

Let's Ride

In recognition of May as Motorcycle Safety Awareness Month, the [Kentucky Office of Highway Safety \(KOHS\)](#) is partnering with the [Kentucky Motorcycle Program \(KMP\)](#) on the Gear Up. Train Up. Ride Kentucky campaign to remind motorcyclists to wear protective gear and receive proper rider safety training.

"Just as we ask motorists to protect themselves with a seat belt, we ask motorcyclists to protect themselves with a DOT-compliant helmet and other protective gear," KOHS Director Bill Bell said. "Partnering with the KMP to publicize its rider safety courses is the obvious next step in our quest to reduce motorcycle fatalities and injuries on Kentucky roadways."

The KMP began in 1994 and utilizes a curriculum provided by the Motorcycle Safety Foundation for each of the four courses - Basic RiderCourse, Basic RiderCourse 2, Advanced RiderCourse and 3 Wheel Basic RiderCourse. The program, administered by Eastern Kentucky University, offers courses at training centers throughout the state.

The Gear Up. Train Up. Ride Kentucky campaign features statewide radio spots and digital ads targeting motorcycle enthusiasts, in addition to signage at gas stations, motorcycle dealerships, county clerk offices and Department of Motor Vehicle offices in counties with the highest number of motorcycle crashes. Funds for the campaign were provided by a grant through the [National Highway Traffic Safety Administration \(NHTSA\)](#).

Bell emphasizes that while this campaign focuses on motorcyclists, motorists have responsibilities as well. "Drivers must be aware that a motorcycle, as one of the smallest vehicles on the road, can be 'hiding' in a vehicle's blind spots," Bell said. "Always check blind spots, use mirrors and signal before changing lanes or making turns."



According NHTSA, per vehicle mile driven, motorcyclists are more than 30 times more likely to die in a crash than occupants of cars, and five times more likely to be injured. Click [here](#) for Kentucky's motorcycle fact sheet and click [here](#) for a recent report by the [Governors Highway Safety Association](#) on national motorcycle deaths.



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Director's Message — Bill Bell



Record year: Fatalities at a 64-year low

Kentucky highway fatalities dropped to a 64-year low in 2013; a 14 percent reduction in deaths over 2012. There were 638 fatalities last year, a dramatic improvement from the 746 fatalities in 2012.

While the fatality decrease is an improvement, the numbers indicate many motorists still do not realize the responsibility that comes with a license. We hope by combining our educational efforts with state and local law enforcement and other safety partners, we will continue to raise public awareness of laws and safe driving practices.

Although the 64-year low is great news, there is more opportunity to save lives. This month and this summer our law enforcement partners will ramp up their activities with saturation patrols and traffic safety checkpoints with one goal in mind – saving lives.

We recently wrapped up several bi-state and multi-state press events promoting these upcoming campaigns conveying that our bordering states will work hand-in-hand to crack down on those breaking our traffic laws. After all, the interstates don't end at our state lines.

When I hear officials from other states talk about our common campaigns I hear terms such as Drive to Zero, Target Zero and Toward Zero Deaths. These are all great slogans and programs, but the theme is the same. Not one highway fatality is acceptable and they are almost always preventable.

We're heading in the right direction, but we need the public's help. Everyone must take responsibility and follow all traffic laws, such as wearing a seat belt, driving sober, not texting while driving and obeying the speed limit.

Transportation Secretary Mike Hancock, the governor's designated highway safety representative and chair of the Governor's Executive Committee on Highway Safety, said the data-driven, comprehensive plan includes collaboration from stakeholders at every level — federal, state, local and private — to identify safety needs and guide investment decisions.

"If our effort results in just one life being saved, it will have been worth it," Secretary Hancock said "However, as our plan indicates, we will not rest until the number is zero."

I agree.

"Everyone must take responsibility and follow all traffic laws, such as wearing a seat belt, driving sober, not texting while driving and obeying the speed limit."



SafetySpotlight



Walking

Louisville receives one of three federal pedestrian grants issued by NHTSA

The National Highway Traffic Safety Administration (NHTSA), [last month awarded Louisville a \\$307,000 grant](#) aimed at improving safety for pedestrians crossing the city's streets.

Louisville is one of three cities around the country that received grants from NHTSA to create pedestrian safety demonstration programs with an eye toward sharing their ideas with other cities. Philadelphia was awarded \$525,000 and New York City, \$805,801. The grants are part of NHTSA's pedestrian fatality reduction campaign called [Everyone is a Pedestrian](#).

"I am pleased with the cooperation between [Louisville Metro Police Department](#) and the [Office of Highway Safety](#) to secure these federal funds," Governor Steve Beshear said. "Through the hard work of these two agencies, NHTSA recognized Kentucky's commitment to highway safety and is giving us the opportunity to continue our efforts to decrease pedestrian injuries and fatalities."

The grant will fund education and enforcement activity in [Louisville's Pedestrian Safety Action Plan](#) under the direction of [John "Rolf" Eisinger](#), Bicycle and Pedestrian Coordinator in the [Metro Department of Public Works and Assets](#).

Louisville's three-year plan will focus specific efforts on drivers, school children, police officers and senior citizens. It includes creation of a pedestrian education program to be used in Jefferson County Public Schools. The city will also develop a Safe Streets for Seniors Education Program.

In addition, all Louisville Police officers will view a pedestrian safety training video, and police will use a pedestrian decoy program to enforce crosswalk rules at targeted high-crash locations around the city. The data driven education and enforcement strategies will complement existing road safety engineering efforts.

Nationally, pedestrian traffic fatalities increased three years in a row through 2012, the latest year for which numbers are available, to 4,743, reversing a six-year downward trend in such fatalities. In Louisville, six pedestrians were killed in 2012.

Louisville competed among 22 cities eligible to apply for the pedestrian grants due to being identified as [Pedestrian Focus Cities](#) because they have higher numbers of pedestrian traffic fatalities than the national average.

Did you know?

Nominate a teen for highway safety leadership efforts

Do you know a teenager that has made significant contributions to reducing the number of crashes, injuries and deaths involving teen drivers? Nominate him or her for the [National Safety Council's Teen Driving Safety Leadership Award](#). Deadline is June 20.

View winners of the Create Real Impact contest

[Impact Teen Drivers](#) developed the [Create Real Impact Contest](#) for young people, ages 14-22, to show how they would address the problem of reckless and distracted driving through art, music, video and creative writing. Winners were announced May 1.

Enter Bridgestone's Teens Drive Smart video contest

If you've got a compelling, creative idea to show teens how to be safer drivers, make a short video (25 or 55 seconds) and enter it [here](#) for a chance to be a [2014 Teens Drive Smart Video Contest winner](#). Deadline is June 19.

Your Letters

Message on the KOHS Facebook page from the [National Organizations for Youth Safety - NOYS](#):

Thanks for your strong support of [Global Youth Traffic Safety Month 2014](#). We hope all will join the conversation and inspire action for youth traffic safety throughout the month of May. #GYTSM14!



Event Calendar

An up-to-date and detailed listing will be on our [Events Facebook page](#)

Did you know?

Operation Lifesaver launches railroad safety campaign

[Operation Lifesaver](#), a national non-profit rail safety education organization, launched a new campaign to reduce pedestrian and driver injuries and fatalities around railroad tracks called [See Tracks? Think Train!](#)



State Farm creates virtual road trip on the history of highway safety

[View the journey](#) from seat belts to stability control. Learn about the technological advances, laws and standards, and behavioral shifts that have saved countless lives on our nation's roadways.



NHTSA urges parents to 'Look before you lock!'

With summer fast approaching and temperatures heating up across the nation, the Department of Transportation's [National Highway Traffic Safety Administration](#) is once again [warning parents and caregivers of young children](#) to be mindful that it doesn't take long for a child to die of heatstroke if left unattended in a parked car.

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