



FY 2006 Annual Report



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Kentucky State Police Governor's Highway Safety Program

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Introduction

Crash Summary

The total number of motor vehicle crashes in Kentucky decreased by 3.76% during the last year, from 133,718 in 2004 to 128,685 in 2005. Fatal crashes increased for the fifth consecutive year and fatalities again exceeded 900 for the fourth time since 1979. Kentucky's fatality rate per 100 million vehicle miles traveled remained steady at 2.1, in contrast to a much lower national fatality rate of 1.47.

A more positive occurrence is that injury crashes and injuries from motor vehicle crashes have been steadily declining in Kentucky since 1999, no doubt due to continuing improvements in vehicle safety and modest increases in seat belt usage. In 2005, the number of injury crashes fell to 28,828, a 3.7% drop from the previous year. Kentucky's injury rate per 100 million VMT equals the national average rate of 91. When calculated per 100,000 population, however, the state has a significantly higher injury rate (1,038) than the national average (950).

Despite yearly fluctuations, many of the performance measures graphed on the previous pages exhibit improving trends over the past decade. Injuries, combined fatal & serious injury rates, alcohol-related fatality rates, and safety belt and child restraint usage have all been moving in a generally encouraging direction. By contrast, total fatalities, fatality rate by population and motorcyclist fatalities have worsened in the last ten years, while the number of total crashes and the fatality rate per vehicle miles traveled have stayed nearly flat.

Accomplishments

The following accomplishments are among those made by the Kentucky Governor's Highway Safety Program in FY 2006:

- Following the passage of the primary seat belt law during the 2006 legislative session, developed and distributed seat belt courtesy warnings for use by all Kentucky law enforcement agencies. A six-month courtesy warning period that began in July was mandated as part of the new primary law.
- Developed several radio commercials that began airing statewide in July to educate the public about the new primary seat belt law.
- Worked with other traffic safety partners to develop and distribute a new illustrated color brochure on seat belts and the new law.
- Provided funding to a total of 79 law enforcement agencies to address identified highway safety problems throughout the state through year-round enforcement programs. Provided funds to 14 other entities for educational programs and training aimed at reducing traffic fatalities and injuries.

- Provided additional funding to 47 law enforcement agencies for heightened enforcement during the *Buckle Up in Your Truck* and *Buckle Up Kentucky: It's the Law and It's Enforced* mobilizations.
- Held training for 32 Kentucky State Police Troopers to become certified instructors of the *Alive at 25* program for young drivers.
- Funded publication of the annual *Analysis of Traffic Crash Data in Kentucky* and *Traffic Collision Facts* books by the Kentucky Transportation Center (University of Kentucky).
- Sponsored the statewide annual seat belt survey, which indicated an increase in Kentucky's average seat belt usage rate from 66.7% to 67.2%.
- Held the annual Governor's DUI Enforcement Awards to recognize law enforcement agencies and officers who excelled at removing impaired drivers from our roadways.
- Coordinated enforcement mobilizations emphasizing the major program priorities of occupant protection, impaired driving, and speeding. Recruited law enforcement agencies at the state and local levels to participate.
- Purchased and distributed traffic enforcement equipment to agencies that demonstrated need or participated in past enforcement campaigns.
- Conducted a total of five statewide media campaigns to coincide with highway safety enforcement mobilizations or major holiday periods.
- Received a national Telly Award and a state award of excellence for the DUI television spot developed for the *You Drink and Drive. You Lose.* campaign in 2005. Kentucky continued using this TV spot in 2006.
- Developed the *Blue Lights Across the Bluegrass* advertising campaign to promote summer traffic enforcement efforts. This campaign is unique to Kentucky.
- Helped plan and sponsor a Kentucky Lifesavers Conference for the second consecutive year.
- Purchased and equipped a mobile display trailer, in which a crashed car, video monitors and signage educate viewers about highway safety at public events.
- Greatly expanded a GHSP exhibit at the Kentucky State Fair, distributing literature and commodities addressing a variety of highway safety topics.
- Continued involvement in the Governor's Executive Committee for Highway Safety and several of its associated emphasis area teams. These task teams submitted material that was included in the State Strategic Highway Safety Plan.
- Through the Law Enforcement Liaisons, continued participation in the Transportation Cabinet's Corridor Safety Program.
- Held 32 regional briefings to educate law enforcement agencies, elected officials and others about highway safety issues and the national enforcement mobilizations.
- Held training sessions in three different areas of the state to review responsibilities and procedures for agencies receiving highway safety grants.
- Expanded the Governor's Highway Safety Program web page and established it as a separate web address from the Kentucky State Police's web site.

Impaired Driving Program

Kentucky experienced a decrease in alcohol-related crashes in 2005, yet alcohol-related fatalities increased 2.5%. Alcohol-involved fatalities as a percentage of all fatalities remained essentially unchanged. Despite these short-term setbacks, Kentucky still has the third-lowest percentage of alcohol-related fatalities in the southeast region, as well as one of the lower percentages in the nation. The continued reduction in the number of alcohol-related injury crashes is also encouraging.

Below is a recap of the impaired driving program goals as stated in the FY2006 Highway Safety Plan and an indication of whether or not the goal was achieved:

- **Goal:** To reduce the number of alcohol-related fatalities to 155 or less.
Status: Alcohol-related fatalities increased from 199 in 2004 to 204 in 2005.
- **Goal:** To reduce the number of alcohol-related injury crashes by 5% from 2,257 to 2,144.
Status: Goal was met, with a reduction to 2,166.
- **Goal:** To reduce the number of alcohol-related fatalities per 100M VMT from 0.42 to 0.35
Status: This rate increased to 0.43 in 2005.
- **Goal:** To reduce the percentage of alcohol-related fatalities from 21% to 19% or less
Status: The proportion of alcohol-related fatalities stayed the same in 2005. (note: this percentage is derived from KY CRASH data, as opposed to FARS imputed data, which indicates that alcohol-related crashes comprise 31% of all fatalities).
- **Goal:** To increase the average conviction percentage from 83.3% to at least 86%
Status: This percentage increased slightly, to 83.7%.

Alcohol Program Grantees – Law Enforcement

Alcohol countermeasures grants were funded with Section 402 and Section 410 funds for 29 local law enforcement agencies in 16 counties, as well as two state law enforcement agencies (Kentucky State Police and Kentucky Vehicle Enforcement). These agencies worked a combined total of 15,330 overtime hours resulting in 2,797 DUI arrests, 9,497 speeding citations, 2,426 safety belt citations/warnings, and 99 child restraint citations during the grant year.

Of the activity above, Kentucky State Police's Nighthawk traffic alcohol program was responsible for 5,380 of the overtime hours, with 2,261 DUI arrests, 884 speeding

citations, 59 child restraint citations, and 855 seat belt citations/warnings. KSP also conducted a total of 263 traffic safety checkpoints at locations all across the state.

Equipment Program

Kentucky's LELs determined which agencies demonstrated an interest in participating in GHSP traffic enforcement mobilizations but did not have adequate DUI detection equipment to do so. As a result, they distributed 46 S-D2 Intoxilyzer Preliminary Breath Testers to 41 local law enforcement agencies during FY 2006.

DUI Standards Community Assessment Project

The DUI Standards Community Assessment Project was created to reduce recidivism among repeat DUI offenders and DUI offenders with high BACs. A pilot program is currently underway in 20 counties in NHTSA's Southeast region. Two Kentucky counties have begun implementation of action plans to improve their DUI systems under this pilot program. These counties (Hardin and Madison) were chosen from among those with the most alcohol-related fatalities in the state. This program uses established "Gold Standards" for communities to measure their performance in five critical areas related to impaired driving: enforcement, prosecution, adjudication, treatment, and evaluation.

The enforcement component involves ten law enforcement agency grantees in Madison and Hardin Counties. These agencies (Kentucky Vehicle Enforcement, Kentucky State Police, Vine Grove PD, Berea PD, Madison and Hardin County Sheriff Departments, Elizabethtown PD, Radcliff PD, West Point PD and Richmond PD) collaborated in as many as two DUI checkpoints per month in varied locations in each county throughout the FY06 grant year. Their activity is included in the grantee totals above.

The DUI Standards Community Assessment pilot involves more than law enforcement. In both Madison and Hardin Counties, GHSP funding allowed the County Attorney's offices to continue the second year of funding for the positions of DUI Compliance Monitors. These positions have allowed these counties to meet several DUI standards and to improve their overall DUI systems by tracking DUI case data from arrest through treatment and probation.

Both counties hold quarterly community management meetings, in which all stakeholders (law enforcement, judges, prosecutors, clerks, alcohol and drug education providers, probation and parole officials, and the community) are invited to participate. Both counties have improved their fingerprinting processes during the past year.

Since the inception of the program, the DUI conviction rate in Hardin County has increased from 81.5% to 89%. In Madison County, the conviction rate for DUI

offenses has increased by more than five percentage points in the last year, and there has been a marked decrease in the number of high-BAC crashes.

Impaired Driving Mobilizations

Kentucky coordinated one impaired driving mobilization in FY06, in conjunction with the national ***Drunk Driving: Over the Limit. Under Arrest*** mobilization from August 18 through September 4, 2006. Seventy-two percent of all law enforcement agencies statewide participated in this mobilization, with 242 reporting their enforcement data to the GHSP. This represents an increase in participation of 23% from the impaired driving campaign in 2005. A total of 656 checkpoints were conducted during this 18-day period. Between checkpoints and patrol enforcement, the mobilization resulted in the following arrests/citations:

DUI Arrests:	2,214	Safety Belts (warnings):	5,468
Felony arrests:	1,665	Child Restraints:	269
Drug Arrests:	1,975	No Insurance:	4,983
Fugitives Apprehended:	1,463	Reckless Driving:	674
Suspended Licenses:	1,827	Other Traffic Violations:	16,351
Speeding	16,559	Stolen Vehicles Recovered	156

Activity levels increased in the following categories when compared to the YD&DYL mobilization held the previous year: seat belts, felony arrests, stolen vehicles and drug arrests.

DUI Enforcement Awards Program

In December 2005, the Governor’s Highway Safety Program hosted the annual Governor’s Impaired Driving Enforcement Awards. This event honored officers for their outstanding achievements in impaired driving enforcement during FY 2005. 185 officers and 164 law enforcement agencies were recognized for their extraordinary efforts in reducing impaired driving. The individuals receiving awards were collectively responsible for over 6,164 impaired driving arrests from October 2004 through September 2005. Awards were also presented to 15 agencies posting top scores in the 2005 Law Enforcement Challenge. This program involved the performance of law enforcement agencies during traffic safety mobilizations that ran from May 23 through September 5, 2005. The awards criteria was based on enforcement actions related to speeding, impaired driving, and failure to use seat belts or child restraints.

This annual event provided an opportunity for two partner agencies to present their own awards. MADD Kentucky presented the top award to the officer with the most DUI

arrests in Kentucky, while the Federal Highway Administration honored two individuals with its Division Administrator's Award for Excellence in Highway Safety.

Alcohol Program Grantees – Education

The following agencies received alcohol program funds (402 and 410) to carry out programs of an educational nature:

- **The Kentucky Crime Prevention Coalition** completed a third year of impaired driving educational programs by their Youth Program Coordinator. In FY 2006, they presented the Fatal Experience Driving Simulation program (with either a specialized golf-cart type vehicle or a customized mobility scooter) 86 times across the state. A total of 7,897 high school, middle school, and college students participated in these programs. The coordinator also exhibited the program and its specialized vehicles at several conferences and events, including the 2006 Kentucky Lifesavers conference and the statewide School Resource Officer/DARE/Crime Prevention Officers Conference.
- **The Kentucky Administrative Office of the Courts** conducted the second statewide DUI College for judges. This 4-day event held in March 2006 included sessions on promising judicial practices for fighting hardcore drunk driving, commercial motor vehicle standards and DUI, pretrial monitoring and risk assessment for DUI cases, and judicial outreach in underage drinking cases. District Judges, court officials and a diverse range of professionals conducted the conference, with a total of 112 people attending, an increase from 101 attending in 2005.
- **The Department of Criminal Justice Training** conducted two classes in Drug Evaluation and Classification, resulting in certification of 22 police officers as Drug Recognition Experts. Each class consisted of a two-day pre-school, followed by the seven day DRE course. Most candidates also attended an additional eight-hour DUI/SFST course, which was optional. Upon completion of the coursework, candidates traveled to Phoenix, Arizona to obtain certification evaluations at the Maricopa County Jail. The last stage for certification was a final exam. Graduates of the program included 12 Kentucky State Police troopers from the Henderson, Elizabethtown, Mayfield and Pikeville Posts, and 12 local officers from the Newport Police Department, Elizabethtown Police Department, Radcliff Police Department, Pike County Sheriff's Office, Pikeville Police Department, Covington Police Department, Kenton County Police Department, Owensboro Police Department, and Graves County Sheriff's Office. The GHSP analyzed drug-related crash data and drug arrest data to select officers for this program that were from counties with the worst drug-related crash & DUI problems.

Occupant Protection Program

Kentucky continues to be challenged in meeting its occupant protection program goals. In 2006, the average statewide seat belt usage rate increased less than in the previous year, to 67.2%. Kentucky's usage rate remains nearly 15 percentage points below the national average of 82%. The latest increase translates to non-user conversion rate of only 1.5%. As indicated below, we fell short of most of our short-term goals. In contrast to the previous year, however, usage among vehicle occupants on rural minor/local roadways increased to slightly above the target level. Still, usage on this type of road, remains much lower than on any other roadway classification. Also, despite targeted advertising and an additional week of enforcement for the ***Buckle Up in Your Truck*** campaign, usage rates for pickup truck occupants decreased this year.

Although seat belt usage did not change much in 2006, Kentucky took the most important step toward significantly increasing belt usage in the future by passing a primary seat belt law. The new law took effect on July 12, 2006. This legislation mandated an initial six-month educational period in which only courtesy warnings could be issued to unbuckled vehicle occupants. Since that time, the Governor's Highway Safety Program has provided all law enforcement agencies with courtesy warning books and has actively promoted officers to issue them to the maximum extent through the end of 2006. Kentucky is currently engaged in a Section 403 demonstration project that will thoroughly study the impact of the courtesy warnings on seat belt usage into the next year. Kentucky law enforcement officers will begin writing citations for seat belt infractions on January 1, 2007. If the experience of other states holds true, Kentucky will see a significant jump in seat belt usage in the upcoming year, following full implementation of the new primary law.

In 2006, the usage rate for child restraints also changed little. Average usage declines by 0.4 percentage point. Nonetheless, the usage of child restraints for young children remains high, which can be partially attributed to primary enforcement, which has been in effect since 1982 and applies to all children 40" or less in height.

In 2005, 62 child occupants (four years and under) were involved in a crash in which someone was killed. Seventy three percent of these children were secured in a child restraint. Only nine children (four years and under) were killed in traffic crashes in Kentucky during 2005. This number is the same as in 2004.

Below is a recap of the occupant protection program goals as stated in the FY 2006 Highway Safety Plan and an indication of whether or not the goal was achieved:

- **Goal:** To increase the average statewide safety belt usage rate from 66.7% to at least 72%.
Status: The 2006 observed statewide usage rate increased by only one-half percentage point, to 67.2%.

- **Goal:** To increase usage on rural minor/local roads by 2.4 percentage points, from 53.6% to 56%.
Status: The average rate for this type of roadway increased to 56.2%.
- **Goal:** To increase usage for pickup truck occupants from 54.1% to 58%
Status: Seat belt usage by pickup truck occupants decreased to 52.6%.
- **Goal:** To increase statewide usage by children under the age of four from 94.4% to 97%.
Status: The statewide usage rate for children under the age of four (including both the front and rear seat) decreased slightly to 94.0%.

Occupant Protection Program Grantees -- Law Enforcement

The Governor’s Highway Safety Program utilized 402 and 405 funds to support occupant protection overtime enforcement programs for 16 law enforcement agencies. The average seat belt usage rate of the counties receiving these funds was 51.7%, approximately 15 percentage points below the state average.

These grantees worked a total of 3,616 overtime hours, issuing a total of 1,475 seat belt citations and 42 child restraint citations. In addition, these grantees issued a total of 2,514 speeding citations and made 233 DUI arrests during their grant-funded hours. Grantees reported seat belt usage at the beginning and end of the grant year from locally conducted observational surveys. Thirteen of the funded agencies reported an increases in their local seat belt usage rate at the end of the grant year.

Law Enforcement Mobilizations

The Governor’s Highway Safety Program coordinated two back-to-back mobilization events specifically focused on occupant protection. The first was a one-week *Buckle Up in Your Truck* mobilization, followed by a two-week *Buckle Up Kentucky: It’s the Law and It’s Enforced* mobilization. The intensified enforcement lasted from May 14 through June 4, corresponding with the southeast region’s Buckle Up in Your Truck campaign and the national *Click it or Ticket* mobilization. A total of 210 agencies reported the following activity for the combined three-week period:

DUI Arrests:	2,269	Safety Belts:	7,836
Felony arrests:	1,611	Child Restraints:	535
Drug Arrests:	1,877	No Insurance:	6,890
Fugitives Apprehended:	1,509	Reckless Driving:	763
Speeding	30,158	Suspended Licenses:	2,032
Other Traffic Violations:	24,917	Stolen Vehicles Recovered	163

The ***Buckle Up in Your Truck*** campaign was announced at a press event held at the Kentucky Lifesavers Conference in Louisville on April 24, 2006. A second news conference to announce the beginning of enforcement associated with both the ***Buckle Up In Your Truck*** and ***Buckle Up Kentucky-It's the Law & It's Enforced*** campaigns was held at the Kentucky Speedway in Northern Kentucky on May 13, 2006, prior to the ARCA RE/MAX Series race "Harley-Davidson of Cincinnati" 150.

Kentucky law enforcement partnered with Tennessee law enforcement for a "Hands Across the Border" initiative during the mobilization period. This effort involved traffic safety checkpoints held simultaneously on both sides of the state line. A joint press conference was held on May 15, 2006 at the Tennessee Welcome Center on I-65 just south of Franklin, Kentucky to announce the cooperative enforcement efforts.

Mini-sample observational surveys taken before the start of the campaign showed a baseline seat belt usage rate of 67.3%. Surveys taken during the enforcement phase of the campaign showed a temporary increase to 67.9%, before settling to a post-enforcement level of 67.2% average usage. Baseline usage in pickup trucks was measured at 52.9%, increasing to only 54.8% during enforcement.

May Mobilization Grants

The GHSP offered 405 funding to 84 agencies solely for officer overtime during the May 2006 mobilization. Only 48 agencies, however, chose to utilize this additional funding. Kentucky State Police's Operation SAFE (Seat belt Awareness For Everyone) received \$202,651 to fund 5,144 overtime hours during the May 2006 mobilization (including the additional week for Buckle Up in Your Truck). KSP troopers working this program were responsible for 2,871 seat belt citations, 192 child restraint citations, 481 DUI arrests, 580 other arrests and 10,458 other traffic citations.

The other 47 agencies received grants ranging from \$750 to \$15,000. These agencies worked a combined total of 6,202 hours of overtime between May 14 – June 4, issuing 2,749 citations for seat belts, 82 for child restraints, 8,406 for speeding and 6,699 for other traffic violations. They also made 305 arrests for DUI and 1,146 other arrests.

Law Enforcement Liaisons

During FY 2006, the GHSP utilized its Law Enforcement Liaisons to continue to build networks with local law enforcement agencies and to promote greater participation in the mobilizations. Kentucky has four LELs who work as contract employees, responsible for law enforcement outreach in their particular region of the state. In FY 2006, the LELs made a total of over 1,100 visits to city, county, and state police agencies. They were instrumental in distributing seat belt courtesy warnings to law enforcement agencies and in selecting agencies to receive equipment for traffic enforcement.

Each year, the LELs hold a total of 32 regional meetings in the spring and late summer, in they give presentations on highway safety priorities and the upcoming national/state mobilizations. Grantees and all other law enforcement agencies in each of 16 State Police post areas are invited, as well as local officials such as mayors and district judges. These meetings have proven successful in promoting the objectives of the Governor's Highway Safety Program and the mobilizations. The LELs achieve good attendance at these meetings by providing lunch, distributing highway safety commodities, and giving attendees the opportunity to draw for incentive prizes.

The LELs also attended a number of meetings, such as those held by local safety coalitions, state and regional chief's and sheriff's associations, and highway safety corridor teams. They also attended the LEL conference held by NHTSA's southeast region in Mobile, Alabama in February 2006 and the Kentucky Lifesavers Conference in April 2006.

Outreach /Educational Projects

Statewide Child Passenger Safety Coordinator

Using 402 and remaining carryover 2003(b) funds, the Governor's Highway Safety Program continued its contract with Kosair Children's Hospital to fund a Registered Nurse and Child Safety Advocate as the full-time coordinator of the state's Child Passenger Safety program. Some of her more notable accomplishments in FY 2006 included:

- Hosted ten 32-hour national child passenger safety technical workshops, certifying 80 new technicians from local police, fire and health departments.
- Conducted two 8-hour re-certification class with 10 State Police troopers.
- Conducted two 16-hour Operation Kids LE course for 30 firefighters.
- Conducted twenty-seven car seat clinics throughout the state in collaboration with Safe Kids Coalitions and Chapters, health departments, insurance companies, retail stores, car dealerships and fire departments. A total of 700 seats were checked with 92% of them misused.
- Provided booster seat education to 5,000 kindergartners during Children in Hospitals Week at Kosair Children's Hospital.
- Provided booster seat education to elementary students in Henry and Shelby County with a booster seat distribution to 130 families in need.
- Distributed 350 booster seats to low income families.
- Presented CPS information at two Hispanic Health Fairs in Louisville.
- Distributed about 65,000 CPS brochures to physician offices and hospitals across the state.
- Prepared a news release for the Kentucky Radio Network regarding the need for booster seats.

- Contributed articles regarding CPS/Booster seats in “Get Healthy” and “Kids First” magazines with a circulation of 80,000. Also commented for many local newspaper articles across the state regarding child passenger safety.
- Accumulated 146 teaching hours above the 20 needed for national certification.
- Co-presented *New Technologies in CPS* with the Department of Transportation at the Kentucky Lifesavers Conference.
- Co-presented *The Problem of MVC’s and What You Can Do About It* with Dr Mary Fallat at the Kentucky Trauma Symposium.
- Attended the SAFE KIDS Worldwide Conference and the National Lifesavers Conference.
- Served on the EMS-C Injury Prevention Committee, Trauma Advisory Committee, and the Booster Seat Coalition, and recently the Kentucky Child Fatality Review Team.

Central Baptist Hospital Occupant Protection Specialist

This continuation grant helped to fund an RN at Central Baptist Hospital in Lexington to coordinate *Battle of the Belts* programs at five public high schools in Fayette County and two in Jessamine County, as well as two private high schools and two middle schools. These programs are designed to increase seat belt usage in a very at-risk population of over 11,000 students. The competition includes pre- and post-program belt surveys, seat belt usage pledges, incentives, posters, outdoor signs, displays, presentations, “ghost out” events and interactive games.

The project director also coordinated a number of “Drive Safely Work Week” events for the Central Baptist Hospital staff (about 2,500 people). She helped instruct several 4-day CPS technician classes and participated in 12 public car seat check up clinics in addition to individual seat checks by appointment. Additional activities included CPS presentations to a variety of audiences, participation in the state Occupant Protection Task Team, Kentucky SAFE KIDS and Booster Seat Coalition.

Kentucky Crime Prevention Statewide Clearinghouse

KCPC maintains a clearinghouse of highway safety educational materials such as CDs, brochures, lesson plans, coloring books, etc. An online catalog is maintained so that individuals and organizations can place their orders and KCPC can track their supply and distribution of materials. During the past grant year, over 73,000 items were ordered from the clearinghouse, mostly by law enforcement agencies, family resource centers and school officials. Materials cover a wide variety of highway safety topics, including impaired driving, occupant protection, school transportation-related safety, etc.

Police Traffic Services Program

Although the percentage of fatalities involving speed in Kentucky (about 19%) remains well below the national average (30%), speed is still one of the most common contributing factors in total crashes and fatal crashes in Kentucky. For this reason, the Police Traffic Services program helps law enforcement agencies throughout the state to combat speeding by funding overtime enforcement for traffic patrol. The program also targets areas that have multiple highway safety problems. Below is an examination of progress toward last year's goals related to speeding-related crashes:

- **Goal:** To reduce the number of speeding-related crashes by three percent from 9,369 to 9,088.
Status: This goal was exceeded. Speeding-related crashes declined by 13.7% between 2004 and 2005. The 2005 number (8,083) is the lower than anytime in the last five years.
Goal: To reduce the number of speeding-related injury crashes by 7% from 3,035 to 2,823.
Status: This goal was also exceeded. Speeding-related injury crashes declined by 7.5% to 2,806 in 2005.
- **Goal:** To reduce the number of speeding-related fatal crashes to 155 or less.
Status: This goal was not achieved, with speeding-related fatal crashes increasing by 2% to 191.
- **Goal:** To reduce the percentage of fatal crashes that involve speeding to 18% or less.
Status: Unfortunately, speeding was a factor in nearly 22% of Kentucky's fatal crashes in 2005. This is virtually unchanged from 2004.

Police Traffic Services Program Grantees -- Law Enforcement

Federal 402 funds helped 19 local agencies to work overtime hours to combat speeding and other traffic violations. These agencies worked a total of 10,521 overtime hours, resulting in 17,103 speeding tickets, 287 DUI arrests, 3,219 seat belt citations, and 75 child restraint citations. These agencies also held a total of 110 traffic safety checkpoints during the grant year.

Kentucky State Police continued their Selective Traffic Enforcement Program, working 5,907 combined hours of overtime in the 16 Post areas throughout the state. This overtime generated 15,835 speeding citations, 82 DUI arrests, 140 child restraint citations, and 1,975 seat belt citations.

Equipment Distribution Program

Kentucky's LELs determined which agencies demonstrated an interest in participating in GHSP traffic enforcement mobilizations but did not have adequate speed enforcement

equipment to do so. As a result, they distributed 40 new Genesis hand-held radar units to local law enforcement agencies during FY 2006.

Mobilizations

After two years of participating in the Southeast Region's *100 Days of Summer Heat* mobilizations, the GHSP decided to conduct a shorter summer enforcement campaign unique to Kentucky. The resulting ***Blue Lights Across the Bluegrass*** campaign ran for the entire month of July. This campaign focused on the issues of speeding, impaired driving, and occupant protection by raising awareness of increased enforcement efforts through media.

Law Enforcement participation in this campaign increased dramatically (up 49%) from the previous year's summer-long campaign. ***Blue Lights Across the Bluegrass*** resulted in 225 agencies reporting a total of 29,923 speeding citations, 2,131 seat belt citations, 4,770 seat belt warnings (only warnings could be issued after July 12, 2006), 405 child restraint citations, 3,170 DUI arrests, and 21,026 other traffic violations. In addition, agencies reported 164 stolen vehicles recovered, 2,082 fugitives apprehended, 6,290 no insurance, and 3,469 drug arrests during the month of July.

The ***Blue Lights Across the Bluegrass*** campaign was officially announced at a press event held on June 30, 2006 at the Kentucky Welcome Center on I-64 in Shelby County. A large contingent of law enforcement was present, with speakers including Justice Cabinet Secretary Norman E. Arflack, Henderson Police Department Chief Ed Brady, president of the Kentucky Association of Chiefs of Police, Harrison County Sheriff Bruce Hampton, president of the Kentucky Sheriffs' Association, and Kentucky Vehicle Enforcement Commissioner Greg Howard.

Leadership and Management Training for Law Enforcement Traffic Supervisors

In this project, the Kentucky Department of Criminal Justice Training facilitated the introduction of a nationally recognized curriculum of Traffic Unit leadership and management to Kentucky's law enforcement community. Three 40-hour training blocks were held in different parts of the state in June and August. A total of 44 students went through the program, which was instructed largely by IPTM (Institute of Police Technology and Management) instructors. Topics covered included principles of selective traffic enforcement programs, supervision of traffic personnel, traffic project and program management and overview of innovative programs and technology. Student evaluations of the course were very positive.

Safe Communities Program

Safe Communities grantees were active in bringing together different individuals and agencies to analyze local traffic safety issues so that resources could be directed where they could be most beneficial. Each of the Safe Communities grantees continued programs begun in previous years, concentrating on expanding and enhancing local safety coalitions in order to educate at-risk individuals. Below is a summary of some of the accomplishments of those agencies that received 402 monies for Safe Communities Programs:

Barren River Health District

- Conducted a seat belt observational surveillance study on almost 8,000 vehicles in four counties. Published results on the Department's web site (<http://www.barrenriverhealth.org/>)
- Added monthly emergency department injury data from six participating hospitals to a database on injuries, treatments, and costs that begins with year 2000 data. Adding this data involves extensive reformatting and coding to allow the data to be queried.
- Created and distributed (through web site, health department branches, and partners) reader-friendly color fact sheets with the most current injury & occupant restraint data for counties within the district.
- Conducted eight focus group interviews with local high school students teens to gather qualitative data on why teens do or do not use seat belts, their attitudes about belt use, the various influences, and their opinions about ways to increase seat belt usage among their peers. Findings of the focus group project will be presented to partners and the public in the 2007 grant year, and development of interventions will follow.
- Made two poster presentations of hospital injury data and seat belt observation data at the National Lifesavers Conference in Austin, Texas.
- Submitted ten articles/press releases to area newspapers and radio stations on traffic safety-related topics, such as cell phone usage and seat belt survey results, winter driving, tips for parents of teen drivers, Kentucky's new primary seat belt and graduated driver licensing laws.
- Through regional teams, coordinated SAFE KIDS Coalitions, conducted child restraint offenders programs, and performed projects to increase seat belt and child restraint usage, including car seat check-ups, school programs, and safety displays and information/commodity distribution at community events.
- Performed 189 child car seat fittings and provided donated car seats on an appointment basis. A health educator also taught 11 offender classes to persons who requested this educational alternative to paying a fine resulting from a seat belt or child restraint ticket.

Madison County Health Department

- Coordinated the activities of the Madison County Safety Coalition, working with 22 different local partner groups to reach a broad spectrum of the population with safety educational messages. A total of 36 Coalition planning meetings were held during the grant year.
- Gave presentations on various traffic safety issues to over 5,200 individuals, including students, teachers, health care workers, community groups, and clubs.
- Distributed educational materials to over 13,000 individuals at member agencies, public and private health fairs, community events, schools, workplaces, police departments, and businesses.
- Distributed approximately 10,000 take-home packets for students of the Madison County School system, Berea Community School system and Model Laboratory school. Each packet contained information about the new primary seat belt law, graduated driver's licensing, and child passenger safety.
- Conducted county-wide seat belt surveys each month, resulting in approximately 26,500 observations in both urban and rural areas. By the end of the grant year, the average rate of use had increased to its highest level ever, 69.4%.
- Maintained a permanent CPS fitting station at the Health Department with four certified technicians. Conducted a total of six public check-up events in Richmond and Berea, as well as individual check-ups by appointment. Coalition members installed a total of 391 seats and 102 booster seats.
- Continued implementation of the "Always Buckle up Children in the Backseat" campaign by facilitating the placement of signs at all Madison County Schools, as well as
- Developed and worked on several community safety projects with students from Berea College and Eastern Kentucky University. One particularly notable project involves the Berea College Theater Department, whose costuming staff and students hand-make "Buckle Bear" plush toys to be given out at CPS checks.

Paid Media Report

Kentucky conducted five complete paid media campaigns in FY 2006, spending a total of over \$1,844,000. This total includes costs associated with creative development of new ads and fees paid to the state's media contractor, New West, LLC. Media campaigns were funded with a combination of 410, 405, and 157 Innovative and Incentive funds. Kentucky also participated in a number of earned media opportunities, which further boosted the value of the media efforts.

Holiday 2005 Campaign

For the Thanksgiving and Christmas/New Years periods, Kentucky ran television ads that had been developed for the Labor Day 2005 DUI media campaign. These ads emphasized law enforcement's commitment to arresting impaired drivers and utilized the ***You Drink & Drive. You Lose*** tagline. For Thanksgiving 2005, ads ran from November 21-28. Ads during the Christmas season ran from December 19, 2005 through January 2, 2006. The total budget for these combined periods was approximately \$250,000.

For both periods, the TV spots ran on network stations in five major markets, to provide broad coverage throughout the state. Six cable markets were also chosen to reach those areas not covered by network affiliates and add frequency in several major metro areas. Below are combined totals for both of these campaigns:

Markets	# Spots	# GRPs	Men 18-34 Audience	Reach	Frequency	Cost
Network TV						
Bowling Green	180	150/wk	24,700	76	6	\$19,291
Evansville (IN) / Henderson KY	462	200/wk	76,600	97	6	\$33,069
Lexington	402	200/wk	139,650	92	7	\$39,755
Louisville	379	200/wk	173,900	98	6	\$45,454
Paducah	126	100/wk	103,400	60	6	\$11,365
Total	1,549		518,250			\$148,934

Cable TV	# Spots	# households	Men 18-34 TRPs	Cost
Cincinnati DMA	1,316	90,500	973	\$16,096
Charleston DMA	4,556	73,920	3,225	\$24,012
Lexington DMA	660	194,400	622	\$9,316
Paducah DMA	2,922	55,611	1,942	\$15,406
Louisville DMA	906	272,785	1,525	\$17,842
Knoxville DMA	2,046	25,800	1,600	\$6,987
Total	12,406	713,016	9,871	\$89,659

Buckle Up in Your Truck
May 1-14, 2006



This media campaign ran in Kentucky as part of the Southeast Region’s Pickup Truck Demonstration Project. Advertising materials were produced by the Tombras Group for NHTSA. Kentucky utilized the “non-enforcement” versions of TV and radio spots, as well as a limited number of billboards. A detailed breakout of the media buy is shown below, and a summary is included in the next section:

	# Spots	GRPs	Audience	Reach	Frequency	Cost
Network TV			Men 18-34			
Bowling Green	92	125/wk	24,700	80%	3	\$9,703
Evansville (IN) / Henderson KY	150	125/wk	76,600	72%	4	\$11,420
Hazard (Tri-Cities/Knoxville)	116	115/wk	26,000	65%	4	\$8,743
Lexington	126	115/wk	139,650	74%	3	\$21,480
Louisville	150	125/wk	173,900	76%	3	\$19,550
Paducah	61	120/wk	103,400	65%	4	\$9,448
Network TV Subtotal	695		544,234			\$80,344
Radio						
Bowling Green	258	150/wk	25,600	56%	6	\$6,137
Lexington	490	170/wk	71,200	64%	5	\$13,289
Louisville	1,017	150/wk	121,100	59%	6	\$13,475
Outlying Markets	1,834	--	n/a	n/a	--	\$32,620
Radio Subtotal						\$65,521

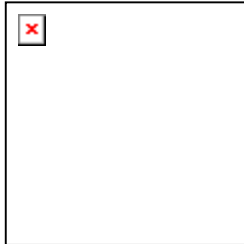
Cable TV	Spots	GRPs	Households	Men 18-34 TRPs	Cost
Knoxville/Tri-Cities DMA	228	100	7,800	977	\$1,862
Cincinnati DMA	1,098	200	90,500	633	\$10,344
Charleston DMA	4,568	200	79,920	2,534	\$20,489
Nashville DMA	1,430	200	21,000	1,126	\$17,765
Paducah DMA	1,795	100	59,511	2,091	\$7,948
Evansville DMA	1,430	--	52,051	2,439	\$8,033
Bowling Green DMA	568	100	38,000	737	\$3,825
Lexington DMA	2,423	150	363,200	13,989	\$39,685
Louisville DMA	1,246	100	72,792	435	\$23,936
Cable Subtotal	14,786		784,774	24,945	\$133,887

In addition, 37 billboards were purchased for a three-month term at an approximate cost of \$36,000. Billboards were purchased in 27 counties that were selected because of their very low belt usage. All boards displayed the “Make Your Truck Tougher” artwork. Spanish language print ads in two Hispanic newspapers were also purchased at a total cost of about \$1,200. These papers serve central Kentucky and the Louisville area and

publish every other week. One-half page ads were purchased for two consecutive issues of each publication.

“Buckle Up Kentucky: It’s the Law and It’s Enforced”

May 15--28, 2006



This campaign began immediately following the *Buckle Up in Your Truck* campaign. The television and radio spots were originally created in 2004 by Paul Schultz Advertising of Louisville for the May 2004 occupant protection campaign. The ads had been updated with the new Governor’s Highway Safety Program logo and a tag line that read, “In conjunction with the National Click it or Ticket campaign.” Details of the media buy are indicated below:

	# Spots	GRPs	Audience	Reach	Frequency	Cost
Network TV			Men 18-34			
Bowling Green	92	125/wk	24,700	80%	3	\$9,533
Evansville (IN) / Henderson KY	141	125/wk	76,600	71%	4	\$11,420
Hazard (Tri-Cities/Knoxville)	117	125/wk	26,000	75%	3	\$8,743
Lexington	143	115/wk	139,650	65%	4	\$21,097
Louisville	168	125/wk	173,900	79%	3	\$20,166
Paducah	61	120/wk	103,400	65%	4	\$9,448
Network TV Subtotal	722		544,234			\$80,407
Radio						
Bowling Green	258	165/wk	25,600	56%	6	\$6,630
Lexington	490	170/wk	71,200	64%	5	\$13,289
Louisville	1,017	175/wk	121,100	59%	6	\$13,475
Outlying Markets	1,834	--	n/a	n/a	--	\$32,620
Radio Subtotal						\$66,014

Cable TV	Spots	GRPs	Households	Men 18-34 TRPs	Cost
Knoxville DMA	228	100/wk	7,800	401	\$1,862
Cincinnati DMA	1,098	200/wk	90,500	792	\$10,344
Charleston DMA	4,568	200/wk	79,920	2,799	\$20,489
Nashville DMA	1,430	200/wk	21,000	1601	\$17,765
Paducah DMA	1,795	100/wk	59,511	1201	\$7,948
Evansville DMA	1,430	100/wk	52,051	1206	\$8,033
Bowling Green DMA	568	100/wk	38,000	402	\$3,825
Lexington DMA	2,423	150/wk	363,200	2017	\$39,685
Louisville DMA	1,246	100/wk	72,792	1201	\$23,936
Cable Subtotal	14,786		784,774	11,604	\$133,887

May Promotional Opportunities

“Get Caught Buckled Up” program with Arby’s. In addition to the above media, the GHSP purchased some additional radio and network television spots in the Lexington area for a promotion with Arby’s Restaurants. This promotion was designed to remind and reward the public to “Get Caught Buckled Up.” The promotion offered a coupon for a free Pepsi to those going through the drive-through with their seat belt on at any of 52 participating Arby’s restaurants.

The Arby’s promotion, which cost approximately \$40,000, included the following: production of a 30-second TV and radio commercial featuring “Officer Don” (a well-known local traffic reporter), TV and radio air time for the period May 15-May 28, 2006, printing and distribution of coupons to participating restaurants, information for franchise owners and employees about the campaign, and a presence on WKQQ’s web site about the Arby’s promotional and a related web contest. Approximately 142 spots were aired on WLEX-TV and 198 spots aired on the radio stations WBLU, WKQQ and WLKT.

McDonald’s “Seat Belts Pay Off” campaign.

Kentucky cooperated in a similar promotional opportunity with the states of West Virginia and Ohio and McDonald’s franchises. This program, coordinated by the West Virginia Governor’s Highway Safety Program, involved a total of 83 McDonald’s restaurants in the tri-state area for a two-hour period on a single day (May 25, 2006) during the national “Click it or Ticket” mobilization. Twenty-one of these McDonald’s locations are in eastern Kentucky.

The promotion involved volunteer teams from law enforcement, fire fighting, and the medical community stationed at drive-through windows checking to see if drivers and their passengers were buckled up. Those who were wearing seat belts received food coupons and key chains as a reward. Those who weren’t buckled up were handed educational materials about seat belts and encouraged to use them.

The costs associated with the promotion were limited to about \$500 for Kentucky. This helped pay for the literature that was printed (with all three states' logos) for handing out during the event. McDonald's provided the food coupons and each State highway safety office sent out press releases to publicize the event. This successful program presented a unique opportunity for cooperation among partners in the tri-state area to positively influence public behavior and raise awareness of the value of seat belts.

Summary: The above data show that in these back-to-back media campaigns, the media dollars were directed in an almost identical manner, with television being the primary means of advertising. Cable was relied on heavily to reach areas not well-covered by network TV and also to add frequency in high-priority markets, as cable provides strong ratings with the younger male demographic. Radio formats chosen were primarily county and rock. Urban and Hispanic radio was purchased where available.

For the pickup truck campaign, a total of \$315,752 was spent on media buys: approximately 25% for network TV ads, 42% for cable TV ads, 21% for radio ads, and 12% for billboards. For the Buckle Up Kentucky campaign, a total of \$320,308 went towards the purchase of media time (including the Arby's promotional) – approximately 35% on network TV, 42% on cable TV, 23% on radio.

A post-buy analysis was conducted for both of the above campaigns. This analysis indicated that even though the number of spots aired was very close to those projected, the desired GRP's were not delivered. As a result, the applicable networks agreed to run additional ads in the future to make up these GRP's. Kentucky's media contractor will also use this analysis in placing future network buys so that programming choices can be made that will deliver higher ratings among the target audience.

Evaluation: The Kentucky Transportation Center of the University of Kentucky conducted an evaluation of the *Buckle Up Kentucky: It's the Law and It's Enforced* campaign (including *Buckle Up in Your Truck*) in the spring and summer of 2006. The evaluation involved conducting observations of seat belt usage at a sample of locations across the state, documenting enforcement and media activities, comparing the number of fatal and injury crashes during the enforcement period with previous years, and conducting random sample telephone surveys of drivers.

Seat belt usage at a mini-sample set of 21 locations (compared to 200 sites for the full statewide survey) found that usage increased from a baseline level of 67.3% to 67.9% during the enforcement phase of the campaign. The amount of increase during enforcement compared to the baseline has decreased over the last four years. Upon completion of the full 200-site statewide survey, the seat belt usage rate was determined to be 67.2%.

Telephone surveys were conducted to determine the effect of the advertising and enforcement campaigns on driver behavior and attitudes. The first set of surveys was

conducted between April 12 and May 4, 2006 before the *Buckle Up in Your Truck* campaign began. Calls for the post-campaign survey were made from June 6-27, 2006. A target of 350 completed telephone interviews was set for the pre- and post-campaign surveys. An over-sample target of 350 interviews was used in each wave with drivers whose primary vehicle is a pickup truck.

The telephone surveys showed that the publicity was effective in informing drivers of the campaign. There was a statistically significant increase in both sets of drivers who stated they had seen or heard about activities related to seat belt usage and pickup trucks in the last 30 days. Other significant changes for both sets of drivers were a knowledge of an increase in special efforts for seatbelt ticketing, a knowledge that police can stop a driver for just a seat belt violation, and an awareness that police are ticketing more often.

The percentage of drivers who stated they wore their seat belt either all or most of the time was substantially higher than what has been found in observational surveys. There was an increase in this percentage in all drivers after the campaign. Increased awareness and the seat belt law were most often given as the reasons for this increase.

Almost all drivers (over 90%) interviewed were aware that Kentucky has a law requiring seat belt use. Slightly over 60% of drivers were aware of the current primary law. About 60% of all drivers and slightly more than half of pickup truck drivers thought police should be able to stop a driver for just a safety belt violation. Only about 8% of all drivers and 10% of pickup drivers reported receiving a ticket for not wearing a seat belt.

The telephone surveys revealed several differences in the responses of all drivers compared to pickup drivers, including the following:

- a higher percentage of males drive pickup trucks.
- the frequency of driving is higher for pickup drivers, but the frequency of wearing a seat belt is lower
- a higher increase in safety belt usage during the previous 30 days for pickup drivers
- a smaller percentage of pickup drivers felt there should be a primary law
- a smaller percentage of pickup drivers felt enforcement of belt laws was important.

The evaluation included a comparison of crash, fatality and injury data occurring in Kentucky during the enforcement period of the “Buckle Up Kentucky: It’s the Law and It’s Enforced” campaign with those occurring during the 14-day enforcement period for the previous three years around the Memorial Day holiday. The numbers of injuries and injury crashes in 2006 were slightly lower than the average of the previous three years, while the numbers of fatalities, fatal crashes, and total crashes were higher.

The complete evaluation report can be found on the internet at the following address:
http://www.ktc.uky.edu/Reports/KTC_06_17_KSP1_06_11.pdf.

BLUE LIGHTS

ACROSS THE

BLUEGRASS

July 1 – July 31, 2006

The *Blue Lights Across the Bluegrass* campaign was developed to support a month-long traffic safety mobilization focused on speeding, impaired driving, and occupant protection. This campaign was

developed as a Kentucky alternative to the southeast region's *100 Days of Summer Heat* campaign. Television and radio spots were produced to run the following weeks: June 29 – July 4, July 17 – July 23, and July 31 – August 6, 2006. This strategy was used to more efficiently stretch the campaign throughout the month. The following chart shows the media buy details:

	# Spots	GRPs	Audience	Reach	Frequency	Cost
Network TV			Men 18-34			
Bowling Green	330	150/wk	24,700	78%	6	\$18,207
Evansville (IN) / Henderson KY	465	150/wk	76,600	86%	5	\$27,710
Hazard (Tri-Cities/Knoxville)	166	150/wk	26,000	75%	6	\$12,512
Lexington	522	150/wk	139,650	86%	5	\$36,593
Louisville	299	150/wk	173,900	95%	5	\$38,403
Paducah	146	150/wk	103,400	80%	6	\$14,688
Network TV Subtotal	1,928		544,234			\$148,113
Radio						
Bowling Green	729	200/wk	25,600	86%	14	\$14,036
Lexington	839	200/wk	71,200	83%	17	\$25,132
Louisville	1,134	150/wk	121,100	84%	15	\$38,403
Outlying Markets	5,321	--	n/a	--	--	\$66,609
Radio Subtotal	8,023					\$144,180

Cable TV	Spots	Households	Men 18-34 TRPs	Cost
Cincinnati DMA	926	90,500	563	\$13,898
Charleston DMA	4,925	79,920	1,306	\$25,288
Nashville DMA	1,313	31,300	596	\$15,300
Cable Subtotal	7,164	784,774	2,449	\$54,486

The total cost for the media buy for this campaign was \$346,779. Creative costs to develop the commercials added an additional \$91,500 to the cost. The campaign got an additional boost from bonus time offered by the Network TV stations. A total of 880 bonus spots ran during the final week of the campaign. The tables above indicate that approximately 43% of the media expenditure was directed toward network TV, 42% to radio, and only 16% to cable. Because of the duration of the campaign, network TV and radio ads achieved both high reach and frequency with the target audience.



August 14—September 4, 2006

This campaign utilized a TV and radio spot that the GHSP had produced during the summer of 2005. Due to the new *Drunk Driving: Over the Limit, Under Arrest* tag line, a new closing had to be filmed/recorded. This closing featured Kentucky's Governor, Ernie Fletcher. These commercials aired from Wednesday through Sunday only from August 14 through September 4 (Labor Day). Below is the detailed media buy recap:

	# Spots	GRPs	Audience	Reach	Frequency	Cost
Network TV			Men 18-34			
Lexington	508	150/wk	139,650	86%	6	\$34,145
Louisville	477	150/wk	173,900	88%	6	\$34,540
Network TV Subtotal	985					\$68,685
Radio						
Bowling Green	616	200/wk	25,600	78%	13	\$10,087
Lexington	648	150/wk	71,200	83%	11	\$16,288
Louisville	875	150/wk	121,100	85%	17	\$18,437
Outlying Markets	2,079	--	n/a	--	--	\$42,938
Radio Subtotal	4,218					\$87,750

Cable TV	Spots	Households	Men 18-34 TRPs	Cost
Cincinnati DMA	861	90,500	794	\$15,836
Charleston DMA	3245	73,920	2,525	\$19,367
Evansville DMA	872	31,451	862	\$8,313
Lexington DMA	3,918	194,400	3,925	\$31,786
Paducah DMA	2084	55,611	1,545	\$14,752
Bowling Green DMA	788	23,000	578	\$4,628
Louisville DMA	2,777	272,785	2,470	\$27,655
Knoxville DMA	1608	7,800	1,314	\$5,929
Cable Subtotal	16,153			\$128,266

The total cost of the media buy for this campaign was \$284,701. Because this campaign was very targeted to the young male demographic, cable TV was the most heavily-relied upon medium, comprising about 45% of the media dollars. Radio made up about 31% of the media budget, while 24% was devoted to network TV.

Fall Seat Belt Radio Campaign

This campaign consisted of three radio spots that ran on rotation from September 12 through October 2, 2006. The purpose was to remind people about the new primary seat belt law in a period when fatalities typically rise and to fill in a gap between the DUI media campaigns that ran during the Labor Day and holiday periods. The ads ran again in the FY07 fiscal year, from October 30 through November 20, 2006, although all media costs were paid in FY06. The total media buy cost about \$258,000, which was paid out of Section 403 funds as part of the ongoing seat belt demonstration project. Creative costs to record the spots cost approximately \$4,700. A large share of the spots were aired in outlying markets, which are along the Kentucky border and contain counties with particularly low belt usage. These outlying markets were: Charleston, WV/Ashland, Evansville, IN/Owensboro, Paducah, Knoxville TN/Hazard, and Nashville. Below are the details for the entire campaign:

Radio	# Spots	GRPs	Audience	Reach	Frequency	Cost
Bowling Green	212	200/wk	25,600	85%	5	\$26,102
Lexington	224	188/wk	71,200	84%	4	\$50,543
Louisville	324	193/wk	121,100	85%	5	\$47,266
Outlying Markets	1,200	--	n/a	--	--	\$134,341
Radio Subtotal	1,960					\$258,252.00

Special Media Opportunities

Kentucky Speedway

The Governor's Highway Safety Program entered into an advertising and promotional agreement with the Kentucky Speedway, located in Sparta (Northern Kentucky). The Kentucky Speedway is a 66,089-seat racing venue that hosts races from the ARCA RE/MAX Series, NASCAR Busch Series, NASCAR Craftsman Truck Series, and the Indy Racing League IndyCar Series. The Speedway hosts between 30 and 50 events each year with annual attendance over 250,000.

This \$50,000 annual contract (paid with 405 funds) allowed advertising of highway safety messages through multiple media points and informational booths. GHSP messages were displayed through the following at each racing event held at the Kentucky Speedway: a trackside billboard (14'x48'), full page full color program ad, commercial display space (20'x30'), closed circuit TV spots, five PA announcements, and 30-second TV spots on Fox Sports Network's Kentucky Speedway Racing Report.

During events that are televised live from the Speedway, it is estimated that the viewing audience is over 1.3 million. Advertising through this media outlet facilitated the GHSP reaching an identified market of Kentuckians who are between the ages of 15 and 34. This group represents 47% of Kentucky's fatal crash victims.

Action Sports Media

The Governor's Highway Safety Program also entered into a contract with Action Sports Media for a one-year contract for sign and video messaging at Rupp Arena in downtown Lexington. Rupp Arena is a 23,000 seat venue that hosts events including the University of Kentucky Men's and Women's Basketball games, high school "Sweet 16" games, musical concerts, family shows, and Kentucky Horsemen indoor football games. The total cost of this advertising contract was \$38,000, and included the following platforms for highway safety and GHSP messaging:

- Four 3' x 20' revolution panels located under each video board
- Video board features during games, including three instant replays per game and one customized video feature per game
- Five large parking booth signs and two post signs outside of Rupp Arena
- Messaging rights on two matrix boards of the adjoining Hyatt Hotel
- The opportunity to set up information tables at four events per year at Rupp Arena or the Lexington Convention Center

Rupp Arena proved to be a very worthwhile venue. The total attendance at games during the University of Kentucky Men's Basketball season alone was over 340,000. It is estimated that the program generated over 5 million exposures through the various messages that were placed inside and outside the arena. A variety of messages and logos were used, including the GHSP program logo, *Buckle Up in Your Truck*, *You Drink & Drive, You Lose*, and *Take the Lead ... Be a Designated Driver*.

Crash Data / Trends

Number of Fatalities	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005
	856	846	865	869	819	823	843	917	931	964	985
Fatality Rate (per 100 million VMT)	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005
	2.1	2.0	1.9	1.9	1.7	1.8	1.8	2.0	2.0	2.1	2.1
Number of Injuries	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005
	55,465	55,909	56,342	52,952	54,951	53,129	49,919	49,329	46,966	44,986	43,295
Fatality & Serious Injury Rate per 100 million VMT	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005
	25.1	23	21.1	19	19.2	19.6	17.3	17	15.4	14.5	14.4
Fatality Rate Per 100K Population	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005
	22.2	21.8	22.1	22.1	20.7	20	20.6	22.2	22.5	23.3	23.6
Fatal & Serious Injury Rate per 100K population	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005
	266.1	258.2	243.3	224.4	231.7	226.7	195.8	192.9	175.4	165.0	163.7
Number of Alcohol Related Fatalities	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005
	278	256	234	205	222	196	172	209	178	199	204
Percent of All Fatalities that are Alcohol-Related	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005
	32.5%	30.3%	27.1%	23.6%	27.1%	23.8%	20.4%	22.8%	19.1%	21.0%	20.7%
Alcohol Related Fatality Rate per 100 million VMT	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005
	0.68	0.61	0.52	0.44	0.46	0.42	0.37	0.5	0.38	0.42	0.43
Percent of Front Seat Occupants Using Safety Belts	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
	55.0%	54.0%	54.0%	58.6%	59.8%	61.9%	62.0%	65.5%	66.0%	66.7%	67.2%
Child Restraint Usage (<Age 4)	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
	79%	82%	80%	89%	87%	89%	93%	95%	96%	94.4%	94.0%
Number of Motor Vehicle Crashes	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005
	127,653	134,558	134,161	125,698	132,216	135,079	130,190	130,347	129,831	133,718	128,685

Motorcyclist Fatalities

1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005
21	27	29	27	44	36	57	43	58	64	89

Pedestrian Fatalities

1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005
60	56	65	67	58	52	54	54	58	48	56

Financial Summary												
(Expended Funds)												
	402	405 (J2)	405 (K2)	410 (J8)	410 (K8)	J2 PM	J8 PM	157 Innov	157 Incen	2003b	Total	% of Total
Planning & Administration	\$140,461										\$140,461	2.6%
Traffic Records	\$3,335										\$3,335	0.1%
Impaired Driving	\$649,139			\$310,199	\$617,578		\$96,963				#####	31.5%
Occupant Protection	\$844,244	\$240,682	\$383,272			#####		\$95,419	\$248,178	\$9,135	#####	45.0%
Pedestrians	\$0										\$0	0.0%
Bicycle Safety	\$38,000										\$38,000	0.7%
Safe Communities	\$115,982										\$115,982	2.2%
Motorcycles	\$0										\$0	0.0%
Police Traffic Services	\$869,966										\$869,966	16.4%
EMS	\$0										\$0	0.0%
Accident Investigation	\$29,003										\$29,003	0.5%
Roadway Safety	\$54,555										\$54,555	1.0%
Data	\$0											

TOTAL

