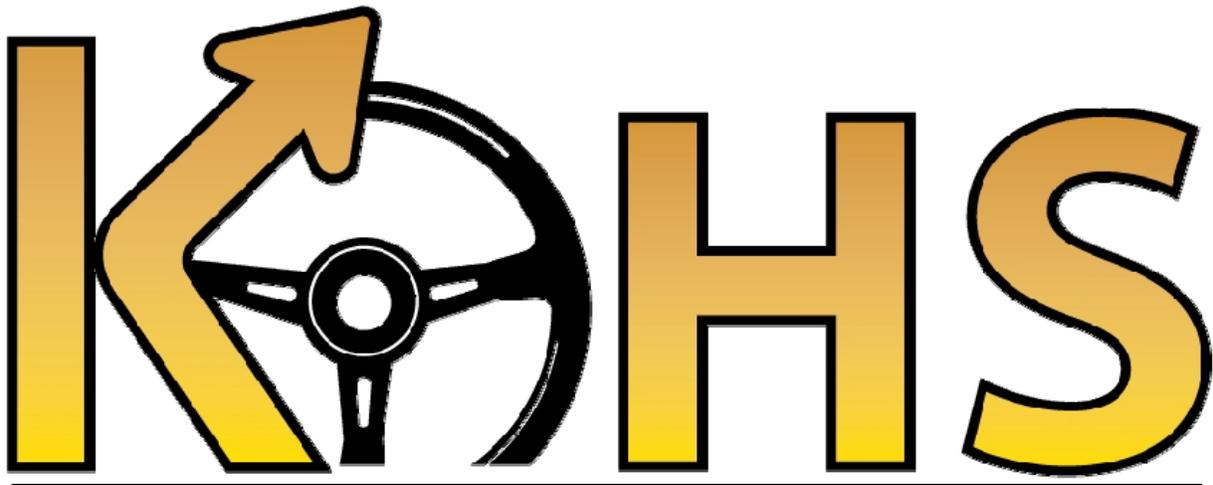


# FY 2011 Annual Report

Kentucky Office of Highway Safety



**Kentucky Office of Highway Safety**

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## Kentucky Office of Highway Safety Division of Highway Safety Programs



Pictured above from left to right beginning with the front row are Brad Franklin, Steve Bowen, DeAnn Cinquino, Jenn Greenly, Erin Eggen, Lori Macintire, Kristen Woods, Bill Bishop, Bill Bell; back row are Bob Douglas, Steve Wright, Bob Criswell, Jack Hutchinson, Greg Dennison, Ryan Fisher, Therese Richerson, Rick Schad, John Smoot, Jonathan Moore, Nate Dean and Matt McCoy

*The Kentucky Office of Highway Safety does not discriminate on the basis of race, color, national origin, sex, religion, age, disability, or marital status in employment, or provision of services, and provides, upon request, reasonable accommodation including auxiliary aids and services necessary to afford individuals with disabilities an equal opportunity to participate in all programs and activities.*

*Printed with Federal Funds.  
December 2011*

## Table of Contents

	Page
Introduction	1
Crash Data Summary	2
Kentucky Crash Data/Trends	3
Fiscal Year 2011 Performance Goal Statements/Status	12
Accomplishments	15
Program Management	16
Impaired Driving Countermeasures Program	17
Grants to Law Enforcement	17
Impaired Driving Enforcement Mobilization	17
Impaired Driving Enforcement Awards Program	18
Grants to Non-Law Enforcement	19
Occupant Protection Program	23
Grants to Law Enforcement	23
Occupant Protection Mobilization	23
May Mobilization Grants	25
Law Enforcement Liaisons	25
Occupant Protection Awards Ceremony	26
Occupant Protection Educational Projects	27
Police Traffic Services Program	28
Grants to Law Enforcement	28
Obey the Sign Campaign	29
Kentucky Lifesavers Conference	29
Safe Communities Program	29
Pedestrian/Bicycle Safety	31
Traffic Records	32
Paid Media Report	35
Sports Media Opportunities	39
FY 2011 Financial Summary	46
Attitudinal Survey	

## Introduction

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

In this annual report, the Kentucky Office of Highway Safety will present a descriptive crash analysis of injuries and fatalities occurring on the state's roadways during federal fiscal year 2011 (October 1, 2010 through September 30, 2011). The report will also outline: preventative measures being taken; grant programs and public awareness campaigns being conducted; as well as partnerships created in an effort to reverse or lessen the impact to and loss of human life. All programs and initiatives being referenced are paid for by the National Highway Traffic Safety Administration (NHTSA), Federal Highway Administration (FHWA) and state match.

Data being presented are derived from the Collision Reporting Analysis for Safer Highways (CRASH) system. This system, used by Kentucky State Police, collects and compiles data from all law enforcement agencies across the state. The Office of Highway Safety also extracts and disseminates the data, through maps and reports to local agencies, to help them identify problem areas within their respective counties.

Staff would like to thank state and local law enforcement, as well as our other partnering agencies, for their commitment and dedication to improving the lives and safety of the citizens of the Commonwealth.

## Crash Data Summary

The total number of motor vehicle crashes in Kentucky increased by one percent during the last year, from 126,237 in 2009 to 127,456 in 2010. In addition, the number of fatalities decreased by 3.9% from 791 in 2009 to 760 in 2010. As a result, Kentucky's fatality rate per 100 million vehicle miles traveled (VMT) also decreased from 1.68 in 2009 to 1.58 in 2010. By comparison, the national fatality rate is 1.15.

Injury crashes and injuries from motor vehicle crashes continued the steady decline that began in 1999, no doubt due to continuing improvements in vehicle safety and increases in seat belt usage. In 2010, there were a total of 24,762 injury crashes, a 1.2% drop from the previous year. Kentucky's injury rate per 100 million VMT also decreased by 2.5% from 79 in 2009 to 77 in 2010.

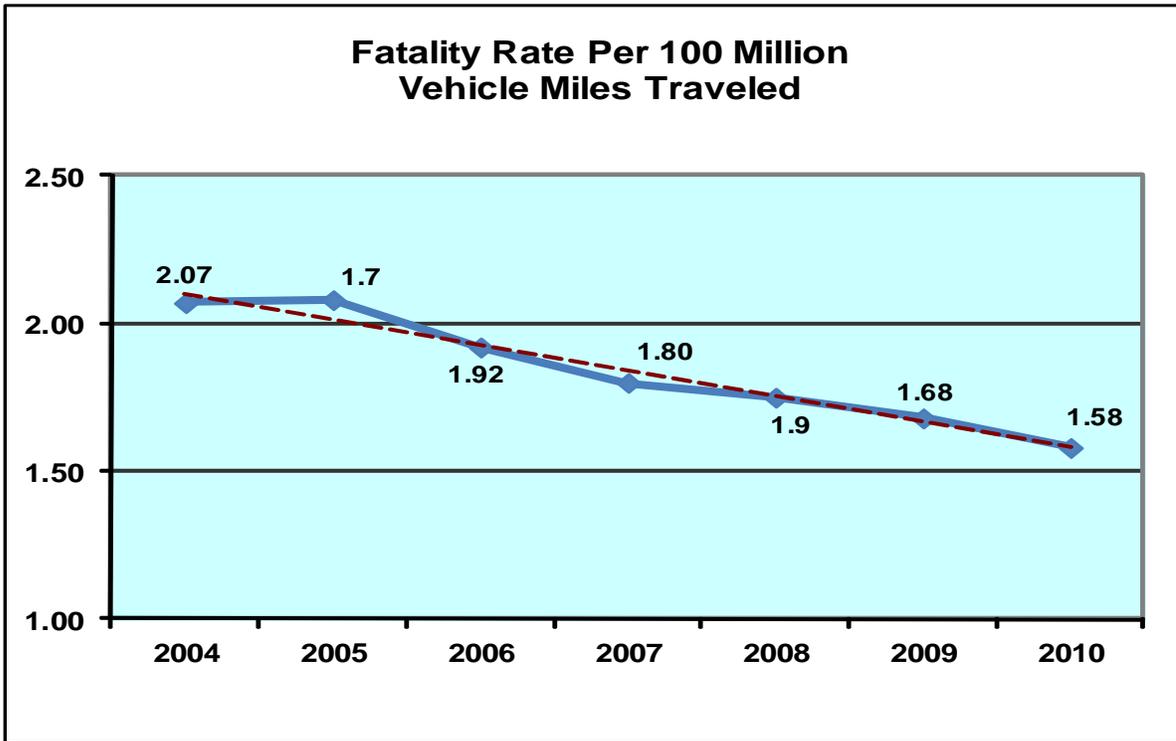
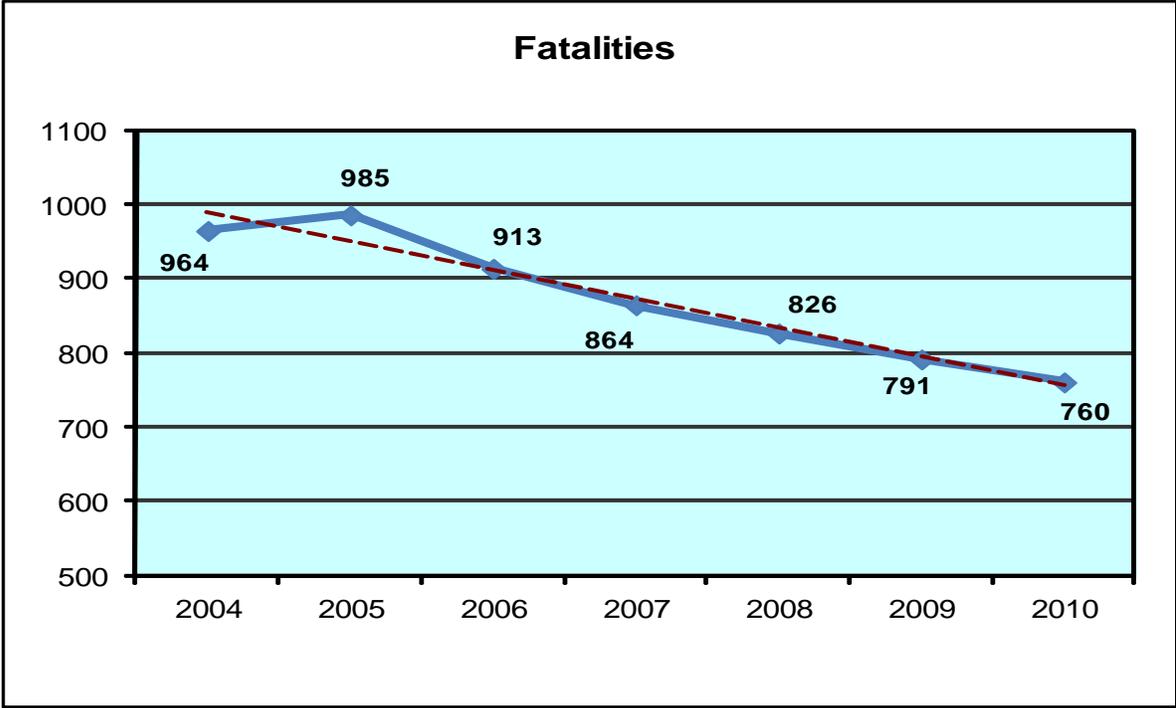
Most of the performance measures graphed on the following pages exhibit improving trends over the long-term. Trends for crashes, injuries, combined fatal & serious injury rates, and seat belt and child restraint usage have all been moving in an encouraging direction. The trend lines for overall fatalities and fatality rates are somewhat flat, although these show a significant downturn beginning in 2006, following the passage of a primary seat belt law. After a substantial increase in 2009, in 2011 seat belt usage increased 1.9 percentage points from 80.3% to 82.2%. One growing area of concern is motorcyclist fatalities. While 2008 and 2009 showed a decline, 2010 had a 10.2% increase in motorcyclist fatalities from 88 in 2009 to 97 in 2010.

\* Crash Data source – Kentucky CRASH Database

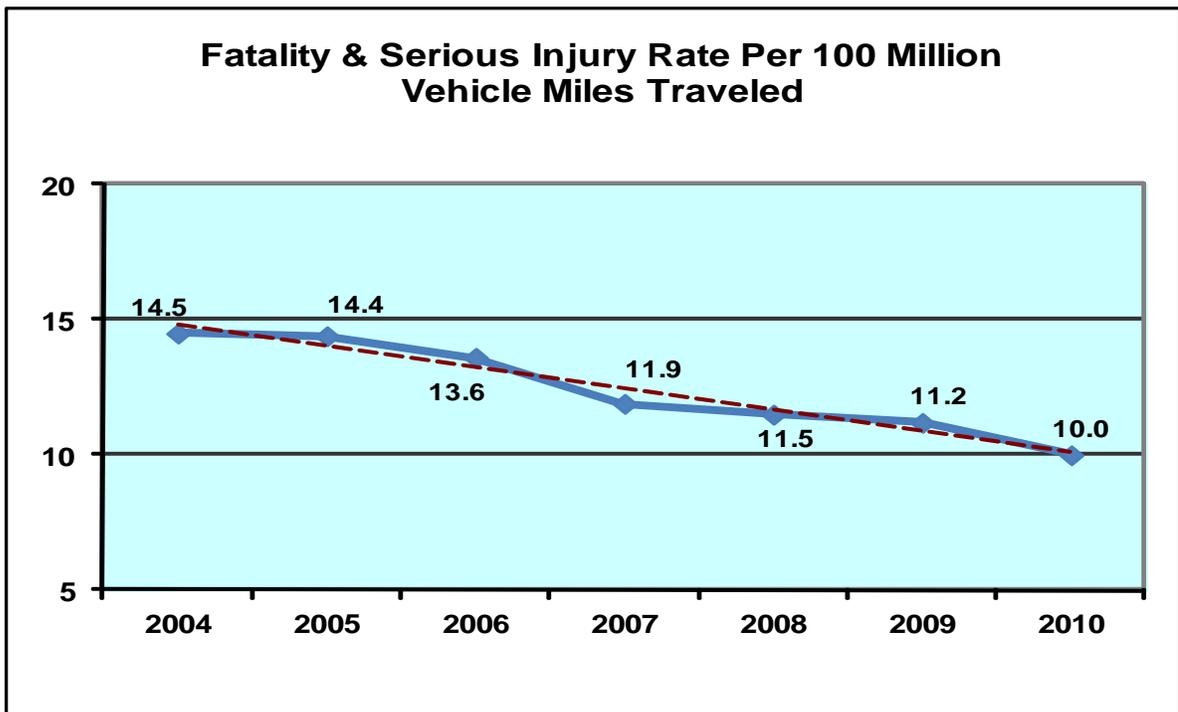
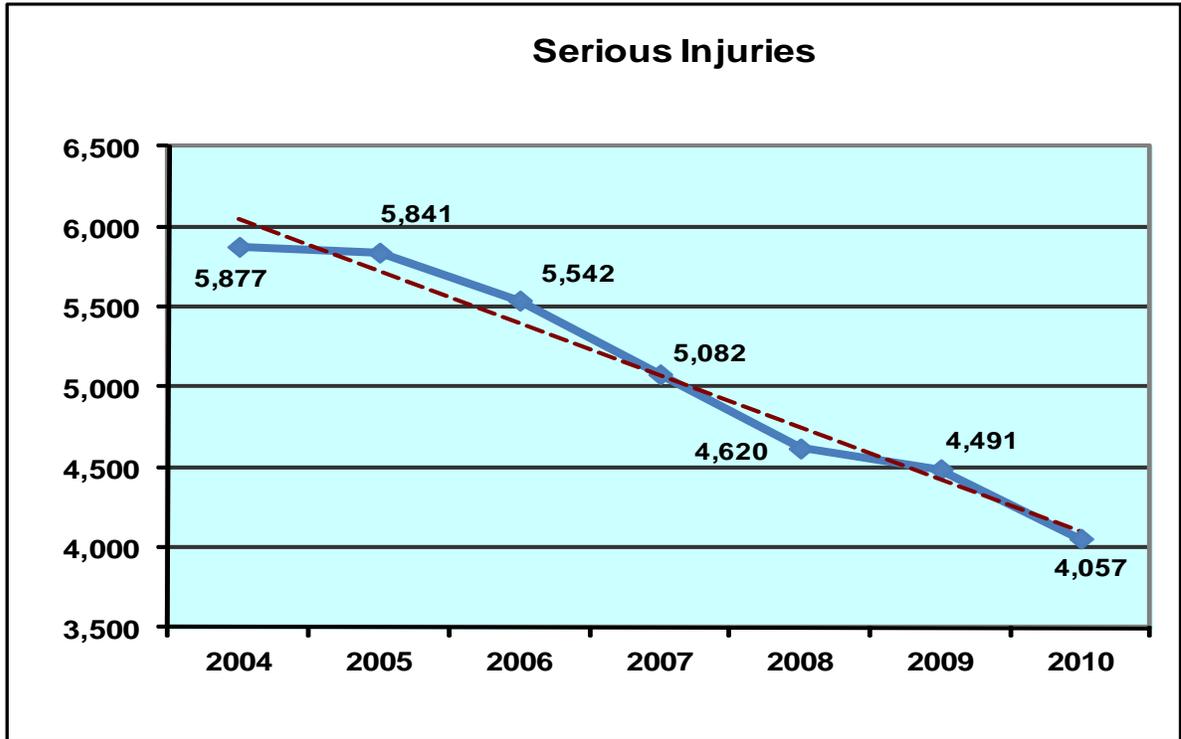
## Kentucky Crash Data / Trends

<b>Number of Fatalities</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>
	964	985	913	864	826	791	760
<b>Number of Rural Fatalities</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>
	559	575	518	525	483	473	429
<b>Number of Urban Fatalities</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>
	405	410	395	339	343	318	331
<b>Number of Unrestrained Fatalities</b> (all seating positions)	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>
	519	511	474	382	381	356	319
<b>Crash Rate</b> (per 100 million VMT)	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>
	283	271	267	260	262	267	265
<b>Fatality Rate</b> (per 100 million VMT)	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>
	2.07	2.08	1.92	1.80	1.75	1.68	1.58
<b>Number of Serious Injuries</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>
	5,877	5,841	5,542	5,082	4,620	4,491	4,057
<b>Fatality &amp; Serious Injury Rate</b> (per 100 million VMT)	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>
	14.5	14.4	13.6	11.9	11.5	11.2	10.0
<b>Fatality Rate Per 100K Population</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>
	23.3	23.6	21.7	20.4	19.3	18.3	17.5
<b>Fatal &amp; Serious Injury Rate</b> (per 100K population)	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>
	165.0	163.7	153.5	134.4	127.6	122.4	111.0
<b>Number of Alcohol Related Fatalities</b> (operator with .08+ BAC)	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>
	199	204	188	204	160	203	167
<b>Percent of Fatalities - Alcohol-Related</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>
	21%	21%	21%	24%	19%	26%	22%

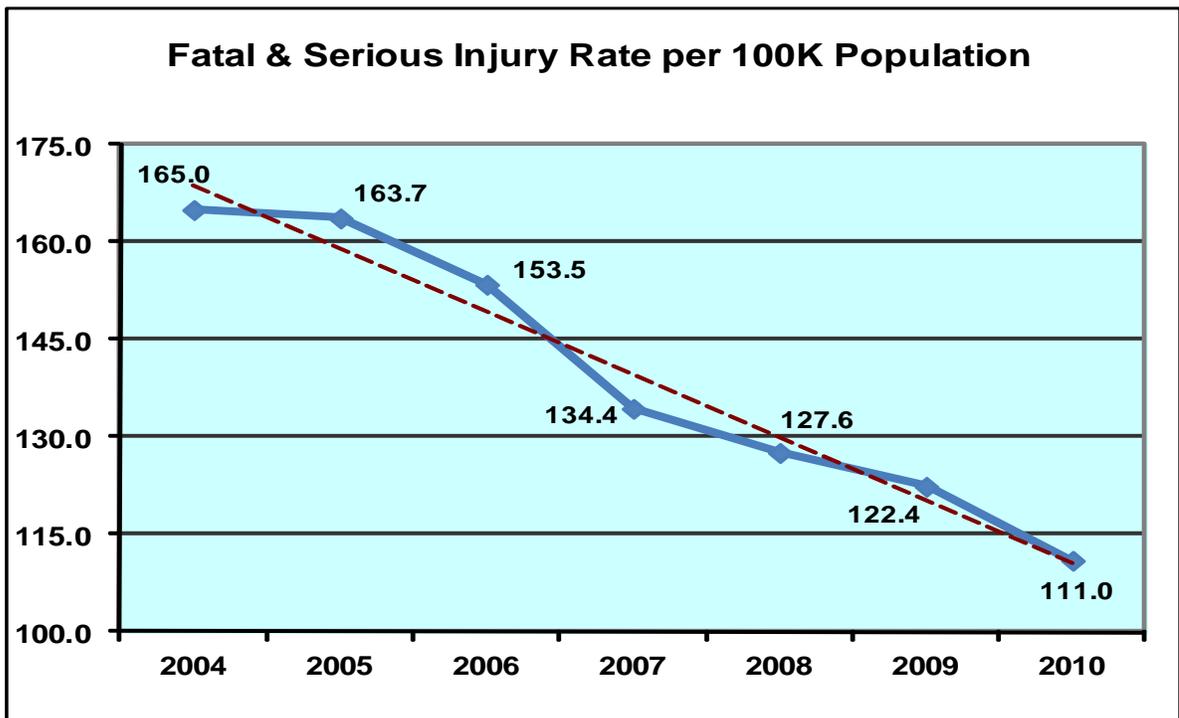
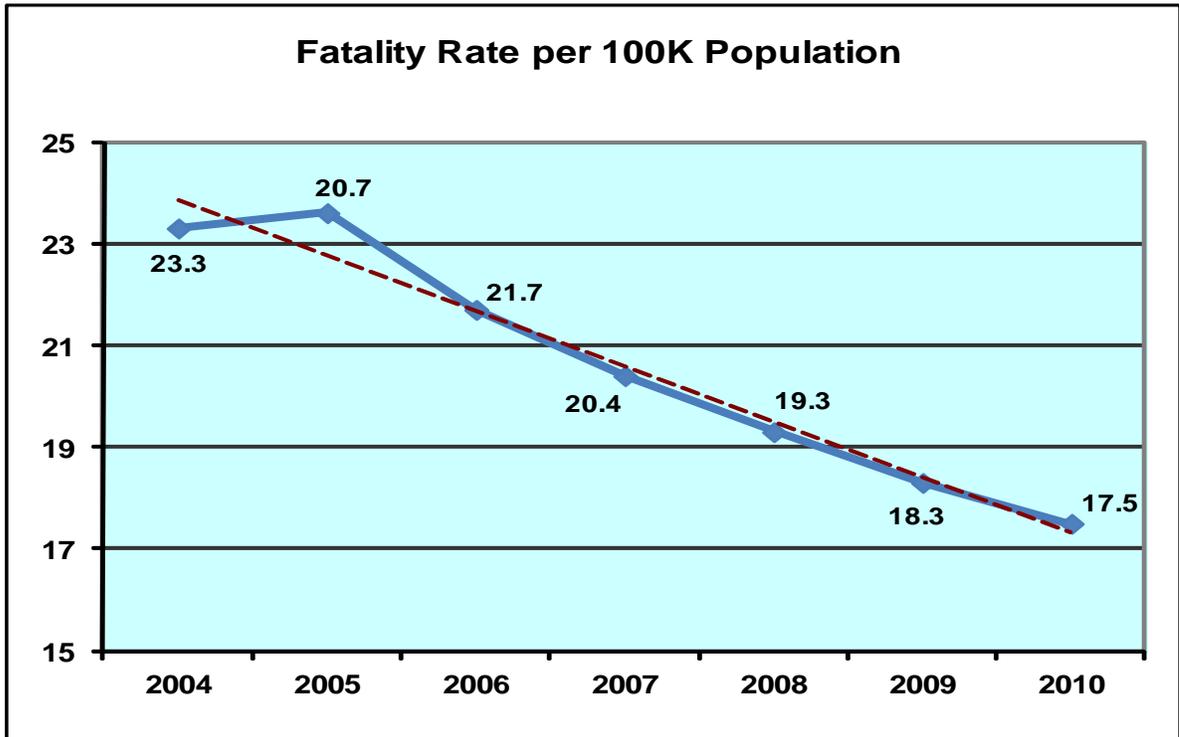
<b>Alcohol Related Fatality Rate</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>
(per 100 million VMT)	0.42	0.43	0.39	0.43	0.34	0.43	0.35
<b>Speeding-related crashes</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>
	9,369	8,083	7,931	6,847	7,533	7,278	7,141
<b>Speeding-related fatalities</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>
	227	206	160	132	154	135	138
<b>Percent of Front Seat Occupants</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>
Using Safety Belts	66.7%	67.2%	72.0%	73.3%	79.7%	80.3%	82.2%
<b>Child Restraint Usage - (&lt;Age 4)</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>
	94.0%	94.0%	98.5%	98.0%	98.6%	96%	97%
<b>Number of Motor Vehicle Crashes</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>
	133,718	128,685	127,252	124,553	123,530	126,237	127,456
<b>Motorcycle-involved crashes</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>
	1,561	1,777	1,765	2,087	2,159	1,915	1,961
<b>Motorcycle-Involved Fatal Crashes</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>
	70	83	94	112	96	85	92
<b>Motorcyclist Fatalities</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>
	74	89	89	113	96	88	97
<b>Unhelmeted Motorcyclist Fatalities</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>
	49	57	68	72	60	47	60
<b>Drivers Age &lt; 20 Involved in Fatal Crash</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>
	147	140	135	117	92	112	83
<b>Pedestrian Fatalities</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>
	50	56	52	44	67	39	61



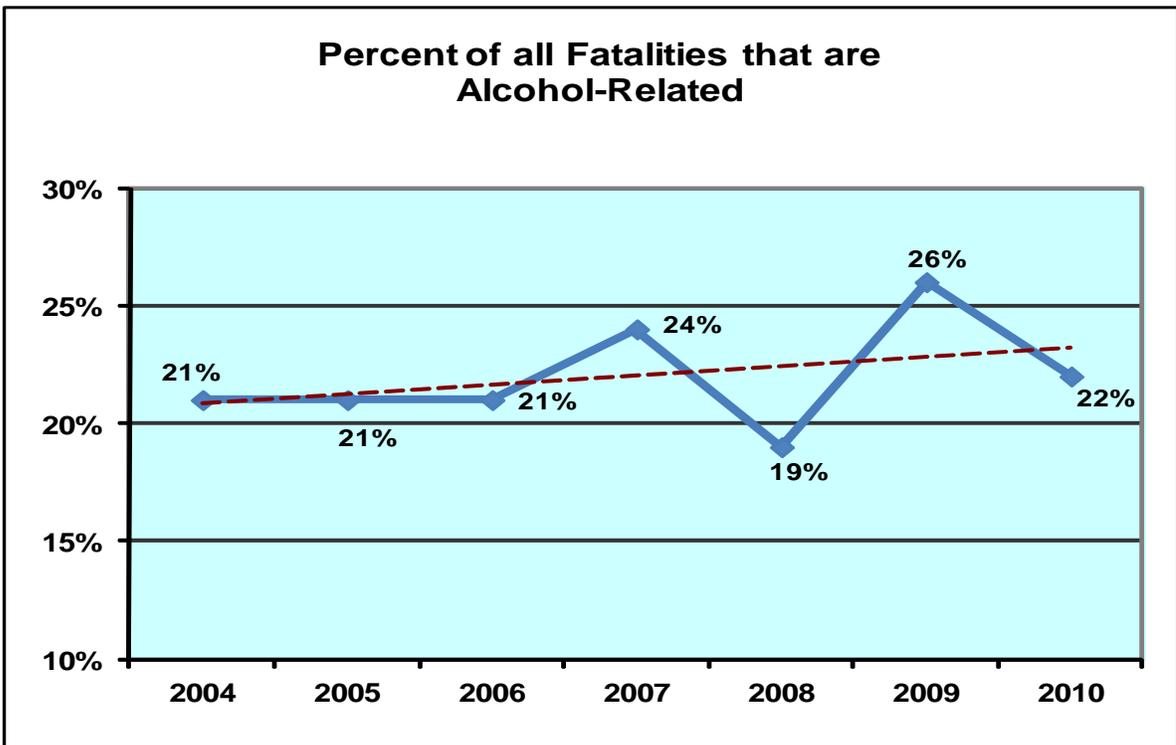
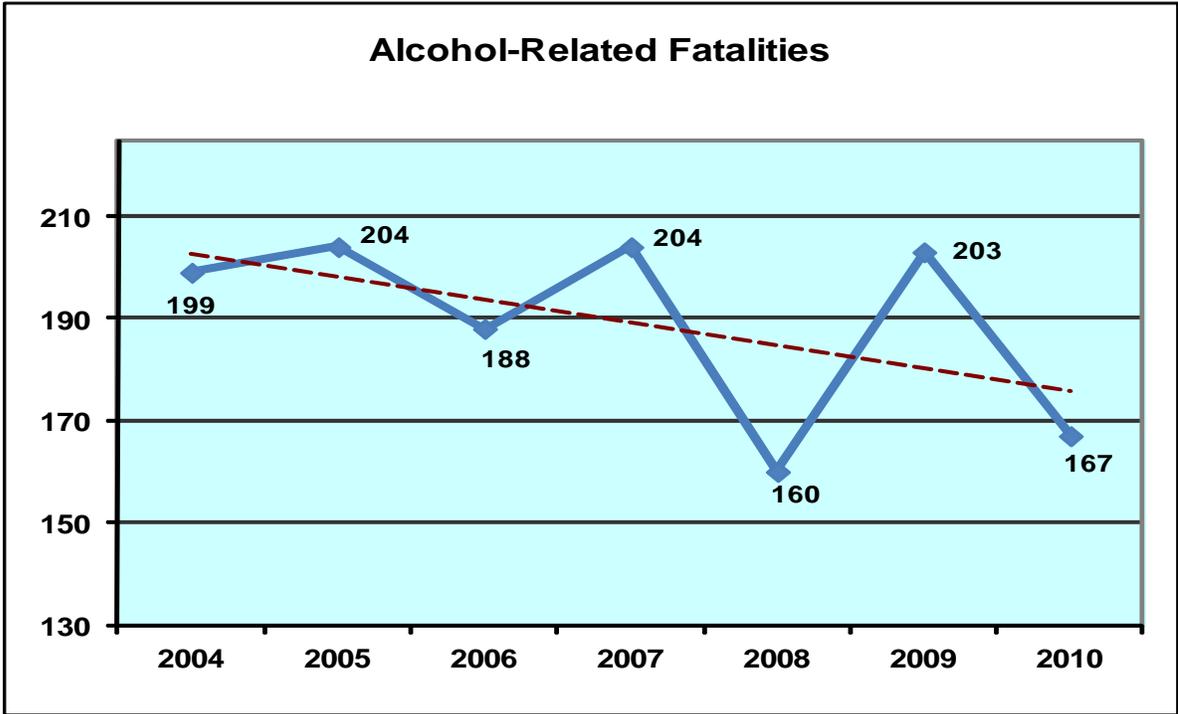
Note: Dashed red line indicates trend



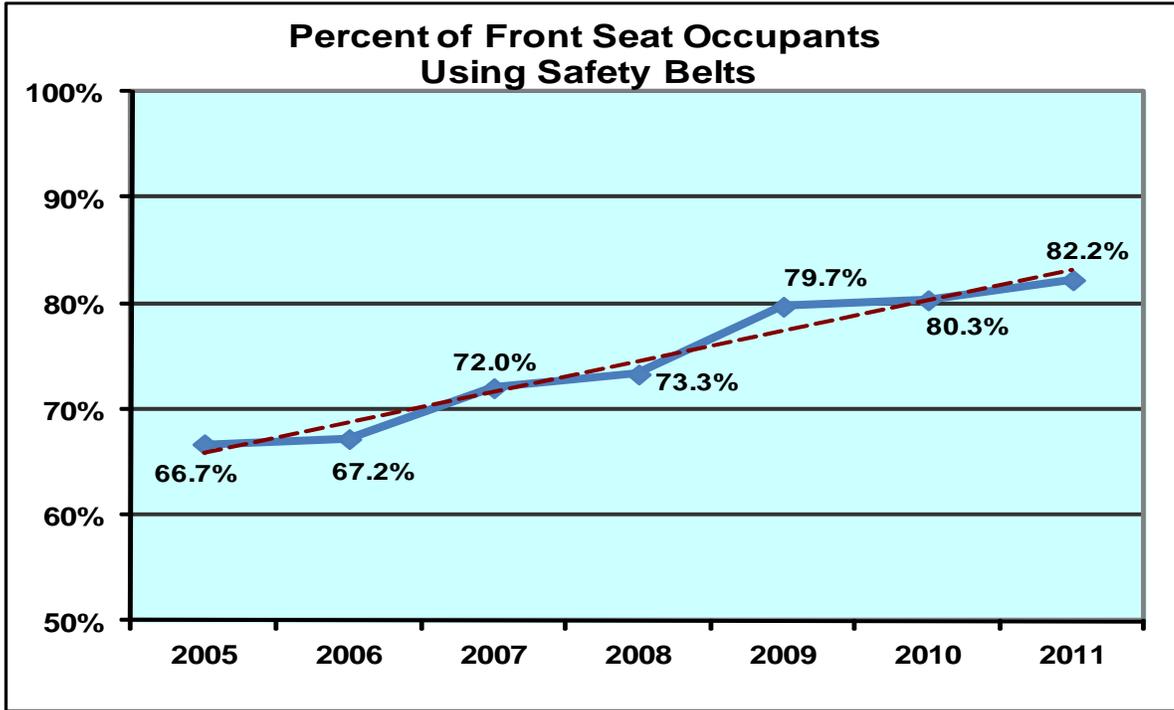
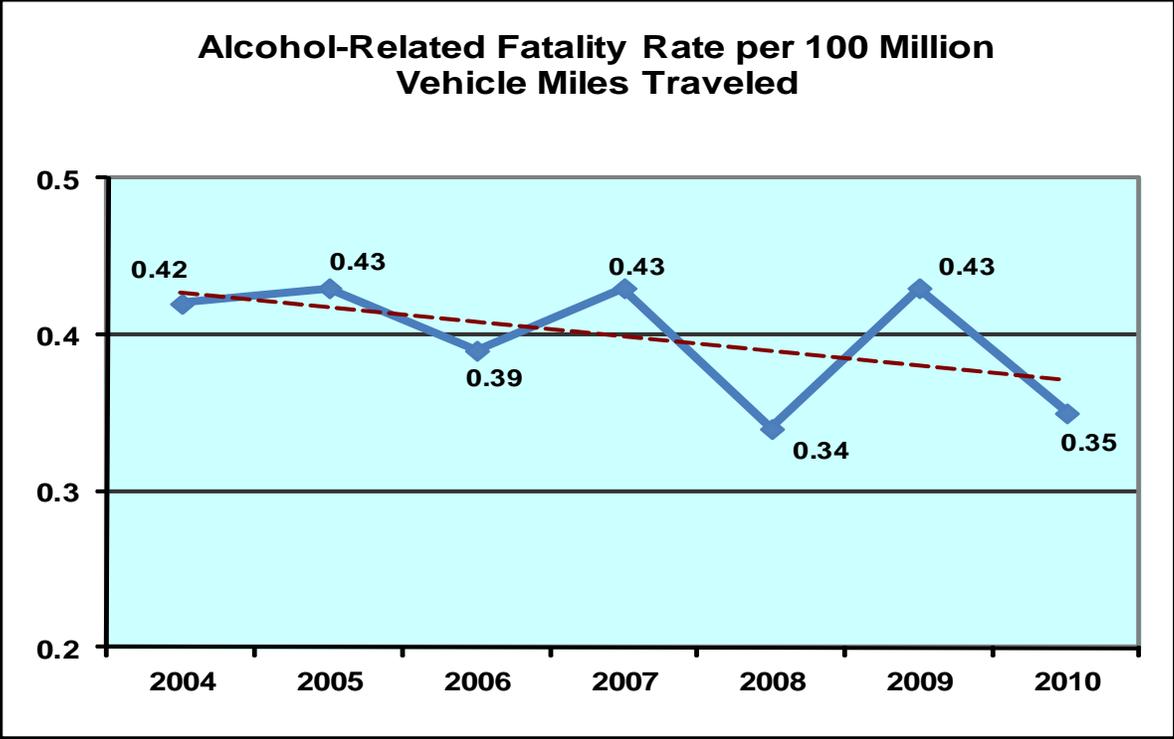
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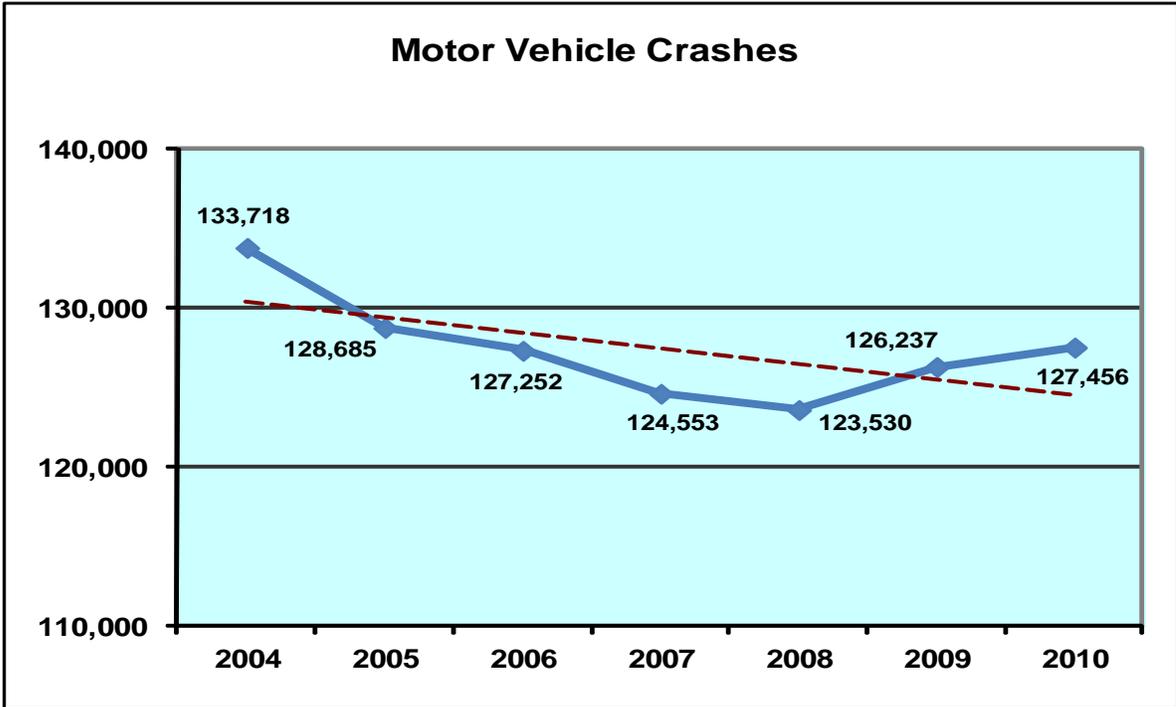
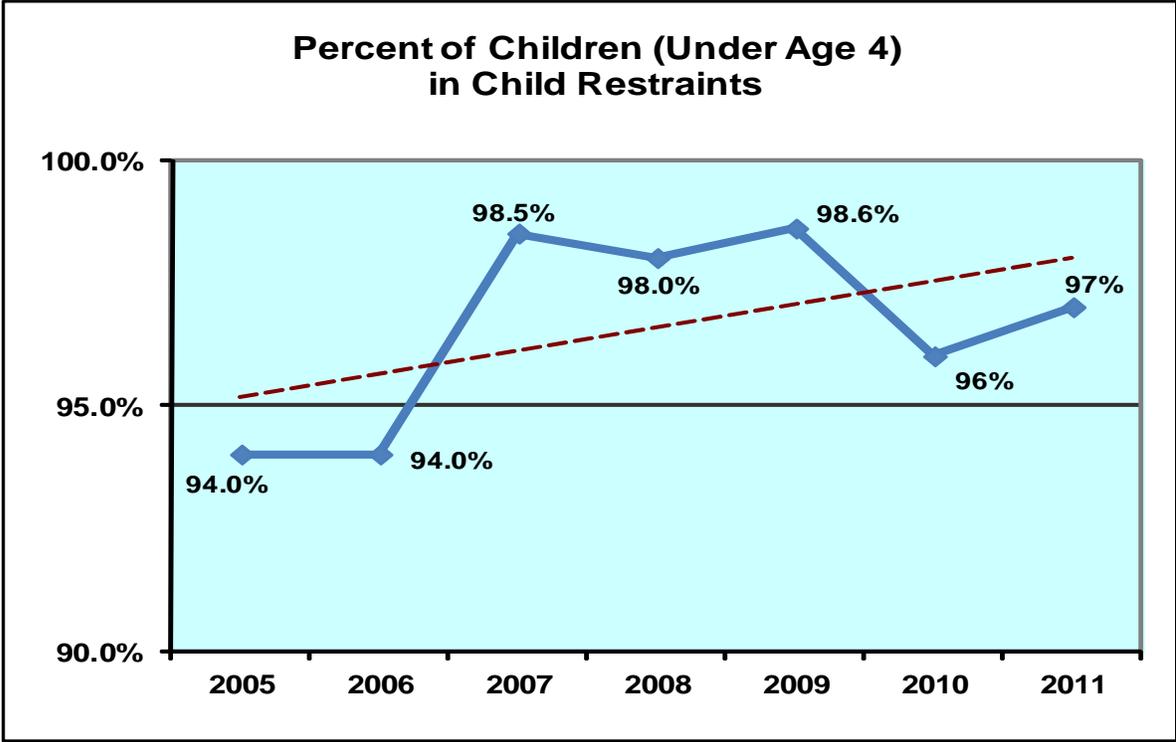
Note: Dashed red line indicates trend



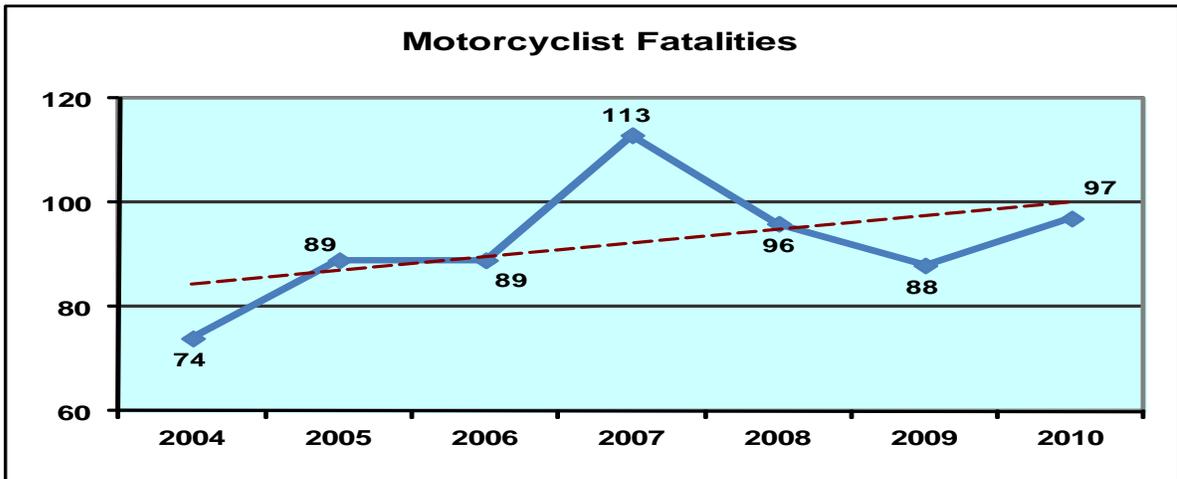
Note: Dashed red line indicates trend



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Note: Dashed red line indicates trend



Note: Dashed red line indicates trend

\* Crash Data source – Kentucky CRASH Database

## **Fiscal Year 2011 Performance Goal Statements/Status**

### **Core Outcome Measures**

1. To decrease fatalities by 5% from the 2007-2009 calendar base year average of 827 to 785 by December 31, 2011; from 785 to 745 by December 31, 2012; and from 745 to 707 by December 31, 2013.

Status: From January 1 through December 1, 2011, there were 669 fatalities. This represents a decrease of 19.1% from the 2007-2009 calendar base year average of 827.

2. To decrease serious traffic injuries by 5% from the 2007-2009 calendar base year average of 4,731 to 4,494 by December 31, 2011; from 4,494 to 4,269 by December 31, 2012; and from 4,269 to 4,055 by December 31, 2013.

Status: From January 1 through December 1, 2011, there were 3,444 serious traffic injuries. This represents a decrease of 27.2% from the 2007-2009 calendar base year average of 4,731.

3. To decrease fatalities/100M VMT from the 2007-2009 calendar base year average rate of 1.74 by 5% to 1.65 by December 31, 2011; to 1.56 by December 31, 2012; and to 1.48 by December 31, 2013.

Status: From January 1 through December 1, 2011, the fatalities/100M VMT rate was 1.4. This represents a decrease of 19.5% from the 2007-2009 calendar base year average of 1.74.

4. To decrease rural fatalities from the 2007-2009 calendar base year average of 494 by 5% to 469 by December 31, 2011; from 469 to 445 by December 31, 2012; and from 445 to 422 by December 31, 2013.

Status: From January 1 through December 1, 2011, there were 398 rural fatalities. This represents a decrease of 19.4% from the 2007-2009 calendar base year average of 494.

5. To decrease urban fatalities from the 2007-2009 calendar base year average of 333 by 5% to 316 by December 31, 2011; from 316 to 300 by December 31, 2012; and from 300 to 285 by December 31, 2013.

Status: From January 1 through December 1, 2011, there were 256 urban fatalities. This represents an increase of 23.1% from the 2007-2009 calendar base year average of 333.

6. To decrease unrestrained passenger vehicle occupant fatalities in all seating positions by 5% from the 2007-2009 calendar base year average of 373 to 354

by December 31, 2011; and from 354 to 336 by December 31, 2012; and from 336 to 319 by December 31, 2013.

Status: From January 1 through December 1, 2011, there were 310 unrestrained passenger vehicle occupant fatalities in all seating positions. This represents a decrease of 16.9% from the 2007-2009 calendar base year average of 373.

7. To decrease alcohol-impaired driving fatalities by 5% from the 2007-2009 calendar base year average of 189 to 179 by December 31, 2011; from 179 to 170 by December 31, 2012; and from 170 to 161 by December 31, 2013.

Status: From January 1 through December 1, 2011, there were 109 alcohol-impaired driving fatalities. This represents a decrease of 42.3% from the 2007-2009 calendar base year average of 189.

8. To decrease speeding-related fatalities by 5% from the 2007-2009 calendar base year average of 140 to 133 by December 31, 2011; from 133 to 126 by December 31, 2012; and to 119 by December 31, 2013.

Status: From January 1 through December 1, 2011, there were 112 speeding-related fatalities. This represents a decrease of 20.0% from the 2007-2009 calendar base year average of 140.

9. To decrease motorcyclist fatalities by 5% from the 2007-2009 calendar base year average of 99 to 94 by December 31, 2011; and from 94 to 89 by December 31, 2012; and from 89 to 84 by December 31, 2013.

Status: From January 1 through December 1, 2011, there were 57 motorcyclist fatalities. This represents a decrease of 42.4% from the 2007-2009 calendar base year average of 99.

10. To decrease unhelmeted motorcyclist fatalities by 5% from the 2007-2009 calendar base year average of 60 to 57 by December 31, 2011; and from 57 to 54 by December 31, 2012; and from 54 to 51 by December 31, 2013.

Status: From January 1 through December 1, 2011, there were 35 unhelmeted motorcyclist fatalities. This represents a decrease of 41.6% from the 2007-2009 calendar base year average of 60.

11. To decrease drivers age 20 or younger involved in fatal crashes by 5% from the 2007-2009 calendar base year average of 107 to 101 by December 31, 2011; from 101 to 96 by December 31, 2012; and from 96 to 91 by December 31, 2013.

Status: From January 1 through December 1, 2011, there were 76 fatal crashes involving drivers age 20 or younger. This represents a decrease of 28.9% from the 2007-2009 calendar base year average of 107.

12. To decrease pedestrian fatalities by 5% from the 2007-2009 calendar base year average of 50 to 47 by December 31, 2011; from 47 to 44 by December 31, 2012; and from 44 to 41 by December 31, 2013.

**Status:** From January 1 through December 1, 2011, there were 51 pedestrian fatalities. This represents an increase of 2.0% from the 2007-2009 calendar base year average of 50.

### **Activity Measures**

13. To increase the number of seat belt citations during grant-funded enforcement activities by 3% from the 2007-2009 calendar base year average of 33,767 to 34,780 by December 31, 2011; from 34,780 to 35,823 by December 31, 2012; and from 35,834 to 36,897 by December 31, 2013.

**Status:** A total of 37,986 seat belt citations were issued during grant-funded overtime, exceeding the goal for 2011.

14. To increase the number of DUI arrests during grant-funded enforcement activities by 2% from the 2007-2009 calendar base year average of 4,745 to 4,877 by December 31, 2011; from 4,877 to 4,974 by December 31, 2012; and from 4,974 to 5,073 by December 31, 2013.

**Status:** A total of 3,452 DUI arrests were made during grant-funded overtime, which fell short of the 2011 goal by 1,425 arrests.

15. To increase the number of speeding citations during grant-funded enforcement activities by % from the 2007-2009 calendar base year average of 46,314 to 47,240 by December 31, 2011; from 47,240 to 48,184 by December 31, 2012; and from 48,184 to 49,147 by December 31, 2013.

**Status:** A total of 36,493 speeding citations were issued during grant-funded overtime, which fell short of the 2011 goal by 10,747 citations.

### **Core Behavior Measure**

16. To increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles from the 2010 average usage rate of 80.3% to 82% by December 31, 2011; to 84% by December 31, 2012; and to 86% by December 31, 2013.

**Status:** The 2011 safety belt usage survey results indicate 82.2% usage for front seat occupants, meeting the above goal.

## Accomplishments

The following accomplishments are among those made in the area of highway safety by the Commonwealth of Kentucky in Fiscal Year 2011:

- Provided federal funding for 93 overtime enforcement projects throughout the state to address identified highway safety problems through year-round enforcement programs.
- Provided federal funding to an additional 75 law enforcement agencies for heightened enforcement specifically during the 2011 “Click It or Ticket” mobilization.
- Provided federal funding to eight entities for educational programs, data analysis and training aimed at reducing traffic fatalities and injuries.
- Provided federal funding for six Traffic Safety Data Systems Improvement grants.
- Funded publication of the annual *Analysis of Traffic Crash Data in Kentucky, Traffic Collision Facts and Safety Belt Usage Survey in Kentucky* research report by the Kentucky Transportation Center (University of Kentucky).
- Held seven training sessions throughout the state to review responsibilities and procedures for agencies receiving highway safety grants.
- Coordinated enforcement mobilizations emphasizing the major program priorities of occupant protection and impaired driving.
- Continued funding for a state Traffic Safety Resource Prosecutor (TSRP), who provides training and technical assistance to both law enforcement and prosecutors.
- Hosted a NHTSA Program Management course in February 2011 for approximately 20 participants representing several states.
- Planned and coordinated a Kentucky Lifesavers Conference for the eighth consecutive year.
- Hosted the 2011 NHTSA Bi-Regional Law Enforcement Training Summit for Regions 3 and 5 at the Galt House in Louisville, Kentucky. The final numbers indicate a total of 299 attendees.
- Sponsored the 160-site statewide annual seat belt survey, which indicated an increase in Kentucky’s average seat belt usage rate from 80.3% in 2010 to 82.2% in 2011.
- Sponsored an attitudinal survey focused on impaired driving, occupant protection, speeding and distracted driving.
- Sponsored the first Governor’s Occupant Protection Enforcement Awards to recognize law enforcement agencies and officers who excelled in enforcing Kentucky’s seat belt laws. There were 141 law enforcement officers honored at this event from 122 agencies across the Commonwealth.
- Sponsored the annual Governor’s Impaired Driving Enforcement Awards to recognize law enforcement agencies and officers who excelled at removing impaired drivers from Kentucky’s roadways. There were 195 law enforcement officers from 177 agencies recognized for their efforts to target impaired drivers at this event.

- Conducted five statewide media campaigns to coincide with highway safety enforcement mobilizations including “Click It or Ticket” in November and May, “Drunk Driving. Over the Limit. Under Arrest.” in December, “Obey the Sign or Pay the Fine” during the summer and “Drive Sober or Get Pulled Over” in August.
- Utilized Law Enforcement Liaisons to hold 32 regional briefings to educate law enforcement agencies, elected officials and others about highway safety issues and the national enforcement mobilizations.
- Continued to provide statistical information and resources to grantees as well as the general public through the Kentucky Office of Highway Safety website (<http://highwaysafety.ky.gov>).
- The Education Branch conducted 524 educational programs about impaired driving, occupant protection, distracted driving, mature driving and teen driving.

## Program Management

At the beginning of each grant year in October, the Kentucky Office of Highway Safety conducts mandatory regional workshops for grantees. The workshops offer an excellent opportunity for local-level project directors and co-workers to learn about upcoming program expectations and how each grant should relate to their specified program area (such as occupant protection, alcohol, and police traffic services). Participants are able to network with and learn from their regional peers as well as have face-to-face interaction with state-level staff. The workshop presenters encourage questions and open dialog and view this process as an active venue to building stronger, more meaningful partnerships.

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

Workshops for the 2011 grant year were held at Kentucky Dam Village State Park, Elizabethtown Police Department, Edgewood Police Department, Morehead State University, London’s community center, and two sessions held at the Kentucky Transportation Cabinet’s conference center in Frankfort. Overall, approximately 156 participants attended the regional training workshops. In addition, individual one-on-one training was also provided in some instances where participants were unable to attend due to emergency situations.

Topics included: a review of grant contracts and conditions; program planning; completion of monthly and yearly reporting forms, financial forms; audit requirements; mobilization dates with participation requirements and procedures; an overview of the grant monitoring process; and, an overview of the agency (KOHS) website and data resources. In addition, an overview of the new Mobilization Tracking Information System (MTIS) was unveiled to all grantees this year.

# Impaired Driving Countermeasures Program

## Grants to Law Enforcement

Alcohol countermeasures grants for FY 2011 were funded with Section 402 and Section 410 funds for 25 local law enforcement agencies in 18 counties, as well as Kentucky State Police who have statewide jurisdiction.

These agencies worked a combined total of 14,911 patrol overtime hours resulting in 2,283 DUI arrests, 2,208 other arrests, 6,612 speeding citations, 6,606 safety belt citations, 344 child restraint citations and 53,513 other citations during the grant year. In addition, these grantees worked a combined total of 1,356 overtime hours at 388 traffic safety checkpoints resulting in 333 DUI arrests, 214 other arrests, 25 speeding citations, 165 seat belt citations, 44 child restraint citations and 1,675 other citations.

## Impaired Driving Enforcement Mobilization

Kentucky coordinated one major mobilization focused on impaired driving in FY 2011, in conjunction with the new national “Drive Sober or Get Pulled Over” mobilization, from August 19 through September 5, 2011. A press conference was held in northern Kentucky at Newport on the Levee in conjunction with Ohio’s Highway Safety Office and another was held in Louisville on the opening day of the Kentucky State Fair.

A total of 195 law enforcement agencies participated in the mobilization and reported their enforcement data to the Office of Highway Safety. A total of 549 checkpoints were conducted during this 18-day period. Between checkpoints and patrol enforcement, the mobilization resulted in the following arrests/citations:

DUI Arrests:	1,566	Safety Belts:	6,028
Felony arrests:	1,415	Child Restraints:	289
Drug Arrests:	1,250	No Insurance:	5,510
Fugitives Apprehended:	2,279	Reckless Driving:	534
Suspended Licenses:	1,498	Other Traffic Violations:	17,685
Speeding	13,263	Stolen Vehicles Recovered	72



Law enforcement agencies in Ohio and Kentucky joined forces to conduct checkpoints for the “Drive Sober or Get Pulled Over” enforcement campaign.



Sgt. Mike Minniear with the Louisville Metro Police Department's Traffic Division speaks at a press conference at the Kentucky State Fair.

Bill Bell, Director of the Division of Highway Safety Programs, addresses the audience at a press conference held at Newport on the Levee. Officers from Kentucky, Ohio, and Indiana participated.



Partnerships with neighboring states were also utilized to strengthen enforcement efforts associated with the campaign, including coordinated checkpoints in Maysville, Kentucky and neighboring Aberdeen in Ohio, as well as between Ashland, Kentucky and adjacent areas of West Virginia.

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

On December 1, 2010, the Kentucky Office of Highway Safety hosted the annual Governor's Impaired Driving Enforcement Awards. The event was held at the Embassy Suites hotel in Lexington. Boyd Sigler, Division Director of the Kentucky Office of Highway Safety, welcomed the group. Governor Steve Beshear provided a video message congratulating the officers following remarks by Jerry Wagner, Executive Director of the Kentucky Sheriff's Association, Michael Bischoff, Executive Director of the Kentucky Association of Chiefs of Police and Rodney Brewer, Commissioner of the Kentucky State Police.

The event honored 195 officers from 177 law enforcement agencies for their outstanding achievements in enforcement in reducing impaired driving during FY 2010. The individuals receiving awards were collectively responsible for over 6,361 impaired driving arrests from October 2009 through September 2010. Total agency arrests from those who reported were 27,985.



Former Division Director, Boyd Sigler of the Division of Highway Safety Programs presented the awards at the 2010 Governor's Impaired Driving Enforcement Awards Ceremony. Pictured with Mr. Sigler is Trooper Eddie Whitworth with Kentucky State Police. Trooper Whitworth had the highest number of DUI arrests during the grant year.

## **Grants to Non-Law Enforcement Projects**

### **Traffic Safety Resource Prosecutor (TSRP)**

Our partnership with the Office of the Attorney General to employ the TSRP position has been in place for five years in Kentucky. Bob Stokes, the TSRP, provides expertise, resources and critical support to Kentucky prosecutors and law enforcement, assisting them with the effective prosecution of traffic safety violations. This project was supported with Section 410 funding.

During the grant cycle, the TSRP:

- Planned, moderated and conducted training focusing on interlock devices and pending legislation at the Kentucky Prosecutors Conference on August 19-21, 2011.
- Assisted in planning the annual Kentucky Prosecutors Institute training event, including a presentation on properly charging vehicular crash cases and establishing jury instructions for such offenses at a conference in Lexington on April 11-15, 2011.
- Presented two "Protecting Lives, Saving Futures" training sessions in December 2010 and March 2011. These sessions, attended by approximately 40 students each, focused on the effective detection and prosecution of DUI offenders.
- Conducted one "Lethal Weapon" training in June 2011 for approximately 30 Kentucky students, focusing on the effective investigation and prosecution of vehicular assault and homicide cases.

- Continually updated the TSRP web site, [www.kytrafficsafety.com](http://www.kytrafficsafety.com), to include new case law studies, DRE case summaries, defense tactics, jury instructions, and a voluminous trial manual that covers many prosecutor issues. The website has grown to 250 users.
- Co-sponsored an accredited training in the area of crash reconstruction and offered adjunct instruction to law enforcement candidates seeking certification as Drug Recognition Experts.
- Refined a mentoring program to encourage communication between experienced and new prosecutors.



Prosecutors from both Kentucky and Tennessee took part in the *Lethal Weapon: Vehicular Homicide for Prosecutors* workshop in June 2011 in Gatlinburg, Tennessee.

A pre-planned crash provided the basis for group exercises focusing on building a case from the evidence at the scene.



Kentucky TSRP Bob Stokes addressed workshop participants following the collision, while crash reconstruction specialists begin their analysis of the vehicles & crash scene.

## Drug Evaluation and Classification Program

Kentucky's Department of Criminal Justice Training (DOCJT) at Eastern Kentucky University completed their sixth year of a project to maintain a corps of local and state law enforcement officers who are certified Drug Recognition Experts (DREs). This project was supported with Section 402 funding. FY 2011 project activities included one DRE class and one recertification class, resulting in 10 new certified Drug Recognition experts and seven DREs who were recertified. All ten DRE candidates in this year's class successfully completed the course as well as the necessary number of drug evaluations for final certification during drug task force events held in Los Angeles.

The DCP program continued to offer the ARIDE training at several locations around the state for the second year. This component of the program grew to meet demand, with 209 officers completing the 16-hour ARIDE course this year. This valuable training is designed to bridge the gap between the Standardized Field Sobriety Testing (SFST) and the Drug Evaluation and Classification Program. It provides officers with a general knowledge related to drug impairment and enables them to understand and better utilize the Drug Recognition Experts.



DRE candidates from Kentucky evaluate the vital signs of an individual arrested during a drug task force held in partnership with the Los Angeles, CA Police Department in February 2011. In order to obtain certification, graduates of the DRE class must complete 12 successful drug evaluations. The task forces in Los Angeles have proven to be useful for gathering enough drugged subjects for these evaluations.

## Youth Alcohol Program Coordinator

The Kentucky Office of Highway Safety continued to fund a Youth Alcohol Program Coordinator through the Kentucky Crime Prevention Coalition (KCPC). This full-time position supported with Section 402 funding conducts youth alcohol prevention programs for middle schools, high schools and universities throughout the state. These interactive programs use a modified electric golf cart and fatal vision goggles for high school and university students and an electric scooter along with the fatal vision goggles for middle school students to demonstrate how alcohol impairs sight, balance and coordination.

During Fiscal Year 2011, the coordinator conducted 28 Fatal Experience Driving Simulation (FEDS) programs at high schools and universities in addition to 98 Hands On Student Simulation (HOSS) programs in middle schools. The two programs combined reached a total of over 16,340 students throughout the state.



Above: Youth Alcohol Coordinator Wayne Alexander instructs students through the Fatal Experience Driving Simulation (FEDS) driving course.

## Occupant Protection Program

### Grants to Law Enforcement

The Office of Highway Safety utilized Section 402 funds to support occupant protection overtime enforcement programs for 20 law enforcement agencies. These grantees worked a total of 5,132 overtime hours, issuing a total of 5,994 seat belt citations and 196 child restraint citations. In addition, these grantees issued a total of 2,039 speeding citations, 7,071 other traffic citations, and made 153 DUI arrests and 662 other arrests during their grant-funded hours, which included 45 traffic safety checkpoints.



### Occupant Protection Enforcement Mobilization

Kentucky coordinated one major mobilization event specifically focused on occupant protection. This mobilization used the “Click It or Ticket” slogan and corresponded with the national mobilization from May 23 through June 5, 2011.

A total of 254 law enforcement agencies reported the following activity for the two-week campaign period. Enforcement results are summarized below:

DUI Arrests:	1373	Safety Belts:	21,440
Felony Arrests:	1,409	Child Restraints:	701
Drug Arrests:	1211	No Insurance:	6917
Fugitives Apprehended:	2024	Reckless Driving:	588
Speeding	11037	Suspended Licenses:	1784
Other Traffic Violations:	21,058	Stolen Vehicles Recovered	81

Efforts during the "Click It or Ticket" campaign were strengthened by partnerships with adjoining states. For the last five years, Kentucky and Tennessee law enforcement agencies have partnered for a “Border to Border” initiative during the mobilization that includes coordinated traffic safety checkpoints near the state line. A media event was held in Bull’s Gap, Tennessee to publicize this partnership. Agencies in northeastern Kentucky also participated in “Border to Border” events with Ohio and West Virginia.

Press conferences to publicize the mobilization were held in downtown Louisville at the Yum Center, in downtown Lexington at Rupp Arena and at Fountain Square in Northern Kentucky.



Lt. Doug Sweeney, commander of the Louisville Metro Police Traffic Division, speaking at a press conference outside the YUM Center in downtown Louisville to publicize *Click it or Ticket*.



Above: Officers from multiple agencies in southern Ohio and Northern Kentucky gathered for the press event to promote *Click It or Ticket* on May 18, 2011 at Fountain Square in Cincinnati

## **May Mobilization Grants**

A total of \$314,690.46 in Section 405 funding was expended by law enforcement agencies solely for officer overtime during the May 2011 "Click It or Ticket" Mobilization. A total of 75 agencies utilized this additional funding, including Kentucky State Police and Kentucky Commercial Vehicle Enforcement.

These agencies worked a combined total of 6994.5 overtime hours of traffic patrol during which they issued 11,434 seat belt citations, 382 child restraint citations, 2,996 speeding citations, 9,288 other citations and also made 199 DUI arrests and 635 other arrests. In addition, they worked a combined total of 801.5 overtime hours at 190 traffic safety checkpoints resulting in 37 DUI arrests, 112 other arrests, 494 seat belt citations, 38 child restraint citations and 1103 other citations.

## **Law Enforcement Liaisons**

Kentucky's Law Enforcement Liaisons (LELs) continued to build networks with law enforcement agencies and to promote greater participation in the traffic safety mobilizations. Kentucky has four LELs who work as contract employees for the Kentucky Office of Highway Safety, responsible for law enforcement outreach in their respective regions of the state. In FY 2011, the LELs made over 1,000 visits to city, county, and state agencies. They were instrumental in identifying and selecting agencies to receive funding for special traffic enforcement efforts. The LELs assist the grant program managers by working one-on-one with Kentucky's police chiefs, sheriffs and project directors to answer questions regarding grants and referrals for highway safety issues. The LELs also conduct grant monitoring and make recommendations to agencies to attain the goals established in the grant. They assist in recruiting local agencies to participate in highway safety press events and meetings. They also partner with other LELs in neighboring states to coordinate highway safety activities with border agencies.

During Fiscal Year 2011, the LELs held a total of 32 regional meetings in May and August, presenting information on current highway safety priorities and upcoming national/state mobilizations. Grantees and all other law enforcement agencies in each of the 12 districts are invited, as well as local elected officials. These meetings have proven successful in promoting the objectives of the state Highway Safety Office and the mobilizations. Participants were invited for lunch immediately after the meeting; they received program enhancement items and were given an opportunity to draw for equipment incentive prizes.

The LELs also attended a number of meetings, such as those held by state and regional chiefs and sheriff's associations, the Kentucky Lifesavers Conference in April 2011, the NHTSA Bi-Regional Law Enforcement Summit in June, 2011 and the Governor's Highway Safety Association Conference in September 2011.

## Governor's Occupant Protection Awards Ceremony

On August 9, 2011, the Kentucky Office of Highway Safety hosted the 2011 Governor's Occupant Protection Awards Ceremony honoring 141 law enforcement officers from 122 law enforcement agencies across the Commonwealth for their efforts to increase the use of seat belts and child restraints. The individuals receiving awards were collectively responsible for over 86,000 seat belt and child restraint citations from July 1, 2010 through June 15, 2011.

Bill Bell, Acting Director of the Division of Highway Safety Programs welcomed the group. Secretary Mike Hancock, Governor's Highway Safety Representative provided a video message congratulating the officers following remarks by Mitch Barnhart, University of Kentucky Athletics Director, Jerry Wagner, Executive Director of the Kentucky Sheriffs' Association and Major Lynn Cross, Kentucky State Police.



Steve Waddle, State Highway Engineer, Transportation Cabinet presented awards during the awards ceremony. Pictured with Mr. Waddle is Officer Byron Redmon with the Frankfort Police Department. Officer Redmon had the highest number of seat belt and child restraint citations during the review period.

## **Occupant Protection Outreach/Educational Projects**

### **Kosair Children's Hospital – Child Passenger Safety Coordinator**

Kentucky's Office of Highway Safety continued to contract with Kosair Children's Hospital to fund 65% of the salary for a registered nurse/child safety instructor and the salary of one part-time Child Passenger Safety Educator. Major accomplishments in FY 2011 included the following:

- 611 child safety seats were checked with a combined misuse rate of 95%
- 26 new CPS candidates were certified as technicians in FY 2011
- Planned & co-instructed a CPS workshop for technicians at the Kentucky Lifesavers Conference in which 48 technicians participated
- Conducted a six hour CEU course for technicians in which 50 participated satisfying their recertification requirements.
- 27 neonatal intensive care unit (NICU) nurses were educated on best practices for proper fitting of car seats for premature infants. Two of these nurses went on to attend and complete the course required to become CPS technicians.
- 51 children were provided appropriate special needs child safety seats upon discharge from Kosair Children's Hospital (Louisville).
- The Kentucky Office of Highway Safety did not have a full time/permanent certified child passenger safety technician during FY 2011. In this absence, Kosair Children's Hospital took on the additional duties of answering CPS related questions and on occasion provided child safety seats to the public. In addition to providing numerous CPS educational opportunities for new technicians.

### **Marshall County Health Department Child Passenger Safety Project**

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

- Maintained a CPS fitting station, Monday through Friday from 8-4:30PM, at the health department that served Marshall and the surrounding counties (112 seats were inspected or installed).
- Conducted a "dumdum or lifesaver?" seat belt awareness event at Mayfield High School.
- Provided roll-over simulators at four events which was viewed by approximately 2600 students, including Lone Oak High Safety Day, Marshall County Farm and Home Safety Day, Graves County Home and Farm Safety Day, and a three-day event held in Calloway County.
- Provided a distracted driving simulator for Safety Day at Lone Oak High School for 250 high school senior participants.

- Displayed a billboard in Marshall County during the month of May regarding buzzed driving.
- Displayed bulletin boards in three senior citizen centers to promote rear facing car seats until two years of age.
- Contacted all area high schools by mail to offer services/resources available for their students.
- Participated in the Childbirth fair at Western Baptist Hospital and demonstrated car seat safety.
- Conducted 17 seatbelt surveys in four western Kentucky counties.
- Several of the events listed above were held in conjunction and partnership with the Office of Highway Safety staff, Kentucky State Police and local law enforcement.

### **T J Samson Community Hospital Child Passenger Safety Project**

Occupant protection grant funds assisted this community hospital in delivering child passenger safety education and supplying low income caregivers with child safety and booster seats. Some activities the project director completed this year include:

- Baseline observational surveys of child safety seat usage were conducted at Head Start Elementary School and child daycare locations in Barren, Hart, and Metcalfe Counties.
- Educational materials were distributed to caregivers at various locations explaining Kentucky's child safety seat and booster seat law.
- Conducted child safety seat check-ups events in Barren, Hart, and Metcalfe counties at which new child seats were offered and installed by certified car seat technicians.
- Conducted two follow up observational surveys of child seat usage at each location.
- Held a car seat safety event that was held specifically for the local Hispanic community.
- Installed a total of a total of 231 new child safety seats over the course of the 2011 grant year.

## **Police Traffic Services Program**

### **Grants to Law Enforcement**

Federal 402 funds supported 47 local agencies as well as Kentucky State Police to work overtime hours to combat speeding and other traffic violations. These agencies worked a combined total of 20,990 patrol overtime hours, resulting in 417 DUI arrests, 1,762 other arrests, 25,179 speeding citations, 13,280 seat belt citations, 868 child restraint citations and 28,083 other citations. In addition, they worked a combined total of 812

overtime hours at 104 traffic safety checkpoints resulting in 38 DUI arrests, 66 other arrests, 93 seat belt citations, 17 child restraint citations and 1,241 other citations.

### **Obey the Sign or Pay the Fine**



In an effort to raise awareness and encourage young males to obey the speed limit, the Kentucky Office of Highway Safety sponsored the “Obey the Sign or Pay the Fine” campaign from July 18, 2011 through August 8, 2011. The objective was to reduce serious injuries and fatalities due to speed during a time period that is typically very dangerous for motorists.

NHTSA-produced 30-second PSAs aired on broadcast, cable and radio in all of the identified top 25 counties with the highest number of speed-related fatalities. Online ads on Facebook (*pictured above*) and Google were also utilized.

### **Kentucky Lifesavers Conference**

The Kentucky Office of Highway Safety hosted the Kentucky Lifesavers Conference for the eighth consecutive year. This year’s event was at the Galt House in Louisville, Kentucky on April 25-27, 2011. Partners involved in planning the conference included the National Highway Traffic Safety Administration, Federal Highway Administration, Kentucky Office of Highway Safety, the Kentucky Transportation Cabinet and the University of Kentucky Transportation Center. Lieutenant Colonel Kenton Buckner of the Louisville Metro Division of Police welcomed over 300 participants to the Kentucky Lifesavers Conference. Transportation Cabinet Secretary Mike Hancock, NHTSA Regional Administrator, Beth Baker and FHWA Associate Administrator, Joe Toole gave opening remarks for the conference. The workshops included topics from the four E’s – Enforcement, Engineering, Education and Emergency Response.

### **Safe Communities Program**

During Fiscal Year 2011, Section 402 funding was used to support two Safe Communities Projects.

### **Madison County Health Department**

This central Kentucky health department continued a long-term program of educating the community about various traffic safety issues, utilizing a county-wide safety coalition and a strong network of public, private, and non-profit partners. Since 2010, they have been recognized by the World Health Organization (WHO) as an International Safe Community.

Accomplishments for FY 2011 included:

- Educated students (elementary through college) about traffic safety issues through a variety of classroom presentations, interactive programs, take-home information, and class projects. Distributed traffic safety information to the public at health and safety fairs, community events, churches, and work sites, reaching an estimated 8,924 individuals.
- Installed 117 child safety seats and 21 booster seats at the permanent fitting stations at Health Department clinics in Richmond and Berea. Partnered with Kentucky's Safe Kids Coalition to provide training and booster seats to area day care centers.
- Strengthened a partnership with Head Start by increasing training for parents and staff.
- Continued a partnership with Eastern Kentucky University nursing students to coordinate a "Battle of the Belts" competition among all Madison County high schools; to conduct "Ghost Out" programs to educate students about the consequences of impaired driving; and to conduct quarterly county-wide observational seat belt surveys.
- Held Madison County's first annual "Always Buckle up Children In the Back Seat" week, promoting a community/elementary school educational campaign that began several years ago.
- Formed a partnership between Madison County government and the Health Department to continue operating Safety City as a hands-on learning lab for injury prevention. During the summer of 2011 a pilot program for a Safety Day Camp was implemented with 56 participants.
- Created a new web site, expanded the e-mail distribution list, and established a Facebook page for the Madison County Safety Coalition.

### **Cumberland Valley Area Development District**

This grant funded the activities of a highway safety educator for an eight-county region in the southeast part of the state, whose work focused on outreach to young drivers. During FY 2011, she accomplished the following:

- Conducted presentations and coordinated educational programs at ten high schools and 13 elementary/middle schools throughout the CVADD region. These programs emphasized Kentucky's graduated driver laws, seat belt usage, speeding, distracted driving, and impaired driving.
- Conducted observational seat belt surveys at all 16 high schools in the region at the beginning and end of the school year. Seat belt usage increased an average of four percentage points by the end of the school year at these schools.
- Provided educational information and materials on child passenger safety at festivals/public events, as well as to grandparent support programs.
- Provided/assisted with ten educational booths during festivals and public events in conjunction with local law enforcement and the Kentucky Office of Highway Safety, to raise awareness of the dangers and consequences of distracted driving.

- Assisted with four child passenger safety events in conjunction with the Kentucky Office of Highway Safety.

## Pedestrian/Bicycle Safety

Kosair Children's Hospital continues to receive grant funding for their BIKES (Behaviors Illustrating Knowledge that Ensures Safety) project supported by Section 402 funds, a program geared to educate fourth and fifth grade elementary school children about bicycle and pedestrian safety. During FY 2011, the coordinator of this program conducted 157 school bike rodeos in 50 different counties, reaching approximately 19,000 students throughout Kentucky. In addition more than 2,000 safety helmets were distributed and/or fitted in conjunction with other agencies throughout the state. Below is a photo taken at one of the bike safety events of the children who completed the bike safety course.



## **Traffic Records**

### **Kentucky Injury Prevention & Research Center. Study of CODES Injury Indicators**

This project, supported with Section 402 funding, linked data for a second year (2009) from the state CRASH database with hospital inpatient and outpatient databases to better understand nonfatal injuries caused by collisions. This study resulted in the completion of eight updated injury indicator reports for crashes involving each of the following emphasis areas identified in Kentucky's Strategic Highway Safety Plan: impaired driving, lane departure, aggressive driving, distracted driving, young drivers, occupant protection (seat belt use or nonuse), commercial vehicles, and motorcycles. Each of these reports provides a detailed look at the manner of each type of collision and its contributing human factors, as well as the individuals who received hospital care, the type of care received, the associated hospital charges, and the potential for long-term disability. A report focused specifically on neck sprains and strains was also completed, as the data indicated these as the most common type of nonfatal injury resulting from motor vehicle crashes.

## **Traffic Safety Information System Improvement Grants (Section 408)**

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

This project involves contracting with an experienced company to set up a new internet-based data collection system to be used by emergency medical services providers in Kentucky. The new Kentucky Emergency Medical Services Information System (KEMSIS) is now live and allows EMS agencies to enter pre-hospital patient care information from their emergency runs in a NEMSIS (National Emergency Medical Services Information System) compliant format. All First Responder, EMT, Paramedic, Instructor, and Evaluator certifications are now being handled in the KEMSIS licensure system.

Kentucky currently has 5 agencies using the state supplied KEMSIS program. KBEMS also has at least 2 more agencies interested in joining the program. The project has been more cumbersome than originally realized, and KBEMS has determined the need for a full time person to manage the KEMSIS rollout. KBEMS has an approved position, and it has been posted, and interviews are taking place. That position is looking to be filled in Early 2012.

KBEMS has successfully started using the Inspection module on the KEMSIS system 100%. All agency licensure and vehicle inspections, annual inspections, etc are now being completed in the KEMSIS system. Reports are currently being generated; however more work is currently taking place to get the reports in compliance with KBEMS branding standards.

### **Kentucky State Police – KAVIS/KSP Interface**

Implementation of a new Web Service Application between the Kentucky State Police and the Kentucky Transportation Cabinet for the KAVIS system (Kentucky Automated Vehicle Information System) which will allow for verification checks of vehicle information from title applications through the National Crime Information Center (NCIC) and the Law Information Network of Kentucky (LINK) databases.

### **Kentucky State Police – CVE Inspection Reports**

The Kentucky State Police used the awarded grant money for both project development and a systems consultant to transform the paper driven process of filing and storing CVE reports to an electronic system. The electronic program is now in place, KSP is working to scan day-one forward inspection reports as the first priority and then scan the historical inspection report documents. Historical documents will be worked chronologically from present to past.

### **KY Transportation Center – Jessamine County Quality Control Project**

Crash data in Jessamine County were analyzed for 3 categories: crash location accuracy, secondary crash validity and human factor code of inattention. Data from the three categories were summarized and recommendations were made based on the findings. The results were presented to the KTRAC committee in October.

The Jessamine County crash database was queried for the specific crash types. The accuracy of the locations of these crashes was reviewed and recommendations were made. The validity of crashes identified as secondary crashes were assessed and recommendations were made. The appropriateness of all crashes identified with a human factor code of inattention was assessed and recommendations were made.

### **Kentucky Injury Prevention and Research Center**

A total of 11 facilities were reporting trauma registry data as of 9/30/11. A total number of 7,709 trauma registry cases were reported in FY 2011. The project produced four reports (Kentucky Trauma Registry Reports for 2008 and 2009 and Kentucky Inpatient and Emergency Department Data Reports for 2009 and 2010). The 2009 Trauma Registry Report provides a baseline for the new data collection system maintained by CDM. All projects are published on the project webpage (<http://www.kiprc.uky.edu/projects/trauma/index.html>) and were used in the report submitted by the Kentucky Trauma Advisory Council to the General Assembly.

**Lexington Division of Police – KYOPS Quality Control Project**

Lexington Division of Police investigated 11,869 collisions beginning October 1, 2010 and ending September 30, 2011 (Kentucky Open Portal System, Crash Database). The objectives of this project were to:

1. Decrease the number of rejected collision reports in Fayette County by 50% to 150 by September 30, 2011. Baseline: In FY2009 there were 300 rejected collision reports.

CRASH DATA	2009	2010	YTD 2011
Total Rejected Reports	300	290	57
Total Rejected Pending (September 30, 2011)		9	7
+-% prior year		(2010 v. 2011)	-80.3%
		(2009 v. 2011)	-81.0%

2. To decrease the number of collision location errors by 50% to 507 by September 30, 2011 on all collision reports. Baseline: In FY 2009 there were 1,015 collisions location errors.

CRASH DATA	2009	2010	YTD 2011
Total With Location Errors	1,015	643	361
+-% from prior year		(2010 v. 2011)	-43.8%
		(2009 v. 2011)	-64.4%

3. To decrease the number of collision reports containing human factor of inattention by 50% to 1,762 by September 30, 2011. Baseline: In FY2009 there were 3,525 collisions with this human factor.

CRASH DATE	2009	2010	YTD 2011
Total with Inattention Factor	3,525	3,255	1,296
Usage +-% prior year		-7.6%	-63.2%

4. To decrease the number of collision reports that do not contain the toxicology results from KSP or local medical centers by 80% to 31 by September 30, 2011. Baseline: In FY2009 there were 155 blood tests given and results not entered on collision report.

As of September 30, 2011 there were 64 collisions that blood and/or urine were requested. These continue to need update on analysis. This represents a decrease of 58.7%.

## **Paid Media Report**

In FY 2011, Kentucky conducted two major paid media campaigns (occupant protection and impaired driving) and a variety of sustained traffic safety messaging through sports venues. The two major campaigns ran in conjunction with the occupant protection and impaired driving enforcement mobilizations in the spring and late summer of 2011, with a total expenditure of \$220,449 for advertising and services provided by Doe-Anderson, one of the two agencies contracted by the state. This included expenses such as market research, media buying, editing of spots, account management, etc. Details from each campaign are described below.

### **“Click It or Ticket” Campaign May 23 – June 5, 2011**



*Out of Nowhere PSA*

Kentucky used the “Click It or Ticket” slogan for the May seat belt campaign. Two television and radio ads developed by NHTSA titled “Out of Nowhere” and “Not Invisible” were utilized due to an emphasis on nighttime enforcement. Television ads were rotated on cable stations statewide and radio spots were rotated on statewide metro and non-metro radio stations. Additional creative was developed for internet advertising.

A media plan was developed that primarily targeted men age 18-34 and 15 to 17 year old teens. A secondary target was Hispanic and African-American men, age 18-34. Radio and cable TV were chosen as the primary media formats for reaching the target demographic. Internet banners were used to supplement the campaign’s reach with the target groups, including ads on Facebook. For the purpose of the media buy, we targeted various counties statewide with a high percentage of unbelted fatalities.

#### **Click it or Ticket KY**



The KY seatbelt law is clear. If you don't buckle up, you will get a ticket. Click here to learn more.

Example of Facebook ad

The total cost for this campaign was \$72,785. This contract was supported with NHTSA Section 405 funding. The following page indicates a breakdown of media costs:

Dept. of Highway Safety - Purchase Summary				# Units				
	Planned	Purchased	Difference	BG	Lex	Lou	Other	Total
Louisville Cable	\$13,325	\$13,325	\$0			404		404
Lexington Cable	\$8,300	\$8,291	\$9		196			196
Northern KY Cable	\$3,425	\$3,451	(\$26)				216	216
All Other Cable	\$15,500	\$15,518	(\$18)				1,988	1,988
Louisville Radio	\$4,500	\$4,378	\$123			94		94
Lexington Radio	\$3,500	\$3,498	\$2		120			120
Bowling Green Radio	\$2,250	\$2,248	\$2	75				75
All Other Radio	\$11,375	\$10,724	\$651				475	475
Digital Media	\$3,500	\$3,621	(\$121)					
	\$65,675	\$65,053	\$622	75	316	498	2,679	3,568

Chart of top 10 networks we utilized to target primary audience:

Men 18-34		HH's with Teens		African Amer/Hispanic	
Network	Target %	Network	Target %	Network	Target %
ESPN	34.5	Weather	32.3	Weather	40.2
Weather	32.8	TBS	25.9	USA	35.0
TBS	30.3	ESPN	24.0	BET	35.0
History	28.9	USA	23.2	Lifetime	33.4
ESPN2	28.6	Lifetime	20.9	TNT	33.2
Comedy	28.5	Discovery	20.3	TBS	31.5
USA	26.0	TNT	19.8	ESPN	30.0
VH1	23.5	A&E	19.7	Oxygen	27.7
Spike	22.4	VH1	19.4	Food	26.8
MTV	22.3	Comedy	19.4	A&E	25.8

Chart of cable and radio schedule:

"Click It or Ticket" Plan Option 2	Markets	Dayparts	May/June 2011														Total Cost (Net)
			Mon 23	Tue 24	Wed 25	Thu 26	Fri 27	Sat 28	Sun 29	Mon 30	Tue 31	Wed 1	Thu 2	Fri 3	Sat 4	Sun 5	
Cable Television	Louisville	Mon-Sun, 7pm-12am, :30 Spots	Avg. of 100 Spots Paid, 100 Spots Free														\$13,325
Cable Television	Lexington	Mon-Sun, 7pm-12am, :30 Spots	Avg. of 100 Spots Paid, 100 Spots Free														\$8,300
Cable Television	Northern Kentucky	Mon-Sun, 7pm-12am, :30 Spots	Avg. of 100 Spots Paid, 100 Spots Free														\$3,425
Cable Television	All Other Markets	Mon-Sun, 6am-12am, :30 Spots	Avg. of 100 Spots Paid, 100 Spots Free														\$15,500
Radio	Louisville	Mon-Sun, 6am-7pm, :30's	Avg. of 50 Men 18-34 GRPs per Week														\$4,500
Radio	Lexington	Mon-Sun, 6am-7pm, :30's	Avg. of 50 Men 18-34 GRPs per Week														\$3,500
Radio	Bowling Green	Mon-Sun, 6am-7pm, :30's	Avg. of 50 Men 18-34 GRPs per Week														\$2,250
Radio	All Other Markets	Mon-Sun, 6am-7pm, :30's	Avg. of 15 Spots per Week per Station														\$11,375
																	\$62,175

Chart of online creative sites:

Digital Media Recommendations					
Web Site	Ad Size	CPM	# of Impressions	Total Cost (Net)	Positioning
Facebook	110x80 + Text	\$0.66	1,500,000	\$1,000.00	Home Page
Kentucky.com	300x250 & 728x90	\$5.00	100,000	\$500.00	Run of Site
Lexgo.com	300x250 & 728x90	\$5.00	100,000	\$500.00	Run of Site
Metromix.com	300x250 & 728x90	\$10.00	100,000	\$1,000.00	Run of Site
Local Radio Stations*	728x90	\$2.00 - \$5.00	100,000	\$200 - \$500	Run of Site or Photo Gallery



## Drive Sober or Get Pulled Over August 19—September 5, 2011

This campaign utilized NHTSA’s “Drive Sober or Get Pulled Over” national TV and radio spots, which were tagged with the Kentucky logos. This campaign utilized radio, cable TV, ads in alternative newspapers (distributed at bars and restaurants) and gas station advertising to reach the male 21 to 34 demographic. Advertising was also focused on sports-related television (such as the kick-off games of Kentucky’s college football teams) and digital sports coverage on various newspaper online and mobile sites.

Twenty-five counties were identified as top priority due to a large number of alcohol-related fatalities as identified by the Kentucky Office of Highway Safety using 2008 – 2010 data. Secondary priority was the remainder of the state. The total cost of the media buy for this campaign, including fees to Doe-Anderson, was \$175,294. This contract was supported with NHTSA Section 410 funding. Below are examples of gas station ads and internet banner ads:



300x250



728x90

The following is a breakdown of media costs, excluding sports advertising, which added an additional \$18,000, and newspaper advertising, which added an additional \$4,000.

Dept. of Highway Safety - Purchase Summary				# Units				
	Planned	Purchased	Difference	BG	Lex	Lou	Other	Total
Metro Radio	\$12,241	\$11,684	\$557		313	203		516
Non-Metro Radio	\$9,639	\$20,319	(\$10,680)	94			522	616
Broadcast Television			\$0					0
Cable Television	\$66,497	\$58,689	\$7,808	196	1,565	653	2,420	4,834
Outdoor	\$20,000	\$12,451	\$7,549	2	5	4	11	22
Newspaper	\$4,000	\$3,886	\$114	-	1	2		3
Internet	\$8,000	\$7,996	\$4	-	-	-	-	-
Gas Station	\$26,040	\$26,040	\$0	-	9	15	46	70
	\$146,417	\$141,064	\$5,353	292	1,884	862	2,953	5,991

Chart indicating radio and television markets for top 25 counties:

Department of Highway Safety: Drive Sober Campaign (Key County Media Coverage)							
County	Radio TSA	TV DMA	TV HHs	County	Radio TSA	TV DMA	TV HHs
Boone	Cincinnati	Cincinnati	43,370	Jefferson	Louisville	Louisville	300,940
Boyd	Huntington-Ashland	Char.-Hunt.	19,830	Jessamine	Lexington-Fayette	Lexington	16,980
Bullitt	Louisville	Louisville	28,190	Kenton	Cincinnati	Cincinnati	63,860
Campbell	Cincinnati	Cincinnati	35,050	Laurel	Non-Metro	Lexington	23,310
Christian	Clarksville-Hopkinsville	Nashville	29,170	Madison	Lexington-Fayette	Lexington	32,050
Daviess	Evansville	Evansville	38,250	McCracken	Non-Metro	Paducah	28,040
Edmonson	Non-Metro	Bowling Green	4,910	Montgomery	Lexington-Fayette	Lexington	10,510
Fayette	Lexington-Fayette	Lexington	121,630	Nelson	Louisville	Louisville	16,740
Floyd	Non-Metro	Char.-Hunt.	17,690	Perry	Non-Metro	Lexington	11,960
Franklin	Lexington-Fayette	Lexington	20,870	Pike	Non-Metro	Char.-Hunt.	27,500
Hardin	Louisville	Louisville	38,270	Pulaski	Non-Metro	Lexington	25,230
Henderson	Evansville	Evansville	18,820	Warren	Non-Metro	Bowling Green	41,440
Hopkins	Evansville	Evansville	19,140	TOTAL (25 Counties)			1,033,750

### WLEX-TV 18 Smart Driving Sponsorship



WLEX-TV18, the NBC affiliate out of Lexington, no longer offers the Safe and Sober campaign so we revamped the sponsorship to include the promotion of *Click It or Ticket* or *Drive Sober* or *Get Pulled Over* during the Labor Day, Thanksgiving, Christmas and New Year's holidays.

The sponsorship includes:

- 10-second billboards during the 6 p.m. news on Thursday and Friday for two weeks leading up to each campaign.
- 30-second public service announcements to air throughout each holiday weekend during NBC programming.
- Appearances on the WLEX afternoon show before each major holiday campaign.
- An appearance on the WLEX Sunrise segment with anchor/personality Lee Cruse.

The \$13,100 contract runs from August 2011 through January 2012 and is paid with FHWA Highway Safety Funds.

## Sports Media Opportunities

### Kentucky Speedway

For the sixth consecutive year, the Kentucky Office of Highway Safety (KOHS) contracted with the Kentucky Speedway, located in Sparta (northern Kentucky). The Kentucky Speedway is a 105,000 seat racing venue that hosts races from the NASCAR Nationwide Series, NASCAR Craftsman Truck Series, NASCAR Sprint Cup and the Indy Racing League IndyCar Series. More than 200,000 fans attended the NASCAR sanctioned events in 2011. During events that are televised live from the Speedway, it is estimated that the viewing audience is over 1.3 million.

This \$90,000 contract allowed advertising and promotional opportunities throughout the racing season from June 2011 through September 2011 and was paid in three installments of \$30,000.

The contract included:

- Two trackside billboards
- One outside-facing billboard
- One main concourse sign
- One pedestrian tunnel sign
- One full-page color advertisement in all racing programs
- Sponsorship of the reverse side of all 2011 parking credentials
- Sponsorship of the weekly fan e-mail blast
- 30-second PSAs on closed circuit televisions on suite monitors during all races
- 15-second PA announcement during each event



This contract was supported with NHTSA Section 402 funding.

## Rupp Arena Sports and Entertainment Properties – Downtown Lexington

The Kentucky Office of Highway Safety updated its existing contract with Rupp Arena Sports and Entertainment Properties with an increase in cost due to an update of the scoreboard revolution panels and the addition of IPTVs at each concession stand. The contract runs from August 1, 2011 through July 31, 2014, to be paid in three installments:

- 2011 – 2012 \$169,240
- 2012 – 2013 \$174,300
- 2013 – 2014 \$179,545

Rupp Arena, in downtown Lexington, seats over 23,000 and hosts events including the University of Kentucky men's basketball games, which consistently fill to capacity. Additionally, four women's basketball games, the Kentucky High School Athletic Association's (KHSAA) boys' state basketball tournament, musical concerts and family shows are held in the arena.

The contract includes the following platforms for highway safety messaging:

- Six minutes per hour on four 3' x 20' revolution panels located under each video board (*pictured*).
- One 30-second commercial per hour and five minutes of static branding time per hour, per event on lobby plasma.
- One rotational unit on concession stand IPTVs at all Rupp Arena events.
- Five large "Click It or Ticket" parking booth signs and two post signs outside of Rupp Arena.
- One unit of electronic courtside signage displayed for two minutes at each men's basketball game.
- Messaging rights on two matrix boards facing both the east and west sides of the adjoining Hyatt Hotel. Each of the three messages (*Click It or Ticket*, *Drive Sober* and *Put it Down*) appear seven times per hour and run 24 hours a day.
- The opportunity to set up information tables at six events per year at Rupp Arena or the Lexington Convention Center.
- Exclusive sponsor of the score ticker on all concourse televisions inside Rupp Arena.
- Exclusive partner on all Rupp Arena seat cup holders (*pictured*).



Two separate messages are displayed on the corner scoreboards: "Click It or Ticket" and "Drive Sober or Get Pulled Over."



- Ten table tops in the food court of the Lexington Center (*Click It or Ticket, Drive Sober, Put it Down and Give 'Em a Boost*).

Rupp Arena has proven to be a very worthwhile venue. Approximately one million patrons attend an event at Rupp Arena each year. Total attendance at University of Kentucky men's basketball games alone is over 370,000 per season. It is estimated that the program generated over 15 million exposures through the various messages that were placed inside and outside the arena. This contract was supported with NHTSA Section 402 funding.

### **IMG Communications- University of Kentucky**

The contract with IMG promotes highway safety messaging at University of Kentucky home football games, men's and women's basketball games and baseball games.

The FY 2010 contract, totaling \$645,175.52 ran from July 1, 2010 through June 30, 2011. The FY 2011 contract totals \$677,434.29 and runs from July 1, 2011 through June 30, 2012.

Advertising includes:

- 30-second radio and television ads featuring the coach during locally broadcast games, coach shows and special events.
- Game day sponsorship with the opportunity for an information booth and/or halftime highway safety presentation.
- Print ads featuring the coach in sponsored game day magazine.
- Replay sponsorship at all games.
- PA announcements at all games.
- Logo and message on posters featuring team picture and game schedule.
- Parking pass sponsorship.
- Various electronic and static signage throughout each venue (*Commonwealth Stadium is pictured*).



The Miller family from Owensboro was honored at halftime with the NHTSA Outstanding Service Award at the UK vs. Florida football game Sept. 24, 2011.

“Click It or Ticket” and “Drive Sober or Get Pulled Over” are the primary messages, although other highway safety topics, such as distracted driving and young driver issues, are also promoted. This contract is supported with NHTSA and Federal Highway Administration (FHWA) funding.

**Nelligan Sports Marketing- University of Louisville**

The Kentucky Office of Highway Safety signed a \$50,000 contract in FY 2010 with Nelligan Sports Marketing to advertise on the University of Louisville (U of L) Sports Radio Network and at U of L sporting events. The contract ran from July 1, 2010 through June 30, 2011. A subsequent contract began July 1, 2011 and ends June 30, 2012 for \$50,000. Advertising includes:

- One 30-second PSA on the *Cardinal Insider* radio show which runs every day Monday through Friday on a year-round basis.
- Signage above each of the eight exit gates at Papa John’s Cardinal Stadium (*pictured*).
- Safety messages on video walls and ribbon boards at the conclusion of all U of L football home games.
- Ribbon board safety messages at the conclusion of all U of L Men’s and Women’s basketball home games in the downtown arena (YUM Center).
- Additional signage and PA announcements at the end of other U of L Athletics home sporting events.



**IMG Sports Marketing – Western Kentucky University**

The contract with IMG promotes highway safety messaging at Western Kentucky University home football games, men’s and women’s basketball games and baseball games. The FY 2010 \$86,820 contract runs from July 2010 through June 2011. A contract for the same amount for has been signed for FY 2011. The contract includes:

- Two 30-second commercials during all game broadcast and coaches’ shows
- Permanent back-lit *Click It or Ticket* signage on baseball and basketball scoreboards and signage on the football field scoreboard (*pictured below left*), and signage on the football field scoreboard (*below right*).



Distracted driving PSA as seen on scoreboard at Diddle Arena



- Opportunity for special promotions/presentations at halftime of each sport
- Sponsorship of *Hilltopper Hysteria*, which opens each basketball season
- Opportunity to record commercials with each of the four coaches



Football coach Willie Taggart with WKU mascot “Big Red” during taping of highway safety commercials.

### Kentucky High School Athletic Association (KHSAA)



The Kentucky Office of Highway Safety (KOHS) extended its \$17,000 contract, which began in 2008, with the Kentucky High School Athletic Association (KHSAA) through June 30, 2011, with FHWA funding.



At both the previously mentioned boys’ basketball tournaments at Rupp Arena in Lexington the girls’ state basketball tournament at Diddle Arena in Bowling Green, the KOHS has an information booth, scoreboard and courtside signs (*pictured left*) and public service announcements. Special projects such as row giveaways at the Girls’ and Spirit Challenge at the Boys’ are available each year (*pictured bottom left*). Additionally, through the KHSAA contract, signage is displayed and promotional announcements are made at various other high school sporting events and tournaments such as the state football finals and state track-and-field championships.

## **Kentucky High School Radio Network Scoreboard (Clear Channel Radio)**



All high school scores and coaches' interviews can be heard across the state of Kentucky each Friday night from 10 p.m. to midnight. During these shows, the Kentucky

Office of Highway Safety runs four 30-second public service announcements (PSAs) for a total of 33 weeks. The PSAs rotate between "Click It or Ticket" and "Drive Sober or Get Pulled Over," as well as distracted driving and young driver themes. The \$6,000 contract, paid with FHWA funds, ran from August 2010 through March 2011. The FY 2011 contract runs from August 2011 through March 2012 and remains at \$6,000.

## **WAZOO Sports, Inc.**



Wazoo Sports, Inc. is a regional sports network that delivers original Kentucky sports programming twenty-four hours a day, seven days a week, including live broadcasts of high school, NCAA, NAIA and youth sports on television and over the Internet. The \$60,000 contract with the Kentucky Office of Highway Safety is paid for with FHWA funding.

It includes sponsorship of all Wazoo sports games and promos, a rotation of 30-second public service announcements on live, online and on-demand games and a static banner on [www.wazoosports.com](http://www.wazoosports.com). The contract runs from December 1, 2010 through December 31, 2011.

## **Louisville Bats**



The Kentucky Office of Highway Safety contracted with the Louisville Bats for the fifth consecutive year during the 2011 baseball season. The \$22,500 contract is paid with FHWA funding and runs from April 2011 through September 2011. The Louisville Bats, the Triple-A affiliate of the Cincinnati Reds, are second in the International League in attendance, with an average of 8,553 fans per game.

The contract includes:

- One 8' x 16' outfield wall signage (*pictured above*)
- One 30-second video commercial at each of the 72 home games.
- One 10-second highway safety announcement and four 30-second commercials (576 total) during each of the 144 games broadcast on WKRD 790 AM.
- One game sponsorship, including a display table in the stadium's concourse to distribute information and an on-air interview with the radio broadcaster.

- A highway safety announcement reminding fans to drive safely at the end of the 72 home games is accompanied by our logo on the video board.
- Two 30-second radio commercials during each of the 162 Cincinnati Reds games.

### Lexington Legends

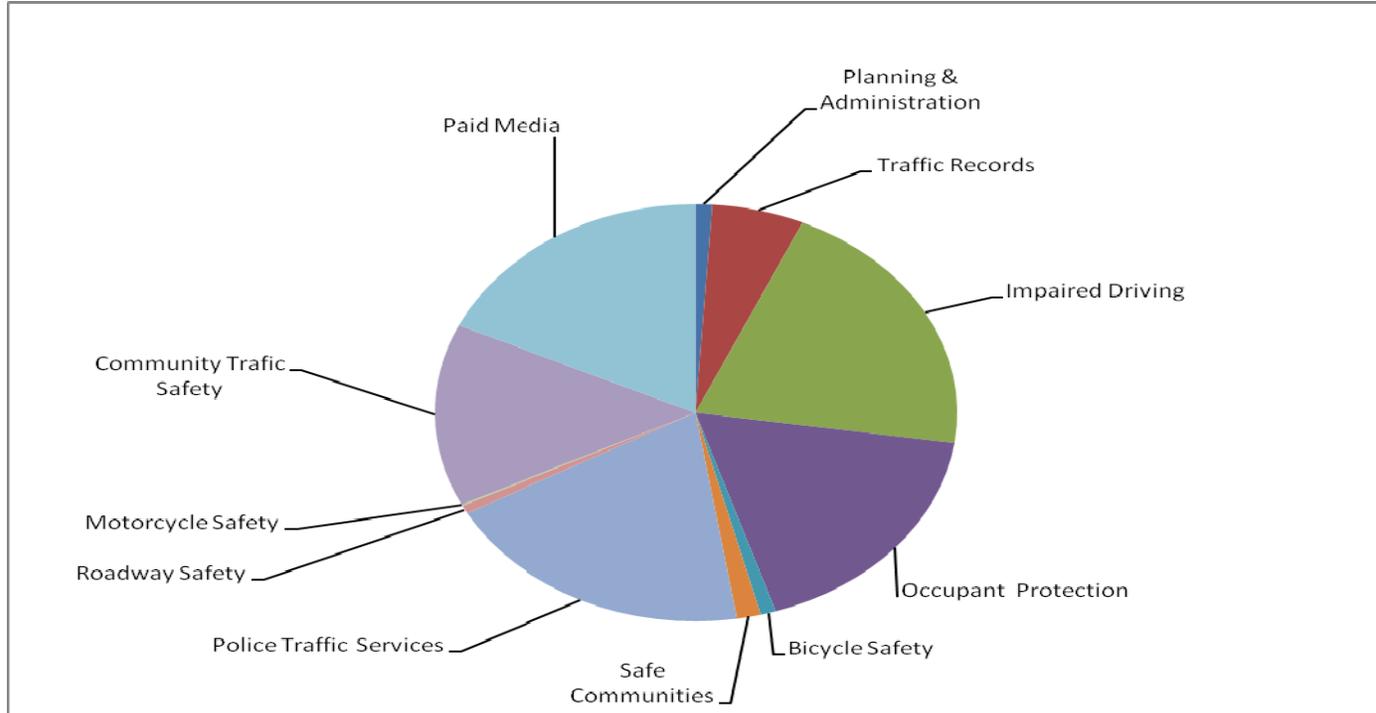
The Kentucky Office of Highway Safety renewed its contract with the Lexington Legends to advertise during the 2010-2011 baseball season. The Legends, a Class “A” affiliate of the National League Houston Astros, play at Applebee’s Park, which seats more than 6,000 people. In addition to games, Applebee’s Park also hosts musical concerts, family shows, and other special events. The \$25,000 contract allows KOHS to promote highway safety at all events held at Applebee’s Park running from December 2010 through December 2011.



The contract is supported through NHTSA Section 402 funding and includes one permanent panel on the scoreboard (*pictured above*), one mobile marquee, *Drive Smart* parking lot signs, 30-second radio spots, instant replay and game sponsorship.

**FY 2011 Financial Summary  
(Expended Funds)**

	<u>402</u>	<u>405</u>	<u>406</u>	<u>408</u>	<u>410</u>	<u>2010</u>	<u>Total</u>	<u>% of Total</u>
<b>Planning &amp; Administration</b>	<b>\$60,961</b>		<b>\$1,478</b>				<b>\$62,439</b>	<b>1.2%</b>
<b>Traffic Records</b>	<b>\$117,129</b>			<b>\$227,716</b>			<b>\$344,845</b>	<b>6.4%</b>
<b>Impaired Driving</b>	<b>\$707,447</b>				<b>\$545,470</b>		<b>\$1,252,917</b>	<b>23.2%</b>
<b>Occupant Protection</b>	<b>\$762,212</b>	<b>\$314,690</b>					<b>\$1,076,902</b>	<b>20.0%</b>
<b>Bicycle Safety</b>	<b>\$57,633</b>						<b>\$57,633</b>	<b>1.1%</b>
<b>Safe Communities</b>	<b>\$89,408</b>						<b>\$89,408</b>	<b>1.7%</b>
<b>Police Traffic Services</b>	<b>\$1,186,099</b>						<b>\$1,186,099</b>	<b>22.0%</b>
<b>Roadway Safety</b>	<b>\$39,137</b>						<b>\$39,137</b>	<b>0.7%</b>
<b>Motorcycle Safety</b>	<b>\$6,267</b>						<b>\$6,267</b>	<b>0.1%</b>
<b>Community Traffic Safety</b>	<b>\$175,578</b>						<b>\$175,578</b>	<b>16.0%</b>
<b>Paid Media</b>	<b>\$470,512</b>	<b>\$71,372</b>	<b>\$297,773</b>		<b>\$260,037</b>		<b>\$1,099,695</b>	<b>20.4%</b>
<b><u>TOTAL</u></b>	<b><u>\$3,672,383</u></b>	<b><u>\$386,063</u></b>	<b><u>\$299,251</u></b>	<b><u>227,716</u></b>	<b><u>805,507</u></b>	<b><u>0</u></b>	<b><u>\$5,390,920</u></b>	<b><u>100.0%</u></b>



Research Report  
KTC-11-16/KSP4-11-1F



KENTUCKY TRANSPORTATION CENTER

**2011 DRIVER ATTITUDES AND AWARENESS SURVEY**





## **OUR MISSION**

**We provide services to the transportation community**  
through research, technology transfer and education.  
We create and participate in partnerships  
to promote safe and effective  
transportation systems.

## **OUR VALUES**

### **Teamwork**

Listening and communicating along with  
courtesy and respect for others.

### **Honesty and Ethical Behavior**

Delivering the highest quality  
products and services.

### **Continuous Improvement**

In all that we do.

**Research Report  
KTC-11-16/KSP4-11-1F**

**2011 DRIVER ATTITUDES AND AWARENESS SURVEY**

by

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Kentucky Transportation Cabinet  
Commonwealth of Kentucky

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September 2011

## TABLE OF CONTENTS

	Page
Executive Summary .....	ii
1.0 Introduction .....	1
2.0 Procedure .....	1
3.0 Results .....	3
3.1 Safety Belts .....	3
3.2 Speeding .....	4
3.3 Alcohol .....	5
3.4 Distracted Drivers .....	6
4.0 Conclusions .....	7

## EXECUTIVE SUMMARY

A basic set of questions were developed that could be used in periodic surveys that track drivers attitudes and awareness concerning impaired driving, seat belt use, and speeding issues. The objective of the survey was to learn the knowledge, views, and behaviors of drivers in these areas. This report documents the results of the 2011 survey with a comparison to the 2010 baseline survey.

The method used to conduct the survey was a telephone survey. In addition to questions for the three major highway safety areas of impaired driving, seat belt use, and speeding, an additional question was added which dealt with distracted driving. General information about the driver's sex, age, ethnic or racial group, and education was also obtained. A total of 503 interviews were completed.

The survey shows that drivers do not self-report many violations in their driving behavior. Only a few drivers admitted to violating the law in the areas surveyed (safety belt use, speeding, and impaired driving). For example, the percentage of drivers who indicated they used their safety belt "all of the time" was higher than the observed usage rate of safety belts.

The survey shows a high level of media and enforcement awareness. The majority of surveyed drivers had heard about enforcement related to drinking and driving while approximately one half were aware of speeding and safety belt enforcement. This percentage decreased in 2011 compared to 2010 with the most substantial decrease for safety belt enforcement. The large majority of drivers felt they were somewhat likely to receive a ticket if they violated the law in these areas.

The most common type of distraction was talking on a cell phone. Slightly over one-half reported using a cell phone while driving. Distracted driving was much more common for the youngest age category of 18 to 34 years of age. The percentage reporting texting while driving increased in 2011 compared to 2010.

## 1.0 INTRODUCTION

As part of a joint effort to develop Traffic Safety Performance Measures for state and federal agencies, a Governors Highway Safety Association (GHSA) and National Highway Transportation Safety Administration (NHTSA) working group identified a basic set of questions that could be used in periodic surveys that track drivers attitudes and awareness concerning impaired driving, seat belt use, and speeding issues. The objective of the survey was to learn the knowledge, views, and behaviors of drivers. It was agreed that states would begin to conduct surveys in 2010 to establish baselines and then conduct an annual survey thereafter.

A core set of survey questions were developed to address self-reported behavior, media awareness, and enforcement awareness for the following three major highway safety areas: impaired driving, seat belt use, and speeding. The survey was also to include basic demographic information such as age and sex of the drivers. Questions to address other safety issues could be added.

The objectives of this report are to document the results of the 2011 survey and to compare the results to the 2010 baseline survey.

## 2.0 PROCEDURE

The method used to conduct the survey was a telephone survey. The survey was conducted by the University of Kentucky Survey Research Center. Respondents were contacted using a modified, list-assisted Wakesberg-Mitofsky Random-Digit Dialing method (RDD) giving every household telephone line in Kentucky an equal opportunity of being contacted.

Calls were made from August 4 through September 9, 2011. The calls for the 2010 survey were made in July. Up to 15 attempts were made to each number in the sample. In addition, up to 10 scheduled call-backs were made to those reached at an inconvenient time, and one refusal conversion was attempted. The objective was to obtain data for a total sample size of 500 drivers. The disposition results of the surveys were as follows:

Interviews completed	503
Refused	516
Not Eligible	135
Total	1,154

The margin of error for a sample of this size is plus or minus 4.4 percent at the 95 percent confidence interval.

In addition to questions for the three major highway safety areas of impaired driving, seat belt use, and speeding, an additional question was added which dealt with distracted driving. General information about the driver's sex, age, ethnic or racial group, and education was obtained. The driver had to be at least 18 years old to participate.

The following ten questions (and possible answers) related to seat belt use, speeding and impaired driving were included in the survey.

- How often do you use seat belt when you drive or ride in a car, van, sport utility vehicle or pickup? (all of the time, most of the time, some of the time, rarely, never)
- In the past 60 days, have you read, seen or heard anything about seat belt enforcement by the police? (yes or no)
- What do you think the likelihood is of getting a ticket if you don't wear a seat belt? (somewhat likely, somewhat unlikely, very unlikely)
- On a local road with a speed limit of 35 mph, how often do you drive faster than 40 mph? (most of the time, about half the time, rarely, never)
- On a road with a speed limit of 70 mph, how often do you drive faster than 75 mph? (most of the time, about half the time, rarely, never)
- In the past 60 days, have you read, seen or heard anything about speed enforcement by the police? (yes or no)
- What do you think the likelihood is of getting a ticket if you drive over the speed limit? (somewhat likely, somewhat unlikely, very unlikely)
- In the past 60 days, on how many days have you driven a motor vehicle within two hours after drinking alcoholic beverages? (list number given)
- In the past 60 days, have you read, seen or heard anything about alcohol impaired or drunk driving enforcement by the police? (yes or no)
- What do you think the likelihood is of someone getting arrested if they drive after drinking? (somewhat likely, somewhat unlikely, very unlikely)

One question was added which dealt with distracted driving. A yes or no answer was obtained for the following question.

- In the past 60 days, have you done any of the following while you were driving? (talked on a cell phone, texted someone, read, brushed your hair or applied make-up)

### 3.0 RESULTS

The telephone survey resulted in information from 503 respondents who indicated they were a driver. The sample contained more females and older drivers compared to the general driving population. The majority of responding drivers were female (60.6 percent). This compares to a percentage of 50.6 percent of all adult licensed drivers who are female. The percentage of survey respondents by age were: 8.9 percent less than 35 years of age (compared to 11.1 percent of all licensed drivers); 30.4 percent between 35 and 54 years of age (compared to 55.6 percent of all licensed drivers); and 60.7 percent 55 years of age or older (compared to 33.3 percent of all licensed drivers).

Other respondent characteristics were: 2.0 percent were Hispanic or Latino; 8.3 percent non-white; 13.4 percent had less than high school education, 31.7 percent had a high school education, 25.1 percent had some college education, and 29.9 percent were a college graduate.

Since the sample obtained from the telephone survey had a larger percentage of females and older drivers than licensed drivers, the results were weighted by age and gender to reflect the true population distribution of adult licensed drivers in Kentucky. The following analysis of the 2011 data was obtained using the weighted analysis in order to obtain results with a sample representative of driver characteristics. In several instances, the data for 2011 were compared to the 2010 baseline data. There were several differences in the results from 2010 to 2011, but only one was statistically significant at the 0.05 level.

#### 3.1 SAFETY BELTS

As shown in the following summary, the majority of drivers indicated they always wear their safety belt (seat belt).

Frequency of use of safety belts (percent):	<u>2010</u>	<u>2011</u>
▪ all of the time	81.7	83.9
▪ most of the time	12.2	10.1
▪ some of the time	3.6	1.9
▪ rarely	1.2	2.0
▪ never	1.3	2.0

The percentage of reported safety belt use is higher than the observed usage rate. The 2011 observational survey in Kentucky found a usage rate of 82 percent.

The level of media awareness is shown by the result that 50.8 percent indicated that, in the past 60 days, they had read, seen, or heard about seat belt enforcement by the police. This was a reduction compared to 61.1 percent in 2010. This is the one statistically significant difference in results. Further analysis indicates that this reduction in media awareness is due to a statistically significant decline in media awareness of enforcement activities among female drivers (47.1 percent in 2011 vs. 54.0 percent in

2010). A majority (70.6 percent) thought it was somewhat likely that they would receive a ticket if they did not wear their safety belt which is a slight reduction from 74.7 percent in 2010. The percentage who thought it was somewhat unlikely was 19.6 percent while 9.8 percent felt it was very unlikely.

The reported use of safety belt was compared by age and sex as follows.

	Frequency of use of safety belts (percent):		<u>Age (years)</u>		
	<u>Male</u>	<u>Female</u>	<u>18 to 34</u>	<u>35 to 54</u>	<u>55 or older</u>
	• all of the time	75.1	92.1	78.7	88.3
• most of the time	14.8	5.7	13.6	8.6	9.2
• some of the time	5.6	1.2	1.9	1.8	2.2
• rarely/never	7.4	0.9	5.8	3.2	3.5

There was a large difference for males and females with the reported usage higher for females. The reported usage was lower for the 18 to 35 years of age compared to the other two age groups.

Media awareness and the chance of receiving a ticket were compared by age and sex as follows. While females were less aware of enforcement than males they felt slightly more likely to receive a ticket if not wearing a safety belt compared to males. Following are the percentages by driver age and sex.

			<u>Age (years)</u>		
	<u>Male</u>	<u>Female</u>	<u>18 to 34</u>	<u>35 to 54</u>	<u>55 or older</u>
	• aware of enforcement	54.8	47.1	45.5	55.3
• somewhat likely to receive ticket	69.6	71.4	69.6	72.6	69.1

### 3.2 SPEED

The drivers were asked how often they drove more than five mph over the speed limit on 35 mph local roads and 70 mph interstates. As shown in the following summary, the percentage who indicated they drove more than five mph over the speed limit was higher on local roads than interstates.

	Frequency of driving more than five mph over speed limit (percent):			
	<u>35 mph speed limit</u>		<u>70 mph speed limit</u>	
	<u>2010</u>	<u>2011</u>	<u>2010</u>	<u>2011</u>
• most of the time	15.2	13.4	10.5	12.8
• about half the time	22.0	19.5	15.3	16.2
• rarely	44.9	46.7	36.0	36.3
• never	17.9	20.4	38.2	34.7

Speed studies indicate that a higher percentage of vehicles would be traveling at least five mph over the speed limit than indicated by these survey respondents.

The level of media awareness is shown by the result that 44.5 percent indicated that, in the past 60 days, they had read, seen, or heard about speeding enforcement by the police. This is a slight reduction from 48.2 percent in 2010. A majority (79.6 percent) thought it was somewhat likely that they would receive a ticket if they drove over the speed limit (compared to 81.3 percent in 2010). The percentage who thought it was somewhat unlikely was 15.6 percent while 4.8 percent felt it was very unlikely.

The reported frequency of speeding was compared by age and sex. The following results were determined.

Frequency of speeding (over 40 mph in 35 mph zone) (percent):

	<u>Age (years)</u>				
	<u>Male</u>	<u>Female</u>	<u>18 to 34</u>	<u>35 to 54</u>	<u>55 or older</u>
• most of the time	16.1	10.8	15.4	13.7	11.6
• about half of the time	17.5	21.4	13.3	22.4	22.7
• rarely	43.4	49.8	56.9	40.3	44.3
• never	23.0	18.0	14.4	23.5	21.4

Frequency of speeding (over 75 mph in 70 mph zone) (percent):

	<u>Age (years)</u>				
	<u>Male</u>	<u>Female</u>	<u>18 to 34</u>	<u>35 to 54</u>	<u>55 or older</u>
• most of the time	15.4	10.4	23.9	9.7	6.2
• about half of the time	16.5	15.9	18.1	21.7	8.3
• rarely	36.4	36.1	36.2	38.6	33.8
• never	31.7	37.6	21.8	30.0	51.7

Females reported a less frequency of speeding than males. The largest difference was in the age comparison with the higher percentage of drivers 55 years of age or older who stated they never drove over the speed limit on 70-mph speed limit roadways.

Media awareness and the chance of receiving a ticket were compared with the percentages by age and sex as follows.

	<u>Age (years)</u>				
	<u>Male</u>	<u>Female</u>	<u>18 to 34</u>	<u>35 to 54</u>	<u>55 or older</u>
• aware of enforcement	41.0	47.7	40.7	50.5	41.4
• somewhat likely to receive ticket	77.4	81.7	79.5	82.4	75.9

Females were slightly more aware of enforcement and felt they would be somewhat more likely to receive a ticket if speeding was higher than males. This was also the case for the age group of 35 to 54 years of age.

### 3.3 ALCOHOL

Drivers were asked how many days in the past 60 days they had driven a motor vehicle within two hours after drinking alcoholic beverages. Slightly less than one-fifth of the respondents (17.5 percent) stated they do not drink alcoholic beverages. This was

much less than the 37.5 percent in 2010. Of the remaining respondents, 92.7 percent stated they had not driven at any time in the past 60 days after drinking an alcoholic beverage. This is an increase from 89.7 percent in 2010.

The level of media awareness is shown by the result that 66.8 percent indicated that, in the past 60 days, they had read, seen, or heard about alcohol impaired or drunk driving enforcement by the police. This is slightly less than 68.1 percent in 2010. A large majority (85.5 percent) thought it was somewhat likely that they would receive a ticket if they drove after drinking. The percentage who thought it was somewhat unlikely was 11.7 percent while only 2.8 percent felt it was very unlikely.

A similar percentage of males and females stated they do not drink any alcoholic beverages while this percentage was highest for drivers 55 years of age or older and lowest for those less than 35 years of age.

	<u>Male</u>	<u>Female</u>	<u>Age (years)</u>		
			<u>18 to 34</u>	<u>35 to 54</u>	<u>55 or older</u>
• do not drink alcohol	17.3	17.6	4.8	19.1	27.5

Of the remaining respondents, the percentage who stated they had not driven at any time in the past 60 days after drinking an alcoholic beverage was very high. It was slightly higher for females than males and highest for the 18 to 34 years of age category.

	<u>Male</u>	<u>Female</u>	<u>Age (years)</u>		
			<u>18 to 34</u>	<u>35 to 54</u>	<u>55 or older</u>
• not driven after drinking	91.2	94.1	98.0	87.6	92.7

Media awareness of alcohol enforcement and the chance of receiving a ticket (if the respondent drove after drinking) were compared by age and sex with the following percentages.

	<u>Male</u>	<u>Female</u>	<u>Age (years)</u>		
			<u>18 to 34</u>	<u>35 to 54</u>	<u>55 or older</u>
• aware of enforcement	74.2	59.9	64.2	70.0	66.4
• somewhat likely to receive ticket	90.9	80.5	88.3	85.9	82.7

### 3.4 DISTRACTED DRIVING

The drivers were asked if they had engaged in some activity which could distract their attention while driving. Following are the percentages who indicated they had participated in the various activities while driving.

	<u>2010</u>	<u>2011</u>
• talked on a cell phone	59.6	59.1
• texted someone	9.0	12.9
• read	3.5	4.3
• brushed hair, applied makeup	5.0	4.5

The largest change was the increase in the percentage reporting texting while driving.

Following is a summary by age and sex of the percentages who indicated they had participated in these activities.

	Male	Female	Age (years)		
			18 to 34	35 to 54	55 or older
• talked on a cell phone	61.3	55.0	73.4	64.6	39.2
• texted someone	15.1	10.8	28.7	11.2	0.7
• read	4.1	4.5	5.6	6.1	1.1
• brushed hair, applied makeup	0	8.7	9.3	6.1	1.8

The largest difference was the much higher percentage of younger drivers who indicated they participated in the distracted driving activities compared to drivers 55 years of age or older. There was a dramatic difference when comparing drivers under 35 to those over 55 years of age. The percentages for males reported using a cell phone or texting was higher than female. The largest difference was the higher percentage of females in the category of “brushed hair, applied makeup” category.

#### 4.0 CONCLUSIONS

The survey shows that drivers do not self-report many violations in their driving behavior. Only a few drivers admitted to violating the law in the areas surveyed (safety belt use, speeding, and impaired driving). For example, almost all drivers (94 percent) said they wear their safety belt all or most of the time (compared to usage found in an observational survey of 82 percent). Most stated they rarely or never drove more than five mph over the speed limit (67 percent for local roads and 71 percent for interstates). About 18 percent indicate they do not drink alcoholic beverages. Only seven percent of drivers who stated they drink alcohol indicated they had driven after drinking an alcoholic beverage.

The survey shows a high level of media and enforcement awareness. The majority of surveyed drivers had heard about enforcement related to drinking and driving (67 percent) while about one half were aware of enforcement related to the use of safety belts (51 percent) and speeding (45 percent). These percentages decreased compared to 2010. Males were generally more aware of enforcement activities than females.

The large majority of drivers felt they were somewhat likely to receive a ticket if they violated the law in these areas (86 percent for drinking alcohol and driving, 80 percent for speeding with 71 percent for not wearing a safety belt).

The most common type of distraction was talking on a cell phone. About 59 percent reported using a cell phone while driving. There was an increase in texting in 2011 compared to 2010. Distracted driving was much more common for the youngest age category.

