

FY 2020 Annual Report

Kentucky Office of Highway Safety



Kentucky Office of Highway Safety

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Introduction

The Kentucky Office of Highway Safety, within the Kentucky Transportation Cabinet, operates with the following mission: To enhance the lives of those who use Kentucky's transportation system by preventing crashes that result in deaths and serious injuries.

In this Annual Report, the Kentucky Office of Highway Safety presents a descriptive crash analysis of injuries and fatalities occurring on the state's roadways. The report also outlines preventative measures to minimize loss of human life on our roadways through grant programs, public awareness campaigns and stakeholder partnerships. All programs and media initiatives referenced herein are paid for by the National Highway Traffic Safety Administration (NHTSA), state funds and state matching funds.

Data are derived from the Collision Reporting Analysis for Safer Highways (CRASH) system. This system, utilized 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 assist with identifying problem areas within their respective counties.

KOHS staff appreciates the continued participation of state and local law enforcement, as well as our other partnering agencies, and extends appreciation for their ongoing commitment and dedication to improving the lives and safety of the citizens of the Commonwealth.

The KOHS continued coordination as a stakeholder with the Strategic Highway Safety Plan in 2020. Prior to determining the 2020 performance measures, staff met with the performance measures working group to make certain the common three goals and objectives are in alignment with the SHSP.

A. Crash Data Summary

The total number of motor vehicle crashes in Kentucky decreased 1.42% during the last year, from 134,285 in 2018 to 132,374 in 2019. The number of fatalities in Kentucky increased by 1.2%, from 724 in 2018 to 733 in 2019. As a result, Kentucky's fatality rate per 100 million vehicle miles traveled (VMT) also increased from 1.50 in 2018 to 1.61 in 2019.

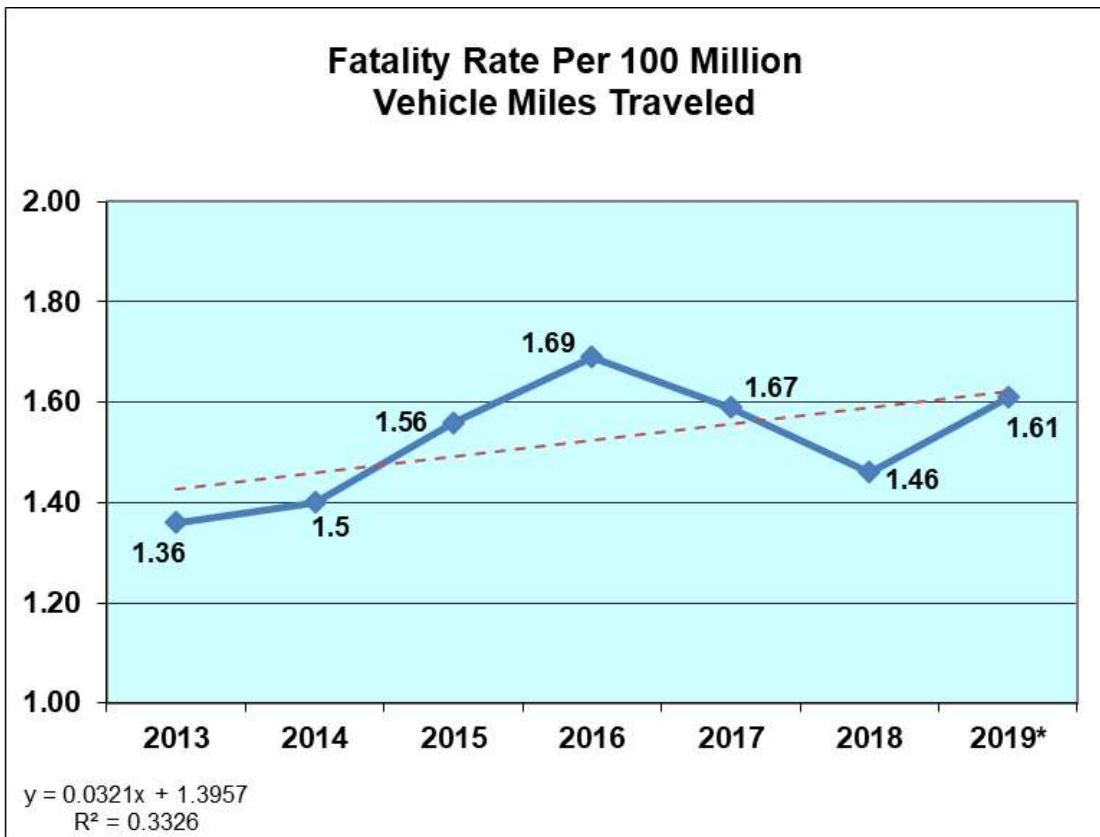
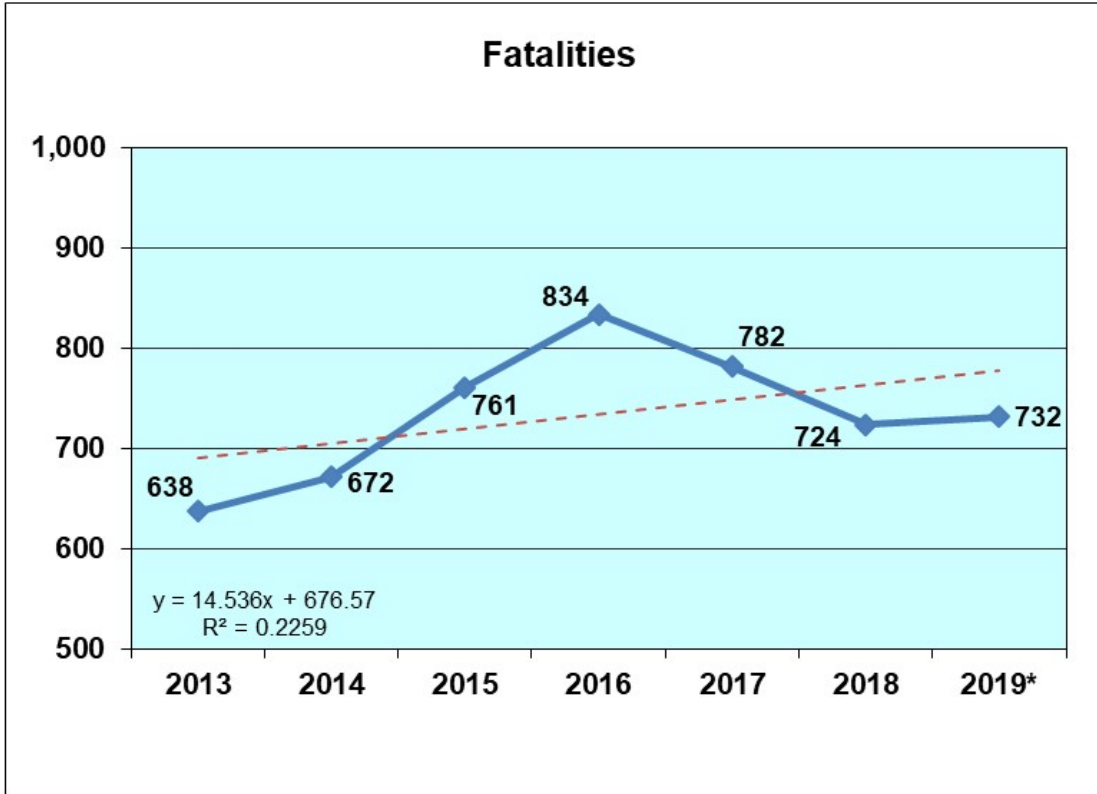
Most of the performance measures graphed on the following pages have exhibited improving trends in recent years. However, Kentucky experienced an increase in the number and rate of fatalities. This data attributes this increase primarily to increased traffic volume and roadway departure crashes.

Kentucky Crash Data / Trends

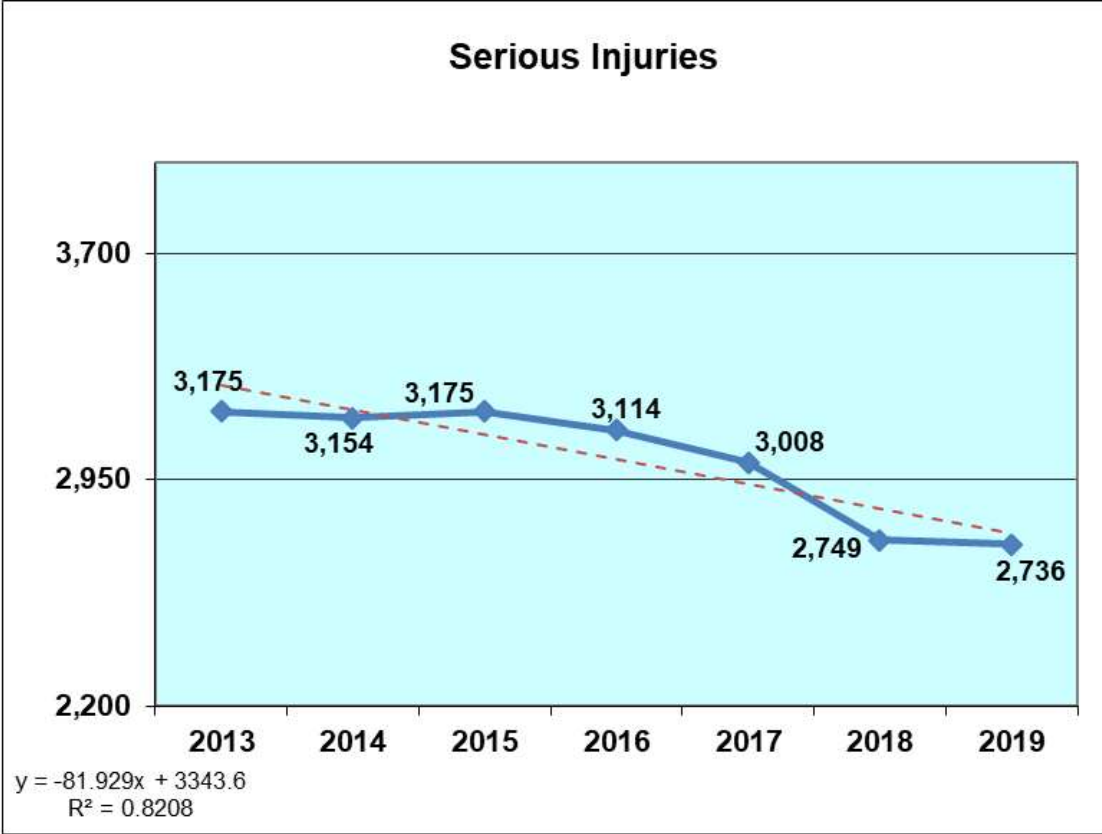
Number of Fatalities	2013	2014	2015	2016	2017	2018	2019*
	638	672	761	834	782	724	732
Number of Rural Fatalities	2013	2014	2015	2016	2017	2018	2019*
	494	517	593	607	510	515	386
Number of Urban Fatalities	2013	2014	2015	2016	2017	2018	2019*
	144	155	168	226	271	208	339
Number of Unrestrained Fatalities (all seating positions)	2013	2014	2015	2016	2017	2018	2019*
	245	285	308	318	290	279	274
Crash Rate (per 100 million VMT)	2013	2014	2015	2016	2017	2018	2019
	262	265	279	282	285	278	291
Fatality Rate (per 100 million VMT)	2013	2014	2015	2016	2017	2018	2019*
	1.36	1.40	1.56	1.69	1.59	1.46	1.61
Number of Serious Injuries	2013	2014	2015	2016	2017	2018	2019
	3,175	3,154	3,175	3,114	3,008	2,749	2,736
Fatality & Serious Injury Rate (per 100 million VMT)	2013	2014	2015	2016	2017	2018	2019
	8.1	8.0	8.1	7.9	7.9	7.2	7.6
Fatality Rate Per 100K Population	2013	2014	2015	2016	2017	2018	2019
	14.5	15.2	17.2	18.8	17.6	16.2	16.4
Fatal & Serious Injury Rate (per 100K population)	2013	2014	2015	2016	2017	2018	2019
	86.9	86.7	88.9	88.9	85.1	77.7	77.6
Number of Alcohol Related Fatalities (operator with .08+ BAC)	2013	2014	2015	2016	2017	2018	2019*
	166	171	192	177	179	137	122
Percent of Fatalities - Alcohol-Related	2013	2014	2015	2016	2017	2018	2019*
	26%	25%	25%	21%	23%	19%	17%
Alcohol Related Fatality Rate (per 100 million VMT)	2013	2014	2015	2016	2017	2018	2019
	0.35	0.36	0.39	0.35	0.38	0.28	0.27
Speeding-related crashes	2013	2014	2015	2016	2017	2018	2019*
	6,343	6,494	6,899	6,730	6,681	6,090	6,248
Speeding-related fatalities	2013	2014	2015	2016	2017	2018	2019*
	125	125	140	138	138	111	118
Percent of Front Seat Occupants Using Safety Belts	2013	2014	2015	2016	2017	2018	2019
	85.0%	86.1%	86.7%	86.5%	86.8%	89.9%	89.7%

Number of Motor Vehicle Crashes	2013	2014	2015	2016	2017	2018	2019
	123,258	127,326	136,338	140,547	136,979	134,285	132,374
Motorcycle-involved crashes	2013	2014	2015	2016	2017	2018	2019
	1,689	1,658	1,727	1,785	1,624	1,464	1,427
Motorcycle-Involved Fatal Crashes	2013	2014	2015	2016	2017	2018	2019
	86	81	90	110	86	91	82
Motorcyclist Fatalities	2013	2014	2015	2016	2017	2018	2019*
	87	86	91	111	90	95	86
Unhelmeted Motorcyclist Fatalities	2013	2014	2015	2016	2017	2018	2019*
	59	48	61	76	59	60	62
Drivers Age < 21 Involved in Fatal Crashes	2013	2014	2015	2016	2017	2018	2019*
	80	79	89	93	97	80	63
Pedestrian Fatalities	2013	2014	2015	2016	2017	2018	2019*
	55	57	67	81	83	73	80
Bicycle Fatalities	2013	2014	2015	2016	2017	2018	2019*
	3	4	7	9	7	10	5

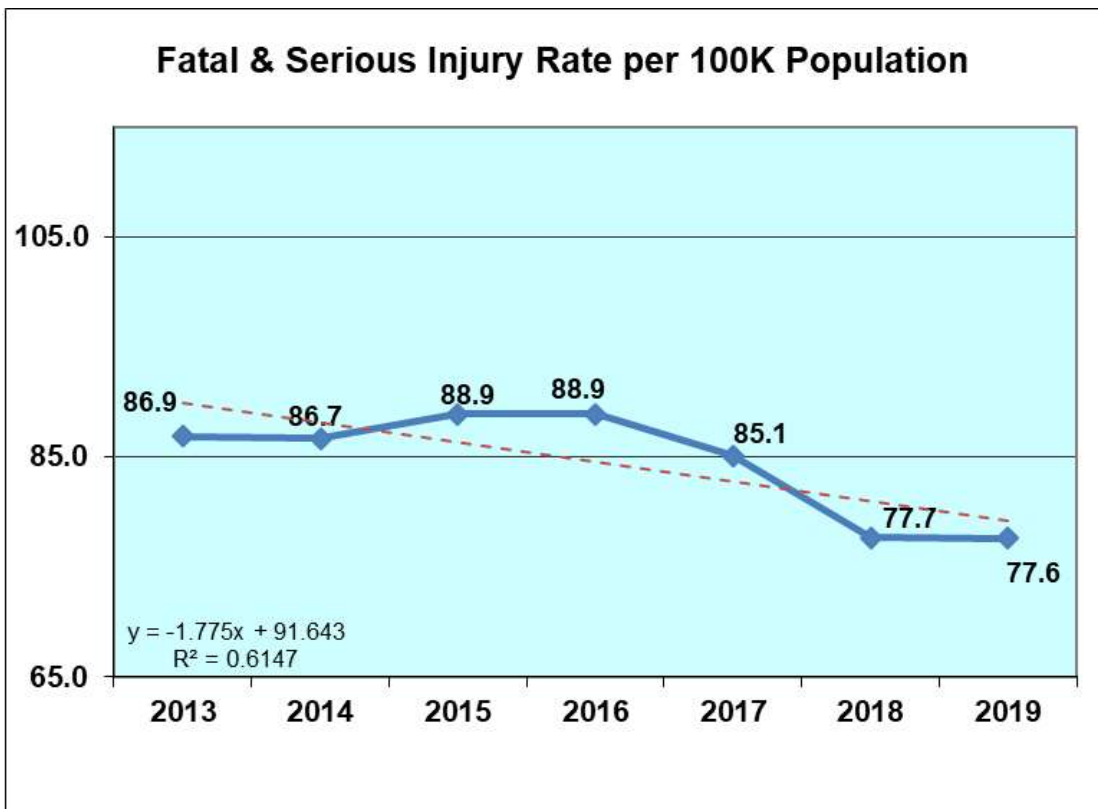
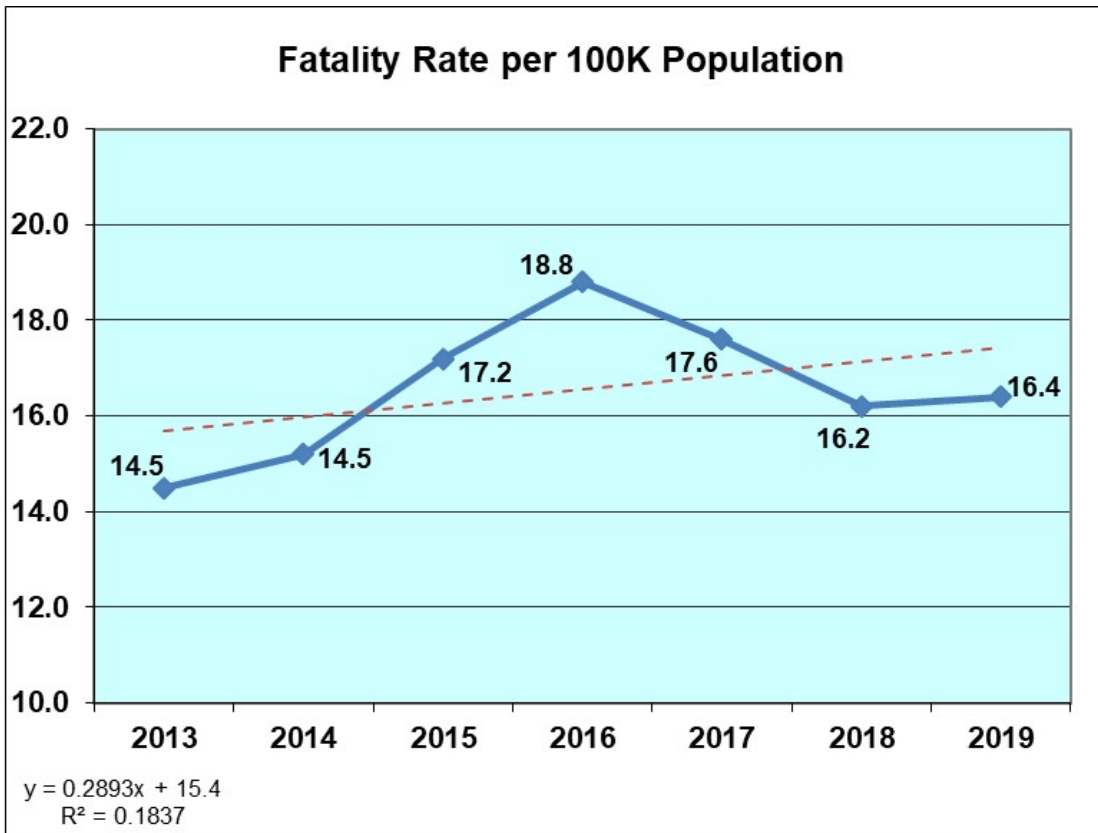
* Crash Data source – NHTSA State Traffic Safety Information (STSI), Kentucky CRASH Database/KY Collision Facts Reports, and 2019 State Crash Data vs. NHTSA STSI Data for Previous Years



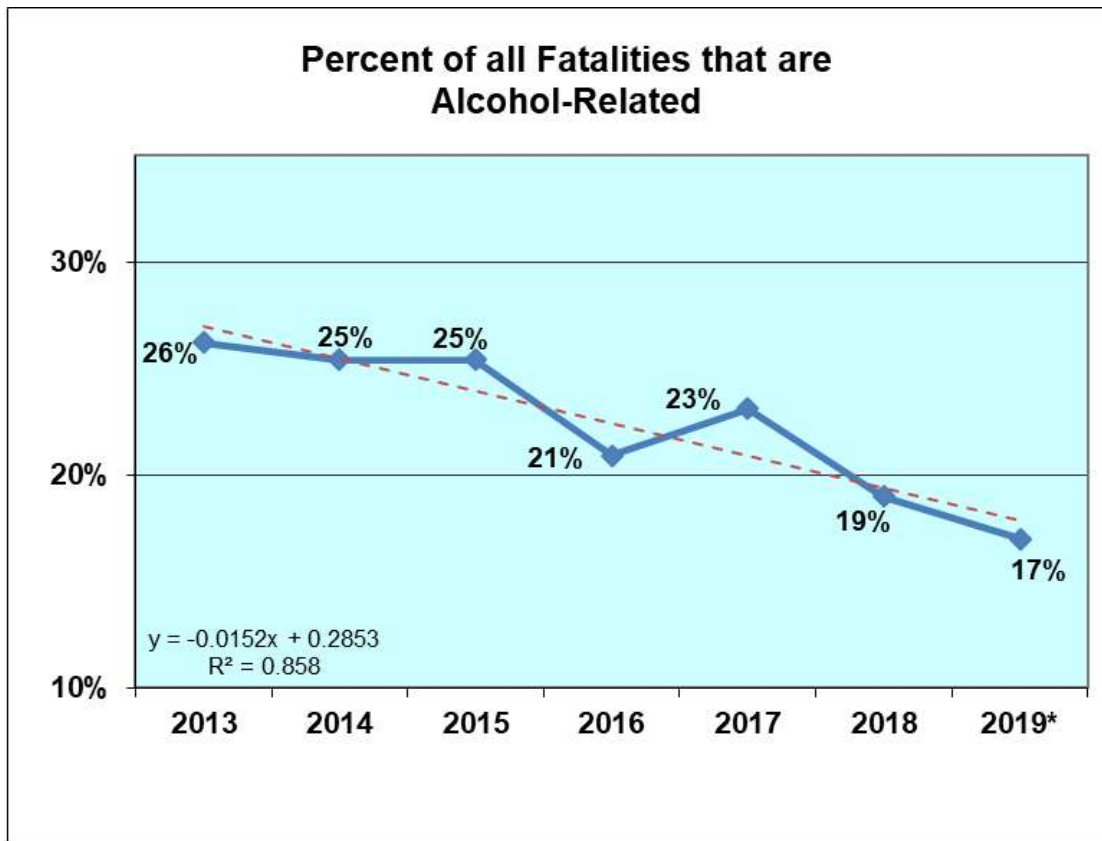
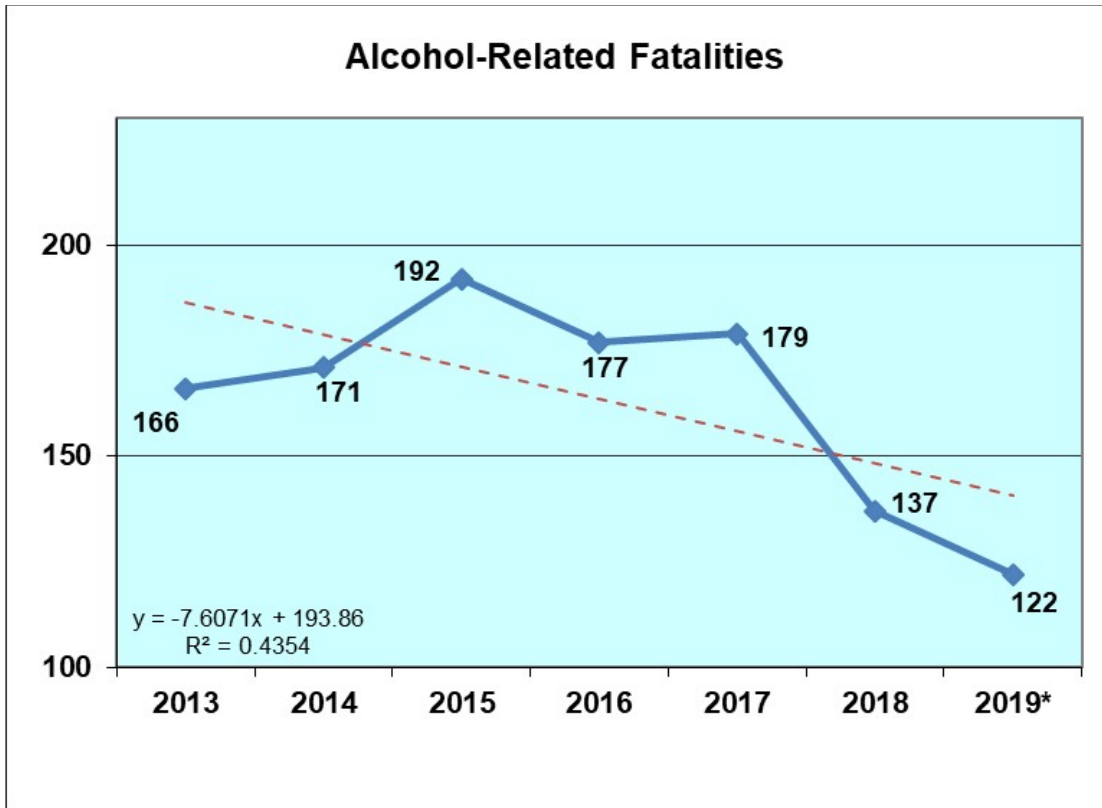
Note: Dashed red line indicates trend.



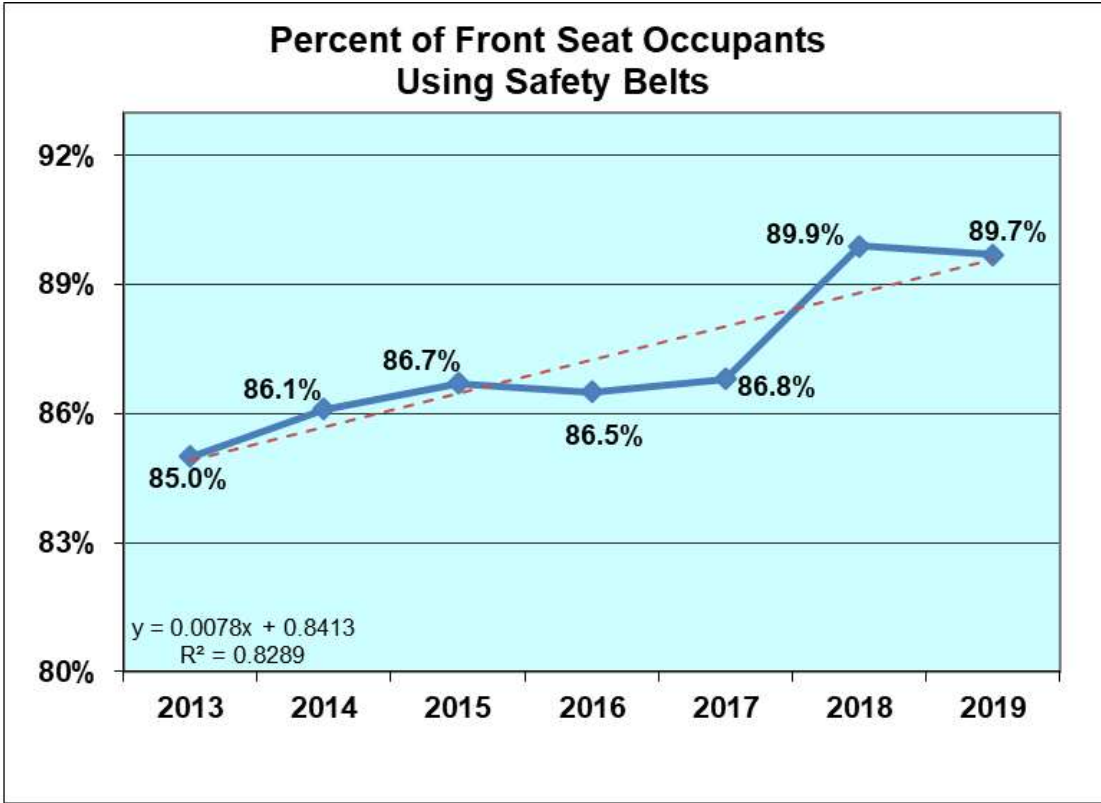
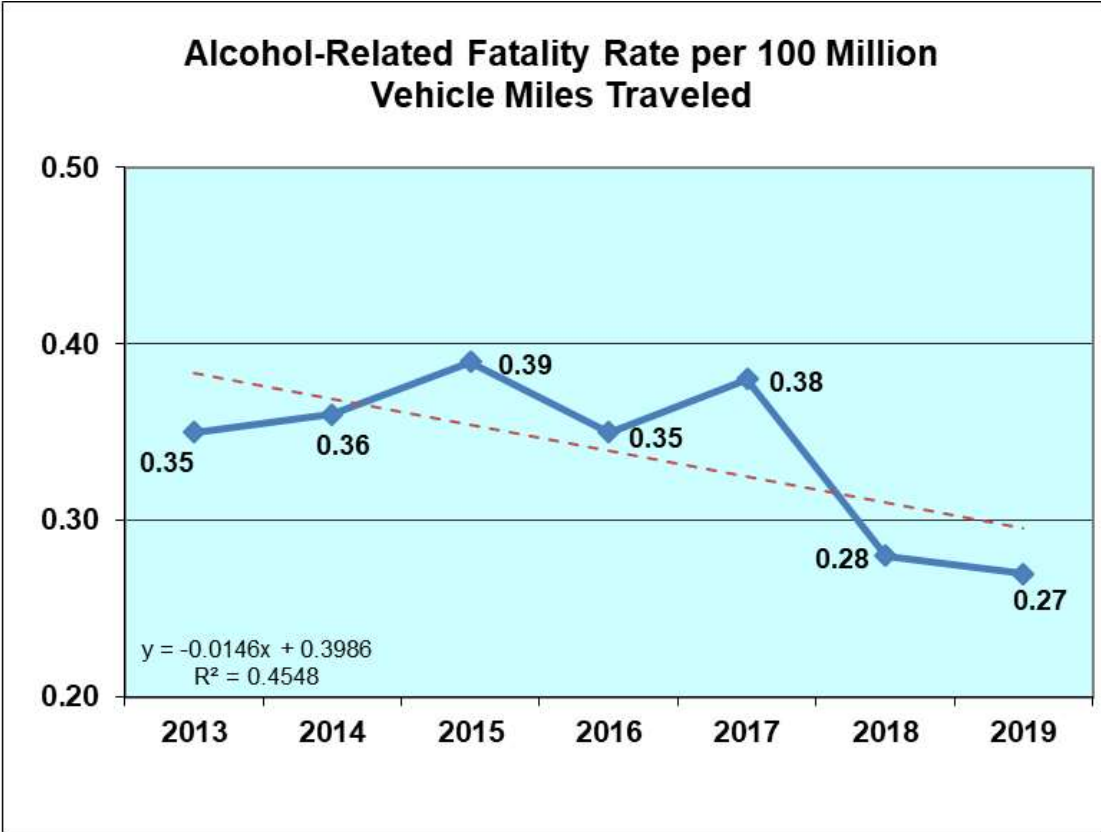
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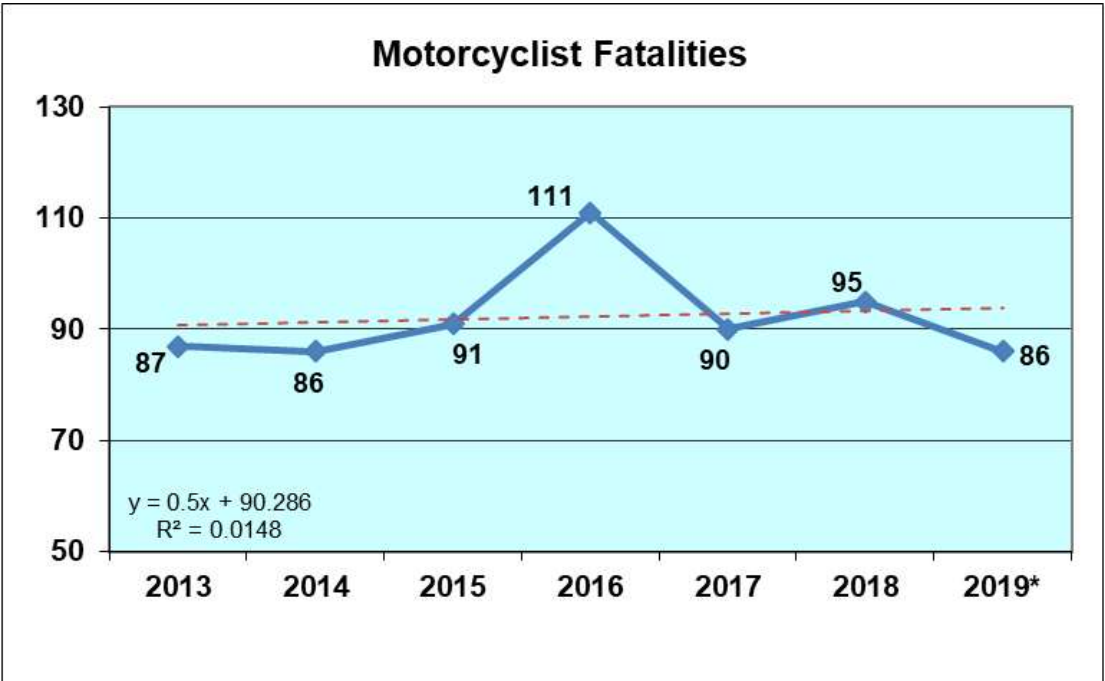
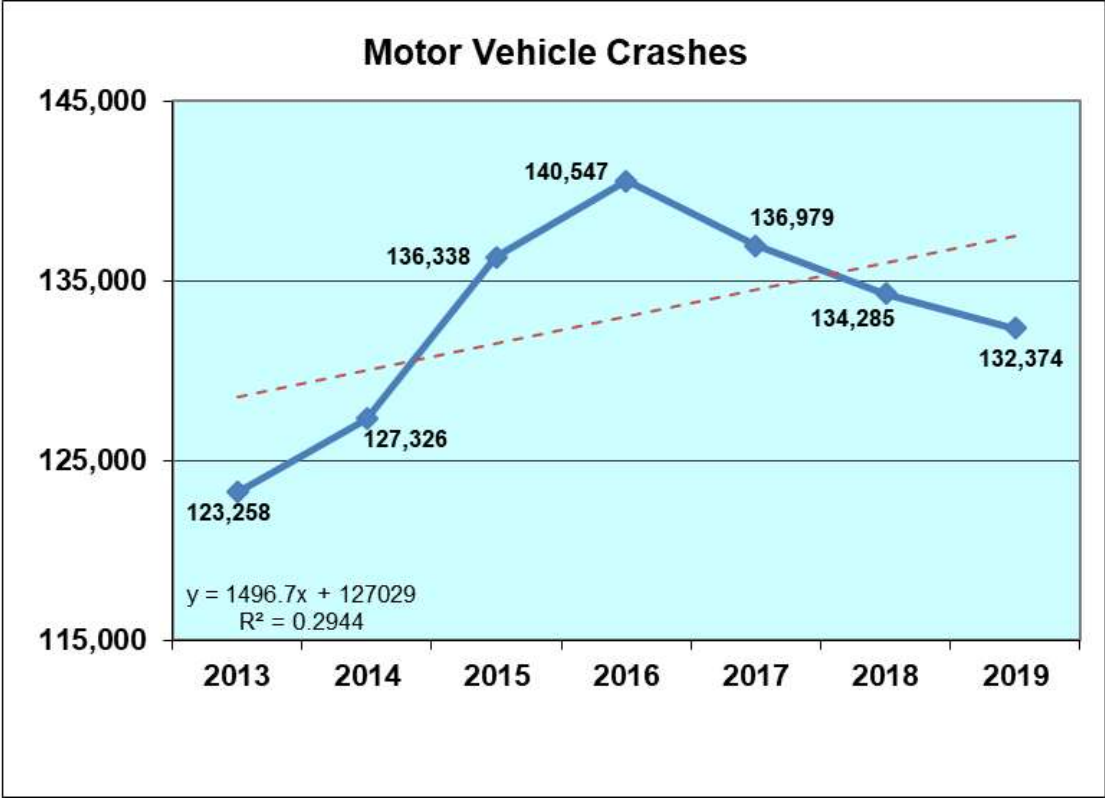
Note: Dashed red line indicates trend.



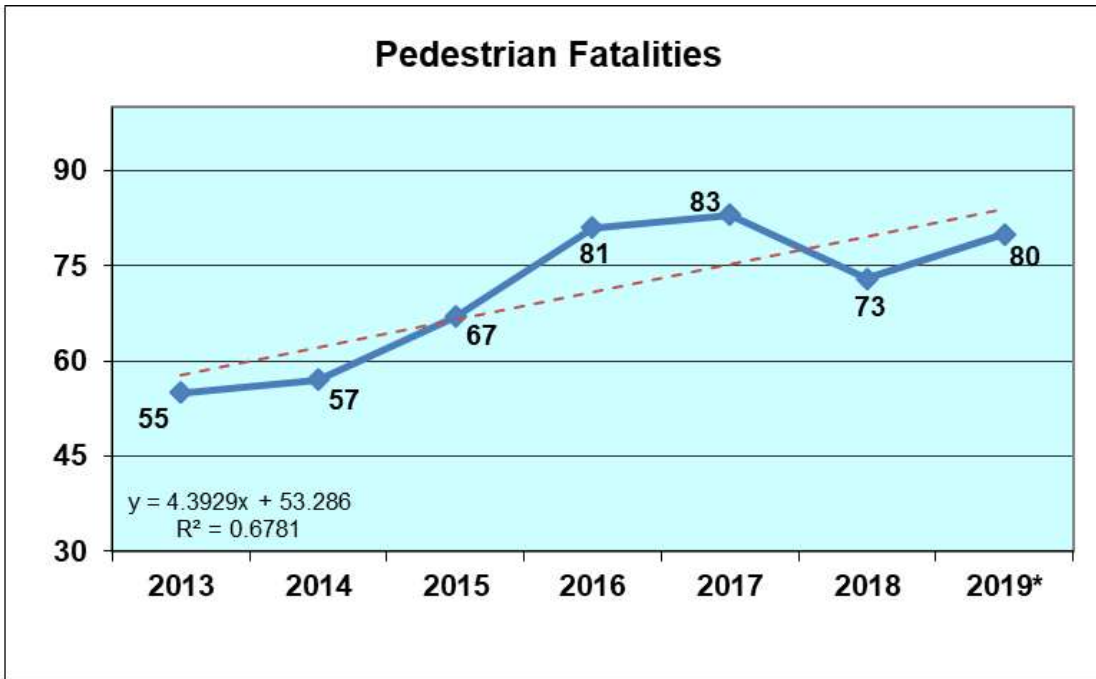
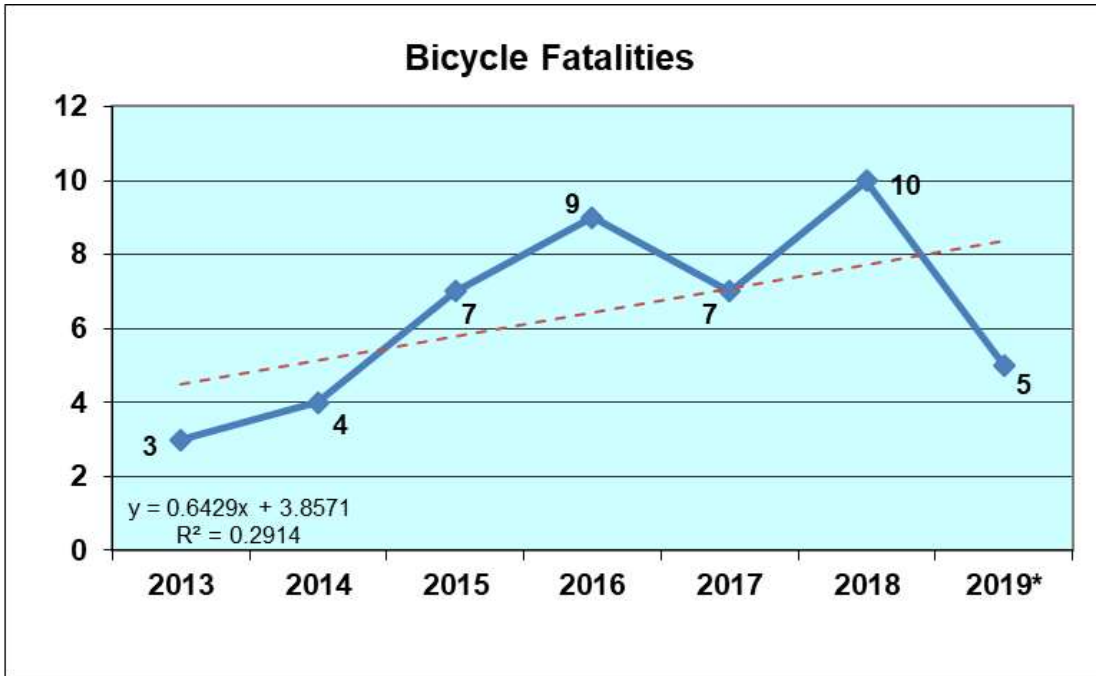
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* Crash Data source – NHTSA State Traffic Safety Information (STSI), Kentucky CRASH Database/KY Collision Facts Reports

B. Fiscal Year 2020 Performance Goal Statements/Status

Core Outcome Measures

1. To decrease fatalities 1% from the 2014-2018 calendar base year average of 755 to 748 by December 31, 2020; from 748 to 741 by December 31, 2021; and from 741 to 734 by December 31, 2022.

Status: Based on the 2015-2019 average, there were 767 fatalities. This represents a 1.6% increase from the 2014-2018 calendar base year average.

2020 – As of December 1, 2020, the KY fatality total was 704. As of December 1, 2019, there were 685 fatalities.

2. To decrease serious traffic injuries 3% from the 2014-2018 calendar base year average of 3,040 to 2,949 by December 31, 2020; from 2,949 to 2,861 by December 31, 2021; and from 2,861 to 2,776 by December 31, 2022.

Status: Based on the 2015-2019 average, there were 2,956 serious traffic injuries. This represents a decrease of 2.8% from the 2014-2018 calendar base year average of 3,040.

2020 – As of December 1, 2020, the KY serious injury total was 1,091. As of December 1, 2019, there were 2,540 serious injuries.

3. To decrease fatalities/100M VMT 1% from the 2014-2018 calendar base year average rate of 1.54 to 1.52 by December 31, 2020; to 1.50 by December 31, 2021; and to 1.48 by December 31, 2022.

Status: Based on the 2015-2019 average, the fatalities/100M VMT rate was 1.58. This represents a 2.6% increase from the 2013-2017 base year average.

4. To decrease rural fatalities 1% from the 2014-2018 calendar base year average of 548 to 542 by December 31, 2020; from 542 to 536 by December 31, 2021; and from 536 to 530 by December 31, 2022.

Status: Based on the 2015-2019 average, there were 522 rural fatalities. This represents a decrease of 4.7% from the 2014-2018 calendar base year average of 548. Fatalities continue to be an issue in rural Kentucky, and a major focus within the Office of Highway Safety is to continue bringing this number down.

5. To decrease urban fatalities 1% from the 2014-2018 calendar base year average of 206 to 204 by December 31, 2020; from 204 to 202 by December 31, 2021; and from 202 to 200 by December 31, 2022.

Status: Based on the 2015-2019 average, there were 242 urban fatalities. This represents an increase of 17% from the 2014-2018 calendar base year average of 206.

6. To decrease unrestrained passenger vehicle occupant fatalities in all seating positions 1% from the 2014-2018 calendar base year average of 296 to 293 by December 31, 2020; from 293 to 290 by December 31, 2021; and from 290 to 287 by December 31, 2022.

Status: Based on the 2015-2019 average, there were 294 unrestrained passenger vehicle occupant fatalities in all seating positions. This represents a decrease of 0.7% from the 2014-2018 calendar base year average.

2020 – As of December 1, 2020, there were 300 unrestrained passenger vehicle occupant fatalities. As of December 1, 2019, there were 279 unrestrained passenger vehicle occupant fatalities.

7. To decrease alcohol-impaired driving fatalities 1% from the 2014-2018 calendar base year average of 171 to 169 by December 31, 2020; from 169 to 167 by December 31, 2021; and from 167 to 165 by December 31, 2022.

Status: Based on the 2015-2019 average, there were 161 alcohol-impaired driving fatalities. This represents a decrease of 5.8% from the 2014-2018 calendar base year average of 171.

2020 – As of December 1, 2020, there were 85 alcohol-impaired driver fatal crashes. As of December 1, 2019, there were 76 alcohol-impaired driver fatal crashes.

8. To decrease speeding-related fatalities 1% from the 2014-2017 calendar base year average of 130 to 128 by December 31, 2020; from 128 to 126 by December 31, 2021; and to 124 by December 31, 2022.

Status: Based on the 2015-2019 average, there were 129 speeding-related fatalities. This represents a decrease of 0.8% from the 2014-2018 calendar base year average.

2020 – As of December 1, 2020, there were 126 speed related fatal crashes. As of December 1, 2019, there were 98 speed-related fatal crashes.

9. To decrease motorcyclist fatalities 1% from the 2014-2018 calendar base year average of 95 to 94 by December 31, 2020; from 94 to 93 by December 31, 2021; and from 93 to 92 by December 31, 2022.

Status: Based on the 2015-2019 average, there were 95 motorcyclist fatalities. This represents no change from the 2014-2018 calendar base year average.

2020 – As of December 1, 2020, there were 81 fatal motorcycle crashes. As of December 1, 2019, there were 82 fatal motorcycle crashes.

10. To decrease un-helmeted motorcyclist fatalities 1% from the 2014-2018 calendar base year average of 61 to 60 by December 31, 2020; from 60 to 59 by December 31, 2021; and from 59 to 58 by December 31, 2022.

Status: Based on the 2015-2019 average, there were 64 un-helmeted motorcyclist fatalities. This represents an increase of 4.9% from the 2014-2018 calendar base year average.

2020 – As of December 1, 2020, there were 42 fatal motorcycle crashes in which the rider or passenger was not wearing a helmet. As of December 1, 2019, there were 56 fatal motorcycle crashes in which the rider or passenger was not wearing a helmet.

11. To decrease the number of drivers age 20 or younger involved in fatal crashes by 1% from the 2014-2018 calendar base year average of 88 to 87 by December 31, 2020; from 87 to 86 by December 31, 2021; and from 86 to 85 by December 31, 2022.

Status: Based on the 2015-2019 average, there were 84 drivers age 20 or younger involved in fatal crashes. This represents a decrease of 5% from the 2014-2018 calendar base year average of 88.

12. To decrease pedestrian fatalities 1% from the 2014-2018 calendar base year average of 72 to 71 by December 31, 2020; from 71 to 70 by December 31, 2021; and from 70 to 69 by December 31, 2022.

Status: Based on the 2015-2019 average, there were 77 pedestrian fatalities. This represents an increase of 6.9% from the 2014-2018 calendar base year average of 72.

2020 – As of December 1, 2020, there were 80 pedestrian fatalities. As of December 1, 2019, there were 66 pedestrian fatalities

13. To decrease bicycle fatalities 20% from the 2014-2018 calendar base year average of 7 to 6 by December 31, 2020; from 6 to 5 by December 31, 2021; and from 5 to 4 by December 31, 2022.

Status: Based on the 2015-2019 average, there were 8 bicycle fatalities. This represents an increase of 14% from the 2014-2018 calendar base year average.

2020 – As of December 1, 2020, there were 5 bicycle fatalities. As of December 1, 2019, there were 4 bicycle fatalities.

Activity Measures

1. A total of 17,430 seat belt citations were issued during grant-funded enforcement hours during FY 2020. There were also a total of 594 child restraint citations issued during the same period.
2. A total of 3,278 DUI arrests were made during grant-funded enforcement hours during FY 2020.
3. A total of 33,480 speeding citations were issued during grant-funded enforcement hours during FY 2020.

Core Behavior Measures

1. To increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles from the 2019 average usage rate of 89.7% to 90% by December 31, 2020; to 91% by December 31, 2021; and to 92% by December 31, 2022.







Status: The 2020 safety belt usage survey was not conducted during 2020, due to the COVID-19 pandemic. The survey is planned to be conducted in the Spring/Summer of 2021.

Performance Measure	Assessment of Results in Achieving Performance Targets for FY20 and FY19								
	FY 20					FY 19			
	Target Period	Target Years	Target Value FY20 HSP	Data Source	On Track to Meet FY20 Target	Target Value FY19 HSP	Target Years	Data Source	Met FY19 Target
Number of Fatalities	5 Years	2016-2020	754	2016-2018 FARS 2019-2020* State	N	737	2015-2019	2015-2018 FARS 2019 State	N
Number of Serious Injuries	5 Years	2016-2020	2,706	2016-2020* State	Y	2,991	2015-2019	2015-2019 State	Y
Fatality Rate (per 100 million VMT)	5 Years	2016-2020	1.5	2016-2018 FARS 2019 State	N	1.5	2015-2019	2015-2018 FARS 2019 State	N
Number of Unrestrained Fatalities (all seating positions)	5 Years	2016-2020	298	2016-2018 FARS 2019-2020* State	In Progress	286	2015-2019	2015-2018 FARS 2019 State	N
Number of Alcohol Related Fatalities (operator with .08+ BAC)	5 Years	2016-2020	161	2016-2018 FARS 2019 State	Y	167	2015-2019	2015-2018 FARS 2019 State	Y
Speeding-related fatalities	5 Years	2016-2020	123	2016-2018 FARS 2019 State	In Progress	126	2015-2019	2015-2018 FARS 2019 State	N
Motorcyclist Fatalities	5 Years	2016-2020	92	2016-2018 FARS 2019 State	In Progress	92	2015-2019	2015-2018 FARS 2019 State	N
Unhelmeted Motorcyclist Fatalities	5 Years	2016-2020	59	2016-2018 FARS 2019 State	In Progress	59	2015-2019	2015-2018 FARS 2019 State	N
Drivers Age < 21 Involved in Fatal Crashes	5 Years	2016-2020	87	2016-2018 FARS 2019 State	In Progress	77	2015-2019	2015-2018 FARS 2019 State	N
Pedestrian Fatalities	5 Years	2016-2020	72	2016-2018 FARS 2019-2020* State	N	70	2015-2019	2015-2018 FARS 2019 State	N
Bicycle Fatalities	5 Years	2016-2020	6	2016-2018 FARS 2019-2020* State	N	6	2015-2019	2015-2018 FARS 2019 State	N
Percent of Front Seat Occupants Using Safety Belts	Annual	2019	90.3	2019 State	In Progress	87.8	2019	2019 State	Y
* 2020 Data As of 12/1/2020									
2019 FARS Data Not Available									

Performance Measures Response

Problem identification and strategic planning for highway safety is a team approach that includes staff within the Kentucky Office of Highway Safety as well as all stakeholders who are actively involved within the Governor’s Executive Committee on Highway Safety. This committee was established in 2004 to address the epidemic of highway fatalities and injuries occurring on Kentucky’s roadways. The committee is an executive-level, multi-agency group of highway safety advocates from varying backgrounds who serve with “one voice” on Kentucky highway safety opportunities. The committee also coordinates the development and implementation of Kentucky’s SHSP, and collaborated on the development of the 2020 – 2024 plan. This plan will build on the success by establishing measurable goals and evaluating them consistently and comprehensively. This plan will facilitate preventing future serious injuries and deaths and will serve as an umbrella guide

to increase coordination, communication, and cooperation among federal, state, and local agencies, non-profit organizations, and other highway safety advocates. Kentucky has selected six major emphasis areas, identified in the chart below.

Kentucky has selected six Emphasis Areas for the 2020-2024 SHSP:	
 <p>Aggressive Driving Driving behavior characterized by speeding, disregarding traffic control, following too closely, weaving in traffic, failure to yield the right of way, or improper passing.</p>	<p>Focus and opportunity guided the selection of the current emphasis areas. To identify and select these areas, data were collected from several sources. First, crash data was used to identify candidate areas by frequency. Next, national sources for effective countermeasures were consulted. Those emphasis areas with more effective countermeasures were given more weight in the selection process. Also considered in the selection process was the likely underrepresentation of crash factors in some areas (drug use and distracted driving). Next, a focus group of Kentucky safety stakeholders was convened to identify strategies in each of four highly ranked emphasis areas. Two additional highly rated emphasis areas were selected as they already have recently developed strategic action plans. One additional area (vulnerable road users) was selected due to the likelihood of future growth in crashes due to demographic and technology change.</p>
 <p>Distracted Driving Driving behavior characterized by cell phone usage, distraction, or inattention.</p>	
 <p>Impaired Driving Driving while under the influence of alcohol or drugs.</p>	
 <p>Occupant Protection Failure to use seat belt or child restraint while driving or riding in a vehicle.</p>	
 <p>Roadway Departure A crash type that results from a vehicle leaving its lane to the left or right.</p>	
 <p>Vulnerable Road Users Crashes involving pedestrians, bicycles, motorcycles, electric scooters, or other vehicles besides cars and trucks.</p>	

The emphasis areas highlighted in the chart above are supported by strategies and activities within our Highway Safety Performance Plan (HSPP). Strategies within our HSP related to enforcement, education and public awareness support the SHSP. Establishing and actively participating on taskforces associated with these areas will help all stakeholders identify opportunities and better plan for the future. In conjunction with the HSP, these documents and taskforces will help us meet our performance targets and achieve our ultimate goal to prevent crashes and deaths on Kentucky’s roadways.

Accomplishments

Following are highlights of accomplishments made in highway safety using NHTSA funding during Federal Fiscal Year 2020.

- Provided federal funding for 197 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 49 law enforcement agencies for heightened enforcement specifically during the 2020 “Drive Sober or Get Pulled Over” mobilization.

- Provided federal funding for 42 non-law enforcement projects/programs for educational programs and training targeted to prevent traffic fatalities and injuries.
- Conducted one on one 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 two state Traffic Safety Resource Prosecutors (TSRP's), who provide training and technical assistance to both law enforcement and prosecutors.
- Continued funding for a Judicial Outreach Liaison (JOL) to reach out to Judges in order to educate the judicial community about topics and challenges related to highway safety.
- KOHS Education Branch planned and conducted highway safety programs during FFY 2020. The emphasis was placed on the Top 40 counties, based on crash data for distracted driving, occupant protection and impaired driver emphasis areas. This Highway Safety educational programming will continue in the next calendar year.
- Utilized Law Enforcement Liaisons to hold 15 regional briefings to educate law enforcement agencies, elected officials and others about highway safety issues and the national enforcement mobilizations.
- 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>).

C. Legislative Engagement

During the 2020 Kentucky General Assembly regular session, the Kentucky General Assembly considered several pieces of legislation related to highway safety, including multiple "hands-free" bills intended to keep drivers from being distracted behind the wheel. KOHS coordinated with NHTSA Region Three and the NHTSA General Counsel on language contained within the bills and the potential eligibility for future 405 funds related to preventing distracted driving were they to be passed. While these bills were not passed, productive conversations were had by the members of the General Assembly related to the highway safety benefits which could be realized if such a bill were passed in the future. KOHS is hopeful that such a bill will be considered during the 2021 Regular Session of the General Assembly.

D. Program Management

At the beginning of each fiscal year prior to the start of the grant, the Kentucky Office of Highway Safety conducts mandatory training for all new grantees. These trainings offer an excellent opportunity for local-level project directors and co-workers to learn about highway safety, upcoming program expectations, and how each grant should relate to their specified program area (such as occupant protection, impaired driving, or police traffic services). Participants are able to discuss goals and objectives with their assigned KOHS Program Manager, Law Enforcement Liaison (LEL), and a representative of the KOHS Financial team. This is a great time for grantees to network with KOHS, and have face-to-face interaction with state-level staff. The training workshops encourage grantees to ask questions, engage in open dialogue, and to view the process as an opportunity to building stronger, more meaningful partnerships.

KOHS conducted trainings for all new 2020 grantees and new project directors at Police Departments and Sheriff Offices throughout the state. Additional trainings were held on an individual basis for campaign grants and due to COVID were done virtually.

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.

E. Impaired Driving Countermeasures Program

(Alcohol countermeasures grants for FY 2020 were funded with Section 405d FAST Act and 402 FAST Act funds.)

Grants to Law Enforcement

There were 23 local law enforcement agencies and the Kentucky State Police, which has statewide jurisdiction. These agencies worked a combined total of 9,151.50 additional enforcement hours, resulting in 1,921 DUI arrests, 10,736 other arrests, 1275 speeding citations, 1875 seat belt citations, 76 child restraint citations and 10,736 other citations during the grant year. In addition, these grantees worked at 160 traffic safety checkpoints, resulting in 56 DUI arrests, 134 other arrests, 10 speeding citations, 75 seat belt citations, 10 child restraint citations and 503 other citations.



Impaired Driving Enforcement Mobilization

Kentucky coordinated two major mobilizations focused on impaired driving in FY 2020 in conjunction with the national “Drive Sober or Get Pulled Over” mobilization, from December 11, 2019 through January 1, 2020 and August 19 through September 7, 2020.

A total of 115 law enforcement agencies participated in the August mobilization and reported their enforcement data to the Office of Highway Safety. A total of 308.5 traffic safety checkpoint hours were conducted during this 20-day period. Between checkpoints and patrol enforcement, the mobilization resulted in the following arrests/citations:

Total Agency Hours:	89104	Safety Belts:	3885
OT Hours:	6662	Child Restraints:	156
Nighttime Hours:	33112	No Insurance:	2639
Distracted/Cell Phone	118	Reckless Driving:	729
Suspended Licenses:	1090	Other Traffic Violations:	10436
Speeding:	8455	DUI Arrests:	919

Grants for Non-Law Enforcement Activities

Traffic Safety Resource Prosecutors (TSRP's)

Kentucky's TSRP program is now entering its tenth year. As we begin the new decade of this program, the initial TSRP grant has been repositioned at the Unified Prosecutorial System (UPS) to allow for a more coordinated effort with the prosecutor training being conducted by the UPS training staff. Tom Lockridge serves as this TSRP. TSRP Lockridge's extensive experience, knowledge of the law, and deep connection with the prosecutorial community makes him an invaluable asset to this program.

Our program is unique from others across the country and we believe will serve as a model for other TSRP programs as, in August 2019, the innovative step was taken of adding a second TSRP, Aaron Ann Cole, based at Kentucky State Police Headquarters and focused on training law enforcement. TSRP Cole is an experienced DUI prosecutor, a former felony SVU prosecutor, and has served as a staff attorney in the office of the KSP General Counsel. Having both positions allows the Kentucky TSRP's to build bridges with prosecutor's offices and law enforcement agencies across the state and provide training for highway safety and enforcement from investigation through prosecution.

During the FY2021 grant cycle, the TSRP's:

- "TSRP Tips of the Day" - The TSRP's developed this virtual training platform after COVID caused them to cancel many of their upcoming in person trainings. The Tips are short, one to five minute tips for prosecutors and law enforcement to watch at their homes, at the station or on their phones. These Tips are case law updates, investigation refreshers, and strategies and techniques to build successful cases and prosecutions. The topics have included a summary of *Kansas v. Glover*, the new Supreme Court of the United States (SCOTUS) opinion on reasonable articulable suspicion; case law on canine searches at traffic stops; an Horizontal Gaze Nystagmus (HGN) administration refresher; cross-examination prep; and law enforcement's civil liability if they engage in a negligent pursuit. The TSRP's released 26 Tips during the last six months of the fiscal year and will continue to present them weekly. The statistics show 14,679 views for the fiscal year after showing TSRP Tips for only six months. There were 6,361 unique viewers, and most viewers watched the entire video. TSRP's designed the distribution to include a range of choices and that expectation was achieved. There were nearly 9800 desktop views, 4,818 phone views, and 73 tablet views. The total time watched for the fiscal year was 35 days, 22 hours, 15 min, and 40 seconds. The Tips are being distributed across the country, and the Michigan and Ohio TSRP's are creating their own Tips program using Kentucky as a model.
- When the pandemic hit, the TSRP's made the 10-hour Kentucky DUI Video Training Series available to TSRP's around the country. Approximately fifteen

states requested the links and handouts for the training, including the New York Prosecutor's Encyclopedia, which has a following of over 12,000 prosecutors. We received a report from Colorado, for example, indicating that police (7,521 views) and prosecutors (1,828 views) in that state had achieved 9,349 views of the videos.

- “Cops in Court” - This eight-hour course focuses on increasing the ability of law enforcement officers to communicate effectively and confidently in the courtroom by presenting the underlying rationale and importance of understanding courtroom testimony, report writing, preparation, direct examination and cross-examination. It includes discussions of the particulars of testimony in a DUI trial by the arresting officer, including suggestions on how to make their testimony more professional, accurate and convincing. This course also allows for a greater understanding on the part of the law enforcement officer as to how evidence and testimony is presented in an impaired driving case, and will open their eyes to the high expectations of the modern juror. Discussions of the underlying goals of direct testimony and strategies of cross-examination will enable law enforcement officers to better understand the nature of their own testimony, anticipate what questions might be asked of them, and handle themselves with confidence on the witness stand. Examinations of the rationale and purpose of cross-examination includes consideration of particular areas of cross-examination as well as alerting officers to those matters which might be the subject of their own cross-examination with suggestions on how to avoid common pitfalls. The course is designed with a mock trial component. Participants will have the opportunity to take part in a mock DUI trial, utilizing the report that they draft from a video scenario after receiving instruction on report writing. They will be asked to make use of the information, tactics, and strategies discussed in the presentations, giving them an opportunity to see firsthand how they apply in a courtroom setting. Feedback and comments on their testimony skills, with suggestions on how to more accurately and convincingly present the testimony will be offered by the faculty as a learning tool for the whole class. The TSRP's designed, filmed, edited, and produced the four distinct video scenarios that give the officers a wide range of issues to observe during the Mock Trial. The TSRP's applied to have the training approved for police continuing education with the help of the KSP Academy staff and spoke at the meeting to achieve approval of the program for a full 8 hours of credit.
- The Kentucky TSRP's were honored to be selected by the National Traffic Law Center to film new video scenarios to be distributed with a national “Cops in Court” training package. That new programming will be rolled out across the country in 2021.
- TSRP's Lockridge and Cole are both members of the Kentucky Impaired Driving Task Force with TSRP Lockridge serving as Co-Chair. Both TSRP's served as members of the working group for the Ignition Interlock Device legislative changes.

The Kentucky Impaired Driving Task Force has developed and approved the new 4-year safety plan for Kentucky.

- TSRP Cole presented at the Kentucky Bar Association training in February 2020, educating new attorneys on the successful investigation and prosecution of a DUI case. The counterpoint was presented with Damon Preston, the Public Advocate for the Commonwealth of Kentucky.
- The TSRP's authored two articles for national publications, "Kentucky TSRP's Adapt Training During COVID with TSRP Tips of the Day" – June "Between the Lines" and "Kentucky TSRP's Roll Out Their New 'Cops in Court' Training" – Spring NAPC Newsbreak.
- Overall, 794 prosecutors trained, both in person and virtually (This number was severely impacted by the COVID pandemic). 373 law enforcement officers trained in person. 143 inquiries were received from law enforcement and prosecutors, which the TSRP's researched and to which they responded.
- The Kentucky TSRP's had planned a whole track of Traffic Safety Programming for the annual Kentucky Prosecutor's Conference. When that live event was cancelled and changed to a virtual event, the TSRP's transitioned to support the virtual event. Lockridge and Cole gave an extensive presentation on search and seizure issues related to impaired driving cases. They also arranged for a presentation by the JOL and a member of the KOHS staff to discuss the new Ignition Interlock Device (IID) bill. The TSRP from Ohio came down to record a video presentation on Daubert hearings and the Drug Recognition Expert (DRE) program. The Kentucky TSRP's served as members of the production team that created the very well-received virtual event.
- The TSRP's assisted with the Implied Consent statute form language, revised as of July 1, 2020 and assisted with drafting regulations to support the new Ignition Interlock Statute that went into effect on July 1, 2020.
- TSRP Lockridge assisted the NTLC in drafting the upcoming Monograph on the 4th, 5th, and 6th Amendments to the Constitution as applied in Traffic Safety Cases.
- TSRP Cole served as a Criminal Justice/Law Enforcement Track Task Force Member to develop presentations for the 2021 Lifesavers Conference, which will be presented nationally to stakeholders in traffic safety and law enforcement.
- The TSRP's gave an introduction to the TSRP and DRE programs at the Kentucky Injury Prevention and Research Center Meeting in Frankfort, KY, which has led to an ongoing partnership with KSPAN and KIPRC.

- The TSRP's were both awarded DUI Instructor All-Star Award in December 2019.
- The TSRP's developed a two-day basic trial advocacy training in September 2020, in conjunction with the Ohio TSRP's. This two-day course focused on increasing the ability of prosecutors to communicate effectively and confidently in the courtroom by presenting the underlying rationale and importance of understanding courtroom preparation, jury selection, opening statement, cross examination and closing argument. It includes discussions of the particulars of the field sobriety tests to give prosecutions a deeper understanding of how to present this information accurately and convincingly during trial. It also includes a description of the building blocks of a DUI case from the investigation perspective. There is also a DUI Ethics lecture. Participants also gave a closing argument based on a scenario they will be given.

2019-2020 Trainings Held by Kentucky TSRP's

- October 14 – KSP Cadet Practical Exam
- November 15 – DRE School
- November 18 – Ohio Cops in Court
- November 19 – DRE School Legal Review
- November 20 – Jeopar-DRE
- January 23 – ARIDE Legal Component (Ashland)
- February 7 – KBA Prosecution and Defense Perspective on a DUI Case
- February 13 – County Attorney Association – Legal Update for DUI Prosecution
- February 19 – KSPAN at KaCo – Role of TSRP and DRE in Building DUI Case
- February 20 – ARIDE Legal Component (Owensboro)
- March 3 – Cops in Court (Adair County)
- March 11 – Cops in Court (KSP)
- June 23 – Cops in Court (KSP)
- June 25 – ARIDE Legal Component (Frankfort)
- July 14 – Cops in Court (KSP)
- July 16 – ARIDE Legal Component (Frankfort)
- July 21 – Cops in Court (KSP)
- July 23 – ARIDE Legal Component (Frankfort)
- August 19-21 – Kentucky Prosecutors' Conference (4th & 5th Amendment Law in DUIs)
- August 26 – ARIDE Legal Component (Williamsburg)
- August 27 – Cops in Court (Williamsburg)
- September 3 – ARIDE Legal Component (Paducah)
- September 9 – ARIDE Legal Component (Covington)
- September 18 – Cops in Court (Bowling Green)
- September 29-30 – Joint Training with Ohio – Basic Trial Advocacy & Practicum

2020 Trainings Cancelled Due to COVID-19

- March 19 – ARIDE Legal Component (Louisville)
- March 26 – ARIDE Legal Component (London)
- April 13 – Cops in Court (Jessamine Co.)
- April 23 – ARIDE Legal Component (DOCJT)
- May 3-6 – TSRP National Conference (Scheduled as presenters)
- May 12, Cops in Court (Boone County)
- May 18-22 – Jury Selection Training (Louisville)
- May 28 – ARIDE Legal Component (Pikeville)
- June 1-4 – Kentucky Lifesavers (Louisville)
- June 10 – Cops in Court (Nelson County)
- June 23 – Cops in Court (KSP)
- June 25 – ARIDE Legal Component (KSP)
- June 30 – Cops in Court (KSP)
- July 2 – ARIDE Legal Component (KSP)
- July 13-16 – Lethal Weapon Training (Lexington)
- July 14 – Cops in Court (KSP)
- July 16 – ARIDE Legal Component (KSP)
- July 21 – Cops in Court (KSP)
- July 23 – ARIDE Legal Component (KSP)
- July 28 – Cops in Court (Versailles)
- July 30 – ARIDE Legal Component (Versailles)
- August 18-21 – Kentucky Prosecutor's Conference Live
- September 20-23 – JOL, LEL, TSRP Conference (Oklahoma City, OK)

Drug Evaluation and Classification Program FY 2020

This is the third year that the Kentucky Association of Chiefs of Police (KACP) has had the Law Enforcement Liaison (LEL) dedicated to the Drug Evaluation Classification Program (DECP). This project continued to maintain a group of local and state law enforcement officers who are certified Drug Recognition Experts (DRE's), as well as to offer advanced DUI training to as many officers as possible.

2019-2020 Activities held by KY DECP LEL's included the following:

- Held several meetings with the Department of Criminal Justice Training DUI Section Instructors to discuss and design a strategic plan to better train Kentucky Officers in DUI enforcement and better monitor/regulate instructors who teach courses.
- Met with University of Louisville MBA students to discuss impaired driving laws, specifically marijuana and how it affects an individual. A DRE was placed on their advisory board for the creation of a marijuana breathalyzer.

- Attended the Ohio 2019 Fall, and 2020 Winter DRE School's to gather material and knowledge for managing our DRE School, especially the practical applications.
- Held our 2019 DRE School with 11 Officers/Deputies/Troopers attendees from KSP, Lexington PD, Franklin Co SO, Pikeville PD, KY Fish & Wildlife, Nicholasville PD, Cincinnati Northern KY Airport, and Richmond PD. Brought in guest instructors from West Virginia, IACP and Eastern KY University. This included attending field certification in Jacksonville Florida.
- Assisted with our TSRP's Tom Lockridge & Aaron Ann Cole on the scheduling and presentation of their eight-hour course Cops in Court. This would also include assisting in the filming of the scenarios used for the class.
- Attended several Cops in Court Classes throughout the state and assisted in the presentation of the course.
- Worked with Joey Koher (West Virginia DECP State Coordinator) on jointly applying for IACP grant money for a combined DRE School.
- Maintained the DRE tablet system through Institute for Traffic Safety Management (ITSMR) by assisting over 47 DRE's with training on new versions, updating Kentucky's data, reading over DRE evaluations and use of the tablet.
- Offered six ARIDE (Advanced Roadside Impaired Driving Enforcement) training at various locations around the state, which resulted in training approximately 130 officers within the Commonwealth. This valuable training, in its seventh 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.
- Coordinated and provided Basic SFST course & Cops in Court to Bowling Green Police Department first recruit academy class.
- Assisted Kentucky's TSRP's Tom Lockridge and Aaron Ann Cole in developing the TSRP Tip of the Day training. These are short virtual trainings with tips to officers on legal, DUI, SFST's and other items specific to law enforcements training and job duties. These are put out weekly, and disseminated to thousands of law enforcement officers throughout the state.
- The State Coordinator and assistant coordinator attended the 2020 IACP National Conference on Drugs, Alcohol, and Impaired Driving virtually.
- Purchased approximately 96 PBT's and assorted equipment for DRE's, issuing the equipment to law enforcement officers throughout the Commonwealth.

- Attended several virtual LEL Campaign Briefings throughout the state to inform on the DECP and our trainings we offer.
- Assisted in teaching two virtual Below 100 courses to Hazard PD, and Paris PD/Bourbon CO SO.
- Held several virtual LEL Meetings during the pandemic to discuss agency participation, campaigns, DECP courses and other items consistent with highway safety initiatives.
- Held several weekly virtual meetings with the DECP Assistant Coordinator to discuss trainings, travel, agencies, DRE's and program needs.
- Watched several webinars for continual education from NHTSA, GHSA and other sources.
- Participated in four Kentucky Law Enforcement Council meetings. Attended first quarterly meeting in person and attended the others virtually.
- The DECP State Coordinator and Assistant Coordinator attended prosecutor's training event held by Kentucky's and Ohio's and TSRP's. The training was dedicated to drugged driving, and to training several prosecutors from Ohio and Kentucky.
- Continued to work with KSP Command through Headquarters and the Academy about their grants, enforcement, communication, collision reconstruction and assisting agencies in their post area with highway safety initiatives.

Training & Events that had to be cancelled or postponed due to COVID-19 FY2020:

- Cancelled two DRE recertification classes and dedicated recertification's to one or two DRE's at a time conducting recertification evaluations. Utilized on-line training for eight hours. This was done twice.
- Cancelled six ARIDE courses (Richmond, Frankfort, London, Louisville, and Versailles) was able to reschedule one for next grant year.
- Cancelled and rescheduled September 2020 DRE School for February 2020, this includes field certification, which are the month after DRE School.
- Was unable to attend the following conferences and trainings due to cancellations (National Lifesavers, GHSA, ITPM Traffic Symposium, AAA Drug Driving Summit)

JOL Program 2020

2019-2020 JOL project activities included the following:

- The JOL, Judge Kevin Holbrook (ret.), continued planning for various Educational Programs related to Highway Safety with a focus on Drugged Driving in Kentucky. He also continued liaison activities with KOHS staff and the judiciary, concerning the implementation of Senate Bill 85 (passed by the Kentucky Legislature and signed by Kentucky's Governor on March 26, 2019 with an effective date of July 1, 2020). As mentioned in the 2019 report, Senate Bill 85 is a vast overhaul of the DUI (especially IIL/IID) License Suspension Process in Kentucky.
- Attended various meetings related to Highway Safety. These included the Impaired Driving Task Force, meetings with KOHS staff to better resolve issues encountered related to Highway Safety in KY Courts, regular meetings with the Administrative Office of Courts Education Director to plan programs, attending the Judicial Education Committee Meetings to provide input on Educational Programs that could be provided to Judges, and troubleshooting for issues encountered by various members of the Kentucky judiciary, among other tasks.
- After the September 2019 DUI District Judges program (discussed in the 2019 report), our JOL began planning for the before mentioned IIL/IID-DUI License Suspension Training. This involved meeting with the District Judges Education Committee, KOHS and KYTC staff to plan the topics and logistics for the program. It was determined that a two-day program (originally to be held April 2020) was needed to adequately cover the numerous changes encountered in transitioning from a Judicial to an Administrative DUI License Suspension system. During this time, our JOL coordinated with the Judges and our staff to develop the training (including speakers and content). Ultimately, the in-person training was finalized but postponed to June 2020. Because of COVID-19, the in-person training was changed to a three hour webinar held on May 29, 2020. Although it could not possibly cover the voluminous changes to the law, it was a great success (highlighting the changes to the law with discussion and dialogue with KOHS, KYTC staff and the Judges). It was attended virtually by 80+ of Kentucky's 113 District Judges and viewed later by nearly every other Judge (as part of the Judges' e-library program).
- As the new IIL/IID DUI Suspension law was being implemented, our JOL worked with the KOHS and KYTC staff to offer judicial perspective and input on the Administrative Regulation and Process necessary to begin and continue the implementation.
- Continued performing various liaison contacts with the LEL and TSRP concerning issues encountered by them by offering guidance on the judicial process. Examples of such issues encountered are Drug Recognition Expert testimony in

our court, various Toxicology issues encountered in Kentucky courts, among others.

- Liaised with Kentucky Judges, KOHS and KYTC concerning ongoing implementation issues with the new DUI license suspension process and Ignition Interlock Law as well as other traffic safety issues.
- Taught virtually (along with KOHS Staff) at the 2020 Kentucky Prosecutors Conference concerning the new IIL/IID DUI License Suspension Law.
- In addition to the IIL/IID DUI License Suspension Training discussed above, our JOL planned another DUI program for the Fall 2020 District Judges College. Ultimately, this College was postponed (due to COVID-19) and has been provisionally rescheduled to April 2021. It will be focused on Drugged Driving in Kentucky, and will include approximately ten hours of content. Our JOL was invited to present and discuss the JOL Program at the Fall 2019 Kentucky Circuit Judges College. His presentation was very well-received, and as a result, our JOL was asked to provide a two to three hour DUI Program for their 2020 Circuit Judges College. Of course, that College was postponed due to COVID-19 and has been provisionally rescheduled to June 2021.

Ignition Interlock

In 2019, new Ignition Interlock legislation passed to enrich Kentucky's ignition interlock program. The Kentucky Ignition Interlock Program (KIIP), effective July 1, 2020, involves more administrative provisions including set suspensions, incentivized interlock period and a compliance component. Monitoring of the participant's activities and violations will be a joint effort between the device providers and the Division of Driver License. The KOHS collaborated with the Office of Legal Services and the Department of Vehicle Regulation to create a working group to reconfigure the ignition interlock regulations and prepare the necessary forms. The working group met multiples times a week to develop a vision of the KIIP process and translate that process into the administrative regulations. Many stakeholders were invited to contribute to the discussion, review and comment on the proposed process; JOL, LEL's, TSRP's, Administrative Office of the Courts, Department of Public Advocacy, device providers and the Kentucky Association of Criminal Defense Lawyers.

Due to the COVID-19 pandemic, the drafting process looked very different. In March, the entire process migrated to a teleconference format, but the timing and depth of the meeting sessions did not waver, becoming a valuable learning platform. Tiffany Duvall, with oversight of the Office of Legal Service and contributions from the KYTC Division of Driver Licensing, developed educational webinars specific to the roles of many of the stakeholders:

- Judicial College, to prepare the courts for the statutory changes to assist and answer questions to properly direct defendants upon conviction and sentencing.
- Division of Driver License Field Office Eligibility & Issuance Training.
- Division of Driver Licensing, with the device providers learning how to review and interpret monitoring reports.
- Alcohol and Drug Education/Treatment Providers, to prepare for statutory changes.
- Kentucky State Police Cadets, to prepare for roadside encounters with KIIP participants.
- Law Enforcement Liaisons, to prepare their law enforcement partners for the upcoming changes.
- The general public of the Commonwealth, to expand the knowledge of Ignition Interlock programs and how Kentucky's laws function.

In addition, a funding bill passed in the 2020 legislative session. This bill created a restricted funding source that will be supported by the participants and device providers. All defendants convicted of driving while under the influence are required to pay a \$50 service fee. All device providers will pay a \$500 application fee and a renewal fee of \$200. There will also be a \$100 inspection fee and a \$150 revisit fee if the site fails the initial or annual inspection. These funds are intended to support the Kentucky Ignition Interlock Program, with reimbursement to Kentucky State Police for the inspector's salaries based on time spent inspecting ignition interlock service centers, ignition interlock inspection equipment, education materials, site inspector training, and impaired driving projects.

Kentucky applied for and has been awarded a NHTSA grant, awarded by Traffic Injury Research Foundation (TIRF), to implement improvements to the alcohol ignition interlock program. The grant will be utilized to create a KIIP participant portal. The portal is currently in production. It will be used to track, monitor and communicate with participants. It will enable integration between KYTC's ignition interlock application and the established vendor systems to enable complete reporting of the status of participants. This portal will house the data of all KIIP participants.

KOHS has continued its membership within the Association of Ignition Interlock Program Administrators, and Tiffany Duvall continues her role as a board member.

Kentucky has continued its membership within the National Association of Women Highway Safety Leaders, and Tiffany Duvall continues in her role as a state representative and regional director. Tiffany also presented at the 2020 virtual conference best practices and lessons learned in program development.

F. Occupant Protection Program

(Occupant Protection countermeasures grants for FY 2020 were funded with Section 405b FAST Act and 402 FAST Act funds.)

Grants to Law Enforcement

The Office of Highway Safety provided grants for 10 law enforcement agencies. These grantees worked a total of 4,777.75 enforcement hours, issuing a total of 6,988 seat belt citations and 180 child restraint citations. In addition, these grantees issued a total of 3,194 speeding citations, 13,640 other traffic citations, and made 65 DUI arrests and 419 other arrests during their grant-funded hours.

Half-Year Grants

KOHS awarded half-year grants to provide additional funding for agencies to participate in 2020 highway safety efforts during the months July through September, including the 2020 Drive Sober Enforcement Campaign. A total of \$134,682.76 was expended by law enforcement agencies solely for additional enforcement, from July through September. A total of 49 agencies utilized this additional funding, including Kentucky State Police and Kentucky Commercial Vehicle Enforcement.

These agencies worked a combined total of 2,248 enforcement hours of traffic patrol, during which they issued 1,092 seat belt citations, 17 child restraint citations, 2,231 speeding citations, 3,060 other citations and also made 215 DUI arrests and 696 other arrests.

Occupant Protection Outreach/Educational Projects

Cumberland Valley Area Development District

This project funded the activities of a highway safety educator focused on child passenger safety and occupant protection in an eight-county region in the southeastern part of the state. During FY2020, the grant accomplished the following Seatbelt/Child Restraint Activities:

- Conducted four National Child Passenger Safety Certification classes within the Cumberland Valley Area Development District (CVADD).
- Promoted the National Child Passenger Safety Certification program by conducting educational events, educational booths, cps classes, a fitting station at the CVADD office, Zoom Calls and Zoom Calls for assisting in car seat installations and being available to help other surrounding counties when needed to promote CPS.

- Promoted the CPS Certification program through Social Media on the CVADD website, several local papers, CPS flyers, and Zoom Calls regarding the CPS programs and CPS check events in the CVADD region.
- Assisted the Child Passenger Certification classes, in conjunction with the Kentucky Office Highway Safety during one Child Passenger Safety class and two CEU classes.
- Conducted visits providing information relative to the proper use of child passenger safety seats within seven health departments, thirteen daycares, and two teenage mother programs within the CVADD region.
- Provided/assisted 30 CPS technicians in the CVADD region pertaining to their certification and recertification.
- Provided/assisted with 17 child passenger safety seat public events in conjunction with the KY State Police/CVE, Local Law Enforcement and Fire Departments agencies in the CVADD region.
- Designated the CVADD office as an additional fitting station, in order to provide another option in the CVADD region for those seeking assistance with child passenger safety seats. One Hundred and nineteen car seats were inspected at the CVADD office building – provided seats to 60 families who were in need of car seats.
- Certified 18 new Child Passenger Safety Technicians.
- Educated 1,732 elementary students in the CVADD region on the importance of being properly restrained.
- Educated 3,203 parents/caregivers in the CVADD region on the importance of having children properly restrained.

Glasgow Police Department

This project funded the activities of the Glasgow Police Department Occupant Protection efforts focused on child passenger safety and occupant protection in Glasgow, KY. During FY2020, the grant accomplished the following Seatbelt/Child Restraint Activities:

- Utilized Survey Monkey to better understand the community's knowledge of both car safety seats and the Glasgow Police Departments program. The survey was sent to members of the community and local schools. The data received was then used to adjust and develop public service announcements.
- Car seat safety check events were not possible due to the department policy during the COVID-19 pandemic. Instead, car seat safety checks and installations

were performed by appointment as requested.

- In addition to installations by appointment, the Glasgow Police Department also provided seats and installations when a citizen was found without proper safety seats during a traffic stop or when crash occurred. In these instances, a seat is brought to the location by a certified CPS technician with the GPD.
- Glasgow Police Department re-certified four officers as Child Passenger Safety technicians.

Grayson County Health Department

This Western Kentucky health department started as a new KY Office of Highway Safety grantee in FY 2020. This project focused on child passenger safety and accomplished:

- During the grant year, the Grayson County Health Department provided new child passenger seats to 60 families. Child passenger safety checks were conducted at least two days per month each month of grant cycle, with the exception of March, April and May due to COVID-19 restrictions. A total of 80 car seat inspections were conducted. This number was greatly impacted by COVID-19.
- Families who received seats also received a 20 minute presentation on child passenger safety, next steps, and the dangers of leaving children in parked cars unattended.
- Educated 56 high school students on child passenger safety during parenting classes held at local high school.
- Provided child passenger safety information during local employer job fair, reaching 145 employees.
- Car seat education was provided to 16 expectant parents.
- Grayson County Health Department social media outlets reached over 6,500 people with messaging specific to child passenger safety.
- In addition social media messaging, the health department recorded a podcast pertaining to child passenger safety. This was listened to over 100 times.

Knox County Health Department

This Eastern Kentucky health department started as a new KY Office of Highway safety grantee in FY 2020. This was a new project that focused on CPS and occupant protection. Accomplishments include:

- Trained four additional Knox County residents as CPS Technician. This includes two law enforcement officers, a fire fighter, and a HANDS worker.
- Conducted one child passenger safety seat check event. Due to the COVID-19 pandemic, the health department was not able to host another event due to COVID-19 restrictions and other health department needs to fight the pandemic, and serve the community in those measures.
- Partnered with the City of Barbourville Police Department during one of their safety checkpoints to distribute booster seats.

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. Accomplishments for FY 2020 include:

- Educated 1,038 adults and 910 children from October to March during multiple school and public events on child passenger safety and occupant protection principles and practices. Beginning in Mid-March through September, the schools and colleges shut down due to the COVID-19 pandemic. With this, much of the education efforts shifted from in-person to virtual.
- The Checkpoints program for new drivers was shifted and conducted virtually. This is a progressive education program for new drivers covering a variety of driving and traffic safety education programs, including seat belts and occupant protection.
- For CPS seat checks/installations, the process was updated to provide much of the education virtually, before the actual appointment. In-person checks/installations were done with COVID-19 safety precautions in place.
- Maintained a fitting station in Berea and Richmond Health Department campuses. Also supported other agencies in the county to become CPS Technicians and establish fitting stations. There are now CPS technicians in the Richmond Fire Department (RFD), Richmond Police Department (RPD), Kentucky State Police (KSP), and White House Clinic (WHC). Through these efforts, they saw a 30% increase in inspections compared to the previous year.
- During the grant year, Madison County Health Department continued teaching the Stop the Bleed course in the community. During this training, seatbelt education was presented as section of the course to 174 participants.

- The Madison County Safety Coalition (MCSC) targeted their social media messaging to increase the amount of traffic safety education shared, including those focusing on occupant protection. For the FY20 there were 708 posts, 34,997 reach, and 39,897 impressions. These messages reach to unique users were 15,073.

Marshall County Health Department Child Passenger Safety Project

This project 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.

- Through various school and public events, the Marshall County CPS Technicians educated over 960 students, and 35 teachers/adults about the benefits of proper use of seat belts and child safety and booster seats.
- Marshall County Health Department promoted the opportunity to the community throughout the year to become a certified CPST locally. They continued to work in cooperation with their current partnerships with local first responders, community partners, and KY Office of Highway Safety and reached out to additional organizations to develop new partnerships for OP/CPS programs.
- Marshall County Health Department partnered with the Benton Fire Department, the Murray Fire Department, and other local partners to participate in seven car seat installation education day community events (check-up events). Other installation education appointments were held on various dates throughout the grant cycle at the health department and various public locations. During these FY 2020 events, 25 car seats were installed and/or inspected and 23 adults were educated. The number of seats inspected and installed was greatly affected by the COVID-19 pandemic.
- Marshall County Health Department Occupant Protection Program Director, and additional CPSTI, were to help in during the instruction of several in-person Child Passenger Safety Technician trainings. These courses ended up being cancelled due to the COVID-19 pandemic.
- Marshall County Health Department Occupant Protection Program Director, and additional CPSTI, continued their training and CEUs through several virtual webinars and training focusing on child passenger safety. Several of these focused on how to provide child passenger safety services during restrictions surrounding the COVID-19 pandemic.
- Marshall County Public Health Department continued its a safety coalition composed of Child Passenger Safety Technicians and Instructors, fire fighters,

police officers, other first responders and community members.

- Marshall County Health Department Facebook administrator shared Occupant Protection posts monthly. Over FY20, she shared a total of 166 posts. Views from the posts were tracked. Out of these posts shared over FY20, 44,623 people were reached which is close to three times the amount from the previous year.

Norton Children's Hospital

This is another ongoing project to fund partial salary for a registered nurse/child safety instruction with Norton Children's Hospital 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 2020 grant year, Norton Children's Hospital served as Co-instructor, in one child passenger safety technician certification class held in the fall. Unfortunately, the scheduled spring class had to be cancelled due to the COVID-19 pandemic.
- 355 parents were taught basics of occupant protection in programs at Norton Healthcare, Catholic Charities, Freedom House, and the Teenage Parent Program School (195 were in person and following the outbreak of the COVID-19 pandemic, the classes were changed to virtual and 160 took part).
- Fitting stations were in place at various locations within the Norton Children's Hospital network. The year provided challenges with these efforts, but also served to develop new opportunities to allow people easier access by the advent of virtual seat checks. Although significantly fewer than years past, they were able to check 188 seats - 122 in person, and 66 virtually.
- 6,971 second grade students and 530 teachers who attended "Safety City", and learned all about traffic safety, occupant protection and child passenger safety.
- During the grant cycle, Norton's loaned special needs orthopedic seats to patients on 25 different occasions. Due to non-emergent surgeries being stopped for many weeks, this number was much lower than would normally be expected.

Norton Children's Hospital – Child Passenger Safety Coordinator

KOHS continued this project to fund partial salary for a registered nurse/child safety instruction with Norton Children's Hospital to serve as the statewide Child Passenger Safety Coordinator for Kentucky.

- Statewide CPS Coordinator served as the lead instructor for one certification class in March. This class brought in 23 new technicians serving in multiple different

counties who previously did not have any trained technicians. Due to the COVID-19 pandemic, six in person certification classes that were to be led by the statewide CPS Coordinator had to be canceled.

- Assisted to expanded CPS the total number of child passenger safety technicians/instructors from 665 in the previous year. To 760 (733 technicians and 27 instructors) as of September 30th, 2020.
- Assisted to help maintain 76 fitting stations throughout the state (as of September 30th, 2020), of the 86 registered during the previous year.
- Developed and presented a two full day CEU classes, where 76 technicians were able to complete their re-certification requirements. In addition, a re-certification class was taught to the six individuals with the Bardstown Fire Department back to operational status to check seats.
- Participated with the Kentucky Lifesavers Conference planning committee to develop the CPS tracts offered during the 2020 conference. The conference was cancelled following this work, due to the COVID-19 pandemic.
- Following outbreak of the COVID-19 pandemic, several child passenger safety training videos were developed, and posted and offered online.

Occupant Protection Enforcement Mobilization



Due to the COVID-19 pandemic, NHTSA postponed the 2020 Click It or Ticket campaign that would have run May to June of FY2020. The campaign was rescheduled to November of 2020, during FY2021. The November 2020 mobilization used the "Click It or Ticket" slogan, complimented by the KY Local Heroes campaign, and corresponded with the national mobilization from November 16th through November 29th, 2020.

Kentucky law enforcement agencies did participate in the November campaign, although some agencies were limited due to the ongoing pandemic. Those activity and enforcement numbers are still preliminary, and being reported to the KY Office of Highway Safety.

Governor's Occupant Protection Awards Ceremony

Due to limitation on group gatherings due to the COVID-19 pandemic, the 2020 Governor's Occupant Protection Awards Ceremony that the Kentucky Office of Highway Safety would have conducted during August was cancelled.

The Office of Highway Safety is planning to recognize agencies/officers following the November 2020 Click It or Ticket enforcement campaign. These awards will be presented at the division level based upon agency size. They will be presented prior to the 2021 Click It or Ticket enforcement campaign. The hope is that these awards prior to the enforcement campaign will not only recognize agencies/officers for their enforcement activity during the November Click It or Ticket campaign, but also provide motivation and incentive to agencies for the 2021 Click It or Ticket Campaign.

The Kentucky Office of Highway Safety hopes to resume the Governor's Occupant Protection Awards Ceremony during the summer of 2021, recognizing the efforts of officers from each agency submitting a nomination, for their notable officer's efforts to increase the use of seat belts and child restraints.

Safety Education Programs

- In FY 2020, the KOHS was only able to conduct three Occupant Protection Programs due to COVID-19 and the restrictions it placed on our office for conducting in-person programs throughout the state. Beginning on March 15, 2020, several Occupant Protection Programs scheduled to be conducted in FY2020 had to be cancelled, due to restrictions with COVID-19.
- In FY 2020, the KOHS was only able to conduct three Impaired Driving Programs due to COVID-19 and the restrictions it placed on our office for conducting in-person programs throughout the state. Beginning on March 15, 2020, several Impaired Driving Programs scheduled to be conducted in FY2020 had to be cancelled, due to restrictions with COVID-19.
- In FY 2020, the KOHS was only able to conduct one Teen Driver Program due to COVID-19 and the restrictions it placed on our office for conducting in-person programs throughout the state. Beginning on March 15, 2020, several Teen Drive Programs scheduled to be conducted in FY2020 had to be cancelled, due to restrictions with COVID-19.
- KOHS is partnered with the Kentucky Transportation Center (KTC), to conduct seatbelt survey site visits throughout Kentucky highway districts and counties. Due to COVID-19 these seatbelt survey site visits were unable to be conducted during FY2020.

G. Police Traffic Services Program

(Police Traffic Service grants for FY 2020 were funded with Section 402 FAST Act funds.)

Grants to Law Enforcement

In FY 2020 there were 135 local agency grants, including Kentucky State Police, that worked additional enforcement hours to combat speeding and other traffic violations. These agencies worked a combined total of 24,161.5 patrol and checkpoint enforcement hours, resulting in 1,215 DUI arrests, 3,276 other arrests, 27,586 speeding citations, 8,496 seat belt citations, 320 child restraint citations, 138 texting/distracted citations and 36,690 other citations.

Activity Measures

1. A total of 17,427 seat belt citations were issued during grant-funded enforcement hours during FY 2020. There were also a total of 594 child restraint citations issued during the same period.
2. A total of 3,278 DUI arrests were made during grant-funded enforcement hours during FY 2020.
3. A total of 33,490 speeding citations were issued during grant-funded enforcement hours during FY 2020.

Law Enforcement Liaison Program FY 2020

Kentucky's law enforcement liaisons serve as communicators between the Kentucky Office of Highway Safety and the state's local, county and state law enforcement communities. They assist in the coordination and promotion of the State Highway Safety Plan, which focuses on preventing crashes, injuries, and fatalities. The LEL's encourage law enforcement officers and agency leaders to support this effort through the enforcement of traffic safety laws, particularly those dealing with impaired driving, occupant protection, distracted driving, and speed management.

The KOHS has six Law Enforcement Liaisons (LEL's). There are four assigned each to an area of the state and two that are assigned to coordinate the statewide Drug Evaluation and Classification Program or DECP which teaches the Drug Recognition / Advanced Roadside Impairment Driving Enforcement (DRE/ARIDE) program. These are grant projects through The Kentucky Association of Chiefs of Police (KACP), and work under contract to the Kentucky Office of Highway Safety (KOHS) and are responsible for fostering positive law enforcement relationships in their respective regions across the state. Even with numerous obstacles, in FY 2020 Kentucky's LEL's continued to build strong relationships with law enforcement agencies and other partners in traffic safety to promote greater sustained traffic enforcement, and enthusiastic participation in the

National Highway Transportation Safety Administration (NHTSA) traffic safety mobilizations. In FY 2020 the LEL's made visits to city, county, university, and state law enforcement agencies. These visits were in person, over the phone, and utilizing video conferencing, and were instrumental in identifying and selecting agencies interested in funding for special traffic enforcement efforts. The following is a summary of FY20 activities coordinated and conducted by the LEL's:

- 555 Site visits (in person, phone calls and virtual meetings)
- 99 Full Year Grant Monitoring visits.
- 0 Half Year Grant Monitor visits. (explained below)
- 0 Area briefings for "Click It or Ticket" Campaign in May. (explained below)
- 15 Area briefings for the "Drive Sober or Get Pulled Over" Campaign in August.
- 0 Media events and press conferences.
- 4 Below 100 trainings conducted. Two in person and two virtual.
- 100 Officers trained in Below 100.
- 1 Training class, which was included in the Department of Criminal Justice Training for new Chiefs/Sheriffs.

Combining in person site visits, full year grant monitoring visits, phone calls and online video meetings, Kentucky Law Enforcement Liaisons were either on site or remotely contacted Kentucky police agencies at least 654 times in FY 2020. Even with the slow down due to the pandemic, actual agency contact went up. We all became experts using Zoom and Microsoft Teams, which facilitated the increase. FY 20 was 654 contacts vs FY 19 was 607.

**These visit numbers do not include any visits made by the two DECP LEL's.*

The LEL's assist grant program managers of the highway safety office by working one-on-one with Kentucky's police chiefs, sheriffs, state police, and agency project directors to ensure accurate and timely submission of grant applications, reports, and claims. They also review and audit grants for compliance with the goals and objectives, as established by the grant agencies. (Project directors are representatives from each agency which are responsible for administering the agency's grant.) Kentucky's LEL's are a valuable resource in the grant agency selection process, and provide detailed information on an agency's equipment needs, manpower, and dedication to traffic safety enforcement. Kentucky LEL's work with their respective grantees and other participating law enforcement agencies by conducting site and grant monitoring visits. These visits are for both the year-long and half-year grants. With this information, Kentucky LEL's make recommendations to agencies for achieving the goals outlined in their grant contract. Using the resources of the KOHS, the LEL's provided crash maps in fall 2019 to law enforcement agencies. This will assist them in identifying high crash areas within their jurisdictions, and enhance efforts to prevent crash injuries and fatalities.

Kentucky has offered the Below 100 program since 2015. This four-hour class is targeted to law enforcement officers, and is designed to assist in keeping police line of duty deaths below 100 during the calendar year. The Below 100 training course highlights the importance of officers using their own seat belts, and in reducing their speed in order to prevent line of duty deaths. Five of the six LEL's have attended and successfully completed the Below 100 Train the Trainer class, and are now certified as instructors. During FY 2020, the LEL's continued to provide this free training to agencies and officers across the state, and continue to promote the course when conducting agency visits. Each year, they also bring in a guest speaker for this program, enhancing the effectiveness of the message for law enforcement officers in attendance. Unfortunately, we were only able to have her during one this year. Two in-person classes and two virtual classes were conducted. The virtual classes we taught utilized four LEL's, each from a different location, using the Zoom video conference platform. It worked very well, and is something we will continue to offer. An estimated 100 law enforcement officers were successfully trained during those four classes.

Liaisons also recruit law enforcement partners in areas with highway safety needs, providing technical assistance to these agencies in conducting high visibility enforcement programs. The LEL's have been instrumental in promoting both Advanced Roadside Impaired Driving Enforcement (ARIDE) and Drug Recognition Expert (DRE) training in areas of Kentucky which have a high incidence of impaired driving. This continues to be a significant challenge throughout Kentucky. The LEL's serve as a resource to both state and local law enforcement for traffic safety equipment aimed at increasing law enforcement participation, and in reporting results of enforcement campaigns.

Throughout the year, grant and non-grant law enforcement agencies, local elected officials, and the media are invited to 32 area briefings strategically conducted across the 12 highway districts in Kentucky. (This year that number was less, due to the COVID-19 pandemic.) These briefings have proven successful in promoting the objectives of the Kentucky Office of Highway Safety, and include the national mobilizations *Drive Sober or Get Pulled Over* and *Click It or Ticket*. However, this year those briefings were all done virtually. There were as many if not more grant agencies attending the meetings this year, since they can log in from anywhere and not have to be at a certain location. These area briefings provide an excellent opportunity for both state and local law enforcement to plan joint enforcement activities, to promote border-to-border impaired driving enforcement, and for local media events to gain earned media.

The LELs normally coordinate border-to-border events for both the Click it or Ticket and the Drive Sober or Get Pulled Over enforcement campaigns. During fiscal year 2020, these were postponed due to the pandemic.

Liaisons also help promote the annual Governor's Occupant Protection Awards in August, and the Governor's Impaired Driving Awards in December. During these events, law enforcement officers are nominated by their respective chiefs and sheriffs, then recognized for their efforts in enforcing impaired driving and occupant protection

throughout the year. LEL's assist with the planning and organization of both award programs. This year the OP awards for summer 2020 were postponed and are being done completely different in December 2020. This is because the actual CIOT enforcement campaign was in November 2020 this year.

LEL-driven media efforts focus on "Click it or Ticket" and "Drive Sober or Get Pulled Over" and other campaigns. The KOHS provided an online resource kit to enhance earned media efforts among law enforcement agencies. This kit contained material for radio PSAs, newspaper articles, social media and talking points for local law enforcement. Law enforcement liaisons assist with planning and organization of the regional media events, in addition to enhancing law enforcement participation in the regional media events. The availability of these press kits was emphasized during the CIOT zoom briefings and times of other agency contact.

After identifying Perry County as the number one unbelted fatality county in the state, law enforcement agencies were approached, and a core group began to meet to work on activities, inviting more partners to address this problem. These meetings started in August 2019. This group was later named the Toward Zero Deaths Perry County committee. Various community partners were identified and from the core group a larger more diverse committee took shape. This group met monthly until travel restrictions went into effect in March 2020. Various activities were planned to kick off in May 2020 along with CIOT. A CPS class was held, in March 2020, in Hazard to provide needed resources to address CPS seat use. Enhanced seat belt enforcement using coordinated multi-agency enforcement was planned. Using crash data, provided by KOHS numerous locations were selected for enforcement events. Most of the enforcement was to be conducted during nighttime hours and on weekends. A community based earned and social media campaign was planned. An aggressive education campaign was planned for the three local high schools, student leaders from each school were to facilitate and promote this education, to be followed up by a Battle of the Belts event scheduled at each school, to be conducted during prom and high school graduation season. The KOHS roll over simulator was scheduled to be the center piece of this programming, to demonstrate the effectiveness of seat belt usage. The campaign was to be kicked off with a CPS seat check event and a press conference the first day of CIOT. Sadly, all activities were postponed due to COVID-19.

Retired Chief Mike Ward, Alexandria Police Department remains the treasurer of KACP, as well as the LEL point of contact for the Kentucky Association of Chiefs of Police. The LEL's began meeting weekly in March 2020 with the KACP treasurer and KOHS staff and submit activity and expense reports. These meetings provide an opportunity for the LEL's to exchange ideas and share any experiences or problems that may have occurred.

In fiscal year 2020 LEL's were **not** able to attend or take part in several other meetings and conferences due to the pandemic and state lockdowns.

- National Lifesavers Conference
- Kentucky Association of Chiefs of Police Conference (only two attended)

- Kentucky Sheriff's Conference
- Governor's Highway Safety Association
- Toward Zero Deaths Perry County enforcement campaign
- Hands Across the border with Tennessee
- Two training classes for Kentucky Department of Criminal Justice Training (one was completed)
- Nighttime seat belt enforcement details (limited basis)
- Speed Week campaign
- International Association of Chiefs of Police Conference
- International Association of Chiefs of Police Drug Recognition conference
- LEL Professional Development Training
- Face to face agency visits basically stopped in March 2020

KOHS Traffic Safety Checkpoint Trailer

The Traffic Safety Checkpoint Trailer is provided by KOHS for Kentucky Law Enforcement Agencies across the state to use, when they conduct seatbelt safety and impaired driving traffic safety checkpoints for the community. The checkpoint trailer is used to provide extra area lighting and high visibility for the protection of Law Enforcement Officers and the general public during traffic safety checkpoints. The checkpoint trailer is a 7' by 16' dual axle trailer and consist of portable roadway signs, high visibility traffic cones, high visibility vests, two LED electric light towers, and two balloon lights with generators that will extend 10 feet into the air for scene lighting. During FY2020, there were 10 Traffic Safety Checkpoints conducted across the state.





H. Pedestrian/Bicycle Safety

The program was established to enhance pedestrian and bicycle safety through public awareness and education, with the goal of reducing overall pedestrian and bicycle crash fatality rates in Kentucky. The following actions are underway:

- 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 after its conclusion in 2018. KOHS will maintain a working relationship to further enhance the gains of the 403 project.
- Provide educational materials through community outreach programs in the high impact areas of the state.
- Continue a working partnership with I Care KY, which is a volunteer organization that is focused on intersection safety throughout the state.
- Provide safety education, updates, videos, and/or tips once a month through social media posts.

Accomplishments:

- KOHS Education Branch was only able to conduct one highway safety program during FFY 2020, due to COVID-19 and the restrictions it placed on our office for conducting in-person programs throughout the state. We continue to put an emphasis on the Top 40 counties, based on crash data for distracted driving, occupant protection and

impaired driver emphasis areas. Our hope is that we will be able to resume conducting highway safety educational programming starting in FY2021.

I. Traffic Safety Information System Improvement Grants

KY Transportation Center at the University of Kentucky – Traffic Records Strategic Plan Implementation

A new Kentucky Traffic Records Strategic Plan was developed during FY 2017 and put into place June 30th, 2017. Kentucky Transportation Center, in cooperation with both the Kentucky Traffic Records Advisory Committee (KTRAC) and the KY Office of Highway Safety, will continue to analyze, identify, refine, improve, and monitor status of performance metrics from the Traffic Records Strategic Plan.

The overarching goal of the project was to continue the development and implementation of procedures for regularly monitoring the quality of traffic records in Kentucky. The project met the following goals and objectives:

- Identified and contacted liaisons for all six databases – Crash (KY State Police), Citation/Adjudication (Department of Justice-Administrative Office of the Courts), Injury Surveillance (KY Injury Prevention and Research Center, KY Board of EMS), Vehicle (KY Transportation Cabinet-Division of Motor Vehicle Licensing), Roadway (KY Transportation Cabinet-Division of Planning), and Driver (KY Transportation Cabinet-Division of Driver Licensing). The liaisons have identified current and future projects to reach the goals, and incorporated some new metrics and goals in response to NHTSA's recommendations after the 2017 Traffic Records Assessment.
- Continued to collect data on metrics.
- Monitored and documented progress.
- Facilitated discussions and helped resolve problems.
- Documented changes in goals of the Traffic Records Implementation Plan (TRIP) and noted reasons for delays.
- Composed and submitted a progress report which contains a Progress Report for each database.

Kentucky Transportation Center at the University of Kentucky – Traffic Safety Data Service (KTSDS)

This project provided a traffic records data and analysis quick response team at the Kentucky Transportation Center. The Kentucky Transportation Center has considerable

resources and expertise for identifying and addressing safety concerns using a variety of traffic records databases and tools.

The goal of the project was to increase access to data from the six traffic record systems, but more especially to increase access to expert resources with a more in-depth knowledge of the databases, the project met the following goals and objectives:

- Maintained website providing public access to data and data experts.
- Published completed projects for public access.
- To increase Accessibility to Safety Analysis and Capabilities (experts) for end users from a starting baseline of the number of request fulfilled in the previous KTSDS year.
- Completed 29 projects assisting a variety of people in accessing data and offering expert advice on how they can approach analysis.
- Updated the KTSDS website documenting and publicizing the service based on the IOWA Traffic Service Model.

University of Kentucky Research Foundation – Strategic Highway Safety Plan 2019-2023

During the FY2020 grant period, the following activities took place:

- Revised draft plan per comments from the SHSP Steering Committee, prepared final plan with graphics, visuals, etc.
- Established a process for continuous and periodic evaluation of data, strategies, effectiveness and engagement.
- Updated data for each SHSP emphasis area and strategy.
- Identified and met with expanded list of traffic safety stakeholders from different backgrounds, perspectives and areas of expertise.
- Revised SHSP to reflect implementation efforts, and monitored the success of the SHSP recommendations for needed adjustments, in response to problems and opportunities.

During FY2020, the project met the following goals and objectives:

- Finalize, track and update (assist in implementing) a fully compliant Kentucky SHSP that will result in significant reductions in crash loss in the State of Kentucky.

- Generate data and content for a proactive, living and implementable instrument which will outline actionable SMART goals aligned with KYTC's mission of providing a safe and efficient transportation system.
- Acknowledge areas where positive differences can be made in safety, not just in affecting areas with high numbers of crashes.

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

Due to the challenges posed by COVID-19, KBEMS has experienced some lag time on the completion of its goals and objectives during the FY 2020 grant period. During this setback, KBEMS continued to work with EMS agency partners to submit records to the Kentucky EMS Information System (KEMSIS).

All goals and objectives for the FY2020 grant period were delayed due to COVID-19. A request was made for this project to be continued thru the FY2021 grant period.

University of Kentucky Research Foundation – Improving Motor Vehicle Crash-Related Trauma Data Quality

During the FY2020 grant period, Trauma Registry staff performed a comprehensive assessment of trauma system data by diagnosis, with a focus on isolated hip fracture, to better align reporting across participating facilities and identify other potential anomalies. Trauma Registry staff also met several times with registrars individually and as a group to identify strategies to avoid lapses in reporting when registrars left their trauma-related positions.

The KY Trauma Registry had a record number of reported cases in calendar year 2019, but the COVID-19 pandemic has delayed reporting in 2020. Two factors were in play:

- Hospitals reallocating personnel to facilitate pandemic response.
- Revenue loss from cancellations of many non-emergent procedures led to furloughs or layoffs in some areas of hospital activity. Although COVID-19 case numbers declined in the late summer, the fall has seen increases in some parts of the state. We therefore anticipate a delay in final fiscal year reporting until at least January 2021.

During FY 2020, the project met the following goals and objectives:

- To convene a working group to develop and propose strategies to supplement the current trauma registrar workforce, particularly for Level IV hospitals; work to be completed by March 2020. A working group was convened in November 2019. The group determined that because of the sensitivity of hospital-specific data, the optimal strategy would be to identify resources within hospital systems as primary

support, with regional or state resources as secondary supports. The Levels 1-3 registrars and trauma program managers have assisted new staff and those at smaller facilities throughout the year. For example, a program manager who was previously on the staff of a smaller facility (and thus a trusted adviser) was able to assist when the smaller facility's trauma verification status was in jeopardy.

- To develop, by December 2019, a strategy for assuring that hospitals receiving support for reporting system activation fulfill their reporting obligations. At the annual Kentucky Trauma Symposium in October 2019, there was a candid discussion of barriers to reporting that reached an important conclusion. Consistent fulfillment of reporting obligations requires support at the departmental and higher levels. One of the most common impediments to timely reporting arises when trauma registrars are deployed to other departments and functions. At a more propitious moment, Trauma Advisory Council leadership will make a presentation on this topic at a Kentucky Hospital Association leadership meeting to garner input and support.
- The trauma registry principal investigator and a graduate student performed a comprehensive reassessment of trauma registry data for the period 2010-2019 so as to realign metrics with a focus on the types and causes of injury that (a) have the greatest impact on the state's overall burden of injury or (b) have the greatest potential for improved data integrity, quality, and integration. The findings from this assessment were presented to the June 2020 meeting of the Trauma Advisory Council. Results focused on the highly inconsistent reporting of isolated hip fractures across participating facilities. Follow-up is currently under discussion.

University of Kentucky Research Foundation – Crash Data Integration

During the FY2020 grant period, Conducted a survey of Kentucky's Traffic Records Committee to identify potential Crash review topics of interest, and gauge interest in participating in a series of meetings for the project. Based on the results of the survey and further outreach, we were able to put together a team of 26 participants representing different perspectives on Crash data. Participants included police officers, police data reviewers, researchers, practitioners, and database administrators.

A series of three virtual meetings were held with project participants. Initial plans to hold the meetings in-person were changed by necessity due to the ongoing pandemic. Each of the three meetings centered on a different theme. At the first meeting, most of the discussion revolved around issues from the researchers and practitioners perspective, and potential discrepancies and ambiguities in the Crash database were identified. The second meeting centered more closely on the perspective of data creators - the police officers who fill out the crash reports. This meeting identified opportunities to simplify the data creation process and helped resolve confusion between what is intended when the data is created compared to how it is interpreted after the fact. The third meeting presented all of the potential recommendations for improving Crash data, and allowed meeting participants to discuss and prioritize their importance.

During FY 2020, the project met the following goals and objectives:

- Identified 15 suggested improvements to crash data entry.
- Developed 15 suggested training topics for data entry.
- Developed 15 suggested training topics for data users.

University of Kentucky Research Foundation – Facilitating the Development of Projects to Attain the Goals in the Implementation Plan for the 2018-2021 Traffic Records Strategic Plan

During the FY2020 grant period, working with the liaisons at the six traffic records databases and the liaison at the trauma database compiled by KIPRC, the KTC team facilitated progress toward meeting the goals in the Traffic Records Implementation Plan (TRIP). The team also helped revise several of the database performance goals for specific database attributes. In consultation with liaisons, the team obtained data on work underway (or proposed in grant applications) to meet the goals.

The KTC team documented substantial progress toward meeting many goals. Of the 42 performance goals, almost half have been met and improvement projects are in various stages of development at this time. The team also continued to collect data on performance metrics. To assist future facilitation of the TRIP, the team developed and completed Progress Reports that summarize the current level of work accomplished toward implementing the goals. However, the progress reports do not include discussions of obstacles liaisons may have encountered, as none were reported.

During FY2020, the project met the following goals and objectives:

- Continued to collect data on metrics.
- Monitored and documented progress.
- Facilitated discussions and helped resolve problems.
- Documented changes in goals of the TRIP and noted reasons for delays.
- Composed and submitted a progress report which contains a Progress Report for each database.

J. Non-Implementation Grants for FFY 2020

- **PT-2020-00-HY-07 – Carlisle County Sheriff's Office**
PT-2020-00-HY-12 – Clay County Sheriff's Office

PT-2020-00-HY-22 – Garrard County Sheriff’s Office
PT-2020-00-HY-40 – Mayfield Police Department
PT-2020-00-HY-46 – Morganfield Police Department
PT-2020-00-HY-54 – Shelby County Sheriff’s Office

These proposals were not implemented due to staffing issues and the COVID-19 pandemic. When smaller agencies experience personnel changes and limited contact with the public, the agencies cannot staff effectively to work the additional enforcement hours.

- **PT-2020-00-00-76 – Woodford County Police Department**
This proposal was withdrawn due to this agency having staffing challenges. Many grantees throughout Kentucky are smaller agencies and when there are personnel changes the agencies cannot staff effectively to work the additional enforcement hours. When this occurs, we encourage them to withdraw and apply when staffing levels are back to a normal operational level.
- **PT -2020-00-00-85 – Alliance Motor Sports**
This proposal was an educational program that was not implemented due to COVID-19. The pandemic caused school shutdowns across the state.
- **PT -2020-00-00-86 – Alliance Motorcycle**
This proposal was an educational program that was not implemented due to COVID-19. The pandemic caused school shutdowns across the state.
- **PT -2020-00-00-87 – UNITE Corporation – Arrive Alive Tour**
This proposal was an educational program that was not implemented due to COVID-19. The pandemic caused school shutdowns across the state.
- **M2HVE-2020-00-00-21 – Click it or Ticket Awards**
This proposal was not implemented due to limitation on group gatherings due to the COVID-19 pandemic, the 2020 Governor’s Occupant Protection Awards Ceremony that the Kentucky Office of Highway Safety would have conducted during August, was cancelled.
- **M3DA-2020-00-00-01 – Traffic Records Program Manager**
This proposal was not implemented due to staffing challenges. The job duties required to manage the traffic records program were covered by current employees of the Highway Safety Office. There is currently a plan in place to appoint a Traffic Records Program Manager in the near future.

K. Evidence-Based Enforcement Grants for FFY 2020

All FFY 2020 enforcement grants were focused on the top 40 counties of Highway Safety concern. Grantee program areas are targeted toward identified problem violations, locations and times within their jurisdiction. These areas are evaluated and determined

by a grant review committee, and distributed accordingly. Other factors that were taken into consideration are past performance measures and a thorough risk assessment analysis completed on every applicant, prior to the submittal of the FY 2020 HSP. All grantees are provided crash maps of their jurisdictions, with data and information on specific issues or hot spots on crash causations.

L. Media Programs

Occupant Protection

Operation Crash Reduction (earned media) October 11-14, 2019

Kentucky participated in NHTSA Region 3 first annual Operation Crash Reduction over Columbus Day weekend. A press release was sent statewide, resulting in radio, television and newspaper stories. All KOHS social media channels utilized NHTSA-provided graphics for posts each day.

Law enforcement team up for Operation Crash Reduction



File Photo

Posted Friday, October 11, 2019 11:52 am

By TOM LATON, Kentucky Today

FRANKFORD, Ky. (KT) -- Kentucky is one of several states participating in a new program to cut down on traffic accidents during the Columbus Day Weekend.

Although it is primarily a federal workers holiday, the Kentucky Office of Highway Safety, state and local law enforcement, and the U.S. Department of Transportation's National Highway Traffic Safety Administration, or NHTSA, are teaming up for the inaugural Operation Crash Reduction effort with a focus on Buckeye, the District of Columbia, Kentucky, Maryland, North Carolina, Virginia, and West Virginia.

Operation Crash Reduction runs now through October 14, with a goal of saving lives and preventing injuries due to traffic crashes. During this time, law enforcement will conduct a high-visibility enforcement campaign, with an emphasis on seat belt use.

"While we always encourage safe driving practices, this extended campaign focuses on the importance of buckling up," said KOHS acting Executive Director Jason Stroud. "If you are involved in a crash, a properly fastened seat belt provides the best defense against injury or death."

According to the NHTSA, from 2013-2017, the states in this campaign had 559 fatal crashes between October 1 and October 15, the highest number of fatal crashes for the first 15 days of any month during those years. In addition, October was the most likely month for fatal crashes to occur in these states, with 3,330 total crashes. Of those fatal crashes, nearly one in three occupants involved were unbelted.

During the same period in these states, more fatal crashes occurred on Columbus Day Weekend, 317, than during the long weekends of Thanksgiving or Memorial Day. Columbus Day was the second deadliest holiday in 2017 for these states, trailing only Independence Day.

"While we typically see an increase in crashes over Memorial Day, Independence Day and Thanksgiving, we were surprised to learn that over the past five years, more fatal crashes occurred in these states on Columbus Day weekend than during those more highly traveled holidays," said Stroud. "That is why we are working with NHTSA and our state and local law enforcement partners to ensure you see plenty of enforcement during the holiday weekend. So please, buckle up and put the phone down."

Kentucky Office of Highway Safety
Published by EG Egger 10/11/19 10:52 am

From October 11 through October 14, NHTSA will work with local law enforcement for the Operation Crash Reduction effort, emphasizing the importance of seat belt safety. Please buckle up, drive sober and don't call or text while you drive.
Kentucky Transportation Cabinet

Operation Crash Reduction

Back up. Seat belts save lives.

In These States:
Delaware, Kentucky, Maryland, North Carolina, Virginia, Washington, DC, West Virginia

From 2013-2017, more fatal crashes occurred on Columbus Day Weekend (517) than during the long weekends of Thanksgiving or Memorial Day.

NHTSA

Get More Likes, Comments and Shares
When you boost this post, you'll show it to more people.

2,883 People Reached 120 Engagements Boost Post

Kentucky Office of Highway Safety
Published by EG Egger 10/11/19 10:52 am

In the states of Delaware, the District of Columbia, Kentucky, Maryland, North Carolina, Virginia, and West Virginia, 1 in 3 vehicle occupants involved in a fatal vehicle crash were unbelted. Help us spread the word during the Operation Crash Reduction effort. Buckle up and put the phone down!

Operation Crash Reduction

Back up. Seat belts save lives.

In These States:
Delaware, Kentucky, Maryland, North Carolina, Virginia, Washington, DC, West Virginia

From 2013-2017, October had the highest number of fatal crashes at 3,330. Of these fatal crashes, nearly 1 in 3 had unbelted occupants involved.

NHTSA

Get More Likes, Comments and Shares
When you boost this post, you'll show it to more people.

1,122 People Reached 43 Engagements Boost Post

**Click it or Ticket “Local Heroes” production (earned media)
 October 2019 *Paid campaign moved to November 2020 due to COVID-19
 Social media**

Top media Tweet earned 11.1K impressions

Another full day of #ClickItOrTicket production! The morning began with @MadCoKYSheriff @ekupolice @RichmondPKY @bereapolice and @kystatepolice. Watch for the #seatbelt campaign in May 2020.
pic.twitter.com/19nYMowPP4



Kentucky Office of Highway Safety is in Georgetown, Kentucky
 Published by EG Eggen · 10 · October 3, 2019 · 🌐

Starting our morning filming with Georgetown Police Department, Scott Co. Ky. Sheriff's Office and Sateville Police Department. Watch for these #seatbelt commercials in May 2020. #clickitorticket



👍 Get More Likes, Comments and Shares
 When you boost this post, you'll show it to more people

8,599 People Reached 2,307 Engagements [Boost Post](#)

**National Seat Belt Day (earned media)
 November 14, 2019
 Social media**

Kentucky Office of Highway Safety
 Published by Hootsuite · 11 · November 14, 2019 · 🌐

It's the first annual #NationalSeatBeltDay! Thank you Uber for helping spread the message that seat belts save lives! #BuckleUp #Kentucky
 Kentucky Transportation Cabinet
 Kentucky State Police
 Governors Highway Safety Association



Nov 2019 · 30 days

TWEET HIGHLIGHTS

Top Tweet earned 3,081 impressions

It's the first annual #NationalSeatBeltDay! Thank you @Uber for helping spread the message that seat belts save lives!
 #BuckleUp #Kentucky

@KYTC @kystatepolice
[twitter.com/GHSAHQ/status/...](https://twitter.com/GHSAHQ/status/)

**Winter coats and kids (earned media)
January – February, 2020
Social media**



**Child Passenger Safety Class and Checkup Event (earned media)
March 9-12, 2020
Press release and social media**



News story on WYMT-TV.



News story in Hazard Herald.

Kentucky Speedway (paid media)
July 11, 2020
\$150,000 405B NHTSA funds program number THSP20CM
ADJUSTED DUE TO COVID-19

We received promotions prior to the event, starting with a press release in February 2020 announcing KOHS as the sponsor of the truck race during NASCAR’s Kentucky Speedway Race Weekend. As the date approached, it was announced that there would be no attendees, therefore a majority of our promotional efforts transitioned to social media to encourage watching via digital streaming and television.



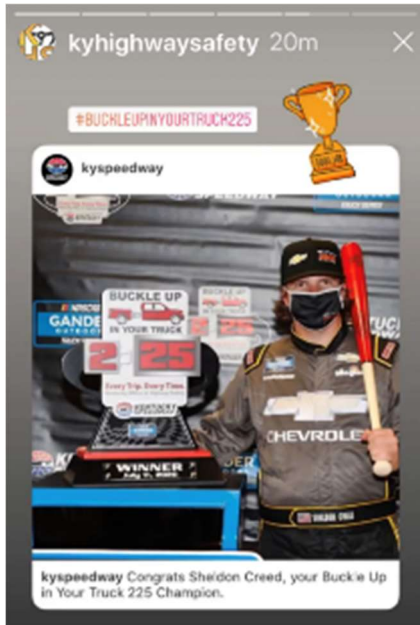
Parking credentials

While our PA announcements and commercials on closed-circuit televisions were not seen or heard, we still received other assets:

- 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, parking 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 (pictured at right).



- Participation in trophy presentation.
- Social media posts made throughout the race.



Law Enforcement Liaison Troy Dye presents the trophy via Zoom.



Sign at press conference in February announcing KOHS as sponsor.

NHTSA Heatstroke/12-hour Heatstroke TweetUp (earned media)
July 1, 2020
Social media and DMS



DMS Panel 1
CHECK TWICE
DON'T LEAVE KIDS IN CARS

DMS Panel 2
LOOK BEFORE YOU LOCK



Child Passenger Safety Week (earned media)
September 20-26, 2020
Social Media and DMS
ADJUSTED DUE TO COVID-19

KOHS shared information via social media from Fayette County Safe Kids, Norton Children's Hospital and NHTSA.



DMS Panel 1
 CHILD PASSENGER SAFETY WEEK

DMS Panel 2
 CAR SEATS & BOOSTERS SAVE LIVES

Occupant Protection-Distracted Driving

Buckle Up Phone Down campaign

October 7, 2019 - November 24, 2019 (paid and earned media) **\$325,000 state funds**

November 27-28, 2019 (earned media)

In October 2019 we launched the state's first Buckle Up Phone Down (BUPD) campaign featuring videos, radio spots, social media/digital advertising and a new dedicated website, kyhighwaysafety.com. The campaign focused on the top 60 counties with distracted and unbelted crashes and/or deaths. (NOTE: Kentucky has 120 counties.)

Earned Media:

A press release was distributed statewide, resulting in radio, television and newspaper stories.

Organic (non-paid) Facebook post generated more than 48,000 impressions and organic Twitter post generated more than 11,000 impressions.

Dynamic message signs across the state displayed the BUPD message.



Paid Media:

Promoted posts (Facebook and Instagram):

Impressions: 3,708,506

Engagement: 226,838

CTR: .21%

Audio streaming (Pandora):

Impressions: 1,292,344

Reach: 834,029

Frequency: 1.52

Audio streaming (Spotify and iHeart):

Impressions: 1,026,283

Reach: 920,976

Frequency: 1.10

Digital videos (Connected TV and Pre-Roll):

Impressions: 1,394,607

Video plays: 1,385,335

Video completions: 1,258,871

Video completion rate: 91%

Terrestrial Radio:

Spots ordered: 5,368

Spots delivered: 5,611

Gas Station TV:

Locations: 141

Impressions: 624,976

Out of Home truck advertising:

Total trucks (driver, passenger and back position): 21

Added value (overcab position): 20

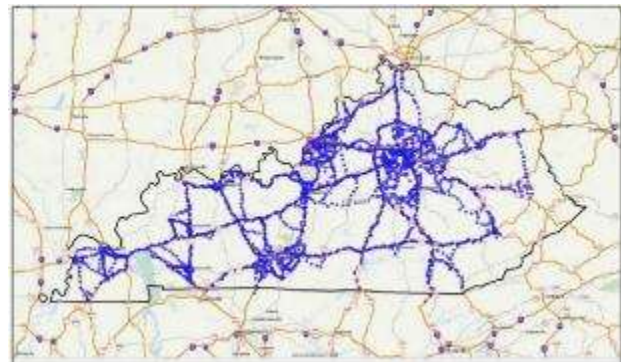
Impressions: 13,910,400



Promoted Instagram post

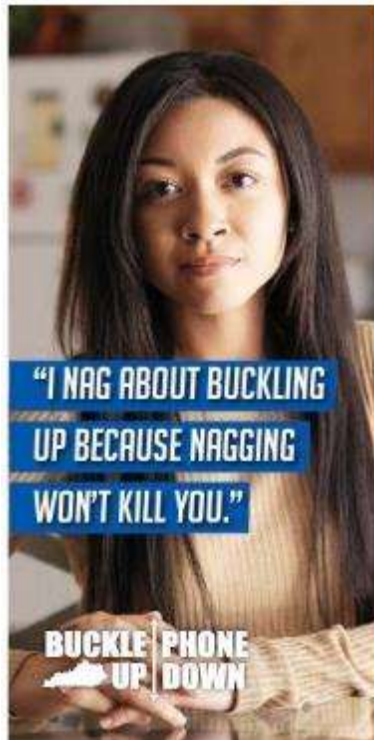
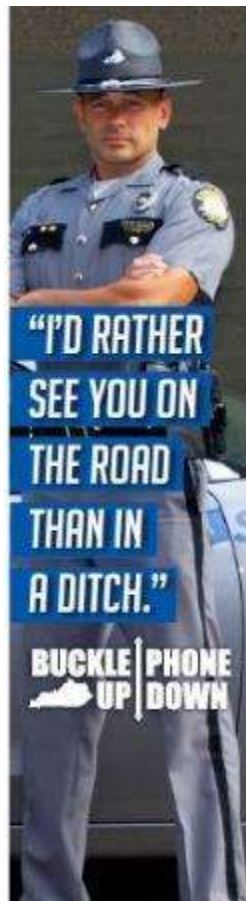


Gas Station TV



Truck route map

Digital ads:



**Thanksgiving BUPD (earned media):
November 25-28, 2019
Press release, social media and DMS**



DMS Panel 1
BE THANKFUL FOR YOUR SEAT BELT

DMS Panel 2
ALWAYS BUCKLE UP

**New Year DMS (earned media)
January 6-8, 2020
DMS and social media**



Buckle Up Phone Down (earned media)
April 2020
Social Media and radio

Distracted Driving Awareness Month was **POSTPONED DUE TO COVID-19** so we posted on social media and aired BUPD radio spots on our daily shows, but without specific reference to the month.



Impaired Driving

Halloween “Buzzed Driving is Drunk Driving” (earned media)
October 30-31, 2019
Press release and social media



**Thanksgiving “Buzzed Driving” and “Blackout Wednesday” (earned media)
November 27-28, 2019
Social Media**



**Impaired Driving Enforcement Awards (earned media)
December 5, 2019
Press release and social media**



Above: Facebook photo album of 2019 Impaired Driving Enforcement Awards.



**Holiday “Drive Sober or Get Pulled Over” (earned and paid media)
 December 11, 2019 – January 1, 2020
 \$175,000 NHTSA 405D funds program number THSP20IM plus additional
 \$7,211 left from Labor Day campaign (approved by NHTSA)**

**Earned Media:
 Press release, social media and DMS**





DMS Panel 1
693 DEATHS ON KY ROADS THIS YEAR

DMS Panel 2
DRIVE SOBER KENTUCKY

DMS Panel 1
DON'T WRECK YOUR HOLIDAYS

DMS Panel 2
DRIVE SOBER OR GET PULLED OVER

Paid Media

Targeted Area:

Statewide with heavier frequency in 27 counties with highest impaired driving-related crashes.

Target Audiences:

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

Radio 30-second & :10 live reads

- 4,859 spots

Streaming audio

- iHeart and Pandora: 791,099 impressions, 148,595 reach, 2.28 frequency
- Spotify: 260,184 impressions, 231 clicks, 245,857 audio completions

Out-of-Home (Restaurants/Bars, gas stations):

- 139 locations
- Restroom signage and mirror clings,
- Coasters, window clings and posters
- Pump toppers

Facebook Promoted Post Totals:

- 1,286,782 impressions
- 247,885 reach
- 475,676 engagements
- 6,356 clicks
- 24.24% CTR



Restaurant coaster.



Digital Display Ads (billboards, cross device, filmstrip, mobile):

- 4,736,066 impressions
- 24,389 clicks
- 0.49% CTR

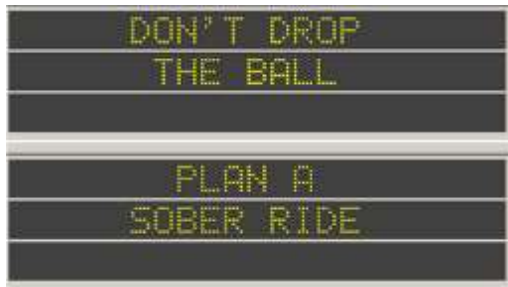
ESPN Digital Display (desktop & app):

- 800,095 impressions
- 1,105 clicks
- 0.14% CTR



ESPN Desktop ad.

**New Year's Eve (earned media)
December 30, 2019 – January 1, 2020
Social media and DMS**



**Super Bowl (earned media):
January 31 – February 3, 2020
Press release, social media and DMS**



**St. Patrick's Day "Buzzed Driving is Drunk Driving" (earned media)
March 10-18, 2020**

Social Media *DUE TO COVID-19 LOCKDOWN AND TRAVEL RESTRICTIONS a press release was not distributed.



**Fourth of July "Buzzed Driving is Drunk Driving" (earned media)
July 4, 2020**

Press release and social media



**Labor Day “Drive Sober or Get Pulled Over” (earned and paid media)
 August 19—September 7, 2020
 \$177,500 NHTSA 405D funds program number THSP20IM**

Targeted counties:

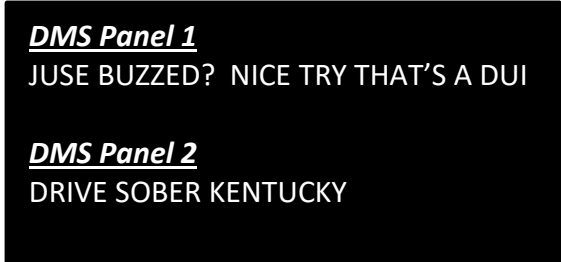
Statewide with heavier frequency in 31 counties with highest impaired driving-related crashes motor vehicle and motorcycles crashes. Motorcycle creative used the NHTSA-approved tagline “Ride Sober.”

Targeted audiences:

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

Earned media

Press release, social media and DMS



Paid Media

Facebook/Instagram:

- 1,288,048 impressions
- 420,354 reach
- 3.06 frequency
- 10,991 clicks
- .84% CTR
- 479,373 engagement

Radio :10 live reads & 30-second spot:

- 60 Radio Stations
- 3,938 spots

Digital Display Ads (billboard, mobile):

- 3,753,989 impressions
- 5,822 clicks
- 0.16% CTR

Streaming audio (Podcast, Spotify)

- 749,380 impressions
- 154 clicks
- 97.25% audio completion rate

Out-of-Home:

Gas Station TV

- 283 locations
- 333,358 impressions
- 166,679 bonus impressions

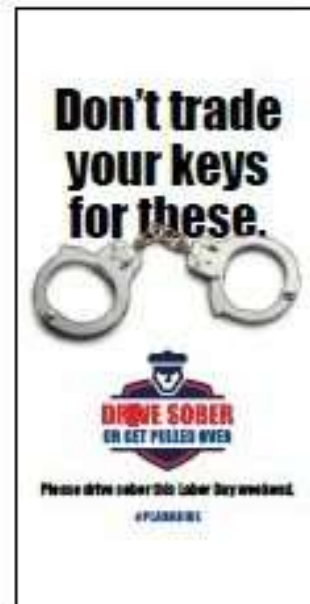
Gas station posters/clings at 72 locations

Coasters at 41 bars/restaurants

Out-of-home examples below:



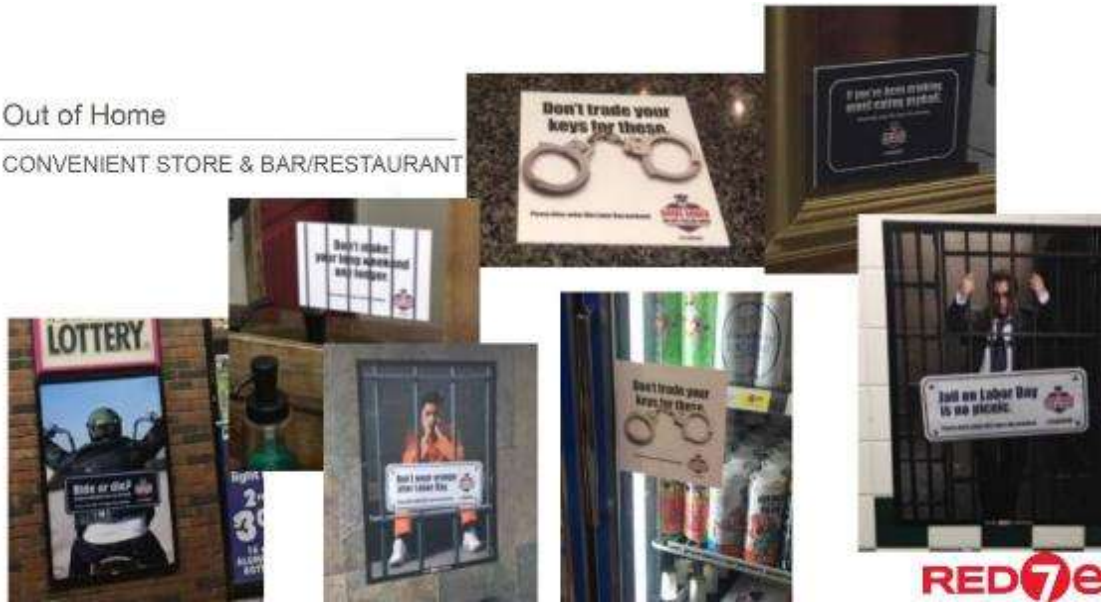
Social media examples.



Digital ad example.

Out of Home

CONVENIENT STORE & BAR/RESTAURANT



Kentucky Sports Radio Post-Game Show (paid media plus bonus)

October 1, 2019 – March 15, 2020

\$16,500 NHTSA 405D funds program number THSP20IM

Matt Jones is the host of the Kentucky Sports Radio (KSR) post-game show on the post-game network with 16 affiliates, including 84 WHAS-AM in Louisville and 630 WLAP in Lexington.

Starting with the first UK football game and continuing through basketball season, our impaired driving-prevention commercials air during this one-hour post-game show.

Matt, who is passionate about drunken driving prevention due to a family member's struggle, often mentions in his show that people need to make sure to have a designated driver.



iHeart media owns the show and provides 1:1 matching bonus. In addition, iHeart added 50 bonus spots on each of the Kentucky News Network 95 affiliates, totaling 4,750 spots.

COVERAGE MAP



COVERAGE MAP



Kentucky News Network Affiliates



**Kentucky Sports Radio (KSR) Golf Scramble (paid media plus bonus)
August 14, 2020
\$1,650 NHTSA 405D funds program number THS209IM**

The KOHS sponsored the “Driving Sober Range” in addition to sponsoring a hole at the sixth annual Kentucky Sports Radio Golf Scramble. **We could not participate or bring the drunk goggles due to COVID-19**, but there were still 31 teams consisting of 124 players.

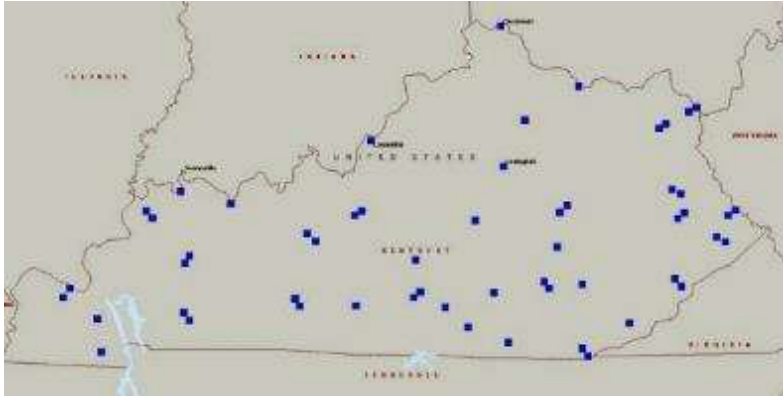
To make up for our lack of presence, iHeart provided a prize for “The KOHS Longest Drive” contest. The winner received one year of free car washes from Mike’s Car Wash (donated by iHeart) to encourage the winner to “Drive Clean and Sober.”



The contract included:

- Signage
- Website placement on event page

- 24 commercials on Kentucky Sports Radio (58 affiliates)
- 24 matching iHeart radio commercials plus digital streaming



Left: KSR Affiliate Map

Kentucky State Fair with iHeart Radio (paid media plus bonus)

EVENT CANCELLED AT LAST MINUTE DUE TO COVID-19 – CONTRACT ADJUSTED

August 15, 2019 – August 30, 2020

Radio + Digital Streaming

\$3,250 NHTSA 405D funds program number THSP20IM

KOHS quickly pivoted our strategy with iHeart and broadcasted our :30 Labor Day drive sober spots to an active audience on WAMZ (Country), WNRW (Top 40) and WTFX (Urban/HipHop), resulting in 106 paid spots, 106 bonus spots and 475,000 gross impressions.



Motorcycle Safety

Motorcycle Safety Awareness Month

May 1- 31, 2020

\$85,000 NHTSA 402 funds program number THSP20MC (rider safety)

\$90,000 NHTSA 405f funds program number THSP20M9 (share the road)

Earned Media:

press release, social media and DMS

13 WBKO
 News Weather Day Local Advertise Video Live Stream

Home > News > Article

Kentucky Office of Highway Safety joins NHTSA in promoting motorcycle safety month

By WBKO Staff Staff | Posted June 11, 2018 4:45 PM EDT | Updated June 11, 2018 5:02 PM EDT

TRANSPORTATION — In recognition of May as Motorcycle Safety Awareness Month, the Kentucky Office of Highway Safety (KHS) joins the National Highway Traffic Safety Administration (NHTSA) in promoting motorcycle safety month. The goal is to raise awareness and encourage safe riding practices among motorcycle riders.

Motorcycle safety is a top priority for KHS, and the agency is committed to providing information and resources to help riders stay safe on the road. This year, KHS is focusing on promoting safe riding practices, including wearing seat belts, using proper riding techniques, and avoiding distractions while riding.

According to NHTSA, the number of motorcycle deaths in the United States has increased by 10 percent since 2010. In 2016, there were 1,000 motorcycle deaths in the United States, and 1,000 more injuries.

Motorcycle safety is a top priority for KHS, and the agency is committed to providing information and resources to help riders stay safe on the road. This year, KHS is focusing on promoting safe riding practices, including wearing seat belts, using proper riding techniques, and avoiding distractions while riding.

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Memorial Day Weekend May Bring With It More Motorcycles

By WBKO Staff Staff | Posted June 11, 2018 4:45 PM EDT | Updated June 11, 2018 5:02 PM EDT

This Memorial Day Holiday weekend will likely be very different for Kentuckians. With social distancing still stressed and recommendations for short trips within Kentucky, roadways in the Commonwealth will probably see a lot fewer vehicles.

But two-wheeled vehicles may be an attractive option this holiday period. During a time of coronavirus, Kentucky Office of Highway Safety Acting Director Jason Shively says NHTSA officials think more people may be riding motorcycles. "Potentially possible that you could see an uptick in that. Either new motorcycle riders or folks that are returning to riding after not having ridden for a while. Something that folks either do by themselves or in very small groups. And so, that is possible," said Shively.

May is designated as Motorcycle Safety Awareness Month. Shively says this is the first year when the state has more motorcycles registered on Kentucky highways.

In 2018, the Office of Highway Safety reports 350,000 crashes involving motorcycles in Kentucky with 88,000 injuries and 1,000 deaths.

The Kentucky Office of Highway Safety reports more than 20,000 registered motorcycles in the Commonwealth. Among the suggestions for increasing safety on the roadway are to always allow a motorcycle the full lane width, signal intentions by combining hand signals and turn signals, and wear a DOT compliant helmet.

Top media Tweet earned 2,351 impressions

May is Motorcycle Safety Awareness Month!

MOTORCYCLISTS: 🏍️ wear protective gear and don't take risks.

MOTORISTS: 🚗 share the road safely with those on two wheels.

When we work together, we can save lives!
pic.twitter.com/t9rBJ7P3UH



Kentucky Office of Highway Safety
 Published by Erin Eggen | May 1

May is Motorcycle Safety Awareness Month!

MOTORCYCLISTS: 🏍️ wear protective gear and don't take risks.
MOTORISTS: 🚗 share the road safely with those on two wheels.
 See More

Get More Likes, Comments and Shares
 When you boost this post, you'll show it to more people

3,600 People Reached | 176 Engagements | Boost Post

DMS Panel 1
 MAY IS
 MOTORCYCLE
 SAFETY MONTH

DMS Panel 2
 SHARE THE ROAD
 SAFELY

Paid Media:

Target Counties:

- Top 25 counties with highest number of motorcycle crashes and deaths
- Top 25 counties with highest number of registered motorcycles

Target Audience:

- Male and female motorcyclists
- Primary: Ages 40+ Secondary: 18 - 39

Rider Safety Digital ads:

- Impressions: 2,124,899
- Click Thru Rate: .22%

Share the Road Digital ads:

- Impressions: 2,167,162
- Click Thru Rate: .23%

Rider Safety Social Media:

- Facebook: 1,075,601 impressions; 8,100 reach; 1.60% CTR; 159,363 engagement
- Twitter: 683,330 impressions; 8,033 clicks; 9,243 engagement; 42,304 video completions

Share the Road Social Media:

- Facebook: 946,640 impressions; 353,280 reach; 1.71% CTR; 229, 871 engagement

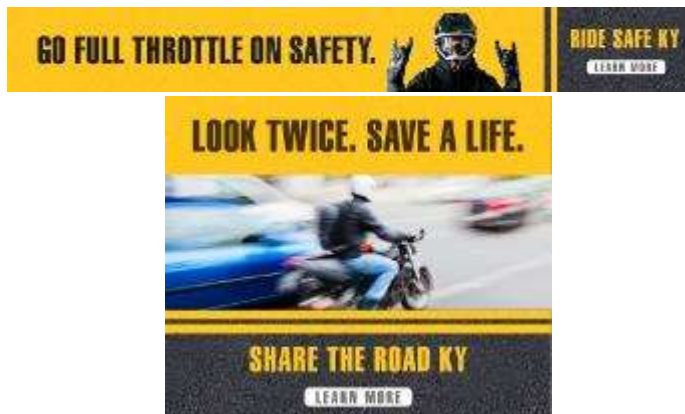
Rider Safety Digital Streaming:

- Impressions: 969,835
- Reach: 227,537
- Frequency: 3.0

Share the Road Digital Streaming:

- Impressions: 720,013
- Reach: 157,388
- Frequency: 2.53

Digital ad examples:



Speed Awareness

Speed awareness due to shutdown (earned media):

April 2020

Social media **With shutdowns and stay-at-home orders, we saw high speeds on interstates*



“Stop Speeding Before it Stops You” Campaign (earned and paid media)

July 6-19, 2020

\$50,000 NHTSA 402 funds program number

THSP20HVEarned media:

Press release, social media and DMS



Kentucky law enforcement reminds drivers to ‘Stop Speeding Before it Stops You’ as state reopens

July 18, 2020 • 2:08 PM

[Facebook](#)
[Twitter](#)
[LinkedIn](#)
[YouTube](#)
[Instagram](#)

As the Commonwealth reopens and traffic starts to increase, the Kentucky Transportation Cabinet (KYTC) Office of Highway Safety (OHS) is reminding drivers to “Stop Speeding Before it Stops You.”

“Speeding is a 40 percent more likely and deadly traffic-related factor that reduces the risk of crash or injury for drivers, passengers and other road users,” said KYTC Secretary Jim Gray. “Safe driving is one way we can all do a good neighbor on the road.”

According to the KYTC, approximately 20 percent of fatal crashes in Kentucky last year involved a speeding and/or aggressive driver.

“The main key is not only use in speed, but also in control,” said KYTC Acting Executive Director Jason Dunlap. “Whether you’re in a truck, a motorcycle, or a car, you’re responsible for the people and the way you drive. It’s not just about speed.”

According to the National Highway Traffic Safety Administration (NHTSA), speeding is involved in approximately one-third of all motor vehicle deaths nationwide.

To help cover the remaining gaps, NHTSA is offering a study to determine if any other factors, such as roadway conditions, driver behavior, or vehicle condition, are contributing to the problem. To learn more, visit [nhtsa.gov/speeding](#). NHTSA will be conducting a study to see if there are any other factors that may be contributing to the problem.

NHTSA provides the following tips for driving with speed and aggressive drivers:

- Do not challenge the driver by speeding up or attempting to pass your lane.
- Give them plenty of space. As they may have control of their vehicle, you need to.
- Avoid eye contact and eye-to-eye glances.
- When your seat belt is on, your best defense against injury and death.
- If you are being followed by an aggressive driver, do not take any action as the driver is not the police or the state, go to the police or other law enforcement and report. Do not get out of your vehicle or get involved.

For more information, visit [https://www.nhtsa.gov/stop-speeding](#).

KYTC Office of Highway Safety

Paid media:

Facebook/Instagram:

- 1,313,180 impressions
- 280,987 reach
- 215,634 engagement
- .42% CTR

Twitter:

- 73,821 impressions
- 37,390 video views
- 3,063 engagement
- 4.15% result rate

Display Ads:

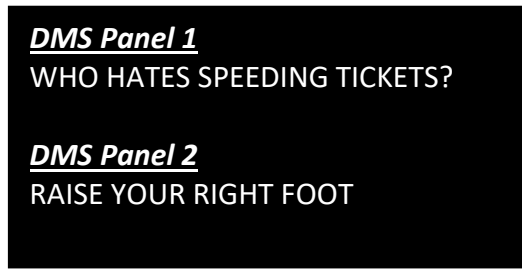
- 1,561,648 impressions
- 16% CTR

Audio Streaming (Pandora and Spotify):

- 681,221 impressions
- 118,779 reach
- 3.52 frequency

Gas station TV:

- 357 Locations;
- 333,392 impressions (166,696 bonus impressions)



Twitter promoted ad.



Audio Streaming



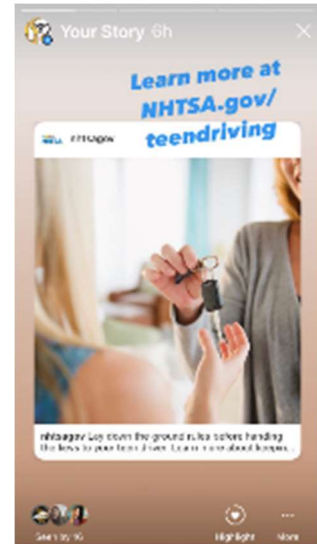
Display ad.

Speeding - Impaired - Occupant Protection - Distraction

Teen Drivers-Teen Driver Safety Week (earned media):
 October 20-26, 2019 *during BUPD campaign
 Social media and DMS

DMS Panel 1
 TEEN DRIVER SAFETY WEEK

DMS Panel 2
 BUCKLE UP
 PHONE DOWN



End-of-year fatality report (earned media):
 February 10, 2020
 Press release and social media

Kentucky Office of Highway Safety is at Kentucky Transportation Cabinet.
 Published by Erin Eggen · February 10 at 1:43 PM · Frankfort

Highway fatalities in Kentucky had a slight bump in 2019 according to preliminary numbers from the Kentucky Transportation Cabinet's Office of Highway Safety (KOHs). Initial data indicates there were 734 fatalities in 2019, an increase of ten compared to 724 in 2018.

"A single death is one too many," said KYTC Secretary Jim Gray.

KOHs is increasing efforts to encourage safe driving habits through localized media campaigns and partnerships, like Buckle Up Phone Down, law enforcement. See More

Get More Likes, Comments and Shares
 When you boost this post, you'll show it to more people.

7,320 People Reached 212 Engagements Boost Post

13 WBKO
 Local News Weather Sports Submit Photo or Video Live Stream News

Home Date Archive

Officials: Highway traffic fatalities increase in 2019

TRANSPORT, Ky. (AP) - A preliminary count shows highway traffic fatalities in Kentucky increased by 10 last year. The Kentucky Transportation Cabinet's Office of Highway Safety said in a statement on Monday that total data shows 734 fatalities in 2019, compared to 724 in 2018.

Transportation Secretary Jim Gray says a 2019 recommendation highway fix costs for safety improvements including the installation of guardrails.

Facebook LinkedIn Email

COVID-19 and highway safety
May 2020
Press release, social media and multiple DMS

13 WBKO
 NEWS WEATHER SHOP LOCAL SUBSCRIBE TO OUR VIDEO LIVE STREAM

Home State **Kentucky**

Motorists urged to be safe behind the wheel as Kentucky reopens

By AMY GURDNER | Posted 7:13 AM May 22, 2020 | Updated 7:29 AM May 22, 2020

FRANKFORT, Ky. (WBKO) — Kentucky's transition from Health alert to moving at Work 2.0 from the Office of Highway Safety is being bolstered to help prevent an increase in crashes, injuries and deaths as traffic volumes increase.

According to the National Highway Traffic Safety Administration (NHTSA), more than 90 percent of crashes are due to human error. There were 152 roadway fatalities in 2019. So far in 2020, just nine roadway fatalities have been reported. Fatalities down 93 percent to the date this press release was written.

ASH drivers and passengers should buckle up each and every time they get in a vehicle.

With roads and miles open, National Highway Safety urges drivers to reduce crashes and take injuries and deaths off the road.

According to NHTSA, safety seat belts save more than 48,000 lives each year and reduce the risk of death for those who wear them by 45 percent.

For more information, visit kyhighwaysafety.com or call 800.

State Journal COVID-19 NEWS | OCTOBER 10 AM | BUSINESS | EDUCATION | HISTORY | OPINION | CLASSIFIED

Motorists urged to be safe as state reopens during holiday weekend

By AMY GURDNER | Posted 7:13 AM May 22, 2020 | Updated 7:29 AM May 22, 2020

MEMORIAL DAY GUIDANCE

- HANDS**: Wash hands frequently. Have hand sanitizer readily available.
- FACE**: Wear a mask. Avoid touching your face.
- SPACE**: Groups of 10 or less should gather outdoors and maintain 6 feet distance.

As Kentucky's transition from Health alert to Health at Work 2.0, the Kentucky Office of Highway Safety (OHS) is being bolstered to help prevent an increase in crashes, injuries and deaths as traffic volumes increase.

There are 152 roadway fatalities in 2019. So far in 2020, just nine roadway fatalities have been reported. Fatalities down 93 percent to the date this press release was written.

According to the National Highway Traffic Safety Administration (NHTSA), more than 90 percent of crashes are due to human error.

To minimize the risk of crashes, the Kentucky Office of Highway Safety (OHS) is being bolstered to help prevent an increase in crashes, injuries and deaths as traffic volumes increase.

There were 152 roadway fatalities in 2019. So far in 2020, just nine roadway fatalities have been reported. Fatalities down 93 percent to the date this press release was written.

For more information, visit kyhighwaysafety.com or call 800.

Top Tweet earned 9,247 impressions

Please be safe behind the wheel as Kentucky reopens. Let's work together to prevent an increase in crashes as traffic volumes increase. #TogetherKy #TeamKentucky
pic.twitter.com/i7fKk9ZAgU

5 SMART DRIVING DECISIONS

1. OBEY SPEED LIMITS
2. PAY ATTENTION
3. DON'T TEXT
4. DRIVE SOBER
5. BUCKLE UP

K
EMERGENCY TRANSPORTATION CAMP

Kentucky Office of Highway Safety
 Published by Hootsuite 7:11 May 22 at 12:10 PM

As Kentucky reopens and traffic increases, do your part to keep our roadways safe:

- ✔ Obey the speed limit
- ✔ Pay attention
- ✔ Drive sober
- ✔ Buckle up... [See More](#)

Get More Likes, Comments and Shares
 When you boost this post, you'll show it to more people

1,428 People Reached 45 Engagements [Boost Post](#)

DMS Panel 1

LEAVE SPACE IN TRAFFIC & IN PUBLIC

DMS Panel 2

STAY SAFE AND STOP THE SPREAD

DMS Panel 1

SAFE CHOICES

WASH HANDS

WATCH SPEED

DMS Panel 1

BUCKLE UP

PHONE DOWN

WATCH SPEED

DMS Panel 2

TRAVEL SAFELY

KENTUCKY

“Blue Lights Across the Bluegrass”

June – August 2020

\$95,000 TOTAL

\$40,000 NHTSA 405d funds program number THSP20IM

\$35,000 NHTSA 402 funds program number THSP20HV

\$20,000 NHTSA 405e funds program number THSP20DD

The KOHS partnered with iHeart Media to promote the “Blue Lights Across the Bluegrass” campaign aimed to increase awareness of traffic safety laws during the summer travel season.

Radio spots were recorded by local on-air talent specific to the particular radio station and tagged with “don’t speed, don’t drive impaired or distracted, and always wear your seat belt.” With travel restrictions eased in late-May, this was the perfect time to remind drivers to be safe behind the wheel.



Radio + digital streaming featuring key influencers/on-air talent:

- 80 spots by key influencers/talent in Lexington DMA
- 300 spots by key influencers/talent in Louisville DMS
- 138,458 spots by key influencers/talent streamed statewide

- 1,611,000 impressions delivered over the 2-week campaign in June

Radio + digital streaming statewide with generic Blue Lights spot:

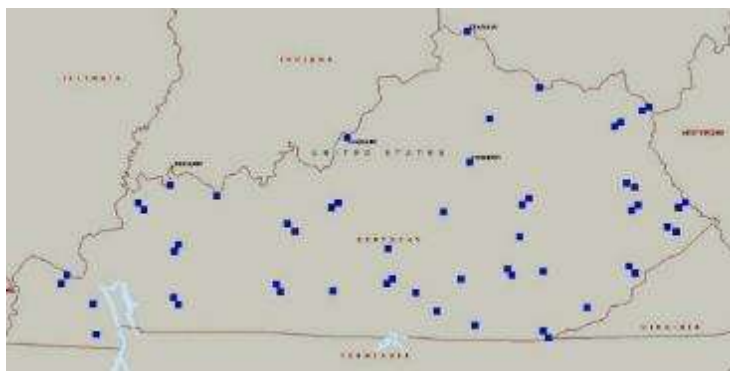
- Ran June 1 – August 14
- 468,738 audio streaming impressions
- Bonus companion banner along with audio streaming spot
- 25,080 spots statewide on Kentucky News Network (KNN)
 - 132 paid spots on each of the 95 KNN affiliates (12,540 total paid)
 - 132 spots on each of the 95 KNN affiliates (12,540 total bonus)

KSR Virtual “County by County” Tour: KOHS sponsored Kentucky Sports Radio’s (KSR) “Blue Lights across the Bluegrass” virtual county-by-county tour. **DUE TO COVID-19 THIS REPLACED THE KSR AFFILIATE TOUR.** The original flight date was June 15 – August 28; however, it extended through the end of the year due to the change in plans. The concept is now that Matt Jones, host of KSR, will highlight fun and unusual facts about one of our 120 counties during the show, sponsored by the KOHS with the intro tag “don’t speed, don’t drive impaired or distracted and always wear a seat belt.”



KSR is syndicated on 58 affiliates. The KOHS receives:

- One :30 spot each day plus matching bonus
- Average of two live mentions by host each day
- 15 promos per week on WKJK
- Home page takeover on WKJK website on first day of tour
- Five additional :30 commercials on KNN (95 affiliates)
- With the change in concept, we now receive an additional two live mentions



Kentucky Sports Radio affiliate

Safe Summer Driving Series with Tony & Dwight:

The KOHS is the Presenting Partner of the Tony and Dwight daily radio show broadcast on 84WHAS from 9 a.m. – noon. As part of the Blue Lights summer campaign, the guys encouraged drivers to be mindful of traffic laws and to make good choices when behind

the wheel trough both live and recorded promos during each show. This year, we decided to tell “impact stories” throughout the summer, featuring Kentuckians who have been impacted by either their choice or someone else’s choice to not practice save driving behaviors. The 84WHAS Facebook and Instagram pages promoted the interviews, and the Tony & Dwight website featured homepage takeovers on the day of the interview(s).

Impact interview schedule:

Date	Guest(s)	Topic
June 25	Samantha Franklin	Mother (pedestrian) killed by a drunk driver
July 2	KSP Lt. Hunter Martin	Crash reconstructionist
July 9	Jennell Turner	Son killed by a drunk driver while changing tire
July 16	Jason Siwula	Acting KOHS Executive Director
July 23	Mischelle Miller and daughter, Morgan	Daughter/sister killed in unrestrained rollover crash
July 30	Hillary Coltharp & Gretchen Morgan	Survivor of distracted driving crash and her friend/police officer
August 13	Paul Richwalsky Quinton Higgins	Carrollton Bus Crash prosecutor and survivor
August 20	Jennifer Partin & Kim K.	Executive Director Prodigal Ministries & DUI Offender
September 2	Theresa Martinez & LMPD Sgt. Fey	Daughter killed by drunk driver and LMPD Officer who made notification

Impact interview social media post examples and homepage takeover ad:



840 WHAS
Sponsored

Tune in this Thursday from 9 a.m. - Noon with Tony and Dwight to hear first-hand about the difficulties of recreating a crash scene after a highway tragedy.

KYTC Safe Summer Driving
Kentucky Office of Highway Safety

[Learn More](#)

840 WHAS
Sponsored

Tune in this Thursday from 9:00 AM to noon with Tony and Dwight and the safe summer driving series. This week a woman will reflect on her journey and lessons learned as she re-enters the community after release from incarceration due to drunken driving.

KYTC Safe Summer Driving
Kentucky Office of Highway Safety

[Learn More](#)

Kentucky Office of Highway Safety
Published by Erin Eggan · 191 · August 24 ·

IN CASE YOU MISSED IT! Please listen to this powerful interview from Friday's Tony & Dwight show on 84WHAS that concluded our Safe Summer Driving Series and kicked off our Drive Sober Labor Day holiday campaign.

SOUNDCLOUD.COM
KOHS 082020

Listen to KOHS 082020 by User 099564281 #np on...

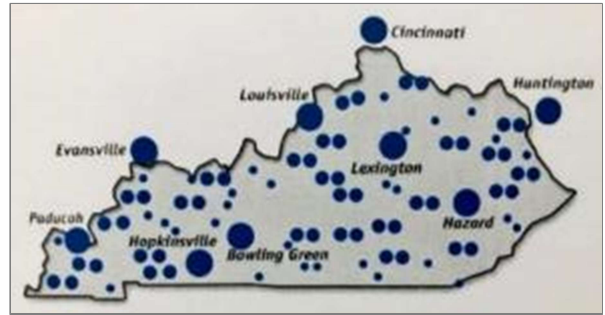
[Save](#)

Kentucky Office of Highway Safety is with Paducah Police Department Kentucky
July 30 at 12:15 PM ·

Did you hear Dwight Witten's interview with Hillary and Gretchen this morning on 84WHAS? If you missed it, go to <https://www.iheart.com/podcast/66-tony-dwight-28199945/> and click on the 3rd hour of July 30 podcast. Go to the 17:33 mark and start listening! Also, check out this video that tells Hillary's story. Heads Up! Don't Be Intoxicated!

JMI SPORTS MARKETING - UNIVERSITY OF KENTUCKY
Total: \$210,000
\$140,000 405D NHTSA funds program number THSP20IM
\$60,000 402 NHTSA funds program number THSP20HV
\$10,000 405E NHTSA funds program number THSP20DD

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. Radio spots air prior to and after all games on the UK Sports Network 60 affiliates (*map pictured at right*). "Buckle Up Kentucky/Click It or Ticket", "Drive Sober or Get Pulled Over" and "Buckle Up Phone Down are the primary messages.



Kroger Field holds 61,000 fans during football season. Announcements remind fans to have a sober ride home while the Drive Sober or Get Pulled Over logo is shown on the video boards at the end of games.



Additionally, throughout the entire game, the Drive Sober image rotates on 400 IPTVs installed in and outside the stadium (*pictured at right*).

Rupp Arena in downtown Lexington seats over 23,000 and hosts events including the University of Kentucky men's basketball games with a total attendance of 370,000 per season. It is estimated that the UK men's basketball program alone generates over 15 million exposures through the various messages that are placed inside and outside the arena. Additionally, four UK women's basketball games, the Kentucky High School Athletic Association's boys' state basketball tournament, musical concerts and family shows are held at Rupp Arena each year. The majority of the UK women's basketball games are held in Memorial Colosseum.

In addition to PA Announcements, our logos are shown on the video board, LED sideline floor board and LED ribbon board inside the arena, and the Click It or Ticket logo is on all parking lot exit gates.



Buckle Up Phone Down ribbon board and Click It or Ticket on center-hung video board in Rupp Arena.



Drive Sober courtside signage at Memorial Colosseum.

COVID-19 ADJUSTMENT

A portion of our contract is for elements during baseball season. However, the season was cancelled due to COVID. To get through the spring, UK and the UK Sports Network aired popular past football and basketball games. Our spots aired during each of those replays.

LEARFIELD SPORTS MARKETING-UNIVERSITY OF LOUISVILLE ATHLETICS

Total: \$150,000

\$100,000 405D NHTSA funds program number THSP20IM

\$35,000 402 NHTSA funds program number THSP20HV

\$15,000 405E NHTSA funds program number THSP20DD

Learfield Sports Marketing promotes highway safety messaging at University of Louisville (UofL) home football games, men’s and women’s basketball games and baseball games. The contract includes signage, social media promotions, digital ads on UofL Athletic website, in-venue PA announcements and radio spots on the UofL Sports Network (12 affiliates).

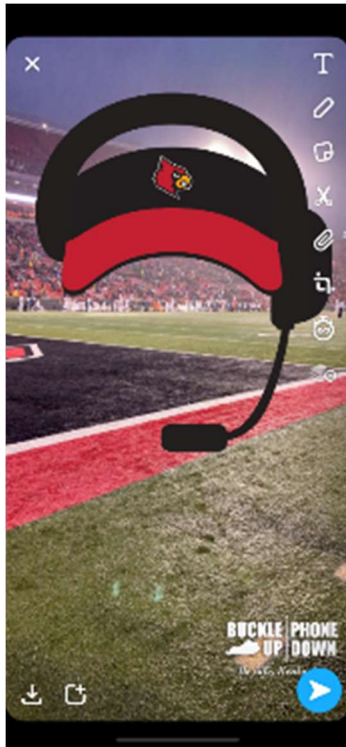
“Local Heroes/Click It or Ticket”, “Buckle Up Phone Down” and “Drive Sober or Get Pulled Over” are the primary messages.



Digital ad on UofL Athletics website featuring the UofL “Local Hero” on the left (and two Louisville Metro PD officers).



Exit signage at Cardinal Stadium reminding attendees to buckle up and drive safely.



BUPD Snapchat filter for football game versus University of Kentucky.



Social media contest for tickets (donated by UofL) asked fans to buckle up and plan for a sober ride home after the game.

COVID-19 ADJUSTMENT

To make up for the value we lost with the cancellation of baseball, we received:

- Daily Show Live Read Radio Spots, Monday – Friday, on *Cardinal Insider* Radio Show through June 30
- Videoboard branding & drive home safe PA at men's and women's soccer and volleyball events this Fall

LEARFIELD SPORTS MARKETING - Louisville Sports Properties

Total \$60,000

\$55,000 405D NHTSA funds program number THSP20IM

\$5,000 402 NHTSA funds program number THSP20HV

Louisville Sports Properties promotes highway safety messages at the KFC YUM! Center. Located in downtown Louisville, the YUM Center seats over 22,000 and hosts events including the University of Louisville men's and women's basketball games. Additionally, musical concerts, conventions and family shows are held in the arena.

The contract includes:

- Twenty “Click It or Ticket” and “Drive Sober or Get Pulled Over” exit signs (*pictured*)
- “Click It or Ticket”, “Buckle Up Phone Down” and or “Drive Sober or Get Pulled Over” on 360-degree LED ring at non-UofL related events
- Two social media contest opportunity for concert or family show

Buckle Up Phone Down image for ribbon board image:



COVID-19 ADJUSTMENT

The two events we had chosen for social media contests were cancelled due to COVID. We working with the YUM Center for alternate make-goods, such as the Drive Sober logo on the main outdoor video board during the Drive Sober campaign.



TONY & DWIGHT SHOW on 84WHAS (iHeart Media)

Total: \$50,000

\$15,000 NHTSA 405D funds program number THSP20IM

\$20,000 402 NHTSA funds program number THSP20HV

\$15,000 405E NHTSA funds program number THSP120D



Jason Siwula and Erin Eggen pictured with Tony & Dwight.

The KOHS is the title sponsorship of the Tony & Dwight daily radio show broadcast on 84WHAS from 9 a.m. to noon daily. The show focuses on the news, sports and pop culture topics of the day during peak drive-time hours in the largest media market.

The KOHS had established a relationship with Tony Vanetti, who is passionate about highway safety, especially impaired driving, and is a person in long-term recovery (his wake-up call was a DUI arrest). He co-hosts with long-time friend and former hard-rock DJ Dwight Witten.

The KOHS receives daily live mentions, statewide audio streaming, :15 promos and :30 PSAs plus bonus matching bonus on 84WHAS and Kentucky News Network resulting in:

- 8,252,500 recorded message impressions Adults 18+ on 84WHAS (1,180 total) **does not include daily live mentions or KNN spots*
- 34,580 total messages delivered via KNN
- 594,615 statewide streaming impressions

The Tony & Dwight Show



NOTE: At the beginning of the calendar year, Tony and Dwight moved from evenings to middays and their audience has grown by more than 50 percent!



KENTUCKY SPORTS RADIO DAILY SHOW with Matt Jones

Total: \$40,000

\$20,000 NHTSA 405D funds program number THSP20IM

\$10,000 NHTSA 402 funds program number THSP20HV

\$10,000 NHTSA 405E funds program number THSP20DD

Matt Jones is the moderator and founder of one of the largest independent college sports franchises in America -- Kentucky Sports Radio (KSR). KSR daily radio show airs on 58 affiliates statewide and streams on iHeart radio.

We receive:



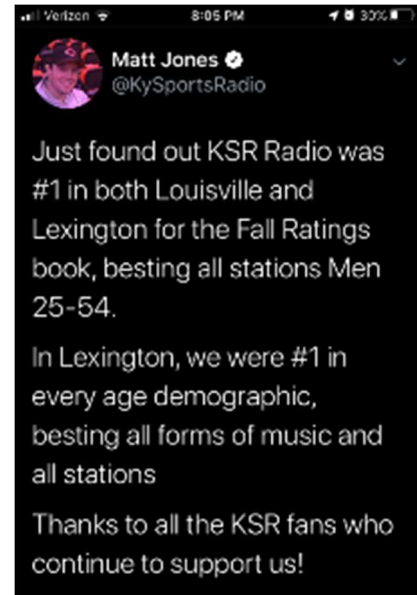
- 11,600 total paid messages (200 x 58 affiliates)
- 11,600 total bonus messages (200 x 58 affiliates)
- 200,000 impressions statewide audio streaming Adults 18+

KSR Host Matt Jones, with KSR co-host Drew Franklin, interview UK Men's Basketball Coach John Calipari at a live radio remote in Lexington, Kentucky prior to COVID.

Show ratings:

- #1 Show persons 25-54
- #1 Show men 12+
- Varies between #1 and #2 show for:
 - Persons 12+
 - Women 12+
 - Women 25-54

KSR Affiliate map (below):



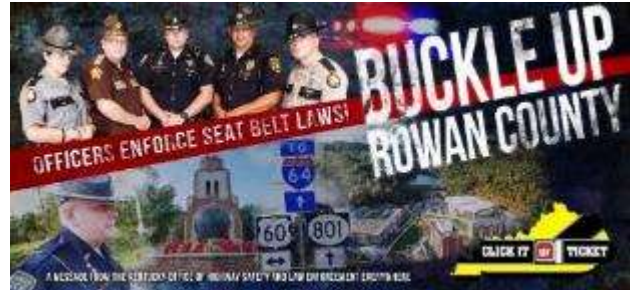
Morehead State University Athletics
Total: \$8,000
\$4,000 NHTSA 405D funds program number THSP20IM
\$2,000 NHTSA 402 funds program number THSP20HV
\$2,000 NHTSA 405E funds program number THSP20DD

MSU is Located in Morehead, Kentucky in Rowan County, which is a Local Heroes county. Radio spots and some signage features those heroes. Other signage and messages included “Beaker” the Morehead State University mascot claiming “Beaker buckles up. How about U?”



The contract includes:

- Two radio spots during all live broadcasts
- Exterior signage at Jayne Stadium and interior tunnel signage at Johnson Arena (pictured).
- LED video board at all home basketball games
- PA Announcements with corresponding logo at all home events
- Logo seasonal schedule cards (over 100,000 printed)



Murray State University Athletics

Total: \$11,000

\$3,000 NHTSA 405D funds program number THSP20IM

\$4,000 NHTSA 402 funds program number THSP20HV

\$4,000 NHTSA 405E funds program number THSP20DD

Murray State University, located in Calloway County, is a Local Heroes county (pictured).

The contract includes:

- Radio spots on Racer Radio Network (15 counties)
- PA Announcements with corresponding logo on video board
- Year-round signage on 30'x16' outdoor vision board at special events center. The building is faces the main highway, visible at two spotlight intersections.



NOTE: During COVID, Murray State and other universities were happy to share our highway safety messages on their social media accounts:



Western Kentucky University Athletics

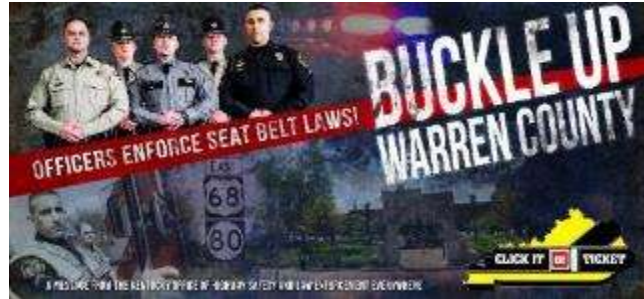
Total: \$25,000

\$10,000 NHTSA 405D funds program number THSP20IM
\$10,000 NHTSA 402 funds program number THSP20HV
\$5,000 NHTSA 405E funds program number THSP20DD

Western Kentucky University, located in Warren County, is a Local Heroes county *(image pictured)*.

The contract includes:

- Radio spots on the Big Red Radio Network (15 affiliates) basketball, football and baseball games
- Radio spots on Coach's shows
- LED signage and football and basketball stadium



LED signage image examples:



Eastern Kentucky University Athletics

Total: \$15,000

\$10,000 NHTSA 405D funds program number THSP20IM

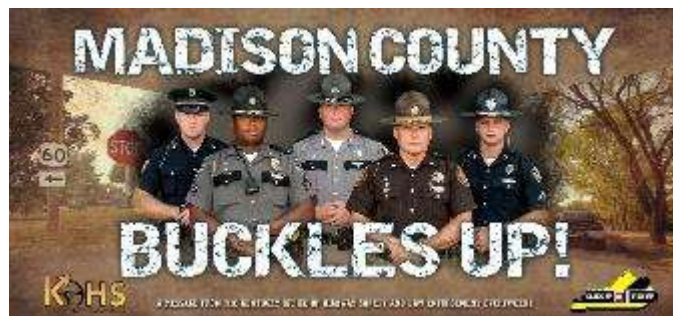
\$10,000 NHTSA 402 funds program number THSP20HV

\$5,000 NHTSA 405E funds program number THSP20DD

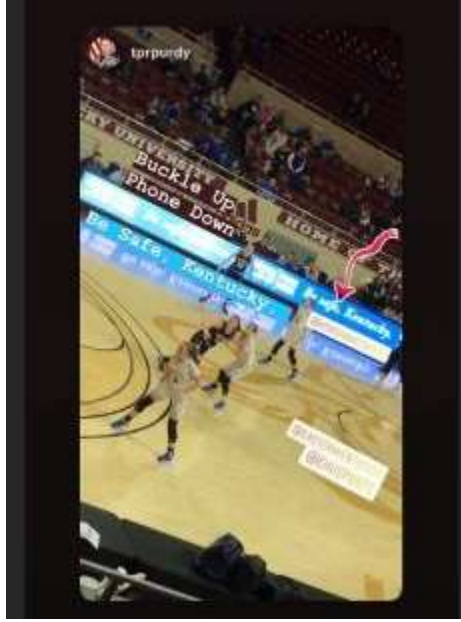
Eastern Kentucky University, located in Madison County, is a Local Heroes county *(image pictured)*.

The contract includes:

- Radio spots on the EKU Sports Radio Network (2 affiliates) for all basketball, football and baseball games
- Radio spots on Coach's shows
- LED signage and field-level A-frame sign (TV visible) at football
- LED and tunnel signage at basketball stadium
- Outfield wall sign at baseball stadium
- Social media post during one campaign of choice



Below: LED signage at football (left) and basketball (right) games. Kentucky State Police Trooper Robert Purdy put the BUPD basketball signage on his Instagram Story.



Louisville FC soccer
\$23,000 FHWA funds

CANCELLATIONS AND ADJUSTMENTS DUE TO COVID

Louisville FC presented a plan that Governor Beshear approved with limited capacity. All games were live-streamed and the first game aired nationwide on ESPN2.

The contract includes:

- Two minutes on length-of-field digital signs along TV-visible sideline during all regular season home matches.
- Presenting sponsor of post-game wrap-up during all regular season radio broadcasts



Buckle UP Phone Down ribbon board.



Lexington Legends baseball
\$19,000 FHWA funds

CANCELATIONS AND ADJUSTMENTS DUE TO COVID-19

Adjusted schedule due to COVID and limited capacity.

Contract includes:

- Co-sponsor of First Responder Night (cancelled due to COVID-19)
- Community event (never scheduled due to COVID-19)
- Drive home safely promotion
- Instant replay sponsor on-site and on digital streaming (pictured below)



Law Enforcement – First Responders

TSRP Tip of the Day (earned media):
July 2020



**ARIDE (earned media):
Various dates**

Kentucky Office of Highway Safety
July 15 · 🌐

Our law enforcement liaisons are conducting an Advanced Roadside Impaired Driving Enforcement (ARIDE) training program today at the Kentucky State Police academy.

This course trains law enforcement to observe, identify & articulate the signs of impairment related to drugs, alcohol or a combination of both.

2,645 People Reached 361 Engagements [Boost Post](#)

Kentucky Office of Highway Safety is with Williamsburg Police Department at Williamsburg Tourism & Convention Center
Published by Erin Eggen (7) · 🌐

The Law Enforcement Liaisons recently conducted an Advanced Roadside Impaired Driving Enforcement (ARIDE) class hosted by the Williamsburg Police Department at the Williamsburg Convention Center. Eighteen students from surrounding law enforcement agencies attended.

ARIDE trains officers to observe, identify & articulate the signs of impairment related to drugs, alcohol or both.

Get More Likes, Comments and Shares
When you boost this post, you'll show it to more people.

8,648 People Reached 507 Engagements [Boost Post](#)

Kentucky Office of Highway Safety is with Paducah Police Department Kentucky.
Published by Erin Eggen (7) · 🌐

Our law enforcement liaisons recently conducted an Advanced Roadside Impaired Driving Enforcement (ARIDE) class at the Paducah Police Department Kentucky. Sixteen officers from surrounding law enforcement agencies attended.

ARIDE trains officers to observe, identify & articulate the signs of impairment related to drugs, alcohol or both.

Get More Likes, Comments and Shares
When you boost this post, you'll show it to more people.

2,609 People Reached 171 Engagements [Boost Post](#)

Your Story 5m ✕

LEARNING Our law enforcement liaisons recently conducted an Advanced Roadside Impaired Driving (ARIDE) class at the Covington Police Department with 18 officers from surrounding agencies.

ARIDE trains officers to observe, identify & articulate signs of impairment related to drugs, alcohol or both.

[POSTED BY ERIN EGGEN](#)
[VIEWER HAS SHARED](#)

Facebook Highlight More

**Law Enforcement Appreciation Day (earned media):
January 9, 2020**

Kentucky Office of Highway Safety
Published by Hootsuite [?] · January 5 at 3:00 PM · 🌐

Jan. 9 is National Law Enforcement Appreciation Day. Wear blue to show your support to the men and women that keep us safe on and off the road. Learn more at Concerns of Police Survivors (C.O.P.S.)



👍 Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 5,000 people.

3,954 People Reached 181 Engagements [Boost Post](#)

Kentucky Office of Highway Safety is with Leslie Mahoney, Kennedy and 6 others in Frankfort, Kentucky.
Published by Hootsuite [?] · January 9 at 1:14 PM · 🌐

Members of our staff are wearing blue in honor of National Law Enforcement Appreciation Day. Thank you for keeping our roadways safe! #NationalLawEnforcementAppreciationDay



👍 Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 5,000 people.

2,405 People Reached 486 Engagements [Boost Post](#)

**National Public Safety Telecommunicators Appreciation Week (earned media):
April 12-18, 2020**

Kentucky Office of Highway Safety
Published by Erin Eggen [?] · April 13 at 11:52 AM · 🌐

Thank you Kentucky Transportation Cabinet telecommunicators for helping to keep our roadways safe! #NationalPublicSafetyTelecommunicatorsWeek



Kentucky Transportation Cabinet
April 13 at 11:51 AM · 🌐

Telecommunicators Appreciation Week
Help us celebrate National Public Safety Telecommunicators Week. Thank you to our dispatchers and public safety telecommunic...
[See More](#)

Your Story 15m
THANK YOU #TELECOMMUNICATORSWEEK

kytransportation



kytransportation Help us celebrate National Public Safety Telecommunicators Week. Thank you to our d...

National Police Week May 10-16 and National EMS Week May 17-23 (earned media):



Erlanger I-75 enforcement: Public relations efforts were managed by Erlanger Police Department, but KOHS helped on social media.



**Incident Response (earned media):
Move Over Day and National Incident Response Awareness Week
Social media and DMS**



DMS Panel 1
NATIONAL MOVE OVER DAY

DMS Panel 2
SEE FLASHING LIGHTS?
GIVE THEM SPACE

DMS Panel 1
INCIDENT RESPONSE WEEK

DMS Panel 2
SLOW DOWN & MOVE OVER
AT CRASH SCENES

Below 100 Class (earned media):



Other topics

Vehicle Recalls (earned media):

Recall information and NHTSA Vehicle Recall Week: While recall awareness is promoted throughout the year, all KOHS social media channels posted NHTSA-provided messages daily throughout the Recall Week

Kentucky Office of Highway Safety
Published by Hootsuite | 1 | March 2

Every recall is serious. If you know your vehicle has open recalls, contact your dealer and make an appointment to get it fixed for FREE. Need to check for recalls? Visit NHTSA.gov/recalls and enter your 17-character VIN number. #VehicleSafetyRecallsWeek
Kentucky Transportation Cabinet

Why is addressing your safety recall important?

25% Recalls are prompted by significant safety concerns. Even so, **A QUARTER OF CARS** are never repaired.

That means potentially millions of vehicles with life-threatening safety defects are still on the road.

Visit nhtsa.gov for more information.

Get More Likes, Comments and Shares
When you boost this post, you'll show it to more people.

2,457 People Reached 32 Engagements [Boost Post](#)

Kentucky Office of Highway Safety
Published by Hootsuite | 1 | November 2, 2019

Daylight Saving Time is coming to an end! Take a few minutes when you are turning back the clocks to complete other essential safety tasks around the house: check smoke detector batteries and check your vehicle for recalls! Visit NHTSA.gov/recalls and enter your 17-character VIN. #CheckForRecalls
Kentucky Transportation Cabinet

How can you stay safe?

If your car has a recall, **GET IT FIXED. IT COULD SAVE A LIFE.** Also, check your car for recalls at least twice a year, and sign up to receive alerts about new recalls at nhtsa.gov

Visit nhtsa.gov for more information.

Get More Likes, Comments and Shares
When you boost this post, you'll show it to more people.

1,398 People Reached 45 Engagements [Boost Post](#)

Tweet activity

KY Highway Safety @kyhighwaysafety
Defective #airbags are installed in tens of millions of #vehicles in the United States. Go to <http://NHTSA.gov/recalls> & enter your 17-character VIN to see if yours is recalled.
#CheckForRecalls
#VehicleSafetyRecallsWeek @KYTC
pic.twitter.com/SfCAIAYQfO

Impressions	2,028
Total engagements	9
Media engagements	4
Retweets	2
Link clicks	1
Detail expands	1
Profile clicks	1

Tweet activity

KY Highway Safety @kyhighwaysafety
How do you know if your vehicle is recalled? You may have received mail notification, but you can always go to <http://NHTSA.gov/recalls> to find out! #CheckForRecalls
#VehicleSafetyRecallsWeek @KYTC
pic.twitter.com/uBWgHZQbP1

Impressions	1,840
Total engagements	3
Link clicks	2
Retweets	1

**OP and ID Task Force meetings (earned media):
January 22, 2020
Social media**



kyhighwaysafety

kyhighwaysafety Busy day at the office! Both the #ImpairedDriving Task Force & Occupant Protection Task Force met today. Great to see federal, state & local #Highway #Safety partners coming together with one goal in mind - to #save lives on #Kentucky #Roadways.

1w

Liked by kdonair and 24 others

JANUARY 22

**National Stop On Red Week (earned media):
August 2-8, 2020
Social media**

Aug 2020 - 31 days

TWEET HIGHLIGHTS

Top Tweet earned 4,668 impressions

Green means go. Red means STOP. 🛑
National Stop on Red Week kicks off today and runs thru August 8. Together, we can stop the crashes. Spread the word with #StopOnRed2020.

For more information visit
@SaferRoadsUSA. #StayOnTheSafeSide
pic.twitter.com/zAwgMevwSO



Kentucky Office of Highway Safety
Published by Hobzuite 19 · August 7

In 2019, Friday was the deadliest day for red light running. 🛑 The more people stay alert, the more people stay alive.
For more information visit the National Coalition for Safer Roads at ncsr.org.
#StopOnRed2020 #StayOnTheSafeSide Kentucky Transportation Cabinet

#StopOnRed2020

In 2019, Friday was the deadliest day for red-light running.

Source: Data from 120 red-light safety camera programs

**Secure Your Load Day (earned media):
June 6, 2020
Social media and DMS**



DMS Panel 1
NATIONAL SECURE YOUR LOAD DAY

DMS Panel 2
TIE DOWN CARGO ON YOUR VEHICLE

Work Zone Awareness Week

September 14 -18, 2020 *Moved from April due to COVID-19

Promotion handed by KYTC Public Affairs Office. KOHS promoted on social media and DMS.



DMS Panel 1
HELP KEEP WORK ZONES SAFE
STAY ALERT

DMS Panel 1
KENTUCKY IS VESTED
IN WORK ZONE SAFETY

DMS Panel 2
WATCH FOR WORKERS

DMS Panel 1
DON'T ZONE OUT
IN WORK ZONES
STAY ALERT

N. Financial Summary FY2020

GTS	FAST Act 402	FAST Act 405b	FAST Act 405c	FAST Act 405d	FAST Act 405e	FAST Act 405f	Total	% Total
Planning and Admin	\$230,355.32						\$230,355.32	3.0%
Traffic Records							\$0.00	0.0%
Impaired Driving				\$1,884,515.41			\$1,884,515.41	24.9%
Occupant Protection		\$699,841.19					\$699,841.19	9.2%
Special Distracted Driving					\$6,368.73		\$6,368.73	0.1%
Police Traffic Services	\$2,372,321.19						\$2,372,321.19	31.3%
Motorcycle Safety	\$83,969.61					\$89,958.41	\$173,928.02	2.3%
Community Traffic Safety	\$181,581.66						\$181,581.66	2.4%
Data Program			\$332,634.02				\$332,634.02	4.4%
Paid Media-Other	\$236,009.85	\$350,000.00		\$826,828.89	\$279,441.36		\$1,692,280.10	22.3%
Total	\$3,104,237.63	\$1,049,841.19	\$332,634.02	\$2,711,344.30	\$285,810.09	\$89,958.41	\$7,573,825.64	100.0%

