

FY 2009 Annual Report

Kentucky Office of Highway Safety



Kentucky Transportation Cabinet
Division of Highway Safety Programs
200 Mero Street
Frankfort, KY 40622
phone: (502)564-1438 fax: (502)564-2629



Kentucky Office of Highway Safety Division of Highway Safety Programs

Pictured above from left to right beginning with the front row are Julie Wooldridge, Susan Goddard, Erin Eggen, Marisa Brewer, Erin Goin and Kristen Woods; middle row from left to right are Steve Bowen, Bill Bishop, Lori Macintire, Brad Franklin, Billie Johnson, Boyd Sigler, James Gray, Nate Dean and John Dudinski; back row from left to right are Jack Hutchinson, Craig Birdwhistell, Steve Wright, Chuck Geveden, Therese Richerson, Greg Dennison and Dennis Gardner. (Not pictured, Shane Ratliff)

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Introduction

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

In this annual report, the Kentucky Office of Highway Safety will present a descriptive crash analysis of injuries, fatalities and property damage occurring on the state's roadways during federal fiscal year 2009 (October 1, 2008 through September 30, 2009). The report will also outline: preventative measures being taken; grant programs and public awareness campaigns being conducted; as well as, partnerships created in an effort to reverse or lessen the impact to and loss of human life. All programs and initiatives being referenced are paid for by the National Highway Traffic Safety Administration (NHTSA) and include other funding sources such as the Federal Highway Administration (FHWA), state and local agency match.

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, in 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 decreased by approximately 0.82% during the last year, from 124,553 in 2007 to 123,530 in 2008. In addition, the number of fatalities decreased by 4.4% from 864 in 2007 to 826 in 2008. As a result, Kentucky's fatality rate per 100 million vehicle miles traveled (VMT) also decreased from 1.8 in 2007 to 1.75 in 2008. By comparison, the national fatality rate is 1.27.

Injury crashes and injuries from motor vehicle crashes continued the steady decline that began in 1999, no doubt due to continuing improvements in vehicle safety and increases in seat belt usage. In 2008, the number of injury crashes fell to 25,360, a 3.1% drop from the previous year. Kentucky's 2008 injury rate per 100 million VMT also decreased by 2.5% from 81 in 2007 to 79 in 2008. By comparison, the national injury rate was 80. When calculated per 100,000 of the population, Kentucky has a significantly higher injury rate (878) than the national average (778), even though this rate declined in the last year.

Most of the performance measures graphed on the previous pages exhibit improving trends over the long-term. Trends for crashes, injuries, combined fatal & serious injury rates, and seat belt and child restraint usage have all been moving in an encouraging direction. The trend lines for overall fatalities and fatality rates are somewhat flat, although these saw a significant downturn beginning in 2006, following the passage of a primary seat belt law. In 2009, seat belt usage increased 6.4 percentage points to 79.7%, the most significant one-year increase that has occurred in the last decade. Two areas of particular concern cited in last year's annual report, motorcyclist fatalities and alcohol-related fatalities, improved in 2008, with declines of 15% and 21% respectively from their 2007 numbers. Motorcyclist fatalities still exhibit a sharp increasing trend over the long-term.

Kentucky Crash Data / Trends

	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
Number of Fatalities	869	819	823	843	917	931	964	985	913	864	826

	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
Fatality Rate (per 100 million VMT)	1.9	1.7	1.8	1.8	2.0	2.0	2.1	2.1	1.9	1.8	1.8

	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
Number of Injuries	52,952	54,951	53,129	49,919	49,329	46,966	44,986	43,295	41,044	38,786	37,491

	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
Fatality & Serious Injury Rate (per 100 million VMT)	19	19.2	19.6	17.3	17	15.4	14.5	14.4	13.6	11.9	12

	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
Fatality Rate Per 100K Population	22.1	20.7	20	20.6	22.2	22.5	23.3	23.6	21.7	20.4	19

	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
Fatal & Serious Injury Rate (per 100K population)	224.4	231.7	226.7	195.8	192.9	175.4	165	163.7	153.5	134	128

	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
Number of Alcohol Related Fatalities	205	222	196	172	209	178	199	204	188	204	160

	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
Percent of Fatalities that are Alcohol-Related	24%	27%	24%	20%	23%	19%	21%	21%	21%	24%	19%

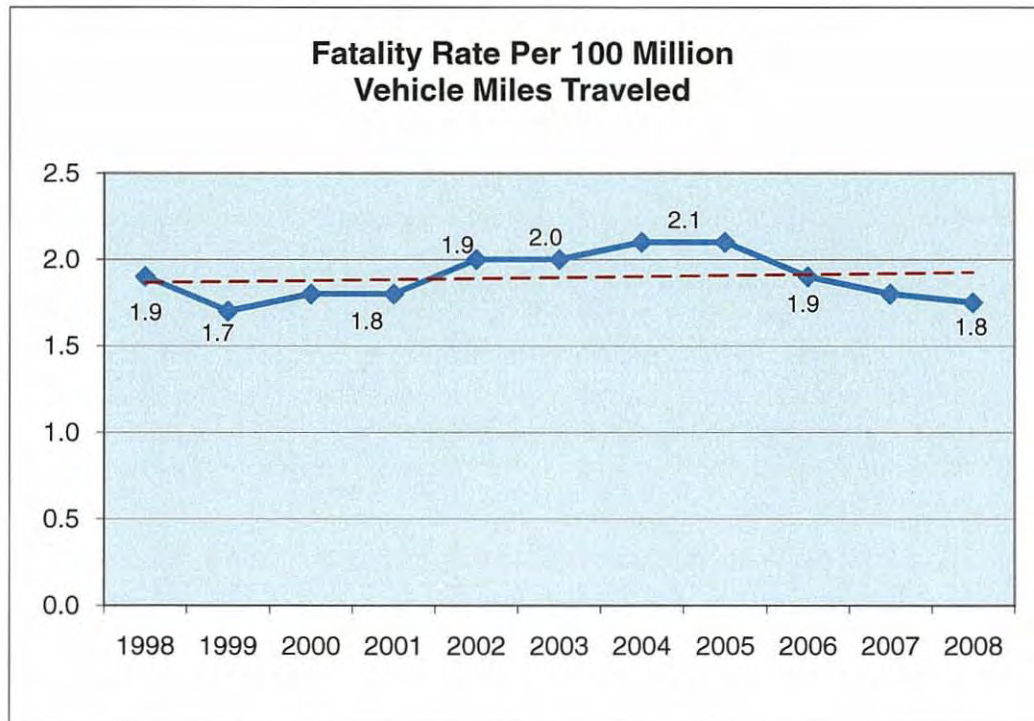
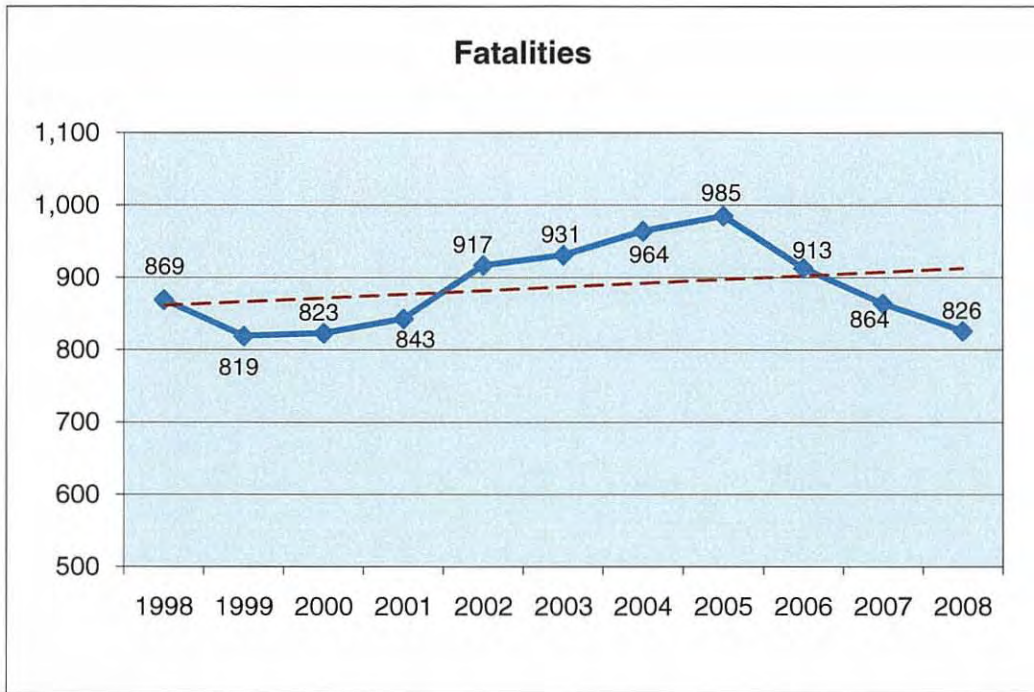
	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
Alcohol Related Fatality Rate (per 100 million VMT)	0.44	0.46	0.42	0.37	0.5	0.38	0.42	0.43	0.39	0.43	0.34

	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Percent of Front Seat Occupants Using Safety Belts	58.6%	59.8%	61.9%	62.0%	65.5%	66.0%	66.7%	67.2%	72.0%	73.3%	79.7%

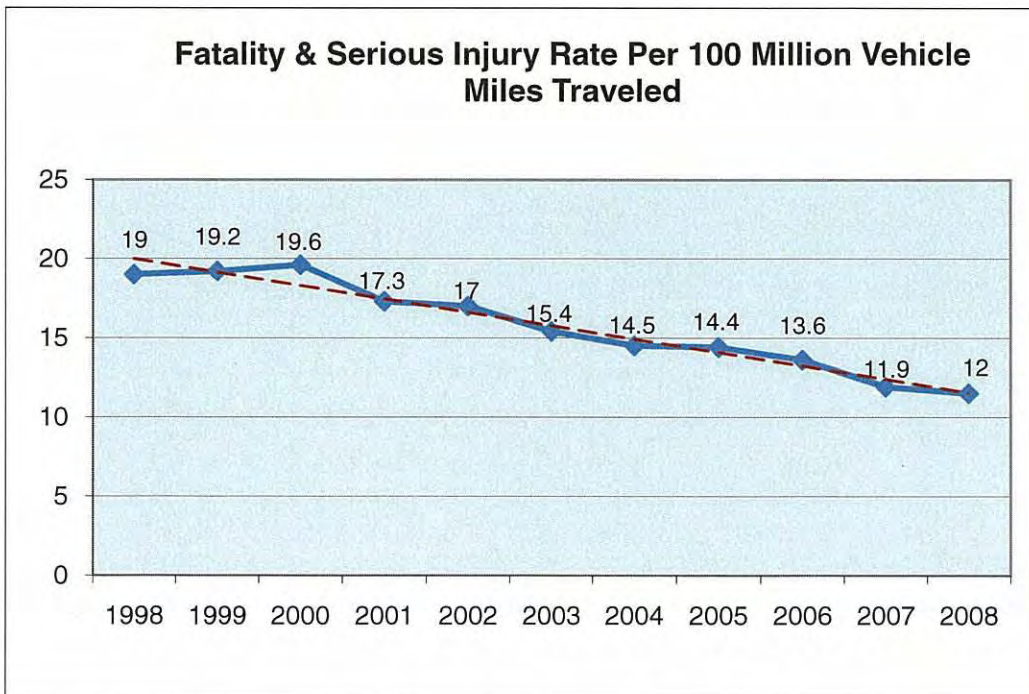
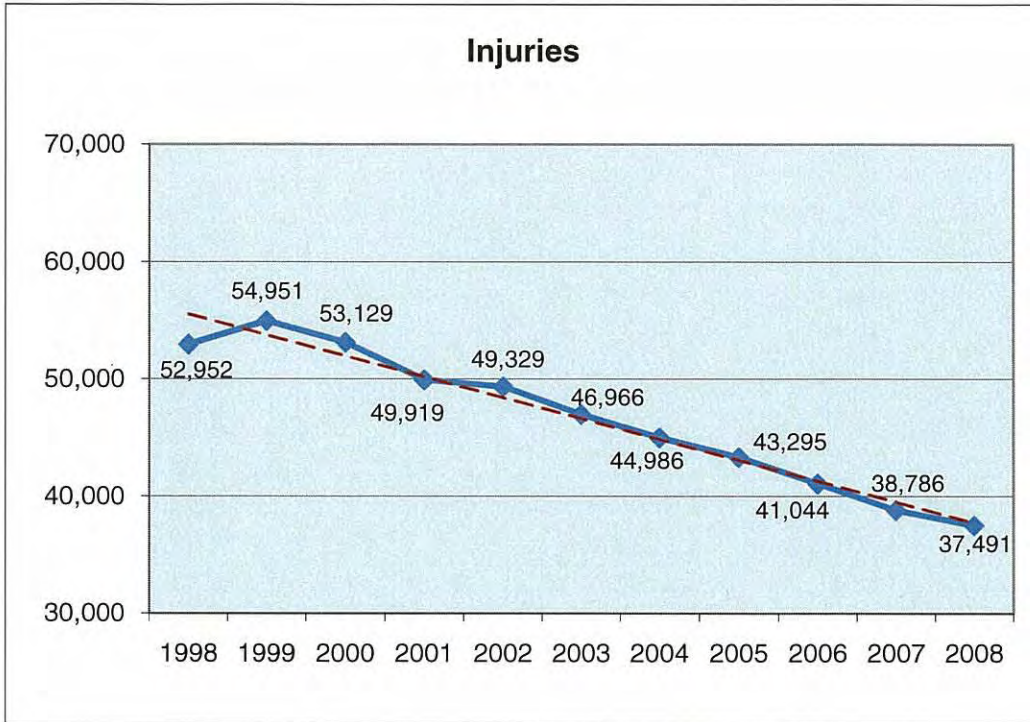
	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Child Restraint Usage (<Age 4)	89.0%	87.0%	89.0%	93.0%	95.0%	96.0%	94.0%	94.0%	98.5%	98.0%	98.6%

	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
Number of Motor Vehicle Crashes	125,698	132,216	135,079	130,190	130,347	129,831	133,718	128,685	127,252	124,553	123,530

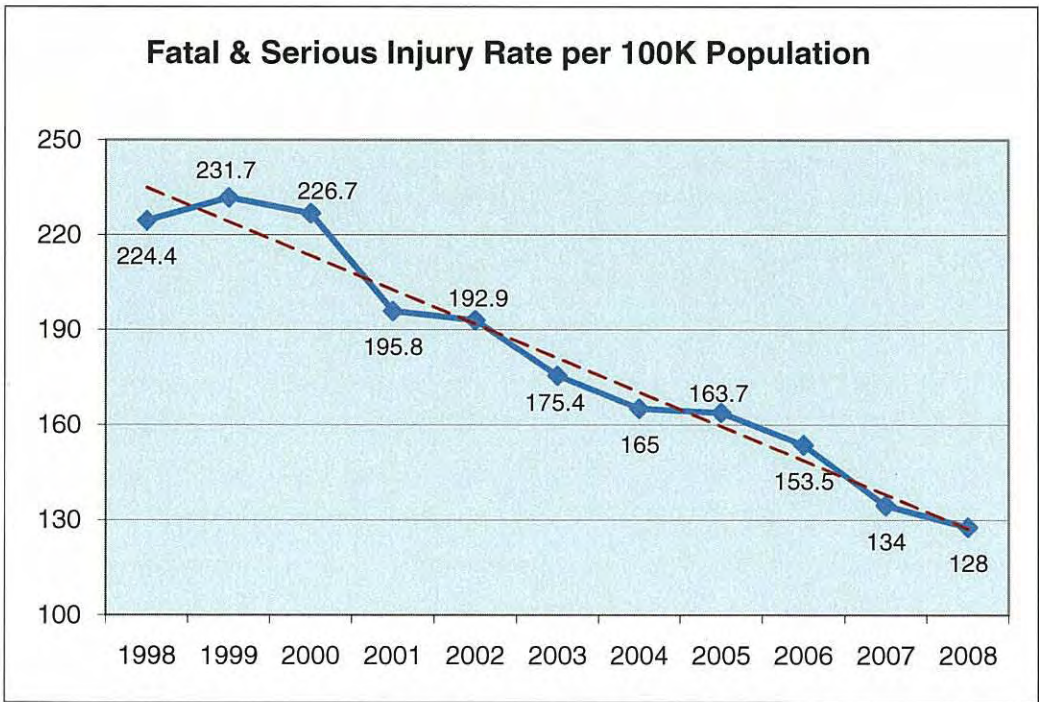
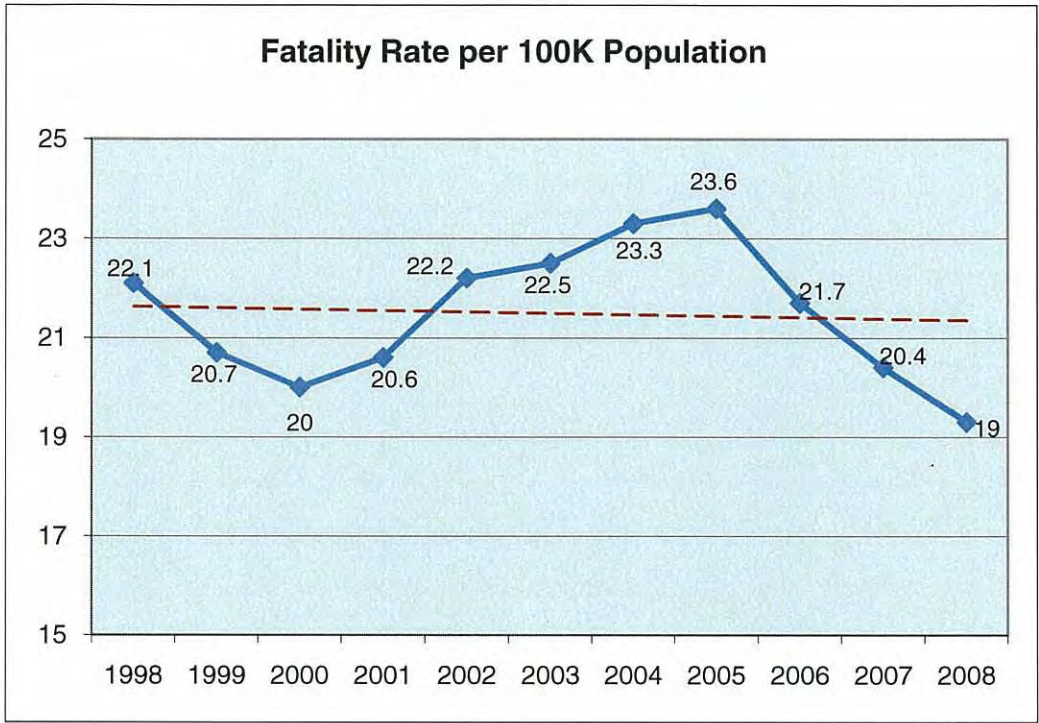
	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
Motorcyclist Fatalities	27	44	36	57	43	58	64	89	89	113	96



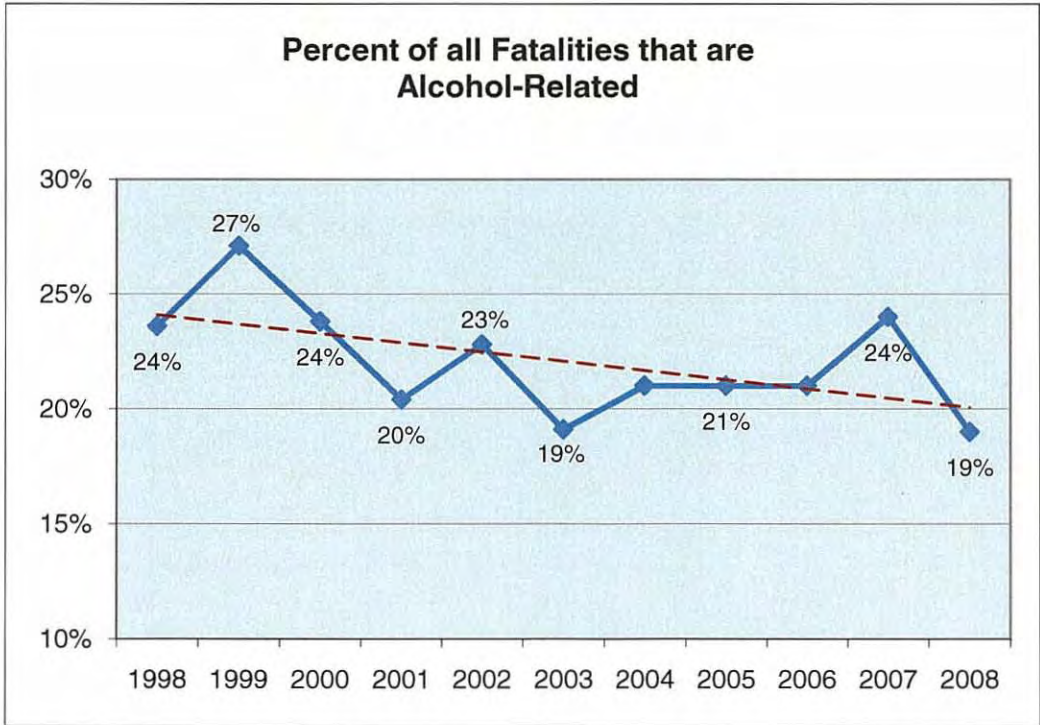
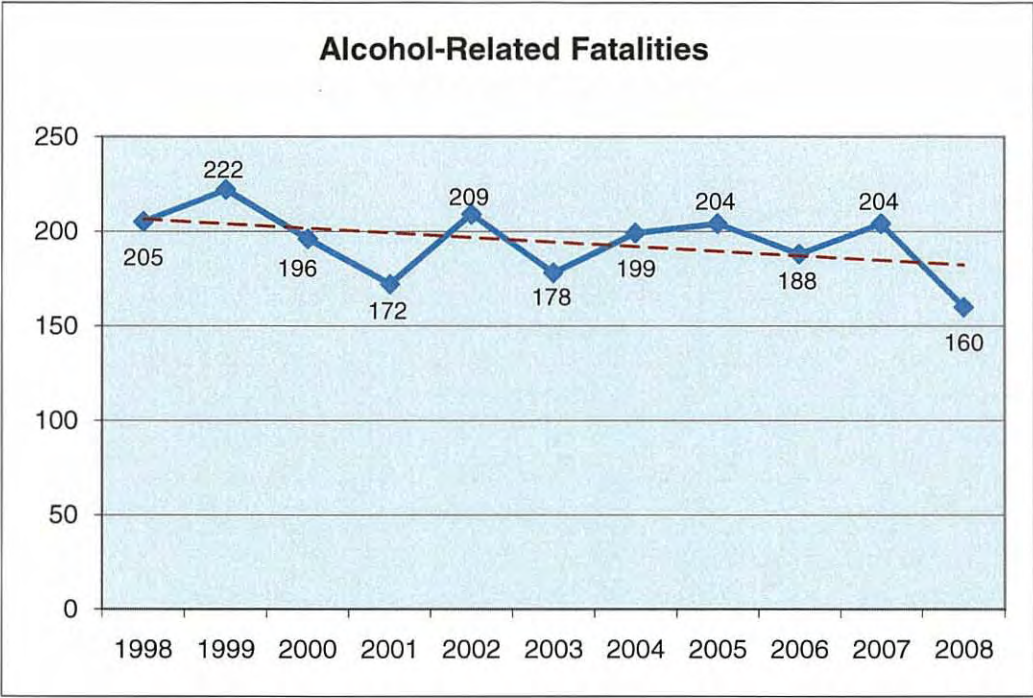
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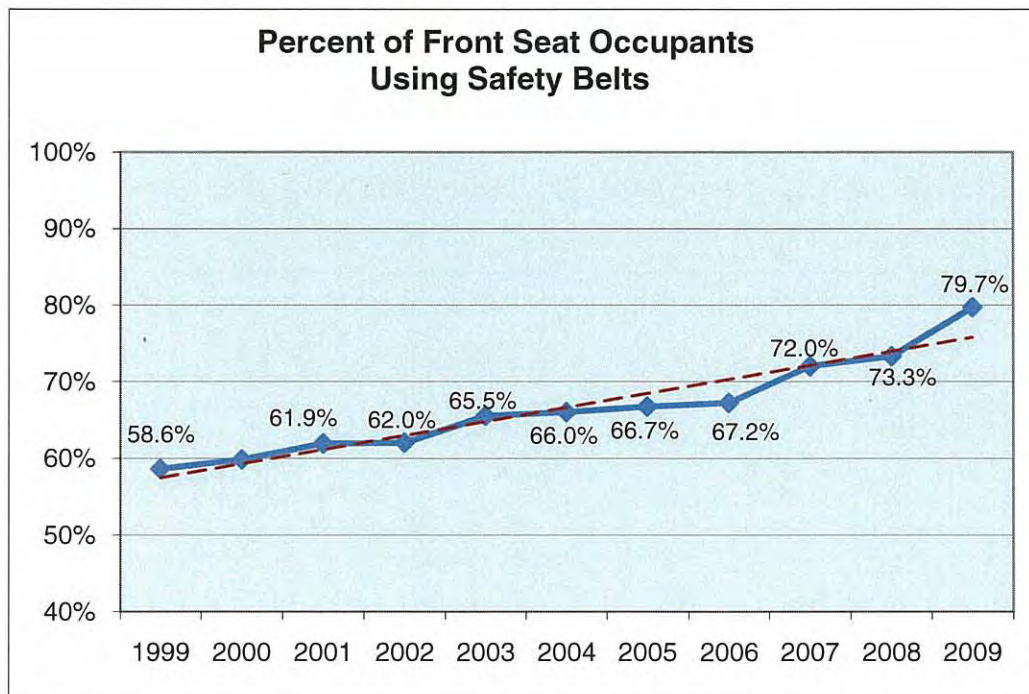
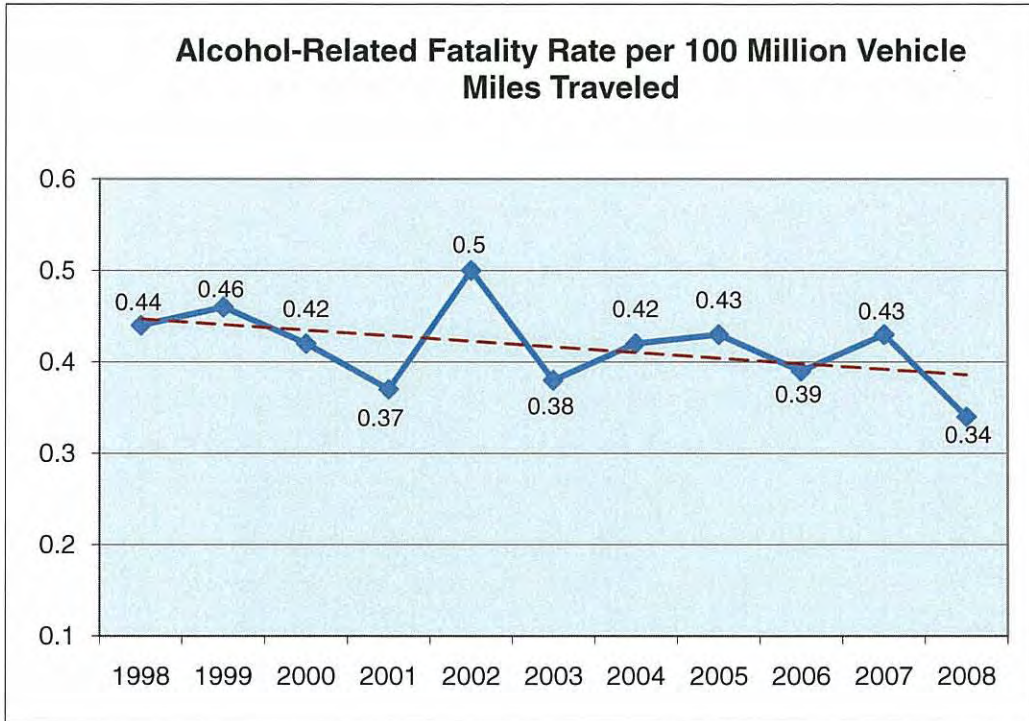
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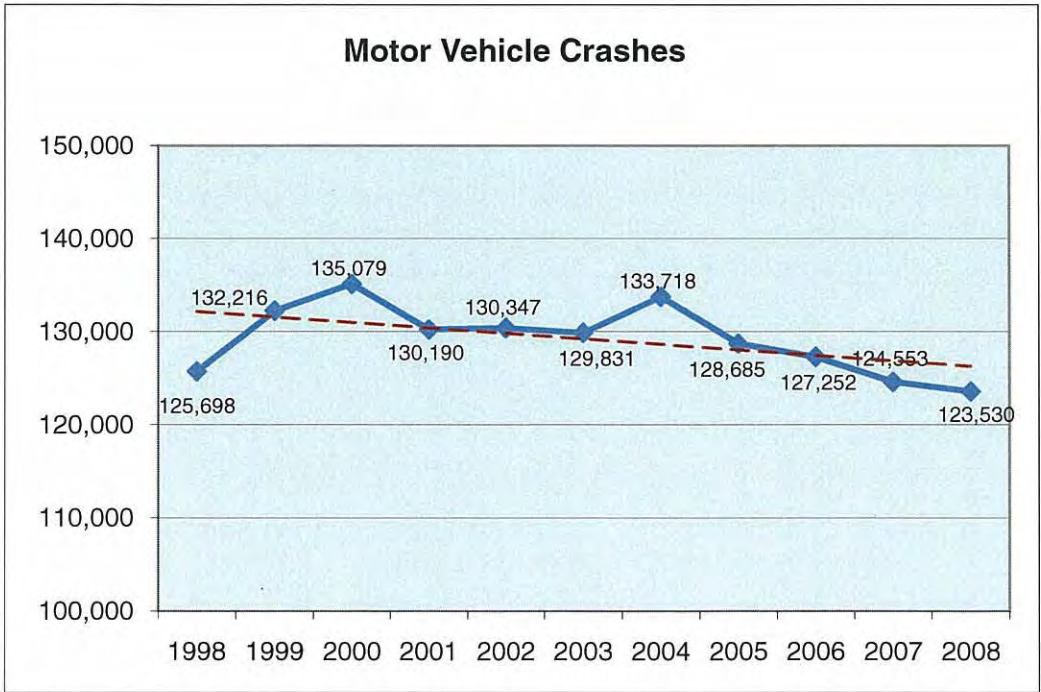
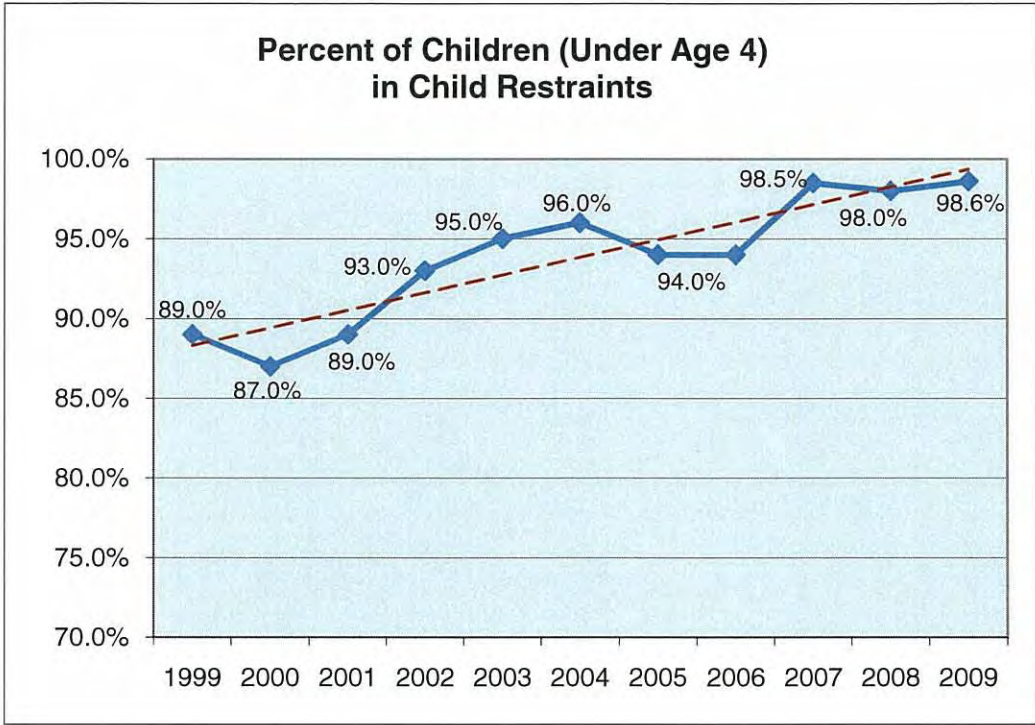
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Accomplishments

The following accomplishments are among those made in the area of highway safety by the Commonwealth of Kentucky in Fiscal Year 2009:

- Provided federal funding to 89 law enforcement agencies throughout the state to address identified highway safety problems through year-round enforcement programs. Provided funding to an additional 90 law enforcement agencies for heightened enforcement specifically during the 2009 “Click It or Ticket” mobilization and to 48 law enforcement agencies during the summer for heightened enforcement in targeted counties having the highest number of fatalities.
- Provided funds to 19 entities for educational programs, data analysis and training aimed at reducing traffic fatalities and injuries.
- Funded publication of the annual *Analysis of Traffic Crash Data in Kentucky, Traffic Collision Facts and Safety Belt Usage Survey in Kentucky* research report by the Kentucky Transportation Center (University of Kentucky).
- 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.
- Sponsored the 160-site statewide annual seat belt survey, which indicated an increase in Kentucky’s average seat belt usage rate from 73.3% in 2008 to 79.7% in 2009.
- 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 161 agencies participating in the Governor’s Impaired Driving Enforcement Awards program.
- Conducted three statewide media campaigns to coincide with highway safety enforcement mobilizations including “Click It or Ticket,” “Blue Lights Across the Bluegrass,” “Drunk Driving. Over the Limit. Under Arrest.” and major holiday periods.
- Planned and coordinated a Kentucky Lifesavers Conference for the sixth consecutive year.
- Continued involvement in the Governor’s Executive Committee for Highway Safety and its associated emphasis area teams.
- Utilized Law Enforcement Liaisons to hold 29 regional briefings to educate law enforcement agencies, elected officials and others about highway safety issues and the national enforcement mobilizations.
- Held six training sessions throughout the state to review responsibilities and procedures for agencies receiving highway safety grants.

- 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>).
- The Child Passenger Safety team, within Division of Highway Safety Programs, conducted 198 child passenger safety programs – this includes classes, check-up events, booths/presentations and fitting appointments.
- The Division of Highway Safety Programs conducted a total of 553 educational programs – this includes highway safety booths/presentations, young driver programs, rollover simulator demonstrations, distracted driving simulator demonstrations, mature driver programs, corridor/blitz programs and delivering and placing the radar and DUI trailers along Kentucky’s roadways as requested by local agencies.

Program Management

At the beginning of each grant year, in October, the Kentucky Office of Highway Safety conducts mandatory regional workshops for grantees. The workshops 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 network with and learn from their regional peers as well as have face-to-face interaction with state-level staff. The workshop presenters encourage questions and open dialog and view this process as an active venue to building stronger, more meaningful partnerships.

The Kentucky Office of Highway Safety branch manager is accompanied at each workshop by three regional grant managers, the financial manager, the traffic safety data coordinator as well as the law enforcement liaison within that specific area. Presentations are tailored for law enforcement grantees as well as a separate, customized training for non-law enforcement grantees.

Workshop sites for the 2009 grant year included: the Kentucky Transportation Cabinet Conference Center in Frankfort; Jenny Wiley State Park in Prestonsburg; Rough River State Park located at Falls of Rough (near Leitchfield); Kentucky Dam Village in Gilbertsville; and, the Florence Police Department. Overall, approximately 250 participants attended from 111 programs, statewide.

Topics included: a review of grant contracts and conditions; program planning; completion of monthly and yearly reporting forms, financial forms and audit requirements; mobilization dates with participation requirements and procedures; an overview of the grant monitoring process; and, an overview of the Kentucky Office of Highway Safety website and data resources.

Impaired Driving – Grants to Law Enforcement

Alcohol countermeasures grants were funded with Section 402 and Section 410 funds for 32 local law enforcement agencies in 24 counties, as well as Kentucky State Police who have statewide jurisdiction.

These agencies worked a combined total of 15,086.25 overtime hours resulting in 2,474 DUI arrests, 6,035 speeding citations, 6,477 safety belt citations/warnings, and 181 child restraint citations during the grant year. In addition, these grantees conducted a total of 551 traffic safety checkpoints.

Impaired Driving Enforcement Mobilization

Kentucky coordinated one major mobilization focused on impaired driving in FY 2009, in conjunction with the national “Drunk Driving. Over the Limit. Under Arrest.” mobilization from August 21 through September 7, 2009. Eight press conferences were held across the state, with the official kick-off August 20 at the Kentucky State Fair featuring Governor Steve Beshear. Officials from the Louisville Metro Police Department and the Kentucky Transportation Cabinet also spoke at this event.



Louisville Metro Police Chief Robert White spoke at the “Drunk Driving. Over the Limit. Under Arrest.” kick-off press conference at the Kentucky State Fair Aug. 20. Transportation Cabinet Secretary Joe Prather (far left) and Gov. Steve Beshear (left) are also pictured.

Seventy-three percent (73%) of all law enforcement agencies statewide participated in the “Drunk Driving: Over the Limit, Under Arrest” mobilization with 213 agencies reporting their enforcement data to the Office of Highway Safety. A total of 581 checkpoints were conducted during this 18-day period. Between checkpoints and patrol enforcement, the mobilization resulted in the following arrests/citations:

DUI Arrests:	1,782	Safety Belts:	5,720
Felony arrests:	1,435	Child Restraints:	397
Drug Arrests:	1,852	No Insurance:	5,134
Fugitives Apprehended:	1,532	Reckless Driving:	605
Suspended Licenses:	1,564	Other Traffic Violations:	16,206
Speeding	14,329	Stolen Vehicles Recovered	87

DUI Enforcement Awards Program

In December 2008, the Kentucky Office of Highway Safety hosted the annual Governor's Impaired Driving Enforcement Awards. The event was held at the Embassy Suites hotel in Lexington on December 4, 2008. Chuck Geveden, Executive Director of the Kentucky Office of Highway Safety welcomed the group. Governor Steve Beshear addressed the group via a video message following remarks by J. Michael Brown, Secretary of the Kentucky Justice and Public Safety Cabinet, Jose Sepulveda, Division Administrator at the Federal Highway Administration, Kentucky Division, and Joseph Prather, Secretary of the Kentucky Transportation Cabinet. Bill Tower, Law Enforcement Liaison from the National Highway Traffic Safety Administration, Region 3 delivered the keynote address. Representatives from the Kentucky Office of Highway Safety, Kentucky State Police, and the Lexington-Fayette Urban County Government Police Department also participated in the event.

The event honored 183 officers from 161 law enforcement agencies for their outstanding achievements in enforcement in reducing impaired driving during FY 2008. The individuals receiving awards were collectively responsible for over 6,396 impaired driving arrests from October 2007 through September 2008. Total agency arrests from those who reported were 31,296.



The Lexington Police Department Honor Guard gave the Presentation of Colors at the Governor's Impaired Driving Enforcement Awards Ceremony.



Transportation Secretary, Joseph Prather (far left) and NHTSA Region 3 Representative Bill Tower (far right) presented the awards at the Governor's Impaired Driving Enforcement Awards Ceremony.

Impaired Driving – Grants to Non-Law Enforcement Projects

Traffic Safety Resource Prosecutor (TSRP)

Our partnership with the Office of Attorney General to employ the TSRP position has been in place for three years in Kentucky. Bob Stokes, the TSRP, provides training, technical assistance and resources to both law enforcement and prosecutors throughout the state. His assistance provides them with more effective prosecuting methods for traffic safety violations.

During the grant cycle, the TSRP:

- Planned, moderated and conducted training directly related to prosecuting highway safety infractions at the 2009 Kentucky Prosecutors Conference in August 2009.
- Presented two “Protecting Lives, Saving Futures” training sessions in December 2008 and March 2009; these sessions focused on the effective detection and prosecution of DUI offenders.
- Conducted one “Lethal Weapon” training in May 2009; this session focused on the effective investigation and prosecution of vehicular assault and homicide cases. This “Lethal Weapon” training was so successful, that it was adapted and submitted for use at the Kentucky Prosecutors Institute.
- Assisted in the TSRP website which was completed in March 2009; the Office of Attorney General officially launched the new website resource in April.
- Refined a mentoring outreach program to encourage communication between experienced and new prosecutors, law enforcement and prosecutors via a new Kentucky traffic safety website.
- Provides training to law enforcement and to prosecutors regarding the prosecution of Driving Under the Influence (DUI) and vehicular Homicide offenses.
- Offered adjunct instruction to law enforcement regarding Drug Recognition Evaluation (DRE) in the area of traffic safety.
- Co-sponsored an accredited training in the area of Crash Reconstruction.

Administrative Office of the Courts

In February, the District Judges Education Committee convened a faculty development session. The objectives were to conduct research, design curriculum and review presentation content in preparation for the 2009 District Judges DUI and Traffic Safety College. Topics included: Field Sobriety Test & Demonstration, Traffic Stops & Search & Seizure Arrests, New DUI Issues and Drug Related DUI's. The college was held April 1-3, 2009, and was sponsored by the Administrative Office of the Courts in partnership with the Kentucky Office of Highway Safety. Ninety-three district judges from throughout the state attended the event at Lake Cumberland Resort Park in Jamestown, Kentucky. Immediately following the DUI College, the education specialist compiled an evaluation report, which was submitted to the Kentucky Office of Highway Safety.

Mothers Against Drunk Driving (MADD) Kentucky Court Monitoring

Our partnership with MADD Kentucky enabled the continuation of their Court Monitoring Program that targeted three counties (Clay, Gallatin and Leslie) having the lowest DUI conviction rates. During Fiscal Year 2009, the project focused on: 1) Using data gathered in court to identify weak points in the system that directly affects conviction rates; 2) Strengthening collaborative partnerships with law enforcement and court officials in each county; and, 3) Consistently disseminating findings to the public.

Within the three targeted counties, the DUI conviction rates have increased based on cases observed during Fiscal Year 2009. Results for each county are shown below:

Clay County:

- Original conviction rate when project began in FY 2007 = 50.5%
- Total DUI cases observed in FY 2009 = 179
- Total disposed DUI cases = 153
- Total disposed DUI cases resulting in a conviction = 122
- Total disposed DUI cases not resulting in a conviction = 18
- FY 2007 Observed Conviction Rate (based on 36 disposed cases) = 63.8%
- FY 2008 Observed Conviction Rate (based on 81 disposed cases) = 79%
- FY 2009 Observed Conviction Rate (based on 153 disposed cases) = 79.7%

Gallatin County:

- Original conviction rate when project began in FY 2007 = 60.2%
- Total DUI cases observed in FY 2009 = 248
- Total disposed DUI cases = 212
- Total disposed DUI cases resulting in a conviction = 168
- Total disposed DUI cases not resulting in a conviction = 29
- FY 2007 Observed Conviction Rate (based on 72 disposed cases) = 80.5%
- FY 2008 Observed Conviction Rate (based on 167 disposed cases) = 83%
- FY 2009 Observed Conviction Rate (based on 212 disposed cases) = 79.2%

Leslie County:

- Original conviction rate when project began in FY 2007 = 43.4%
- Total DUI cases observed in FY 2008 = 137
- Total disposed DUI cases = 96
- Total disposed DUI cases resulting in a conviction = 75
- Total disposed DUI cases not resulting in a conviction = 17
- FY 2007 Observed Conviction Rate (based on 26 disposed cases) = 57.7 %
- FY 2008 Observed Conviction Rate (based on 53 disposed cases) = 61%
- FY 2009 Observed Conviction Rate (based on 96 disposed cases) = 78.1%

Drug Recognition Expert (DRE) Training Program

Kentucky's Department of Criminal Justice Training (DOCJT) at Eastern Kentucky University completed their fourth year of a project to train local and state law enforcement officers in the Drug Recognition Evaluation and Classification Program. FY 2009 project activities were delayed due to the retirement of the program's original coordinator. DOCJT was not able to fill this vacancy until late May 2009. During the remainder of the grant year, however, the new coordinator attended the national Drug and Impaired Driving Conference and conducted an organizational meeting of all DRE instructors, conducted two DRE recertification classes for 26 officers, one DRE class for seven new candidates, and two series of field task forces (to obtain drug evaluations for certification/recertification). An ongoing task of the program is to evaluate the certification status of all officers who had previously completed the DRE program (105 individuals) and notify them of what is necessary for them to remain a DRE in Kentucky.

Youth Alcohol Program Coordinator

The Kentucky Office of Highway Safety continued for a sixth year to fund a Youth Alcohol Program Coordinator through the Kentucky Crime Prevention Coalition (KCPC). This full-time position conducts youth alcohol prevention programs for middle schools, high schools and universities throughout the state. These interactive programs use a modified electric golf cart and fatal vision goggles for high school and university students and an electric scooter along with the fatal vision goggles for middle school students to demonstrate how alcohol impairs sight, balance and coordination. During Fiscal Year 2009, the coordinator conducted 45 programs at high schools and universities and 118 programs in middle schools. The two programs combined reached a total of over 21,670 students throughout the state.

Occupant Protection Program

Kentucky's seat belt usage rate increased more significantly in 2009 than it has during any other one year period during the last decade. The 2009 statewide seat belt survey found that the average usage rate by front seat occupants was 79.7%, up from 73.3% in 2008. This 6.4 percentage-point increase may be attributed, in part, to more intensified and targeted enforcement efforts this year during the "Click it or Ticket" campaign.

This was also the first year of using a modified seat belt survey design, which reduced the number of observation sites from 200 to 160, allowing observations to be completed in a timelier manner. The new design was developed using a multi-stage area probability sampling approach approved by NHTSA. The new design resulted in the calculation of average usage rates for each of the 18 counties surveyed, as well as a statewide average.

While the new survey design no longer establishes usage rates for different geographic regions of the state, it includes both rural and urban counties throughout the state. The rate varied from a high of 85.9 in Fayette county (an urban county including the city of Lexington), to a low of 65.5% in Knott County (a very rural county in eastern Kentucky). Substantially different rates were also observed for different vehicle types, with the highest usage occurring in vans (83.7%) and sport utility vehicles (82.3%). Belt usage in passenger cars, which made up the largest share of the sample, was 82.6%, while pickup trucks occupants only averaged 69% usage.

The observed usage rate for child restraints increased to 98.6% in 2009, from 98% in 2008. The usage rate for child safety seats for children under the age of four has remained above 90% since 2002. Kentucky's primary enforcement child restraint law has been in effect since 1982 and applies to all children 40" or less in height. In January 2009, Kentucky law enforcement began issuing citations to drivers who did not comply with a booster seat requirement added to the law in 2008. This provision applies to children between 40 and 50 inches in height who are under the age of seven years.

In 2008, 39 child occupants (four years and under) were involved in a crash in which someone was killed. This number has declined in each of the last two years. Nine children (four years and under), however, were killed in traffic crashes in Kentucky during 2008, four of whom were completely unrestrained.

Below is a recap of the occupant protection program goals as stated in the FY 2009 Highway Safety Plan and an indication of the current status.

- Goal: To increase the average statewide safety belt usage rate from 73.3% in 2008 to 80% by December 31, 2009.

Status: The 2009 statewide seat belt survey indicated an overall average usage rate of 79.7% for all front seat occupants (80% when rounded to the nearest whole number).

- Goal: By December 31, 2009, to increase seat belt usage to at least 60% in counties which currently (in 2007) have usage rates between 40-50%.

Status: While the new methodology only includes 18 representative counties, the lowest average usage for any county in the survey was 65.6% (Knott County).

- Goal: To increase the usage of child restraints for children under four years of age to 99% by December 31, 2009.

Status: The average child restraint usage rate for children under age four was determined to be 98.6% in 2009 (99% when rounded to the nearest whole number).

Occupant Protection Program - Grants to Law Enforcement

The Office of Highway Safety utilized Section 402 funds to support occupant protection overtime enforcement programs for 15 law enforcement agencies. These grantees worked a total of 2,560 overtime hours, issuing a total of 1,612 seat belt citations and 72 child restraint citations. In addition, these grantees issued a total of 825 speeding citations, 2,504 other traffic citations, and made 224 DUI arrests during their grant-funded hours.



Occupant Protection Enforcement Mobilization

Kentucky coordinated one major mobilization event specifically focused on occupant protection. This mobilization used the “Click It or Ticket” slogan and corresponded with the national mobilization from May 18 through May 31, 2009. Press conferences were held in Lexington and Louisville to kick off the enforcement and promote the event.

A total of 232 agencies (approximately 62% of all) reported the following activity for the two-week period. Enforcement results are summarized below:

DUI Arrests:	1,408	Safety Belts:	23,265
Felony Arrests:	1,138	Child Restraints:	536
Drug Arrests:	1,360	No Insurance:	6,730
Fugitives Apprehended:	1,523	Reckless Driving:	514
Speeding	11,511	Suspended Licenses:	1,818
Other Traffic Violations:	20,596	Stolen Vehicles Recovered	61

The number of seat belt citations issued during the May enforcement campaign was a 14% increase over the number issued during the 2008 “Click It or Ticket” campaign.

Efforts during the "Click It or Ticket" campaign were strengthened by partnerships with adjoining states. For the last three years, Kentucky law enforcement has partnered with Tennessee law enforcement for a “Hands Across the Border” initiative during the mobilization. During May, traffic safety checkpoints were held at the state line on U.S. 25E at the Cumberland Gap tunnel, at the state line on US 25W between Williamsburg, KY and Jellico, TN and at the state line in Static, TN. Additional checkpoints were held at the Ohio River bridges in Maysville and Ashland, Kentucky. During the campaign, state and local agencies from each state coordinated their activities for these events.

For the fourth year, Kentucky joined Ohio and West Virginia in a Tri-State event to promote the May 2009 “Click It or Ticket” enforcement mobilization with McDonald's



restaurants. McDonald's advertised the campaign with “Buckle Up” tray liners for two weeks prior to the campaign. On May 18, 2009, the first day of enforcement, both state and local law enforcement along with other first responders volunteered to man the drive-thru lanes of McDonald's restaurants from 11:00 a.m. until 1:00 p.m. McDonald's customers who were belted received a key chain and a free food coupon provided by McDonald's. Drive-thru customers who were unbelted received educational information on safety belt

use and were encouraged to buckle up. Public Information Officers in all local highway districts taking part sent out press releases, resulting in a variety of TV and radio news broadcasts and local newspaper articles that helped raise awareness of the enforcement. At least 81 McDonald's locations in Eastern and Central Kentucky took part in this very successful event.

The Kentucky Office of Highway Safety continued the “Click It For Tickets” promotion with the Kentucky Speedway for a second year. At select traffic safety checkpoints, individuals not belted received a seat belt citation and those belted received a “Click It For Tickets” voucher to be eligible for tickets to upcoming scheduled races. Six pairs of tickets were awarded. This promotion was modeled after the “Click It For Tickets” partnership between the Delaware Office of Highway Safety and the Dover International Speedway.



State and local police departments attended the Click It or Ticket press conference held at Commonwealth Stadium in Lexington on May 11, 2009.



Transportation Cabinet Secretary Joseph Prather spoke at the Click It or Ticket press conference held at the Louisville Fairgrounds on May 11, 2009.

May Mobilization Grants

A total of \$309,269 in Section 405 funding was directed to law enforcement agencies solely for officer overtime during the May 2009 "Click It or Ticket" Mobilization. A total of 86 agencies utilized this additional funding, including Kentucky State Police, Kentucky Vehicle Enforcement, and local agencies.

These agencies worked a total of 8,150 hours of traffic overtime during which they issued 13,377 seat belt citations, 443 child restraint citations, 3,940 speeding citations, 10,443 other citations and also made 290 DUI arrests.

Law Enforcement Liaisons

Kentucky's Law Enforcement Liaisons (LELs) continued to build networks with law enforcement agencies and to promote greater participation in the traffic safety mobilizations. Kentucky has four LELs who work as contract employees for the Kentucky Office of Highway Safety, responsible for law enforcement outreach in their particular region of the state. In FY 2009, the LELs made over 1,000 visits to city, county, and state agencies. They were instrumental in identifying and selecting agencies to receive funding for special traffic enforcement efforts. The LELs assist the grant program managers by working one-on-one with Kentucky's police chiefs, sheriffs and project directors to answer questions regarding grants and referrals for highway safety issues. The LELs also conduct grant monitoring and make recommendations to agencies to attain the goals established in the grant. 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 highway safety activities with border agencies.

Each year, the LELs hold a total of 24 regional meetings in May and August, presenting information on current highway safety priorities and the upcoming national/state mobilizations. Grantees and all other law enforcement agencies in each of 12 districts are invited, as well as local elected officials. These meetings have proven successful in promoting the objectives of the state Highway Safety Office and the mobilizations. The LELs achieve good attendance at these meetings by providing lunch, distributing program enhancement items, and giving attendees the opportunity to draw for incentive prizes, such as radar units and preliminary breath testing devices.

The LELs also attended a number of meetings, such as those held by state and regional chiefs and sheriff's associations. They also attended the Kentucky Lifesavers Conference in April 2009 and the National Lifesavers Conference held in Nashville, Tennessee in April 2009.

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 sixty-five percent of the salary for a registered nurse/child safety instructor. Major accomplishments in FY 2009 included the following:

- Lead instructor for five national certification classes educating 47 new technicians.
- Created four new fitting stations in four different counties throughout Kentucky.
- Provided CPS presentations to four new Hispanic agencies: The American Community, Casa House, Eastern Area Ministries and Kentucky Refuge.
- Articles for the Spanish community were published in two Louisville area newspapers.
- 250 booster seats were distributed across the commonwealth.
- Provided booster seat education to approximately 8,000 students and 600 adults.
- Co-presented CPS presentations at the Kentucky Lifesavers Conference that provided continuing educational units (CEU's) for technicians and participated as a speaker.
- Held numerous child safety seat check-up events in the Louisville area and throughout the commonwealth.

Pike County Health Department Child Passenger Safety Program

This grant helped to maintain a total of six permanent fitting stations at police and fire stations in Pike County and supported the activities of a child passenger safety specialist/instructor employed by the Pike County Health Department. Her activities included: providing seats/supplies and technical assistance to the fitting stations, coordinating or assisting with local CPS check-up events, instructing monthly alternative sentencing classes to those who are cited for child restraint violations in four eastern Kentucky counties, and distributing educational materials about the proper use of seat belts and child restraints at events and programs throughout the county. The project director also continued a program to educate all young children enrolled in the Head Start Program (approximately 480 children) in Pike County using the *I'm Safe in the Car* curriculum, as well as educating their teachers and parents about proper use of child restraints.

Marshall County Health Department Child Passenger Safety Project

Occupant protection grant funds assisted this health department in delivering child passenger safety education and services to a multi-county area in Western Kentucky known as the Purchase Area Development District. Some of the activities the project director completed this year include:

- Maintained a CPS fitting station, Monday through Friday, at the health department. The project goal was exceeded, as 159 seats were inspected or installed.

- Provided CPS education events for social workers in Graves, McCracken and Marshall Counties.
- Provided CPS educational materials to health department clients, area technicians, and law enforcement agencies.
- Child safety seat check-up events were held in Hickman, Ballard, Calloway and Marshall Counties.
- Child passenger safety certification classes were held in January; three new technicians were certified for the multi-county area.
- Provided certification updates for required CEUs for ten CPS technicians.
- Organized a mock crash with trial at the Murray High School.
- Organized events at elementary schools in Marshall and Calloway counties to promote seat belt usage and child passenger safety awareness.
- Participated in events using the roll-over simulator in conjunction with the Office of Highway Safety staff as well as Kentucky State Police.

Police Traffic Services Program

Speed is still one of the most common contributing factors in total crashes and fatal crashes in Kentucky. In 2008, there were 139 fatalities in speed-related crashes. For this reason, the Police Traffic Services program helps law enforcement agencies throughout the state combat speeding by funding overtime enforcement for traffic patrol. The program also targets areas that have multiple highway safety problems. Below is an examination of progress toward last year's goals related to speeding-related crashes:

- Goal: To reduce speeding related crashes by 5% from 6,847 in 2007 to 6,505 by December 31, 2009.

Status: Speed-related crashes increased by 10.02% to 7,533 in 2008.

Note: From January 1 through November 15, 2009, there were 6,067 speed-related crashes. This represents a decrease of 0.93% from the 6,124 speed-related crashes that occurred during the same period in 2008.

- Goal: To reduce speed-related fatal crashes by 10% from 151 in 2007 to 136 by December 31, 2009.

Status: Speed- related fatal crashes decreased by 7.9% in 2008 to 139.

Note: From January 1 through November 15, 2009, there were 101 speed-related fatal crashes. This was a decrease of 5.6% from the 107 speed-related crashes that occurred during the same period in 2008.

Police Traffic Services – Grants to Law Enforcement

Federal 402 funds helped 40 local agencies work overtime hours to combat speeding and other traffic violations. These agencies worked a total of 15,788 overtime hours, resulting in 17,334 speeding tickets, 419 DUI arrests, 10,844 seat belt citations, and 255 child restraint citations. These agencies also held a total of 64 traffic safety checkpoints during the grant year.

Kentucky State Police continued their SPEED program, working 5,793 combined hours of overtime in the 16 post areas throughout the state. This overtime generated 15,262 speeding citations, 56 DUI arrests, 94 child restraint citations, and 1,664 seat belt citations.



In an effort to raise awareness of traffic safety laws and encourage safe driving habits, the Kentucky Office of Highway Safety sponsored the “Blue Lights Across the Bluegrass” campaign July 20 through July 31 in 37 counties with four or more fatalities as of July 15, 2009. Officers patrolled all roadways in their designated city or county, but placed a special emphasis on areas where most fatalities occurred.

Meetings with law enforcement and local officials were held in select counties and the media was invited. The \$100,000 media buy included a television public service announcement titled “Globe” that ran throughout the campaign on local cable stations and in movie cinemas, alerting the motoring public of increased enforcement in areas throughout the state.



KOHS Division of Highway Safety Programs Director Boyd Sigler spoke with Representative John Tilly and members of the local media in Christian County.

A total of 77 agencies reported the following activity for the Blue Lights Across the Bluegrass Campaign. Enforcement results are summarized below:

DUI Arrests:	554	Safety Belts:	4,224
Felony arrests:	546	Child Restraints:	213
Drug Arrests:	527	No Insurance:	2,568
Fugitives Apprehended:	809	Reckless Driving:	188
Speeding	6,726	Suspended Licenses:	618
Other Traffic Violations:	8,033	Stolen Vehicles Recovered	33

Highway Safety Materials Clearinghouse

The Kentucky Crime Prevention Coalition (KCPC) received a grant to continue to maintain a clearinghouse of highway safety educational materials such as CDs, brochures, lesson plans, coloring books, etc. Materials cover a wide variety of highway safety topics, including impaired driving, occupant protection, school transportation-related safety, etc. An online catalog allows individuals and organizations to place orders through KCPC while maintaining a tracking record. During the FY 2009 grant year, over 81,169 items were ordered and distributed from the clearinghouse to law enforcement agencies, family resource centers, school officials and others.

Safe Communities Program

During Fiscal Year 2009, Section 402 funding was used to support one Safe Communities Project.

Madison County Health Department

This 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. Their accomplishments for 2009 included:

- Initiated an application to the World Health Organization (WHO) for designation of Madison County as a WHO Safe Community.
- Educated students (elementary through college) about traffic safety issues through a variety of classroom presentations, interactive programs, school health fairs, take-home information, and class projects.
- Partnered with law enforcement and KOHS to hold seven public child passenger safety check-up events in Richmond and Berea. Technicians at the Health Department’s permanent fitting stations installed 249 child safety seats and 53 booster seats.
- Distributed traffic safety information at health and safety fairs, school programs, community events, churches, work sites and conferences.

- Continued a partnership with Eastern Kentucky University nursing students to coordinate a “Battle of the Belts” program among all Madison County high schools and to conduct quarterly county-wide observational seat belt surveys.
- Held bimonthly Safety Coalition meetings and regularly attended meetings of many partner organizations.
- Conducted seat belt use/seating position surveys at Madison County’s elementary schools twice during the grant year as an ongoing part of the “Always Buckle Up Children in the Backseat” initiative.

Other Program Areas

Pedestrian/Bicycle Safety

Kosair Children’s Hospital continues to receive grant funding for their BIKES (Behaviors Illustrating Knowledge that Ensures Safety) project, a program geared to educate fourth and fifth grade elementary school children throughout Kentucky about bicycle and pedestrian safety. During FY 2009, the coordinator of this program conducted 175 school bike rodeos in 60 counties, reaching approximately 20,000 students.

Accident Investigation

Kentucky State Police received a grant for crash data recovery training and equipment needed for accident investigation. In January 2009, four Crash Data Recovery (CDR) Analysts attended the CDR User’s Conference in Houston, Texas. This training allowed four analysts/trainers to maintain proficiency in using the CDR equipment, software and analyzing CDR reports. They purchased two Crash Data Recovery kits, which will enable the technicians to download the newest vehicles and other vehicles which are now been supported since the last update in 2008.

Traffic Records

Kentucky Hospital Association

The Kentucky Hospital Association (KHA) has a continuation grant to collect Emergency Department data. KHA contracts with data provider, CompData, who actually collects, compiles and edits patient records. Data are collected for each fiscal year (for example: data collection for FY 2009 began the third and fourth quarters of calendar year 2008 and the first and second quarters of calendar year 2009). Data are then submitted to the Kentucky Office of Highway Safety as well as the Kentucky Cabinet for Health and Family Services for further analysis.

For FY 2009 the following data was reported:

Time Period	Claim Number	Inpatient Records	Outpatient Records	Total Records Delivered	Grant Eligible Records *
July – September 2008	1	158,583	815,233	973,816	448,627
October – December 2008	2	152,271	782,545	934,816	422,257
January – March 2009	3	160,689	785,402	946,091	439,315
April – June 2009	4	161,758	857,201	1,018,959	457,600
Total		633,301	3,240,381	3,873,682	1,767,799

* Grant eligible denotes patients treated related to motor vehicle crashes.

Paid Media Report

In FY 2009, Kentucky conducted two major paid media campaigns (occupant protection and impaired driving) and a variety of sustained traffic safety messaging through sports venues. The two major campaigns ran in conjunction with the occupant protection and impaired driving enforcement mobilizations in the spring and late summer of 2009, with a total expenditure of \$491,382 for advertising. Additional funds were expended for the services of New West, LLC, the state’s media contractor. This included expenses such as market research, media buying, editing of spots, account management, etc. Details from each campaign are described below.

“Click It or Ticket” Campaign May 11 – June 1, 2009

For the second year, Kentucky used the “Click It or Ticket” slogan for the May seat belt campaign. The new “Stuck With a Ticket” ad developed by NHTSA was utilized on cable stations statewide. The message was that no matter where you are in Kentucky, law enforcement officers will pull over anyone they see not wearing a seat belt and give them a ticket. Two NHTSA radio ads, “Car Talk” and “Stupid Joey News” were rotated throughout the campaign. “Car Talk” targeted the general public while “Stupid Joey News” targeted young drivers.



A media plan was developed that primarily targeted men age 18-34 and 15 to 17 year old teens. A secondary target was Hispanic and African-American men, age 18-34. Radio and cable TV were chosen as the primary media formats for reaching the target demographic. Other formats, such as billboards and Internet and cinema ads were used to supplement the campaign's reach with the target groups. For the purpose of the media buy, 25 high-priority counties were selected based on their number of unbelted fatalities. In addition, counties that exhibited the lowest usage rates in the statewide observational seat belt survey were also targeted. Second priority was given to all other counties, so that at least 70% of the state's population was exposed to campaign messaging.

Radio advertising was purchased in priority one and priority two counties where available. The radio media buy was formulated to deliver 200 Gross Ratings Points (GRP's) per week in the major markets. Country and rock formats were primarily selected, with urban and Hispanic radio stations added where available. Advertising was placed on cable TV stations in priority one areas only, and on stations that have strong ratings with the young male demographic, including MTV, FX, ESPN, SCI-FI, USA and Comedy Central. Due to numerous cable systems and availabilities in each market, GRP's were varied for the television component. A more detailed summary of the media that aired for this campaign is shown in the tables below:

Radio	# Spots	Men 18-34 Reach**	Frequency**	Cost
Markets				
Lexington	394	87%	9.8	\$11,560
Louisville	458	79%	11	\$20,740
Evansville	280	89.6%	9.7	\$8,110
Bowling Green	264	79%	11.7	\$7,280
Priority Two locations (49 stations)	4,850*	Not available		\$79,500
Total	6,246			\$127,190

*plus 100 audio news releases on Kentucky News Network (KNN) Affiliates

**Reach statistics refer to the percentage of the target audience who would have seen or heard the message; the frequency is how many times, on average, they would have been exposed to the advertisement.

Cable TV	# of KY counties reached	# Spots (paid & bonus)	Cost
Markets			
Lexington, Louisville, Evansville, Bowling Green	25+	15,400	\$114,045

Other Media Formats	Placement	Cost
Outdoor boards	119 Boards in 23 counties	\$31,555
Internet ads	My Space and automotive and male magazine web sites (Kentucky subscribers only)	\$18,786
Movie theatre ads	112 screens in Lexington, Louisville, Richmond, Paducah and Ashland	\$5,600
Total		\$55,941

The media recap shows that the total cost of advertising for this campaign was \$297,176. Approximately 43% of the advertising dollars were allocated for radio, 38% for cable TV, 11% for outdoor advertising (billboards), and 8% for Internet and cinema ads. This was a different approach from the 2008 “Click It or Ticket” campaign, which was more heavily weighted toward cable TV advertising and did not include any online and cinema advertising or billboards.

In past years, highway safety funds have been allocated for the Kentucky Transportation Center of the University of Kentucky to conduct an evaluation of the May seat belt campaign. This evaluation process (including telephone awareness surveys and seat belt observations at a mini-sample of sites) was not conducted in 2009.



August 21—September 7, 2009

This campaign utilized NHTSA’s “Drunk Driving. Over the Limit. Under Arrest.” national TV and radio spots, which were tagged with the Kentucky logos. This campaign utilized only radio and cable TV to reach the male 18-34 demographic.

The Lexington and Louisville markets were defined as top priority due to the large number of alcohol-related fatalities in counties covered by these media markets. Advertising time on both cable and radio was purchased in these markets. Secondary priority areas were defined as all other counties that the Kentucky Office of Highway Safety ranked in the “top 25” for highway safety problems according to 2005-2006 data. Radio was utilized exclusively for these counties, except in several northern Kentucky counties (Cincinnati metro area), where cable was more economical. Below is the detailed media buy recap:

Markets -- Radio	# Spots	Men 18-34 Reach	Frequency	Cost
Lexington (priority 1)	974	86.4%	13	\$12,684
Louisville (priority 1)	1,219	84.3%	12.1	\$24,684
Bowling Green (priority 2)	692	80.3%	11.4	\$9,167
Outlying Markets (priority 2)	2,561	Not available		\$36,993
Radio Subtotal	5,446			\$82,889

Markets -- Cable TV	# Spots	Men 18-34 Reach	Frequency	Cost
Cincinnati DMA (priority 2)	1,450	91.3%	5.2	\$15,300
Lexington DMA (priority 1)	4,710	89.4%	5.4	\$54,250
Louisville DMA (priority 1)	2,436	90.2%	4.9	\$41,767
Cable Subtotal	8,596			\$111,317

The total cost of the media buy for this campaign was \$194,206. Approximately 57% of the advertising budget was allocated for cable TV, with the remaining 43% for radio. The total cost of the campaign was about 3% more than the cost of the 2008 “Drunk Driving . . .” campaign, but the 2009 campaign resulted in a large increase in the total number of ads aired (about 87% more).

Motorcycle Safety Campaign

To mark the start of Motorcycle Safety Awareness month in May 2009, the Kentucky Office of Highway Safety placed radio ads to promote motorcycle safety from May 6 through May 20, 2009. Radio air time was purchased in the Bowling Green, Lexington, Louisville, Paducah, Hopkinsville, Cincinnati (Ohio) and Evansville (Indiana) markets to target counties with high numbers of motorcycle fatalities. Again, males 18-34 were the target audience and were reached primarily through stations with rock, country, top 40, and adult contemporary programming formats. A total of \$98,949.63 in 2010 funds was expended on this campaign which emphasized a driver/rider responsibility and “share the road” message.

Sports Media Opportunities

Kentucky Speedway

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



This \$90,000 annual contract allowed highway safety messaging through multiple media points and informational booths from throughout the 2009 race season from October 2008 through September 2009. Highway safety messages were displayed through the following at each racing event held at the Kentucky Speedway: one outside billboard and one trackside billboard (14' x 48'), one main concourse sign and one pedestrian tunnel sign, one full-page color advertisement in souvenir programs, sponsorship of parking credentials, commercial display space (20' x 30'), closed circuit TV spots, five PA announcements, and one 30-second TV spot on Fox Sports



Network's Kentucky Speedway Racing Report. The contract also allowed for pre-race activities during the racing season and sponsorship of Kentucky Speedway's e-mail blast: "Drive Smart Preferred Line." During events that are televised live from the Speedway, it is estimated that the viewing audience is over 1.3 million.

The contract allowed the KOHS to be the title sponsor for the ARCA/REMAX Series "Drive Smart Buckle Up Kentucky 150" race on May 9, 2009, as a kick-off event for the "Click It or Ticket" campaign. Additionally, this year a second race was sponsored on July 18, 2009, titled: "Click It or Ticket Buckle Up 150." Sponsorship included the same promotional opportunities with an increase in the display area (40' x 80') and ten PA announcements. Race sponsorship also included the logo on the souvenir program cover with one full-page color advertisement inside, placement of temporary banners throughout the track, and the opportunity for the highway safety office to designate a Grand Marshall and honorary starter. The logo also appeared on the sponsor credentials, flag stand, victory lane areas, and pace car. Highway safety personnel participated in the trophy presentation to the race winner.



Rupp Arena Sports and Entertainment Properties

The Kentucky Office of Highway Safety updated its existing contract with Rupp Arena Sports and Entertainment Properties (formally Action Sports Media). The contract was extended in FY 2008 to run from August 1, 2008 through July 31, 2011, to be paid in three installments:

- 2008 – 2009 \$108,000
- 2009 – 2010 \$108,000
- 2010 – 2011 \$111,240

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) "Sweet 16" basketball tournament, musical concerts, family shows, and the Lexington Horsemen indoor football games are held in the arena. The contract includes the following platforms for highway safety messaging:

- Four 3' x 20' revolution panels located under one video board.

- One video feature per UK basketball, KHSAA and Lexington Horsemen games: "Drive Smart Drive of the Game."
- One 30-second commercial per programming hour and five minutes of static branding time per hour per event on a entryway plasma video panel in the lobby of Rupp Arena.
- Five large parking booth signs and two post signs outside of Rupp Arena.
- Three Spirit Bumpers per UK basketball, KHSAA and Lexington Horsemen games (*picture below at Boys' Sweet 16 Tournament*).
- Messaging rights on two matrix boards facing both the east and west sides of the adjoining Hyatt Hotel.
- The opportunity to set up information tables at six events per year at Rupp Arena or the Lexington Convention Center.
- Three instant replays per UK men's basketball home games.
- One instant replay per KHSAA and Lexington Horseman games.
- Exclusive sponsor of the score ticker on all concourse televisions inside Rupp Arena
- Four 3' x 20' revolution panels located under each video board.
- Three 15' x 20' artscapes in the upper corner of Rupp Arena.
- Exclusive partner on all Rupp Arena seat cup holders.
- Ten table tops in the food court of the Lexington Center (*the impaired driving campaign graphic, pictured above, is one of four table tops*).



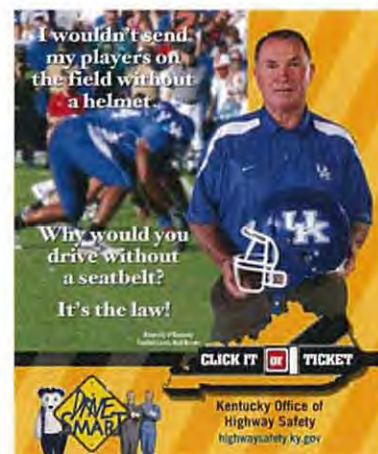
Rupp Arena has proven to be a very worthwhile venue. Approximately one million patrons attend an event at Rupp Arena each year. Total attendance at University of Kentucky men's basketball games alone is over 370,000 per season. It is estimated that the program generated over 15 million exposures through the various messages that were placed inside and outside the arena.

Big Blue Sports Marketing

The contract with Big Blue Sports Marketing promotes highway safety messaging solely at University of Kentucky home football games, men's and women's basketball games and baseball games.

A FY 2007 contract, totaling \$544,292, ran from July 1, 2007 through June 30, 2008. The FY 2008 contract totals \$570,561 and runs from July 1, 2009 through June 30, 2010. Advertising includes:

- 30 second radio and television ads featuring the coach during locally broadcast games, coach shows, and special events.



- Game day sponsorship with the opportunity for an information booth and/or halftime or pre-game highway safety demonstration.
- Print ads featuring the coach in sponsored game day magazine.
- Replay sponsorship at all games.
- PA announcements at all games.
- Logo and message on posters featuring team picture and game schedule.
- Parking pass sponsorship.
- Various electronic and static signage throughout each venue.

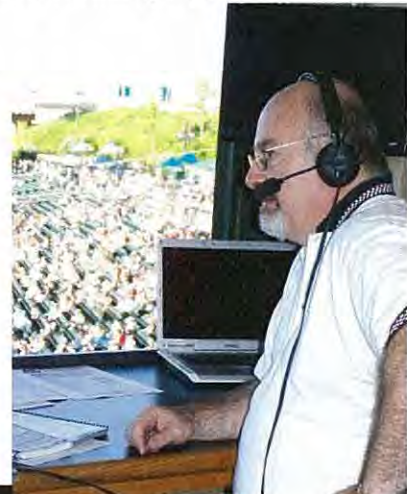
“Click It or Ticket” is the primary message, although other highway safety topics such as “Drive Smart,” “Drunk Driving. Over the Limit. Under Arrest.” and young driver issues are also promoted. This contract is paid with Federal Highway Administration, (FHWA) funding.

Louisville Bats

The Kentucky Office of Highway Safety again contracted with the Louisville Bats for highway safety promotions during the 2008 baseball season, running April through September 2009. Louisville Slugger Field draws an average of 655,455 fans per season. Attendance last year represented the best in the International League for the 8th straight year and 3rd out of all minor league teams. This contract is paid with FHWA funding.

The \$5,000 contract includes:

- One 10-second highway safety announcement and two 30-second commercials (288 total) during each of the 144 games broadcast on WKRD 790 AM.
- One game sponsorship, including a display table in the stadium’s concourse to distribute information and an on-air interview with the radio broadcaster.
- 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.
- Two 30-second radio commercials during each of the 162 Cincinnati Reds games (*Louisville Bats are the Triple-A affiliate of the Cincinnati Reds*).



Lexington Legends

The Kentucky Office of Highway Safety renewed its contract with the Lexington Legends to advertise during the 2008 and 2009 baseball season. The Legends play at Applebee's Park, which seats more than 6,000 people. Over 350,000 total fans attended the home games during the 2008 season. In addition to games, Applebee's Park also hosts musical concerts, family shows, and other special events. The \$30,000 contract allows the office to promote highway safety at all events held at Applebee's Park running from October 25, 2007 through October 24, 2009.

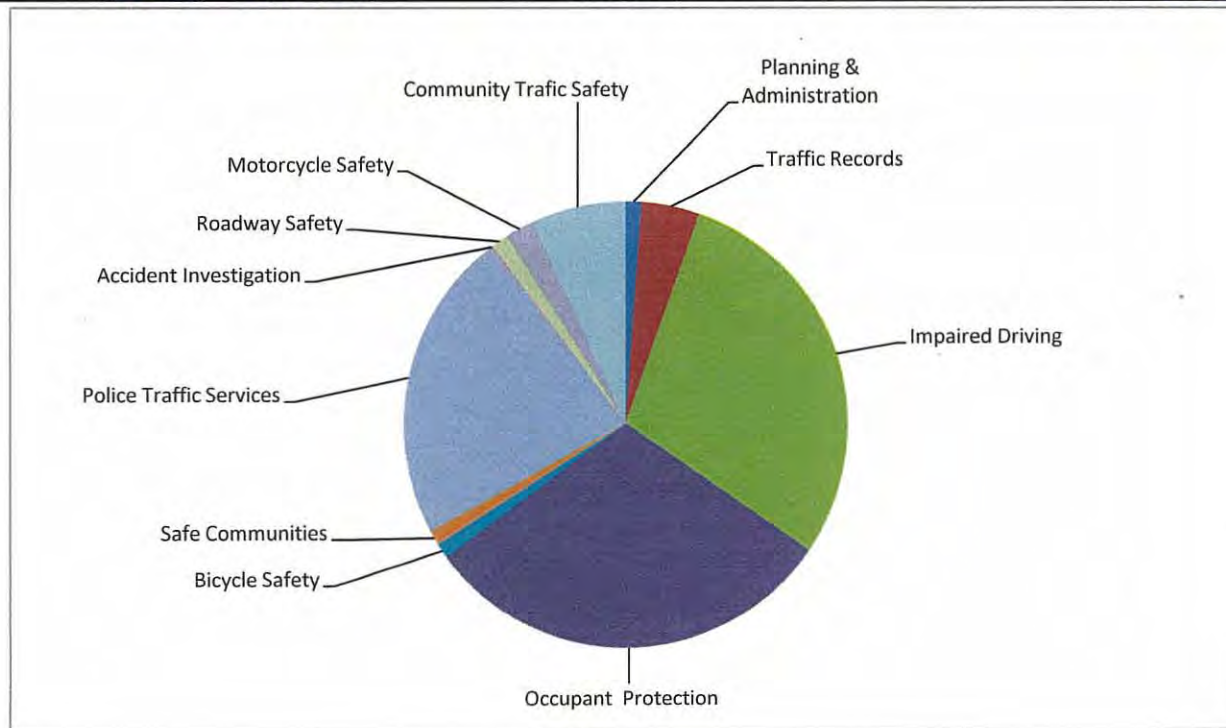


The contract includes one permanent panel on the scoreboard, one mobile marquee, Drive Smart parking lot signs, 30-second radio spots, instant replay and game sponsorship. At the sponsorship game, all Legend employees and KOHS employees wore t-shirts advertising "Drunk Driving. Over the Limit. Under Arrest." and fans rode in the Drunk and Drugged Driving (3D) simulator wearing fatal vision goggles. Children of KOHS personnel threw out the first pitch and the office hosted an informational booth in the concourse (*The Lexington Legends are a Class "A" affiliate of the National League Houston Astros*).



FY 09 Financial Summary (Expended Funds)

	<u>402</u>	<u>405</u>	<u>406</u>	<u>408</u>	<u>410</u>	<u>2010</u>	<u>Total</u>	<u>% of Total</u>
Planning & Administration	\$49,532		\$5,530				\$55,062	1.2%
Traffic Records	\$67,732			\$132,585			\$200,317	4.2%
Impaired Driving	\$670,285				\$703,840		\$1,374,125	29.1%
Occupant Protection	\$771,209	\$491,465	\$174,500				\$1,437,174	30.5%
Bicycle Safety	\$52,759						\$52,759	1.1%
Safe Communities	\$46,559						\$46,559	1.0%
Police Traffic Services	\$1,061,382						\$1,061,382	22.5%
Accident Investigation	\$8,034						\$8,034	0.2%
Roadway Safety	\$58,416						\$58,416	1.2%
Motorcycle Safety						\$98,950	\$98,950	2.1%
Community Traffic Safety	\$325,619						\$325,619	6.9%
TOTAL	\$3,111,527		\$180,030				\$4,718,397	100.0%





**Kentucky Office of
Highway Safety**

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