



FY 2008 Annual Report

Kentucky Office of Highway Safety

Kentucky Transportation Cabinet
Division of Highway Safety Programs
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**Kentucky Office of Highway Safety
Division of Highway Safety Programs
Grants Management**

Pictured above from left to right (standing) are Greg Dennison, Western Kentucky Law Enforcement Liaison (LEL); Bob Douglas, Northern Kentucky LEL; Dennis Gardner, Branch Manager; Doug Mitchell, Financial Manager; Nate Dean, Traffic Safety Data Services Coordinator; Bill Bishop, Program Manager; Craig Birdwhistle, Eastern Kentucky LEL; front row from left to right (sitting) are Billie Johnson, Assistant Director; Therese Richerson, Program Manager and Lori Macintire, Program Manager.

Introduction

Crash Data Summary

The total number of motor vehicle crashes in Kentucky decreased by approximately 2.1% during the last year, from 127,252 in 2006 to 124,553 in 2007. In addition, the number of fatal crashes decreased by 5.4% from 913 in 2006 to 864 in 2007. As a result, Kentucky's fatality rate per 100 million vehicle miles traveled (VMT) also decreased from 1.9 in 2006 to 1.8 in 2007. By comparison, the national fatality rate is 1.37.

Injury crashes and injuries from motor vehicle crashes continued the steady decline that began in 1999, no doubt due to continuing improvements in vehicle safety and increases in seat belt usage. In 2007, the number of injury crashes fell to 26,160, a 4.8% drop from the previous year. Kentucky's 2007 injury rate per 100 million VMT also decreased by 5% from 86 in 2006 to 81 in 2007. By comparison, the national injury rate is 83. When calculated per 100,000 of the population, the state has a significantly higher injury rate (914) than the national average (826), even though this rate declined in the last year.

Many of the performance measures graphed on the previous pages exhibit improving trends over the long-term. Crashes, injuries, combined fatal & serious injury rates, and seat belt and child restraint usage have all been moving in an encouraging direction, although progress has sometimes been protracted. The 2006 passage of a primary seat belt law played a role in the significant downturn in the number of fatalities and the fatality rate seen in 2006-2007. This followed a troubling period of increases from 2000 through 2005. Despite these improvements, seat belt usage did not increase as much as expected in 2007, and Kentucky's seat belt usage rate remains one of the lowest of all the states. Alcohol-related fatalities increased in 2007, after several years of fluctuation. Motorcyclist fatalities also continue to be an area of great concern, as these have almost quadrupled in the last decade, and show no sign of decreasing in the short term.

Accomplishments

The following accomplishments are among those made in the area of highway safety by the Commonwealth of Kentucky in Fiscal Year 2008:

- Provided federal funding to 102 law enforcement agencies throughout the state to address identified highway safety problems through year-round enforcement programs. Provided funding to an additional 82 law enforcement agencies for heightened enforcement specifically during the 2008 "Click it or Ticket" mobilization.
- Provided funds to 18 entities for educational programs, data analysis and training aimed at reducing traffic fatalities and injuries.

- Funded publication of the annual Analysis of Traffic Crash Data in Kentucky, Traffic Collision Facts and Safety Belt Usage Survey in Kentucky research report by the Kentucky Transportation Center (University of Kentucky).
- Kentucky passed booster seat legislation to strengthen child passenger safety requirements. The new law requires child passengers younger than seven who are between 40 and 50 inches in height to be restrained in a booster seat.
- Coordinated enforcement mobilizations emphasizing the major program priorities of occupant protection and impaired driving. Recruited law enforcement agencies at the state and local levels to participate in greater numbers than in previous years.
- Continued funding for a state Traffic Safety Resource Prosecutor, (TSRP), who provides training and technical assistance to both law enforcement and prosecutors.
- Sponsored the 200-site statewide annual seat belt survey, which indicated an increase in Kentucky's average seat belt usage rate from 71.9% in 2007 to 73.3% in 2008.
- Held the annual Governor's Impaired Driving Enforcement Awards to recognize law enforcement agencies and officers who excelled at removing impaired drivers from Kentucky's roadways.
- Conducted two statewide media campaigns to coincide with highway safety enforcement mobilizations or major holiday periods.
- Planned and coordinated a Kentucky Lifesavers Conference for the fifth consecutive year.
- Continued involvement in the Governor's Executive Committee for Highway Safety and its associated emphasis area teams.
- Utilized Law Enforcement Liaisons to hold 32 regional briefings to educate law enforcement agencies, elected officials and others about highway safety issues and the national enforcement mobilizations.
- Held training sessions in four different areas of the state to review responsibilities and procedures for agencies receiving highway safety grants.
- Continued to provide statistical information and resources to grantees as well as the general public through the Kentucky Office of Highway Safety website (www.highwaysafety.ky.gov).
- Continued the Drive Smart Corridor Safety Program in each of Kentucky's highway districts.
- The Child Passenger Safety team within Division of Highway Safety Programs conducted 172 child passenger safety programs – this includes classes, check-up events, booths/presentations and office appointments.
- The Division of Highway Safety Programs conducted a total of 399 educational programs – this includes highway safety booths/presentations, young driver programs, rollover simulator demonstrations, mature driver programs, corridor/blitz programs and delivering and placing the radar and DUI trailers.

Impaired Driving Program

Kentucky experienced a decrease of 3.4 percent in the total number of alcohol-related collisions from 5,372 in 2006 to 5,189 in 2007. The number of persons injured in alcohol-related collisions decreased by 7.8 percent from 3,107 persons injured in 2006 to 2,866 persons injured in 2007. Unfortunately, the number of persons killed in alcohol-related collisions increased by 8.6 percent from 188 in 2006 to 204 in 2007. The percentage of all fatalities that were alcohol-related (25% according to the statewide CRASH database) increased by three percent compared to the previous year.

Below is a recap of the impaired driving program goals as stated in the FY 2008 Highway Safety Plan and an indication of whether or not the goal was achieved.

- Goal: To reduce the number of alcohol-related injury crashes by 10% from 2,118 to 1,906 by December 31, 2008.
Status: Goal was not met, but progress was made; alcohol-related injury crashes decreased 6.1% in 2007 to 1,987.
- Goal: To reduce the number of alcohol-related fatalities by 10% from 188 to 169 by December 31, 2008.
Status: Goal was not met; alcohol-related fatalities increased 8.6% from 188 in 2006 to 204 in 2007.
- Goal: To reduce the number of all fatalities which are alcohol-related to less than 20% by December 31, 2008.
Status: Goal was not met; the percentage of alcohol-related fatalities increased to 25% in 2007.
(Note: this percentage is derived from KY CRASH data, as opposed to FARS imputed data, which indicates that alcohol-related crashes comprise 24.3% of all fatalities).
- Goal: To increase the DUI conviction rate to at least 87% by December 31, 2008.
Status: Goal not met, the average DUI conviction rate was unchanged at 83.8% using the 2003-2007 Analysis of Traffic Crash Data in Kentucky.

Impaired Driving – Grants to Law Enforcement

Alcohol countermeasures grants were funded with Section 402 and Section 410 funds for 39 local law enforcement agencies in 29 counties, as well as Kentucky State Police who have statewide jurisdiction.

These agencies worked a combined total of 19,713 overtime hours resulting in 3,349 DUI arrests, 10,133 speeding citations, 7,284 safety belt citations/warnings, and 204 child restraint citations during the grant year. In addition, these grantees conducted a total of 1,284 traffic safety checkpoints.

Impaired Driving Enforcement Mobilization

Kentucky coordinated one major mobilization focused on impaired driving in FY 2008, in conjunction with the national “Drunk Driving: Over the Limit, Under Arrest” mobilization from August 15 through September 1, 2008. A press conference was held on August 14 at the Kentucky State Capitol to kick off the enforcement period and generate media interest. Officials from the National Highway Traffic Safety Administration (NHTSA), Kentucky Transportation Cabinet, Kentucky State Police and Mothers Against Drunk Driving (MADD) Kentucky spoke at this event.



Beth Baker, Regional Administrator with NHTSA was among those who spoke at the press event to kick off the impaired driving enforcement efforts.

Nearly eighty-seven percent (87%) of all law enforcement agencies statewide participated in the “Drunk Driving: Over the Limit, Under Arrest” mobilization with 257 (or 79.4% of total) reporting their enforcement data to the highway safety office. A total of 619 checkpoints were conducted during this 18-day period. Between checkpoints and patrol enforcement, the mobilization resulted in the following arrests/citations:

DUI Arrests:	1,902	Safety Belts:	5,299
Felony arrests:	1,576	Child Restraints:	259
Drug Arrests:	1,622	No Insurance:	4,314
Fugitives Apprehended:	1,411	Reckless Driving:	531
Suspended Licenses:	1,601	Other Traffic Violations:	15,949
Speeding	12,273	Stolen Vehicles Recovered	91

DUI Enforcement Awards Program

In November 2007, the Kentucky Office of Highway Safety hosted the annual Governor's Impaired Driving Enforcement Awards. The event was held at the Griffin Gate Marriott in Lexington on November 28, 2007. Remarks were given by Commissioner Tim Hazlette from the Kentucky Office of Highway Safety and Jose Sepulveda, Division Administrator at the Federal Highway Administration, Kentucky Division. Bill Naff, the Regional Program Manager for NHTSA Region 3, was a guest speaker. The keynote address was given by Angela Criswell, the State Executive Director for Mothers against Drunk Driving (MADD) Kentucky. Representatives from Kentucky Vehicle Enforcement, the Kentucky State Police, and the Lexington Police Department also participated.

This event honored officers for their outstanding achievements in impaired driving enforcement during FY 2007. 193 officers and 166 law enforcement agencies were recognized for their extraordinary efforts in reducing impaired driving. The individuals receiving awards were collectively responsible for over 6,490 impaired driving arrests from October 2006 through September 2007. Total agency arrests from those who reported were 35,441. Awards were also presented to 18 individuals who were recognized for the highest number of arrests in their agency size division.



State Trooper David Fugate sang the National Anthem while Kentucky Vehicle Enforcement's Honor Guard did the Presentation of Colors at the Governor's Impaired Driving Enforcement Awards Ceremony.



The annual Governor's Impaired Driving Enforcement Awards provided an opportunity for a partner agency to present an award. MADD Kentucky recognized Captain Ken Clark from the Berea Police Department for the leadership and commitment he has shown with Youth in Action on underage drinking and zero tolerance enforcement.

Impaired Driving – Grants to Non-Law Enforcement Projects

Traffic Safety Resource Prosecutor

Our partnership with the Office of Attorney General to employ the TSRP position has been in place for two years in Kentucky. Bob Stokes, TSRP, was formerly a prosecutor with the Fayette County Attorney's Office. State prosecutors and law enforcement officers are now familiar with the TSRP and are regularly calling upon him to answer questions and address traffic safety issues. During Fiscal Year 2008, Bob provided three regional DUI trainings using the "Protecting Lives, Saving Futures" curricula to train 48 prosecutors and 48 local and state law enforcement officers. The 2 ½ day training was based on the training materials developed by the American Prosecutors Research Institute and focused on DUI enforcement from initial contact on the scene through conclusion of trial. The evaluations of this training were uniformly positive and the attendees reported that they found the training to be extremely beneficial.

The TSRP has developed a mentor system through the Kentucky Prosecutors Institute working with young prosecutors to better hone their advocacy skills. Additionally, he has been a guest speaker at many functions for both community groups as well as state and local law enforcement agencies and is called upon by the Department of Criminal Justice Training to conduct seminars with new police recruits regarding dealing with courtroom DUI issues.

Through his many appearances and efforts, the TSRP has been able to form excellent contacts and a presence that will enable him to act as a liaison between the prosecutors and law enforcement community so that traffic safety issues may be properly addressed and resolved.

Mothers Against Drunk Driving (MADD) Kentucky Court Monitoring

Our partnership with MADD Kentucky has enabled them to employ a Court Monitoring Coordinator position that has been in place for two years. They continue to target three counties within the state having the lowest DUI conviction rates; those counties include Leslie, Clay and Gallatin. During Fiscal Year 2008, their project focused on:

1) continuing to use data gathered in court to identify weak points in the system that directly affect conviction rates; 2) strengthening collaborative partnerships with law enforcement and court officials in each county; and 3) consistently disseminating findings to the public.

Within the three targeted counties, the DUI conviction rates have increased based on cases observed during Fiscal Year 2008. Results for each county are shown below:

Clay County:

Original conviction rate when project began in FY 2007 = 50.5%

Total DUI cases observed in FY 2008 = 102

Total disposed DUI cases = 81

Total disposed DUI cases resulting in a conviction = 68

Total disposed DUI cases not resulting in a conviction = 13

FY 2007 Observed Conviction Rate (based on 36 disposed cases) = 63.8%

FY 2008 Observed Conviction Rate (based on 81 disposed cases) = 79%

Gallatin County:

Original conviction rate when project began in FY 2007 = 60.2%

Total DUI cases observed in FY 2008 = 193

Total disposed DUI cases = 167

Total disposed DUI cases resulting in a conviction = 149

Total disposed DUI cases not resulting in a conviction = 18

FY 2007 Observed Conviction Rate (based on 72 disposed cases) = 80.5%

FY 2008 Observed Conviction Rate (based on 167 disposed cases) = 83%

Leslie County:

Original conviction rate when project began in FY 2007 = 43.4%

Total DUI cases observed in FY 2008 = 89

Total disposed DUI cases = 62

Total disposed DUI cases resulting in a conviction = 45

Total disposed DUI cases not resulting in a conviction = 17

FY 2007 Observed Conviction Rate (based on 26 disposed cases) = 57.7 %

FY 2008 Observed Conviction Rate (based on 53 disposed cases) = 61%

Drug Recognition Expert (DRE) Training Program

Kentucky's Department of Criminal Justice Training (DOCJT) at Eastern Kentucky University completed their third year of a project to train local and state law enforcement officers in the Drug Recognition Evaluation and Classification Program. This year, two DRE classes were held, resulting in the certification of 20 officers as new Drug Recognition Experts. In addition, two recertification classes were held and one instructor's school was held with nine DRE's successfully completing the training. There are now approximately 100 certified DRE's and 11 DRE instructors in Kentucky.

Youth Alcohol Program Coordinator

The Kentucky Crime Prevention Coalition (KCPC) completed their fifth year of having a full-time Youth Coordinator position. This position conducts youth alcohol prevention programs to middle schools, high schools and universities throughout the state. These interactive programs use a modified electric golf cart and fatal vision goggles for high school and university students and an electric scooter along with the fatal vision goggles for middle school students to demonstrate how alcohol impairs sight, balance and coordination. During Fiscal Year 2008, the Youth Alcohol Coordinator conducted 40 programs at high schools and universities and 103 programs in middle schools. The two programs combined reached a total of over 19,500 students throughout the state.

Occupant Protection Program

Due to full implementation of the primary seat belt law in 2007, seat belt usage increased more significantly in 2007 (to 71.8%) than it had in the several years prior. Unfortunately, it did not increase as much in 2008, when average usage was measured at 73.3%. By region, belt usage in 2008 was 77.2% in northern Kentucky, 74% in western Kentucky, and 63.4% in the eastern part of the state. Western Kentucky's rate increased the most (by 3 percentage points) from 2007 to 2008. Eastern Kentucky experienced the least amount of increase of just over one-half of a percentage point. Considering vehicle type, the van seat belt usage rate was the highest at 79.1%, followed by sport utility vehicles at 76.9%, passenger cars at 76.6%, and pickup trucks at 60.4%. The usage rate in pickup trucks is the lowest of all vehicle types. In 2008, usage in this type of vehicle only increased 0.3%; less than in any other type of vehicle.

The usage rate for child restraints stayed essentially the same in 2008, at 98%. This rate has remained above 90% since 2002. Kentucky's primary enforcement child restraint law has been in effect since 1982 and applies to all children 40" or less in height.

The state legislature strengthened Kentucky's child restraint law in 2008 by approving a bill to require booster seats for children between 40 and 50 inches in height who are under the age of seven years. The law took effect in July 2008, but included a requirement that only courtesy warnings could be issued to violators until 2009. Even after this date, the law requires that courtesy warnings be issued for a first violation of the booster seat requirement. The penalty for offense was established at \$30 with no court costs. In lieu of paying the fine, offenders may opt to purchase a booster seat. Kentucky's new law regarding the use of booster seats was a step in the right direction, but it does not meet NHTSA's criteria for incentive funding, nor does it cover as many children as state child safety advocates would like.



Governor Beshear signs the Booster Seat bill into law at a ceremony in the Capitol rotunda in April 2008.

In 2007, 42 child occupants (four years and under) were involved in a crash in which someone was killed. This number was down approximately 18% from 2006. Eight children (four years and under) were killed in traffic crashes in Kentucky during 2007, seven of whom were secured in a child safety seat. These statistics demonstrate much higher usage of child restraints among fatally injured children than in the previous year.

Below is a recap of the occupant protection program goals as stated in the FY 2008 Highway Safety Plan and an indication of whether or not the goal was achieved.

- Goal: To increase the average statewide safety belt usage rate from 72% to 80% by December 31, 2008.
Status: The 2007 observed statewide usage rate only increased by 1.5 percentage points to 73.3%, far below the stated goal.
- Goal: To increase seat belt usage to at least 55% in counties with extremely low usage rates (between 40-50%) in 2007.
Status: Seat belt usage for individual counties is not available for 2008.
- Goal: To increase statewide usage by children under the age of four to 99%.
Status: This goal was not met, as the rate decreased by one-half of one percentage point, from 98.5% in 2007 to 98.0% in 2008.

Occupant Protection Program - Grants to Law Enforcement

The State Highway Safety Office utilized Section 402 funds to support occupant protection overtime enforcement programs for 20 law enforcement agencies. These grantees worked a total of 4,214 overtime hours, issuing a total of 4,002 seat belt citations and 80 child restraint citations. In addition, these grantees issued a total of 1,616 speeding citations, 4,891 other traffic citations, and made 225 DUI arrests during their grant-funded hours. Grantees reported seat belt usage at the beginning and end of the grant year from locally conducted observational surveys. Among these grantees, seat belt usage went from an average of 56.8% to 66.3% in their cities or counties.



Occupant Protection Enforcement Mobilization

Kentucky coordinated one major mobilization event specifically focused on occupant protection. This mobilization used the *Click it or Ticket* slogan and corresponded with the national mobilization from May 19 to June 1, 2008. A press event was held at the State Capitol to kick off the enforcement and promote the event.

A total of 279 agencies reported the following activity for the two-week period, representing a 19% increase in reporting when compared to the previous year. Enforcement results are summarized below:

DUI Arrests:	1,594	Safety Belts:	20,538
Felony arrests:	1,246	Child Restraints:	484
Drug Arrests:	1,581	No Insurance:	6,574
Fugitives Apprehended:	1,312	Reckless Driving:	578
Speeding	15,460	Suspended Licenses:	1,985
Other Traffic Violations:	18,561	Stolen Vehicles Recovered	76

The number of seat belt citations issued during the May enforcement campaign was impressive, but slightly lower than the number issued during the 2007 enforcement campaign.

Efforts during the campaign were strengthened by partnerships with adjoining states. For the last couple of years, Kentucky law enforcement has partnered with Tennessee law enforcement for a “Hands Across the Border” initiative during the mobilization. This included a traffic safety checkpoint held at the state line on U.S. 25E at the Cumberland Gap tunnel on May 30, 2008. Additional checkpoints were scheduled on May 23 and 24 near the Virginia-Kentucky and the West Virginia-Kentucky state lines.

For the third year, Kentucky joined an event to promote the May 2008 “Click It or Ticket” enforcement mobilization with McDonald's restaurants. On May 19, 2008, the first day of enforcement, both state and local law enforcement along with other first responders volunteered to man the drive-thru lanes of McDonald's restaurants from 11:00 a.m. until 1:00 p.m. McDonald's customers who were belted received a key chain and a free breakfast food coupon provided by McDonald's. Drive-thru customers who were unbelted received educational information on safety belt use and were encouraged to buckle up. Public Information Officers in all local highway districts taking part sent out press releases, resulting in a variety of TV and local newspaper articles that helped raise awareness of the enforcement. It is estimated that over 90 locations took part in this very successful event.

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



Frankfort Elementary School children display the “Click it or Ticket” slogan outside the Capitol following a press conference to mark the beginning of the campaign. The Kentucky Speedway’s mascot was also on hand for the announcement of the “Click it For Tickets” promotion.

A mini-sample set of observational surveys taken before the start of the campaign showed a baseline seat belt usage rate of 74.6%. A survey at the same set of sites taken during the enforcement phase of the “Click it or Ticket” campaign showed an increase to 75.7%. Once the intensified enforcement period was over, however, the rate dropped to 73.3% in the full 2008 statewide survey, which was completed between June and August.

May Mobilization Grants

A total of \$388,400 in Section 405 funding was directed to law enforcement agencies solely for officer overtime during the May 2008 “Click It or Ticket” Mobilization. A total of 82 agencies utilized this additional funding, including Kentucky State Police, Kentucky Vehicle Enforcement, and local agencies.

These agencies worked a total of 8,617 hours of traffic overtime during which they issued 11,883 seat belt citations, 289 child restraint citations, 6,298 speeding citations, 10,565 other citations and also made 798 DUI arrests.

Law Enforcement Liaisons

Kentucky’s Law Enforcement Liaisons (LELs) continued to build networks with law enforcement agencies and to promote greater participation in the traffic safety mobilizations. Kentucky has four LELs who work as contract employees for the highway safety office, responsible for law enforcement outreach in their particular region of the state. In FY 2008, the LELs made over 1,000 visits to city, county, and state agencies. They were instrumental in identifying and selecting agencies to receive funding for special traffic enforcement efforts.

Each year, the LELs hold a total of 32 regional meetings in May and August, presenting information on current highway safety priorities and the upcoming national/state mobilizations. Grantees and all other law enforcement agencies in each of 16 State Police post areas are invited, as well as local elected officials. These meetings have proven successful in promoting the objectives of the state Highway Safety Office and the mobilizations. The LELs achieve good attendance at these meetings by providing lunch, distributing program enhancement items, and giving attendees the opportunity to draw for incentive prizes, such as preliminary breath testing devices.

The LELs also attended a number of meetings, such as those held by local safety coalitions, state and regional chiefs and sheriff's associations, and highway safety corridor teams. They also attended the Kentucky Lifesavers Conference in April 2008 and the NHTSA Region 3 conference in Richmond, Virginia in July 2008.

Occupant Protection Outreach/Educational Projects

Kosair Children's Hospital – Child Passenger Safety Coordinator

Kentucky's highway safety office continued its contract with Kosair Children's Hospital to partially fund (65%) a Registered Nurse/Child Safety Instructor. Her major accomplishments in FY 2008 included the following:

- Hosted seven 32-hour national child passenger safety technical workshops, certifying 75 new technicians from local police, fire, nursing, and health departments.
- Served as a senior checker for 10 local SAFE KIDS events and 23 other clinics across the state.
- Coordinates and staffs two permanent fitting stations in Louisville.
- Provided booster seat education to 8,000 students and 600 adults.
- Co-coordinated the CPS presentations at the Kentucky Lifesavers Conference that provided continuing educational units (CEU's) for technicians and participated as a speaker.
- Distributed thousands of program enhancement items for students participating in booster seat programs held by local technicians across the state, as well as to children at local child seat clinics and check-up events.

Central Baptist Hospital Occupant Protection Specialist

This continuation grant helped to fund an RN at Central Baptist Hospital in Lexington to coordinate *Battle of the Belts* programs at five public high schools in Fayette County and two in Jessamine County, as well as two middle schools. These programs are designed to increase seat belt use for students. The competition includes pre- and post-program belt surveys, seat belt usage pledges, incentives, posters, outdoor signs, displays, presentations, "ghost out" events and interactive games. These programs have consistently demonstrated success in significantly raising seat belt usage in the subject schools.

The project director originated and chaired a seven county “Buckle Up Bluegrass” program aimed at all residents but with the special intention of getting more teens buckled. This month-long program included several commercials on local TV stations by athletic celebrities, a buckle up jingle contest, football game giveaways and various other components to promote seat belt usage. Assessments before and after the program saw increased belt usage at nine high schools, some of which had a 25 percentage point increase.

The project director also coordinated a number of “Drive Safely Work Week” events in October 2007 for the Central Baptist Hospital staff (about 2,500 people). She also helped with booster seat and seat belt education to several elementary and middle schools, reaching over 600 students. She helped instruct three four-day CPS technician classes as well as technical update classes, and participated in 15 public car seat check-up clinics. Additional activities included CPS presentations to a variety of audiences, presentations at break out sessions for the KY Lifesavers Conference and the state Infant-toddler conference, participation in meetings of the Fayette County Traffic Safety Coalition, Fayette County and Kentucky SAFE KIDS and Kentucky’s Booster Seat Coalition.

Pike County Health Department Child Passenger Safety Program

This grant helped to maintain a total of six permanent fitting stations at police and fire stations in Pike County and to provide training to increase the number of CPS technicians in eastern Kentucky. The grant also supports monthly alternative sentencing classes to instruct those who are cited for child restraint violations. In addition, the Health Department educates all young children enrolled in the Head Start Program in Pike County using the “I’m Safe in the Car” curriculum.

Marshall County Health Department Child Passenger Safety Project

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

- Maintaining a CPS fitting station Monday through Friday at the health department.
- Provided CPS educational materials to health department clients, area technicians, and law enforcement agencies.
- Child safety seat check-up events were held in Hickman, Ballard, Calloway and Marshall Counties.
- There were five new technicians certified in child passenger safety who will serve the multi-county area.

Police Traffic Services Program

Speed is still one of the most common contributing factors in total crashes and fatal crashes in Kentucky. In 2007, there were 151 fatalities in speed-related crashes. For this reason, the Police Traffic Services program helps law enforcement agencies throughout the state combat speeding by funding overtime enforcement for traffic patrol. The program also targets areas that have multiple highway safety problems. Below is an examination of progress toward last year's goals related to speeding-related crashes:

- Goal: To reduce speeding related crashes by 5% from 7,931 to 7,535 by December 31, 2008
Status: Exceeded goal. Speed-related crashes decreased 14% to 6,847 in 2007.
- Goal: To reduce speed related fatal crashes by 10% from 168 to 151 by December 31, 2008.
Status: Goal met. Speed related fatal crashes decreased 10% in 2007 to 151.

Police Traffic Services – Grants to Law Enforcement

Federal 402 funds helped 35 local agencies work overtime hours to combat speeding and other traffic violations. These agencies worked a total of 10,394 overtime hours, resulting in 12,277 speeding tickets, 324 DUI arrests, 6,488 seat belt citations, and 111 child restraint citations. These agencies also held a total of 64 traffic safety checkpoints during the grant year.

Kentucky State Police continued their SPEED program, working 4,911 combined hours of overtime in the 16 Post areas throughout the state. This overtime generated 14,148 speeding citations, 109 DUI arrests, 121 child restraint citations, and 1,969 seat belt citations.

Drive Smart Safety Corridors

The Kentucky Office of Highway Safety Programs has designated 13 highway safety corridors in the state's 12 highway districts using data analysis and research to identify U.S. and state routes with high collision rates, fatalities and injuries. In calendar year 2008, the department coordinated a one-week traffic enforcement blitz on four of these corridors. These enforcement events involve both state and local law enforcement agencies, who not only intensify traffic patrol, but publicize their efforts through the media and with radar trailers, targeted enforcement signs and variable message boards. The department encouraged participation by offering \$1,000 grants (.08 funds) to agencies who were not receiving 402 NHTSA-funded grants from the Kentucky Office of Highway Safety. A total of \$13,726.87 of .08 funds was used for this purpose.

Since the inception of the Drive Smart Safety Corridor program in 2005, there has been an average annual reduction of 30% in fatalities and injuries on these roadways.

Note: one agency did not break down their citations; they had a total of 389 citations.

Speeding:	1036	Drug Arrests:	25
DUI Arrests:	69	No Insurance:	331
Safety Belts:	406	Warrants:	70
Child Restraints:	23	Other Traffic Violations:	934
Suspended OL's	56	Total citations:	3361
DUI Suspended OL's :	22	Total contacts:	3797

Highway Safety Materials Clearinghouse

The Kentucky Crime Prevention Coalition (KCPC) received a grant to continue to maintain a clearinghouse of highway safety educational materials such as CDs, brochures, lesson plans, coloring books, etc. Materials cover a wide variety of highway safety topics, including impaired driving, occupant protection, school transportation-related safety, etc. An online catalog is maintained so that individuals and organizations can place their orders and KCPC can track their supply and distribution of materials. During the past grant year, over 79,000 items were ordered from the clearinghouse, mostly by law enforcement agencies, family resource centers and school officials.

Safe Communities Program

During Fiscal Year 2008, we funded three Safe Communities Projects, one with the Barren River District Health Department, one with T J Samson Community Hospital and the other with Madison County Health Department. Below is a summary of their accomplishments during the contract period using Section 402 funding:

Barren River District Health Department and T J Samson Community Hospital

The Barren River District Health Department and T J Samson Community Hospital, which is located in Barren County, were awarded two separate highway safety grants; however they partnered together having one action plan for their Safe Communities project. The primary goal of this project was to change social norms and attitudes among Barren County residents, especially students and parents as it pertains to traffic safety and seat belt use.

- They placed two dedicated individuals in the three area high schools to work with the students and begin to change the behaviors of those who had chosen not to buckle up.
- They provided educational materials including daily announcements, posters, brochures, website materials, billboards, parking lot signs, PSA's and airtime on local school-sponsored stations to give the program more momentum.
- Two seatbelt awareness campaigns were conducted at each of the three area high schools in Barren County.
- Adults and students experienced dramatic increases in belt usage. At Barren County High School, usage among students and adults rose 15.1% (from 72% to 87.1%) and 26.1% (from 65% to 91%) respectively. Usage rose 21.3% (from 72.1% to 93.4%) among adults at Glasgow High School and 20.8% (71.9% to 92.7%)

among students. Finally, at Caverna High School, usage levels surged an astounding 43.4% (from 41.5% to 94.8%) among students and an incredible 53.4% (from 39% to 82.4%) among adults. These levels of usage were maintained over the summer suggesting that students and parents alike had adopted this safety practice.

Madison County Health Department

This health department continued a long-term program of educating the community about various traffic safety issues, utilizing a strong network of 15 coalitions involving public, private, and non-profit partners. Their accomplishments for 2008 included:

- Classroom presentations on traffic safety issues to students in kindergarten through 12th grade, with a special emphasis on 4th and 5th graders. These programs reached a total of approximately 1,660 students.
- Participation in nine child passenger safety check up events. Technicians at the Health Department's permanent fitting station installed 300 child safety seats and 78 booster seats (at reduced or no cost to the recipients). They also answered 171 calls about child passenger restraints.
- Distributed information packets pertaining to the new booster seat law to all elementary schools in Madison County.
- Distributed safety information at 35 health and safety fairs in schools, community settings, work sites, and conferences, reaching over 12,500 individuals.
- Continued a partnership with Eastern Kentucky University nursing students to help with *Battle of the Belts* programs at area high schools, the *Always Buckle Up Children in the Backseat* program in elementary schools, county-wide seat belt surveys and health information fairs. Also continued a partnership with the Berea College Theater program to make "Buckle Bears" to give away at CPS check up events.

Other Program Areas

Pedestrian/Bicycle Safety

Louisville-Jefferson County SAFE KIDS, led by Kosair Children's Hospital, received a grant to continue their BIKES (Behaviors Illustrating Knowledge that Ensures Safety) Project, a program that has educated children throughout Kentucky about bicycle and pedestrian safety for the last several years. During FY 2008, the coordinator of this program conducted 148 bike rodeos in schools in 49 counties, reaching approximately 20,000 4th and 5th graders. About 30% of these programs were held in the Louisville/Jefferson county area.

Accident Investigation

Kentucky State Police received a grant for crash data recovery training and equipment needed for accident investigation. Four Crash Data Recovery (CDR) Analysts attended training to become CDR Technician Instructors and a seminar was conducted in Kentucky training 98 officers from 12 different police agencies.

Traffic Records

Kentucky Hospital Association (KHA)

The Kentucky Hospital Association entered into a contract with CompData to begin receiving and processing data for emergency room visits occurring on or after January 1, 2008. The services by KHA and CompData include modifying the current collection system to collect, process and maintain emergency room and observation patient level data. Upon receipt of the data from the provider, the system will process the data through over 400 edits. CompData has received, edited and processed emergency services patient records from Kentucky hospitals for the 1st and 2nd quarter of 2008 having 502,455 total records processed.

Kentucky State Police Criminal Identification and Records

The Kentucky State Police Criminal Identification and Records Branch received \$130,000.00 in Section 408 funding to make a number of improvements in Kentucky's Traffic Records System. Kentucky Open Portal Solution (KYOPS) is a program that permits the electronic collection of motor vehicle collision, citation and crime data from throughout the state. The information is accessed by law enforcement agencies and the state highway safety office for use in planning traffic safety efforts. In the past year, this funding was used to implement custom GEO mapping for all CRASH web portal users. This will allow all web users to develop custom maps using the new GEO location data collected for the KYOPS program. These maps will assist departments in problem area identification and resource allocation.

Paid Media Report

In FY 2008, Kentucky conducted two major paid media campaigns (occupant protection and impaired driving), as well as a period of motorcycle safety media and a variety of sustained traffic safety messaging through sports venues. The two major campaigns ran in conjunction with the occupant protection and impaired driving enforcement mobilizations in the spring and late summer of 2008, with a total expenditure of approximately \$537,067. Details from each campaign are described below.

“Click It or Ticket” Campaign May 12 – June 1, 2008

In 2008, Kentucky abandoned the “Buckle Up Kentucky: It’s the Law and It’s Enforced” slogan that has been used for the last several years and began using “Click It or Ticket” for the May seat belt campaign. A television ad developed in 2007 was retagged with the new slogan so that it could be used in 2008. This ad showed a seat belt snaking around the outline of the state on a map. The message was that no matter where you are in Kentucky, law enforcement officers will pull over anyone they see not wearing a seat belt. A radio ad entitled “Sounds” was also used for the second year. It contrasted the sound of a crash and a siren with the sound of a seat belt buckling and warned drivers who don’t buckle up that they will be pulled over and ticketed.



A media plan was developed that primarily targeted men 18-34. A secondary target was 12 to 17 year olds. Radio and cable TV were chosen as the media formats, as broadcast television offer limited ratings with the primary demographic and because more than half of the flight dates fell into a window for political advertising leading up to Kentucky’s May primary elections. For the purpose of the media buy, counties were prioritized by their fatality rate and seat belt usage. Counties deemed highest priority were those with the highest fatality rates and lowest seat belt usage. These counties are all outside of the Louisville, Lexington and Bowling Green media markets. Second priority was given to counties with large populations and a high number of fatalities. These counties could be reached through the Lexington, Louisville, and Bowling Green markets. Counties not covered by the above were designated as priority three areas.

A statewide media buy was formulated to concentrate advertising in priority one and priority two counties where available. Advertising was placed on cable TV stations that have strong ratings with the young male demographic, including MTV, FX, ESPN, SCI-FI, USA and Comedy Central. Radio was purchased to deliver 250 Gross Ratings Points (GRP’s) per week in the major markets. Primarily country and rock formats were

purchased, with urban and Hispanic radio stations added where available. Due to numerous cable systems and availabilities in each market, GRP's were varied for the television component. On average, 150 GRP's per week was estimated. A more detailed summary of the media that aired for this campaign is shown in the tables below:

Markets -- Radio	# Spots	Men 18-34 Reach	Frequency	Cost
Outlying Markets (Priority 1)	816	Not available		\$32,315
Bowling Green (Priority 2)	274	68%	7.2	\$9,503
Lexington (Priority 2)	332	66.5%	7.6	\$14,671
Louisville (Priority 2)	368	71.9%	7.0	\$20,427
Outlying Markets (Priority 3)	550	Not available		\$17,737
Hispanic Radio (Priority 3)	104	Not available		\$1,803
Radio Subtotal	2,444			\$96,456

Markets -- Cable TV	# of KY counties reached	# Spots (paid & bonus)	Cost
Bowling Green DMA	4	2,580	\$20,332
Charleston-Huntington DMA	18	3,430	\$30,099
Cincinnati DMA	7	1,500	\$14,084
Evansville DMA	9	2,100	\$18,113
Knoxville DMA	10	2,040	\$7,472
Lexington DMA	22	7,380	\$66,242
Louisville DMA	17	2,460	\$42,602
Nashville DMA	9	3,560	\$18,900
Paducah DMA	13	2,945	\$16,191
Cable Subtotal	109	27,995	\$234,035

The reach statistics refer to the percentage of the target audience who would have seen or heard the message; the frequency is how many times, on average, they would have been exposed to the ad. The media recap shows that the total cost for media placement for this campaign was \$327,656. Approximately 71% of this cost went toward cable TV advertising and 29% toward radio. Distribution of media spots by format shows that approximately 85% of the spots aired were on cable TV, while about 15% were radio. In addition to the cost of air time, about \$10,200 was spent in fees to New West, LLC, the state's media contractor, for developing the media plan, placing the media buy, editing spots, etc.

Each year, highway safety funds are allocated for the Kentucky Transportation Center of the University of Kentucky to conduct an evaluation of the May seat belt campaign. This evaluation includes random sample telephone surveys of drivers to determine awareness of media and enforcement efforts associated with the campaign. The first set of surveys was conducted between April 18 and May 9, 2008, prior to the start of the campaign. Calls for the post-campaign survey were made from June 2 through July 13, 2008. A sample size of 500 completed telephone interviews was established for the pre- and post-campaign surveys.

The telephone surveys showed that the publicity was very effective in informing drivers of the campaign. There was a statistically significant increase in drivers who stated they had seen or heard about activities related to seat belt usage in the last 30 days (75% of respondents in the in the first survey; 85% in the post-campaign survey). The pre-campaign survey found that 27.7% of respondents said they had heard the slogan "Click It or Ticket" and 28.7% had heard "Buckle Up Kentucky: It's the Law and It's Enforced" in the last 30 days. These percentages rose to 77.2% and 69% respectively in the post-campaign survey. Drivers indicated that they had seen or heard the publicity most often on television followed by radio. The percentage of drivers who stated they wore their seat belt either all or most of the time was substantially higher than what has been found in observational surveys. The seat belt law and increased awareness were most often given as the reasons for those who indicated that they had increased their seat belt usage in the last 30 days.

Almost all drivers (over 99%) interviewed were aware that Kentucky has a law requiring seat belt use. Before the campaign, 83% of respondents were aware that the seat belt law allows police to stop a driver for just a safety belt violation. Following the campaign, this percentage increased to 90.5%. About 74% of all drivers thought police should be able to stop a driver for just a safety belt violation, representing an increase of about four percentage points from what was recorded for this question in the previous year's survey. Only about 5% of all drivers reported ever receiving a ticket for not wearing a seat belt. The 2008 post-campaign survey found that approximately 62% of drivers said that the likelihood of receiving a ticket for not wearing a seat belt for six months was "somewhat likely." This is two percentage points higher than those who gave this response in the 2007 survey. Other choices for this question were "somewhat unlikely" and "very unlikely."

The evaluation included a comparison of crash, fatality and injury data occurring in Kentucky during the enforcement period of the "Buckle Up Kentucky: It's the Law and It's Enforced" campaign with those occurring during the 14-day enforcement period for the previous three years around the Memorial Day holiday. The number of total crashes, fatal and injury crashes as well as the number of fatalities and injuries in 2008 were lower than the average of the previous three years. The Kentucky Transportation Center's complete evaluation report can be found on the internet at the following address: http://www.ktc.uky.edu/Reports/KTC_08_22_KSP1_08_11.pdf.



August 13—September 2, 2007

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

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

Markets -- Radio	# Spots	Men 18-34 Reach	Frequency	Cost
Lexington (priority 1)	723	74.6%	13.1	\$11,684
Louisville (priority 1)	886	80.8%	11	\$18,168
Bowling Green (priority 2)	522	77.6%	12.6	\$9,167
Outlying Markets (priority 2)	1,260	Not available		\$34,691
Radio Subtotal	3,027			\$73,710

Markets -- Cable TV	#Spots	Men 18-34 Reach	Frequency	Cost
Cincinnati DMA (priority 2)	1,722	91.4%	4.9	\$15,300
Lexington DMA (priority 1)	2,100	88.8%	5.1	\$55,250
Louisville DMA (priority 1)	677	82.9%	5.7	\$43,767
Cable Subtotal	4,499			\$114,317

The reach statistics refer to the percentage of the target audience who would have seen or heard the message; the frequency is how many times, on average, they would have been exposed to the ad. The total cost of the media buy for this campaign was \$188,081. About 39% of the media dollars were directed toward radio and with 61% toward cable TV. In terms of spot distribution by media type, approximately 40% of the spots aired were radio and 60% were on cable TV. The amount spent and the media distribution is almost identical to what it was for the 2007 impaired driving campaign. In addition to the cost of air time, \$11,123.00 was spent in fees to New West, LLC, the state’s media contractor for developing the media plan, placing the media buy, editing spots, etc.

Motorcycle Safety Campaign

To mark the start of Motorcycle Safety Awareness month in May 2008, the Kentucky Office of Highway Safety placed radio ads to promote motorcycle safety from April 21 through May 2, 2008. Radio air time was purchased in the Bowling Green, Lexington, Louisville and Cincinnati markets to target counties with high numbers of motorcycle fatalities. Again, males 18-34 were the target audience and were reached primarily through stations with rock, country, top 40, and adult contemporary programming formats. Approximately 500 to 530 GRP's per week were purchased for the two-week campaign period. A total of \$99,259 in 2010 funds were expended on this campaign, which emphasized a driver/rider responsibility and "share the road" message.

Sports Media Opportunities

Kentucky Speedway

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



This \$75,000 annual contract allowed highway safety messaging through multiple media points and informational booths from throughout the 2008 race season from October 2007 through September 2008. Highway safety messages were displayed through the following at each racing event held at the Kentucky Speedway: one outside billboard and one trackside billboard (14' x 48'), one main concourse sign and one pedestrian tunnel sign, one full-page color advertisement in souvenir programs,



sponsorship of parking credentials, commercial display space (20' x 30'), closed circuit TV spots, five PA announcements, and one 30-second TV spot on Fox Sports Network's Kentucky Speedway Racing Report. The contract also allowed for pre-race activities during the racing season and sponsorship of the e-mail blast "Drive Smart Kentucky Speedway Preferred Line." During events that are televised live from the Speedway, it is estimated that the viewing audience is over 1.3 million.

In addition, the Highway Safety Office entered into a separate contract costing \$25,000 to be the title sponsor for the ARCA/REMAX Series race on May 10, 2008. The race was titled the “Drive Smart Buckle Up Kentucky 150” and was promoted as a kick-off event for the “Click It or Ticket” campaign. Sponsorship included the same promotional opportunities with an increase in the display area (40’ x 80’) and PA announcements (10). Race sponsorship also included the logo on the souvenir program cover with one full-page color advertisement inside, placement of temporary banners throughout the track, and the opportunity for the highway safety office to designate a Grand Marshall and honorary starter. The logo also appeared on the sponsor credentials, flag stand, victory lane areas, and pace car. Highway safety personnel also participated in the trophy presentation to the race winner.

Action Sports Media/Varsity Sports Media

Kentucky’s Highway Safety Office continued with the one-year contract with Action Sports Media signed in FY 2007 that ran from July 1, 2007 through June 30, 2008. The contract included video messaging at Rupp Arena in downtown Lexington. Rupp Arena seats over 23,000 and hosts events including the University of Kentucky Men’s and Women’s Basketball games, the Kentucky High School Athletic Association (KHSAA) “Sweet 16” basketball tournament, musical concerts, family shows, and Lexington Horsemen indoor football games. The total cost of the advertising contract was \$49,500 and included the following platforms for highway safety messaging:

- Four 3’ x 20’ revolution panels located under one video board
- One video feature per UK basketball, KHSAA and Lexington Horsemen games: “Drive Smart Drive of the Game”
- One 30-second commercial per programming hour and five minutes of static branding time per hour per event on a entryway plasma video panel in the lobby of Rupp Arena
- Five large parking booth signs and two post signs outside of Rupp Arena
- Three Spirit Bumpers per UK basketball, KHSAA and Lexington Horsemen games *(picture below at Boys’ Sweet 16 Tournament)*



- Messaging rights on two matrix boards facing both the east and west sides of the adjoining Hyatt Hotel
- The opportunity to set up information tables at six events per year at Rupp Arena or the Lexington Convention Center
- An additional \$2,500 was paid to Varsity Sports Media for a two-page advertisement in the 2007-

2008 Kentucky Basketball Magazine available for purchase at Rupp Arena and various retail outlets throughout the Commonwealth.

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

The contract with Action Sports Media was extended in FY 2008 to run from August 1, 2008 through July 31, 2011 to be paid in three installments:

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

Additional platforms not included in the original contract include:

- Three instant replays per UK Men's Basketball home games
- One instant replay per KHSAA and Lexington Horseman games



- Exclusive sponsor of the score ticker on all concourse televisions inside Rupp Arena
- Four 3' x 20' revolution panels located under **each** video board
- Three 15' x 20' artscapes in the upper corner of Rupp Arena
- Exclusive partner on all Rupp Arena seat cup holders
- Ten table tops in the food court of the Lexington Center (*attached OLU graphic is one of four table tops*)

Big Blue Sports Marketing/Nelligan Sports Marketing/EKU Athletics



The KOHS entered into advertising contracts totaling approximately \$850,000.00 with Big Blue Sports Marketing, Nelligan Sports Marketing and EKU Athletics in FY 2007 that ran from July 1, 2007 through June 30, 2008. These contracts allowed the KOHS to advertise at football games, men's and women's basketball games and/or baseball games at the University of Kentucky, Western Kentucky

University, the University of Louisville, and Eastern Kentucky University. Advertising included such elements as radio, television, print ads, signage, PA announcements, game and replay sponsorship, calendar posters, etc. The occupant protection message, "What's Holding You Back, Kentucky" was the cornerstone of the messaging, although other highway safety messages were also used.



The contract with Big Blue Sports Marketing was updated in FY 2008 to promote highway safety messaging solely at University of Kentucky home football games, men's and women's basketball games and baseball games. The occupant protection message changed to "Click It or Ticket" while the advertisements also promoted impaired driving awareness, child passenger safety, and young driver concerns. A total of approximately \$517,500 went toward these contracts, which will mostly run from July 1, 2008 through June 30, 2009.

Louisville Bats

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



The \$5,000 contract includes:

- One 10-second highway safety announcement and two 30-second commercials (288 total) during each of the of the 144 games broadcast on WKRD 790 AM
- One game sponsorship includes a display table in the stadium's concourse to distribute information and an on-air interview with the radio broadcaster
- A highway safety announcement reminding fans to drive safely at the end of the 72 home games is accompanied by our logo on the video board
- Two 30-second radio commercials during each of the 162 Cincinnati Reds games (*Louisville Bats are the Triple-A affiliate of the Cincinnati Reds.*)

Lexington Legends

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

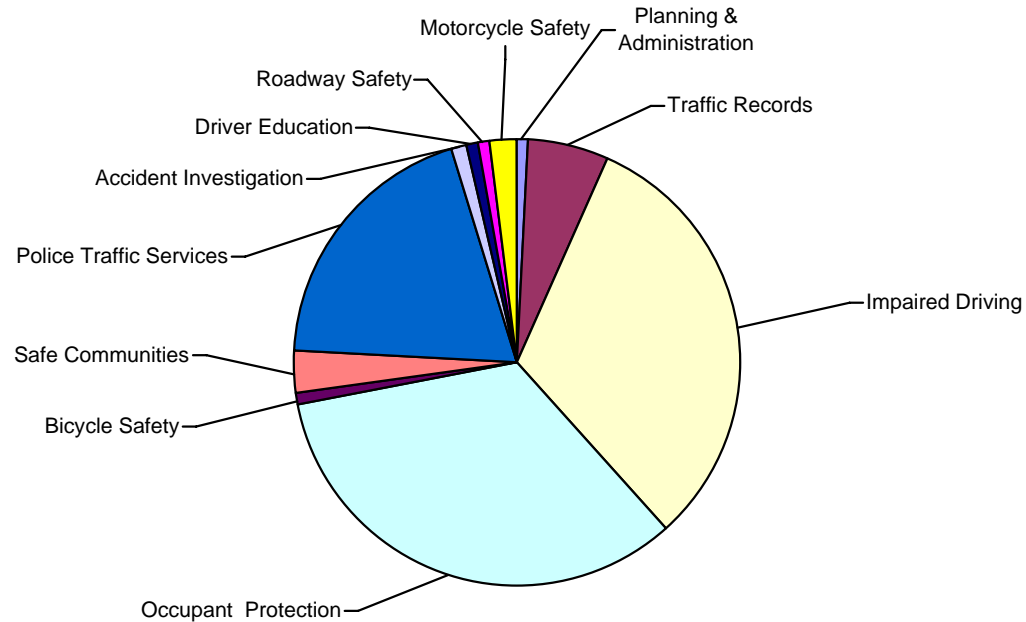




The contract includes one permanent panel on the scoreboard, one mobile marquee, Drive Smart parking lot signs, 30-second radio spots, instant replay sponsorship, and game sponsorship where Assistant Director Billie Johnson threw out the first pitch and the office hosted an informational booth in the concourse. The Lexington Legends are Class "A" affiliate of the National League Houston Astros.

FY 08 Financial Summary (Expended Funds)

	<u>402</u>	<u>405</u>	<u>406</u>	<u>408</u>	<u>410</u>	<u>2010</u>	<u>Total</u>	<u>% of Total</u>
Planning & Administration	\$35,896						\$35,896	0.7%
Traffic Records	\$169,840			\$130,000			\$299,840	6.0%
Impaired Driving	\$864,793				\$711,554		\$1,576,347	31.7%
Occupant Protection	\$854,816	\$451,281	\$356,837				\$1,662,934	33.4%
Bicycle Safety	\$51,443						\$51,443	1.0%
Safe Communities	\$144,934						\$144,934	2.9%
Police Traffic Services	\$971,691						\$971,691	19.5%
Accident Investigation	\$48,962						\$48,962	1.0%
Driver Education	\$40,000						\$40,000	0.8%
Roadway Safety	\$44,047						\$44,047	0.9%
Motorcycle Safety						\$99,259	\$99,259	2.0%
<u>TOTAL</u>	\$3,226,422						\$4,975,352	100.0%





**Kentucky Office of
Highway Safety**