



SAFEKY

KY Office of Highway Safety Update

2021 BR Subcommittee on Transportation





First things first...

Please DON'T participate and drive!





Where are we today?

2021 Kentucky Office of Highway Safety Daily Fatality Statistics Update

Fatalities as of Monday, November 15, 2021 **697**

CMV INVOLVED **92**
MTRCYC FATALITIES **78**

<i>YTD 2020</i>	679	<i>Year End Totals 2020</i>	
<i>YTD 2019</i>	657	<i>Total</i>	780
<i>YTD 2018</i>	633	<i>CMV</i>	95
<i>YTD 2017</i>	688	<i>MTRCYC</i>	74





Safety isn't really about numbers...



It's about people.





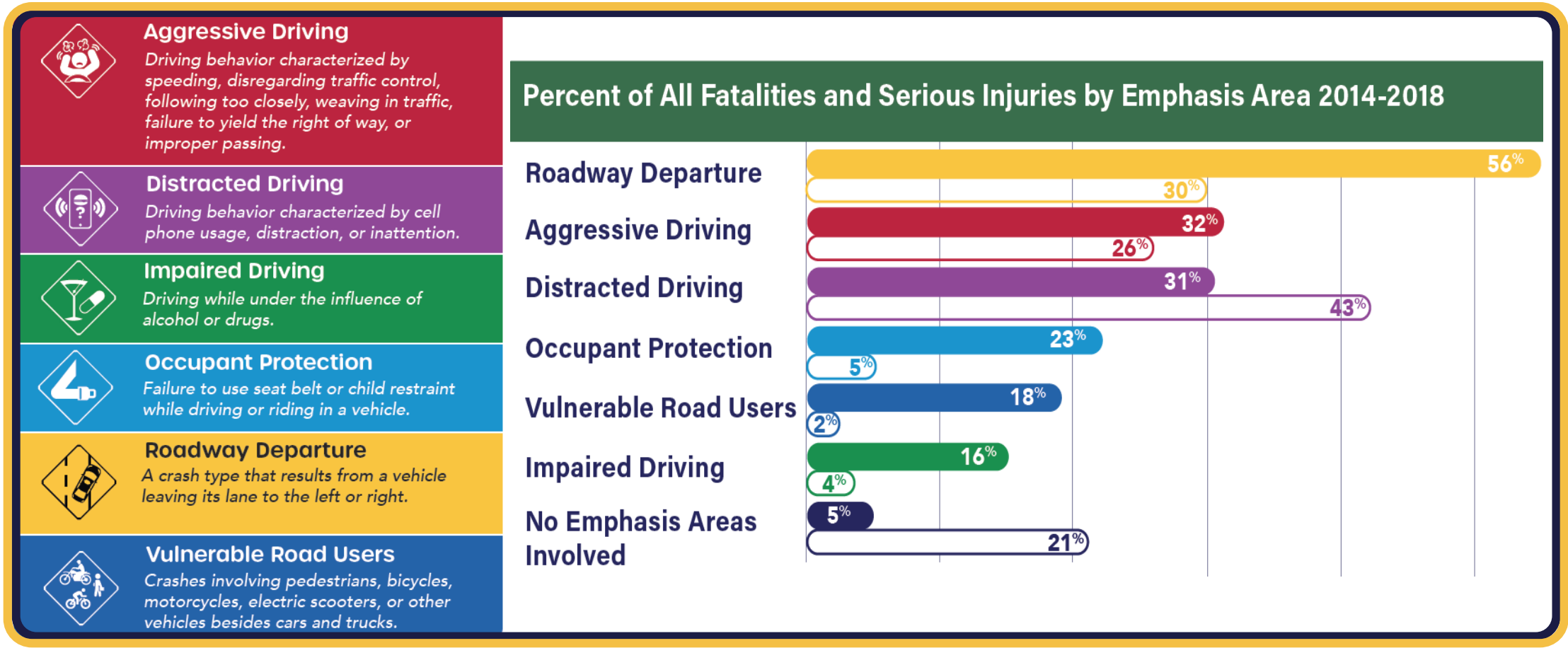
KY's Strategic Highway Safety Plan 2020-2024

- Bold GOAL – Under 500 Highway Deaths per year by 2024
- Focus on **Prevention**
- **Six** Emphasis Areas





Emphasis Areas





Partner with KOHS on the “Three I’s”

“**I**” can help by getting:

- **INFORMED** about safety
- **INVOLVED** in improving safety
- **INTENTIONAL** about the example I set

**BUCKLE
UP**

**PHONE
DOWN**





Investments in Media Campaigns

The Kentucky Office of Highway Safety invests funding to provide information to the public about the importance of safe driving behaviors throughout the Commonwealth.





Investments in Media Campaigns

While the funding for these campaigns vary from year to year, KY has been utilizing these investments in recent years to place additional focus emerging highway safety challenges to prevent deaths and serious injuries.

Source	FY 2019	FY 2020	FY 2021
Total Federal	\$ 1,661,528.14	\$ 1,808,553.80	\$ 2,036,180.54
Total State	\$ 326,640.00	\$ 118,017.84	\$ 692,785.00
Total	\$ 1,988,168.14	\$ 1,926,571.64	\$ 2,728,965.54





Thank You!



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