

# **FY 2016 Annual Report**

**Kentucky Office of Highway Safety**



**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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*Printed with Federal Funds.  
December 2016*

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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 serious injuries and serve as a vital link in the Commonwealth's chain of 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 7.1 percent during the last year, from 127,326 in 2014 to 136,338 in 2015. After a number of years showing a decrease, and the lowest total in recent history (60 years) during 2013, the number of

fatalities in Kentucky increased again this past year by 13.2%, from 672 in 2014 to 761 in 2015. As a result, Kentucky's fatality rate per 100 million vehicle miles traveled (VMT) also increased from 1.40 in 2014 to 1.56 in 2015. By comparison, the national fatality rate is 1.12.

Most of the performance measures graphed on the following pages exhibit improving trends in recent years. Kentucky experienced an increase in the number and rate of both serious and fatal crash. This data indicates that the increased traffic volume, a slight increase in less seat belt use and roadway departure crashes attributed chiefly.

\* Crash Data source – NHTSA State Traffic Safety Information (STSI),  
Kentucky CRASH Database/KY Collision Facts Reports

## Kentucky Crash Data / Trends

<b>Number of Fatalities</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>
	791	760	720	746	638	672	761
<b>Number of Rural Fatalities</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>
	645	552	559	582	494	517	593
<b>Number of Urban Fatalities</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>
	146	208	161	164	144	155	168
<b>Number of Unrestrained Fatalities</b> (all seating positions)	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>
	352	310	306	309	245	285	308
<b>Crash Rate</b> (per 100 million VMT)	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>
	267	265	265	265	262	265	279
<b>Fatality Rate</b> (per 100 million VMT)	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>
	1.67	1.58	1.50	1.58	1.36	1.40	1.56
<b>Number of Serious Injuries</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>
	4,491	4,057	3,873	3,825	3,175	3,154	3,175
<b>Fatality &amp; Serious Injury Rate</b> (per 100 million VMT)	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>
	11.2	10.0	9.5	9.7	8.1	8.0	8.1
<b>Fatality Rate Per 100K Population</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>
	18.3	17.5	16.5	17.0	14.5	15.2	17.2
<b>Fatal &amp; Serious Injury Rate</b> (per 100K population)	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>
	122.4	111.0	105.1	104.4	86.9	86.7	88.9
<b>Number of Alcohol Related Fatalities</b> (operator with .08+ BAC)	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>
	192	168	172	169	167	171	192
<b>Percent of Fatalities - Alcohol-Related</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>
	24%	22%	24%	23%	26%	25%	25%
<b>Alcohol Related Fatality Rate</b> (per 100 million VMT)	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>
	0.41	0.35	0.36	0.36	0.35	0.36	0.39
<b>Speeding-related crashes</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>
	7,278	7,141	7,180	6,343	6,494	6,899	6,730
<b>Speeding-related fatalities</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>
	154	154	141	151	125	125	140

<b>Percent of Front Seat Occupants Using Safety Belts</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>
	80.3%	82.2%	83.7%	85.0%	86.1%	86.7%	86.5%
<b>Number of Motor Vehicle Crashes</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>
	126,237	127,456	127,524	124,844	123,258	127,326	136,338
<b>Motorcycle-involved crashes</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>
	1,915	1,961	1,839	1,967	1,689	1,658	1,727
<b>Motorcycle-Involved Fatal Crashes</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>
	85	92	71	105	86	81	90
<b>Motorcyclist Fatalities</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>
	86	96	71	106	87	86	91
<b>Unhelmeted Motorcyclist Fatalities</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>
	50	58	42	68	59	48	61
<b>Fatal Crashes Involving Drivers Age &lt; 20</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>
	133	114	86	88	80	79	89
<b>Pedestrian Fatalities</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>
	41	61	50	49	55	57	67
<b>Bicycle Fatalities</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>
	5	7	2	6	3	4	7

\* Crash Data source – NHTSA State Traffic Safety Information (STSI),  
Kentucky CRASH Database/KY Collision Facts Reports



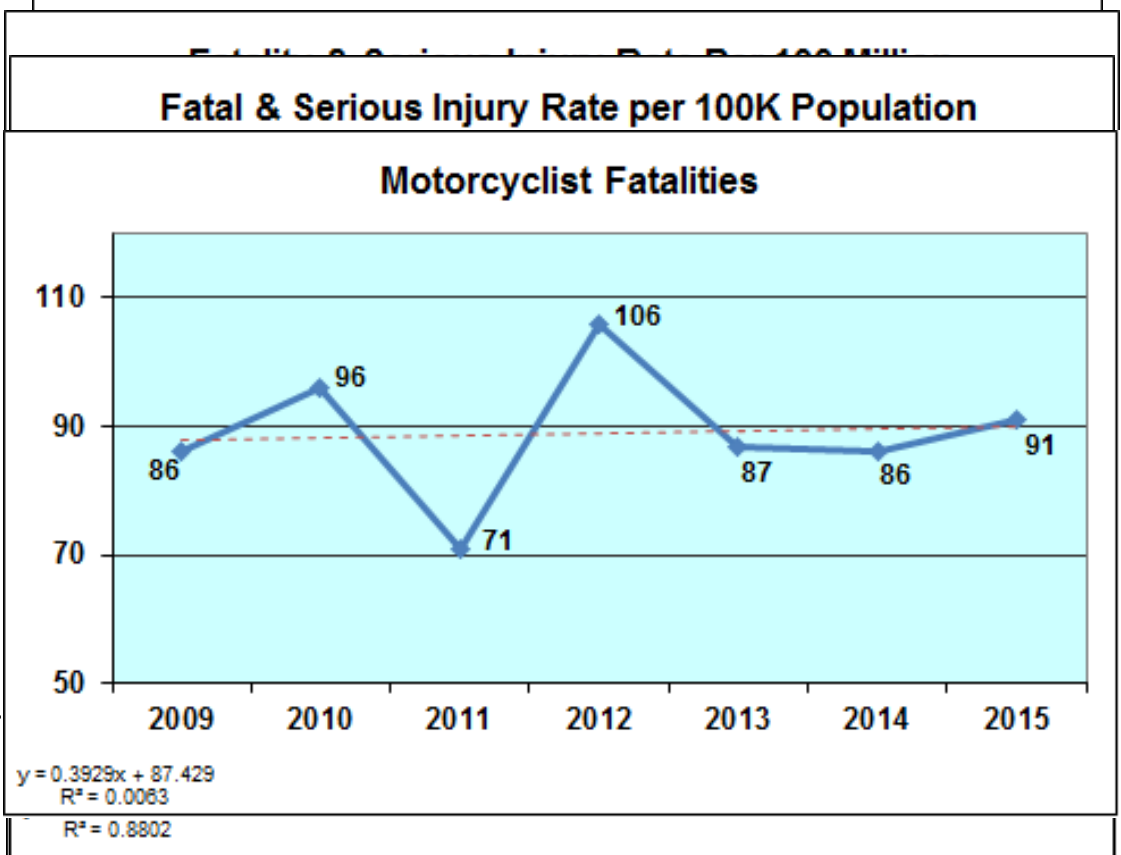
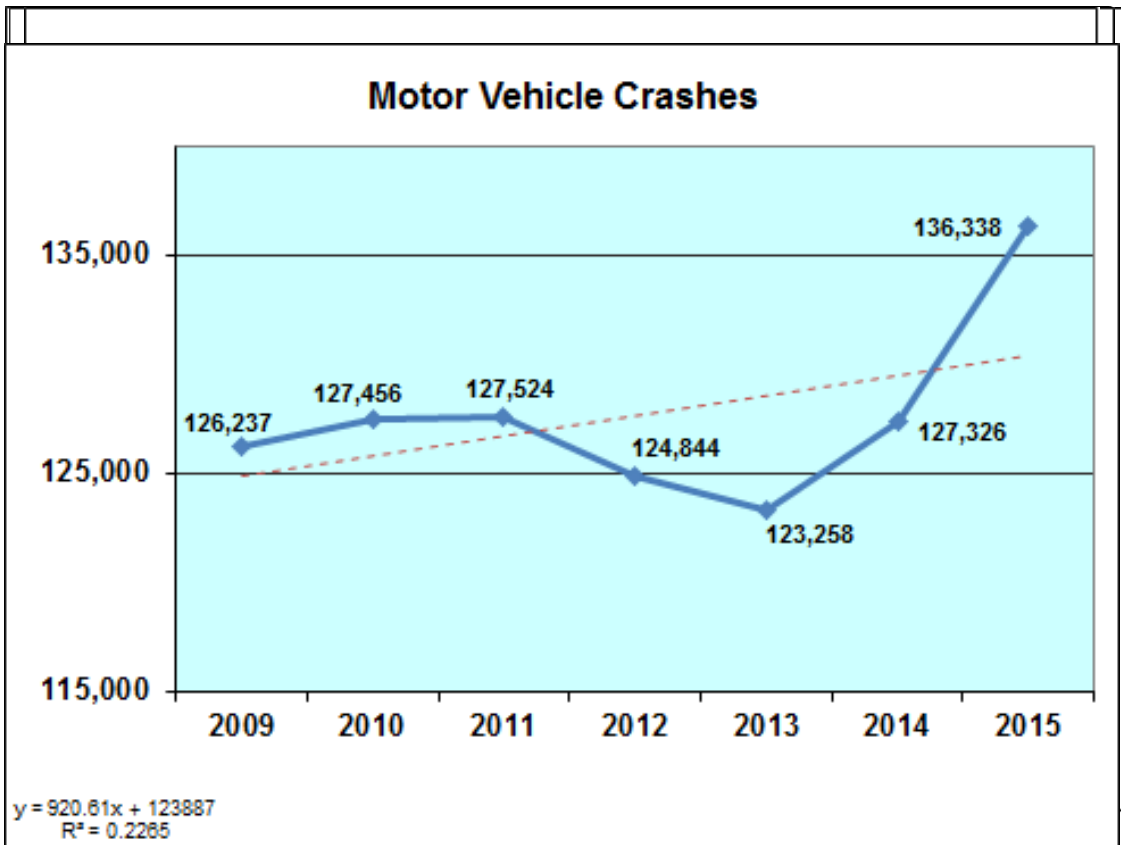








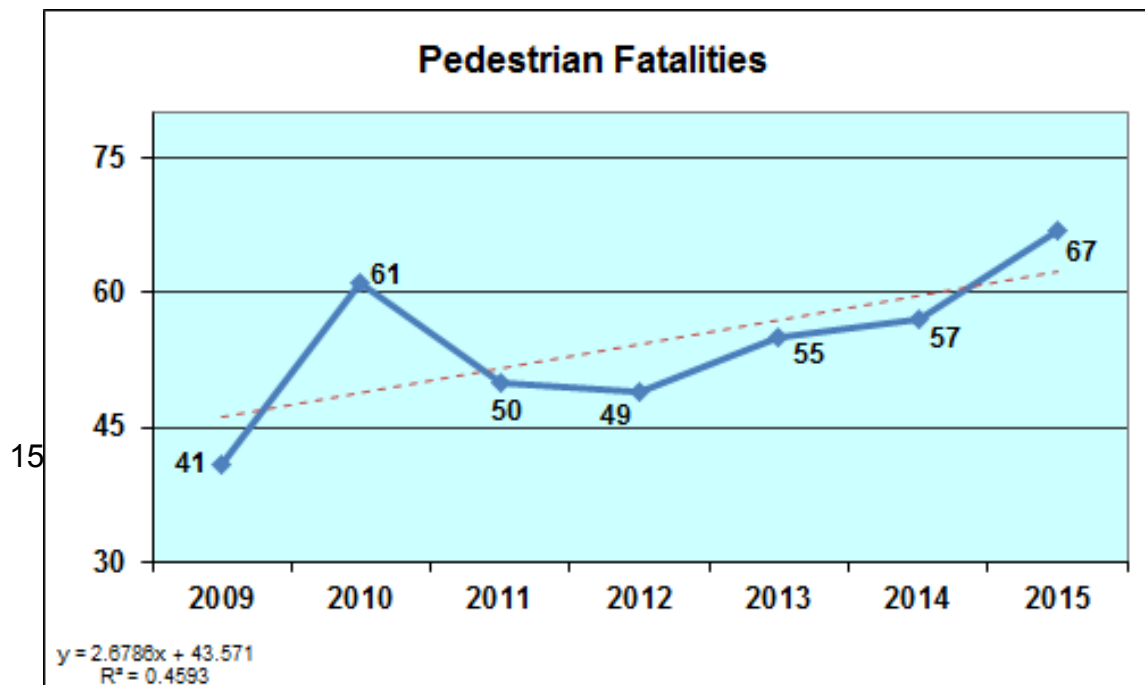
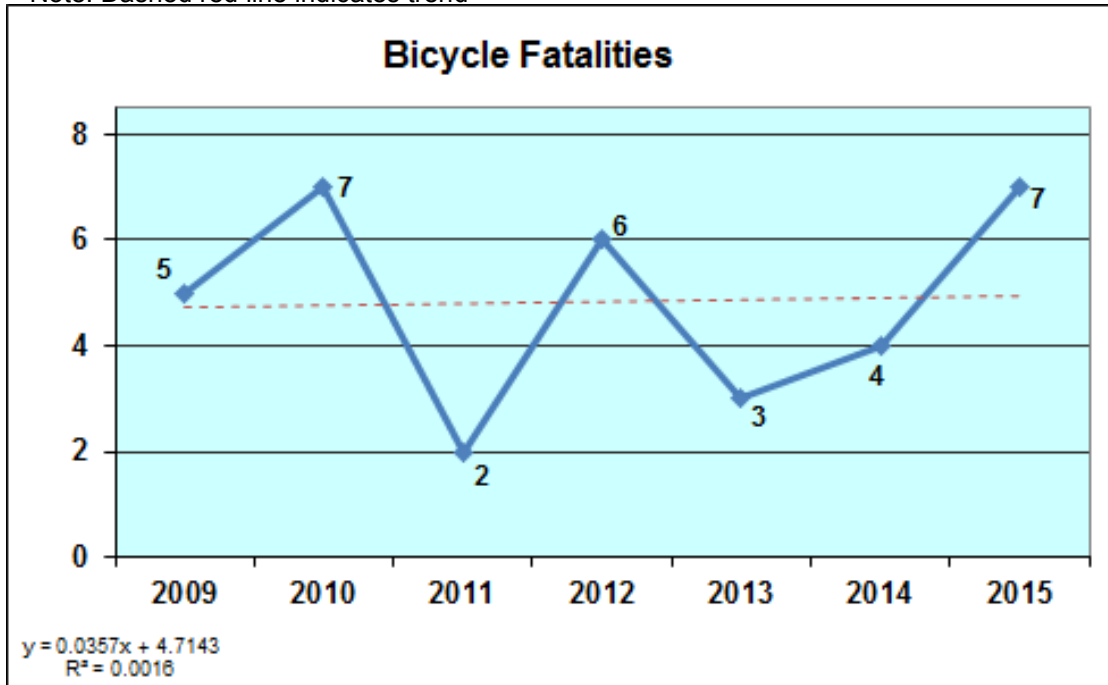




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Note: Dashed red line indicates trend  
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\* Crash Data source – NHTSA State Traffic Safety Information (STSI).

## Fiscal Year 2016 Performance Goal Statements/Status

### Core Outcome Measures

1. To decrease fatalities 1% from the 2010-2014 calendar base year average of 707 to 700 by December 31, 2016; from 700 to 693 by December 31, 2017; and from 693 to 686 by December 31, 2018.

**Status:** Based on the 2011-2015 average, there were 707 fatalities. This represents no change from the 2010-2014 calendar base year average. The current 2016 fatalities are 12% higher than 2015 fatal crashes.

2. To decrease serious traffic injuries 3% from the 2010-2014 calendar base year average of 3,617 to 3,508 by December 31, 2016; from 3,508 to 3,403 by December 31, 2017; and from 3,403 to 3,301 by December 31, 2018.

**Status:** Based on the 2011-2015 average, there were 3,440 serious traffic injuries. This represents a decrease of 5% from the 2010-2014 calendar base year average of 3,617.

3. To decrease fatalities/100M VMT 1% from the 2010-2014 calendar base year average rate of 1.48 to 1.47 by December 31, 2016; to 1.46 by December 31, 2017; and to 1.35 by December 31, 2018.

**Status:** Based on the 2011-2015 average, the fatalities/100M VMT rate was 1.48. This represents no change from the 2010-2014 calendar base year average.

4. To decrease rural fatalities 1% from the 2010-2014 calendar base year average of 541 to 536 by December 31, 2016; from 536 to 531 by December 31, 2017; and from 531 to 526 by December 31, 2018.

**Status:** Based on the 2011-2015 average, there were 549 rural fatalities. This represents an increase of 1% from the 2010-2014 calendar base year average of 541. Fatalities continue to be an issue in rural Kentucky, and a major focus within the Office of Highway Safety to bring this number down.

5. To decrease urban fatalities 3% from the 2010-2014 calendar base year average of 166 to 161 by December 31, 2016; from 161 to 156 by December 31, 2017; and from 156 to 151 by December 31, 2018.



**Status:** Based on the 2011-2015 average, there were 158 urban fatalities. This represents a decrease of 4.8% from the 2010-2014 calendar base year average of 166.

6. To decrease unrestrained passenger vehicle occupant fatalities in all seating positions 1% from the 2010-2014 calendar base year average of 291 to 288 by December 31, 2016; from 288 to 285 by December 31, 2017; and from 285 to 282 by December 31, 2018.

**Status:** Based on the 2011-2015 average, there were 291 unrestrained passenger vehicle occupant fatalities in all seating positions. This represents no change from the 2010-2014 calendar base year average.

7. To decrease alcohol-impaired driving fatalities 1% from the 2010-2014 calendar base year average of 169 to 167 by December 31, 2016; from 167 to 165 by December 31, 2017; and from 165 to 163 by December 31, 2018.

**Status:** Based on the 2010-2015 average, there were 174 alcohol-impaired driving fatalities. This represents an increase 2.9% from the 2010-2014 calendar base year average of 169. The goal is still to move towards decreasing this total.

8. To decrease speeding-related fatalities 1% from the 2010-2014 calendar base year average of 139 to 138 by December 31, 2016; from 138 to 137 by December 31, 2017; and to 136 by December 31, 2018.

**Status:** Based on the 2011-2015 average, there were 136 speeding-related fatalities. This represents a decrease of 2% from the 2010-2014 calendar base year average of 139.

9. To decrease motorcyclist fatalities 1% from the 2010-2014 calendar base year average of 89 to 88 by December 31, 2016; from 88 to 87 by December 31, 2017; and from 87 to 86 by December 31, 2018.

**Status:** Based on the 2011-2015 average, there were 89 motorcyclist fatalities. This represents a decrease of 1% from the 2010-2014 calendar base year average of 89.

10. To decrease un-helmeted motorcyclist fatalities 1% from the 2010-2014 calendar base year average of 55 to 54 by December 31, 2016; from 54 to 53 by December 31, 2017; and from 53 to 52 by December 31, 2018.

**Status:** Based on the 2011-2015 average, there were 56 un-helmeted motorcyclist fatalities. This represents an increase of 1.8% from the 2010-2014 calendar base year average of 55.

11. To decrease fatal crashes involving drivers age 20 or younger by 3% from the 2010-2014 calendar base year average of 89 to 86 by December 31, 2016; from 86 to 83 by December 31, 2017; and from 83 to 81 by December 31, 2018.

**Status:** Based on the 2011-2015 average, there were 84 fatal crashes involving drivers age 20 or younger. This represents a decrease of 5.6% from the 2010-2014 calendar base year average of 89.

12. To decrease pedestrian fatalities 1% from the 2010-2014 calendar base year average of 54 to 53 by December 31, 2016; from 53 to 52 by December 31, 2017; and from 52 to 51 by December 31, 2018.

**Status:** Based on the 2011-2015 average, there were 56 pedestrian fatalities. This represents an increase of 3.5% from the 2010-2014 calendar base year average of 56.

13. To decrease bicycle fatalities 20% from the 2010-2014 calendar base year average of 4 to 3 by December 31, 2016; from 3 to 2 by December 31, 2017; and from 2 to 1 by December 31, 2018.

**Status:** Based on the 2011-2015 average, there were 4 bicycle fatalities. This represents no change from the 2010-2014 calendar base year average.

### **Activity Measures**

1. To increase the number of seat belt citations during grant-funded enforcement activities by 2% from the 2013-2015 calendar base year average of 32,179 to 32,823 by December 31, 2017.

**Status:** A total of 20,780 seat belt citations were issued during grant-funded overtime during 2016.

2. To increase the number of DUI arrests during grant-funded enforcement activities by 2% from the 2013-2015 calendar base year average of 3,261 to 3,326 by December 31, 2017.

**Status:** A total of 3,209 DUI arrests were made during grant-funded overtime during 2016.

3. To increase the number of speeding citations during grant-funded enforcement activities by 2% from the 2013-2015 calendar base year average of 34,653 to 35,346 by December 31, 2017.

**Status:** A total of 31,345 speeding citations were issued during grant-funded overtime during 2016.

### **Core Behavior Measure**

14. To increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles from the 2015 average usage rate of 86.7% to 87% by December 31, 2016; to 88% by December 31, 2017; and to 89% by December 31, 2018.

**Status:** The 2016 safety belt usage survey results indicate 86.5% usage for front seat occupants. While there was a very slight decrease, and no significant change.

### **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 134 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 44 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 44 law enforcement agencies for heightened enforcement specifically during the 2015 “Drive Sober or Get Pulled Over” mobilization.
- Provided federal funding for 13 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.
- KOHS Education branch conducted 91 programs. Emphasis was placed on the top 20 counties based on crash rate data for distracted driving, occupant protection and impaired driver education. This will be continued in the next calendar year.
- 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

During the 2016 session of Kentucky General Assembly, KOHS drafted emergency regulations under 601 KAR 2:030E to implement the Ignition Interlock bill. Additionally, the Office convened a stakeholder process including vendors, state agency representatives and officers of the court to address concerns over judicial applications of the indigent fund and statewide distribution of installation sites. Additionally, the Office educated the Kentucky Judicial College on the device and administrative process of ignition interlock licensing.

KOHS supported SB 302, an amendment to KRS.189A to suspend driver's licenses for failing to install an ignition interlock device within 30 days. It passed out of the transportation committee but stalled in the judiciary committee. The Office will support future legislative action until its successful enactment.

KOHS supported HB 113, to lengthen the lookback time for DUI convictions, however the bill did not pass committee. KOHS adopted a neutral position on HB 121, the three-foot rule requiring motorists to safely pass bicycles. The Office supports further activity on this, as there are plans for the legislation to be reintroduced in the 2017 legislative session.

## **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 2016 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 2016 were funded with Section 402 and Section 410 funds for 116 local law enforcement agencies, as well as Kentucky State Police who have statewide jurisdiction.

These agencies worked a combined total of 35276.10 patrol overtime hours resulting in 2648 DUI arrests, 7925 other arrests, 28,663 speeding citations, 18,022 safety belt citations, 843 child restraint citations and 54,309 other citations during the grant year. In addition, these grantees worked at 238 traffic safety checkpoints resulting in 122 DUI arrests, 283 other arrests, 30 speeding citations, 100 seat belt citations, 12 child restraint citations and 439 other citations.



## Impaired Driving Enforcement Mobilization

Kentucky coordinated two major mobilizations focused on impaired driving in FY 2016 in conjunction with the national “Drive Sober or Get Pulled Over” mobilization, from December 16, 2015 through January 2, 2016 and August 19 through September 7, 2016.

A total of 250 law enforcement agencies participated in the August mobilization and reported their enforcement data to the Office of Highway Safety. A total of 1324.25 checkpoint hours were conducted during this 18-day period. Between checkpoints and patrol enforcement, the mobilization resulted in the following arrests/citations:

DUI Arrests:	947	Safety Belts:	4913
Felony arrests:	2064	Child Restraints:	254
Drug Arrests:	453	No Insurance:	3718
Fugitives Apprehended:	1959	Reckless Driving:	545
Suspended Licenses:	1430	Other Traffic Violations:	17175
Speeding:	8263	Stolen Vehicles Recovered:	296

A press conference was held in the city of Radcliff to present Radcliff Police Department’s new safety patrol vehicle that they had won at the Kentucky Lifesavers Conference which was held in Louisville Kentucky. Radcliff beat out 49 other departments and received a grant that awarded them \$50,000 to use towards the purchase of a safety patrol vehicle.







Above: Dr. Noelle Hunter director of the KOHS speaks at a press event in Northern Kentucky to promote the Drive Sober or Get Pulled Over campaign in Northern Kentucky.

**ID PAID MEDIA PAGES: 52, 68, 71, 72, 77, 78, 80, 82, 83, 84**

## **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 24-26, 2016, which was attended by over 700 prosecutors.
- Presented one “Protecting Lives, Saving Futures” training session in December 8-10, 2015, which focused on the effective detection and prosecution of DUI. This session was held in Lexington 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 7-9, 2016 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 Cadiz, KY on June 21-23, 2016. 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; SFST Review for Prosecutors and Law Enforcement, DRE case summaries, jury instructions and continued updates to the Prosecutor’s Trial Manual. Additionally, state and national DUI and traffic safety news stories are updated weekly. The website has grown to almost 500 users. Information is downloaded on an average of 282mb of data each month. This represents a

significant amount of files and sustains what we experienced in last grant cycle. In addition, the website generates an average of over 32,000 unique views a month.

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.

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

On December 12, 2016, the Kentucky Office of Highway Safety hosted the annual Governor’s Impaired Driving Enforcement Awards. The event was held at the Hyatt Regency Hotel in Lexington, KY. Noelle Hunter, Executive Director of the Kentucky Office of Highway Safety, welcomed the attendees. Remarks were made by Richard Sanders, Commissioner of the Kentucky State Police and journalist Amber Philpott of WKYT. Executive Director Office of Highway Safety, Noelle Hunter presented the awards. The event honored 204 officers from 173 law enforcement agencies for their outstanding achievements in enforcement to reduce impaired driving during FY 2016.

### **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. FY2016 project activities included the following:

Held one seven-day DRE class, which was preceded by a two-day DRE Pre School. A total of 12 DRE candidates passed both phases of instruction. The class of twelve candidates went on to complete all of their required evaluations during a drug task force in Los Angeles, California in September.

Conducted two recertification classes which allowed 21 DREs to renew their certification credentials. 6 additional DRE’s got recertified by attending the National Conference on Drugs, Alcohol and Impaired Driving in Denver, Colorado.

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. Ten 16-hour ARIDE courses were held this year, with a total of 213 officers attending.

The State Coordinator and 5 DRE Instructors/Regional Coordinators attended the National Conference on Drugs, Alcohol and Impaired Driving in Denver, Colorado.

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.

### **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 2016, 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.

Currently there are 12 Kentucky State Police officers that are trained to inspect potential IID installation and monitoring locations. As of December 2016, 105 sites have been inspected and 84 have passed and are ready to install.

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 October 2016, there were 850 valid ignition interlock licenses in the Commonwealth of Kentucky.

Attachments:

SB133.doc      Kentucky Ignition  
Interlock RFQ revise

### **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

Since the KY Office of Highway Safety took over the HERO Program, there has been a total of 439 establishments that have signed up to participate in the HERO Program. 12 new establishments have been signed up during 2016 for the program and 7 events were attended where a HERO informational booth was setup.

As of November 1, 2016, the HERO Program will no longer be administered by the Kentucky Office of Highway Safety due to budgetary constraints and the program is no

longer an “effective countermeasure” in which to advance our mission within this office. Responsibilities of the program will be turned over to the Kentucky State Police.

## **Occupant Protection Program**

### **Grants to Law Enforcement**

The Office of Highway Safety utilized Section 402 funds to support occupant protection overtime enforcement programs for 19 law enforcement agencies. These grantees worked a total of 5,190.5 overtime hours, issuing a total of 6,025 seat belt citations and 300 child restraint citations. In addition, these grantees issued a total of 1,952 speeding citations, 8,123 other traffic citations, and made 149 DUI arrests and 790 other arrests during their grant-funded hours, which included 5 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 23 through June 5, 2016.

A total of 199 law enforcement agencies reported the following activity for the two-week campaign period. Enforcement results are summarized below:

DUI Arrests:	1,091		Child Restraints:	361
Felony Arrests:	1,767		No Insurance	3,240
Fugitives Apprehended:	1,531		Reckless Driving:	384
Speeding:	6,337		Suspended Licenses:	1,206
Other Traffic Violations:	15,414		Stolen Vehicles Recovered:	138
Safety Belts:	8,750			



Pictured left is a Kentucky State Trooper speaking at a CIOT press event in Louisville Kentucky.

## May Mobilization Grants

A total of \$72,345.75 in MAP-21 Section 405b funding was expended by law enforcement agencies solely for officer overtime during the 2016 “Click It or Ticket” Mobilization. A total of 44 agencies utilized this additional funding, including Kentucky State Police and Kentucky Commercial Vehicle Enforcement.

These agencies worked a combined total of 2,934 overtime hours of traffic patrol during which they issued 4,238 seat belt citations, 182 child restraint citations, 1,256 speeding citations, 3,872 other citations and also made 67 DUI arrests and 258 other arrests.





Pictured above is Cheryl Parker, AAA Corporate Public Affairs Manager speaking in Northern Kentucky at a CIOT press event.

PAID MEDIA PAGES: 50, 51, 58, 60, 62, 72, 75, 76, 78, 80, 84, 86, 87

### **Law Enforcement Liaisons**

Kentucky has four Law Enforcement Liaisons (LEL's) which are contract employees for The Kentucky Association of Chiefs of Police (KACP). They are assigned to the Kentucky Office of Highway Safety (KOHS). They are responsible for fostering positive law enforcement relationships in their respective regions of the state. In 2016 Kentucky's LELs continued to build strong relationships with law enforcement agencies and other partners in traffic safety in an effort to promote greater sustained traffic enforcement and participation in the traffic safety mobilizations. In FY 2016, the LELs made visits to city, county, university, and state agencies. These visits were instrumental in identifying and selecting agencies interested in funding for special traffic

enforcement efforts. The following is a summary of events attended or coordinated by the LEL's.

- ❖ 600 + Site visits
- ❖ 125 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
- ❖ 9 Media events and press conferences
- ❖ 13 Below100 trainings conducted
- ❖ 340 trained in Below100
- ❖ 1 Train the Trainer Below100 training conducted
- ❖ 38 Trained Below 100 instructors

The LELs assist the grant program managers by working one-on-one with Kentucky's police chiefs, sheriffs, state police 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 administering the agency's grant. Kentucky's LELs are also a valuable resource in the grant agency selection process by providing detailed information on an agency's equipment needs, manpower, and dedication to aggressive enforcement. Using a team concept, both the LELs and program managers work closely together conducting site visits and grant monitoring and making recommendations to agencies on how they can best achieve the goals outlined in their grant. Using the resources of the KOHS, the LEL's provide crash maps to law enforcement agencies that will assist them in identifying high crash areas and enhance efforts to reduce crash injuries and fatalities.

Promoting the Below 100 training program has been a major emphasis for the Kentucky LEL programs this past grant year. In an effort to enhance grassroots support for the training an instructor's course was held in Louisville in March of 2016. Thirty eight students were trained from 37 agencies across the state of Kentucky and one from West Virginia. These Below 100 instructors will assist the LELs with training and conduct Below 100 classes across the state. It is possible this may be a best practice model for other states that are beginning a Below 100 training program for law enforcement. In addition to Kentucky officers, these classes included officers from West Virginia, Virginia, and Ohio. Moving forward, Below 100 training classes are planned for the last quarter of 2016. Additional training will be conducted in 2017 to expand the Below 100 training to law enforcement across the state.

The LELs recruit law enforcement partners in areas with highway safety needs and provide technical assistance to these agencies in conducting high visibility enforcement programs. The LELs 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-Drug. This 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 LELs in neighboring states to coordinate both enforcement and media highway safety activities. The LELs serve as a resource to both state and local law enforcement for traffic safety equipment aimed at increasing law enforcement participation and reporting results of enforcement campaigns.

Grantees and 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 both national mobilizations. Participants were invited for lunch immediately following the meetings; they received program enhancement items (if available). These area briefings are also an opportunity for both state and local law enforcement to plan joint enforcement activities as well as to promote border-to-border impaired driving enforcement 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. The LELs frequently attend border to border checkpoints and nighttime enforcement events to support law enforcement and obtain photos and material for earned media. 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 LELs 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 law enforcement officers are recognized for their efforts in enforcing impaired driving and occupant protection throughout the year. They are nominated by their respective chiefs and sheriffs. The LELs also assist with the planning and organization of both award programs.

The LEL's encourage local agencies to promote their enforcement efforts by using various outlets such as earned and social media in addition to coordinating regional press events. The major emphasis this year was effective use of social media. These media efforts focus on both Click it or Ticket and Drive Sober or Get Pulled Over Campaigns and other aspects of the agencies Highway Safety Programs. The 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. Law enforcement

liaisons assist with the planning and organization of the regional media events in addition to enhancing law enforcement participation in the regional media events.

The LELs meet monthly with the KACP treasurer and submit activity reports for the past month as well as their expenses. These meetings provide an opportunity for the LEL's to exchange ideas and to share any experiences or problems that may have occurred. The LEL's also meet regularly with the staff at the KOHS. These meetings are generally for planning and strategy. The LEL's also serve on various committees within the KOHS, such as planning the Kentucky Lifesavers Conference and the Governors Highway Safety Association annual conference. The LEL's conduct training for the Orientation for new Police Chiefs at the Department of Criminal Justice Training as part of the chiefs required in-service training.

The following is a list of various meetings and Conferences the Kentucky LEL's attended.

- ❖ National Lifesavers Conference in Long Beach Calif., March 2016
- ❖ Kentucky Lifesavers Conference March 2016
- ❖ KACP Conference in August 2016
- ❖ Governor's Highway Safety Association meeting in August 2016
- ❖ The International Association of Chiefs of Police Conference in October 2016.
- ❖ Drugged Driving Summit Sponsored by AAA in Cincinnati OH.
- ❖ Kentucky Sheriff's Conference September 2016
- ❖ KSPPA Conference 2016

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

On July 27, 2016, the Kentucky Office of Highway Safety hosted the 2015 Governor's Occupant Protection Awards Ceremony at the Hyatt Regency in Lexington honoring 148 law enforcement officers from 133 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 18,758 seat belt, child restraint and booster seat citations from June 11, 2015 through June 10, 2016.

Dr. Noelle Hunter, Executive Director of the Division of Highway Safety Programs, welcomed the group and congratulating the group of officers following remarks by Susan Moody, President of the Concerns of Police Survivors (C.O.P.S.).

## 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 2016 grant year, Kosair Children's Hospital hosted 6 National Certification classes, and certified 73 new technicians across Western Kentucky.

Educational presentations regarding seat belts and child booster seats, as well as, traffic safety were provided to 9,523 students in Kindergarten and second graders at the end of the school year and showed a 13% increase in knowledge from the pretest. Kosair Children's Hospital supports 3 car seat fitting stations across Jefferson County and educated 696 caregivers on proper installations, distributed 78 car seats. Additionally, 67 special needs seats for casting and premature babies were loaned.



*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 and other staff members completed this year include:

- November 2015: Rachel Bedwell became a certified CPST, which makes a total of 3 CPSTs at Marshall County Health Department.
- March 2016: Life Savers Conference: CEUs obtained by Rachel Bedwell, Jenny Dortch and Marie Emery
- June 2016: Rachel Bedwell, Jenny Dortch and Marie Emery participated in a car seat check-up event at Imani Church in Lexington, KY and obtained their 5 seat check-offs for recertification.
- October 2015: Marie Emery and Jenny Dortch set up and worked a child passenger safety exhibit at the Paducah Head Start Safety Night on the Robert Cherry Civic Center in Paducah, KY.
- November 2015: Marie Emery and Jenny Dortch set up and worked a child passenger safety exhibit at the 2 day Jackson Purchase Medical Health Fair.
- November 2015: Jenny Dortch presented on child passenger safety and distracted driving at the Murray Head Start parent meeting and presented to Murray State University students on Occupant Protection in their Foundations of Community Health course.
- January & February 2016: Marie Emery worked with the child protective services staff and the on proper car seat usage for transporting children (2 groups)

- March 2016: Hosted a Marshall County Community Baby Shower to demonstrate proper car seat usage. 36 community partners' participated and 41 public attendees.
- April 2016: Jenny Dortch wrote an article on distracted driving and it was published in the local newspaper.
- April - September 2016: Educated 60 caregivers on proper car seat usage on-site.

In Addition:

- Rollover simulator events held in conjunction with Area 1 Conservation Districts, KSP and KOHS: of these 4 events, 690 middle and high school students, 452 elementary students, 71 volunteers and various teachers participated.
- Participated in 7 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. Of these events 494 middle school students, 626 elementary students and 119 high school students were in attendance.
- Conducted 28 seatbelt surveys in 4 western Kentucky counties (Calloway, Graves, Marshall, and McCracken) that were in the Top 40.
- Continued a partnership with Murray State University Department of Agriculture to educate students about seat belt usage and distracted driving dangers by hosting FFA Field Day for high school students. Approximately 750 students and faculty were in attendance.
- Presented Sweet 16 at the Hickman County High School Sweet 16 program.

**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 FY2016, 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 2016, 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 15 more students were wearing their seatbelt after educational events were conducted throughout the CVADD region.
- Conducted ten educational programs to increase seatbelt usage at seven elementary/middle and high schools in the CVADD region.
- Provide/Assisted with seventeen 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 Kentucky Lifesavers Conference in Louisville, KY and performing the required number of supervised car seat installations.
- Assisted with 3 CPS classes and one recertification class 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 five health departments and three teenage mother programs 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. 96 car seats have been inspected at the CVADD office building.
- Assisted with local law enforcement at thirteen public events and educational programs in the CVADD region.
- Maintained 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 2016. CVADD assisted with 17 child



passenger safety events in conjunction with the Kentucky State Police to maintain the 98% in the CVADD region. During these events 57 seats were given to parents/caregivers that had defected seats or expired seats.

### **Pike County Health Department**

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 and other staff members completed this year include:

- Distributed education material on how to properly transport children and demonstrated proper installation techniques while providing information pertaining to child passenger safety laws, and NHTSA's best practices to: WIC receipts on site, Pikeville Seniors/caregivers, Shelby Seniors/caregivers, parents at the Belfry site, Kemper Seniors/caregivers, WIC recipients at the Pikeville site
- Child Passenger Safety and seat belt educational booth held at: Southside Mall on Health and Safety Day, and the Belfry Health Department
- 2-day educational booth set-up at the 40<sup>th</sup> Annual Hillbilly Days. Approximately 680 people stopped by the booth to receive information.
- Booster seat and school bus safety education provided in conjunction with Trooper Steven Mounts, KVE Jamie Fields to: 38 Head Start students at Johns Creek School, 36 Head Start students at Elkhorn Elementary, 56 Head Start students at Millard Elementary, 18 Headstart students at Feds Creek Elementary, 36 Head Start students and 60 Kindergarten students and 58 first grade students at Bevins Elementary, 36 Head Start students and 54 Kindergarten students and 58 first grade students at Southside Elementary, 18 Head Start and 23 Kindergarten and 22 first grade students at Kimper Elementary, 57 Head Start students and 68 Kindergarten students and 62 first grade students at Phelps Elementary schools. The students are presented with a junior badge at the conclusion of the program with the promise to make sure everyone in their car buckles up. The students are always very excited and engaged. Total of 700 students (Head Start is a national program promoting educational advancement for low-income students.)

- Seat belt education presented to 59 4<sup>th</sup> graders and 80 5<sup>th</sup> and 6<sup>th</sup> graders at Elkhorn School. The discussion was why everyone in the car should wear s seat belt.
- Seat belt education to 38 6<sup>th</sup> graders at Feds Creek Elementary.
- Provided highway safety demonstration at the Elkhorn Elementary Career and Safety Day. 418 students K-6 attended.
- Held a CPS and seat belt safety booth at: the Health and Safety Fair at Myers Towers with 42 participants, Blackberry Senior Citizens Health and Safety Fair, Pikeville City Safety Event with 62 participants, the Pepsi Health and Safety Fair with 42 participants, and the grand opening of the Farmer’s Market.

## **Police Traffic Services Program**

### **Grants to Law Enforcement**

Federal 402 funds supported 113 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 35,513 patrol overtime hours, resulting in 3206 DUI arrests, 9,806 other arrests, 31,147 speeding citations, 20,461 seat belt citations, 910 child restraint citations, 105 texting/distracted citations and 56,943 other citations.



**PT PAID MEDIA PAGES: See entire media plan**

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.

## **2016 Kentucky LifeSaver's**



The Kentucky Office of Highway Safety hosted the 12<sup>th</sup> Kentucky Lifesavers Conference in Louisville Kentucky. This year's event was at the Galt House in Louisville, Kentucky on March 22-24, 2016. 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 conference 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.

## **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 2016 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 7,000+ 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 in September 2016. 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 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 1,340 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.

Lloyd Jordison presented at the 2016 National Lifesavers Conference.

- Maintained an e-mail distribution list and Facebook page for the Madison County Safety Coalition.
- 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. Lloyd attend the 2016 Safe Communities America National conference in Chicago.
- The Madison County Health Department hosted a celebration for their Safe Communities Re-Accreditation. The celebration consisted of a Safety Boulevard in which various exhibitors set up booths with the topic of safety. They a representative from fire, police, EMS, Park Rangers Squad, etc. They recognized 24 first responders at this event.

### **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.

Since 2015 there have been 451 organizations that have taken advantage of this free service to use within their own communities. In 2016 alone there have been 352 organizations that have requested materials on the Yellow Dot Program.

As of November 1, 2016, the Yellow Dot Program will no longer be administered by the Kentucky Office of Highway Safety due to budgetary constraints and the program is no longer an "effective countermeasure" in which to advance our mission within this office. The Kentucky Board of EMS will continue the program.

### **Pedestrian/Bicycle Safety**

This program was established to enhance pedestrian and bicycle safety thru public awareness and education, in order to reduce the overall pedestrian and bicycle crash and fatality rates in Kentucky.

This is being done thru the following ways:

- Maintain and update the pedestrian and bicycle safety education web page on the KOHS website
- Continue working relationships/partnerships with pedestrian and bicycle programs or organizations in high impact areas in the state including the 403 grant city of Louisville.
- Provide educational materials through community outreach programs in the high impact areas of the state.
- Provide safety education, updates, videos, and/or tips once a week through social media posts.

Due to Kentucky having a low rate (1.2%) of pedestrian/bicycle injury and fatal crashes among all injury and fatal crashes statewide, activity with the program during 2016 has been very low and no educational events have taken place. Only educational information has been sent out upon request from different community organizations. Activity with the Louisville Metro Pedestrian Grant has been monitored throughout the year though.

### **Louisville Metro Government**

In 2014 Louisville Metro was awarded a NHTSA 403 grant for \$307,000; 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

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

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

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 and Citation/Adjudication. During the 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. Data was then incorporated into an annual report. The project developed and successfully tested an online interface for the submission of quantitative metric data. Suggestions for improvements to the online interface were then obtained.

The overarching goal of the project is to improve the accuracy and effectiveness of the traffic records databases. During FY2016, the project met the following goals and objectives:



1.) It collected quantitative and other data on the metrics from the liaison responsible for each databases;

2.) It requested descriptions of current weaknesses in the traffic records systems along with suggestions for improvements.

3.) It identified with quantitative data several areas of progress. It also identified areas without progress from year to year in the quality of traffic records data as evidenced by the metrics. It found that the introduction of new software is associated with a loss of timeliness during the first year.

4.) It developed, tested and deployed an online interface for soliciting and gathering data from a wide array of individuals across the member agencies of KTRAC. Suggestions for refinements were noted, which will be addressed during this year. These refinements will provide greater convenience for individuals to provide more timely and useful information on the metrics.

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.

### **Kentucky Injury Prevention and Research Center (KIPRC) - Enhance Completeness and Accuracy of KY Motor Vehicle Trauma Registry Data**

FY 2016 saw additional progress in the expansion of the state trauma registry system. The most important achievement during this grant year was to conduct a statewide trauma system performance evaluation, an achievement that was made possible by grant support for data analyst staff and enhancements to the trauma registry data. While the project continues to maintain system participation levels and slightly increase the number of records reported, some participating facilities struggled to meet reporting requirements in a health care environment of dramatic change and fiscal stress. Facilities have been identified in need of targeted assistance and are confident that both the quality and quantity of reporting will improve in the upcoming grant year.

During FY2016, the project met the following goals and objectives:

1.) Improve completeness of trauma data reporting system by adding 4 hospitals

Status: Net increase of one hospital, three pending

The number of reporting facilities fell short of our goal because three hospitals that had planned to initiate reporting lacked adequate data management resources. They

attributed this staffing issue to the implementation of the new International Classification of Diseases version 10 (ICD-10-CM), which required extensive training and re-programming. One important secondary trauma care center (Hazard ARH) was unable to fill its trauma program manager position for several months, and that hospital's reporting remains in arrears. Two small rural hospitals have ceased providing inpatient care.

2.) Increase number of cases reported to 13,000. Status: Total of 13,035 records

3.) Improve timeliness and completeness of reports by updating and upgrading state data system software. Status: Performed comprehensive system evaluation; identified and executed upgrades; reviewed and corrected inconsistencies in reported data.

4.) Provide training for trauma registrars and other trauma system staff.

Status: Provided seven educational programs at regional sites across the state for trauma registrars, program managers, and clinical staff.

5.) Add trauma registry data fields to support development of uniform performance indicators in consultation with trauma system clinical leadership

Status: Identified latent fields representing data that were entered routinely but not included in reports; fields were moved to reporting status.

The KY Trauma Registry Report for 2015 can be found here: <http://www.mc.uky.edu/kiprc/programs/trauma-registry/annual-reports/2015.pdf>

### **Kentucky Injury Prevention and Research Center (KIPRC) - CRASH-FARS-Death Certificate Integration**

This project successfully linked 5 years of FARS data files with Kentucky's death certificate files. It achieved a match rate of 90% of FARS records matched to a KY death certificate, a rate which exceeds previously reported results from other jurisdictions. Those involved believe this improvement is a result of first matching FARS records to the KY CRASH file to obtain additional information by which to match FARS and death records. The table below shows the number and percentage of FARS records that were matched uniquely to a death certificate for each year from 2010 to 2014.

Year	FARS records	Number matched	Percent matched
2010	759	707	93.1
2011	720	627	87.1

2012	744	651	87.5
2013	638	567	88.9
2014	668	606	90.7

During FY2016, the project met the following goals and objectives:

- 1.) To increase by approximately 2,500 the number of individual-level fatal CRASH records linked with FARS and Kentucky death certificate records.
- 2.) To increase by 5 the number of years for which CRASH, FARS and Kentucky death certificate files have been linked.

**Kentucky Injury Prevention and Research Center (KIPRC) -  
CRASH-Hospital Integration (CODES)**

This project completed linkage and validation for 2014 CRASH, hospital and emergency department (ED) files. Final results include 2,595 crash participants linked to a hospital inpatient record and 35,953 crash participants linked to an ED record. These results are consistent with expectations based on integration of data files for previous years.

Using linked CRASH, hospital and inpatient databases for 2010 to 2013, reports were created at the highway district level showing numbers of hospital discharges and ED visits, and associated charges, by several dimensions including expected payer, restraint use, motorcycle helmet use, driver contributing factor, and more. The reports were designed to be automated and can easily be produced for future years of linked data.

During FY2016, the project met the following goals and objectives:

- 1.) To increase by approximately 2,000 the number of individual-level CRASH records that have been linked with a Kentucky inpatient hospital record.
- 2.) To increase by approximately 35,000 then number of individual-level CRASH records that have been linked with a Kentucky outpatient hospital record.
- 3.) To increase by 1 the number of years for which CRASH and inpatient hospital databases have been linked.
- 4.) To increase by 1 the number of years for which CRASH and outpatient hospital files have been linked.
- 5.) To increase the number and percentage of individuals who report who report they were able to access needed information on medical charges resulting from traffic crashes in Kentucky through our report. - Partially met. Reports were created and published via KIPRC web site. The test audience was highway district safety personnel, and based on their feedback this particular audience may be better served by a report oriented around roadway sections.

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

During the FY2016 Grant period KBEMS was able to meet all objectives set forth in the grant agreement. KBEMS continued work with EMS partners to increase the number of agencies submitting to the Kentucky EMS Information System (KEMSIS).

During FY2016, the project met the following goals and objectives:

- 1.) KBEMS realized an increase in the number of agencies submitting to the KEMSIS project from 25% to 96% during the project period.
- 2.) KBEMS transitioned to the NEMSIS Version 3. For the first time in history they have consistent reports from EMS services across 11 different software platforms.
- 3.) KBEMS conducted training on the importance of data quality and completeness at Kentucky Ambulance Provider Association Meetings, EMS Administrator forums, the Kentucky EMS Conference and Exposition.
- 4.) KBEMS staff participated in conversations with multiple stakeholders such as the Kentucky Injury Prevention Research Center (KIPRC), Kentucky Transportation Cabinet, Kentucky Department for Public Health, University of Kentucky Healthcare, Kentucky Cabinet for Health and Family Services, and others. Each entity expressed interest in different parts of the prehospital care report data. Some of these conversations resulted in development of ad hoc reports while others progressed to a full integration between KEMSIS and their respective system. No data sharing agreements were executed during the grant period as stakeholder engagement is still ongoing.

### **Paid Media Report**

In FY 2016, Kentucky conducted five major paid media campaigns - occupant protection, motorcycle helmet safety, sharing the road with motorcycles, summer traffic enforcement and impaired driving. Smaller campaigns supplemented these messages, as well as smaller distracted driving campaigns.

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 “Share the Road with Motorcycles” campaign ran in the spring, 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.

Marketing agencies Doe Anderson and Red7e, along with iHeart Media, were utilized for media development and ad placement. iHeart was also utilized when budget restrictions allowed only one medium, so radio (plus digital streaming) was chosen to target drivers in the vehicles.

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

**Distracted Driving awareness campaign**  
**October 2015 (based around Teen Driver Safety Week)**  
**\$50,750 in FHWA funds**  
**Program number 8942301N**



A radio campaign promoted distracted driving awareness and “U Drive. U Text. U Pay.” NHTSA’s “End of Conversation” radio spot was used along with a spot featuring Transportation Cabinet employee Nancy Wood, whose daughter, Brianna, was severely injured by a distracted driver.

**TARGETED COUNTIES:**

- Top 40 counties with distracted driving-related crashes and fatalities

**TARGET AUDIENCES:**

- Adults 18-34
- Teen Drivers

**EARNED MEDIA:**

A press release was distributed statewide announcing the campaign with the radio spots attached. Transportation Cabinet employee Nancy Wood conducted media

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

**PAID MEDIA:**

**Radio 30-second spots plus digital streaming:**

22,740 messages

Matching 1 for 1 bonus

\$49,900

Metro radio coverage and digital streaming in Lexington, Louisville and Cincinnati

- 1,560 spots plus bonus

Non-metro radio coverage and digital streaming in Pikeville/Eastern Kentucky and Bowling Green/Western Kentucky

- 580 paid spots plus bonus

Kentucky News Network

- 120 paid spots plus bonus x 79 affiliates = 18,960 messages
- Audio news release

Kentucky Sports Radio

- 20 paid spots plus bonus x 40 affiliates = 1,640 messages (extra bonus spots)

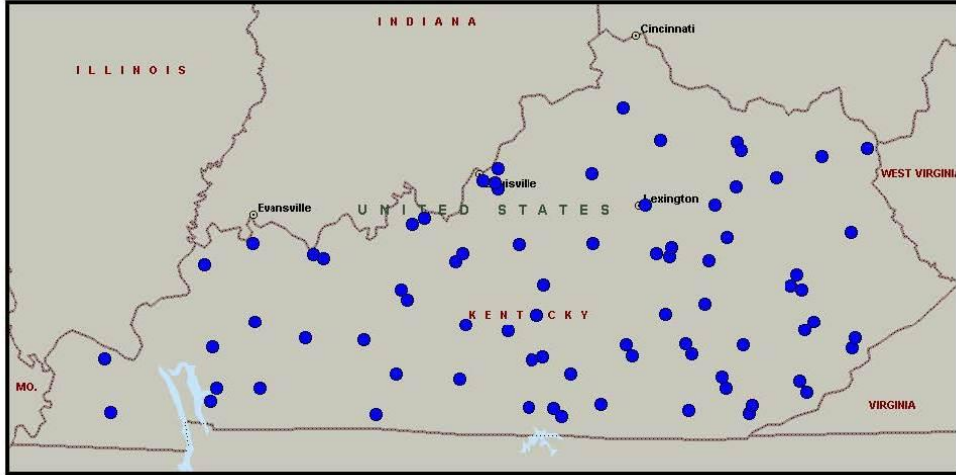


*Nancy Wood with daughter Brianna.*



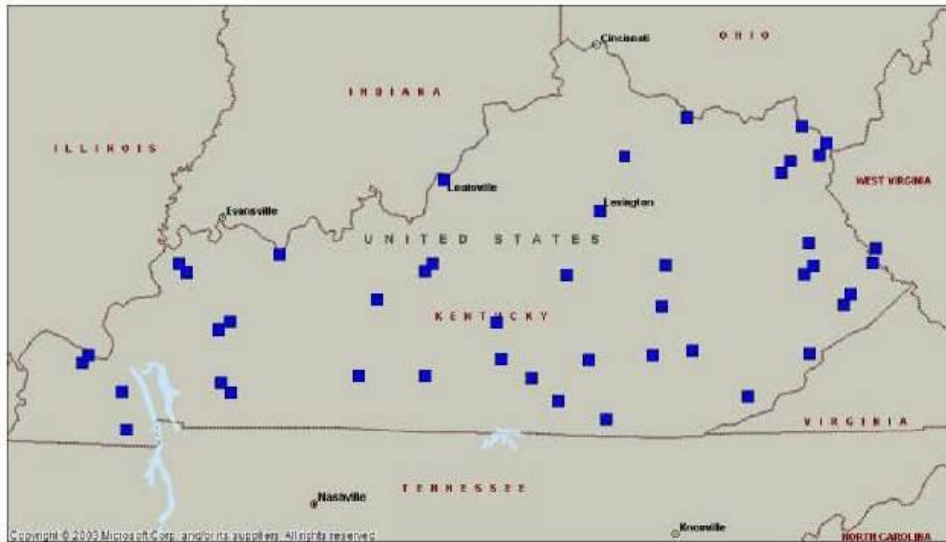
## Kentucky News Network Affiliates

Updated 01/16/13





## Affiliate Map



### Buckle Up in Your Truck/Don't Be a Turkey

November 2015 (Thanksgiving)

\$30,000 in 402 NHTSA funds

Program number THSP16SM

#### TARGETED COUNTIES:

- Top 20 unrestrained fatalities
- Top 20 registered number of pickup trucks
- Seat belt survey counties

#### TARGET AUDIENCES:

- Men 18-54 (pickup truck drivers)

**make your truck  
tougher**



Safety belts reduce fatalities in truck rollovers by 80%

*Example of image used on social media.*



**EARNED MEDIA:**

A press release was distributed statewide announcing the campaign with the radio spots attached. The KOHS Facebook and Twitter pages used the “Buckle Up in Your Truck” image and posted reminders daily.

**PAID MEDIA:****Radio 30-second spots plus digital streaming:**

4,819 messages plus bonus

Matching 1 for 1 bonus

\$25,929

Metro radio coverage and digital streaming in Lexington, Louisville and Cincinnati

- 744 spots plus bonus
- Radio featured country music station radio personalities Amy Nic (WAMZ-FM Louisville) and DeAnn Stephens (WBUL-FM Lexington).

Non-metro radio coverage and digital streaming in Pikeville/Eastern Kentucky and Bowling Green/Western Kentucky

- 362 paid spots plus bonus

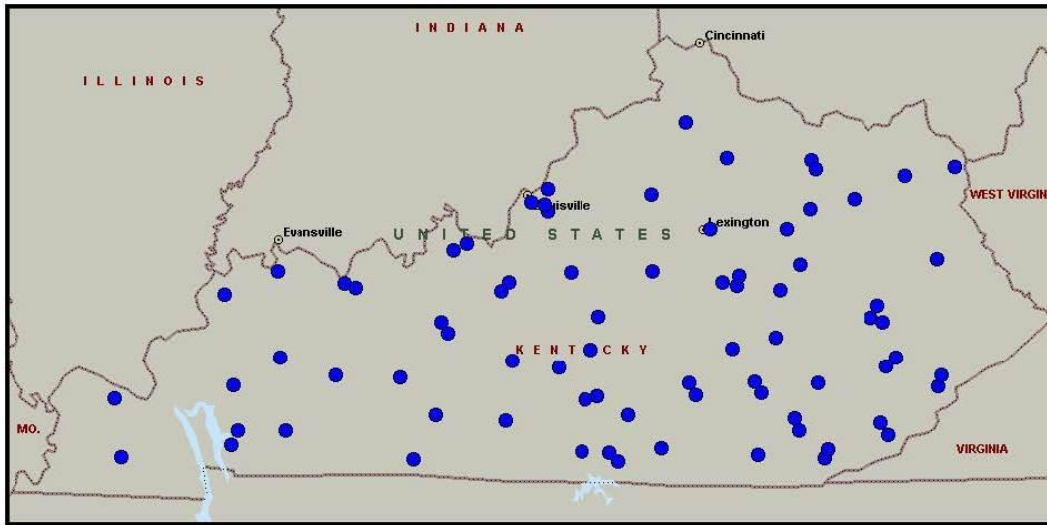
Kentucky News Network

- 24 paid spots plus bonus x 79 affiliates = 3,792 messages
- Audio news release



## Kentucky News Network Affiliates

Updated 01/16/13



### Title Sponsorship: Kentucky Sports Radio (KSR) Trip to California November 28 – December 3, 2015 \$5,000 in 402 NHTSA funds Program number THSP16SM

Matt Jones and the Kentucky Sports Radio team made their way from the UK vs UL football game in Lexington, to California for the UK vs. UCLA Basketball Game.

KOHS was the title sponsor and was featured on-air as they drove across the country. The Team spoke about the driving behaviors they observed “on the road” such as speeding, distractions and no seat belts.

KSR is syndicated on 44 affiliates in 32 markets across the state. (NOTE: At the time of this tour, there were 40 affiliates. Four have been added since this tour.) In addition to the live show’s success, the podcast is the #1 college sports podcast on iTunes.

- Fourteen :30 commercials airing on 40 stations = 560 messages

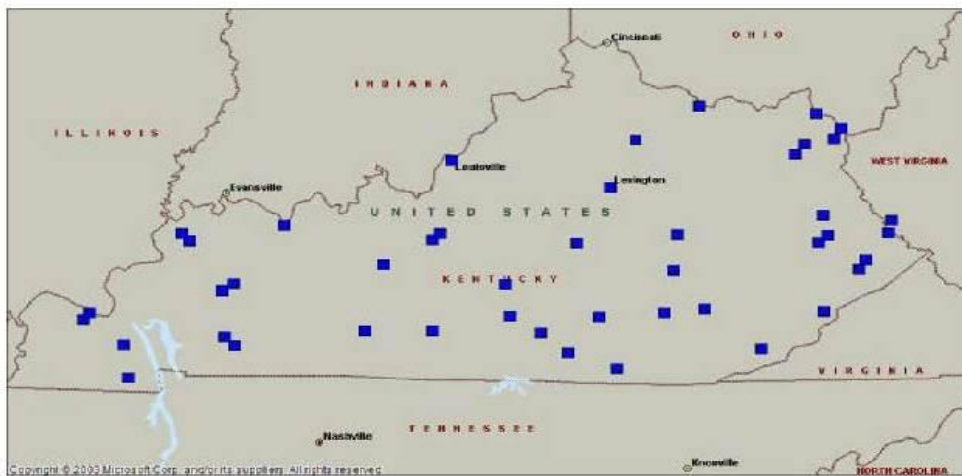


1,800 impressions.

- Show sponsor ID across the network each day
- An average of four live mentions by Matt each day as sponsor of the Tour
- Mentions in Matt's social media posts: Twitter (152,000 followers) and Periscope



### Affiliate Map



### Holiday “Drive Sober or Get Pulled Over”

December 16, 2015 – January 1, 2016

\$145,000 in 405B NHTSA funds

Program number THSP16IM

#### TARGETED COUNTIES:

- Top 22 counties with impaired driving-related crashes and fatalities

#### TARGET AUDIENCES:

60



Download the NO DUI Kentucky app at DriveSoberKY.com

Not affiliated with or endorsed by the Kentucky Office of Highway Safety

- Primary: Adults 18-35
- Secondary: Adults 35-54

*Restroom Mirror cling*

**EARNED MEDIA:**

A general press release was distributed statewide announcing the campaign with press releases following each press conference. (District Public Information Officers hosted press conferences at various locations throughout the state, with the main statewide kickoff in Louisville – the top media market). Local media interviews were conducted by District Public Information Officers and Central Office executive staff. The KOHS Facebook page and Twitter page posted daily reminders and shared posts from NHTSA pages.

**PAID MEDIA:**

**Out-of-Home:**

\$31,549

13,286,900 impressions

Restaurants and Bars

Placed in top 22 counties in 120 restaurants/bars

- Restroom signage, coaster, mirror and door clings
- One month, plus one-month override

Restaurant/Bar Coverage

Gas Station

22 counties print

- Pump toppers and window clings
- Paid days matched as bonus

19 counties Gas Station TV

- :15 video on gas pump tops running every four to six minutes
- Paid days matched as bonus

Gas Station Prin

Gas Station TV

*Gas station  
TV.*



## Radio 30-second and digital streaming:

Matching 1 for 1 bonus

\$63,905

351.4 GRPs

14,305,100 impressions

Metro radio coverage in Lexington and Louisville

- 300 spots per market, scheduled Wednesday–Sunday

Traffic radio coverage in Lexington, Louisville and Cincinnati

- 60 paid spots per market

Non-metro markets

- 45 paid spots per station

Kentucky News Network

- 45 paid spots x 79 affiliates = 7,110 messages
- Audio news release

## Digital:

\$26,995

4,316,000 impressions

Ran statewide with an emphasis 22 top counties

Ads linked to [www.nhtsa.gov/drivesober](http://www.nhtsa.gov/drivesober)

- Pre-roll (with companion ads where available)
- Banner ads
- Mobile ads
- Facebook promoted ads and promoted posts
- Pandora ads



*Promoted Facebook post.*

## Spring “Share the Road with Motorcycles”

March 14 – April 14, 2016

**\$65,000 in 405F NHTSA funds**  
**Program number THSP16M9**

The KOHS ran the “Share the Road with Motorcycles” campaign to target motorists in the spring when the weather is turning and more motorcycles are seen on the road. *NOTE: Spots ended up running through May due to primary election ads restricting inventory.*

**TARGETED COUNTIES:**

- Top 20 counties with highest number of motorcycle fatalities
- Top 20 counties with highest number of registered motorcycles

**TARGET AUDIENCES:**

- Adults 18-54

**EARNED MEDIA:**

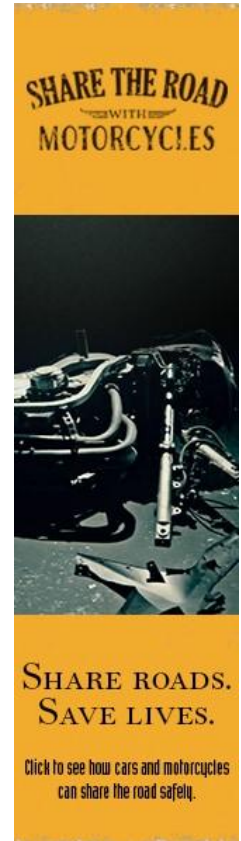
A general press release was distributed statewide announcing the campaign. Daily posts were made to KOHS Twitter and Facebook pages featuring our “Crazy Bike” PSA, which was also on the KOHS YouTube page.

**PAID MEDIA:**

Our message was extended by splitting the cost of a 60-second ad with the Kentucky State Police (KSP). By purchasing the Kentucky News Network (KNN), we not only hit our targeted counties, but covered a large part of the state as well.

*Explanation: KSP receives advertising funds to promote the TACT program – Targeting Aggressive Cars and Trucks. There are restrictions as to when the funds can be used, but with April being one month it is allowed, iHeart will run our ads back-to-back so we can split the cost of a 60-second ad on KNN. A 60-second ad is \$550 and a 30-second ad is \$400. By splitting the cost of a 60-second ad we pay \$275 (versus \$400). That’s an average rate of \$3.48 per message over 79 stations.*

**Radio 30-second spots plus digital streaming:**  
20,983 messages



Matching 1 for 1 bonus  
\$45,000

Metro radio coverage and digital streaming in Lexington, Louisville and Cincinnati

- 1,255 spots plus bonus
- Spots on 84 WHAS featured morning personality and motorcycle enthusiast/rider Tony Cruse

Non-metro radio coverage and digital streaming in Pikeville/Eastern Kentucky and Bowling Green/Western Kentucky

- 768 paid spots plus bonus

Kentucky News Network

- 120 paid spots plus bonus x 79 affiliates = 18,960 messages
- Audio news releases

**Digital:**

\$19,700

2,302,993 impressions

Ran statewide with an emphasis in targeted counties

Ads linked to NHTSA's motorcycle webpage

- "Crazy Bike" Pre-roll (with companion ads where available)
- Banner ads
- Facebook promoted ads and promoted posts



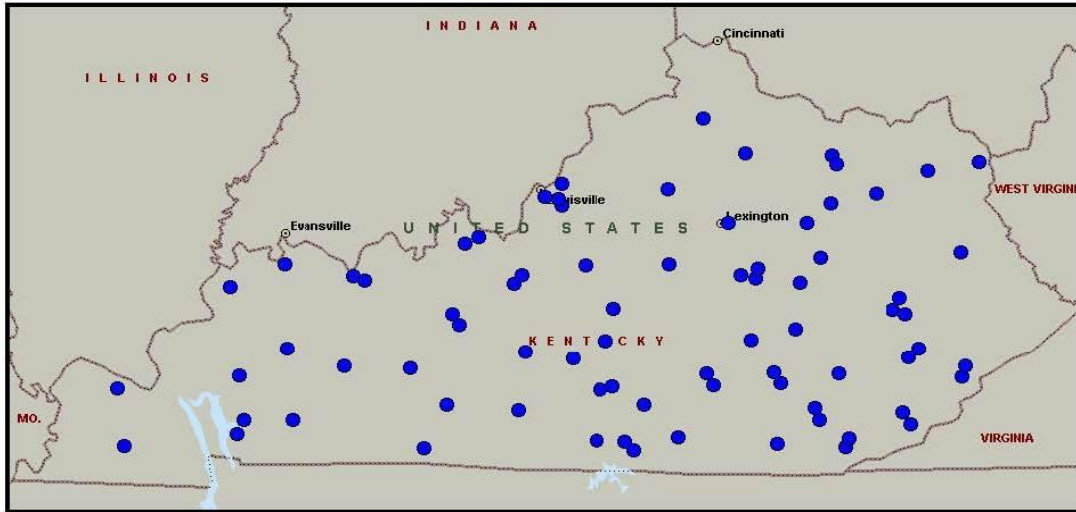
*"Crazy Bike" commercial shoot.*





## Kentucky News Network Affiliates

Updated: 01/16/13



**Motorcycle Safety Awareness Month**  
**May 1- 31, 2016**  
**\$110,000 in 402 NHTSA funds**  
**Program number THSP16MC**



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. We promoted the KMP class and featured Michael Jones, a Transportation Cabinet employee who survived a severe motorcycle crash because he was wearing his safety gear, in our radio, pre-roll and press release. Mr. Jones had taken the KMP class.

### TARGETED COUNTIES:

- Top 20 counties with highest number of motorcycle fatalities
- Top 20 counties with highest number of registered motorcycles

## TARGET AUDIENCES:

- Male and female motorcyclists

## EARNED MEDIA:

A general press release was distributed statewide announcing the campaign. Daily posts were made to KOHS Twitter and Facebook pages featuring Michael Jones' "Live to Ride Another Day" PSA, which was also on the KOHS YouTube page.

## PAID MEDIA:

### Radio 30-second spots plus digital streaming:

19,872 messages

Matching 1 for 1 bonus

\$50,000

Metro radio coverage and digital streaming in Lexington, Louisville and Cincinnati

- 1,200 spots plus bonus

Non-metro radio coverage and digital streaming in Pikeville/Eastern Kentucky and Bowling Green/Western Kentucky

- 960 paid spots plus bonus

Kentucky News Network

- 108 paid spots plus bonus x 82 affiliates = 17,712 messages

*\*Three affiliates were added after last campaign*

- Audio news release

## Out-of-Home

### Gas Station

\$19,968

64 stations in targeted counties

67



*Michael Jones recording his radio spot.*



*Gas pump topper.*

- Pump toppers, window clings and counter clings
- Paid days matched as bonus

### Motorcycle Dealerships

\$5,000

40 locations in targeted counties

- Window clings, floor clings and counter clings
- Paid days matched as bonus

### **Digital:**

\$21,509

2,278,650 impressions

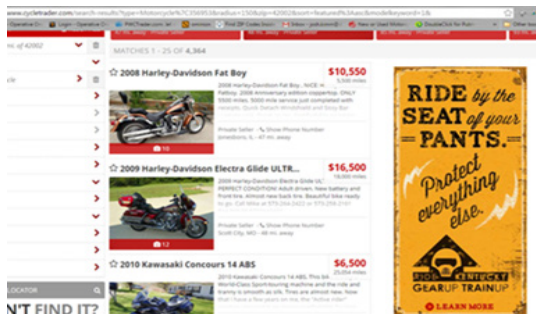
Ran statewide with an emphasis in targeted counties

Ads linked to the Kentucky Motorcycle Program website [www.rideky.net](http://www.rideky.net)

- “Live to Ride Another Day” Pre-roll (with companion ads where available)
- Banner ads
- Mobile ads
- Pandora ads
- Facebook promoted ads and promoted posts



*Floor cling at motorcycle dealership.*

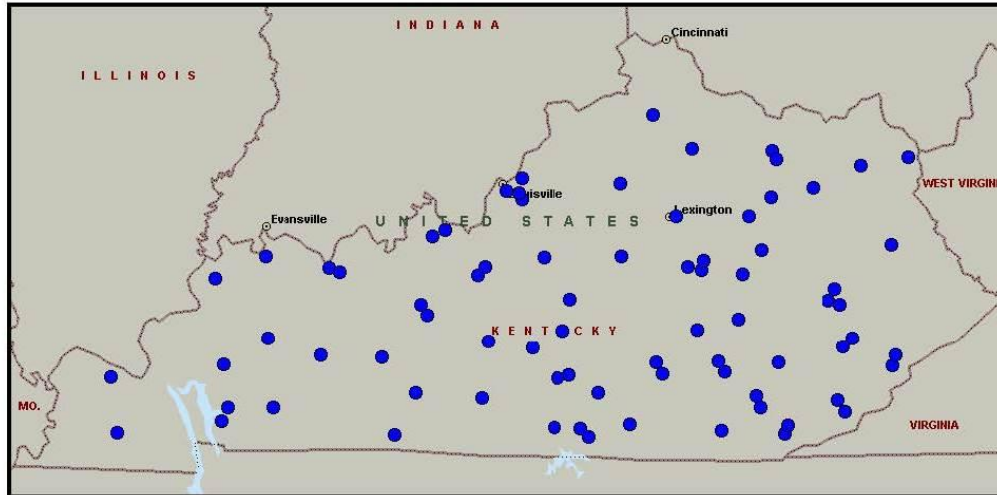


*Digital ad on CycleTrader website.*



## Kentucky News Network Affiliates

Updated 01/16/13



**“Click It or Ticket” enforcement campaign**  
**May 25 – June 8, 2016**  
**\$111,000 in 405B NHTSA funds (includes agency fees)**  
**Program number THSP16CM**

### TARGETED COUNTIES:

- Top 20 unrestrained fatalities
- Top 20 registered number of pickup trucks
- All seat belt survey counties

### TARGET AUDIENCES:

- Adults 18-45 (passenger car drivers)
- Men 25-54 (pickup truck drivers)



*One of the four images used for out-of-home elements. This was used in the top 20 registered number of pickup truck counties.*

- A spreadsheet was provided to ad agency with ages of drivers who received unrestrained citations (information provided by KSP)
- A spreadsheet was provided to ad agency with ages of drivers and passenger who were unrestrained fatalities

**EARNED MEDIA:**

A general press release was distributed statewide announcing the campaign with press releases following each press conference. (District Public Information Officers hosted press conferences at various locations throughout the state, with the main statewide kickoff in Louisville – the top media market). Local media interviews were conducted by District Public Information Officers and Central Office executive staff.

**PAID MEDIA:**

**Radio 30-second creative:**

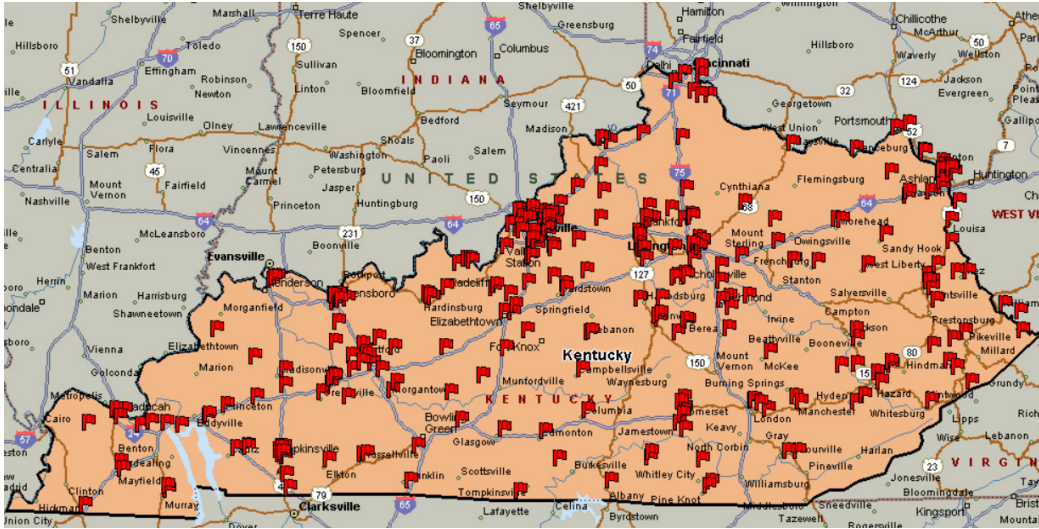
32 Radio Stations  
 2,577 spots  
 \$44,143.21  
 11,123,069 impressions

**Out-of-Home:**

50 Gas Stations  
 Pump toppers, gas handles and store clings  
 \$22,500  
 7,611,250 impressions



*Gas pump topper.*



Map of gas station locations.

**Truck side Billboard:**

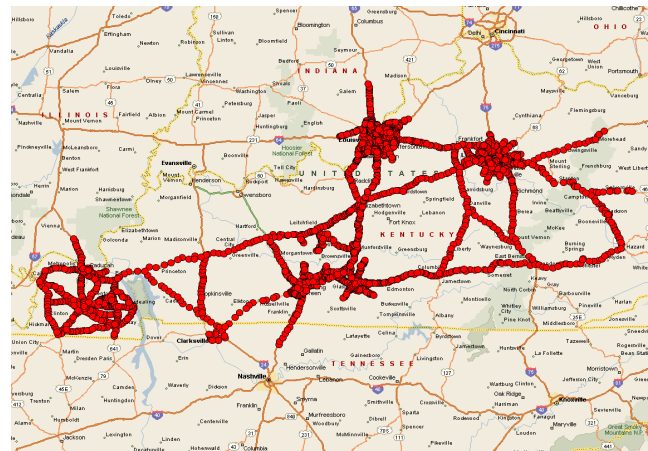
18 ads on 6 trucks (driver's side, passenger side and back)

6 bonus ads (cab)

Covered main highways / thoroughfares between Paducah, Louisville and Lexington

\$17,550

4,152,000 impressions



Truck with seat belt ad.

Map of truck routes.

**“Blue Lights Across the Bluegrass”**

**June – August 2016**

**\$121,000 in 402 NHTSA**

**funds**

**Program number THSP16SM**



*Digital ad image with speeding message “We’ll be behind you when you speed on Kentucky’s roads.”*

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

**Radio 30-second spots plus digital streaming:**

35,801 messages

Matching 1 for 1 bonus

\$68,200 – cost of radio buy only. The remaining money was used for the special events listed below.

Our message was extended by splitting the cost of a 60-second ad with the Kentucky State Police (KSP). By purchasing the Kentucky News Network (KNN), we not only hit our targeted counties, but covered a large part of the state as well.

*Explanation: KSP receives advertising funds to promote the TACT program – Targeting Aggressive Cars and Trucks. There are restrictions as to when the funds can be used, but with April being one month it is allowed, iHeart will run our ads back-to-back so we can split the cost of a 60-second ad on KNN. A 60-second ad is \$550 and a 30-second ad is \$400. By splitting the cost of a 60-second ad we pay \$275 (versus \$400). That’s an average rate of \$3.48 per message over 79 stations.*

Metro radio coverage and digital streaming in Lexington, Louisville and Cincinnati

- 1,156 spots plus bonus

Non-metro radio coverage and digital streaming in Pikeville/Eastern Kentucky and Bowling Green/Western Kentucky

- 1,845 paid spots plus bonus

## Kentucky News Network

- 200 paid spots plus bonus x 82 affiliates = 32,800 messages
- Audio news release

In addition, website banner ads were placed on each station's website and special events and promotions occurred each month throughout the summer.

Top mention earned 1,186 engagements



**Shannon The Dude**

@ShannonTheDude · 22h

I've dominated the @kyhighwaysafety obstacle course and it's not even close. [pic.twitter.com/wTf19fck9](https://pic.twitter.com/wTf19fck9)



↳ 5   ↳ 2   ♥ 47

[View Tweet](#)

Top media Tweet earned 225 impressions

Kicking off #BlueLights campaign with obstacle course @iHeartRadio w/ @coreyonradio & @amynicradiochik @975WAMZ [pic.twitter.com/o2aPLWgidG](https://pic.twitter.com/o2aPLWgidG)



↳ 2   ♥ 3

## June:

Twelve of iHeart's top radio personalities competed in a driving skills obstacle course on June 7, 2016 while attempting a list of distractions including tweeting, texting, and taking a "selfie." One the personality parallel parked, they finished the course while wearing drunk goggles.

Each personality posted about their experience on social media and talked live 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.

**(Left)** Shannon Grigsby, known as "Shannon the Dude" produces *The Leach Report*, Kentucky Sports Radio (KSR), and is the afternoon drive-time DJ for one of Kentucky's top rock stations WQMF-FM. **His tweet the day of the event generated 1,186 engagements.**

Additionally, KSR host Matt Jones periscoped his obstacle course, generating more than 10,000 views.

## June & July:



**Traffic Sponsorship with Officer Don (Lexington):** 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 billboards on WKQQ and WBUL “The KOHS asks you to slow down.”
- :30 spots on WKQQ and WBUL
- :30 spots on iHeart digital streaming stations
- Digital elements on WKQQ and WBUL

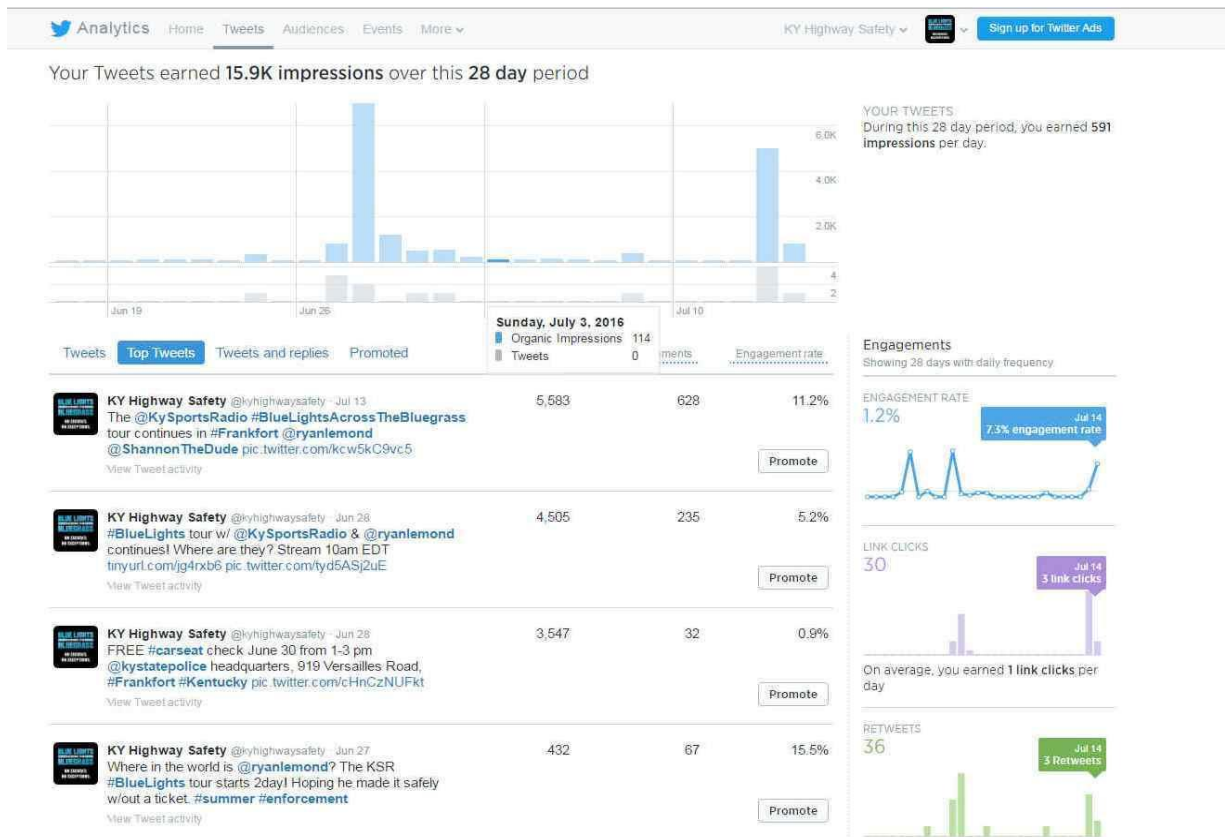


**KSR Summer Tour:** The KOHS sponsored Kentucky Sports Radio’s (KSR) “Blue Lights Across” the Bluegrass summer affiliate tour throughout that kicked off June 27. KSR is hosted by Matt Jones, Kentucky’s top sports media personality. Mr. Jones was personally affected by a speeding and alcohol-related crash committed a family member, which drives his passion for staying safe on our roadways.

KSR is syndicated on 44 affiliates in 32 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

Three of our top four tweets from June 16 – July 14 were about the KSR tour, **generating 15,900 impressions over that time period, and average of 591 impressions per day (below).**



## July:

790KRD @790KRD 3d  
Can you beat @tonyvanetti in the Safety Driving Quiz? Enter to win a prize pack from @kyhighwaysafety

**BLUE LIGHTS  
ACROSS THE  
BLUEGRASS**

Highway Safety Quiz | 790 KRd  
How does your Safe Driving kno...  
790krd.heart.com

**Driver Safety Quiz: Public versus Personalities:** 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 donated by iHeart media.

KSR host Matt Jones periscoped the joint radio promo he recorded with Tony Vanetti, **generating over 4,000 views.**

**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 during afternoon drive time.

Each day during “Speed Week” July 13 – 17 the Dogs discussed highway safety topics and what could happen if you get a speeding ticket:

- Monday – Interview with police
- Tuesday – the bus station
- Wednesday – no show due to ballgame*
- Thursday – the courthouse
- Friday – in-studio with Dr. Hunter



*Video promo by the Afternoon Underdogs for Speed Week.*

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

*Below are examples of a few of the most popular Twitter and Facebook posts:*





**August:**

**State Fair:** The KOHS partnered with WQMF to sponsor two concert days at the Kentucky State Fair. Attendees at the Highway Safety booth and WQMF booth were given the chance to take a four-question safe driving survey. Each participant was entered to win a pair of tickets (donated by vendor) for preferred seating to the free 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 WQMF booth
- Logo on WQMF Kentucky State Fair webpage



*Visitors to the KOHS table filled out a safe driving survey for a chance to win concert tickets (donated by iHeart.)*

**Labor Day “Drive Sober or Get Pulled Over”**

**August 17—September 5, 2016**

**\$125,000 Total: \$66,000 405 NHTSA funds and \$59,000 in 402 NHTSA funds  
Program numbers THSP16IM and THSP16SM**

**TARGETED COUNTIES:**

- Top 40 counties with impaired driving-related crashes and fatalities

**TARGET AUDIENCES:**

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

**EARNED MEDIA:**

A general press release was distributed statewide announcing the campaign with press releases following each press conference. (District Public Information Officers hosted press conferences at various locations throughout the state, with the main statewide kickoff in Louisville – the top media market). Local media interviews were conducted by District Public Information Officers and Central Office executive staff. The KOHS Facebook page and Twitter page posted daily reminders and shared posts from NHTSA pages.

**PAID MEDIA:**

**Radio 30-second creative:**

32 Radio Stations  
2,131 spots  
10,003,002 impressions  
\$36,350.73

**Digital:**

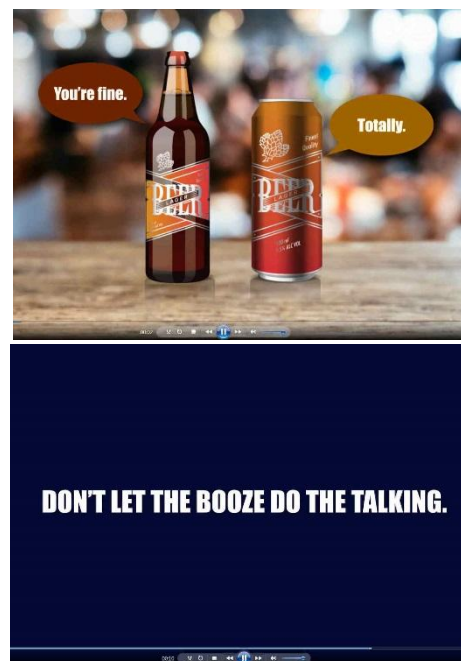
78

*Representing KOHS at the iHeart*

b #DriveSober this holiday weekend! Use discount code SAFERIDEKY with Uber, Taxi7 or City Scoot in the #Louisville area through Labor Day! Visit [www.saferideky.com](http://www.saferideky.com) for details.



*Promoted ad on Facebook.*



\$29,760

5,052,978 impressions

Ran statewide with an emphasis in targeted counties

Ads linked to the NHTSA's Drive Sober webpage

- Pre-roll (with companion ads where available)
- Banner ads
- Display ads
- Facebook promoted ads and promoted posts

*Pre-roll video.*



*Our top two promoted posts on Facebook combined had 944,000 views.*

The KOHS sponsored a hole at the second annual Kentucky Sports Radio (KSR) Golf Scramble on Aug. 29. The "Drive Sober or Get Pulled Over" hole allowed participants to put while wearing drunk goggles.

Additionally, those that filled out a driver attitudinal survey were entered to win a signed University of Kentucky basketball.

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

- Website placement on event page
- 24 commercials on Kentucky Sports Radio on 44 affiliates

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- 24 matching iHeart radio commercials plus digital streaming

*KSR Host Matt Jones retweeted our post (right), generating 33,514 impressions and 4,065 total engagements*

**Pokémon Go! “Don’t Catch and Drive!”  
Road Departure/Distracted Driving  
awareness radio campaign  
August 8-27, 2015  
\$49,900 paid with FHWA funds  
Program number 8942301N**

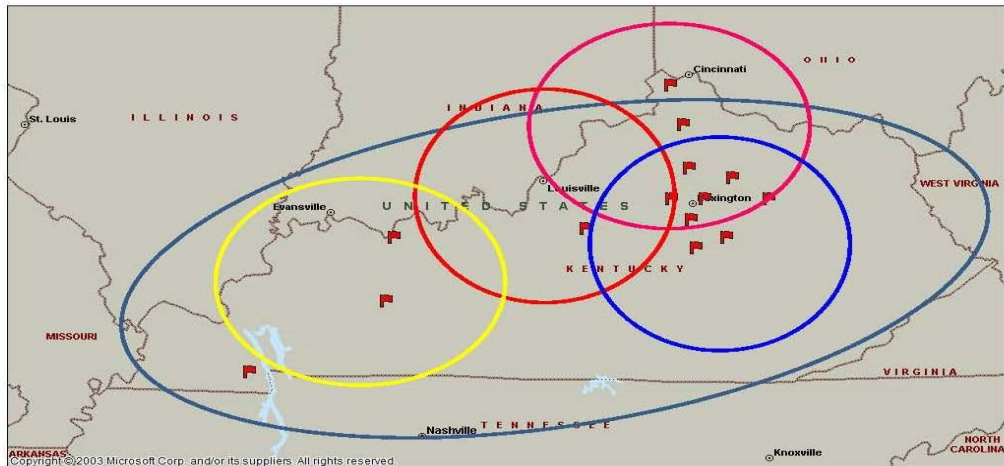


**TARGETED COUNTIES:**

- Top 14 counties with road departure crashes and fatalities

**Target Areas with Radio Coverage Estimates**

- Road Departure Counties in Kentucky
- Boone
- Bourbon
- Calloway
- Daviess
- Fayette
- Garrard
- Grant
- Jessamine
- Madison
- Montgomery
- Muhlenberg
- Nelson
- Scott
- Woodford



The marked areas are simply estimated coverage areas. These are not exact measurements of coverage area.

- KNN
- Lexington Stations
- Louisville Stations
- Cincinnati/Northern KY
- Western KY



Amanda Osborne | iHeartMedia Account Executive  
4000 #1 Radio Drive - Louisville, KY 40218 - (502) 479-2187 Direct Office - (859) 948-2018 Cell - [AmandaOsborne@iHeartMedia.com](mailto:AmandaOsborne@iHeartMedia.com)

**TARGET AUDIENCES:**

- Adults 18-34
- Teen Drivers
- Two spots were recorded specifically for “Don’t Catch and Drive” – one by WKRD personality Tony Vanetti and one by his son, John, a teenager who plays Pokémon Go! (but not while driving!)

## EARNED MEDIA:

The KOHS Facebook page and Twitter page posted reminders and distracted-driving related posts from NHTSA were shared.

## PAID MEDIA:

### Radio 30-second spots plus digital streaming:

9,367 messages  
\$36,708



- :05 billboards prior to traffic report, then :15 spots following traffic report on Total Traffic and Weather Network (TTWN) in Lexington, Louisville and Cincinnati
  - o TTWN airs on all eight Louisville stations plus digital streaming
  - o Traffic report airs heavily during morning and afternoon drive times
  - o *NOTE: Because TTWN is controlled at a national level, and not the local market, the matching 1:1 bonus is not guaranteed*
- :30 live reads – a script was provided to local on-air talent
- :15 spots on WBKR serving Daviess and Muhlenberg Counties
- :30 spots on Kentucky News Network (82 affiliates statewide) plus matching bonus
  - o *NOTE: The majority of the investment was not on KNN for this buy, as the directive was to push hard in the specific counties that were designated.*

## Sports Media Opportunities





## **DRIVE SAFELY PARTNER of KENTUCKY DERBY FESTIVAL**

**\$50,000 paid with FHWA funds**

**Program number 8135601C**

### **Official Partner Print Exposure:**

- Print Exposure in 10 print publications, ex: Courier-Journal, Business First
- Sponsor listings in 5 print publications
- Kdf.org – website/logo/link as Official Drive Safely Partner
- Official Product signage at Chow Wagon, Fest-a-Ville, HIO, They're Off! Luncheon, Fashion Show, Celebrity Day, Festival Unveiled

### **Thunder Over Louisville:**

- LMPD Press event – mention as partner on the event
- Press Release on Drake's by the River Bar – mention in press release
- UBER official pick-up locations, signage, mentions in media
- UBER promotional codes
- Drive Sober logo banners located at Chow Wagon Exits
- Yellow Cab/Police Car – on display at Chow Wagon
- Drive Sober message in PA Announcements throughout the day

### **Chow Wagon/Kroger's Fest-a-Ville:**

- Drive Sober Exit Banners
- Mention in a minimum of 10 print ads promoting the event as the Official Drive Safely Partner
- 250 koozies per day distributed all 9 days during happy hour with Drive Sober logo
- Total Traffic Radio promotion pushing Happy Hour and get a sober ride message
- Social Media Campaign promoting Happy Hour and get a sober ride message
- Yellow Cab set-up all 9 days with banner
- Includes Balloon Glimmer, Marathon Runner's Reunite and over 16 other events

### **WineFest:**

- Drive Sober Exit Banners
- UBER signage, promotional code and booth space
- Message on 2,000 event programs

### **BeerFest:**

- Drive Sober Exit Banners



- UBER signage, promotional code and booth space

*Back of WineFest event program*

## KENTUCKY SPEEDWAY

**\$150,000 Total: \$45,000 of 402 NHTSA funds and \$105,000 of FHWA funds**  
**Program numbers THSP16IM and 8135601C**



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.

The KOHS sponsored the Buckle Up in Your Truck 225 on July 7. Promotional support and assets included:

- Television promo spots and print ads in local and national newspapers during the six weeks leading up to race.
- Logo on all promotional materials such as fan guide, souvenir program, tickets, credentials, website, etc.
- Logo on trophy, stage backdrop, victory lane backdrop, flag stands, pace truck and on grassy area dividing the track and pit road.
- Our northern Kentucky Law Enforcement Liaison Troy Dye waved the green flag and Tim and Mischelle Miller from Owensboro were the Honorary Starters. The Millers lost their daughter who was unrestrained in a crash in 2007. They are avid supporters of seat belt education and enforcement in Kentucky.
- An average of 596,000 viewers tuned in to Fox Sports 1 to watch the race, with 715,000 at its peak.



Repucom provides the KY Speedway with quantitative measure of logo exposure during race programming. It is estimated the event garnered

over \$100,000 in TV exposure. An additional \$32,000 was realized between online and TV news hits. Social media (website, Facebook, Twitter, Instagram and Vine) generated more than 729,000 impressions.

*Tim and Mischelle Miller*



The KOHS also participated in Ford Fan Day, distributing Click It or Ticket t-shirts (donated by the KY Speedway) to the first 500 youth in attendance.

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

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

## **ALLIANCE SPORTS MARKETING**

**\$20,000 Total: \$10,000 of 402 NHTSA funds and \$10,000 in FHWA funds**  
**Program numbers THSP16IM and 8135601C**



The KOHS partnered 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
- Fatal vision goggles demonstration and/or photo booth

## **RUPP ARENA SPORTS & ENTERTAINMENT PROPERTIES – Downtown Lexington**

**\$144,240 Total: \$84,620 of 402 NHTSA funds and \$59,620 of FHWA funds**  
**Program numbers THSP16SM and 8135601C**



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:

- Two minutes pre-game and two minutes in-game courtside exposure per all non-CBS UK Men’s basketball home games (*pictured at right*).
- One unit (3 minutes per hour) on the four LED revolution panels located under each video board (*pictured above*).
- 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.
- 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
- 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*).

### **JMI SPORTS MARKETING - UNIVERSITY OF KENTUCKY**

**\$550,000 Total: \$275,000 of 402 NHTSA funds and \$275,000 of FHWA funds**

**Program numbers THSP16IM and 8135601C**

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.

Advertising includes:

- :30 radio and television ads featuring the coach during locally broadcast games, pre- and post-game shows, coaches shows and special events.



*Logo on scoreboard at Commonwealth Stadium.*



*Pre-roll video warning about impaired driving featuring Coach Mitchell and Coach Calipari. (The contract includes endorsement fees.)*

- Internet ads and video pre-roll featuring coaches on UKAthletics.com (pictured).
- 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.

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



*The football special promotion was a #UKSeatbeltSelfie contest through Facebook. It was promoted by UK celebrities (pictured is football coach Mark Stoops).*

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

**LEARFIELD SPORTS MARKETING-  
UNIVERSITY OF LOUISVILLE ATHLETICS**

**\$176,500 Total: \$88,250 of 402 NHTSA funds  
and \$88,250 of FHWA funds  
Program numbers THSP16SM and 8135601C**

The Kentucky Office of Highway Safety renewed with Louisville Sports Properties to advertise on the University of Louisville (UL) Sports Radio

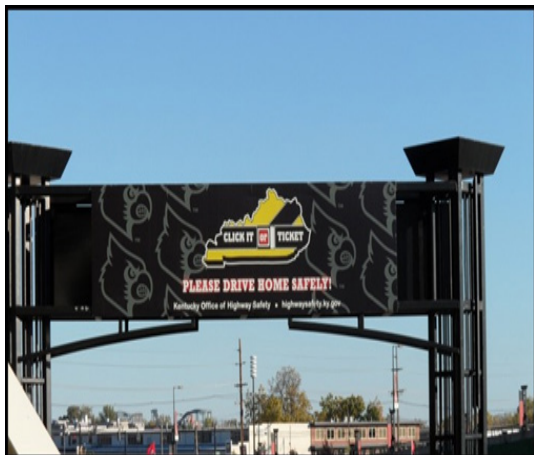


Network and at U of L sporting events.

Advertising includes:

- Full-page color ad in football and men's basketball game day program.
- One :30 spot on the *Cardinal Insider* radio show every Tuesday and Thursday
- 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 (*picture*).
  - 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.
- Opportunity for two social media contests
- Social media branded element every Thursday (*pictured*).
- 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.*





*Exit sign at Papa John's Stadium*

*Sponsored social media post encouraging UofL fans to drive safely to the game.*

## **LEARFIELD SPORTS MARKETING - Louisville Sports Properties - KFC YUM! Center**

**\$88,000 Total: \$44,000 of 402 NHTSA funds and \$44,000 of FHWA funds**  
**Program numbers THSP16IM and 8135601C**

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



*Bar pad at 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:

- Bar code branding promoting Drive Sober app at a variety of bars within KFC Yum Center (*pictured above*).



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- 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"
- "Click It or Ticket" and "Drive Sober or Get Pulled Over" message on 360-degree LED ring at non-UofL related events
- Social media contest opportunity

*Social media engagement campaign on KFC Yum Center Facebook page. Facebook fans took a designated driver pledge and were entered to win tickets to Kid Rock's New Year's Eve concert, donated by the YUM Center (left).*

## **IMG SPORTS MARKETING – Western Kentucky University**

**\$95,470 Total: \$48,835 of 402 NHTSA funds and \$46,635 of FHWA funds**

**Program numbers THSP16IM and 8135601C**

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
- "Click It or Ticket" video board signage at Houchens L.T. Smith football field
- 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 (*pictured*).
- Social media post sponsor
- 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 WKUAthletics.com, and sponsor of the Spring football game.



*HERO designated driver booth at WKU 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.*

## Kentucky High School Athletic Association (KHSAA)

**\$20,000 paid with FHWA funds  
Program number 8135601C**



*U Drive. U Text. U Pay. Court side signage at Girls' Sweet 16*

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 in Lexington the girls' state basketball tournament in Bowling Green, the KOHS promoted "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 aired during each game throughout the

## AFTERNOON UNDERDOGS DAILY SHOW - LOUISVILLE

**\$31,850 Total: \$15,925 of 402 NHTSA funds and \$15,925 of FHWA funds  
Program numbers THSP16IM and 8135601C**

The KOHS has title sponsorship of the

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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*

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, and U Drive. U Text. U Pay.

### **Afternoon Underdogs post-game radio show**

**\$6,500 Total: \$3,250 of 402 NHTSA funds and \$3,250 of FHWA funds**

**Program numbers THSP16IM and 8135601C**



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.

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.

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

**KENTUCKY SPORTS RADIO DAILY SHOW WITH MATT JONES - STATEWIDE**

**\$39,030 Total: \$23,500 of 402 NHTSA funds and \$15,530 of FHWA funds  
Program numbers THSP16IM and 8135601C**



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.

KSR is syndicated on 44 affiliates in 32 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.

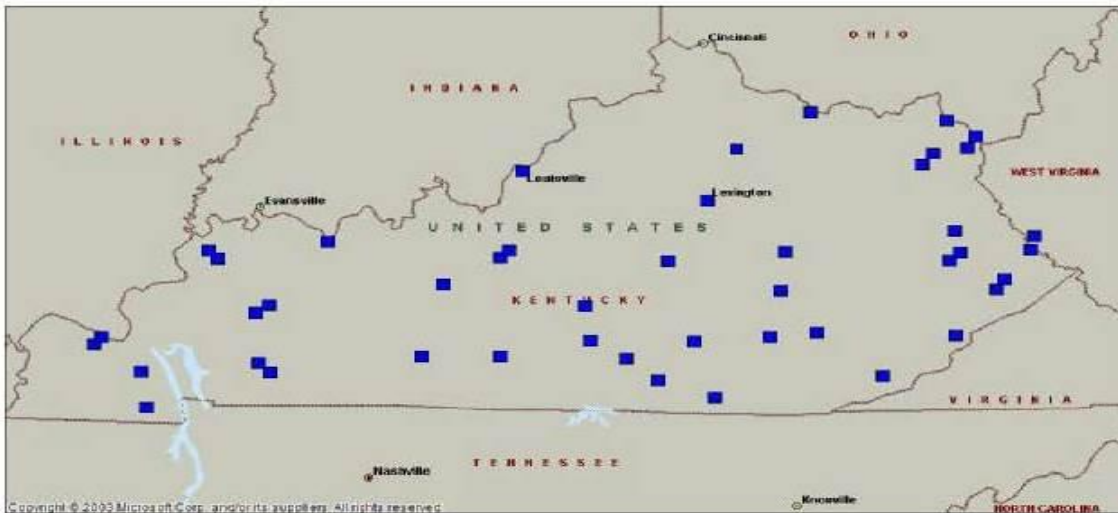


*KSR Host Matt Jones, with KSR team member Drew Franklin, interview UK Men's Basketball Coach John Calipari at a live radio remote in Lexington, Kentucky.*

Matt personally records :30 PSAs about drunk driving (Drive Sober or Get Pulled Over, Fans Don't Let Fans Drive Drunk, designate a driver, 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.



## Affiliate Map



### **KENTUCKY SPORTS RADIO POST-GAME SHOW – 84WHAS and 630WLAP plus Digital Streaming**

**\$4,800 Total for WHAS-AM: \$2,400 of 402 NHTSA funds and \$2,400 of FHWA funds  
Program numbers THSP16IM and 8135601C**

**\$4,700 Total for WLAP-AM: \$3,800 of 402 NHTSA funds and \$900 of FHWA funds  
Program numbers THSP16IM and 8135601C**

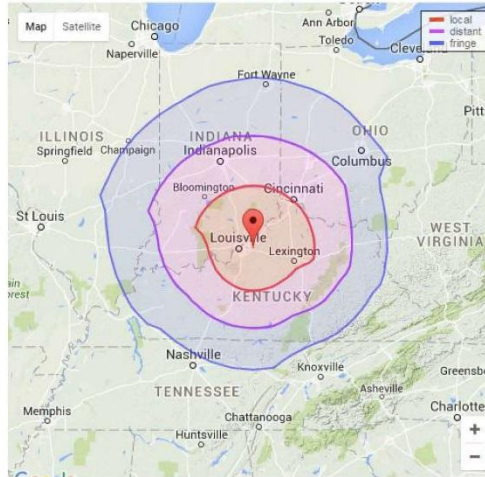


Matt Jones is also the host of the KSR post-game show on 84 AM WHAS in Louisville and 630 AM WLAP in Lexington – the two major media markets in Kentucky.

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, etc.) that air at various times throughout the year.

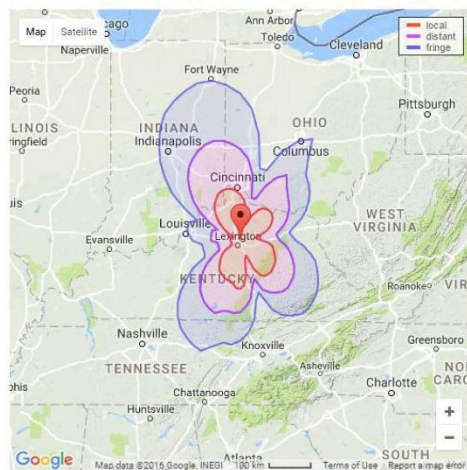
## COVERAGE MAP



## COVERAGE MAP



Predicted Daytime Coverage Area for [WLAP 630 AM](#), Lexington, KY



## **LOUISVILLE BATS**

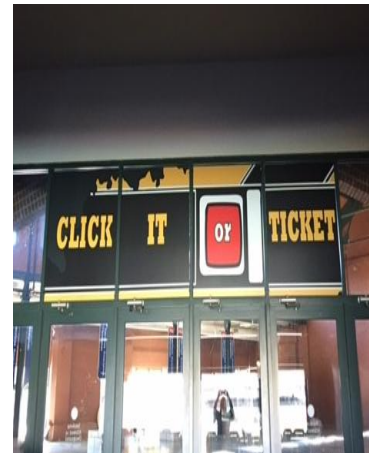
**\$10,000 paid with FHWA funds**

**Program number 8135601C**

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.



*Click It or Ticket sign at exit gate.*

## **LEXINGTON LEGENDS**

**\$5,000 paid with FHWA funds**

**Program number 8135601C**





*Click It or Ticket  
instant replay image  
of seat belt*

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 replay is not only seen by game attendees, but also on television for those watching at home.

### **Huddle, Inc.**

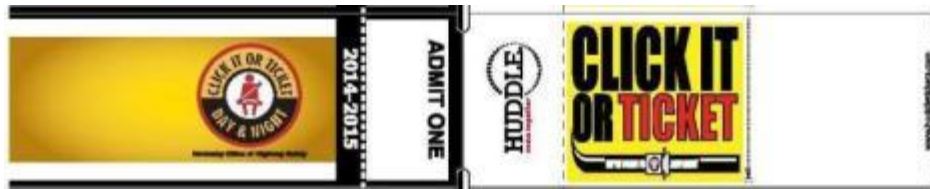
**\$39,000 paid with NHTSA 405B funds  
Program number THSP16CM**

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.



*Ticket images used for high school events.*



## Financial Summary

<b>GTS</b>	402	405c	405b Low HVE	405d	405f	408	410	405	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>

