



## STRATEGIC HIGHWAY SAFETY PLAN 2020-2024

Each date highlighted in yellow represents a day for the year 2018 in which there were no fatalities on Kentucky's highways.

2018

| JANUARY   |    |    |    |    |    |    | FEBRUARY |    |    |    |    |    |    |
|-----------|----|----|----|----|----|----|----------|----|----|----|----|----|----|
| 1         | 2  | 3  | 4  | 5  | 6  |    |          | 1  | 2  | 3  |    |    |    |
| 7         | 8  | 9  | 10 | 11 | 12 | 13 | 4        | 5  | 6  | 7  | 8  | 9  | 10 |
| 14        | 15 | 16 | 17 | 18 | 19 | 20 | 11       | 12 | 13 | 14 | 15 | 16 | 17 |
| 21        | 22 | 23 | 24 | 25 | 26 | 27 | 18       | 19 | 20 | 21 | 22 | 23 | 24 |
| 28        | 29 | 30 | 31 |    |    |    | 25       | 26 | 27 | 28 |    |    |    |
| MARCH     |    |    |    |    |    |    | APRIL    |    |    |    |    |    |    |
|           |    | 1  | 2  | 3  |    |    | 1        | 2  | 3  | 4  | 5  | 6  | 7  |
| 4         | 5  | 6  | 7  | 8  | 9  | 10 | 8        | 9  | 10 | 11 | 12 | 13 | 14 |
| 11        | 12 | 13 | 14 | 15 | 16 | 17 | 15       | 16 | 17 | 18 | 19 | 20 | 21 |
| 18        | 19 | 20 | 21 | 22 | 23 | 24 | 22       | 23 | 24 | 25 | 26 | 27 | 28 |
| 25        | 26 | 27 | 28 | 29 | 30 | 31 | 29       | 30 |    |    |    |    |    |
| MAY       |    |    |    |    |    |    | JUNE     |    |    |    |    |    |    |
|           | 1  | 2  | 3  | 4  | 5  |    |          | 1  | 2  |    |    |    |    |
| 6         | 7  | 8  | 9  | 10 | 11 | 12 | 3        | 4  | 5  | 6  | 7  | 8  | 9  |
| 13        | 14 | 15 | 16 | 17 | 18 | 19 | 10       | 11 | 12 | 13 | 14 | 15 | 16 |
| 20        | 21 | 22 | 23 | 24 | 25 | 26 | 17       | 18 | 19 | 20 | 21 | 22 | 23 |
| 27        | 28 | 29 | 30 | 31 |    |    | 24       | 25 | 26 | 27 | 28 | 29 | 30 |
| JULY      |    |    |    |    |    |    | AUGUST   |    |    |    |    |    |    |
| 1         | 2  | 3  | 4  | 5  | 6  | 7  |          | 1  | 2  | 3  | 4  |    |    |
| 8         | 9  | 10 | 11 | 12 | 13 | 14 | 5        | 6  | 7  | 8  | 9  | 10 | 11 |
| 15        | 16 | 17 | 18 | 19 | 20 | 21 | 12       | 13 | 14 | 15 | 16 | 17 | 18 |
| 22        | 23 | 24 | 25 | 26 | 27 | 28 | 19       | 20 | 21 | 22 | 23 | 24 | 25 |
| 29        | 30 | 31 |    |    |    |    | 26       | 27 | 28 | 29 | 30 | 31 |    |
| SEPTEMBER |    |    |    |    |    |    | OCTOBER  |    |    |    |    |    |    |
|           |    |    |    |    | 1  |    | 1        | 2  | 3  | 4  | 5  | 6  |    |
| 2         | 3  | 4  | 5  | 6  | 7  | 8  | 7        | 8  | 9  | 10 | 11 | 12 | 13 |
| 9         | 10 | 11 | 12 | 13 | 14 | 15 | 14       | 15 | 16 | 17 | 18 | 19 | 20 |
| 16        | 17 | 18 | 19 | 20 | 21 | 22 | 21       | 22 | 23 | 24 | 25 | 26 | 27 |
| 23        | 24 | 25 | 26 | 27 | 28 | 29 | 28       | 29 | 30 | 31 |    |    |    |
| 30        |    |    |    |    |    |    |          |    |    |    |    |    |    |
| NOVEMBER  |    |    |    |    |    |    | DECEMBER |    |    |    |    |    |    |
|           |    |    | 1  | 2  | 3  |    |          |    |    |    | 1  |    |    |
| 4         | 5  | 6  | 7  | 8  | 9  | 10 | 2        | 3  | 4  | 5  | 6  | 7  | 8  |
| 11        | 12 | 13 | 14 | 15 | 16 | 17 | 9        | 10 | 11 | 12 | 13 | 14 | 15 |
| 18        | 19 | 20 | 21 | 22 | 23 | 24 | 16       | 17 | 18 | 19 | 20 | 21 | 22 |
| 25        | 26 | 27 | 28 | 29 | 30 |    | 23       | 24 | 25 | 26 | 27 | 28 | 29 |
|           |    |    |    |    |    |    | 30       | 31 |    |    |    |    |    |



# Prevention: A New Approach

Have you ever felt helpless to address something important because it seemed too big or too challenging? Heard about the dreams or aspirations of others and dismissed them as impossible? The elimination of serious injuries and deaths due to crashes on our roadways is something that many believe is too big to tackle, and so often serious crashes and their results are accepted as just a part of life. This can lead to documents like this one examining yesterday's numbers related to highway safety and focusing on "reducing" or "moving toward zero" instead of focusing on people and prioritizing the task at hand – **preventing serious injuries and deaths** – from this very moment forward. When each of us uses the transportation system – whether driving a car or riding a motorcycle, walking or cycling, driving a truck or taking a bus – isn't our goal for each trip one that is free from crashes, injuries and fatalities? If this is the goal for each individual trip how could our overall goal be different?

While we can't turn back time and reduce yesterday's outcomes, **everyone** who uses our transportation system can contribute to the prevention of these serious outcomes going forward – and ultimately that's what it's going to take. When the clock struck midnight yesterday that day ended and a new day began – a day where it was possible that **TODAY** could be a day where **Zero** people in Kentucky died from being involved in a traffic crash. That is what this calendar represents – 2018 days where no traffic crashes in Kentucky resulted in lost life. 62 days in 2018 – **approximately one out of every six days** – ended with no crash in Kentucky resulting in a death. Every day has such potential!

A successful future is one where:

**Zero** lives are lost, **Zero** families are shattered, and **Zero** trips result in injury or death – isn't that the only realistic goal?

This will require many efforts: preventing crashes in the first place by educating drivers about safe behaviors; law enforcement agencies enforcing traffic safety laws; reducing the severity of those crashes that do occur through infrastructure improvements; providing timely, well-equipped emergency medical services (EMS) for those who need them; and through the passage of legislation focused on safer transportation.

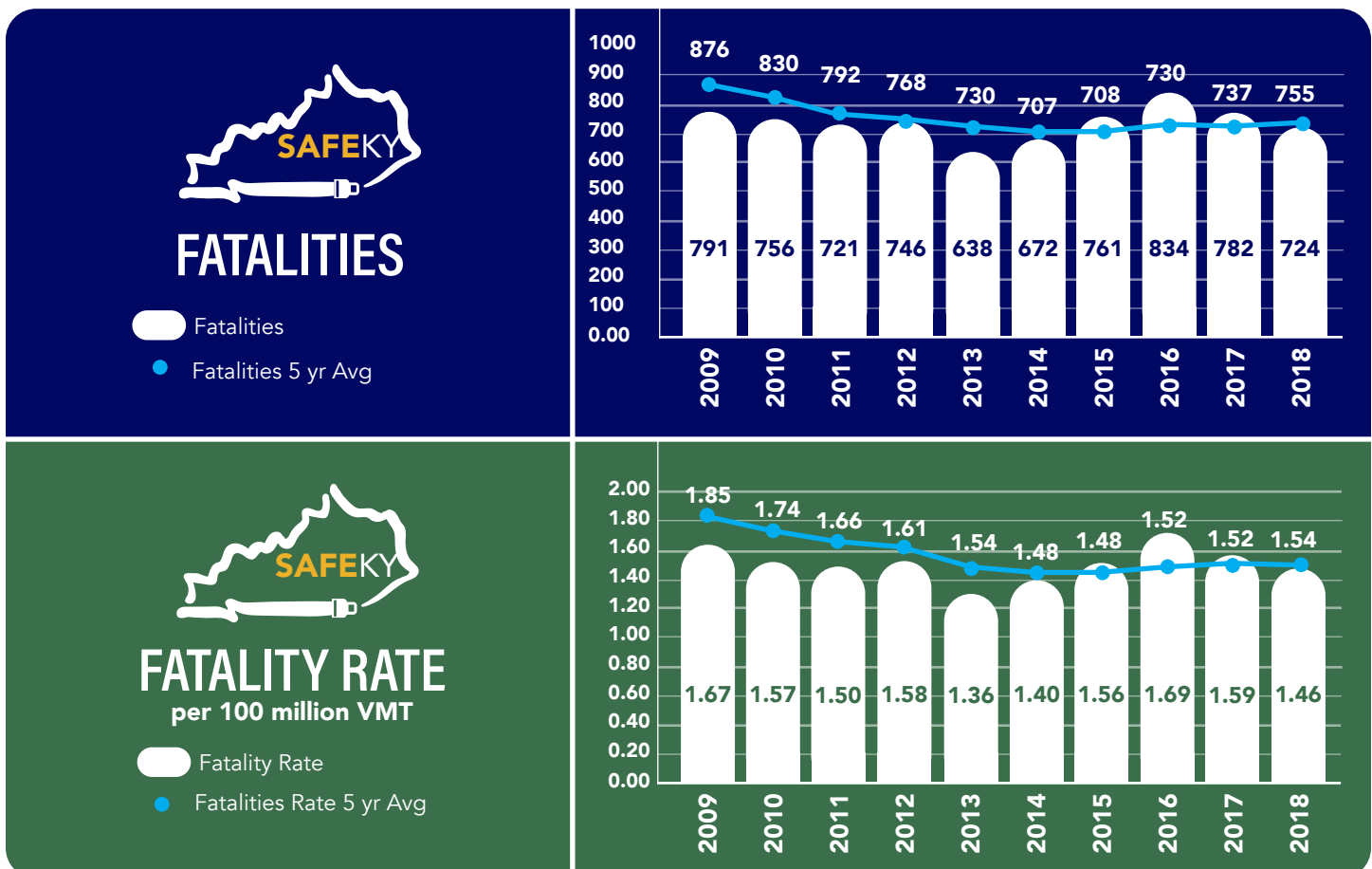
Our goal for this plan is for everyone who reads it to understand how they can contribute to a Kentucky where **Zero** isn't a dream, it is the reality – every trip, every time.

## Performance Measures

Kentucky's SHSP is a performance-based plan that is consistent with the safety performance measures established by the United States Department of Transportation (USDOT). These safety performance measures use crash fatality and serious injury data to establish a framework for monitoring progress. The annual safety performance measures represent all public roads and are reported as five-year rolling averages for the following measures:

|  |  |
|--|--|
| <b>Fatalities</b>                                      | <b>The number of persons killed in crashes on all public roads in a calendar year.</b>   |
| <b>Fatality Rate</b>                                   | <b>The number of persons killed in crashes per 100 million vehicle miles traveled (VMT) in a calendar year.</b>  |
| <b>Serious Injuries</b>                                | <b>The number of persons seriously injured in crashes on all public roads in a calendar year.</b>  |
| <b>Serious Injury Rate</b>                             | <b>The number of persons seriously injured in crashes per 100 million VMT in a calendar year.</b>  |
| <b>Non-motorized Fatalities &amp; Serious Injuries</b> | <b>The number of pedestrians and bicyclists killed or seriously injured in crashes involving a motor vehicle on all public roads in a calendar year.</b> |

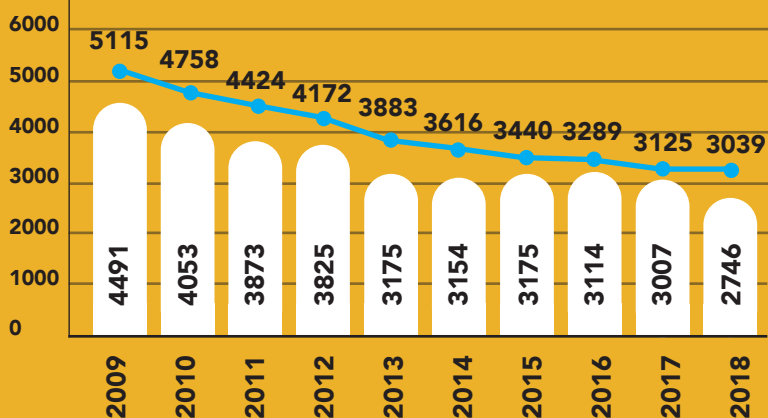
The Kentucky Transportation Cabinet (KYTC) establishes annual targets for each of these five performance measures. Programs and projects across the 4 'E's - Education, EMS, Enforcement, and Engineering - aimed at improving upon these five performance measures are included in the Highway Safety Plan (HSP) and the Highway Safety Improvement Program (HSIP) annual report, both of which fall under the umbrella of this overarching Kentucky SHSP.





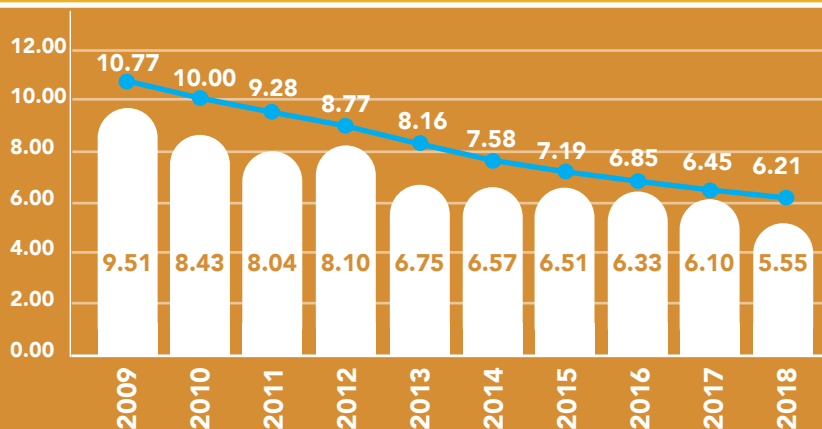
## SERIOUS INJURIES

- Serious Injuries
- Serious Injuries 5 yr Avg



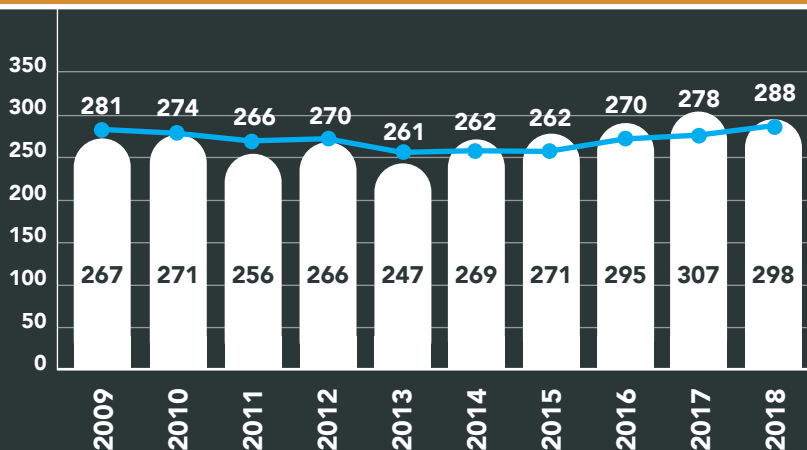
## SERIOUS INJURY RATE per 100 million VMT

- Serious Injury Rate
- Serious Injury Rate 5 yr Avg



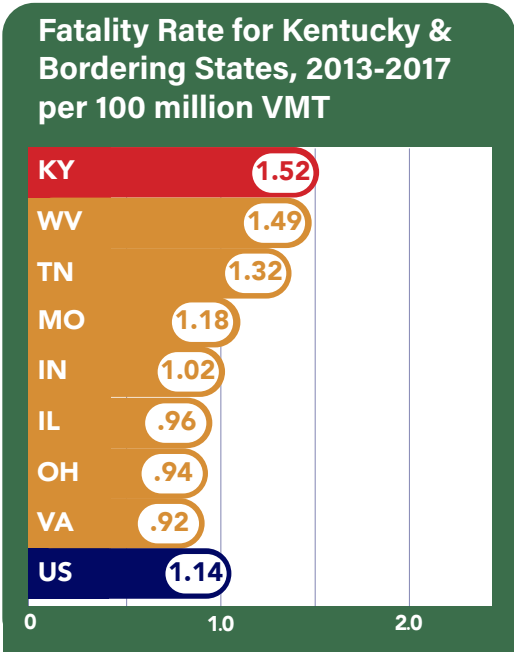
## NON-MOTORIZED FATALITIES & SERIOUS INJURIES

- Fatality + Serious Injuries
- Fatality + Serious Injury Rate 5 yr Avg.



UP TO **200** Lives Could Be  
Saved Each Year  
If Everyone Buckled Up!

Traffic safety in Kentucky is a serious problem. Each year, crashes on Kentucky highways result in over 700 deaths and more than 35,000 injuries. While improvements in safety culture, infrastructure, and vehicle technology have produced a safer system than in previous decades, overall reduction in fatalities and serious injuries has slowed. To significantly reduce these life-changing tragedies, the highway safety community - all of us - must focus our efforts and invest time and resources where they are most effective.



This plan outlines strategic and crosscutting opportunities to prevent deaths and serious injuries on our roadways.

The Governor's Executive Committee on Highway Safety (GECHS) oversees and spurs efforts to improve highway safety, but safety is everyone's responsibility—agencies, manufacturers, educators, and drivers. This Committee is an executive-level, multi-agency group of highway safety advocates from varying backgrounds who serve with "one voice" on Kentucky highway safety issues. Responsibility for coordinating Kentucky's highway safety improvement strategies resides in the Kentucky Office of Highway Safety (KOHS) in the KYTC.

The KOHS and other state agencies have spearheaded numerous projects in education, EMS, enforcement, and engineering in order to prevent serious injuries and fatalities on Kentucky's highways. Task forces representing each of the six Emphasis Areas are responsible for monitoring implementation of strategies and tracking progress toward measurable goals that prevent crash fatalities and serious injuries.

Action Plans will track which strategies are successfully implemented and will establish a framework for monitoring highway safety improvements that result from implementation of the strategies.

Kentucky trails surrounding states - as well as the national average - in progress toward zero fatalities and serious injuries. Yes, most crashes are caused by human error... mistakes, carelessness, or poor decisions. However, serious injuries and deaths are too high of a price to pay for these mistakes and decisions, and something can be done about it. Most crash types are completely preventable. To do this, safety culture, infrastructure, and vehicle safety technology must adapt to address various forms of distraction and impairment and accelerate the reduction in other types of crashes.

In this SHSP, we ask: How many fatal crashes must be prevented to arrive at zero? The answer, of course, is all of them. To set the course toward achieving this, we have set this SHSP's target to prevent enough tragedies on Kentucky roadways such that the annual number of deaths falls at or below 500 by 2024. It is the objective of this plan to enable this magnitude of prevention and set an aggressive trajectory towards zero. Implementation of this plan is urgent. The safety community must be bold, innovative and ambitious.

## Six highly focused emphasis areas will be addressed:



### Aggressive Driving

*Driving behavior characterized by speeding, disregarding traffic control, following too closely, weaving in traffic, failure to yield the right of way, or improper passing.*



### Distracted Driving

*Driving behavior characterized by cell phone usage, distraction, or inattention.*



### Impaired Driving

*Driving while under the influence of alcohol or drugs.*



### Occupant Protection

*Failure to use seat belt or child restraint while driving or riding in a vehicle.*



### Roadway Departure

*A crash type that results from a vehicle leaving its lane to the left or right.*



### Vulnerable Road Users

*Crashes involving pedestrians, bicycles, motorcycles, electric scooters, or other vehicles besides cars and trucks.*