinated and conducted by the LELs:

- 454 Site visits (in person, phone calls and virtual visits).
- 112 Full Year Grant Monitoring visits.
- 16 Area briefings for "Click It or Ticket" Campaign in May with an 87.5% grantee attendance rate.
- 16 Area briefings for the "Drive Sober or Get Pulled Over" Campaign in August with an 86.5% attendance rate.
- 8 Media events and press conferences.
- 4 Below 100 trainings conducted.
- 2 Presentations as part of the Department of Criminal Justice Training's Orientation for New Chiefs/Sheriffs training class.

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

Combining in-person visits with the use of Zoom and Microsoft Teams, Kentucky Law Enforcement Liaisons were able to safely and effectively continue conducting agency visits and area briefings in FY2023.

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 which 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 agency 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.

For the third straight year 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. The agencies that have not been able to increase salaries, 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 is sometimes difficult 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 is targeted to 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. Four of the seven LELs have attended and successfully completed the Below 100 Train the Trainer class and are now certified as instructors. During FY2023, the LELs continued to promote this free training to agencies and officers across the state, and also continued to promote the course during agency visits.

When available, the LELs invite a guest speaker for this program, which significantly enhances the effectiveness of the message for law enforcement officers in attendance. During FY2023 we hosted four Below 100 courses in three different LEL regions.

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 LELs 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 continues to be a significant challenge throughout Kentucky. The LELs 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 in person. 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 FY2023 there were three Border-to-Border or Hands Across the Border vents 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 2023 OP awards were once again held in person in Lexington, Kentucky.

LEL-driven media efforts focus on "Click it or Ticket" and "Drive Sober or Get Pulled Over" and other campaigns. The KOHS provided an online resource kit to enhance earned media efforts among law enforcement agencies. This kit contained material for radio PSAs, newspaper articles, social media and talking points for local law enforcement. Law enforcement liaisons assist with 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 our agency visits.

In Eastern Kentucky, Perry County 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 FY2023, 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 our partnerships with the Kentucky River Health Department and the Appalachia Regional Hospital. The LELs also continued to promote and coordinate nighttime seatbelt enforcement events. A press event was held in May 2023 in Perry County to kick off the Click It or Ticket enforcement campaign.

In FY2022, a committee was formed to facilitate 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. Using statewide data, counties were selected 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 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 September 2022, the Hi-5 Project was kicked off in four of the five counties with a media event in each county. Both state and local law enforcement conducted seat belt enforcement with a focus on education on seat belt usage. Although a final report has not been issued, feedback shows an increase in seat belt usage in all five counties in the project.

In September 2022, 17 agencies in Central Kentucky and one agency in Northern Kentucky participated in the “Local Heroes” video production for FY23. Video production was completed in October 2023 for the 2024 Click It or Ticket campaign. Since 2017, a total of 115 law enforcement agencies from 47 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 challenging 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 Alexandria Police Chief, Mike Ward, continues 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 with the KACP treasurer and submit activity and expense reports. They were also able to continue their monthly in-person meetings with KOHS personnel. These meetings provided an opportunity for the LELs to exchange ideas and to share any issues they may be experiencing, and for KOHS personnel to provide information from their office.

LELs were able to attend or take part in the following events, training, and conferences:

- Kentucky Association of Chiefs of Police annual conference
- Kentucky Association of Chiefs of Police regional meetings
- Governors Highway Safety Conference
- Hands Across the Border with Tennessee
- Nighttime seat belt enforcement events
- National Lifesavers
- 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 Kentucky Chiefs Association meetings
- International Association of Chiefs of Police Conference
- Kentucky Sheriff's Annual Training Conference
- NHTSA trainings

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 that extend 15' into the air and two balloon lights with generators that extend 10' into the air for scene lighting. During FY2023, there were six (6) Traffic Safety Checkpoints conducted across the State.



I. Pedestrian/Bicycle and Motorcycle Safety

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.
- Continue to seek out grant opportunities outside the KOHS to further help with pedestrian/bicycle safety awareness.
- Provide safety education, updates, videos, and/or tips once a month through social media posts.

Motorcycle Safety

In FY2023, the Kentucky Office of Highway Safety, Motorcycle Safety Education Program was able to conduct 444 'Ride Smart' Motorcycle Safety Driver Programs across the state of Kentucky. We are seeing an influx of students enrolling in the classes. FY2023 had 4091 students registered for the variety of classes offered. Such classes include Basic Rider Skills 1&2, Three Wheel Basic Rider, Advanced Rider, Total Control Advanced Rider and a Dirt Bike Skills Class. There is a possibility of more sites to train motorcyclists in the future, as well.

Accomplishments:

The Kentucky Office of Highway Safety, Division of Highway Safety Programs was able to conduct a total of twenty-eight (28) Highway Safety Programs and six (6) Traffic Safety Checkpoints during FY2023 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 continuously 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 FY2024 with the hiring of more staff and by seeking additional grant opportunities.

J. Traffic Safety Information System Improvement Grants

M3DA-2023-00-00-02 – 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 grant period, the board moved between parent organizations, and this resulted in challenges towards achieving the goals they had established. Their activity is described below.

During the FY2023 grant period, the grant accomplished the following activities:

- Liaised throughout the grant period with the KCTCS General Counsel's Office and Kentucky General Assembly's Administrative Regulation Review Subcommittee to enact a new version of the KBEMS Data Regulation 202 KAR 7:540 to improve accuracy, completeness, and timeliness of EMS data submissions. Specifically, the KBEMS was empowered in the new regulation version to selectively designate when individual element usage is mandatory, required, recommended, or optional. Additionally, the new regulation version required the crew performing patient care to complete documentation and submit within 72 hours of call completion 90% of the time or greater. Success was measured by completion of administrative milestones: KBEMS committee approval, KBEMS Board approval, KCTCS General Counsel approval, filing with the LRC, public comment and review, ARRS approval, and enactment.
- Worked to develop two standardized data-sharing agreement templates, and sought standing approval from the KCTCS General Counsel's office. One template permitted the exchange of patient deidentified records, and the other the exchange of records without deidentification. These pre-approved templates expedited the execution of data sharing agreements, thereby improving accessibility for entities conducting research with EMS data.
- Increased the percent of eInjury NEMSIS element usage in the run forms recorded by EMS personnel for highway incidents. This was improved through the expanded use of data element validation rules, a component of the NEMSIS data standard. The percent increase was measured by taking a baseline count of records at the beginning of the project period and a series of progress counts throughout the remainder of the project period.
- Worked with the Trauma database team to use data elements harmonized between NEMSIS and NTDB dictionaries to build an integration between databases. The NEMSIS Version 3.5 update included Universally Unique Identifiers (UUID) that enabled the linking of EMS records to other data sources with improved accuracy. Recognizing this capability, the American College of Surgeons (ACS) removed EMS data points from the NTDB and relies on the UUID for linkage. KBEMS has made EMS records available to Trauma through the use of UUID and agreed-upon criteria between database administrators.

M3DA-2023-00-00-03 – Kentucky Injury Prevention Research Center (KIPRC) at the University of Kentucky (UK) under the University of Kentucky Research Foundation - Improving State Trauma Registry Data

State trauma systems have been proven to reduce the toll of motor vehicle crash-related injuries. Kentucky's trauma system is voluntary and currently includes 28 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 that is 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. KIPRC enhances the uniformity, timeliness, accuracy, and integration of trauma registry data. Importantly, these steps were undertaken in collaboration with hospitals that continued to experience unprecedented strains in the response to the Covid-19 pandemic. The activities were therefore framed as supporting hospitals as they worked towards participation or reengagement with the state trauma system, gleaned lessons from their pandemic response to strengthen all-hazards preparedness.

During the FY2023 grant period, the project met the following goals and objectives:

- Improved the accuracy of trauma registry data by providing registrars with formal training opportunities as well as peer-to-peer assistance in structured and accessible formats.
- Improved the integration of trauma registry data by conducting data linkage efforts to connect EMS and acute care data.
- Improved the completeness of trauma registry data by supporting activation of reporting systems for two new facilities to the state trauma system.

M3DA-2023-00-00-04 – Kentucky Transportation Center (KTC) at the University of Kentucky (UK) under the University of Kentucky Research Foundation - Monitoring, Assessing and Improving Kentucky Highway Safety Data (Traffic Records)

This project continued the regular assessment of the quality of Kentucky safety data (traffic records). It also monitored implementation of the recommendations of the 2022 NHTSA Traffic Records Assessment.

During the FY2023 grant period, the project met the following goals and objectives:

- Continued the collection of data for the performance metrics of each database from the appropriate database liaison.
- Utilized staff expertise with records assessments in other states, provided comparisons and generated ideas for further improvements, including links between databases. Compared to 30 states.
- Monitored and documented progress toward fulfilling the goals and timetables in the strategic plan. Completed 4 quarterly updates for 6 databases.
- Facilitated discussions with database liaisons to resolve any problems that arose in the development of projects to meet the goals. Met with 6 database liaisons once per quarter.

- Documented any necessary changes in the goals, objectives and strategies of the strategic plan or reasons for delays in meeting the goals and/or completing the projects underway. Did this for 6 databases.
- Submitted a progress report that assessed progress in project development and documents successful project completion. Completed one report.
- Updated an infographic, or dashboard, to demonstrate the long-term database improvements from 2013 to present, with identification of specific upgrades in the six attributes of each database. Completed 6 documents.

M3DA-2023-00-00-05 - Kentucky Transportation Center (KTC) at the University of Kentucky (UK) under the University of Kentucky Research Foundation – Kentucky Traffic and Safety Data Service (KTSDS)

This project was a continuation of the popular Kentucky Traffic and Safety Data Service (KTSDS). Since its establishment, KTSDS has provided invaluable services to requestors from across the spectrum of safety stakeholders. Accessibility is one of the key metrics describing the quality of traffic records.

During FY2023, the project met the following goals and objectives:

- Increased accessibility to safety analysis and capabilities (experts) for end users from a starting baseline of the number of requests fulfilled in the previous KTSDS year.
- Provided numerous small studies of traffic safety to end users.
- Maintained the KTSDS website documenting and publicized the service. Updated quarterly.

M3DA-2023-00-00-06 - Kentucky Transportation Center (KTC) at the University of Kentucky (UK) under the University of Kentucky Research Foundation – Populating Traffic Volume Using Ubiquitous Probe Vehicle Data

The project aimed to fill the gaps in traffic volume data on Kentucky’s roadway network by employing proven machine learning method and ubiquitous probe vehicle data. The project improved the accuracy and completeness of roadway database and helped KYTC become compliant to the HSIP Final Rule requirement.

During the FY2023 grant period, the project met the following goals and objectives:

- Estimated statewide AADT on all roads, especially local roads, in Kentucky.
- Evaluated the accuracy of the estimates using continuous count data.
- Assisted KYTC’s effort in meeting HSIP requirement and provided input to a wide range of transportation applications.

M3DA-2023-00-00-07 - Kentucky Transportation Center (KTC) at the University of Kentucky (UK) under the University of Kentucky Research Foundation – Improving Aggressive and Distracted Driving Crash Records

According to the most recent Strategic Highway Safety Plan, Kentucky's fatal crash rate for distracted driving is more than three times higher than the national average and the fatal crash rate for aggressive driving is higher than most surrounding states. Although these two behaviors contribute to thousands of crashes each year and a large proportion of fatal and serious injury crashes, safety analysis is difficult because of uncertainty in the crash records. Even considering the inherent subjectivity of crash reporting, the prevalence of distracted and aggressive driving is likely to be under-reported in the crash data. As such, an investigation of Kentucky's citation data would likely provide more insight into the magnitude of these behavioral risks on our roadways. Along with integration of crash data and citation data, this project conducted a detailed review of other states' definitions of distracted and aggressive crashes, the proportion of crashes other states have identified as distracted or aggressive, and an analysis of legislation to mitigate these crash types. The findings of the efforts listed above will be disseminated to police agencies through officer trainings provided by the project team. These efforts will improve the accuracy and completeness of Kentucky's crash database going forward.

During the FY2023 grant period, the project met the following goals and objectives:

- Developed definitions – in terms of crash data codes and narrative keywords – of distracted driving and aggressive driving consistent with other states.
- Provided 6 police trainings targeted toward improved reporting of distracted and aggressive behaviors as crash factors as well as an overview of other crash reporting issues found in previous studies (e.g., secondary crashes).
 - Instead of meeting with only police, we added distracted/aggressive driving to the list of topics for our crash manual rewrite team. This group has met 3 times and will continue to meet periodically leading up the eventual rewrite of the crash manual and KYOSP.

M3DA-2023-00-00-08 - Kentucky Transportation Center (KTC) at the University of Kentucky (UK) under the University of Kentucky Research Foundation – Crash Data Visualization and Mapping

This project developed a comprehensive series of data visualizations and maps for tracking and communicating crash data with the purpose of improving highway safety in Kentucky.

During the FY2023 grant period, the project met the following goals and objectives:

- Developed over 50 data visualizations and maps linking crash data with roadway attributes.
- Compiled the data visualizations and maps into a crash 'Map Book' for Kentucky, which may be found here - <https://experience.arcgis.com/experience/4f108bcaa4f740e889924f56243da0f8/>
- Performance was tracked by producing data visualization and mapping products for the six highway safety task forces.
- Performance was also tracked by the overall number of data visualizations and maps produced.

M3DA-2023-00-00-09 - Kentucky Transportation Center (KTC) at the University of Kentucky (UK) under the University of Kentucky Research Foundation – Integrating Speed Measures into Roadway Database

The project aimed to derive speed measures from the 2015-2019 probe vehicle data acquired by the KYTC and integrate them with roadway database. This makes roadway database more complete and enhances various analyses on traffic operation and safety.

During the FY2023 grant period, the project met the following goals and objectives:

- Derived various speed measures inform traffic operating conditions on Kentucky roadways and enhance safety analysis.
- Integrated speed measures with current HIS roadway database and as a result, made the database more complete.
- Made speed information available to all the public roadways in Kentucky. Link: <https://uky-edu.maps.arcgis.com/apps/instant/basic/index.html?appid=f2d64917ad2f4c72a6f746fbb4dd5264>

M3DA-2023-00-00-10 – 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 – Data Linkage to Improve Traffic Safety Data Set Integration in Kentucky

This project was an extension of our statewide data linkage efforts. We have continued to link traffic safety data sets, building upon and improving the methods used and continuing adding to the findings, developing new features to help KYTC track data integration and quality.

During the FY2023 grant period, the following goals were achieved:

- Prototyped a data integration dashboard to track the completeness and data linkages achieved through project iterations.
- Investigated data acquisition and barriers associated with data acquisitions. Developed a plan to obtain and house those datasets through improvements to IT capabilities, and other action items. Data sets include real time traffic data (e.g. INRIX, Waze, etc.), insurance claims, citations, driver licensing, and more.

Non-Implementation Grants for FY2023

- PT-2023-00-00-24 Grayson County Sheriff’s Office
- PT-2023-00-00-40 Loyall Police Department
- PT-2023-00-00-59 Rockcastle County Sheriff’s Office
- PT-2023-00-HY-08 Shively Police Department
- OP-2023-00-00-05 Eddyville Police Department
- AL-2023-00-00-04 Cadiz Police Department
- AL-2023-00-00-23 Pike County Sheriff’s Office

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.

K. Evidence-Based Enforcement Grants for FY2023

All FY2023 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 FY2023 HSP.

L. Media Programs

CTV/OTT refers to Connected TV/Over-the-Top Advertising. CTV is the device used to watch internet (smart TV, gaming console, streaming device). OTT is the method of delivery that streams content across all devices (Amazon Prime Video, Hulu, Sling TV, etc.)

ACR = Audio Completion Rate CTR = Click Through Rate VCR = Video Completion Rate

Pedestrian Safety

Walk Safety/Drive Safe Kentucky (earned media):

- Social media
- DMS message
- Statewide press release Sept. 30, 2022: **Gov. Andy Beshear Notes October is National Pedestrian Safety Month** *‘We’re asking every driver to watch for pedestrians.’*



WBKO-TV: <https://www.wbko.com/2022/09/30/gov-andy-beshear-notes-october-is-national-pedestrian-safety-month/>

Sentinel Echo: https://www.sentinel-echo.com/community/gov-beshear-notes-october-is-national-pedestrian-safety-month/article_b57da804-4122-11ed-8c62-875c9b26997d.html

Northern KY Tribune: <https://www.nkytribune.com/2022/10/october-is-national-pedestrian-safety-month-here-are-tips-to-stay-alert-and-stay-alive/>

Kentucky Today: https://www.kentuckytoday.com/news/watch-out-for-pedestrians-after-dark/article_a37a17a6-4360-11ed-a60d-6f23d0b0affc.html

Columbia Magazine: <https://columbiamagazine.com/index.php?sid=124220>



Walk Safety/Drive Safe Kentucky (paid media):

\$300,000 state funds

October 1 – 31, 2022

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 heavier larger cities (Louisville, Lexington, northern Kentucky) and college towns.

Terrestrial Radio:

Stations: 25

Spots: 3,259

Audio streaming (iHeart):

Impressions: 1,474,368

Reach: 116,229

Frequency: 12.7

Audio streaming (Pandora):

Impressions: 808,050

Reach: 504,481

Frequency: 1.6

Audio streaming (Spotify):

Impressions: 694,392

Reach: 168,073

Frequency: 4.5

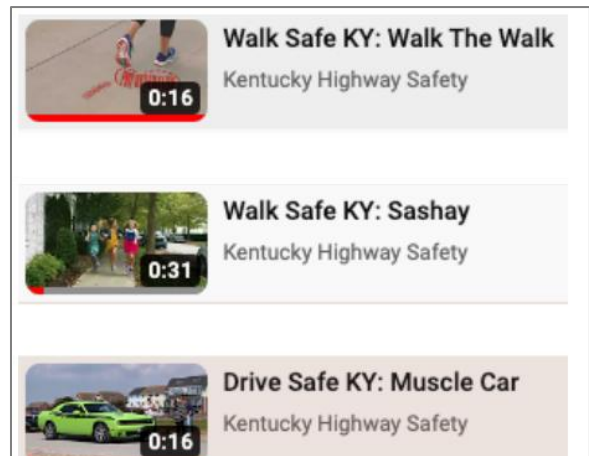
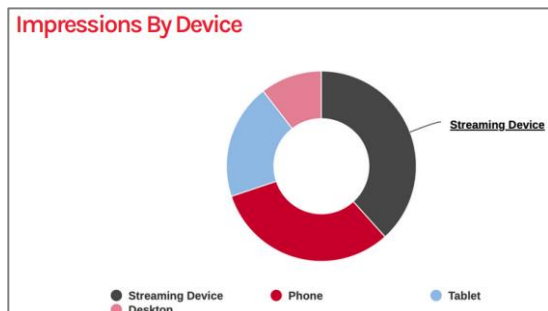
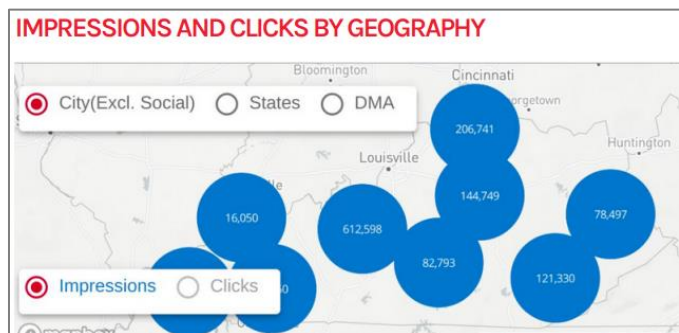
ACR: 94%

YouTube:

Impressions: 2,996,237

Clicks: 3,681

CTR: .12%



Video streaming (Hulu):

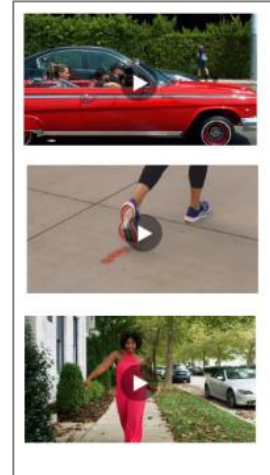
Reach:404,338
Completions: 1,111,531
Frequency: 2.75

Video streaming (ESPN & SLING Sports):

Reach: 603,385
Completions: 593,015
VCR/ACR: 98.12%

Video streaming (Spectrum):

Reach: 1,584,147
Completions: 1,562,185
VCR/ACR: 98.61%

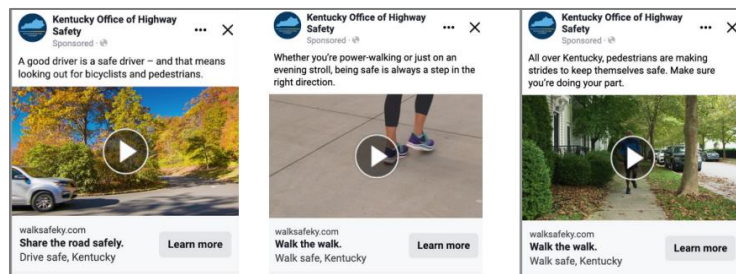


Online Video/Pre-Roll:

Reach: 975,738
Completions: 808,594
VCR/ACR: 82.87%

Facebook/Instagram:

Impressions: 4,057,667
Clicks: 10,848
CTR: .27%



Static Digital ads:

Impressions: 5,280,812
Clicks: 6,530
CTR: .12%



Pedestrian and Bicycle Safety

Tri-State Trails Grant (earned media):

- Social media
- Statewide press release March 1, 2023: **Kentucky Receives \$25,000 Federal Grant to Install Traffic Garden for Youth in Dayton - Office of Highway Safety partners with Tri-State Trails to teach bicycle and pedestrian safety to youth**

WXU Radio: <https://www.wxu.org/local-news/2023-03-01/safety-town-dayton-kentucky-bike-safety-kids>

Northern KY Tribune: <https://www.nkytribune.com/2023/03/city-of-dayton-receives-federal-grant-for-a-small-scale-traffic-garden-to-teach-kids-pedestrian-traffic-safety/>

Link KY: <https://linkky.com/news/2023/03/07/dayton-receives-federal-grant-for-youth-traffic-garden/>





Bicycle Safety

Bicycle and Motorcycle Safety Awareness Month (earned media):

- Social media
- DMS messages
- Statewide press release May 2, 2023: **May is Motorcycle and Bike Safety Awareness Month Kentucky Transportation Cabinet joins NHTSA in promoting shared safety practices by all highway users**

WYMT-TV: <https://www.wymt.com/2023/05/02/most-these-are-preventable-more-than-1000-motorcycle-related-accidents-ky-2022/>

WSON Radio: <https://wsonradio.com/2023/05/02/10519/>

WAVE-TV: <https://www.wave3.com/2023/05/02/most-these-are-preventable-more-than-1000-motorcycle-related-accidents-ky-2022/>

WLEX-TV: <https://www.lex18.com/news/coroner-identifies-18-year-old-involved-in-motorcycle-collision>

Marshall County Daily: <https://www.marshallcountydaily.com/2023/05/02/may-is-motorcycle-and-bike-safety-awareness-month-2/>

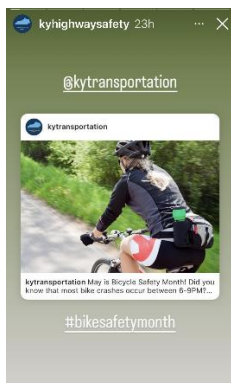
Columbia Magazine: <https://www.columbiamagazine.com/index.php?sid=127223>

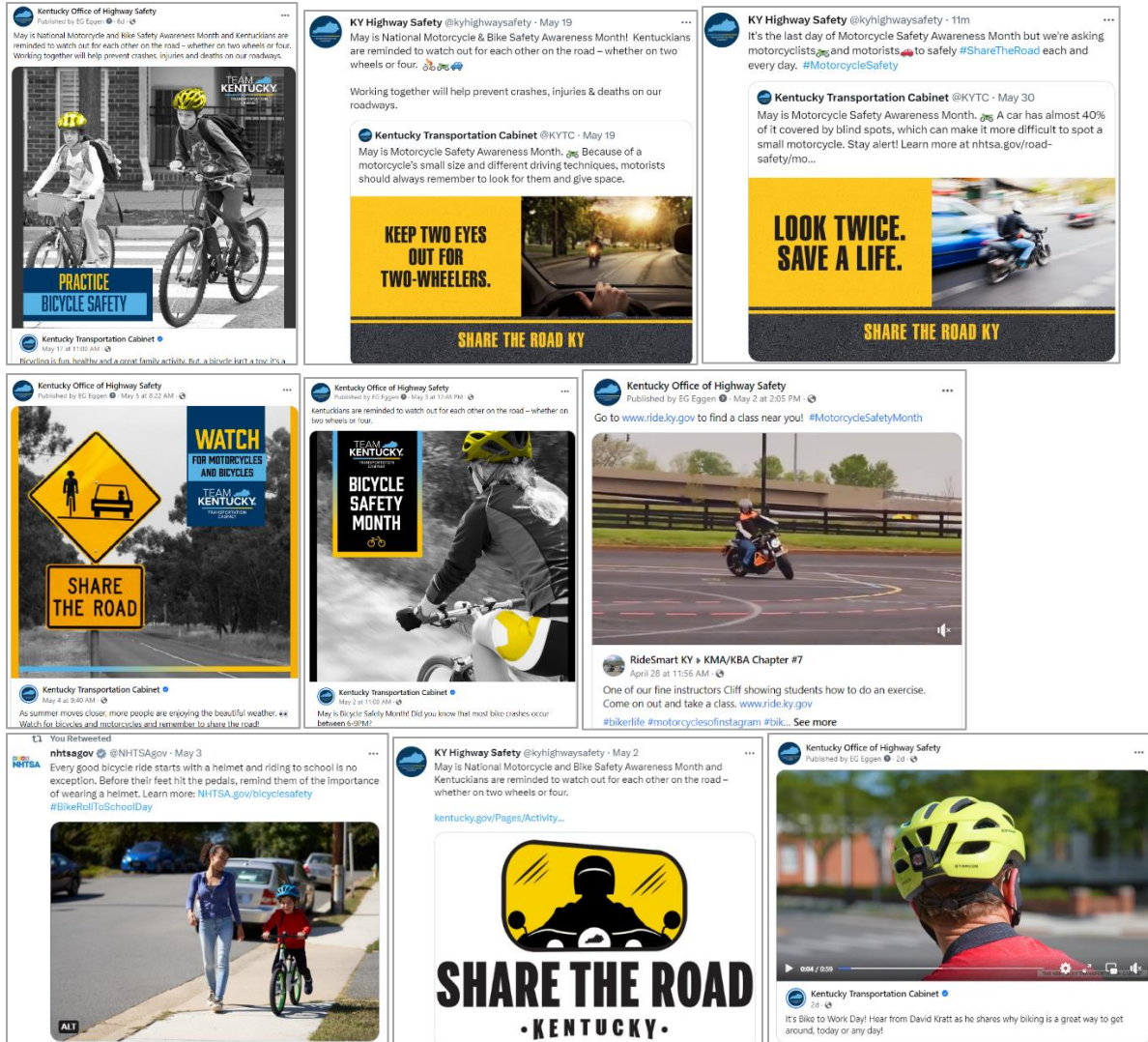
Murray Ledger and Times: https://www.murrayledger.com/news/caution-urged-during-motorcycle-and-bike-safety-awareness-month/article_df55a57e-e941-11ed-870c-d38a2b81f391.html

News Journal: https://www.pmg-ky2.com/lebanon/news/may-is-motorcycle-and-bike-safety-awareness-month/article_f34d41ce-712c-5bbd-b919-8258e4189930.html

DMS PANEL 1
 BICYCLE
 SAFETY
 MONTH

DMS PANEL 2
 WATCH FOR
 THOSE ON TWO
 WHEELS





Bicycle Safety Awareness (paid media):

May 1 – 31, 2023

\$75,000 NHTSA 402 funds

Targeted Area:

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

Target Audience:

Drivers aged 18-49, parents and bicyclists

Audio streaming:

Impressions: 883,523

Clicks: 6,612

ACR: 94.57%



Facebook/Instagram:

Impressions: 888,652

Clicks: 10,354

CTR: 1.17%

YouTube:

Impressions: 546,227

Clicks: 77

CTR: 0.01%

CTV/OTT (Streaming TV)

Impressions: 1,000,639

Video Completions: 988,248

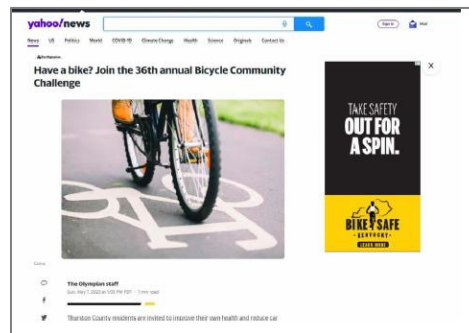
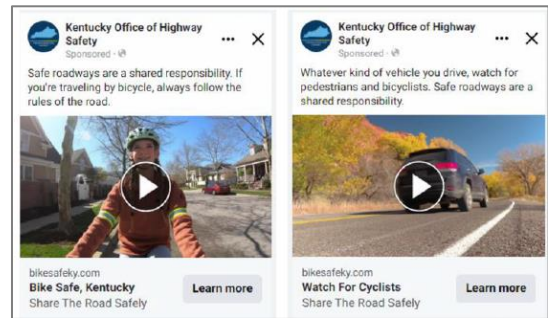
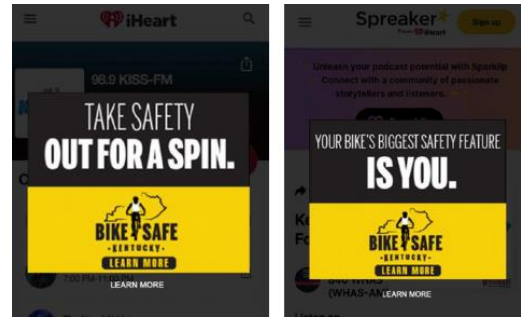
VCR: 98.76%

Display Banners:

Impressions: 1,129,314

Clicks: 6,985

CTR: 0.62%



Motorcycle Safety

Bicycle and Motorcycle Safety Awareness Month (earned media):

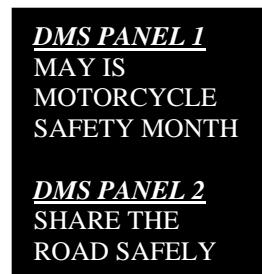
- Social media
- DMS messages
- Statewide press release May 2, 2023: **May is Motorcycle and Bike Safety Awareness Month** *Kentucky Transportation Cabinet joins NHTSA in promoting shared safety practices by all highway users*

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

\$75,000 NHTSA 402 funds program number THSP23MC

May 1 – 31, 2023

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: 40
Spots: 1,697

Audio streaming:

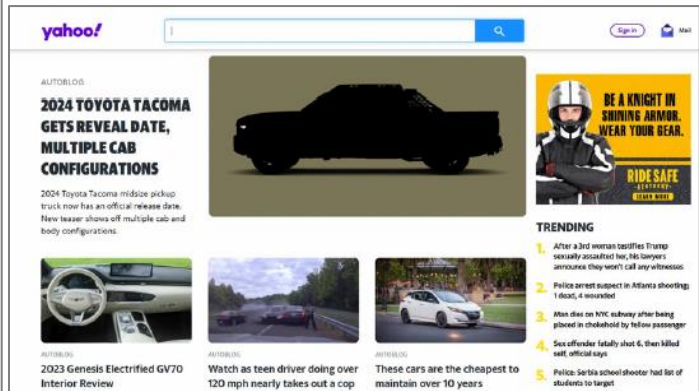
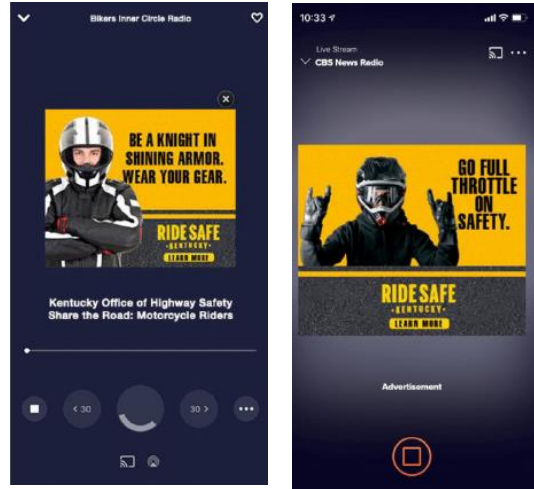
Impressions: 356,026
Clicks: 355
ACR: 94.41%

CTV/OTT (Streaming TV)

Impressions: 577,239
Video Completions: 569,779
VCR: 98.71%

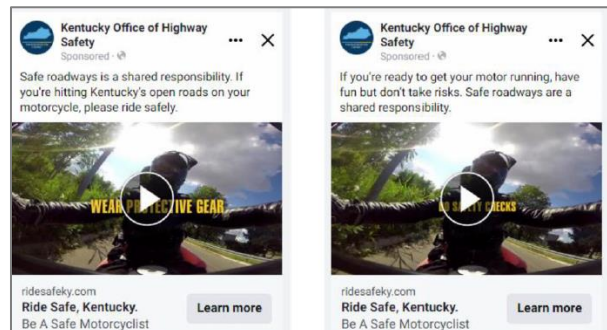
Display Banners:

Impressions: 8,776
Clicks: 73
CTR: 0.83%



Facebook/Instagram:

Impressions: 452,223
Reactions: 149
Clicks: 3,737
CTR: 0.83%



Motorcycle Safety Awareness “Share the Road” (paid media):
\$75,000 NHTSA 405f funds program number THSP23MA
May 1 – 31, 2022

Targeted Area:

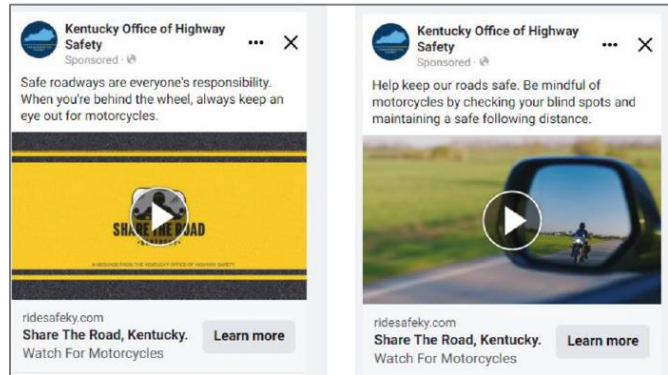
Statewide with heavier frequency in 25 counties with the highest number of registered motorcycles.

Target Audience:

Drivers and motorcyclists

Facebook/Instagram:

Impressions: 418,514
 Reactions: 83
 Clicks: 3,037
 CTR: 0.73%



Terrestrial Radio:

Stations: 40
 Spots: 1,667

Audio streaming:

Impressions: 356,125
 Clicks: 40
 ACR: 92.74%

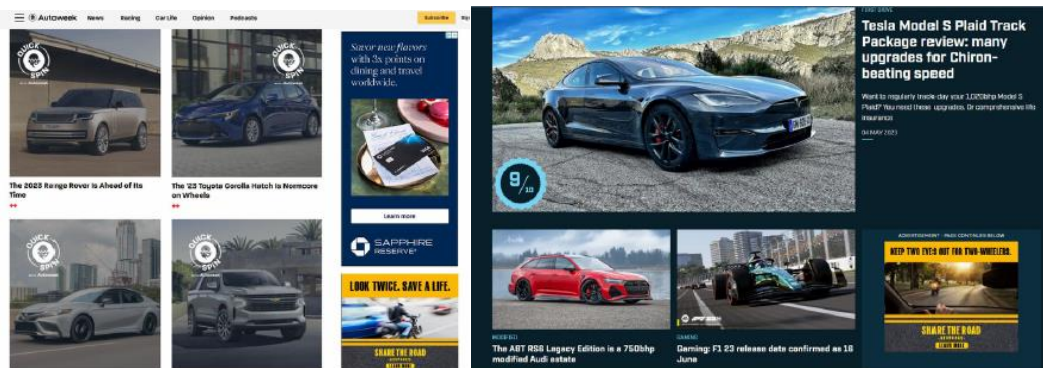


CTV/OTT (Streaming TV):

Impressions: 576,985
 Video Completions: 570,598
 VCR: 98.89%

Display Banners (added value):

Impressions: 9,214
 Clicks: 106
 CTR: 1.15%



School Bus and School Crossing Safety

School Bus Safety Week (earned media):

- Social media
- DMS messages
- 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*
[Kentucky Teacher: https://www.kentuckyteacher.org/news/2023/09/bus-safety-tips-for-the-new-school-year/](https://www.kentuckyteacher.org/news/2023/09/bus-safety-tips-for-the-new-school-year/)

DMS PANEL 1
SCHOOL BUS
SAFETY WEEK

DMS PANEL 2
WATCH FOR
KIDS AND BUSES



DMS PANEL 1
SCHOOL
DAYS AHEAD

DMS PANEL 2
WATCH FOR
KIDS & BUSES



Occupant Protection

Operation Crash Reduction (earned media):

- Social media
- DMS message
- Statewide press release Oct. 6, 2022: **Gov. Beshear: Kentuckians Con Work Together to Save Lives on Roadways** *Operation Crash Reduction runs October 7-10*

DMS PANEL 1
SEAT BELTS
SAVE LIVES

DMS PANEL 2
BUCKLE UP
EVERY TRIP
EVERY TIME

The Sentinel Echo: https://www.sentinel-echo.com/news/operation-crash-reduction-underway/article_f15f7ebe-45b5-11ed-a766-d75653fa741d.html

Kentucky Today: https://www.kentuckytoday.com/news/operation-crash-reduction-begins-friday/article_96a03e72-45b1-11ed-8b1d-f3711d887a64.html

Northern KY Tribune: <https://www.nkytribune.com/2022/10/kys-operation-crash-reduction-to-remind-drivers-of-importance-of-seatbelts-safe-driving-starts-today/>

Columbia Magazine: <http://www.columbiamagazine.com/index.php?sid=124305>

West Kentucky Star: <https://www.westkentuckystar.com/News/State/Kentucky-promoting-seat-belt-usage-with-a-national>

Murray Ledger & Times: https://www.murrayledger.com/news/state/operation-crash-reduction-begins-today/article_291cab96-45d0-11ed-89f3-e3f53c40ef9c.html



KY's Operation Crash Reduction to remind drivers of importance of seatbelts, safe driving; starts today

Oct 15, 2022 • 0 Comments

Facebook, Twitter, Pinterest, LinkedIn, YouTube, Email, Print

Kentucky's Operation Crash Reduction (OCR) to help drivers and passengers remember the importance of seat belt use and other safe driving practices starts today.

Law enforcement will conduct a high-visibility enforcement campaign, emphasizing seat belt use, from Oct. 7 through Oct. 10 to save lives and prevent injuries due to traffic crashes.

"While drivers can never control who they share the road with, one thing within everyone's control is the decision to buckle up and put the phone down every time you get in a vehicle to keep you, and others safe," said Gov. Andy Beshear.

The Kentucky Transportation Cabinet's (KYTC) Office of Highway Safety (OHS), state and local law enforcement and the National Highway Traffic Safety Administration (NHTSA) are teaming up to support the operation.

"While we always encourage safe driving practices, this specialized campaign focuses on the importance of buckling up," said KYTC Secretary Jim Gray. "If you are involved in a crash, properly fastened child seats and seat belts provide the best defense against injury or death."

OCR is focused on NHTSA Region 3, consisting of Delaware, the District of Columbia, Kentucky, Maryland, North Carolina, Virginia and West Virginia — a region that sees some of the nation's highest numbers of traffic deaths.

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.

NHTSA #BuckleUpAmerica

High 5 Rural Traffic Safety Project (earned media):

- Social media
- Press conference(s)
- Press release: *KOHS provided press release template, distributed by KSP:*
<https://kentuckystatepolice.org/p4-1-20-2022/>

LOCAL

Madison County Sheriff, KSP Launch High Five Rural Traffic Safety Project

By Colleen Kinsey
Posted Oct 15, 2022 11:12 PM EDT
Updated Oct 15, 2022 10:00 PM EDT

The News Enterprise: https://www.thenewsenterprise.com/news/local/rural-traffic-safety-project-begins-in-grayson-county/article_b69c608a-f546-520f-bc95-ba5e4cd9ddac.html

Messenger Enquirer: https://www.messenger-inquirer.com/grayson_county/grayson-county-traffic-safety-project-begins/article_1ba4612b-7dd2-5ac2-bb6b-e8ebc175034c.html

Richmond Register: https://www.richmondregister.com/news/sheriffs-office-and-ksp-announce-high-five-traffic-safety-project/article_1e20982a-4fc5-11ed-8b84-f71a612bb9c4.html

FOX 56: <https://fox56news.com/news/local/madison-county-sheriff-ksp-launch-high-five-rural-traffic-safety-project/>

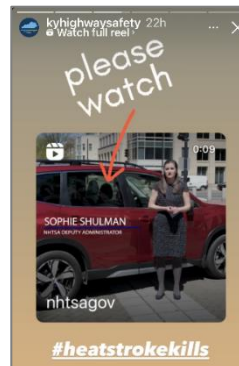
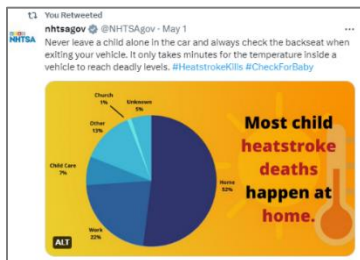
WTVQ-TV: <https://www.wtvq.com/ksp-launches-seat-belt-usage-program-in-5-rural-counties/> and [https://www.wtvq.com/ksp-announces-high-five-rural-traffic-safety-project-in-madison-county/#:~:text=\(WTVQ\)%20E2%80%93%20Kentucky%20State%20Police.in%20five%20participating%20rural%20counties.](https://www.wtvq.com/ksp-announces-high-five-rural-traffic-safety-project-in-madison-county/#:~:text=(WTVQ)%20E2%80%93%20Kentucky%20State%20Police.in%20five%20participating%20rural%20counties.)

WKYT-TV: <https://www.wkyt.com/2022/10/17/ksp-launches-program-with-5-rural-counties-increase-seat-belt-use/>



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
- Press release Sept. 15, 2023: **Parents and Caregivers Urged to Keep Kids Safe in Vehicles** *National Child Passenger Safety Week is Sept. 17-23*



WMKY Radio: <https://www.wmky.org/news/2023-09-21/national-child-passenger-safety-week-in-full-swing>

The Sentinel Echo: https://www.sentinel-echo.com/news/operation-crash-reduction-underway/article_f15f7ebe-45b5-11ed-a766-d75653fa741d.html

Columbia Magazine: <https://www.columbiamagazine.com/index.php?sid=128804>

Northern Kentucky Tribune: <https://nkytribune.com/2023/09/national-child-passenger-safety-week-coming-up-please-assure-your-car-seat-is-properly-installed/>

Kentucky Today: https://www.kentuckytoday.com/news/national-child-passenger-safety-week-starts-sunday/article_4e5a7f96-53e9-11ee-bbcf-03459b524124.html

The State Journal: https://www.state-journal.com/opinion/editorial-keep-child-passengers-safe-while-on-the-road/article_90fdc1f2-5658-11ee-af4-17f46c566845.html

DMS PANEL 1
IT'S CHILD
PASSENGER
SAFETY WEEK

DMS PANEL 2
CAR SEATS
& BOOSTERS
SAVE LIVES



Child Passenger Safety Week–The Right Seat (paid media):

\$42,550 state funds

September 17-23, 2023

Targeted Area: Statewide

Target Audience: Parents of children aged 9 and under including Hispanic

Terrestrial Radio:

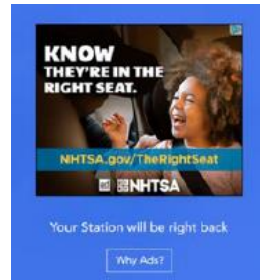
Stations: 37

Spots: 1,364

Audio Streaming (English & Spanish):

Impressions: 215,052

ACR: 83.77%



Display Banners:

Impressions: 726,537

Clicks: 614

CTR: .08%



Social Media (Facebook/Instagram):

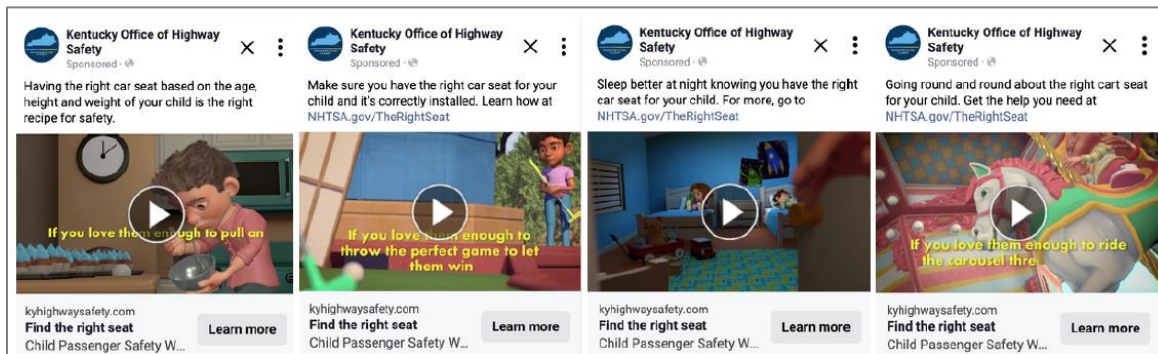
Impressions: 171,165

Reach: 134,589

Engagement 27,069

Clicks: 656

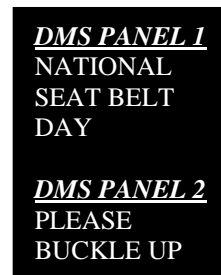
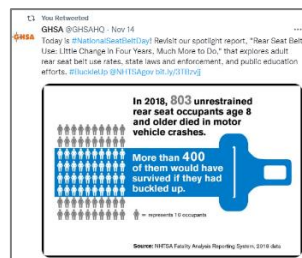
CTR: .38%



National Seat Belt Day (earned media):

Nov. 14, 2022

- Social media
- DMS message



High Five Project (earned media):

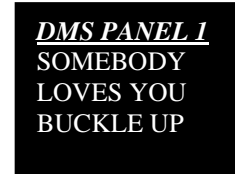
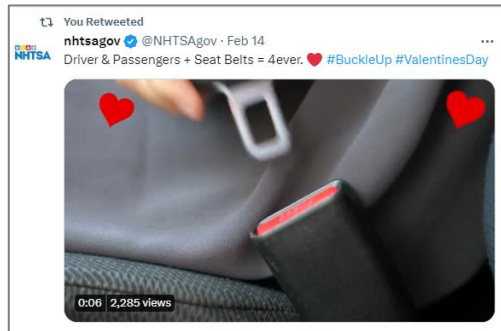
- Social Media
 - Perry County kickoff and Breathitt County event at McDonald’s
- Press conference in Perry County (handled by KSP and Sheriff’s Office)

Hazard Herald: https://www.hazard-herald.com/news/hive-five-program-launches-in-perry-county/article_118d6804-9264-11ed-a857-837608c6fdc4.html



Valentine’s Day (earned media):

- Social Media
- DMS Message



Click It or Ticket (earned media):

May – June 2023

- Social media
- DMS messages
- Press conference in Hazard (picture below)
- Statewide press release May 19, 2023: **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 22-June 4



The Hazard Herald: https://www.hazard-herald.com/news/click-it-or-ticket-campaign-kicks-off-for-2023/article_cb00339c-fa66-11ed-b77a-ab2ee179770c.html

WYMT-TV: <https://www.wyml.com/2023/05/22/ksp-launches-click-it-or-ticket-campaign/>

WEVV-TV: https://www.wevv.com/news/kentucky/traffic-patrols-increasing-in-kentucky-ahead-of-an-annual-safety-and-seatbelt-campaign/article_35eb8b7a-f8aa-11ed-9df6-13e77762e900.html

WNKY-TV: <https://www.wnky.com/ksp-warren-county-emergency-management-offer-road-safety-tips-for-memorial-day-weekend/>

WFIE-TV: <https://www.14news.com/2023/05/22/dcs0-four-arrested-drug-charges-during-click-it-or-ticket-campaign-patrols/>

Central Kentucky News Journal: https://www.pmg-ky2.com/lebanon/news/kentucky-office-of-highway-safety-reminds-kentuckians-to-click-it-or-ticket-ahead-of-memorial/article_4113b2fe-32cd-5e8a-a7bc-95c015d9aa75.html

Middlesboro Daily News: <https://www.middlesboronews.com/2023/05/24/kc-reminds-kentuckians-click-it-or-ticket/>

Ohio County Monitor: <https://ocmonitor.com/2023/05/19/kohs-reminds-kentuckians-to-click-it-or-ticket-ahead-of-memorial-day-weekend-3/>

Harlan Enterprise: <https://www.harlanenterprise.net/2023/05/23/click-it-or-ticket-says-ky-transportation-cabinet/>

Commonwealth Journal: https://www.somerset-kentucky.com/news/burnside-looks-to-expand-abc-ordinance-permissions-for-signs/article_85c538da-eab8-11ed-b1f0-d713755b1506.html

Northern Kentucky Tribune: <https://nkytribune.com/2023/05/motorists-reminded-to-buckle-up-as-annual-memorial-day-click-it-or-ticket-campaign-begins-tomorrow/>

Maysville Online: <https://maysville-online.com/top-stories/207826/mpd-mcso-to-participate-in-click-it-or-ticket-campaign>

The Madisonville Messenger: https://www.the-messenger.com/news/local/article_dfaee400-b9f1-528f-af70-9a9fa1ea5e60.html

WMKY Radio: <https://www.wmky.org/news/2023-05-19/kentucky-office-of-highway-safety-reminds-kentuckians-to-click-it-or-ticket-ahead-of-memorial-day-weekend>

WJRS Radio: <https://lakercountry.com/2023/05/click-it-or-ticket-ongoing-during-holiday-period/>

WHOP Radio: <https://whopam.com/2023/05/25/motorists-reminded-to-buckle-up-drive-sober-this-holiday-weekend/>

Columbia Magazine: <https://www.columbiamagazine.com/index.php?sid=127542>

The News Enterprise: https://www.thenewsenterprise.com/news/state/click-it-state-emphasizing-use-of-seat-belts/article_0d7c6413-89c2-59f8-8798-ee6814ef063b.html

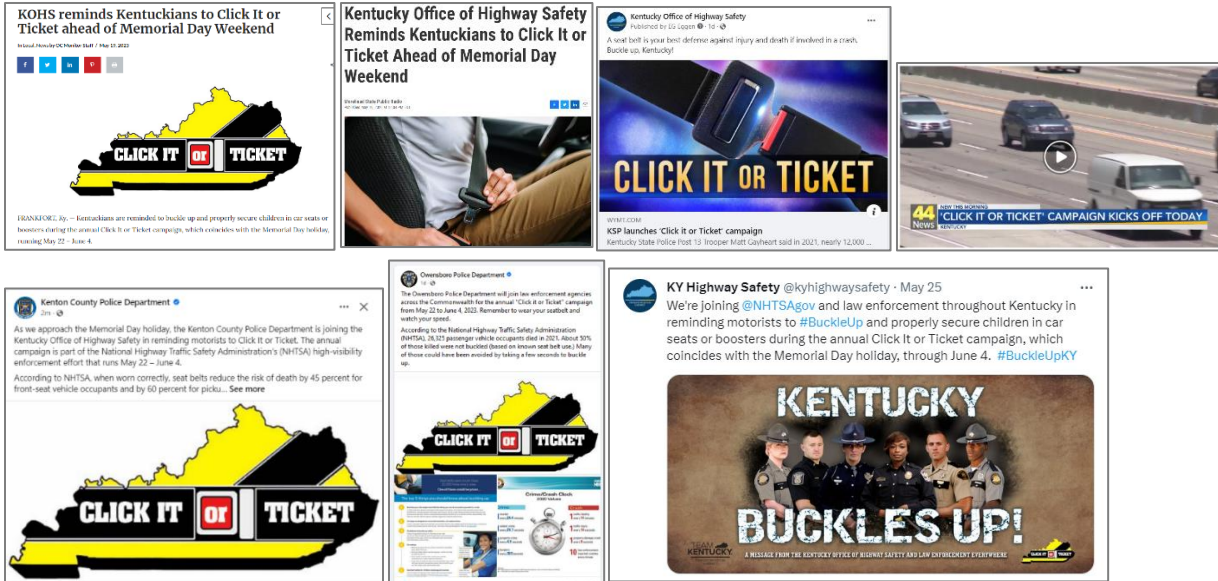
The Winchester Sun: <https://www.winchestersun.com/2023/05/23/click-it-or-ticket-says-ky-transportation-cabinet/>

The State Journal: https://www.state-journal.com/opinion/editorial-buckling-up-could-just-save-your-life/article_1ed230ba-f8be-11ed-bb7c-cf9b15a06e3e.html

The Interior Journal: <https://www.theinteriorjournal.com/2023/05/24/kc-reminds-kentuckians-click-it-or-ticket/>

Clarksville Now: <https://clarksvillenow.com/local/law-enforcement-promotes-traffic-safety-with-hands-across-the-border/>

The Herald Ledger: https://www.heraldledger.com/uncategorized/sheriffs-office-supports-click-it-or-ticket-campaign/article_49abf75b-c80a-5b10-9d73-742757b6a3f5.html



DMS PANEL 1
**# DEATHS
 ON KY
 ROADS
 THIS YEAR**

DMS PANEL 2
**BUCKLE UP
 PHONE DOWN**

DMS PANEL 1
**BUCKLE UP
 KENTUCKY**

DMS PANEL 2
**CLICK IT
 OR TICKET**

DMS PANEL 1
**BE SAFE THIS
 MEMORIAL
 WEEKEND**

DMS PANEL 2
**CLICK IT
 OR TICKET**

Click It or Ticket “Local Heroes” (paid media):
May 18-31, 2023 (60% of media buy – heavy concentration over Memorial Day weekend)
June 6-30, 2023 (40% of media buy - percentage varied in areas of the state)
\$300,000 NHTSA 405b funds program number THSP23CM

Targeted Area: Statewide with an emphasis in Boyle, Lincoln, Pulaski, Casey, Marion, Washington, Jefferson and Anderson counties.



Secondary counties: Boyd, Floyd, Laurel, Pulaski, Marshall, Shelby, Oldham, Spencer, Nelson, Ft. Knox, Hardin, Bullitt, Fayette, Madison, Clark, Jessamine, Woodford, Scott, Pike, Bell, Whitely, Perry, Knox, Clay, Rowan, Franklin, Barren, Calloway, Daviess, Graves, Grayson, Hopkins, Henderson, McCracken, and Warren counties



Audience: Adults 18+ with emphasis on males 18-35

Utilized crash data, viewing habits and zip code to identify viewers/listeners in the demographic/low-seatbelt-use areas. Spanish language audiences.

Total campaign impressions: 30 million due to ongoing bonus billboards in some counties

iHeart Radio/Streaming/Digital/OTT/Pre-Roll:

Total Digital Impressions: 4,084,802

Radio Affiliates: 95 (Kentucky News Network)

Radio Spots: 15,960 including bonus

Radio Impressions: 504,000 including bonus

YouTube Impressions: 2,405,631

OTT/Pre-roll Impressions: 1,224,829

OTT/Pre-roll Clicks: 945

OTT/Pre-roll VCR: 91.33% **Average VCR for pre-roll is 75%*

Digital streaming Impressions: 267,411

Digital streaming Reach: 465,600

VCR: 100%

WYMT-TV (Pikeville DMA)

Total Impressions (combined media): 3,196,769

Number of broadcast spots: 148 (10 spots per day for 2 weeks)

Livestreaming: 50,000 livestream banner and video ads on wymt.com

CTR: 1.5% **nearly 5 times the normal industry standard*

WPSD (Paducah DMA):

Broadcast and digital impressions: 282,110

Reach: 9.4

Frequency: 1.3

WFIE (Evansville/Owensboro DMAs):

Total Impressions: 184,200 **includes three :30 ads on newscast during Memorial Day weekend and 24-hour homepage takeover*

Digital streaming videos: 22,541 **reached 4,538 devices, each device views 5 times*

Digital ads: 80,001 **14News.com, 14News weather app and 14News app*

WBKO (Bowling Green DMAs):

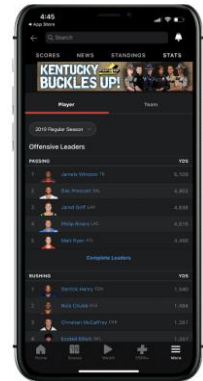
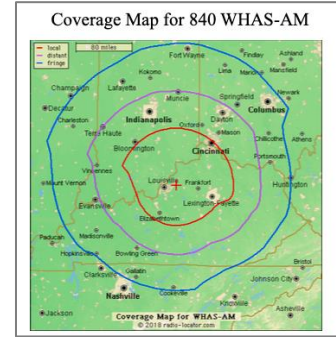
Total Impressions: 1.63 million

Reach: 78.2%

Frequency: 2.4

Display ads: 40,000 on news/weather apps

Digital streaming: 2,000 :30 ads on livestreaming 24/7



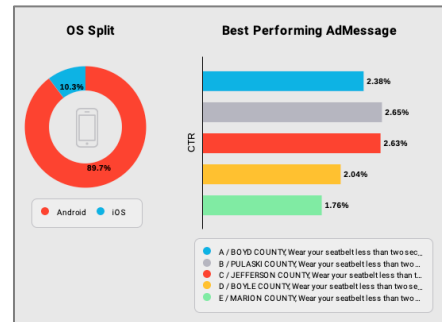
Spectrum Cable & Digital (Louisville, Lexington Evansville, and Paducah DMAs):

Total Impressions: 9,151,104 served in 51 counties
 Number of cable spots: 16,600
 Display ad impressions: 1.07 million
 Digital streaming impressions: 891,182
 Digital streaming VCR: 98.15%
 Digital streaming CTR: .35%
 Website visits: 2,467
 Engagements: 13,474
 Hispanic Network bonus spots: 1,100



A4 Media (Pike/Boyd TV DMS, Statewide Digital):

Total Impressions: 3,371,714
 Number of spots: 2,625 including bonus
 Digital streaming impressions: 42,900
 Reach: 76% *frequency average of 26 times each
 VCR: 97.6%
 Banner ad CTR .52%
 Pre-Roll CTR .17%
 Ad Messenger Impressions: 700,000
 Ad Messenger CTR: 2.03%



Frankfort Plant Board Cable & Digital (Franklin County):

Number of spots: 2,574 including bonus
 Reach: 96%
 Cable impressions: 124,689 (10,000 households)
 Digital streaming impressions: 26,651
 VCR: 94.5%
 YouTube page impressions: 814
 YouTube page clicks: 289
 CTR: 35.5%

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

Number of spots: 3,892 including bonus (400 paid spots plus 3,492 bonus spots)
 Households: 16,500 (40,000 viewers)

Comcast (Western KY/Bowling Green DMAs):

Number of spots: 1,276 including bonus
 Impressions: 300,259
 Reach: 96%
 VCR: 96%



Gearhart Media (Pikeville/Eastern KY DMA) – Included ads during the 2023 Pike County High School Graduation streamed on social media, website, and YouTube pages

- Total radio spots on WIFX, WXLN, and WXXZ: 396
- The :15 billboard ad 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

Outdoor Billboards:

Number of billboards: 9 (Louisville Metro, Hardin County, Springfield, Stanford and Liberty)

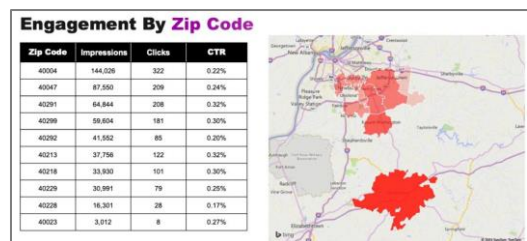
Impressions: 10 million *Some billboards are still displayed as of this report due to no other advertiser replacing the board.



Outfront Media Mobile App - Geotargeting drivers and mobile users in hundreds of apps focusing on 10 zip codes across Louisville Metro areas.

Total Impressions: 518,750

CTR - .26%



Since the pilot program in 2017, we have completed 115 agencies in 47 counties.

Law Enforcement Occupant Protection Awards (earned media):

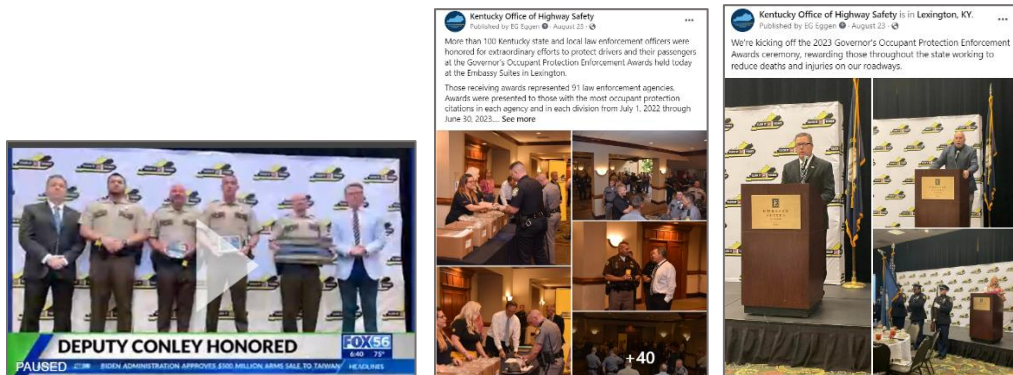
- Social media
- Statewide press release August 23, 2023: **Law Enforcement Honored for Seat Belt, Child Restraint Enforcement** *Ceremony salutes efforts to save lives on Kentucky roadways*

WDKY-TV: <https://fox56news.com/news/local/kentucky-state-and-local-officers-honored-for-efforts-in-safety/>

Messenger Inquirer: https://www.messenger-inquirer.com/news/dco-opd-officers-honored-for-seat-belt-child-restraint-enforcement/article_92b2b068-3d74-5f3c-bee0-7340e0624108.html

Eagle Country 99.3 FM: <https://www.eaglecountryonline.com/news/local-news/nky-law-enforcement-honored-for-seat-belt-child-restraint-enforcement/>

The Times Tribune: https://www.thetimestribune.com/community/law-enforcement-honored-for-seat-belt-child-restraint-enforcement/article_823007fe-503e-11ee-91a5-b351f9017d90.html



Occupant Protection – Distracted Driving

BUPD Day Oct. 21 (earned media):

- Social media
- DMS message



Thanksgiving Buckle Up Phone Down (earned media):

- Social media
- DMS message
- Statewide press release Nov. 14, 2022- **Kentucky Transportation Cabinet Reminds Thanksgiving Travelers to Buckle Up and Put the Phone Down Campaign aims to prevent crashes, injuries, and fatalities throughout the holiday**

Northern Kentucky Tribune: <https://www.nkytribune.com/2022/11/kytc-reminding-thanksgiving-travelers-to-buckle-up-phone-down-as-holiday-quickly-approaches/>

Times Tribune: https://www.thetimestribune.com/community/kentucky-transportation-cabinet-reminds-thanksgiving-travelers-to-buckle-up-and-put-the-phone-down/article_e3d133ca-66b0-11ed-b34b-5ba0e3207797.html

Columbia Magazine: <http://www.columbiamagazine.com/index.php?sid=124923>

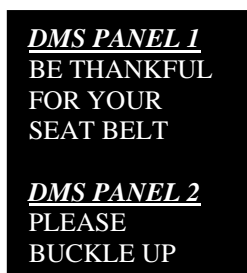
Marshall County Daily: <https://www.marshallcountydaily.com/2022/11/16/kentucky-transportation-cabinet-reminds-thanksgiving-travelers-to-buckle-up-and-put-the-phone-down-2/>

WSCH 99.3 Eagle Country: <https://www.eaglecountryonline.com/news/local-news/kytc-reminds-thanksgiving-travelers-to-buckle-up-and-put-the-phone-down1/>

Laker Country 104.9: <https://lakercountry.com/2022/11/kytc-urges-safe-driving-during-thanksgiving-holiday-travel-period/>

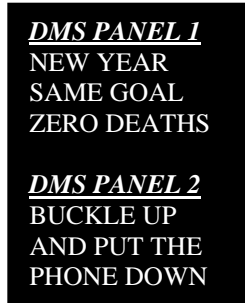
The Dawson Springs Progress: https://www.the-messenger.com/dawson_springs_progress/news/article_df9675b4-b20b-59ca-9332-f38038d6cf36.html

Kentucky Today: https://www.kentuckytoday.com/state/kohs-reminds-travelers-to-buckle-up-put-phone-down/article_6190fb97-dd9b-5fe6-acce-42c85ec9ed8a.html



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

- Social Media
- DMS messages



GHSA Distracted Driving Grant (earned media):

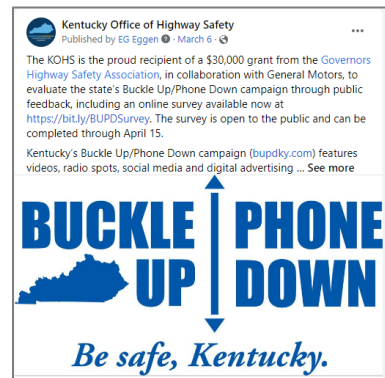
- Social media
- Statewide press release March 6, 2023: **Kentucky Office of Highway Safety Receives \$30,000 Federal Grant for Distracted Driving Prevention and Awareness** *Funds will evaluate the Buckle Up Phone Down campaign through online survey, focus groups*

West Kentucky Star: [https://www.westkentuckystar.com/News/State/State-gets-\\$30,000-grant-to-avoid-distracted-driving/](https://www.westkentuckystar.com/News/State/State-gets-$30,000-grant-to-avoid-distracted-driving/)

Transportation Today: <https://transportationtodaynews.com/news/29866-kentucky-awarded-30000-grant-for-safe-driving-education/>

The Ohio County Monitor: <https://ocmonitor.com/2023/03/09/kohs-receives-30000-federal-grant-for-distracted-driving-prevention-and-awareness/>

Photos of focus groups observations below. NOTE: We were not allowed to take photos of the participants.



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

- Social media
- DMS messages
- Press conference: April 10, 2023 with AAA East Central and Kentucky State Police
- Statewide press release March 30, 2023: **April is National Distracted Driving Awareness Month** *Kentucky motorists are advised to buckle up, put the phone down*

Columbia Magazine: <https://www.columbiamagazine.com/index.php?sid=126776>

Northern KY Tribune: <https://nkytribune.com/2023/04/kytc-launches-statewide-campaign-to-air-on-tv-radio-during-distracted-driving-awareness-month-in-april/>

The Times Tribune: https://www.thetimestribune.com/community/april-is-national-distracted-driving-awareness-month/article_bfc73094-cf2c-11ed-84df-e3bdf6105459.html

Kentucky Today: https://www.kentuckytoday.com/news/dont-be-a-distracted-driver/article_77e60b0c-d2fa-11ed-b4be-f774df4c2b2b.html

Maysville Ledger Independent: <https://maysville-online.com/news/207102/april-is-national-distracted-driving-awareness-month>

WLEX-TV: <https://www.lex18.com/news/buckle-up-phone-down-april-is-distracted-driving-awareness-month>

Laker Country 104.9 FM WJRS: <https://lakercountry.com/2023/04/april-is-national-distracted-driving-awareness-month/>

Kentucky Association of Counties: <https://www.kaco.org/articles/distracted-driving-awareness-month/>

DMS PANEL 1
DEATHS
ON KY ROADS
THIS YEAR

DMS PANEL 2
BUCKLE UP
PHONE DOWN

DMS PANEL 1
BUCKLE UP
PHONE DOWN
JUST DRIVE

KYTC launches statewide campaign to air on TV, radio during Distracted Driving Awareness Month in April
Apr 28, 2023 - 6:58am

In honor of National Distracted Driving Awareness Month in April, Kentucky 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 assessing the severity of injuries and the number of deaths on our roadways.”

The Kentucky Transportation Cabinet’s (KYTC) Office of Highway Safety (KCHS) Buckle Up/Phone Down campaign features videos, radio spots, social media and digital advertising in both English and Spanish. Additionally, focus groups and online surveys are being conducted to improve the campaign. The survey is open to the public and can be completed online through April 15.

“Taking our short survey gives Kentuckians a chance to share their thoughts and helps us develop effective campaigns to educate motorists on safe driving behaviors,” said KYTC Secretary Jim Gray.

Over the past decade, distracted driving has become one of the leading causes of vehicle crashes on our nation’s roads. According to KCHS, 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 Secretary Gray. “There are not just numbers. There are people – mothers, fathers, sons, daughters – that either don’t survive or their lives were seriously altered due to someone not making a safe choice when behind the wheel.”

Top mention earned 78 engagements

KY State Police
@kystatepolice - Apr 3

April is Distracted Driving Awareness Month. KSP will participate in Operation C.A.R.E. (Crash Awareness Reduction Effort) and the 6-State Trooper Project to keep everyone safe on the roads. Drive safe, KY! @KYTC @NHTSAgov @kyhighwaysafety pic.twitter.com/bQzh6ssJBE

You Retweeted
Kentucky Transportation Cabinet @KYTC · 16h
**...put the phone down.

Kentucky Office of Highway Safety
Published by EC Egan · March 30 · 48

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

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

<https://www.kentucky.gov/Pages/Activity-stream.aspx...>

You Retweeted
Spectrum News 1 Kentucky @SpectrumNews1KY · Apr 27

Hillary Coltharp was a successful hairstylist prior to her crash that would change the course of her and her family’s life forever.

She’s hoping her story can help people understand the dangers of distracted driving.

spectrumnews1.com
Kentucky family shares story for Distracted Driving Awareness Month
Hillary Coltharp suffered brain injury after her crash

You Retweeted
Kentucky Transportation Cabinet @KYTC · 16h
**...put the phone down.

Distracted Driving Awareness Month “Buckle Up Phone Down” (paid media):
April 1-30, 2023 (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: 40
Spots: 1,813

Audio Streaming:

Impressions: 1,043,010

Clicks: 234

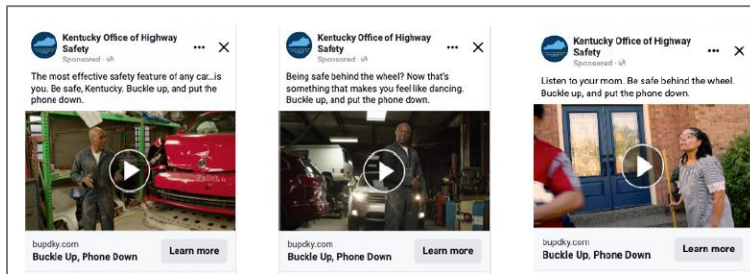
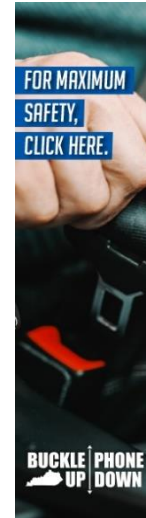
ACR: 95.86%

Social Media: Facebook/Instagram

Impressions: 3,470,368

Clicks: 6,640

CTR: 0.19%



YouTube:

Impressions: 678,424

Clicks: 835

CTR: 0.12%

Display Banners (added value):

Impressions: 333,039

Clicks: 1,244

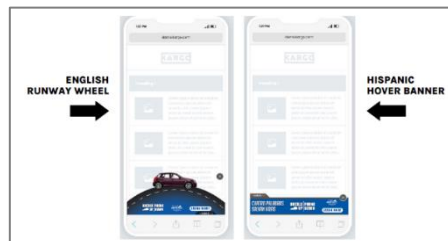
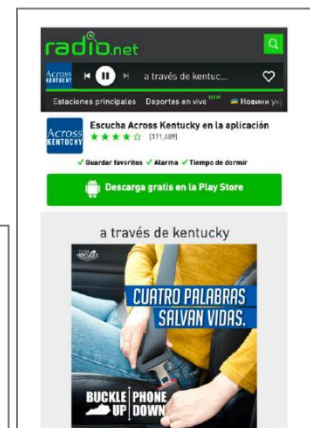
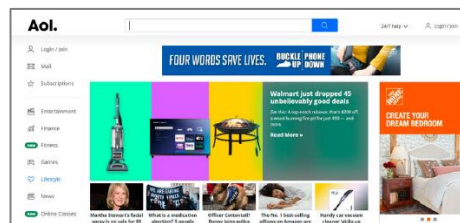
CTR: 0.37%

Display Banners:

Impressions: 3,460,210

Clicks: 36,237

CTR: 1.05%



CTV/OTT (Streaming TV)

Impressions: 1,577,632

VCR: 98.23%

Gas Station TV:

Total contracted plus bonus

impressions: 1,258,982

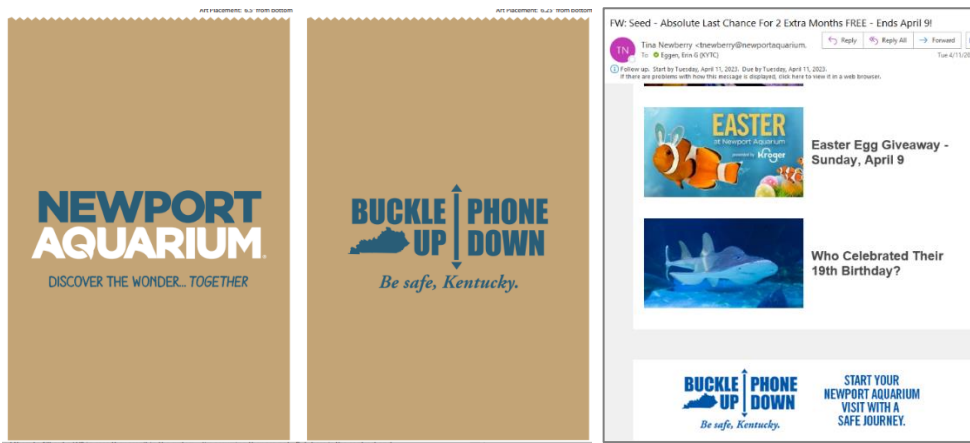
Total media markets: 12 (map at right)



**Newport Aquarium (paid media):
\$65,000 State Funds**

Newport Aquarium is located in Newport, Kentucky right across the river from downtown Cincinnati, Ohio. All promotion is focused on “Buckle Up Phone Down.” Contract elements:

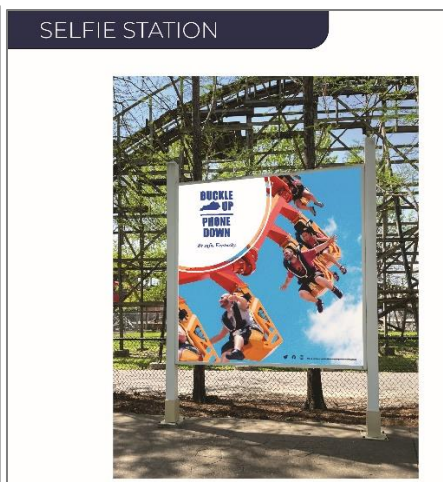
- Logo on all gift shop bags.
- Various signage throughout the aquarium, including at the exit to remind visitors as they leave to buckle up and put the phone down.
- Banner ad on e-mails blasts. Between the General Admission, Annual Pass and new Annual Membership lists, the emails were delivered to a total of 145,475 recipients.
- Banner ad on “Plan Your Visit” webpage: <https://www.newportaquarium.com/plan-your-visit/>



**Kentucky Kingdom & Hurricane Bay (paid media):
\$75,000 State Funds**

Kentucky Kingdom and Hurricane Bay is located in Louisville, Kentucky. All promotion for the water and adventure park is focused on “Buckle Up Phone Down.” Contract elements:

- Logo on parking lot signs, exit signs, park maps and online promotions
- Pre-recorded messages at rides reminding attendees to buckle up and put the phone down.
- Buckle Up Phone Down selfie station in park
- Logo on admission receipts and pre-visit e-mails

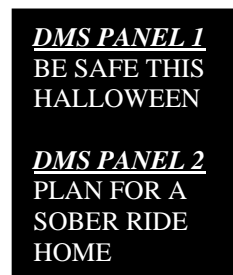


Impaired Driving

Halloween Buzzed Driving (earned media):

- Local social media
- DMS message
- Statewide press release Oct. 24, 2022: **Motorists Encouraged to Be Safe This Halloween** *Office of Highway Safety reminds drivers that “Buzzed Driving Is Drunk Driving”*

Press release: <https://kentuckyhighwaysafety.com/wp-content/uploads/2022/10/2022-10-24-Halloween-Buzzed-Driving-RELEASE-FINAL.pdf>



Drive Sober Holiday (earned media):

- Social media
- DMS message
- Statewide press release: **Office of Highway Safety Reminds Kentucky Drivers to Plan Safe Rides this Holiday Season** *'Drive Sober or Get Pulled Over'* continues through New Year's Day

The State Journal: https://www.state-journal.com/opinion/editorial-drive-sober-or-get-pulled-over-this-holiday-season/article_0596c016-812c-11ed-b2c6-d7057f4ed650.html

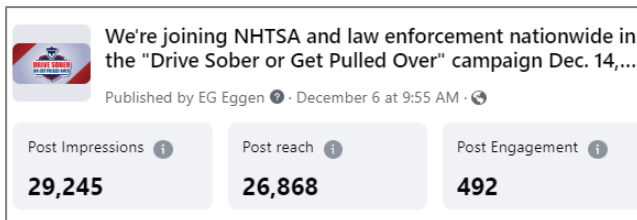
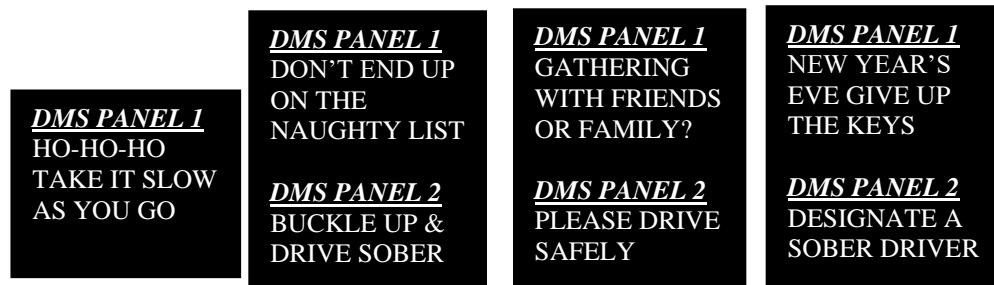
The Citizen Tribune: https://www.citizentribune.com/news/local/drive-sober-or-get-pulled-over-this-holiday-season/article_59c704c8-8859-11ed-9101-8f715b1ae201.html

The Ledger Independent: <https://maysville-online.com/top-stories/203634/office-of-highway-safety-reminds-ky-drivers-to-plan-safe-rides-for-holidays>

Eagle Country: <https://www.eaglecountryonline.com/news/local-news/kytc-national-drive-sober-or-get-pulled-over-campaign-starts-dec-14/>

Northern KY Tribune: <https://www.nkytribune.com/2020/12/office-of-highway-safety-reminds-kentucky-drivers-to-plan-safe-rides-during-upcoming-holiday-season/>

The Messenger: https://www.the-messenger.com/news/local/article_71ec2f18-da5e-5469-a094-07a6e1430ca7.html



Top media Tweet earned 1,362 impressions

We're joining @nhtsagov and law enforcement nationwide in the "Drive Sober or Get Pulled Over" campaign Dec. 14, 2022 through Jan. 1, 2023.

If your #holiday plans include #alcohol, please plan for a sober #designateddriver. #planaride #drivesober
bit.ly/kydrivesoberho...
pic.twitter.com/jvMHmbM1ZR



Your story 3h

PLEASE HAVE A SAFE HOLIDAY SEASON. IF YOUR PLANS INCLUDE ALCOHOL, PLAN FOR A #DESIGNATEDDRIVER. #PLANARIDE



kyhighwaysafety We're joining @nhtsagov and law enforcement nationwide in the "Drive Sober or Get P..."

#DRIVESOBER
 #DRIVESOBERORGETPULLEDOVER
 @NHTSAGOV

You Retweeted

nhtsagov @NHTSAGov · Dec 13

Official

Noah Leotta was 24 when he was killed by an impaired driver. Listen to his story, as told by his father, of how this young police officer was on holiday patrol when he was struck and killed by a drunk and drug-impaired driver.



0:58 2,573 views

Drive Sober Holiday (paid media):

\$180,000 NHTSA 405d funds program number THSP23IM

November 21, 2022 - January 1, 2023

We ran media and digital ads specific to Thanksgiving Nov. 21-24 and New Year's Dec. 31-Jan. 1.

Target Audience:

Primary: Male drivers 18-34

Secondary - Adults 18+

Targeted Area:

Statewide with emphasis in 40 counties with highest impaired driving-related crashes.



Display Ads:

Impressions: 1,106,879

Clicks: 4,264

CTR: .41%

Streaming Audio:

Impressions: 751,403

Clicks: 115

CTR: .02%

Audio completions: 687,002

ACR: 91.43%

Streaming TV:

Impressions: 345,643

Video completions: 339,086

VCR: 98.1%

Kentucky Office of Highway Safety

Published by Hannah Ray · December 1 at 1:55 AM

Nothing joyful about putting lives in danger. Please get a ride even if you think you're only a little buzzed.

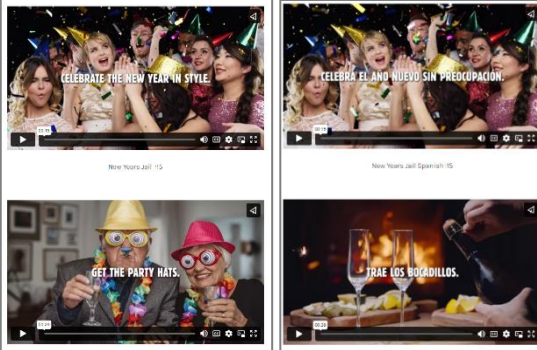


TEAM KENTUCKY

DRIVE SOBER OR GET PULLED OVER

Please drive sober this Holiday season.

4KENTUCKYSERVICE.COM
 Drive sober, Kentucky
 Celebrate the season safely



Facebook/Instagram

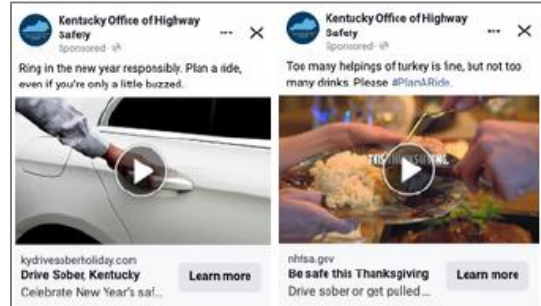
Impressions: 935,988

Reach: 501,122

Clicks: 1,660

CTR: .18%

Video plays at 100%: 6,418



Radio (Louisville, Lexington, Cincinnati and Bowling Green DMAs plus county-by-county radio):

Stations: 56

Spots: 4,418

Out-of-Home:

Locations: 144



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

- Social media
- DMS message
- Statewide press release Feb. 8, 2023: **Super Bowl LVII Viewers Reminded ‘Fans Don’t Let Fans Drive Drunk’**
Kentuckians encouraged to plan for a safe ride home

Columbia Magazine: <http://www.columbiamagazine.com/index.php?sid=126027>

Maysville Online:

<https://maysville-online.com/news/204536/super-bowl-lvii-viewers-reminded-fans-dont-let-fans-drive-drunk>

Murray Ledger & Times: https://www.murrayledger.com/news/super-bowl-lvii-viewers-reminded-fans-dont-let-fans-drive-drunk/article_c6b9ed36-a8f5-11ed-ab22-9b30d36b3d22.html

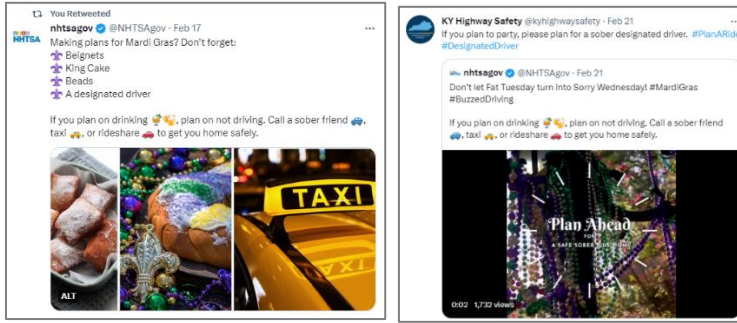
The Lake News: <https://www.thelakenews.com/articles/super-bowl-lv-viewers-reminded-fans-dont-let-fans-drive-drunk/>

WHOP AM/FM: <https://whopam.com/2023/02/11/have-sober-ride-home-if-you-plan-to-drink-at-super-bowl-party/>



Marti Gras (earned media):

- Social media



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

- Social Media
- DMS message
- Statewide press release March 13, 2023: **Designate a Sober Driver this St. Patrick’s Day Buzzed Driving is Drunk Driving**

Eagle Country 99.3: <https://www.eaglecountryonline.com/news/local-news/designate-a-sober-driver-this-st-patricks-day/>

Kentucky Today: https://www.kentuckytoday.com/news/make-plan-to-be-safe-on-st-patrick-s-day/article_85938dde-c408-11ed-8c91-df03e521b00a.html

Kentucky Today: https://www.kentuckytoday.com/news/make-plan-to-be-safe-on-st-patrick-s-day/article_85938dde-c408-11ed-8c91-df03e521b00a.html

Columbia Magazine: <http://www.columbiamagazine.com/index.php?sid=126525>

WSON Radio: <https://wsonradio.com/2023/03/13/designate-a-sober-driver-this-st-patricks-day/>

Laker Country 104.9: <https://lakercountry.com/2023/03/celebrate-responsibly-this-st-patricks-day/>

Northern KY Tribune: <https://www.nkytribune.com/2023/03/kytc-reminding-motorists-that-buzzed-driving-is-drunk-driving-in-advance-of-st-patricks-day-holiday/>

WDRB TV: https://www.wdrb.com/news/kytc-encouraging-people-celebrating-st-patricks-day-to-drive-sober/article_65a17018-c1d8-11ed-9384-8f289be082e8.html

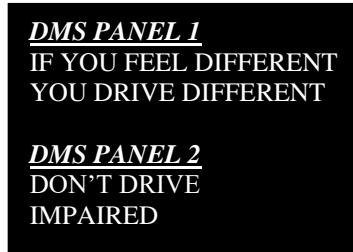


Drug-impaired driving (earned media):

April 20, 2023

- Social media

- DMS message



Fouth of July Buzzed Driving (earned media)

- Social media
- DMS message
- Statewide press release June 30, 2023: **This Fourth of July, Remember: Buzzed Driving is Drunk Driving** *Help prevent impaired driving crashes during the holiday weekend*

Northern Kentucky Tribune: <https://nkytribune.com/2023/07/plan-safe-ride-home-from-celebrations-including-alcohol-driving-crashes-increase-over-holidays/>

Times Tribune: https://www.thetimestribune.com/community/this-fourth-of-july-remember-buzzed-driving-is-drunk-driving/article_c0793438-179d-11ee-86f7-7332e0b6badb.html



Drive Sober or Get Pulled Over (earned media):

- Social media
- DMS messages
- Statewide press release August 17, 2023: **Kentucky Joins National Effort to Prevent Impaired Driving During Labor Day Holiday** *Drive Sober or Get Pulled Over runs Aug. 18 - Sept. 4*

Northern Kentucky Tribune: <https://nkytribune.com/2023/08/kytc-joins-national-effort-to-prevent-impaired-driving-ahead-of-labor-day-campaign-runs-through-sept-4/>

Daily Independent: https://www.dailyindependent.com/news/local-news-in-brief-drive-sober-or-get-pulled-over/article_df8bf152-3d41-11ee-949c-2357d56b9124.html

Columbia Magazine: <https://www.columbiamagazine.com/index.php?sid=128513>

WMKY Radio: <https://www.wmky.org/news/2023-09-02/drive-sober-or-get-pulled-over-campaign-continues>

WCLU Radio: <https://www.wcluradio.com/2023/08/23/glasgow-police-joins-national-drive-sober-or-get-pulled-over-campaign-to-curb-impaired-driving/>

WPSD-TV: https://www.wpsdlocal6.com/news/kentucky-teams-up-with-the-national-highway-traffic-safety-administration-to-prevent-impaired-driving-during/article_5cacad76c-3d0d-11ee-bf2f-d73f1ba3e95a.html



WKYT-TV: <https://www.wkyt.com/2023/08/17/southern-ky-police-department-putting-an-emphasis-dui-arrests/>

WYMT-TV: <https://www.wymt.com/2023/08/17/sky-police-dept-work-get-drunk-drivers-off-road/>

WSAZ-TV: <https://www.wsaz.com/2023/08/20/kentucky-joins-national-effort-prevent-impaired-driving-during-labor-day-holiday/>

The Paducah Sun: https://www.paducahsun.com/news/highway-safety-campaign-begins-friday/article_dd3cc33b-7d83-55e8-9036-2ad6a3869b6f.html

Winchester Sun: <https://www.winchestersun.com/2023/08/18/kytc-highway-safety-campaign-begins-friday/>

Beach Tree News Network: <https://beechtreenews.com/articles/ky-joins-national-effort-prevent-impaired-driving-during-labor-day-holiday>

The News Enterprise: https://www.thenewsenterprise.com/news/state/with-holiday-approaching-state-begins-drive-sober-effort-today/article_78c1db2d-0df9-59d2-9c46-470dc39e6405.html

Kentucky Today: https://www.kentuckytoday.com/news/highway-safety-campaign-begins-friday/article_f27f5ea0-3d20-11ee-80d0-078222d1d311.html

Link NKY: <https://linknky.com/news/2023/08/18/safety-officials-remind-kentuckians-to-avoid-impaired-driving-ahead-of-labor-day/>

The Times Tribune: https://www.thetimestribune.com/community/kentucky-joins-national-effort-to-prevent-impaired-driving-during-labor-day-holiday/article_87efda72-3d31-11ee-b80f-4b56de1e3f99.html

Nelson County Gazette: <http://nelsoncountygazette.com/?p=60299>



DMS PANEL 1
DEATHS ON KY
ROADS THIS
YEAR

DMS PANEL 2
DRIVE SOBER OR
GET PULLED
OVER

DMS PANEL 1
GRAB A RIDE
NOT THE
WHEEL

DMS PANEL 2
DRIVE SOBER
KENTUCKY

**Labor Day Drive Sober/Ride Sober or Get Pulled Over (paid media):
August 16 – September 4, 2023
\$180,000 NHTSA 405d funds program number THSP23IM**

Targeted Area: Statewide with an emphasis in:

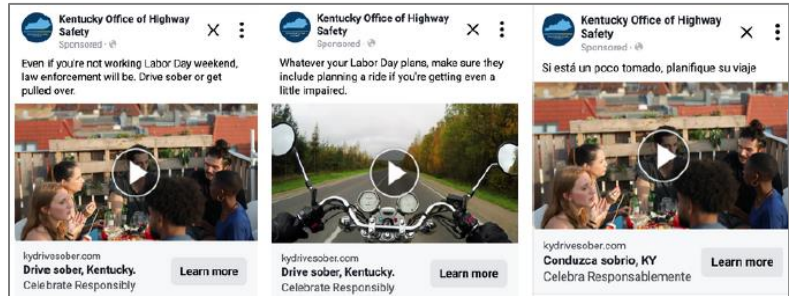
- **Drive Sober Counties:** Jefferson, Fayette, Kenton, Hardin, Boone, Warren, Bullitt, Daviess, McCracken, Madison, Laurel, Campbell, Pike, Pulaski, Christian, Scott, Nelson, Barren, Shelby, Jessamine, Marshall, Graves, Franklin, Clark, Whitley, Perry, Floyd
- **Motorcycle Counties:** Jefferson, Fayette, 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: Males 18-34, Secondary: Adults 21-64

Facebook/Instagram:

Impressions: 1,919,717
 Reach: 978,209
 Clicks: 7,801
 CTR: 0.41%
 Engagement: 243,689
 Video Completions: 18,590



Traditional Radio:

56 stations
 3,788 spots

CTV/OTT:

Impressions: 1,051,561
 Completions: 1,032,561
 VCR: 98.19%



YouTube:

Impressions: 598,111
 Clicks: 166
 CTR: .03%
 VCR: 94.14%

Display Banners (added value):

Impressions: 129,417
 Clicks: 39
 CTR: 0.03%



Speed & Aggressive Driving

Not So Fast, Kentucky (earned media)

- Social media
- DMS messages
- Statewide press release July 10, 2023: **Kentucky Office of Highway Safety Partners with Law Enforcement on Speed Awareness Campaign ‘Not So Fast, Kentucky’ runs through July 31**

Kentucky Today: https://www.kentuckytoday.com/news/highway-safety-mission-designed-to-crack-down-on-speeding/article_31d221b2-1f3c-11ee-b04a-9b8c30a09a08.html

The Paducah Sun: https://www.paducahsun.com/news/highway-safety-mission-designed-to-crack-down-on-speeding/article_7949f061-ff5e-55a3-8d73-37ebe8947cb1.html

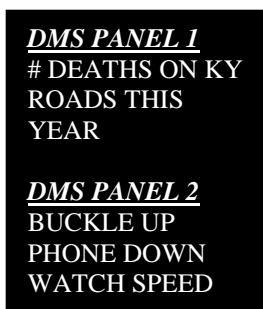
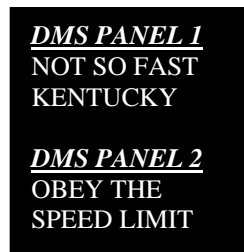
The Richmond Register: https://www.richmondregister.com/community/drive-responsibly-this-summer/article_d89be030-1f3e-11ee-bdf4-9f925a163c91.html

Northern Kentucky Tribune: <https://nkytribune.com/2023/07/kytc-s-not-so-fast-kentucky-aims-to-cut-down-on-speeding-campaign-runs-through-july-31/>

Bowling Green Daily News: https://www.bgdailynews.com/not-so-fast-kentucky-campaign-aimed-at-slowing-down-motorists/article_8b2f7e52-61eb-51e0-9ada-ad3d4ddbee05.html

WSON Radio: <https://wsonradio.com/2023/07/10/kentuckians-reminded-to-slow-down-this-summer/>

Columbia Magazine: <http://www.columbiamagazine.com/index.php?sid=128024>



Not So Fast, Kentucky (paid media):

July 1-31, 2023

\$150,000 NHTSA 402 funds program number THSP23HV

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:

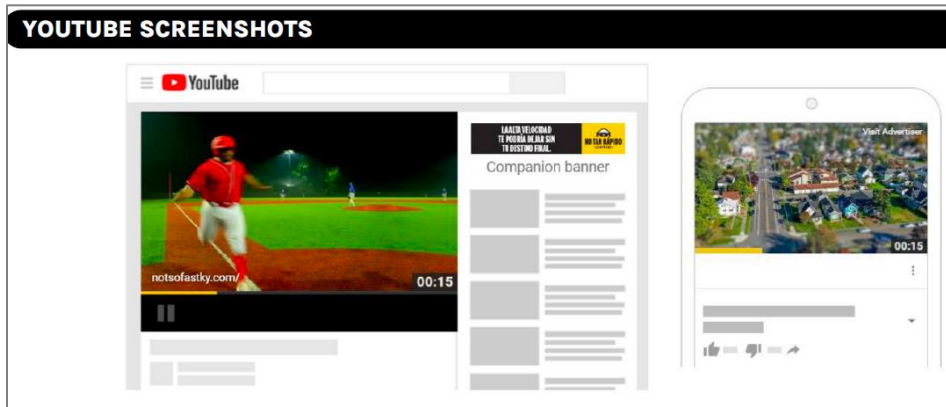
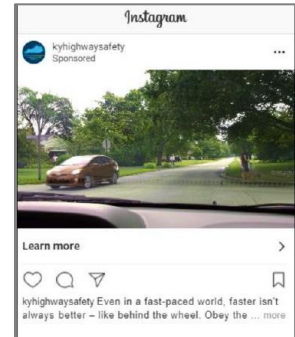
Impressions: 608,700
Completions: 546,057
ACR: 89.71%

Facebook/Instagram:

Impressions: 742,412
Clicks: 2,726
CTR: .37%
VCR: 1.27%

YouTube:

Impressions: 1,452,737
Clicks: 886
CTR: .06%
Video Completions: 1,347,353
VCR: 92.75%



CTV/OTT:

Impressions: 2,662,349
VCR: 98.59%



Display Ads (added value):

Impressions: 278,015

Clicks: 112

CTR: .04%

Gas Station TV:

Impressions: 1,258,983

Media Markets: 10



Speeding-Impaired-Occupant Protection–Distraction

Teen Driver Safety Week (earned media):

- Social media
- DMS message
- Statewide press release Oct. 13, 2022: **Before Handing Over the Keys, Make Sure Your Teen Knows Rules for the Road** *National Teen Driver Safety Week is Oct. 16-22*



WYMT-TV: <https://www.wymt.com/2022/10/13/national-teen-driver-safety-week-kicks-off-october-16/>

Kentucky Today: https://www.kentuckytoday.com/news/parents-urged-to-talk-with-teen-drivers-about-safety-behind-wheel/article_5c709b3c-4b2b-11ed-996c-3b2add22ba7c.html

Winchester Sun: <https://www.winchestersun.com/2022/10/14/parents-urged-to-talk-with-teen-drivers-about-safety-behind-wheel/>

Maysville Online: <https://maysville-online.com/top-stories/202680/make-sure-your-teen-knows-rules-for-the-road>

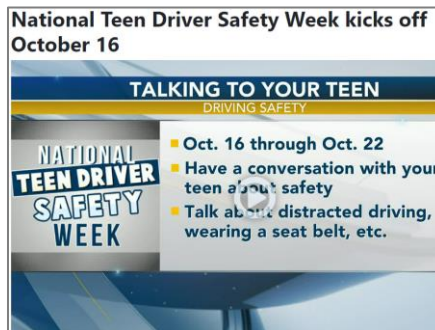
Sentinel Echo: https://www.sentinel-echo.com/community/before-handing-over-the-keys-make-sure-your-teen-knows-rules-for-the-road/article_7c43484a-4b32-11ed-837f-c774317d3824.html

WJRS Radio 104.9: <https://lakercountry.com/2022/10/national-teen-driver-safety-week-is-this-week/>

Columbia Magazine: <http://www.columbiamagazine.com/index.php?sid=124411>

Carter County Times: <https://cartercountytimes.com/local-news/traffic-advisory/before-handing-over-the-keys-make-sure-your-teen-knows-rules-for-the-road/>

Northern KY Tribune: <https://www.nkytribune.com/2022/10/national-teen-driver-safety-week-is-oct-16-22-make-sure-your-teen-knows-the-rules-for-the-road/>



2022 End-of-Year Fatality Report (earned media):

- Social media
- Statewide press release April 12, 2023: **Transportation Cabinet, Kentucky State Police Announce Decrease in 2022 Highway Fatality Count** *Fatalities down 62 compared with 2021, first decrease since 2018*

WLEX-TV: <https://www.lex18.com/news/lex-in-depth/kentucky-transportation-cabinet-reveals-promising-highway-study-fatality-numbers-decreasing>

WYMT-TV: <https://www.wyml.com/2023/04/12/kentucky-state-police-report-fewer-deadly-crashes-so-far-this-year/>

WBKO-TV: <https://www.wbko.com/2023/04/12/kytc-ksp-announce-decrease-2022-highway-fatality-count/>

Spectrum News: <https://spectrumnews1.com/ky/northern-ky/news/2023/04/27/distracted-driving>

WHOP Radio: <https://whopam.com/2023/04/12/kentucky-saw-a-decrease-in-highway-fatalities-in-2022/>

Kentucky Today: https://www.kentuckytoday.com/news/highway-fatalities-in-kentucky-show-decrease-in-2022/article_dad74246-d96a-11ed-b23d-1f71d54ffb8f.html

Northern KY Tribune: <https://nkytribune.com/2023/04/kentucky-records-first-decrease-in-highway-fatalities-since-2018-marking-744-roadway-deaths-in-2022/>

Harlan Enterprise: <https://www.harlanenterprise.net/2023/04/13/highway-fatalities-in-kentucky-show-decrease-in-2022/>

Winchester Sun: <https://www.winchestersun.com/2023/04/13/highway-fatalities-in-kentucky-show-decrease-in-2022/>

Elizabethtown News Enterprise: https://www.thenewsenterprise.com/news/state/highway-fatalities-in-kentucky-declining/article_55e3567f-f64f-5bf7-ba83-17a0a1d637ef.html

Beach Tree News Network: <https://beechtreenews.com/articles/transportation-cabinet-ksp-announce-decrease-2022-highway-fatality-count>

The Sentinel-Echo: https://www.sentinel-echo.com/news/transportation-cabinet-kentucky-state-police-announce-decrease-in-2022-highway-fatality-count/article_2af68f20-da2e-11ed-ac4d-bf6450866879.html

Maysville Online: <https://maysville-online.com/top-stories/207312/kytc-ksp-reveal-2022-highway-fatality-count-decreases>

Marshall County Daily: <https://www.winchestersun.com/2023/04/13/highway-fatalities-in-kentucky-show-decrease-in-2022/>



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

- \$25,000 NHTSA 405D funds program number THSP23IM
- \$25,000 402 NHTSA funds program number THSP23HV



The KOHS is the title sponsorship of the highly ranked 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 in Kentucky’s largest media market.

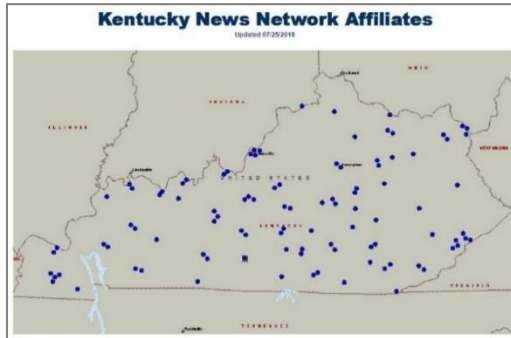
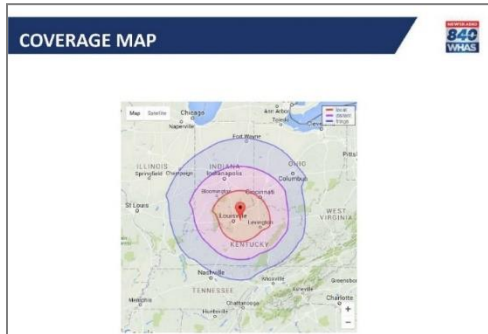
The KOHS had established a relationship with Tony Vanetti, who is passionate about highway safety, especially impaired driving (his wake-up call was a DUI arrest). He co-hosts with long-time friend and former hard-rock DJ Dwight Witten, with appearances by local radio

personality and show producer Dave Jennings. KOHS Executive Director Bill Bell does live, in-studio interviews prior to each campaign (*pictures at right*).

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:



- 12.2 million recorded message impressions Adults 18+ on 84WHAS (1,714 total) **does not include daily live mentions or KNN spots*
- 35,000 total messages delivered via KNN
- 390,000 statewide streaming impressions



Kentucky Sports Radio Daily Show (paid media):

Total: \$40,000

- \$20,000 NHTSA 405D funds program number THSP23IM
- \$20,000 NHTSA 402 funds program number THSP23HV

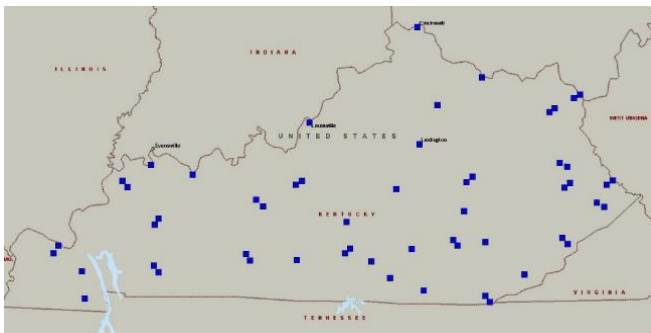
Kentucky Sports Radio (KSR) daily radio show airs on 58 affiliates and iHeart streaming. Hosted by Matt Jones, he and his co-hosts talk all things UK sports “in the most ridiculous manner possible. Contract elements:

- 10,208 total paid messages (176 x 58 affiliates)
- 10,208 total bonus messages (176 x 58 affiliates)
- 92,000 streaming impressions Adults 18+ plus 1:1 bonus



KSR is frequently #1 in most demographics, 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 2022 – March 2023 (football & basketball season)

Total: \$20,000

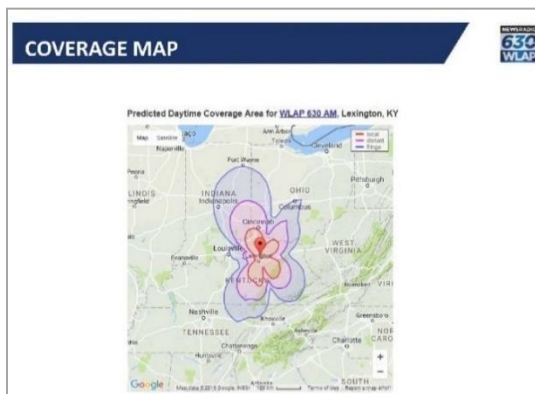
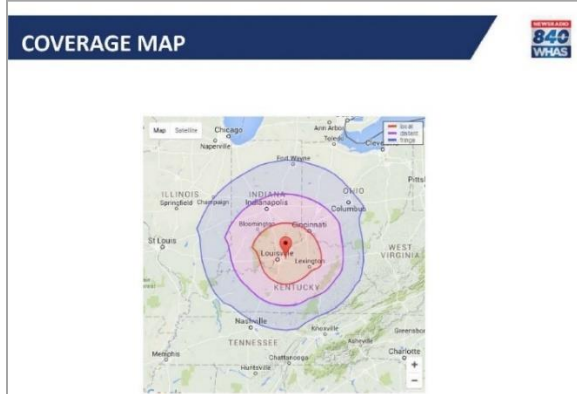
- \$10,000 NHTSA 405D funds program number THSP23IM
- \$10,000 NHTSA 402 funds program number THSP23HV



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. The number of spots depends on how far Kentucky football and basketball go into the post-season, but typically run over 4,700.



iHeart Safe Summer Driving Series (paid media):

July – August 2023

- \$25,000 NHTSA 405D funds program number THSP23IM
- \$25,000 NHTSA 402 funds program number THSP23HV

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 Matt Jones, Shannon the Dude, Ashley Wilson and Tony Vanetti (script below):



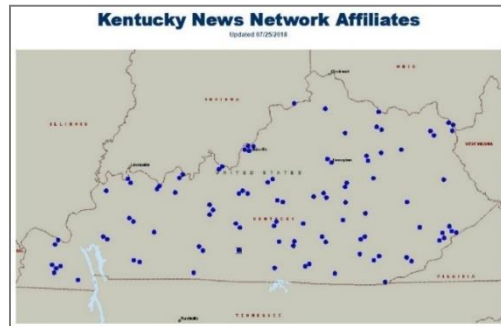
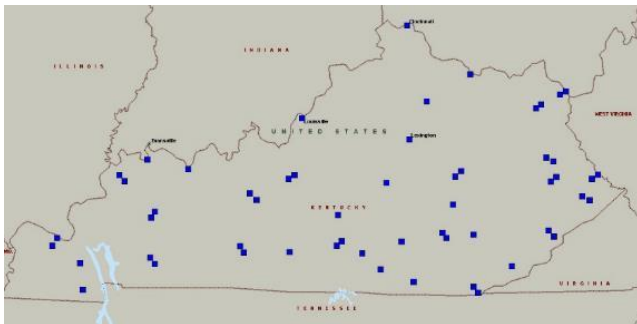
*This is **NAME/STATION** ... Summertime is finally here so as we hit the road and traffic increases, the Kentucky Office of Highway Safety is reminding motorists that we all play a part in keeping the roadways safe. Commit to these safe driving behaviors every time you get behind the wheel: Obey the 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 Tour. KSR is syndicated on 58 affiliates plus iHeart streaming. The KOHS received:

- One :30 spot each day plus a matching bonus
- Average of two live mentions by the host each day
- :30 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).
 - *Script: Kentuckians are hitting the road for travel this summer ... so are Matt Jones and the KSR crew for a week-long road trip in the summer sun as part of this year’s Kentucky Office of Highway Safety Safe Summer Driving Tour. Join Matt and the guys for all the fun, but more importantly, while you are out driving, be safe behind the wheel. Obey the speed limit, drive sober, buckle up and put the phone down. A message from the Kentucky Office of Highway Safety, KSR and (station name).*
- Home page takeover on WKJK, WLAP, and WSFC websites the first week of the tour
- Five additional :30 commercials on KNN (95 affiliates)



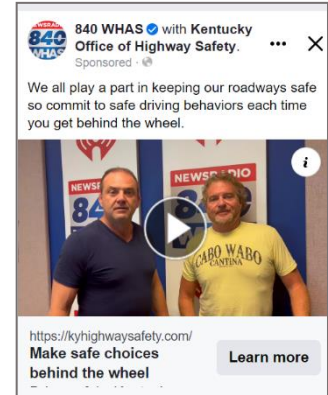
KSR Affiliate map (left) and KNN affiliate map (right).



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.

Interviews occurred in-studio or via phone throughout the month. 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 13 | Bill Bell, KOHS Executive Director | Summer travel and speed campaign |
| July 20 | Matt Cole, Commissioner of the Department of Vehicle Regulation | REAL ID and Driver License |
| July 27 | Keith Lovan, Bicycle and Pedestrian Coordinator and Bill Bell | Bike and pedestrian safety/Complete Streets |
| Aug. 3 | Sharon Rengers, RN – Norton Children’s Hospital and SAFE Kids Louisville and Bill Bell | Child Passenger Safety/expired and counterfeit car seats/Heatstroke |
| Aug. 10 | Bill Bell | Work Zones/School Zones |

JMI Sports Marketing – University of Kentucky Athletics (paid media):

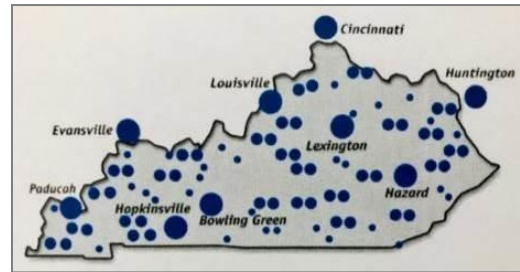
Total: \$275,000

- \$125,000 405D NHTSA funds program number THSP23IM
- \$150,000 402 NHTSA funds program number THSP23HV

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 game sponsorship and :30 TV spot during the UK baseball coaches show. For the sponsorship game, we chose April to promote Distracted Driving Awareness Month.

UK Sports Network affiliate map.



At Kroger Field football stadium, 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 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*).





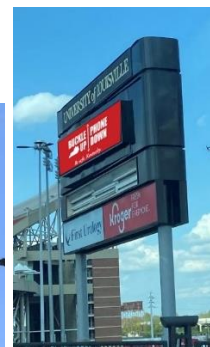
**Learfield Sports Marketing – University of Louisville Athletics (paid media):
Total: \$240,000**

- \$125,000 405D NHTSA funds program number THSP23IM
- \$115,000 402 NHTSA funds program number THSP23HV

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, softball field 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 for fall and winter sports. For year-round signage, we’re able to promote “Local Heroes – Click It or Ticket” (football and basketball season does not include May/June). Signage includes logos on exit gates, 360-degree LED ribbon board, LED courseside, in-venue TVs and center-hund video boards. Examples below:

Signage at football games:



This year we added signage at the entrance/exit of “The Alley” football tailgate area.



Signage at basketball games:



Learfield Sports Marketing - Louisville Sports Properties (KFC YUM Center)

Total: \$71,050

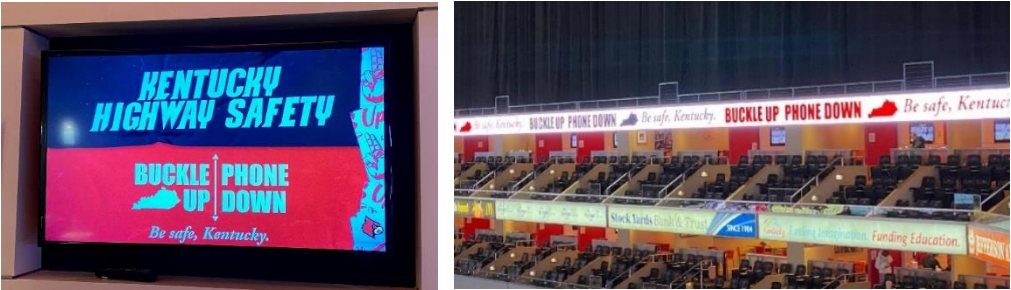
- \$45,000 405D NHTSA funds program number THSP23IM
- \$26,050 402 NHTSA funds program number THSP23HV

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. This contract is for non-UofL Athletic events. 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
- “Buckle Up Phone Down” and/or “Drive Sober or Get Pulled Over” Pop-up signage

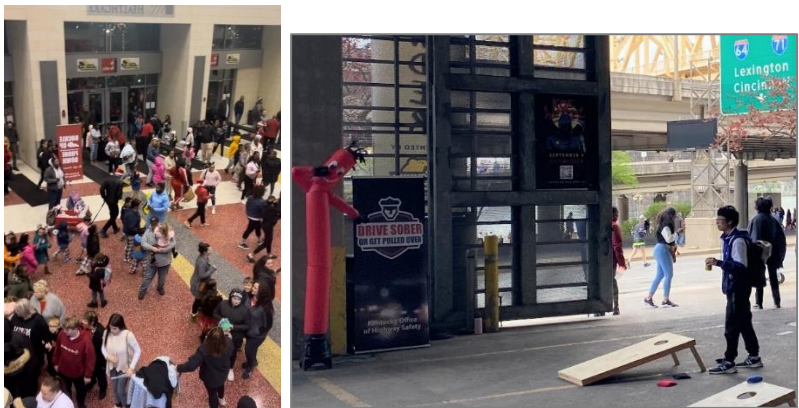
Buckle Up your Phone Down on IPTV and 360-degree LED during concerts and shows (images below).



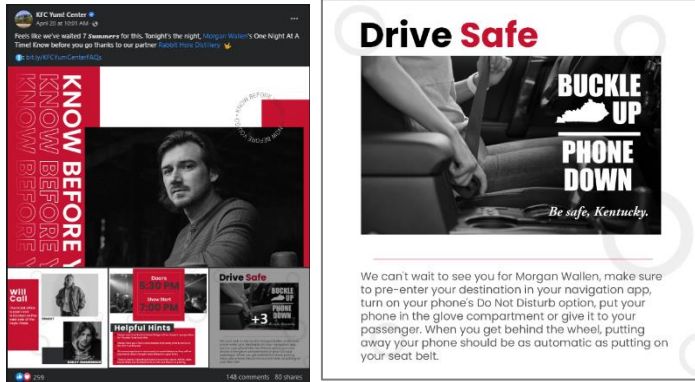
This year we added two pop-up banners, each with “Drive Sober or Get Pulled Over” on one side and “Buckle Up Phone Down” on the other. Below are photos from the UofL basketball camp held in June. The BUPD banners were placed at the entry/exit door, as well as right by the escalator that all participants used. Over 300 people were in the lobby throughout the camp (campers and family).



BUPD pop up for community movie night and Drive Sober for an event with alcohol:



Below are images of the two “Know Before You Go” social media posts for concerts at the YUM Center, reminding concert goers to buckle up and put the phone down. We chose two country concerts to target pickup truck drivers.



Morehead State University Athletics (paid media):

Total: \$25,000

- \$10,000 NHTSA 405D funds program number THSP22IM
- \$15,000 NHTSA 402 funds program number THSP22HV

While “Buckle Up Phone Down” and “Drive Sober or Get Pulled Over” are the primary messages, Morehead State is located in Rowan County - a Local Heroes county - and is promoted when applicable. *(image at right)*. Other signage may include “Beaker” the Morehead State University mascot claiming “Beaker buckles up. How about U?”



Contract elements:

- Two radio spots during all live broadcasts
- Interior tunnel signage at Johnson Arena *(pictured at right)*.
- Video board feature “Defensive Drive of the Game” at all basketball games
- Exterior marquee at Johnson Arena displayed year-round (daily traffic count: 13,599)
- PA Announcements with the corresponding logo
- Mobile multi-use LED board at all home football, baseball and soccer games in addition to community events, campus events and University partnership events.
- Permanent “Buckle Up Phone Down” pedway signage (daily traffic count: 11,515)
- On-campus egress signage at five main exits





Murray State University Athletics (paid media):

Total: \$35,000

- \$10,000 NHTSA 405D funds program number THSP23IM
- \$10,000 NHTSA 402 funds program number THSP23HV

While “Buckle Up Phone Down” and “Drive Sober or Get Pulled Over” are the primary messages, Murray State is located in Calloway County - a Local Heroes county - and is promoted when applicable. *(image at right)*. Contract elements:



- Radio spots during 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.
- 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
- 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.
- Social media message/tag on basketball final score post.



Western Kentucky University Athletics (paid media):

Total: \$45,000

- \$15,000 NHTSA 405D funds program number THSP23IM
- \$30,000 NHTSA 402 funds program number THSP23HV

While “Buckle Up Phone Down” and “Drive Sober or Get Pulled Over” are the primary messages, Western Kentucky University is located in Warren County – a Local Heroes county - and is promoted when applicable.

(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 signage at football and basketball stadiums (*images below*).



Eastern Kentucky University Athletics (paid media):

Total: \$31,650

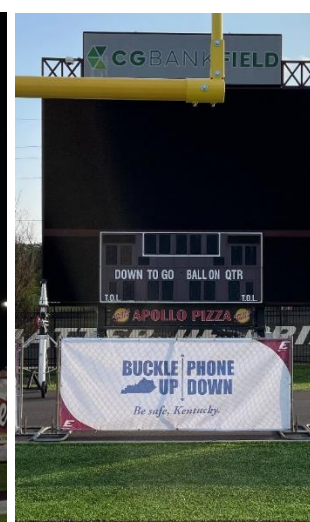
- \$10,000 NHTSA 405D funds program number THSP23IM
- \$20,000 NHTSA 402 funds program number THSP23HV

While “Buckle Up Phone Down” and “Drive Sober or Get Pulled Over” are the primary messages, Eastern Kentucky University is located in Madison County - a Local Heroes county - and is promoted when applicable. *(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)
- Various signage at basketball arena and football stadium
- Outfield wall sign at the baseball stadium
- Social media post during one campaign of choice.
- Commercials streaming during football and basketball games on ESPN+



Northern Kentucky University (paid media):

Total: \$15,000

- \$5,000 NHTSA 405D funds program number THSP23IM
- \$10,000 NHTSA 402 funds program number THSP23HV

Northern Kentucky University is located in Highland Heights, KY in the greater-Cincinnati area. Contract elements:

- In-game and post-game radio spots during men’s basketball
- Radio spots during coach’s show
- Various signage at basketball arena
- Outfield wall sign at the baseball stadium
- Social media post during one campaign of choice
- Season-long display banners on Fan365



Bellarmino College (paid media):

Total: \$9,000

- \$4,000 NHTSA 405D funds program number THSP23IM
- \$5,000 NHTSA 402 funds program number THSP23HV

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*).



Kentucky High School Athletic Association (paid media)
\$20,000 state funds



The Kentucky High School Athletic Association is the governing body of the Kentucky high school athletics. Contract elements:

All KHSAA Championships:

- Two PA announcements
- Banner ad on championship email blast linking to webpage (*pictured above*)
- Logo and messaging on all championship brackets or schedules
- Minimum of three exit signs per championship



Boys Sweet 16 and Girls Sweet 16 Championships (basketball):

- Digital signage rotation (*pictured below*)
- One videoboard spot
- One gameday setup

Football Championship:

- Digital signage rotation (*pictured below*)
- One videoboard spot
- One gameday setup
- One social media feature
- One :30 spot in the digital broadcast



Barbasol Championship (paid media):
\$12,750 state funds

The Barbasol Championship is a professional golf tournament on the PGA Tour played in Nicholasville, Kentucky. Contract elements:

- Logo on 3,500 parking passes
- Logo on Fan-Centric LED videoboards
 - 10 second run time, 24x per hour
- Signage at pick up/drop off points
- Logo and videos on main parking lot videoboards
 - 10 second run time, 96x per hour





**Louisville City FC soccer (paid media):
\$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.
- Instant replay sponsor
- Presenting sponsor of post-game wrap-up during all regular season radio broadcasts



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 Bólidos 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.

The outfield brick wall and concourse area signs are permanent (*below*).



The video board image and video are changeable, so we update according to the campaign (*Local Heroes Click It or Ticket in May/June and Not So Fast, Kentucky speed campaign in July, Drive Sober in August/September*).



Florence Y’alls (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 Counter Clocks baseball (paid media):
\$25,000 state funds

The Counter Clocks, located in Lexington, Kentucky, are in the Atlantic League of Professional Baseball, an official Partner League of Major League Baseball. Contract elements:

- Co-sponsor of First Responder Night (*social media post below, right*)
- Drive home safely promotion
- Restroom Drive Sober signage (*right*)
- Live in-game PA reads with corresponding video
- Instant replay sponsor



Bluegrass State Games (paid media):
\$8,000 state funds

The Bluegrass State Games promotes amateur athletics across the Commonwealth. More than 15,000 participants compete in more than 30 available sports. The contract included:

- Hangtag parking passes with Buckle Up Phone Down logo
- Feather signs at exits of soccer fields
- Static clings on doors for multiple events across five gyms
- Yard signs at exits for five sporting events





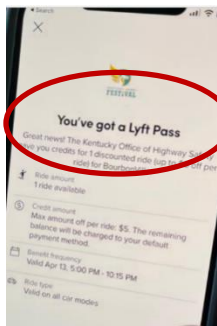
**Kentucky Derby Festival (paid media):
\$75,000 State Funds**



KOHS was the Official Safe Ride Home Partner of the 2023 Kentucky Derby Festival (KDF). KDF provides activities and entertainment throughout the two weeks prior to the Kentucky Derby. The partnership involved on-site signage at every KDF event (as an Official Partner), i.e. Thunder Over Louisville Military Zone, Fest-a-Ville on the Waterfront (Chow Wagon), WineFest, Meijer Family Fun Zone at Thunder Over Louisville, etc.



Additionally, the KDF worked with Lyft to integrate geofencing into the Lyft app for all Thunder Over Louisville and Fest-a-Ville events. When someone requested a ride home from KDF events, it automatically offered one of the designated Safe Ride Home pickup locations – sponsored by the Kentucky Office of Highway Safety.



KDF also worked with Lyft to create custom Lyft Passes for specific events (Bourbonville, Thunder Over Louisville Pilot's Reception, WineFest, etc.). These Lyft Passes worked much like a promo code – when a user scanned the provided QR code, the Lyft website automatically opened to a webpage offering the user a Lyft Pass – exact verbiage: “You’ve got a Lyft Pass Great news! The Kentucky Office of Highway Safety gave you credits for 1 discounted ride for Bourbonville.”



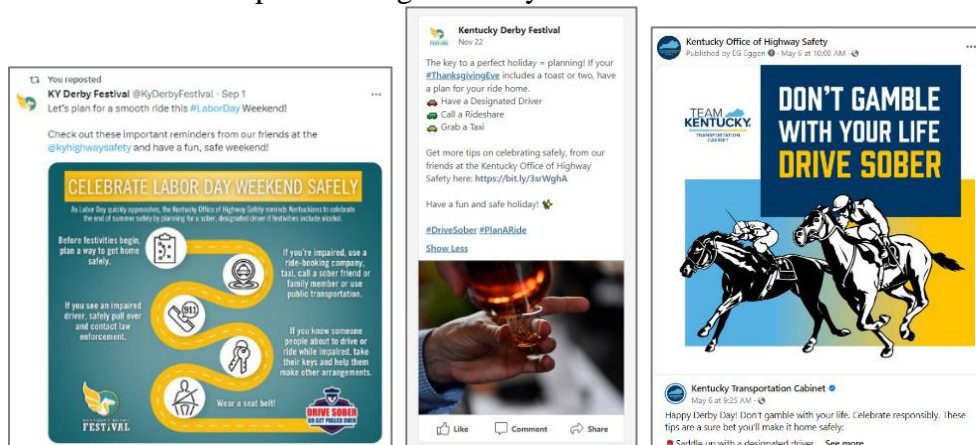
The KOHS designed the full-page, which was featured in a prime location on the back of the 2023 Official Festival Guide. This guide was distributed at all Festival events and in Festival

event gift bags, as well as placed in various locations throughout the city at restaurant/bank/golf/hospital, etc. partners.

The Derby Festival worked with the KOHS to distribute co-branded Koozies to attendees at Thunder, Festa-Ville on the Waterfront (Chow Wagon), BourbonVille, WineFest, Thunder Over Louisville Pilot's Reception, etc. (examples pictured below).

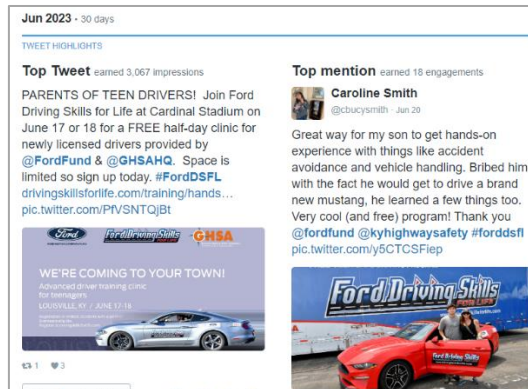


Other social media posts throughout the year:



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

- Social media
- Joint press release June 2, 2023 (we provided quote): **Ford Fund and GHSA Host Free, Hands-on Teen Driving Clinics at Cardinal Stadium for Newly Licensed Drivers June 17-18, 2023**



Incident Management-First Responders

First Responder Day Oct. 28 (earned media):

- Social media



Work Zone Safety Awareness Week (earned media):

April 17-21, 2023 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*

DMS PANEL 1
DON'T ZONE OUT
IN WORK ZONES
BE ALERT





Move Over for Emergency Vehicles (earned media):

- Social media
- DMS messages
- Statewide press release Aug. 1, 2023: **Transportation Cabinet, Kentucky State Police Urge Drivers to Protect Those Who Protect Us *Slow Down and Move Over for Emergency Vehicles***



WPSD-TV: https://www.wpsdlocal6.com/news/slowing-down-and-moving-over-is-just-one-small-way-you-can-make-the-road/article_ba54a25c-309a-11ee-bd3c-47aca32e3661.html

The News Enterprise: https://www.thenewsenterprise.com/news/local/ksp-urging-drivers-to-move-over-for-emergency-vehicles/article_a1938fa7-1f5b-5407-a7e4-07a652995566.html

Columbia Magazine: <https://www.columbiamagazine.com/index.php?sid=128273>

Kentucky Today: https://www.kentuckytoday.com/news/move-over-campaign-in-effect-through-aug-15/article_c6e28222-3145-11ee-ad27-974e5f462989.html

WCLU Radio: <https://www.wcluradio.com/2023/08/02/kentuckians-urged-to-protect-those-who-protect-us/>

The Messenger: https://www.the-messenger.com/dawson_springs_progress/news/article_05bd1c83-0088-544a-9c14-80e96264cc50.html

Sentinel-Echo: https://www.sentinel-echo.com/community/kentucky-state-police-urge-drivers-to-slow-down-and-move-over/article_0d1ff096-322f-11ee-acc7-3b00fd36d7fa.html

Herald Leader: https://www.heraldedger.com/uncategorized/kentuckians-urged-to-protect-those-who-protect-us/article_f9550093-1dd1-559e-a3a1-43bf95a64f79.html

DMS PANEL 1
SEE FLASHING LIGHTS?

DMS PANEL 2
SLOW DOWN
MOVE OVER

DMS PANEL 1
CRASH
RESPONDER
SAFETY WEEK

DMS PANEL 2
SLOW DOWN
& MOVE OVER
AT CRASH SCENES

DMS PANEL 1
WATCH FOR
EMERGENCY
RESPONDERS

DMS PANEL 2
MOVE OVER
AND GIVE
THEM SPACE

Your story 25s

Slow down and #moveover if safely possible when passing emergency vehicles.

kyhighwaysafety

kyhighwaysafety Protect those who protect you. Slow down and #MoveOver when passing emergency vehicles.

Kentucky's law protects all emergency responders, including law enforcement, firefighters, emergency medical technicians, paramedics, safety service patrols and towing vehicles.



You Retweeted

National Center for Rural Road Safety @ruralroadsafety · Nov 14

When it comes to saving lives, #RoadsideHeroes are doing it daily. Remember to slow down, move over, and let them respond to the scene. #CrashResponderSafetyWeek

43% of all fatal crashes happen on rural roadways.

Slow down, move over, let our #RoadsideHeroes respond to the scene.



It's Crash Responder Safety Week! We're partnering with the U.S. Department of Transportation to recognize the critical role our traffic incident responders play in saving lives and keeping traffic moving through safe, quick roadway clearance. We honor our #RoadsideHeroes. Please #SlowDown and #MoveOver. Federal Highway Administration Kentucky...

Mon, Nov 14

Post reach 11157 Engagement 214

Award Presentation (earned media):

- Social media
- Press release distributed by the London Police Department

Sentinel Echo: https://www.sentinel-echo.com/news/deceased-city-officer-receives-traffic-safety-awards/article_95fb09f6-de23-11ed-afe5-6f888b1b2594.html



EMS Week (earned media):

- Social media



Police Week (earned media):

May 15-21, 2023

- Social media



Public Safety Telecommunicators Appreciation Week (earned media):

April 9-15, 2023

- Social media



Inclement Weather-Weather Preparedness

Winter Weather (earned media):

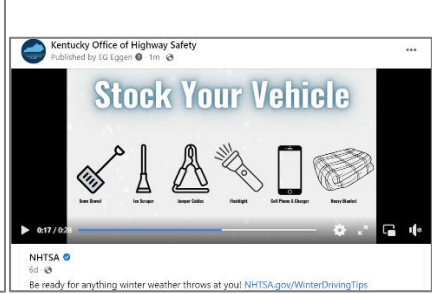
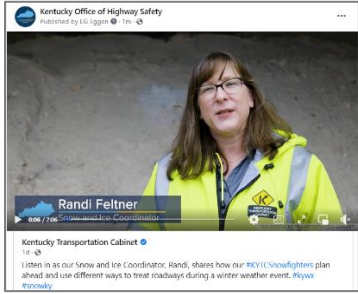
- Social media
- DMS message

DMS PANEL 1:
RAIN OR SNOW
TAKE IT SLOW

*Inclement weather promotions managed by the Office of Public Affairs. *Paint the Plow*

example: <https://nkytribune.com/2023/09/kytc-launches-paint-the-plow-school-art-program-to-promote-safe-driving-in-snow-and-ice/>

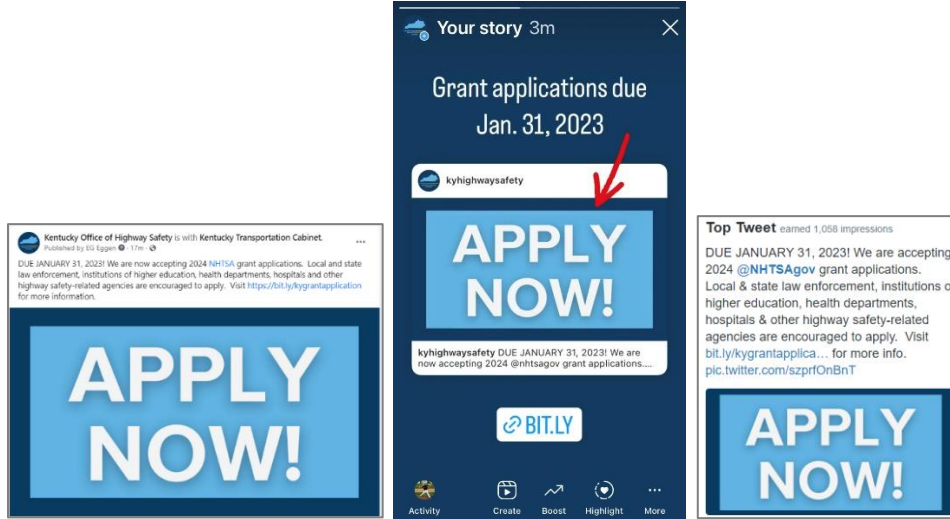




Other highway safety topics

Highway Safety Grants:

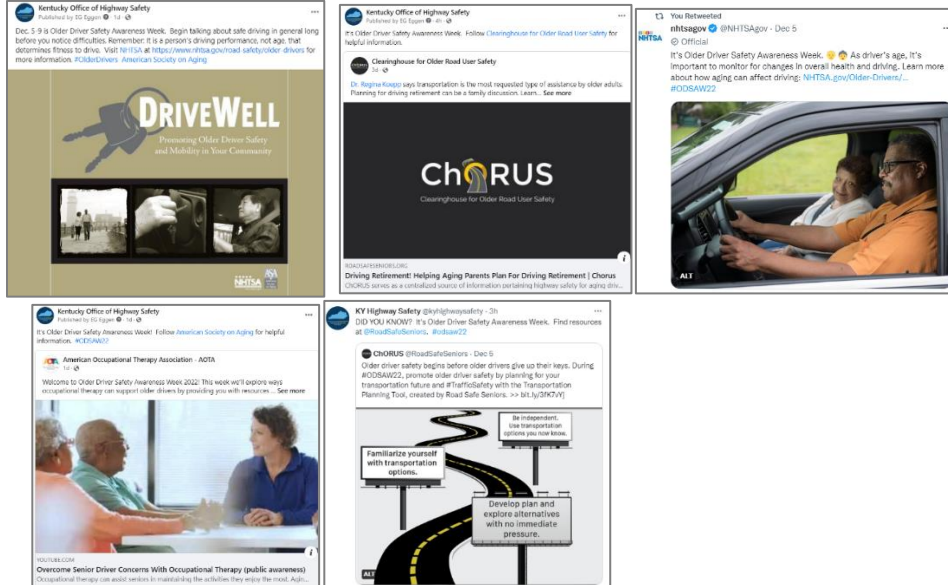
- Social media



Older Driver Safety Awareness Week (earned media):

Dec. 5-9, 2022

- Social media



Secure Your Load Day (earned media):

June 6, 2023

- Social media
- DMS message



DMS PANEL 1
IT'S SECURE
YOUR LOAD DAY

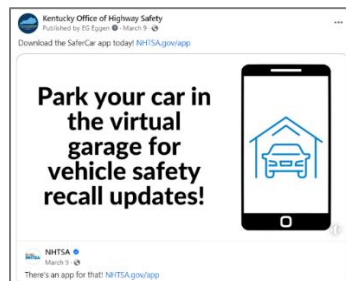
DMS PANEL 2
TIE DOWN
CARGO ON YOUR
VEHICLE

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

- 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

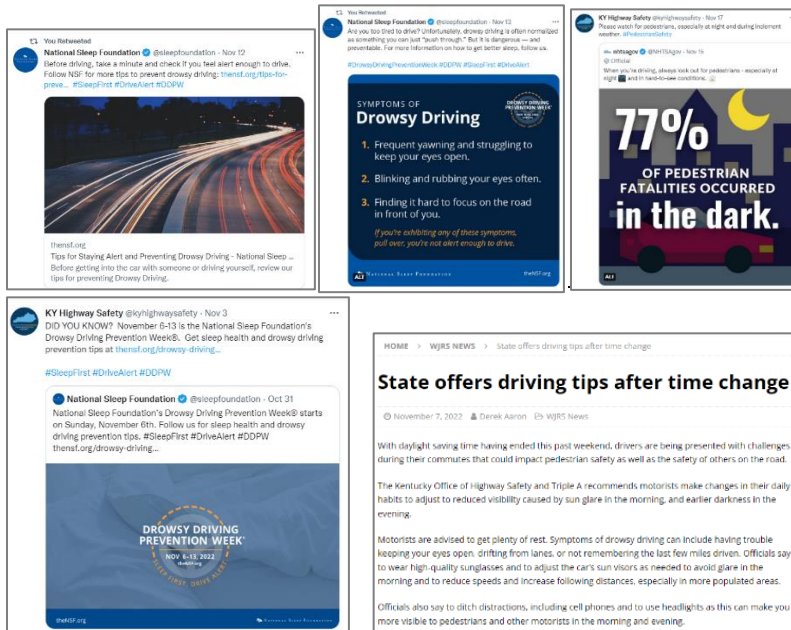
DMS PANEL 2
CHECK TO
PROTECT.ORG



Drowsy Driving and Daylight Savings (earned media):

- Social media
- DMS message

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

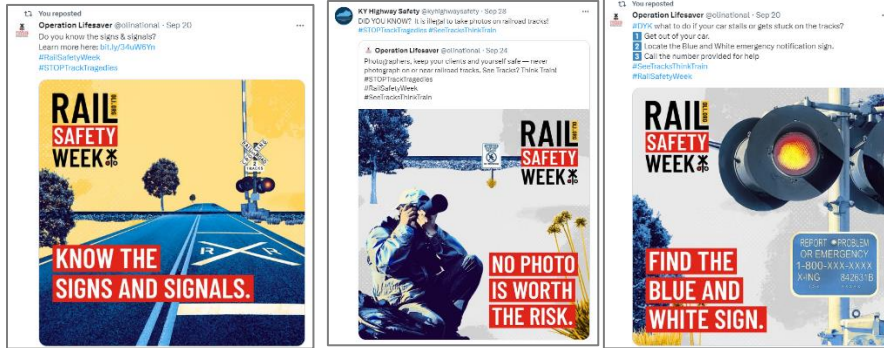


“Stop. Trains Can’t.” and “Stop Track Tragedies” (earned media):

- Social media
- DMS message
- Bonus radio spots on iHeart radio

**DMS PANEL 1:
THE RUSH ISN'T
WORTH THE RISK**

**DMS PANEL 2:
STOP AT TRACKS.
TRAINS CAN'T**



Our Roads, Our Safety Week (earned media): May 7-13, 2023

- Social media



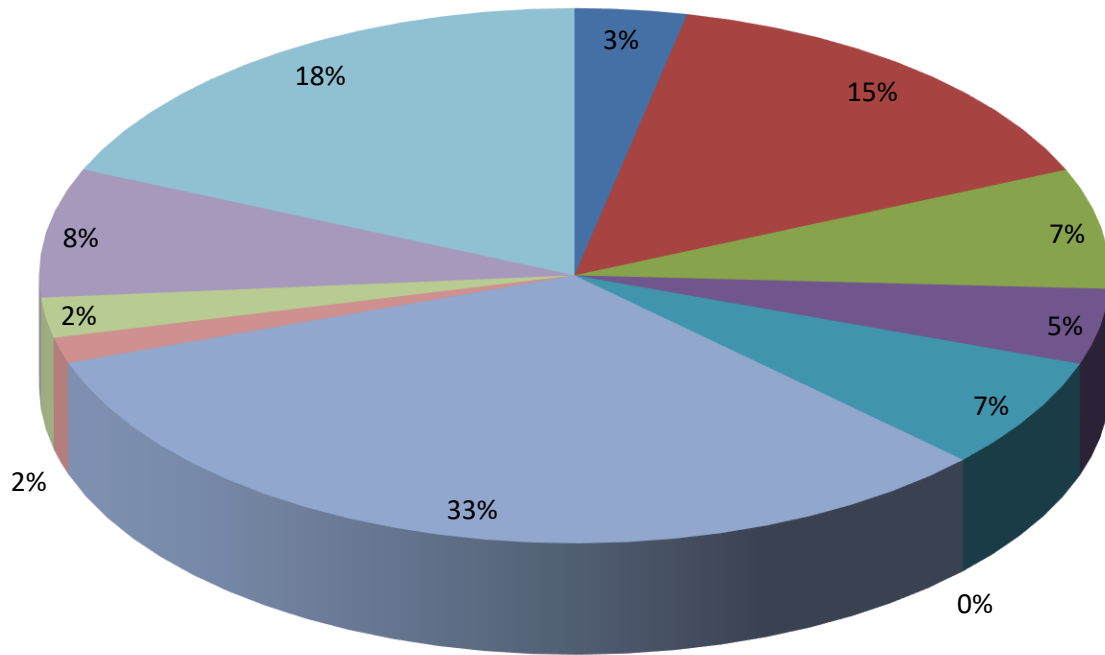
Conferences and training (earned media):

- Social media



M. Financial Summary FY2022

| <u>GTS</u> | FAST Act 402 | BIL 402 | FAST Act 405c | BIL 405b | Supp BIL 405b | BIL 405d | Supp BIL 405d | BIL 405f | Supp BIL 405f | Total | % Total |
|----------------------------|--------------|----------------|---------------|--------------|---------------|----------------|---------------|-------------|---------------|----------------|---------|
| Planning and Admin | | \$327,525.39 | | | | | | | | \$327,525.39 | 3.4% |
| Impaired Driving | | | | | | \$1,322,716.28 | \$146,261.36 | | | \$1,468,977.64 | 15.2% |
| Alcohol | \$90,659.56 | \$614,339.32 | | | | | | | | \$704,998.88 | 7.3% |
| Occupant Protection | \$80,395.52 | | | \$319,447.80 | \$42,406.58 | | | | | \$442,249.90 | 4.6% |
| Safety Belts | | \$652,039.52 | | | | | | | | \$652,039.52 | 6.7% |
| Special Distracted Driving | | | | | | | | | | \$0.00 | 0.0% |
| Police Traffic Services | \$484,842.48 | \$2,676,743.97 | | | | | | | | \$3,161,586.45 | 32.6% |
| Motorcycle Safety Media | | \$75,000.00 | | | | | | \$69,753.08 | \$5,246.92 | \$150,000.00 | 1.5% |
| Community Traffic Safety | | \$235,144.02 | | | | | | | | \$235,144.02 | 2.4% |
| Data Program | | | \$757,046.87 | | | | | | | \$757,046.87 | 7.8% |
| Paid Media-Other | | \$688,223.57 | | \$300,000.00 | | \$784,982.15 | \$22,133.00 | | | \$1,795,338.72 | 18.5% |



- Planning and Admin
- Impaired Driving
- Alcohol
- Occupant Protection
- Safety Belts
- Special Distracted Driving
- Police Traffic Services
- Motorcycle Safety Media
- Community Traffic Safety
- Data Program
- Paid Media-Other