

# State of Kansas

Annual Report FFY 2011

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The FFY 2011 Kansas Annual Report is being submitted to NHTSA and FHWA. The report describes the activities completed by the State of Kansas in the use of federal highway safety funds, consistent with the guidelines, the priority areas, and other requirements established under Section 402.

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**Click it.  Or ticket.**  
It's Kansas Law.



## 2011 EXECUTIVE SUMMARY

This FFY 2011 Annual Report describes the progress and outcomes in the Kansas highway safety program. In addition to the Section 402 program, the increase in funding from the passage of the Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU) provided additional opportunities through Sections 406 (Safety Belt Performance Grants), 408 (State Traffic Safety Information System Improvement Grants), 410 (Alcohol-Impaired Driving Countermeasures Incentive Grants), 1906 (Grant To Prohibit Racial Profiling), 2010 (Motorcyclist Safety Grants) and 2011 (Child Safety and Child Booster Seat Incentive Grants). Not included in this report are the strategies funded under the U.S.D.O.J. Enforcing the Underage Drinking Laws Program. Though not specified here, one must acknowledge the contribution of that program to the youth alcohol area and the prevention of underage drinking and driving.

Kansas increased the seat belt rate to 82.9% in 2011. KDOT is continuing to increase its efforts in enforcement, paid media and awareness to move the seat belt numbers higher in the future.

The Special Traffic Enforcement Program (STEP) subsidized the cost of five weeks of overtime enforcement activity by as many as 136 Kansas police agencies (including the Kansas Highway Patrol), which resulted in over 4,189 speeding tickets; 565 DUI arrests; 723 child passenger safety citations; 632 teen seat belt citations; 24,056 adult seat belt tickets and 9,799 other citations.

The Impaired Driving Deterrence Program (IDDP), supported by the Kansas Highway Patrol (KHP), funded 26 local and state agencies and resulted in 17,438 driver contacts at 55 checkpoints and 132 saturation patrols, resulting in 396 DUI arrests. The KHP participated in all enforcement programs with an added emphasis on roving DUI saturation patrols.

The Kansas Traffic Safety Resource Office (KTSRO) continues to distribute materials, deliver presentations, lead trainings, host a website presence, and offer phone assistance statewide. KTSRO focuses their efforts to educate the public on the topics of occupant protection, impaired driving prevention, novice driver issues, motorcycle safety, and underage drinking and driving prevention. They bring traffic safety messages to minority populations by reaching out to employers, the Mexican consulate, and other Hispanic and Native American organizations. KTSRO represents KDOT as the state Child Passenger Safety (CPS) Coordinator, and provides assistance with CPS Technician classes, recertification courses, and a statewide CPS Update for continuing education. KTSRO continues to update their Boosters to Belts, Safety Breaks!, and Ride Like a Friend curriculums, designed for use with elementary, tweens and teens in student settings.

The staff at KTSRO has also been tasked with overseeing the expansion of the SAFE (Seatbelts Are For Everyone) Program. This program started in FFY 2009 at high schools in one county and has now spread to approximately 94 schools in 29 counties in Kansas. SAFE is a program designed to increase seat belt use by teens. Students partner with businesses in their community to provide funding for the program, law enforcement partners conduct education and enforcement, and the schools provide education and outreach to get the seat belt safety message out. KDOT provides funding and staff time, through KTSRO, to oversee and help develop the program. In 2011, teens from the SAFE program participated in the annual Transportation Conference.

KTSRO developed and distributed more than 612,000 promotional and education items, including over 18,000 items in Spanish. Its employees reached countless Kansans through their presence at meetings, booths, presentations, special events, and distribution of materials. They have developed partnerships with Safe Kids, Kansas Highway Patrol, colleges, military installations, SADD, MADD, AAA, State Farm, the Kansas Trauma

regions, ABATE, and local law enforcement agencies. The office also continues to publish an E-Newsletter to provide timely information to nearly 3,000 safety advocates monthly.

Roadway safety grants conducted seventeen traffic studies for local entities. Grant funds also enabled 86 local officials to receive roadway safety training in 2011.

The KDOT safety Web site continues to offer statistics, brochures, a directory of resources such as child seat technicians or fitting stations, a new teen information area and specific information about safety campaigns. The site is located at [ksdot.org](http://ksdot.org) and can be accessed by clicking on the Safety Information link on the left column of the main landing page. The site consists of more than 200 pages of traffic safety information, materials and data. In 2010, we have had more than 20,000 visitors to our landing page with over 140,000 pages viewed.

The Traffic Records Coordinating Committee (TRCC) continues to move forward. Kansas qualified again in 2011 for 408 funding. Through the TRCC process, numerous state agencies are working together to improve traffic records in Kansas. One early success is the increase in BAC reporting on fatality crashes. In October 2009, the Kansas Law Enforcement Reporting System was deployed by the Kansas Highway Patrol and several local agencies for electronic data capture and submission. Currently, there are 92 agencies submitting crash reports electronically, which represent over 50% of the total crash reports. The new Traffic Records System will aid in the retrieval of crash records for local law enforcement and in the future will provide near real-time data for evaluation and dissemination.

In 2011, KDOT continued its partnership with our three University Division I sports programs. We expanded the exposure of our traffic safety messages with additional signage and PSAs with the coaches of the sports programs at the University of Kansas, Kansas State University and Wichita State University. KDOT also worked with Butler Community College for radio advertising during football games. Additionally, KDOT has secured CPS advertising at the three Division I universities to promote child passenger occupant protection.

In 2011, KDOT continued the Traffic Safety Resource Prosecutor (TSRP) program. Ms. Wittman has provided numerous training classes throughout the state and has responded to dozens of requests from local prosecutors for advice and assistance as they dealt with difficult prosecutions. She keeps all prosecutors updated on new court decisions concerning DUI and other traffic issues. The Kansas TSRP is well respected and continues to make an impact on DUI prosecutions in Kansas.

In July 2011, KDOT conducted an attitude and perception survey to measure the opinions and attitudes of the public concerning driving and safety. Questions were asked about occupant protection, impaired driving and speeding. The responses to this yearly survey, which are highlighted in the Safe Communities section of this report, will assist us in tailoring our messages to the public to receive the biggest impact on improving traffic safety.

# Kansas Statewide Performance Measures and Goals

<b>Core Outcome Measures</b>	2004-08 Baseline*	2010 Data	2011 Goal
Number of Traffic Fatalities (FARS)	431	431	398
Number of Serious Injuries (KCARS)	1,799	1,704	1,691
Fatalities/VMT (FARS/FHWA)	1.51	1.44	1.39
Rural Fatalities/VMT (FARS/FHWA)	2.40	2.37	2.22
Urban Fatalities/VMT (FARS/FHWA)	0.61	.56	.56
Number of unrestrained fatalities all positions (FARS)	200	206	188
Number of fatalities, auto and motorcycle, with BAC of .08 or above (FARS)	118	168	113
Number of speeding fatalities (FARS)	115	100	105
Number of motorcyclist fatalities (FARS)	44	40	41
Number of un-helmeted motorcyclist fatalities (FARS)	30	28	27
Number of drivers aged 20 or under involved in fatal crash (FARS)	82	73	77
Number of pedestrian fatalities (FARS)	21	15	20
Observed seat belt use (State Survey)	75	82	80

## Grant Funded Enforcement FFY 2011

Occupant Protection Citations	26,106
Speeding Citations	4,947
DUI Arrests	1,189

\* 5 year moving average

## Kansas Traffic Safety Statistics

	2006	2007	2008	2009	2010
<b>Statewide Crash Data</b>					
Total Crashes	65,460	70,589	65,858	61,164	60,031
Fatal Crashes	427	379	348	348	376
Injury Crashes	15,792	16,228	14,866	13,924	13,355
Property Damage Crashes	49,241	53,982	50,644	46,892	46,300
Fatalities	468	416	384	386	431
Fatalities per 100 Million VMT	1.55	1.38	1.29	1.31	1.44
Injuries	22,320	22,904	21,058	19,668	18,849
Injuries per 100M VMT	73.55	75.43	70.69	66.68	63.04
Alcohol Related Fatalities	125	109	138	123	168
Alcohol-related Fatality Rate per 100M VMT	0.38	0.39	0.44	0.42	0.56
Percentage of Alcohol Related Fatalities	27%	26%	36%	32%	39%
Motorcyclist Fatalities (total)	64	48	46	47	40
Motorcyclist Fatalities (helmeted)	19	13	11	14	11
Motorcyclist Fatalities (unhelmeted)	43	34	30	29	28
Motorcyclist Fatalities (unknown)	2	1	5	4	1
Vehicle Miles Traveled (millions)	30,311	30,364	29,787	29,497	29,899
# of Licensed Drivers (in thousands)	2,003	2,018	2,025	2,048	2,024
<b>Seat Belt Rate</b>	72	75	77	77	82
<b>Contributing Circumstances of Crashes</b>					
Inattention	22,628	21,656	20,129	15,703	12,924
Speed	5,402	8,962	7,846	5,680	6,125
Failure to Yield	8,587	8,334	7,397	7,336	7,087
Following too Closely	5,269	4,629	4,272	4,604	4,830
<b>Novice Driver Statistics (ages 14-20)</b>					
Total Crashes	18,343	18,757	17,111	15,703	15,942
Fatal Crashes	79	78	67	70	71
Injury Crashes	5,170	4,978	4,389	4,454	3,964
Property Damage Crashes	13,094	13,701	12,659	12,742	11,907
Total Fatalities	85	91	67	88	82
Total Injuries	7,721	7,462	6,553	6,729	6,277
Percentage of Overall Crashes	28%	29%	26%	28%	27%
Alcohol-related Crashes	614	591	556	608	469
Alcohol-related Fatalities	12	19	18	26	25
Alcohol-related Injuries	346	249	354	435	335

# Planning and Administration

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## Project Summaries

### Section 402

#### **PA-0918-11**

#### **BTS Staff Travel & Training Costs**

**\$18,860**

These funds allowed Section staff to attend many training opportunities, including the Governor's Highway Safety Administration Annual meeting, Lifesavers, the Transportation Safety Conference, NHTSA's Strategic Communications Forum, many law enforcement luncheons and other Section-sponsored events.

# Alcohol

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## Strategies

- Provide locals with training and resources for conducting sobriety checkpoints.
- Recruit additional local participation in the Impaired Driving Deterrence Program (IDDP).
- Increase the amount of paid media dedicated to reducing impaired driving and teen access to alcohol.
- Underwrite education for court system personnel on impaired driving laws and techniques used in removing impaired drivers.
- Maintain the number of Drug Recognition Experts in the state and provide opportunities for officers to maintain their certification.
- Provide education for high school students on the dangers of impaired driving.
- Develop materials and implement activities aimed at pre-teen prospective drivers (ages 12-14) to begin educating them about the risks of alcohol use and its effect on safe driving.
- Organize and conduct Alcohol Summit

## Project Summaries

### Section 402

**AL-0915-11**

### **Kansas Traffic Safety Resource Office**

**\$283,155**

During FY2011, the Kansas Traffic Safety Resource Office (KTSRO) was the impaired driving prevention arm of the KDOT Traffic Safety Section and the principal clearinghouse for educational materials and programs aimed at reducing the incidence of drunk driving in Kansas. Utilizing a multitude of initiatives, techniques, and venues, the office reached tens of thousands of Kansans with the “Over the limit. Under arrest.” message. This year, KTSRO staff members...

- Were involved in several major program efforts, including: distribution of materials for Sobriety Rocks campaign; awareness programs for minority populations through the Mexican consulate and various Hispanic and Native American organizations; grants for high school awareness programs; assistance with Safe Community programs, PSA development and distribution over Spanish radio networks; updating website and Facebook with national enforcement campaigns.
- Provided support to a community coalition, county and city law enforcement, and university police to continue the Fake ID 101 program in Lawrence, a college town. This program received an award as an OJJDP Success Story in 2011.
- Partnered with Kansas Traffic Safety Resource Prosecutor, Karen Wittman, to implement Underage Drinking Seminars to provide information to Law Enforcement, prosecutors and prevention advocates regarding changes in Kansas law, and critical information to help with investigation and success prosecution of DUI cases in Kansas communities.
- Partnered with University of Kansas, Kansas State, Pittsburg State, Emporia State, Ft. Hays State, and Wichita State to bring Safe Ride/Safe Bus media and material campaign to campuses. ID holders were distributed to students with safe ride program information imprinted on the holders. Programs at all schools will continue into the next contract year.
- Provided presentations and physical assistance to middle schools, high schools, regional prevention centers, state fair, Kansas School Nurses Association, PTA Statewide Conference, community fairs and events, SADD/MADD conferences and youth meetings, youth leadership meetings, and law enforcement meetings, etc.

- Distributed nearly 66,000 brochures for DUI check lanes and public information (including more than 6,000 in Spanish), provided 9,000 quick reference cards to assist law enforcement; distributed more than 612,000 total promotional items across state.
- Continued production of an E-Newsletter and distributed to approximately 2,900 Kansans monthly.
- Participated in a motorcycle awareness committee to address impaired riding.
- Distributed 300 “1-866-MUST-B-21” cards to report alcohol parties.
- Distributed 30 copies of a youth-driven PowerPoint presentation called “Ride like a Friend.” This program is used by safety advocates to combat underage drinking, reckless driving, and impaired driving by focusing on the medical and legal consequences of those behaviors.
- Partnered with Fort Riley army base to provide DUI training and assisted with continuation of a Safe Ride program on base.
- Partnered with KDOT to provide a statewide Alcohol Summit to bring together interested parties to discuss alcohol issues on Kansas Roadways. Ninety-six people from law enforcement, ABC, prevention and prosecution arenas attended.

**Section 410**

**AL-9106-11**

**Kansas Highway Patrol Breath Alcohol Unit**

**\$239,459**

Provided support resources for local sobriety checkpoints and saturation patrols. In addition, provided support for the statewide Standardized Field Sobriety Testing (SFST) and Advanced Roadside Impaired Driving Enforcement (ARIDE) training programs. The SFST advisory panel met several times during the contract year to coordinate statewide improvements to the program. Training in SFST, Preliminary Breath Testing and the new Intoxilyzer 8000 strengthened the detection and apprehension skills of the officers, both during sobriety checkpoints and in other targeted traffic enforcement. SFST training was completed by 1,005 officers, while 55 officers were instructed in the ARIDE program. The KHP also coordinates the Drug Recognition Expert Program (DRE) program, targeting metropolitan and major corridor areas. The DRE Program currently has 92 DREs. Kansas DREs performed 236 evaluations throughout the state. One Prosecuting Attorneys Seminar was held in Wichita with 123 in attendance. It covered various topics ranging from toxicology issues to alcohol influence report writing. The unit also tracked the results of alcohol enforcement operations conducted by various law enforcement agencies throughout the state. The 204 saturation patrols and 84 checkpoints tracked by the BAU unit resulted in 27,634 contacts and 645 DUI arrests.

**AL-IDDP-11**

**Law Enforcement IDDP Patrols**

**\$153,694**

This program provided overtime funding for 26 local law enforcement agencies to conduct a prescribed number of saturation patrols and sobriety checkpoints throughout the grant year. An allowance was also provided for commodities needed to conduct impaired driving traffic activities. With support provided by the Kansas Highway Patrol’s Breath Alcohol Unit, a total of 55 checkpoints and 132 saturation patrols resulted in: 17,438 public contacts, 396 DUI’s, 58 Minors In Possession (MIP), and 132 Transporting Open Containers (TOC).

**AL-TSRP-11**

**Traffic Safety Resource Prosecutor**

**\$147,221**

Karen Wittman was hired as the first Kansas Traffic Safety Resource Prosecutor (TSRP) in March of 2008. During her fourth contract year, Ms. Wittman has been extremely busy, having established herself in this new position. She has created a DUI Boot Camp and conducted the third edition of this training seminar on April 11-12, 2011. There were 11 participants, receiving 10.5 hours of CLE credit. She began preparing for the offering of a Lethal Weapon Course that was scheduled for October 3-6, 2011. Karen has worked with the Kansas County & District Attorneys Association (KCDA), Kansas Highway Patrol (KHP) and local law enforcement agencies to conduct various training programs. She applied for and was awarded a \$5,000 supplementary grant through the National Association of Prosecutor Coordinators (NACP) to help cover expenses related to these NHTSA sanctioned training programs. She attended the KDOT Traffic Safety Conference in April, serving as

both a presenter and moderator. She participated in the Cross-Examination project for the National Traffic Law Center. Karen appeared for the Attorney General in a DUI manslaughter case in Marshal County. During the trial, she prepared and argued all motions. A guilty verdict was rendered and the defendant received 4 years in prison. She has updated her comprehensive Kansas DUI Law book which has been distributed statewide. She has produced and distributed several TSRP newsletters. Karen serves as a member of the SFST and Breath Alcohol advisory committees.

**PT-9101-11** **Kansas Highway Patrol R.A.V.E. Program** **\$102,344**

The Kansas Highway Patrol West, Central and East Regions executed Roving Aggressive Violation Enforcement (RAVE) saturation patrols and sobriety checkpoints on high priority corridors statewide. RAVE campaigns during FFY 2011 resulted in 5,069 public contacts, 429 speeding citations, 228 DUI arrests, 58 Minor-in-Possession arrests, 79 Transporting-Open-Container arrests, 278 safety belt citations and 25 child restraint citations.

**AL-9400-11** **DUI Victim Center of Kansas** **\$108,118**

This grant underwrites two programs aimed at reducing impaired driving: Court Watch, which monitors DUI trials and drivers' license suspension hearings, and DUI Victim Impact Panels, where court-ordered offenders hear from victims of drunk driving crashes. Court watch involved nearly 200 days of trial attendance by staff, volunteers, and interns from Wichita State University, and attendance at nearly 500 DL hearings. Over 3,400 offenders attended 74 victim panels in seven cities in central and western Kansas, staffed by 63 volunteers. Prior to 2010, panels were being held in Wichita (English/Spanish), Great Bend, McPherson, Newton, El Dorado and Wellington. Dodge City (English/Spanish) and Emporia were added in 2010, followed by Salina in 2011, and planning is in effect to add Lawrence/Douglas County during FY 2012.

**AL-0940-11** **Kansas Department of Health and Environment** **\$1,080**

This grant paid for travel expenses relating to the statewide training of officers on the recently purchased Intoxilyzer 8000.

**AL-9600--11** **Sedgwick County Sheriff's Office DUI Trailer** **\$34,547**

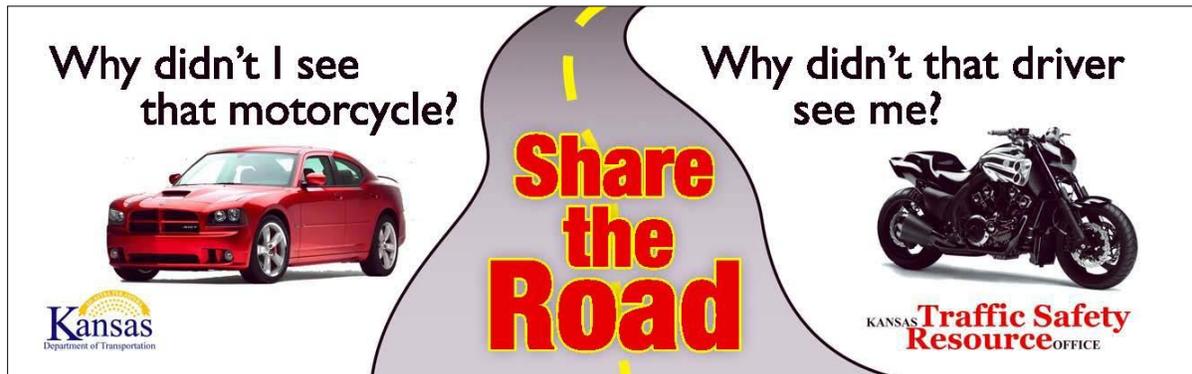
This grant provided funding for the purchase of a DUI trailer for the Wichita/Sedgwick County metro area, to be housed at the Sedgwick County S.O. This department, along with the other participating agencies in the Sedgwick County metro area, will share in the utilization of this resource to set up and conduct safe and effective DUI checkpoints. The Sedgwick County S.O. will make the trailer available to all Sedgwick County agencies that wish to check-out the trailer for use in their respective communities. It is estimated that the trailer will be in use a minimum of 12 weekends a year. This trailer is expected to greatly enhance safe DUI checkpoint operations within the Sedgwick County area and further the cooperative traffic safety effort among law enforcement agencies that has been established within the Sedgwick County Operation Impact group.



# Motorcycle Safety

## Strategies

- Promote safe motorcycle driving initiatives.
- Promote motorcycle awareness activities.
- Promote law enforcement strategies focusing on motorcyclists.
- Promote impaired riding prevention initiatives.



## Project Summaries

### Section 2010

#### MC-1200-11

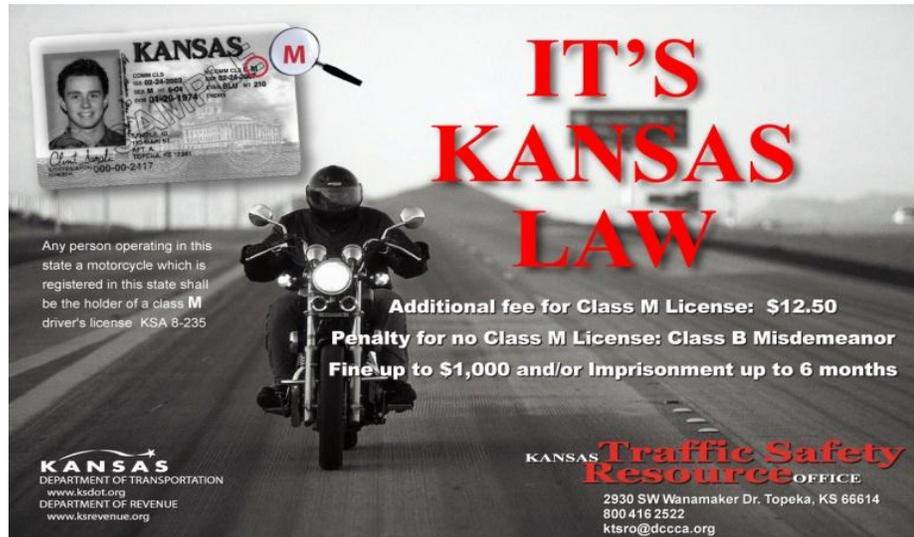
#### Motorcycle Safety Media Campaign

\$51,638

In 2011, KDOT continued a Motorcycle Awareness Campaign focused on reaching drivers of other motor vehicles. This campaign utilized billboards in the counties that represent more than 50 percent of all motorcycle crashes and fatalities. The 12 billboards were utilized for three months and placed in highly visible locations. KDOT also paid for production of 2,500 yard signs distributed state-wide. These popular signs carry the “Be Aware! Motorcycles Are Everywhere / Look Twice, Save a Life” message. In addition, helmet stickers with the Share the Road message, were provided at bike shows, the state fair, and other events.



In an effort to encourage riders to be properly licensed, KDOT distributed more than 1,000 “It’s Kansas Law” posters to motorcycle vendors, county treasurer’s offices, and DMV testing stations. The KTSRO had booths at bike shows in Wichita and Topeka, with a combined estimated attendance of 26,000. They distributed more than 20,000 copies of the “Increasing Motorcycle Awareness” brochure, 400 “Ride Safe” posters, and 10,000 of a newly developed hangtag at the bike shows, state fair, and other events statewide. In March, a media event was held in conjunction with the Capital City Motorcycle Show in Topeka, highlighting the requirement for proper licensing and the need for training. This event was covered by the Topeka Capital Journal and three Topeka TV stations, with approximately 45,600 print/web impressions and total Nielson Audience of 34,429. KTSRO also assisted with a mock motorcycle crash training in El Dorado.



**Section 402**

**MC-XXXX-11**

**Motorcycle Enforcement Campaign**

**\$20,042**

An enforcement campaign was held in May and June to discourage stunt-riding and other aggressive motorcyclist behavior in the Kansas City Metro area. The Johnson County Sheriff’s Office combined forces with Lenexa, Olathe, Overland Park, and Shawnee Police Departments to provide nearly 440 hours of overtime enforcement. Fuel costs were reimbursed to the KHP so that they could provide air support to the five departments, along with agencies in Missouri who also held enforcement campaigns.

# Occupant Protection

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## Strategies

- Continue to provide grants to law enforcement agencies for overtime enforcement of safety belt violations through the Special Traffic Enforcement Program (STEP).
- Provide statewide occupant protection public education and information through media campaigns in conjunction with law enforcement mobilizations and special corridor activities – English and Spanish.
- Continue to provide Child Passenger Safety (CPS) Safety Seats state-wide in recognized distribution/fitting stations, targeting booster seats, for low income families.
- Provide state-wide media awareness campaign on occupant protection.
- Support CPS Safety Training using the current NHTSA standardized curriculum.
- Use seatbelt survey results to target problem areas of the state.
- Promote awareness of Primary Seat Belt Law passed in 2010.

## Project Summaries

### Section 402

#### **OP-STEP-11**

#### **Special Traffic Enforcement Program**

**\$598,635**

The Special Traffic Enforcement Program (STEP) awards grants to local law enforcement agencies and the Highway Patrol to conduct overtime enforcement campaigns directed at compliance with Kansas safety belt, child passenger safety, and impaired driving laws. Enforcement activities utilized saturation patrols and checkpoints during three annual one- and two-week mobilizations, each with a designated focus and tied to a major travel holiday – Thanksgiving, Memorial Day and Labor Day. During FFY 2011, as many as 136 Kansas police agencies combined to make 36,165 stops – an increase of 31% over 2010 - during which 30,165 arrests and citations for excessive speed, adult or child restraint violations, and impaired driving were issued – an increase of 59% over 2010. In addition, 9,799 other arrests and citations were recorded during the campaigns.

#### **OP-1315-11**

#### **Kansas Traffic Safety Resource Office**

**\$283,155**

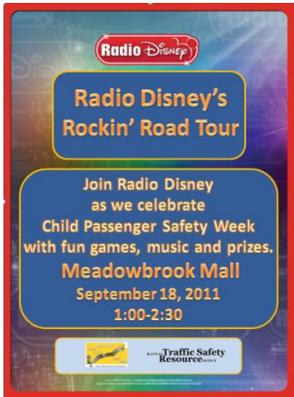
The Kansas Traffic Safety Resource Office (KTSRO) targeted the entire spectrum of motor vehicle occupants from children to adults and focused efforts by working with schools, law enforcement, health departments, hospitals, media, PTA, EMS, US Army, Regional Preventions Centers, and other traffic safety advocates. The activities included increasing public awareness and promoting the proper use of occupant protection devices through child passenger safety (CPS) training classes, assisting with STEP training programs, networking, and educating through a myriad of safety organizations, including Safe Kids, Operation Impact, and Safe Communities. Events such as Child Passenger Safety Week in September, and the Click It or Ticket event in May allowed KTSRO to partner with agencies such as the Kansas Highway Patrol to deliver the occupant protection message. KTSRO maintained a speaker's bureau for presentations, issued car seat recalls, distributed resources, promoted traffic safety at various events across the state, and participated in a variety of national and state conferences. In addition, KTSRO promoted Spanish occupant protection programs and blended the CIOT message into existing educational activities.

- The Boosters to Belts program continued with 70 presentations to promote booster seat use among children age four to eight. There were approximately 7,000 participants in these presentations.
- There are 573 CPS technicians, including 30 certified instructors. Kansas has 114 Inspection Stations. KTSRO assisted with 10 Certified CPS Technician classes, and 2 Renewal Courses, one eight hour CPS Instructor Update and coordinated with KDOT to have the Technical Update videotaped. This video has been provided to an additional 29 technicians for CEU training.



**OP-1651-11****Radio Disney****\$54,700**

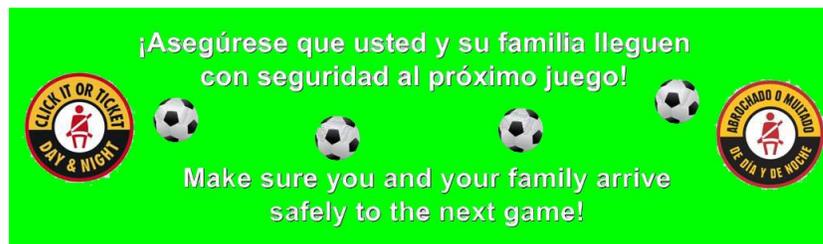
KDOT partnered with Radio Disney to provide promotional events in Pittsburg, Hutchinson, Garden City, and Manhattan in May 2011. The 90-minute Road Shows, called “Click It and Win It” were promoted through local newspaper ads, on-air promotions, online ads, and a 30-minute installment of KC Kids Concerns, Radio Disney’s local Public Affairs show. The events featured music, games, activities, and prizes, all with a buckle up theme. Total estimated attendance for these events was 620. In September, KDOT again partnered with Radio Disney, this time to promote Child Passenger Safety Week. Events were held in Kansas City, Pittsburg, Hutchinson, Wichita, and Hays, with attendance estimated in excess of 1,050. Besides the games and prizes, children had a “photo op” with a backdrop featuring their popular Phineas and Ferb characters. Pictures were posted on Facebook, and this use of social media resulted in many new exposures to our traffic safety message.

**OP-1322-11****KDHE Safe Kids****\$45,000**

KDOT partnered with Safe Kids Kansas during the Labor Day weekend to promote the importance of seat belt use through the Bucks for Buckles program. There were 54 events in 48 communities statewide; all staffed by Safe Kids Chapter volunteers and State Farm employees. Each vehicle in which all occupants were properly restrained received \$1.00, while those who were unrestrained received educational materials about the effectiveness of wearing seat belts and using appropriate child restraints. This contract also provided funding for the Safe Kids Buckle Up program by reimbursing costs for child passenger safety check events statewide. Funds for this program were expended for event supplies and signage, working lunches for Child Passenger Safety Technicians, and to purchase 567 child restraints for distribution at 118 registered events.

**OP-1309-11****Public Information and Education****\$44,934**

These project funds were used to support the Midwest Regional CPS Conference, held at the Law Enforcement Training Center in May, with attendance of 260 from nine states. Video services were provided by KDOT, as well, and DVDs were produced as loaners for CPST CEUs to those who were unable to attend. In addition, funds were provided to the KHP to update the vinyl graphics and purchase supplies for their CPS trailers. KDOT again produced bilingual banners, which were distributed to more than 100 soccer fields across Kansas. 2,500 CPS growth charts were produced and distributed statewide. A booster seat program was promoted at KSU, which ran November through April.



**Section 406**

**OP-8100-11**

**Public Information & Education**

**\$111,724**

This project paid for travel of office staff to Lifesavers, the International Forum on Traffic Records and Highway Safety Information Systems, and a GHSA Board Meeting. Funds were also used to run a distracted driving paid media campaign, which included 17 billboards (in January – February), Facebook, and other digital media. New seatbelt radio and TV ads, including both enforcement and social norming messages, were also created with these funds.



**OP-8101-11**

**Alliance Sport Marketing**

**\$40,000**

To reach the demographic of male pick-up truck drivers, signage and PSAs were provided at ten motorsports venues across the state.

**OP-8102-11**

**Pressbox Productions**

**\$25,000**

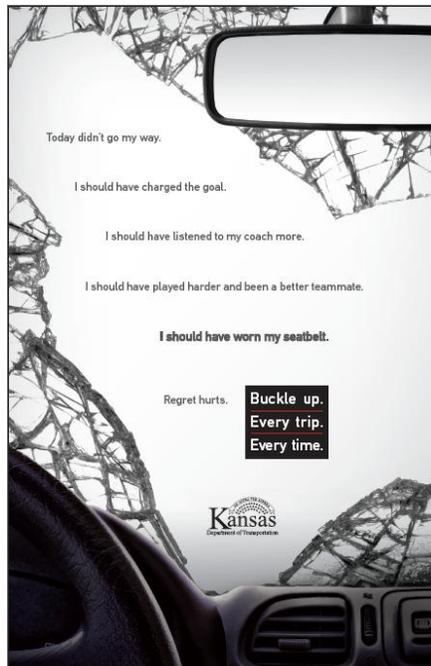
This campaign included advertising for the Wichita Thunder and Wichita Wingnuts. Funds provided for at least 450 commercial ads, 840 live mentions, and total impressions of 5,000.

**OP-8103-11**

**Sporting KC**

**\$47,000**

Traffic Safety messages were promoted in Kansas City's new soccer stadium, including full-page ads in the Game Day Magazine, banner ads on the Sporting KC website, and a 30-second video message featuring one of their players.



# Paid Media

## Strategies

- Advertise seatbelt & alcohol messages during sporting events at the state’s three Division I colleges.
- Advertise at special events/venues in KS to reach target audiences for seatbelt and alcohol messages (i.e. Country Stampede and Hummer Sports Park).
- Continue and expand our media messages during the national mobilizations.
- Utilize media during specialized enforcement activities.
- Continue motorcycle awareness media.
- Implement non-traditional media methods, such as banner ads on internet and other forms of social media.

## Project Summaries

### Section 402

#### **Media Rationale for all Mobilizations**

The advertising objective of all campaigns is to produce high levels of reach and frequency to reach potentially high risk drivers and convince them to abide by the traffic laws. The primary target audience was the 18-34 year old male, with a secondary target of adults 18 and over. The Hispanic audience was also targeted to build awareness.

#### **PM-1502-11**

#### **Thanksgiving Mobilization**

**30,008**

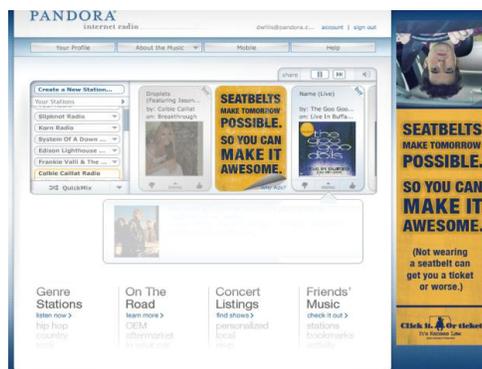
For this mobilization, cable networks were utilized, producing more than 3,600 spots in 12 cities across Kansas.

#### **PM-1502-11**

#### **Click it. Or Ticket**

**\$199,366**

During this mobilization, KDOT debuted their new “Make Tomorrow Awesome” TV and Radio ads. KDOT worked with Missouri in dividing the Kansas City and Pittsburg/Joplin markets, with MODOT purchasing most of the network TV spots, and KDOT purchasing radio and cable TV spots. In Topeka all stations but one over-delivered, with 472 total TRPs. In Wichita, there were 464 posted TRPs, with a 99% overall delivery rate. More than 1,300 radio spots were purchased, including 100 spots on two Hispanic radio stations. In addition to traditional media, KDOT purchased online banner ads hyper-targeting 16-34 year-olds, which delivered 1,157,885 impressions resulting in 649 clicks, and an interaction rate of 7%. A Facebook campaign generated nearly 4,000,000 impressions, with 622 click-throughs. Audio ads with companion mobile and online display banners on Pandora resulted in nearly 1,300,000 impressions with 400 clicks. Finally, KDOT focused on rural areas of the state by purchasing gas-pump toppers and door clings at 41 sites.



**PM-1502-11**

**Trozzolo Communications Group**

**\$25,186**

In addition to its other marketing campaigns, Trozzolo Communications Group placed advertising on the Kansas Information Network for a 2011-12 Kansas High School Scoreboard Sponsorship, with rotating messages on seatbelts and impaired driving. These funds were also utilized for general support of other paid media campaigns throughout the year.

**PM-XXXX-11**

**General/University Advertising**

**\$267,090**

KDOT partnered with several different groups and three universities in 2011 to promote safe driving behaviors. The different groups included the Wichita Thunder, Butler County Community College, Heartland Park Topeka, Country Stampede, Hummer Sports Park, and Wichita Wingnuts. These groups were contracted to air radio spots, provide venue signage, and provide video footage promoting seat belt use and prevention of impaired driving messages. Radio and TV spots, venue signage, game sponsorships and coach’s Public Service Announcements were utilized at Kansas University, Kansas State University and Wichita State University.

**Section 410**

**AL-9108-11**

**Impaired Driving Media Campaign**

**\$136,177**

The 2011 Impaired Driving/Riding Crackdown buy consisted of 507 TV spots, 1,380 radio spots, and 2,066 Cable spots. We expanded our online advertising to include 6.6 million Facebook impressions (resulting in 1,300 clicks), 302,000 audio, tile, and companion mobile display ads on Pandora (370 clicks), 1.5 million online banners (1,500 clicks), and approximately 1.1 million “pre-roll video” ads, with 400,000 companion ads. The pre-roll videos had more than 500,000 completed views and 724,000 with more than 50% completed views. The videos led to 5,251 clicks and the companion ads had 762 clicks. Additionally, funds were utilized to support the Save a Life Tour in Crawford County, and to provide CEUs from KU Continuing Ed for the Alcohol Summit.



# Pedestrian & Bicycle Safety

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## Strategies

- Maintain clearinghouse of child and adult bicycle brochures to distribute upon request.
- Maintain clearinghouse of child and adult pedestrian brochures to distribute upon request.
- Provide promotional items for the Annual Walk Your Child to School Day.

## Project Summaries

### Section 402

#### **PS-0932-11**

#### **Public Information and Education**

**\$7,494**

KDOT's bicycling safety message is captured on one coated 9" X 4" illustrated hang card suitable for use by bicycle retailers, clubs and rodeo providers. During 2011 over 29,000 of the cards were distributed across the state. Traffic Safety also worked in close collaboration with Safe Kids Kansas to fill orders for 6,075 reflective zipper pulls in support of "Walk Your Child to School Day" in October.

#### **PS-1131-11**

#### **Bike Helmets**

**\$14,995**

KDOT partnered with the Kansas Department of Health and Environment to promote bicycle helmet use. Local Kansas agencies were encouraged to apply for free helmets to be distributed in conjunction with their bicycle safety events. A total of 1,668 helmets were purchased and distributed statewide.



# Police Traffic Services

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## Strategies

- Provide funding for local law enforcement to attend training in the latest techniques of traffic enforcement.
- Continue to promote occupant protection and alcohol issues around the state.
- Continue two additional part-time LELs targeting areas: Southeast and Northwestern Kansas to assist the full-time statewide LEL.

## Project Summaries

### Section 402

#### **PT-0938-11**

#### **Local Travel & Training**

**\$8,519**

These funds enabled KDOT to send two local judges to the ABA Traffic Court Seminar in October and three advocates to Lifesavers.

#### **PT-LELs-11**

#### **Law Enforcement Liaison**

**\$147,176**

KDOT has one full-time and two-part-time LELs to maintain and enhance the good working relationship with the more than 400 diverse local law enforcement agencies to promoting traffic safety initiatives throughout the state, emphasizing occupant protection and impaired driving issues. The liaisons this year were instrumental in recruiting new agencies and the logistics necessary to provide the recruitment lunches. In addition, the liaisons were responsible for distribution of the equipment incentive items to each qualifying agency. The liaisons play a vital role in promoting the SAFE program statewide.

#### **PT-0931-11**

#### **Local Law Enforcement Incentives**

**\$305,826**

The bulk of these funds are traditionally spent to fulfill local law enforcement need for speed detection radar equipment; preliminary breath testers; crash site tools such as cones, flares, measurement devices and cameras; and tire deflation equipment. Additionally, these funds were distributed to local law enforcement that provided significant enforcement efforts through their participation in the Click it or Ticket Mobilization.

#### **PT-1709-11**

#### **Highway Patrol Visual System Testing**

**\$10,676**

KDOT provided the Kansas Highway Patrol with a Visual System Testing grant for FFY 2011. The class was offered in May, and includes 18 DRE/SFST law enforcement officers and nine prosecutors from across the state for a total of 27 students. The class, taught by Dr. Karl Citek, a recognized leader and expert in eye testing and impairment, provided the student with knowledge and skills to comprehensively understand the Horizontal Gaze Nystagmus (HGN) test of the SFST battery. Eventually, KHP would like to see HGN recognized by courts as evidence of alcohol/drug impairment.

#### **PT-1710-11**

#### **Kansas Highway Patrol Lidars**

**\$14,118**

These funds allowed the Kansas Highway Patrol to purchase five LIDARs for use in Troop A (Kansas City Metro). The use of LIDAR technology is necessary for effective enforcement along the many congested highway corridors within Troop A. These new units allowed for a dramatic increase in aggressive speed enforcement within targeted corridors.

# Roadway Safety

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## Strategy

- Continue support of local and state officials to provide safer and enhanced roadways through training and materials.

## Project Summaries

### Section 402

#### **RS-0618-11**

**Bucher, Willis, and Ratliff Consultants**

**\$75,000**

The Traffic Engineering Assistance Program (TEAP) provides local governments assistance with traffic studies. In 2011, TEAP addressed several areas of local concern with nine traffic studies in the northern half of the state.

#### **RS-1406-11**

**Kansas State University**

**\$90,826**

The Traffic Assistance Services for Kansas (TASK) program provides economical training for Kansas public employees who have traffic safety responsibilities. In 2011, 86 local officials were trained at several different sessions across the state.

#### **RS-1618-11**

**TranSystem Corporation**

**\$73,993**

The Traffic Engineering Assistance Program (TEAP) provides local governments assistance with traffic studies. In 2011, TEAP addressed several areas of local concern with eight traffic studies in the southern half of the state.

# Safe Communities

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## Strategies

- Promote and conduct annual statewide conference on highway safety issues.
- Solicit and promote community-based traffic safety programs in Kansas.
- Improve information and resource availability for local agencies and advocates in Kansas.

## Project Summaries

### Section 402

#### **SA-0943-11**

#### **Kansas Transportation Safety Conference**

**\$98,994**

The 17<sup>th</sup> annual Kansas Transportation Safety Conference, held at the Wichita Hyatt Hotel March 4-6, attracted 388 attendees and featured three general session presentations, three pre-conference for-credit professional courses, 20 conference workshops, 49 speakers, and 21 exhibitors. In an effort to best respond to the needs of a variety of transportation safety professionals, the workshops were arrayed over four tracks: youth, law enforcement, injury control, and roadway safety. Exhibits positioned along the main corridor offered excellent exposure to the latest transportation safety equipment, programs, and technology.

At the closing luncheon, the People-Saving-People award ceremony recognized the exemplary roadway safety efforts of ThinkFirst of Greater Kansas City VIP Program; Katy Vinson, Salina South H.S.; Tamara O'Connor, State Farm Insurance; and Trooper Bryan Clark, Kansas Highway Patrol.

#### **SA-1066-11**

#### **Public Information & Education**

**\$6,218**

These project funds enabled KDOT to purchase plaques for the People Saving People award winners, "No Texting" key chains for WSU distribution, creative work necessary to produce "work zone safety" ribbons and unsafe driving acts 2010 brochures for the American Legion. In addition, these funds were utilized to produce a training video for the SAFE program and support the Traffic Safety Conference and State Fair.

#### **SA-1913-11**

#### **Think First Injury Prevention**

**\$2,900**

The Think First program brings in crash victims who have sustained life-long traumatic brain or spinal cord injuries. The program conducted ten presentations that reached more than 5,100 high school students at seven Kansas high schools in 2011.

#### **SA-1024-11**

#### **Kansas Operation Lifesaver, Inc.**

**\$15,000**

For almost 25 years, KDOT has distributed these funds to the Kansas Operation Lifesaver program to aid in the purchase and production of brochures and promotional items. These items include: target group brochures for All Drivers, Emergency Responders, First Responders, Law Enforcement, Professional Truck Drivers, School Bus Drivers, Students, Pedestrians, and Passengers on Trains. Other promotional items comprise of: activity books, bookmarkers, bumper stickers, coloring books, fans, key chains, lapel pins, pencils, pens, rulers, train whistles, and zipper pulls. Kansas Operation Lifesaver (established in 1974) is a non-profit public railroad safety education and outreach program designed to eliminate collisions, deaths and injuries at highway-rail grade crossing intersections and on railroad property and equipment. Trespassing on railroad property is not only dangerous, it is illegal.



**SA-1908-11****Wyandotte County Safe Communities****\$40,000**

This grant with the Unified Government Public Health Dept. of Wyandotte County established a Safe Communities coalition of advocacy, government, law enforcement, and prevention organizations to address the county's significant traffic safety issues. The coalition, known as Drive Wisely Wyandotte (DWW), has seen success in raising child safety compliance rates from 83% to 100% in 2011 for children, ages 0-4, from 57% to 68% for children, ages 5-9. Much work is needed to meet and stay ahead of the challenges presented by a large and fluid immigrant block which has historically created a level of volatility in restraint compliance rates that is not seen in other Kansas urban areas.

**SA-1057-11****Comprehensive Media Campaign****\$366,681**

Trozzolo Communications Group (TCG) worked closely with KDOT in the planning of a comprehensive media campaign. They implemented numerous initiatives, including the placement of radio, TV, and digital advertising for the Click It or Ticket and Over the Limit Under Arrest mobilizations; facilitating bilingual radio and television advertising for the CPS, CIOT, and OTLUA mobilizations; placement of outdoor and print media for motorcycle awareness campaign; and the redesign and bilingual translation of several brochures for the Kansas Traffic Safety Resource Office (KTSRO). TCG coordinated all of the media buys and media events for the enforcement mobilizations, developed the earned media releases, and provided detailed evaluations on all media buys. They worked closely with the KTSRO to produce and deliver a monthly e-newsletter, develop a teen driver educational toolkit, and develop other opportunistic marketing strategies. TCG participated in the Transportation Safety Conference by facilitating a pre-conference session and luncheon presentation with the SAFE schools, and securing earned media to cover a staged "Flash Mob" at the conference. TCG also presented in a breakout session on Social Media for the 2011 National Strategic Communications Forum.

An attitude and perception survey was conducted in July 2011 to measure the opinions and attitudes of the public concerning driving and safety. There were 915 respondents, with appropriate representation of gender, age, and racial origin. The results, which will assist KDOT in tailoring its messages, are as follows:

1. In the past 60 days, how many times have you driven a motor vehicle within two hours after drinking alcoholic beverages? The overwhelming majority (94%) was "zero."
2. In the past 30 days, have you read, seen or heard anything about drunk driving enforcement policy? Responses to this were almost evenly split, with 47% saying no, and 53% yes.
3. What do you think the chances are of someone getting arrested if they drive after drinking? Would you say always, nearly always, sometimes, seldom or never? 55% of the respondents said sometimes, and less than 2% said never. The responses for always, nearly always and seldom were fairly-evenly divided at 11%, 13%, and 19%, respectively.
4. How often do you use safety belts when you drive or ride in a car, van, sport utility vehicle or pick up? Would you say always, nearly always, sometimes, seldom or never? The vast majority of respondents answered that they always (81%) or nearly always (13%) use safety belts.
5. In the past 60 days, have you read, seen or heard anything about seat belt law enforcement by police? Of the respondents to this question, 63% said they had seen the messages.
6. What do you think the chances are of getting a ticket if you don't wear your safety belt? Would you say always, nearly always, sometimes, seldom or never? 14% each said always or nearly always, 46% answered sometimes, 23% seldom, and only 2% said never. The other responses were evenly distributed at 17% each.
7. On a local road with a speed limit of 30 mph, how often do you drive faster than 35 mph? Would you say most of the time, half of the time, rarely or never? Rarely (49%) and never (32%) were the leading answers, with most of the time at 6%, and half of the time at 13%.



# Traffic Records

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## Strategies

- Implement TRCC.
- Provide better training and education for law enforcement.
- Provide resources and expertise in electronic data transmission.
- Develop GIS data.
- Develop linkage between other state data systems.

## Project Summaries

### Section 163

#### **TR-2200-11**

#### **Traffic Records System Review**

**\$30,175**

Contracted with HP to provide a review of the TRS 1.0 code to determine possible system vulnerabilities (data loss/modification, anomalies, security risks, and other risks), document data flows through the system, and provide recommendations for improvement. Documentation supports trouble shooting processing issues. Recommendations will assist in planning future projects. In addition, these funds were utilized for program management of the TRS and provide temporary personnel in support of crash reporting.

## State of Kansas Annual Report Cost Summary-FFY 11

Program Area	Expenditures	Federal Share to Local
Planning and Administration	18,860	
Alcohol	283,155	85,504
Motorcycle Safety	20,042	
Occupant Protection	1,114,458	600,000
Paid Media	521,650	
Pedestrian and Bike	22,489	20,000
Police Traffic Services	480,642	189,487
Roadway Safety	239,819	270,000
Safe Communities	679,793	250,000
Traffic Records	0	
<b>Total 402</b>	<b>3,380,908</b>	<b>1,414,991</b>
163 Alcohol	\$30,175	
406 Occupant Protection	223,724	
410 Alcohol	922,640	
2011 Booster	302,396	
2010 Motorcycle	51,638	
408 Data	0	
1906 Racial Profiling	38,199	
<b>Total Other</b>	<b>1,568,772</b>	
<b>Grand Total</b>	<b>4,949,680</b>	<b>1,414,991</b>