

# **FY 2015 Annual Report**

**Kentucky Office of Highway Safety**



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## Kentucky Office of Highway Safety



*Pictured above is the Kentucky Office of Highway Safety staff for the Education Branch and the Grants Management Branch.*

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December 2015*

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## **Introduction**

The Kentucky Office of Highway Safety, within the Kentucky Transportation Cabinet, operates with the following mission: Through public and private partnerships, achieve the most improved and sustainable downward trend in highway fatalities and injuries in the nation. In addition, the office strives to be a vital link in the Commonwealth's chain of highway traffic safety by elevating the emphasis on highway and traffic safety.

In this annual report, the Kentucky Office of Highway Safety will present a descriptive crash analysis of injuries and fatalities occurring on the state's roadways. The report will also outline preventative measures being taken, grant programs and public awareness campaigns being conducted, and partnerships that strive to minimize the loss of human life on our roadways. All programs and initiatives being referenced are paid for by the National Highway Traffic Safety Administration (NHTSA) and state match. Media initiatives are paid for by the NHTSA and Federal Highway Administration, (FHWA).

Data being presented are derived from the Collision Reporting Analysis for Safer Highways (CRASH) system. This system, used 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 help them identify problem areas within their respective counties.

Staff would like to thank state and local law enforcement, as well as our other partnering agencies, for their commitment and dedication to improving the lives and safety of the citizens of the Commonwealth.

## **Crash Data Summary**

The total number of motor vehicle crashes in Kentucky increased 3.3 percent during the last year, from 123,258 in 2013 to 127,326 in 2014. After the lowest total in recent history (60 years) during 2013, the number of fatalities in Kentucky increased this past year by 5.3%, from 638 in 2013 to 672 in 2014. As a result, Kentucky's fatality rate per 100 million vehicle miles traveled (VMT) also increased from 1.36 in 2013 to 1.40 in 2014. By comparison, the national fatality rate is 1.18.

Most of the performance measures graphed on the following pages exhibit improving trends in recent years. Numbers and rates of serious injuries and fatalities continue to decrease, while seat belt usage continues to climb. Less encouraging is the fact that the trend lines for total crashes and the percent of fatalities that are alcohol-related have been fairly constant.

\* Crash Data source – Kentucky CRASH Database/KY Collision Facts Reports

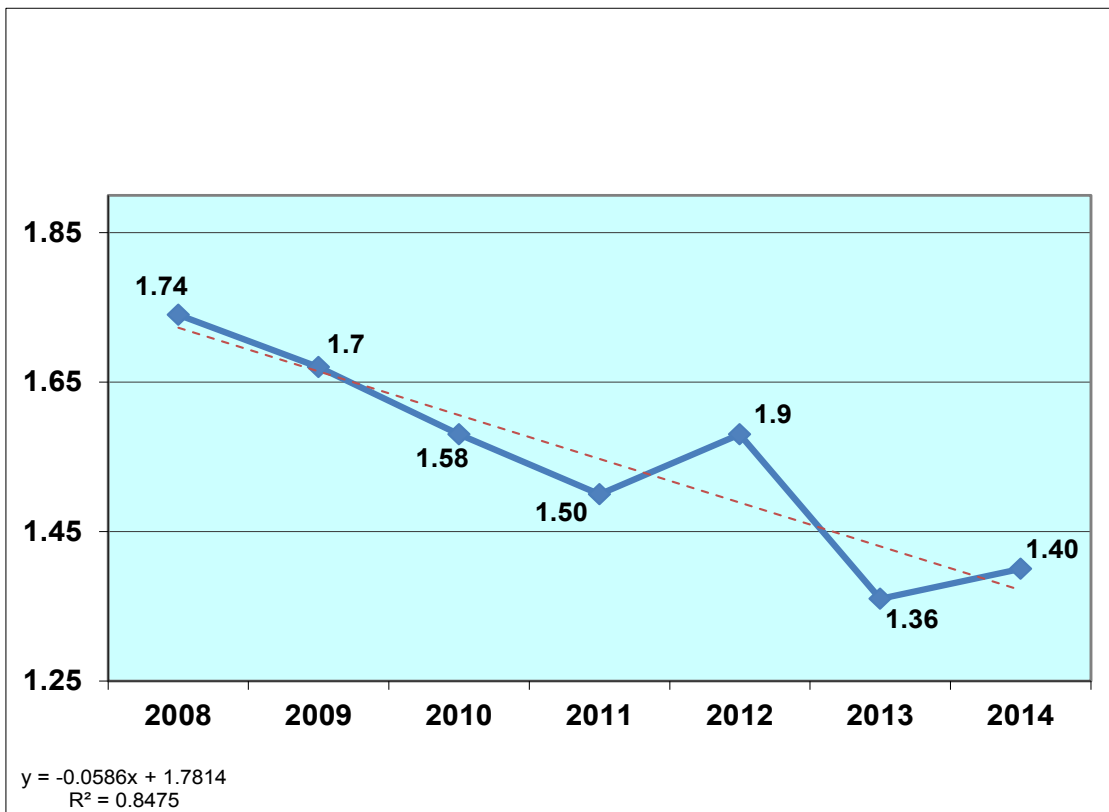
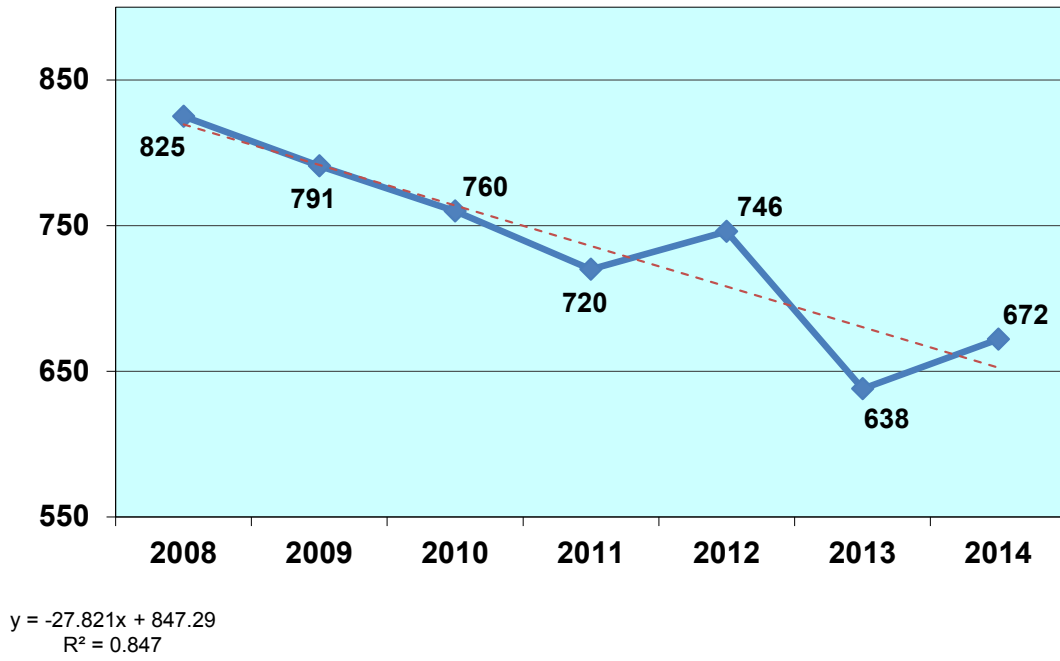
## Kentucky Crash Data / Trends

|   |             |             |             |             |             |             |             |
|---|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| <b>Number of Fatalities</b>   | <b>2008</b> | <b>2009</b> | <b>2010</b> | <b>2011</b> | <b>2012</b> | <b>2013</b> | <b>2014</b> |
|   | 825         | 791         | 760         | 720         | 746         | 638         | 672         |
| <b>Number of Rural Fatalities</b>                                       | <b>2008</b> | <b>2009</b> | <b>2010</b> | <b>2011</b> | <b>2012</b> | <b>2013</b> | <b>2014</b> |
|   | 634         | 645         | 552         | 559         | 582         | 494         | 517         |
| <b>Number of Urban Fatalities</b>                                       | <b>2008</b> | <b>2009</b> | <b>2010</b> | <b>2011</b> | <b>2012</b> | <b>2013</b> | <b>2014</b> |
|   | 191         | 146         | 208         | 161         | 164         | 144         | 155         |
| <b>Number of Unrestrained Fatalities</b><br>(all seating positions)     | <b>2008</b> | <b>2009</b> | <b>2010</b> | <b>2011</b> | <b>2012</b> | <b>2013</b> | <b>2014</b> |
|   | 381         | 352         | 310         | 306         | 309         | 245         | 285         |
| <b>Crash Rate</b><br>(per 100 million VMT)                              | <b>2008</b> | <b>2009</b> | <b>2010</b> | <b>2011</b> | <b>2012</b> | <b>2013</b> | <b>2014</b> |
|   | 262         | 267         | 265         | 265         | 265         | 262         | 265         |
| <b>Fatality Rate</b><br>(per 100 million VMT)                           | <b>2008</b> | <b>2009</b> | <b>2010</b> | <b>2011</b> | <b>2012</b> | <b>2013</b> | <b>2014</b> |
|   | 1.74        | 1.67        | 1.58        | 1.50        | 1.58        | 1.36        | 1.40        |
| <b>Number of Serious Injuries</b>                                       | <b>2008</b> | <b>2009</b> | <b>2010</b> | <b>2011</b> | <b>2012</b> | <b>2013</b> | <b>2014</b> |
|   | 4,620       | 4,491       | 4,057       | 3,873       | 3,825       | 3,175       | 3,154       |
| <b>Fatality &amp; Serious Injury Rate</b><br>(per 100 million VMT)      | <b>2008</b> | <b>2009</b> | <b>2010</b> | <b>2011</b> | <b>2012</b> | <b>2013</b> | <b>2014</b> |
|   | 11.5        | 11.2        | 10.0        | 9.5         | 9.7         | 8.1         | 8.0         |
| <b>Fatality Rate Per 100K Population</b>                                | <b>2008</b> | <b>2009</b> | <b>2010</b> | <b>2011</b> | <b>2012</b> | <b>2013</b> | <b>2014</b> |
|   | 19.3        | 18.3        | 17.5        | 16.5        | 17.0        | 14.5        | 15.2        |
| <b>Fatal &amp; Serious Injury Rate</b><br>(per 100K population)         | <b>2008</b> | <b>2009</b> | <b>2010</b> | <b>2011</b> | <b>2012</b> | <b>2013</b> | <b>2014</b> |
|   | 127.6       | 122.4       | 111.0       | 105.1       | 104.4       | 86.9        | 86.7        |
| <b>Number of Alcohol Related Fatalities</b><br>(operator with .08+ BAC) | <b>2008</b> | <b>2009</b> | <b>2010</b> | <b>2011</b> | <b>2012</b> | <b>2013</b> | <b>2014</b> |
|   | 186         | 192         | 168         | 172         | 169         | 167         | 171         |
| <b>Percent of Fatalities - Alcohol-Related</b>                          | <b>2008</b> | <b>2009</b> | <b>2010</b> | <b>2011</b> | <b>2012</b> | <b>2013</b> | <b>2014</b> |
|   | 23%         | 24%         | 22%         | 24%         | 23%         | 26%         | 25%         |
| <b>Alcohol Related Fatality Rate</b><br>(per 100 million VMT)           | <b>2008</b> | <b>2009</b> | <b>2010</b> | <b>2011</b> | <b>2012</b> | <b>2013</b> | <b>2014</b> |
|   | 0.39        | 0.41        | 0.35        | 0.36        | 0.36        | 0.35        | 0.36        |
| <b>Speeding-related crashes</b>   | <b>2008</b> | <b>2009</b> | <b>2010</b> | <b>2011</b> | <b>2012</b> | <b>2013</b> | <b>2014</b> |
|   | 7,533       | 7,278       | 7,141       | 7,180       | 6,343       | 6,494       | 6,899       |
| <b>Speeding-related fatalities</b>                                      | <b>2008</b> | <b>2009</b> | <b>2010</b> | <b>2011</b> | <b>2012</b> | <b>2013</b> | <b>2014</b> |
|   | 154         | 154         | 154         | 141         | 151         | 125         | 125         |

|   |             |             |             |             |             |             |             |
|---|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| <b>Percent of Front Seat Occupants<br/>Using Safety Belts</b> | <b>2009</b> | <b>2010</b> | <b>2011</b> | <b>2012</b> | <b>2013</b> | <b>2014</b> | <b>2015</b> |
|   | 79.7%       | 80.3%       | 82.2%       | 83.7%       | 85.0%       | 86.1%       | 86.7%       |
| <b>Number of Motor Vehicle Crashes</b>                        | <b>2008</b> | <b>2009</b> | <b>2010</b> | <b>2011</b> | <b>2012</b> | <b>2013</b> | <b>2014</b> |
|   | 123,530     | 126,237     | 127,456     | 127,524     | 124,844     | 123,258     | 127,326     |
| <b>Motorcycle-involved crashes</b>                            | <b>2008</b> | <b>2009</b> | <b>2010</b> | <b>2011</b> | <b>2012</b> | <b>2013</b> | <b>2014</b> |
|   | 2,159       | 1,915       | 1,961       | 1,839       | 1,967       | 1,689       | 1,658       |
| <b>Motorcycle-Involved Fatal Crashes</b>                      | <b>2008</b> | <b>2009</b> | <b>2010</b> | <b>2011</b> | <b>2012</b> | <b>2013</b> | <b>2014</b> |
|   | 101         | 85          | 92          | 71          | 105         | 86          | 81          |
| <b>Motorcyclist Fatalities</b>                                | <b>2008</b> | <b>2009</b> | <b>2010</b> | <b>2011</b> | <b>2012</b> | <b>2013</b> | <b>2014</b> |
|   | 101         | 86          | 96          | 71          | 106         | 87          | 86          |
| <b>Unhelmeted Motorcyclist Fatalities</b>                     | <b>2008</b> | <b>2009</b> | <b>2010</b> | <b>2011</b> | <b>2012</b> | <b>2013</b> | <b>2014</b> |
|   | 60          | 50          | 58          | 42          | 68          | 59          | 48          |
| <b>Fatal Crashes Involving Drivers Age &lt; 20</b>            | <b>2008</b> | <b>2009</b> | <b>2010</b> | <b>2011</b> | <b>2012</b> | <b>2013</b> | <b>2014</b> |
|   | 122         | 133         | 114         | 86          | 88          | 80          | 79          |
| <b>Pedestrian Fatalities</b>                                  | <b>2008</b> | <b>2009</b> | <b>2010</b> | <b>2011</b> | <b>2012</b> | <b>2013</b> | <b>2014</b> |
|   | 66          | 41          | 61          | 50          | 49          | 55          | 57          |
| <b>Bicycle Fatalities</b>                                     | <b>2008</b> | <b>2009</b> | <b>2010</b> | <b>2011</b> | <b>2012</b> | <b>2013</b> | <b>2014</b> |
|   | 6           | 5           | 7           | 2           | 6           | 3           | 4           |

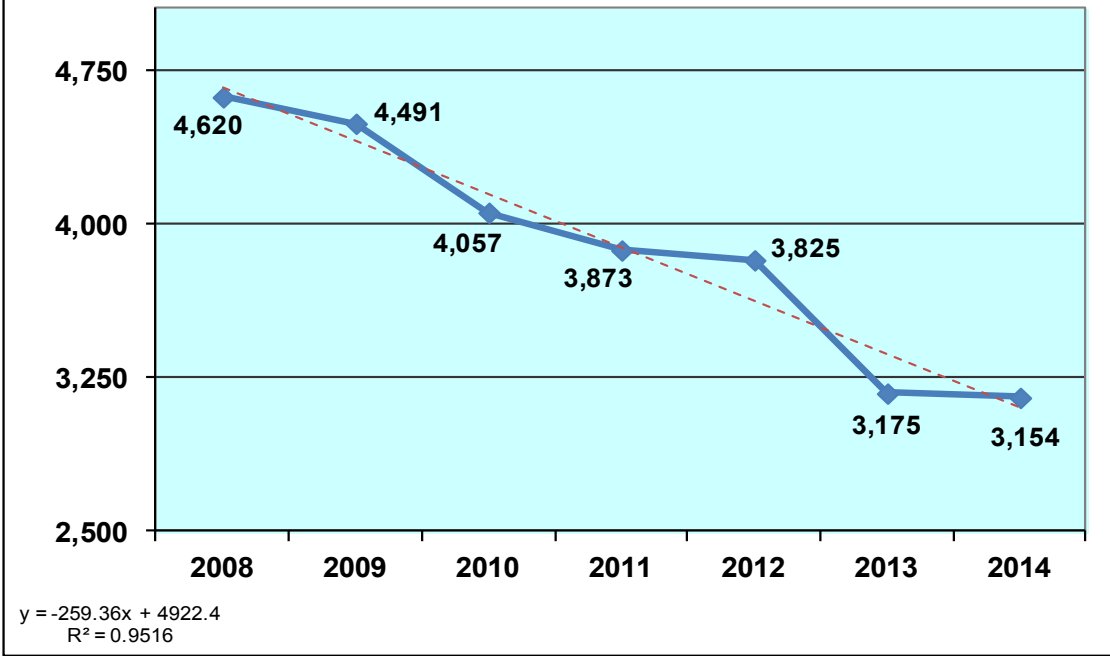
\* Crash Data source – Kentucky CRASH Database/KY Collision Facts Reports

## Fatalities

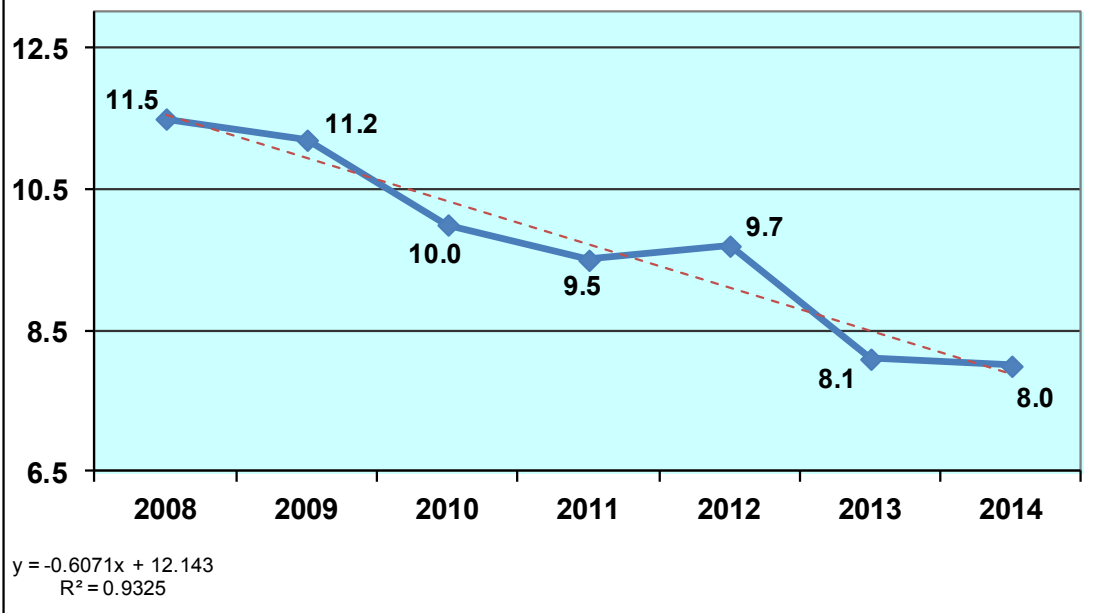


Note: Dashed red line indicates trend

### Serious Injuries

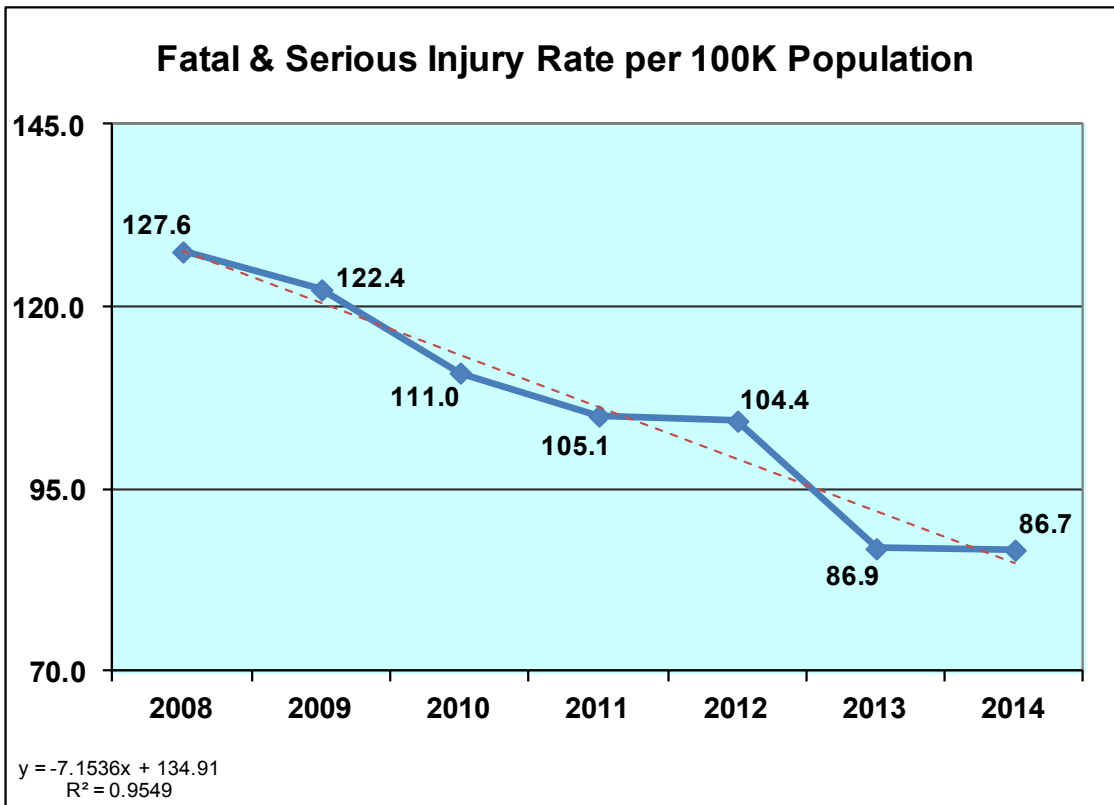
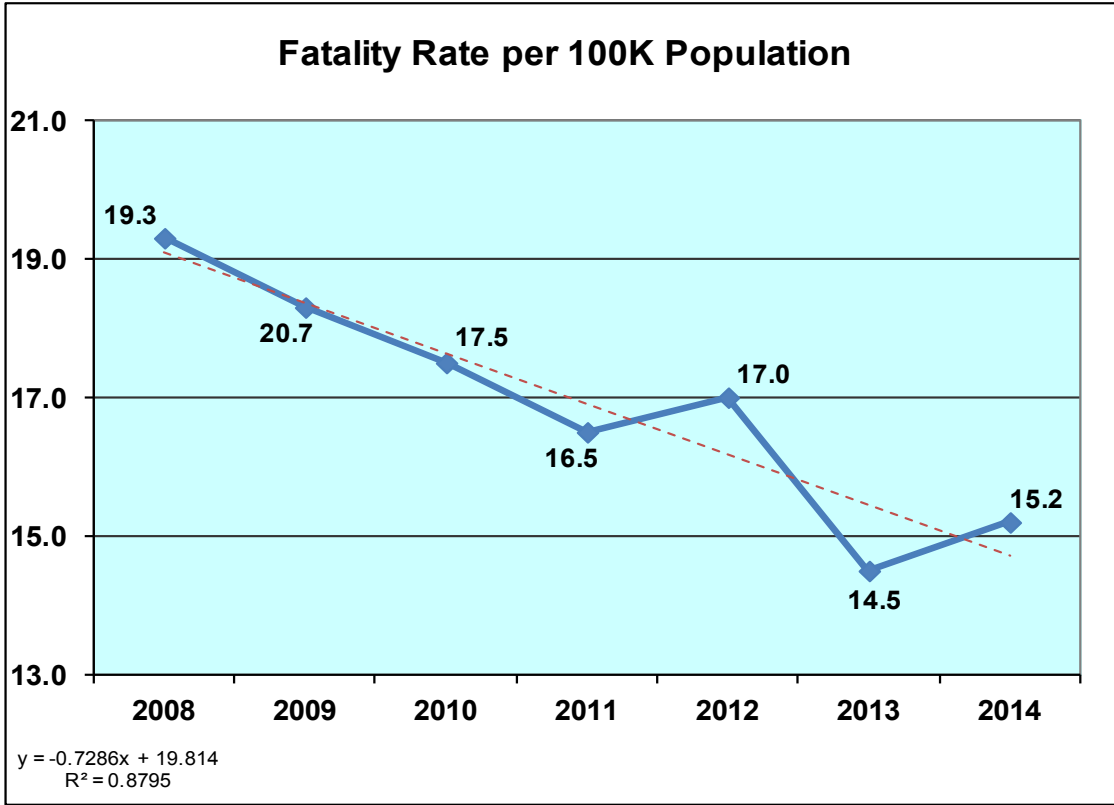


### Fatality & Serious Injury Rate Per 100 Million Vehicle Miles Traveled



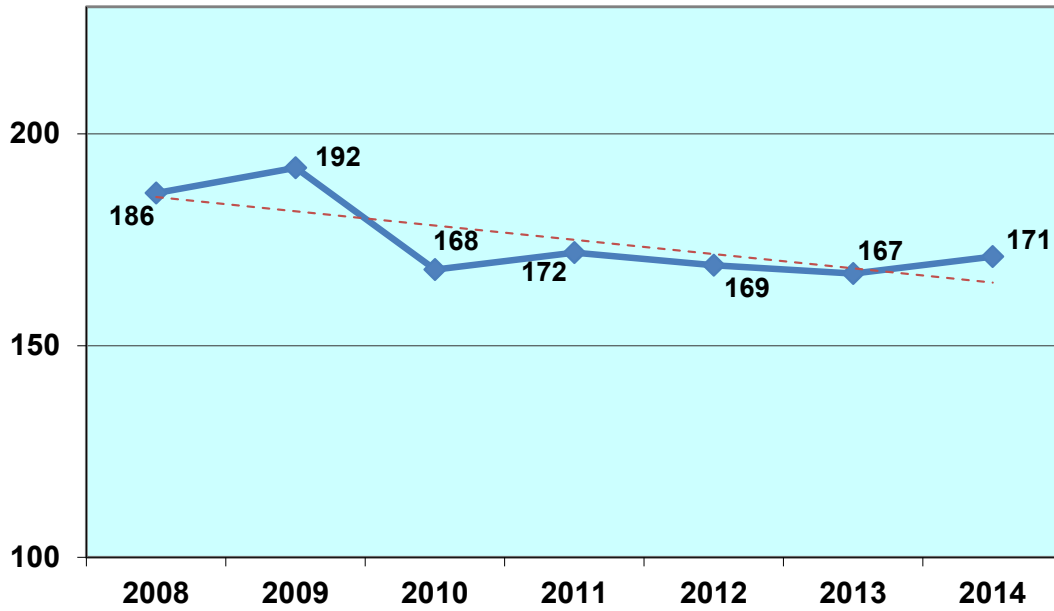
Note: Dashed red line indicates trend





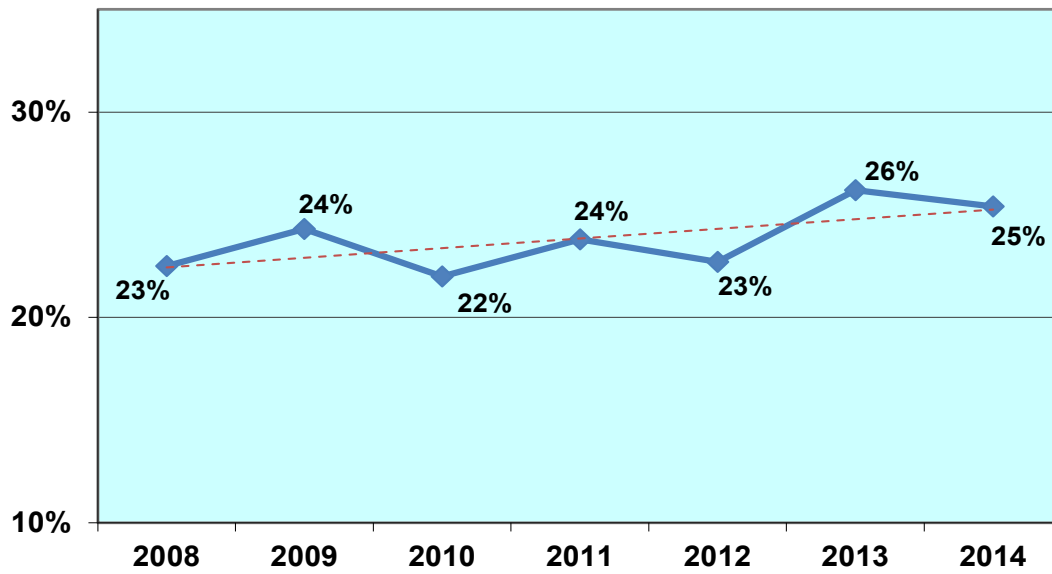
Note: Dashed red line indicates trend

### Alcohol-Related Fatalities



$y = -3.3571x + 188.43$   
 $R^2 = 0.5404$

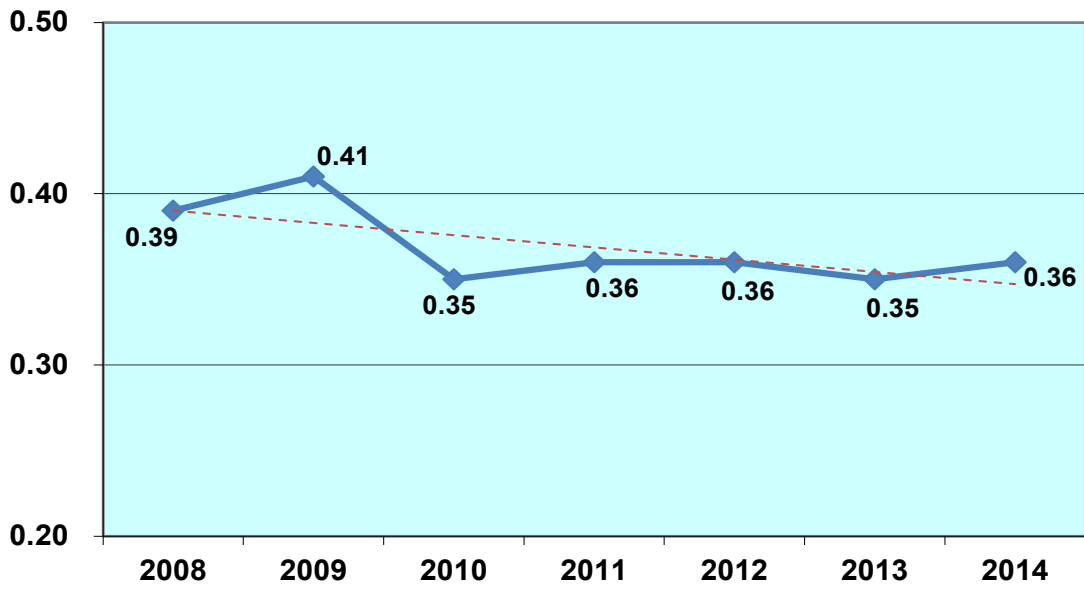
### Percent of all Fatalities that are Alcohol-Related



$y = 0.0047x + 0.2196$   
 $R^2 = 0.4234$

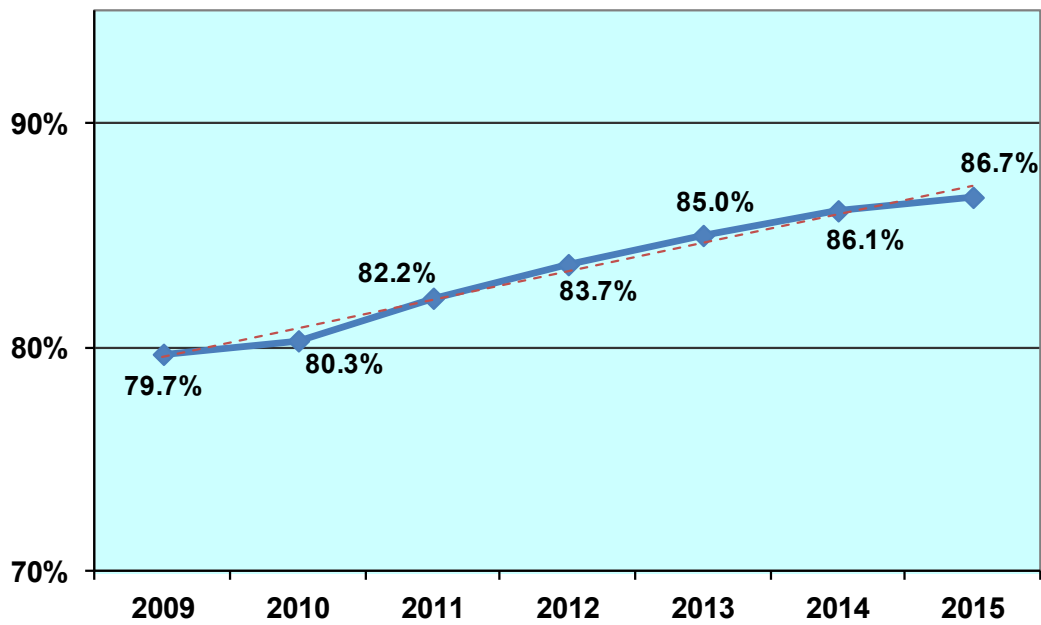
Note: Dashed red line indicates trend

### Alcohol-Related Fatality Rate per 100 Million Vehicle Miles Traveled



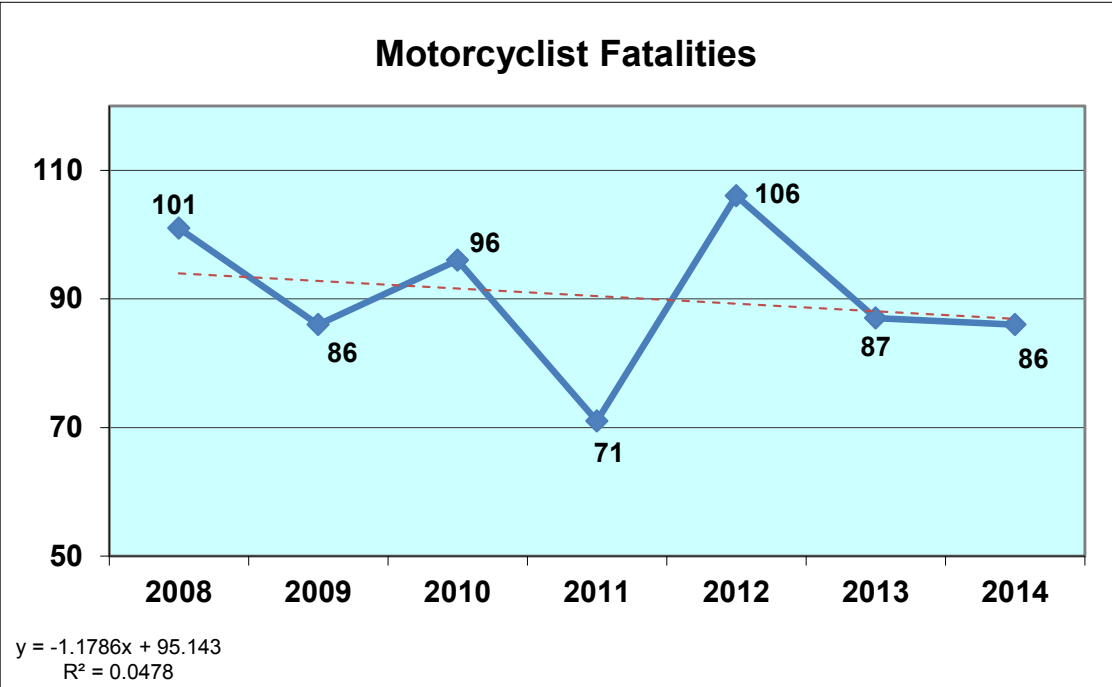
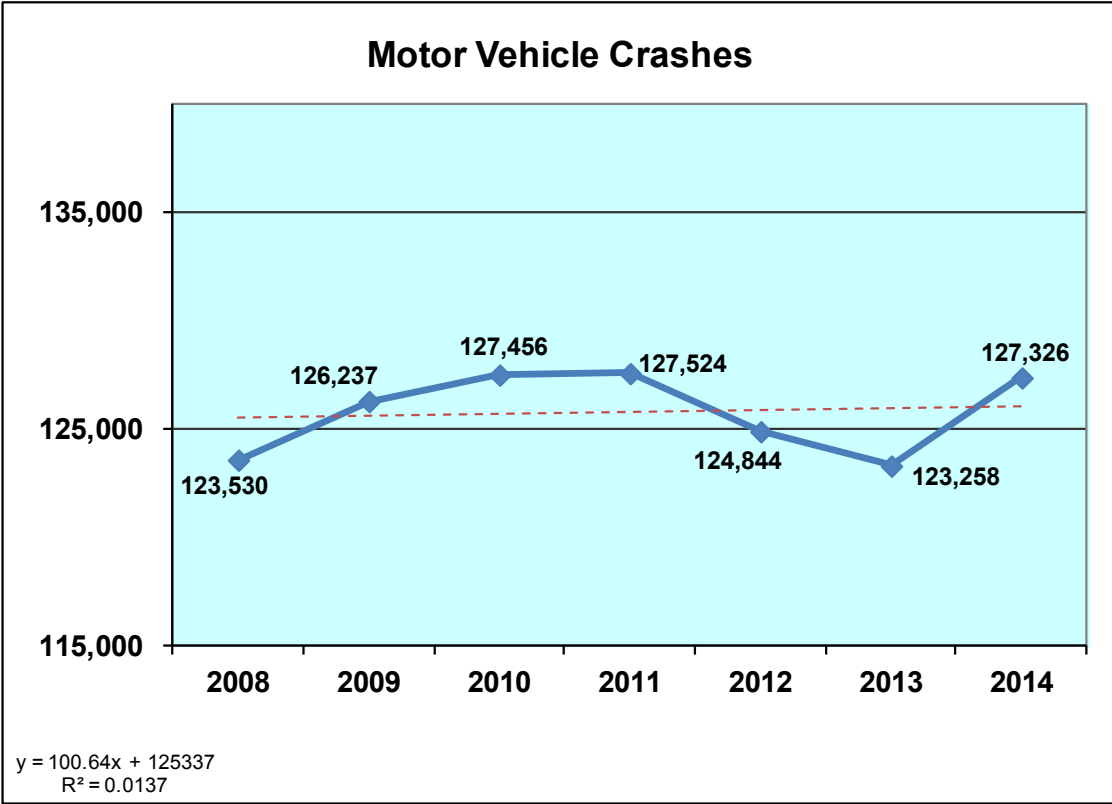
$y = -0.0071x + 0.3971$   
 $R^2 = 0.463$

### Percent of Front Seat Occupants Using Safety Belts

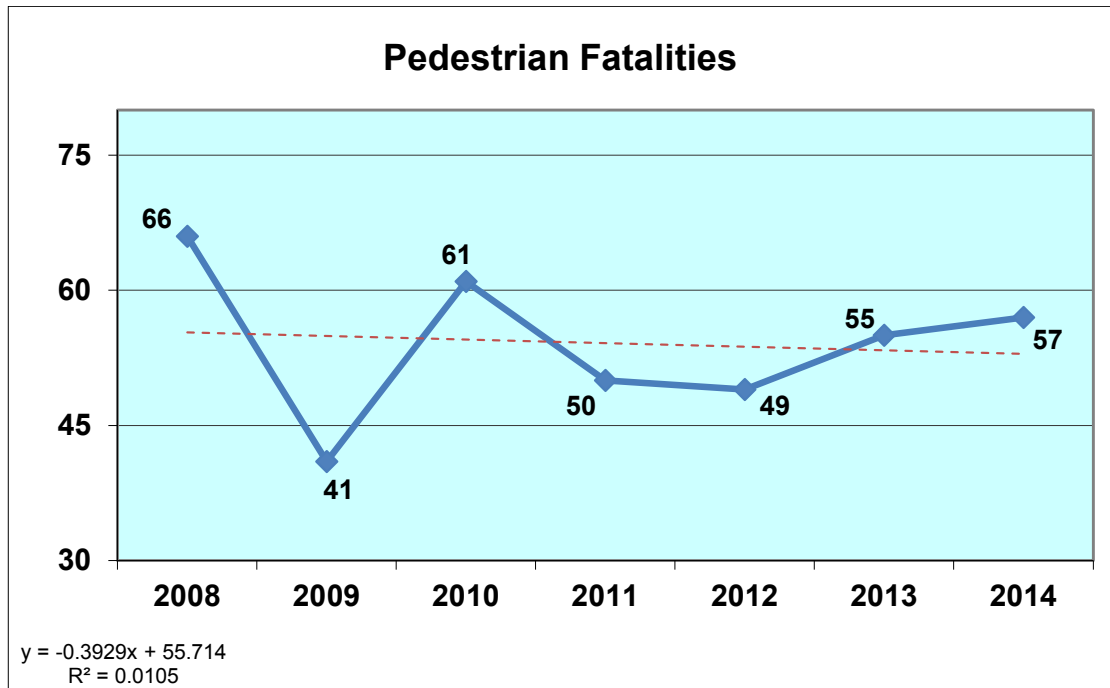
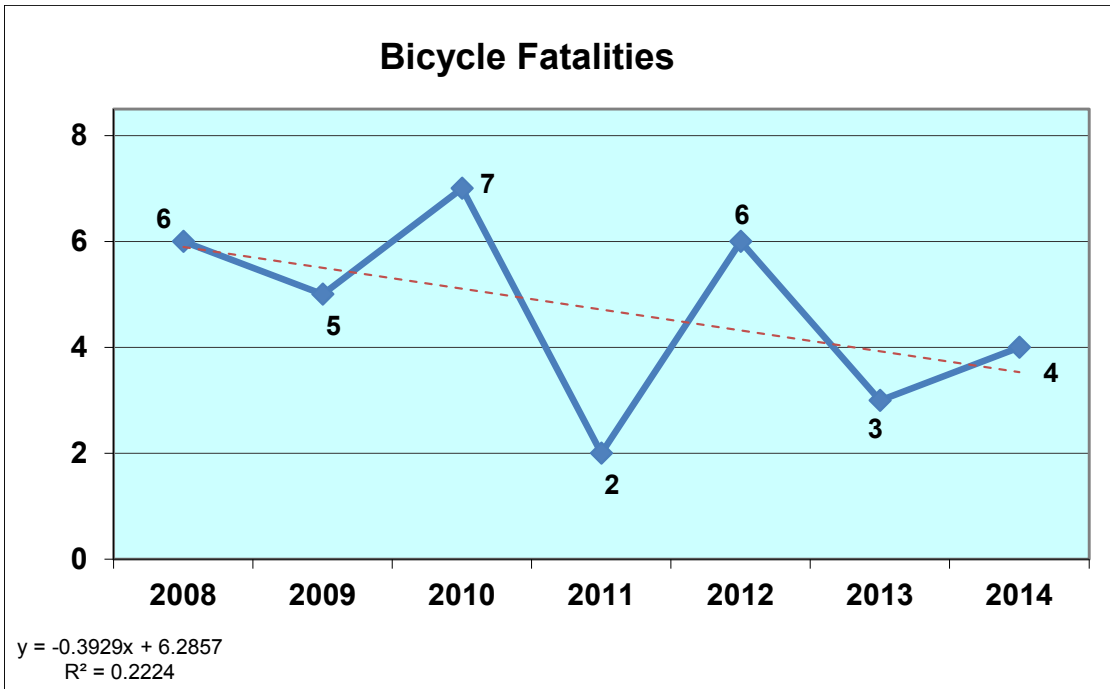


$y = 0.0126x + 0.7833$   
 $R^2 = 0.9822$

Note: Dashed red line indicates trend



Note: Dashed red line indicates trend



Note: Dashed red line indicates trend

\* Crash Data source – Kentucky CRASH Database

## Fiscal Year 2015 Performance Goal Statements/Status

### Core Outcome Measures

1. To decrease fatalities 3% from the 2011-2013 calendar base year average of 701 to 680 by December 31, 2015; from 680 to 660 by December 31, 2016; and from 660 to 640 by December 31, 2017.

**Status:** Based on the 2012-2014 average, there were 685 fatalities. This represents a decrease of 2.3% from the 2011-2013 calendar base year average of 701.

2. To decrease serious traffic injuries 5% from the 2011-2013 calendar base year average of 3,624 to 3,443 by December 31, 2015; from 3,443 to 3,271 by December 31, 2016; and from 3,271 to 3,107 by December 31, 2017.

**Status:** Based on the 2012-2014 average, there were 3,385 serious traffic injuries. This represents a decrease of 6.6% from the 2011-2013 calendar base year average of 3,624.

3. To decrease fatalities/100M VMT 3% from the 2011-2013 calendar base year average rate of 1.48 to 1.44 by December 31, 2015; to 1.40 by December 31, 2016; and to 1.36 by December 31, 2017.

**Status:** Based on the 2012-2014 average, the fatalities/100M VMT rate was 1.45. This represents a decrease of 2% from the 2011-2013 calendar base year average rate of 1.48.

4. To decrease rural fatalities 2% from the 2011-2013 calendar base year average of 545 to 534 by December 31, 2015; from 534 to 523 by December 31, 2016; and from 523 to 513 by December 31, 2017.

**Status:** Based on the 2012-2014 average, there were 531 rural fatalities. This represents a decrease of 2.6% from the 2011-2013 calendar base year average of 545.

5. To decrease urban fatalities 2% from the 2011-2013 calendar base year average of 156 to 153 by December 31, 2015; from 153 to 150 by December 31, 2016; and from 150 to 147 by December 31, 2017.

**Status:** Based on the 2012-2014 average, there were 154 urban fatalities. This represents a decrease of 1.3% from the 2011-2013 calendar base year average of 156.

6. To decrease unrestrained passenger vehicle occupant fatalities in all seating positions 5% from the 2011-2013 calendar base year average of 287 to 273 by December 31, 2015; from 273 to 259 by December 31, 2016; and from 259 to 246 by December 31, 2017.

**Status:** Based on the 2012-2014 average, there were 280 unrestrained passenger vehicle occupant fatalities in all seating positions. This represents a decrease of 2.4% from the 2011-2013 calendar base year average of 287.

7. To decrease alcohol-impaired driving fatalities 3% from the 2011-2013 calendar base year average of 169 to 164 by December 31, 2015; from 164 to 159 by December 31, 2016; and from 159 to 154 by December 31, 2017.

**Status:** Based on the 2012-2014 average, there were 169 alcohol-impaired driving fatalities. This represents no change from the 2011-2013 calendar base year average.

8. To decrease speeding-related fatalities 3% from the 2011-2013 calendar base year average of 139 to 135 by December 31, 2015; from 135 to 131 by December 31, 2016; and to 127 by December 31, 2017.

**Status:** Based on the 2012-2014 average, there were 134 speeding-related fatalities. This represents a decrease of 3.6% from the 2011-2013 calendar base year average of 139.

9. To decrease motorcyclist fatalities 3% from the 2011-2013 calendar base year average of 88 to 85 by December 31, 2015; from 85 to 82 by December 31, 2016; and from 82 to 80 by December 31, 2017.

**Status:** Based on the 2012-2014 average, there were 93 motorcyclist fatalities. This represents an increase of 5.7% from the 2011-2013 calendar base year average of 88.

10. To decrease un-helmeted motorcyclist fatalities 5% from the 2011-2013 calendar base year average of 56 to 53 by December 31, 2015; from 53 to 50 by December 31, 2016; and from 50 to 48 by December 31, 2017.

**Status:** Based on the 2012-2014 average, there were 58 un-helmeted motorcyclist fatalities. This represents an increase of 3.6% from the 2011-2013 calendar base year average of 56.

11. To decrease fatal crashes involving drivers age 20 or younger by 5% from the 2011-2013 calendar base year average of 85 to 81 by December 31, 2015; from 81 to 77 by December 31, 2016; and from 77 to 73 by December 31, 2017.

**Status:** Based on the 2012-2014 average, there were 82 fatal crashes involving drivers age 20 or younger. This represents a decrease of 3.5% from the 2011-2013 calendar base year average of 85.

12. To decrease pedestrian fatalities 3% from the 2011-2013 calendar base year average of 51 to 49 by December 31, 2015; from 49 to 48 by December 31, 2016; and from 48 to 47 by December 31, 2017.

**Status:** Based on the 2012-2014 average, there were 54 pedestrian fatalities. This represents an increase of 5.9% from the 2011-2013 calendar base year average of 51.

13. To decrease bicycle fatalities 20% from the 2010-2012 calendar base year average of 4 to 3 by December 31, 2015; from 3 to 2 by December 31, 2016; and from 2 to 1 by December 31, 2017.

**Status:** Based on the 2012-2014 average, there were 4 bicycle fatalities. This represents no change from the 2011-2013 calendar base year average.

### **Activity Measures**

14. To increase the number of seat belt citations during grant-funded enforcement activities by 2% from the 2010-2012 calendar base year average of 25,508 to 26,018 by December 31, 2013; from 26,018 to 26,538 by December 31, 2014; and from 26,538 to 27,069 by December 31, 2015.

**Status:** A total of 29,139 seat belt citations were issued during grant-funded overtime during 2015. The 2013-2015 average totals 28,026 which exceeded the three year average goal.

15. To increase the number of DUI arrests during grant-funded enforcement activities by 2% from the 2010-2012 calendar base year average of 3,492 to 3,562 by December 31, 2013; from 3,562 to 3,633 by December 31, 2014 and from 3,633 to 3,706 by December 31, 2015..

**Status:** A total of 3,008 DUI arrests were made during grant-funded overtime during 2015. The 2013-2015 average totals 3,280 which falls short of the three year average goal.

16. To increase the number of speeding citations during grant-funded enforcement activities by 2% from the 2010-2012 calendar base year average of 37,550 to 38,301 by December 31, 2013; from 38,301 to 39,067 by December 31, 2014; and from 39,067 to 39,848 by December 31, 2015.



**Status:** A total of 34,793 speeding citations were issued during grant-funded overtime during 2015. The 2013-2015 average totals 34,973, which fell short of the three year average goal by 4099 citations.

### **Core Behavior Measure**

17. To increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles from the 2014 average usage rate of 86.1% to 87% by December 31, 2015; to 88% by December 31, 2016; and to 89% by December 31, 2017.

**Status:** The 2015 safety belt usage survey results indicate 86.7% usage for front seat occupants, meeting the above goal (when rounded).

### **Accomplishments**

The following accomplishments are among those made in the area of highway safety using NHTSA funding during federal fiscal year 2015:

- Provided federal funding for 140 law enforcement / non law enforcement projects throughout the state to address identified highway safety problems through year-round enforcement and data driven programs.
- Provided federal funding to an additional 42 law enforcement agencies for heightened enforcement specifically during the 2015 “Click It or Ticket” mobilization. This increase contributed to our increase in overall safety belt use.
- Provided federal funding to an additional 40 law enforcement agencies for heightened enforcement specifically during the 2015 “Drive Sober or Get Pulled Over” mobilization.
- Provided federal funding for 7 non law enforcement programs for educational programs and training aimed at reducing traffic fatalities and injuries.
- Conducted 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 a state Traffic Safety Resource Prosecutor (TSRP), who provides training and technical assistance to both law enforcement and prosecutors.
- Planned and coordinated two Kentucky Safety Summits.
- Sponsored the Governor’s Occupant Protection Enforcement Awards to recognize law enforcement agencies and officers who excelled in enforcing Kentucky’s seat belt laws. There were 122 law enforcement officers honored at this event from 107 agencies across the Commonwealth.

- Sponsored the annual Governor's Impaired Driving Enforcement Awards to recognize law enforcement agencies and officers who excelled at removing impaired drivers from Kentucky's roadways. There were 146 law enforcement officers from 121 agencies recognized for their efforts to target impaired drivers at this event.
- Utilized Law Enforcement Liaisons to hold 32 regional briefings to educate law enforcement agencies, elected officials and others about highway safety issues and the national enforcement mobilizations.
- Law Enforcement Liaisons additionally held 5 Below 100 classes training 277 officers.
- Continued to provide statistical information and resources to grantees as well as the general public through the Kentucky Office of Highway Safety website (<http://highwaysafety.ky.gov>).

## Legislative

In the 2015 Legislative Regular Session KOHS supported two bills; the Booster Seat Enhancement bill (HB315) and Ignition Interlock bill (SB133). Both bills passed through the full legislature and became law in 2015. HB 315 requires that all children younger than 8 years and between 40-57 inches tall be secured in a booster seat. The citation rate remained at \$30 with no court costs. An exception is that violators have the option diversion by purchasing a new booster for use.

SB 133 had more challenges because of the abstract language in the bill. We did get some technical assistance from NHTSA and added language which was acceptable to KYTC and the Legislature. The implementation of the program has had some hurdles but did commence operation in September 2015. We will be assisting with a technical corrections bill in 2016.

In the interim (prior to the 2016 session), an ad hoc committee comprised of members of the Judiciary Committee and the Impaired Driving Task Force have been meeting to address the language concerning drugged driving.

Other areas of emphases will be GDL enhancement and distracted driving.

## Program Management

At the beginning of each grant year, the Kentucky Office of Highway Safety conducts mandatory training for all new grantees prior to the start of the grant. The trainings offer an excellent opportunity for local-level project directors and co-workers to learn about upcoming program expectations and how each grant should relate to their specified program area (such as occupant protection, alcohol, and police traffic services). Participants are able to discuss goals and objectives with their assigned

Kentucky Office of Highway Safety (KOHS) Program Manager, Law enforcement liaison (LEL) and a representative of the KOHS Finance team. This is a great time for grantees to network with the KOHS and have face-to-face interaction with state-level staff. The training workshops encourage grantees to ask questions, have open dialog and view this process as an active venue to building stronger, more meaningful partnerships.

The KOHS conducted trainings for all new 2015 Grantees held at Police Departments and Sheriff Offices throughout the state who were first time grantees or had new project directors. Additional trainings were held on an individual basis for all CIOT and Drive Sober mini grants

Topics included: a review of grant contracts and conditions; program planning; completion of monthly and yearly reporting forms, financial forms; audit requirements; monitoring process, mobilization dates with participation requirements and procedures in the mobilization tracking information system; targeted enforcement mapping, and an overview of the (KOHS) website and data resources.

## **Impaired Driving Countermeasures Program**

### **Grants to Law Enforcement**

Alcohol countermeasures grants for FY 2015 were funded with Section 402 and Section 410 funds for 110 local law enforcement agencies, as well as Kentucky State Police who have statewide jurisdiction.

These agencies worked a combined total of 43,551.65 patrol overtime hours resulting in 2,948 DUI arrests, 9,185 other arrests, 33,831 speeding citations, 24,650 safety belt citations, 1,077 child restraint citations and 62,310 other citations during the grant year. In addition, these grantees worked at 315 traffic safety checkpoints resulting in 57 DUI arrests, 95 other arrests, 17 speeding citations, 121 seat belt citations, 14 child restraint citations and 1,215 other citations.



## Impaired Driving Enforcement Mobilization

Kentucky coordinated two major mobilizations focused on impaired driving in FY 2015 in conjunction with the national "Drive Sober or Get Pulled Over" mobilization, from December 16, 2014 through January 2, 2015 and August 19 through September 7, 2015.

A total of 255 law enforcement agencies participated in the August mobilization and reported their enforcement data to the Office of Highway Safety. A total of 1866 checkpoint hours were conducted during this 18-day period. Between checkpoints and patrol enforcement, the mobilization resulted in the following arrests/citations:

|                        |        |                            |        |
|------------------------|--------|----------------------------|--------|
| DUI Arrests:           | 1,018  | Safety Belts:              | 7,132  |
| Felony arrests:        | 2,202  | Child Restraints:          | 404    |
| Drug Arrests:          | 469    | No Insurance:              | 4,605  |
| Fugitives Apprehended: | 2,194  | Reckless Driving:          | 610    |
| Suspended Licenses:    | 1,568  | Other Traffic Violations:  | 20,407 |
| Speeding:              | 10,544 | Stolen Vehicles Recovered: | 228    |



A press conference was held in Louisville to kick off the holiday Drive Sober campaign, featuring Quinton Higgins. As an eighth grader, Higgins escaped from the fiery Carrollton, Kentucky bus crash that killed 27 people. He now travels the state with a bus he purchased to demonstrate the dangers of drinking and driving. Higgins has put pictures of the victims in bus windows along with a sign that says, "27 reasons not to drink and drive."



*A press conference in eastern Kentucky was held to announce the August mobilization.*

## **Governor's Impaired Driving Enforcement Awards Program**

On December 2, 2015, the Kentucky Office of Highway Safety hosted the annual Governor's Impaired Driving Enforcement Awards. The event was held at the Marriott East in Louisville. Bill Bell, Executive Director of the Kentucky Office of Highway Safety, welcomed the group. Remarks were made by Rodney Brewer, Commissioner of the Kentucky State Police and Theresa Martinez with MADD (Mothers Against Drunk Driving). Executive Director Office of Highway Safety, Bill Bell presented the awards. The event honored 146 officers from 121 law enforcement agencies for their outstanding achievements in enforcement to reduce impaired driving during FY 2015.

## **Grants to Non-Law Enforcement to Projects**

### **Traffic Safety Resource Prosecutor (TSRP)**

Our partnership with the Office of the Attorney General to employ the TSRP position has been in place for eight years in Kentucky. Bob Stokes, the TSRP, provides expertise, resources and critical support to Kentucky prosecutors and law enforcement, assisting them with the effective prosecution of traffic safety violations. This project was supported with Section 410 funding.

During the grant cycle, the TSRP:

- Planned, moderated and conducted training focused on current drug trends and prosecuting the drugged driver at the Kentucky Prosecutors Conference on August 19-21, 2015, which was attended by over 700 prosecutors.
- Presented one “Protecting Lives, Saving Futures” training session in November 2014, which focused on the effective detection and prosecution of DUI. This session was held in Louisville and was attended by approximately 40 students from across the state.
- Planned and conducted one “Prosecuting the Drugged Driver” training, focused on the effective detection and prosecution of DUI while impaired by substances other than alcohol. This was held March 31-April 2, 2015 in Covington, KY and was attended by 36 students.
- Collaborated with the Tennessee District Attorney General’s Office to plan and conduct “Lethal Weapon” training in Bowling Green, KY on May 26-29, 2015. This training focused on the effective investigation and prosecution of vehicular homicide and assault cases. In-state and national speakers, including leading experts in crash reconstruction, were used at the event, which was attended by approximately 38 people from both Tennessee and Kentucky.
- Continually updated the TSRP web site, [www.kytrafficsafety.com](http://www.kytrafficsafety.com), to serve as a resource for prosecutors and law enforcement. Files contained within the site include but are not limited to defense tactics, DRE case summaries, jury instructions and continued updates to the Prosecutor’s Trial Manual, which covers many prosecutor issues. Additionally, state and national DUI and traffic safety news stories are updated weekly. The number of users has grown approximately 25% since last December.
- The TSRP attended and spoke at regional law enforcement area briefings in support of the “Click it or Ticket” and “Drive Sober” enforcement mobilizations, as well as ARIDE classes held by the DRE State Coordinator and mock trials that are part of the law enforcement basic training conducted by Kentucky’s Department of Criminal Justice Training. He also attended/participated in several national and regional conferences to stay abreast of issues relevant to his position, including the National and Kentucky Lifesavers Conferences, National TSRP Conference, the NAPC

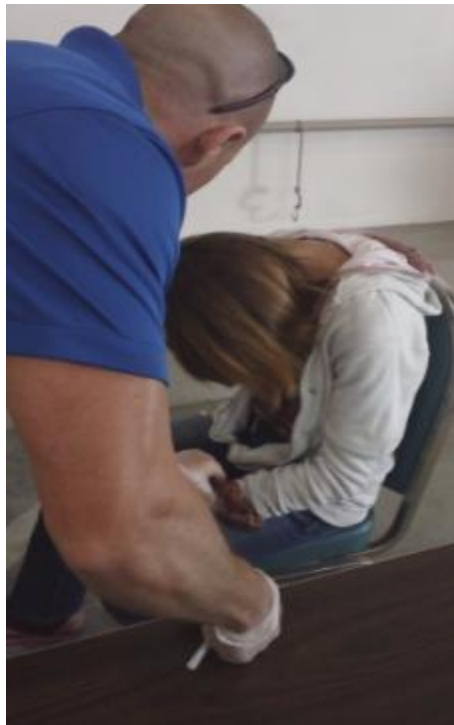
conference. The KY TSRP was selected to assist the National District Attorney's Association and National Traffic Law Center in the update of the national training curriculum "Train the Trainer".

### **Drug Evaluation and Classification Program FY 2015**

Kentucky's Department of Criminal Justice Training (DOCJT) at Eastern Kentucky University completed their tenth year of a project 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 Section 410 funding. FY 2015 project activities included the following:

- Held one seven-day DRE class, which was preceded by a two-day DRE Pre School. A total of 10 DRE candidates passed both phases of instruction. The class of ten candidates went on to complete all of their required evaluations during a drug task force in Los Angeles, California in September.
- Conducted one recertification class which allowed 7 DREs to renew their certification credentials. 12 additional DRE's got recertified by attending the National Conference on Drugs, Alcohol and Impaired Driving in Cincinnati, Ohio.
- Offered the ARIDE (Advanced Roadside Impaired Driving Enforcement) training at various locations around the state. This valuable training, in its sixth 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. Seven 16-hour ARIDE courses were held this year, with a total of 129 officers attending.
- The State Coordinator and 12 DRE Instructors/Regional Coordinators attended the National Conference on Drugs, Alcohol and Impaired Driving in Cincinnati, Ohio.
- The DECP State Coordinator and one of his Regional Coordinators gave presentations at two different prosecutor's training events held by Kentucky's TSRP. One was a DUI Conference and the other was a conference on prosecuting the Drugged Driver.

*A DRE candidate performs a drug evaluation on an individual arrested during a drug task force in Los Angeles.*





## **Ignition Interlock**

During the 2015 Kentucky Legislative Session, a more comprehensive ignition interlock bill was passed. The Governor signed SB133 (see attached) on April 6. The Kentucky Transportation Cabinet was named as the regulatory authority. The writing of the regulations took place over the next 5 months with meetings including the Kentucky Office of Highway, Office of Legal Services, Division of Driver License, Administrative Office of the Courts, and the Kentucky Circuit Clerks.

In addition to the regulations, a Request for Qualification (RFQ) was created for the interlock manufacturers to apply for certification (see attached). A panel was formed consisting of the Department of Vehicle Regulations, Kentucky Office of Highway Safety and Legal Services that reviews the applicants to verify they can comply with the needs detailed in the RFQ. In July 2015, there were 6 manufactures granted certification; Smart Start, Draeger, Intoxalock, Lifesafer, Guardian, and Blow and Drive. Each certified manufacturer is required to have at least 12 install locations, one in each highway district.

Kentucky State Police agreed to inspect the install sites, their training and inspection expenses will be reimbursed with Federal Highway Grant funds. This grant will be monitored by KOHS. Four troopers were sent to Tennessee for a training session with Safety & Homeland Security Ignition Interlock Device Program. As of December 2015, 46 sites have been inspected and 41 have passed and are ready to install. On November 20, eleven more troopers were trained to be inspectors, by one of the KSP inspectors and KOHS.

In accordance with the SB133, a website was constructed to provide information on the ignition interlock process and eligibility. <http://transportation.ky.gov/Highway-Safety/Pages/Ignition-Interlock.aspx> . The necessary forms were designed and attached to this site, including the application to be submitted to the Division of Driver License. Once the application is received it will be used to review the potential client's record and determine eligibility. As of December 2015, there have been 180 ignition interlock licenses issued.

Attachments:



SB133.doc



Kentucky Ignition  
Interlock RFQ revised

## **Kentucky HERO Program**

The Kentucky HERO Program and The Ensign John R. Elliott HERO Campaign for Designated Drivers® has partnered with bar and tavern owners, package goods stores, law enforcement, colleges, state and local governments to promote the use of safe and sober designated drivers in Kentucky. The goal of the HERO campaign is to encourage more people to become sober designated drivers in order to reduce the number of drunk driving fatalities and injuries in our state and nation.

In order to participate in the HERO Program, a commitment to the HERO Campaign Pledge and agreeing to the following procedures:

- Encourage patrons to be or use sober designated drivers.
- Offer free soft drinks, coffee or other non-alcoholic beverages to non-drinking designated drivers.
- Promote the Kentucky HERO Program and the HERO Campaign through the usage of posters, brochures and window decals which are produced and supplied by the HERO Campaign.
- Purchase “Be a HERO” wristbands that can either be resold at cost or give them to appropriate designated drivers.
- Allow the HERO Campaign to promote our establishment as a participant in the HERO Campaign.
- Stay in contact with the HERO Campaign representatives to request materials and provide feedback on the program
- 

## **Occupant Protection Program**

### **Grants to Law Enforcement**

The Office of Highway Safety utilized Section 402 funds to support occupant protection overtime enforcement programs for 22 law enforcement agencies. These grantees worked a total of 7,943 overtime hours, issuing a total of 7,888 seat belt citations and 399 child restraint citations. In addition, these grantees issued a total of 2,316 speeding citations, 12,302 other traffic citations, and made 263 DUI arrests and 1040 other arrests during their grant-funded hours, which included 105 traffic safety checkpoints.

### **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 18 through May 31, 2015.

A total of 202 law enforcement agencies reported the following activity for the two-week campaign period. Enforcement results are summarized below:

|                           |        |                            |       |
|---------------------------|--------|----------------------------|-------|
| DUI Arrests:              | 931    | Child Restraints:          | 324   |
| Felony Arrests:           | 1,130  | No Insurance               | 3,989 |
| Fugitives Apprehended:    | 1,432  | Reckless Driving:          | 472   |
| Speeding:                 | 6,495  | Suspended Licenses:        | 1,215 |
| Other Traffic Violations: | 16,303 | Stolen Vehicles Recovered: | 76    |
| Safety Belts:             | 10,736 |                            |       |



## May Mobilization Grants

A total of \$59,372.03 in MAP-21 Section 405d funding was expended by law enforcement agencies solely for officer overtime during the 2015 “Click It or Ticket” Mobilization. A total of 42 agencies utilized this additional funding, including Kentucky State Police and Kentucky Commercial Vehicle Enforcement.

These agencies worked a combined total of 2,633.75 overtime hours of traffic patrol during which they issued 4,489 seat belt citations, 133 child restraint citations, 962 speeding citations, 3,314 other citations and also made 60 DUI arrests and 375 other arrests.

## Law Enforcement Liaisons

Kentucky has four LEL’s (Law Enforcement Liaisons) who work as contract employees for the Kentucky Office of Highway Safety, (KOHS) responsible for law enforcement relationships in their respective regions of the state. In 2015 Kentucky’s LEL’s continued to build relationships with law enforcement agencies, other partners in traffic safety in an effort to promote greater participation in the traffic safety mobilizations. In FY 2015, the LEL’s made visits to city, county, and state agencies. These visits were instrumental in identifying and selecting agencies interested in funding for special traffic enforcement efforts.

- ❖ 481 Site visits
- ❖ 140 Grant Monitoring visits
- ❖ 16 Area briefings for “Click It Or Ticket” Campaign in May
- ❖ 16 Area briefings for the “Drive Sober or Get Pulled Over” Campaign in August
- ❖ 12 Media events and press conferences
- ❖ 5 Below100 trainings conducted and 277 officers trained
  - ***Note: Northern LEL resigned May 2015 and the position was filled on November 1, 2015.***

The LEL’s assist the grant program managers by working one-on-one with Kentucky’s police chiefs, sheriffs and project directors to answer questions regarding grants and referrals for highway safety issues. The project directors are the individuals from each agency that are responsible for their administering the agency’s grant. Kentucky’s LEL’s are also a valuable resource in the grant agency selection process, providing detailed information on an agency’s equipment needs, manpower, and dedication to aggressive enforcement. The LEL’s also conducted grant monitoring with the program managers and made recommendations to agencies to attain the goals established in the grant.

The LEL's recruit law enforcement partners in areas with highway safety needs and provide technical assistance to those agencies in conducting high visibility enforcement programs. The LEL's have been instrumental in promoting both Advanced Roadside Investigation Driving Examination (ARIDE) and Drug Recognition Expert (DRE) training in areas of Kentucky with a high incidence of DUI-D. This problem has become a significant problem throughout Kentucky with the increased number of Heroin and other prescription drug abusers. They assist in recruiting local agencies to participate in highway safety press events and meetings. They also partner with other LEL's in neighboring states to coordinate both enforcement and media highway safety activities. The LEL's have developed an incentive equipment program aimed at increasing law enforcement participation and reporting results of enforcement campaigns.

Grantees in addition to all other law enforcement agencies as well as local elected officials are invited to 32 area briefings strategically conducted across the 12 highway districts. These briefings have proven successful in promoting the objectives of the state Highway Safety Office and enforcement mobilizations. Participants were invited for lunch immediately after the meeting; they received program enhancement items and were given an opportunity to draw for equipment incentive prizes. These area briefings are also an opportunity for both state and local law enforcement to plan joint enforcement as well as border-to-border and local media events to gain earned media.

The LEL's coordinated border to border enforcement events for both enforcement campaigns, Click it or Ticket and Drive Sober or Get Pulled Over. These enforcement events also serve as great **earned media** opportunities. Border to Border events were conducted in conjunction with Ohio, Virginia, West Virginia, and Tennessee.

The LEL's also help to promote the annual Governor's Occupant Protection Awards in July and the Governor's Impaired Driving Awards in December. During these events awards are given to the officers that have shown the greatest passion for enforcing impaired driving and occupant protection throughout the year. The nominations are submitted by their respective chiefs and sheriffs.

The LEL's along with KYTC PIO's planned and coordinated regional press events. Enhanced efforts were made to increase social media on both Click it or Ticket and Drive Sober or Get Pulled Over Campaigns and other aspects of the agencies Highway Safety Programs. KOHS provided an online resource kit to enhance earned media. This kit contained material for radio PSA's, newspaper articles, social media and talking points for local law enforcement. Law enforcement officials were educated about the KOHS drive sober app for smart phones and its use was promoted at area briefings.

Three LEL's have completed the instructor training for Below100. This is a National initiative to reduce the number of police officer deaths to Below 100 annually. The program was developed and sponsored by several national programs and is a well-rounded training for new and senior officers as well as supervisors. The 5 Tenets of safety are.

- Wear Your Belt
- Wear Your Vest
- Watch Your Speed
- WIN – What’s Important Now?
- Remember: Complacency Kills?

By concentrating on the areas of loss that are most susceptible to change (e.g. use of safety equipment and enhanced situational awareness), Below 100 can serve as an instrument of cultural transformation and improved operational practices. Below 100 recognizes that awareness and training are key and the targeted audience must be the change agents – the trainers and decision makers in organizations.

Below100 training was presented in Owensboro, Morehead, Maysville, Somerset, and at the 2015 KACP conference in Hebron, Kentucky with a total of 277 officers trained. There were 10 other training at various locations that were scheduled for November and December, 2015. The recently hired Northern Kentucky LEL will be trained in FY 2016 to be a Below 100 certified instructor.

The LEL’s also attended a number of meetings, such as those held by state and regional chiefs and sheriffs associations. They were also represented at the following conferences.

- ❖ Lifesavers Conference in Chicago, March 2015
- ❖ Kentucky Regional Highway Safety Summits both East and West, 2015
- ❖ KACP Conference in August 2015
- ❖ Governor’s Highway Safety Association meeting in August 2015
- ❖ The International Association of Chiefs of Police Conference in October 2015.
- ❖ M.A.D.D. No Refusal Workshop, Baltimore November 2014
- ❖ Kentucky Sheriff’s Conference December 2014.

*Pictured right is a Below 100 training class held in Eastern KY taught by our LEL’s.*



## **Governor's Occupant Protection Awards Ceremony**

On July 28, 2015, the Kentucky Office of Highway Safety hosted the 2015 Governor's Occupant Protection Awards Ceremony honoring 122 law enforcement officers from 107 law enforcement agencies across the Commonwealth for their efforts to increase the use of seat belts and child restraints. The individuals receiving awards were collectively responsible for over 21,989 seat belt, child restraint and booster seat citations from June 11, 2013 through June 10, 2014.

Bill Bell, Executive Director of the Division of Highway Safety Programs, welcomed the group and congratulating the officers following remarks by Deborah Hersman. – President and CEO of the National Safety Council

## **Occupant Protection Outreach/Educational Projects**

### **Kosair Children's Hospital – Child Passenger Safety Coordinator**

Kentucky's Office of Highway Safety continued to contract with Kosair Children's Hospital to fund partial salary with 402 funds for a registered nurse/child safety instructor and the salary of one part-time Child Passenger Safety Educator. The goal of this grant is to offer various classes and fitting station events in Jefferson County with an emphasis on the special needs population.

During the 2015 grant year, Kosair Children's assisted in the planning and implementation of the CPS Tract for the Safety Summit held in Owensboro, KY. Three national CPS technical classes were held for 35 nursing staff at Kosair Children's Hospital and Norton Women's and Kosair Children's Hospital. Educational presentations regarding seat belts and child booster seats were provided to over 5,200 kindergartners and 500 adults and 6,000 second graders. This grant year, 802 seats were checked and 36 infant, 33 convertible and 179 boosters were provided. Special needs car seats were loaned 46 times.



*Pictured left is nurse/child safety instructor Sharon Rengers with Kosair Children's Hospital checking a child safety seat.*

### **Marshall County Health Department Child Passenger Safety Project**

Occupant protection grant funds (402) 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. Some of the activities the project director completed this year include:

- Rollover simulator was used at 5 events in Calloway, Ballard, Graves, and Warren Counties; these 5 events we participated in were from approximately 8:00-2:00 each day and were viewed by approximately 2500 elementary, middle and high school students and faculty.
- Continued partnership with Purchase District Head Start organizations, resulting in 6 car seat checks (scheduled for 11, but 5 cancelled and/or schedules changed). Hundreds of parents, grandparents and care providers were educated on the proper use of car seats and seat belts. English and Spanish materials



were provided. We also continue to operate a fitting station at Marshall County Health Department. 164 safety seats were installed and/or inspected. In addition to Marshall County Health Department fitting station, car seats were installed/inspected and families educated at schools, preschool/headstart locations, clients' homes, common public places such as grocery store parking lots and libraries.

- 2 employees of Marshall County Health Department, Jenny Dortch and Marie Emery, met all the requirements and became recertified as Child Passenger Safety Technicians. 1 new employee, Rachel Bedwell, started the process of becoming a certified Child Passenger Safety Technician and will take the course November 2015. Once she is certified, we will have a total of 3 certified CPSTs at Marshall County Health Department. It is also our goal for Jenny Dortch and Marie Emery to become CPST instructors to hopefully increase CPSTs in Western KY/Purchase District Area.
- Jenny Dortch and Marie Emery attended the Safety Summit in Owensboro, KY in place of the Life Savers conference. CEUs obtained and we discussed becoming CPS instructors with DeShaun Bailey. Our hope is to get fire fighters and police officers, etc. to be able to come to local classes here at Marshall County Health Department as to cut down on their cost for travel and overtime so that we increase CPSTs in the Purchase District Area.
- Participated in 12 Preschool/Head Start, Elementary, and High School Health Fairs and Open Houses, conducted lessons, and participated in community events such as parenting classes and back to school bashes, where we educated hundreds of parents and caregivers about car seats, including seats for older children (staying in boosters longer; educating on new booster seat law). At some of these events, we had participants sign pledges against texting and driving/distracted driving/riding as passengers in cars with drivers that chose to be distracted....encouraged them as passengers to speak up against the driver using the cell phone
- Conducted 88 seatbelt surveys in 4 western Kentucky counties (Calloway, Graves, Marshall, McCracken) that were in the Top 40.
- Continued a partnership with Murray State University Department of Agriculture to educate students about the low rate of seat belt usage among drivers of pick up trucks, general seatbelt safety, and distracted driving.
- Partnered with the 4-H Star Team and Marshall County Extension Office to educate 8<sup>th</sup> graders at Marshall County High School on safe driving/distracted driving/safe riding as a passenger and had students signs pledges against texting and driving/distracted driving/riding as passengers in cars with drivers that chose to be distracted....encouraged them as passengers to speak up against the driver using the cell phone.

- Presented Sweet 16 at the Hickman County High School Sweet 16 program. This year I asked that students and parents/guardians sign pledges (One Text or Call Could Wreck It All and U Drive U Text U Pay). I asked that passengers encourage drivers they were riding with to stay free from texting/talking on the phone when driving and to try not to ride with drivers who chose to do so. We explained that passengers can text/call for the driver.
- Helped to conduct a Ghost Out at South Warren High School, Bowling Green, KY (Warren County); worked with Tiffany Duvall, Jeff Daniel, and Ty Collins from the Kentucky Office of Highway Safety; great experience to learn about this program and look to bring it to the Purchase Area District for Juniors and Seniors.
- Arranged for Paducah Police Officers Captain George Johnson and Officer Gretchen Morgan and Hillary Coltharp (McCracken County) to come present their "Heads Up! Don't Be Intexticated!" program to Marshall County Health Department staff in Marshall County. Great program well received by all that attended!
- Participated in the D2 Simulator event in Hancock County at Hancock County High School. This was the first high school in Kentucky to use the D2. Worked with Mike Scrivner, Jeff Daniel, and Ty Collins from the Kentucky Office of Highway Safety; great experience to learn about this program and look to bring it to the Purchase Area District for Juniors and Seniors.

### **Cumberland Valley Area Development District**

This 402 grant funded the activities of a highway safety educator, whose work focused on child passenger safety and occupant protection in an eight-county region in the southeastern part of the state. During FY2014 & FY2015, she accomplished the following:

#### Seatbelt/Child Restraint Activities:

- Conduct observational seatbelt surveys at each of the region's sixteen high schools during the beginning months of FY 2015, to determine baseline usage rates and post-program surveys later in the school year to determine the degree of change. After seatbelt survey's completion, Survey's showed 42 more students were wearing their seatbelt after educational events were conducted.
- Conducted twelve educational programs to increase seatbelt usage at seven elementary/middle and high schools in the CVADD region.
- Provide/Assisted with twelve child passenger safety seat public events in conjunction with the KY State Police/CVE and local law enforcement agencies in the CVADD region.

- Maintained CPS Technician certification by attending the Highway Safety Summit in Owensboro, KY and performing the required number of supervised car seat installations.
- Assisted with two CPS classes in conjunction with the KY State Police and KY Vehicle Enforcement within the CVADD region.
- Maintained CPS Instructor Certification by providing training to CPS technician candidates within the CVADD region. Several CPS technicians have been able to keep their certification due to being able to provide training.
- Conducted visits providing information relative to the proper use of child passenger safety seats within three hospitals in the CVADD region.
- Designated the CVADD office as an additional fitting station to provide another option in the CVADD region for those seeking assistance with child passenger safety seats.
- Assisted with local law enforcement at thirteen public events and educational programs in the CVADD region.
- To increase seatbelt usage among young drivers at each high school in the CVADD region by at least 2% was met by 3.5%.
- The objective to maintain the child restraint usage rate of approximately 98% (observed at check up events) in the CVADD region and to decrease the rate of misuse through educational opportunities during FY 2015. CVADD assisted with thirteen child passenger safety events in conjunction with the Kentucky State Police to maintain the 98% in the CVADD region. During these events forty seven seats were given to parents/caregivers that had defected seats or expired seats.
- The objective to increase awareness and involvement of proper child passenger safety seat installation and usage by assisting with certification and recertification classes was met by assisting in two certification classes. No recertification class was conducted due to the need of a certification class.

**Objectives:**

- The objective to increase seatbelt usage among young drivers at each high school in the CVADD region by at least 2% was met by 3.5%.

- The objective to maintain the child restraint usage rate of approximately 98% (observed at check up events) in the CVADD region and to decrease the rate of misuse through educational opportunities during FY 2015. CVADD assisted with thirteen child passenger safety events in conjunction with the Kentucky State Police to maintain the 98% in the CVADD region. During these events 47 seats were given to parents/caregivers that had defected seats or expired seats.
- The objective to increase awareness and involvement of proper child passenger safety seat installation and usage by assisting with certification and recertification classes was met by assisting in two certification classes.

## **Police Traffic Services Program**

### **Grants to Law Enforcement**

Federal 402 funds supported 53 local agencies as well as Kentucky State Police to work overtime hours to combat speeding and other traffic violations. These agencies worked a combined total of 41,391 patrol overtime hours, resulting in 2927 DUI arrests, 8,856 other arrests, 30,609 speeding citations, 23,102 seat belt citations, 953 child restraint citations and 60,480 other citations.



In an effort to increase enforcement efforts statewide due to the increase in fatalities, the Kentucky Office of Highway Safety sponsored the “Blue Lights Across the Bluegrass” campaign from July 1 through August 31, 2015. The objective was to reduce serious injuries and fatalities due to speed during a time period that is typically very dangerous for motorists.

## Kentucky Safety Summits



The Kentucky Office of Highway Safety hosted two Safety Summits in FY2015 one May 12-13 in Owensboro, KY and the other was held June 10-11 in Morehead, KY. Partners involved in planning the conference included the National Highway Traffic Safety Administration, Federal Highway Administration, Kentucky Office of Highway Safety, the Kentucky Transportation Cabinet and the University of Kentucky Transportation Center. The purpose of the summits is to provide information on both successful programs and emerging issues to individuals who work to reduce fatalities and injuries on Kentucky's roadways. It addressed a wide range of safety topics covering engineering, education, enforcement, and emergency response.

The conference draws attendees from the private as well as the public sector, including representatives from community traffic safety programs, injury prevention program, prosecutors and judges involved in traffic safety issues, state and local law enforcement, federal and state highway safety agencies, state and local emergency medical services, public health and child passenger safety professionals.



Pictured left is Kim Schalaus receiving a Highway Safety Ambassador Certificate for speaking on behalf of Below 100 at the Owensboro KY Highway Safety Summit. Beside her is Steve Wright (Central KY LEL), in the middle is Bob Criswell (Eastern KY LEL) and to the far left is Greg Dennison (Western KY LEL) who all are certified Below 100 Instructors.

## **Safe Communities Programs**

### **Madison County Health Department**

This central Kentucky health department continued a long-term program of educating the community about various traffic safety issues, utilizing a county-wide safety coalition and a strong network of public, private, and non-profit partners. Since 2010, they have been recognized by the World Health Organization (WHO) as an International Safe Community. This program was funded by 402 funds. Accomplishments for FY 2015 included:

- Educated students (elementary through college) about traffic safety issues through a variety of classroom presentations, interactive programs, take-home information, and class projects. Distributed traffic safety information to the public at health and safety fairs, community events, churches and work sites, reaching an estimated 10,324 individuals and utilizing over 300 volunteers.
- Installed 52 child safety seats/booster seats at the permanent fitting station at our Berea Health Department location. Also coordinated/participated in one community-wide child passenger safety check-up event. They now have 5 Certified CPS techs, which is the highest number to date. They have continued quarterly seat belt surveys for Madison County. 4 of the 5 CPS technicians attended a CPS update which was held in Lexington, KY on September 30, 2015. This was a great refresher class and a great learning opportunity to work with the latest car seats on the market.
- Continued a partnership with Eastern Kentucky University and Berea College Nursing students to initiate a “Re Think Your Ride” program. This program was presented at Berea Community, Madison Central, and Madison Southern High Schools. This program grew out of the “Battle of the Belts” program to better address the issue of distracted driving along with seat belt use.
- Continued a partnership with Eastern Kentucky University nursing students to bring the “Ghost Out” program to our local high schools. The program now includes educational outreach to parents from February through March. This year’s Ghost Out program which was to be held at Madison Southern High School; however, due to the passing of a Madison Southern High School student during the same the timeframe as the Ghost Out program, the decision was made to cancel Ghost Out this year. We look forward to continuing this program which focuses on the consequences of drinking and driving again next year.
- Held Madison County’s fourth annual “Always Buckle up Children in the Back Seat” week, promoting a community/elementary school educational campaign that includes a series of observational surveys at the student drop-off/pick-up areas at elementary schools. This year’s program included a billboard promotion at the beginning of the school year.

- Continued a partnership between Madison County governments, the Madison County and Berea Public School systems, and the Health Department to operate Safety City as a hands-on learning lab for injury prevention that is visited by school, church, scout and other groups. This program allows for more intensive traffic safety education for people of all ages. The education has been designed to meet core curriculum for the public schools. During the last year, we have had 1,616 students visit Safety City. Each year the number of children attending Safety City has dramatically increased. Madison County Health Department currently partners with the Madison County Fire Department, the Madison County EMS, the Richmond Fire Department, the Blue Grass Army Depot Fire and EMS, Madison County Sheriff's Office, the Richmond Police, and the Madison County CSEPP to make Safety City a success for the kids. The Madison County Health Department has developed a website and Facebook page for Safety City. <https://madisoncountyky.us/index.php/safety-city>

- Led a community task force on Pedestrian Safety, which resulted in substantial changes to crosswalks in Richmond and Berea. This task force ultimately developed the Richmond Pedestrian Master Plan which is working to correct several areas in Richmond where pedestrian safety is a concern. This year the City of Richmond was one of three Kentucky communities selected for a NHTSA Pedestrian

Safety pilot project. In partnership with the City of Richmond, Richmond Police Department, Eastern Kentucky University (EKU), EKU Police Department, Madison County Safety Coalition, interested citizens and the Health Department, an assessment was done with data and the results provided to the Richmond Pedestrian Master Plan.

The project focused on Education, Enforcement, and Evaluation. Pedestrian safety continues to be an on-going priority issue for Madison County.

- Participated in the 2nd annual "Touch-A-Truck" event. This event was sponsored by Richmond Chamber of Commerce. This event allowed Madison County children to climb on, sit inside, and touch all kinds of trucks – fire, ambulance, bulldozers, police cruisers, tractors, etc. The Madison County Health Department distributed a lot of transportation safety material at this event and it was a huge success.
- Maintained an e-mail distribution list and Facebook page for the Madison County Safety Coalition. During the December 2014 Safety Coalition meeting, first responders were honored. This event made the front page of the Richmond Resister.
- Continued to partner with the Day of Hope which is a great way to distribute transportation safety to the community. The Day of Hope is a local event which occurs the Saturday before Thanksgiving each year. An estimated 700+ families attend this event.
- Completed all paperwork and submitted to the World Health Organization (WHO) for re-accreditation of Madison County being recognized as an International Safe Community.

## **Kentucky Yellow Dot Program**

In 2015, the Kentucky Office of Highway Safety established the Kentucky Yellow Dot Program. This program alerts first responders at crash scenes of critical medical information that could save a life.

The best chance for survival following a traumatic injury occurs when the injured person is seen and treated within an hour of the event. In the moments directly following a crash, seconds count. Participants are providing important medical information that could help emergency responders make split second decisions.

The Yellow Dot Program works in the following way:

- A Yellow Dot decal is placed in the lower-left corner on the driver-side rear window of the vehicle and must be in plain sight for emergency responders to locate.
- A Yellow Dot personal information folder will need to be completed and placed into the glove compartment of the vehicle. The completed form should include a clear, close-up facial picture that can be easily identified as the crash victim.
- The personal information folder should be placed on top of other papers in the glove compartment or in a manner which it can be located easily for emergency responders.
- If there is more than one person who uses the vehicle, or if you routinely carry children in the vehicle, you should consider including a separate Yellow Dot personal information folder for each regular occupant of the vehicle. Keep all Yellow Dot folders together in the glove compartment to make retrieval in an emergency situation faster.
- The form itself includes basic medical and emergency contact information, personal physician's contact information, current medical conditions, allergies, medications and a history of recent surgeries. To help protect your identity, do not include information such as credit card or social security numbers on the form.

The program is a free service provided to all Kentucky citizens, provided through the Kentucky Office of Highway Safety.



## **Pedestrian/Bicycle Safety**

### **Louisville Metro Government**

In 2014 Louisville Metro was awarded a \$307,000 federal grant as a result of a 2012 study in which Louisville was ranked the 17<sup>th</sup> deadliest city in the United States for pedestrians. The grant funding is divided into four programs; Safe Streets for Adults, Walk Sense for Youth, Pedestrian Decoy Operation (with police), and a social media campaign called Look up Louisville. The goal of these programs is to educate, empower, and involve the community on pedestrian issues and safety.

This program includes the education of students from Elementary to High School, enforcement of safe driver/pedestrian interactions, adult education with presentations, and public engagement through our Look Alive Louisville social marketing campaign. This program is city-wide in its efforts to improve pedestrian safety, but is also focusing in on the city's top 5 crash locations.

1. 4th & Market St.
2. Bardstown rd. & Goldsmith Ln.
3. Preston highway & Gilmore Ln.
4. Broadway & 4th St.
5. Broadway & 2nd St.

Since January 2015 the following activities have taken place:

- 4 adult presentations have been given to the following age group: 25-54
- 10 schools have received the Walk Sense for Youth program reaching the milestone of over 900 students this year alone
- 8 monthly details have been completed by the Louisville Metro Police Department at the top five crash locations within the city limits

## **Accident Investigation**

### **Kentucky State Police Advanced Collision Reconstruction**

This continuation project was funded under 402 funds authorizing Kentucky State Police to purchase the latest software updates for two crash data retrieval kits. Carrying cases for the necessary cables were also purchased. These improvements allow crash reconstruction specialists to read information from event data recorders in the newest vehicles on the roadway.

## **Traffic Safety Information System Improvement Grants**

### **Kentucky Board of Emergency Medical Services (KBEMS) Medical Services Information System**

During the FY 15 Grant period KBEMS was able to meet all objectives set forth in the grant agreement. KBEMS continued work with EMS organizations and their contracted electronic pre-hospital care report (ePCR) industry partners to increase the number of agencies submitting to the Kentucky EMS Information System (KEMSIS). Concurrent to on boarding efforts, we transitioned the state repository from the much older National EMS Information System (NEMSIS) Version 2.2.1 to newer Version 3.3.4. Between the two versions agencies submitted 743,249 incident records.

KBEMS worked with agencies, and their contractors, to increase the number of reporting services to 164 of 221 or 74%. This is a dramatic increase over previous periods. They also worked with contractor (ImageTrend) to establish the Hospital Hub portal. This password protected site allows authorized hospital personnel to access run reports for any patient transported to their respective facility regardless of EMS agency. We have promoted availability of this portal through multiple channels. We have also filled multiple open record requests for patient care data from organizations such as the Kentucky Injury Prevention Research Center (KIPRC) and American Heart Association (AHA).

### **Kentucky Injury Prevention and Research Center (KIPRC) - Improving Scope and Quality of KY Trauma Data**

FY 2015 saw additional progress in the expansion of the state trauma registry system. The number of trauma registry records increased from 10,289 in 2014 to 13,159 records in 2015. And eight new facilities were added to the state trauma data collection Current status: 28 hospitals reported during calendar 2014 and one more began reporting in the first quarter of 2015; one participating Level IV hospital closed in March 2015 and another has a gap in reporting.

During this grant period, the Kentucky Injury Prevention and Research Center (KIPRC) took specific steps to improve timeliness and accuracy of registry data. To improve the timeliness by providing support for professional staff and software upgrades throughout the budget year. To improve the accuracy of Kentucky highway traffic safety data with training and education for trauma registrars at two statewide meetings during FY 2015 and responding to specific requests for assistance as needed.

Annual Report, and a chapter on behalf of the Kentucky Trauma Registry was submitted for the 2015 Kentucky Public Health Data Resource Guide.

The KY Trauma Registry Report for 2014 can be found here:

<http://www.mc.uky.edu/kiprc/projects/trauma/reports/Trauma%20Registry%20Report%202014.pdf>

### **Kentucky Injury Prevention and Research Center (KIPRC) - Trauma Registry CRASH data**

All objectives under this grant during the FY15 grant period were met. Probabilistic data linkage between 2014 KY Trauma Registry (TR) and CRASH data was performed to assess the quality of integration of TR data and to establish a baseline on the completeness and accuracy of the TR records related to commercial vehicle occupants treated in KY trauma facilities. The estimated percentage of linked records is 82% (2,944 out of 3,573 MVC TR records considered appropriate for linkage). For comparison, in 2012, 2,410 (78%) of the thirty one hundred trauma registry records initially considered appropriate for linkage with the police collision reports, were successfully linked.

TR- CRASH linkage addressed the completeness and accuracy of coding for variables related to commercial vehicle occupants treated in trauma centers. The position in the vehicle was not listed in the trauma record for 18% of the 22 commercial vehicle occupants identified in the linked data. Only 10 (45%) of the 22 trauma records for commercial vehicle occupants were listed as "work-related". Industry was listed only for the 10 occupants listed as work-related injuries; occupation was listed for only 3 of the 22 TR records. Protective device, another required TR variable, was not listed for 18% of the 22 TR patients injured as occupants of commercial vehicles.

### **Kentucky Injury Prevention and Research Center (KIPRC) - CRASH-EMS Traffic Records Integration**

All grant objectives under this grant were accomplished. During this project KIPRC completed linkage of the 2013 CRASH and hospital inpatient and emergency department, increasing by 1 the number of years for which those databases have been

integrated. A total of 2,654 linked CRASH and hospital inpatient records, and a total of 36,498 linked CRASH and emergency department records, were added to the existing databases. Also completed was a preliminary linkage of the 2013 CRASH and emergency medical services (EMS) data sets. Because this was the first year that this file linkage has been accomplished, a detailed documentation of the data preparation and linkage processes was created for future years.

### **UK KY Transportation Center - Quality Control of HIS Data**

This grant program compared HIS data to comparable data in the crash database. Speed limit and median presence were the most logical comparisons. Another goal was to improve the roadway identifier for all crash data. This algorithm will be re-run each year to improve the data for crash analysis.

It was determined that speed limit and median presence were not beneficial for improving HIS data due to definitional differences used by police and engineers. No geographical patterns were observed in the data either. The roadway ID was found incomplete in 100% of the crash data from the year 2000 through 2014. An algorithm was used to complete the ID for all crashes. 82% of the crashes now have complete and valid roadway IDs with the remaining crashes missing appropriate data to create a roadway ID.

### **UK KY Transportation Center – HIS Asset for Safety Roadway Features**

During the grant period an inventory was created of safety features in Kentucky. The features include safety edge, rumble stripes, cable barrier, and high friction surface treatment. Each inventory was quality checked and mapped using Kentucky's linear reference system.

Project outcomes –

- Increased the inventory of cable barrier, rumble stripes, safety edge, and high friction surface treatments from 0% to 100%.

### **UK KY Transportation Center – usRAP Methodology**

Few safety data elements are available for non-state-maintained county secondary roads. During FY2015, the Kentucky Transportation Center (KTC) selected 10 counties and cities in which to collect roadway safety data on rural secondary roads using the US Roadway Assessment Program methodology. All objectives of this project were met.

KTC collected and uploaded all data to usRAPtools online program for processing. Quality control checks on the data were performed. A subcontractor, MRIGlobal was consulted and trained project staff on preparing data sets and running usRAPtools. usRAPtools were then used to develop countermeasure improvement programs useful for highway authorities. KTC used the processed data to create Safer Roads Investment Programs which were made available to officials in each of study locations.

### **UK Kentucky Transportation Center – Assessment Program for Traffic Records**

This ongoing project involves working with officials who oversee the traffic records databases. The databases are maintained by officials with the Kentucky State Police (CRASH), Emergency Medical Services, Roadway/traffic, Driver, Vehicle Registration, Citation/Adjudication. In addition, two researchers at the Kentucky Injury Prevention and Research Center provide data on traffic related deaths, injuries, hospitalizations, and trauma records. During this year the various metrics for each of the databases were refined and data collected to identify trends in database performance. The metrics are designed to assess each database for FHWA's six performance attributes: timeliness, accuracy, consistency/uniformity, completeness, integration, and accessibility. Available quantitative data was collected for the database metrics and trends in data quality were identified.

The overarching goal of the project is to improve the accuracy and effectiveness of the traffic records databases. Data for each metric has been obtained over two years. The data obtained thus far suggest several areas of improvement including the following:

1. KSP compliance with MMUCC has risen from 69% to 89%.
2. 95% of crashes are locatable with the Roadway Location Method.
3. There is no backlog of crash reports.
4. 80% of citations are on E-citations.
5. Use of KEMSIS for reporting rose from 15 to 72.5%.
6. The officials at the Roadway/traffic database have initiated a new method for updating changes in local roads.
7. For state roads 100% of crashes are locatable.
8. When KAVIS is operational, vehicle registration will check against VINA and NMVTIS.
9. The % of deaths registered in 90 days increased from 75 %to 99%.
10. Omission of injury description has declined from 43.9% to 0.9%.
11. Injury records with missing E-codes has declined from 15.7% to 9.0%.

With the information obtained during the research, KTC maintains a living document that can be updated throughout the year. The document includes the response of each agency to the emerging findings of the research during the year, as initiated changes are introduced and assessed for effectiveness.

## **KY State Police (KSP) – E-Crash KyOPS Enhancement Project**

This project completed by KSP, consisted of the following phases:

### Phase 1- Base Functionality

The KyOPS client application has been rewritten in the latest supported programming language (Microsoft Visual Studio 2013). A back office website with a new security model was created so agencies can manage their own user accounts, report supplement process, supervisor review processes, and agency-specific KyOPS configuration properties. Information has been standardized across the KyOPS client wizards to reduce or eliminate duplicate entry by the law enforcement community. Appriss redesigned and reengineered how KyOPS reports are completed and how data is shared between 2 or more report types. Appriss has modified how created and archived reports are stored, accessed, and managed on the KyOPS Client.

### Phase 2- KyOPS Rewrite: E-CRASH

The E-Crash wizard was rewritten in the latest supported programming language (Microsoft Visual Studio 2013). Many new features have been added allowing officers to be more efficient entering collision information speeding up the overall reporting process while giving Data Analyst additional information they need to make informed decisions. An example of this would be the addition of satellite imagery. Satellite imagery increases the accuracy regarding the exact location of a collision which will be beneficial to safety engineers and researchers.

### Phase 3- KyOPS Rewrite E-Citation & E-Courtesy Notice

The KyOPS client application was rewritten in the latest supported programming language (Microsoft Visual Studio 2013). Information was standardized across the KyOPS client wizards to reduce or eliminate duplicate entry by the law enforcement community. A new client mapping component was created with street level view mapping functionality for the agency's county or counties of jurisdiction. As part of this project E-Citation and E-Courtesy notice wizards were rewritten

### Phase 4- MMUCC 4th Edition Guidelines

The latest version of the Model Minimum Uniform Crash Criteria (MMUCC) guidelines has been incorporated into the E-Crash wizard module. The Transportation Cabinet, Kentucky State Police and Appriss reviewed every field in the current version of KyOPS and the MMUCC 4th edition documentation. Together they approved the grant funded modifications. As a result of this project, the E-Crash module will now capture more pertinent data subsequently increasing MMUCC compliance from 68.9% up to 88%.

Due to processing delays at the Finance Cabinet as well as the Commonwealth Office of Technology, the sole source contract was deferred by four months; consequently, the timeline for the grant projects has been affected. In April 2015, KSP requested an

extension of time from KYTC to January 31, 2016, to allow for the successful completion of the KyOPS Web Portal.

Status: Design of the new KyOPS web portal has been complete and development is underway. Approximately 50% of the features and functionality are complete. The website layout is complete along with simple search, summary result pages, result satellite mapping and dashboards. Development of advanced search, customizing and saving detail results and criteria and master name search is in progress. We will begin master location search, result extracts canned reports and extracts within the next couple of weeks. Development on all phases is on schedule to be completed by our extended contract date of January 31, 2016.

## **Paid Media Report**

In FY 2015, Kentucky conducted five major paid media campaigns - occupant protection, motorcycle helmet safety, sharing the road with motorcycles, summer traffic enforcement and impaired driving.

The occupant protection and impaired driving campaigns ran in conjunction with the Memorial Day "Click It or Ticket" and Labor Day and Holiday "Drive Sober or Get Pulled Over" mobilizations. The motorcycle helmet campaign ran during Motorcycle Safety Awareness Month in May and the enforcement campaign, "Blue Lights Across the Bluegrass," ran throughout the summer. All campaigns used Doe Anderson marketing agency and/or iHeart Media (radio and digital streaming).

Funds paid to these agencies include costs for advertising and services such as market research, media buying, editing of spots, account management, etc.

In addition to the campaigns, Kentucky pays for a variety of sustained traffic safety messaging through media sponsorships and sports venues. Details are described below:

**Holiday “Drive Sober or Get Pulled Over”  
December 13, 2014 – January 1, 2015**

“Drive Sober or Get Pulled Over” radio, television and digital ads ran statewide throughout the Christmas and New Year’s holiday, with an emphasis in counties with high impaired driving fatalities.

Drink coasters, restroom posters and mirror clings with Drive Sober infographics were placed in bars and restaurants in counties with the highest number of impaired driving fatalities.

Promoted posts were purchased on Facebook and Pandora to supplement the campaign’s reach with the target groups. Display ads and pre-roll video (with companion ads where available) ran on national and local news sites. Ads linked to NHTSA’s Drive Sober webpage [www.nhtsa.gov/drivesober](http://www.nhtsa.gov/drivesober). The KOHS Facebook and Twitter pages reflected the “Yellow Cab” images, and reminders were posted daily.



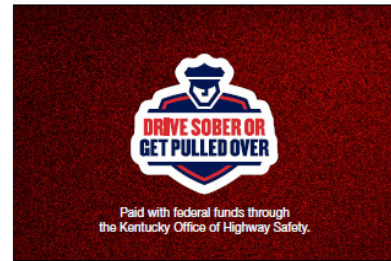
*Image of mirror cling used in restaurants.*



OPEN ON A PAN OF A MONOCHROMATIC STRING OF CHRISTMAS LIGHTS. REVEAL A BLUE LIGHT AT THE END.



VO: Drink and drive and you'll have a Blue Christmas.



VO: Drive sober or get pulled over.

*Pictured above: Storyboards for display ads and pre-roll video.*



OPEN ON AN EMPTY DRINK GLASS/PINT GLASS BEING PLACED ON A BAR.

VO: One too many.



A BARTENDER FLIPS THE GLASS OVER AND IT TURNS INTO A SIREN.

VO: is too many.



VO: Drive sober or get pulled over.



Window clings, gas pump toppers and counter clings were placed at gas stations in the targeted counties.

The total cost of the campaign was \$ 142,500 and utilized NHTSA 405 funds.

|                       |                                 |   | 2015     |                 |    |    |    | Dec Total |          |
|-----------------------|---------------------------------|---|----------|-----------------|----|----|----|-----------|----------|
|                       |                                 |   | December |                 |    |    |    |           |          |
| Media                 | Unit                            | Market  | 1        | 8               | 15 | 22 | 29 | 5         |          |
| Primary Demo: M18-34  |                                 |   |          |                 |    |    |    |           |          |
| <b>Television</b>     |                                 |   |          |                 |    |    |    |           |          |
| TV                    | :30                             | Bowling Green, Evansville, Lexington, Louisville, Paducah |          | 100 grps        |    |    |    |           | \$50,043 |
|                       |                                 |   |          | 12/10-31        |    |    |    |           |          |
| <b>Radio</b>          |                                 |   |          |                 |    |    |    |           |          |
| Traffic Radio         | :10/:15                         | Lexington, Louisville, Cincinnati                         |          | 100 spots       |    |    |    |           | \$12,750 |
|                       |                                 |   |          | 12/10-31        |    |    |    |           |          |
| Non-metro Radio       | :30                             | 5 counties  |          | 60 spots        |    |    |    |           | \$6,144  |
|                       |                                 |   |          | 12/10-31        |    |    |    |           |          |
| Kentucky News Network | :30                             | Statewide   |          | 38 spots        |    |    |    |           | \$10,115 |
|                       |                                 |   |          | 12/10-31        |    |    |    |           |          |
|                       | ANR                             | Statewide   |          |                 |    |    |    |           | \$850    |
|                       |                                 |   |          | 12/10-31        |    |    |    |           |          |
| <b>Out of Home</b>    |                                 |   |          |                 |    |    |    |           |          |
| Gas Station           | Pump, Window, Beverage, Counter | Statewide   |          | 120 Locations   |    |    |    |           |          |
| Restaurant            | Coaster, Restroom               | Statewide   |          |                 |    |    |    |           | \$28,200 |
|                       |                                 |   |          | 12/10-31        |    |    |    |           |          |
| <b>Digital</b>        |                                 |   |          |                 |    |    |    |           |          |
| Local Response        | 728x90, 300x250, 160x600        | Statewide   |          | 1.5 millionimps |    |    |    |           | \$10,000 |
|                       |                                 |   |          | 12/10-31        |    |    |    |           |          |
| Pandora               | audio, banner                   | Statewide   |          | 1.1 millionimps |    |    |    |           | \$5,000  |
|                       |                                 |   |          | 12/10-31        |    |    |    |           |          |
| Facebook              | newsfeed, right side ads        | Statewide   |          | 4 millionimps   |    |    |    |           | \$1,000  |
|                       |                                 |   |          | 12/10-31        |    |    |    |           |          |



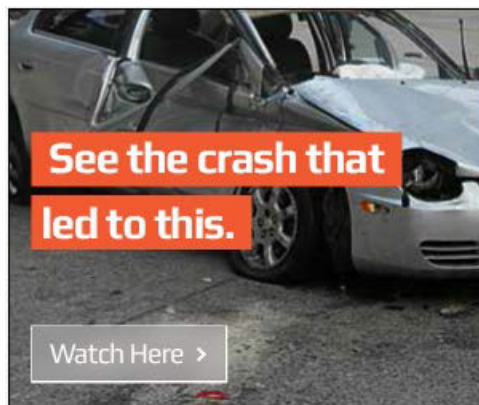
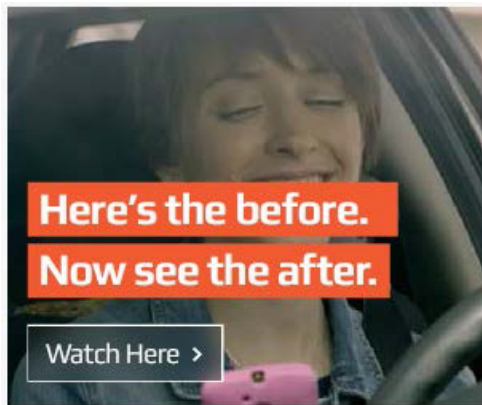
**U Drive. U Text. U Pay.**  
**April 1-31, 2015**



A radio and digital campaign promoted “U Drive. U Text. U Pay” during April’s Distracted Driving Awareness Month. It was a statewide campaign with emphasis in counties with a high number of distracted driving fatalities.

Banner ads, pre-roll and promoted posts on Facebook used NHTSA’s web videos (*pictured below*). A Transportation Cabinet employee whose daughter was severely injured by a distracted driver recorded a testimony that was used as our radio spots. Over 9,300 radio and streaming messages were delivered throughout the campaign.

The KOHS Facebook and Twitter pages used the “U Drive. U Text. U Pay” image and shared and retweeted from NHTSA social media sites.



|          |                              |            | 2015                  |   |    |    |    |          |          |
|----------|------------------------------|------------|-----------------------|---|----|----|----|----------|----------|
|          |                              |            | April                 |   |    |    |    |          |          |
|          |                              |            | 30                    | 6 | 13 | 20 | 27 | 4        | Total    |
|          |                              |            | 4 million impressions |   |    |    |    |          |          |
| Centro   | Banner / Mobile              | 8 counties | 4/1-30                |   |    |    |    |          | \$17,000 |
|          |                              |            | 900,000 impressions   |   |    |    |    |          |          |
| YuMe     | Banner / Pre-roll            | 8 counties | 4/1-30                |   |    |    |    |          | \$10,000 |
|          |                              |            |                       |   |    |    |    |          |          |
| Facebook | Promoted Posts / Video Posts | 8 counties | 4/1-30                |   |    |    |    |          | \$2,000  |
|          |                              |            |                       |   |    |    |    |          |          |
|          |                              |            |                       |   |    |    |    | \$29,000 |          |

iHeart Media was utilized for radio and streaming with a budget of \$40,000. Doe Anderson advertising agency was utilized for digital with a budget of \$35,000. The campaign was paid entirely with FHWA funds.

## **Derby Waterfront Jam Concert Series April 23 – May 1, 2015**

The John R. Elliott HERO Designated Drive Campaign, through the KOHS, was a presenting sponsor of the Derby Waterfront Jam Concert Series held at Waterfront Park in Downtown Louisville leading up to the Kentucky Derby.

HERO Designated Driver logo were on all promotional materials such as print ads, posters, internet ads, and were mentioned as the sponsor on all radio and television appearances.

Attendees received koozies or napkins with the HERO Campaign logo or Drive Sober or Get Pulled Over logo when purchasing alcohol. Drive Sober or Get Pulled Over signage complemented the HERO signs that were placed along the waterfront.

KOHS staff was also on-site with an information booth, and a hat toss to promote “HEROs” kicked off the event, featuring HERO Campaign founder Bill Elliott (*pictured at right*).

The \$115,000 contract was paid with FHWA funds.



## **Motorcycle Safety Awareness Month May 1- 31, 2015**



In recognition of May as Motorcycle Safety Awareness Month, the Kentucky Office of Highway Safety partnered 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. It targeted male and female motorcyclists statewide with an emphasis in counties with the highest number of motorcycle crashes.

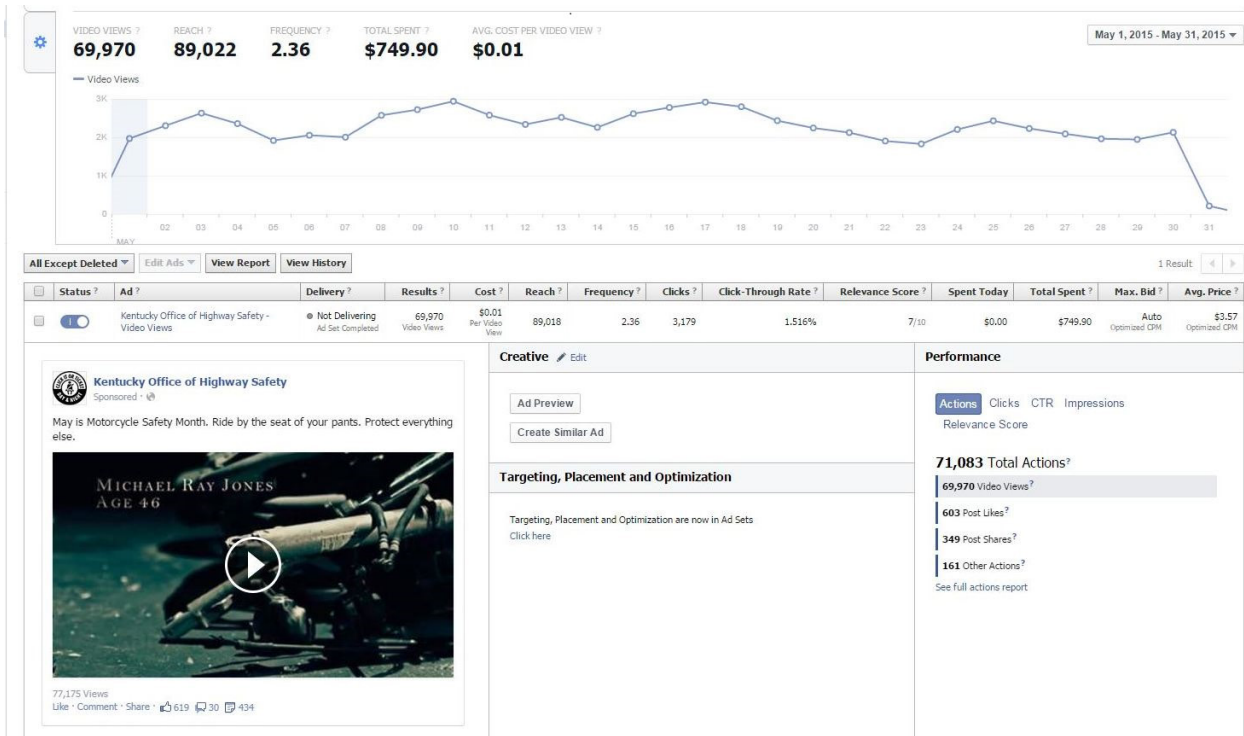
Radio PSAs aired on metro and non-metro radio and statewide on the Kentucky News Network (KNN). An audio news release also ran statewide on KNN.

Pump toppers and window clings were placed at gas stations, and window clings, counter clings, and floor clings were placed at motorcycle dealerships and Department of Motor Vehicle offices in targeted counties.



Banner ads were placed on Facebook, while Digital Throttle and Vertical Scope were utilized to place ads on over 50 websites targeting motorcyclists, including Motorcycle-USA.com. Ads linked to the KMP website [www.rideky.net](http://www.rideky.net)

New this year was the development of a public service announcement (PSA) featuring Michael Jones, a Transportation Cabinet employee who survived a severe motorcycle crash because he was wearing his safety gear. We shot the PSA in high definition so it can be used on television, but due to lack of funds, we used it as digital pre-roll and promoted on Facebook.



The total cost for this campaign was \$134,990 and utilized NHTSA Section 402 funds.

|                       |      |                            | 2015 |   |    |           |           |   |    |    |    |           |
|-----------------------|------|----------------------------|------|---|----|-----------|-----------|---|----|----|----|-----------|
|                       |      |                            | July |   |    |           | August    |   |    |    |    |           |
| Medium                | Unit | Coverage                   | 29   | 6 | 13 | 20        | 27        | 3 | 10 | 17 | 24 |           |
|                       |      |                            |      |   |    |           |           |   |    |    |    | \$144,311 |
| Metro Radio           | :30  | Lexington, Louisville      |      |   |    |           | 300 grps  |   |    |    |    | \$28,690  |
| Traffic Radio         | :15  | Lexington, Louisville, NKY |      |   |    |           | 120 spots |   |    |    |    | \$15,840  |
| Non Metro Radio       | :30  | 67 counties                |      |   |    |           | 36 spots  |   |    |    |    | \$29,796  |
| Kentucky News Network | :30  | Statewide                  |      |   |    |           | 30 spots  |   |    |    |    | \$10,285  |
| ANR                   | :60  | Statewide                  |      |   |    |           |           |   |    |    |    | \$850     |
|                       |      |                            |      |   |    | 10 panels |           |   |    |    |    |           |



The total cost for this campaign was \$136,958 and was supported with NHTSA Section 405 funding.

|                           |                                     |                                   | 2015 |                         |   |    |    |       |   |    |    |           |
|---------------------------|-------------------------------------|-----------------------------------|------|-------------------------|---|----|----|-------|---|----|----|-----------|
|                           |                                     |                                   | June |                         |   |    |    | July  |   |    |    |           |
|                           |                                     |                                   | 25   | 1                       | 8 | 15 | 22 | 29    | 6 | 13 | 20 | Total     |
| Unit                      | Market                              |                                   |      |                         |   |    |    |       |   |    |    |           |
|                           |                                     |                                   |      |                         |   |    |    |       |   |    |    | \$119,704 |
| Metro Radio               | :30                                 | Lexington, Louisville             |      | 175 grps/wk             |   |    |    |       |   |    |    | \$34,203  |
| Traffic Radio             | :10:15                              | Lexington, Louisville, Cincinnati |      | 100x/wk                 |   |    |    |       |   |    |    | \$13,175  |
| Non-metro Radio           | :30                                 | Targeted Counties                 |      | 25x/wk                  |   |    |    |       |   |    |    | \$10,446  |
| Kentucky News Network ANR | :30                                 | Statewide                         |      | 18x/wk                  |   |    |    |       |   |    |    | \$12,240  |
|                           | :60                                 |                                   |      |                         |   |    |    |       |   |    |    | \$850     |
| Gas Station               | Various                             | Targeted Counties                 |      | 85 stations             |   |    |    | Bonus |   |    |    | \$26,350  |
| Outdoor                   | 14' x 48'                           | Kenton County                     |      |                         |   |    |    |       |   |    |    | \$5,000   |
| Digital                   | Various                             | Statewide                         |      | 3.6 million impressions |   |    |    |       |   |    |    | \$15,440  |
| Facebook                  | Rightside, Promoted Posts, Newsfeed | Statewide                         |      | 16 million impressions  |   |    |    |       |   |    |    | \$2,000   |

**“Blue Lights Across the Bluegrass” summer campaign  
June – August 2015**

The Kentucky Office of Highway Safety partnered with iHeart Media and Entertainment to promote the “Blue Lights Across the Bluegrass” campaign aimed to increase awareness of highway law enforcement and traffic safety laws.



Radio PSAs aired on metro and non-metro radio, statewide on the Kentucky News Network (KNN) and streamed on iHeart radio. An audio news release also ran statewide on KNN. In addition, special events and promotions occurred each month throughout the summer.

### June:



Twelve of iHeart's top radio personalities competed in a driving course while attempting a list of distractions including tweeting, texting, and taking a "selfie." Each personality talked about their experience on their respective shows.



Additionally, each personality recorded a :60 audio and video spot. The radio spot ran for two weeks during their respective shows, and the video was placed on their radio show websites.

### June & July:

Officer Don, a police officer and current on-air traffic reporter in Lexington, flew his helicopter over designated speed zones and asked the public to slow down over 10 weeks. The contract included:

- :05 adlets on WKQQ and WBUL "The KOHS asks you to slow down."
- :30 "Blue Lights Across the Bluegrass" PSA on WKQQ and WBUL
- :30 "Blue Lights Across the Bluegrass" PSA on iHeart streaming stations
- Digital elements on WKQQ and WBUL



### July:

**KSR Summer Tour:** The KOHS sponsored Kentucky Sports Radio's (KSR) "Blue Lights Across" the Bluegrass summer affiliate tour throughout July. KSR is hosted by Matt Jones and KSR originates from WKJK in Louisville and is syndicated on 33 affiliates in 30 markets across the state. As the title sponsor, the KOHS received:



- One :30 network commercial each day
- Mention as show sponsor across the network daily
- Average of four live mentions by host each day
- On site presence at all tour stops
- 50 total iHeart streaming spots
- Home page takeover on WKJK website on first day of tour
- 15 promos per week on WKJK
- Fifteen :30 commercials on KNN



*The Afternoon Underdogs interview Jefferson County Attorney Mike O'Connell.*

### **Speed Week with the Afternoon Underdogs:**

The Afternoon Underdogs, featuring Tony Vanetti and Dave Jennings, are the premier local sports show for University of Louisville fans, airing daily on 790 AM WKRD and streamed on iHeart.

Each day during “Speed Week” July 13 – 17 the Dogs broadcasted from five locations, representing what could happen if you speed:

- Monday – police station
- Tuesday – the courthouse
- Wednesday – the hospital
- Thursday – the bus station
- Friday – the cemetery

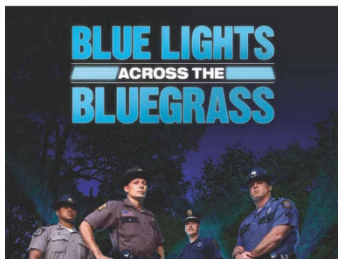
The KOHS also received live and recorded promos during each show and digital promos on the Afternoon Underdogs website.

### **July:**

Home / Contents / Blue Lights Across the Bluegrass 2015 Safety Quiz / Enter

Blue Lights Across the Bluegrass 2015 Safety Quiz

Facebook Twitter YouTube

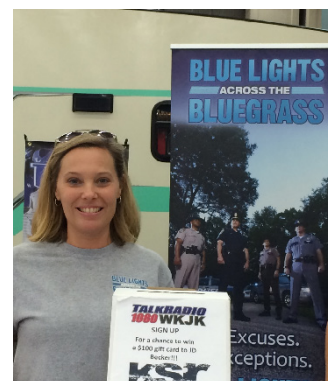


**Online quiz promotion:** The KOHS sponsored an online safe driving quiz that was promoted on iHeart websites with messages recorded by on-air personalities.

Each participant with a perfect score was entered to win a pair of tickets to Holiday World and gift certificates to local establishments

### **August:**

**State Fair:** The KOHS partnered with 97.5 WAMZ to sponsor two concert days at the Kentucky State Fair. Attendees at the Highway Safety booth and WAMZ booth were given the chance to take a three-question safe driving quiz. Each participant with



a perfect score was entered to win a pair of tickets for preferred seating to the concert that evening.

In addition, the KOHS received:

- A minimum of 12 produced on-air sponsorship announcements, one every hour the day of the sponsorship
- Live sponsor mentions during live broadcasts from the WAMZ booth
- Logo on WAMZ's Kentucky State Fair webpage



After receiving permission from NHTSA, "Blue Lights Across the Bluegrass" t-shirts were purchased for staff to wear at summer events.

The total cost for this campaign was \$145,000 and was supported with NHTSA Section 402 funding.

### **"Move Over" for Emergency Vehicles July 27- Aug. 10, 2015**

The KOHS promoted "Move Over" for Emergency Vehicles targeting adults 25 to 54, which makes up 41 percent of Kentucky's population. The secondary demographic was teens and young adults age 15 to 21.

Due to lack of funds to purchase television and low television viewership in the summer, we produced a television spot but aired it digitally.

Metro and non-metro radio was purchased through iHeart media and the Kentucky News Network (KNN). For counties outside the metro area, and where KNN was not the primary station, additional stations were purchased for complete, statewide coverage. Traffic radio in major media markets (Lexington, Louisville and northern Kentucky) delivered in-program, short-form messages reaching drivers in their vehicles.

Outdoor billboards were placed along high-traffic corridors in seven of our largest cities:

- Louisville, major interstates
- Lexington, New Circle Road
- Northern Kentucky, I-75
- Frankfort, coming off of I-64
- Hopkinsville, Pennyroyal Parkway
- Bowling Green
- Paducah

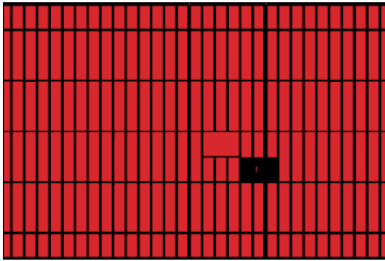
Promoted posts were purchased on Facebook and Pandora to supplement the campaign's reach







Gas station pump toppers, counter clings and window clings were placed at 90 stations in the targeted counties. Gas Station TV (GSTV) was utilized in 19 of the targeted counties. GSTV ran the :15 videos we also used for pre-roll (*storyboards below*).



PAN A LINE OF JAIL CELL DOORS OPENING.



VO: Labor Day weekend, our bars will be open for drunk drivers.



VO: Drive sober or get pulled over.



OPEN ON AN EMPTY DRINK GLASS/PINT GLASS BEING PLACED ON A BAR.

VO: One too many.



A BARTENDER FLIPS THE GLASS OVER AND IT TURNS INTO A SIREN.

VO: is too many.



VO: Drive sober or get pulled over.

The KOHS Facebook and Twitter pages reflected the “Yellow Cab” images, and reminders were posted daily. Press conferences were held in various locations statewide.



The KOHS sponsored two holes at the first annual Kentucky Sports Radio Golf Scramble on Aug. 28. The “Drive Sober or Get Pulled Over” hole allowed participants to put while wearing drunk goggles. Those that participated were entered to win a signed University of Kentucky football (*pictured*). The “John R. Elliot HERO designated driver campaign” was the focus of the second hole. Those who signed a designated driver pledge were entered to win a University of Kentucky signed basketball.

In addition to signage and display booths at the sponsored holes, the contract included:

- Website placement on event page
- 24 commercials on KSR
- 24 matching iHeart radio commercials

The total cost of the campaign was \$141,450 (\$139,290 to advertising agency Doe Anderson for media buy and professional services, and \$1,960 to iHeart Media for golf scramble.) This contract was supported with NHTSA Section 405 funding.

| Media                 | Unit                               | Market                               | 2015      |    |                             |   |    |         |       |   |    |    |           | Sept Total |
|-----------------------|------------------------------------|--------------------------------------|-----------|----|-----------------------------|---|----|---------|-------|---|----|----|-----------|------------|
|                       |                                    |                                      | September |    |                             |   |    | October |       |   |    |    |           |            |
|                       |                                    |                                      | 17        | 24 | 31                          | 7 | 14 | 21      | 28    | 5 | 12 | 19 |           |            |
| Primary Demo: A18-34  |                                    |                                      |           |    |                             |   |    |         |       |   |    |    |           |            |
| <b>Radio</b>          |                                    |                                      |           |    |                             |   |    |         |       |   |    |    |           | \$63,897   |
| Metro Radio           | :30                                | Lexington, Louisville,               |           |    | 370 grps<br>8/26-9/7        |   |    |         |       |   |    |    |           | \$26,304   |
| Traffic Radio         | :10/:15                            | Lexington, Louisville,<br>Cincinnati |           |    | 65 spots<br>8/26-9/7        |   |    |         |       |   |    |    |           | \$10,816   |
| Non-metro Radio       | :30                                | 5 counties                           |           |    | 55 spots<br>8/26-9/7        |   |    |         |       |   |    |    |           | \$15,982   |
| Kentucky News Network | :30                                | Statewide                            |           |    | 40 spots<br>8/26-9/7        |   |    |         |       |   |    |    |           | \$9,945    |
|                       | ANR                                | Statewide                            |           |    |                             |   |    |         |       |   |    |    |           | \$850      |
| <b>Out of Home</b>    |                                    |                                      |           |    |                             |   |    |         |       |   |    |    |           | \$31,549   |
| Gas Station TV        | :15 video                          | 19 counties                          |           |    | 31 stations<br>8/24-9/7     |   |    |         |       |   |    |    |           | \$3,649    |
| Gas Station Print     | Pump, Window,<br>Beverage, Counter | Statewide                            |           |    | 90 Stations                 |   |    |         | Bonus |   |    |    |           | \$27,900   |
| Restaurant            | Coaster, Restroom                  | Statewide                            |           |    |                             |   |    |         |       |   |    |    |           |            |
| <b>Digital</b>        |                                    |                                      |           |    |                             |   |    |         |       |   |    |    |           | \$26,995   |
| MaxPoint              | 728x90, 300x250,<br>160x600        | Statewide                            |           |    | 2.5 millionimps<br>8/24-9/7 |   |    |         |       |   |    |    |           | \$10,000   |
| Pandora               | audio, banner                      | Statewide                            |           |    | 416,000imps<br>8/24-9/7     |   |    |         |       |   |    |    |           | \$5,000    |
| Facebook              | Promoted Posts,<br>Video           | Statewide                            |           |    | 300,000imps<br>8/24-9/7     |   |    |         |       |   |    |    |           | \$1,500    |
| YuMe                  | Pre-roll, 300x250                  | Statewide                            |           |    | 1.1 millionimps<br>8/24-9/7 |   |    |         |       |   |    |    |           | \$9,900    |
| Digital Serving       |                                    |                                      |           |    |                             |   |    |         |       |   |    |    |           | \$595      |
|                       |                                    |                                      |           |    |                             |   |    |         |       |   |    |    | \$122,441 |            |

## Sports Media Opportunities

### Kentucky Speedway

The Kentucky Office of Highway Safety (KOHS) contracts with the Kentucky Speedway, located in Sparta (northern Kentucky) which seats over 110,000 for the NASCAR Nationwide Series, Craftsman Truck Series and Sprint Cup races.



This year, the KOHS participated in Ford Fan Day, distributing Click It or Ticket t-shirts to the first 500 youth in attendance.

In addition, the contract included advertising throughout the racing season.

*Image on youth t-shirt distributed at Fan Day.*

Advertising included:

- Two track apron signage
- One outside-facing billboard
- One main concourse sign
- One pedestrian tunnel sign
- One full-page color advertisement in all racing programs
- Sponsorship of the reverse side of all 2015 parking credentials
- :30 PSAs aired on closed-circuit televisions during race events
- :15 PA announcements aired over speakers during race events
- Click It or Ticket and Drive Sober campaign message included in the Kentucky Speedway e-mail blasts to NASCAR fans during the particular campaign



*Image of track apron sign*

The \$90,000 contract utilized \$45,000 in NHTSA 405 funds and \$45,000 in FHWA funds.



## JD Motorsports, Inc.

The KOHS was the primary marketing partner of the No. 4 “Protect Your Melon” Chevrolet, driven by Ross Chastain for the Kentucky 300 at the Kentucky Speedway.

Sponsorship included naming rights and primary placement on the vehicle’s hood, upper quarter panels, and TV panel. The “Protect Your Melon” campaign was publicized on Chastain’s website and in all race-related media for the event, including a press release announcing the partnership that was sent to all national racing publications. Additionally, the “Protect Your Melon” slogan and logo was placed on 700,000 watermelons that were distributed to stores throughout Kentucky.

The \$49,500 contract was paid with FHWA funds.



## Alliance Sports Marketing



The KOHS partnered for the first time with Alliance Sports Marketing to promote the Drive Sober message at National Corvette Museum and Motorsports Park during its two peak events; the Corvette Bash in April and the National Corvette Museum Anniversary over Labor Day Weekend.

Alliance staff distributed promotional items and information from the Drive Sober or Get Pulled Over tent.

The contract includes:

- One prominently displayed sign
- Minimum of three public address announcements

- A 10' x 10' display tent
- A t-shirt giveaway to 400 attendees

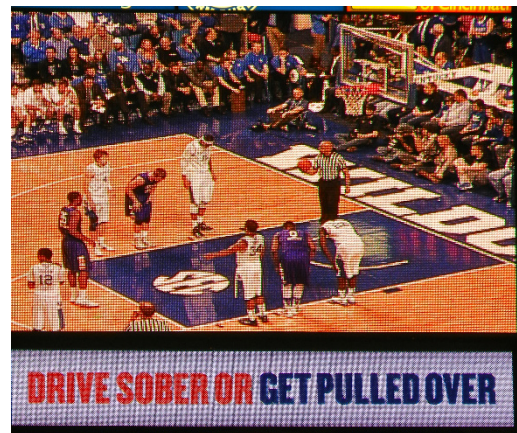
The \$20,000 contract is paid with FHWA funds.

### **Rupp Arena Sports and Entertainment Properties – Downtown Lexington**

The KOHS renewed its contract with Rupp Arena Sports and Entertainment Properties. Rupp Arena, in downtown Lexington, seats over 23,000 and hosts events including the University of Kentucky men’s basketball games, which consistently fill to capacity. Additionally, four women’s basketball games, the Kentucky High School Athletic Association’s (KHSAA) boys’ state basketball tournament, musical concerts and family shows are held in the arena. Approximately one million patrons attend an event at Rupp Arena each year. Total attendance at University of Kentucky men’s basketball games alone is over 370,000 per season.

It is estimated that the program generated over 15 million exposures through the various messages that were placed inside and outside the arena. The contract includes the following platforms for highway safety messaging:

- Three minutes per hour on four 3’ x 20’ revolution panels located under each video board
- One :30 commercial per hour and five minutes of static branding time per hour, per event on lobby plasma.
- One rotational unit at concession stand IPTVs at all Rupp Arena events (*pictured below*).
- Five large “Click It or Ticket” parking booth signs and two post signs outside of Rupp Arena.
- Two large “Click It or Ticket” parking lot posts signs outside Rupp Arena
- One unit of electronic courtside signage displayed for two minutes at each men’s basketball game (*pictured at right*).
- Messaging rights on two matrix boards facing both the east and west sides of the adjoining Hyatt Hotel.
  - Each message appears approximately seven times a day and runs 24 hours per day



*Two separate messages are displayed courtside and on video board: “Click It or Ticket” and “Drive Sober or Get Pulled Over.”*



- Exclusive sponsor of the score ticker on all concourse televisions inside Rupp Arena.
- Exclusive partner on all Rupp Arena seat cup holders.
- Ten table tops in the food court of the Lexington Center (*Click It or Ticket*, *Drive Sober, U Drive. U Text. U Pay.* and *Give 'Em a Boost*).



NHTSA provided the Infographics that are used on concession stand IPTVs with either “Click It or Ticket” or “Drive Sober or Get Pulled Over” messaging.

The \$144,240 contract is split using \$84,620 of NHTSA 405 funds and \$59,620 of FHWA funds.

## JMI Sports Marketing- University of Kentucky

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

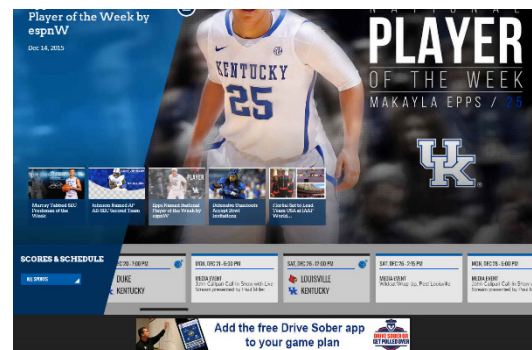
endorsement fees for each of the coaches.



*The Drive Sober image displays during the PA announcement at*

Advertising includes:

- :30 radio and television ads featuring the coach during locally broadcast games, pre- and post-game shows, coaches shows and special events.
- Internet ads and video pre-roll featuring coaches on UKAthletics.com
- Special promotional opportunities, such as display booths or contests, at one football game and one women’s basketball game.
- Video replay sponsorship at all games.
- PA announcements at all games.



*Screen shot of Drive Sober app banner ad featuring UK men’s basketball coach John Calipari on UKAthletics.com.*

- Parking pass sponsorship.
- Various electronic and static signage throughout each venue.



Alan Brown @alanbr59 · Aug 30  
 Cats "buckle down" on Dawgs... UGA "strapped" in loss! Go UK, beat UGA!  
[#ukseatbeltselfie](#) @NicoleBrown6 @Caitlynbr26 pic.twitter.com/SFqY3yP23u



*The football special promotion was a #UKSeatbeltSelfie contest!*

“Click It or Ticket” and “Drive Sober or Get Pulled Over” are the primary messages, although other highway safety topics, such as distracted driving and young driver issues, are also promoted.

The \$550,000 contract is paid using \$300,000 NHTSA 405 funds and \$250,000 FHWA funds.

### **Nelligan Sports Marketing - University of Louisville**

The Kentucky Office of Highway Safety renewed with Louisville Sports Properties to advertise on the University of Louisville (U of L) Sports Radio Network and at U of L sporting events.

Advertising includes:

- Full-page color ad in football and men’s basketball game day program.
- One :30 spot on the *Cardinal Insider* radio show
- One :30 spot during post-game portion of every football and basketball broadcast
- One :10 drop-in during post-game portion of every football and basketball broadcast

- Click It or Ticket signage above each of the eight exit gates, above four restroom entrances and on the scoreboard at Papa John's Cardinal Stadium (football).
- Safety messages on video walls and ribbon boards at the conclusion of all U of L football home games.
- Ribbon board messages at the conclusion of all U of L Men's and Women's basketball home games (pictured above at the KFC YUM Center).
- Additional signage and PA announcements at the end of other U of L Athletics home sporting events.
- Website/internet exposure on U of L Athletics homepage.
- The opportunity to promote highway safety messages utilizing U of L's Facebook page two times per year (#UofLSeatbeltSelfie contest pictured at left).
- Promotional booth space at one home men's basketball game and football game



Ribbon board message at U of L men's basketball game at KFC YUM Center.



The \$140,000 contract was split equally with NHTSA 405 and FHWA funds (\$70,000 each).

### Louisville Sports Properties - KFC YUM! Center



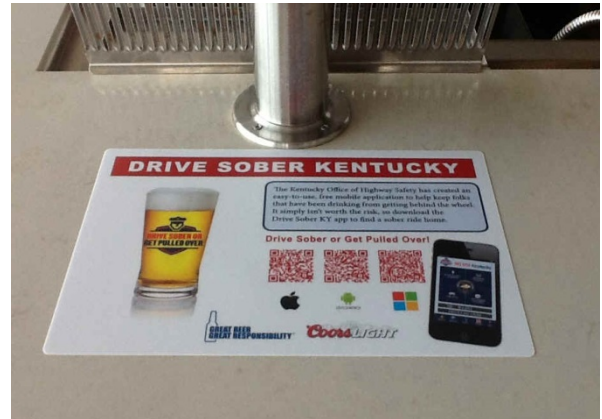
The KOHS extended its contract with the Louisville Sports Properties to promote highway safety messages at the KFC YUM! Center.

Located in downtown Louisville, the YUM Center seats over 22,000 and hosts events including the University of Louisville men's and women's basketball games, which regularly fill to capacity.

Additionally, musical concerts, conventions and family shows are held in the arena.

The contract includes:

- Signage on two corner stat boards promoting “Click It or Ticket” and “Drive Sober or Get Pulled Over.”
- Twenty exit signs promoting “Click It or Ticket” and “Drive Sober or Get Pulled Over” (pictured).
- Bar code branding promoting Drive Sober app at a variety of bars within KFC Yum Center (pictured).



The \$80,000 contract was split equally using NHTSA 405 and FHWA funds (\$40,000 each).

## **ESPN Radio Louisville**

The KOHS entered into an agreement with ESPN 680/105.7 radio to promote campaigns throughout the year, such as Drive Sober or Get Pulled Over, U Drive. U Text. U Pay., Blue Lights Across the Bluegrass and Click It or Ticket

The contract included:

- Drive time sponsorship 7 a.m. – 8 a.m. Monday through Friday
- Ten :30 spots per week on the morning shows
- Five :30 spots per week on the afternoon show
- Five :30 spots per week on the evening show
- Internet presence on ESPNLouisville.com
- Color ad in ESPN College Football Fan Guide
- Two: 30 in 144 Cincinnati Reds baseball games
- Live mentions and :30 spots during Derby coverage
- :30 spots during NCAA basketball tournament coverage



The \$18,000 contract was paid with \$8,000 NHTSA 405 funds and \$10,000 FHWA funds.

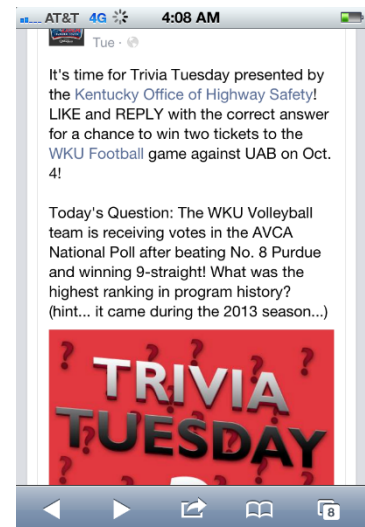
## **IMG Sports Marketing – Western Kentucky University**

The contract with IMG promotes highway safety messaging at Western Kentucky University home football games, men’s and women’s basketball games and baseball games.

The contract includes:



- Permanent link on WKU sports website
- Two 30-second radio spots and two live reads during all game broadcasts
- Two 30-second radio spots during all coaches' shows.
- One 30-second television spot during the football coach's show.
- "Click It or Ticket" scoreboard signage at Diddle Arena for men's and women's basketball games.
- "Click It or Ticket" videoboard signage at Houchens L.T. Smith football field (pictured).
- Scorer's table LED sign at basketball arena
- LED rotational sign at football field
- Video replay sponsorship
- Print ads in football and men's basketball programs.
- Special promotion/presentation at a football or basketball game.
- Social media post sponsor (pictured at right)
- Special distracted driving promotions during April's Distracted Driving Awareness Month, including the opportunity to win tickets by signing a pledge (pictured below), internet ads on WKU Athletics.com, and sponsor of the Spring football game.



Signed Pledge is Redeemable for One (1) Ticket to a WKU Home Baseball Game!

**TAKE THE PLEDGE**

The fight to end distracted driving starts with you. Make the commitment to drive phone-free today.

Distracted driving kills and injures thousands of people each year. I pledge to:

- Protect lives by never texting or talking on the phone while driving.
- Be a good passenger and speak out if the driver in my car is distracted.
- Encourage my friends and family to drive phone-free.

SIGNATURE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

PHONE: \_\_\_\_\_

DATE: \_\_\_\_\_

*Attendees at the WKU football spring game signed pledges to not text and drive, which entered them to win upcoming game tickets.*

The \$84,770 contract paid with \$42,385 in NHTSA 405 funds and \$50,885 in FHWA funds.

## Kentucky High School Athletic Association (KHSAA)



*U Drive. U Text. U Pay. courtside signage at Girls' Sweet 16 basketball tournament.*

The Kentucky Office of Highway Safety extended its partnership with the Kentucky High School Athletic Association (KHSAA).

At both the previously mentioned boys' basketball tournaments at Rupp Arena in Lexington the girls' state basketball

tournament at Diddle Arena in Bowling Green,

the KOHS promotes Drive Sober or Get Pulled Over, Click It or Ticket and U Drive. U Text. U Pay. on scoreboard and courtside signs, and in PA announcements.

Additionally, PSAs featuring University of Kentucky men and women's basketball coaches are aired during each game throughout the tournament, and KOHS staff manned a #SafetySelfie each day of the tournament.

The \$20,000 contract is paid with \$19,000 FHWA funds and \$1,000 NHTSA 405 funds.

## Huddle, Inc.

The KOHS partnered with Huddle, Inc. to sponsor tickets for events at 62 high schools throughout the state, located in counties with higher-than-average unbelted crashes, reaching approximately 1.9 million people. The 'Buckle Up in Your Truck' message was utilized in counties in eastern and western Kentucky, while the 'Click It or Ticket' message was utilized in central Kentucky.

The \$39,000 contract was paid with 405 NHTSA funds.



*#SafetySelfie booth at Girls' Sweet 16.*





## Kentucky High School Radio Scoreboard

# KENTUCKY HIGH SCHOOL SCOREBOARD

All high school scores and coaches' interviews can be heard across the state of Kentucky each Friday night from 10 p.m. to midnight. During these shows, hosted by Rick Shaw, the KOHS runs four 30-second PSAs for a total of 34 weeks. The PSAs rotate between "Click It or Ticket" and "Drive Sober or Get Pulled Over," as well as distracted driving, motorcycle helmet safety and "Share the Road" with motorcycles. The host introduces each PSA with a 15-second introduction, provided by the KOHS.

The \$6,400 contract is split equally using NHTSA 405 and FHWA funds (\$3,200 each).

## Afternoon Underdogs daily radio show

The KOHS has title sponsorship of the Afternoon Underdogs Louisville sports radio show broadcast on WKRD. The show airs from 3 p.m. to 5:30 p.m. daily.

The contract for the Afternoon Underdogs includes:

- Five 30-second commercials each week
- Five 30-second streaming commercials each week
- Minimum of six mentions per show (either into or out of each break)
- Fifteen 30-second show promos each week
- One on-air interview per quarter
- One live broadcast on location
- Banner ads on the Afternoon Underdogs blog page and WKRD webpage



*The Afternoon Underdogs interviewed spokeswoman Erin Eggen during the Blue Lights Across the Bluegrass summer campaign.*

A majority of the commercials are personally recorded by the host, Tony Vanetti, highlighting Click It or Ticket, Drive Sober or Get Pulled Over, Fans Don't Let Fans Drive Drunk, HERO designated driver program and U Drive. U Text. U Pay.

The \$31,850 contract is split equally using NHTSA 405 funds and FHWA funds (\$15,925 each).

## Afternoon Underdogs post-game radio show



The KOHS has title sponsorship of the Afternoon Underdogs post-game show during Louisville football season on 790 WKRD. Tony and

Dave broadcast the show from the tailgate lot and encourage attendees to always buckle up and have a designated driver.



*Tony Vanetti of the Afternoon Underdogs with a UofL fan at the radio tailgate show.*

The contract for the Afternoon Underdogs post-game show includes:

- Eight 30-second commercials each week for 13 weeks
- Twenty-five 30-second streaming commercials each week for 13 weeks
- Fifteen 30-second live promos each week for 13 weeks
- Fifteen 30-second recorded promos each week for 13 weeks
- One on-air interview

A majority of the commercials are personally recorded by the host, Tony Vanetti.

The \$6,500 contract is split equally using NHTSA 405 funds and FHWA funds (\$3,250 each).

## Kentucky Sports Radio with Matt Jones



Matt Jones is the moderator and founder of one of the largest independent college sports franchises in America -- Kentucky Sports Radio (KSR) and [kentuckysportsradio.com](http://kentuckysportsradio.com).



KSR originates from WKJK in Louisville and is syndicated on 33 affiliates in 30 markets across the state. Matt's show is a mixture of UK basketball, football and recruiting news brought to you as he says "in the most ridiculous manner possible." In addition to the live show's success, the podcast is the #1 college sports podcast on iTunes.

Matt personally records :30 PSAs about drunk driving (Drive Sober or Get Pulled Over, Fans Don't Let Fans Drive Drunk, HERO designated driver campaign, etc.) that air during the two-hour show. Other PSAs air during specific campaigns such Click It or Ticket and motorcycle safety in May and distracted driving awareness in April.

The contract totaled \$32,780 and is split equally with NHTSA and FHWA funds (\$18,030 each).

### **Kentucky Sports Radio statewide post-game show**



Matt Jones is also the host of the KSR post-game show on 84 AMWHAS in Louisville and 630 AM WLAP in Lexington – the two major media markets in Kentucky.



Starting with the first UK football game in September and continuing through all of football and basketball season, Matt and his guests offer their unique insight into the game and take calls from listeners to discuss all things UK during this one-hour show. Matt personally records :30 PSAs about drunk driving (Drive Sober or Get Pulled Over, Fans Don't Let Fans Drive Drunk, HERO designated driver campaign, etc.) that air at various times throughout the year.

Total cost of the 84 WHAS contract is \$4,200 and is paid with NHTSA 405 funds.

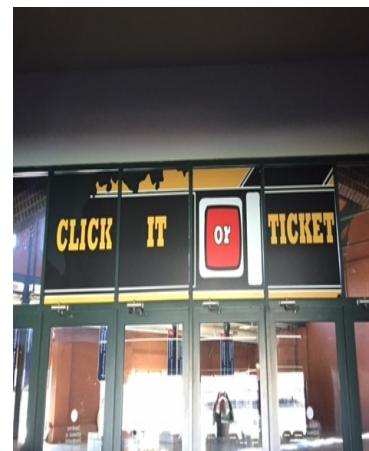
Total cost of the 630 WLAP contract is \$3,888 and is paid with NHTSA 405 funds.

### **Louisville Bats**

The Louisville Bats, the Triple-A affiliate of the Cincinnati Reds, are second in the International League in attendance, with an average of 8,553 fans per game at Louisville Slugger Field.

The contract includes:

- One 14.5' x 3.75' 'Click It or Ticket' sign over the east and west exit doorways (*pictured*).



- One 5' x 6' back-lit "Click It or Ticket" and "Drive sober" sign located in the concourse.
- A highway safety announcement reminding fans to drive safely at the end of the 72 home games is accompanied by our logo on the video board.
- A radio reminder for fans to 'drive sober' and 'buckle up' at the end of each of the 144 games broadcast on WKRD 790 AM.
- A display table in the concourse to distribute information and an on-air interview with the radio broadcaster.

The \$10,000 contract is uses \$3,500 NHTSA 405 funds and \$6,500 FHWA funds.

### **Lexington Legends**



The Lexington Legends is a Minor League baseball team in the South Atlantic League and the Class A affiliate of the Kansas City Royals. The team is located in Lexington, Kentucky, and plays its home games at Whitaker Bank Ballpark with a capacity of over 9,000.

The KOHS sponsors the instant replays. The replay opens with a seat belt unbuckling as the PA announcer reads "Here comes a Click It or Ticket instant replay brought to you by the Kentucky Office of Hwy Safety. Arrive 'safe at home' by "not driving impaired and always buckling up." After the replay, the video closes with a seat belt buckling and the announcer saying, "That was another Click It or Ticket instant replay."

The instant replay is not only seen by game attendees, but also on television for those watching at home – so it's double exposure up to six times per game.

The \$5,000 contract was split equally with NHTSA 405 funds and FHWA funds (\$2,500 each).

### **Red & Blue Review**



The Red & Blue Review television show airs weekly in six markets and eight stations statewide. The Lightning Round, sponsored by the KOHS, involves guests discussing topics about University of Kentucky and University of Louisville Athletics. Host Garry Gupton introduces the lead segment by talking about the current awareness initiative being

promoted by the KOHS, such as “Click It or Ticket,” “Drive Sober or Get Pulled Over,” “One Text or Call Could Wreck It All” and “Share the Road with Motorcycles.”

Additionally, the contract includes:

- KOHS logo in the opening and closing billboards
- One :30 commercial in each broadcast
- Link to KOHS on Red & Blue website
- Link to KOHS on Red & Blue Facebook page

The \$12,000 contract is paid with FHWA funds.

### Financial Summary

| GTS                         | 402                   | 405c                  | 405b Low HVE        | 405d                  | 405f               | 408                 | 410                 | 2010              | Total                 | % Total      |
|-----------------------------|-----------------------|-----------------------|---------------------|-----------------------|--------------------|---------------------|---------------------|-------------------|-----------------------|--------------|
| Planning and Administration | \$123,840.69          |                       |                     |                       |                    |                     |                     |                   | \$123,840.69          | 1.6%         |
| Traffic Records             |                       |                       |                     |                       |                    |                     |                     |                   | \$0.00                | 0.0%         |
| Impaired Driving            |                       |                       |                     | \$2,393,322.22        |                    |                     | \$159,392.08        |                   | \$2,552,714.30        | 32.6%        |
| Occupant Protection         | \$746,215.55          |                       | \$520,716.88        |                       |                    |                     |                     | \$5,804.32        | \$1,272,736.75        | 16.3%        |
| Pedestrian Bicycle Safety   |                       |                       |                     |                       |                    |                     |                     |                   | \$0.00                | 0.0%         |
| Safe Communities            | \$68,844.35           |                       |                     |                       |                    |                     |                     |                   | \$68,844.35           | 0.9%         |
| Police Traffic Services     | \$1,180,943.77        |                       |                     |                       |                    |                     |                     |                   | \$1,180,943.77        | 15.1%        |
| Motorcycle Safety           | \$124,086.60          |                       |                     |                       |                    |                     |                     |                   | \$124,086.60          | 1.6%         |
| Roadway Safety              |                       |                       |                     |                       |                    |                     |                     |                   | \$0.00                | 0.0%         |
| Community Traffic Safety    | \$245,713.63          |                       |                     |                       |                    |                     |                     |                   | \$245,713.63          | 3.1%         |
| Data Program                |                       | \$1,093,223.96        |                     |                       |                    | \$549,288.10        |                     |                   | \$1,642,512.06        | 21.0%        |
| Accident Investigation      | \$19,879.91           |                       |                     |                       |                    |                     |                     |                   | \$19,879.91           | 0.3%         |
| Paid Media-Other            | \$153,094.64          |                       |                     |                       | \$65,157.07        |                     | \$365,765.68        |                   | \$584,017.39          | 7.5%         |
| Distracted Driving          | \$9,978.26            |                       |                     |                       |                    |                     |                     |                   | \$9,978.26            |              |
| <b>Total</b>                | <b>\$2,672,597.40</b> | <b>\$1,093,223.96</b> | <b>\$520,716.88</b> | <b>\$2,393,322.22</b> | <b>\$65,157.07</b> | <b>\$549,288.10</b> | <b>\$525,157.76</b> | <b>\$5,804.32</b> | <b>\$7,825,267.71</b> | <b>99.9%</b> |

