



FY 2006 Annual Report



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Kentucky State Police Governor's Highway Safety Program

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State of Kansas

Annual Report FFY 06

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The FFY 2006 Kansas Annual Report is being submitted to NHTSA and FHWA. The report describes the activities completed by the State of Kansas in the use of federal highway safety funds, consistent with the guidelines, the priority areas, and other requirements established under Section 402.

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A Program of The Kansas Department of Transportation

EXECUTIVE SUMMARY

This FFY 2006 Annual Report describes the progress and outcomes in the Kansas highway safety program. In addition to the Section 402 program, the increase in funding from the passage of the Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU) provided additional opportunities through Sections 408 (State Traffic Safety Information System Improvement Grants), 410 (Alcohol-Impaired Driving Countermeasures Incentive Grants), and 1906 (Grant To Prohibit Racial Profiling). Not included in this report are the strategies funded under the U.S.D.O.J. Enforcing the Underage Drinking Laws Program. Though not specified here, one must acknowledge the contribution of that program to the youth alcohol area and the prevention of underage drinking and driving.

The Special Traffic Enforcement Program (STEP) underwrote mobilizations by 114 Kansas law enforcement agencies, during which more than 25,000 citations were issued and more than 61,000 public contacts made. The number of STEP contractors was increased from 85 in FFY 2005. These mobilizations focused on occupant protection, speeding and DUI enforcement. The Kansas Highway Patrol again participated in all DUI and seat belt/child restraint educational and enforcement programs.

The Bureau of Traffic Safety was awarded the 2006 GKC/PRSA Silver Award in the “Pro Bono Publico – Other” category, (programs completed for government agencies), for the You Drink You Drive You Lose jumbo-tron ad at the Verizon Wireless Ampitheatre, by the Public Relations Society of America’s Greater Kansas City Chapter. This ad was also turned into a television PSA and continues to be utilized.

The Impaired Driving Deterrence Program (IDDP), supported by the Kansas Highway Patrol (KHP), funded 28 local and state agencies and resulted in nearly 18,000 driver contacts at 80 checkpoints and 137 saturation patrols, resulting in 404 DUI arrests. The KHP participated in all enforcement programs with an added emphasis on roving DUI saturation patrols.

As part of a continuing effort to address underage drinking in their communities, 21 teams of high school students from across the state, along with their adult sponsors, came together at the fifth annual Kansas Youth Leadership Summit for skill-training and local community action planning. In all, 225 students and adults participated in 17 workshops and other activities at the Rock Springs 4-H Center, August 6-8.

The Kansas Safety Belt Education Office (KSBE) continued to promote occupant protection throughout the state with presentations and distribution of educational materials. The service network of current child passenger safety technicians numbers 586, including a cadre of 30 certified instructors. Kansas also has 112 Child Passenger Safety (CPS) programs with 105 Inspection Stations.

The Kansas Drunk Driving Prevention (KDDP) Office, often in multiple ways, reached all but 10 Kansas counties in FFY 2006, with a variety of materials and programming. Almost 700 orders for over 604,000 educational materials and other safety promotional items were processed. For the second year, a PowerPoint of the office’s most requested presentation for teens, “Take a Stand Against Drunk Driving,” was made available on CD, along with teaching notes. The 238 CD orders filled this last year represented an increase of 38% over the previous year. The quarterly newsletter, expanded to eight pages last year, was mailed to almost 2,500 advocates. Duplicating a successful 2005 pilot EMS seminar in Lawrence, “Teaming Up to Save Teens” was held at Salina in 2006 and attracted 117 participants from the central and western parts of the state. KDDP also provided two Care/Call training conferences – one in Hutchinson and the other in Olathe – both very well attended.

The Safe Communities program was enlarged with the extension of a grant to the Unified Government Public Health Department of Wyandotte County to underwrite the establishment of a Safe Communities coalition for Wyandotte County. The program continued to underwrite alcohol and traffic safety initiatives in 50 communities.

Police traffic services were continued with the completion of the Merriam PD traffic unit grant. The KHP offered Crash Reconstruction Class for 28 law enforcement officers, including 18 officers from local agencies throughout the state. The Johnson County Sheriff's Office was assisted in the acquisition of a new blood alcohol detection (BAT) van for use by the Kansas City (KS) metro agencies.

Seventeen traffic studies were completed for local agencies and 114 local officials received training in six workshops held during 2006. An additional seventeen traffic studies were conducted statewide.

The KDOT safety website was redesigned and expanded to offer even more statistics, brochures, a directory of resources such as child seat technicians or fitting stations, a new teen information area and specific information about safety campaigns. The site is located at ksdot.org and can be accessed by clicking on the Safety Information link on the left column. The site consists of more than 200 pages of traffic safety information, materials and data. At this point in 2006 we have had more than 48,000 unique visitors to our website with over 350,000 pages viewed. Besides our homepage (24,385 visits) getting the most views, the next most popular pages were the brochures page (10,222), DUI Laws page (7,818), KSBE0 (7,491) and KDDP (6,887) homepages and the Law Enforcement Liaison (LEL) page (6,218). The most downloaded files were the 2005 Traffic Records Assessment (4,921 downloads), Speed Limits brochure (3,420), Start Smart brochure (2,527), Courteous Driver brochure (2,112) and the KHP Move Over brochure (2,027). We had visitors from all 50 states and 17 different countries.

During 2006, KDOT conducted a Standard Field Sobriety Test (SFST) assessment and an Impaired Driving Assessment in an effort to improve our programs in those areas. The assessments were very helpful and KDOT has begun to implement many of the recommendations contained in the reports. Kansas is already forming the advisory committees, preparing an RFP for a Traffic Safety Resource Prosecutor, and adjusting some programs to better utilize our resources and provide better services to the citizens of Kansas as we work to improve safety on Kansas roads.

A statewide task force, *The Driving Force*, was formed by the Kansas Department of Transportation, Kansas Highway Patrol and the Kansas Department of Health and Environment with the goal of creating recommendations to reduce fatalities and injuries on Kansas roadways. Its formation was announced in February 2006 by Governor Kathleen Sebelius. *The Driving Force* is made up of individuals from various professional areas including medical, education, law enforcement, media, health advocacy, etc. They met seven times across the state to hear from experts in various safety areas, as well as to gather input from Kansas citizens on ways to improve safety on Kansas roads. This input was then used to craft recommendations on ways to reduce fatalities and injuries on Kansas roadways. Among the many recommendations were calls for increased efforts in the areas of education and enforcement, enhancing the Kansas traffic records systems and new legislation.

In 2006, KDOT with the help of multiple federal, state and local agencies, formally organized the Traffic Records Coordinating Committee (TRCC). The purpose of this committee is to enhance, update and integrate the multiple traffic record databases throughout the state. The TRCC created a Strategic Plan that was submitted to NHTSA for approval and possible 408 funding. Late in 2006, 408 funding was received. Several projects and tasks have begun towards the implementation of this plan.

Statewide

The Problem

- In 2004, 459 people died and 23,775 were injured in traffic crashes in Kansas.
- In 2004, Fatality rate was 1.57, which is above the national average of 1.46
- In 2004, Seatbelt rate is 68 percent, which ranks 43rd out of the 50 states.

Kansas Traffic Safety Statistics

| | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 |
|--|--------|--------|--------|--------|--------|--------|
| Statewide Crash Data | | | | | | |
| Total Crashes | 78,240 | 78,074 | 78,807 | 78,271 | 74,993 | 74,102 |
| Fatal Crashes | 457 | 405 | 433 | 449 | 421 | 392 |
| Injury Crashes | 20,154 | 1,945 | 19,346 | 18,499 | 17,035 | 16,630 |
| Property Damage Crashes | 57,629 | 58,215 | 59,028 | 59,327 | 57,537 | 57,080 |
| Fatalities | 540 | 461 | 494 | 507 | 469 | 459 |
| Fatalities per 100 Million VMT | 1.9 | 1.6 | 1.72 | 1.76 | 1.61 | 1.57 |
| Injuries | 30,528 | 29,047 | 28,828 | 27,059 | 24,793 | 23,775 |
| Injuries per 100M VMT | 107.41 | 100.54 | 100.28 | 93.88 | 84.91 | 80.91 |
| Fatality & Serious Injury Rate per 100M VMT | 10.33 | 9.14 | 8.79 | 8.73 | 8.51 | 7.91 |
| Fatality Rate/100k Population | 20.35 | 17.15 | 18.33 | 18.96 | 17.22 | 16.81 |
| Fatality and Serious Injury Rate /100k Pop | 110.59 | 98.24 | 93.82 | 93.33 | 91.28 | 84.62 |
| Alcohol Related Fatalities | 94 | 80 | 100 | 129 | 105 | 117 |
| Alcohol-related Fatality Rate per 100M VMT | 0.33 | 0.28 | 0.35 | 0.45 | 0.36 | 0.39 |
| Proportion of Alcohol Related Fatalities | 0.17 | 0.17 | 0.19 | 0.25 | 0.23 | 0.25 |
| Population (in thousands) | 2,654 | 2,688 | 2,694 | 2,694 | 2,723 | 2,742 |
| Vehicle Miles Traveled (millions) | 28,422 | 28,892 | 28,747 | 28,823 | 29,047 | 29,340 |
| # of Licensed Drivers (in thousands) | 1,926 | 1,941 | 1,903 | 1,997 | 2,022 | 2,015 |
| # of Registered Vehicles (in thousands) | 2,377 | 2,392 | 2,426 | 2,439 | 2,401 | 2,488 |
| Seat Belt Rate | 63 | 61 | 60 | 61 | 64 | 68 |
| Contributing Circumstances of Crashes | | | | | | |
| Inattention | 31,745 | 31,473 | 31,838 | 30,948 | 27,342 | 26,427 |
| Failure to Yield | 11,220 | 11,569 | 10,705 | 10,347 | 9,928 | 9,707 |
| Speed | 7,314 | 7,816 | 7,729 | 7,950 | 7,688 | 7,452 |
| Animals | 6,845 | 6,334 | 6,907 | 6,562 | 6,823 | 7,453 |
| Following to Closely | 5,034 | 4,700 | 4,867 | 5,235 | 5,273 | 5,852 |
| Novice Driver Statistics (ages 14-20) | | | | | | |
| Total Crashes | 27,398 | 26,813 | 26,343 | 26,613 | 24,198 | 23,099 |

| | | | | | | |
|-------------------------------|--------|--------|--------|--------|--------|--------|
| Fatal Crashes | 111 | 114 | 127 | 123 | 99 | 94 |
| Injury Crashes | 7,905 | 7,597 | 7,453 | 6,853 | 6,252 | 5,995 |
| Property Damage Crashes | 19,382 | 19,102 | 18,862 | 19,451 | 17,709 | 17,010 |
| Total Fatalities | 137 | 131 | 149 | 143 | 119 | 103 |
| Total Injuries | 12,645 | 12,090 | 11,745 | 11,049 | 9,741 | 9,142 |
| Percentage of Overall Crashes | 35.0% | 34.3% | 33.4% | 34.0% | 32.3% | 31.2% |
| Alcohol-related Crashes | 616 | 623 | 648 | 687 | 614 | 628 |
| Alcohol-related Fatalities | 19 | 13 | 18 | 34 | 16 | 19 |
| Alcohol-related Injuries | 467 | 476 | 481 | 474 | 420 | 434 |

Goal

- To reduce the traffic fatality rate by .05 annually to 1.47 in 2006 and 1.37 in 2008
- To raise the seatbelt rate by 3% each year to 75% in 2006 and 81% in 2008
- To lower the percentage of alcohol-related fatalities by 1.5% each year to 22.5% in 2006 and 19.5% in 2008
- To increase the number of grant funded projects with local law enforcement agencies to 120 in 2006 and 140 in 2008
- To provide increased media funding towards targeted problems

Performance Measures

- Traffic fatality rate per 100M VMT
- State seat belt usage rate as determined through observational surveys
- Number of alcohol-related fatalities compared to overall fatalities

Strategies

- Provide resources that allow staff to receive additional training opportunities in-state and out-of-state by organizations dedicated to traffic safety issues

Project Results

Section 402 Funds

PA-0918-06

BTS Staff Travel & Training Costs

\$24,499

The Bureau staff attended Lifesavers, Governor's Highway Safety Association Executive Seminar and Annual Meeting, National Enforcing Underage Drinking Laws Conference, National Transportation Management Conference, National Media Forum, Kansas Transportation Safety Conference, Section 408 Training, Law Enforcement Recruitment Lunches, Traffic Records Forum, Strategic Highway Safety Plan Peer Exchange, Kansas Youth Leadership Summit and Professional Development.

Alcohol

The Problem

- In 2004, 117 people died and 2,005 were injured in alcohol-related traffic crashes in Kansas.
- In 2004, Under 21 alcohol-related crashes accounted for 18.9% of all alcohol-related crashes and 16.2% of all alcohol-related fatalities.
- Current breath alcohol equipment is becoming out-dated; some pieces have been in service since 1990.
- Inconsistent prosecution and adjudication of alcohol violations.

Kansas Traffic Crash Data and Measures, 1999 – 2004

| | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 |
|--|--------|--------|--------|--------|--------|--------|
| Total Crashes Alcohol-Related | 3349 | 3531 | 3678 | 3666 | 3442 | 3322 |
| Fatal Crashes | 80 | 68 | 84 | 111 | 95 | 99 |
| Injury Crashes | 1611 | 1673 | 1773 | 1635 | 1519 | 1417 |
| Property Damage Crashes | 1658 | 1790 | 1821 | 1920 | 1828 | 1806 |
| Fatalities | 94 | 80 | 100 | 129 | 105 | 117 |
| Fatalities per 100 Million VMT | 0.33 | 0.28 | 0.35 | 0.45 | 0.36 | 0.4 |
| Injuries | 2483 | 2533 | 2562 | 2419 | 2285 | 2005 |
| Proportion of Alcohol-Related Fatalities | 17% | 17% | 19% | 25% | 23% | 25% |
| DUI Arrests | 22,685 | 22,320 | 22,001 | 21,835 | 21,235 | 18,303 |
| Under 21 Alcohol-Related | | | | | | |
| Crashes | 616 | 623 | 648 | 687 | 614 | 628 |
| Fatal Crashes | 12 | 13 | 15 | 29 | 14 | 18 |
| Injury Crashes | 303 | 285 | 316 | 300 | 264 | 284 |
| PDO Crashes | 301 | 326 | 317 | 358 | 337 | 326 |
| Fatalities | 19 | 13 | 18 | 34 | 16 | 19 |
| Injuries | 467 | 476 | 481 | 474 | 420 | 434 |
| Percentage of Teen Crashes | 18.4% | 17.6% | 17.6% | 18.7% | 17.8% | 18.9% |

Goal

- To reduce the number of alcohol-related fatalities and injuries to 88 and 1,973 respectively by 2006, and to 76 and 1,945 respectively by 2008.
- To increase the number of local law enforcement agencies participating in grant funded impaired driving deterrence programs to 35 in 2006 and 40 in 2008.
- To lower the percentage of teen alcohol-related crashes by 2% to 16.4% in 2006 and to 12.4% in 2008

Performance Measures

- Number of alcohol-related fatalities

- Number of alcohol-related injuries
- Number of local projects with law enforcement agencies participating in impaired driving deterrence programs
- Number of teen alcohol-related crashes

Strategies

- Provide locals with training and resources for conducting sobriety checkpoints.
- Recruit additional local participation in the Impaired Driving Deterrence Program (IDDP).
- Conduct an Alcohol Assessment of our current programs.
- Increase the number of presentations and distribution of materials given to general public on the dangers of impaired driving.
- Increase paid media dedicated to reducing impaired driving.
- Underwrite education for court system personnel on impaired driving laws and techniques used in removing impaired drivers.
- Increase the number of Drug Recognition Experts in the state and provide opportunities for officers to maintain their certification.
- Provide education for high school students on the dangers of impaired driving.
- Increase public awareness of impaired driving through presentations and educational materials.
- Provide new state of the art breath alcohol testing equipment for use by law enforcement.
- Research and begin process of establishing a pilot DUI court in Kansas.

Project Results

Section 402 Funds

AL-0924-06

Kansas Drunk Driving Prevention Office

\$424,448

The drunk driving prevention arm of the Kansas Bureau of Traffic Safety is the Kansas Drunk Driving Prevention Office (KDDP). KDDP is the principal clearing house for educational materials and programs aimed at reducing the incidence of drunk driving in Kansas. Utilizing a multitude of initiatives, techniques, and venues, the office annually reaches tens of thousands of Kansans with its theme, "There's No Excuse for Driving Drunk." Supporting its educational programming is a sophisticated survey and data analysis service that, among other tasks, conducts an annual state-wide survey of middle and high school students regarding driving and alcohol, and other drug issues.

In FFY 2006, the KDDP staff:

- was involved in five major program efforts: "No Excuse...", aimed at adult drivers; "Take A Stand," geared to underage drinking and driving; "Start Smart," created for driver education students; "Hand 'Em Over to Someone Sober," a program that works with bars to promote use of designated drivers; and Care-Call, a program to reduce underage drinking. A new component of the "Take A Stand" program, "Teens Taking Action," was developed and implemented with eight teams of youth attending from around the state. Following its successful first year in eastern Kansas, the seminar, "Teaming Up to Save Teens," was offered at Salina for EMS providers and personnel in western and central Kansas.
- conducted 58 presentations and trainings to 2,782 persons from all corners of the state. KDDP's most popular PowerPoint presentation, "Take A Stand," was updated and, for the second year, made available on CD. Impressively, orders for the CD were up 38%, to 238.

- surveyed 7,888 students at 72 Kansas middle schools and high schools in 40 counties on alcohol- and driving-related attitudes and behaviors. Analyzed and disseminated student survey results.
- published, inventoried, and distributed eight brochures and an event planner. Created a new brochure, “Making Memories: A Guide to Responsible Party Hosting,” for distribution in FFY 07.
- assembled and maintained inventories of 24 promotional items (including posters) to support the various programs.
- filled 699 orders from, e.g., schools, advocacy groups, and law enforcement, in 94 counties for 604,929 instructional and promotional items.
- provided materials and consultation to the safe ride programs at the six Regents universities; 93 local drinking establishments agreed to participate by offering free soft drinks to designated drivers. In September, KDDP advised on, and promised support for, a new safe ride program at Washburn University.
- participated in numerous prevention meetings across the state.
- staffed display booths at 29 Kansas conferences and community events.
- published a four to eight page quarterly two-color newsletter sent to almost 2,500 alcohol safety advocates.

AL-0928-06 **Johnson County BAT Van** **\$63,869**

The Johnson County Sheriff’s Office purchased a new, state-of-the-art mobile blood alcohol test (BAT) van during FFY 2006. The grant was administered by Sgt. Robert Hamilton, who worked with many vendors throughout the state during build-out. Due to various delays in construction, the BAT van didn’t become operational until December 2006. The BAT van will be available for all impaired driving deterrence operations within Kansas City (KS) area.

AL-0933-06 **Impaired Driving Assessment** **\$20,439**

KDOT conducted an Impaired Driving Assessment in Topeka on July 10-14, 2006. The panel was chaired by Troy Costelas and interviewed many persons involved in the impaired driving issues in the state. The interviewees consisted of law enforcement, substance abuse professionals, program administrators, judicial personnel and several state organizations. KDOT has begun to implement the recommendations of the assessment.

Standardized Field Sobriety Testing Assessment

KDOT conducted a Standardized Field Sobriety Testing Assessment in Topeka on March 14-16, 2006. The assessment was led by Bob Hohn of NHTSA and interviewed law enforcement, law enforcement trainers, judicial professionals and several state agencies. KDOT has begun to implement the recommendations of the assessment. (NHTSA funded this assessment completely.)

AL-1189-06 **Blood Alcohol Concentration (BAC)** **\$8,450**

KDOT purchased 5,000 testing kits for the Kansas Bureau of Investigation. These kits were distributed to local law enforcement for the collection of blood samples. These kits are designed to decrease testing time and increase the number of samples that are reported back to KDOT on the crash form and improve adjudication time for DUI’s.

AL-9494-06 **Public Information and Education** **\$5,351**

Expenditures for the contract year included: Country Stampede posters, newspaper advertising, postage (for processing DUI Sobriety Checkpoint survey forms), and televised impaired driving prevention advertisement.

Section 163 Funds

AL-Variou-06

Law Enforcement IDDP Patrols

\$130,964

The Impaired Driving Deterrence Program (IDDP) provided funding to 28 cities and counties statewide for overtime enforcement. With support provided by the Kansas Highway Patrol's Breath Alcohol Unit, a total of 80 checkpoints and 137 saturation patrols resulted in over 18,000 public contacts and 404 DUI arrests.

AL-8801-06

Youth Conference

\$18,288

Administered by Kansas Family Partnership for KDOT, the fifth annual Kansas Youth Leadership Summit was held August 6-8 at Rock Springs 4-H Center. Attracting 21 teams of youth and adult sponsors from 19 counties across Kansas, participants studied underage drinking issues, constructed youth-driven action plans to confront underage drinking concerns in their communities, learned team- and coalition-building, and enhanced their leadership abilities. Participants included 171 students, 21 youth trainers, and 21 adult trainers, along with numerous presenters and other staff. (Additional OJJDP funds of \$75,204 were utilized to complete the Conference).

AL-9106-06

Kansas Highway Patrol Breath Alcohol Unit

\$213,280

One Prosecuting Attorney's Seminar was held in Wichita with 75 in attendance. It covered various topics ranging from Horizontal Gaze Nystagmus (HGN) testing to the Drug Recognition Program. The Drug Recognition Expert Program (DRE) continued this year and now has 73 DREs. Kansas DREs performed 133 evaluations throughout the state. Specialized law enforcement training in Standardized Field Sobriety Testing (SFST), Preliminary Breath Testing and Intoxilyzer 5000 strengthened the detection and apprehension skills of the officers, both during sobriety checkpoints and in other targeted traffic enforcement. SFST training was completed by 326 officers, while 259 officers were instructed in "Drugs that Impair Driving." The unit also tracked the results of alcohol enforcement operations conducted by various law enforcement agencies throughout the state.

Motorcycle Safety

The Problem

- Motorcycle crashes are continuing to rise.

| | Motorcycle Statistics | | | | | |
|-------------------------|------------------------------|-------|-------|-------|-------|-------|
| | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 |
| Total Crashes | 669 | 691 | 745 | 801 | 830 | 970 |
| Fatal Crashes | 16 | 21 | 24 | 30 | 32 | 31 |
| Injury Crashes | 555 | 559 | 579 | 618 | 643 | 768 |
| Property Damage Crashes | 95 | 111 | 142 | 153 | 155 | 171 |
| Fatalities | 15 | 21 | 23 | 33 | 32 | 30 |
| Percent Wearing Helmet | 20.0% | 14.3% | 26.1% | 18.2% | 31.3% | 26.7% |
| Injured | 633 | 641 | 646 | 690 | 725 | 847 |
| Percent Wearing Helmet | 23.4% | 25.9% | 24.3% | 23.6% | 28.0% | 31.1% |

Goal

- Lower the number of motorcycle crashes from 970 in 2004 to 900 in 2006 and 800 in 2008

Performance Measures

- Total number of motorcycle crashes

Strategies

- Promote safe motorcycle driving initiatives

Project Results

Section 402 Funds

MC-XXXX-06

Motorcycle Safety

\$0

No activity was completed in FFY 2006 regarding Motorcycle Safety.

Occupant Protection

The Problem

- In 2004, 459 people died in traffic crashes; 66 percent were not properly restrained
- In 2004, seatbelt rate is 68 percent, which ranks 43rd out of the 50 states
- In 2004, 81 percent child restraint use for children 0-4
- In 2004, 50 percent child restraint use for children 5-9
- In 2004, 50 percent restraint use for children 10-14

Kansas Observational Safety Belt Survey Data, 1999 – 2004

| | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 |
|-------------------------------|------|------|------|------|------|------|
| Seat Belt Rate | 63% | 61% | 60% | 61% | 64% | 68% |
| Seatbelt Use by Road Type | | | | | | |
| Rural Interstate | 68% | 78% | 77% | 70% | 79% | 80% |
| Rural State Roads | 55% | 60% | 58% | 60% | 63% | 69% |
| Rural County Roads | 47% | 47% | 50% | 52% | 53% | 59% |
| Urban Interstate | 70% | 68% | 69% | 70% | 72% | 74% |
| Urban State Roads | 54% | 51% | 57% | 59% | 59% | 65% |
| Urban City Streets | 48% | 42% | 53% | 56% | 56% | 60% |
| Child Safety Seat Use by Ages | | | | | | |
| 0-4 | 81% | 81% | 92% | | | |
| 4-14 | 57% | 55% | 52% | | | |
| 0-4 | | | | * | 79% | 81% |
| 5-9 | | | | * | 45% | 50% |
| 10-14 | | | | * | 44% | 50% |
| * Baseline Study | | | | | | |
| Fatalities | 540 | 461 | 494 | 507 | 469 | 459 |
| Fatality Rate | 1.9 | 1.6 | 1.72 | 1.76 | 1.61 | 1.57 |
| Fatal Crash Occupant Use | 27% | 27% | 23% | 27% | 26% | 34% |

Goal

- To raise the seatbelt rate by 3% each year to 75% in 2006 and 81% in 2008
- To reduce the traffic fatality rate by .05 annually to 1.47 in 2006 and 1.37 in 2008
- To raise the child restraint rate for 0-4 year olds by 2% per year to 85% in 2006 and 89% in 2008, to raise the rate for the 5-9 and 10-14 year old groups by 4% per year to (5-9) 58% in 2006 and 66% in 2008; (10-14) to 58% by 2006 and 66% by 2008.

Performance Measures

- State seat belt usage rate as determined through observational surveys
- Traffic fatality rate per 100M VMT
- Child restraint usage rate as determined through observational surveys

Strategies

- Provide more grants to law enforcement agencies for overtime enforcement of safety belt violations through the Special Traffic Enforcement Program (STEP).
- Provide statewide occupant protection public education and information through media campaigns in conjunction with law enforcement mobilizations and special corridor activities – English and Spanish.
- Increase number of CPS Safety Seats available state-wide in recognized distribution/fitting stations, targeting booster seats, and expand the number of seats distributed to approved fitting stations for low income families.
- Continue KSBEO Adult/Child Safety Belt Surveys, and Boosters to Belts education state-wide through presentations, brochures etc.
- Provide state-wide media awareness campaign on occupant protection.
- Continue CPS Safety Training using NHTSA standardized curricula.
- Utilize corridor enforcements to sustain occupant protection use.
- Use seatbelt survey results to target problem areas of the state.

Project Results

Section 402 Funds

OP-0930-06

Public Information and Education

\$13,066

Expenses included IDDP/STEP training support, lanyards, CIOT media event, booster seat purchases, Boosters to Belts brochures, law enforcement award plaques, and State Fair booth rental.

OP-0934-06

Kansas Safety Belt Education Office

\$564,547

The Kansas Safety Belt Education Office (KSBEO) targeted the entire spectrum of motor vehicle occupants from children to adults and focused efforts by working with schools, law enforcement, EMS and other safety organizations. The activities included increasing public awareness and promoting the proper use of occupant protection devices through child passenger safety (CPS) training classes, assisting with STEP training programs, and networking and educating through a myriad of safety organizations, including Safe Kids and Safe Communities. Events such as Child Passenger Safety week in February and the Click it or Ticket event in May allowed KSBEO to partner with agencies such as the Kansas Highway Patrol and the Kansas Motor Carriers Association in delivering the child passenger safety message. KSBEO maintained a speaker's bureau for presentations, issued car seat recalls, distributed a quarterly newsletter, monitored distribution of Vince and Larry costumes, displayed booths around the state at various traffic safety events, and spoke at a variety of conferences. In addition, KSBEO promoted Spanish occupant protection programs and blended the CIOT

message into existing educational activities. More than 760,000 educational and promotional items were distributed in FFY 2006 to more than 2,400 safety advocates.

The KSBEEO office continued the Boosters to Belts program with 212 presentations to promote booster seat use among children ages four to eight, who are too small for a seat belt to fit them properly. There were approximately 8,000 participants.

The service network of current child passenger safety technicians numbers 586, including a cadre of 30 certified instructors. Kansas also has 112 Child Passenger Safety (CPS) programs with 105 Inspection Stations. KSBEEO hosted three 32-hour NHTSA certified CPS classes, one 8-hour CPS Technical Conference and one 8-hour CPS Instructor Update.

The KSBEEO conducted the adult observation safety belt survey (including 548 sites) and the State Fair survey. In addition, KSBEEO also conducts the child observational survey. This survey is conducted in the same counties as the adult survey and targets elementary/middle schools, grocery and department stores. This survey allows the state to collect data by age range, 0-4, 5-9, 10-14.

OP-1130-06 **USD 340 Traffic Safety** **\$21,073**
Coordinated by Mary Getto, this student group promoted safe driving educational topics for a second year in 2006, with special emphasis at peak events, such as homecoming. They took their message to the elementary classrooms, and supervised a Fatal Vision activity for freshmen. The students finished the 2006 school year by producing a safety video. Funds received by the group were used to purchase and distribute numerous promotional items for these activities, to purchase four wood podiums with a "Get Home Safely" logo on the front, and to support travel expenses for students to attend the TSC.

OP-1188-06 **Bucks for Buckles** **\$6,000**
KDOT partnered with Kansas Safe Kids to promote the importance of seat belt use. This program reached 43 communities and was staffed by Safe Kids Chapter volunteers and State Farm employees statewide. Each vehicle in which all occupants were properly restrained received \$1.00. The event took place on Friday, September 1, 2006.

OP-1257-06 **USD 259 Booster Seats** **\$3,802**
Due to the passage of the booster amendment to the Kansas Child Passenger Safety Law, the Wichita Public Schools requested funding to purchase 209 booster seats for its 57 elementary schools and 5 special program sites. In-service training was provided by the KHP to school personnel, who will be utilizing the seats to transport children when emergency situations occur, and parents are not available to provide safe transportation.

OP-1305-06 **KHP Convincers** **\$36,000**
KDOT, in conjunction with the Kansas Highway Patrol, purchased three convincers in FFY 2006. The purchase of these units now allows each troop to have a convincer. The convincer simulates the force in a five MPH crash and is another tool that can be utilized to show the importance of occupant protection.

OP-1306-06 **Child Passenger Seat Distribution** **\$57,059**
One-thousand, four hundred and seventy-one (1,471) child safety seats were distributed statewide to child passenger safety fitting stations. These seats include infant, convertible and booster seats. KDOT tracked distribution of seats by minority population and income to target those in need. Approximately sixty (60) percent of the seats went to families with incomes less than \$20,000. Over thirty (30) percent of the seats were distributed to minority families, mirroring the census data for the ethnic population in Kansas.

OP-1308-06**Kim Downing****\$1,487**

Kim Downing lost her sister in law in a traffic crash in 2002. Ms. Downing approached KDOT about producing, editing and distributing a video targeting teens on the importance of obeying the traffic laws and occupant protection. The video should be completed in the Spring of 2007.

OP-Variou-06**Special Traffic Enforcement Program (STEP)****\$591,896**

The program showed continued growth and success in FFY 06. STEP awards grants to participating local and state law enforcement agencies to increase education and enforcement efforts directed at compliance with Kansas safety belt, child passenger safety, and impaired driving laws. Enforcement is accomplished through funding of overtime mobilizations (saturation patrols or checkpoints) that place additional officers on the streets on specified dates to make enforcement contacts regarding speeding, DUI, safety belt, and child passenger restraint. Mobilizations were conducted during Nov 21-27, 2005; Feb 13-19, 2006; May 8-14; May 22-June 4; and August 17-September 4 by as many as 114 local agencies (up from 85 in 2005) and the Kansas Highway Patrol. Enforcement stops and citations were increased by 11% over 2005, to over 61,000 stops and 25,000 citations. Of these, 43% were for seat belt and child restraint violations.

Paid Media

The Problem

- In 2004, only 68% of Kansans were seat belted
- Kansas currently ranks 43rd in the nation in seat belt use
- Impaired driving still kills over 100 people annually in KS

Goal

- To affect peoples awareness and attitudes concerning seat belt use and drunk driving

Performance Measures

- Media will be assessed utilizing the following:
 - Number of airings and print ads for each message (both paid and valued added)
 - Audience size determined through appropriate source for medium (reach and frequency)
 - Surveys
 - Focus Groups

Strategies

- Start advertising seatbelt & alcohol messages during sporting events at the state's three Division I colleges
- Advertise at special events/venues in KS to reach target audiences for seatbelt and alcohol messages (ie.. Verizon Wireless Amphitheater, Country Stampede, Heartland Park Raceway)
- Continue and expand our media messages during the national mobilizations
- Utilize media during specialized corridor enforcement activities

Project Summaries

Section 402

Media Rationale for all Mobilizations

The advertising objective of all campaigns is to produce high levels of reach and frequency to reach potentially high risk drivers and convince them to obey the traffic laws. The primary target audience for these mobilizations was males ages 18-34 with a secondary target of adults 18 and over. The Hispanic audience was also targeted to build awareness.

State and local broadcast media were used to build high reach levels quickly in the short advertising periods. The Kansas Information Radio Network was chosen as it consists of 39 stations that provide coverage in every Kansas County. The programming consists of news, weather and sports, which is compatible with the target audiences. Twenty-five cable systems were also identified and recommended in Kansas.

The majority of radio spots ran during the prime listening periods: morning drive, midday and evening drive Monday-Friday. Additionally some evening, weekend, and overnight spots were purchased at little to no cost in order to increase frequency levels.

Our minority Hispanic audience was reached by purchasing TV spots (CIOT) on Kansas' one Hispanic television station. The station, KSMI, Channel 51 is located in Wichita and is part of a Mexican network called TV Azteca. KSMI is the exclusive Spanish-speaking television station for the Wichita metro area. News and sports programming were selected on the station with very high reach frequency levels.

The spot **radio** and **television** advertisements are broken down by the three largest cities in the state. These three areas reach more than half of the population of a primarily rural state. The Reach/Frequency results are listed in the following tables:

| | Radio | | Television | |
|--------------------|--------------------|------------------|--------------------|------------------|
| | Adults 18 + | Men 18-34 | Adults 18 + | Men 18-34 |
| Kansas City | 14.1 | 27.2 | 62.2 | 36.3 |
| Topeka | 16.7 | 24.3 | 55.0 | 41.7 |
| Wichita | 19.1 | 28.6 | 62.8 | 31.5 |

Reach/Frequency numbers do not exist for the rural parts of the state. Additionally, the Hispanic broadcast media stations do not have Reach/Frequency data.

Section 402 Funds

PM-1135-06

Verizon Wireless Amphitheatre

\$59,000

KDOT was the official sponsor of the Designated Driver program during the 2006 season. Signs produced for the 2006 season were again placed in high traffic areas near restrooms, alcohol stands, and concession stands reminding patrons the importance of designating a driver. In addition, KDOT received a non-audio jumbotron spot, as well as a click-through link and logo on the official venue web page. Two hundred radio spots were aired reminding patrons to designate a driver. The concert venue attracted over 187,000 persons this year at 18 events. Two large Click It or Ticket signs reminded patrons to buckle-up as they were leaving the venue.

PM-1190-06 **Kansas State University** **\$60,000**
KDOT purchased Click It or Ticket and You Drink, You Drive, You Lose advertising at the Kansas State Football games. The advertising included: One (1) 30 second PSA to be aired at each game with Head Coach Ron Prince, seventy (70) instant replay Jumbo-Tron messages to be aired throughout the season, one (1) large banner to be placed in the North End Zone, one (1) public address announcement at every home game, one (1) 30 second radio in-game commercial, one (1) live in-game mention during the game, and advertising on the press back-drop. Target Audience: Fifty-five percent of the listeners are male, forty-nine percent of the listeners are age 35-44.

PM-1192-06 **Kansas University** **\$62,500**
KDOT partnered with ESPN Regional Television to advertise primarily at the Kansas University Basketball games. The advertising package included: One (1) Click It or Ticket drop near the end of each football game; One (1) Click It or Ticket drop near the end of each basketball game (men's and women's); One (1) Click It or Ticket drop in the post game (football and all basketball) shows; Click It or Ticket message to be displayed on each of the 22 exit signs in Allen Field house; One CIOT Jumbo-Tron PSA featuring Coach Bill Self or Coach Bonnie Hendrickson at each home basketball game.

PM-1501-06 **General Advertising** **\$19,853**
These funds were used to purchase various small advertising opportunities including: Twenty (20) 60 second occupant protection advertisements, "11,000" Click it or Ticket wristbands, "3,500" You Drink, You Drive, You LOSE wristbands and posters displaying the Click it or Ticket message.

PM-1502-06 **You Drink, You Drive, You Lose Media** **\$20,194**
For this mobilization, fifteen radio stations participated and 696 spots were aired, including forty-seven spots at no cost. Twelve TV stations participated and 2,728 spots were aired, 951 at no cost. Due to the unexpected Buckle Up in Your Truck media campaign, additional funding of \$54,580 for this campaign was provided through the SA-1057-06 grant.

PM-1502-06 **Corridor Enforcement** **\$6,534**
KDOT placed ½ page ads in a total of 6 publications to warn drivers of two high-visibility corridor enforcement campaigns; one in Reno County, and one in Wyandotte County.

PM-1502-06 **Click it. Or Ticket** **\$145,257**
For this mobilization, 32 radio stations, the Kansas Radio Network (38 stations), and the Mid-America News Network (40 stations) participated and 6,131 spots were aired, including 1,963 spots at no charge. Six of the radio stations, with 387 spots, were Hispanic stations. Twenty-six TV stations participated and a total of 3,054 spots were aired, 880 at no cost.

PM-1502-06 **Buckle Up in Your Truck** **\$146,615**
For this new NHTSA Region Seven mobilization, 42 radio stations, plus the Kansas Radio Network (38 stations), participated, and 5,655 spots were aired, including 2,912 spots at no cost. Six of the radio stations, with 400 spots, were Hispanic. Twenty TV stations participated and a total of 3,439 spots were aired, 990 at no cost.

PM-1502-06 **Child Passenger Safety Week** **\$26,400**
For this mobilization, a total of 8,716 spots were aired, including 3,700 spots at no cost, on the Kansas Information Network (37 stations), the Mid America News Network (47 stations), and 6 Hispanic stations across the state.

Strategies

- Maintain clearinghouse of child and adult bicycle brochures to distribute upon request.
- Maintain clearinghouse of child and adult pedestrian brochures to distribute upon request.
- Provide promotional items for the Annual Walk Your Child to School Day.
- Study whether enhanced design and construction is needed to reduce crashes involving pedestrians and cyclists.

Project Results

Section 402 Funds

PS-0932-06

Public Information and Education

\$2,985

KDOT distributed over 1,500 *Ten Tips for Fun and Safe Biking* brochures 150 *Safe Cycling* brochures to various organizations in addition to 18,500 *Ten Tips* brochures shipped to Pittsburg State University to promote Child Safety Day events in May. KDOT also ordered for distribution 10,000 Child Pedestrian Safety brochures. The Bureau of Traffic Safety worked in close collaboration with the Kansas Safe Kids program to fill orders from 20 elementary schools for over 6,100 zipper pulls in support of the “Walk Your Child to School Day” in October.

PS-1131-05

Bike Helmets

\$15,000

KDOT partnered with the Kansas Department of Health and Environment to promote bicycle helmet use. Local agencies were encouraged to apply for free helmets to be distributed in conjunction with a bicycle safety event. A total of 1,980 helmets were purchased and distributed.

Police Traffic Services

The Problem

- In 2004, 16 of the top 20 contributing circumstances in crashes were driver-related.
- In 2004, decreasing budgets are preventing most law enforcement agencies from acquiring the necessary traffic safety-related equipment.

Kansas Traffic Crash Data and Measures, 1999 – 2004

| | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 |
|--|-------------|-------------|-------------|-------------|-------------|-------------|
| Total Crashes | 78,240 | 78,074 | 78,807 | 78,271 | 74,993 | 73,997 |
| Contributing Circumstances | | | | | | |
| Failed to give Full time and Attention | 31,745 | 31,473 | 31,838 | 30,948 | 27,342 | 26,427 |
| Failed to Yield Right-of-Way | 11,220 | 11,569 | 10,705 | 10,347 | 9,928 | 9,707 |
| Too Fast for Conditions | 7,314 | 7,816 | 7,729 | 7,950 | 7,688 | 7,452 |
| Animal - Environment | 6,845 | 6,334 | 6,907 | 6,562 | 6,823 | 7,453 |
| Followed Too Closely | 5,034 | 4,700 | 4,867 | 5,235 | 5,273 | 5,852 |
| Disregarded Traffic Signs, Signals or Markings | 3,967 | 3,870 | 3,914 | 3,690 | 3,537 | 3,623 |
| Under the Influence of Alcohol | 2,792 | 2,744 | 3,081 | 3,144 | 2,924 | 2,881 |
| Made Improper Turn | 2,305 | 2,484 | 2,354 | 2,274 | 2,188 | 2,062 |
| Rain, Mist, Drizzle - Environment | 1,849 | 1,878 | 1,603 | 1,937 | 1,489 | 1,580 |
| Improper Backing | 1,918 | 1,975 | 2,078 | 2,075 | 2,064 | 1,963 |
| Improper Lane Change | 1,832 | 1,877 | 2,056 | 1,960 | 1,853 | 1,918 |
| Avoidance or Evasive Action | 1,917 | 1,971 | 2,003 | 1,927 | 2,030 | 2,062 |
| Icy or Slushy - On Road | 1,555 | 2,757 | 2,061 | 2,174 | 1,847 | 1,735 |

| | | | | | | |
|------------------------------|-------|-------|-------|-------|-------|-------|
| Wet - On Road | 1,696 | 1,375 | 1,505 | 1,279 | 1,326 | 1,544 |
| Exceeded Posted Speed Limit | 1,253 | 1,140 | 1,384 | 1,295 | 1,086 | 1,039 |
| Wrong Side or Wrong Way | 911 | 931 | 895 | 897 | 828 | 716 |
| Fell Asleep | 866 | 872 | 850 | 808 | 886 | 879 |
| Distraction in or on Vehicle | 861 | 842 | 969 | 1,038 | 959 | 993 |
| Improper Passing | 719 | 773 | 728 | 736 | 623 | 629 |

Goal

- Reduce the total crashes in the state to 72,011 in 2006 and 70,031 in 2008.

Performance Measures

- Total number of crashes in Kansas

Strategies

- Provide funding for local law enforcement to attend training to enhance their current role.
- Continue funding for the KHP RAVE program to remove impaired drivers and target aggressive driving habits.
- Continue to promote occupant protection and alcohol issues around the state.
- Continue two additional part-time LELs targeting areas: Southeast and Northwestern Kansas to assist the full-time statewide LEL.

Project Results

Section 402 Funds

PT-0938-06 **Law Enforcement Training** **\$18,732**

The Bureau of Traffic Safety supported individuals to attend the SADD National Conference, Office of Juvenile Justice and Delinquency Program National Conference, Drug Recognition Expert Conference, Motorcycle Safety Conference, Crash Investigation, Lifesavers, Radar Instructor School and Child Passenger Update Class.

PT-1134-06 **Merriam PD Traffic Unit** **\$114,584**

The Merriam PD formed a traffic unit during FFY 2005 which initially consisted of only one officer. An 18-month grant was awarded in February 2005 to add two additional officers and associated equipment to the traffic unit. During a 13-month enforcement period beginning in September 05, the traffic unit issued 3,405 speeding citations (1,595 by the traffic unit) and 3,067 hazardous moving violations (2,015 by the traffic unit). In addition, the Merriam PD issued 1,042 seatbelt citations (579 by the traffic unit), 81 child restraint citations (44 by the traffic unit) and arrested 220 persons for DUI (91 by the traffic unit). The three-officer traffic unit will continue to be a large part of the Merriam PD, vigorously enforcing the traffic laws within the city of Merriam.

PT-1194-06 **DRE Coordinator** **\$5,282**

Jeff Collier was brought on board to assist with the Drug Recognition Expert (DRE) program funded through the Breath Alcohol Unit (BAU) within the KHP. These funds were expended in October 05 and August-September 06, allowing Mr. Collier to finish grant requirements that would have exceeded his 999 hour limitation established under BAU grant.

PT-1704-06 **CIOT Law Enforcement Recruitment** **\$5,171**

These funds were utilized to support the recruitment of local law enforcement. Items purchased under this program include invite postcards, lunch and meeting rooms.

Roadside Safety

The Problem

- Lack of local engineering expertise in some areas concerning roadside safety issues

Goal

- To provide training, technical assistance and materials to local agencies to improve the safety of local roadways.
- To provide traffic safety oriented seminars/workshops

Performance Measures

- Support to a number of local and state officials ability to provide safer roadways through training, materials and assistance to accomplish a reduction in crashes statewide
- Programs and projects will be evaluated for completeness and implementation of the project recommendations

Strategies

- Continue support of local and state officials ability to provide safer roadways through training and materials

Project Results

Section 402 Funds

RS-0618-06

Bucher, Willis, and Ratliff Consultants

\$54,162

The Traffic Engineering Assistance Program (TEAP) provides local governments assistance with traffic studies. In 2006, TEAP addressed several areas of local concern with nine traffic studies in the northern half of the state.

RS-1402-06

Kansas State University

\$89,755

The Traffic Assistance Services for Kansas (TASK) program provides economical training for Kansas public employees who have traffic safety responsibilities. In 2006, 114 local officials were trained at six different sessions across the state.

RS-1618-06

TranSystem Corporation

\$54,161

The Traffic Engineering Assistance Program (TEAP) provides local governments assistance with traffic studies. In 2006, TEAP addressed several areas of local concern with eight traffic studies in the southern half of the state.

Safe Communities

The Problem

- Lack of knowledge transfer and communication between traffic safety advocates and communities across Kansas.

Goal

- Establish community-level traffic safety programs to promote partnerships, communication and collaboration statewide; five programs by 2006 and 12 by 2008
- Increase attendance of annual conference from 290 in 2003 to 335 in 2006 and 350 in 2008

Performance Measures

- Number of community-based safety programs
- Number of attendees at the annual Traffic Safety Conference

Strategies

- Promote and conduct annual statewide conference on highway safety issues
- Solicit and promote community-based traffic safety programs in Kansas
- Improve information and resource availability for local agencies and advocates in Kansas.

Project Results

Section 402 Funds

SA-0934-06

Transportation Safety Conference

\$69,098

The Transportation Safety Conference, held at the Sheraton Hotel in Overland Park, attracted a record 337 attendees (up from 295 in 2005), 26 exhibitors, and 35 speakers for the purpose of providing expert information on timely issues to a targeted audience of traffic safety professionals. The tone of the conference was set by keynote speaker Rob Kaufman’s address on, “Crash Injury and Restraint Technologies.” The plenary luncheon address was delivered by Dr. Howard Rodenberg, Director of the Division of Health for the Ks. Dept. of Health and Environment, who cast the Kansas roadway safety picture in epidemiological terms. The closing luncheon featured a People-Saving-People award ceremony and drawing for prizes contributed by various businesses and organizations. Breakout tracks were provided on injury control, law enforcement, youth issues, and roadway safety, with final sessions coupled with 30-minute roundtable discussions. The conference also featured exhibits permanently surrounding the breakfast, break, and luncheon area, offering exposure to the latest transportation programs, equipment, and safety technology.

SA-1024-06

Kansas Operation Lifesaver Inc.

\$15,000

Kansas Operation Lifesaver significant railroad safety message reached over 62,150 people through handouts, brochures, key chains, pens, and other safety-specific materials provided by Section 402 funds. Our Positive Enforcement Events also distributed over 15,000 Sonic coupons (for medium Tator Tots) in 28 different cities in a 5-month period this summer and fall. These coupons were provided by Sonic in cooperation with The Kansas Highway Patrol to save lives at Kansas railroad crossings and included a printed railroad safety message of "Look, Listen & Live!"

SA-1057-06

Comprehensive Media Campaign

\$404,762

Corporate Communications Group (CCG) implemented numerous initiatives through the comprehensive media campaign. Included in these initiatives were the development of corridor advertising for mobilization programs; development of a new booster poster and accompanying handout; facilitating bi-lingual radio and television advertising for the CPS, BUIYT, CIOT, and YDYDYL mobilizations; development and coordination of new jumbo-tron advertising for Verizon Wireless Amphitheatre and the Country Stampede; redesigning several brochures for the Kansas Drunk Driving Prevention Office and the Kansas Safety Belt Education Office; and development and production of the Danni Boatwright Pick-Up ad. CCG coordinated all of the media buys and media events for the enforcement mobilizations, and developed the earned media releases.

They also developed a script and laid the groundwork for the production of a roll-call video for the booster seats.

SA-1066-06 **Public Information and Education** **\$8,024**
These funds were utilized to purchase 20,000 county cards, 10,000 safety belt safety cards, 10,000 driver inattention cards, plaques for the People Saving People Awards and 2,500 Click it or Ticket portable road signs.

SA-1904-06 **Drive Program** **\$82,735**
The Drive Program is an interactive activity targeting the teen driver attitude and innovative education methods. The Moorshire Group and the Kansas Department of Education hosted 12 half-day workshops for Driver's Education Instructors around the state. More than 300 instructors participated in the workshop. Upon completion of the workshop, each instructor was handed a short video and workbooks designed to promote interaction with the young drivers they are teaching.

SA-1905-06 **Governor's Task Force** **\$102,469**
Kathleen Sebelius, Governor, announced a Task Force to address the number of fatalities and injuries on our state's roadways. A group of 25 citizens met seven times around the state. The group identified 11 different categories that contribute to traffic deaths and injuries: occupant protection, novice drivers, impaired driving, trauma care, emergency medical services, older drivers, judiciary, roadway, commercial motor vehicles, distracted driving, and data. The Task Force has assembled a set of recommendations and will work to move forward with these recommendations in future years. This project also reimbursed Task Force members for travel associated with attending the statewide meetings.

SA-1908-06 **Drive Wisely Wyandotte Coalition (*Drive Wisely*)** **\$46,697**
In mid-2006, a three-year grant was awarded to the Unified Government Public Health Dept. of Wyandotte County for the purpose of establishing a Safe Communities coalition of advocacy, law enforcement, and prevention organizations to address the county's significant traffic safety issues. While most of the first year's effort was dedicated to hiring a full-time coordinator, assembling a committee, and planning for 2007; eight safety presentations were made, five persons received Child Passenger Safety Technician certification, three child passenger events were held, and a media campaign was initiated utilizing newspapers and billboards.

Traffic Records

The Problem

- Lack of a comprehensive, utilized electronic crash data collection system.
- Linkage of crash data between KDOT and other state agencies.
- Very little GIS information
- Approx only 70 local law enforcement agencies involved in initial implementation of Electronic Accident Data Crash Reporting (EADCR)

Goal

- Increase the number of local law enforcement agencies involved in EADCR to 80 in 2006 and 100 in 2008
- Provide resources to local law enforcement agencies to increase participation in EADCR.
- More efficient data mining software to retrieve data from the KARS data base

Strategic Plan, these units will assist in the development of timely countermeasures to assist in the goal of reducing the number of deaths and injuries on our roadways.

| State of Kansas Annual Report Cost Summary-FFY 06 | | |
|--|---------------------|-------------------------------|
| Program Area | Expenditures | Federal Share to Local |
| Planning and Administration | \$24,499 | |
| Alcohol | \$522,557 | \$522,557 |
| Occupant Protection | \$1,294,930 | \$1,293,443 |
| Paid Media | \$559,361 | |
| Pedestrian and Bike | \$17,985 | \$17,985 |
| Police Traffic Services | \$420,808 | \$420,808 |
| Roadway Safety | \$198,078 | \$198,078 |
| Safe Communities | \$728,785 | \$626,316 |
| Traffic Records | \$198,913 | \$86,963 |
| Total 402 | \$3,965,916 | \$3,166,150 |
| 163 Alcohol | \$430,268 | \$430,268 |
| 157 Incentive | \$51,506 | \$51,506 |
| Total Other | \$481,774 | \$481,774 |
| Grand Total | \$4,447,690 | \$3,647,924 |

Introduction

Crash Summary

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

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

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

Accomplishments

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

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

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

Impaired Driving Program

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

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

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

Alcohol Program Grantees – Law Enforcement

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

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

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

Equipment Program

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

DUI Standards Community Assessment Project

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

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

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

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

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

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

Impaired Driving Mobilizations

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

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

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

DUI Enforcement Awards Program

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

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

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

Alcohol Program Grantees – Education

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

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

Occupant Protection Program

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

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

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

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

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

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

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

Occupant Protection Program Grantees -- Law Enforcement

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

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

Law Enforcement Mobilizations

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

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

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

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

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

May Mobilization Grants

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

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

Law Enforcement Liaisons

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

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

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

Outreach /Educational Projects

Statewide Child Passenger Safety Coordinator

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

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

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

Central Baptist Hospital Occupant Protection Specialist

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

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

Kentucky Crime Prevention Statewide Clearinghouse

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

Police Traffic Services Program

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

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

Police Traffic Services Program Grantees -- Law Enforcement

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

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

Equipment Distribution Program

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

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

Mobilizations

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

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

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

Leadership and Management Training for Law Enforcement Traffic Supervisors

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

Safe Communities Program

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

Barren River Health District

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

Madison County Health Department

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

Paid Media Report

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

Holiday 2005 Campaign

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

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

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

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

Buckle Up in Your Truck
May 1-14, 2006



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

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

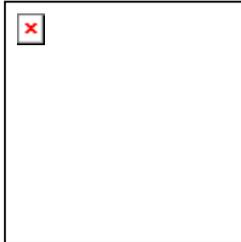
| Cable TV | Spots | GRPs | Households | Men 18-34 TRPs | Cost |
|--------------------------|---------------|-------------|-------------------|-----------------------|------------------|
| Knoxville/Tri-Cities DMA | 228 | 100 | 7,800 | 977 | \$1,862 |
| Cincinnati DMA | 1,098 | 200 | 90,500 | 633 | \$10,344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

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

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

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

May 15--28, 2006



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

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

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

May Promotional Opportunities

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

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

McDonald’s “Seat Belts Pay Off” campaign.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

BLUE LIGHTS

ACROSS THE

BLUEGRASS

July 1 – July 31, 2006

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

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

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

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

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



August 14—September 4, 2006

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

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

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

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

Fall Seat Belt Radio Campaign

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

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

Special Media Opportunities

Kentucky Speedway

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

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

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

Action Sports Media

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

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

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

Crash Data / Trends

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

Motorcyclist Fatalities

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

Pedestrian Fatalities

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

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

TOTAL

