

**Research Report
KTC-96-27**

**EVALUATION OF A REGIONAL TRAFFIC
SAFETY IMPROVEMENT PROGRAM**

by

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**Federal Highway Administration
U.S. Department of Transportation**

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December 1996

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EXECUTIVE SUMMARY

The objectives of this report were to document the activities and evaluate the effectiveness of a regional traffic safety improvement program in the Green River Area Development District (GRADD). This is a seven county region in western Kentucky. The goals of the program were to reduce the numbers of motor vehicle fatalities and injuries, to increase safety belt usage, and to increase public awareness of the effects of alcohol-related and high speed driving in rural areas.

A full-time employee was hired by GRADD to manage the program. A Citizen Advisory Board (CAB) was established in each county. Each CAB formulated a mission statement, identified problems they desired to address, established goals and objectives, and developed strategies and activities. Activities in the program included: radio and television public service announcements, development of a logo, development and distribution of several pamphlets, placing traffic safety billboards, presenting programs to various groups on different traffic safety topics, distributing numerous promotional items, participating in community events such as parades and festivals, use of safety characters, providing training such as TIPS, and providing a visual display radar.

The accident analysis showed that the number of accidents and injuries in the GRADD decreased after the start of the safety program at a level which was statistically significant compared to statewide statistics. While the number of fatalities increased, due to the small numbers, the change was not statistically significant compared to statewide statistics.

Safety belt usage in the GRADD increased at a higher rate than the statewide increase. Before the program, the usage rate in the GRADD was substantially below the statewide average but the usage rate increased to a level only slightly below the statewide average.

The evaluation revealed that the program was successful in hiring and training a coordinator, creating a CAB in each county, developing highway safety literature specific to the GRADD, and presenting highway safety information to the general public through such methods as public service announcements, newspaper articles, pamphlets, billboards, participation in community events, and distribution of highway safety materials.

The success of this program in achieving its goals and objectives shows that the concept of a regional safety program is a valid method of reducing traffic accidents and informing the public of traffic safety issues.

1.0 INTRODUCTION AND BACKGROUND

Traffic accidents are caused by a combination of human, vehicular, and roadway factors. Various programs have been implemented to address factors in each of these areas. Programs administered by the National Highway Traffic Safety Administration (NHTSA) have typically dealt with problems relating to the driver or the vehicle. NHTSA has used the Community Traffic Safety Program (CTSP) concept to address driver and vehicle issues within a community. The Federal Highway Administration (FHWA) has historically dealt with roadway issues. In recent years, FHWA has started to use the concept of the Corridor Safety Improvement Program (CSIP) in an attempt to consider all safety related issues in a specific highway corridor. The purpose of this project was to combine the CTSP and CSIP methodology to address driver, vehicle, and roadway issues within a rural region of Kentucky.

The CTSP is based on the identification of local issues within a community and is administered by an established unit in the community such as a task force with public/private sector participation. The CTSP is geared toward the solution of traffic safety problems related almost exclusively to the driver and the vehicle. Examples of countermeasures implemented in CTSPs are safety belt education, drunk driving road blocks, speed enforcement, and designated driver programs.

The CSIP involves implementing comprehensive and coordinated driver, vehicle, and highway safety improvements on highway corridors which have high accident rates. In addition to addressing driver and vehicle issues, the CSIP includes generally low cost roadway countermeasures such as improved signs and markings, improving sight distance, and increased skid resistance.

The concept of a safety management system (SMS) was first required to be implemented on a statewide level by the 1991 Intermodal Surface Transportation Efficiency Act (ISTEA). It is now optional but has been continued in Kentucky. All types of contributing factors (driver, vehicle, and roadway related) are to be considered on all public roads as part of a SMS. The program described in this report involved combining the CTSP and CSIP into a safety program similar to a SMS for a specified area within the state of Kentucky.

Originally, the program was envisioned to include one county. A series of meetings was held involving representatives of the Kentucky Transportation Cabinet, Federal Highway Administration (FHWA), Kentucky State Police (Governor's Representative for Highway Safety), National Highway Traffic Safety Administration (NHTSA), and the Kentucky Transportation Center to discuss the organization of this type of safety program. The first meeting was held in January 1991. Accident rates were compared on a county basis as well as a regional basis. Kentucky is divided into 120 counties and 15 Area Development Districts (ADDs).

The decision was made that a regional highway safety improvement program using an ADD would provide the optimum method of achieving a manageable program. Accident statistics in the ADDs were compared using statistics such as accident rates (total, fatal, and fatal or injury), percentages of accidents involving speeding or alcohol, safety belt usage, and alcohol conviction rates. Since either a rural or a combination rural/urban area was desired, the decision was made to exclude the ADDs which included the major metropolitan areas within the state. The ADDs having the accident statistics which showed the greatest potential for improvement were identified. Other important factors used in the identification process were past experience and demonstrated interest of the various ADDs in the area of traffic safety.

After consideration of all factors, the proposed program was discussed with representatives from the Green River Area Development District (GRADD). An agreement was developed between the Kentucky Transportation Cabinet and GRADD. The project was originally funded for three years. The funding for GRADD to implement the program was \$100,000 per year for three years or a total of \$300,000 of FHWA STP safety funds. A full time employee was hired by GRADD to administer the program. GRADD started work on the program in August 1993. The program has continued with additional funds after the original three-year funding ended on September 30, 1996. A separate FHWA grant was awarded to the Kentucky Transportation Center at the University of Kentucky to evaluate the program.

The listed goals of the program were to:

- reduce the numbers of fatalities and injuries on highways located within the seven county GRADD area,
- increase the seat belt usage rate of the general public in the GRADD area, and
- increase public awareness of the effects of alcohol-related and high speed driving.

The objectives listed in the contract included:

- hiring and training of a full-time highway safety coordinator,
- developing and distributing highway safety materials,
- creating and training a Citizens Advisory Panel in each county,
- providing highway safety programs to public and private organizations,
- coordinating voluntary selective enforcement with law enforcement,
- providing public education in high crash corridors,
- developing a comprehensive highway safety media campaign, and
- producing a newsletter.

The GRADD is a seven county region in western Kentucky. A map showing the location of this region is shown in Figure 1. The population of this region (using 1990

census data) is about 200,000 out of the approximate 3.5 million population of Kentucky. The GRADD region provides a combination of rural and urban areas. The largest city in the area is Owensboro which has a population of slightly over 50,000 followed by Henderson with a population of slightly over 25,000. Owensboro is the third largest city in Kentucky while Henderson is the ninth. After Owensboro and Henderson, there is a dramatic decrease in city size with the next largest city being Providence with a population of slightly over 4,000. There are 24 municipalities in GRADD with 12 having a population of over 1,000. The largest county is Daviess County with a population of about 87,000 while Hancock County is the smallest county having a population of about 8,000.

The objectives of this report were to document the activities and evaluate the effectiveness of the regional safety improvement program.

2.0 DESCRIPTION OF PROGRAM

2.1 GRADD Activities

The GRADD was designated as the lead agency to develop, coordinate, and manage the program. A full-time employee was hired and assigned this responsibility. The activities of this employee included:

- establishing and directing the Citizen Advisory Boards in each county,
- working with the media to develop public service announcements,
- developing and distributing information about traffic safety using methods such as pamphlets and billboards,
- working with law enforcement,
- increasing public awareness through such activities as parades and school programs, and
- working with employers in the area of traffic safety.

2.2 Organization of Citizen Advisory Boards

A Citizen Advisory Board (CAB) was established in each county. Representatives of various organizations were contacted and invited to attend the meetings. The first meetings were held in August 1993.

The Citizen Advisory Boards (CABs) for each county have met several times per year. Over the three year period of August 1993 through July 1996 there were a total of 145 meetings (51 the first year, 59 the second and 35 the third). The number of meetings over this three-year period varied from 17 in McLean and Webster Counties to 26 in Henderson County. The number of meetings was reduced in the third year in

an attempt to increase attendance. The average attendance increased from 3.5 the first year to 4.9 the third year. During the third year, the counties had the following number of meetings and total attendance:

<u>County</u>	<u>Number of Meetings (8/95-7/96)</u>	<u>Average Attendance</u>
Daviess	6	7.2
Hancock	2	2.5
Henderson	9	6.1
McLean	2	5.0
Ohio	6	3.7
Union	4	4.2
Webster	6	3.3

The number of members in a CAB varied from county to county as well as in a given county over the time period of the project. At the end of the first year of the project, there were 31 members in the seven CABs. Membership varied from two to seven for the various counties with an average of 4.4. The numbers of active members increased substantially between the first and third years. At the end of the third year, there were 56 active members in the seven CABs. The number of active members varied from four to 16 for the various counties with an average of eight. The mailing list for the seven CABs varied from 10 to 33 with a total of 123. The number of active members increased by about 80 percent between the first and third years.

Organizations represented on the CABs varied by county. Members typically represented the following groups: police enforcement, elected officials, school systems, emergency medical services, advocacy organizations, and private businesses. At the end of the third year, about one-third of the active members (19) were associated with law enforcement followed by elected officials (9) and school system representatives (9). The largest number of law enforcement members represented a city.

As a method of organizing activity, the CAB in each county formulated a mission statement, identified problems they desired to address, established goals and objectives, and developed strategies and activities. As an aid in identifying problem areas, accident data for the GRADD counties were summarized and compared to statewide data. The comparison of all accidents in the state with accidents in the GRADD, using accident data for 1993 through 1995, is given in Table 1. This comparison for only fatal accidents is given in Table 2. Some of the information given in Tables 1 and 2 were also determined for individual counties and cities. Additional general accident statistics were provided (Table 3). Reference was also made to an annual analysis of accident data in Kentucky which compares accident data from the various counties and cities across the state. This analysis could be used to determine if a given county or city had an unusual number or percentage of a specific type of accident such as accidents involving pedestrians or speed-related accidents.

After the corridor was selected, contact was made with various organizations with meetings held in each county. A US 60 Safety Team was organized in each county. A joint meeting of all counties with media attendance was held in December 1993 in order to formally begin the program.

The decision was then made that there should not be two separate committees in a county with the same general goal. Therefore, members of the US 60 Safety Team were consolidated into the Citizen Advisory Board for each county.

3.0 LISTING OF ACTIVITIES

3.1 GRADD Activities

The GRADD has been involved in numerous activities in many areas. In order to summarize the activities in an organized manner, activities were grouped into various categories with a description provided of the work performed in each area. Following is a summary of the regional highway safety improvement program activities.

1. public service announcements (PSAs): Various PSAs have been shown by the six television stations serving the area and played by the approximate 12 radio stations serving the area. The first television PSA developed as part of this project was during Christmas in 1993 and related to using safety belts and safety seats. A local personality was used with the PSA carried by three television stations. Examples of radio station activity have been incorporating highway safety trivia questions into a morning talk show and interactive PSAs using the Vince and Larry characters.

Four specific PSAs were supplied to the television stations for their use with at least 20 different PSAs supplied to the radio stations. Most have dealt with either the use of seat belts or the effects of alcohol and driving. A few concerned speeding.

2. logo: A logo was developed near the beginning of the program. It was developed so that a symbol could be used to identify the program. A logo was selected from several entries with the CABs given the opportunity for input. The logo selected was Citizens Regional Awareness for Safe Highways (CRASH). This logo was included on pamphlets and promotional items. The selected logo is shown in Figure 2.

3. pamphlets: In addition to nationally distributed pamphlets, several pamphlets were developed specifically for use in this region. Local data and the CRASH logo were included in these pamphlets. The first such pamphlet was entitled "Sobering Facts about Drinking and Driving". It contained information about the penalty for DUI, some national accident statistics about alcohol-related accidents, and regional crash

facts for 1992. A total of 5,000 of these pamphlets were distributed. A second pamphlet gave information concerning safety belts and was entitled "Is 40 Years of Your Life Worth 3 Seconds of Your Time?". About 10,000 were distributed. Another pamphlet related to safety belts was entitled "The New Law of the Jungle is You Gotta Buckle Up". It was distributed after the statewide safety belt law was enacted in 1994 with 5,000 distributed. Another pamphlet provided a guide to highway safety programs available in the GRADD region. The programs being offered as a part of the CRASH project sponsored by GRADD were described. A total of 5,000 of these pamphlets were distributed. Another pamphlet giving information about the use of child safety seats was developed with 20,000 distributed. Two additional pamphlets are currently under development. One deals with school bus safety with the other giving information for drivers to use when responding to an emergency vehicle.

4. billboards: A local billboard company donated space on their billboards when they were not in use. The only cost of this activity was to purchase the paper. The company supplied the labor to place the poster on the billboards. The designs for the billboards were developed with the assistance of personnel from the billboard company. The following four messages were placed on the various billboards.

1. It Is Not Legal To Drink & Drive
2. The Second Crash Kills, Buckle Up
3. 55 mph For A Very Good Reason
4. CRASH logo

Paper was purchased for 85 billboards. Most of the billboards were placed on US 60.

5. programs and presentations: Programs and presentations were given to various groups on several subjects. For example, 10 separate school programs were identified during the first year of the program with an estimated attendance of about 3,300. Also, during the first year, presentations to six different civic groups were identified with an attendance of about 250. These presentations have continued throughout the program. Most have been conducted through schools with common subjects dealing with safety belt usage, alcohol, and school bus safety. As part of the typical program, promotional items and literature are distributed with safety videos shown.

6. law enforcement blitzes: Local and state law enforcement personnel were coordinated to perform law enforcement blitzes such as sobriety checkpoints. These occurred during nationally designated time periods.

7. newspaper articles: A file has been maintained of newspaper articles dealing with the regional safety improvement program or traffic safety issues. There are about 10 newspapers in the GRADD area with the only daily newspaper in Owensboro. The other papers are published weekly. Camera ready art related to safety belt usage,

alcohol, and speeding were provided to local newspapers. Articles on related subjects such as the graduated license and teenage accident statistics were provided. An effort was made to have regular contact with local newspapers so coverage would be provided for events sponsored as part of the program. The newspapers provided publicity for special events such as the various festivals as well as other activities such as the "Battle of the Belts", Barbara Babb, and the mock crash activity.

8. safety belt programs: The following programs were offered by GRADD:

- a) Safety Belts for Dummies or People - Seat belts and the protection they provide in a crash were discussed. It was oriented to any age group except the very young.
- b) Get It On - This is a slide presentation about seat belt use which was appropriate for any age except very young children.
- c) Safety and Your Car - This program discussed seat belt use, child restraint devices, and air bags. Anti-lock brakes were also addressed.

A large portion of the activity in this area dealt with work with the elementary and high schools. Programs in the elementary schools included such activities as showing a video entitled "Safety and Your Car" or using devices such as Crash Kramer, which is a spring loaded car, or an egg and slant board to show the results of not using a safety belt.

Competitions between high schools were used to provide an incentive to increase safety belt usage. A Battle of the Belts activity was held between high schools in Daviess County. Seat belt checks were also conducted at the high schools in the other counties. Prizes donated by local businesses were given as part of the high school safety belt checks.

Child safety seats were distributed through giveaways at department stores as well as through a grant with Easter Seals which provided 114 safety seats. Programs describing the proper use of safety seats were provided to individuals who were distributing loaner safety seats.

9. alcohol programs: The following programs were offered by GRADD:

- a) TIPS: Training Intervention Procedures for Servers - This program involves classroom training, combining oral and video presentations, on how to have safe parties in the home or office. It also applies to servers at businesses. It is only for age 21 or above.

- b) **Drinking and Driving** - This is a presentation on the ramifications of impaired driving. Scenes from the Carrollton bus crash are shown. The effects of alcohol on the body are shown with remedies recommended to reduce DUI incidence.
- c) **Let's Talk About Drinking: A Guide for Parents** - Underage drinking is discussed with emphasis on the role parents can have in influencing their children's attitudes and actions regarding alcohol.
- d) **Your Alcohol IQ** - This program is oriented toward adults and explores myths about alcohol. It provides a guide to good decision making about the consumption of alcohol.
- e) **The Game of Your Life** - The effects of drinking on the safe operation of a car are discussed. A controlled driving course is included.

Work in this area was directed toward high schools (such as Red Ribbon Week) and various groups of adults. Two TIPS training sessions have been held with about 125 participants. A program using Barbara Babb was sponsored with over 1,000 high school and college students and adults attending presentations. Information concerning alcohol and driving was distributed at various activities such as health fairs and county fairs. A presentation in this area was also provided through the Chamber of Commerce.

A mock crash was conducted simulating a drunk driving collision. Many local organizations participated. A videotape of the event was developed which has been used as a safety film.

10. promotional items: Several items were purchased to provide visibility of the program. Following is a list of the items along with the quantity distributed. These items were distributed at meetings, presentations, parades, and various community events.

<u>Item</u>	<u>Quantity</u>
a. Can Huggers	
Seatbelts: Everybody's Wearing Them	1,000
Sober Driving: A Condition You Can Live With	2,000
b. Air Fresheners (for the car)	
Arrive Home Alive, Don't Drink and Drive	5,000
55 mph 65 mph The Difference is 5 Minutes or Your Life	10,000

<u>Item</u>	<u>Quantity</u>
c. Mints CRASH Logo; Drive a Safe Speed; Seat Belts, Everybody's Wearing Them	65,000
d. T-Shirts (with CRASH logo)	4,135
e. Suckers We Care, Buckle Up, Sober Driving, Safe Speed	20,000
f. Rulers Make It A Rule, Buckle Up	10,000
h. Magnets Bear Shaped	5,000
i. Pogs CRASH logo; Buckle Up America	20,000
j. Pencils CRASH logo	10,000
k. Miniature Basketballs Take a Shot - Buckle Up	5,000
l. Keychains Buckle Up; Report Drunk Drivers (with number)	10,000
m. Coloring/Activity Books	30,000
n. Stadium Cups CRASH logo; Seat Belts Save Lives	10,000
o. Ink Pens CRASH logo	15,000
p. Ice Scrapers Don't Get Scraped off the Windshield; Buckle Up	5,000
q. Frisbee Safe & Sober	5,000

<u>Item</u>	<u>Quantity</u>
r. Miniature Football Don't Throw Your Life Away - Buckle Up	10,000
s. Jar Openers Seatbelt Use; Sober Driver; Safe Speed	5,000
t. Fly Swatters Don't "Fly" Through the Windshield - Buckle Up	5,000
u. Vince and Larry Stickers	25,000

The Vince and Larry and Buckle Up Bear costumes and Buckle Up Bear, Jr. robot (remote control car) were purchased and used to promote highway safety. A large banner was purchased as well as a computer program to print banners. A small device called Crash Kramer was purchased to use as a miniature crash simulator.

11. community events: Public awareness was maintained through participation at such activities as parades, school programs, and festivals. For example, floats were entered in eight Christmas parades in 1993 with total estimated crowds of about 19,200. In 1995, floats were entered in 11 parades with participation in at least 21 different events such as county fairs or festivals.

12. training: Various types of training were provided. A program for intervention procedures by servers of alcohol (TIPS) was given to several local businesses. Two TIPS classes were given with an attendance of about 120. Safety belt usage training was also given to several local businesses. Training was given to about 75 people concerning the proper use of child safety seats.

13. speed programs: A visual display radar unit was purchased and loaned to various police agencies. The device was typically used by city and county police with some use by vehicle enforcement.

14. young drivers: The following programs relating to young drivers were available.

- a. YES You're in Control - This is a video for the permit holder or newly licensed driver. It describes what causes insurance rates to climb and what can be done to prevent a crash or decrease the potential.
- b. The Ultimate Driving Challenge - Drivers are taken through situations encountered on a daily basis.

- c. Straight at Ya - This is a video directed at teens and deals with effective handling of peer pressure in typical teen situations.

Graduation cards were given to high school seniors. The cards contained a message concerning safe speed, buckle up, and sober driving. About 2,500 of these cards were given to all seniors in the region for one graduating class with about 500 distributed in 1995. In January 1996, the Teen Leadership Conference was sponsored. This was a two-day retreat for high school students in the seven county area with an attendance of about 150. Assistance was given for MADD Red Ribbon Week activities at various high schools. A "Day of the Dead" program, which is an alternative to Ghost-Out, was presented. Traffic safety literature was supplied to high schools and colleges in conjunction with various activities, such as health fairs, at these schools. Safety belt usage contests (such as Battle of the Belts) were held. Barbara Babb talked to high school and college students about drinking and driving.

15. older drivers: Senior citizen groups were included in the civic groups to which programs were presented. For example, there has been participation at approximately eight to 10 health fairs held in senior citizen centers.

16. pedestrians: The accident data were used to identify counties and cities having the highest number or percentage of pedestrian accidents. This was discussed in the CAB meetings.

17. bicycles: The accident data were used to identify counties and cities having the highest number or percentage of motor vehicle-bicycle accidents. This was discussed in the CAB meetings. Literature relating to the use of bicycle helmets were distributed with demonstrations of helmet effectiveness provided at elementary schools. Assistance was provided at bicycle rodeos.

18. motorcycles: The accident data were used to identify counties and cities having the highest number or percentage of motorcycle accidents. This was discussed in the CAB meetings. Information concerning motorcycle safety was provided at a large motorcycle event in Sturgis.

19. school bus safety: The issue of school bus safety was included in the school programs. A pamphlet dealing with school bus safety is being developed.

20. truck accidents: The accident data were used to identify counties and cities having the highest number or percentage of truck accidents. This was discussed in the CAB meetings. Vehicle enforcement personnel, from the Division of Motor Vehicle Enforcement of the Transportation Cabinet, participated in the CAB meetings and were provided use of the visual radar and various promotional items.

21. videotapes: Videotapes were purchased for each county. They were used at activities such as fairs and festivals. Examples of who used the videos include schools, EMS, police, parents, and Boy Scouts. Most of the videos dealt with alcohol and seat belt use. Local videotapes included the mock case and safety belt PSA.

22. newsletter: An insert, called the Insider, was placed in some issues of the GRADD newsletter which is distributed throughout the seven counties. Activities were summarized by county and traffic safety issues are discussed.

23. roadway improvements: In addition to improvements implemented by the Department of Highways along the US 60 corridor, the CABs discussed minor improvements in their county. For example, one county identified the need for specific signs and markings along a city street. The concerns of the CABs were related to the Department of Highways. Other examples discussed in CAB meeting include lowering speed limits, improving sight distance, fixed objects in the clear zone, truck enforcement, road widening, and deer accidents.

3.2 Summary of Citizen Advisory Boards Activities

The CAB for a given county would identify specific problem areas they desired to address in that county. Various sources of input were used in identifying problem areas. Accident statistics were available which compared statewide statistics with that for each county. Counties having high accident statistics in specific areas were identified. Complaints received by committee members or specific concerns of the members were also considered.

Specific goals and objectives were developed based on the problems which were identified. Activities and strategies were organized to achieve these goals and objectives.

A description of the activities of the CAB for each county is given in the Appendix. The summary includes a listing of the organizations represented by the active CAB members, the mission statement, a listing of the problems identified, the goals and objectives, a summary of strategies and activities, and the results from those activities.

3.3 Corridor Improvements

Accidents along the US 60 corridor were analyzed by the Kentucky Transportation Cabinet. Improvements were then recommended to reduce specific types of accidents or to reduce accidents at a high accident location. Any improvements were low cost types of improvements with no road construction or reconstruction involved.

4.0 EVALUATION

4.1 Accident Data

An objective of this program was to reduce the number of traffic accidents. A comparison was made between accident statistics before the program was started and after the program was implemented (1). The three-year period of 1990 through 1992 was included in the analysis to establish the "before" period. The program was started in 1993 so that year was considered as a transition period. Data for 1994 and 1995 were used as the "after" period to compare to the years prior to the program.

In addition to total accidents, various types of accidents were compared. The numbers of fatal and injury accidents were compared. The percentages of accidents involving alcohol or speeding as a contributing factor were analyzed. Safety belt usage in accidents was compared. The accident data were summarized for the total GRADD region as well as for each county.

The trends in total accidents, total injury accidents, total injuries, total fatal accidents, and total fatalities in the seven individual counties in the GRADD, as well as the total GRADD area and statewide, are shown in Tables 4 through 8, respectively. The trends in the number and percentage of accidents involving alcohol or speeding are shown in Tables 9 and 10.

As shown in Table 4, the number of total accidents in the GRADD decreased by 14.7 percent in 1994 through 1995 compared to 1990 through 1992. This decrease was statistically significant when compared to the smaller reduction in the statewide number of accidents (2). Accidents decreased in all seven counties with the largest decreases occurring in McLean and Webster Counties. There was also a decrease in injury accidents and injuries in the GRADD while there was a slight increase statewide (Tables 5 and 6). The reductions in injury accidents and injuries in the GRADD were statistically significant when compared to the statewide increase. There was an increase in fatal accidents and fatalities in the GRADD while fatalities decreased slightly statewide (Tables 7 and 8). However, due to the small number of fatalities, the increase was not statistically significant. The large fluctuation in fatalities which can occur is shown in Union County where there was an increase of over 200 percent which resulted from two multiple fatality accidents.

There was a large decrease in alcohol-related accidents in the GRADD which corresponded to a decrease statewide (Table 9). There was a slight decrease in speed-related accidents which was similar to the statewide decrease (Table 10). When compared to the statewide statistics, the differences in the reductions in alcohol- and speed-related accidents in the GRADD were not statistically significant.

The trend in various types of accidents in the GRADD compared to statewide is shown in Table 11. While the numbers of accidents were not sufficient to show a statistically significant difference, there was a dramatic decrease in pedestrian accidents in the GRADD compared to the statewide reduction.

4.2 Enforcement Data

Increased enforcement was one of the goals of the program. Data concerning the number of convictions issued were obtained. Specifically, convictions in the areas of DUI, speeding, and reckless driving were obtained. These data were summarized for the total GRADD region and statewide as well as for each county (Tables 12 through 14). There were decreases in the number of alcohol, speeding, and reckless driving convictions in the GRADD which were not statistically different from statewide decreases. The data did not show an increased level of enforcement.

The DUI conviction rates were also analyzed. The trend in conviction rates is given in Table 15. There has been an increase in the conviction rate in the GRADD as well as statewide.

4.3 Safety Belt Usage Rates

An objective of this program was to increase safety belt usage. Observation surveys were taken at several locations throughout the GRADD region. This procedure was used to obtain more accurate data than could be obtained from accident data. Usage rates obtained from accident data, which are generally based on the statements of occupants, are always substantially above that found in observational surveys.

Data were taken at 15 intersections. There were two locations in each county, except Daviess County, where three locations were surveyed. The first set of data was taken in 1993 prior to the start of the program. A usage rate was determined for each county. The rates in 1993 ranged from 23 percent in Ohio and Union Counties to 38 percent in Hancock County. An overall usage rate for the GRADD was determined using the population of each county. The rate for the GRADD region was determined to be about 30 percent prior to the start of this program.

The surveys were taken again, at the same intersections, in 1996. A comparison of the results is shown in Table 16. The usage rate for the GRADD region increased from 30 percent in 1993 to 50 percent in 1996. This can be compared to the increase statewide which resulted from a mandatory usage law which was passed in 1994. The statewide rate increased from 42 percent in 1993 to 55 percent in 1996 (3). There was a substantially larger increase in the GRADD (20 percentage points) compared to statewide (13 percentage points). Also, the usage rate in the GRADD in 1996 was 5 percent lower than the statewide average compared to 12 percent lower in 1993. The

higher statewide rate is influenced by the high usage rates in the largest cities (Louisville and Lexington). These data show the program has had a positive influence on safety belt usage in the GRADD.

Usage of drivers of passenger cars involved in motor vehicle accidents was also obtained for the counties in the GRADD and compared to statewide statistics (Table 17). As previously noted, these rates are much higher than observational data because they are mostly self reported. The extent of the increase can still be used. The data in this table show a dramatic increase in 1994 and 1995 in the GRADD compared to a smaller statewide increase. The difference in the rates between the GRADD and statewide was fairly constant from 1990 through 1993 (12 to 16 percent) but was only 4 percent in 1994 with no difference in 1995.

4.4 Public Awareness

While it is difficult to have an objective measure of the increase in public awareness of traffic safety as a result of this program, the description of the activities which were conducted as part of this program illustrates the increased exposure attained. The CRASH logo was developed which provided name recognition.

Public education and information were provided by such activities as the billboards, pamphlets, newspaper articles, and radio and television public service announcements. Thousands of promotional items, such as T-shirts, mints, and air fresheners, were distributed. Participation in community activities such as parades, school programs, and festivals provided direct exposure to thousands of people with the identifying participation by the GRADD program.

5.0 CONCLUSIONS

The objectives of this evaluation were to document the activities of the regional traffic safety improvement program in the GRADD and to evaluate its effectiveness. The success of this program can be judged based on whether it meets its goals and objectives. The listed goals were to reduce the number of injuries and fatalities in the GRADD, increase safety belt usage, and increase public awareness of the effects of alcohol and high speed on traffic accidents.

The accident analysis showed that the number of total accidents, injury accidents, and injuries in the GRADD had decreased after the start of the safety program at a level which was statistically significant compared to statewide statistics. While the number of fatalities increased, due to the small numbers, the change was not statistically significant compared to statewide statistics.

Safety belt usage in the GRADD increased at a higher rate than the statewide increase. Before the program, the usage rate in the GRADD was substantially below the statewide average but usage increased to a level only slightly below the statewide average.

The evaluation revealed that the program was successful in hiring and training a full-time coordinator, creating Citizen Advisory Boards in each county, developing highway safety literature specific to the GRADD, and presenting highway safety information to the general public through such methods as public service announcements on radio and television, newspaper articles, pamphlets, billboards, distribution of highway safety materials, participation in community events, and presenting traffic safety related programs to various groups.

6.0 RECOMMENDATION

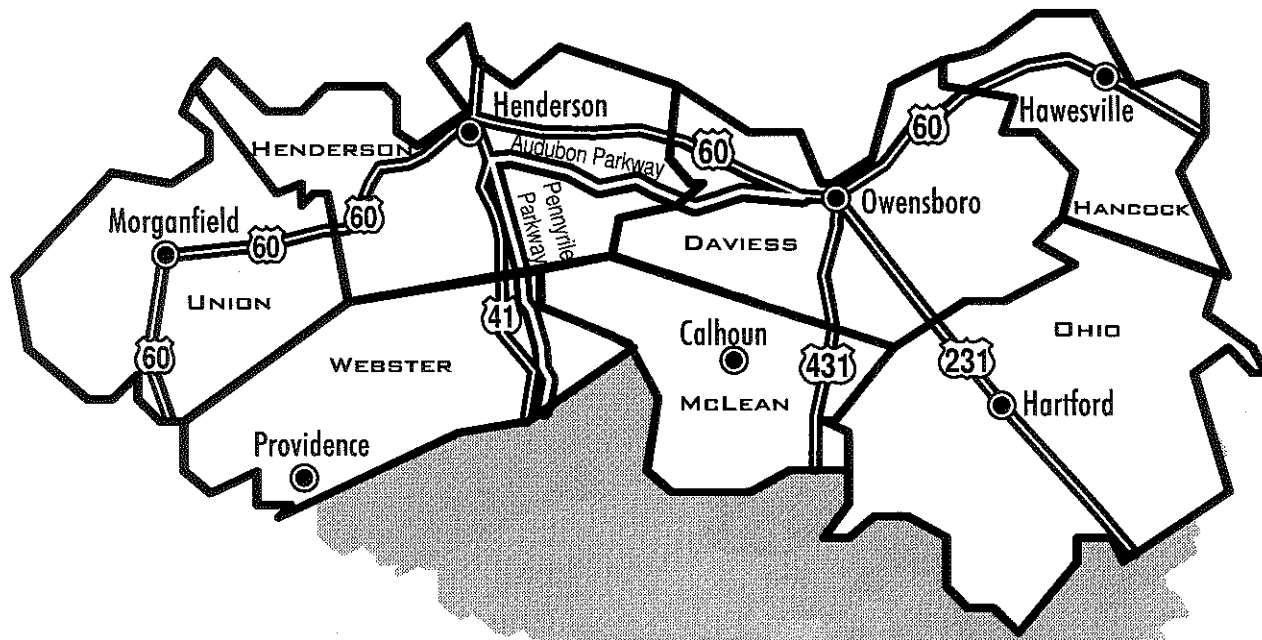
The success of this program in achieving its goals and objectives shows that the concept of a regional traffic safety improvement program is valid as a method of reducing traffic accidents and informing the public of traffic safety issues. The results warrant continuation of the GRADD program.

This concept should be expanded to other areas of the state. Such a program has been started by the Kentucky Transportation Cabinet using the 12 highway districts as a method of organization. This program is called "Drive Smart Kentucky." This new organization should use the experience gained through the GRADD and other existing programs and should coordinate activities with these programs. There should only be one advisory group in each county dealing with the subject of traffic safety.

Contacts to obtain additional information about the GRADD program are: Edward West from the GRADD at (502) 926-4433; Boyd Sigler from the Transportation Cabinet at (502) 564-3020; and Terry Chism of FHWA at (502) 223-6750.

7.0 REFERENCES

1. Agent, K.R. and Pigman, J.P.; Analysis of Traffic Accident Data in Kentucky (1991-1995), Kentucky Transportation Center, University of Kentucky, KTC-96-22, September 1996.
2. Natrella, M.G.; Experimental Statistics, National Bureau of Standards Handbook 91, August 1963.
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Green River Area Development District

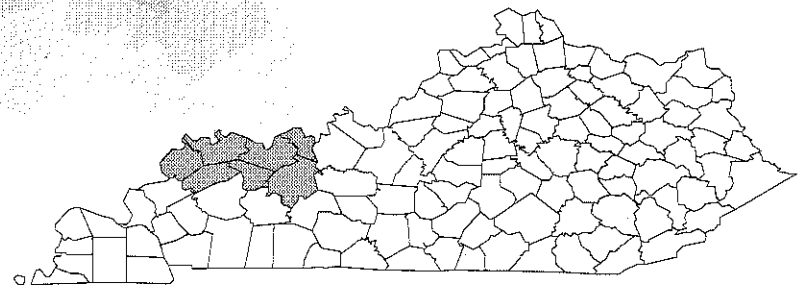
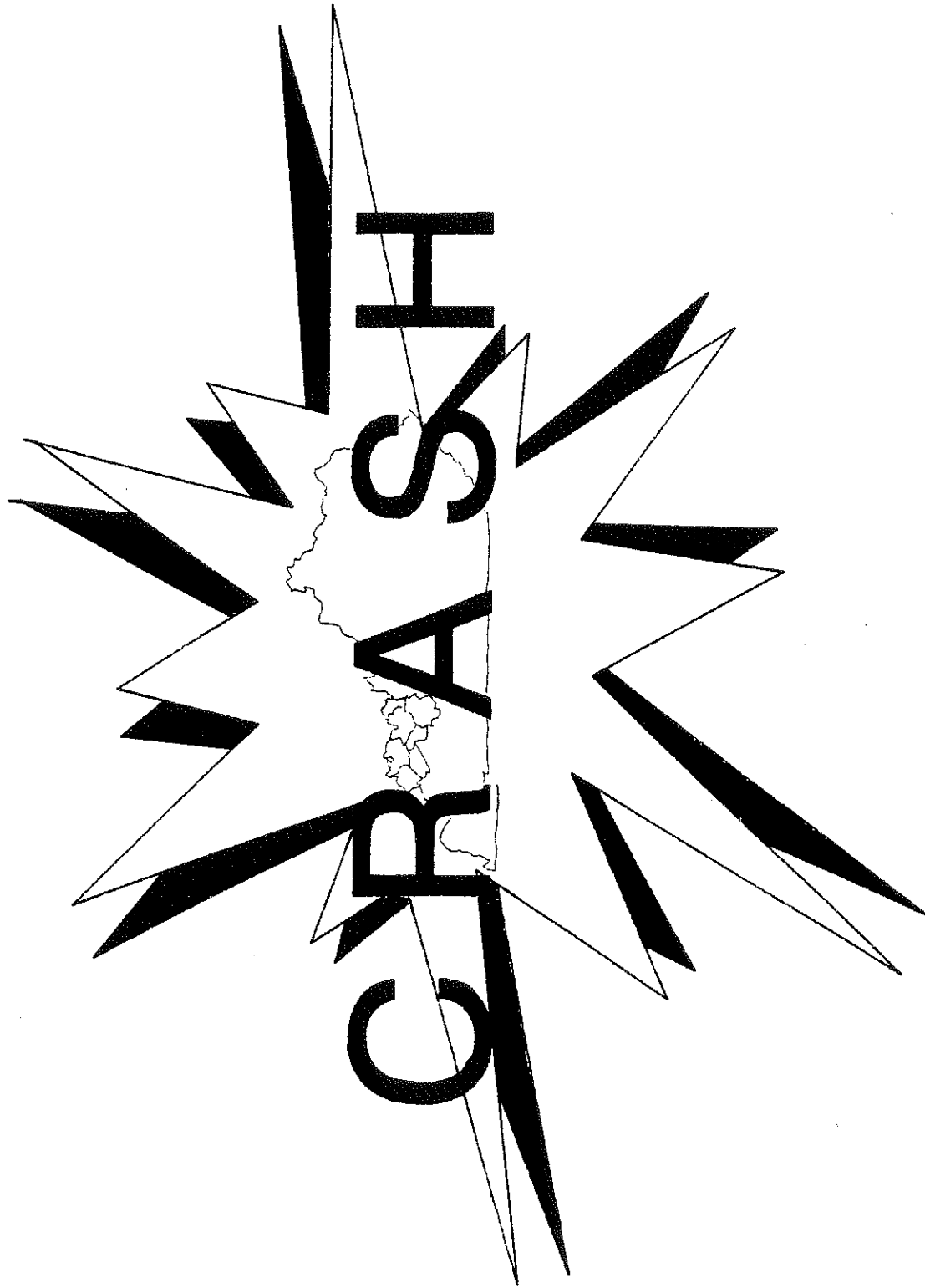


Figure 1. Green River Area Development District

Figure 2. Logo Used in Promotional Activities.



Citizens Regional Awareness for **Safe Highways**

TABLE 1. COMPARISON OF ACCIDENTS IN THE GREEN RIVER AREA
DEVELOPMENT DISTRICT TO ALL ACCIDENTS (1993-1995)

VARIABLE	CATEGORY	PERCENT OF TOTAL	
		ALL ACCIDENTS	GRADD ACCIDENTS
Severity	Fatal	0.57	0.55
	Injury	27.4	26.7
Aid System	Rural		
	Interstate	2.16	0.00
	Arterial	9.58	8.92
	Collector	17.18	22.40
	Local	9.31	9.70
	Off-Street	0.90	0.08
	Urban		
	Interstate-Expressway	4.64	1.52
	Arterial	33.4	30.77
	Collector	5.15	5.52
Directional Analysis	Intersection		
	Angle	16.51	18.98
	Rear end	9.30	8.56
	Opposing left turn	1.47	1.22
	Fixed object	1.18	1.36
	Same direction sideswipe	2.52	1.95
	Bicycle	0.23	0.32
	Pedestrian	0.25	0.13
	All Intersections	34.06	35.19
	Non-Intersection		
	Rear end	15.63	13.60
	Head on	0.58	0.36
	Same direction sideswipe	5.61	4.45
	Driveway related	1.81	2.11
	Parked vehicle	6.47	6.58
	Pedestrian	0.71	0.55
	Fixed object	9.90	8.77
Ran off road	5.77	8.05	
Overtaken in road	0.89	0.91	
Parking lot	3.20	3.74	
Bicycle	0.30	0.49	
Animal	2.84	4.64	
Bridge	0.16	0.21	
Interchange ramp	0.18	0.10	
Train	0.07	0.09	
Driver Seatbelt Usage	Yes	72.9	67.8
Time of Day	Midnight - 5:59 am	7.6	6.8
	6:00 am - 11:59 am	25.1	26.8
	Noon - 5:59 pm	45.4	46.2
	6:00 pm - 11:59 pm	21.9	20.3
Day of Week	Mon - Fri	75.7	75.3
	Sat - Sun	24.3	24.7

TABLE 1. COMPARISON OF ACCIDENTS IN THE GREEN RIVER AREA
DEVELOPMENT DISTRICT TO ALL ACCIDENTS (1993-1995) (continued)

VARIABLE	CATEGORY	PERCENT OF TOTAL	
		ALL ACCIDENTS	GRADD ACCIDENTS
Month	Dec - Feb	24.2	34.1
	March - May	25.3	25.5
	June - August	24.9	24.5
	Sept - Nov	25.6	25.5
Number of Vehicles	One	24.2	27.7
	Two	70.1	67.8
	More than two	5.7	4.5
Land Use	Rural	32.8	31.6
	Business	37.6	39.3
	Industrial	0.8	0.7
	Residential	21.4	24.0
	School	1.7	1.6
	Park	0.2	0.4
	Private Property	1.1	0.5
	Limited Access	4.4	1.9
Road Surface Conditions	Dry	71.6	74.1
	Wet	22.9	20.4
	Snow/ Ice	5.2	5.1
	Slush	0.2	0.3
	Muddy	0.1	0.1
Weather	Clear	59.0	64.0
	Raining	16.6	15.2
	Snowing	3.0	2.8
	Fog/ Smog/ Smoke	0.7	0.8
	Sleet/ Hail	0.6	0.4
	Cloudy	20.2	16.9
Road Character	Straight & Level	60.6	69.0
	Straight & Grade	17.6	12.3
	Straight & Hillcrest	3.8	3.8
	Curve & Level	8.3	8.4
	Curve & Grade	8.2	5.4
	Curve & Hillcrest	1.6	1.1
Light Condition	Daylight	72.8	72.0
	Dawn	1.5	1.2
	Dusk	2.6	2.5
	Darkness - lighted/ on	11.3	11.2
	Darkness - lighted/ off	0.8	0.6
	Darkness - not lighted	11.1	12.7
Speed Limit (mph)	35 or less	49.8	55.1
	40 to 45	16.1	12.9
	50 to 55	27.0	26.0
	Over 55	3.4	2.8

TABLE 1. COMPARISON OF ACCIDENTS IN THE GREEN RIVER AREA
DEVELOPMENT DISTRICT TO ALL ACCIDENTS (1993-1995) (continued)

VARIABLE	CATEGORY	PERCENT OF TOTAL		
		ALL ACCIDENTS	GRADD ACCIDENTS	
Type accident 1st event	Collision with Non fixed object			
	Other Vehicle	75.58	72.07	
	Pedestrian	0.96	0.68	
	Bicycle	0.54	0.81	
	Animal	0.47	0.49	
	Train	0.07	0.08	
	Deer	2.37	4.14	
	Collision with Fixed object			
	Utility pole	1.77	1.61	
	Guard rail	1.32	1.06	
	Crash cushion	0.04	0.04	
	Sign post	0.63	1.05	
	Tree	2.10	1.45	
	Building/ wall	0.49	0.40	
	Curbing	0.43	0.60	
	Fence	1.54	0.97	
	Bridge	0.37	0.38	
	Culvert/ head wall	0.63	0.70	
	Median/ barrier	0.45	0.29	
	Snow embankment	0.04	0.08	
	Earth embankment/ rock cut/ ditch	4.64	6.94	
	Fire hydrant	0.14	0.13	
	Guardrail end treatment	0.23	0.19	
	Other fixed objects	1.06	1.38	
	Non collision			
	Overturned	0.94	0.97	
	Fire/ explosion	0.19	0.27	
	Submersion	0.01	0.03	
	Ran off roadway	1.59	1.84	
	Other	0.75	0.82	
	Contributing Factors (Percent of all accidents in which listed as factor)	Human		
		Unsafe speed	7.65	7.24
		Failure to yield right of way	16.16	13.44
		Following too closely	5.48	3.71
		Improper passing	1.21	1.25
		Disregard traffic control	3.22	3.34
		Improper turn	2.47	2.43
		Alcohol involvement	4.79	4.77
		Drug involvement	0.29	0.30
		Sick	0.17	0.16
		Fell asleep	1.23	1.48
		Lost consciousness	0.26	0.25
		Driver inattention	33.46	42.33
		Distraction	2.09	2.54
		Physical Disability	0.24	0.21
		Vehicular		
Defective brakes		1.51	1.49	
Lighting defective		0.24	0.28	
Steering defective		0.28	0.32	
Tire problem		0.82	0.61	
Tow hitch defective		0.11	0.11	
Load problem		0.28	0.31	
Environmental				
Animal action		3.25	5.62	
Glare		0.80	0.87	
View obstruction		3.59	3.97	
Debris in roadway		0.61	0.58	
Improper / non working traffic control		0.14	0.15	
Defective shoulder		0.21	0.18	
Hole / bump		0.13	0.20	
Road construction		0.50	0.35	
Improperly parked vehicle		0.34	0.30	
Fixed object		0.19	0.14	
Slippery surface		12.40	11.55	
Water pooling		1.02	1.11	

TABLE 2. COMPARISON OF FATAL ACCIDENTS IN THE GREEN RIVER AREA DEVELOPMENT DISTRICT TO ALL FATAL ACCIDENTS (1993-1995)

VARIABLE	CATEGORY	PERCENT OF TOTAL		
		ALL ACCIDENTS	GRADD ACCIDENTS	
Aid System	Rural			
	Interstate	5.21	0.00	
	Arterial	42.26	49.59	
	Collector	23.46	27.27	
	Local	8.74	8.26	
	Off-Street	0.27	0.83	
	Urban			
	Interstate-Expressway	8.70	4.96	
	Arterial	7.65	7.44	
	Collector	0.50	0.00	
	Local	2.99	1.65	
	Parking Lot	0.23	0.00	
	Directional Analysis	Intersection		
Angle		10.64	12.40	
Rear end		0.77	1.65	
Opposing left turn		0.95	0.83	
Fixed object		0.50	1.65	
Same direction sideswipe		0.18	0.00	
Bicycle		0.10	0.00	
pedestrian		1.09	0.00	
All intersection accidents		15.22	17.36	
Non-Intersection				
Rear end		3.94	3.31	
Head on		9.96	7.44	
Same direction sideswipe		1.54	0.83	
Opposing Direction sideswipe		9.28	14.88	
Driveway related		2.31	2.48	
Parked vehicle		0.91	1.65	
Pedestrian		7.20	4.13	
Fixed object		24.05	19.01	
Ran off road		14.13	17.36	
Overtuned in road		3.44	3.31	
Parking lot		0.18	0.83	
Bicycle		0.68	2.48	
Animal		0.23	0.00	
Bridge		0.00	0.00	
Interchange ramp		0.00	0.00	
Train		0.72	0.83	
Driver Seatbelt Usage		Yes	38.7	27.2
Time of Day		Midnight - 5:59 am	28.7	13.2
		6:00 am - 11:59 am	20.2	23.1
		Noon - 5:59 pm	34.0	41.3
	6:00 pm - 11:59 pm	29.4	22.3	
Day of Week	Mon - Fri	67.6	63.6	
	Sat - Sun	32.4	36.4	
Month	Dec - Feb	21.3	21.5	
	March - May	23.6	28.1	
	June - August	26.9	27.3	
	Sept - Nov	28.2	23.1	

TABLE 2. COMPARISON OF FATAL ACCIDENTS IN THE GREEN RIVER AREA
DEVELOPMENT DISTRICT TO ALL FATAL ACCIDENTS (1993-1995) (continued)

VARIABLE	CATEGORY	PERCENT OF TOTAL	
		ALL ACCIDENTS	GRADD ACCIDENTS
Number of Vehicles	One	52.7	48.8
	Two	40.6	41.3
	More than two	6.7	9.9
Land Use	Rural	69.0	75.2
	Business	13.1	9.9
	Industrial	0.7	0.0
	Residential	10.0	9.9
	School	0.5	0.8
	Park	0.1	0.0
	Private Property	0.5	0.0
	Limited Access	6.2	4.1
Road Surface Conditions	Dry	78.0	81.0
	Wet	19.4	17.4
	Snow/ Ice	2.6	1.7
	Slush	0.0	0.0
	Muddy	0.1	0.0
Weather	Clear	63.2	62.8
	Raining	12.3	10.7
	Snowing	1.5	0.8
	Fog/ Smog/ Smoke	2.1	3.3
	Sleet/ Hail	0.6	0.0
	Cloudy	20.3	22.3
Road Character	Straight & Level	38.4	45.0
	Straight & Grade	19.9	23.3
	Straight & Hillcrest	4.5	5.0
	Curve & Level	16.9	14.2
	Curve & Grade	17.2	10.8
	Curve & Hillcrest	3.1	1.7
Light Condition	Daylight	54.9	64.2
	Dawn	2.4	2.5
	Dusk	3.0	1.7
	Darkness - lighted/ on	7.5	6.7
	Darkness - lighted/ off	1.0	0.0
	Darkness - not lighted	31.3	25.0
Speed Limit (mph)	35 or less	14.0	11.6
	40 to 45	10.0	9.1
	50 to 55	65.5	67.8
	Over 55	8.5	9.9

TABLE 2. COMPARISON OF FATAL ACCIDENTS IN THE GREEN RIVER AREA
DEVELOPMENT DISTRICT TO ALL FATAL ACCIDENTS (1993-1995) (continued)

VARIABLE	CATEGORY	PERCENT OF TOTAL	
		ALL ACCIDENTS	GRADD ACCIDENTS
Type accident 1st event	Collision with Non fixed object		
	Other Vehicle	46.38	49.59
	Pedestrian	8.29	4.13
	Bicycle	0.78	2.48
	Animal	0.18	0.00
	Train	0.72	0.83
	Deer	0.05	0.00
	Collision with Fixed object		
	Utility pole	2.63	0.83
	Guard rail	1.95	3.31
	Crash cushion	0.00	0.00
	Sign post	1.09	1.65
	Tree	9.33	4.96
	Building/ wall	0.41	0.00
	Curbing	0.50	0.00
	Fence	1.40	0.83
	Bridge	1.49	2.48
	Culvert/ head wall	2.67	3.31
	Median/ barrier	0.54	1.65
	Snow embankment	0.09	0.00
	Earth embankment/ rack cut/ ditch	11.05	12.40
	Fire hydrant	0.00	0.00
	Guardrail end treatment	0.72	0.83
	Other fixed objects	1.59	2.48
	Non collision		
	Overtuned	3.22	2.48
	Fire/ explosion	0.00	0.00
	Submersion	0.23	0.00
	Ran off roadway	3.56	4.96
	Other	0.82	0.83
	Contributing Factors (Percent of all accidents in which listed as factor)	Human	
Unsafe speed		25.68	19.83
Failure to yield right of way		19.52	25.62
Following too closely		0.41	1.65
Improper passing		2.58	0.83
Disregard traffic control		4.62	5.79
Improper turn		0.63	0.00
Alcohol involvement		21.88	14.88
Drug involvement		1.22	0.00
Sick		0.32	0.00
Fell asleep		4.53	4.96
Lost consciousness		1.13	0.00
Driver inattention		18.84	19.83
Distraction		1.59	4.96
Disability		0.41	0.00
Vehicular			
Defective brakes		0.95	0.83
Lighting defective		0.54	2.48
Steering defective		0.36	0.00
Tire problem		2.49	2.48
Tow hitch defective		0.14	0.00
Load problem		0.32	0.83
Environmental			
Animal action		0.54	0.83
Glare		0.82	1.65
View obstruction		4.35	7.44
Debris in roadway		0.32	0.00
Improper / non working traffic control		0.00	0.00
Defective shoulder		0.45	0.00
Hole / bump		0.40	0.00
Road construction		0.32	0.00
Improperly parked vehicle	0.23	0.83	
Fixed object	0.09	0.00	
Slippery surface	10.06	7.44	
Water pooling	1.68	1.65	

TABLE 3. GRADD ACCIDENT STATISTICS

1994											
COUNTY	TOTAL ACCIDENTS	TOTAL INJURY ACCIDENTS	TOTAL INJURIES	TOTAL FATAL ACCIDENTS	TOTAL FATALITIES	ALCOHOL RELATED	PERCENT ALCOHOL	SPEED RELATED	PERCENT SPEED	PERCENT SEATBELT USAGE*	TOTAL COST (millions)
Daviess	3,299	785	1,130	10	10	151	4.6	180	5.5	74	\$35.5
Hancock	169	63	104	1	1	17	10.1	11	6.5	66	2.9
Henderson	1,906	493	726	7	8	66	3.5	121	6.3	77	23.0
McLean	198	70	114	4	4	9	4.5	16	8.1	70	8.2
Ohio	543	187	291	6	8	27	5.0	43	7.9	67	13.9
Union	480	155	289	6	7	25	5.2	57	11.9	66	13.3
Webster	342	97	133	3	3	19	5.6	23	6.7	73	7.2
All GRADD	6,937	1,850	2,787	37	41	314	4.5	451	6.5	74	\$104.0
STATEWIDE	124,037	34,658	52,905	706	791	5,890	4.7	9,725	7.8	78	\$1,951.4

1995											
COUNTY	TOTAL ACCIDENTS	TOTAL INJURY ACCIDENTS	TOTAL INJURIES	TOTAL FATAL ACCIDENTS	TOTAL FATALITIES	ALCOHOL RELATED	PERCENT ALCOHOL	SPEED RELATED	PERCENT SPEED	PERCENT SEATBELT USAGE*	TOTAL COST (millions)
Daviess	3,313	791	1,153	12	13	140	4.5	189	5.7	88	\$39
Hancock	168	72	104	2	2	14	8.3	17	10.1	74	4.7
Henderson	1,921	503	724	9	9	92	4.8	163	8.0	92	26.6
McLean	154	54	88	4	5	13	8.4	30	19.5	80	7.8
Ohio	618	221	341	7	8	28	4.5	72	11.7	88	16.2
Union	481	152	243	5	9	33	6.9	59	12.3	82	11.6
Webster	350	132	204	2	2	19	5.4	28	8.0	88	5.9
All GRADD	7,005	1,925	2,857	41	48	347	5.0	548	7.8	88	\$111.8
STATEWIDE	127,653	35,926	54,759	739	856	6,075	4.8	10,013	7.8	88	\$2,032.1

*Reported usage for drivers of passenger cars involved in traffic accidents

TABLE 4. TREND IN TOTAL ACCIDENTS

AREA	NUMBER OF TOTAL ACCIDENTS						Percent Change*
	YEAR						
	1990	1991	1992	1993	1994	1995	
Daviess Co.	4,203	3,804	3,919	3,932	3,299	3,313	-16.8
Hancock Co.	212	168	162	169	169	168	-7.2
Henderson Co.	2,451	2,271	2,096	2,227	1,906	1,921	-15.8
McLean Co.	248	230	184	218	198	154	-20.4
Ohio Co.	645	568	600	641	543	618	-4.0
Union Co.	525	469	485	465	480	481	-3.0
Webster Co.	511	365	407	382	342	350	-19.2
All GRADD	8,795	7,875	7,853	8,034	6,937	7,005	-14.7**
Statewide	148,158	134,207	141,211	136,411	127,653	127,653	-10.9

*1994 through 1995 compared to average of 1990 through 1992

**The reduction in total accidents in the GRADD area was statistically significant compared to the reduction in the statewide number of accidents

TABLE 5. TREND IN INJURY ACCIDENTS

AREA	NUMBER OF INJURY ACCIDENTS						Percent Change*
	YEAR						
	1990	1991	1992	1993	1994	1995	
Daviess Co.	984	863	831	948	785	791	-11.8
Hancock Co.	61	45	66	55	63	72	19.3
Henderson Co.	616	535	538	568	493	503	-5.7
McLean Co.	91	90	65	57	70	54	-24.4
Ohio Co.	204	190	217	229	187	221	0
Union Co.	154	129	141	129	155	152	9.2
Webster Co.	141	87	122	106	97	132	-1.7
All GRADD	2251	1939	1980	2092	1850	1925	-8.2**
Statewide	35670	32957	34691	35718	34658	35916	2.5

*1994 through 1995 compared to average of 1990 through 1992

**The reduction in injury accidents in the GRADD area was statistically significant compared to the increase in the statewide injury accidents

TABLE 6. TREND IN INJURIES

AREA	NUMBER OF INJURIES YEAR						Percent Change*
	1990	1991	1992	1993	1994	1995	
Daviess Co.	1,465	1,291	1,225	1,380	1,130	1,153	-13.9
Hancock Co.	85	63	100	71	104	104	25.3
Henderson Co.	948	844	833	859	726	724	-17.1
McLean Co.	134	148	89	84	114	88	-18.5
Ohio Co.	320	290	334	352	291	341	0.3
Union Co.	257	223	201	203	289	243	17.2
Daviess Co.	197	115	173	155	133	204	4.3
All GRADD	3,406	2,974	2,955	3,104	2,787	2,857	-9.3**
Statewide	54,057	49,926	52,382	54,312	53,519	55,465	3.3

*1994 through 1995 compared to average of 1990 through 1992

**The reduction in injuries in the GRADD was statistically significant compared to the reduction in the statewide number of injuries

TABLE 7. TREND IN FATAL ACCIDENTS

AREA	NUMBER OF FATAL ACCIDENTS YEAR						Percent Change*
	1990	1991	1992	1993	1994	1995	
Daviess Co.	17	8	14	8	10	12	-15.4
Hancock Co.	1	0	1	2	1	2	114.3
Henderson Co.	6	9	9	11	7	9	0
McLean Co.	0	1	4	6	4	4	135.3
Ohio Co.	12	3	8	9	6	7	-15.6
Union Co.	3	1	2	2	6	5	175
Webster Co.	3	2	4	5	3	2	-16.7
All GRADD	42	24	42	43	37	41	8.3**
Statewide	758	724	722	763	706	739	-1.6

*1994 through 1995 compared to average of 1990 through 1992

**The increase in fatal accidents in the GRADD was not statistically significant compared to the reduction in statewide fatal accidents

TABLE 8. TREND IN FATALITIES

AREA	NUMBER OF FATALITIES						Percent Change*
	YEAR						
	1990	1991	1992	1993	1994	1995	
Daviess Co.	20	8	14	8	10	13	-17.8
Hancock Co.	1	0	3	3	1	2	15.4
Henderson Co.	7	11	10	11	8	9	-8.6
McLean Co.	0	1	4	7	4	5	164.7
Ohio Co.	13	3	9	15	8	8	-3.6
Union Co.	3	2	2	3	7	9	247.8
Webster Co.	3	3	4	8	3	2	-24.2
All GRADD	47	28	46	55	41	48	10.4**
Statewide	851	828	819	875	791	856	-1.1

*1994 through 1995 compared to average of 1990 through 1992

**The increase in fatalities in the GRADD was not statistically significant compared to the reduction in statewide fatalities

TABLE 9. TREND IN ALCOHOL-RELATED ACCIDENTS

AREA	NUMBER OF ALCOHOL-RELATED ACCIDENTS						Percent Change*	Percent Alcohol-Related	
	YEAR							1990-1992	1994-1995
	1990	1991	1992	1993	1994	1995			
Daviess Co.	222	207	215	183	151	148	-30.2	5.4	4.5
Hancock Co.	17	6	12	12	17	14	32.5	6.5	9.2
Henderson Co.	114	110	113	123	66	92	-29.5	4.9	4.1
McLean Co.	14	15	20	17	9	13	-32.5	7.4	6.2
Ohio Co.	35	33	40	24	27	28	-23.6	5.9	4.7
Union Co.	36	25	29	23	25	33	-3.3	6.1	6
Webster Co.	26	17	19	6	19	19	-8.2	4.8	5.5
All GRADD	464	413	448	388	314	347	-25.1**	5.4	4.7
Statewide	8052	7185	6968	6634	5890	6075	-19.2	5.2	4.8

*1994 through 1995 average compared to average of 1990 through 1992

**The decrease in alcohol-related accidents in the GRADD was not statistically significant compared to the reduction in statewide alcohol-related accidents

TABLE 10. TREND IN SPEED-RELATED ACCIDENTS

AREA	NUMBER OF SPEED-RELATED ACCIDENTS						Percent Change*	Percent Speed-Related	
	YEAR							1990-1992	1994-1995
	1990	1991	1992	1993	1994	1995			
Daviess Co.	214	181	212	232	180	189	-8.9	5.1	5.6
Hancock Co.	20	17	16	12	11	17	-20.9	9.8	8.3
Henderson Co.	149	109	118	170	121	153	9.6	5.5	7.2
McLean Co.	34	21	19	26	16	30	-6.9	11.2	13.1
Ohio Co.	66	58	52	66	43	72	2.2	9.7	10.3
Union Co.	54	49	56	63	57	59	9.4	10.8	12.1
Webster Co.	33	17	24	22	23	28	3.2	5.8	7.4
All GRADD	570	452	497	591	451	548	-1.2**	6.2	7.2
Statewide	11,120	9,455	9,728	9,969	9,725	10,013	-2.3	7.2	7.8

*1994 through 1995 average compared to average of 1990 through 1992

**The difference in the decreases in the GRADD and statewide speed-related accidents was not statistically significant

TABLE 11. TREND IN VARIOUS TYPES OF ACCIDENTS

TYPE ACCIDENT	AVERAGE NUMBER OF ACCIDENTS				PERCENT CHANGE*	
	1990-1992		1994-1995		GRADD	STATEWIDE
	GRADD	STATEWIDE	GRADD	STATEWIDE		
Pedestrian	76	1453	37	1172	-51.3	-19.3
Bicycle	57	727	55	685	-3.5	-5.8
Motorcycle	70	1060	57	889	-18.6	-16.1
School Bus	37	838	24	751	-35.1	-10.4
Truck	518	10253	465	8987	-10.2	-12.3
Train	9	107	5	94	-44.4	-12.1
Drug-Related	21	349	22	389	4.7	11.5

*Change in 1994-1995 average from 1990-1992. None of the difference between GRADD and Statewide were statistically significant.

TABLE 12. TREND IN ALCOHOL CONVICTIONS

AREA	NUMBER OF ALCOHOL CONVICTIONS						Percent Change*
	YEAR						
	1990	1991	1992	1993	1994	1995	
Daviess Co.	828	847	887	795	690	612	-23.8
Hancock Co.	16	25	32	32	36	35	48
Henderson Co.	367	454	548	626	433	414	-7.0
McLean Co.	29	38	37	29	43	33	8.6
Ohio Co.	95	126	115	101	116	141	15.1
Union Co.	220	200	140	175	155	156	-16.6
Webster Co.	94	80	88	80	71	55	-27.6
All GRADD	1,649	1,770	1,847	1,838	1,544	1,446	-14.8**
Statewide	33,160	32,233	31,959	29,299	28,934	28,934	-10.8

*1994 through 1995 compared to average of 1990 through 1992

**The larger decrease in alcohol convictions in the GRADD, compared to statewide, was not statistically significant.

TABLE 13. TREND IN SPEEDING CONVICTIONS

AREA	NUMBER OF SPEEDING CONVICTIONS						Percent Change*
	YEAR						
	1990	1991	1992	1993	1994	1995	
Daviess Co.	1709	1656	1930	1005	1432	1410	-19.5
Hancock Co.	181	148	99	109	99	90	-33.6
Henderson Co.	806	928	895	742	1021	929	11.3
McLean Co.	119	174	227	110	200	162	4.6
Ohio Co.	256	242	340	241	295	449	33.3
Union Co.	752	514	397	282	301	222	-52.7
Webster Co.	130	68	99	57	130	65	-1.0
All GRADD	3953	3730	3987	2546	3478	3327	-12.5**
Statewide	73219	88462	80909	73087	66132	72972	-14.0

*1994 through 1995 compared to average of 1990 through 1992

**The smaller decrease in speeding convictions in the GRADD, compared to statewide, was not statistically significant.

TABLE 14. TREND IN RECKLESS DRIVING CONVICTIONS

AREA	NUMBER OF RECKLESS DRIVING CONVICTIONS						Percent Change*
	YEAR						
	1990	1991	1992	1993	1994	1995	
Daviess Co.	114	91	102	92	81	114	-3.9
Hancock Co.	1	0	3	3	5	0	200.0
Henderson Co.	56	61	44	52	46	55	-5.6
McLean Co.	14	17	7	6	9	9	-30.8
Ohio Co.	26	25	20	27	21	26	0
Union Co.	41	27	22	22	35	19	-10.0
Webster Co.	29	16	18	14	5	12	-57.1
All GRADD	281	237	216	216	202	235	-10.6**
Statewide	8,850	8,011	6,871	5,968	5,778	6,357	-22.6

*1994 through 1995 compared to average of 1990 through 1992

**The smaller decrease in reckless driving convictions in the GRADD, compared to statewide, was not statistically significant.

TABLE 15. ALCOHOL CONVICTION PERCENTAGE

AREA	CONVICTION PERCENTAGE*						Percent Change**
	YEAR						
	1990	1991	1992	1993	1994	1995	
Davless Co.	93	82	65	90	89	81	6.3
Hancock Co.	50	89	73	110 ***	124	125	76.1
Henderson Co.	76	75	78	92	93	97	25
McLean Co.	76	86	88	88	86	114	20.5
Ohio Co.	80	89	84	85	94	95	13.1
Union Co.	76	87	76	101	90	91	13.8
Webster Co.	78	75	73	77	93	106	33.3
All GRADD	83	81	71	91	92	89	16.7
Statewide	73	73	76	80	80	88	13.5

*Percentage calculated by convictions per arrests

**1994 through 1995 compared to average of 1990 through 1992

***The percentage can be over 100 percent due to convictions for arrests occurring in a following year.

TABLE 16. SAFETY BELT OBSERVATION DATA

COUNTY	CITY	LOCATION	DRIVER USAGE (PERCENT)	
			1993	1996
Davies	Owensboro	US 60-KY 144	32	54
	Owensboro	US 431-KY 56	38	53
	Owensboro	US 60-Triplett	31	54
Hancock	Lewisport	US 60-KY 657	40	58
	Hawesville	KY 69-KY 334	36	46
Henderson	Henderson	US 41A-60-1st	32	56
	Corydon	KY 145-US 60	23	44
McLean	Island	US 431-KY 85	30	40
	Calhoun	KY 81-KY 256	27	42
Ohio	Hartford	KY 231-KY 69	25	49
	Beaver Dam	US 231-US 62	21	44
Union	Morganfield	KY 56-US 60	27	43
	Sturgis	US 60-KY 109	19	32
Webster	Sebree	US 41-KY 56	19	39
	Dixon	US 41A-KY 132	34	41
ALL			30	50
STATEWIDE			42	55

TABLE 17. TREND IN PERCENT SEATBELT USAGE*

AREA	PERCENT USAGE						Percent Change**
	YEAR						
	1990	1991	1992	1993	1994	1995	
Daviess Co.	36	43	47	51	74	88	92.9
Hancock Co.	33	44	43	48	67	74	77.5
Henderson Co.	36	39	47	50	77	92	107.3
McLean Co.	29	30	46	50	70	80	114.3
Ohio Co.	29	34	37	46	67	88	136.4
Union Co.	22	26	32	34	66	82	174.1
Webster Co.	25	40	32	48	73	88	153.1
All GRADD	34	40	45	49	74	88	102.5
Statewide	46	54	61	65	78	88	53.7

*Drivers of Passenger Cars involved in motor vehicle accidents

**1994 through 1995 compared to average of 1990 through 1992

APPENDIX

SUMMARY OF CAB ACTIVITIES

DAVIESS COUNTY

ACTIVE CAB MEMBERS

Organization

Daviess County Sheriff's Department
Kentucky State Police
Local Ambulance Service
Owensboro Police Department
Highway 405 Citizens Group
City of Whitesville Mayor's Office
Local Auto Body Repair Shop
Daviess County High Schools
Owensboro Municipal Utilities
Local Alcohol Distributor
Daviess County Fiscal Court
Think First Program
Owensboro Daviess County Hospital - ER

MISSION STATEMENT

To make the community a safer place to drive by using increased awareness about the importance of highway safety.

PROBLEM IDENTIFICATION

There is a need to educate the public, through a variety of methods, about the issues that contribute to injury and fatality accidents. Issues include drinking and driving and seat belt usage.

GOALS AND OBJECTIVES

1. Establish an elementary school program to teach children the importance of highway safety.
2. Encourage media support of CRASH and related safety programs.
3. Focus on teenage drivers and educate them to the consequences of DUI and the risks associated with lack of seat belt usage.

4. Continuing public education through promotional activities.
5. Start a safety awareness campaign for businesses to encourage employees to practice safe driving techniques.
6. Combine employer, community, and enforcement efforts to reach as many licensed drivers as possible..

STRATEGIES AND ACTIVITIES

Participate in the Owensboro Christmas parade with a highway safety message on the entry. Display at the American Family Fest, Daviess County Fair, and Country Music Fest. Distribute promotional materials at various events.

Deliver to all high school seniors a graduation card with a highway safety message. Expand the elementary school project to all city and county elementary schools. Develop programs for use with the high school students such as Ghost Out and guest speakers to discuss the costs of DUI.

Promote the training and education programs to the at-large community including distribution of designated driver material to local merchants.

Have a mock extraction using cars which have sustained a head on collision. Establish 24-hour access to child safety seats for police departments.

RESULTS

An elementary pilot project was established in three elementary schools. It was delivered by school counselors. Two of the schools invited the crash dummies and Buckle Up Bear to give a presentation at the end of safety belt awareness month. Other programs were presented to elementary schools such as seat belt demonstrations showing the consequences of not using the safety belt.

There was participation in the Owensboro Christmas parade using a truck decorated with highway safety related banners and the costume characters.

Training of alcohol servers and sellers to recognize alcohol intoxication and how to deal with it in a safe, effective manner (TIPS) was presented. Training was by local police agencies.

Vince and Larry characters made appearances at the American Family Fest in Owensboro which is sponsored by Mercy Hospital. Buckle Up Bear appeared at the

Country Music Fest and at Owensboro Municipal Utilities Children's Day. Booths were set up at the Girl Scout Cookie Kickoff, Emergency Personnel Trade Show, and Owensboro Trade Show.

Graduation cards were distributed to all five of the area high schools. The cards were given at the graduation rehearsal as a substitute for the diploma.

An appearance at a local high school was made the day before the prom. The Vince and Larry crash dummies stood beside a crashed car placed outside the school.

A competition between four area high schools was held to determine which school had the highest seat belt usage rate. Promotional items were distributed as part of this activity. An award was presented to the high school with the highest usage rate.

Presentations were made to several civic groups with promotional items distributed. Safety kits, containing promotional items, were distributed through local businesses. Promotional items were distributed at various activities such as Wellness/Health Care Day, health fairs and health festivals, teacher appreciation days, and prom lock-ins.

HANCOCK COUNTY

ACTIVE CAB MEMBERS

Organization

Hancock County Schools
Hawesville Mayor's Office
Civil Defense Office
Lewisport Police Department

MISSION STATEMENT

To cause a steady decline over a three-year period of injury and fatal traffic crashes. To increase community awareness about the benefits of safety belt use, safe speeds, and sober driving.

PROBLEM IDENTIFICATION

1. Need to educate young children about the benefits of safety belt use and developing good use habits.
2. Need to increase the motoring public's awareness about traffic safety issues.
3. Need to develop a broad-based community program to enhance good driving habits.

GOALS AND OBJECTIVES

1. Develop safety programs for inexperienced teen drivers.
2. Involve law enforcement and emergency service agencies.
3. Develop seat belt programs aimed at grade school age children.
4. Involve industry safety leaders in CRASH in a cooperative effort.
5. Work with existing agencies and organizations in a comprehensive effort to reduce drunk driving related accidents and increase seat belt usage.

6. Educate the public on the proper use of child safety seats.
7. Address safety concerns and roadway hazards along KY 69 from Hawesville to the Ohio County line.

STRATEGIES AND ACTIVITIES

Conduct a holiday highway safety poster contest with winners riding in local Christmas parades and use the winning posters to decorate the parade entry. Participate at the county fair and local festivals.

Send notices to all churches requesting they put a "Buckle Up Religiously" message in their bulletin on the date coinciding with the effective date of the statewide safety belt law.

Deliver graduation cards having a highway safety message to high school seniors. Conduct a Ghost Out and seat belt check at high school.

Change the corridor emphasis from US 60 to KY 69. Possible areas of needed roadway improvement include edge line striping, rumble strips, installation of a traffic signal, and a 45 mph speed limit on all county roads.

RESULTS

The holiday highway safety poster contest was accomplished at all three elementary schools and will become an annual event.

There was participation in the Hawesville and Lewisport Christmas parades using the poster contest winners. The costume characters also participated. Promotional items were distributed at the Christmas parade, Hancock County fair, and Lewisport Heritage Festival.

Graduation cards were delivered to the local high school. Participated in Red Ribbon Week at high school. Met with parent/teacher group and drug alcohol prevention group at high school.

A radio station promoted highway safety during their morning talk show. Highway safety trivia questions were asked with T-shirts given away as prizes. Also, Vince and Larry interactive radio spots were aired.

A seat belt check was conducted at Hancock County High School with prizes given to a sample of students using their seat belts.

HENDERSON COUNTY

ACTIVE CAB MEMBERS

Organization

Kentucky State Police
Motor Vehicle Enforcement
MADD
Henderson Police Department
Davis Aviation
Henderson Community College
Henderson County Sheriff's Dept.
Local Newspaper
Henderson County Schools
Volunteer & Information Center

MISSION STATEMENT

To increase awareness about highway safety issues that directly relate to causative factors in injury and fatal traffic crashes.

PROBLEM IDENTIFICATION

1. Need for programs aimed at the inexperienced , younger driver.
2. Need for programs aimed at K-8 grades to promote seat belt usage ad to work in cooperation with CRASH and local schools.

GOALS AND OBJECTIVES

1. Provide programs aimed at the inexperienced younger driver.
2. Provide programs aimed at ages K-8 to promote seat belt usage, and work in cooperation between CRASH and local schools.
3. Promote child safety seat usage.
4. Provide continuing public education through advertising and promotional items.
5. Develop a working relationship with Henderson High School officials and re-establish CHAMPS in the high school.

STRATEGIES AND ACTIVITIES

1. Distribute graduation cards to high school seniors.
2. Hold child safety seat clinics.
3. Participate at the community events such as Tri-Fest and the Arts & Crafts Festival..
4. Sponsor activities at high school such as Ghost Out, Judgment Day, and safety belt checks as well as poster contest at grade schools.
5. Participate at the Henderson Christmas parade.
6. Preform a mock extraction.
7. Increase public information in the local newspaper and radio and provide guest speakers to various programs.
8. Provide TIPS training classes for area's liquor vendors and parents.
9. Develop photo quality billboards concerning seat belts and DUI.
10. Increase involvement of industry safety leaders.
11. Coordinate activities with other agencies involved in alcohol and drug programs.

RESULTS

Graduation cards were distributed at the local high school through the guidance counselor. Promotional materials were distributed at a high school lock-in. Participated in Red Ribbon Week. Presented a traffic safety session to elementary students and day care centers and distributed promotional items.

An information booth was set up at the Henderson County Tri-Fest and Henderson County Fair. Promotional items and brochures were distributed. Buckle Up Bear character made an appearance at the Arts & Crafts Festival.

A parade entry was entered in the Henderson Christmas parade featuring a crashed car with Vince and Larry and Buckle Up Bear characters. Promotional items were distributed. Participated at various community events such as Henderson Ready Fest, Henderson Arts and Crafts Festival, and health fairs.

Child safety clinics were held at local department stores with the stores donating a child safety seat as a prize. Information and promotional literature were distributed. Child safety seats were provided through the Henderson Police Department.

Vince and Larry characters gave a seat belt presentation at an elementary school with T-shirts given as prizes for correctly answering questions about seat belt safety.

Public information was provided through the local newspaper. Promotional items were distributed through the local high school, police department, and senior center.

Used visual radar around school zones.

Conducted a safety belt check at high school.

OHIO COUNTY

ACTIVE CAB MEMBERS

Organization

Ohio County Sheriff's Office
Beaver Dam Police Department
Hartford Police Department
Centertown Police Department
County Court Clerk's Office
Ohio County School system
Local Newspaper

MISSION STATEMENT

To increase awareness about highway safety issues that directly relate to causative factors in injury and fatal traffic crashes.

GOALS AND OBJECTIVES

1. Promote seat belt education in area grade schools.
2. Educate inexperienced drivers and promote alcohol free activity.
3. Display at community events in a joint approach with other related agencies and organizations.
4. Promote the CRASH program throughout the county.
5. Continuing public education through the use of promotions.
6. Increase media exposure and promotion of CRASH.
7. Educate the public on the use of child safety seats.

STRATEGIES AND ACTIVITIES

1. Distribute graduation cards to high school seniors.
2. Hold child safety seat clinics.
3. Participate at the Christmas parades.

4. Participate at the October Fest.
5. Joint effort between CRASH and other organizations at community events.
6. Hold Ghost Out at Ohio County High School.
7. Use guest speakers and related programs aimed at inexperienced young drivers.

RESULTS

Graduation cards were distributed at the local high school through the school counselors. Participated in Red Ribbon Week, Free to Grow Project, and Reality Store at the high school. Presented a "Day of the Dead" activity at the high school. A safety belt check was made at the high school with prizes given to students wearing their safety belt and event was reported by local newspaper.

A parade entry was made in the Hartford and Beaver Dam Christmas parades. Numerous promotional items have been distributed at community events such as the county fair and Oktoberfest. Participated at Senior Day at the county fair.

A local newspaper has published numerous clip art ads for seat belt safety, child safety seats, or sober driving. CRASH slogans have been used on local cable weather stations.

Visual radar has been used at area schools.

MCLEAN COUNTY

ACTIVE CAB MEMBERS

Organization

Calhoun Mayor's Office
Judge/Executive's Office
Sacramento Mayor's Office
Kentucky State Police
Local Ambulance Company

MISSION STATEMENT

To provide a range of public awareness programs designed to protect the lives of our citizens.

PROBLEM IDENTIFICATION

1. Need for a program aimed at the high risk young drivers in the 16 through 24 years of age category.
2. Need for joint operations between the state, county, and local police officials to show a caring attitude and concern for safety.
3. Need for a broad based program to educate the motoring public about the major causes of crashes in McLean County.
4. Need for an elementary education program that stresses seat belt use.

GOALS AND OBJECTIVES

1. Focus on driver education program for young, inexperienced drivers.
2. Provide education on seat belts in the primary grades to promote safe habits at an early age.
3. Provide education of teenagers on the effect of alcohol on the body and the costs associated with DUI.

4. Have a continuing public education program through advertising and use of promotional items.
5. Involve local business leaders.
6. Increase membership and awareness of the CRASH program.

STRATEGIES AND ACTIVITIES

1. Provide graduation cards to the seniors at the local high school with a message about safe driving habits.
2. Sponsor a poster contest for elementary school children with winners' posters displayed in local merchants' front windows. Sponsor essay contests in middle schools with prizes.
3. Provide a camera ready art kit for the local newspaper.
4. Perform a mock extraction simulating a drunk driving accident.
5. Have entries in local parades and booths at local festivals.
6. Sponsor various programs at the high school such as Ghost Out, Judgement Day, and seat belt checks.
7. Provide speakers and programs involving drunk driving and work with other agencies.

RESULTS

Graduation cards were distributed to seniors at the local high school. Participated in Red Ribbon Week.

A poster contest was held for elementary school children with winning posters displayed in local businesses.

A camera ready art kit was provided to the local newspaper.

A program was presented to high school students just prior to their prom by the local ambulance service and fire department. A mock DUI crash and extrication was featured.

Participated in the Calhoun, Livermore, and Sacramento Christmas parades using a pickup decorated with traffic safety related banners and the costume characters.

The visual radar was used adjacent to the local high school. A seat belt check was conducted at the high school with prizes given to a sample of students wearing their seat belt. The prizes were donated by local merchants. The local newspaper reported the event.

Distributed literature and promotional items at McLean County Fair and health fair at Senior Center.

UNION COUNTY

ACTIVE CAB MEMBERS

Organization

Morganfield Police Department
Morganfield Planning Department
Kentucky State Police
Local Ambulance Service
Union County High School
Kentucky Department of Highways

MISSION STATEMENT

Increase awareness of the citizens in Union County about traffic safety issues, especially regarding US 60, and to address local signage/stripping issues.

PROBLEM IDENTIFICATION

1. Need for No Parking signs along US 60 to prevent accidents that frequently occur due to obstructed view when exiting businesses.
2. Need some method for controlling drivers using the 20-foot wide lanes of US 60 as a four lane section.
3. Need to control drivers passing on the right side of left turning vehicles at the eastbound approach of the intersection of US 60 and KY 56.
4. Need to educate the young driver about highway safety issues.

GOALS AND OBJECTIVES

1. Address and remedy traffic signage problems in the city limits of Morganfield along US 60.
2. Develop an elementary education program on seat belt use in all Union County Elementary Schools.
3. Work with existing safety programs in area high schools to offer a more complete program.

4. Participate in as many community awareness activities as possible.
5. Work with existing agencies to form a bond between CRASH and law enforcement, ambulance, and emergency rescue personnel to offer a more multi-agency response to traffic safety issues.
6. Increase media exposure to traffic safety and the importance of seat belt usage and not driving drunk.
7. Continuing public education through the use of promotions and giveaways.
8. Educate the public on proper use of child safety seats.
9. Promote the CRASH program throughout Union County.

STRATEGIES AND ACTIVITIES

1. Communicate with the Kentucky Department of Highways regarding the changes along US 60.
2. Deliver a card to the high school graduating seniors reminding them of safe driving habits.
3. Participate in the Corn Festival Parade to promote highway safety.

RESULTS

A letter was sent to the Kentucky Department of Highways discussing suggested improvements along US 60.

Graduation cards were distributed. Presentation to the SADD chapter at high school. Participated in Red Ribbon Week.

Participated in the Corn Festival Parade, Union County Fair, Safety Days, Sturgis Trade Days, and Sturgis Bike Rally. Provided an information booth and distributed promotional items.

Used visual radar around the high school and surrounding businesses.

WEBSTER COUNTY

ACTIVE CAB MEMBERS

Organization

Webster County Sheriff's Office
Clay Police Department
Local Radio Station

MISSION STATEMENT

To increase awareness about highway safety issues that directly relate to causative factors in injury and fatal traffic crashes.

GOALS AND OBJECTIVES

1. Promote the CRASH program throughout the county.
2. Display at community events with information and promotional items to make the community aware of the importance of seat belt usage and sober driving.
3. Promote child safety seat usage.
4. Educate inexperienced drivers about the importance of seat belt usage and sober driving.
5. Develop programs aimed at grade school age children.
6. Work with existing agencies in a cooperative effort for a multi-organizational approach to highway safety.

STRATEGIES AND ACTIVITIES

1. Distribute graduation cards to high school seniors.
2. Hold child safety seat clinics.
3. Participate at the Christmas parades.
4. Participate at the Just Say No Rally and DARE.

RESULTS

Graduation cards were distributed at local high schools through the guidance counselor. Participated in Red Ribbon Week. Distributed promotional items at high school "Just Say No" rally. Conducted safety belt check at Webster County High School and distributed promotional items.

A parade entry was entered in the Clay and Providence Christmas parades featuring the traffic safety theme. Also participated in the Poole Haze Days, Clay Days, and Sebree Chicken Festival parades.

Buckle Up Bear and the crash dummies made an appearance at a "Just Say No" rally at an elementary school.

Used visual radar around school zone and high traffic areas.

