

FY2024 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 2024 Performance Goal Statements/Status..... | 13 |
| <i>Core Outcome Measure</i> | <i>13</i> |
| <i>Core Behavior Measure.....</i> | <i>14</i> |
| <i>State Measure.....</i> | <i>14</i> |
| <i>Performance Measures Response</i> | <i>16</i> |
| <i>Accomplishments.....</i> | <i>17</i> |
| D. Legislative Engagement..... | 18 |
| E. Program Management..... | 19 |
| F. Impaired Driving Countermeasures Program | 20 |
| <i>Grants for Non-Law Enforcement Activities.....</i> | <i>21</i> |
| <i>Drug Evaluation and Classification Program FY2024</i> | <i>24</i> |
| <i>Judicial Outreach Liaison (JOL) Program FY2024.....</i> | <i>27</i> |
| <i>Ignition Interlock</i> | <i>28</i> |
| G. Occupant Protection Program | 29 |
| <i>Occupant Protection Outreach/Educational Projects</i> | <i>29</i> |
| <i>Occupant Protection Enforcement Mobilization</i> | <i>34</i> |
| H. Police Traffic Services Program..... | 34 |
| <i>Grants to Law Enforcement</i> | <i>34</i> |
| <i>Law Enforcement Liaison Program FY2024</i> | <i>35</i> |
| I. Pedestrian/Bicycle and Motorcycle Safety | 40 |
| J. Traffic Safety Information System Improvement Grants | 41 |
| <i>Non-Implementation Grants for FY2024</i> | <i>47</i> |
| K. Evidence-Based Enforcement Grants for FY2024 | 47 |
| L. Community Collaboration | 48 |
| M. Public Participation and Engagement | 49 |
| N. Media Programs | 53 |
| O. Financial Summary FY 2024 | 147 |

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 2024. Prior to determining the 2024 performance measures, staff met with the performance measures working group to make certain the common three goals and objectives are in alignment with those submitted by the Highway Safety Improvement Program.

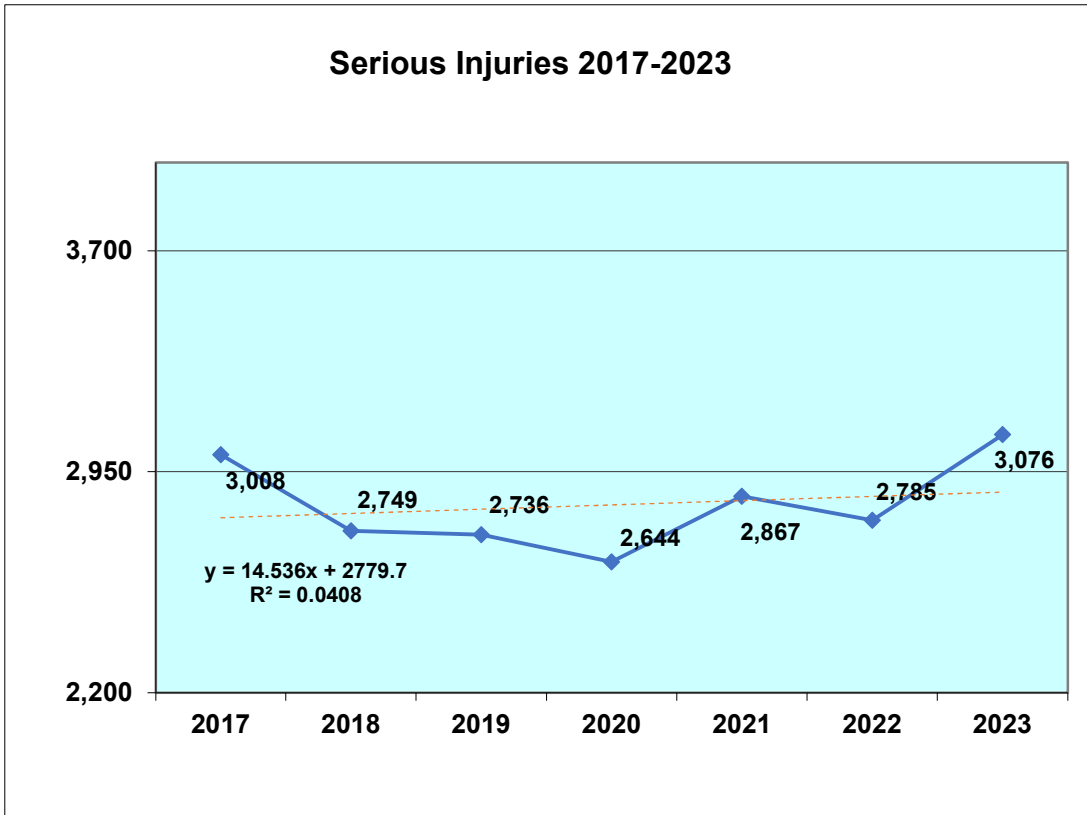
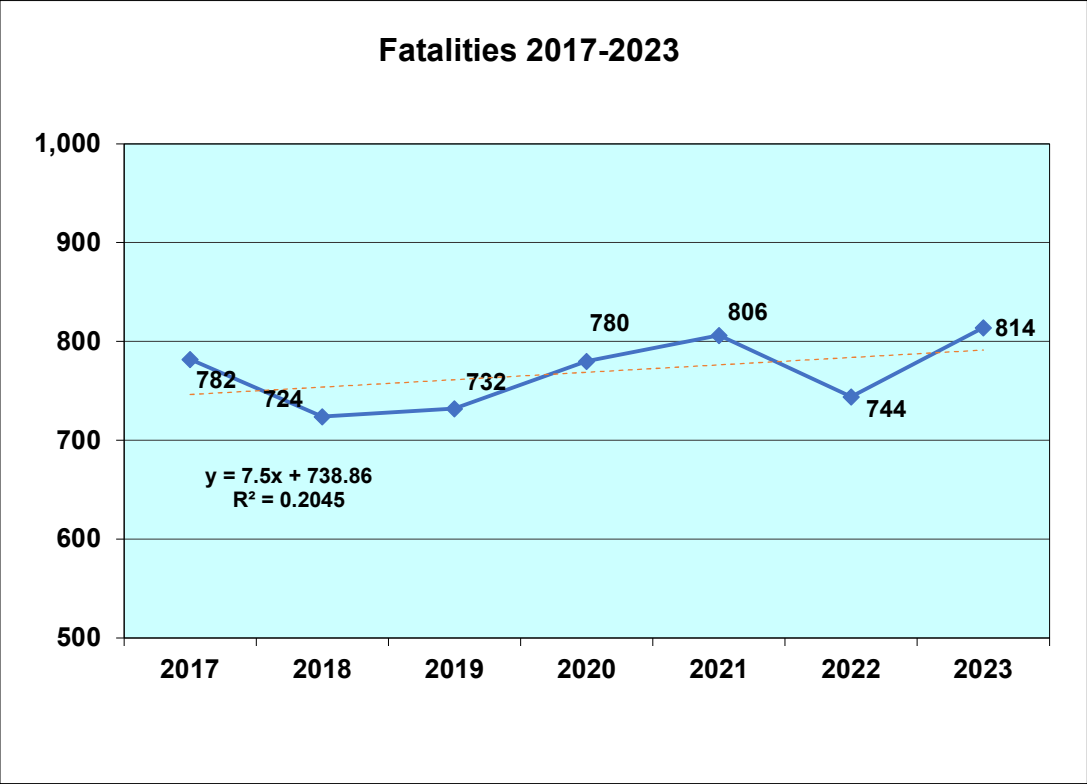
B. Crash Data Summary

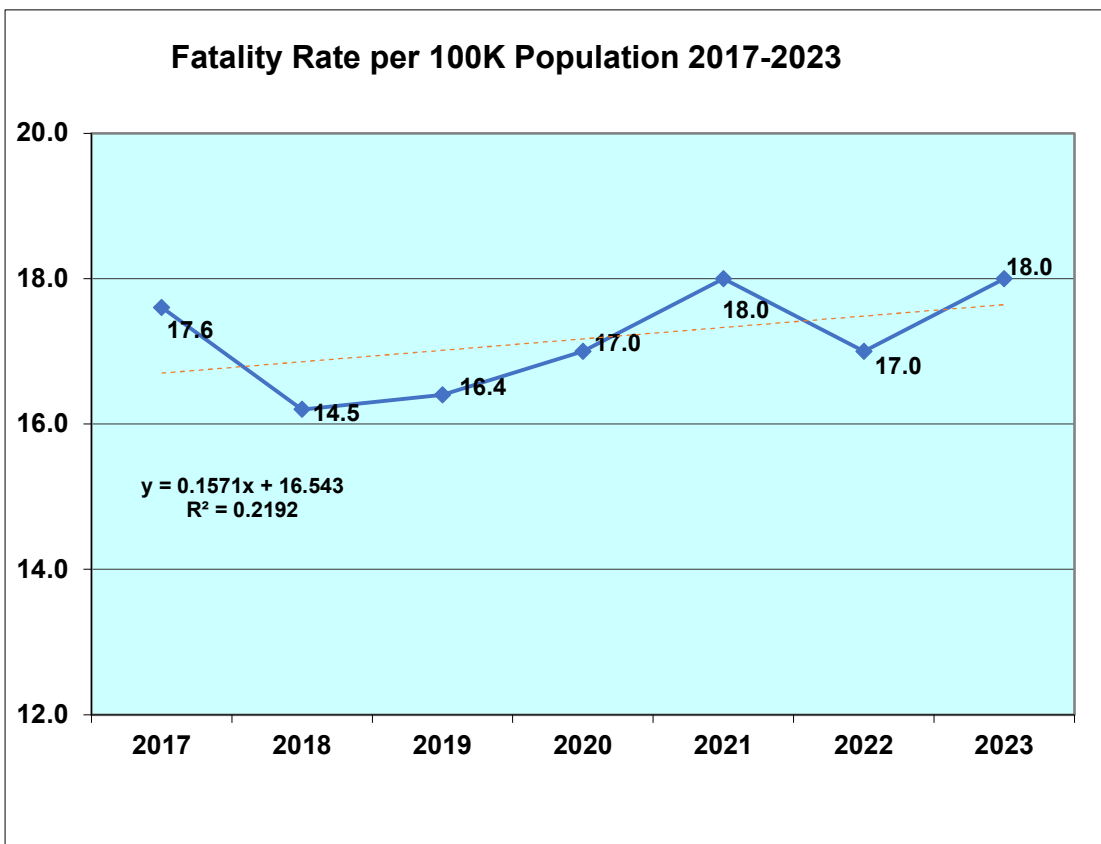
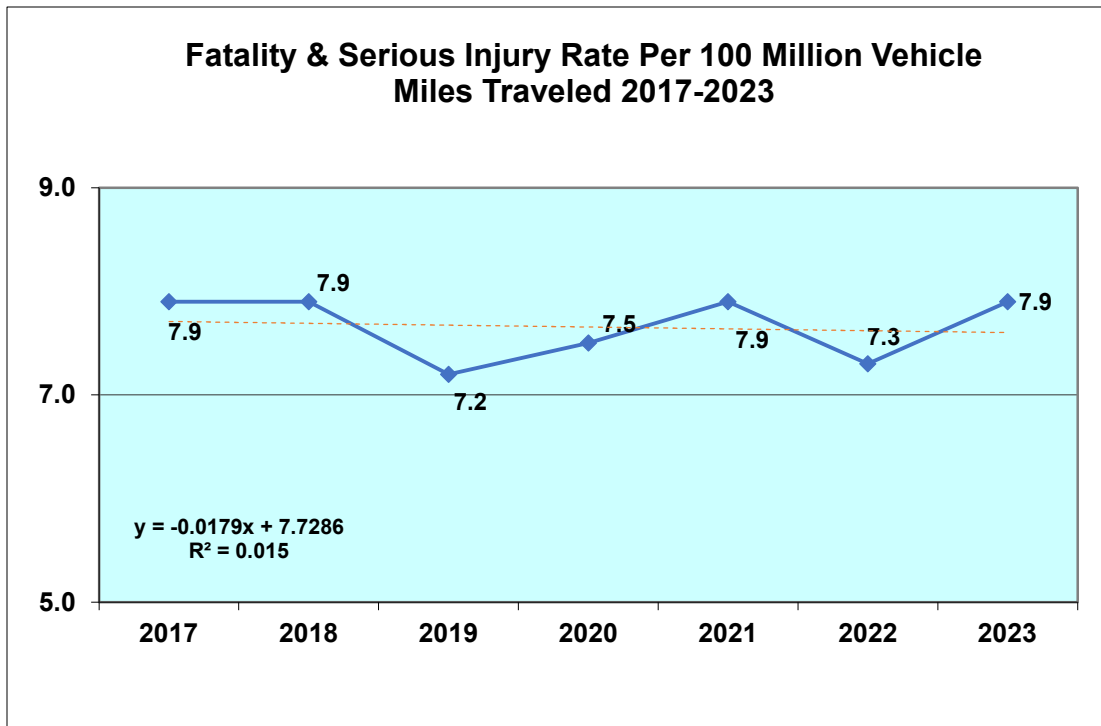
The total number of motor vehicle crashes in Kentucky increased 8.0% during the last calendar year, from 108,713 in 2022 to 117,422 in 2023. The number of fatalities in Kentucky increased by 9.4%, from 744 in 2022 to 814 in 2023. The traffic volume increased by 1.9% from 48.1 trillion vehicle miles traveled in 2022 to 49.0 trillion vehicle miles traveled in 2023. This resulted in Kentucky's fatality rate per 100 million vehicle miles traveled (VMT) increasing from 1.58 in 2022 to 1.66 in 2023.

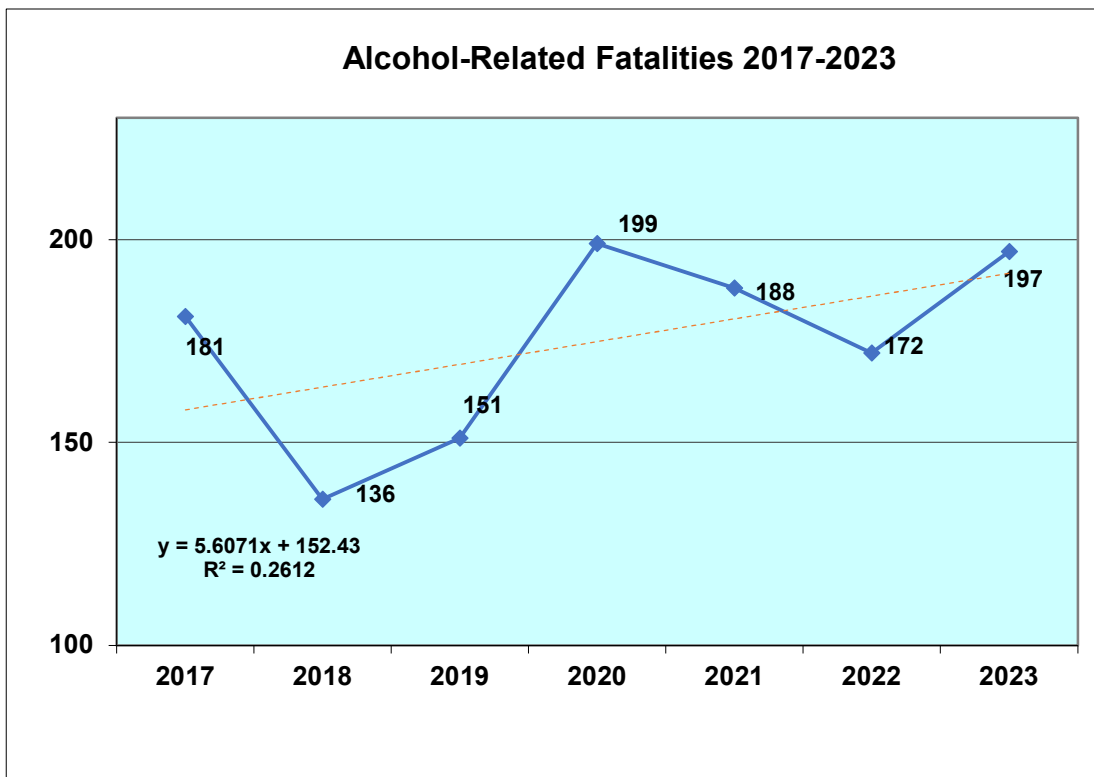
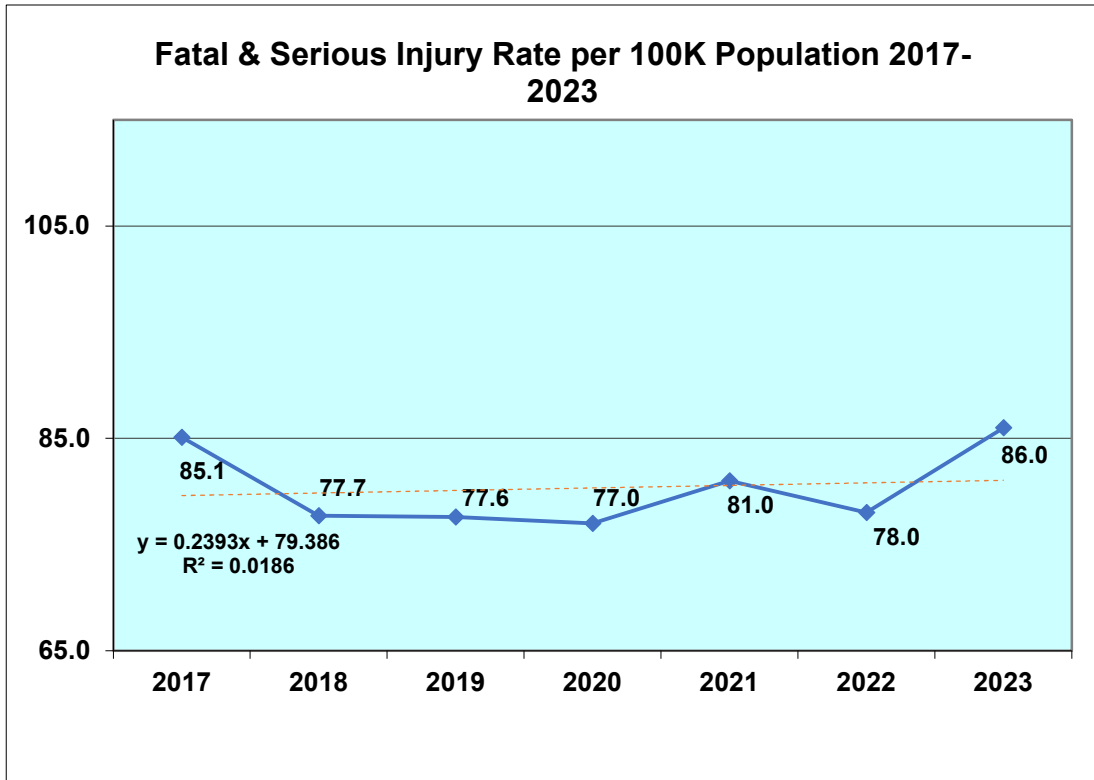
| Kentucky Crash Data / Trends | | | | | | | |
|--|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| Number of Fatalities (C-1) | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 |
| | 782 | 724 | 732 | 780 | 806 | 744 | 814 |
| | | | | | | | |
| Number of Rural Fatalities | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 |
| | 510 | 515 | 386 | 400 | 415 | 458 | 495 |
| | | | | | | | |
| Number of Urban Fatalities | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 |
| | 271 | 208 | 339 | 362 | 385 | 286 | 318 |
| | | | | | | | |
| Number of Unrestrained Fatalities | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 |
| (all seating positions) | 290 | 279 | 262 | 294 | 286 | 254 | 260 |
| | | | | | | | |
| Crash Rate | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 |
| (per 100 million VMT) | 285 | 278 | 291 | 217 | 227 | 226 | 239 |
| | | | | | | | |
| Fatality Rate (C-3) | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 |
| (per 100 million VMT) | 1.59 | 1.46 | 1.48 | 1.68 | 1.68 | 1.55 | 1.66 |
| | | | | | | | |
| Number of Serious Injuries | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 |
| | 3,008 | 2,749 | 2,736 | 2,644 | 2,867 | 2,785 | 3,076 |
| | | | | | | | |
| Fatality & Serious Injury Rate | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 |
| (per 100 million VMT) | 7.9 | 7.9 | 7.2 | 7.4 | 7.6 | 7.3 | 7.9 |
| | | | | | | | |
| Fatality Rate Per 100K Population | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 |
| | 17.6 | 16.2 | 16.4 | 17.0 | 18.0 | 17.0 | 18.0 |
| | | | | | | | |
| Fatal & Serious Injury Rate | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 |
| (per 100K population) | 85.1 | 77.7 | 77.6 | 76.0 | 81.0 | 78.0 | 86.0 |
| | | | | | | | |
| Number Alcohol Related Fatalities (C-5) | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 |
| (operator with .08+ BAC) | 181 | 136 | 151 | 199 | 188 | 172 | 197 |
| | | | | | | | |
| Percent of Fatalities - Alcohol-Related | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 |
| | 23% | 19% | 21% | 26% | 23% | 23% | 24% |
| | | | | | | | |
| Alcohol Related Fatality Rate | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 |
| (per 100 million VMT) | 0.38 | 0.28 | 0.27 | 0.40 | 0.40 | 0.40 | 0.40 |

| | | | | | | | |
|---|-------------|-------------|-------------|--------------|-------------|-------------|-------------|
| Speeding-related crashes | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 |
| | 6,095 | 6,260 | 5,285 | 4,973 | 5,008 | 4,784 | 4,277 |
| | | | | | | | |
| Speeding-related Fatalities (C-6) | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 |
| | 138 | 111 | 114 | 162 | 143 | 131 | 119 |
| | | | | | | | |
| Percent of Front Seat Occupants Using Safety Belts (B-1) | 2017 | 2018 | 2019 | 2020* | 2021 | 2022 | 2023 |
| | 86.8% | 89.9% | 89.7% | 89.7% | 89.8% | 86.7% | 89.4% |
| | | | | | | | |
| Number of Motor Vehicle Crashes | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 |
| | 136,979 | 134,285 | 132,374 | 100,787 | 109,291 | 108,713 | 117,422 |
| | | | | | | | |
| Motorcycle-involved Crashes | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 |
| | 1,624 | 1,464 | 1,427 | 1,373 | 1,491 | 1,574 | 1,702 |
| | | | | | | | |
| Motorcycle-Involved Fatal Crashes | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 |
| | 86 | 91 | 82 | 82 | 93 | 96 | 98 |
| | | | | | | | |
| Motorcyclist Fatalities (C-7) | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 |
| | 90 | 95 | 92 | 92 | 108 | 105 | 106 |
| | | | | | | | |
| Unhelmeted Motorcyclist Fatalities (C-8) | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 |
| | 59 | 60 | 68 | 54 | 76 | 72 | 60 |
| | | | | | | | |
| Drivers Age < 21 Involved in Fatal Crashes (C-9) | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 |
| | 97 | 80 | 68 | 88 | 85 | 91 | 99 |
| | | | | | | | |
| Pedestrian Fatalities (C-10) | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 |
| | 83 | 73 | 73 | 91 | 75 | 93 | 121 |
| | | | | | | | |
| Bicycle Fatalities (C-11) | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 |
| | 7 | 10 | 5 | 5 | 10 | 14 | 16 |

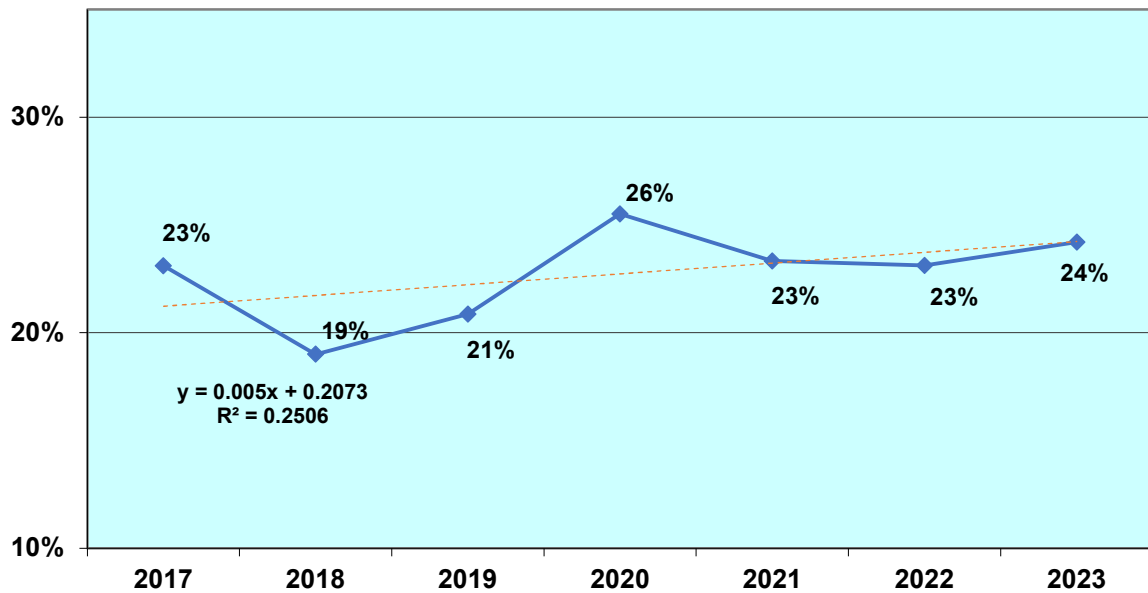
* Calendar Year 2020 observational seat belt usage survey was not conducted. 2019 value used.



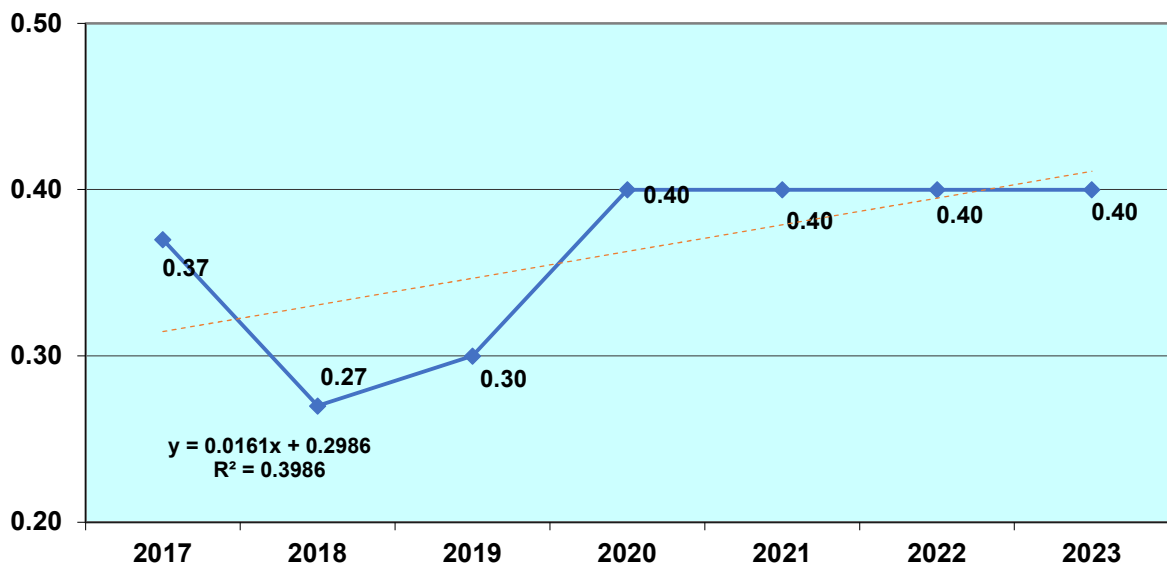




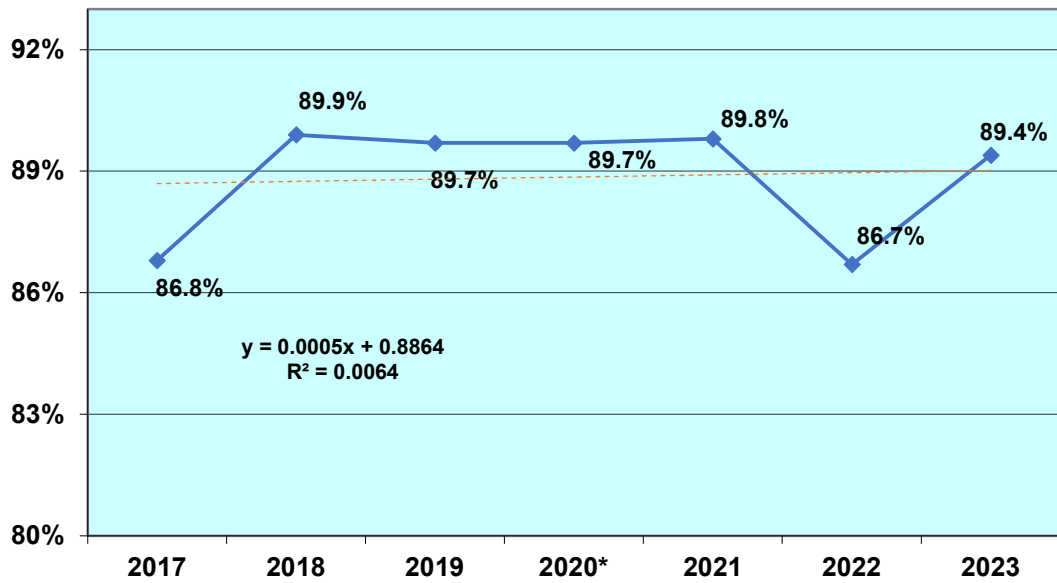
**Percent of all Fatalities that are
Alcohol-Related 2017-2023**



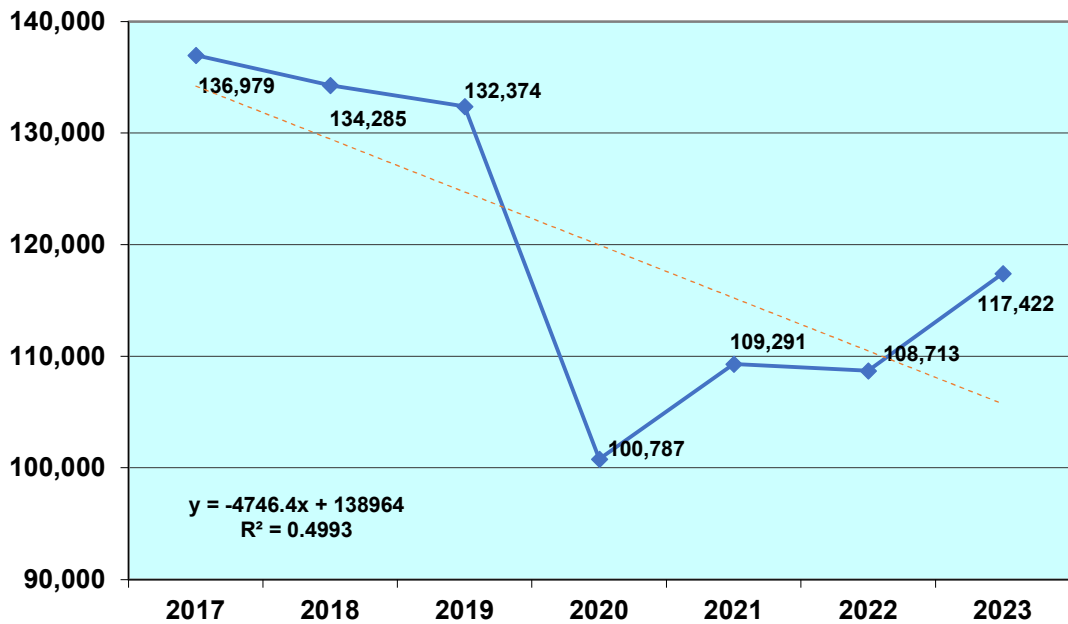
**Alcohol-Related Fatality Rate per 100 Million Vehicle Miles
Traveled 2017-2023**



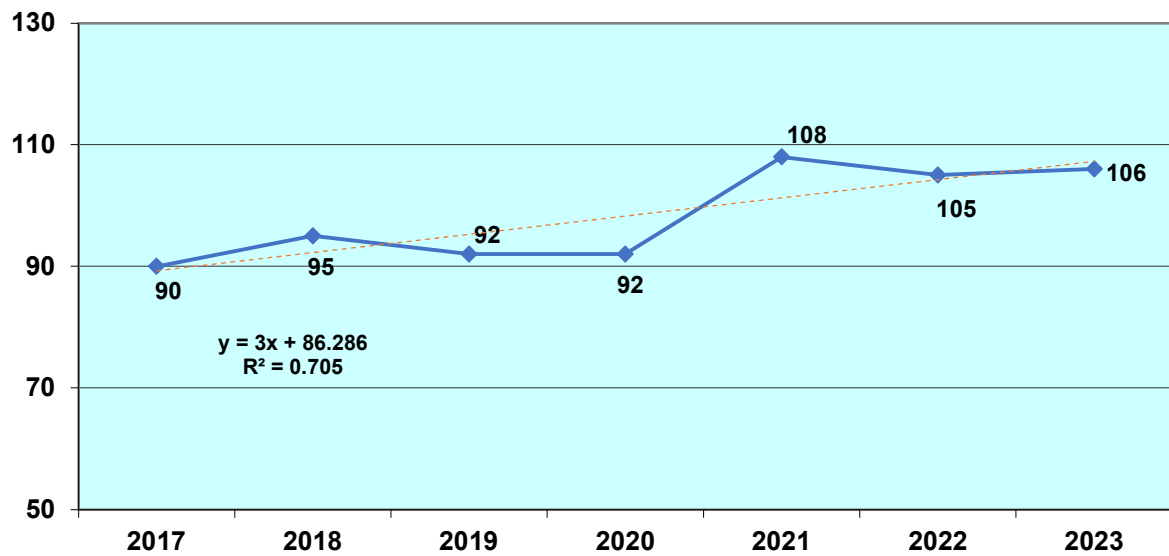
**Percent of Front Seat Occupants
Using Safety Belts 2017-2023**



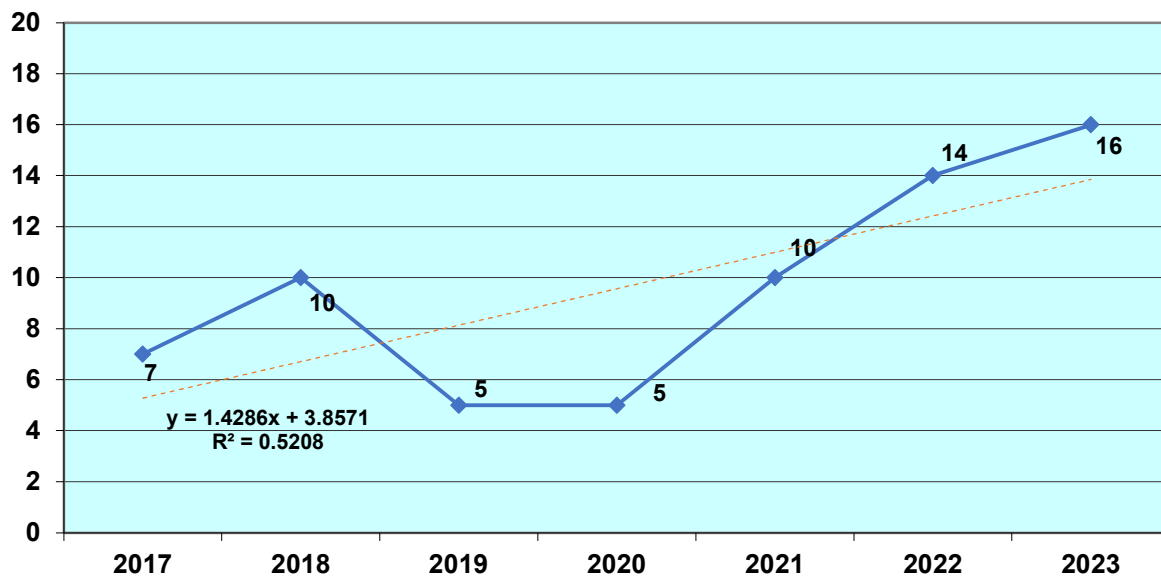
Motor Vehicle Crashes 2017-2023

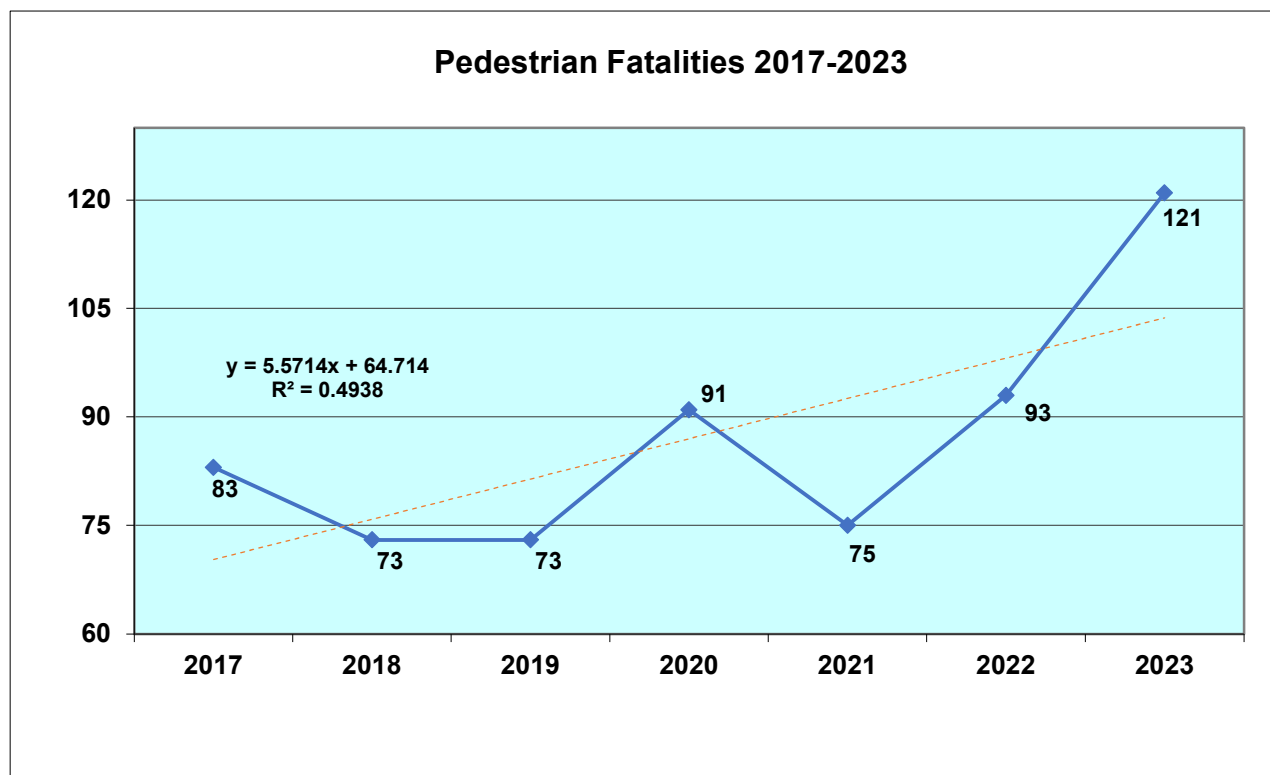


Motorcyclist Fatalities 2017-2023



Bicycle Fatalities 2017-2023





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 2024 Performance Goal Statements/Status

Core Outcome Measures

1. **Traffic Fatalities:** Reduce total fatalities to 726 from a current safety level of 758 by 4%.

Status: 2019-2023+2024 Preliminary indicates an average of 766. This is an increase from the baseline.

2. **Serious Injuries in Traffic Crashes:** Reduce serious traffic injuries to 2353 from a current safety level of 2757 by 14%.

Status: 2019-2023+2024 Preliminary indicates an average of 2,825. This is an increase from the baseline.

3. **Fatalities/100M VMT:** Reduce fatality rate to 1.50 from a current safety level of 1.57 by 4%.

Status: 2019-2023+2024 Preliminary indicates an average of 1.59. This is an increase from the baseline.

4. **Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions:** Reduce unrestrained passenger vehicle occupant fatalities, all seat positions to 302 from a current safety level of 302 by 0% by December 31, 2026.

Status: 2019-2023+2024 Preliminary indicates an average of 262. This indicates that Kentucky is on track to meet their goal.

5. **Alcohol-Impaired Driving Fatalities:** Reduce alcohol-impaired driving fatalities to 125 from a current safety level of 143 by 12% by December 31, 2026.

Status: 2019-2023+2024 Preliminary indicates an average of 181. This is an increase from the baseline.

6. **Speeding-Related Fatalities:** Reduce speeding-related fatalities to 137 from a current safety level of 137 by 0% by December 31, 2026.

Status: 2019-2023+2024 Preliminary indicates an average of 134. This is a decrease from the baseline.

7. **Motorcyclist Fatalities:** Reduce motorcyclist fatalities to 90 from a current safety level of 93 by 3% by December 31, 2026.

Status: 2019-2023+2024 Preliminary indicates an average of 101. This is an increase from the baseline.

8. **Unhelmeted Motorcyclist Fatalities:** Reduce unhelmeted motorcyclist fatalities to 58 from a current safety level of 61 by 4% by December 31, 2026.

Status: 2019-2023+2024 Preliminary indicates an average of 63. This is an increase from the baseline.

9. **Drivers Age 20 or Younger involved in Fatal Crashes:** Reduce drivers age 20 and younger involved in fatal crashes to 81 from a current safety level of 85 by 4% by December 31, 2026.

Status: 2019-2023+2024 Preliminary indicates an average of 90. This is an increase from the baseline.

10. **Pedestrian Fatalities:** Reduce pedestrian fatalities to 82 from a current safety level of 82 by 0% by December 31, 2026

Status: 2019-2023+2024 Preliminary indicates an average of 96. This is an increase from the baseline.

11. **Bicyclist Fatalities:** Reduce bicyclist fatalities 0 percent to 8 from a current safety level of 8 by 0% by December 31, 2026.

Status: 2019-2023+2024 Preliminary indicates an average of 11. This is an increase from the baseline.

Core Behavior Measures

1. **Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey):** Increase observed seat belt use for passenger vehicles, front seat outboard occupants to 90.0 from a current safety level of 86.7 by 3% by December 31, 2026.

Status: The 2024 survey was conducted in the Spring/Summer of 2024 and resulted in a rate of 87.8%. This represented a decrease from the 2023 89.4% value and fell short of the goal.

State Measures

1. **Distracted Driving Fatalities and Serious Injuries:** Decrease fatalities and serious injuries by 20% from current level 1002 to 792 by December 31, 2026.







Status: 2019-2023+2024 Preliminary indicates an average of 960. This is a decrease from the baseline but does not meet the interim target of 886.

GHSA/NHTSA Recommended/Optional Performance Report Chart
FFY 2024 Annual Report

| Performance Measure: | Target Period | Target Year(s) | Benchmark Value for FY 24 listed in 3HSP | Data Source/ FY 24 Progress Results | On Track to Meet FY 24 Benchmark: YES/NO/In-Progress (Must be Accompanied by Narrative) |
|--|----------------------|-----------------------|---|--|--|
| C-1) Total Traffic Fatalities | 5 year | 2024-2026 | 757 | KY Crash/ 766 | NO |
| C-2) Serious Injuries in Traffic Crashes | 5 year | 2024-2026 | 2644 | KY Crash/ 2825 | NO |
| C-3) Fatalities/VMT | 5 year | 2024-2026 | 1.56 | KY Crash/ 1.59 | NO |
| C-4) Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions | 5 year | 2024-2026 | 302 | KY Crash/ 262 | YES |
| C-5) Alcohol-Impaired Driving Fatalities | 5 year | 2024-2026 | 137 | KY Crash/ 181 | NO |
| C-6) Speeding-Related Fatalities | 5 year | 2024-2026 | 137 | KY Crash/ 134 | NO |
| C-7) Motorcyclist Fatalities | 5 year | 2024-2026 | 91 | KY Crash/ 101 | NO |
| C-8) Unhelmeted Motorcyclist Fatalities | 5 year | 2024-2026 | 59 | KY Crash/ 63 | NO |
| C-9) Drivers Age 20 or Younger Involved in Fatal Crashes | 5 year | 2024-2026 | 82 | KY Crash/ 90 | NO |
| C-10) Pedestrian Fatalities | 5 year | 2024-2026 | 82 | KY Crash/ 96 | NO |
| C-11) Bicyclist Fatalities | 5 year | 2024-2026 | 8 | KY Crash/ 11 | NO |
| B-1) Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey) | Annual | 2024-2026 | 90.0 | NHTSA Certified State Survey 87.8 | NO |
| D-1) Distracted Driving Fatalities and Serious Injuries | 5 year | 2024-2026 | 886 | KY Crash/ 960 | 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 roadway

Accomplishments

The following are highlights of accomplishments made in highway safety using NHTSA funding during Federal Fiscal Year 2024.

- Provided federal funding for 175 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 for 43 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: Madison, Jessamine, Fayette, Bourbon, Harrison, Pendleton, Grant, and Franklin.
- 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 Distracted Driving program coordinator to enhance that program in the Commonwealth.
- KOHS funded Perry, Grant, Taylor, Pike, and Lyon counties to continue completed the High-Five Rural Traffic Safety Project. 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. This was paid with state funds in 2024. KOHS is continuing to pay for this with state funds in 2025.
- KOHS Education Branch planned and conducted highway safety programs during FY2024. 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.
- Revamped KOHS educational programming to educate all grade levels throughout the Commonwealth.
- Constructed various highway safety related dashboards to allow easy access to information by both internal and external partners.
- The drug evaluation classification program implemented a phlebotomy program to train law enforcement officers to be certified to conduct blood draws. This project was funded utilizing state funds.

- 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 was 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 websites and continuing to fund the Kentucky Traffic Safety Data Service at the Kentucky Transportation Center.

D. Legislative Engagement

During the 2024 Kentucky General Assembly regular session, the Kentucky General Assembly considered a few pieces of legislation related to highway safety. The Office of Highway Safety sends the Transportation Cabinet's legislative liaison the list of priorities which rolls up into the KYTC's overall priorities for legislation.

The following includes the proposed legislation and related disposition:

HB 620 - Hands-free bill - which restricts drivers from using an electronic device while driving. While this bill did not pass, KOHS did engage a coalition with representation from both public and private stakeholders. KOHS provided information during the legislative interim to the members of varying committees, including the Interim Joint Committee on Transportation. We are growing our coalition for the next regular legislative session.

HB 192 – Automated Enforcement in highway work zones – this bill gives authority to the Transportation Cabinet to install/place speed cameras in work zones and issue civil citations for anyone speeding over the threshold. This bill did pass out of committee but did not make it to the House floor.

HB 193 – Increased penalties in work zones – increases fines for traffic violations in work zones and provides stiff penalties for aggravated speeding and crashes which cause injuries or fatalities to highway workers. This bill passed and was signed into law and effective in July 2024.

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 are often conducted virtually and 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 2024 grantees and new project directors both in person and virtually for grantees receiving NHTSA funding throughout the state. Additional trainings were held on an individual basis as needed in the event of changes to 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.

High Five Seat Belt Program Demonstration

The KOHS is conducting another demonstration program under contract with the Preusser Research Group. The title of the project is “High Five Seat Belt Program Demonstration” Perry, Grant, Taylor, Pike, and Lyon 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 project is paid for with state funds. 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

F. Impaired Driving Countermeasures Program

(Impaired countermeasures grants for FY2024 were funded with Section 405d BIL, 405d Supp BIL, 402 BIL, and 402 Supp BIL)

Grants to Law Enforcement

The Kentucky State Police, which has statewide jurisdiction, participated along with 18 local law enforcement agencies. This achieved a combined total of 11,024 additional enforcement hours, resulting in 2,050 DUI arrests, 7,330 other arrests, 3,272 speeding citations, 2,654 seat belt citations, 86 child restraint citations, and 16,067 other citations during the grant year.



Impaired Driving Enforcement Mobilization

Kentucky coordinated two major mobilizations focused on impaired driving in FY2024. These were done in conjunction with the national “Drive Sober or Get Pulled Over” mobilization, which was active from December 13, 2023, through January 1, 2024, and August 14, 2024, through September 2, 2024.

A total of 94 grant agencies participated in the August mobilization and reported their enforcement data to the Office of Highway Safety. Grantees performed 270.75 traffic safety checkpoints hours and 2541.75

patrol hours during the Summer 20-day period. Between checkpoints and patrol enforcement the mobilization resulted in the following arrests/citations statewide:

| | | | |
|------------------------|------|---------------------------|-------|
| Safety Belts: | 2896 | Child Restraints: | 138 |
| Fugitives Apprehended: | 5640 | No Insurance: | 1601 |
| Distracted/Cell Phone: | 94 | Reckless Driving: | 666 |
| Suspended Licenses: | 1420 | Other Traffic Violations: | 11436 |
| Speeding: | 8009 | DUI Arrests: | 896 |

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 FY2024 grant cycle, the TSRP accomplished the following:

Trainings and Presentations

- **Academy Trainings-** The TSRP trained law enforcement recruits on basic Kentucky Impaired Driving law at the Kentucky State Police Academy (KSP), the Bowling Green Law Enforcement Academy, and the Louisville Metro Police Department. During the year 2024, the TSRP presented this training twice in Bowling Green, twice at the KSP Academy and once at the Louisville Metro Police Academy. Additionally, the TSRP and Dr. Greg Davis, forensic pathologist, presented three times to officers at an in-service class held in various locations throughout Kentucky. The four-hour block of instruction covered search and seizure issues, changes to impaired driving laws and various substances which lead to impaired driving. Finally, the TSRP participated in DOCJT's DUI Moot Court four times by cross-examining law enforcement recruits on a DUI scenario. At the end of the moot court training, the TSRP discussed strategies for presenting testimony in these cases and offered 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 throughout 2024. In February, she traveled to Louisiana to present to officers and prosecutors on Constitutional issues and anticipating defenses in DUI cases per the request of the Louisiana TSRP. Also in February, she presented at the Kentucky County Attorneys' Association Winter Conference along with the Woodford County Attorney and a DRE instructor. The presentation covered prosecution of a cannabis impaired driving case and a DUI law update to over 80 elected and assistant county attorneys in Kentucky.

Due to ongoing issues with hospital medical staff refusing to conduct blood draws pursuant to blood draw search warrants, the TSRP contacted the Kentucky Hospital Association. The Association conducts weekly Town Hall Webinars for hospitals across the state. The administrator of the program graciously

agreed to allow the TSRP to speak at one of these events to discuss Ky Senate Bill 199 and its applicability to hospital staff presented with a blood draw search warrant by law enforcement officers. Over 80 people attended the online event.

In January of 2025, Kentucky implements its new medical cannabis program which will have implications on impaired driving enforcement and prosecution. Since officers and prosecutors will need to navigate these new laws, the Kentucky TSRP program began presenting this topic along with other issues in impaired driving laws. This “DUI Hot Topic” training was held six different times across the state. Counties requesting the three-hour block of instruction included Christian, Kenton, Graves, Adair, Mason, Floyd and Scott. Participants included law enforcement officers and prosecutors from those counties and surrounding counties as well.

Finally, the TSRP presented with the Ky DRE/LEO Phlebotomy Coordinator and Central Kentucky Region LEL at the NHTSA regional LEL Safety Summit held in Northern Kentucky. The presentation covered the implementation of the new Kentucky Law Enforcement Phlebotomy Program. The TSRP also gave brief presentations for the Northern and Eastern Kentucky LELS during their Click it or Ticket briefings.

- **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 legislative updates from the 2024 Legislative Session. A written update was provided on case law affecting DUI prosecutions and sent to all the prosecutors and to law enforcement as well.

TSRP Sponsored Training

- **Prosecuting the Drugged Driver**- The Prosecuting the Drugged Driver training was held at the end of February at The Origin Hotel in Lexington, Kentucky. The training consisted of 27 officers and prosecutors receiving instruction from national and local experts regarding successful prosecution of drugged dui charges. Attendees actively engaged with presenters during the two-and-a-half-day course and even presented their own pending drug dui cases for class feedback. This course not only trained these professionals in enforcement and prosecution of these cases but fostered an atmosphere of communication between the two groups.
- **Lethal Weapon**- Along with the Tennessee TSRP program, the Kentucky TSRP Program hosted the annual Lethal Weapon training. Over fifty participants from both states attended the conference and learned about presenting cases involving reconstruction from nationally renowned speaker, John Kwasnoski. Attendees learned about the latest technology used to recover information from infotainment centers, jury selection, and the importance of having a DRE investigate injury and fatality collisions. The Ky State Police provided participants with hands on training in the field by creating a mock pedestrian collision at the Ky State Exposition Center. Evaluations of the event were positive. The training will be held next year in Tennessee.
- **Cops in Court** -This course was offered several times throughout Kentucky. The training covered thorough law enforcement report writing, as well as strategies to successfully testify on direct and cross examination. The class concluded with students participating in a moot court covering a citation he or

she prepared from a video shown in class. The course was held twice in Bowling Green for the recruit classes, in Pendleton County, Boyle County and Christian County. The class was well received by all who participated.

Trainings held in conjunction with the Kentucky Prosecutors Advisory Council

- **Kentucky Prosecutors Institute - New Commonwealth Attorneys Training-** The TSRP and other resource prosecutors presented to the newly elected Commonwealth Attorneys regarding their programs and how he or she can assist prosecutors. The TSRP discussed expert witness funding, blood draw search warrants and trainings such as Lethal Weapon. One of the newly elected attorneys requested information regarding the blood draw search warrants and was provided with templates.
- **Kentucky Prosecutors Conference** - The annual Kentucky Prosecutors Conference was held August 20 – 23rd. Over six hundred prosecutors from across Kentucky were in attendance. The TSRP presented the annual TSRP update and then presented with the KY DECP program on LEO Phlebotomy, Oral Fluid, and Ignition Interlocks.
- **Presentations for DECP Program-** The TSRP presents legal blocks of training for ARIDE courses, SFST refresher trainings, and DRE school. This year, the TSRP presented at 11 ARIDE courses and 2 DRE schools.
- **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 as well as issues occurring in impaired driving cases involving the implied consent warning.
- **Requests (Technical Assistance, Expert Witness Funding)** The TSRP received at least 234 requests from officers and prosecutors for technical assistance. Eighty-three requests from prosecutors for expert witness funding were received and reviewed by the TSRP.
- **Training for TSRP** – In late March, the Ky TSRP was selected to participate in the Train the Trainer course developed by NHTSA. The course took place in Utah and expenses were covered by a grant from the NAPC. The class focused on presenting using the Cycle of Instruction. Over the three days, the TSRP listened to lectures on the topics and then presented a ten-minute talk to members of her small group. The course was extremely helpful, and the material will be implemented in future presentations given by the TSRP.
The National TSRP conference was held in Grand Rapids, Michigan this year during the month of May. The TSRP attended the conference and received instruction on a variety of topics including Cannabis Pharmacology, Hot Topics for TSRPS, and the Drug Recognition Expert Program. The presentations provided new ideas to the TSRP regarding issues such as increasing attendance at trainings and providing information regarding detection of cannabis impairment. Information received during this training will be used in TSRP updates and presentations.

- **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 these advisory boards, the TSRP collaborates with other stake holders to improve prosecution of CDL violations, impaired driving offenses and reduce the number of vehicle occupant injuries through enforcement and other means. The TSRP is also participating in meetings to create the next Kentucky Highway Strategic Plan.
- **Law Enforcement Phlebotomy Program**- The TSRP, working in conjunction with the Ky Office of Highway Safety and the Ky DECP program implemented the Kentucky Law Enforcement Phlebotomy Program. The TSRP created standards and a model policy for the program. The first class began in July of 2024. Four students attended and passed the course and are now working as LEO phlebotomists in various areas of the state. During the July course, the TSRP and the Kentucky State Police Lab Toxicology Supervisor taught the class about chain of custody and other legal issues which he or she may encounter in this new role. The next course will be held in January of 2025.

Drug Evaluation and Classification Program FY2024

This is the seventh year that the Kentucky Association of Chiefs of Police (KACP) has had Law Enforcement Liaisons (LEL) dedicated to the Drug Evaluation Classification Program (DECP). This project continued to maintain a group of local and state law enforcement officers who are certified Drug Recognition Experts (DREs), as well as to offer advanced DUI training to as many officers as possible. This project was supported with NHTSA 402 funds. FY2024 project activities:

- Continued to have meetings with the Department of Criminal Justice Training, Kentucky State Police Academy, Louisville and Lexington Police Academy's, DUI Section Instructors to discuss and design a strategic plan to better train Kentucky Officers in DUI enforcement. Focused especially on the need for legislators to 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 in cooperation with Kentucky TSRP's the Prosecuting the Drug Driver course, which was held over 3 days in Lexington KY. Several DRE's were present who both attended and instructed.
- Held DRE School 2023-2 with 9 Officers/Deputies/Troopers attendees (1) KSP, (2) Sheriff Deputies Scott Co Sheriff's Office and Lincon Co Sheriff's Office, (6) Municipal Police Officers Wilder PD, Prestonsburg PD, Independence PD, Danville PD, Louisville Metro Police. Brought in guest instructors from Ohio's DRE Program. This included attending filed certification in Jacksonville Florida.
- Held DRE School 2024-1 with 11 Officers/Deputies/Troopers attendees (3) KSP, (2) Lexington PD, (2) Owensboro PD, Ashland PD, Ft. Thomas PD (2) Deputy Sheriffs Gallatin Co Sheriff's Office and Todd Co Sheriff's Office. 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 2 New Chiefs & Sheriff's courses for the Department of Criminal Justice Training. Discussed highway safety initiatives and an overview of the DECP.
- Participated in the NHTSA sponsored Roadside Survey Training at the Kentucky Transportation Cabinet.
- Attended and presented at the 2024 Kentucky Safety Summit in Lexington Kentucky at the Hyatt Regency.
- 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 center's staff to host all course registration 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.
- Sgt. Brandon Muravchick of the Lexington Police Dept. hosted a DRE Traffic Safety blitz with several DRE's around the state participating.
- Maintained the DRE tablet system through The Institute for Traffic Safety Management (ITSMR) by assisting over 72 DRE's with training on new versions, updating Kentucky's data, reading over several DRE evaluations and their usage of the tablet. Issued out several new Samsung S8 tablets to active DREs within KY.
- Offered 12 ARIDE (Advanced Roadside Impaired Driving Enforcement) trainings at various locations around the state (Maysville, Elizabethtown, Frankfort, Lexington, Jeffersontown, Paducah, Pikeville, Burlington, and Ashland), which resulted in 350 additional trained 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 3 Basic SFST courses with Cops in Court to Bowling Green Police Department's 2 recruit academy classes & Owensboro Police Department's 1st recruit academy class. This course was the entire week. A total of 26 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 2024 IACP National Conference on Drugs, Alcohol, and Impaired Driving in Washington, DC. We also were able to support 1 Kentucky DRE from Williamsburg PD in attending the conference. Both coordinators attended the IACP DRE State Coordinators meeting during the conference as well as multiple breakout sessions.

- The State of Kentucky purchased 1,000 PBTs from CMI. These PBTs are being issued to agencies throughout the Commonwealth of Kentucky. The State Coordinator and Assistant Coordinator purchased and issued assorted equipment for current and new DREs involved in the program.
- Attended several LEL Campaign Briefings throughout the state to provide information about the DEC Program and the training we offer.
- Attended the Kentucky Sheriffs' Association training along with all LELs and KOHS staff in Bowling Green, KY and assisted in working the vendor booth at the training.
- Held several LEL Meetings during the year to discuss agency participation, campaigns, DECP courses and other items consistent with highway safety initiatives.
- Held several weekly virtual meetings with the DECP Assistant Coordinator to discuss 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 prosecutors training event held by Kentucky's and Ohio's and TSRPs'.
- Had several virtual meetings with Lt. Hunter Martin concerning KSP Collision Reconstruction and DRE call outs around the state.
- Recertified several DREs throughout the year by conducting hands on mock evaluations and updated training.
- Assisted in teaching Below 100 courses.
- Presented on Kentucky's DRE program as part discussion panel at Ohio State Lifesavers conference in Columbus, OH.
- Presented at the Kentucky Prosecutors Conference in Louisville, KY with the TSRP on the new Kentucky Law Enforcement Phlebotomy Program.
- Presented at the first annual joint NHTS, LEL, TSRP, and JOL Regional Summit on the new Kentucky Law Enforcement Phlebotomy Program
- In July the first Kentucky Law Enforcement Phlebotomy Course was conducted at Kentucky Healthcare Training in Lexington, KY. Four law enforcement officers (3 municipal police officers and 1 Deputy Sheriff) attended the two weeks of training at the school. They then completed 40 hours of clinicals at

healthcare facilities. The students then returned to Kentucky Healthcare Training and successfully completed the National Phlebotomy Examination.

- Since completing the course in July Kentucky Law Enforcement Phlebotomists have performed 11 blood Draws in the field.
- In August of this Year the DRE State Coordinator Rob Richardson moved into the open Central Kentucky LEL position leaving the DEC Program. The Assistant Coordinator Rob Warfel was then promoted to the State DRE Coordinators position. A new LEL Bryan Carter was hired to be the DECP Assistant State Coordinator.

Judicial Outreach Liaison (JOL) Program FY2024

2023-2024 JOL project activities included the following:

- The JOL, Judge Kevin McCarty 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 the national 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.
- The JOL has worked with AOC and Judges on the legalization of Medical Marijuana in Kentucky. He has helped with education on this by getting presenters for the Judicial College.
- The JOL, 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 grant funding available. Kentucky needs legislation to incentivize DUI Treatment Courts. Additionally, the JOL worked closely with the AOC Education Director to provide the Judges with funding for Educational Programs and other resources. For instance, during presentations, the JOL included 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 were provided at the Annual District Judges College and included all the specified topics. The presentations were 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 were 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. In FY23 the Division of Driver's Licensing issued 2,470 KIIP restricted licenses. In FY24 the Division of Driver's Licensing issued 2,790 KIIP restricted licenses, this was an increase of 320 program participants.

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. Further improvements were made to KIIP in FY24 to advance these goals. The following activities are examples of the accomplishments regarding the KIIP program that took place in FY24:

- Kentucky has increased the total number of Service Provider installation facilities from 105 to 122 active facilities.
- An additional Law Enforcement Liaison (Merrell Harrison) 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.
- KOHS began working with the Coalition of Ignition Interlock Manufacturers to assess the current state of the Kentucky Ignition Interlock laws and regulations.
- Representatives of KOHS presented at the Kentucky Safety Summit

G. Occupant Protection Program

(Occupant Protection countermeasures grants for FY2024 were funded with both BIL 405b and BIL Supp 405b LOW funds.)

Grants to Law Enforcement

The Office of Highway Safety utilized Section 402 and BIL405b funds to support occupant protection overtime enforcement programs for fifteen law enforcement agencies. These grantees worked a total of 5,919.75 overtime hours, issued a total of 10,231 seat belt citations and 286 child restraint citations. In addition, these grantees issued a total of 2,828 speeding citations, 16,694 other traffic citations, made 117 DUI arrests, and 628 other arrests during their grant-funded hours.

Occupant Protection Outreach/Educational Projects – Cumberland Valley Area

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 FY2024 the grant accomplished the following Seatbelt/ Child Restraint Activities:

- Conducted eight 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.
- 39 more first responders/medical personnel have been certified in the CVADD region. New CPS Tech's have been added to the London Fire Department, London City Police Department, KSP, Corbin Fire Department, Jackson County Emergency Personal and Whitehouse Clinic.
- 1,948 elementary students in the CVADD region have been educated on the importance of being properly restrained.
- 2,804 parents/caregivers have been educated on the importance of having children properly restrained.
- 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.
- Visits 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, Jackson County Public Library, Second Mile Behavior, Family Pregnancy Center in Knox County, the DCBS Office serving Laurel, Whitley, and Jackson Counties, several elementary schools in the CVADD region, the Whitehouse Clinic, and the St. Joseph's - London Hospital.

- (39) technicians have been assisted with their certification or recertification requirements. Agencies are the Kentucky State Police, Corbin Fire Department, Jackson County Health, Madison County Health Department, Nicholasville Fire Department and Whitehouse Clinic.

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 FY2024, the grant accomplished the following Seatbelt/Child Restraint Activities:

- On September 16 Grayson County Health Department held a free community car seat check.
- To collaborate with four community partners who will allow us to place of distribute CPS information at their place of business quarterly by September 30, 20204.
- Provided 300 expecting parents with child passenger safety education at our community baby shower.
- We were able to work with the following community partners:
 - Community Alliance Food Pantry
 - Insurance companies
 - Chamber of commerce
 - Grayson County Schools
 - HANDS program
 - WIC
 - Owensboro Twin Lakes Regional Medical Center
 - Department of Community Based Services
 - Local Law Enforcement
- The CPS team at Grayson County Health Department met quarterly to discuss growth and develop strategies to further educate our community.
- Conducted 118 car seat inspections.

Lexington-Fayette Co Health Department

NHTSA 405B grant funds assisted this health department in delivering child passenger safety education and services to a multi-county area in Northern & Central Kentucky. During FY2023, the grant accomplished the following:

- Worked closely with the Lexington Fayette County Health Department and The Nest through three different sets of techs
- More than 200 children and their families received child passenger safety education and car seats during FY24. This included seats for unborn, premature, and infant newborns, toddlers, preschoolers and older children needing booster seats. Families spoke English, Spanish, Swahili, Nepali, Dari, Hindi, Russian, Haitian Creole, Arabic, and Kinyarwanda among others, and included both immigrants and refugees, as Lexington is a major official refugee resettlement city.
- Education and seats were provided at The Nest, at community baby showers in both English and Spanish and at 3 birthing hospitals, at home visits with the HANDS home visiting program in multiple languages, at Chrysalis House (a residential substance use disorder treatment program for women and their children under age 3), and at school resource fair nights.
- CPS technical assistance was provided to a variety of agencies and people including Lexington/Fayette County, Estill, Powell and Bourbon Health Departments, Bourbon, and Versailles Fire Departments, KOHS, volunteers in the faith community transporting refugee families they sponsor, St. Joe East Maternal and Infant hospital staff, Lexington Friends Preschool, Marafiki (Swahili) Center.
- Provided OP info (CPS and teen driving) in the review of multiple MVC deaths discussed in Fayette County Child Fatality Review meetings this year. This has included the need for five-point restraint in children prematurely placed in booster seats.

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 FY2024, the grant accomplished the following:

- 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.
- Conducted National Child Passenger Safety Certification Courses at the Paducah Fire Department resulting in 4 technicians being certified and the Madisonville Police Training Center resulting in 11 technicians being certified.
- 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 the Kentucky Office of Highway Safety. They also reached out to additional organizations to develop new partnerships for OP/CPS programs.

Pike County Health Department

NHTSA 405B grant funds assisted this health department in delivering child passenger safety education and services to the Pike County area in Eastern Kentucky District. During FY2024, the grant accomplished the following:

- Hosted 12 CPS checkup events at the health department and 12 more at the Belfry location.
- All of the CPS events were advertised via social media and local TV and radio outlets.
- Hosted several other events with community partners.

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 was to offer various classes and fitting station events in Jefferson County, with an emphasis on the special needs' population. During FY2024, the grant accomplished the following:

- Provided four CPS certification and renewal class, two hybrid and the two in-person for a total of 38 new technicians.
 - Half of the hybrid class attendees were from non-neighboring states.
 - Via in-person or hybrid for NCH staff and the community during this grant cycle.
 - The goal was to have at least 45 new technicians.
- Weekly car seat checks by appointment were held at one of 4 Norton Healthcare facilities.
- 490 seats were checked for the community.
 - 225 seats were replaced. There was a huge influx of immigrant families who had no seats at all for their children.
 - In addition, 105 parents delivered at Norton Healthcare and had no seat for discharge and were given one.
- Safe Baby and Safe Grandparenting classes were held over zoom and in-person at the Freedom House monthly. A total of 334 parents/grandparents attended.
- Twelve technicians made appointments with our instructors to complete their seat check sign offs. IF they couldn't attend the in-person KY Safety Summit techs were given the link for online CEUs.
- Utilized media for educations; Non –approved car seat use was the biggest news story we had this year.

Several stations (WAVE, WHAS, Spectrum) picked it up and additional social media post were made. In addition to those stories Child Passenger Safety Week activities were covered on Spectrum and WAVE covered summer traveling in cars and airplanes.

Norton Children's Hospital CPS Coordinator

KOHS continued providing partial salary for a registered nurse/child safety instructor with Norton Children's Hospital to serve as the statewide Child Passenger Safety Coordinator for Kentucky. During FY2024, the grant accomplished the following:

- Norton Children's Hospital hosted 8 Certification classes. These were held in Louisville (2), Glasgow, Madisonville, Prestonsburg, Pikeville, and Burkesville for a total of 88 new technicians. The CPS renewal class was hosted 5 times with the certification classes for a total of 7 technicians.
- Helped maintain 60% of current 86 fitting stations across the state by
 - Making contact to ensure functionality and times of operation.
 - Mailing 2024 Latch manuals and updated digital check forms.
- Fitting stations in Prestonsburg, Pikeville and Hazard were given a total of 45 seats for events and beyond. Educational materials were sent for events in Bowling Green, Pikeville, and Hazard as requested.
- Planned and implemented the 4-hour CEU tract for the techs/instructors at the KY Safety Summit.
- Assisted active car fitting stations with opportunities for digital car seat checks by teaching educating students using the digital seat form in the classes.
 - Sent 4 tablets across Louisville to test the ease and usefulness of the system.
- Provided booster seat education to the 4,862 2nd graders who attended the field trip to Safety City this school year Aug 23-Sept 24. Of these 4,862, 95% children are less than 57 inches tall and not eight years old so would be covered under the KY Booster seat law.
- Provided booster seat education to the 2,500 kindergarten students and their teachers who attend the Children in Hospitals Week program (Spring 2024).

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 20, 2024, through June 2, 2024.

A total of 336 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: | 418 | Cell Phone/Distracted: | 79 |
| Drug DUI Arrests: | 211 | Reckless Driving: | 448 |
| Speeding Citations: | 6221 | No Insurance: | 1196 |
| Seatbelt Citations: | 4785 | Suspended Licenses: | 1205 |
| Child Restraint Citations: | 148 | | |

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 FY2024. The Governor’s Occupant Protection award ceremony was held on August 21st at the Campbell House in Lexington, KY. The ceremony recognized the efforts of nominated officers in increasing the use of seat belts and child restraints.

H. Police Traffic Services Program

(Police Traffic Service grants for FY2024 were funded with 402 BIL and 402 SUP BIL funds)

Grants to Law Enforcement

In FY2024 there were 84 local agency grants plus the Kentucky State Police that worked additional enforcement hours to minimize speeding and other traffic violations. These agencies worked a combined total of 27,675 patrol and traffic safety checkpoint enforcement hours, resulting in 972 DUI arrests, 2,800 other arrests, 32,286 speeding citations, 10,549 seat belt citations, 405 child restraint citations, and 41,030 other citations.

Activity Measures

- A total of 23,459 seat belt citations were issued during grant-funded enforcement hours during FY2024. Additionally, a total of 777 child restraint citations were issued during the same period.
- A total of 3,140 DUI arrests were made during grant-funded enforcement hours during FY2024.
- A total of 42,386 speeding citations were issued during grant-funded enforcement hours during FY2024.

Law Enforcement Liaison Program FY2024

(Law Enforcement Liaison grants (4) for FY2024 were funded with 402 BIL and 402 SUP BIL funds. The DRE focused liaison grants (3) were funded with 405d BIL and 405d Supp BIL. Ignition Interlock LELs (2) are state funded.)

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 and education of traffic safety laws, particularly those dealing with impaired driving, occupant protection, distracted driving, and speed management.

The KOHS has a total of eight 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 FY24 Central KY/LEL Rob Ratliff was appointed by the Governor as the Kentucky Law Enforcement Council Director. The Central KY/LEL position was filled by LEL Rob Richardson who was the DRE State Coordinator. This move then shifted LEL Rob Warfel into the State Coordinators position from being the assistant. The Assistant DRE State Coordinator was filled with retired Covington Police Chief, Bryan Carter. One additional LEL position was created to assist in the Ignition Interlock program. This position was filled with retired Kentucky State Police Major and retired Morehead State University Chief of Police, Merrell (Jabo) Harrison. 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 Kentucky Ignition Interlock Program (KIIP) with LEL Tony Lucas, had a very busy year and it was determined we would need additional staff. LEL Jabo Harrison was hired to build partnerships to improve and educate the public and law enforcement on KIIP. Jabo will assist LEL Tony Lucas, with legislative issues and solutions 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.

In FY2024, 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 FY2024, 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 FY24 activities coordinated and conducted by the LELs:

- 467 Site visits (in person, phone calls and virtual visits).
- 113 Full Year Grant Monitoring Visits.
- 16 Area briefings for "Click It or Ticket" Campaign in April & May with an 88% grantee attendance rate.
- 16 Area briefings for the "Drive Sober or Get Pulled Over" Campaign in July with an 85.5% 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.*

**Some site visits may include non-grant agencies for continued recruitment.*

Combining in-person visits with the use of Zoom and Microsoft Teams, Kentucky Law Enforcement Liaisons were able to continue safely and effectively conducting agency visits and area briefings in FY2024.

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 fourth 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. Agencies are also finding it difficult to find officers within the agency to additional overtime when they are already working overtime to cover manpower shortages.

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 pay agencies. Officers are either leaving police work, retiring, or choosing not to 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. This also comes with making sure line officers are aware of NHTSA & KOHS mission. LELs have reached out to academy staff to make sure that message is delivered to young officers, and that highway safety is a priority of Law Enforcement.

Kentucky has offered the Below 100 program since 2015. This four-hour class is targeted at 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. Three of the seven LELs have attended and successfully completed the Below 100 Train the Trainer class and are now certified as instructors. During FY2024, LELs continued to promote this free training to agencies and officers across the state conducting four classes with 101 officers in attendance and involving 41 agencies. LELs continued to promote the course during agency visits. We have received very good feedback from attendees and Law Enforcement Command Staff.

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 FY2024 we hosted four Below 100 courses in two 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*. 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 FY2024 there were three (two with Tennessee and one with West Virginia) 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 2024 OP awards were once again held in person in Lexington, Kentucky.

LEL-driven media efforts focus on "Click 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 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 in 2023. Through the efforts of law enforcement agencies, Eastern KY LEL and several other groups Perry County greatly decreased their number of unbelted fatalities and are no longer the number one county. The meetings that started in August 2019 and later were named the "Toward Zero Deaths Perry County" committee, continued in FY 2024 and had a great impact on lowering the unbelted fatalities. In FY2024, 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 2024 in Perry County to kick off the Click It or Ticket enforcement campaign as well as a regional presentation utilizing Zoom, to a large group on rural road safety.

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. This year Taylor, Grant, Lyon, Pike, 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 FY2024.

In FY 2024, the Hi-5 Project was kicked off in 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. This program has achieved great success in the five previous counties used in FY2023 by increasing seat belt usage and reducing deaths.

In October 2023, 15 agencies in Eastern Kentucky participated in the “Local Heroes” video production for FY2024. Video production was completed in October 2023 for the 2024 Click It or Ticket campaign. Since 2017, a total of 132 law enforcement agencies from 54 counties have participated in video production. Local Heroes put emphasis on local law enforcement officers on television, radio, and print media to address the importance of using seatbelts. The coordination of these events is very challenging for officers, agencies and LELs. It requires numerous calls, emails, Zoom or in-person meetings and a big commitment from the agency. Final coordination with the KOHS public relations coordinator and the production crew brings it all together in the end.

In recent years the Kentucky Office of Highway Safety has upgraded the equipment that they provide to assist agencies with education and enforcement. During FY2024 LELs coordinated the scheduling of the traffic Safety check point trailer, rollover simulator and radar speed trailers.

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 both in person and via Zoom 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 Schools
- Northern Kentucky Chiefs Association meetings

- International Association of Chiefs of Police Conference
- Kentucky Sheriff's Annual Training Conference
- NHTSA training
- IACP Impaired Driving and Traffic Safety Conference
- Kentucky Law Enforcement Council meetings
- Kentucky County Attorney Association Conference
- NHTSA Grant Management Course
- KOHS Occupant Protection & Impaired Driving Task Force Meetings

I. Pedestrian/Bicycle and Motorcycle Safety

(Pedestrian/Bicycle and Motorcycle Safety grants for FY2024 were funded with state funding, 402 BIL, and 402 Supp BIL funds)

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:

- Continued 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.
- Continued to seek out groups and coalitions to collaborate with. Attended various conferences; Bike Walk Kentucky Conference at Transylvania University and Road Safety Simulation Conference in Lexington, KY to strengthen relationships and network. KOHS staff also participated in several Vulnerable Road User Road Safety Assessments in Lexington, KY and Louisville, KY.
- Provided educational materials through community outreach programs in the high-impact areas of the state.
- Attended National Night Out event in St. Matthews, KY with the KOHS Rollover Simulator to educate citizens of Kentucky on the importance of wearing their seat belts. Coordinated with Kentucky State Police to provide KOHS rollover simulator at the Kentucky State Fair in August 2024. KOHS staff also attended Ford Motor Skills Training and the Ghost Out event that was held at Perry County High School.
- Continued to seek out grant opportunities outside the KOHS to further help with pedestrian/bicycle safety awareness.

- Provided safety education, updates, videos, and/or tips once a month through social media posts.

In FY 2024 the Kentucky Office of Highway Safety, Motorcycle Safety Education Program was able to conduct 505 ‘Ride Smart’ Motorcycle Safety Driver Programs across the state of Kentucky. We are seeing an influx of students enrolling in the classes. FY 2024 had 4776 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. The budget cap was raised to include \$50,000 in additional funds to assist sites with educating more students. We are looking forward to seeing what can be accomplished in 2025.

J. Traffic Safety Information System Improvement Grants

(Traffic Safety Information System grants for FY2024 were funded with FAST Act 405c and 405c BIL)

M3DA-2024-00-00-02 – 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 FY2024 grant period, the grant accomplished the following activities:

- The Kentucky Board of Emergency Medical Services will implement a NEMSIS V3.5 implementation plan for the transition of all Kentucky EMS Services to the latest data standard by September 30th, 2024. The implementation plan will include publishing resources for Kentucky agencies, implementing a timeline, updating validation rules and forms, and creating an agency rollout plan, to ensure a timely, smooth, and well-organized transition. KBEMS will work with state software vendor, ImageTrend, and the NEMSIS Technical Assistance Center for transition support.
- The Kentucky Board of Emergency Medical Services will implement and enforce the use of data element validation rules using a Schematron, a component of the NEMSIS data standard. The percent increase will be measured by taking a baseline count of records at the beginning for the project period and a series of progress counts throughout the remainder of the project period.
- 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.

- The Kentucky Board of Emergency Medical Services' Data Collection Committee will oversee the creation, publication, and dissemination of the KSTARS Data Report which will be published to the KBEMS website, KBEMS social media, and emailed to all EMS providers and service personnel on a quarterly basis.

M3DA-2024-00-00-03 – Kentucky Injury Prevention Research Center (KIPRC) at the University of Kentucky (UK) under the University of Kentucky Research Foundation - Creating a Sustainable Kentucky Trauma Registry Data Management System.

Kentucky's trauma registry is an essential component of the state trauma system that is mandated by statute. After two decades of stability, the registry is under threat because its data management vendor sold out to a larger and much more expensive firm. We continue to work diligently towards the longstanding goals of improved data integration, timeliness, and accuracy. However, these tasks have taken on a new urgency because the state's rural trauma care providers cannot afford the rates proposed by the data management vendor. We are evaluating other options through a formal Request for Proposals process and internal consultations. Future state funding may be forthcoming, but it will not be available this year because of the state's biennial budget cycle. We are therefore requesting additional funding for FFY 2024 to support the transition to a sustainable trauma registry data management system.

During the FY2024 grant period, the project met the following goals and objectives:

- To establish a sustainable state trauma registry reporting system that meets the needs of all stakeholders (domain: accessibility and completeness).
- To add at least one reporting hospital at Level II or Level III and one at Level IV (domain: completeness).
- To provide at least two of the required trauma training programs for staff at under-resourced hospitals (domains: completeness and accuracy).
- To continue collaborating with participating hospitals and other stakeholders in order to improve the timeliness, completeness, and accuracy of Kentucky's trauma registry data.

M3DA-2024-00-00-04 – Kentucky Transportation Center (KTC) at the University of Kentucky (UK) under the University of Kentucky Research Foundation - Annual Traffic Records Assessment Project: 2024 Traffic Records Assessment Implementation.

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 FY2024 grant period, the project met the following goals and objectives:

- To continue coordination with the appropriate database liaisons.
- To Review and update the performance metrics developed for each database; develop an updated reporting form to allow more efficient reporting from liaisons.
- To review questions in the TRA assessment tool for opportunities to improve data quality, in support of the larger NHTSA recommendations from the 2022 TRA.
- To facilitate discussions among appropriate liaisons to improve application programming interfaces (API) between databases.
- To facilitate discussions with database liaisons to identify projects and funding to meet the goals.
- To monitor and document progress toward fulfilling the goals and timetables in the strategic plan.
- To document 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.
- To submit a progress report that assesses progress in project development and documents successful project completion.
- To develop a final report to address each database, with quantitative measures (where possible), for the attributes of each database, along with any projects/strategies identified for improvement.

M3DA-2024-00-00-05 - Kentucky Transportation Center (KTC) at the University of Kentucky (UK) under the University of Kentucky Research Foundation – Kentucky Traffic Safety Data Service.

This project is a continuation of the popular Kentucky Traffic and Safety Data Service (KTSDS). The Kentucky Transportation Center (KTC) has considerable resources and

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

During FY2024, the project met the following goals and objectives:

- To Increase 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.
- To provide 20-25 small studies of traffic safety to end users by September 30, 2024.
- To maintain the KTSDS website documenting and publicizing the service.

M3DA-2024-00-00-06 - Kentucky Transportation Center (KTC) at the University of Kentucky (UK) under the University of Kentucky Research Foundation – Probe Speed Data for MIRE.

This project aims to identify role of speed in crash occurrence by analyzing operating speed, speed limit, geometric conditions, and crash history. The project will improve safety performance analysis and safety planning by integrating speed into safety performance functions.

During the FY2024 grant period, the project met the following goals and objectives:

- To develop a pipeline that facilitates the integration of crash records and roadway features, including newly added speed measures in the roadway database.
- To quantify the effect of speeds on crash occurrence on different highway types and incorporate speeds into SPF functions.
- To provide a list of locations where large disparities among operating speed, design speed, and speed limit contribute to crashes, with which the KYTC can develop safety improvement strategies.

M3DA-2024-00-00-07 - Kentucky Transportation Center (KTC) at the University of Kentucky (UK) under the University of Kentucky Research Foundation – Kentucky Traffic Incident Management Dashboard Update and Secondary Crash Identification Automation.

The project aims to update the Kentucky Traffic Incident Management (TIM) Dashboard with

additional performance measures and visualizations. The project also aims to improve the existing secondary crash measure by implementing an effective text mining model that can automate the identification of secondary crashes using crash narratives. The project will improve the accuracy, accessibility, and timeliness of crash data analysis.

During the FY2024 grant period, the project met the following goals and objectives:

- To automate the identification of secondary crashes and improve their accuracy from less than 15% as reported in crash database to above 75%.
- To improve the completeness of the Kentucky Traffic Incident Management (TIM) Dashboard by adding new performance metrics and visual formats.

M3DA-2024-00-00-08 - Kentucky Transportation Center (KTC) at the University of Kentucky (UK) under the University of Kentucky Research Foundation – ATR ADT and Classification Counts and Demand Factors update automation.

The goal of this project is to create a dynamic analytics dashboard for the ATR and classification count data. The dashboard will allow users to easily upload and process ATR data files by year. The backend database will store the data, while the frontend interface displays various statistics, such as health reports by station, data completeness by highway type, and hourly factors by functional classification, as well as any other useful information determined by the Cabinet. The dashboard will be highly interactive and user-friendly, making the ATR data more accessible and timelier for users.

During the FY2024 grant period, the project met the following goals and objectives:

- To develop a pipeline that automates the processing of ATR and classification data.
- To develop an online dashboard to interactively visualize ATR and classification count statistics and demand factors.

M3DA-2024-00-00-09 - Kentucky Transportation Center (KTC) at the University of Kentucky (UK) under the University of Kentucky Research Foundation – Integrating Crash and Citation Data to Improve Crash Prediction Models.

Access to high quality statewide crash data is a hallmark of Kentucky's safety professionals' ability to provide continuous improvements to the transportation system. To further provide these improvements, this project intends to integrate crash and citation data. Spatial and temporal analyses of the occurrences of both crashes and non-crash driver citations will allow for a more comprehensive understanding of where and when problematic driver behaviors are taking place across the state.

During the FY2024 grant period, the project met the following goals and objectives:

- To integrate crash, roadway, and citation data in a single database accessible to safety practitioners.
- To identify locations across the state where education and enforcement strategies are most likely to have a positive safety effect on driver behavior.
- To identify intersection improvements based on crash and citation data integrated with intersections
- To provide safety analysis as requested by KYTC and its partners through the use of the combined database

M3DA-2024-00-00-10 - Kentucky Transportation Center (KTC) at the University of Kentucky (UK) under the University of Kentucky Research Foundation – Optimizing and Employing KYTC’s Sign Database

Adequate signage is an important part of roadway safety: it can reduce the likelihood of a crash without requiring costly infrastructure changes. Having a thorough and accessible sign database is equally important. This project proposes to enhance and organize Kentucky’s sign inventory, and to expand its use by road engineers across the state. The project will include custom analysis and processing for the existing roadway database. KTC researchers will work closely with KYTC personnel to ensure the data is accessible, practical, and serviceable. Signs are an integral part of Kentucky’s road system, so optimizing their use will enhance road safety.

During the FY2024 grant period, the project met the following goals and objectives:

- To provide custom data analysis to KYTC to evaluate the current sign database.

M3DA-2024-00-00-11 - Kentucky Transportation Center (KTC) at the University of Kentucky (UK) under the University of Kentucky Research Foundation – Examining Crash Narratives for Non-Motorist Device Types and Special Use Attributes

The NTSB identified the need to add e-scooter and e-bike device codes to police crash data and guidance, yet Kentucky HB258 amended KRS 186.010 to specifically except electric low-speed scooters from being considered vehicles.

This project would seek to examine crash narratives to see if e-scooter and e-bike crashes are present and unaccounted for and based on Kentucky data to make recommendations to add appropriate device codes to help Kentucky get ahead of the anticipated changes to the 6th edition of the MMUCC.

During the FY2024 grant period, the project met the following goals and objectives:

- To examine Kentucky Crash Data and determine if NTSB findings are present locally.
- If necessary, to improve Kentucky Crash Database by adding electronic scooter and electronic bike device codes.
- To help Kentucky get ahead of national recommendations and standards to be outlined in the 6th edition of the MMUCC.
- **M3DA-2024-00-00-12** – Center for Transportation Innovation (CTI) at the J.B. Speed School of Engineering at the University of Louisville (UL) under the University of Louisville Research Foundation – Data Linkage v4 - FY 2024

This project will continue to further data linkage efforts from our FY 2023 version of the project. It will include improvements to the linkage methodology, continuing to develop a dashboard, and using FY23 linkage results to characterize underreporting of VRU crashes.

During the FY2024 grant period, the following goals were achieved:

- To link the latest crash, EMS, and trauma center data across 120 Counties in Kentucky (continuing goal from FY21).
- To revisit FY21's methodology and develop improvements to the approach.
- To investigate past linkages to analyze vulnerable road user crashes.

Non-Implementation Grants for FY2024

- PT-2024-00-00-30 Grayson County Sheriff's Office
- PT-2024-00-00-56 Morehead Police Department
- PT-2024-00-00-72 Shively Police Department
- PT-2023-00-HY-08 Shively Police Department
- OP-2024-00-00-08 Leslie County Sheriff's Office

K. Evidence-Based Enforcement Grants for FY2024

All FY2024 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 FY2024 Annual Grant Application.

L. Community Collaboration

In Kentucky, community collaboration with law enforcement is crucial for building trust and ensuring public safety, as it is nationwide. Here are some ways Kentucky communities are working together with law enforcement:

Community Programs

- **Neighborhood Watch:** Many Kentucky communities have Neighborhood Watch programs, which encourage residents to report suspicious activity and work closely with local law enforcement.
- **Citizen Police Academies:** Some law enforcement agencies in Kentucky offer Citizen Police Academies, which educate citizens about law enforcement procedures and protocols.
- **Youth Programs:** Many law enforcement agencies in Kentucky offer youth programs, such as D.A.R.E. and Explorers, which aim to build positive relationships between law enforcement and young people.

Collaborative Initiatives

- **Community Policing:** The Kentucky State Police and local law enforcement agencies have implemented community policing initiatives, which focus on building trust and partnerships between law enforcement and the communities they serve.
- **Crime Stoppers:** Kentucky has a statewide Crime Stoppers program, which allows citizens to anonymously report crimes and provide tips to law enforcement.
- **Faith-Based Initiatives:** Some law enforcement agencies in Kentucky have partnered with faith-based organizations to provide support services and mentorship programs for at-risk youth.

Training and Education

- **Cultural Diversity Training:** Many law enforcement agencies in Kentucky provide cultural diversity training for officers, which aims to promote understanding and respect for diverse communities.
- **De-escalation Training:** Law enforcement agencies in Kentucky have implemented de-escalation training programs, which teach officers techniques to safely resolve conflicts without resorting to force.
- **Community Engagement Training:** Some law enforcement agencies in Kentucky provide

community engagement training for officers, which focuses on building positive relationships with the community.

The KOHS asked law enforcement agencies across the state, that have federal grants with the office, to email our office a community collaboration form for each event they conduct.

Examples of successful community collaboration with law enforcement in Kentucky include:

- The Lexington Police Department's community policing efforts, which have helped reduce crime and improve relationships between officers and community members.
- The Louisville Metro Police Department's youth programs, which have provided mentorship and support to hundreds of young people.
- The Kentucky State Police's community engagement initiatives, which have helped build trust and foster cooperation between law enforcement and community members statewide.

These are just a few examples of community collaboration with law enforcement in Kentucky. By working together, law enforcement agencies and community organizations can build trust, promote public safety, and improve the quality of life for all Kentuckians.

M. Public Participation and Engagement

The Kentucky Office of Highway Safety conducted four Public Participation and Engagement events in 2024. These events were designed as town hall meetings and involved a presentation by the highway safety staff, a survey to obtain logistical information from the participants and an open mic session for participants to ask questions of the highway safety staff. Due to the timeframe of these events, KOHS provided donated snacks and drinks to participants in attendance. The location for these events were held in a venue that was suitable to accommodate multiple participants and was setup in a classroom style setting. One event was held at a minor league ballpark in conjunction with a Highway Safety Night at the park. The Highway Safety Office partnered with local police departments, sheriff offices and local community leaders to secure event locations, share event information on their social media accounts and attended the public events to show support for their communities.

The initial goals for public engagement contribute to the development of Kentucky's overall highway safety plan and programmatic activities. With consistent engagement, KOHS will improve our understanding of risk factors contributing to the populations that are underserved regarding highway safety programming. We have identified census tracts of historically disadvantaged populations within counties. Determining communities that have been significantly impacted by traffic crashes, resulting in injuries and fatalities has largely been accomplished through data outputs such as benchmark reports and the Daily Fatality Summary Report. In addition, on demand reports are generated by our IT Quality Assurance Specialist and the Traffic

Records Program Manager. KOHS has identify the communities based on the disadvantaged census tracts which occur in high crash counties. In the case of Kentucky, many of these disadvantaged census tracts are indicated by low-income and underserved citizens.

The Highway Safety Office uses an interactive crash data dashboard to provide more in-depth analysis to Kentucky crash data and data transparency in motor vehicle crashes for the public. KOHS utilizes this tool to determine crash trends at the local level for both fatalities and serious injury crashes. The KOHS overlays the crash data with the USDOT Disadvantaged Population Census Tracts to help identify underserved areas in Kentucky which are overrepresented in crashes. These data sources help guide our ongoing engagement activities. In the process of preparing for FY24 and based on the new guidelines under BIL authorization, we found that over 90 counties (out of 120) have census tracts which are considered low-income or disadvantaged areas. Many of these areas are already served by KOHS through existing projects and programs. The following four Kentucky counties were selected to conduct public participation and engagement events based upon their census tract data for historically disadvantaged communities and crash data based upon their overall safety needs.

County: Jefferson

Community: Jeffersontown

Setting: Town Hall Meeting/Open Forum

of Attendees: 14

Overall Safety Needs by County Ranking: #1

This public participation and engagement event was held in Jeffersontown, Kentucky on May 10, 2024, and was located at the Jeffersonian Community Center, that was well known and easily accessible for community members. KOHS gave a presentation regarding what our office does, what data was used to select their community, how public participation and engagement is an important part of highway safety for all and why the highway office needs public input when it comes to highway safety. Participants were asked to complete a survey that was provided on tablets to acquire some basic logistical information about the participants and their thoughts on highway safety related issues. The participants were then provided the opportunity to ask questions or voice concerns regarding highway safety issues within their community. A Spanish interpreter and ASL interpreter were present for participants that needed them. Local community leaders and law enforcement officers were also present to answer any questions or field any concerns the participants had that highway staff could not answer. Some of the topics that were discussed by the participants during the open forum portion were:

- Running of red lights and stop signs
- Tailgating by vehicles
- Not enough officers to respond to calls
- Discussion about medical marijuana that would be legal in Kentucky starting in January 2025 and the effects it would have on drivers
- Not having drivers' education in schools anymore
- More people were taking Ubers to bars and choosing not to drive drunk

- Lowering of speed limits
- Pedestrian traffic on certain roads within the community and the problem with it

Many of these concerns or discussion topics were able to be answered by highway safety staff, local law enforcement and local leaders that were in attendance. Questions regarding transportation road projects were sent to the KYTC District Offices in that area.

County: Laurel

Community: East Bernstadt

Setting: Town Hall Meeting/Open Forum

of Attendees: 34

Overall Safety Needs by County Ranking: #14

This public participation and engagement event was held in East Bernstadt, Kentucky on June 17, 2024, and was located at the East Bernstadt Board of Education that was well known and easily accessible for community members. KOHS gave a presentation regarding what our office does, what data was used to select their community, how public participation and engagement is an important part of highway safety for all and why the highway office needs public input when it comes to highway safety. Participants were asked to complete a survey that was provided on tablets to acquire some basic logistical information about the participants and their thoughts on highway safety related issues. The participants were then provided the opportunity to ask questions or voice concerns regarding highway safety issues within their community. A Spanish interpreter and ASL interpreter were present for participants that needed them. Local community leaders and law enforcement officers were also present to answer any questions or field any concerns the participants had that highway staff could not answer. Some of the topics that were discussed by the participants during the open forum portion were:

- Roundabouts in the community
- Concerns with how the Amish use transportation
- Speed limits
- Seat belt ranking in the state
- Next generation of drivers and how Uber is being used more
- Issue with people passing school buses with stop sign down
- Pedestrians and bicyclists on roadways at night and not being seen
- Pedestrian traffic has increased in their community
- Future roadway projects for their community

Many of these concerns or discussion topics were able to be answered by highway safety staff, local law enforcement and local leaders that were in attendance. Questions regarding transportation road projects were sent to the KYTC District Offices in that area.

County: Warren

Community: Bowling Green

Setting: Town Hall Meeting/Open Forum

of Attendees: 14

Overall Safety Needs by County Ranking: #4

This public participation and engagement event was held in Bowling Green, Kentucky on June 20, 2024, and was located at the Western Kentucky University South Campus Academic Wing that was easily accessible for community members. KOHS gave a presentation regarding what our office does, what data was used to select their community, how public participation and engagement is an important part of highway safety for all and why the highway office needs public input when it comes to highway safety. Participants were asked to complete a survey that was provided on tablets to acquire some basic logistical information about the participants and their thoughts on highway safety related issues. The participants were then provided the opportunity to ask questions or voice concerns regarding highway safety issues within their community. A Spanish interpreter and ASL interpreter were available for participants that needed them. Local community leaders, law enforcement officers and KYTC Chief District Engineer and Public Information Officer for that region were present to answer any questions or field any concerns the participants had that the KOHS staff could not answer. Some of the topics that were discussed by the participants during the open forum portion were:

- Concerns regarding immigrants misunderstanding road signs
- Demographics of fatalities within their community
- Bypasses and roundabouts in the community
- Traffic congestion in certain parts of the city
- Collisions happening in certain areas of the city compared to other locations
- Seen improvements on social media regarding public perception of driver safety
- Adding medians on certain roads to help with traffic
- Engineering changes to roadways to help reduce traffic collisions
- Traffic school in the community
- Commercial drivers not following rules on certain roadways

Many of these concerns or discussion topics were able to be answered by highway safety staff, local law enforcement and local leaders that were in attendance. Questions regarding transportation road projects were communicated and discussed in the meeting and sent to the KYTC District Offices in that area.

County: Fayette

Community: Lexington

Setting: PP&E Booth setup at Highway Safety Night

of Contacts: 100

Overall Safety Needs by County Ranking: #3

This public participation and engagement event was held in Lexington, Kentucky on August 31, 2024, and was located at the Lexington Legends Ballpark. The event was held in conjunction with Highway Safety Night at the Lexington Legends baseball game. The Highway Safety Office along with the Kentucky State Police, SADD and Choices Matter setup booths with interactive games,

informational materials and public participation and engagement information to interact with the crowd attending the ballgame. Participants completed surveys on smartphones or the provided tablets. Open discussions took place with the attendees regarding their views on highway safety and potential improvements or changes.

In this first year of public participation and engagement we have concluded in the coming years, the KOHS will place more emphasis on reaching underserved communities near their homes. The disadvantaged census tract analysis points us to this approach, making sure to reach out to rural communities and low-income areas. The KOHS will use the KYTC district resources to help with scheduling engagements outside of “normal” business hours, in locations accessible to those with disabilities and those with transportation access concerns. This will facilitate receiving greater input from those groups and will result in a more proactive approach in seeking maximum representation from those communities.

N. Media Programs

CTV/OTT refers to Connected TV/Over-the-Top Advertising. CTV is the device used to watch the 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 Oct. 2, 2023](#): **Gov. Andy Beshear: ‘October is National Pedestrian Safety Month’** *Motorists and pedestrians urged to work together to keep roadways safe*

WBKO-TV: <https://www.wbko.com/2023/10/02/gov-andy-beshear-october-is-national-pedestrian-safety-month/> and <https://twitter.com/wbkotv/status/1708893384000065885>

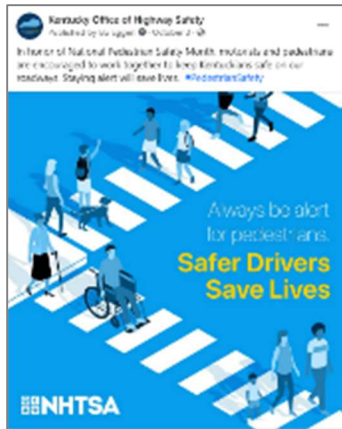
Columbia Magazine: <https://www.columbiamagazine.com/index.php?sid=128981>

WNKY-TV: <https://www.wnky.com/pedestrian-safety-month-is-becoming-more-important-to-drivers-walkers-and-bicyclists/>

WKYT-TV: <https://www.wkyt.com/video/2023/10/05/were-all-partners-keeping-each-other-safe-pedestrian-safety-month-valley/>

Lewis County Herald: https://kypublicnotice.com/KYLegals/2023/70194-2023-10-17_1003.pdf

Northern Kentucky Tribune: <https://nkytribune.com/2023/10/kentucky-motorists-urged-to-stay-alert-for-walkers-during-national-pedestrian-safety-month-in-october/>



DMS PANEL 1
OCTOBER IS
PEDESTRIAN
SAFETY MONTH

DMS PANEL 2
STAY ALERT
DRIVE SAFELY
WALK SAFELY



Walk Safety/Drive Safe Kentucky (paid media):

October 1 – 31, 2023

\$300,000 NHTSA 402 funds program number THSP24HV

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: 26

Spots: 3,018

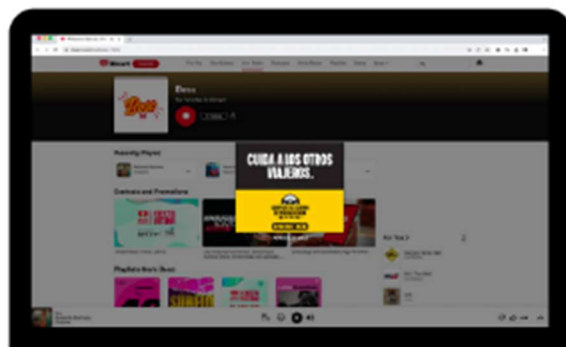
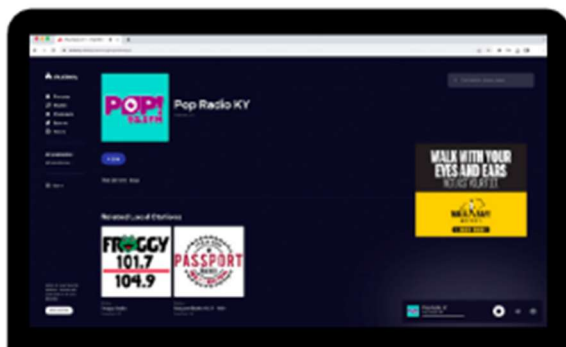
Audio streaming:

Impressions: 688,002

Clicks: 791

CTR: 0.11%

ACR: 84.33%

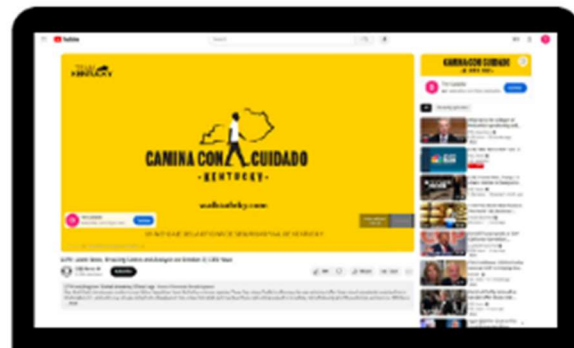
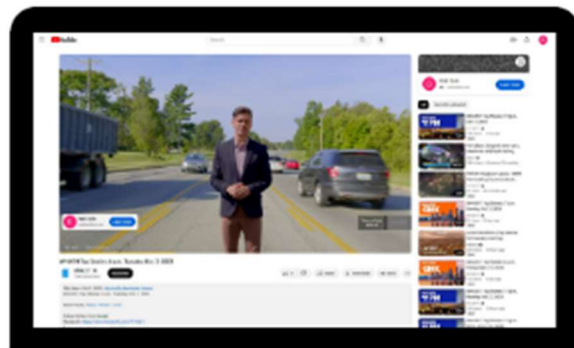
**YouTube:**

Impressions: 907,169

Clicks: 2,230

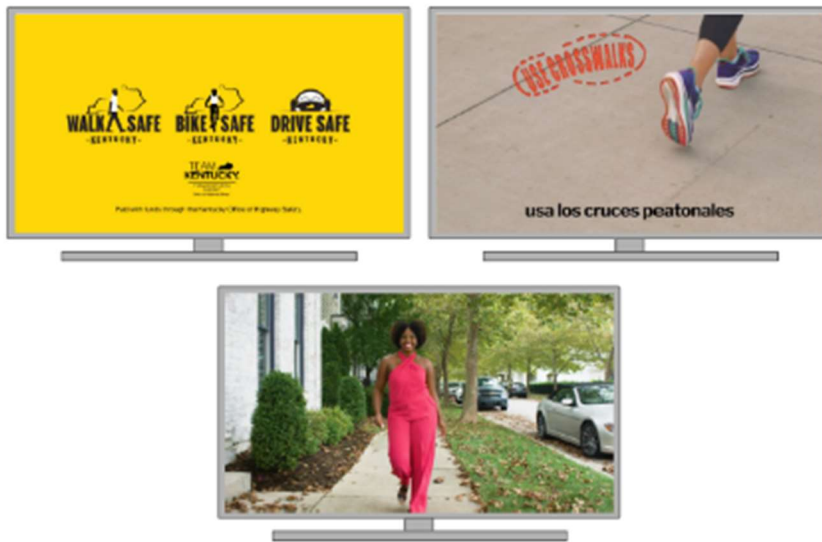
CTR: .25%

VDR: 91.67%

**CTV/OTT (Streaming TV)**

Impressions: 3,181,601

VCR: 98.75%

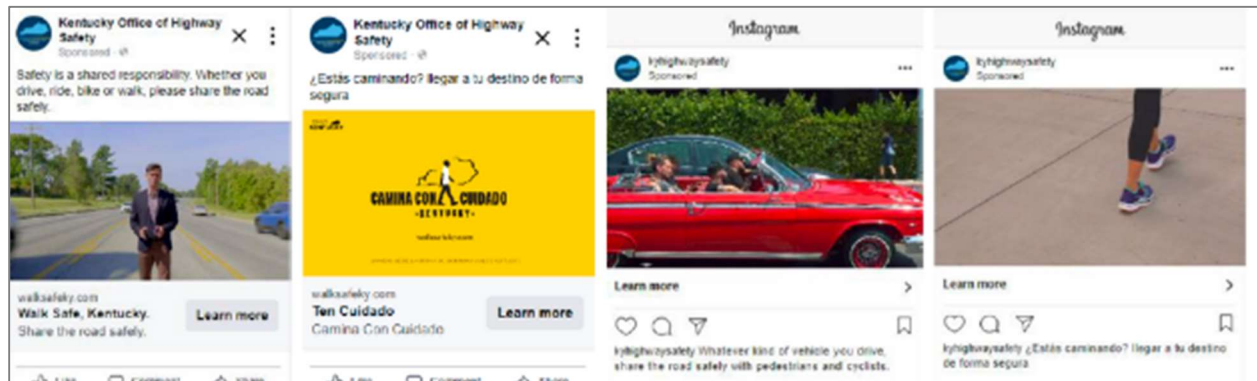


Facebook/Instagram:

Impressions: 1,148,746

Clicks: 4,236

CTR: .37%

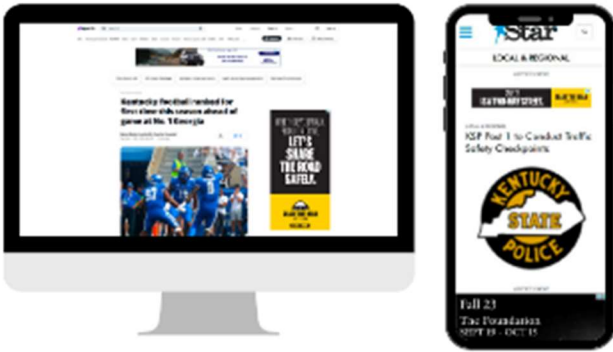


Display Banners:

Impressions: 2,555,494

Clicks: 13,982

CTR: .55%



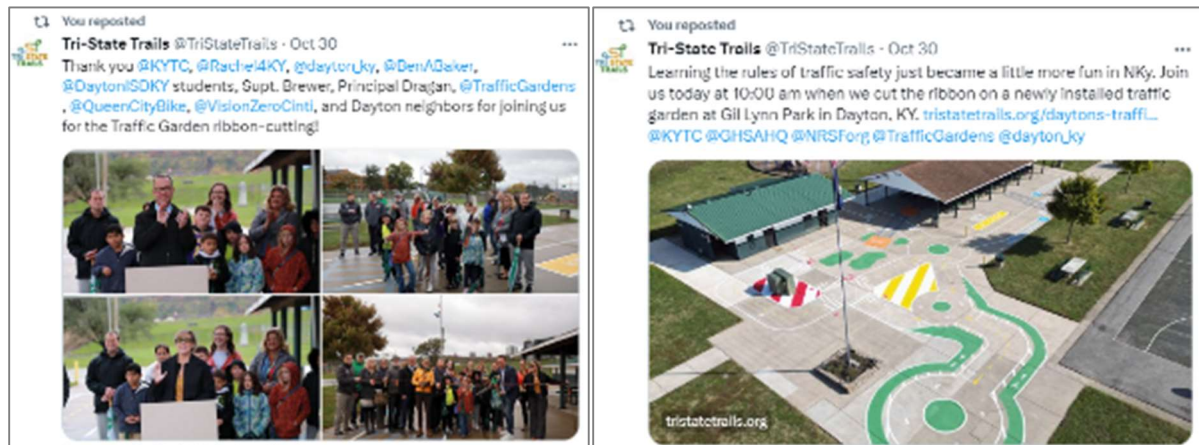
Pedestrian and Bicycle Safety

Tri-State Trails Traffic Garden (earned media):

- Social media
- [Traffic Garden press release](#) (written and distributed by Tri-State Trails Oct. 26, 2023)

WCPO-TV: <https://www.wcpo.com/news/local-news/finding-solutions/how-a-traffic-garden-could-be-a-solution-to-teaching-kids-about-pedestrian-safety>

Northern Kentucky Tribune: <https://nkytribune.com/2023/10/new-traffic-garden-at-daytons-gil-lynn-park-to-offer-safe-play-and-traffic-safety-education-for-kids/>



Motorcycle and Bicycle Safety

Bicycle and Motorcycle Safety Awareness Month (earned media):

Social media

- DMS messages
- [Statewide press release May 1, 2024: Kentucky Officials Encourage Drivers to Share the Road With Motorcycles and Bikes](#) *May is Motorcycle and Bike Safety Awareness Month*

WPSD-TV: https://www.wpsdlocal6.com/news/kentucky-office-of-highway-safety-reminds-drivers-to-watch-out-for-motorcycles-and-bikes/article_f5248648-07d3-11ef-befd-5f05591f953b.html

WHOP Radio: <https://lite987whop.com/kytc-urge-drivers-to-safely-share-the-road-with-motorcyclists-and-bicyclists/>

Marshall County Daily: <https://www.marshallcountydaily.com/2024/05/01/kentucky-officials-encourage-drivers-to-share-the-road-with-motorcycles-and-bikes/>

The Herald News: https://www.messenger-inquirer.com/breck_herald/news/kentucky-officials-encourage-drivers-to-share-the-road-with-motorcycles-and-bikes/article_e593e8e2-3db5-5f91-8cee-b4e6dcc2b0d0.html

Lebanon Enterprise: https://www.pmg-ky2.com/lebanon/news/kentucky-officials-encourage-drivers-to-share-the-road-with-motorcycles-and-bikes/article_2b78eced-f12c-530d-9fa9-c7c84cbe49b6.html

Ohio County Monitor: <https://ocmonitor.com/2024/05/02/kentucky-officials-encourage-drivers-to-share-the-road-with-motorcycles-bikes/> and <https://x.com/OCMonitor/status/1785973114788004291>

West Kentucky News: https://kypublicnotices.newzgroup.com/KYLegals/2024/79338-2024-05-10_1001.pdf

Ironton Tribune: <https://www.irontontribune.com/2024/05/17/drivers-encouraged-to-share-road-with-motorcycles-bikes/>

The Times Leader: https://www.timesleader.net/news/kentucky-office-of-highway-safety-reminds-drivers-to-watch-out-for-motorcycles-and-bikes/article_cc340366-081f-11ef-b2ad-f361b0d0823b.html

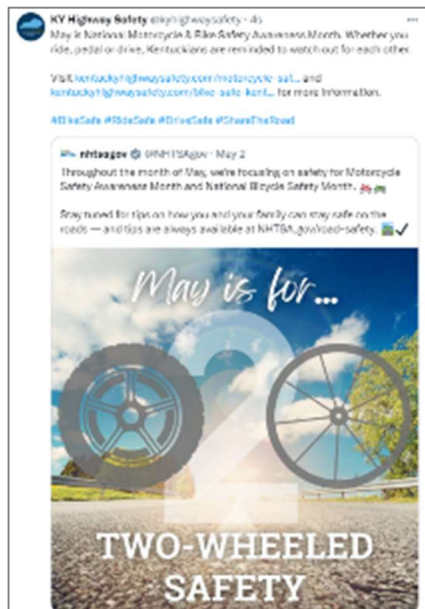
News Graphic: https://www.news-graphic.com/news/summer-driving-presents-risks/article_c17eefb8-3262-11ef-8624-cbb60507cbd7.html

DMS PANEL 1
BICYCLE
SAFETY
MONTH

DMS PANEL 2
WATCH FOR
THOSE ON TWO
WHEELS

DMS PANEL 1
MAY IS
MOTORCYCLE
SAFETY MONTH

DMS PANEL 2
SHARE THE
ROAD SAFELY



Bicycle Safety Awareness (paid media):

May 1 – 31, 2024

\$150,000 NHTSA 402 funds program number THSP24HV

Targeted Area:

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

Target Audience:

Drivers aged 18-49, parents and bicyclists

Terrestrial Radio:

Stations: 40

Spots: 3,001

Audio streaming:

Impressions: 860,142

Audio Completions: 823,945

ACR: 95.79%

Facebook/Instagram:

Impressions: 3,527,154

Reach: 1,094,406

Clicks: 7,774

CTR: 0.22%

Engagement: 455,234

Video Completions: 67,989

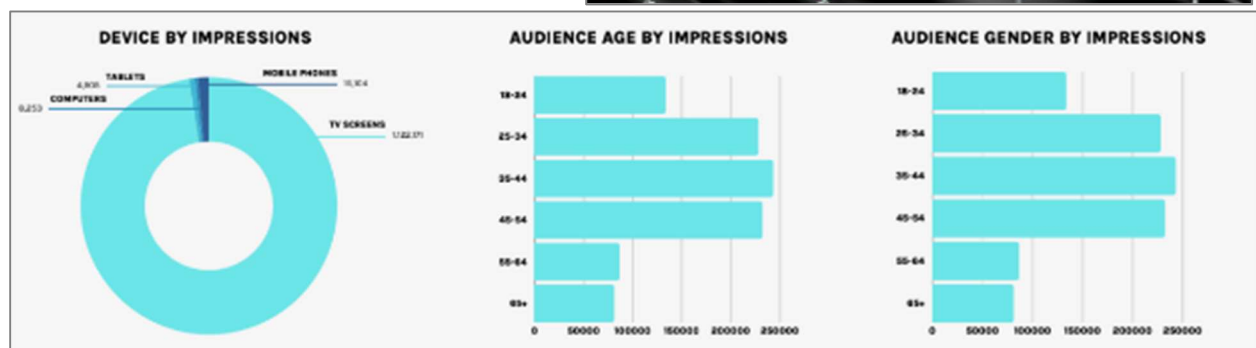
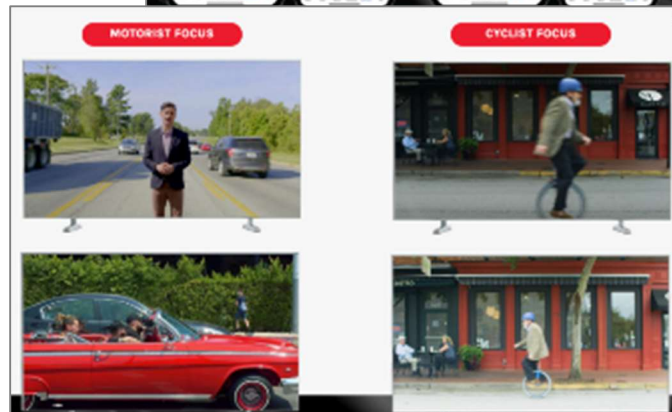
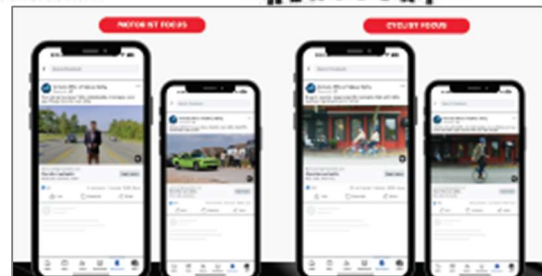
YouTube:

Impressions: 1,150,433

Clicks: 63

CTR: 0.01%

VCR: 97.19%

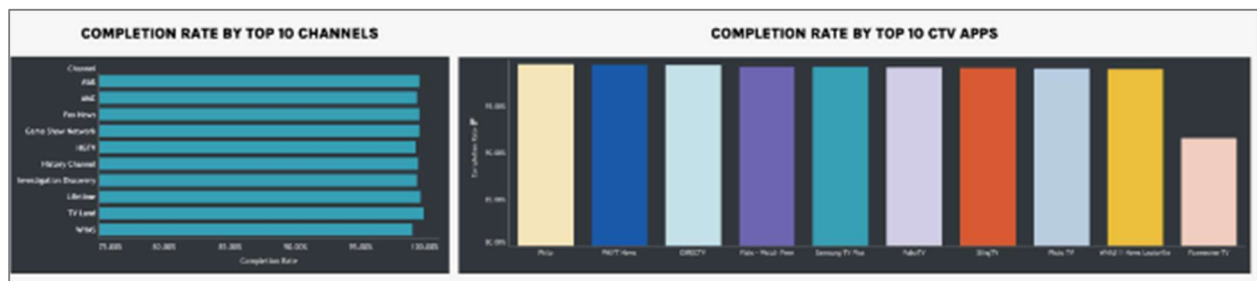


CTV/OTT (Streaming TV)

Impressions: 1,142,069

Video Completions: 1,131,180

VCR: 99.05% (benchmark was 95%+)

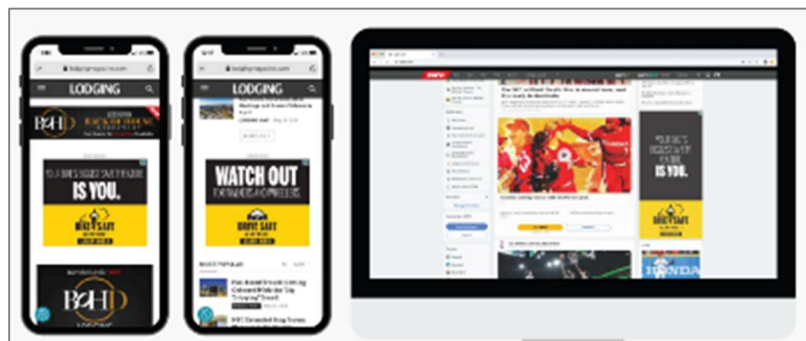


Display Banners:

Impressions: 1,759,238

Clicks: 6,554

CTR: 0.37%



Motorcycle Safety “Ride Safe” and “Share the Road” (paid media):

\$75,000 NHTSA 402 funds program number THSP24MC

\$75,000 NHTSA 405f funds program number THSP24MA

May 1 – 31, 2024

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: 42

Spots: 4,569

Audio streaming:

Impressions: 461,260

Completions: 447,788

ACR: 97.08%

Facebook/Instagram:

Impressions: 1,592,947

Reach: 773,559

Clicks: 4,812

CTR: 0.30%

Engagement: 228,214

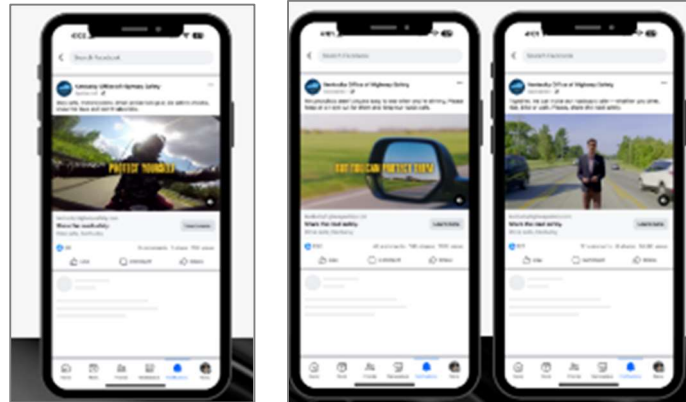
Video completions: 16,771

CTV/OTT (Streaming TV)

Impressions: 1,065,802

Video Completions: 1,056,156

VCR: 99.09%



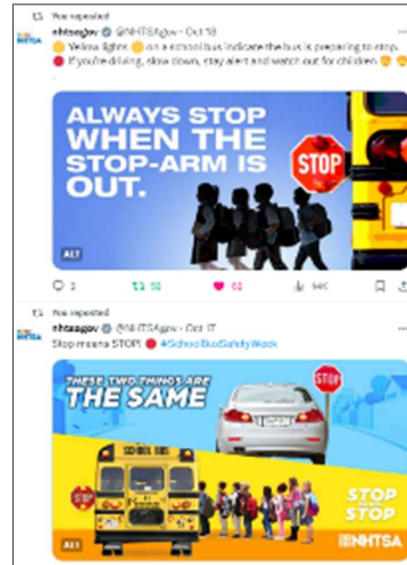
School Bus and School Crossing Safety

School Bus Safety Week (earned media): October 16-20, 2023

- Social media
- DMS message

DMS PANEL 1
SCHOOL BUS
SAFETY WEEK

DMS PANEL 2
WATCH FOR
KIDS AND BUSES



Back-to-School Safety (earned media): August – September 2024

- Social media
- DMS messages

DMS PANEL 1
SCHOOL
DAYS ARE
HERE

DMS PANEL 2
WATCH FOR
KIDS & BUSES



Occupant Protection

Operation Crash Reduction (earned media):

- Social media
- DMS message
- [Statewide press release Oct. 6, 2023](#): **Kentuckians Encouraged to Work Together to Save Lives on Roadways** *Operation Crash Reduction runs October 6-9*

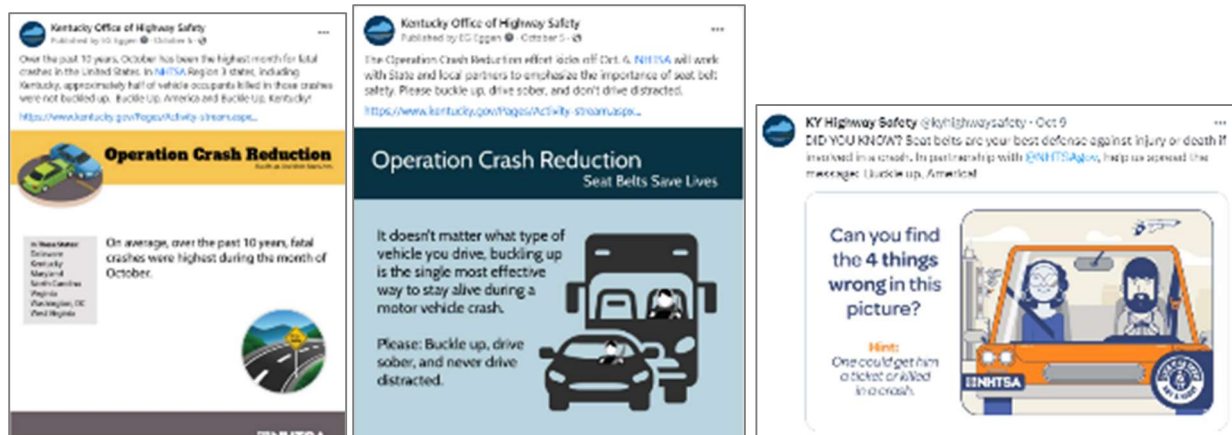
Columbia Magazine: <https://www.columbiamagazine.com/index.php?sid=128981>

West Kentucky Star: <https://www.westkentuckystar.com/News/Local-Regional/Kentuckians-Encouraged-to-Collaborate-to-Save-Live>

WBKO-TV: <https://www.wbko.com/2023/10/02/gov-andy-beshear-october-is-national-pedestrian-safety-month/>

DMS PANEL 1
SEAT BELTS
SAVE LIVES

DMS PANEL 2
BUCKLE UP
EVERY TRIP
EVERY TIME



High 5 Rural Traffic Safety Project (earned media):

- Social media
- Press conference(s) and events:
 - Perry – KSP Post
 - Pike – Judicial Center / Jury Assembly Room
 - Grant - Courthouse
 - Taylor - Sheriff's office, Fiscal Courtroom
 - Lyon – Convention Center

WTMT <https://www.wytm.com/2024/07/22/kentucky-state-police-perry-county-sheriffs-department-announce-high-five-initiative/>

WCPO <https://www.wcpo.com/news/state/state-kentucky/high-five-rural-traffic-safety-belt-program-working-to-find-solutions-to-fatalities-in-rural-areas>

WHOP - <https://whopam.com/2024/07/29/lyon-co-so-kentucky-agencies-launch-the-high-5-rural-traffic-safety-initiative/>

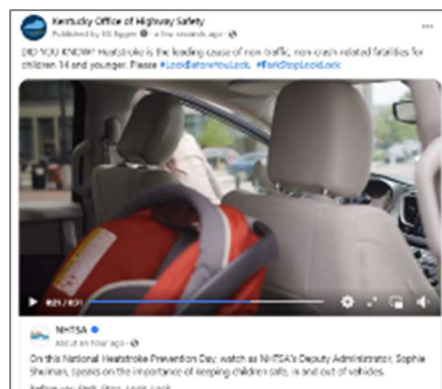
The Times Leader - https://www.timesleader.net/news/lyon-county-launches-traffic-safety-initiative/article_2ce5c91d-c557-5291-b7f2-ebb09d8e3dbf.html





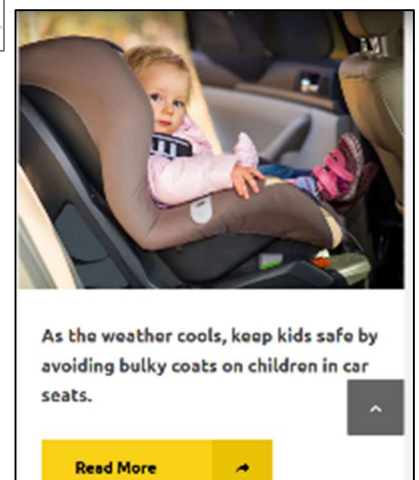
Child Passenger Safety – Unattended Passengers, heatstroke, coats, classes, etc:

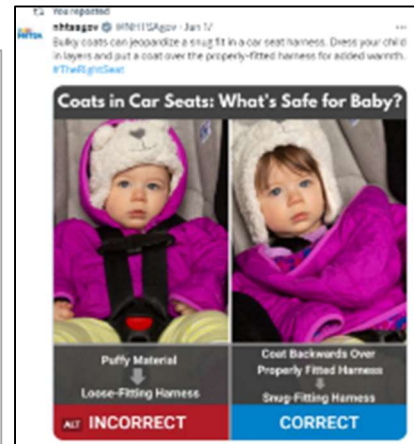
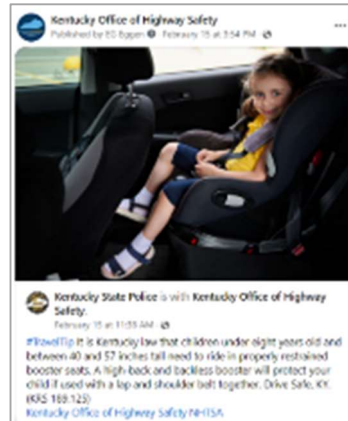
- Social Media
- KOHS website
- DMS messages



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. 10, 2024: **Parents and Caregivers Urged to Keep Kids Safe in Vehicles** *National Child Passenger Safety Week Sept. 15-21*

Columbia Magazine

<https://www.columbiamagazine.com/index.php?sid=132516>



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

\$43,000 state funds

September 15-21, 2024

Targeted Area: Statewide

Target Audience: Parents of children age 9 and under including Hispanics

CTV/OTT

Impressions: 786,304

VCR: 98.34%

TOP NETWORKS

1. Spectrum News 1
2. FOX News
3. Investigation Discovery
4. ESPN
5. MSNBC

TOP DEVICES

1. Roku
2. Xumo
3. Connected TV
4. FireTV
5. Apple TV



Display Banners:

Impressions: 1,021,757

Clicks: 3,124

CTR: .31%

YouTube:

Impressions: 242,122

Clicks: 86

VCR: 97.62%



Social Media (Facebook/Instagram):

Impressions: 563,984

Reach: 205,187

Engagement 166,111

Video Plays at 100%: 21,729

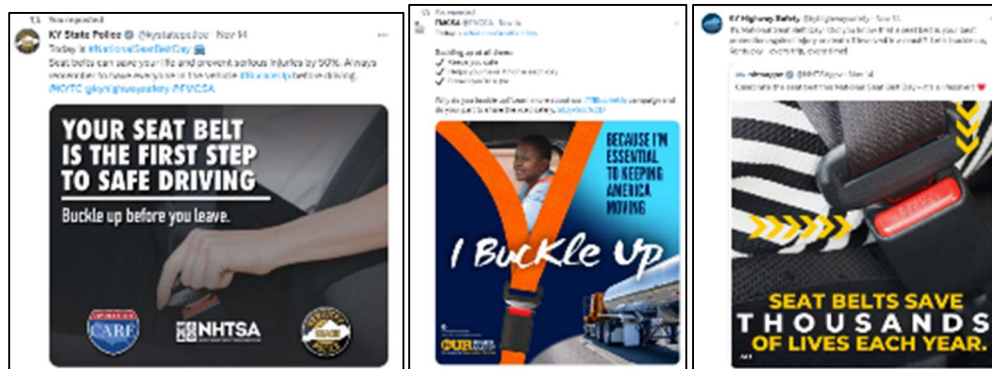
Clicks: 4,705

CTR: .83%

National Seat Belt Day (earned media):

Nov. 14, 2023

- Social media
- DMS message

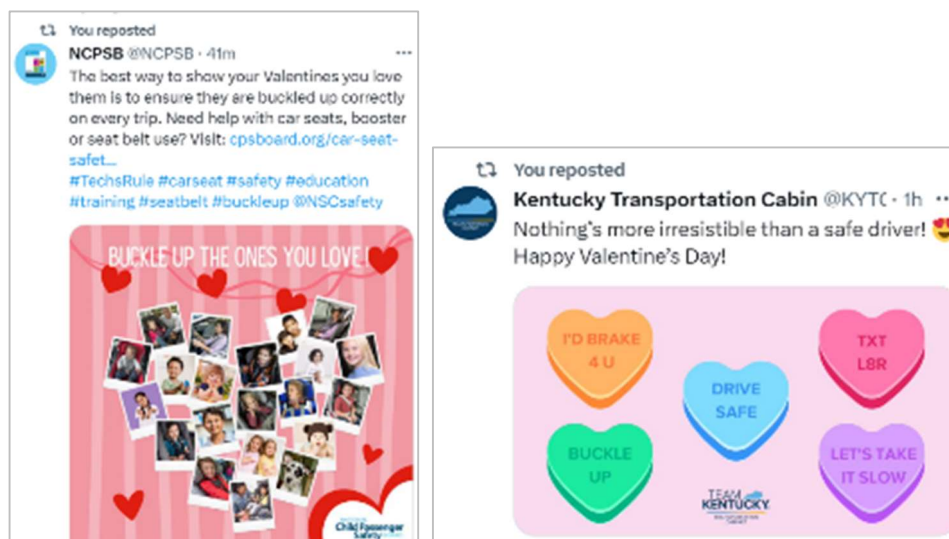


DMS PANEL 1
NATIONAL
SEAT BELT
DAY

DMS PANEL 2
PLEASE
BUCKLE UP

Valentine's Day (earned media):

- Social Media
- DMS Message



DMS PANEL 1
SOMEBODY
LOVES YOU
BUCKLE UP

Click It or Ticket (earned media):

May – June 2024

- Social media
- DMS messages
- [Press conference](#) in Hazard with car seat check
- Hands Across the Border [press conference](#) and [checkpoint](#) in Tennessee
- [Statewide press release May 13, 2024](#): **Kentuckians Reminded to ‘Click It or Ticket’ Ahead of Memorial Day Weekend** *National seat belt enforcement runs May 20-June 2*



Herald Ledger: https://www.heralddledger.com/news/transportation-cabinet-reminds-public-to-use-seatbelts-ahead-of-memorial-day-weekend/article_8037ebea-1188-11ef-b6b0-974ded596587.html

LaRue County Herald: https://www.pmg-ky2.com/larue/news/click-it-or-ticket-begins-next-week/article_2c6b118f-27fd-5ce2-8cb9-880648c21d18.html

The State Journal: https://www.state-journal.com/news/kytcs-click-it-or-ticket-campaign-underway/article_05ccc596-16c5-11ef-9f2d-9fd8169d6d9c.html and https://www.state-journal.com/opinion/cartoon-click-it-or-ticket-or-else/article_ea120502-1942-11ef-a525-47ad174fda02.html and https://www.state-journal.com/news/click-it-event-catches-300-plus/article_6e994ee3-3e48-53a9-94a2-527b465bd62c.html

The Messenger: https://www.the-messenger.com/news/local/article_6ea21e2b-01da-5c5f-bc74-af8d7244c5ea.html

The Cadiz Record: https://www.kentuckynewera.com/cadiz_record/news/article_29c67296-bfb5-578e-8f80-44561f6ce067.html

The Paducah Sun: https://www.paducahsun.com/news/travelers-urged-to-prepare-ahead-of-stormy-memorial-day-weekend-weather/article_ce6f022c-1f71-595a-a908-b1e1c505d0e8.html

WYMT-TV: <https://www.wymt.com/2024/05/20/kentucky-state-police-prepare-begin-new-campaign/>

WKYT-TV: <https://www.wkyt.com/2024/05/20/lexington-police-join-click-it-or-ticket-campaign/>

WPSD-TV: https://www.wpsdlocal6.com/news/travelers-urged-to-prepare-ahead-of-stormy-memorial-day-weekend-weather/article_787568ac-1a15-11ef-ac04-cbd742be0217.html

DMS PANEL 1
BUCKLE UP
PHONE DOWN
JUST DRIVE

DMS PANEL 1
BE SAFE THIS
MEMORIAL
WEEKEND

DMS PANEL 2
CLICK IT
OR TICKET

DMS PANEL 1
BUCKLE UP
KENTUCKY

DMS PANEL 2
CLICK IT
OR TICKET

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

May 20-31, 2024 (60% of media buy – heavy concentration over Memorial Day weekend)

June 8-30, 2024 (40% of media buy - percentage varied in areas of the state)

\$325,000 NHTSA 405b funds program number THSP24CM

Targeted Area: Statewide with an emphasis in the top 25 seat belt survey and/or high-crash 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: 41,259,968

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

Total Digital Impressions: 4,084,802

Paid 7,920

Total run: 47,250 ads (paid plus bonus)

Radio Affiliates: 95 (Kentucky News Network)

YouTube:

Impressions: 4.2 million

CTR .10

Engagement: 2.6 million

Spectrum Reach: Digital and Cable

- 4.4 million total impressions
- 18,918 total commercials / 1,180 bonus runs.
- Nearly 2.5 million traditional cable impressions
- 98.40% VCR. 874,695 of the streaming impressions watched start to finish without skipping.

A/4 Media Pike/Boyd TV DMA & Targeted Digital Strategy

- 6,374,846 cumulative impressions - Cable/OTT/Ad Messenger/Pre Roll
- *Ad Messenger- over 1.6 million impressions - Click thru rate of 2.49*
- Banner CTR .15.
- Pre-Roll CTR .28 (last year .17) OTT 98.5% completion (LY-97.6)
- A4 Cable TV: 1,397 Paid Spots 4,055 Bonus Spots!
- Ads played on TV during NBA Finals, etc. In addition, great ratings from .89 to 1.94 with frequency of each viewer seeing the commercial on average 45 times.

Comcast: Western KY/Bowling Green DMA

- Total Commercials: 585 purchased + 90 Bonus Commercials.
- Streaming: 98% ads viewed in full. 102.9% of Impression goal reached.
- Increased Streaming emphasis, and folding in Live Sports / High Ratings Programming - Including NASCAR Xfinity and Cup Series, NHL Playoffs (Nashville Predators) and PGA.
- Total Number of Combined Impressions: Est. 199,000



SCRTC-South Central Kentucky Micro-Region

- Delivered to over 16,500 TV households.(Est. 100,000 impressions)
- 415 Total Paid Spots. 4991 bonus spots
- *Over 10-1 bonus rate.
- Value of Bonus Spots \$35,935.30

Frankfort Plant Board Cable Advertising

- Cable TV: Total Spots 1939 (includes 433 Bonus Spots
- * Youtube: 1,743 Impressions Total Hybrid Strategy Impressions: 186,214
- 99% Reach. (Last year 96%) Project 124,689 Impressions.
- 10,000 Households. OTT : 26,651 Impressions.
- 97.11% Completion Rate (up from 88% in '22)

OUTDOOR ADVERTISING

Billboard Impressions: 20,748,458

LAMAR OUTDOOR

- 9,560,114 Impressions
- Impressions - 4,929,509 Bonus Views as of 10/10/24 - 4,630,605
- * Bonus added 94% more value with billboards still up in various markets!
- 9 Billboards in this Campaign - High visibility areas in smaller markets:
- Over \$9,000.00 in added value with bonus time beyond contract run.

OUTFRONT MEDIA

- 11,188,344 Impressions
- Impressions 10,786,344 (with some billboards still up and producing)
- Billboards Emphasis on high visibility areas in JeffersonCo. Metro region.
- 17 Posters in Jefferson County Metro and outlying areas.
- Combined, the billboards and mobile ads provided solid reach yet effective targeting.

Mobile App Strategy - Outdoor Media

- Proximity-based mobile ad campaign - 402,000 impressions
- Strategy involved a “geo-fence” targeting consumers in 10 zip codes across Louisville Metro areas,
- CTR - .56% (FY23- .36) way above industry standards.

WYMT-CBS Affiliate (Pikeville DMA) SE KY's main affiliate.

- 4,912,514 Impressions to highly targeted, engaged audience.
- Broadcast on WYMT and H&I, WYMT.com Streaming TV and Audio
- Over 2.7 million ads delivered across all platforms.
- 76 bonus sots directly placed no-charge on main channel WYMT.
- Native ads on WYMT.com page delivered 1.3 million impressions. amazing .39 CTR!

WPSD-CBS Affiliate - Paducah DMA

- Traditional and Digital Media Placement Strategy: 81,936 impressions.
- Focused this year on Calloway and McCracken to fill in Western KY reach.

- Linear TV buy: 14 spots aired Two week period only (5/17-31) Reach 14.0 Freq. 1.2
- Not an emphasis area this year, so we received great value for reduced budget.

Mountain Top Media - Niche Pike Co. Surrounding Areas

- Mid-Roll TV Programming/MTM Daily News Online/Day Break Morning Show MTM TV.
- 50% ROS on MTM-TV buy. Mid Roll/MTM Daily - Reach 223,892
- Impressions purchased 10,000 - actual Views 56,992 (over 46k bonused)

Gearhart Broadcasting - Specialty Niche Eastern KY

- WIFX 94.3 93 spots. WXLN 104.9 152 spots
- 2024 Pike County High School Graduation Ceremonies aired on social media, website and Youtube, Billboard ad on WPRG TV-5 aired every 35 minutes 24 hours a day.
- Micro-targeted niche in Eastern KY. Cost effective Reach and maximum repetition.



Law Enforcement Occupant Protection Awards (earned media):

- Social media
- Statewide press release August 21, 2024: **Law Enforcement Honored for Seat Belt, Child Restraint Enforcement** *Ceremony salutes efforts to save lives on Kentucky roadways*



Occupant Protection – Distracted Driving

Buckle Up Phone Down Day (earned media):

Oct. 25, 2023

- Social media
- DMS message
- Governor's Proclamation
- [Statewide press release Oct. 24, 2023](#): **Gov. Andy Beshear Declares Oct. 25 'Buckle Up Phone Down Day' Urges Kentucky motorists to practice live-saving habits**

WPSD-TV: https://www.wpsdlocal6.com/ott/news_on_demand/local_news_on_demand/buckle-up-phone-down-day/video_492808d3-7bdf-546c-a799-030785fac682.html

West Kentucky Star: <https://www.westkentuckystar.com/News/State/Wednesday-is-Buckle-Up-Phone-Down-Day>

WSON Radio: <https://wsonradio.com/2023/10/25/oct-25th-declared-buckle-up-phone-down-day-in-kentucky/>

DMS PANEL 1

**BUCKLE UP
AND PUT THE
PHONE DOWN**

DMS PANEL 2

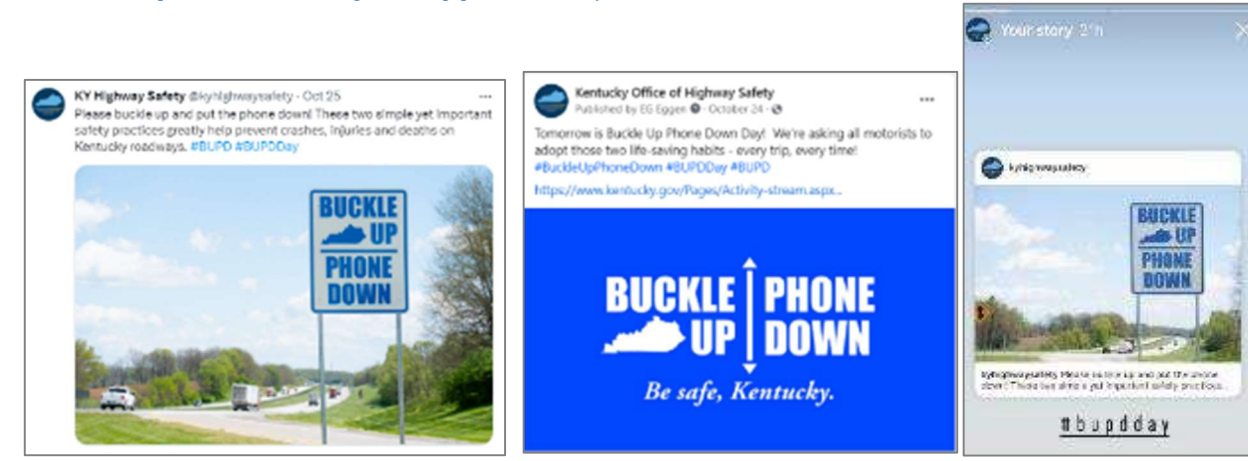
**BE SAFE
KENTUCKY**

WHVE Radio: <https://ridingthewave.com/local-news/712754>

WCLU Radio: <https://www.wcluradio.com/2023/10/25/gov-beshear-declares-oct-25-buckle-up-phone-down-day/>

WIKY Radio: <https://wiky.com/2023/10/25/793560/>

WVLE Radio: <https://www.wvle.net/blog/buckle-up-phone-down-day>



Thanksgiving Buckle Up Phone Down (earned media):

Social media

- DMS message
- [Statewide press release Nov. 15, 2023](#)-Thanksgiving Travelers Reminded To Buckle Up and Put the Phone Down *Effort aims to prevent crashes, injuries and fatalities throughout the holiday season*

The Paducah Sun: https://www.paducahsun.com/news/marion-pd-be-safe-and-sober-on-the-road-this-thanksgiving/article_279721d7-14e4-5665-b616-f425c745d1f7.html

Kentucky Today: https://www.kentuckytoday.com/news/buckle-up-phone-down-holiday-season-means-busy-travel/article_75b01bfc-87c2-11ee-9b92-8f700d343a38.html

Marshall County Daily: <https://www.marshallcountydaily.com/2023/11/15/thanksgiving-travelers-reminded-to-buckle-up-and-put-the-phone-down/>

Northern Kentucky Tribune: <https://nkytribune.com/2023/11/as-holidays-approach-remember-two-important-lifesaving-actions-buckle-up-phone-down/>



DMS PANEL 1
BE THANKFUL
FOR YOUR
SEAT BELT

DMS PANEL 1
BUCKLE UP
PHONE DOWN
DRIVE SOBER

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

- Social media
- DMS messages
- Joint interview with AAA East Central on Dawne Gee’s show (WHAS 11)
- [Statewide press release April 19, 2024](#): **Kentucky motorists are advised to buckle up, put the phone down** *April is National Distracted Driving Awareness Month*

The News-Enterprise: https://www.thenewsenterprise.com/news/local/kentucky-motorists-encouraged-to-buckle-up-put-phone-down/article_c6129c7c-78f4-5ead-a7b0-18bf9e1d06b.html

Marshall County Daily: <https://www.marshallcountydaily.com/2024/04/20/kentucky-motorists-encouraged-to-buckle-up-put-phone-down-april-is-national-distracted-driving-awareness-month/>

Columbia Magazine: <https://www.columbiamagazine.com/index.php?sid=131246>

The Sentinel Echo: https://www.sentinel-echo.com/community/kentucky-motorists-encouraged-to-buckle-up-put-phone-down/article_7d1f470a-fe96-11ee-bba0-13aadacbf8c.html

Northern KY Tribune: <https://nkytribune.com/2024/04/aaa-urges-drivers-to-tune-out-distractions-during-distracted-driving-awareness-month-in-april/>

Daily Independent: https://www.dailyindependent.com/news/law-enforcement-highlights-distracted-driving-awareness/article_d84f5e3c-f381-11ee-9bcc-2708abf372b7.html

The Ohio County Monitor: <https://ocmonitor.com/2024/04/23/kentucky-motorists-encouraged-to-buckle-up-put-phone-down/>

WMKY Radio: <https://www.wmky.org/news/2024-04-26/kentucky-highway-safety-officials-encourage-people-to-pay-attention-behind-the-wheel>

Spectrum News 1: screenshot below



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

April 1-30, 2024 (Distracted Driving Awareness Month)

NHTSA 402 funds program number THSP24HV

Targeted Area:

Statewide with heavier frequency in 37 counties with the highest distracted driving-related crashes.

Target Audience:

Primary: Men and women 16-34 years old

Terrestrial Radio:

Stations: 57

Spots: 3964

Audio Streaming:

Impressions: 528,930

Social Media: Facebook/Instagram

Impressions: 2,016,319

Clicks: 1537

CTR: 0.08%

Reach: 969,012

YouTube:

Impressions: 1,407,872

Clicks: 129

CTR: 0.01%

Display Banners:

Impressions: 3,403,483

Clicks: 23,602

CTR: .96%

CTV/OTT (Streaming TV)

Impressions: 1,519,242

VCR: 98.67%

Gas Station TV:

Impressions: 1,644,473

ESPN Sports:

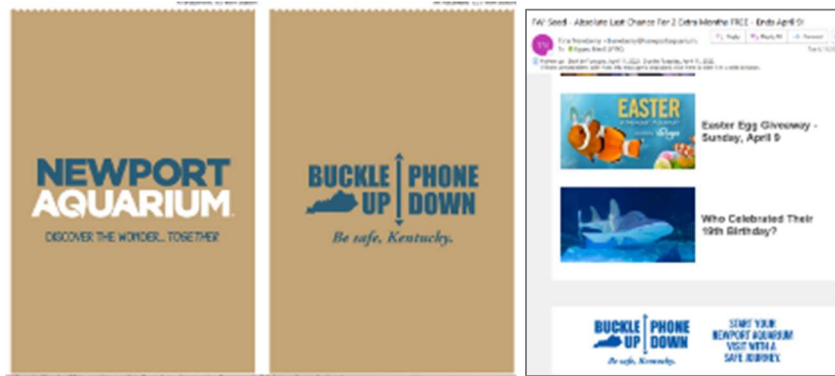
Total Impressions: 329,266

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 (*example below*).
- 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 (*example below*). Between the General Admission, Annual Pass and new Annual Membership lists, emails were delivered to 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
- Buckle Up Phone Down messaging on Kingdom Radio, the in-park radio system that plays throughout the 63 acres of property: “The Kentucky Office of Highway Safety reminds you to be safe behind the wheel. Always buckle up and put your phone down.”
- Buckle Up Phone Down selfie station in park
- Logo on admission receipts and pre-visit e-mails



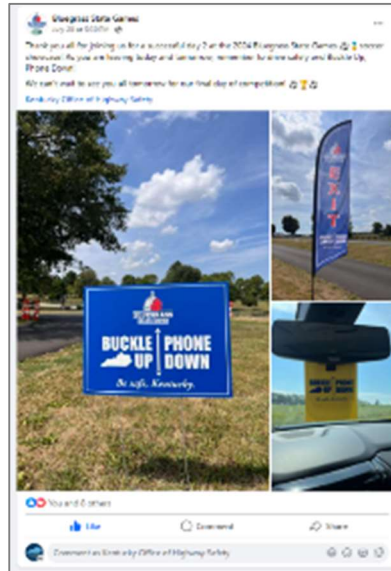
Bluegrass State Games (paid media): Summer 2024 \$8,000 NHTSA 405e funds program number THSP24DD

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 Championship (paid media):

July 8-14, 2024

\$12,750 NHTSA 405e funds program number THSP24DD

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

- Logo on 3,500 parking passes

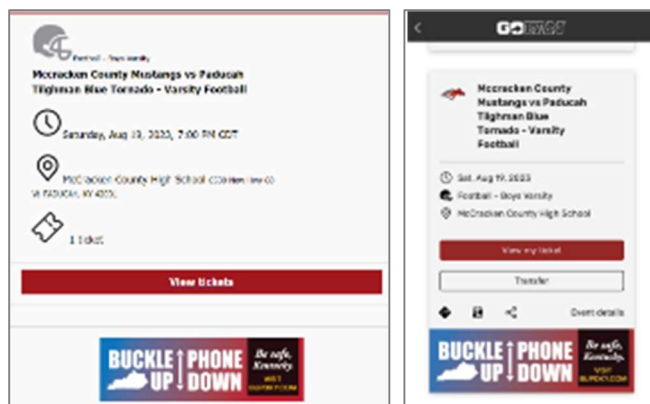
- Logo on Fan-Centric LED videoboards
 - 10 second run time, 24x per hour
- Signage at pick up/drop off points
- Logo and videos on main parking lot videoboards
 - 10 second run time, 96x per hour



GoFan digital tickets (paid media):

\$40,000 state funds

GoFan provides digital ticketing services to high schools nationwide, including 141 schools in Kentucky. More than 1.1 million tickets with our “Buckle Up Phone Down” message were sold last year for over 12,600 events.



Impaired Driving

Halloween Buzzed Driving (earned media):

- Local social media
- DMS message
- [Statewide press release Oct. 27, 2023](#): ‘Be Safe This Halloween’ Drivers are reminded that “Buzzed Driving Is Drunk Driving”

WPSD-TV: https://www.wpsdlocal6.com/news/kentucky-transportation-cabinet-reminds-drivers-to-drive-responsibly-this-halloween/article_1cbdb06-7745-11ee-8ee0-47c081238857.html

Spectrum TV: <https://spectrumnews1.com/ky/louisville/news/2023/10/27/kentucky-driver-safety-halloween>

Herald Leader: <https://www.kentucky.com/news/state/kentucky/article280985403.html>

Sentinel-Echo: https://www.sentinel-echo.com/community/be-safe-when-driving-this-halloween/article_1a66115e-752d-11ee-9a97-83d4a90cfd5e.html

Columbia Magazine: <https://www.columbiamagazine.com/index.php?sid=129360>

Marshall County Daily: <https://www.marshallcountydaily.com/2023/10/27/be-safe-when-driving-this-halloween/>

DMS PANEL 1
BE SAFE THIS
HALLOWEEN

DMS PANEL 2
PLAN FOR A
SOBER RIDE
HOME





Drive Sober Holiday (earned media):

Thanksgiving, Christmas and New Year's

- Social media
- DMS messages
- Press conference in Frankfort
- [Statewide press release Dec. 13, 2023: Kentucky Drivers Reminded to Plan Safe Rides this Holiday Season](#) 'Drive Sober or Get Pulled Over' continues through New Year's Day

The Interior Journal: <https://www.theinteriorjournal.com/2023/12/19/drive-sober-campaign-serves-as-holiday-reminder/>

Kentucky Today: https://www.kentuckytoday.com/news/law-enforcement-on-roads-looking-for-impaired-drivers/article_582504b8-9a90-11ee-a474-3fbabfa97f39.html

The Times Leader: https://www.timesleader.net/news/drive-sober-this-holiday-season/article_00ecb482-3a12-5ff9-8dc9-81c459d57815.html

The News Enterprise: https://www.thenewsenterprise.com/news/local/kentucky-drivers-reminded-to-plan-safe-rides-this-holiday-season/article_a74e541d-540e-59dd-9168-bab027133974.html

Middlesboro Daily News: <https://www.middlesboronews.com/2023/12/19/drive-sober-campaign-serves-as-holiday-reminder/>

WKYT-TV: <https://www.wkyt.com/2023/12/13/drive-sober-or-get-pulled-over-campaign-being-pushed-during-holidays/> and <https://www.wkyt.com/2023/12/27/drive-sober-or-get-pulled-over-campaign-full-force-thru-end-holiday-season/>

KBSI-TV: <https://www.kbsi23.com/news/drive-sober-or-get-pulled-over-campaign-begins-dec-13-in-ky/>

WSO Radio: <https://wsonradio.com/2023/12/14/12237/>

WAVE 3-TV: <https://www.wave3.com/video/2023/12/19/drive-sober-or-get-pulled-over-campaign-effect/>

WSGW Radio: <https://www.wsgw.com/drive-sober-or-get-pulled-over-enforcement-to-run-through-january-1/>

Eagle Country: <https://www.eaglecountryonline.com/news/local-news/kentucky-drivers-reminded-to-plan-safe-rides-this-holiday-season/>

The Herald Ledger: https://www.heralddledger.com/uncategorized/drive-sober-this-holiday-season/article_f2d57de7-1fbb-5dae-985b-d6dc251da390.html

The Pioneer News: https://www.pmg-ky1.com/pioneer_news/features/drive-sober-or-get-pulled-over-during-holiday-season/article_bf2f589e-6627-5410-9b7f-bc07085d214b.html

Columbia Magazine: <https://www.columbiamagazine.com/index.php?sid=129857>

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

'Drive Sober or Get Pulled Over' campaign begins Dec. 13 in KY

Created on 12/13/2023 by @kyhighwaysafety



DMS PANEL 1
DON'T END UP
ON THE
NAUGHTY LIST

DMS PANEL 2
BUCKLE UP &
DRIVE SOBER

DMS PANEL 1
GATHERING
WITH FRIENDS
OR FAMILY?

DMS PANEL 2
PLEASE DRIVE
SAFELY

DMS PANEL 1
NEW YEAR'S
EVE GIVE UP
THE KEYS

DMS PANEL 2
DESIGNATE A
SOBER DRIVER





Drive Sober Holiday (paid media):

\$180,000 NHTSA 405d funds program number THSP24IM

November 20, 2023 - January 1, 2024

We ran media and digital ads specific to Thanksgiving Nov. 20-23 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.

YouTube:

Impressions: 544,971

Clicks: 403

CTR: .07%

Video completions: 511,070

VCR: 93.78%

Facebook/Instagram

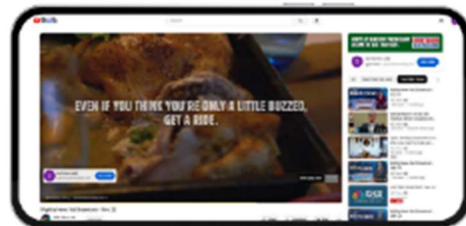
Impressions: 1,783,812

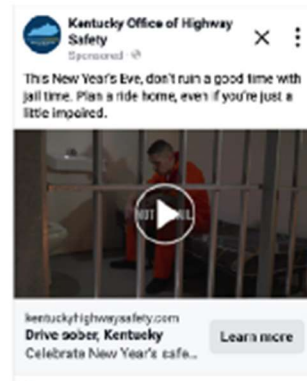
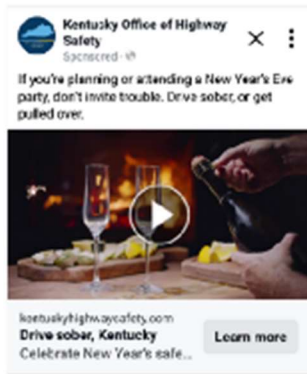
Clicks: 5,849

CTR: .33%

Engagement: 160,803

Video plays at 100%: 13,461





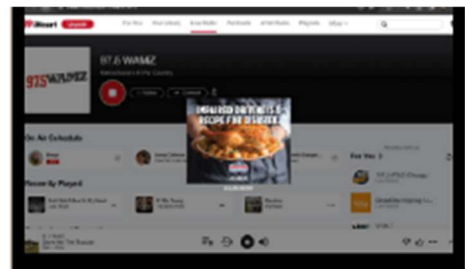
Radio (Louisville, Lexington, Bowling Green DMAs plus Small Market county-by-county radio):

Stations: 46

Spots: 3,803

In-Store Audio (Huck's, Kroger, FiveStar, Thorton's, Travel Center of America):

Total number aired: 47,731



Streaming Audio:

Impressions: 509,148

Clicks: 322

CTR: .06%

Audio completions: 455,601

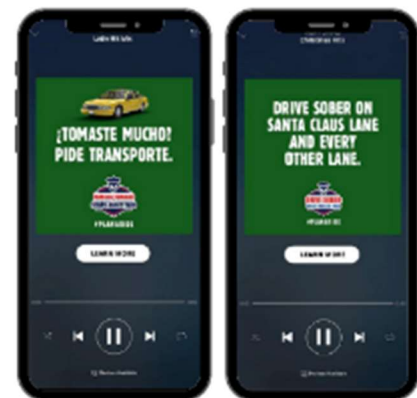
ACR: 90%

CTV/OTT:

Impressions: 1,064,969

Video Completions: 1,050,916

VCR: 98.68%



Added value display banners:

Impressions: 100,515

Clicks: 274

CTR: .27%



Project Roadblock on WKYT-TV/CW (Lexington) and WYMT-TV eastern Kentucky (paid media):

December 2023

\$33,975 state funds

Project Roadblock is a multiplatform drunken driving prevention campaign exclusive to local broadcast television stations. Assets include television and digital media.

Television Commercials:

- Logo on :05, :15 and :30 TV promos
- 60 :30 commercials on the CW
- 80 :30 commercials on WKYT
- 60 :30 commercials on EYMT
- 80 :30 commercials on WYMT



Display Ads (promo):

Impressions: 100,003

Clicks: 97

CTR: .10%

Display Ads (Drive Sober):

Impressions: 200,000

Clicks: 174

CTR: .09%



News App Interstitial (promo):

Impressions: 25,864

Clicks: 200

CTR: 0.76

News App Interstitial (Drive Sober ad):

Impressions: 36,902

Clicks: 320

CTR: 0.87

**Pre-Roll:**

Impressions: 100,000

Clicks: 16

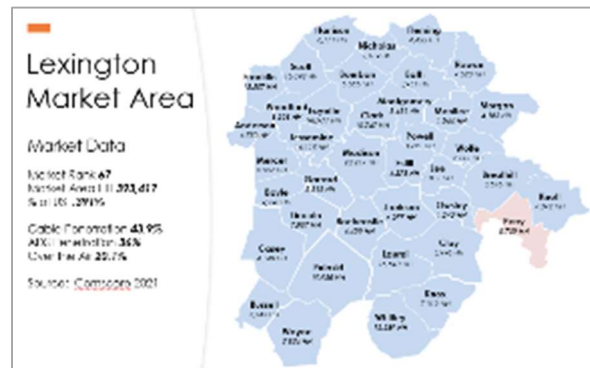
CTR: .16%

1 Day Homepage Takeover (promo):

Impressions: 82,979

Clicks: 60

CTR: 0.7%

**1 Day Homepage Takeover (Drive Sober):**

Impressions: 121,311

Clicks: 57

CTR: 0.5%

**Pencil Ads:**

Impressions: 49,950

Clicks: 69

CTR: .14%

In-Banner Video Ads:

Impressions: 50,001

Clicks: 229

Clicks: .46%

OOT Video Ads:

Impressions: 65,688

Total Subscribers: 17,078

**Social Post:**

Reach: 10,533

Engagement: 61

Reactions: 25

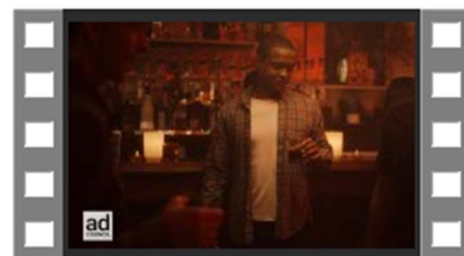
E-mail blast:

Impressions: 40,592

Opened by: 12,329

Clicks: 30

CTR: .07%



Impaired Driving Enforcement Awards (earned media):

- Social media
- [Statewide press release November 29, 2023: Kentucky Law Enforcement Honored for Impaired Driving Enforcement](#) *Ceremony salutes efforts to save lives on Kentucky roadways*

Sentinel-Echo: https://www.sentinel-echo.com/community/london-ksp-trooper-wins-governors-award-for-dui-arrests-for-34th-time/article_a6712cca-957f-11ee-bd31-0bbad3b09677.html

WYMT-TV: <https://www.wymt.com/2023/12/07/he-is-truly-one-kind-ksp-trooper-wins-34th-impaired-driving-award/>

Kentucky State Police: <https://www.kentuckystatepolice.ky.gov/news/p11-12-7-2023>

Eagle Country 99.3: <https://www.eaglecountryonline.com/news/local-news/kentucky-law-enforcement-honored-for-impaired-driving-enforcement/>

WKYT-TV: <https://www.wkyt.com/2023/11/29/officers-honored-efforts-crack-down-impaired-drivers/>

WHOP Radio: <https://whopam.com/2023/11/30/local-officers-presented-with-impaired-driving-enforcement-awards/>

The State Journal: https://www.state-journal.com/crime/three-local-officers-earn-governors-impaired-driving-enforcement-awards/article_26b1dc82-8f76-11ee-98c7-77284ddb55a.html

LinkNKY: <https://linknky.com/news/2023/12/05/florence-police-department-officer-receives-state-honor/>

Grant County News: https://www.pmg-ky3.com/grantco/three-grant-county-officers-among-those-honored-for-impaired-driving-enforcement/article_7398fd22-02db-51b5-bf97-97d2e30427f8.html

The News Journal: <https://www.thenewsjournal.net/patrick-brown-win-governors-impaired-driving-enforcement-awards/>

Kentucky New Era: https://www.kentuckynewera.com/ep/news/article_ea1d7a9c-aff7-5247-99e9-098254bcf838.html

Appalachian News-Express: https://www.news-expressky.com/news/local-officers-receive-awards/article_b18e84da-953f-11ee-b271-9b26922a2985.html



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

- Social media

- DMS message
- [Statewide press release Feb. 5, 2024](#): Super Bowl LVIII Viewers Reminded ‘Fans Don’t Let Fans Drive Drunk’ Kentuckians encouraged to plan for a safe ride home

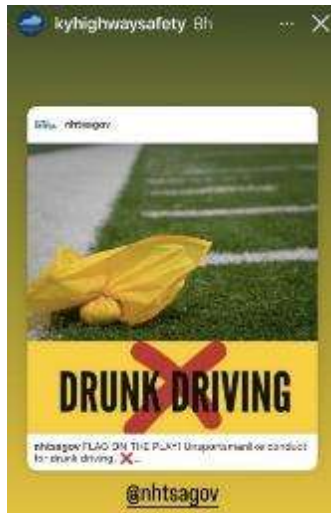
Kentucky Today: https://www.kentuckytoday.com/news/ky-highway-officials-urging-safe-super-bowl-sunday/article_1ac0f464-c46c-11ee-974c-b3a8b44c2c95.html

Ohio County Monitor: <https://ocmonitor.com/2024/02/07/super-bowl-lviii-viewers-reminded-fans-dont-let-fans-drive-drunk/>

WSON Radio: <https://wsonradio.com/2024/02/06/12590/>

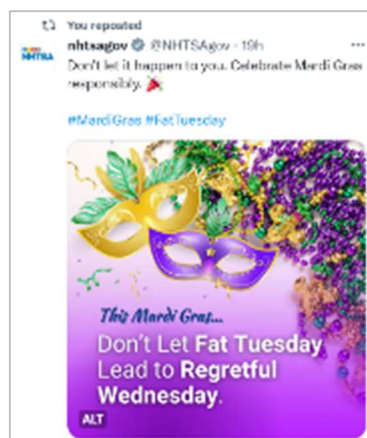
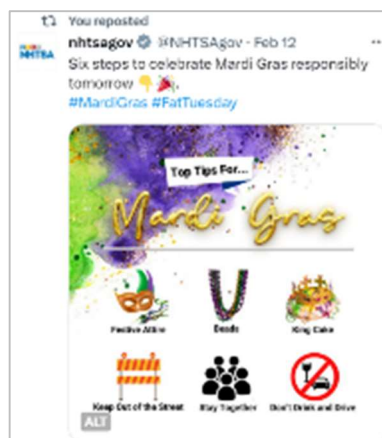
DMS PANEL 1
WATCHING THE
BIG GAME
THIS WEEKENDS?

DMS PANEL 2
FANS DON'T
LET FANS
DRIVE DRUNK



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 5, 2024](#): **Kentuckians Reminded to Designate a Sober Driver this St. Patrick's Day** *Buzzed Driving is Drunk Driving*

The Courier Journal: <https://www.courier-journal.com/story/life/holiday/2024/03/11/st-patricks-day-2024-sobriety-checkpoints-kentucky/72928919007/>

Northern KY Tribune: <https://nkytribune.com/2024/03/kytc-reminding-st-patricks-day-revelers-to-shamrock-and-roll-with-a-sober-driver-march-17/>

Grant County News: https://www.pmg-ky3.com/grantco/designate-a-sober-driver-this-st-patricks-day/article_e890bbc8-1f2b-5574-a9f8-72d40bb498ea.html

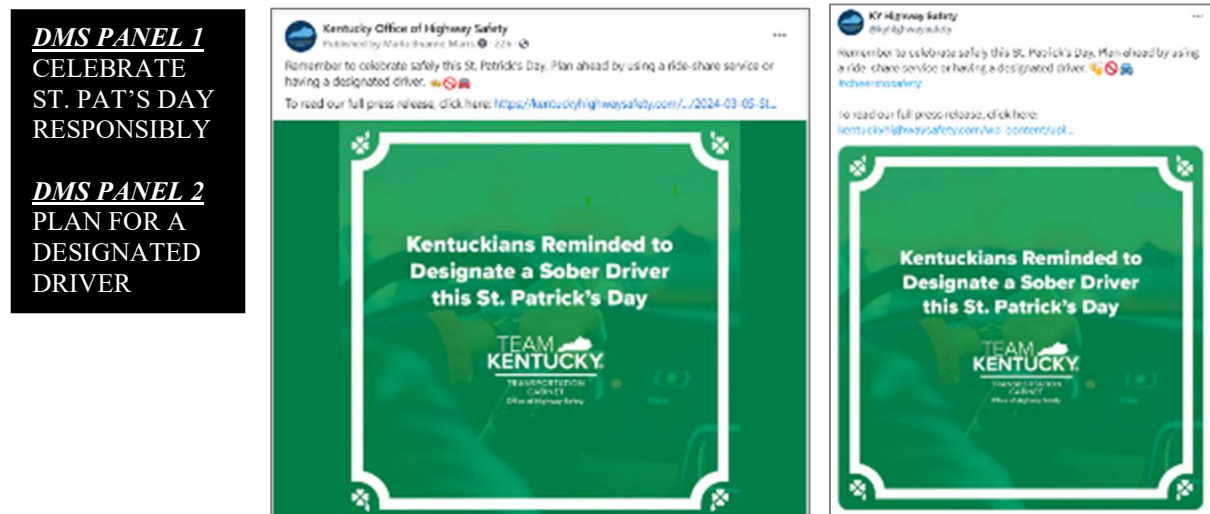
Sentinel-Echo: https://www.sentinel-echo.com/news/kentuckians-reminded-to-designate-a-sober-driver-this-st-patrick-s-day/article_245fbd4c-dcc8-11ee-b849-8b2b636e1e8e.html

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

Indy Star: <https://www.indystar.com/story/news/local/2024/03/11/st-patrick-day-four-leaf-clover-odds-slim-rare-unlikely-car-crashes-drunk-driving-more-common/72745836007/>

The Gleaner: <https://www.thegleaner.com/story/life/holiday/2024/03/11/st-patricks-day-2024-sobriety-checkpoints-kentucky/72928919007/>

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



Fourth of July Buzzed Driving (earned media):

- Social media
- DMS message
- [Statewide press release July 1, 2024](#): **This Fourth of July, Remember: Buzzed Driving is Drunk Driving** *Help prevent impaired driving crashes during the holiday weekend*

WDRB-TV: https://www.wdrb.com/news/kentucky-transportation-cabinet-urges-safe-sober-driving-this-fourth-of-july-weekend/article_4824361e-17b5-11ee-a982-cbed371fed7d.html

WBKO-TV: <https://www.wbko.com/2024/07/03/officials-warn-drivers-stay-safe-roads-amid-holiday-travel/>

Kentucky Today: https://www.kentuckytoday.com/news/make-it-a-safe-fourth-of-july-on-roads/article_adb567ec-37e6-11ef-91ec-d3596e0d19f3.html

The Paducah Sun: https://www.paducahsun.com/news/state-officials-remind-drivers-to-make-it-a-safe-fourth-of-july-on-roads/article_533f0e2b-c3cf-5f50-9004-e475bc37e6f4.html

Central News Journal: https://www.pmg-ky2.com/cknj/news/make-it-a-safe-fourth-of-july-on-roads/article_590c0ac5-8491-5133-b9f4-45b187c60a2b.html



Drive Sober or Get Pulled Over (earned media):

- Social media
- DMS messages
- Statewide press release August 12, 2023: **Kentucky Joins National Effort to Prevent Impaired Driving During Labor Day Holiday** *Drive Sober or Get Pulled Over* runs Aug. 16 - Sept. 2

Eagle County Online <https://www.eaglecountryonline.com/news/local-news/kentucky-joins-national-effort-to-prevent-impaired-driving-during-labor-day-holiday/>

Spectrum News 1 <https://spectrumnews1.com/kv/louisville/news/2024/08/12/kentuckians-urged-to-drive-safely-over-labor-day-weekend>

DMS PANEL 1
DRIVE SOBER
KENTUCKY

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

August 14 – September 2, 2024

\$200,800 NHTSA 405d funds program number THSP24IM

Targeted Area: Statewide with an emphasis on the 31 counties with the highest number of alcohol-related crashes.

Target Audience:

Primary: Males 18-34, Secondary: Adults 21-64

Facebook/Instagram:

Impressions: 1844,809
Reach: 656,274
Clicks: 9,090
CTR: 0.49%
Engagement: 312,726
Video Completions: 1,599,906

Traditional Radio:

47 stations
2605 spots

ESPN

Impressions: 217,655
Video Completion: 214,369
VCR 98.49

Impressions: 90,973
Video Completions: 89,375
VCR: 98.24%

CTV/OTT:

Impressions: 870,734
Completions: 855,770
VCR: 98.28%

YouTube:

Impressions: 112,934
VCR: 97.75%

Impressions: 3,563
VCR: 95.22%

Display Banners:

Impressions: 833,404
Clicks: 17110
CTR: 2.05%

Speed & Aggressive Driving

Not So Fast, Kentucky (earned media)

- Social media
- DMS messages
- [Statewide press release July 8, 2024](https://www.marshallcountydaily.com/2024/07/08/kentuckians-reminded-to-slow-down-this-summer-2/): **Kentucky Office of Highway Safety Partners with Law Enforcement on Speed Awareness Campaign** *'Not So Fast, Kentucky' runs through July 31*

Marshall County Daily: <https://www.marshallcountydaily.com/2024/07/08/kentuckians-reminded-to-slow-down-this-summer-2/>

West Kentucky Star: <http://www.westkentuckystar.com/News/State/Not-So-Fast-Kentucky-program-underway>

Kentucky Today: https://www.kentuckytoday.com/news/safety-campaign-on-roads-runs-through-july-31/article_11102040-3e1d-11ef-a10e-473ce402c2ad.html

WNKY-TV: <https://www.wnky.com/kentucky-state-police-participating-in-campaign-reminding-drivers-to-slow-down/>

WVXU Radio: <https://www.wvxu.org/local-news/2024-07-09/ohio-kentucky-speed-enforcement-summer>

Northern Kentucky Tribune: <https://nkytribune.com/2024/07/not-so-fast-kentucky-reminding-drivers-to-slow-down-observe-speed-limits/>

West Kentucky Star: <https://www.westkentuckystar.com/News/State/Not-So-Fast-Kentucky-program-underway>



Not So Fast, Kentucky (paid media):

July 1-31, 2024

\$150,000 NHTSA 402 funds program number THSP24HV

Targeted Area:

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

Target Audience:

Primary: M18-45 (English) Secondary - M18-45 (Spanish)

Audio streaming:

Impressions: 120,463

Completions: 116,412

ACR: 96.64%

Facebook/Instagram:

Impressions: 2,445,152

Reach: 954,464

CTR: .63%

VCR: .46%

YouTube:

Impressions: 793,702

VCR: 96.79%

CTV/OTT (Streaming):

Impressions: 1,146,768
Completions: 251,545
VCR: 96.27%

CTV/OTT (Olympics):

Impressions: 259,494
Completion: 251,545
VCR: 99.94%

CTV/OTT (ESPN – Live Stream):

Impressions: 217,593
Completion: 213,259
VCR: 98.01%

CTV/OTT (Digital Video):

Impressions: 113,651
Completion: 111,102
VCR: 97.76%

ESPN – App Digital Display Ads

Impressions: 625,010
Clicks: 464
CTR: .07%

Display Ads (added value):

Impressions: 402239
Clicks: 3305
CTR: .82%

Gas Station TV:

Impressions: 1,647,020
Media Markets: 8

Speeding-Impaired-Occupant Protection–Distraction-Share The Road (Bike/Motorcycle/Pedestrian)

Teen Driver Safety Week (earned media):

Oct. 15-21, 2023

- Social media
- DMS message
- [Statewide press release Oct. 13, 2023](#): **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/2023/10/19/national-teen-driver-safety-week-tips-parents-with-teen-drivers/>

WPSD-TV: https://www.wpsdlocal6.com/newsletter_stories/teen-driver-safety-week-how-teens-can-stay-safe-on-the-road/article_f7509f2e-6431-11ee-b860-2f1ad0328567.html

WCLU Radio: <https://www.wcluradio.com/2023/10/13/national-teen-driver-safety-week-is-oct-15-21/>

WHOP Radio: <https://whopam.com/2023/10/16/kytc-offers-advice-during-national-teen-driver-safety-week/>

Columbia Magazine: <https://www.columbiamagazine.com/index.php?sid=129143>

The Interior Journal: <https://www.theinteriorjournal.com/2023/10/16/its-national-teen-driver-safety-week/>

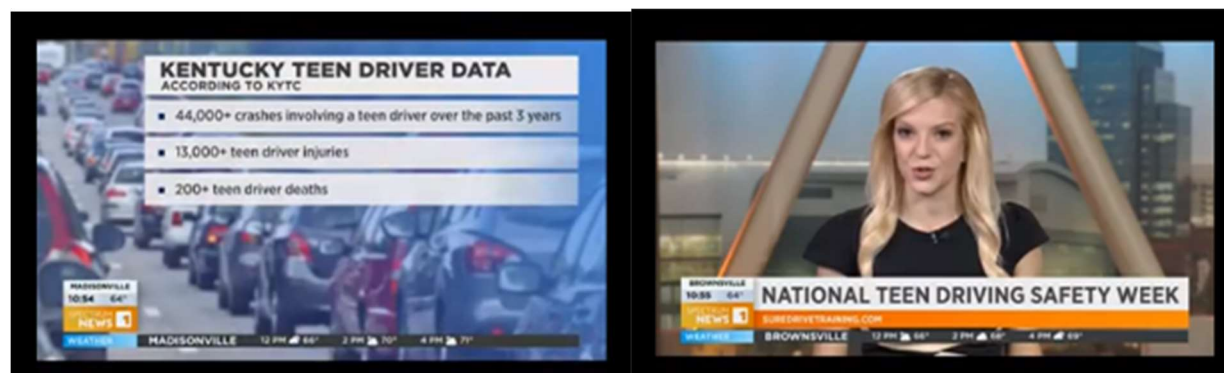
Spectrum News: <https://spectrumnews1.com/ky/northern-ky/news/2023/10/18/teen-safe-driving->

Kentucky Today: https://www.kentuckytoday.com/news/national-teen-driver-safety-week-observed-starting-sunday/article_0edbfadac-6a16-11ee-948b-07ccd867cd90.html

Northern Kentucky Tribune: <https://nkytribune.com/2023/10/its-national-teen-driver-safety-week-have-a-conversation-with-your-teen-about-safe-driving-habits/>

DMS PANEL 1
YOUR TEEN
IS WATCHING
DRIVE SAFELY

DMS PANEL 2
TEEN DRIVER
SAFETY WEEK



Ford Driving Skills for Life (earned media):

April 13-14, 2024

- Social media
- KOHS Website banner header
- Ford event [Website](#)

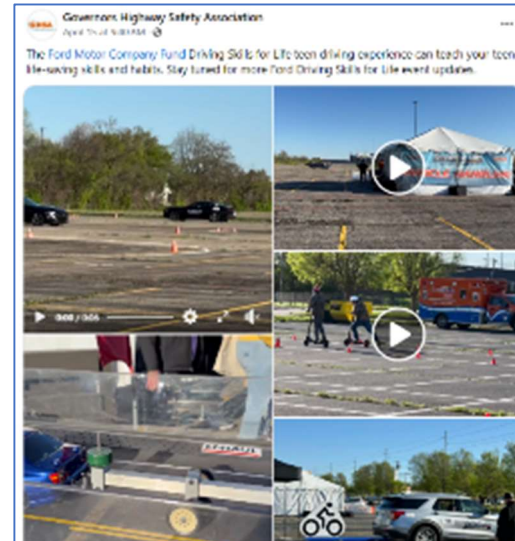
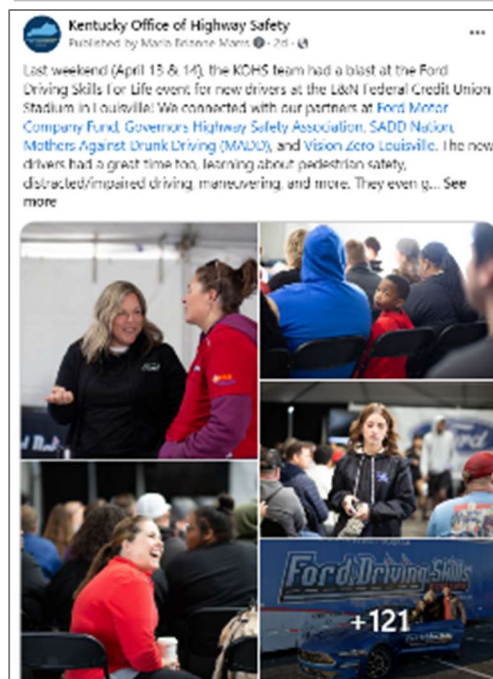
- Statewide press release April 1, 2024 by Ford (we provided quote). ***Ford Driving Skills for Life, a free, hands-on teen driving clinics for new drivers, is coming to Cardinal Stadium in Louisville April 13-14, 2024***

Spectrum News <https://spectrumnews1.com/ky/louisville/news/2024/04/14/ford-driving-skills-for-life>

Kentucky Today: https://www.kentuckytoday.com/news/ford-driving-skills-for-life-available-for-new-drivers-april-13-14/article_da72d792-f04e-11ee-b2bf-0f8b46657163.html

WAVE3-TV: <https://www.wave3.com/2024/04/01/fords-free-driving-workshop-returns-in-stadium/>

WDRB-TV: https://www.wdrb.com/news/education/free-driving-skills-training-program-will-be-held-at-l-n-stadium-in-louisville-this/article_0d646522-f053-11ee-898b-fbce14985a4c.html



New website (earned media):

- Social media

- [Statewide press release March 28, 2024](#): **New Kentucky Highway Safety Website Provides User-Friendly Resource to Promote Safer Roads** *Features state, county data and new “Memory Lane” tribute page to honor lives lost on Kentucky highways*

Murray Ledger and Times: https://www.murrayledger.com/news/kytc-office-of-highway-safety-has-new-website/article_0dd1c254-efbb-11ee-bc89-7343317ed406.html

KFVS-TV: <https://www.kfvs12.com/2024/03/28/new-kentucky-highway-safety-website-features-state-county-data-new-memory-lane-tribute/>

WMKY Radio: <https://www.wmky.org/news/2024-04-09/new-kentucky-state-highway-website-provides-interactive-resources-and-memorial-page>

Harlan Enterprise: <https://www.harlanenterprise.net/2024/04/01/kytc-office-of-highway-safety-has-new-website/>

Marshall County Daily: <https://www.marshallcountydaily.com/2024/03/28/new-kentucky-highway-safety-website-provides-user-friendly-resource-to-promote-safer-roads/>

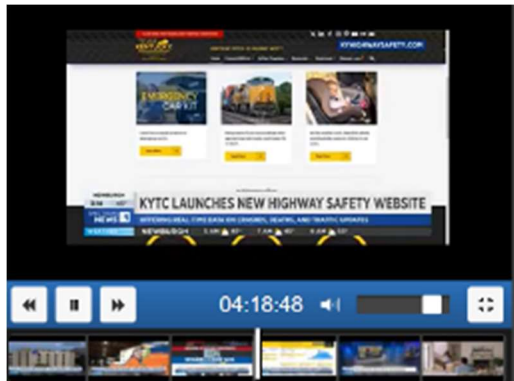
Kentucky Today: https://www.kentuckytoday.com/news/kytc-office-of-highway-safety-has-new-website/article_703f8172-ed10-11ee-a25a-53dc379704bf.html

Winchester Sun: <https://www.winchestersun.com/2024/04/01/kytc-office-of-highway-safety-has-new-website/>

The Advocate Messenger: <https://www.amnews.com/2024/04/01/kytc-office-of-highway-safety-has-new-website/>

Ohio County Monitor: <https://ocmonitor.com/2024/03/28/new-kentucky-highway-safety-website-provides-user-friendly-resource-to-promote-safer-roads/>

Spectrum News (screenshot below left) and WLEX-TV (screenshot below right):



2023 End-of-Year Fatality Report (earned media):

- Social media
- [Statewide press release April 16, 2024](#): **Kentucky Officials Announce Increase in Highway Fatalities Last Year** *Half of 2023 fatalities were unbelted*

WKYT-TV: <https://www.wkyt.com/2024/04/17/kytc-highway-fatalities-hit-seven-year-high-up-9-2022/>

FOX 56: <https://fox56news.com/news/kentucky/kentucky-sees-largest-number-of-roadway-deaths-since-2016/>

WLKY-TV: <https://www.wlky.com/article/kentucky-highway-deaths-fatalities-2023/60523143>

WCPO-TV: <https://www.wcpo.com/news/state/state-kentucky/kentucky-sees-highest-number-of-deadly-crashes-in-7-years-looks-for-solutions>

WLEX-TV: <https://www.lex18.com/news/vision-zero-danvilles-plan-to-save-lives-on-the-road>

WYMT-TV: <https://www.wymt.com/video/2024/04/16/watch-officials-kentucky-saw-increase-highway-fatalities-2023/>

WBRC-TV: <https://www.wbrc.com/video/2024/04/16/watch-officials-kentucky-saw-increase-highway-fatalities-2023/>

WNKY-TV: <https://www.wnky.com/kentucky-officials-say-highway-fatalities-increased-last-year/>

WLWT-TV: <https://www.wlwt.com/article/kentucky-transportation-increase-highway-fatalities/60529437>

KBSI-TV: <https://www.kbsi23.com/news/highway-deaths-in-ky-increased-in-2023/>

WKZD Radio: <https://www.wkdzradio.com/2024/04/17/kentucky-officials-note-considerable-increase-in-highway-fatalities/news-edge/>

WJRS Radio: <https://lakercountry.com/2024/04/russell-county-saw-increase-in-highway-fatalities-last-year/>

WEKT Radio: <https://www.wektradio.com/2024/04/17/kentucky-officials-note-considerable-increase-in-highway-fatalities-2/>

The News-Enterprise: https://www.thenewsenterprise.com/news/local/kentucky-highway-deaths-in-2023-most-in-seven-years/article_521b58a6-fc18-50b8-bbc3-5312b8007bca.html

Kentucky Today: https://www.kentuckytoday.com/news/kentucky-highway-deaths-in-2023-most-in-seven-years/article_3c81c4fa-fc27-11ee-9a7f-c3609e26da77.html

The State Journal: https://www.state-journal.com/news/highway-fatalities-in-franklin-county-rise-from-2022-to-2023/article_02c0f9d2-fc29-11ee-a462-73a9e58a2310.html

Link NKY: <https://linknky.com/news/2024/04/19/kentucky-sees-highest-number-of-deadly-crashes-in-7-years-looks-for-solutions/>

Appalachian News-Express: https://www.news-expressky.com/news/kentucky-officials-announce-increase-in-highway-fatalities-last-year/article_5516518e-fdb7-11ee-a1d9-0b3654243d22.html

The Sentinel-Echo: https://www.sentinel-echo.com/community/kentucky-motorists-encouraged-to-buckle-up-put-phone-down/article_7d1f470a-fe96-11ee-bba0-13aadaecbf8c.html

Central Kentucky News Journal: https://www.pmg-ky2.com/cknj/news/kentucky-highway-deaths-in-2023-most-in-seven-years/article_679d1582-0595-5a93-800c-e0a11afd6424.html

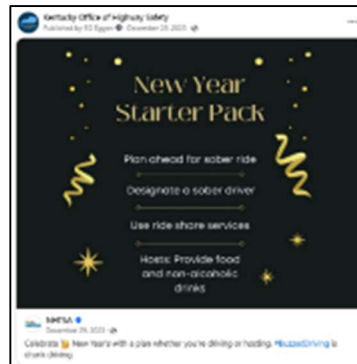
Springfield News: https://www.pmg-ky2.com/springfield/news/kentucky-officials-announce-increase-in-highway-fatalities-last-year/article_78017b1f-4485-522c-8d25-e81c50d7634c.html



New Year's (earned media):

- Social Media

- DMS messages



DMS PANEL 1
NEW YEAR
SAME GOAL
ZERO DEATHS

DMS PANEL 2
BUCKLE UP
AND PUT THE
PHONE DOWN

DMS PANEL 1
MAKE A
NEW YEAR'S
RESOLUTION

DMS PANEL 2
STAY ALERT
BEHIND THE
WHEEL

Tony and Dwight Daily Show on 84WHAS (paid media):

Total: \$50,000

- \$25,000 NHTSA 405D funds program number THSP24IM
- \$25,000 402 NHTSA funds program number THSP24HV

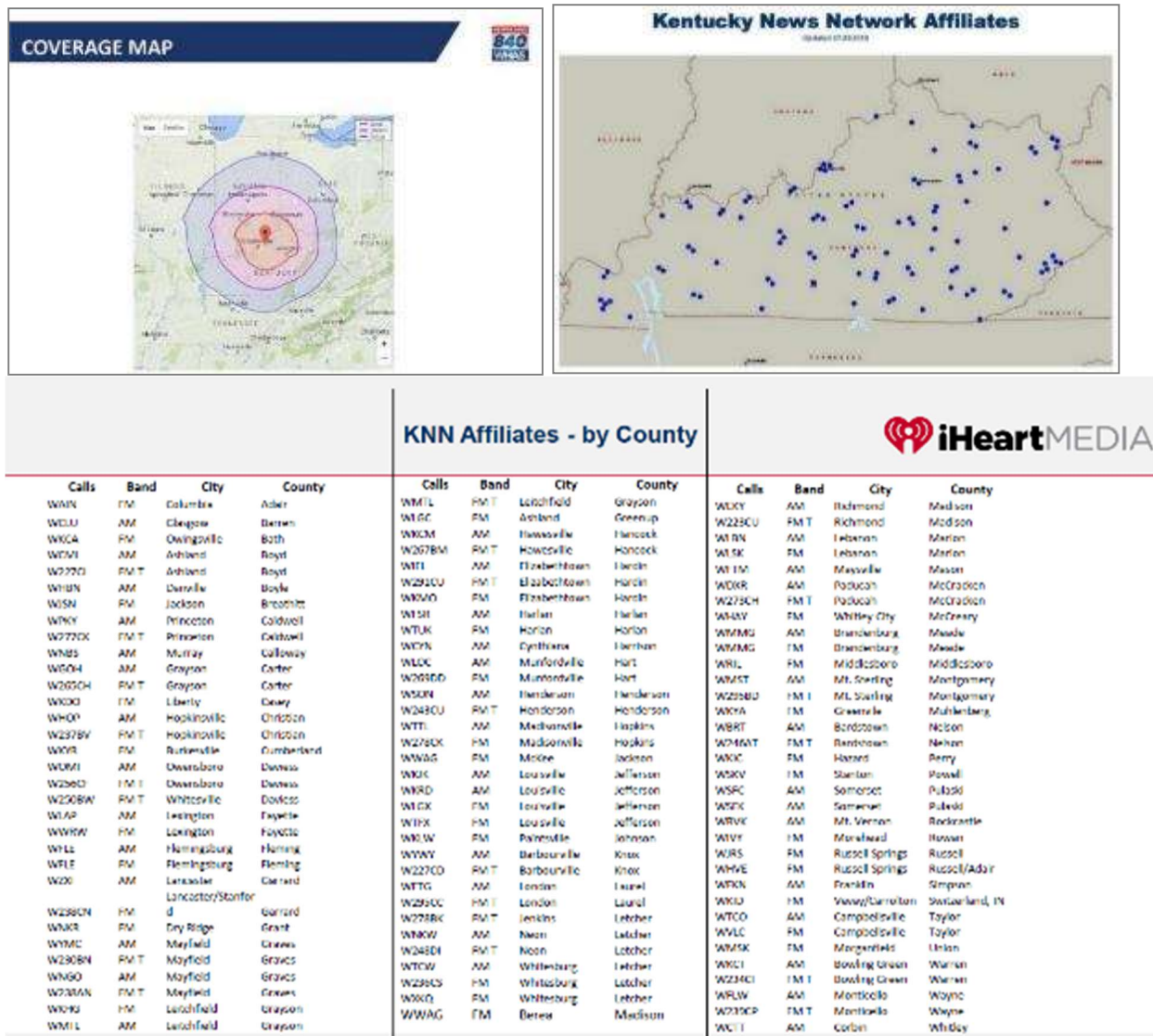
The KOHS is the title sponsorship of the highly-ranked Tony & Dwight daily radio show broadcast on 84WHAS from 9 a.m. to noon daily. The show focuses on the news, sports, and pop culture topics of the day in Kentucky's largest media market.

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 (*pictured above*).



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 THSP24IM
- \$20,000 NHTSA 402 funds program number THSP24HV

Kentucky Sports Radio (KSR) daily radio show airs on 59 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 #1 nationally for mid-day market shows:





KSR affiliates (below):



Live:
 WCMH (1340am/93.3fm): Ashland
 WCBL (1290am): Benton
 WKCT (930am/104.1fm): Bowling Green
 WTCO (1450am/106.7fm): Campbellsville
 WSAI (1360AM): Cincinnati
 WAIN (1270am/93.9fm): Columbia
 WCYN (102.3fm): Cynthiana
 WHIR (1230am): Danville
 WIEL (1400am/106.1fm): Elizabethtown
 WCLU (1490am/103.1fm): Glasgow
 WGOH (1370am/100.9fm): Grayson
 WTUK (105.1fm): Harlan
 WREF (97.7fm): Henderson/Evansville
 WHOP (1230am/95.3fm): Hopkinsville

Live:
 WRV (1550am/99.3fm): Irvine
 WJKY (1060am): Jamestown
 WZXI (1280am/95.5fm): Lancaster
 WLAP (630am): Lexington
 WFIG (1400am/106.9fm): London
 WKJK (1080am): Louisville
 WFMW (730am/94.9fm): Madisonville
 WTBK (105.7fm): Manchester
 WFTM (1240am): Maysville
 WFXV (1490am/98.3fm): Middlesboro
 WKYM (101.7fm): Monticello
 WUCO (1550am/98.5fm): Morganfield
 WNBS (1340am): Murray

Live:
 WIME (102.7fm): Owensboro
 WPAD (1560am/99.5fm): Paducah
 WKYH (600am/99.3fm): Paintsville
 WLSI (900am/95.9fm): Pikeville
 WPRT (960am/104.5fm): Prestonsburg
 WSFC (1240am): Somerset
 WTCW (920am/95.1fm): Whitesburg
 WHAY (98.3fm): Whitney City
 WBTH (1400am/102.5fm): Williamson
On Delay (ALL TIMES LISTED EASTERN)
 WSAI (1360am): Cincinnati 6p-8p
 WMTL (870am/103.9fm): Leitchfield. 11a-1p

Kentucky Sports Radio Post-Game Show (paid media):

October 2023 – March 2024 (football & basketball season)

Total: \$20,000

- \$10,000 NHTSA 405D funds program number THSP24IM
- \$10,000 NHTSA 402 funds program number THSP24HV



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.



| | | | | KNN Affiliates - by County | | | | iHeartMEDIA | | | |
|--------|------|--------------|------------|----------------------------|------|---------------|-----------|-------------|------|-----------------|---------------|
| Calls | Band | City | County | Calls | Band | City | County | Calls | Band | City | County |
| WJIN | FM | Columbia | Adair | WMTL | FM | Letchfield | Grayson | WJXY | AM | Richmond | Madison |
| WJLU | AM | Olemiss | Bartow | W16C | FM | Ashland | Greenup | W223CU | FM | Richmond | Madison |
| WJCA | FM | Owingsville | Bath | WJCM | AM | Hawesville | Hancock | W1RN | AM | Lebanon | Marion |
| WJMI | AM | Ashland | Boyd | W207BM | FM | Hawesville | Hancock | W1SK | FM | Lebanon | Marion |
| W277D | FM | Ashland | Boyd | W1L | AM | Elizabethtown | Farrar | W1LM | AM | Massville | Mason |
| W1UN | AM | Daniels | Boyle | W291CU | FM | Elizabethtown | Farrar | W1DR | AM | Paducah | McCracken |
| WJSN | FM | Jackson | Breathitt | W291CU | FM | Elizabethtown | Farrar | W273CH | FM | Paducah | McCracken |
| WJNY | AM | Princeton | Caldwell | W1SH | AM | Harlan | Harlan | W1AY | FM | Whitley City | McCreary |
| W277CX | FM | Princeton | Caldwell | W1UK | FM | Harlan | Harlan | W1MG | AM | Brandenburg | Meade |
| W1NS | AM | Murray | Calloway | W1UK | AM | Cynthiana | Farrar | W1MG | FM | Brandenburg | Meade |
| W1OH | AM | Grayson | Carter | W1UC | AM | Murfordville | Hart | W1RL | FM | Middlesboro | Middleboro |
| W205CH | FM | Grayson | Carter | W205DD | FM | Murfordville | Hart | W1ST | AM | Mt. Sterling | Montgomery |
| W1OO | FM | Liberty | Cass | W1SN | AM | Henderson | Henderson | W223BU | FM | Mt. Sterling | Montgomery |
| W1OP | AM | Hopkinsville | Christian | W248CU | FM | Henderson | Henderson | W1YA | FM | Greenville | Muhlenberg |
| W237BY | FM | Hopkinsville | Christian | W1TL | AM | Madisonville | Hopkins | W1RT | AM | Bondsville | Nelson |
| W1OR | FM | Rutledge | Cumberland | W278UX | FM | Madisonville | Hopkins | W146VT | FM | Bondsville | Nelson |
| W1OM | AM | Owensboro | Daviess | W1WS | FM | Madisonville | Hopkins | W1OC | FM | Harrods | Perry |
| W256D | FM | Owensboro | Daviess | W1KS | AM | Louisville | Jefferson | W1OV | FM | Stanley | Powell |
| W250BW | FM | Whitesville | Dodd | W1RD | AM | Louisville | Jefferson | W1SP | AM | Somerset | Pulaski |
| W1AP | AM | Lexington | Fayette | W1LK | FM | Louisville | Jefferson | W1SK | AM | Somerset | Pulaski |
| W1VW | FM | Lexington | Fayette | W1LK | FM | Louisville | Jefferson | W1VW | AM | Mt. Vernon | Rockcastle |
| W1LL | AM | Hammingsburg | Harrison | W1OW | FM | Palmerville | Johnson | W1VY | FM | Marion | Rowan |
| W1LE | FM | Flemingsburg | Harrison | W1VY | AM | Palmerville | Johnson | W1RS | FM | Russell Springs | Russell |
| W200 | AM | Lexington | Garland | W227CD | FM | Barbourville | Knox | W1VE | FM | Russell Springs | Russell/Adair |
| | | | | W1TG | AM | London | Letcher | W1VN | AM | Franklin | Simpson |
| | | | | W291CU | FM | London | Letcher | W1WJ | FM | Waynesboro | Swain |
| | | | | W278UX | FM | London | Letcher | W1CO | AM | Campbellsville | Taylor |
| | | | | W1NW | AM | Nash | Letcher | W1LC | FM | Campbellsville | Taylor |
| | | | | W248CU | FM | Nash | Letcher | W1SK | FM | Morganfield | Union |
| | | | | W1WJ | AM | Whitesburg | Letcher | W1CI | AM | Bowling Green | Warren |
| | | | | W291CU | FM | Whitesburg | Letcher | W234CI | FM | Bowling Green | Warren |
| | | | | W1OC | FM | Whitesburg | Letcher | W1WL | AM | Monticello | Wayne |
| | | | | W1WJ | AM | Whitesburg | Letcher | W234CP | FM | Monticello | Wayne |
| | | | | W1WJ | FM | Berea | Madison | W1CI | AM | Corbin | Whitley |

iHeart Safe Summer Driving Series (paid media):

July – August 2024

- \$25,000 NHTSA 405D funds program number THSP24IM
- \$25,000 NHTSA 402 funds program number THSP24HV

KOHS partnered with iHeart Media to promote the “Safe Summer Driving Series” to increase awareness of safe driving habits and traffic safety laws during the summer travel season.



Awareness on iHeart stations: Radio spots were recorded by the following local on-air talent:

- Matt Jones (Host of Kentucky Sports Radio on 58 affiliates)
- Shannon the Dude (Producer and co-host of Kentucky Sports Radio and KSR Pre-Show, DJ on WKQQ and WQMF rock stations)
- Rachel Elliott (DJ on WAMZ country station)
- Nick Coffey (Host of Coffey & Company on WKRD sports station)
- Tony Vanetti (Co-host of Tony & Dwight Show on WHAS news station)
- Dwight Witten (Co-host of Tony & Dwight Show on WHAS news station)

Script below:

*This is **NAME/STATION**... Summertime is finally here!*

Whether you ride, pedal, walk or drive, Kentuckians are reminded to follow the rules of the road as traffic increases across the state. Buckle up, put the phone down, obey the speed limit and always travel sober.

If riding a bike or motorcycle, wear a helmet. If walking, stay visible.

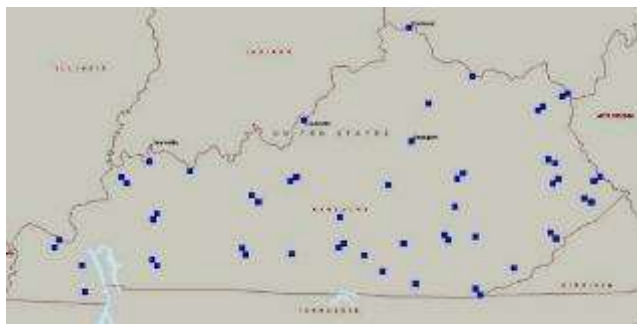
Let's work together for the safety of everyone using our roadways. Be safe, Kentucky.

Brought to you by Team Kentucky and the Office of Highway Safety.

KSR Small Business Tour: KOHS was the presenting sponsor of the Kentucky Sports Radio's (KSR) Safe Summer Driving Small Business Tour as the crew traveled to and hosted a show at small businesses throughout the state. KSR is syndicated on 58 affiliates plus iHeart streaming. The KOHS received:

- One :30 network commercial each day plus a matching bonus across 58 affiliates
- Average of two live mentions by the host each day
- Twenty :15 promos per week
 - Monday – Sunday, 5 a.m. – 8 p.m. flight on WLAP, WSFC, and WKJK for 11 weeks totaling 660 spots (220 per station).
- Homepage takeover during opening week of the tour on WLAP, WKRD and WSFC
- 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:

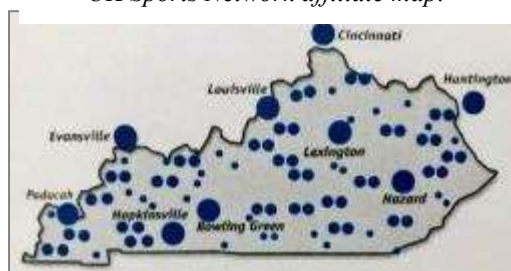
| Date | Guest(s) | Topic |
|---------|--|--|
| June 5 | Alexa Rastigue | Former Bellarmine field hockey player; family hit by drunken driver traveling home from a match killing two, including Alexa's brother's girlfriend, and severely injuring her mother. |
| June 13 | Bill Bell and Mike Mitchell | Work Zone Safety; Mike's story of a motorist driving through a rolling roadblock |
| June 20 | Matt Cole, Commissioner of the Department of Vehicle Regulation | REAL ID upcoming deadline and information regarding the Driver's License Regional offices |
| June 27 | Theresa Martinez and LMPD Sgt. Ron Fey | A drunken driver killed Theresa's daughter, Ashley; Sgt. Fey was one of the first responders at the crash scene and at Theresa's house to make the death notification |
| July 18 | Sharon Rengers, RN – Norton Children's Hospital and SAFE Kids Louisville and Bill Bell | Child Passenger Safety – the importance of booster seats and a reminder of the dangers of heatstroke |
| July 24 | KSP Trooper Corey King and Bill Bell | Information on Kentucky's updated Move Over law – now includes all motorists; a reminder of first responder safety |
| July 31 | Erin Eggen and Bill Bell | Wrap-up of the Safe Summer Driving Series |

JMI Sports Marketing – University of Kentucky Athletics (paid media): \$300,000 State funds

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. Additionally, we receive a game sponsorship and :30 TV spot during the UK baseball

UK Sports Network affiliate map.



coaches show.

Messages rotate throughout football season: “Drive Sober” in September and December, “Walk Safe” in October and “Buckle Up Phone Down” in November.

IPTVs and videobaord feature examples at Kroger Field football stadium:



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. During basketball season, the primary message is “Buckle Up Phone Down,” however, “Drive Sober or Get Pulled Over” runs in December.

Scorer’s table courtside image at Rupp Arena:



Memorial Colosseum videoboard image (left) and Rupp Arena courseide bookend image (right):



Lower tunned, center-hung video board and TV visible courseide:



Baseball season messaging is “Buckle Up Phone Down” and “Click It or Ticket.” For the [sponsorship game](#), we chose April to promote Distracted Driving Awareness Month.

Learfield Sports Marketing – University of Louisville Athletics (paid media): \$309,000 State funds

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. Signage includes logos on exit gates, 360-degree LED ribbon board, LED course, in-venue TVs and center-hung video boards. 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, volleyball court and a :30 TV spot during the UofL football coaches show (12 shows per season).

Additional assets include:

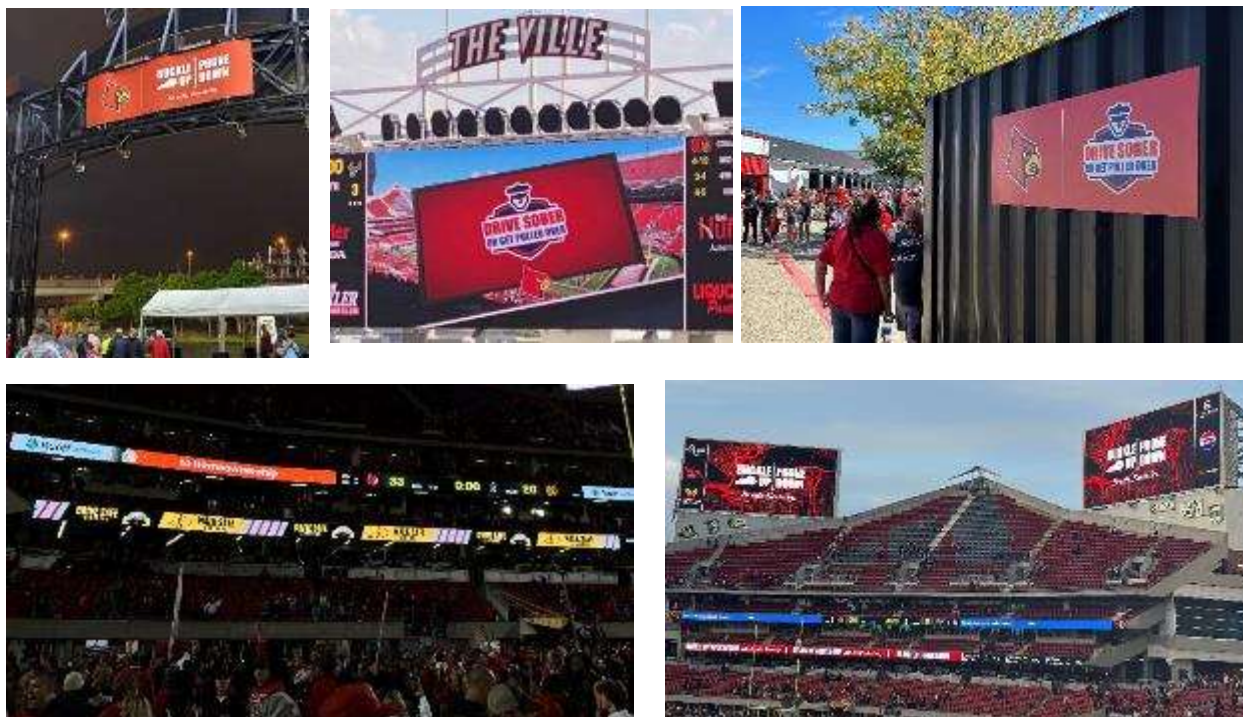
- “Walk Safe, KY” and “Drive Safe, KY” signage on bus shelter on campus
- “Walk Safe, KY” sign on campus intramural field
- Fan 365 year-round digital ads on GoCards.com

Messages rotate throughout football season: “Drive Sober” in August/September and December, “Walk Safe” in October and “Buckle Up Phone Down” in November. During basketball season, the primary message is “Buckle Up Phone Down,” however, “Drive Sober or Get Pulled Over” runs in December. For year-round messaging, we promote “Ride Safe, KY/Share the Road, KY” in May, “Local Heroes – Click It or Ticket” in May and June and “Not So Fast, Kentucky” speed campaign in July.

Fan 365 digital ads:



Signage at football games:



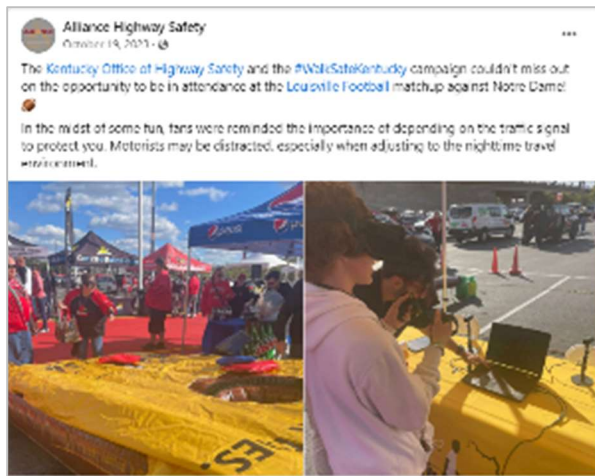
Signage at basketball games:



Signage at Volleyball:



Alliance Highway Safety booths:



Bus shelter in front of Cardinal Stadium:



Learfield Sports Marketing – University of Louisville Athletics Post-Season Football (paid media):

\$20,600 State funds

Contract elements:

- Bowl Game Cardinal Insider Co-Title Partner-two weeks leading up to Bowl Game Monday through Friday “It’s bowl week, co-presented by the Kentucky Office of Highway Safety.”
- Radio live mentions on Bowl Game broadcast
- Logo inclusion on Bowl Game website
- Social Media engagement for Bowl Game and ACC Championship Game (*pictured at right*)



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

\$71,050 State funds

Louisville Sports Properties promotes highway safety messages year-round 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.
- 360-degree LED ribbon boards and IPTVs during non-UofL athletic events.
- One social media partnership
- Two pop-up banners, each with “Drive Sober or Get Pulled Over” on one side and “Buckle Up Phone Down” on the other. Message displayed can be turned according to audience.
- Outdoor marquee given as bonus

Ourdoor marquee:



Speed campaign L-Bar (below left) and Pedestrian Safety Month IPTV image (below right):



Buckle Up Phone Down on IPTV (below left) and 360-degree LED (below right) during concerts and family/community shows:



Buckle Up Phone Down pop-up utilized at community free movie night (below left) and Drive Sober or Get Pulled Over pop-up during a concert (below right).



"Know Before You Go" social media posts for a country concert at the KFC YUM Center, reminding concert goers to buckle up and put the phone down. We chose this concert to target pickup truck drivers. NOTE: [KFC YUM Center was nominated for Academy of Country Music Award's Arena of the Year.](#)

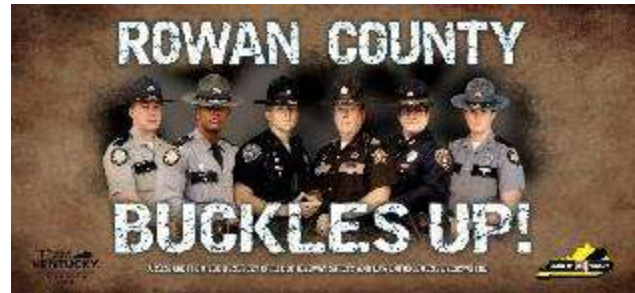


(left) Drive Sober pop-up banner and Buckle Up Phone Down IPTV in the background at FUNDER event before “Thunder Over Louisville” and (right) “Share the Road” IPTV at a concert.



Morehead State University Athletics (paid media): \$25,000 State funds

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:

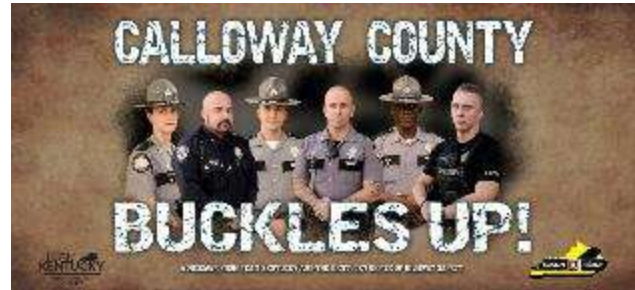
- Two radio spots during all live broadcasts
- Interior tunnel signage at Johnson Arena *(pictured at right)*.
- Video board feature “Defensive Drive of the Game” at all basketball games
- Exterior marquee at Johnson Arena displayed year-round (daily traffic count: 13,599)
- PA Announcements with the 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

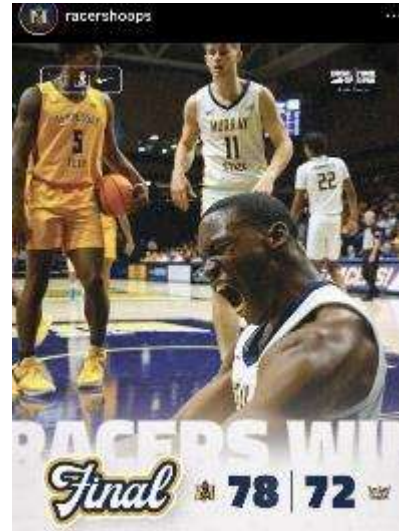


**Murray State University Athletics (paid media):
\$35,000 State funds**

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.





Western Kentucky University Athletics (paid media):
\$45,000 State funds

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 below).*

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
- Basketball digital ad guide and Spring Sports guide
- Various signage at football and basketball stadiums



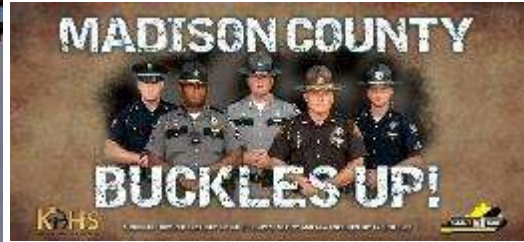
Eastern Kentucky University Athletics (paid media):
Total: \$32,000

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 below).*

Contract elements:

- Radio spots on the EKU Sports Radio Network (2 affiliates) for football and men’s and women’s basketball games

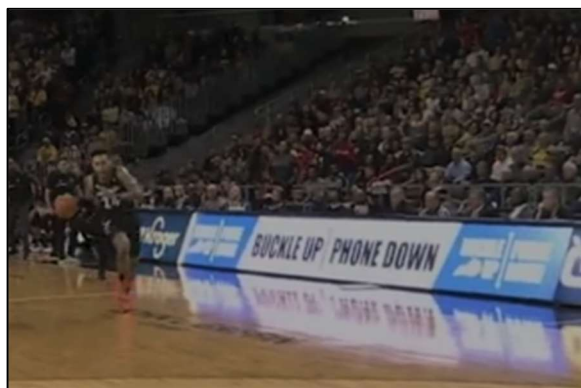
- Football Video board signage and field-level A-frame sign (TV visible)
- Various signage at basketball arena and football stadium
- Outfield wall sign at the baseball stadium
- Social media post during one campaign of choice.
- Commercials streaming during football and basketball games on ESPN+



Northern Kentucky University (paid media): \$15,000 state funds

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

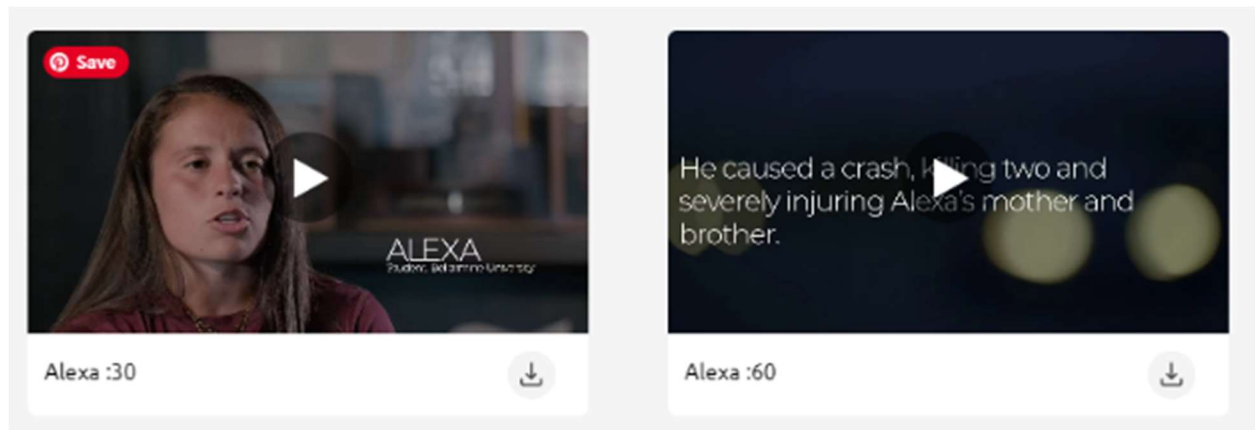


Bellarmino College (paid media): \$9,000 state funds

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



After tragedy occurred to a Bellarmine field hockey player and her family, through our existing partnership, we connected with Alexa Rastigue to record drunken-driving awareness commercials for our [Drive Sober campaigns](#):



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

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



Contract elements:

All KHSAA Championships:

- Two PA announcements
- Banner ad on championship email blast linking to webpage (*image above*)
- Logo and messaging on all championship brackets or schedules (*images below*)



- Minimum of three exit signs per championship



Boys



Sweet 16

and Girls Sweet 16 Championships (basketball):

- Digital signage rotation
- One videoboard spot
- One gameday setup (Alliance Highway Safety)

Football Championship:

- Digital signage rotation
- One videoboard spot
- One gameday setup (Alliance Highway Safety)
- One social media feature
- One :30 spot in the digital broadcast





MyTown TV (paid media):

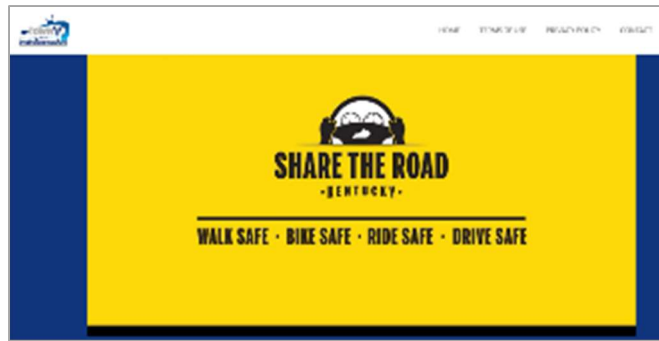
\$30,000 state funds

MyTown TV provides audio and select video of Kentucky high school games in some of the 15th region and all of the 16th region in eastern Kentucky, including all regular season and post-season tournaments:



The “Buckle Up Phone Down” logo, radio and television commercials are utilized throughout the year. In counties with Local Heroes, the county-specific “Local Heroes-Click It or Ticket” commercials are used during the national Click It or Ticket campaign. In non-Local Heroes counties, the Statewide Local Heroes commercial is utilized.





Louisville City FC soccer (paid media):

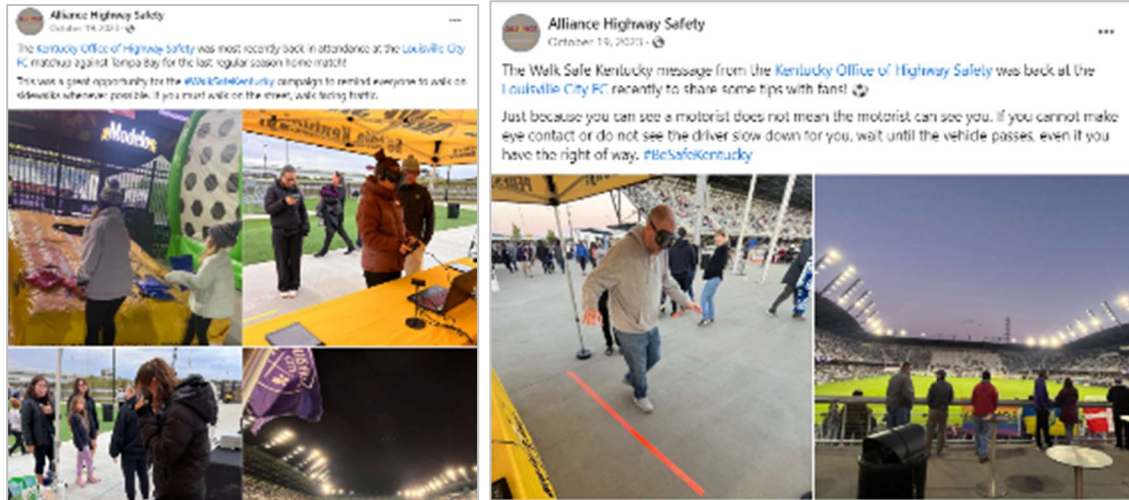
Total: \$23,000

- \$11,500 NHTSA 405d funds program number THSP24IM
- \$11,500 NHTSA 402 funds program number THSP24HV

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.
- Presenting Partner of post-game wrap-up on all radio broadcasts.
- :30 radio spots during all regular season games and during Louisville City FC/Soccer City radio broadcasts





Bowling Green Hot Rods (paid media):

Total: \$15,000

- \$7,500 NHTSA 405d funds program number THSP24IM
- \$7,500 NHTSA 402 funds program number THSP24HV

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



Contract elements:

- Buckle Up Phone Down signage on outfield brick wall, bathroom entrances/water fountains concourse area, and video board
- Buckle Up Phone Down in-game commercial
- Television, radio, social media, and print ads during Bóldos 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*).



Video board logos and videos are changeable, so we update according to the campaign (*Buckle Up/Phone Down in April, 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'all's (paid media):

Total: \$19,200

- **\$9,600 NHTSA 405d funds program number THSP24IM**
- **\$9,600 NHTSA 402 funds program number THSP24HV**

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*).



Louisville Bats (paid media):

Total: \$22,000

- **\$11,000 NHTSA 405d funds program number THSP24IM**
- **\$11,000 NHTSA 402 funds program number THSP24HV**

The Louisville Bats are a Minor League Baseball team of the International League and the Triple-A affiliate of the Cincinnati Reds. They are located in Louisville, Kentucky. Contract elements:

- In-game video board Instant Replay
- Digital ribbon board
- Right field video logo display
- Radio advertising (:30 spots, live drop-ins)
- Information table (Alliance Highway Safety)
- Live late-inning read with corresponding logo, reminding attendees to drive home safely



Ribbon board and other signage examples:



Post on [Minor League Baseball X](#) showing Buckle Up Phone Down instant replay:



Lexington Legends (paid media):

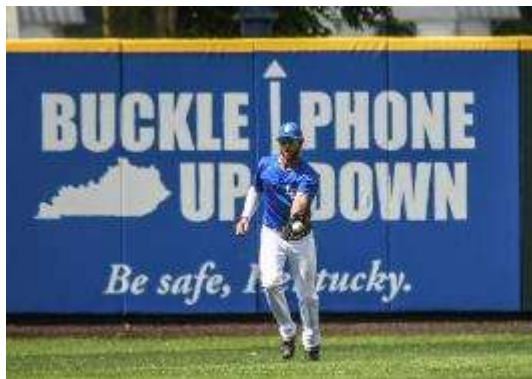
Total: \$25,000

- \$12,500 NHTSA 405d funds program number THSP24IM
- \$12,500 NHTSA 402 funds program number THSP24HV

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

- Highway Safety Sponsorship night
- Drive home safely designated driver promotion
- Restroom Drive Sober signage (*right*)
- Live in-game PA reads with corresponding video
- Instant replay sponsor







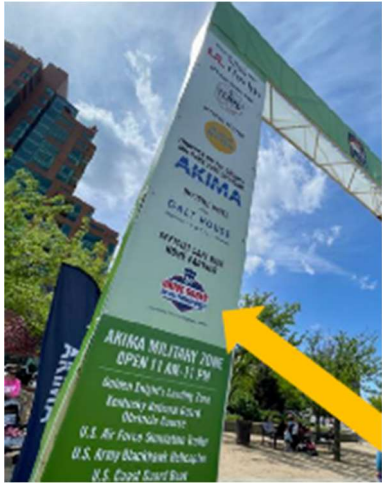
Kentucky Derby Festival (paid media): \$100,000 State Funds



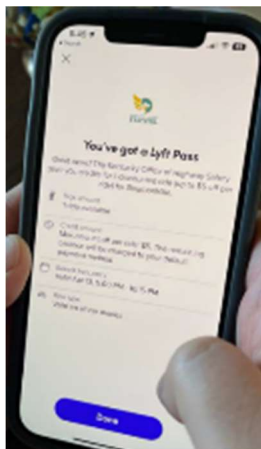
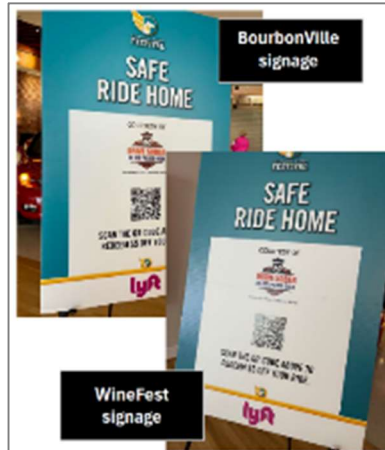
KOHS was the Official Safe Ride Home Partner of the 2024 Kentucky Derby Festival (KDF). KDF provides activities and entertainment throughout the two weeks prior to the Kentucky Derby. The partnership focused on the Drive Sober message and involved on-site signage at every KDF event (as an Official Partner), 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.

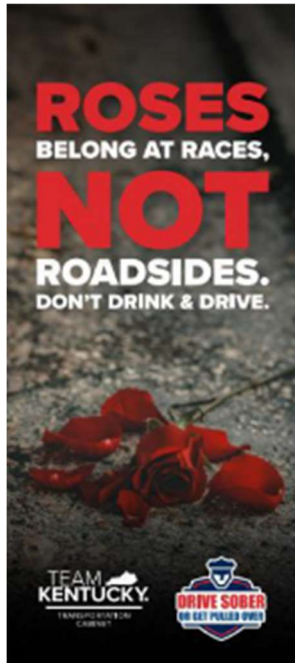


The KDF worked with Lyft to integrate geofencing into the Lyft app for all Thunder Over Louisville and Fest-a-Ville events. When someone requested a ride home from KDF events, it offered one of the designated KOHS-sponsored Safe Ride Home pickup locations.



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, i.e. “You’ve got a Lyft Pass Great news! The Kentucky Office of Highway Safety gave you credits for one discounted ride for BourbonVille.”





The KOHS designed a full-page ad, which was featured in a prime location on the back of the 2024 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.



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.



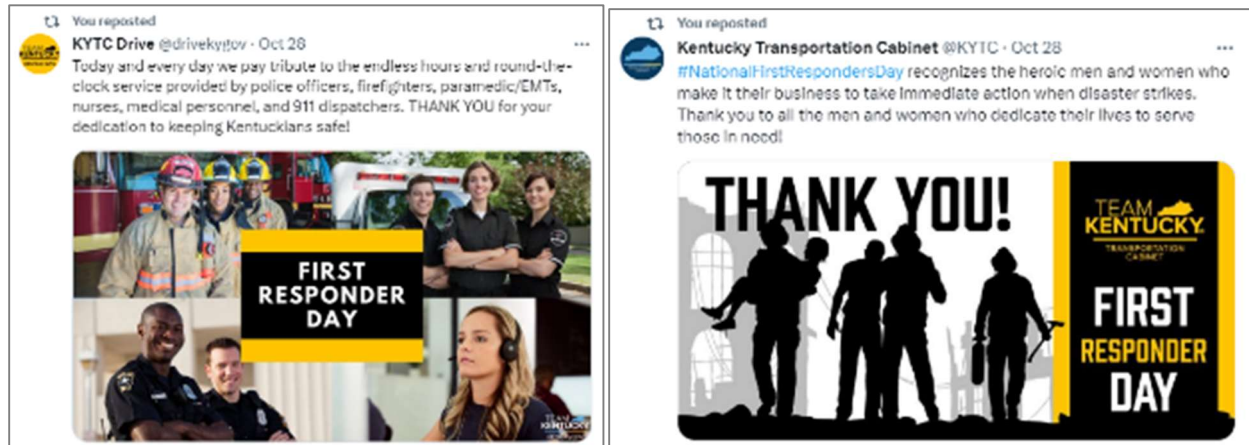
KDF social media accounts post during the festival, with additional Drive Sober messaging for the holidays, Fourth of July and Labor Day (*examples below*).

Incident Management-First Responders

First Responder Day (earned media):

Oct. 28, 2023

- Social media



Move Over for Day (earned media):

October 21, 2023

- Social media
- DMS messages



Move Over Law (earned media):

- Social Media
- Joint press release with AAA of the Bluegrass

WLEX-TV: <https://www.lex18.com/news/covering-kentucky/kentucky-expands-slow-down-move-over-law>

WKYT-TV: <https://www.wkyt.com/2024/07/11/kentuckys-expanded-move-over-law-set-take-effect-july-15/>

WLKY-TV: <https://www.wlky.com/article/kentucky-traffic-law-slow-down-move-over-in-effect/61600508>

Kentucky's 'Move Over' law expansion now protects all stranded drivers

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Credentia Power



KENTUCKY'S EXPANDED 'SLOW DOWN, MOVE OVER' LAW GOES INTO EFFECT ON MONDAY

Kentucky's expanded move-over law protecting disabled vehicles to take effect July 15

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[Twitter](#)
[LinkedIn](#)
[Google Plus](#)

Expansion of Kentucky's Slow Down, Move Over law aimed at protecting motorists with disabled vehicles will take effect July 15.

The Commonwealth's new law, which allows drivers to "slow down and move over" to protect disabled vehicles, highway crews, law enforcement and other workers along highways when 2005-era state law SB 132 was passed by the Legislature and signed into law by Governor Andy Beshear in 2015, the existing law will be updated.

Starting July 15, no matter how long or short a disabled vehicle is parked on the shoulder, drivers in both lanes of traveling traffic will be required to:

- Slow down to 15 mph, away from the disabled vehicle if there is no exit.
- Reduce their speed if unable to change lanes or if on a shoulder of fewer than two lanes.

"Expanding Kentucky's Slow Down, Move Over law to encompass all vehicles is a positive move for Kentucky's ability to provide safe highways for all road users," said Secretary Transportation Secretary Caitlin C. Henry (D-KY), regardless of their vehicle size or purpose, deemed to present a hazardous safety risk to any passing motorist.



According to analysis of crash data from the Federal Highway Traffic Safety Administration, 1,974 people were killed or injured in crashes with disabled vehicles in 2017-2021.

Kentucky's new law will be effective July 15, 2022.



Crash Responder Safety Week (Move Over) - Nov. 13-17, 2023

- Social media
- DMS messages
- Governor's Proclamation
- [Statewide press release Nov. 9, 2023: Gov. Andy Beshear Declares Nov. 13-17 Crash Responder Safety Week](#) *Kentuckians urged to protect our roadside heroes*

WYMT-TV: <https://www.wymt.com/2023/11/14/officials-promote-crash-responder-safety/>

WPSD-TV: https://www.wpsdlocal6.com/news/crash-responder-safety-week-brings-awareness-to-the-risks-for-first-responders-working-crash-scenes/article_cb1d8e16-831b-11ee-a027-f3cad5159f15.html

WDRB-TV: https://www.wdrb.com/news/national-crash-responder-safety-week-aims-to-keep-first-responders-safe-on-the-roads/article_434e3a60-8293-11ee-b20d-cb6bb3ab9ef3.html

WNKY-TV: <https://www.wnky.com/this-week-highlights-the-dangers-for-crash-responders/>

FOX 19 TV: <https://www.fox19.com/video/2023/11/17/crash-responder-safety-week-tips-law-enforcement-be-safe/>

Sentinel Echo: https://www.sentinel-echo.com/community/national-crash-responder-safety-week-november-13-17/article_1e35e250-829d-11ee-a881-ef8650b59951.html?utm_source=ground.news&utm_medium=referral

Tribune Courier: https://www.tribunecourier.com/state-police-working-to-raise-awareness-for-first-responders-at-crash-scenes/article_738bb014-0fed-506d-9643-aa65e748f7c3.html

The News Enterprise: https://www.thenewsenterprise.com/news/state/kentuckians-reminded-to-move-over-for-emergency-vehicles/article_979e8c26-d737-53fd-857b-64f0e171a764.html

The Herald-News: <https://www.breckheraldnews.com/2023/11/15/crash-responder-safety-week-declared-for-kentucky/>

The Messenger: https://www.the-messenger.com/news/local/article_663f409a-81cf-5e9c-8e8e-929a17c6de8b.html

WPKY Radio: <https://www.wpkonline.com/2023/11/11/gov-beshear-declares-november-13-17-crash-responder-safety-week/news-edge/>

K105 Radio: <https://www.k105.com/2023/11/13/crash-responder-safety-week-highlights-move-over-law/>

92.7 The Wave Radio: <https://chasinthebuck.com/local-news-blog/715306/slow-down-move-over-for-emergency-vehicles-1699629132>

95.3 WIKI Radio: <https://www.953wiki.com/news/local-news/national-crash-responder-safety-week-november-13-17/>

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



Law Enforcement Appreciation Day (earned media): Jan. 9, 2024

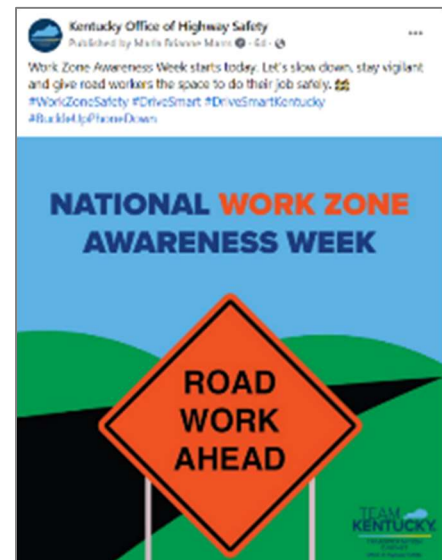
- Social media



Work Zone Safety Awareness Week (earned media): April 15-19, 2024 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



National Public Safety Telecommunicators Week (earned media): April 15-19, 2024

- Social media



Police Week (earned media): May 12-18, 2024

- Social media



EMS Week (earned media):

May 19 – 25, 2024

- Social media



Inclement Weather-Weather Preparedness

Winter Weather (earned media):

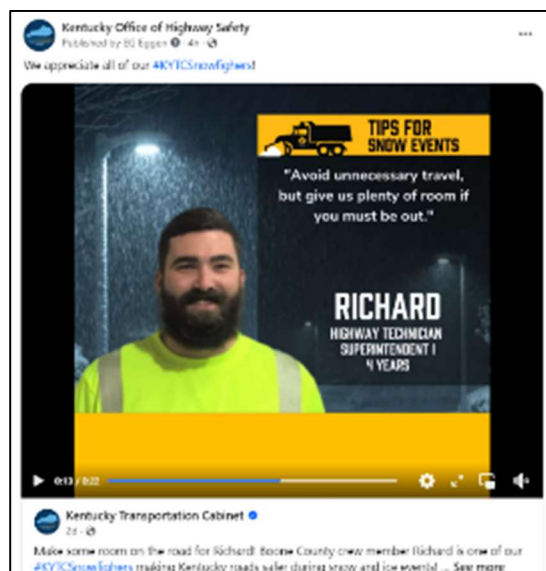
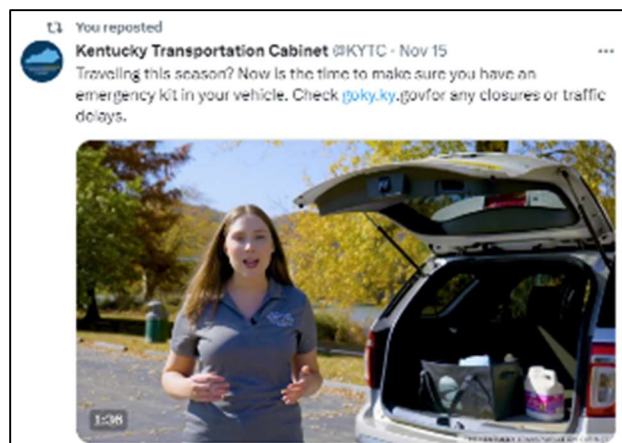
- Social media
- DMS message

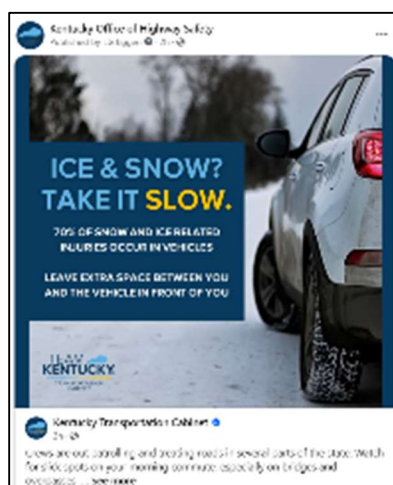
DMS PANEL 1:
RAIN OR SNOW
TAKE IT SLOW

**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

Drowsy Driving Awareness Week (earned media): November 5-11, 2023

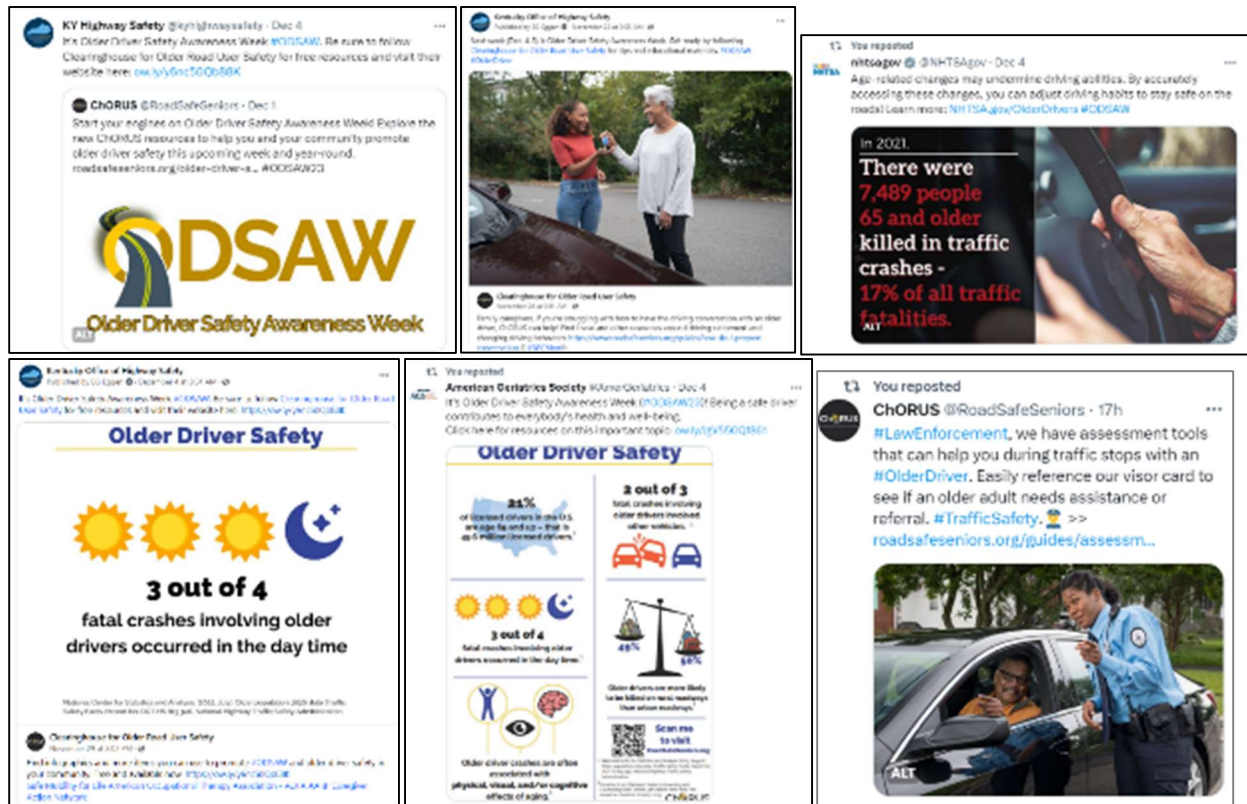
- Social media
- DMS message

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



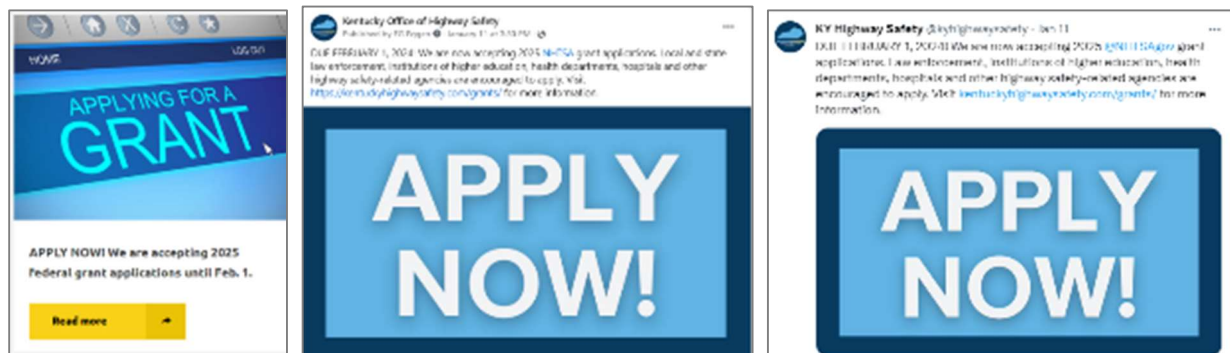
Older Driver Safety Awareness Week (earned media): Dec. 4-8, 2023

- Social media



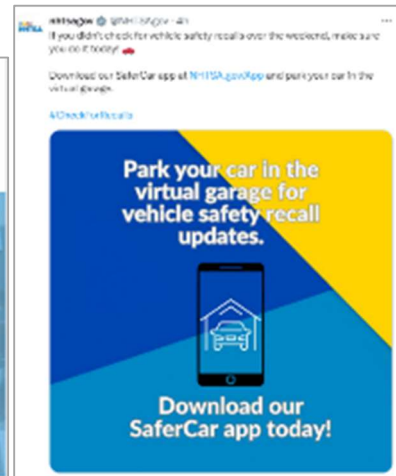
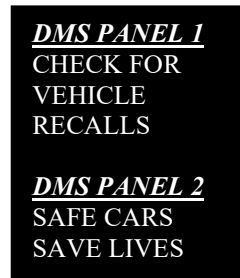
Grant applications (earned media): January 11, 2024

- Social media
- Website



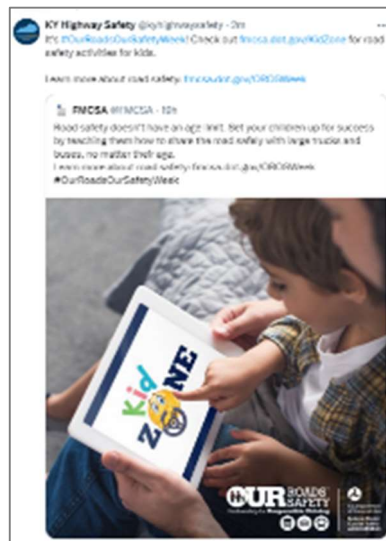
Vehicle Safety Recalls Week (earned media): March 4-10, 2024

- Social media
- DMS message



Our Roads, Our Safety Week (earned media): May 5-11, 2024

- Social media



Secure Your Load Day (earned media):

June 6, 2024

- Social media
- DMS message

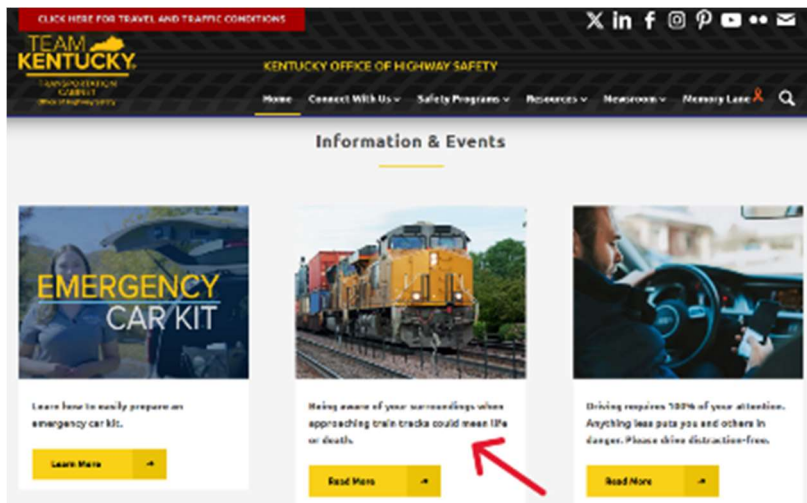


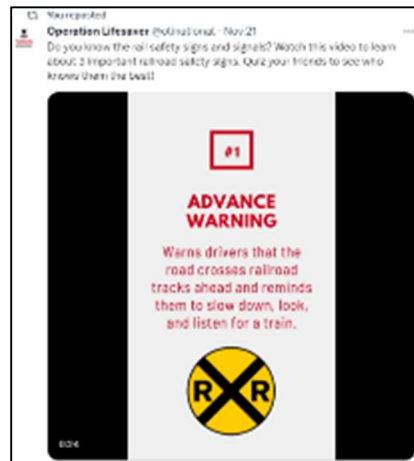
DMS PANEL 1
IT'S SECURE
YOUR LOAD DAY

DMS PANEL 2
TIE DOWN
CARGO ON YOUR
VEHICLE

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

- Social media
- KOHS website
- DMS message





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

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

Employees/Meetings (earned media):

- Social media

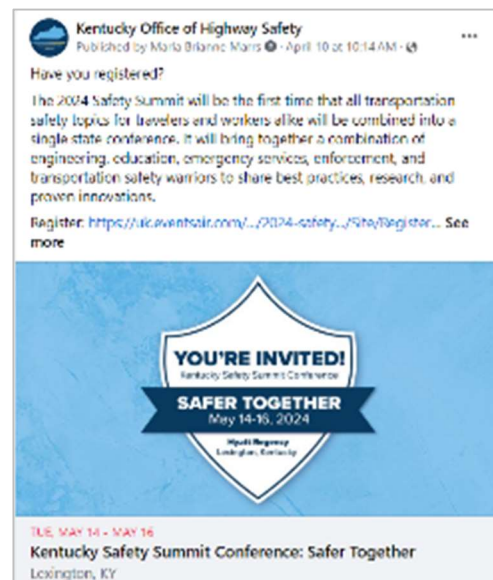
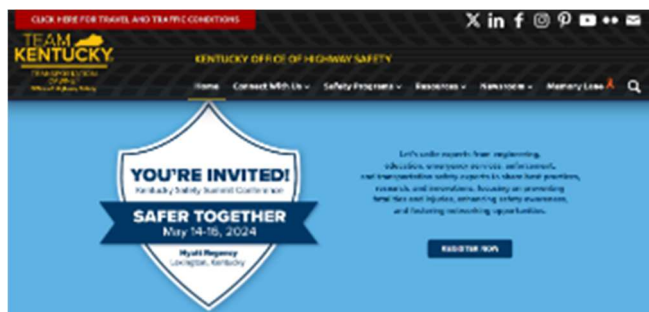


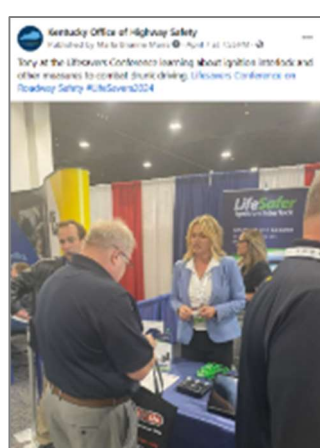


Conferences/Trainings (earned media):

- Social media
- KOHS website

WUKY: <https://www.wuky.org/local-regional-news/2024-05-14/lexington-summit-puts-all-transportation-safety-concerns-under-one-umbrella>





O. Financial Summary FY 2024

| <u>GTS</u> | BIL 402 | Supp BIL 402 | FAST Act 405c | BIL 405c | BIL 405b | Supp BIL 405b | BIL 405d | BIL 405e | BIL 405f | Total | % Total |
|-----------------------------|----------------|--------------|---------------|--------------|--------------|---------------|----------------|-------------|-------------|-----------------|---------|
| Planning and Admin | \$309,975.48 | | | | | | | | | \$309,975.48 | 3.0% |
| Impaired Driving | | | | | | | \$937,746.10 | | | \$937,746.10 | 8.9% |
| Court Support | | | | | | | \$185,557.71 | | | \$185,557.71 | 1.8% |
| Impaired Training | | | | | | | \$432,215.71 | | | \$432,215.71 | 4.1% |
| Impaired Other - Problem ID | | | | | | | \$145,363.59 | | | \$145,363.59 | 1.4% |
| Alcohol | \$488,342.93 | | | | | | | | | \$488,342.93 | 4.7% |
| Occupant Protection | | | | | \$41,075.82 | | | | | \$41,075.82 | 0.4% |
| Low Community CPS Services | | | | | \$122,139.80 | \$42,406.58 | | | | \$164,546.38 | 1.6% |
| Underserved CPS Programs | | | | | \$90,962.27 | \$19,077.51 | | | | \$110,039.78 | 1.0% |
| Safety Belts | \$755,183.37 | | | | | | | | | \$755,183.37 | 7.2% |
| Police Traffic Services | \$2,574,836.47 | \$291,882.86 | | | | | | | | \$2,866,719.33 | 27.3% |
| Traffic Records | \$155,020.01 | | | | | | | | | \$155,020.01 | 1.5% |
| Crash Investigation | \$200,477.43 | | | | | | | | | \$200,477.43 | 1.9% |
| Teen Safety Program | \$220,856.29 | | | | | | | | | \$220,856.29 | 2.1% |
| Unattended Passenger Ed | \$2,450.00 | | | | | | | | | \$2,450.00 | 0.0% |
| Motorcycle Safety | \$160,247.36 | | | | | | | | \$74,994.51 | \$235,241.87 | 2.2% |
| Community Traffic Safety | \$351,874.36 | | | | | | | | | \$351,874.36 | 3.4% |
| Judicial & Court Services | \$29,758.35 | | | | | | | | | \$29,758.35 | 0.3% |
| Data Program | | | \$402,966.63 | \$540,914.86 | | | | | | \$943,881.49 | 9.0% |
| Paid Media-Other | \$1,035,682.44 | | | | \$325,000.00 | | \$529,432.39 | \$20,750.00 | | \$1,910,864.83 | 18.2% |
| Total | \$6,284,704.49 | \$291,882.86 | \$402,966.63 | \$540,914.86 | \$579,177.89 | \$61,484.09 | \$2,230,315.50 | \$20,750.00 | \$74,994.51 | \$10,487,190.83 | 100.0% |

