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New Kentucky Highway Safety Website Provides User-Friendly Resource to Promote Safer Roads

Features state, county data and new “Memory Lane” tribute page to honor lives lost on Kentucky highways

FRANKFORT, Ky. (March 28, 2024) – Highway safety is a shared responsibility and Kentuckians can now enjoy a new, user-friendly website to access safety data, campaign materials and resources to promote safer roads.

The Kentucky Transportation Cabinet’s (KYTC) Office of Highway Safety’s new website, kyhighwaysafety.com, provides timely and relevant highway safety information to support education, enforcement and transparency. This revamped website offers a more intuitive interface, digital assets, statistics and a new way for Kentuckians to pay tribute to loved ones killed on Kentucky highways.

“Whether you get around by walking, riding or driving, we want Kentuckians to be safe and the content on this site encourages that,” said KYTC Secretary Jim Gray. “This user-friendly, one-stop resource will help our partners and the public easily find information about highway safety initiatives, stats and grant opportunities.”

Website features include:

- [Data reports](#) and a new [data dashboard](#) with up-to-date statistics, a year-to-date comparison and a county breakdown option;
- Downloadable digital assets, such as campaign TV and radio spots;
- [“Memory Lane”](#) - a digital memorial space for immediate family members to post stories and pay tribute to loved ones lost to Kentucky traffic crashes; and
- [Contact information](#) for resources like reporting a road hazard or requesting a school speaker.

“While the website is rich with more accessible tools and resources, we’re most proud to introduce ‘Memory Lane’ as a fitting way for families to safely honor their loved ones publicly and inspire drivers to be good neighbors by practicing safe behaviors- every trip, every time,” said Gray.

Please visit the new website at kyhighwaysafety.com.

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