

SAFEKY

STRATEGIC HIGHWAY SAFETY PLAN

2020 - 2024





First things first...

DON'T participate and drive!

BUCKLE UP | **PHONE DOWN**

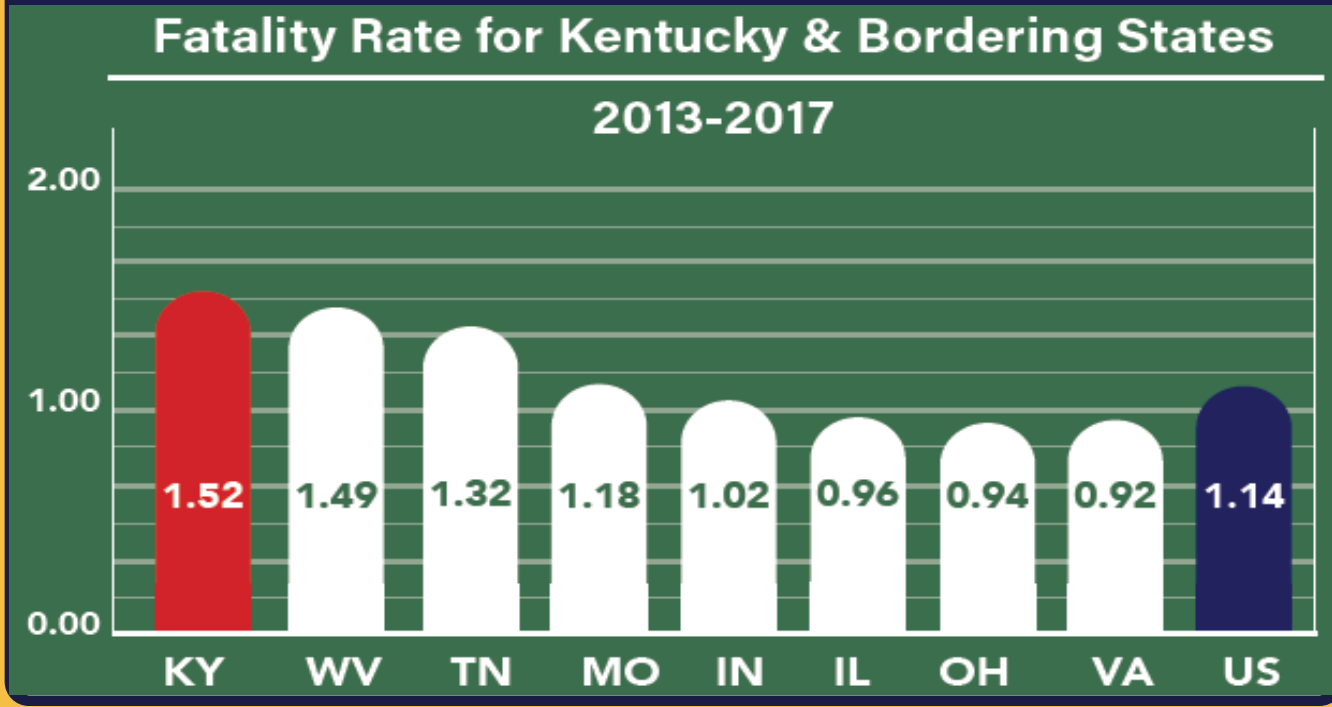
Be safe, Kentucky.





Where Are We Today?

Benchmarks



We have an opportunity to help those who travel KY's highways reach their destinations safely – every trip, every time.

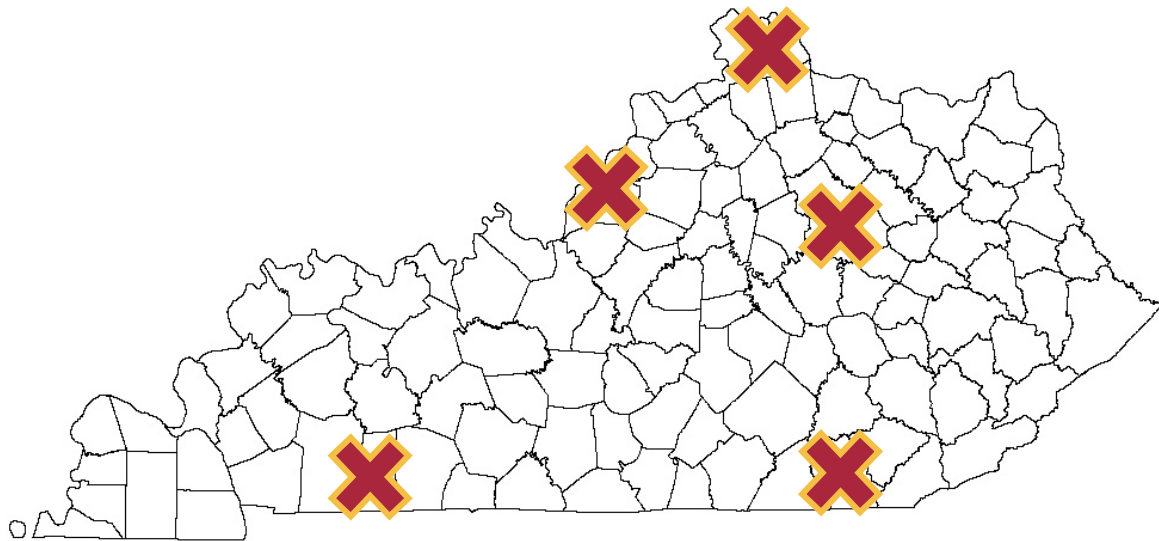




Highway Fatalities in Kentucky

~7,425 Deaths

from 2009-2018



That's roughly equivalent to the **entire population** of

Mt. Sterling, Corbin, Highland Heights, Middletown, or Russellville.





Safety isn't really about numbers...



It's about people.



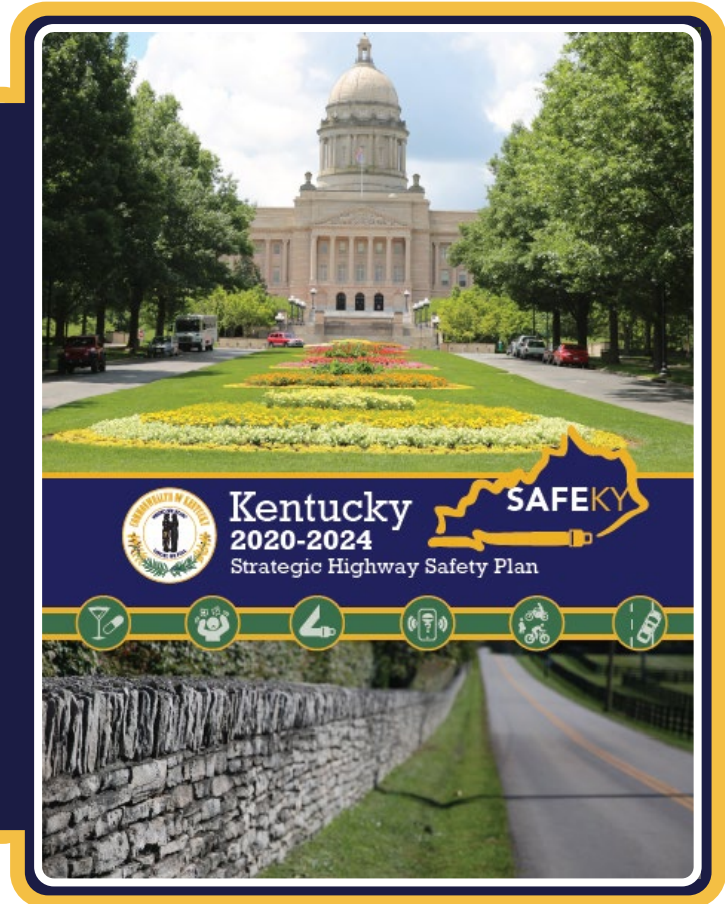


KY's Strategic Highway Safety Plan 2020-2024

- **Bold GOAL – Under 500 Highway Deaths per year by 2024**

- **Focus on Prevention**

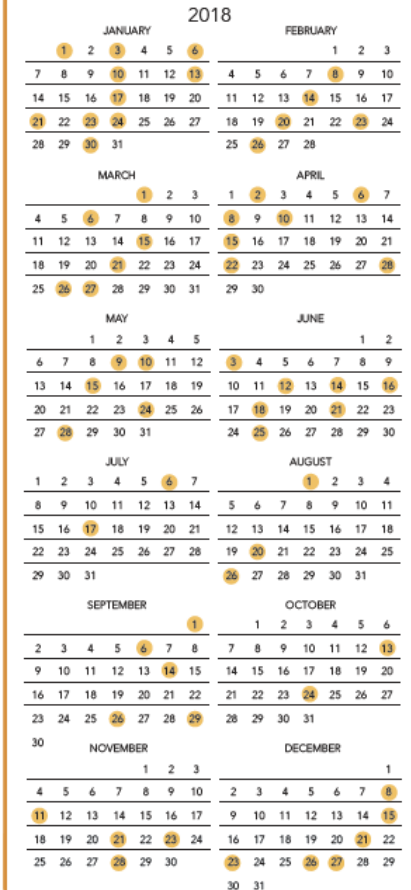
- **Six Emphasis Areas**



What's the difference between prevention & reduction?

- **Prevention** recognizes that zero is the starting point for each day, month, year – not what happened yesterday.
- Is **ZERO** deaths and serious injuries possible?

Each date highlighted in yellow represents a day for the year 2018 in which there were no fatalities on Kentucky's highways.





Emphasis Areas



Aggressive Driving

Driving behavior characterized by speeding, disregarding traffic control, following too closely, weaving in traffic, failure to yield the right of way, or improper passing.



Distracted Driving

Driving behavior characterized by cell phone usage, distraction, or inattention.



Impaired Driving

Driving while under the influence of alcohol or drugs.



Occupant Protection

Failure to use seat belt or child restraint while driving or riding in a vehicle.



Roadway Departure

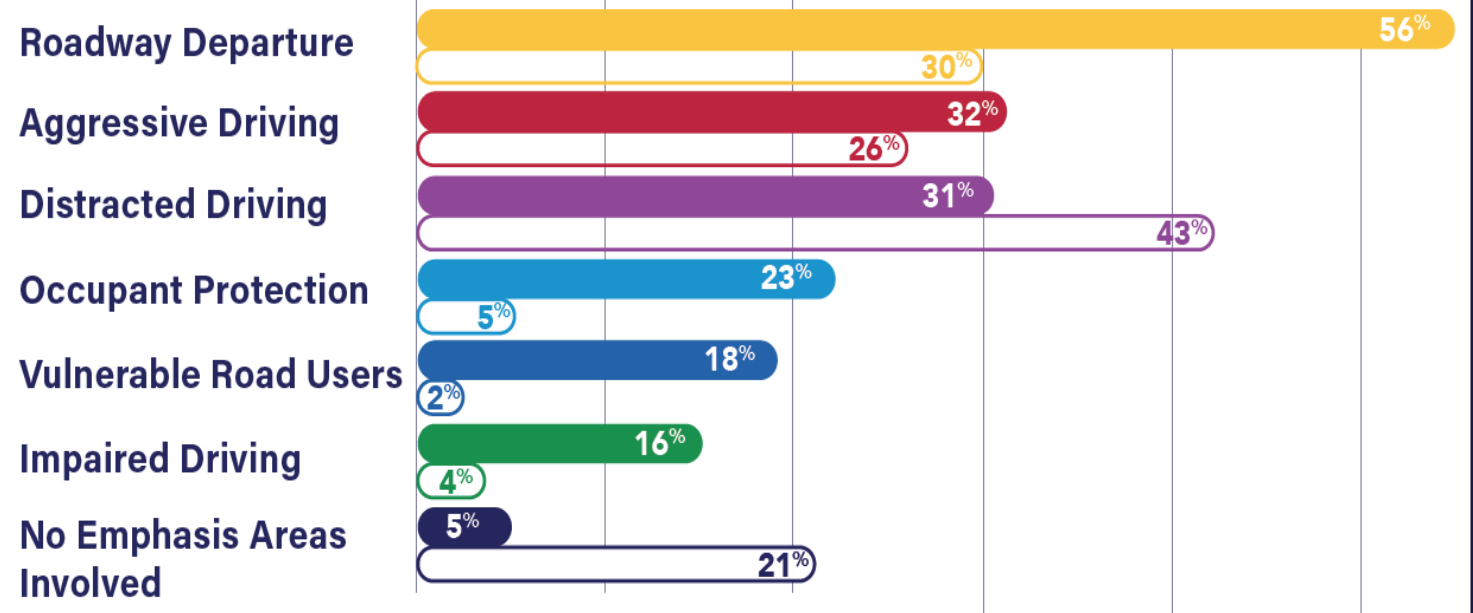
A crash type that results from a vehicle leaving its lane to the left or right.



Vulnerable Road Users

Crashes involving pedestrians, bicycles, motorcycles, electric scooters, or other vehicles besides cars and trucks.

Percent of All Fatalities and Serious Injuries by Emphasis Area 2014-2018





Resources

SAFEKY – KY's 2020-2024 Strategic Highway Safety Plan

- KY's Plan to save lives and prevent serious injuries resulting from transportation crashes
- [SAFE KY - 2020-2024 SHSP](#)





AGGRESSIVE DRIVING



Overview

Aggressive driving is generally defined as actions by drivers that result in adverse safety effects for themselves and other drivers and contribute to crashes. Aggressive Driving includes:

- Speeding
- Failure to yield right of way
- Following too closely
- Disregarding traffic control (e.g., stop signs, red lights)
- Weaving in traffic

From 2014 to 2018, aggressive driving was involved in 1,167 fatalities on highways in Kentucky, accounting for 31 percent of all traffic fatalities.

Opportunities

There are many ways to prevent aggressive driving behaviors, including driver education that highlights the impacts of aggressive driving, focused enforcement of related traffic laws, and consideration of roadway design features targeting these behaviors.

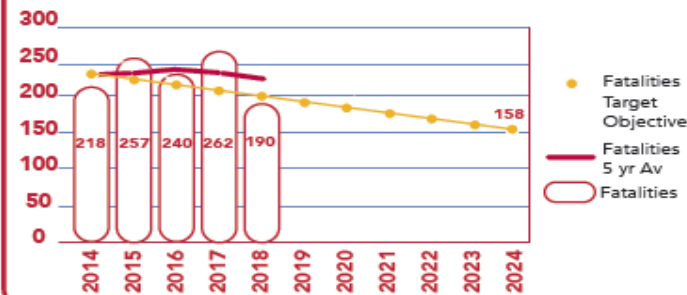
This SHSP includes multiple strategies for combatting aggressive driving in Kentucky, including:

- Supporting legislative opportunities to curb aggressive driving, such as automated enforcement in school and work zones.
- Performing saturation highway patrols in aggressive driving problem areas.
- Developing and providing education programs focused on speed related outcomes.

Kentucky has identified Aggressive Driving as an emphasis area due to the severity of the problem and opportunity for improvement. A goal of this SHSP is to identify and implement strategies that prevent future aggressive driving-related fatalities and serious injuries.

To measure progress toward this goal, an objective has been set to prevent future aggressive driving-related fatalities such that the annual total will fall at or below 158 by December 31, 2024.

AGGRESSIVE DRIVING Goal & Objective



AGGRESSIVE DRIVING: Overlap with other Areas (% Fatalities + Serious Injuries 2014-2018)



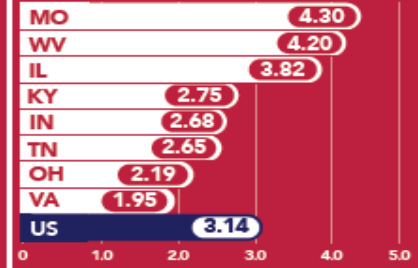
41%

of Aggressive Driving fatalities & serious injuries occurred in crashes where Roadway Departure was also a factor.

The Driver was Male in 66%

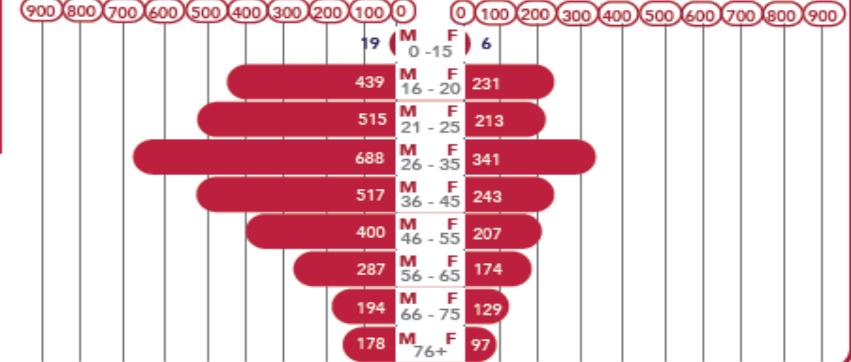
of fatal & serious injury crashes involving Aggressive Driving.

Speeding Involved Crashes Fatality Rate for KY & Bordering States 2013-17



Aggressive Driving:

Fatal & Serious Injury Crashes (2014-2018) By Age & Gender



Aggressive Driving Crashes per 100K Population 2014-2018



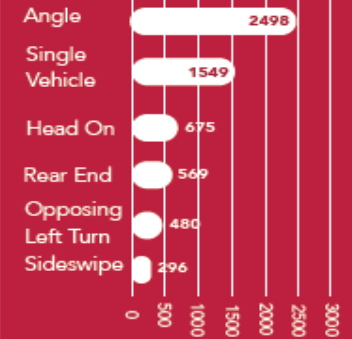
Total Aggressive Driving Crashes by County 2014-2018



31% of crash fatalities in Kentucky involved Aggressive Driving.



Aggressive Driving: Fatalities & Serious Injuries by Crash Type



Emphasis Area

DISTRACTED DRIVING



Overview

Driving is a complex behavior that demands constant attention to the road. The three main types of distracted driving involve drivers removing:

1. Their eyes from the road
2. Their hands from the wheel
3. Their minds from the task of driving

Distracted driving is a mounting concern, as modern technology contributes to all three types of distraction. The risk of a crash escalates when drivers send texts, make or receive calls on their cell phones, or interact with social media

while driving. When operating a vehicle all of these activities can distract a driver from the task at hand, increasing the likelihood of a fatal crash.

Of the 3,733 highway fatalities in Kentucky between 2014 and 2018, 843 involved distracted driving—22 percent of all deaths. These numbers likely understate the problem, as it can be difficult to identify and/or prove distraction as a contributing factor to a crash.

Opportunities

Attitudes toward the usage of cell phones while driving must be changed in order to prevent the negative outcomes associated with distracted driving. To that end, this SHSP includes multiple strategies for combatting distracted driving in Kentucky, including:

- Supporting legislative action to ban handheld devices while driving.
- Developing media campaigns that emphasize “Buckle up, phone down.”
- Implementing intersection design improvements to increase the visibility of signals, signage, and delineation.

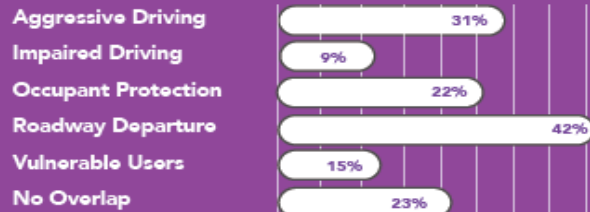
DISTRACTED DRIVING Goal & Objective



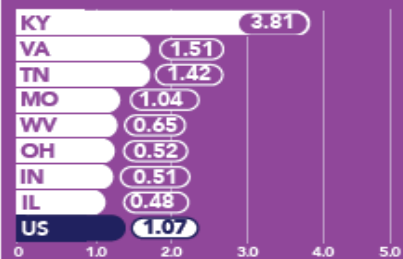
Kentucky has identified Distracted Driving as an emphasis area due to the severity of the problem and opportunity for improvement. A goal of this SHSP is to identify and implement strategies that prevent future distracted driving-related fatalities and serious injuries.

To measure progress toward this goal, an objective has been set to prevent future distracted driving-related fatalities such that the annual total will fall at or below 119 by December 31, 2024.

DISTRACTED DRIVING: Overlap with other Areas (% Fatalities + Serious Injuries 2014-2018)



Distracted Driving Crashes Fatality Rate for KY & Bordering States 2013-17



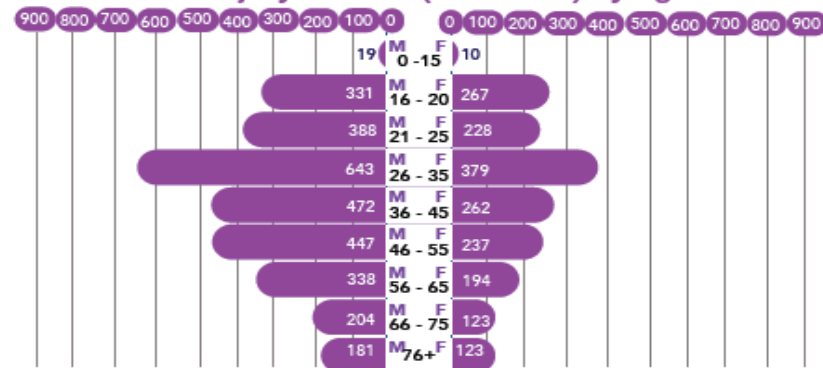
42%

of Distracted Driving fatalities & serious injuries occurred in crashes where Roadway Departure was also a factor.

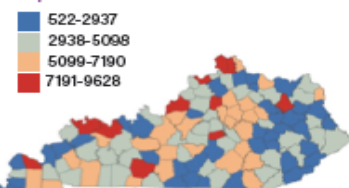
The Driver was Male in 62%

of fatal & serious injury crashes involving Distracted Driving.

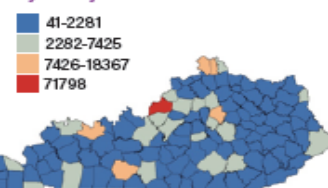
Distracted Driving: Fatal & Serious Injury Crashes (2014-2018) By Age & Gender



Distracted Driving Crashes per 100K Population 2014-2018



Total Distracted Driving Crashes by County 2014-2018

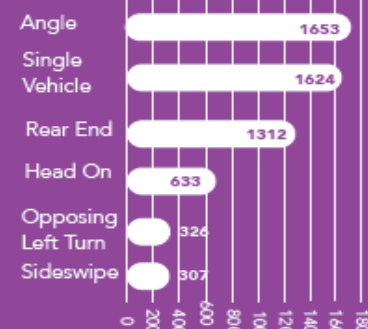


BUCKLE UP PHONE DOWN

Be safe, Kentucky.



Distracted Driving: Fatalities & Serious Injuries by Crash Type





IMPAIRED DRIVING



Overview

Impaired Driving is defined as driving a motor vehicle while under the influence of alcohol, illicit drugs, and/or prescription medications. Alcohol impairment is measured by blood alcohol concentration (BAC). As the BAC level goes up in the human body, it produces effects such as loss of judgment, altered mood, decline in visual functions, and deteriorating reaction times. In Kentucky, the statutory level of per se BAC impairment is 0.08, although functional impairment can occur at a much lower BAC level.

Kentucky has been tremendously impacted by overprescribed prescription drugs and is in the throes of an opioid crisis. Moreover, the use of marijuana and methamphetamines, among other illicit drugs, has continued to plague the Commonwealth. Despite increased training, law enforcement struggles with detection of drug and polysubstance-impaired drivers.

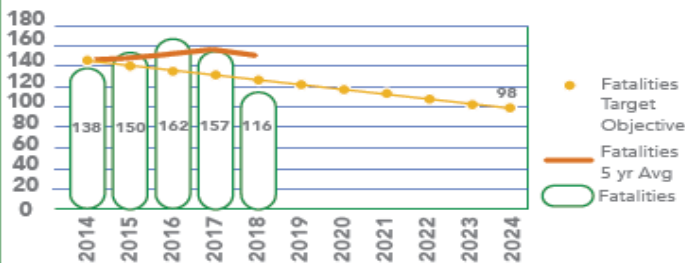
From 2014 to 2018, impaired driving was involved in 723 fatalities on highways in Kentucky, accounting for 19 percent of all traffic fatalities. These impaired driving numbers are likely underreported in the data due to difficulties and inconsistencies in drug usage detection.

Opportunities

Impaired Driving is 100 percent preventable. This SHSP includes multiple strategies for preventing impaired driving in Kentucky, including:

- Publicizing victim impacts in partnerships with victim advocacy organizations and survivor advocates.
- Performing targeted impaired driving enforcement campaigns, e.g., KSP's "Nighthawk."
- Continuing programs to train and certify Drug Recognition Experts (DREs), and providing Advanced Roadside Impaired Driving Enforcement (ARIDE) courses.
- Initiating and continuing programs, such as Lethal Weapon training and the Cops in Court program, that educate and train DUI focused prosecutors and law enforcement throughout the Commonwealth.

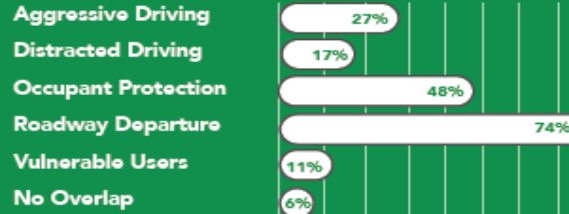
IMPAIRED DRIVING Goal & Objective



Kentucky has identified Impaired Driving as an emphasis area due to the severity of the problem and opportunity for improvement. A goal of this SHSP is to identify and implement strategies that prevent future impaired driving-related fatalities and serious injuries.

To measure progress toward this goal, an objective has been set to prevent future impaired driving-related fatalities such that the annual total will fall at or below 98 by December 31, 2024.

IMPAIRED DRIVING: Overlap with other Areas (% Fatalities + Serious Injuries 2014-2018)



74%

of Impaired Driving fatalities & serious injuries occurred in crashes where Roadway Departure was also a factor.

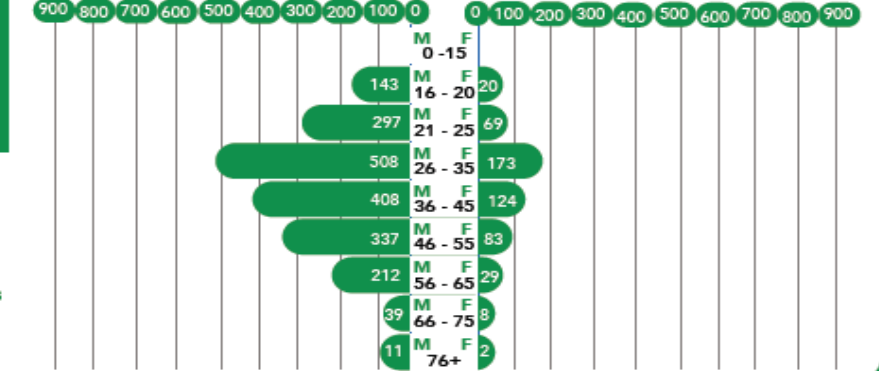
The Driver was Male in **79%**

of Fatal & Serious injury crashes involving Impaired Driving.

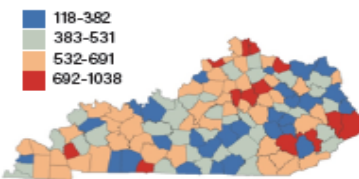
Driver with Positive BAC Crashes Fatality Rate for KY & Bordering States 2013-17



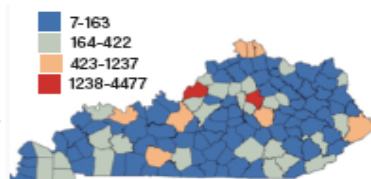
Impaired Driving: Fatal & Serious Injury Crashes (2014-2018) By Age & Gender



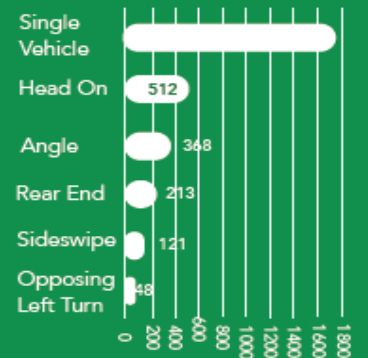
Impaired Driving Crashes per 100K Population 2014-2018



Total Impaired Driving Crashes by County 2014-2018



Impaired Driving: Fatalities & Serious Injuries by Crash Type



OCCUPANT PROTECTION



Overview

Occupant protection includes the use of any protective device, such as a seat belt, child safety seat, or booster seat, which prevents death and/or injury in motor vehicle crashes. Seat belt usage reduces the risk of a fatal injury to front seat passengers by an estimated 45 percent. The simplest thing – it takes less than 2 seconds to buckle up – can prevent so many tragedies on Kentucky highways.

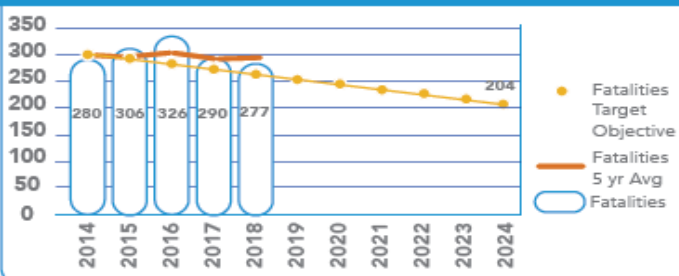
In 2018, 10.01 percent of Kentucky drivers were not wearing seat belts when in their vehicles. Yet a full 46 percent of vehicle occupants killed on Kentucky roadways were not wearing seat belts.

Opportunities

Kentucky has made significant progress in its effort to increase seat belt usage. Between 2006, the year Kentucky enacted a primary seat belt law, and 2018, the observed seat belt usage rate rose from 67 percent to nearly 90 percent. Opportunities remain to continue this upward trend, including:

- Developing high visibility media and enforcement campaigns centered on “Click It or Ticket.”
- Working with local agencies to perform and promote child safety seat checkups.
- Promoting traffic safety education through programs and outreach at schools, clinics, and community events.

OCCUPANT PROTECTION Goal & Objective



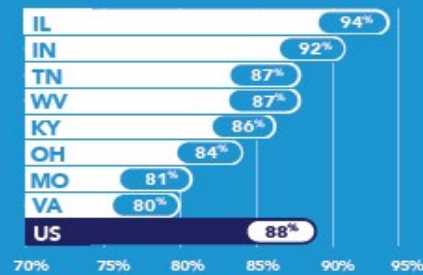
Kentucky has identified Occupant Protection as an emphasis area due to the severity of the problem and opportunity for improvement. A goal of this SHSP is to identify and implement strategies that prevent future occupant protection-related fatalities and serious injuries.

To measure progress toward this goal, an objective has been set to prevent future occupant protection-related fatalities such that the annual total will fall at or below 204 by December 31, 2024.

Occupant Protection: Overlap with other Areas (% Fatalities + Serious Injuries 2014-2018)



Average Seatbelt Usage: 2013-17



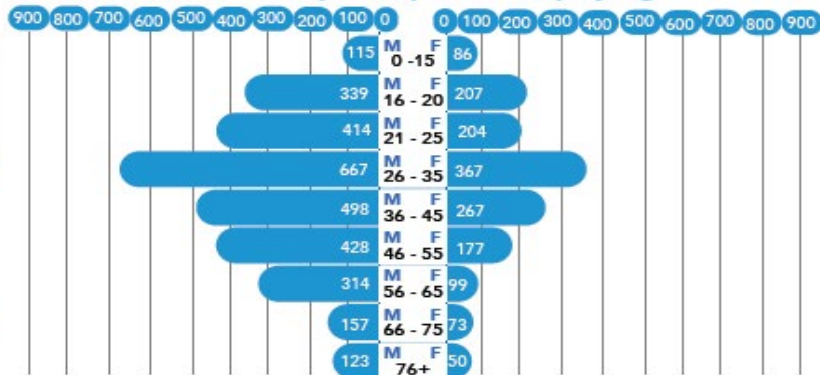
76%

of Occupant Protection involved fatalities and serious injuries occurred in crashes where Roadway Departure was also a factor.

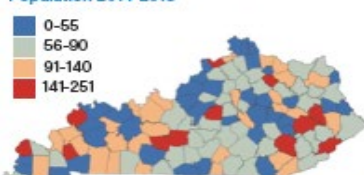
67%

of Occupant Protection involved fatalities & serious injuries.

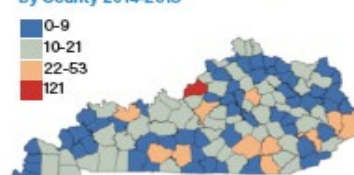
Occupant Protection: Fatalities & Serious Injuries (2014-2018) By Age & Gender



Occupant Protection Crashes per 100K Population 2014-2018

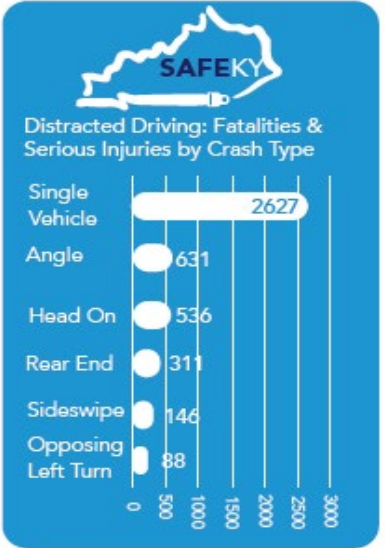


Total Occupant Protection Driving Crashes by County 2014-2018



BUCKLE UP **PHONE DOWN**

Be safe, Kentucky.





ROADWAY DEPARTURE



Overview

Roadway departure is defined as a crash that occurs after a vehicle crosses an edge line or a center line, or otherwise leaves the traveled way. Roadway departure crashes can result in some of the most severe outcomes due to the inherent danger of the event.

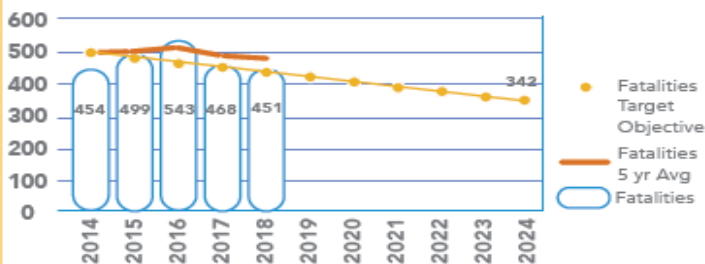
The need to prevent fatalities from roadway departure is imperative. From 2014 to 2018, 2,415 fatalities involved roadway departure—64 percent of all traffic fatalities in Kentucky.

Opportunities

This SHSP includes measures to prevent roadway departure crashes, including:

- Keeping the vehicle on the road by improving pavement friction, enhancing delineation along horizontal curves, alerting drivers with rumble strips, and improving nighttime visibility.
- Providing for safe recovery with clear zones, wider shoulders, and pavement drop-offs.
- Curbing driving behaviors, including aggressive, distracted, and impaired driving, that contribute to cars straying from the roadway.

ROADWAY DEPARTURE Goal & Objective



Kentucky has identified Roadway Departure as an emphasis area due to the severity of the problem and opportunity for improvement. A goal of this SHSP is to identify and implement strategies that prevent future roadway departure-related fatalities and serious injuries.

To measure progress toward this goal, an objective has been set to prevent future roadway departure-related fatalities such that the annual total will fall at or below 342 by December 31, 2024.

ROADWAY DEPARTURE: Overlap with other Areas (% Fatalities + Serious Injuries 2014-2018)



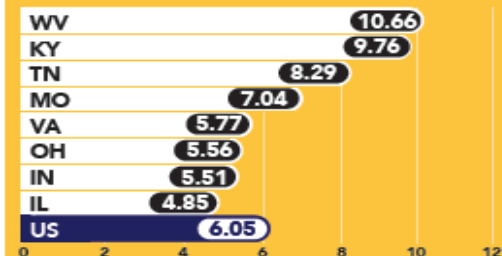
35%

of Roadway Departure fatalities & serious injuries occurred in crashes where Occupant Protection was also a factor.

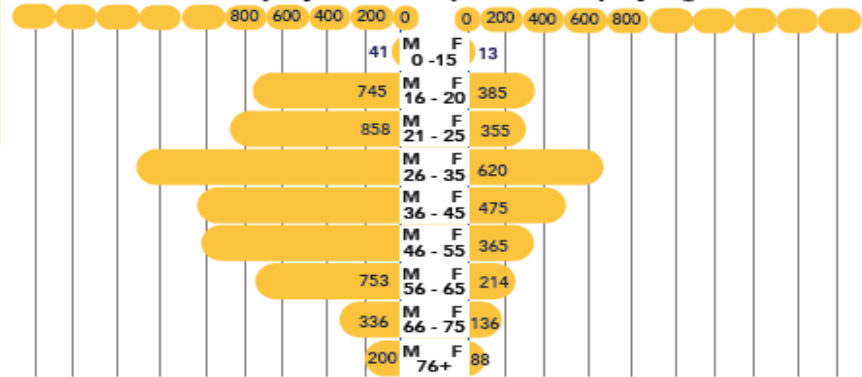
71%

of fatal & serious injury crashes involving Roadway Departure.

Roadway Departure Crashes Fatality Rate for KY & Bordering States 2013-17



Roadway Departure: Fatal & Serious Injury Crashes (2014-2018) By Age & Gender



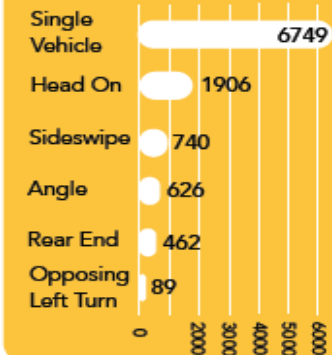
Roadway Departure Crashes per 100K Population 2014-2018



Total Roadway Departure Crashes by County 2014-2018



Roadway Departure: Fatalities & Serious Injuries by Crash Type



VULNERABLE ROAD USERS



Overview

For this SHSP, Vulnerable Roadway Users encompasses all non-motorized roadway users, such as pedestrians and bicyclists, in addition to motorcyclists, moped riders, and electric scooter riders. These varying types of roadway users are combined into one group here for the fact that all are at a significantly heightened risk of severe injury or death in the event of a collision with a motor vehicle.

From 2014 to 2018, there were 866 fatalities involving vulnerable roadway users in Kentucky, which accounted for 23 percent of all highway fatalities. Of these 866 fatalities, 449 (52 percent) were motorcyclists, 378 (44 percent) were pedestrians, and 39 (5 percent) were bicyclists.

Opportunities

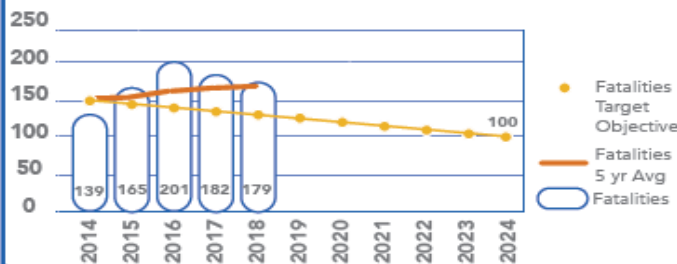
This SHSP includes strategies to improve the safety of Kentucky's vulnerable roadway users, including:

- Installing Pedestrian Refuge Islands at busy intersections.
- Developing media campaigns to promote and educate on motorcycle safety.
- Developing Road Diets for corridors that feature large numbers of non-motorized road users.

Kentucky has identified Vulnerable Road Users as an emphasis area due to the severity of the problem and opportunity for improvement. A goal of this SHSP is to identify and implement strategies that prevent future vulnerable road user fatalities and serious injuries.

To measure progress toward this goal, an objective has been set to prevent future vulnerable road user fatalities such that the annual total will fall at or below 100 by December 31, 2024.

VULNERABLE ROAD USERS Goal & Objective



VULNERABLE ROAD USERS: Overlap with other Areas (% Fatalities + Serious Injuries 2014-2018)



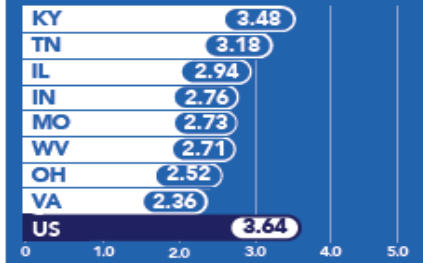
36%

of Vulnerable Road User fatalities & serious injuries occurred in crashes where Roadway Departure was also a factor.

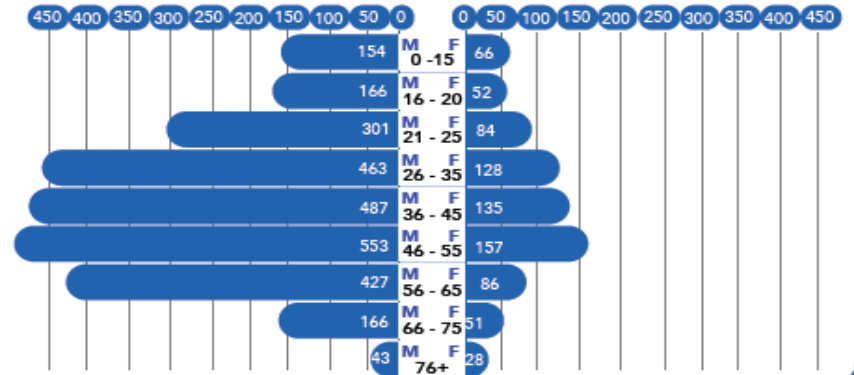
78%

of all Vulnerable Road User fatalities & serious injuries.

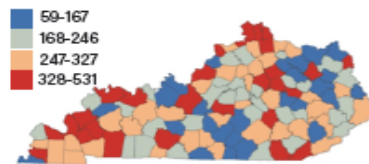
Pedestrian + Bicyclist + Motorcyclist Crashes Fatality Rate for KY & Bordering States 2013-17



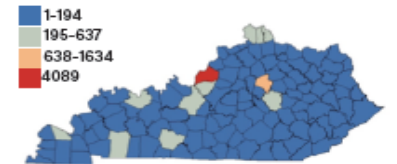
Vulnerable Road Users: Fatalities & Serious Injuries (2014-2018) By Age & Gender



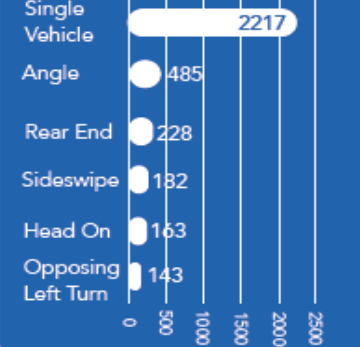
Crashes with Vulnerable Road Users per 100K Population 2014-2018



Total Vulnerable Road Users Crashes by County 2014-2018



Vulnerable Road Users: Fatalities & Serious Injuries by Crash Type



23%
of all crash fatalities were Vulnerable Road Users.



Resources

Kentucky 2020 - 2024 Strategic Highway Safety Plan Dashboard



SAFE KY Strategic Highway Safety Plan Dashboard

Emphasis Area

VULNERABLE ROAD USERS

by Metropolitan Planning Organization Select MPO

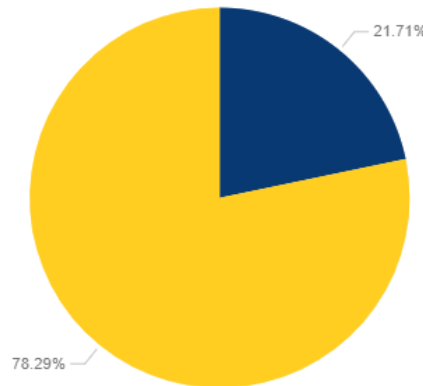
Bowling Green

Fatalities	Serious Injuries
38	137

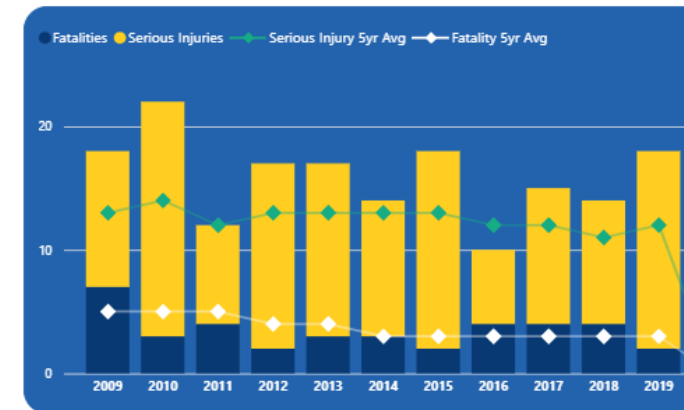
- Statewide and local safety information for each emphasis area

Fatalities and Serious Injuries by MPO

Fatalities Serious Injuries



<https://datamart.kytc.ky.gov/SafetyDashboard.html>





Resources

Buckle Up / Phone Down Landing Page

- **BUPD KY information, statistics and resources**
- <https://kyhighwaysafety.com/>



WHEREVER YOU DRIVE IN KENTUCKY,

ALWAYS GO THE SAFE ROUTE.

BUCKLE UP | **PHONE DOWN**
Be safe Kentucky.

**SEAT BELTS
SAVE LIVES.**

Be safe - make sure you and your loved ones are buckled up.



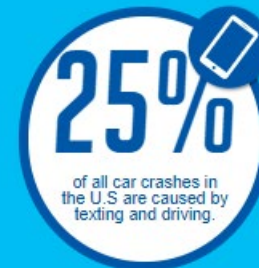
DID YOU KNOW?



Fatal injuries to unrestrained motorists have occurred when traveling as slow as

**12
MPH**

FACTS ABOUT SEAT BELTS.



WHEN YOU'RE DRIVING, JUST DRIVE.

Driving requires 100% of your attention. Anything less puts you and others in danger. Please drive distraction-free.

**1.6
MILLION**

Crashes across the U.S each year involve cell phone use.

Driving while using a cell phone reduces the amount of attention to driving by

37%



Buckle Up / Phone Down Campaign



Emphasis Area Task Forces

- Interdisciplinary! Include representatives from education, emergency response, enforcement, engineering, and public health
- **Develop an Action Plan**
- **Coordinate with state and local agencies to implement plan**
- Track progress
- Revise as needed



Partner with us on the “Three I’s”

“**I**” can help by getting:

- **INFORMED** about safety
- **INVOLVED** in improving safety
- **INTENTIONAL** about the example I set

**BUCKLE
UP**

**PHONE
DOWN**





Thank You!



Jason Siwula
Assistant State Highway Engineer
Kentucky Transportation Cabinet

Jason.Siwula@ky.gov

Facebook: kyhighwaysafety

Twitter: @kyhighwaysafety

Instagram: kyhighwaysafety



Kentucky Office of Highway Safety

