

# State of Kansas

## Highway Safety Plan FFY 2015

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The FFY 2015 Kansas Highway Safety Plan is being submitted to NHTSA and FHWA. The report describes the processes followed 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 and 405.

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 The Kansas Department of Transportation

## **Mission Statement**

The KDOT Bureau of Transportation Safety and Technology, Traffic Safety Section, strives to improve the quality of life for the traveling public by reducing the number of motor vehicle fatalities, injuries and crashes. The Bureau influences human behavior by identifying problems and implementing effective educational and enforcement programs focusing on prevention.

## **Program Administration**

This one year planning document describes the processes followed 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, 405, 408, 410, 1906, 2010, and 2011.

Below is a summary of the process currently followed by the Kansas Department of Transportation (KDOT) Bureau of Transportation Safety & Technology (BTST), Traffic Safety (TS) section to plan and implement its federal-aid grant program. The program is based on a complete and detailed problem analysis prior to the selection of projects. A broad spectrum of agencies at the federal, state, local levels and special interest groups are involved in project selection and implementation. TS also awards grants internally to supplement special projects and efforts of statewide significance.

## **Highway Safety Planning Process**

### **Data Sources**

The Kansas Department of Transportation, Traffic Safety Section (TSS) is responsible for preparation and execution of the National Highway Traffic Safety Administration Highways Safety Plan. Problem identification, performance goals and strategies are derived by utilization of Fatality Analysis Reporting System (FARS), the Kansas Crash Analysis and Reporting System (KCARS), observational occupant protection surveys, court data and Department of Motor Vehicle data.

The TSS is also actively involved in several Emphasis Area Teams that support the Strategic Highway Safety Plan (SHSP). The HSP and SHSP both utilize the same data repositories when addressing problem identification and establishment of goals and objectives. Each team is tasked with identifying solutions to curb the instance of their respective team. Currently, a member of the TSS is chairing the Occupant Protection, Impaired Driving and Older Driver teams. The Emphasis Area Teams are diversified and include representatives from private and public entities. The entities include, KDOT, Kansas Highway Patrol, Kansas Department of Health and Environment, Department of Motor Vehicles, law enforcement liaisons, Kansas Traffic Safety Resource Prosecutor, AAA of Kansas and the Mid-America Regional Council.

### **FARS**

The State of Kansas utilizes the core performance measures outlined in “Traffic Safety Performance Measures for States and Federal Agencies” (DOT HS 811 025), as developed by NHTSA and GHSA. The FARS database provides ten of the twelve performance measures.

These performance measures are not only used to address problem areas, but to gauge recent success or need for improvement at the statewide level.

## **KCARS**

The state of Kansas, Department of Transportation, compiles crash reports submitted by law enforcement that meet or exceed the minimum standards of:

- Crash occurred on public roadway
- Crash involved at least one motor vehicle
- Crash had at least one fatality, injury or property damage exceeding \$1,000

The state receives around 60,000 crash reports annually. This extensive database allows KDOT to target problem areas by gender, age of driver, BAC levels, contributing circumstances, time of day, crash type, crash severity, city or by county. This database also contains one of the twelve mandated performance measures, number of serious injuries and our Kansas Specific Performance Measure, distracted driving crashes.

A brief sampling of other data segments available in KCARS include: teen crashes by location and statewide, teen crashes by age by location or statewide, unbelted drivers and passengers by location and statewide, roadway departure crashes by location or statewide, roll-over crashes by location or statewide and motorcycle crashes by location or statewide.

## **Vehicle Miles Traveled and Traffic Counts**

KDOT maintains vehicle miles traveled charts and figures as well as traffic counts for a great majority of public roads in the state. This is another data source available to the TSS that can be utilized to assist in developing problem identification, identifying resources and allocating funding.

## **Direct Observational Occupant Protection Surveys**

As required, the state of Kansas annually performs a statewide observational survey to gauge seat belt use for adults. Additionally, we perform an observational survey for children. The adult survey is conducted in 35 counties and not only tracks belt use, but gender of front seat occupants, vehicle type and was the driver distracted. The 2013 study measured more than 55,000 vehicles and nearly 71,000 front seat occupants. Beyond the core statewide observational survey number, the adult survey tells us that females are more likely to buckle up than males and pickup truck drivers are the most likely to not be buckled.

Excerpts from the 2013 Adult Study are:

*Trucks, which account for about one in five vehicles observed, produce a substantially lower belt use rate (76%) than other vehicles (90%-92%), and male truck drivers are the lowest single category of belt users (74%). Rural counties tend to produce a lower belt*

*use rate than urban counties. And, finally, the more “local” the trip, the less likely occupants are to be buckled up.*

*Among all drivers, about 6% were observed using a cell phone, less than 1% are texting, dialing, or are otherwise looking at a cell phone while driving, and about 2% are displaying other forms of distracted driving, including eating, looking for something, adjusting the sound system, etc. About 91% of drivers displayed no distraction while observed. Even among the younger drivers – the most distracted group, about 91% of drivers display no distraction.*

*Law Enforcement produced a belt use rate of about 93%.*

As previously mentioned, Kansas also conducts a child observational survey. This survey is broken down into four age groups, 0-4, 5-9, 10-14 and 15-17. Beyond belt use of the child, the survey also gathers driver gender, vehicle type, driver distraction and restraint type. The 2013 survey observed more than 34,000 children in 20 diversified counties. Excerpts from the 2013 child survey are:

*Children are much more likely to be buckled up if the driver is also belted. If the driver is belted, about 95% of the children are also belted. If the driver is not belted, only about 30% of the observed children were also belted. This may be the most important finding in the study.*

*The state-wide estimate of belt use among Kansas children (0-17) as observed in 2012-2013 is about 85%. The 0-4 age group is buckled up at the highest rate, about 97%, followed by the 5-9 age group, with about a 82% belt use rate. Among 10-14 year olds, about 79% were observed to be buckled up. And the 15-17 year olds were buckled up in about 81% of the observed cases. The 15-17 age group’s belt use is increasing at a faster rate than any other age group.*

## **Court Data**

While not as easy to gather and evaluate, the TSS does receive conviction data from the courts. Specific data sets include DUI fillings, DUI diversions, and DUI dismissals. This information is tracked by municipal and district court. While not a great amount of data, it is used in support of problem identification and when coupled with other data sources can really support the identification of a traffic safety problem.

## **Department of Motor Vehicles**

The TSS receives driver’s license information from the DMV. Data elements include number of driver’s license by age and gender. This information is important as we address teen drivers and will assist when we begin addressing older drivers in the future.

The TSS utilized information from the above mentioned data sources to identify general traffic safety problems and specific locations when planning programs and allocating resources. Outcome and behavior performance measures developed by NHTSA and GHSA (Governor’s

Highway Safety Administration) were used to plan and evaluate the overall effectiveness of the highway safety program, see table 1. The state of Kansas has chosen to use a five year moving average to determine baseline and development of data driven goals.

## **Collaboration**

Annually, the TSS conducts recruitment lunches around the state. The recruitment lunches are designed to engage law enforcement and other safety advocates on upcoming mobilizations and other traffic safety initiatives. These meetings also give the TSS an opportunity to engage local law enforcement and other safety advocates about potential traffic safety problems and or solutions.

Every year, KDOT hosts the Kansas Transportation Safety Conference. This conference attracts more than 300 professionals and over 100 teens and sponsors. The conference has four emphasis area tracks: Youth, Law Enforcement, Roadway Safety and Injury Control. While participants will gain a better understanding on current programs, new and innovative solutions, it also provides an opportunity to discuss problems and new ideas.

The TSS is also actively involved in several Emphasis Area Teams that support the Strategic Highway Safety Plan. Each team is tasked with identifying solutions to curb the instance of their respective team. Currently, a member of the TSS is chairing the Occupant Protection, Impaired Driving and Older Driver teams. The Emphasis Area Teams are diversified and include representatives from private and public entities. The entities include, KDOT, Kansas Highway Patrol, Kansas Department of Health and Environment, Department of Motor Vehicles, law enforcement liaisons, Kansas Traffic Safety Resource Prosecutor, AAA of Kansas and the Mid-America Regional Council.

Monthly, TSS staff, law enforcement liaisons, the Kansas Traffic Safety Resource Office, the Kansas Traffic Safety Resource Prosecutor, the Traffic Safety Media Contractor, NHTSA and other safety advocates meet to discuss upcoming activities, potential problem identification and possible solutions to problems.

Interaction with these diversified groups of professionals and teams leads to increased traffic safety awareness around the state and also leads to new and innovative ideas geared toward saving lives. Periodically, the TSS staff will meet to discuss new ideas, determine if the idea is part of a proven countermeasure, assess resources and collaboratively, make a decision as to whether or not to implement.

## **Performance Measures and Targets**

Developing performance measures and targets is done collaboratively by the TSS staff and Strategic Highway Safety Plan staff. Armed with the most current data, this group meets to examine the core performance measures and evaluate progress towards the goals established in the most recent Highway Safety Plan. Additionally, as a group, we decide upon targets/goals for the upcoming Highway Safety Plan and work to ensure these targets are in-line with current targets in the SHSP. The group has focused on developing goals based upon historical data from

the data sources listed above, trend-lines of established performance measures, ensuring goals are realistic and achievable and resources are available.

Once the group has settled on performance measures and targets, project selection comes next. Project selection is handled a couple different ways. First, we solicit bids from partners aimed at addressing the identified problem. Another avenue is to sit down with new or established partners, detail the problem and seek their input for a solution. Whichever method is used, the SHSO has worked with established resources/contractors on implementing a program that mirrors a solution listed in the “Countermeasures that Work” book.

## **Strategic Highway Safety Plan and Highway Safety Plan Coordination**

The state of Kansas is fortunate in that the SHSP and HSP administrators are in the same Bureau inside of the KDOT Bureau of Transportation Safety and Technology. The current SHSP used a five moving average to establish the goal of halving fatalities by 2029. The HSP utilizes the five year moving average to establish an annual baseline, goals and objectives. While the SHSP doesn't set annual goals, the HSP utilizes the target trend established in the SHSP as one of the factors in establishing the HSP annual goals. Both plans rely heavily on the same data sources to establish strategies and goals. These data sources include, but are not limited to: FARS, the statewide crash database and observational surveys. Both plans are similar in that fatalities, urban and rural fatalities, impaired driving, seat belt use, teen driver fatalities, motorcycles and pedestrians are used as performance measures and developing Emphasis Area Teams. The four identified performance measures, fatalities, fatality rate, serious injury and serious injury rate have the same definition and goals. As previously mentioned, several staff in the TSS unit also “chair” emphasis area teams in support of the SHSP. As we move forward with implementation of both plans, the state will continue this great relationship and give each document similar looks and appearance with common goals and strategies.

## **Performance Plan**

### **2015 Performance Measures**

The state of Kansas is using 2008 – 2012 FARS and the state crash database to establish baseline and goals for the 2015 Highway Safety Plan. Additionally, we are using the 2013 statewide observational survey information to establish a baseline and establish the 2015 goal. According to the IFR, each state is required to set a goal beyond the current maintenance of effort. This reduction amount was established from a five year moving average or projection. In order to maintain consistency and stabilize the data, the HSP and SHSP used a five year moving average to determine the baseline data and projections. Each performance measure identifies the current trend, projections and goal. A percentage increase or decrease was determined on each goal. Factors leading to the anticipated increase or decrease include, but are not limited to: recent history, timeframe of enactment of legislation, is it realistic, is it achievable and available resources. The Core Performance Measures were utilized throughout the HSP program areas to identify problem areas, establish proven countermeasures and gauge progress towards goals.

Table 1

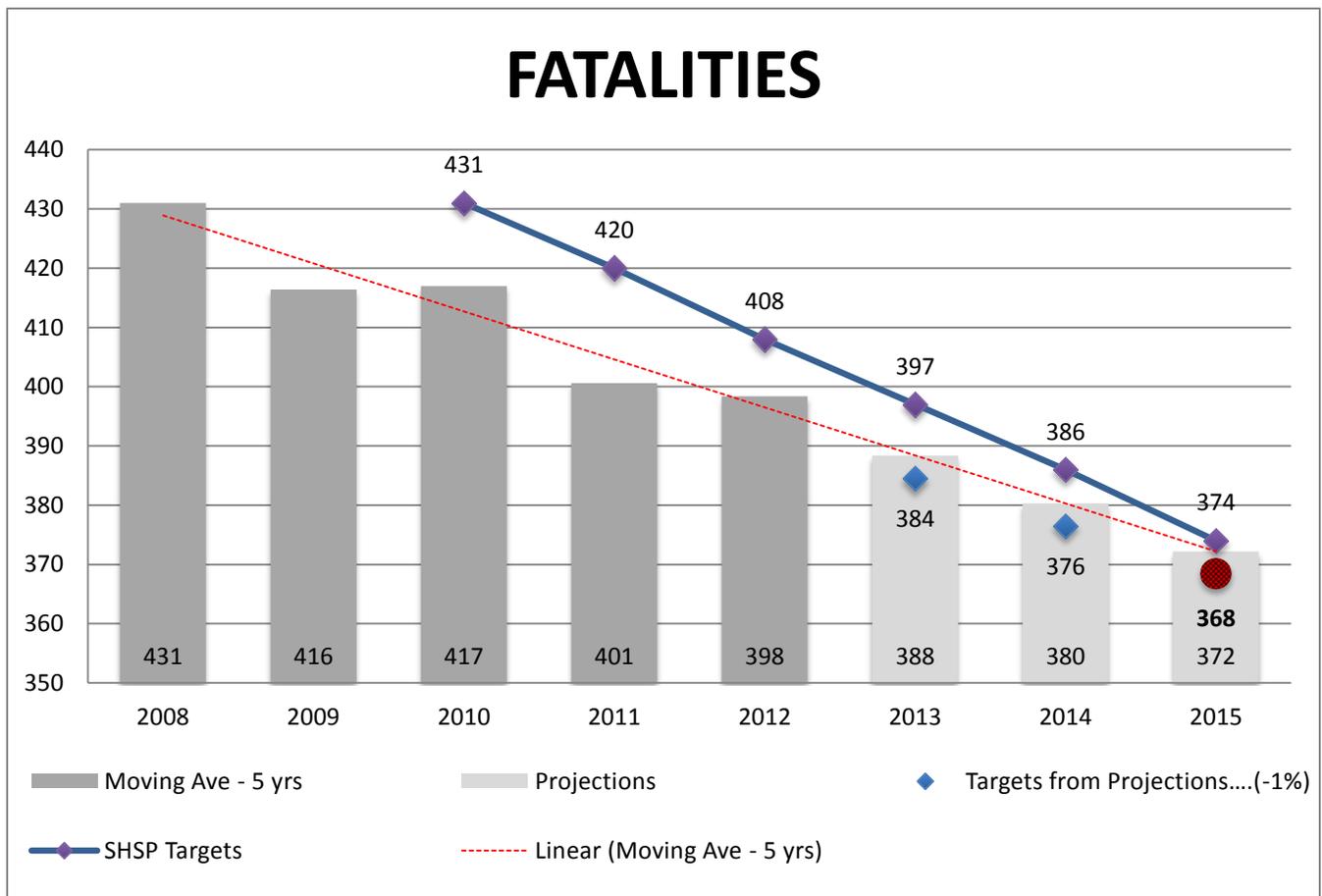
## 2015 Performance Measures

Core Outcome Measures		2012 Actual	2015 Trend Projection	2008-12 Baseline*	2015 HSP Goal
<b>C-1</b>	Number of Traffic Fatalities (FARS)	405	372	398	368
<b>C-2</b>	Number of Serious Injuries (KCARS)	1,592	1,552	1,655	1,536
	Serious Injury Rate per 100 million VMT (KCARS)	5.207	5.189	5.528	5.137
<b>C-3</b>	Fatalities/VMT (FARS/FHWA)	1.325	1.245	1.331	1.233
	Rural Fatalities per 100 million VMT (FARS/FHWA)	2.161	2.189	2.178	2.167
	Urban Fatalities per 100 million VMT (FARS/FHWA)	.51	.50	.518	.495
<b>C-4</b>	Number of unrestrained fatalities all positions (FARS)	163	159	176	157
<b>C-5</b>	Number of fatalities, auto and motorcycle, with BAC of .08 or above (FARS)	103	143	121	141
<b>C-6</b>	Number of speeding fatalities (FARS)	114	94	104	93
<b>C-7</b>	Number of motorcyclist fatalities (FARS)	48	46	45	45
<b>C-8</b>	Number of un-helmeted motorcyclist fatalities (FARS)	34	32	31	32
<b>C-9</b>	Number of Drivers, 20 and Under, Involved in Fatal Crash (FARS)	68	51	68	50
<b>C-10</b>	Number of pedestrian fatalities (FARS)	26	16	19	16
<b>C-11</b>	Number of bicycle fatalities (FARS)	6	3	4	3
<b>Core Behavior Measure</b>					
<b>B-1</b>	Observed seat belt use (FFY 13 State Survey)	81	85	81	86
<b>FFY 13 Activity Measures</b>					
<b>A-1</b>	Number of seat belt citations issued during grant-funded activities	29,074			
<b>A-2</b>	Number of impaired driving arrests made during grant-funded enforcement activities	914			
<b>A-3</b>	Number of speeding citations issued during grant-funded enforcement activities	5,435			
<b>Kansas Specific Measures</b>					
	Distracted Driving Crashes (KCARS)	14,843	10,823	16,154	10,714

\* Baseline is the 5 Year (2008-12) Moving Average

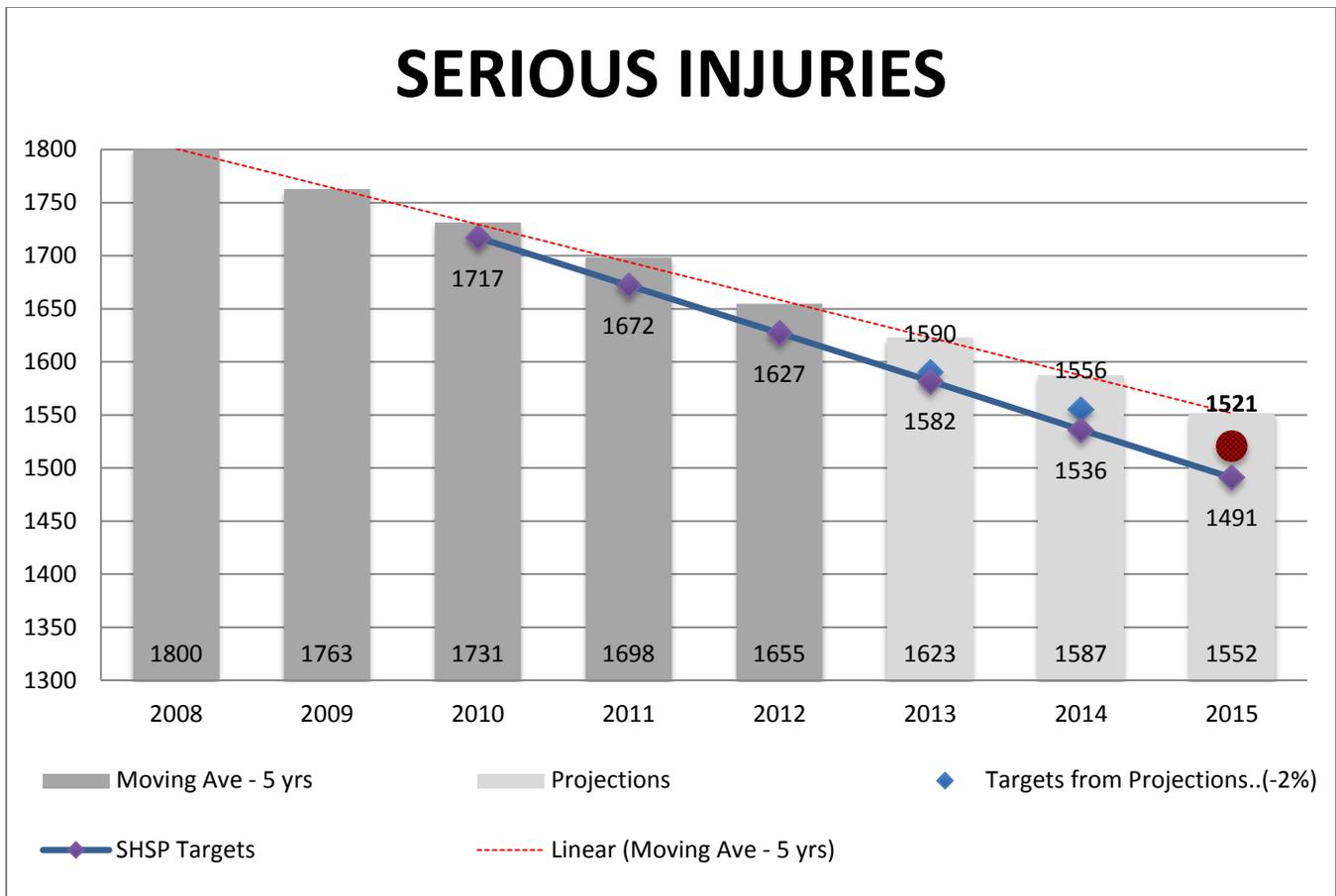
## Core Performance Measure Charts and Goals

### Number of Traffic Fatalities (FARS):



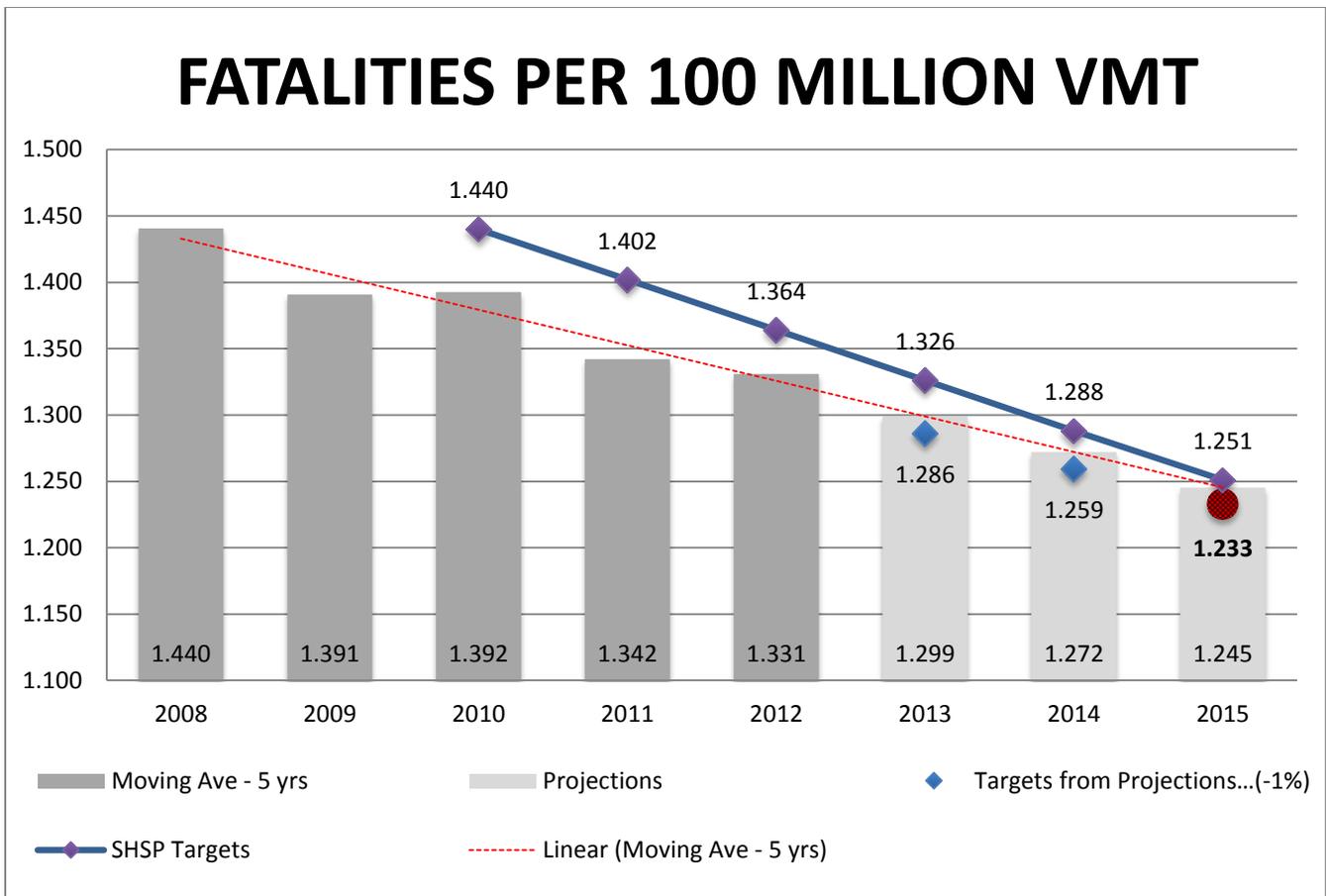
- Number of Traffic Fatalities: The 2015 five year moving average projection based upon the trend line indicates 372 total fatalities. A 1% reduction in this projection would derive our goal of 368 total fatalities in 2015. Based upon past history, the trend line of the SHSP target, the 1 percent reduction goal is realistic and attainable. This goal is slightly below the SHSP target of 374 which is derived by cutting fatalities in half by 2029.

**Serious Injuries (KCARS):**



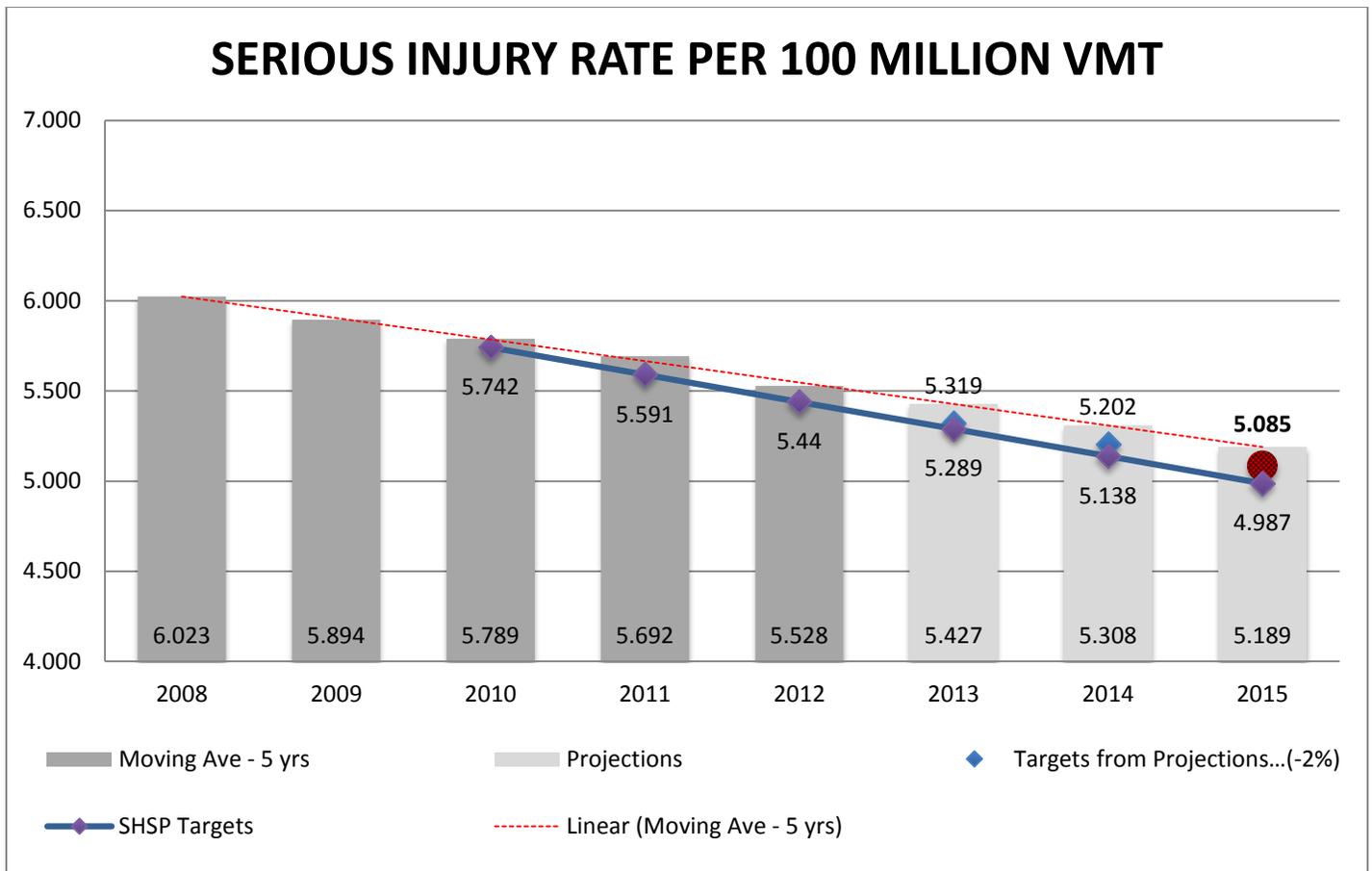
- Number of Serious Injuries:** The 2015 five year moving average projection based upon the trend line indicates 1,552 serious injuries. A 2% reduction in this projection would derive our goal of 1,491 serious injuries in 2015. Based upon past history, the trend line of the SHSP target, the 2 percent reduction goal is realistic and attainable. This goal is slightly below the projected SHSP target of 1,521 serious injuries.

**Fatality Rate per 100 million VMT (FARS):**



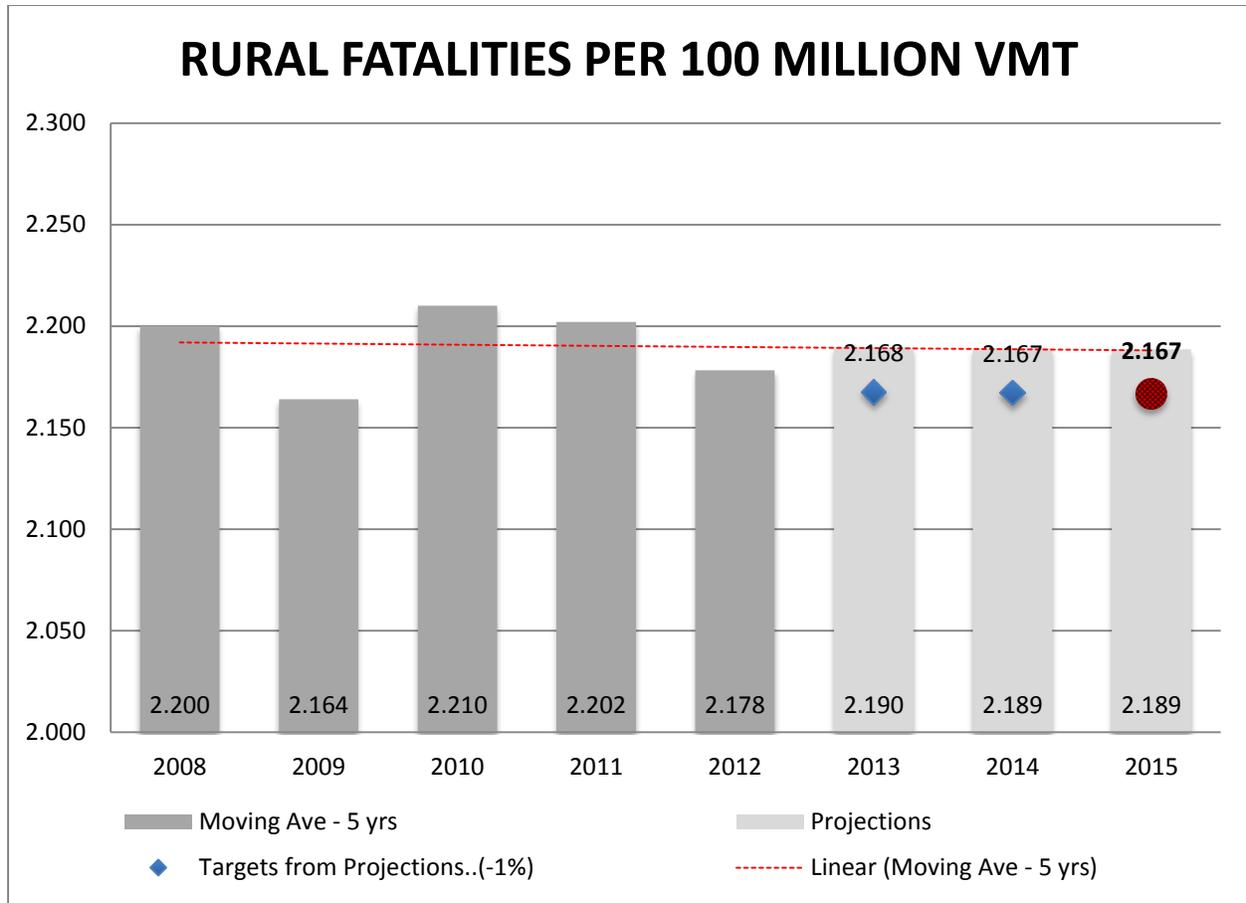
- Fatality Rate per 100 million VMT:** The 2015 five year moving average projection based upon the trend line indicates 1.245 fatalities per 100 million VMT. A 1% reduction in this projection will produce our goal of 1.233 fatalities per 100 million VMT in 2015. Based upon past history, the trend line of the SHSP target, the 1 percent reduction goal is realistic and attainable. The 2015 goal of 1.233 is slightly below the SHSP projected number of 1.251 which is based on halving fatalities by 2029.

**Serious Injury Rate (KCARS/FARS):**



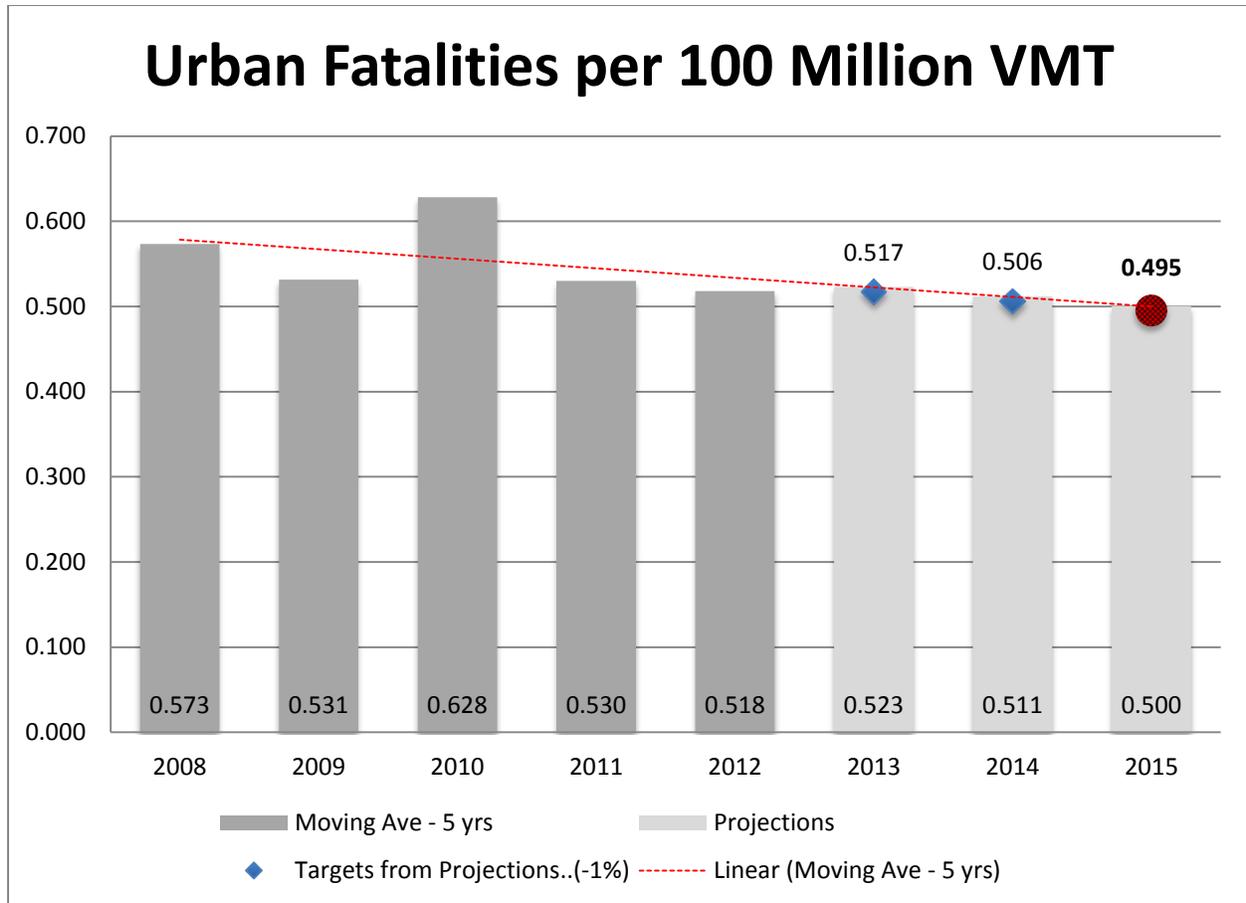
- Serious Injury Rate :** The 2015 five year moving average projection based upon the trend line indicates 5.189 serious injury rate per 100 million VMT. A 2% reduction in this projection would lead to our goal of 4.987 serious injury rate per 100 million VMT in 2015. Based upon past history, the trend line of the SHSP target, the 2 percent reduction goal is realistic and attainable. The goal of 4.987 is slightly below the projected SHSP target.

**Rural Fatalities:**



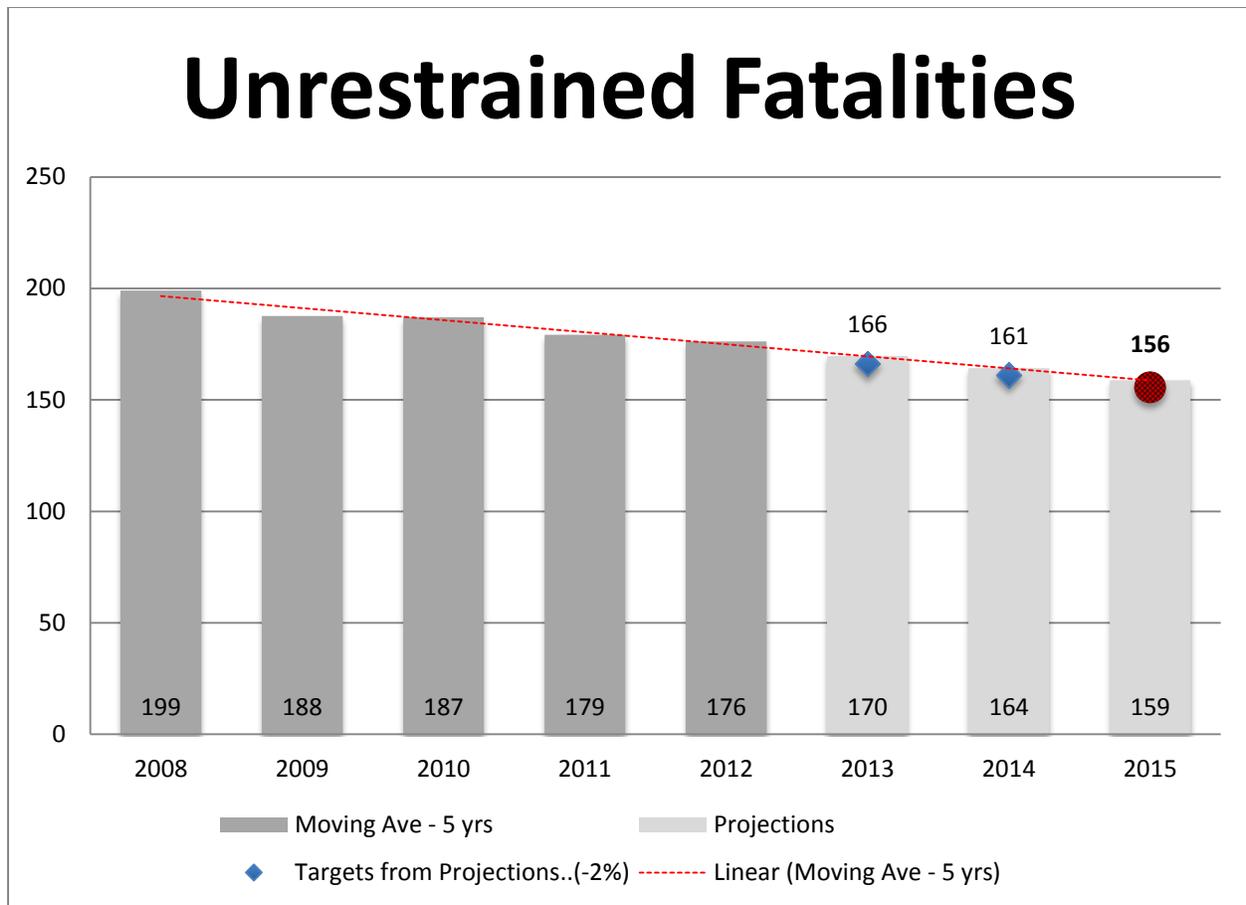
- **Rural Fatalities per VMT:** The five year moving average 2015 projection based upon the trend line indicates 2.189 rural fatalities per 100 million VMT. A 1% reduction in this projection would equal our goal of 2.167 rural fatalities per 100 million VMT in 2015. This trend has stayed relatively flat and therefore a 1% reduction goal is realistic and attainable.

**Urban Fatalities:**



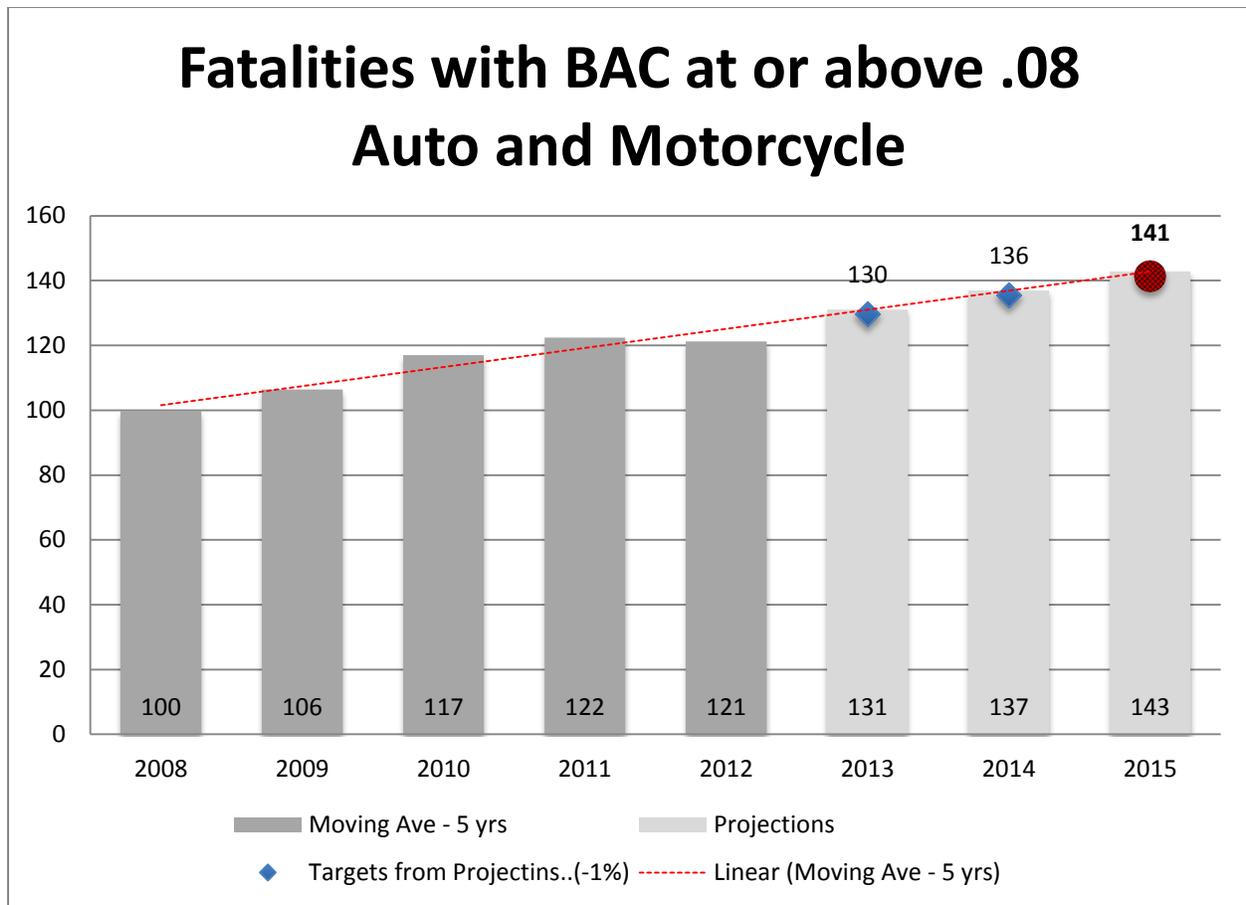
- Urban Fatalities per VMT: The five year moving average 2015 projection based upon the trend line indicates .500 urban fatalities per 100 million VMT. A 1% reduction in this projection would equal our goal of .495 urban fatalities per VMT in 2015. Based upon past history, the 1 percent reduction goal is realistic and attainable.

**Unrestrained Fatalities All Positions (FARS):**



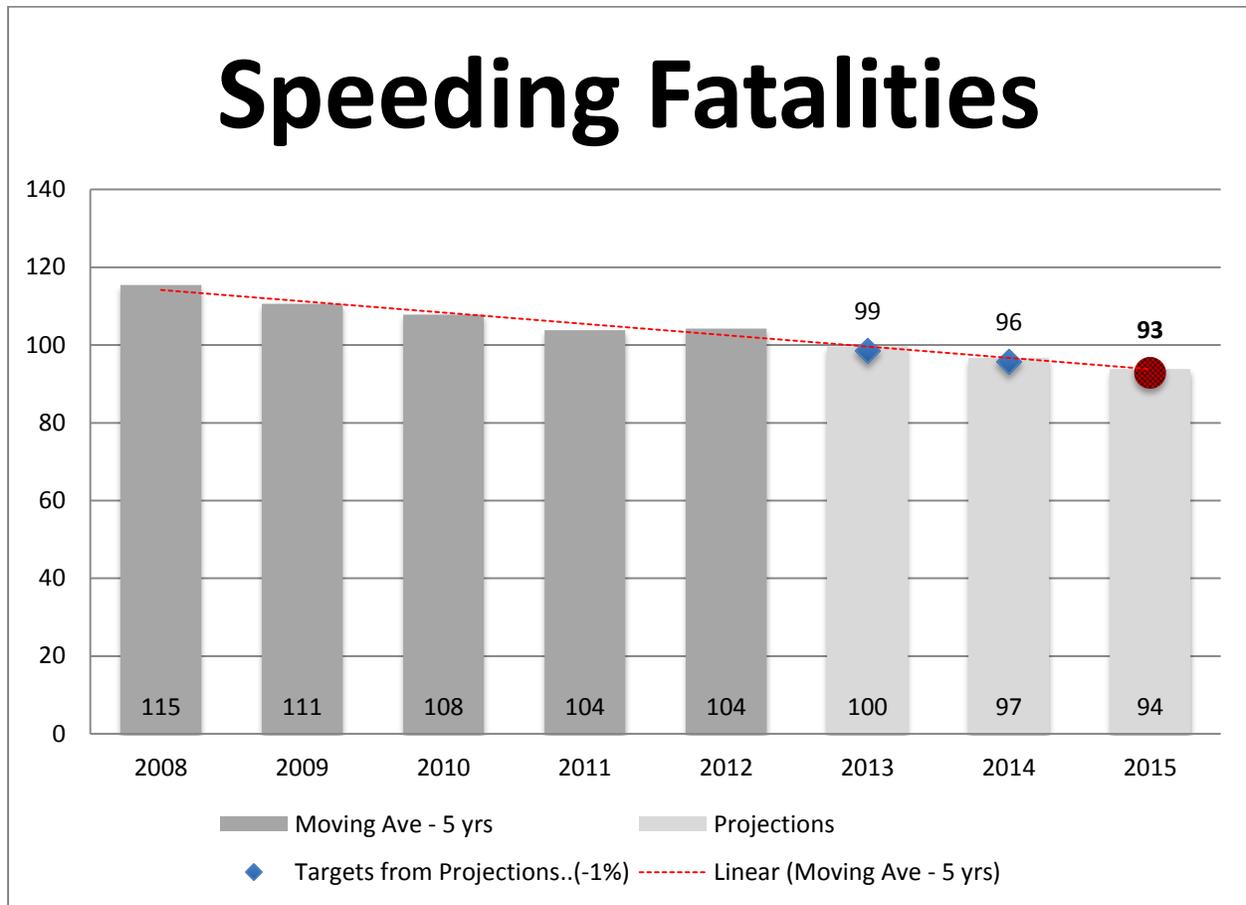
- **Unrestrained Fatalities all Positions:** The five year moving average for 2015 projection based upon the trend line indicates 159 unrestrained fatalities. A 2% reduction in this projection would equal our goal of 156 unrestrained fatalities in 2015. Based upon past history, the recent moderate gains in the number of observed persons wearing their seatbelt, 2 percent reduction goal is realistic and attainable.

**Number of fatalities, auto and motorcycle, with BAC of .08 or above (FARS):**



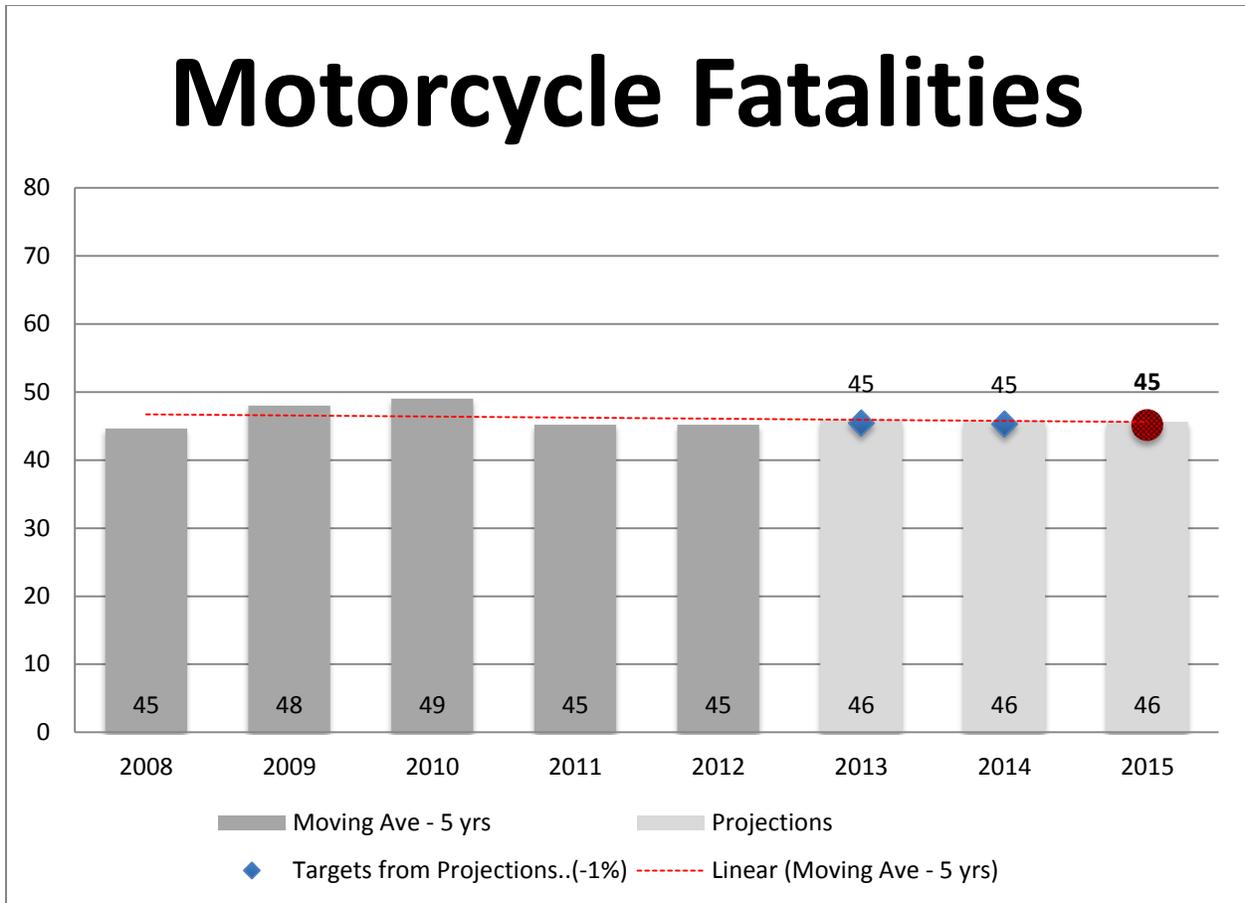
- Fatalities with BAC of .08 or above: The five year moving average for 2015 projection based upon the trend line indicates 143 alcohol-impaired fatalities. A 1% reduction in this projection would equal our goal of 141 alcohol impaired fatalities in 2015. Based upon past history, the recent achievements in impaired driving legislation, a 1 percent reduction goal is realistic and attainable.

**Speeding Fatalities:**



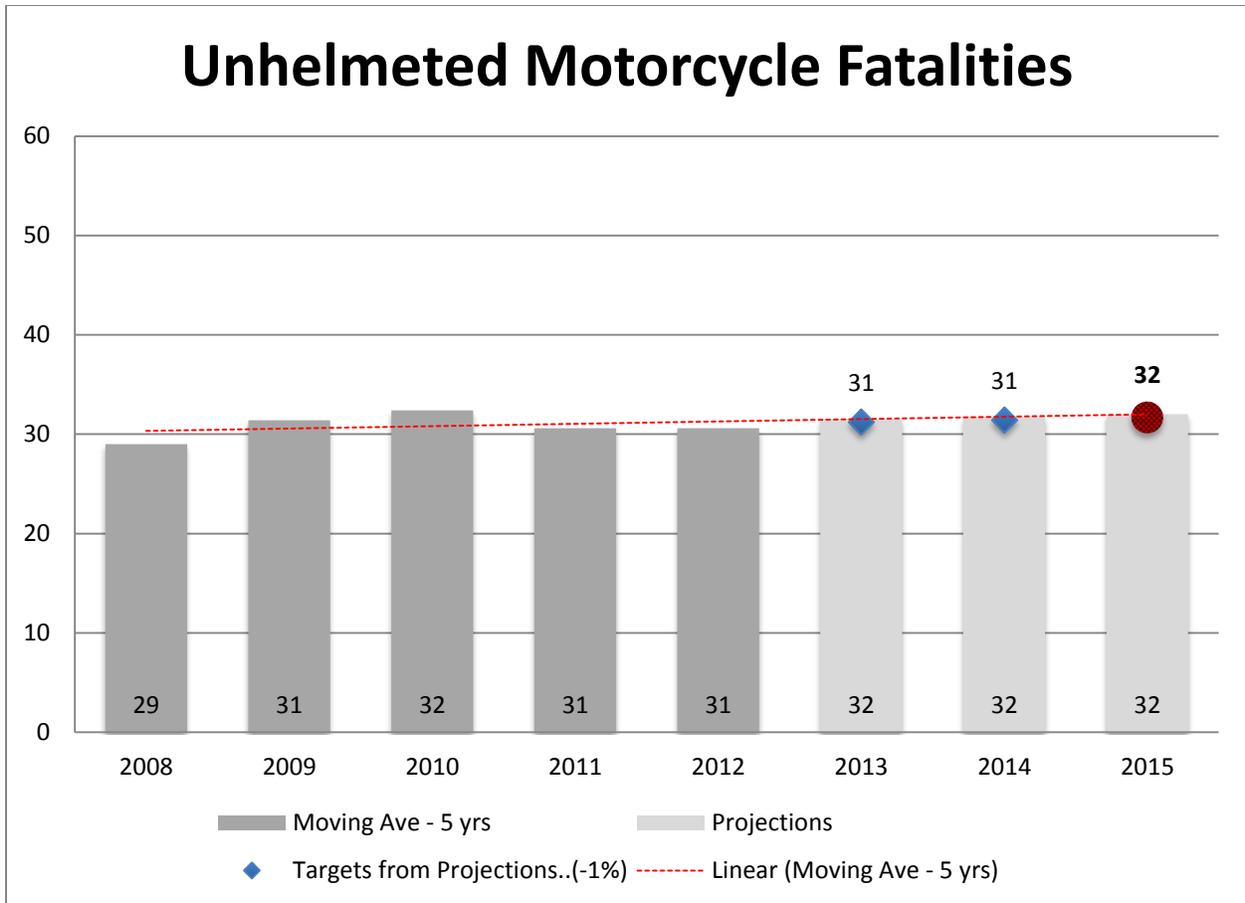
- **Speeding fatalities:** The five year moving average for 2015 projection based upon the trend line indicates 94 speeding fatalities. A 1% reduction in this projection would equal our goal of 93 speeding fatalities in 2015. Based upon past history and absent any recent law changes, a 1 percent reduction goal is realistic and attainable.

**Number of Motorcyclist Fatalities (FARS):**



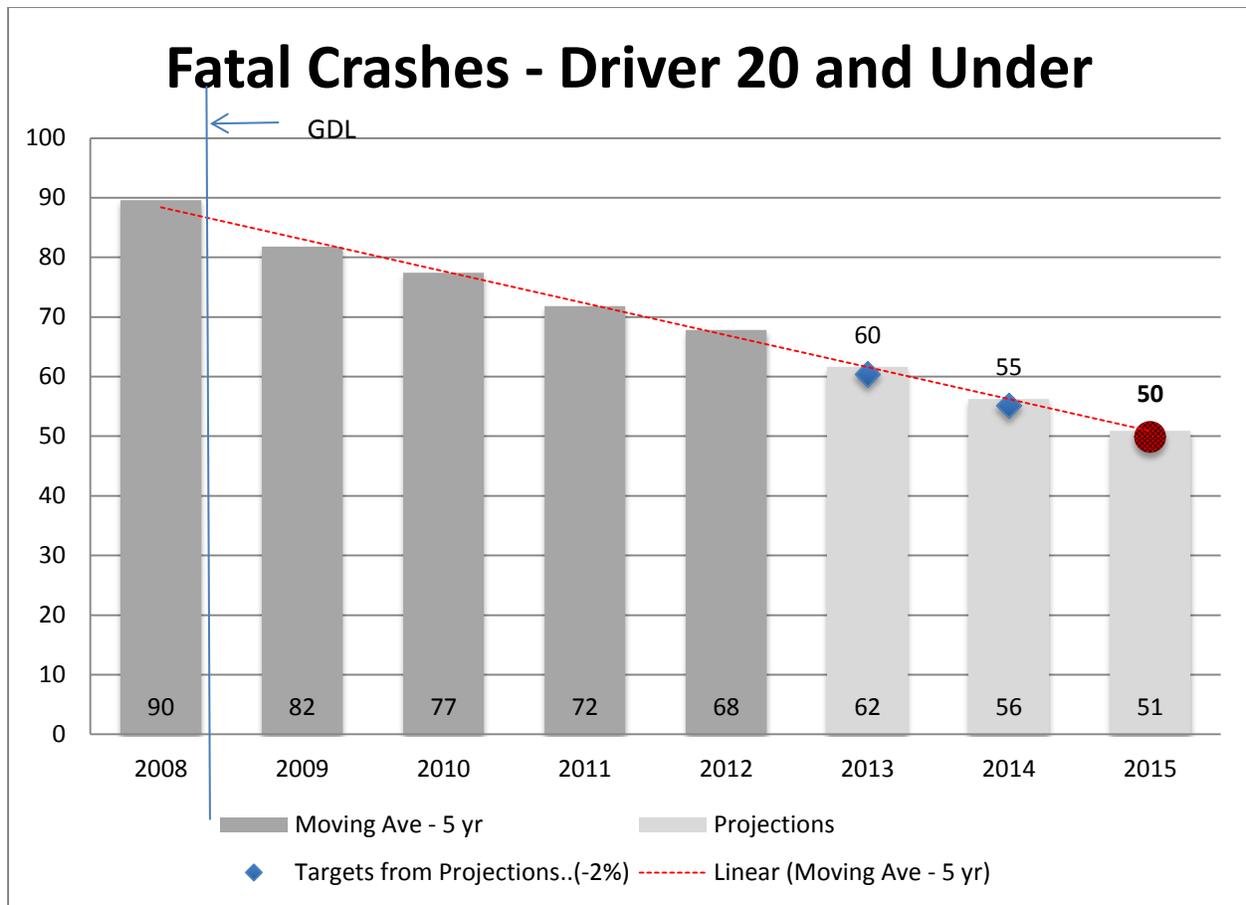
- **Motorcycle Fatalities:** The five year moving average for 2015 projection based upon the trend line indicates 46 motorcyclist fatalities. A 1% reduction in this projection would equal our goal of 45 motorcyclist fatalities in 2015. Based upon past history, a 1 percent reduction goal is realistic and attainable.

**Number of un-helmeted Motorcyclist Fatalities (FARS):**



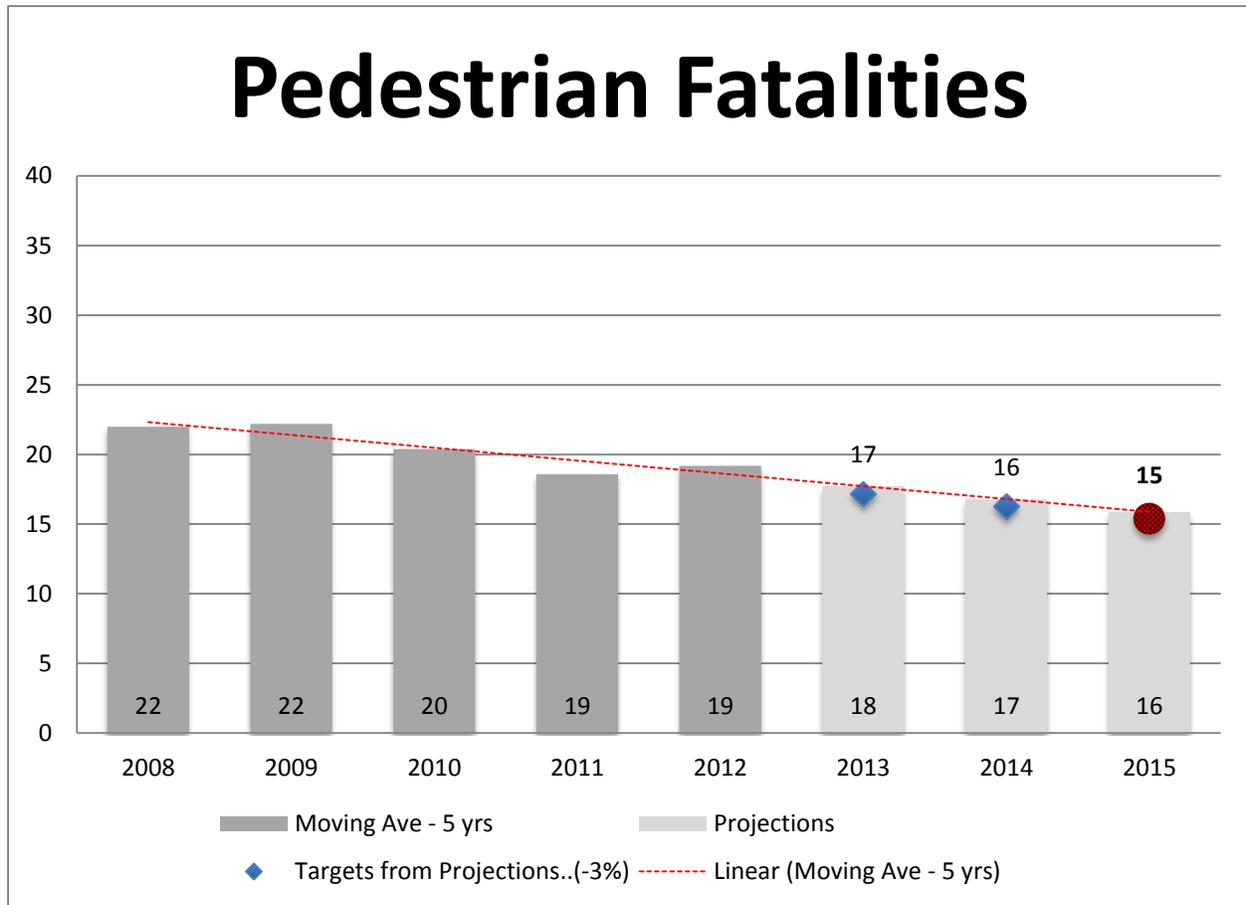
- **Un-helmeted Motorcycle Fatalities:** The five year moving average for 2015 projection based upon the trend line indicates 32 un-helmeted motorcyclist fatalities. A 1% reduction in this projection would equal our goal of 32 un-helmeted motorcyclist fatalities in 2015. Based upon past history, and absent a universal helmet law, a 1 percent reduction goal is realistic and attainable.

**Number of Fatalities with Driver 20 or under (FARS):**



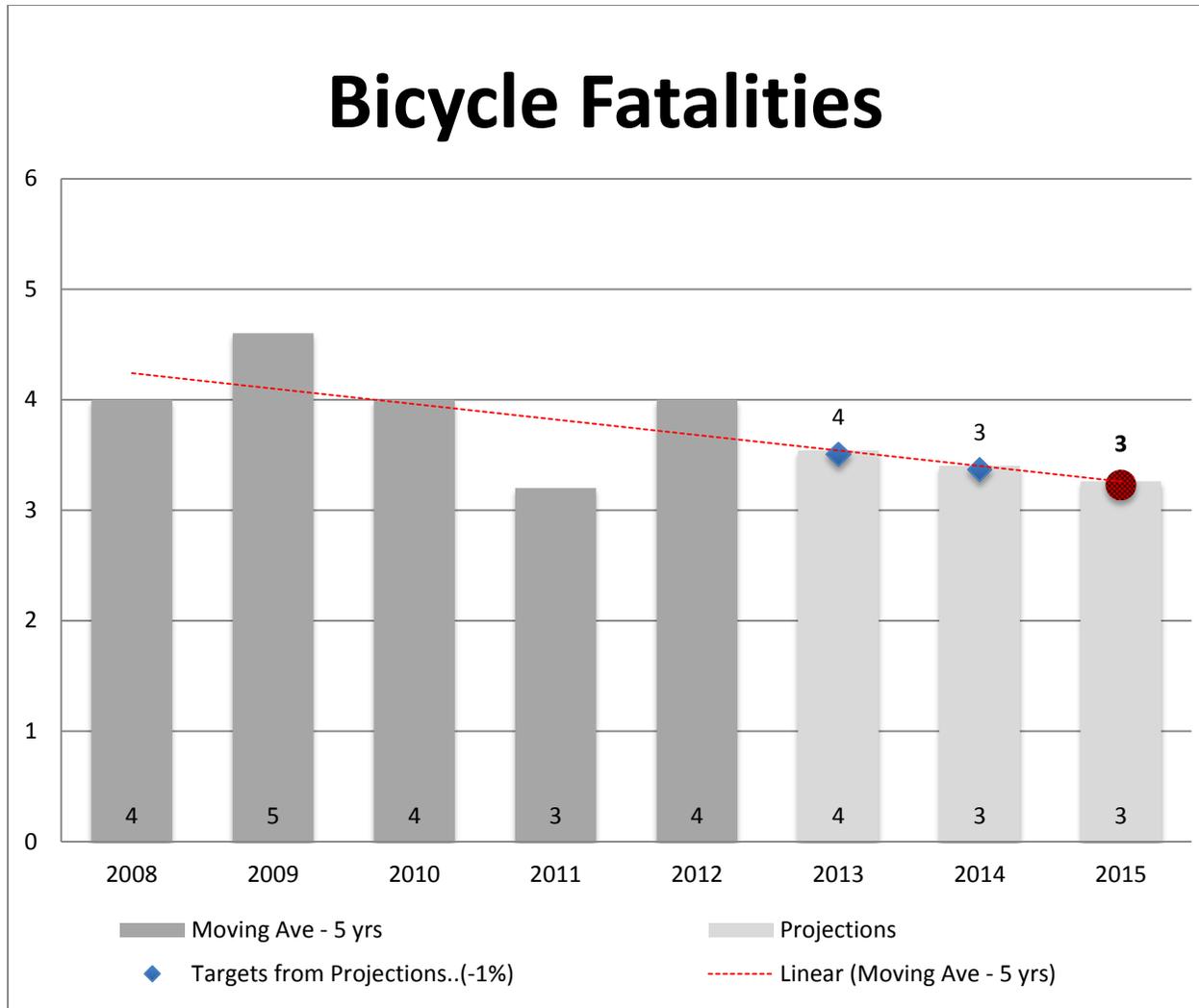
- **Fatalities with Driver 20 or Under:** The five year moving average for 2015 projection based upon the trend line indicates 51 fatalities with a driver age 20 or under. A 2% reduction in this projection would equal our goal of 50 fatalities with a driver age 20 or under in 2015. Based upon past history, the recent legislative achievements in our GDL law and expansion of the SAFE program, a 2 percent reduction goal is realistic and attainable.

**Pedestrian Fatalities:**



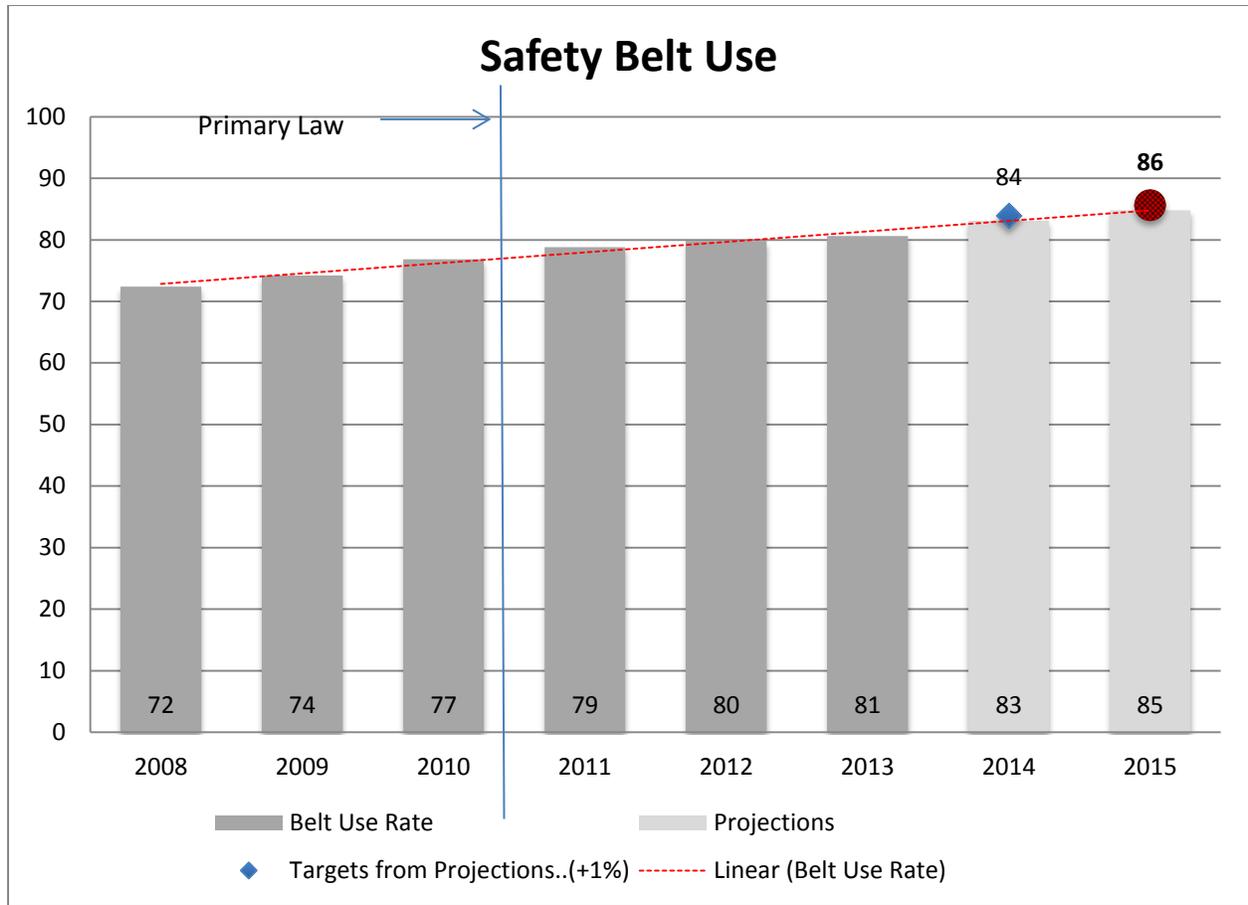
- **Pedestrian Fatalities:** The five year moving average for 2015 projection based upon the trend line indicates 16 pedestrian fatalities. A 3% reduction in this projection would equal our goal of 15 pedestrian fatalities in 2015. Based upon past history, and relatively small number of pedestrian fatalities, a 3 percent reduction goal is realistic and attainable.

**Bicycle Fatalities:**



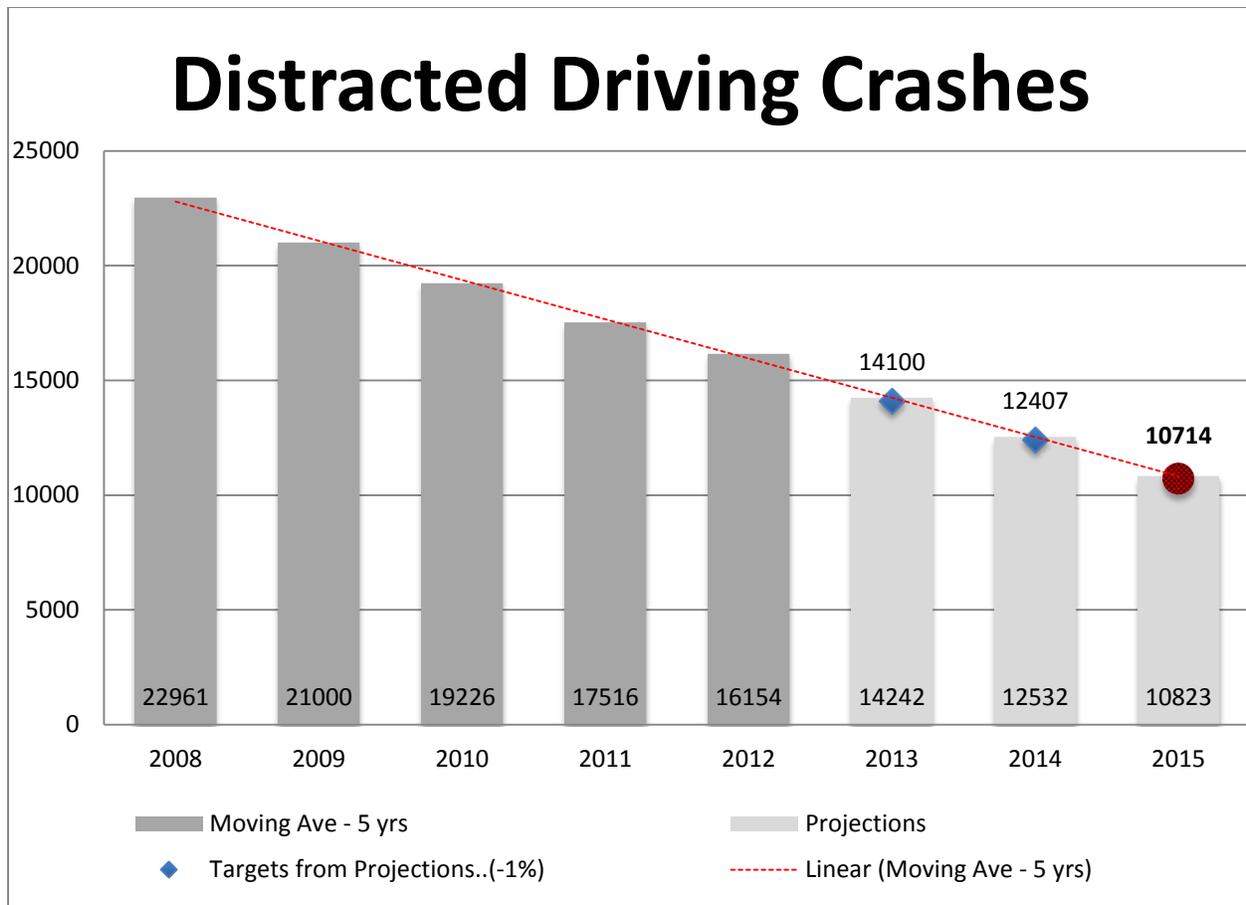
- **Bicycle Fatalities:** The five year moving average for 2015 projection based upon the trend line indicates 3 bicycle fatalities. A 1% reduction in this projection would equal our goal of 3 bicycle fatalities in 2015. Based upon past history, and relatively small number of bicycle fatalities, a 1 percent reduction goal is realistic and attainable.

**Seatbelt Use Rate:**



- **Seat Belt Usage:** The five year moving average for 2015 projection based upon the trend line indicates an 85 percent observed belt use rate. A 1% increase in this projection would equal our goal of an 86 percent observed belt use rate in 2015. Based upon past history, and relatively small recent gains in the number of observed persons wearing seat belts, a 1 percent increase is realistic and attainable.

**Distracted Driving Crashes:**



- Distracted Driving Crashes: The five year moving average for 2015 projection based upon the trend line indicates 10,823 distracted driving crashes. A 1% reduction in this projection would equal our goal of 10,714 distracted driving crashes 2015. Based upon past history, and increased number of distractions in our vehicles, a 1 percent reduction goal is realistic and attainable.

## Highway Safety Strategies and Projects

### Development of Strategies

The state of Kansas relies upon proven countermeasures when implementing programs. Kansas participates in the national enforcement campaigns, Click it or Ticket, Alcohol crackdown and Thanksgiving. Each of the mobilizations follow the proven “Click it or Ticket” criteria, of educate, enforce and report. The Seatbelts Are For Everyone (SAFE) program, targeting teen seat belt use, uses the same Click it or Ticket methodology. When implementing new programs, staff utilizes other state proven programs and can reference the latest countermeasures that work document prepared by NHTSA. Collaboration with the SHSP has led to new programs in support of their proven or new strategies. As part of their contract, each grantee is required to report activity. This activity allows KDOT to evaluate the individual program and determine effectiveness toward reaching not only an individual performance measure, but examine the effectiveness towards reaching our statewide performance measures. The TSS has and will continue to constantly monitor the implemented programs and will deploy new countermeasures as problems change and/or shift in the state.

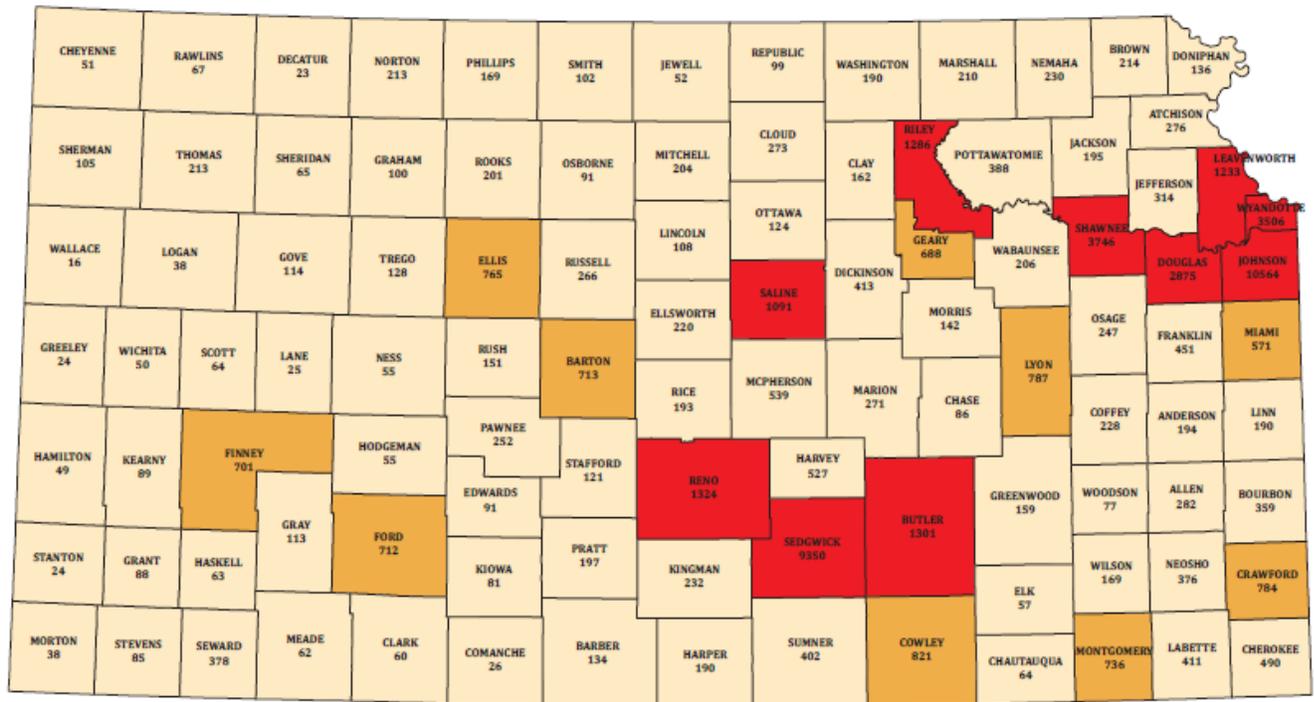
This plan was developed using the most current data available. Throughout the year, new data may emerge that could lead to change in target groups, geographic location or deployment strategies. In the event significant circumstances change, the program and/or enforcement plans will be altered to meet the current need. When the state has identified a problem, further research and data gathering are the next step to determining appropriate proven countermeasures.

The TSS is also actively involved in several Emphasis Area Teams that support the Strategic Highway Safety Plan. Each team is tasked with identifying solutions to curb the instance of their respective team. Currently, a member of the TSS is chairing the Occupant Protection, Impaired Driving and Older Driver teams. The Emphasis Area Teams are diversified and include representatives from private and public entities. The entities include, KDOT, Kansas Highway Patrol, Kansas Department of Health and Environment, Department of Motor Vehicles, law enforcement liaisons, Kansas Traffic Safety Resource Prosecutor, AAA of Kansas and the Mid-America Regional Council. The involvement of the highway safety office staff in the development and implementation of the SHSP has led to a collaboration of efforts all designed to improve driver behavior and efficient utilization of resources in the state.

## 2012 Top 20 Counties by Total Crashes

The following counties accounted for nearly 44,000 of the 60,000 reported crashes in the state or 73 percent of all crashes in 2012.

### Top 20 Counties by Total Crashes (2012)



#### Rank by Total Crashes

- Rank 21 - 105
- Rank 11 - 20
- Rank 1 - 10

PREPARED BY THE  
 KANSAS DEPARTMENT OF TRANSPORTATION  
 BUREAU OF TRANSPORTATION SAFETY AND TECHNOLOGY  
 MAP CREATED FRIDAY, AUGUST 15, 2014  
 KDOT makes no warranties, guarantees, or representations for accuracy of this information  
 and assumes no liability for errors or omissions.

Table 1

2012 Top 20 Counties by Total Crashes					
1	Johnson	10,564	11	Cowley	821
2	Sedgwick	9,350	12	Lyon	787
3	Shawnee	3,746	13	Crawford	784
4	Wyandotte	3,506	14	Ellis	765
5	Douglas	2,875	15	Montgomery	736
6	Reno	1,324	16	Barton	713
7	Butler	1,301	17	Ford	712
8	Riley	1,286	18	Finney	701
9	Leavenworth	1,233	19	Geary	688
10	Saline	1,091	20	Miami	571
				<b>Total</b>	<b>43,554</b>



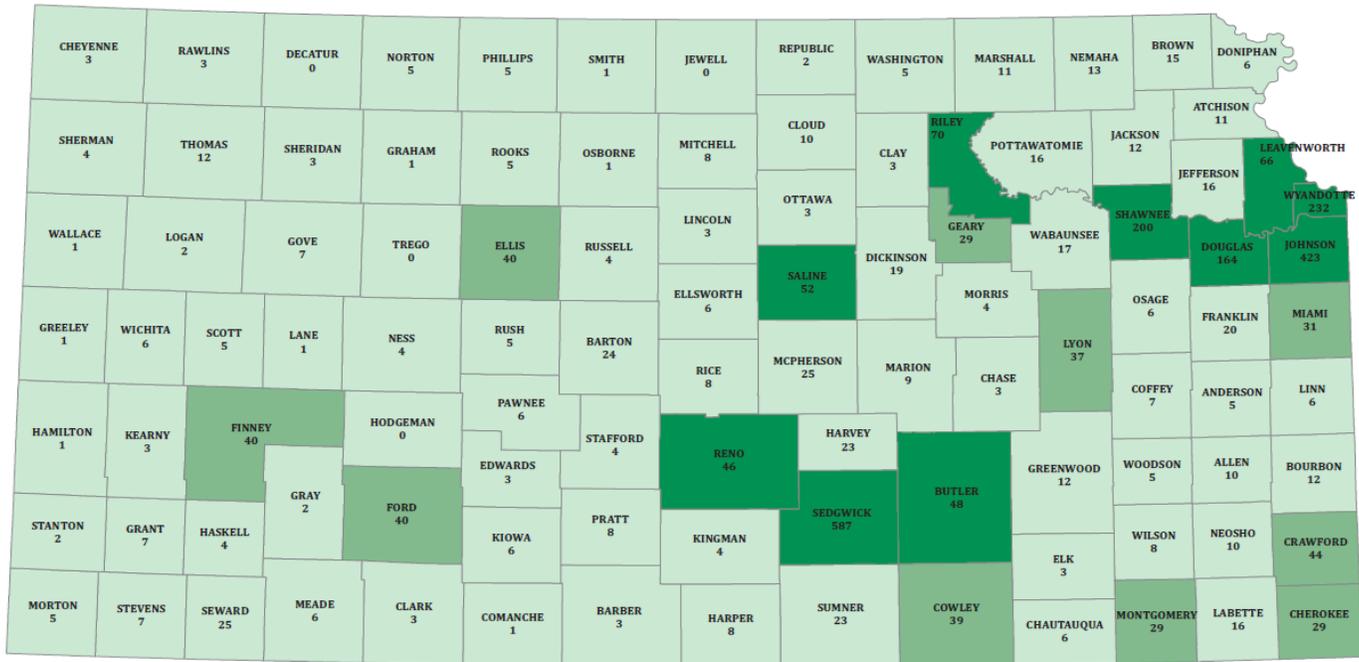
### Alcohol-Involved Crashes as a Percent of All Crashes

1st Quartile		2nd Quartile		3rd Quartile		4th Quartile	
Darkest Shade						Lightest Shade	
County	%	County	%	County	%	County	%
CHEYENNE	7.59%	RILEY	4.93%	RENO	3.90%	MEADE	2.89%
STEVENS	7.04%	LANE	4.92%	COWLEY	3.88%	BARBER	2.87%
MORTON	6.99%	POTTAWATOMIE	4.90%	SHERMAN	3.88%	ELLSWORTH	2.86%
GRANT	6.61%	LEAVENWORTH	4.84%	JEFFERSON	3.82%	KIOWA	2.81%
CHAUTAUQUA	6.43%	DICKINSON	4.82%	NEOSHO	3.77%	EDWARDS	2.76%
HASKELL	6.37%	OSAGE	4.70%	GRAY	3.73%	RUSH	2.71%
SCOTT	6.27%	ANDERSON	4.57%	SUMNER	3.70%	JEWELL	2.70%
SEWARD	6.21%	WILSON	4.55%	DONIPHAN	3.64%	WASHINGTON	2.63%
FORD	6.17%	ATCHISON	4.50%	HODGEMAN	3.62%	KINGMAN	2.62%
ALLEN	6.15%	MIAMI	4.46%	WOODSON	3.62%	SMITH	2.47%
ELLIS	6.00%	LYON	4.45%	HARVEY	3.52%	DECATUR	2.40%
GREELEY	5.98%	SHAWNEE	4.45%	MCPHERSON	3.48%	CHASE	2.33%
LOGAN	5.96%	RUSSELL	4.42%	SHERIDAN	3.41%	ROOKS	2.27%
NESS	5.80%	SALINE	4.40%	STAFFORD	3.41%	OSBORNE	2.27%
DOUGLAS	5.74%	TREGO	4.38%	LINN	3.39%	RICE	2.26%
WABAUNSEE	5.73%	LABETTE	4.30%	MARSHALL	3.38%	REPUBLIC	2.20%
SEDGWICK	5.73%	MONTGOMERY	4.22%	MITCHELL	3.30%	PAWNEE	2.19%
JACKSON	5.64%	CHEROKEE	4.22%	FRANKLIN	3.23%	WALLACE	2.17%
STANTON	5.56%	BUTLER	4.21%	LINCOLN	3.17%	CLARK	2.17%
WICHITA	5.56%	KEARNY	4.19%	PRATT	3.16%	PHILLIPS	2.15%
WYANDOTTE	5.52%	THOMAS	4.15%	HARPER	3.13%	MARION	2.13%
FINNEY	5.33%	BROWN	4.07%	BARTON	3.11%	GOVE	2.13%
CRAWFORD	5.26%	CLAY	4.02%	GRAHAM	3.04%	OTTAWA	2.13%
GREENWOOD	5.21%	MORRIS	3.96%	COFFEY	3.03%	RAWLINS	2.02%
COMANCHE	5.05%	CLOUD	3.94%	BOURBON	3.01%	ELK	2.01%
NEMAHA	5.04%	GEARY	3.92%	HAMILTON	2.94%	NORTON	1.84%
		JOHNSON	3.91%				

## Impaired Driving Crashes

The map below shows each county by the number of impaired drivers involved in crashes for 2012. The darker shaded counties represent the counties with the greatest number of drivers involved in impaired driving crashes. The top ten counties for driver involved impaired driving crashes also parallel's the population centers in the state.

**Top 20 Counties by Impaired Driver Involved Crashes (2012)**



Rank by Total Crashes

- Rank 21 - 105
- Rank 11 - 20
- Rank 1 - 10

PREPARED BY THE  
 KANSAS DEPARTMENT OF TRANSPORTATION  
 BUREAU OF TRANSPORTATION SAFETY AND TECHNOLOGY  
 MAP CREATED FRIDAY, AUGUST 15, 2014  
 KDOT makes no warranty, guarantee, or representation for accuracy of this information  
 and assumes no liability for errors or omissions.

Table 3

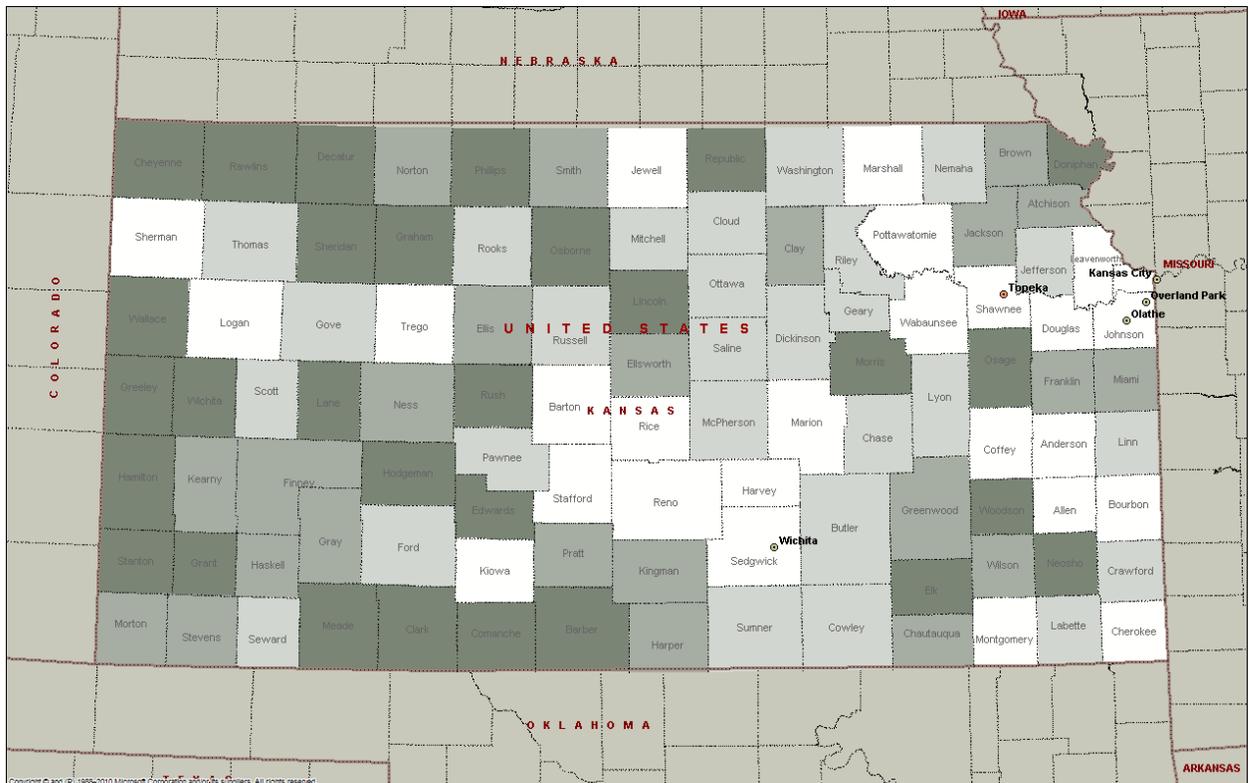
### Top 10 Ranking

County	Number of Drivers involved in Impaired Driving Crashes
<b>Sedgwick</b>	<b>587</b>
<b>Johnson</b>	<b>423</b>
<b>Wyandotte</b>	<b>232</b>
<b>Shawnee</b>	<b>200</b>
<b>Douglas</b>	<b>164</b>
<b>Riley</b>	<b>70</b>
<b>Leavenworth</b>	<b>66</b>
<b>Saline</b>	<b>52</b>
<b>Butler</b>	<b>48</b>
<b>Reno</b>	<b>46</b>

## Unrestrained Fatalities

The following map and table display the percent of all fatalities where the victim was unrestrained, by county, ranked, and separated into quartiles. The data included in this section are from the years 2009 through 2013 and the formula for the calculation is: (Number of Unrestrained Fatalities/All Fatalities). The darker shaded counties depict the larger the percentage of unrestrained fatalities. The shading is broken into four quartiles, see Table 4. The western half of the state, while rural in nature, seems to contain a disproportionate number of counties in the most severe quartile. This data is very important when allocating resources and looking for proven countermeasure activities. TSS has and will continue to work with our law enforcement liaisons, identify media opportunities and engage law enforcement partners to curb the traffic safety problems in these counties.

### Unrestrained Fatalities Percentage



\*See table 4 for shading definition

## Percent Of All Fatalities That Are Unrestrained

1st Quartile Darkest Shaded		2nd Quartile		3rd Quartile		4th Quartile Lightest Shade	
County	%	County	%	County	%	County	%
COMANCHE	100.00%	ELLIS	65.63%	RILEY	48.00%	COFFEY	38.46%
EDWARDS	100.00%	BROWN	64.29%	JEFFERSON	47.83%	WABAUNSEE	38.46%
ELK	100.00%	GREENWOOD	64.29%	FORD	46.81%	WYANDOTTE	38.30%
GRAHAM	100.00%	FINNEY	62.50%	PAWNEE	46.67%	JOHNSON	37.61%
GRANT	100.00%	HARPER	62.50%	SALINE	46.43%	BOURBON	37.50%
LANE	100.00%	HASKELL	62.50%	OTTAWA	46.15%	KIOWA	37.50%
RAWLINS	100.00%	NORTON	60.00%	THOMAS	46.15%	CHEROKEE	37.04%
STANTON	100.00%	KINGMAN	58.33%	CHASE	45.45%	RENO	37.04%
NEOSHO	83.33%	MIAMI	57.14%	GOVE	45.45%	POTTAWATOMIE	36.36%
REPUBLIC	83.33%	MORTON	57.14%	DICKINSON	44.44%	RICE	35.71%
WOODSON	83.33%	FRANKLIN	55.56%	LYON	44.44%	MARION	35.29%
HODGEMAN	80.00%	KEARNY	55.56%	MCPHERSON	44.44%	SHERMAN	35.29%
MORRIS	80.00%	SMITH	55.56%	MITCHELL	44.44%	BARTON	34.78%
WICHITA	80.00%	ELLSWORTH	52.94%	ROOKS	44.44%	DOUGLAS	33.33%
CLARK	75.00%	JACKSON	52.63%	RUSSELL	44.44%	MARSHALL	33.33%
DONIPHAN	75.00%	ATCHISON	50.00%	SUMNER	44.44%	TREGO	33.33%
HAMILTON	75.00%	CHAUTAUQUA	50.00%	WASHINGTON	44.44%	STAFFORD	30.77%
RUSH	75.00%	CLAY	50.00%	BUTLER	43.14%	SEDGWICK	29.52%
WALLACE	75.00%	GRAY	50.00%	COWLEY	42.86%	HARVEY	29.03%
MEADE	71.43%	NESS	50.00%	LINN	42.86%	SHAWNEE	28.17%
PHILLIPS	70.00%	PRATT	50.00%	NEMAHA	42.86%	MONTGOMERY	27.59%
OSAGE	68.97%	STEVENS	50.00%	SEWARD	42.86%	LOGAN	25.00%
BARBER	66.67%	WILSON	50.00%	CLOUD	41.67%	LEAVENWORTH	24.49%
CHEYENNE	66.67%			GEARY	41.67%	ANDERSON	23.08%
DECATUR	66.67%			CRAWFORD	41.18%	ALLEN	18.75%
GREELEY	66.67%			LABETTE	40.91%	JEWELL	16.67%
LINCOLN	66.67%			SCOTT	40.00%		
OSBORNE	66.67%						
SHERIDAN	66.67%						



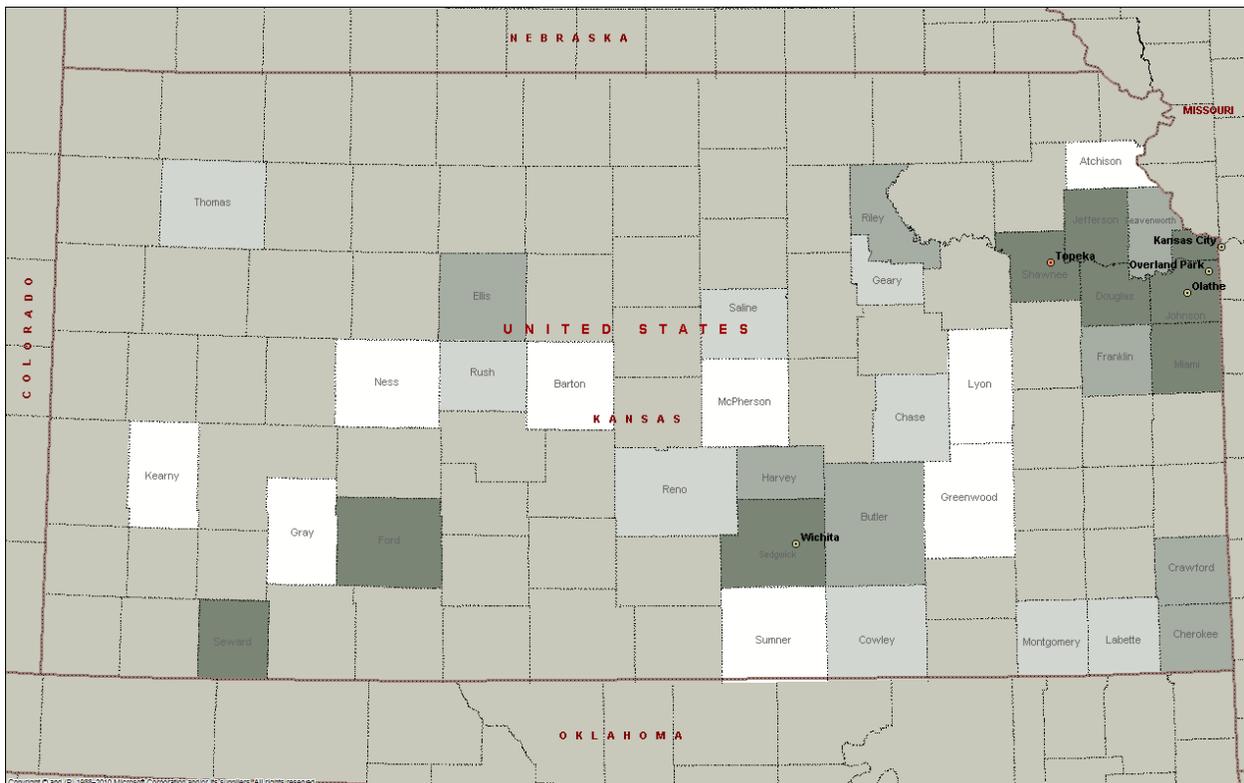
## Crash Rates for Drivers Under 21

1st Quartile Darker Shade		2nd Quartile		3rd Quartile		4th Quartile Lighter Shade	
County	%	County	%	County	%	County	%
MCPHERSON	19.77%	WOODSON	6.92%	ALLEN	5.82%	CLARK	4.59%
GOVE	11.33%	THOMAS	6.83%	LEAVENWORTH	5.72%	STEVENS	4.48%
NORTON	10.59%	FINNEY	6.81%	OTTAWA	5.67%	HARVEY	4.45%
RUSSELL	9.66%	NEMAHA	6.79%	CHEYENNE	5.59%	KEARNY	4.45%
TREGO	9.40%	LINCOLN	6.75%	CLAY	5.49%	GRANT	4.44%
WASHINGTON	9.19%	HODGEMAN	6.71%	LYON	5.48%	SCOTT	4.41%
HARPER	8.58%	JOHNSON	6.71%	WICHITA	5.47%	ATCHISON	4.41%
SHERIDAN	8.37%	SEDGWICK	6.64%	WILSON	5.35%	LOGAN	4.35%
SMITH	8.31%	PAWNEE	6.62%	FORD	5.32%	FRANKLIN	4.25%
WABAUNSEE	8.25%	BUTLER	6.62%	KIOWA	5.31%	SEWARD	4.24%
RUSH	8.00%	SALINE	6.54%	GRAY	5.29%	RILEY	4.11%
ELLIS	7.73%	LABETTE	6.42%	DICKINSON	5.26%	LINN	4.03%
ELK	7.66%	PHILLIPS	6.34%	CRAWFORD	5.23%	GREELEY	3.99%
MITCHELL	7.58%	SHERMAN	6.34%	REPUBLIC	5.23%	RICE	3.90%
MORRIS	7.52%	BOURBON	6.32%	BROWN	5.18%	DONIPHAN	3.64%
SHAWNEE	7.36%	NEOSHO	6.31%	JEWELL	5.16%	HASKELL	3.63%
CLOUD	7.29%	EDWARDS	6.30%	POTTAWATOMIE	5.16%	MORTON	3.41%
CHASE	7.26%	STAFFORD	6.30%	NESS	5.12%	STANTON	3.35%
COFFEY	7.18%	DOUGLAS	6.28%	SUMNER	5.11%	DECATUR	3.26%
BARTON	7.17%	KINGMAN	6.21%	MIAMI	5.05%	HAMILTON	3.22%
RENO	7.08%	GREENWOOD	6.13%	JEFFERSON	4.98%	MEADE	3.18%
ROOKS	7.08%	PRATT	6.09%	JACKSON	4.95%	CHAUTAUQUA	2.98%
COWLEY	7.04%	MONTGOMERY	5.96%	GEARY	4.94%	WALLACE	2.93%
GRAHAM	7.03%	RAWLINS	5.92%	OSAGE	4.87%	LANE	2.65%
ELLSWORTH	7.03%	CHEROKEE	5.90%	MARSHALL	4.86%	COMANCHE	2.59%
ANDERSON	7.00%	BARBER	5.85%	WYANDOTTE	4.79%	MARION	2.37%
				OSBORNE	4.64%		

## **Belt Use Rates for S1200 Roads Only**

An S1200 road is generally defined as a non-interstate route, considered a main artery and usually a US or state highway. This road type was selected for county comparisons because it is the only road type observed in all 35 observed Kansas Counties of our observational survey. Using the county figures that include interstates, which are only present in some counties, and/or local roads, which are observed also in only a subset of Kansas counties, may make a county look better or worse, as a function of the types of roads observed. Secondary roads are main arteries, usually in the U.S. Highway, State Highway or County Highway system. These roads have one or more lanes of traffic in each direction, may or may not be divided, and usually have at-grade intersections with many other roads and driveways. They often have both a local name and a route number. The belt use numbers by county, by this specific road type, were derived from our 2013, NHTSA approved, adult survey. The lighter the county shade, the lower the observed belt use. The shading is broken into four quartiles, see Table 6. Conclusions for this map and table yield similar results when you compare any number to the population, the more rural the setting, the less likely the person will comply with the proper occupant protection restraint. Utilizing this data, TSS has and will continue to work with our law enforcement liaisons, identify media opportunities and engage law enforcement partners to increase the belt use in these counties.

### **Belt Use Rates for S1200 Roads Only**



\*See table 6 for shading definition

**Belt Use - S1200 Roads Only**

1st Quartile Darker Shade		2nd Quartile		3rd Quartile		4th Quartile Lighter Shade	
County	%	County	%	County	%	County	%
DOUGLAS	94.36%	LEAVENWORTH	84.71%	LABETTE	82.53%	SUMNER	76.78%
SEWARD	93.35%	FRANKLIN	83.86%	COWLEY	81.88%	BARTON	76.47%
SEDGWICK	92.25%	CRAWFORD	83.55%	SALINE	81.81%	GRAY	76.24%
MIAMI	88.72%	RILEY	83.43%	MONTGOMERY	81.77%	MCPHERSON	75.05%
SHAWNEE	87.92%	BUTLER	83.23%	RUSH	79.63%	KEARNY	74.91%
JOHNSON	87.24%	CHEROKEE	83.15%	CHASE	78.69%	ATCHISON	74.89%
JEFFERSON	85.65%	HARVEY	83.13%	THOMAS	77.89%	LYON	74.51%
FORD	85.41%	ELLIS	83.11%	RENO	77.08%	NESS	65.38%
WYANDOTTE	85.35%	GEARY	83.03%			GREENWOOD	63.58%

**Adult Observational Survey**

As required, Kansas performs an adult observational seat belt survey immediately following the national Click it or Ticket mobilization. This data not only gives us our statewide observational use number, but allows us to target counties with low belt use. Coupled with state crash data and the seat belt survey numbers, the SHSO or law enforcement liaisons will reach out to the counties and offer assistance in the form of overtime enforcement, enhanced education, media or other proven countermeasures.

2013 Direct Observational Survey Results by County								
Rank	County	Percent	Rank	County	Percent	Rank	County	Percent
1	<b>Douglas</b>	<b>95</b>	13	<b>Saline</b>	<b>84</b>	25	<b>Leavenworth</b>	<b>81</b>
2	<b>Seward</b>	<b>95</b>	14	<b>Gray</b>	<b>84</b>	26	<b>Rush</b>	<b>80</b>
3	<b>Thomas</b>	<b>90</b>	15	<b>Ford</b>	<b>84</b>	27	<b>Harvey</b>	<b>80</b>
4	<b>Sedgwick</b>	<b>90</b>	16	<b>Crawford</b>	<b>83</b>	28	<b>Chase</b>	<b>76</b>
5	<b>Miami</b>	<b>89</b>	17	<b>Jefferson</b>	<b>83</b>	29	<b>Barton</b>	<b>73</b>
6	<b>Ellis</b>	<b>89</b>	18	<b>Butler</b>	<b>82</b>	30	<b>McPherson</b>	<b>72</b>
7	<b>Wyandotte</b>	<b>89</b>	19	<b>Labette</b>	<b>82</b>	31	<b>Kearny</b>	<b>72</b>
8	<b>Lyon</b>	<b>89</b>	20	<b>Cherokee</b>	<b>82</b>	32	<b>Atchison</b>	<b>71</b>
9	<b>Johnson</b>	<b>88</b>	21	<b>Geary</b>	<b>82</b>	33	<b>Reno</b>	<b>69</b>
10	<b>Shawnee</b>	<b>87</b>	22	<b>Cowley</b>	<b>81</b>	34	<b>Ness</b>	<b>63</b>
11	<b>Sumner</b>	<b>87</b>	23	<b>Montgomery</b>	<b>81</b>	35	<b>Greenwood</b>	<b>57</b>
12	<b>Riley</b>	<b>87</b>	24	<b>Franklin</b>	<b>81</b>			

**Enforcement Plan**

Enforcement plays a critical role in changing behavior. Problem identification based upon all the available data, including the information listed above assisted KDOT in planning targeted enforcement programs. These programs are based upon data proven countermeasures that enable KDOT to target

cities, counties and specific behavior. A strong enforcement campaign will include an educational component. Enforcement activities follow the proven strategy of: educate, enforce and report in all enforcement programs. All enforcement grants are required to submit activity reports after each mobilization. This data allows KDOT to continuously monitor contractors and update performance of each grantee. This data also provides a baseline for allocating resources in the future. Annually, KDOT examines crash data and targets state and local law enforcement grants in locations represented in the dark shaded counties as referenced in tables 1-4. Additional enforcement plan information can be found under the appropriate program area.

KDOT developed an internal rating system for our STEP contractors. This system tracks number of citations, number of contacts, number of hours of enforcement and expenditures. Annually, KDOT evaluates each contract. This evaluation is completed with the assistance of the assigned law enforcement liaison. If an agency is underperforming, KDOT and/or our assigned LEL will reach out to the entity to discuss expectations and re-emphasize the importance of the enforcement focus. Historical enforcement, crash location and man-power data are all used when developing new and renewing existing contracts. Enforcement grants contain a performance measure relating to the number of expected contacts per hour during grant funded activities and can be rewarded for outstanding performance.

## **Traffic Safety Impact Assessment**

The state of Kansas utilizes the most recent Countermeasures that Work document to develop and implement programs targeting data driven problem areas. Consistent with NHTSA guidelines, the Countermeasures that Work document provides invaluable insight into the types of programs that will positively impact our performance measures. In the Program Area section of this document, each proven countermeasure that relates to a specific program has been identified.

## **Safe Communities Grant**

A traffic safety grant has been made to the Unified Government Public Health Department of Wyandotte County to sponsor a coalition of safety advocates – area police agencies, Children’s Mercy Hospital, the Kansas Traffic Safety Resource Office, Kansas Department of Transportation, Mid-America Regional Council, and others – to bring awareness of, and improvement in, the many traffic safety challenges that plague this very fluid and most ethnically- and racially-diverse of Kansas counties.

The Safe Communities Grant has enabled this county to make positive progress in several traffic safety areas. According to the 2013 observational survey, Wyandotte County surpassed the neighboring counties of Johnson and Leavenworth in the number of adults wearing seat belts. Examining only S 1200 routes in our observed counties, this county is in the top 25 percent of adult belt use. One area of concern is that Wyandotte County ranks in the top 25 percent in alcohol-related crashes as a percentage of total crashes.

# FFY 14 Kansas Statewide Performance Measures, Goals and Performance Report

<b>Core Outcome Measures</b>		<b>2007-11 Baseline</b>	<b>2014 HSP Goal</b>	<b>2012 Actual</b>
<b>C-1</b>	Number of Traffic Fatalities (FARS)	398	390	405
<b>C-2</b>	Number of Serious Injuries (KCARS)	1,698	1,458	1,592
<b>C-3</b>	Fatalities/VMT (FARS/FHWA)	1.34	1.30	1.33
<b>C-4</b>	Number of unrestrained fatalities all positions (FARS)	179	169	163
<b>C-5</b>	Number of fatalities, auto and motorcycle, with BAC of .08 or above (FARS)	122	118	103
<b>C-6</b>	Number of speeding fatalities (FARS)	104	101	114
<b>C-7</b>	Number of motorcyclist fatalities (FARS)	45	39	48
<b>C-8</b>	Number of un-helmeted motorcyclist fatalities (FARS)	31	27	34
<b>C-9</b>	Number of fatalities with driver 20 or under (FARS)	72	54	68
<b>C-10</b>	Number of pedestrian fatalities (FARS)	19	8	26
<b>Core Behavior Measure</b>				
<b>B-1</b>	Observed seat belt use (State Survey) FFY 2007-11	80	82	81
<b>Grant Funded Enforcement FFY 2013</b>				
<b>A-1</b>	Number of seat belt citations issued during the grant funded enforcement activities	29,074		
<b>A-2</b>	Number of impaired driving arrests made during grant funded enforcement activities	914		
<b>A-3</b>	Number of speeding citations issued during grant-funded enforcement activities	5,435		

# Planning and Administration

Program staff needs resources to receive additional training and travel opportunities to further the existing programs and potentially implement new strategies to address Traffic Safety in the state. This program area will also allow new and current staff to attend NHTSA required training, including: Program Management, Managing Federal Finances and Data Evaluation.

## Funding Summary:

Planning and Administration	
Education	\$20,000
Total	\$20,000

## Education Countermeasures:

### Project Summary

#### Section 402

##### SP-1400-15

#### Travel and Training

**\$20,000**

This project enables Section staff to obtain training, attend key conferences in other states and travel to monitor grantees. This will allow new staff training on the Grant Tracking System, Program Management and individual program area specialties.

# Impaired Driving

Tackling the impaired driving problem in the state requires a combination of education and enforcement. The state of Kansas will dedicate considerable resources to reduce the number of impaired driving fatalities. Included in this effort is the continuation of an Impaired Driving Taskforce. The taskforce contains representatives from many state and local agencies. The state of Colorado passed the use of recreational use marijuana in 2014. This legislation has been one of the main topics the task force is addressing. Additionally, the Task Force will continue to look at proven methods of addressing recidivism including implementation of a 24/7 program in a mid to large municipal or district court.

The Kansas Traffic Safety Resource Office will continue its mission of educating the driving public on the importance of preventing impaired driving. KDOT will continue our grant with Trozzolo Communications on developing and increasing traditional and non-traditional media opportunities targeting the 18-35 year old male and high school students. Educating court personnel will also be addressed through training from our Kansas Traffic Safety Resource Prosecutor. The state has a significant investment in the DRE program and will continue to fund training and provide education opportunities for these officers through the KHP Breath Alcohol Unit.

As referenced in the Problem Identification Section of the plan, Kansas ranked all counties by alcohol-involved crashes as a percent of all crashes. The state of Kansas has, and will continue to offer, overtime grant opportunities in many of these counties. KDOT will equip our law enforcement liaisons with relevant data and seek additional law enforcement commitments from those jurisdictions not currently receiving a grant.

## **Core Performance Measure Goal:**

- Fatalities with BAC of .08 or above: The five year moving average for 2015 projection based upon the trend line indicates 143 alcohol-impaired fatalities. A 1% reduction in this projection would equal our goal of 141 alcohol impaired fatalities in 2015.

## **Funding Summary:**

<b>Alcohol</b>	
<b>Education</b>	<b>\$2,455,000</b>
<b>Enforcement</b>	<b>\$4,000,000</b>
<b>Total</b>	<b>\$6,455,000</b>

## **Education Countermeasures:**

### **Section 402**

**SP-1000-15**

**Kansas Traffic Safety Resource Office**

**\$295,000**

This contract will emphasize reducing the number of drinking drivers, promote prevention of underage alcohol consumption and enhance current safe driving activities. The contractor will work closely with KDOT, local law enforcement, driver's education programs, SADD chapters, minority organizations, employers and other traffic safety advocates around the state. This office will continue to provide educational opportunities to all

Kansas motor vehicle drivers and passengers regarding impaired driving. Another facet will be to identify and contact large employers in the state about the costs and benefits associated with promoting positive traffic safety efforts within their workforce. They will also work to identify and locate at-risk minority populations in the state and work to increase compliance with traffic safety laws.

**Countermeasure Selection/Impact Assessment:**

- **Communications and Outreach\***

**Section 410 and 405(d)**

**SP-2250-15** **Kansas Youth Leadership Summit** **\$205,000**

This project provides funding for a two-day statewide conference for teens. The conference will train and educate teens from around the state on the dangers associated with underage drinking and the positives associated with making good decisions. Each group is tasked with developing their own local plan to address teen traffic safety, engage with their peers and report on implementation progress.

**Countermeasure Selection/Impact Assessment:**

- **Communications and Outreach\***

**SP-3105-15** **Public Information and Education** **\$350,000**

Project enables the Traffic Safety Section to print selected materials, coordinate public information and education committees, and conduct or help sponsor special events related to prevention of impaired driving.

**Countermeasure Selection/Impact Assessment:**

- **Communications and Outreach\***

**SP-3107-15** **Victim Impact Panels and Court Monitoring** **\$300,000**

This contract will assist the Kansas DUI Impact Center to increase the number of localities in Kansas which offer a DUI victim impact panel, and to maintain and expand a durable, volunteer/student intern-based program for monitoring DUI trials and driver license suspension hearings in the Wichita metro area. These programs are aimed at, in the first case, reducing DUI recidivism and, in the second case, improving DUI prosecution and adjudication, and removing impairment-prone drivers from the roadways.

**Countermeasure Selection/Impact Assessment:**

- **Court Monitoring\*\*\*\***
- **Sanctions-Victim Impact Panels\*\***

**SP-3108-15** **KDHE Breath Testing** **\$5,000**

This contract will assist the Kansas Department of Health and Environment Breath Testing Unit with training supplies and attendance at National conferences.

**Countermeasure Selection/Impact Assessment:**

- **Communications and Outreach\***

**SP-3114-15** **Traffic Safety Resource Prosecutor** **\$600,000**

The Traffic Safety Resource Prosecutor (TSRP) will assist prosecutors in the adjudication of the traffic laws with an emphasis on “impaired driving.” This position will provide continuing legal education programs, technical assistance and other services to the Criminal Justice Community to improve their ability to prosecute violations of traffic laws. The TSRP will also offer specific training to law enforcement agencies concerning the proper documentation of a DUI arrest to ensure the strongest case possible. This funding stream will also allow KDOT to add another TSRP to assist in combating impaired driving.

**Countermeasure Selection/Impact Assessment:**

- **Alcohol-impaired driving law review\*\***
- **Communications and Outreach\*\***

**SP-3118-15** **24/7 Program/Judge’s Training** **\$700,000**

This project will establish a 24/7 program in the state and support training for judges. The 24/7 program has been proven in other states and KDOT will reach out to a medium size municipal or district court for implementation. The training enhances and provides information to municipal and district court judges and court personnel on new laws and the current techniques and resources utilized to remove impaired drivers from Kansas roadways. This program will work in conjunction with the Office of Judicial Administration.

**Countermeasure Selection/Impact Assessment:**

- **Alcohol problem assessment, treatment\*\*\*\*\***
- **DWI offender monitoring\*\*\*\*\***
- **Communications and Outreach\*\***

**Enforcement Countermeasures:**

**Section 402**

**SP-1300-15** **Special Traffic Enforcement Program (DUI)** **\$200,000**

This program provides funds for almost 150 local police agencies and the Kansas Highway Patrol to participate in as many as three overtime traffic enforcement campaigns in FFY 2015 – each linked to a federal holiday. Each campaign has a principal focus – impaired driving, occupant protection, or both – and each goes after speeders and texters, as well. Impaired driving is the principal focus of the two and one-half week-long *You Drink. You Drive. You Lose.* national alcohol crackdown mobilization which runs through Labor Day, and shares priority with occupant protection over Thanksgiving week. See Table 7 for a listing of participating agencies targeting the high risk counties.

**Countermeasure Selection/Impact Assessment:**

- **Checkpoints\*\*\*\*\***
- **Saturation Patrols\*\*\*\*\***

**Section 410 and 405(d)**

**SP-3103-15** **Law Enforcement IDDP Patrols** **\$500,000**

This project provides overtime funding for approximately 25 local law enforcement agencies to conduct a prescribed number of saturation patrols and sobriety checkpoints throughout the grant year. An allowance is



**Countermeasure Selection/Impact Assessment:**

- **Saturation Patrols\*\*\*\***

**Local Partnerships:**

<b>Agency/Entity</b>	<b>Funding Source</b>	<b>Funded Activities</b>
<b>Kansas Dept of Health and Environment</b>	State and Federal	Assist in the administration of breath testing units, serve on the Impaired Driving Task Force
<b>Kansas Dept of Revenue</b>	State	Administer Drivers Licensing and Ignition Interlock programs in the state, serve on the Impaired Driving Task Force
<b>Kansas Bureau of Investigation</b>	State and Federal	Perform blood testing and house criminal history database, serve on the Impaired Driving Task Force
<b>Office of the Kansas Attorney General</b>	State and Federal	Traffic Safety Resource Prosecutor, adjudication, serve on the Impaired Driving Task Force
<b>Kansas DUI Impact Center</b>	Municipal and Federal	Provide victim assistance and court monitoring
<b>Mothers Against Drunk Driving</b>	State and Local	Provide victim assistance
<b>Kansas Highway Patrol/Local Law Enforcement Agencies</b>	Federal, State and Local	Serve on the Impaired Driving Task Force, enforcement
<b>National Highway Traffic Safety Administration</b>	Federal	Serve on the Impaired Driving Task Force

Table 7

<b>Special Traffic Enforcement Program (STEP) Grantees, by County *</b>				
Funding Source		County	County Population	Grantee
402 OP	SP-1300-15	AL	13,331	Allen Co SO
402 OP	SP-1300-15	AL		Humboldt PD
402 OP	SP-1300-15	AL		Iola PD
402 OP	SP-1300-15	AL		Moran PD
402 OP	SP-1300-15	AN	8,070	Anderson Co. SO

402 OP	SP-1300-15	AN		Garnett PD
402 OP	SP-1300-15	AT	16,793	Atchison Co. SO
402 OP	SP-1300-15	AT		Atchison PD
402 OP	SP-1300-15	BB	14,985	Bourbon Co SO
402 OP	SP-1300-15	BB		Fort Scott Dept. of Public Safety
402 OP	SP-1300-15	BR	10,010	Brown Co. SO
402 OP	SP-1300-15	BR		Hiawatha PD
402 OP	SP-1300-15	BR		Horton PD
402 OP	SP-1300-15	BT	27,841	Barton Co SO
402 OP	SP-1300-15	BU	65,817	Andover PD
402 OP	SP-1300-15	BU		Butler Co SO
402 OP	SP-1300-15	BU		El Dorado PD
402 OP	SP-1300-15	CD	9,365	Cloud Co. SO
402 OP	SP-1300-15	CD		Concordia PD
402 OP	SP-1300-15	CK	21,385	Baxter Springs PD
402 OP	SP-1300-15	CK		Cherokee Co SO
402 OP	SP-1300-15	CK		Galena PD
402 OP	SP-1300-15	CL	36,272	Arkansas City PD
402 OP	SP-1300-15	CL		Cowley Co. SO
402 OP	SP-1300-15	CL		Udall PD
402 OP	SP-1300-15	CL		Winfield PD
402 OP	SP-1300-15	CR	39,220	Crawford Co SO
402 OP	SP-1300-15	CR		Frontenac PD
402 OP	SP-1300-15	CR		Pittsburg PD
402 OP	SP-1300-15	CY	8,573	Clay Center PD
402 OP	SP-1300-15	CY		Clay Co. SO's Dept.
402 OP	SP-1300-15	DG	112,211	Baldwin City PD
402 OP	SP-1300-15	DG		Douglas Co. SO
402 OP	SP-1300-15	DG		Eudora PD
402 OP	SP-1300-15	DG		Kansas University Office of Public Safety
402 OP	SP-1300-15	DG		Lawrence PD
402 OP	SP-1300-15	DK	19,739	Chapman PD
402 OP	SP-1300-15	DP	7,945	Elwood PD
402 OP	SP-1300-15	DP		Highland PD
402 OP	SP-1300-15	DP		Wathena PD
402 OP	SP-1300-15	EL	28,742	Ellis Co. SO
402 OP	SP-1300-15	EL		Hays PD
402 OP	SP-1300-15	FI	37,083	Garden City PD
402 OP	SP-1300-15	FO	34,568	Dodge City PD
402 OP	SP-1300-15	FR	25,931	Franklin Co. SO

402 OP	SP-1300-15	FR		Ottawa PD
402 OP	SP-1300-15	GE	35,323	Geary Co. SO
402 OP	SP-1300-15	GE		Junction City PD
402 OP	SP-1300-15	HV	34,846	Halstead PD
402 OP	SP-1300-15	HV		Harvey Co So
402 OP	SP-1300-15	HV		Newton PD
402 OP	SP-1300-15	HV		North Newton PD
402 OP	SP-1300-15	JO	552,991	Gardner Dept. of Public Safety
402 OP	SP-1300-15	JO		Johnson Co. SO
402 OP	SP-1300-15	JO		Leawood PD
402 OP	SP-1300-15	JO		Lenexa PD
402 OP	SP-1300-15	JO		Merriam PD
402 OP	SP-1300-15	JO		Mission PD
402 OP	SP-1300-15	JO		Olathe PD
402 OP	SP-1300-15	JO		Overland Park PD
402 OP	SP-1300-15	JO		Prairie Village PD
402 OP	SP-1300-15	JO		Roeland Park PD
402 OP	SP-1300-15	JO		Shawnee PD
402 OP	SP-1300-15	JO		Spring Hill PD
402 OP	SP-1300-15	JO		Westwood PD
402 OP	SP-1300-15	LB	21,511	Altamont PD
402 OP	SP-1300-15	LB		Labette Co. SO
402 OP	SP-1300-15	LB		Parsons PD
402 OP	SP-1300-15	LG	2,783	Logan Co. SO
402 OP	SP-1300-15	LG		Oakley PD
402 OP	SP-1300-15	LN	9,612	Linn Co. SO
402 OP	SP-1300-15	LN		Linn Valley PD
402 OP	SP-1300-15	LN		Pleasanton PD
402 OP	SP-1300-15	LV	77,176	Basehor PD
402 OP	SP-1300-15	LV		Lansing PD
402 OP	SP-1300-15	LV		Leavenworth PD
402 OP	SP-1300-15	LV		Tonganoxie PD
402 OP	SP-1300-15	LY	33,764	Emporia PD
402 OP	SP-1300-15	LY		Lyon Co. SO
402 OP	SP-1300-15	MC	6,295	Beloit PD
402 OP	SP-1300-15	MG	34,911	Caney PD
402 OP	SP-1300-15	MG		Cherryvale PD
402 OP	SP-1300-15	MG		Coffeyville PD
402 OP	SP-1300-15	MG		Montgomery Co. SO
402 OP	SP-1300-15	MI	32,715	Miami Co. SO
402 OP	SP-1300-15	MI		Osawatomie PD

402 OP	SP-1300-15	MI		Paola PD
402 OP	SP-1300-15	MP	29,241	McPherson PD
402 OP	SP-1300-15	MS	10,005	Marysville PD
402 OP	SP-1300-15	NO	16,449	Chanute PD
402 OP	SP-1300-15	NO		Neosho Co. SO
402 OP	SP-1300-15	NT	5,635	Norton PD
402 OP	SP-1300-15	PR	9,676	Pratt Co. SO
402 OP	SP-1300-15	PR		Pratt PD
402 OP	SP-1300-15	RC	10,076	Lyons PD
402 OP	SP-1300-15	RC		Sterling PD
402 OP	SP-1300-15	RL	72,997	Kansas State University Police
402 OP	SP-1300-15	RN	64,607	Haven PD
402 OP	SP-1300-15	RN		Hutchinson PD
402 OP	SP-1300-15	RN		Reno Co. SO
402 OP	SP-1300-15	RN		South Hutchinson PD
402 OP	SP-1300-15	RO	5,182	Plainville PD
402 OP	SP-1300-15	RO		Rooks Co. SO
402 OP	SP-1300-15	SA	55,844	Salina PD
402 OP	SP-1300-15	SA		Saline Co. SO
402 OP	SP-1300-15	SG	501,076	Bel Aire PD
402 OP	SP-1300-15	SG		Derby PD
402 OP	SP-1300-15	SG		Goddard PD
402 OP	SP-1300-15	SG		Haysville PD
402 OP	SP-1300-15	SG		Kechi PD
402 OP	SP-1300-15	SG		Maize PD
402 OP	SP-1300-15	SG		Park City PD
402 OP	SP-1300-15	SG		Sedgwick Co. SO
402 OP	SP-1300-15	SG		Valley Center PD
402 OP	SP-1300-15	SG		Wichita PD
402 OP	SP-1300-15	SN		178,941
402 OP	SP-1300-15	SN	Shawnee Co. SO	
402 OP	SP-1300-15	SN	Topeka PD	
402 OP	SP-1300-15	SU	23,787	Wellington PD
402 OP	SP-1300-15	SW	23,328	Liberal PD
402 OP	SP-1300-15	WL	9,300	Fredonia PD
402 OP	SP-1300-15	WL		Neodesha PD
402 OP	SP-1300-15	WL		Wilson Co. SO
402 OP	SP-1300-15	WY	158,224	Bonner Springs PD
402 OP	SP-1300-15	WY		Edwardsville PD
402 OP	SP-1300-15	WY		Kansas City PD

402 OP	SP-1302-15	WY		Wyandotte Co. SO
402 OP	SP-1302-15			Kansas Highway Patrol

\* 1) Shaded rows indicate grantees which are located within the top 10% of counties for crashes in 2013. Together, these counties comprise 64% of the state's population and, accordingly, account for 64% of total local law enforcement STEP grant funds. Coupled with the KHP grants, this population coverage would center around 85 percent.

NOTE: The HSP shows STEP participation in both the Alcohol and Occupant Protection program areas. STEP grantees are contracted each year to participate in up to three overtime mobilizations, one focused primarily on occupant protection and the other on impaired driving, while the third is directed at both areas. About one-third of the Section 402 grant funds allocated to this program are expended on impaired driving enforcement with the remainder applied to occupant protection.

Table 8

<b>Impaired Driving Deterrence Program (IDDP) Grantees, by County *</b>			
<b>Funding Source</b>		<b>County</b>	<b>Grantee</b>
410	SP-3103-14	CR	Pittsburg Police Department
410	SP-3103-14	EL	Hays Police Department
410	SP-3103-14	GE	Junction City Police Department
410	SP-3103-14	JO	Johnson County Sheriff's Office
410	SP-3103-14	JO	Mission Police Department
410	SP-3103-14	JO	Olathe Police Department
410	SP-3103-14	JO	Overland Park Police Department
410	SP-3103-14	JO	Shawnee Police Department
410	SP-3103-14	LV	Leavenworth PD
410	SP-3103-14	MG	Coffeyville Police Department
410	SP-3103-14	MI	Miami Co. SO
410	SP-3103-14	FO	Dodge City Police Department
410	SP-3103-14	RL	Riley County Police Department
410	SP-3103-14	RN	Hutchinson Police Department
410	SP-3103-14	RN	Reno County Sheriff
410	SP-3103-14	SA	Salina Police Department
410	SP-3103-14	SA	Saline County Sheriff's Office
410	SP-3103-14	SG	Sedgwick County Sheriff
410	SP-3103-14	SG	Wichita Police Department
410	SP-3103-14	SN	Shawnee County Sheriff
410	SP-3103-14	SN	Topeka Police Department

\* Shaded rows indicate grantees which were located within the top 10% counties for crashes in 2013. Together, these counties comprise 65% of the state's population. Coupled with the KHP, the population coverage would center around 85 percent.

# Distracted Driving

Distracted driving is listed as a contributing circumstance for about 25 percent of all reported crashes in the state. The state of Kansas does have a graduated driver's license law addressing wireless communication devices. A driver in the learners or restricted portion of the law is prohibited from using a wireless device while driving. Typically, this restriction which applies to any wireless communication device is lifted around the age of 17 when the individual reaches full, unrestricted license status. Additionally, the state of Kansas passed a texting ban for all drivers in 2012.

## Goal:

- Distracted Driving Crashes: The five year moving average for 2015 projection based upon the trend line indicates 10,823 distracted driving crashes. A 1% reduction in this projection would equal our goal of 10,714 distracted driving crashes 2015.

## Funding Summary:

<b>Distracted Driving</b>	
<b>Education</b>	<b>\$150,000</b>
<b>Total</b>	<b>\$150,000</b>

## Education Countermeasures:

### Section 402

SP-5300-15

**Distracted Driving**

**\$150,000**

These funds will assist in efforts to emphasize the dangers of distracted driving through paid media, public awareness and promotional initiatives targeting novice drivers and the general driving public.

### **Countermeasure Selection/Impact Assessment:**

- **GDL Requirements for beginning drivers\*\*\*\*\***
- **Text messaging laws\*\***
- **Distracted Driving\***

# Motorcycle Safety

The state of Kansas experienced 48 motorcycle rider fatalities in 2012. The state of Kansas has established multi-disciplined task force to address the issue of motorcycle fatalities. The task force meets quarterly and gives the state direction on ways to combat the problem. This number has remained relatively stagnant over the past several years. KDOT will continue to utilize roadway billboards and yard signs to remind drivers to look twice. An enforcement campaign will be conducted in the summer of 2015 in the Kansas City area. Law enforcement partners will include the Highway Patrol and several local agencies.

## Core Performance Measure Goals:

- Motorcycle Fatalities: The five year moving average for 2015 projection based upon the trend line indicates 46 motorcyclist fatalities. A 1% reduction in this projection would equal our goal of 45 motorcyclist fatalities in 2015.
- Un-helmeted Motorcycle Fatalities: The five year moving average for 2015 projection based upon the trend line indicates 32 un-helmeted motorcyclist fatalities. A 1% reduction in this projection would equal our goal of 32 un-helmeted motorcyclist fatalities in 2015.

## Funding Summary:

Motorcycle Safety	
Education	\$120,000
Enforcement	\$140,000
Total	\$260,000

## Education Countermeasures:

### Section 405(f)

SP-4800-15

Motorcycle Safety

\$90,000

This project will enable KDOT, with the assistance of an established task force, to promote motorcycle awareness to all drivers. A media effort including outdoor signage and non-traditional advertising, focusing on motorcycle conspicuity will be coordinated with this funding. These initiatives will be targeted in counties that experience more than 50 percent of motorcycle crashes and fatalities.

#### Countermeasure Selection/Impact Assessment:

- Other driver awareness of motorcyclists\*

SP-4801-15

Kansas Traffic Safety Resource Office (KTSRO)

\$30,000

The KTSRO will continue to provide leadership for the Motorcycle Safety Task Force, which meets quarterly to analyze data and identify creative ways to reduce the number of motorcycle fatalities and crashes. This contract will provide educational materials at public events promoting motorists awareness of motorcycles. Other educational materials include share the road yard signs and share the road bumper stickers.

#### Countermeasure Selection/Impact Assessment:

- Communications and Outreach\*

**Enforcement Countermeasures:**

**Section 402**

This funding will provide overtime for law enforcement in the Kansas City area. The enforcement program will consist of two mobilizations in the summer of 2015 targeting aggressive driving behaviors.

<b>Motorcycle Enforcement</b>		
SP-1100-15	Gardner Police Department	\$10,000
SP-1100-15	Johnson County Sheriff's Office	\$10,000
SP-1100-15	Kansas City Police Department	\$10,000
SP-1100-15	Lenexa Police Department	\$15,000
SP-1100-15	Olathe Police Department	\$15,000
SP-1100-15	Overland Park Police Department	\$20,000
SP-1100-15	Shawnee Police Department	\$10,000
SP-1101-15	Kansas Highway Patrol	\$50,000
<b>Total</b>		<b>\$140,000</b>

**Countermeasures Selected/Impact Assessment:**

- **Aggressive Driving Enforcement\*\*\*\***

**Local Partnerships:**

<b>Agency/Entity</b>	<b>Funding Source</b>	<b>Funded Activities</b>
<b>National Highway Traffic Safety Administration</b>	Federal	Serve on the Motorcycle Safety Task Force
<b>Motorcycle Rider Organizations (ABATE, GWRRA, CMA), Motorcycle Safety Instructors</b>	State and Federal	Serve on the Motorcycle Safety Task Force and support training
<b>Kansas Department of Education</b>	State	Serve on the Motorcycle Safety Task Force and administer the motorcycle training fund
<b>Kansas Department of Revenue</b>	State	Serve on the Motorcycle Safety Task Force and administer motorcycle licensing
<b>Kansas Highway Patrol/Local Law Enforcement Agencies</b>	Federal, State and Local	Serve on the Motorcycle Safety Task Force and enforcement

# Occupant Protection

The state of Kansas has experienced a steady gain in seat belt usage over the past ten years, from 69% of adults in 2005 to 83% in 2013. This increase is due in large part to the adoption and implementation, in much of our programming, of the “Click it or Ticket Model” with its emphasis on education, high visibility enforcement, reporting, and evaluation. As such, there has been a steady increase in the level and diversity of paid media products dedicated to occupant protection. In 2015, we anticipate a further increase in the paid media budget for all occupant protection initiatives, along with research of other non-enforcement methods for the promotion of seat belt and child safety compliance.

Giving teeth to our educational efforts has been an increase in participation by the law enforcement community in our Special Traffic Enforcement Program (STEP), from just 15 agencies in FY 2001, when 2,185 tickets were written, to 149 agencies and 23,666 tickets in FY 2013. Supplementing STEP has been the creation and implementation of initiatives such as the overtime-based Nighttime Seatbelt Enforcement Program (NSEP), begun in 2012, and the voluntary, no-cost springtime statewide Teen Enforcement Campaign, begun in 2013. In FY 2013, NSEP saw 22 agencies participate and 4,957 tickets written, while the spring 2014 Teen Enforcement Campaign saw participation by 123 police agencies (30 minutes before and after school, in high school neighborhoods, over a two-week period), during which time 2,140 restraint tickets were issued.

The state of Kansas implemented the new NHTSA protocol for observational surveys in 2012. This new survey methodology, based more on fatalities than population, led to the first decrease in seat belt use since the early 2000’s. The following chart depicts recent direct observational survey information and our 2015 goal of 85 percent.

The direct observational survey also provides the state with specific county data. The data is used to program resources including media and enforcement. The following table depicts the 2012 observed rate in the 35 counties where the new fatality based survey is conducted. Additional information in this survey includes rural vs. urban rates and confirms that male pick-up truck drivers have the lowest observed rate.

<b>Direct Observational Survey</b>							
Year	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014*</b>	<b>2015*</b>
Percent	<b>77</b>	<b>82</b>	<b>83</b>	<b>80</b>	<b>81</b>	<b>83</b>	<b>85</b>

\*Projected

Another way to track an increase in seat belt use would be to examine the number of unrestrained fatalities in the state. According to FARS, the state has experienced a downward trend in unrestrained fatalities. The five year moving average reveals a 2015 project of 159 unrestrained fatalities. The state has chosen to reduce this number by an additional 1 percent and therefore established a goal of 156 for 2015.

<b>Unrestrained Fatalities (FARS)</b>								
Year	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013*</b>	<b>2014*</b>	<b>2015*</b>
Fatalities	<b>184</b>	<b>169</b>	<b>206</b>	<b>159</b>	<b>163</b>	<b>171</b>	<b>169</b>	<b>156</b>

\*Projected

## **Core Performance Measure Goals:**

- Seat Belt Usage: The five year moving average for 2015 projection based upon the trend line indicates an 85 percent observed belt use rate. A 1% increase in this projection would equal our goal of an 86 percent observed belt use rate in 2015.
- Unrestrained Fatalities all Positions: The five year moving average for 2015 projection based upon the trend line indicates 159 unrestrained fatalities. A 2% reduction in this projection would equal our goal of 156 unrestrained fatalities in 2015.

## **Child Restraint Inspection Stations and Child Passenger Safety Technicians**

Inspection stations are located throughout the state and reach over 90 percent of the population. While the goal is to meet the needs of every driver/caregiver in the state, special emphasis is placed in reaching those in the high risk population, with specific emphasis on providing seats to children in low income families.

The state of Kansas has more than 550 current CPS Technicians to meet the need of each inspection station and check-up event. Additionally, the Kansas Highway Patrol has a certified technician in each of the troop locations and is able to reach out to assist counties with current inspection stations and the small number of counties that currently don't have an inspection station. In order to meet the needs, each inspection station has the ability to schedule regular times and/or be available by appointment.

The Kansas Traffic Safety Resource Office recruits and maintains a list of all CPS technicians and instructors around the state. Through correspondence, the KTSRO keeps this group of specialized individuals apprised of upcoming trainings, seat recalls and other important information relating to child passenger safety. The KTSRO plans to host or assist with four to eight CPS Technician classes, one or two Technician renewal classes and a couple Technician updates. Through the KTSRO newsletter, promotion of the CPS program at our annual Transportation Safety Conference, Safe Kids events, medical and law enforcement communities and check lanes conducted around the state, the instructors and technicians are able to identify new professionals to be recruited.

### **Countermeasure Selection/Impact Assessment:**

- **Inspection Stations\*\***

## **Teen Drivers**

More than five years ago, the state of Kansas implemented the Seatbelts Are For Everyone (SAFE) program in one county. In FFY 14, the state has expanded this program to 40 counties which encompass more than 100 schools. KDOT will continue to promote and expand the program in FFY 2015 and beyond. In 2009, the 15-17 age seat belt use rate was 61 percent. The 2014 observational survey now shows this rate at 83 percent. In 2007, the state of Kansas recorded 91 traffic fatalities involving drivers/passengers in the 14-20 age group. Since 2007, according to FARS, the number of drivers, 20 or under involved in fatal crashes has steadily decreased and the state recorded 68 in 2012. The expansion of the SAFE program has been the main ingredient in improving seat belt use and has contributed to the reduction of teen fatalities over the past several years.

SAFE is a program jointly administered by the students and local and state law enforcement. Monthly, students receive reminders of the importance of seat belt use and are eligible for a gift card drawing if they sign a pledge card stating they will wear their seat belt. Each school conducts an observational use survey administered by the students, one in the fall and one in the late spring. These surveys not only give baseline data, but also aid in determining the rate change for the year. Students at the school with the highest use rate and largest increase per county are eligible for the grand prizes. Grants with the Kansas Department of Health and Environment, AAA Kansas, State Farm Insurance, local prosecutors and local businesses fund the monthly and grand prizes. Through the KTSRO grant, KDOT funds a full-time coordinator for this program. The SAFE program couples an enforcement component targeting high school students in the Spring.

**Countermeasure Selection/Impact Assessment:**

- **Supporting enforcement\*\*\*\*\***
- **Strategies for low-belt-use groups\*\*\*\***

**Funding Summary:**

<b>Occupant Protection</b>	
<b>Education</b>	<b>\$2,500,000</b>
<b>Enforcement</b>	<b>\$900,000</b>
<b>Total</b>	<b>\$3,400,000</b>

**Education Countermeasures:**

In 2010, the state passed a primary seat belt law for all front seat occupants age 18 and over. This law is actively enforced throughout the state throughout the year. Back seat occupants over the age of 18 are covered with a secondary law.

**Countermeasure Selected/Impact Assessment:**

- **State Primary enforcement belt use law\*\*\*\*\***
- **Coverage: seating position, vehicles, ages\***

**Section 402**

**SP-1301-15**

**Public Information and Education**

**\$230,000**

These project funds will enable the Traffic Safety Section to purchase and distribute promotional items and printed materials that have an occupant protection message to both the general public as well as various target populations. Counties in Kansas identified as having the biggest problem in the area of occupant protection will be targeted for additional materials. Funds will also provide support for schools participating in the SAFE program.

**Countermeasure Selection/Impact Assessment:**

- **Communications and Outreach\***

**SP-1303-15****Kansas Traffic Safety Resource Office (KTSRO)****\$295,000**

This contract will emphasize increasing the occupant protection rate for all ages and enhance current safe driving activities. The contractor will work closely with KDOT, local law enforcement, driver's education programs, Safe Kids Kansas, SADD chapters, minority organizations, employers, and other traffic safety advocates around the state. This office will continue to provide educational opportunities to all Kansas motor vehicle drivers and passengers regarding occupant protection and child passenger safety. They will also provide a coordinator for the SAFE (Seatbelts Are For Everyone) program targeting selected high schools across the state. Another facet will be to identify and contact large employers in the state about the costs and benefits associated with promoting positive traffic safety efforts within their workforce. They will also work to identify and locate at-risk minority populations in the state and work to increase compliance with traffic safety laws. The office will continue to produce a bi-monthly e-newsletter. They will provide translation for all publications and news releases.

**Countermeasure Selection/Impact Assessment:**

- **Incentive Program (SAFE)\*\*\*\*\***
- **Employer Programs\*\*\*\*\***
- **School Programs (SAFE)\*\*\***
- **Communications and Outreach\***

**Section 2011, 405 and 405(b)****SP-1304-15****Observational Seatbelt Surveys****\$250,000**

This contract is responsible for conducting a direct observational occupant protection survey in 35 counties in the state using the current NHTSA uniform criteria. The adult survey has a total of 544 sites. In addition, this contract will administer an observational survey for ages 0 to 18 in 20 identified counties.

**Countermeasure Selection/Impact Assessment:**

- **Research Based\***

All motor vehicle occupants age 17 and under are required by law to be in an age appropriate seat. These laws are primary in the state and apply to any seating position.

**Countermeasure Selection/Impact Assessment:**

- **Implement child restraint laws\*\*\*\*\***
- **Coverage: seating position, vehicles, ages\*\*\*\*\***

**SP-1306-15 & SP-4501-15****Booster Seat Awareness****\$250,000**

This project will strive to educate the traveling public of the importance of booster seats and raise awareness of all child occupant protection issues. KDOT is working with local advocates to determine needs and proper utilization of these funds.

**Countermeasure Selection/Impact Assessment:**

- **Strategies for Booster Seat Use\*\***
- **Communications and Outreach\***

**SP-1307-15** **Child Safety Seats** **\$100,000**

Approximately 2,600 seats are purchased and distributed each year to fitting stations throughout the state. These fitting stations work with low-income families, and must be qualified to install the seats, as well as instruct parents on their use.

**Countermeasures Selection/Impact Assessment:**

- **Child Restraint distribution programs\*\***

**SP-4207-15** **Child Passenger Safety Outreach** **\$50,000**

This project will support outreach efforts in four select counties. The program is designed to raise awareness to children, parents and care givers on the importance of child passenger safety and occupant protection.

**Countermeasures Selection/Impact Assessment:**

- **Communications and Outreach\***

**SP-4500-15 & SP-4502-15** **Child Passenger Safety Paid Media** **\$300,000**

This project will focus on advertising mediums to specifically target child passenger safety. Markets will include university athletics and local entities.

**Countermeasure Selection/Impact Assessment:**

- **Communications and Outreach\***

**SP-4503-15** **Safe Kids Buckle Up** **\$45,000**

Safe Kids Kansas and KDOT will partner to conduct a one day event that will award financial incentives to drivers of vehicles that have all occupants properly restrained. This event, called Bucks for Buckles, is held around the Labor Day holiday and is conducted statewide. This project will also provide funding for local Safe Kids coalitions to facilitate their child passenger safety Buckle Up events.

**Countermeasure Selection/Impact Assessment:**

- **Communications and Outreach\***

**SP-4504-15** **KTSRO Child Passenger Safety** **\$80,000**

The KTSRO will support child passenger safety efforts around the state. Support will include promotion of CPS technician classes and updates, CPS checklanes and promotional materials designed to increase child passenger safety compliance rates.

**Countermeasure Selection/Impact Assessment:**

- **Communications and Outreach\***

**SP-4206-15 & SP-4207-15** **Occupant Protection Initiatives** **\$900,000**

These funds will be allocated to promote seat belt laws in the state and assist in evaluation of our occupant protection program. These funds will also be available for new and innovative approaches to reach various target audiences, such as minority populations. Efforts will be made to utilize these funds in areas of the state



		SAFE program
<b>Schools/SROs</b>	State	Provide support of the SAFE program
<b>Safe Kids Kansas</b>	State	Provides support of the CPS Inspection Stations and CPS check-up events
<b>Kansas Highway Patrol/Local Law Enforcement Agencies</b>	Federal, State and Local	Provide non-KDOT funded enforcement of seatbelt laws for SAFE and other targeted enforcements that are not part of the national campaign. Many agencies also have CPS Inspection Stations, and Technicians and Instructors who assist at CPS check-up events.

Table 8

Night-Time Seat Belt Enforcement Program, by County *			
Funding Source		County	Agency
405 OP	SP-4205-15	CR	Pittsburg PD
405 OP	SP-4205-15	DG	Lawrence PD
405 OP	SP-4205-15	EL	Hays PD
405 OP	SP-4205-15	FO	Dodge City PD
405 OP	SP-4205-15	GE	Junction City PD
405 OP	SP-4205-15	JO	Olathe PD
405 OP	SP-4205-15	LB	Parsons PD
405 OP	SP-4205-15	LV	Leavenworth PD
405 OP	SP-4205-15	MG	Coffeyville PD
405 OP	SP-4205-15	RN	Hutchinson PD
405 OP	SP-4205-15	RN	Reno Co S)
405 OP	SP-4205-15	SA	Salina PD
405 OP	SP-4205-15	SG	Derby PD
405 OP	SP-4205-15	SG	Sedgwick County SO
405 OP	SP-4205-15	SG	Wichita PD
405 OP	SP-4205-15	SN	Shawnee PD
405 OP	SP-4205-15	SN	Topeka PD
405 OP	SP-4205-15	SW	Liberal PD
405 OP	SP-4205-15	WY	Kansas City PD

\* Shaded rows indicate grantees which are located within the top 10% of counties for crashes in 2013. Together, these counties comprise 64% of the state's population.

# Paid Media

Changing driver behavior requires a diversified approach including education and enforcement. Paid media plays a critical role in educating the public, specifically the 18 to 35 year old male. KDOT will continue to partner with universities in promoting seat belt usage and deterring impaired driving. Campaigns will also be developed and implemented around the national enforcement campaigns. KDOT plans to increase utilization of non-traditional mediums to reach the target audience. While paid media will still be utilized to promote improving the driver behavior, earned media still plays a large role in changing the culture. KDOT will partner with our media contractor to plan and execute a minimum of two statewide press events focused on the kick-off of Click it or Ticket and You Drink, You Drive, You LOSE.

## Funding Summary:

Paid Media	
Education	\$1,800,000
Total	\$1,800,000

## Education Countermeasures:

### Section 402

#### SP-1500-15

#### General/University Advertising

**\$450,000**

These funds will enable KDOT to purchase advertising to raise the awareness of impaired driving and occupant protection in the state. These funds will also allow for advertising at the three large universities in the state (Kansas State, Kansas and Wichita State). This funding stream can also be utilized to discourage distracted driving.

#### Countermeasure Selection/Impact Assessment:

- Mass Media Campaigns Effectiveness\*\*\*

#### SP-1505-15

#### MARC Advertising

**\$20,000**

These funds will enable KDOT to purchase advertising through the Mid America Regional Council (MARC) to raise the awareness of impaired driving and occupant protection in the state in the greater Kansas City area.

#### Countermeasure Selection/Impact Assessment:

- Mass Media Campaigns Effectiveness\*\*\*

### Section 405 and 405(b)

#### SP-4206-15

#### Occupant Protection Advertising

**\$610,000**

Utilize Click it or Ticket paid media at venues or mediums that cater to our target audience of 18 to 34 year old males. In addition to hitting our target population in the urban areas, this also allows us to target areas of the state that may not have a large population, but still have a problem with lack of restraint use. This project will also support our media effort surrounding the national Click it Or ticket enforcement mobilization.

**Countermeasure Selection/Impact Assessment:**

- **Mass Media Campaigns Effectiveness\*\*\***

**Section 410 and 405 (d)**

**SP-3105-15**

**Impaired Driving/Riding Ad Campaign**

**\$300,000**

Secure air time, as well as non-traditional media, for a targeted effort to support local law enforcement's Labor Day campaign combating impaired driving and riding. Utilization of other media outlets which encompass our target audience of 18 to 34 year old males will also be targeted with our impaired driving message. This project will be coordinated by the KDOT media contractor.

**Countermeasure Selection/Impact Assessment:**

- **Mass Media Campaigns Effectiveness\*\*\***

**SP-3106-15**

**Impaired Driving Sports Media**

**\$500,000**

Secure air time, as well as non-traditional media, for a targeted effort at sporting venues that cater to our target audience of 18 to 34 year old mail. This project will be coordinated by the KDOT media contractor.

**Countermeasure Selection/Impact Assessment:**

- **Mass Media Campaigns Effectiveness\*\*\***

**Evaluation**

Evaluations will be conducted to support the media efforts described in the Paid Media section. Each paid media buy will include the reach/frequency, gross rating points, total audience reached for each media outlet focusing on the target audience, and will be approved by KDOT prior to any placement agreement. Typically, the "buys" generate free media space due to the large amount of funds expended. KDOT will detail the buy plans and results in the annual report.

Earned media plays an important role in promoting positive driver behavior. KDOT will strive to maximize earned media in all the campaigns we administer with particular emphasis on Click it or Ticket and the Alcohol crackdown.

# Pedestrian and Bicycle Safety

Compared with national statistics, the state of Kansas doesn't have a significant pedestrian or bicycle fatality problem. Efforts in the state are centered on education through production and distribution of brochures and distribution of bike helmets at community events.

## Funding Summary:

Pedestrian and Bicycle Safety	
Education	\$23,000
<b>Total</b>	<b>\$23,000</b>

## Education Countermeasures:

### Section 402

**SP-1600-15** **Pedestrian and Bike Public Info and Education** **\$8,000**

These project funds enable Traffic Safety staff to produce and distribute printed materials and other promotional items on bicycle and pedestrian safety. Most prominent is the *Tips for Fun and Safe Biking* hang tag card which is distributed to bicycle rodeo sponsors, retailers, cycling clubs, families, and events like the spring Kansas Kids Fitness and Safety Day. Geared to motorists is a downloadable poster, available in two versions, which features share-the-road messaging highlighting bicyclists and pedestrians. In addition, this program also supports the International Walk Your Child to School Day with the purchase and distribution of as many as 13,000 light-reflecting identification tags for zippers.

#### Countermeasure Selection/Impact Assessment:

- **Bicycle education for children\*\***

**SP-1601-15** **Bike Helmets** **\$15,000**

This grant is with the Safe Kids Kansas coalition. Safe Kids Kansas promotes bicycle education and the proper fit and operation of helmets and bicycles. The program will purchase around 1,600 bicycle helmets for distribution around the state at child safety events.

#### Countermeasure Selection/Impact Assessment:

- **Promote bicycle helmet use with education\*\***

## Local Partnerships:

Agency/Entity	Funding Source	Funded Activities
Local Safe Kids Kansas Chapters	State and Local	Support local events promoting bicycle safety

# Police Traffic Services

Law enforcement places a crucial role in changing poor driver behavior. Beyond enforcement, law enforcement needs the resources and tools to enforce traffic safety laws in the state. These resources would include traffic safety training and equipment. KDOT will continue to utilize our four law enforcement liaisons to maintain and recruit additional law enforcement partners and aide in problem identification. Enforcement efforts will include a grant with the Kansas Highway Patrol designed to target aggressive driving behaviors.

## Funding Summary:

Police Traffic Services	
Education	\$470,000
Enforcement	\$300,000
<b>Total</b>	<b>\$770,000</b>

## Education Countermeasures:

### Section 402

**SP-1700-15** **LEL Luncheons/Operation Impacts** **\$20,000**

Expenditures in this contract will support the two current Operation Impacts in Kansas City and Sedgwick County. Funds may also be utilized to expand the program to other regions of the state and provide support for the annual spring law enforcement recruitment lunches.

#### Countermeasure Selection/Impact Assessment:

- **Community Outreach\*\***

**SP-1700-15** **Law Enforcement Liaison** **\$250,000**

In addition to the two full-time LEL's, KDOT has two part-time LEL's to maintain and enhance the good working relationship with the nearly 450 diverse local law enforcement agencies in promoting occupant protection and impaired driving issues around the state. The LEL's are actively involved in the promotion and execution of the SAFE program targeting teen seat belt use.

#### Countermeasure Selection/Impact Assessment:

- **Community Outreach\*\***

Law Enforcement Liaisons		
SP-1700-15	Corp, David	\$60,000
SP-1700-15	Hamilton, Robert	\$50,000
SP-1700-15	Parks, Terry	\$70,000
SP-1700-15	Wells, Troy	\$70,000
<b>Total</b>		<b>\$250,000</b>

**SP-1701-15** **Local Travel & Training** **\$20,000**

These funds enable KDOT to reimburse local jurisdictions for special traffic-related training opportunities.

**Countermeasure Selection/Impact Assessment:**

- **Community Outreach\***

**SP-1702-15** **Crash Reconstruction** **\$30,000**

Expenditures in this contract will support the Kansas Highway Patrol crash reconstruction training. This training will assist the KHP and local law enforcement on the latest training and equipment utilized to conduct crash reconstruction.

**Countermeasure Selection/Impact Assessment:**

- **Community Outreach\***

**SP-XXXX-15** **Program Management** **\$150,000**

This contract will employ a contractor to manage the law enforcement equipment incentive program. Responsibilities will include, determining eligibility, amount of equipment reimbursement, gathering of orders from law enforcement, distribution of equipment and reimbursement to locals choosing to purchase their own equipment. This contract will also assist traffic safety staff in compiling and processing law enforcement contracts for the upcoming fiscal year.

**Countermeasure Selection/Impact Assessment:**

- **Research Based\***

**Enforcement Countermeasures:**

**Section 402**

**SP-0931-15** **Local Law Enforcement Incentives** **\$300,000**

KDOT plans to purchase and distribute equipment to Special Traffic Enforcement Program (STEP) law enforcement agencies that promote and participate in traffic safety enforcement efforts based on level of participation.

# Roadside Safety

Partnering with the KDOT Bureau of Local Projects, NHTSA funding will continue to support training of local roadway engineers and fund local roadway studies.

## Funding Summary:

Roadway Safety	
Education	\$225,000
Engineering	\$100,000
<b>Total</b>	<b>\$325,000</b>

## Education Countermeasures:

### Section 402

#### SP-1402-15

#### Kansas State University

**\$100,000**

The TASK training is intended to be roadway traffic safety classes for Kansas public works employees who are responsible for a variety of traffic related aspects of their roadways. Typical classes include an introduction and overview of the MUTCD, bicycle and pedestrian facility design and operation, and use of low-cost traffic control devices to improve safety; another typical class is focused on conducting traffic studies such as speed studies, checking sight distance, and traffic volume studies. A secondary objective is to develop and/or update workshop materials and handbooks to be used in the classes and by the students as they perform job-related traffic safety activities after taking the class.

## Engineering Countermeasures:

### Section 402

Roadside Safety		
SP-0618-15	Lochner Corp	\$75,000.00
SP-0618-15	Parsons Brinckerhoff	\$75,000.00
SP-0618-15	TranSystem Corporation	\$75,000.00
<b>Total</b>		<b>\$225,000.00</b>

### Engineering Consultants

TEAP studies may be requested by a local public authority without a traffic engineering staff, with priority given to off-system roadways. One of our consultants will perform a traffic study such as a speed study, a pedestrian or school crossing study, a study to determine appropriate signing for a curve, an intersection study to determine the appropriate traffic control (stop, signal, roundabout, etc.), or a corridor-wide study. The study would likely include an analysis of crashes, applicable traffic counts, and a discussion with the local authorities regarding their concerns. A report with recommendations based on accepted traffic engineering practices is written by the consultant and reviewed by KDOT prior to distribution to the local public authority.

### Local Partnerships:

Agency/Entity	Funding Source	Funded Activities
Local Traffic Engineering Staff	State and Local	Develop local engineering plans

# Safe Communities

Safe Communities grants are implemented in support of reducing death and injury on Kansas roads and are focused on educating the public on recent traffic safety trends and identifying resources around the state. This program area also includes planning of media campaigns, research opportunities, administration of an adult and youth conference and implementing a safe community’s grant in Wyandotte County.

## Funding Summary:

Safe Communities	
Education	\$1,029,000
<b>Total</b>	<b>\$1,029,000</b>

## Education Countermeasures:

### Section 402

**SP-1900-15** **Novice Driver** **\$10,000**

This project is designed for KDOT to partner with the SROs statewide to provide consistent, thorough and reputable education and resources for novice drivers. The projects, focusing on topics such as impaired driving, seat belts, distracted driving, and other driver behaviors, will run in conjunction with major events such as holidays, Spring Break, Prom and the start and end of the school year.

#### Countermeasure Selection/Impact Assessment:

- **Communications and Outreach\***

**SP-1900-15** **Public Information & Education** **\$17,000**

These funds enable KDOT to purchase safe driving promotional items, reproduce and distribute educational materials produced by media contractor, NHTSA, or other reputable sources.

#### Countermeasure Selection/Impact Assessment:

- **Communications and Outreach\***

**SP-1901-15** **Wyandotte County Safe Communities** **\$42,500**

A traffic safety grant has been made to the Unified Government Public Health Department of Wyandotte County. That agency partners with a coalition of safety advocates, including area law enforcement, Children’s Mercy Hospital, the Kansas University Medical Center, the Kansas Traffic Safety Resource Office, Mid-America Regional Council, and others to bring awareness of, and improvement in, the many traffic safety challenges that continue to plague this most demographically diverse and fluid of Kansas counties.

#### Countermeasure Selection/Impact Assessment:

- **Communications and Outreach\***

**SP-1902-15** **Kansas Operation Lifesaver, Inc.** **\$15,000**

Kansas Operation Lifesaver, Inc. (KS OL) strives to reduce the number of injuries and fatalities at highway-rail grade crossings and on railroad rights-of-way through various methods of Public Service Announcements, education, and videos. While the number of fatalities and injuries has been reduced significantly throughout the state during the last 38 years, the last few years have been on the increase. KS OL continues giving free safety presentations to all target groups across Kansas. This railroad safety message is intended to reach nearly 85,000 people this year through handouts, brochures, and other safety-specific materials. “Always Expect a Train! Stay Off! Stay Away! Stay Alive!” “Look, Listen, Live!” Remember “Any Time is Train Time!”

**Countermeasure Selection/Impact Assessment:**

- **Communications and Outreach\***

**SP-1903-15** **Comprehensive Media Campaign** **\$500,000**

This contract provides for professional development of our messages concerning safe driving, occupant protection, and impaired driving. The contractor will produce original TV, radio, and print material, or modify those produced by NHTSA or other entities, to fit the Kansas dynamics and population. They will also monitor and update social media pages (i.e. Facebook, YouTube, Twitter), and will assist in promoting KDOT’s safety messages through other non-traditional media efforts. The contractor will be expected to purchase air time and print space in a manner that optimizes our media dollar by successfully reaching the target populations. Assessment and evaluation activities will also be conducted under this program. As part of the Performance Measures adopted by NHTSA and GHSA, our media contractor will administer an awareness/perception survey around the state. This survey will be designed to gauge the awareness of the programs offered by the state, specifically Click it or Ticket and You Drink, You Drive, You Lose.

**Countermeasure Selection/Impact Assessment:**

- **Mass Media Campaigns Effectiveness\*\*\***
- **Research Based\***

**SP-1904-15** **Research Foundation** **\$10,000**

This grant will partner with the Research Foundation in the Kansas City area. The research foundation assists teens that have experienced a traumatic brain injury in a motor vehicle crash. These teens will present to other teens on the importance of occupant protection and the risks associated with impaired driving.

**Countermeasure Selection/Impact Assessment:**

- **Communications and Outreach\***

**SP-1905-15** **Kansas Transportation Safety Conference** **\$130,000**

This project provides for an annual two-day statewide transportation safety conference to support the implementation of identified safety strategies and improve communication among diverse transportation safety advocates, both youth and adult. Four concurrent tracks – Youth, Law Enforcement, Injury Control, and Roadway Safety – with five workshops each, along with three general session presentations provide ample





Kansas Criminal Justice Information System	State	Governance of courts, criminal history and portal for criminal justice users
Kansas Board of Emergency Medical Services	State	Emergency Medical Services statewide
Kansas Bureau of Investigation	State	Traffic and Criminal Data repository
Kansas Department of Health and Environment	State	Trauma Registry statewide
Kansas Association of Chiefs of Police and Kansas Peace Officers Association	State	Law Enforcement
Kansas Sheriff's Association	State	Law Enforcement
Mid America Regional Council	Federal and State	Metropolitan Planning Organization in the Kansas City area

## State of Kansas

## HSP Cost Summary - FFY 15

Program Area Codes	Approved Program Funds	Match Percent	State & Local Funds	Federally-Funded Programs			40 % Federal Share to Local
				Previous Balance	Modification	Current Balance	
PA	\$20,000	20%	\$600,000	\$20,000		\$20,000	
AL	\$495,000			\$495,000		\$495,000	
DD	\$150,000			\$150,000		\$150,000	
MC	\$140,000			\$140,000		\$140,000	
OP	\$1,125,000			\$1,125,000		\$1,125,000	\$600,000
PM	\$470,000			\$470,000		\$470,000	
PS	\$23,000			\$23,000		\$23,000	
PT	\$770,000		\$300,000	\$770,000		\$770,000	\$970,000
RS	\$325,000			\$325,000		\$325,000	\$325,000
SA	\$754,000			\$754,000		\$754,000	
<b>402 Total</b>	<b>\$4,272,000</b>	<b>20%</b>	<b>\$900,000</b>	<b>\$4,272,000</b>		<b>\$4,272,000</b>	<b>\$1,825,000</b>
408 Data	\$450,000	20%		\$450,000		\$450,000	
405 (c) Data	\$2,400,000	20%		\$2,400,000		\$2,400,000	
2010 MC	\$50,000			\$50,000		\$50,000	
405 (f) MC	\$70,000	20%		\$70,000		\$70,000	
2011 CPS	\$95,000	50%		\$95,000		\$95,000	
405 OP	\$350,000	25%		\$350,000		\$350,000	
405 (b) OP	\$2,640,000	20%		\$2,640,000		\$2,640,000	
410 ID	\$400,000	50%		\$400,000		\$400,000	
405 (d) ID	\$6,500,000	20%		\$6,500,000		\$6,500,000	
1906 RP	\$275,000	20%		\$275,000		\$275,000	
<b>Total Other</b>	<b>\$13,230,000</b>			<b>\$13,230,000</b>		<b>\$13,230,000</b>	
<b>Total</b>	<b>\$17,502,000</b>			<b>\$17,502,000</b>		<b>\$17,502,000</b>	