

# State of Kansas

## Annual Report FFY 2013

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The FFY 2013 Kansas Annual Report is being submitted to National Highway Traffic Safety Administration (NHTSA) and Federal Highway Administration (FHWA). The report describes the activities completed by the State of Kansas in the use of federal highway safety funds, consistent with the guidelines, the priority areas, and other requirements established under Section 402.

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Mike King  
Secretary, Kansas Department of Transportation

12-20-13

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Date

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

**YOU DRINK  YOU DRIVE**  
**YOU LOSE**

The Kansas Department of Transportation

## 2013 EXECUTIVE SUMMARY

This FFY 2013 Annual Report describes the progress and outcomes in the Kansas highway safety program. This report will detail activities conducted utilizing federal funding from Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU) and Moving Ahead for Progress (MAP 21). Coupled with Section 402, this report will detail activities tied to these specific program areas: Sections 405 (Occupant Protection Incentive Grant), 406 (Safety Belt Performance Grants), 408 (State Traffic Safety Information System Improvement Grants), 410 (Alcohol-Impaired Driving Countermeasures Incentive Grants), 1906 (Grant To Prohibit Racial Profiling), 2010 (Motorcyclist Safety Grants), 2011 (Child Safety and Child Booster Seat Incentive Grants) and Section 405 detailed in MAP 21. Not included in this report are the strategies funded under the U.S.D.O.J. Enforcing the Underage Drinking Laws Program. Though not specified here, one must acknowledge the contribution of that program to the youth alcohol area and the prevention of underage drinking and driving.

Kansas recorded an adult seat belt rate of 80.7% in 2013. Kansas started using the new seat belt survey protocol in 2012, which changed the method of determining survey observation sites. We moved to a fatality-based method versus a population-based method and conducted surveys in 35 of our 105 counties (up from 20 surveyed previously). This may have contributed to a slight decrease in the seat belt rate from 2011. We saw less than a 1% increase this year from 2012 and believe that utilizing a fatality-based formula will be a more accurate measure of the seat belt rate. KDOT is continuing to increase its efforts in enforcement, paid media and awareness to move the seat belt compliance numbers higher in the future.

The Special Traffic Enforcement Program (STEP) subsidized the cost of three overtime enforcement campaigns – totaling 5.5 weeks of traffic enforcement – by as many as 142 local Kansas police agencies and the Kansas Highway Patrol. In the course of more than 30,000 enforcement stops, law enforcement issued 3,613 speeding tickets; 448 DUI arrests; 470 child passenger safety citations; 550 teen seat belt citations; 22,696 adult seat belt tickets and 8,857 other citations and arrests.

The Impaired Driving Deterrence Program (IDDP) funded overtime enforcement by 22 local police agencies spotted across the state and resulted in 12,500 driver contacts during the course of 45 check lanes and 113 saturation patrols, which combined to net 288 DUI arrests and 75 MIP arrests. The Kansas Highway Patrol (KHP) was available to assist with check lanes and provided additional roving DUI saturation patrols through the Roving Aggressive Violation Enforcement grant from KDOT.

The Nighttime Seatbelt Enforcement Program (NSEP), in its rollout year, underwrote overtime enforcement by 21 police agencies over the course of almost 2,800 hours and 5,620 public contacts. This activity resulted in 5,146 citations for restraint violations and, as would be expected from any aggressive nighttime traffic enforcement program, 1,870 other arrests and citations. Among this latter group were 11 felony warrant arrests, 88 misdemeanor warrant arrests, and 21 DUI arrests.

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

Boosters to Belts, Safety Breaks!, and The RIDE (Risk of Intoxication & Distractions Everywhere) curriculums, designed for use with elementary, tweens and teens in student settings.

The staff at KTSRO has also been tasked with overseeing the expansion of the SAFE (Seatbelts Are For Everyone) Program. This program started in FFY 2009 at high schools in one county and at the end of the 2013 school year, was operational in 87 schools in 36 counties, reaching 37,000 students across Kansas. SAFE is a program designed to increase seat belt use by teens. Students partner with businesses in their community to provide funding for the program, law enforcement partners conduct education and enforcement, and the schools provide education and outreach to get the seat belt safety messages out to the student population. KDOT provides funding and staff time, through KTSRO, to oversee and help develop the program. In 2013, 150 teens from the SAFE program participated in the annual Transportation Conference.

Kansas consists of 82,277 square miles, making it both time-consuming and costly to travel and train our many safety partners. This problem has been reduced significantly by KTSRO's implementation of Adobe Connect. Through this platform, they have begun providing easier access to various meetings, including webinars, e-learning, screen-sharing, and real-time collaboration. The KTSRO also added a shared calendar to their website, enabling our partner organizations and agencies to promote their trainings, meetings, and conferences.

KTSRO developed and distributed more than 620,000 promotional and education items, including over 25,000 items in Spanish. Its employees reached countless Kansans through their presence at meetings, booths, presentations, special events, and distribution of materials. They have developed partnerships with Safe Kids, Kansas Highway Patrol, colleges, military installations, SADD, MADD, AAA, State Farm, the Kansas Trauma regions, ABATE, and local law enforcement agencies. The office also continues to publish a bi-monthly E-Newsletter to provide timely information to more than 4,000 safety advocates, as well as a monthly E-Newsletter sent out to approximately 350 Employers, which is also provided in Spanish.

The state of Kansas conducted an Occupant Protection Assessment the week of August 11-16, 2013. This assessment brought many accolades to the Kansas occupant protection program and also highlighted some areas for improvement. A couple of specific improvements suggested were a higher seat belt fine and an all-encompassing communications plan. Accolades included our law enforcement liaison program, the SAFE program and the robust child passenger safety technician/instructor network around the state.

Roadway safety grants conducted nineteen traffic studies for local entities. Grant funds also enabled 157 local officials to receive roadway safety training in 2013.

The Traffic Records Coordinating Committee (TRCC) continues to move forward. Kansas qualified again in 2013 for 405(c) funding. Through the TRCC process, numerous state agencies are working together to improve traffic records in Kansas. The Kansas Law Enforcement Reporting System continues to be the main resource for submission of crash reports to KDOT. Currently, there more than 100 agencies submitting crash reports electronically, which represent over 50% of the total crash reports. New for 2013, is the development of a statewide citation database.

In 2013, KDOT continued its partnership with our three University Division I sports programs. We expanded the exposure of our traffic safety messages with additional signage and PSAs with the coaches of the sports programs at the University of Kansas, Kansas State University and Wichita State University. KDOT also worked with Butler Community College for radio advertising during football games. Additionally, KDOT has secured CPS advertising at the three Division I universities to promote child passenger occupant protection.

Alliance Sports Marketing and Radio Disney continued to be great resources in promoting impaired driving messages as well as child passenger safety information.

In 2013, KDOT continued the Traffic Safety Resource Prosecutor (TSRP) program. Ms. Wittman has provided numerous training classes throughout the state and has responded to dozens of requests from local prosecutors for advice and assistance as they dealt with difficult prosecutions. She keeps all prosecutors up to date on new court decisions concerning DUI and other traffic issues. The Kansas TSRP is well respected and continues to make an impact on DUI prosecutions and other driver behavior court cases in Kansas.

In September 2013, KDOT conducted an attitude and perception survey to measure the opinions and attitudes of the public concerning driving and safety. Questions were asked about occupant protection, impaired driving and speeding. The responses to this yearly survey, which are highlighted in the Safe Communities section of this report, will assist us in tailoring our messages to the public to receive the biggest impact on improving traffic safety.

KDOT is in the process of updating the Strategic Highway Safety Plan (SHSP) and has been responsible for the formation of many Emphasis Area Teams (EATs) that focus on specific traffic safety areas. In 2013, there were nine active teams that included Data, Occupant Protection, Roadway Departure, Intersections, Teen Drivers, Local Roads, Education, Older Driver and Impaired Driving. The mission of the SHSP is to drive strategic investments that reduce traveler casualties, and the emotional and economic burdens of crashes utilizing the four E's (education, enforcement, engineering and EMS) in a collaborative process.

# Kansas Statewide Performance Measures and Goals

<b>Core Outcome Measures</b>	2006-10 Baseline*	2012 Data	2013 Goal
<b>C-1)</b> Number of Traffic Fatalities (FARS)	417	405	392
<b>C-2)</b> Number of Serious Injuries in traffic crashes (KCARS)	1,731	1,592	1,630
<b>C-3)</b> Fatalities/VMT (FARS/FHWA)	1.39	1.35**	1.28
Rural Fatalities/VMT (FARS/FHWA)	2.28	2.21**	2.01
Urban Fatalities/VMT (FARS/FHWA)	.56	.52**	.55
<b>C-4)</b> Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	187	163	176
<b>C-5)</b> Number of fatalities in crashes involving a driver or motorcycle operator with BAC of .08 or above (FARS)	133	98	125
<b>C-6)</b> Number of speeding-related fatalities (FARS)	108	114	102
<b>C-7)</b> Number of motorcyclist fatalities (FARS)	49	48	46
<b>C-8)</b> Number of unhelmeted motorcyclist fatalities (FARS)	33	34	30
<b>C-9)</b> Number of drivers aged 20 or younger involved in fatal crashes (FARS)	76	68	72
<b>C-10)</b> Number of pedestrian fatalities (FARS)	20	26	19
<b>Core Behavior Measure</b>			
<b>B-1)</b> Observed seat belt use, percent (State Survey 2013)	78	81	80
<b>FFY 2013 Activity Measures</b>			
<b>A-1)</b> Number of seat belt citations issued during 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	

\* 5-year moving average

\*\* 2011 VMT rates, 2012 Fatalities

<b>Kansas Traffic Safety Statistics</b>					
	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>
<b>Statewide Crash Data</b>					
Total Crashes	65,858	61,164	60,031	59,859	58,148
Fatal Crashes	348	348	376	351	368
Injury Crashes	14,866	13,924	13,355	13,326	13,706
Property Damage Crashes	50,644	46,892	46,300	46,182	44,074
Fatalities	384	386	431	387	405
Fatalities per 100 Million VMT	1.29	1.31	1.44	1.29	1.33
Injuries	21,058	19,668	18,849	18,486	19,216
Injuries per 100M VMT	70.69	66.68	63.04	61.58	63.04
Alcohol Related Fatalities	138	123	168	115	95
Alcohol-related Fatality Rate per 100M VMT	0.44	0.42	0.56	0.38	0.31
Percentage of Alcohol Related Fatalities	36%	32%	39%	30%	23%
Motorcyclist Fatalities (total)					
Motorcyclist Fatalities (helmeted)	11	14	11	12	10
Motorcyclist Fatalities (un-helmeted)	30	29	28	32	34
Motorcyclist Fatalities (unknown)	5	4	1	1	3
Vehicle Miles Traveled (millions)	29,787	29,497	29,899	30,021	30,488
# of Licensed Drivers (in thousands)	2,025	2,048	2,024	2,025	2,018
<b>Seat Belt Rate</b>	<b>77</b>	<b>77</b>	<b>82</b>	<b>83</b>	<b>80</b>
<b>Contributing Circumstances of Crashes</b>					
Inattention	20,129	15,703	12,924	12,446	13,119
Speed	7,846	5,680	6,125	6,186	4,607
Failure to Yield	7,397	7,336	7,087	6,971	7,087
Following too Closely	4,272	4,604	4,830	4,840	4,834
<b>Novice Driver Statistics (ages 14-20)</b>					
Total Crashes	17,111	15,703	15,942	14,635	13,085
Fatal Crashes	67	70	71	63	68
Injury Crashes	4,389	4,454	3,964	3,672	3,430
Property Damage Crashes	12,659	12,742	11,907	10,900	9,587
Total Fatalities	67	88	82	68	76
Total Injuries	6,553	6,729	6,277	5,378	5,100
Percentage of Overall Crashes	26%	28%	27%	24%	23%
Alcohol-related Crashes	556	608	469	419	463

Alcohol-related Fatalities	18	26	25	13	22
Alcohol-related Injuries	354	435	335	288	299

# Planning and Administration

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## Strategies

- Provide resources that allow staff to receive additional training opportunities in-state and out-of-state by organizations dedicated to traffic safety issues.

## Project Summaries

### Section 402

#### **PA-0918-13**

#### **Traffic Safety Section Staff Travel & Training Costs**

**\$17,554**

These funds allowed Section staff to attend many training opportunities, including the Governor’s Highway Safety Association Annual meeting, Lifesavers, the Transportation Safety Conference, many law enforcement recruitment luncheons and other Section-sponsored events.



# Alcohol

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## Strategies

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

## Project Summaries

### Section 402

**AL-0915-13**

**Kansas Traffic Safety Resource Office**

**\$265,288**

During FFY 2013, the Kansas Traffic Safety Resource Office (KTSRO) was the impaired driving prevention arm of the KDOT Traffic Safety Section and the principal clearinghouse for educational materials and programs aimed at reducing the incidence of drunk driving in Kansas. Utilizing a multitude of initiatives, techniques, and venues, the office reached tens of thousands of Kansans with the “You Drink, You Drive, You Lose.” message. This year, KTSRO staff members...

- Were involved in several major program efforts, including: awareness programs for minority populations through the Mexican consulate and various Hispanic and Native American organizations; assistance with Safe Community programs, PSA development and distribution over Spanish radio networks; updating website and Facebook with national enforcement campaigns, partnering with AAA on media presentations for designated drivers on New Year’s Eve.
- Provided support to a community coalition, county and city law enforcement, and university police to continue the Fake ID 101 program in Lawrence, a college town, and worked to start a similar program at Fort Hays State University.
- Partnered with Kansas Traffic Safety Resource Prosecutor, Karen Wittman, by providing registration support for 21 trainings involving nearly 600 law enforcement officers and prosecutors statewide.
- Partnered with University of Kansas, Kansas State, Pittsburg State, Emporia State, Ft. Hays State, and Wichita State to bring Safe Ride/Safe Bus media and material campaign to campuses. ID holders were distributed to students with safe ride program information imprinted on the holders. Programs at all schools will continue into the next contract year.
- Provided presentations and physical assistance to middle schools, high schools, regional prevention centers, state fair, Kansas School Nurses Association, PTA Statewide Conference, community fairs and events, SADD/MADD conferences and youth meetings, youth leadership meetings, law enforcement meetings, etc.
- Distributed more than 54,500 brochures for DUI check lanes and public information (including more than 5,000 in Spanish), provided 5,600 quick reference cards to assist law enforcement; distributed more than 620,000 total promotional items across state.

- Continued production of an E-Newsletter and increased distribution from 2,900 to more than 4,000 Kansans on a bi-monthly basis. An e-newsletter is also sent to more than 350 employers monthly, in both English and Spanish, and all newsletters are posted on the KTSRO website.
- Participated in a motorcycle awareness committee to address impaired riding, and distributed more than 300 impaired riding posters.
- Distributed more than 24,000 “1-866-MUST-B-21” cards, magnets, and flyers to report underage drinking parties.
- Promoted use of a youth-driven PowerPoint presentation called “The R.I.D.E. (Risk of Intoxication and Distractions Everywhere).” This program, checked out by dozens of schools, law enforcement agencies, and other safety advocates, is used to combat underage drinking, distracted driving, and impaired driving by focusing on the medical and legal consequences of those behaviors.
- Through Leadership to keep KS Children Alcohol-Free, assisted in the development of the Kansas State of the State on Social Hosting and Youth Access to Alcohol document.

**Section 410**

**AL-9106-13**

**Kansas Highway Patrol Breath Alcohol Unit**

**\$237,662**

Provided support resources for local sobriety checkpoints and saturation patrols. In addition, provided support for the statewide Standardized Field Sobriety Testing (SFST) and Advanced Roadside Impaired Driving Enforcement (ARIDE) training programs. The SFST advisory panel met several times during the contract year to coordinate statewide improvements to the program. Training in SFST, Preliminary Breath Testing and the Intoxilyzer 8000 strengthened the detection and apprehension skills of the officers, both during sobriety checkpoints and in other targeted traffic enforcement. SFST training was completed by 674 officers, while 69 officers were instructed in the ARIDE program. The KHP also coordinates the Drug Recognition Expert Program (DRE) program, targeting metropolitan and major corridor areas. The DRE Program currently has 80 DREs. Kansas DREs performed 204 evaluations throughout the state. One Prosecuting Attorneys Seminar was held in Wichita with 111 in attendance. It covered various topics ranging from toxicology issues to alcohol influence report writing. The unit also tracked the results of alcohol enforcement operations conducted by various law enforcement agencies throughout the state. The 165 saturation patrols and 50 checkpoints tracked by the BAU unit resulted in 14,274 contacts and 382 DUI arrests.

**AL-IDDP-13**

**Law Enforcement IDDP Patrols**

**\$135,064**

This program provided overtime funding for 22 local law enforcement agencies to conduct a prescribed number of saturation patrols and sobriety checkpoints throughout the grant year. An allowance was also provided for commodities such as PBT’s and traffic cones needed to conduct impaired driving traffic activities. With support provided by the Kansas Highway Patrol’s Breath Alcohol Unit, a total of 45 checkpoints and 113 saturation patrols resulted in 12,500 public contacts, 288 DUI arrests, 75 Minors In Possession (MIP) arrests, and 138 Transporting Open Containers (TOC).

**AL-TSRP-13**

**Traffic Safety Resource Prosecutor**

**\$142,813**

Karen Wittman was hired as the first Kansas Traffic Safety Resource Prosecutor (TSRP) in March of 2008. During her sixth contract year, Ms. Wittman has been extremely busy, having established herself as the Kansas Traffic Safety Resource Prosecutor. She has created a DUI Boot Camp and conducted the fifth edition of this training seminar on May 14-15, 2013. There were 35 participants, receiving 10.5 hours of CLE credit. Ms. Wittman conducted more than 40 trainings, reaching more than 750 persons throughout the year. Training attendees included law enforcement, prosecutors and other court personnel. The trainings focused on blood draws, criminal refusal, underage drinking and many other traffic safety topics. She attended the KDOT Traffic Safety Conference in April, serving as both a presenter and moderator. She attended the Commercial Driver’s License Symposium in Washington, DC and presented on masking of CDL’s. She has updated her

comprehensive Kansas DUI Law book which has been distributed statewide. She has produced and distributed several TSRP newsletters. Karen serves as a member of the SFST and Breath Alcohol advisory committees and Impaired Driving Emphasis Area Team.

**PT-9101-13** **Kansas Highway Patrol R.A.V.E. Program** **\$110,044**

The Kansas Highway Patrol West, Central and East Regions executed Roving Aggressive Violation Enforcement (RAVE) saturation patrols and sobriety checkpoints on high priority corridors statewide. RAVE campaigns during FFY 2013 resulted in 3,913 public contacts, 355 speeding citations, 154 DUI arrests, 34 Minor-in-Possession arrests, 79 Transporting-Open-Container arrests, 221 safety belt citations and 26 child restraint citations.

**AL-9400-13** **DUI Victim Center of Kansas** **\$137,938**

This grant underwrites two programs aimed at reducing repeat impaired driving convictions and recidivism: Court Watch, which monitors DUI trials and drivers' license suspension hearings, and DUI Victim Impact Panels, where court-ordered offenders are face-to-face with victims of impaired driving. Court watch involved nearly 200 days of trial (primarily repeat offenders) attendance by staff, volunteers, and interns from Wichita State University, and attendance at nearly 500 Drivers License hearings. Over 3,100 offenders attended 80 victim panels in eleven locations across south-central and southwestern Kansas, and utilized the assistance of 1,126 hours of local volunteer assistance.

**AL-STAM-13** **Stampede Enforcement** **\$16,838**

The Country Stampede attracts more than 120,000 people for this four day music event. This grant provides overtime for the enforcement of underage drinking laws and DUI apprehension. The Alcoholic Beverage Control and the Pottawatomie County Sheriff's office conduct the enforcement. More than 100 attendees were cited for Minor in Possession/Consumption.

**AL-9108-13** **Impaired Driving PI&E** **\$2,425**

This contract provided funding for development and production of more than 25,000 DUI brochures. This brochure is available in English and Spanish.

**Section 402 Youth Alcohol**

**AL-8500-13** **Youth Leadership Summit** **\$53,025**

The Summit, produced by Kansas Family Partnership, aims to build the capacity of local teams of high school students to address dangerous behaviors by peers in their home communities and to partner with various community sectors of influence, such as law enforcement and media, among others, to make lasting changes. An action plan process, with on-going adult mentoring by experienced adults, is employed to guide each team's activities over the upcoming school year. This year's event took place Aug 4-6 at a remote location out of cell phone range, and attracted 22 student teams, comprised of 8 to 12 students each, from across the state, accompanied by their adult sponsors plus 23 youth trainers (many of whom were Summit alumni) and 22 adult trainers. The agenda included six general sessions, 20 workshops, and numerous team training sessions.

**AL-8501-13** **Walz Tetrick** **\$8,012**

Walz Tetrick and Associates was tasked with supporting efforts by KDOT to reduce the incidence of underage drinking in Kansas. During FY 2013, WTA focused on building awareness of Kansas' underage drinking tip line as well as monitoring its operation. It built awareness primarily through the production and distribution of two: 60 television PSA's and two: 60 radio spots. The radio spots ran in three flights, April-June, during which time they reached an average of 55.2% of the ages 25-54 Kansas population 14-15 times. WTA also managed the web site dedicated to the tip line and its message, 1866MustB21.com.

# Motorcycle Safety

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## Strategies

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



**BE AWARE!**  
Motorcycles Are Everywhere.



Kansas Department of Transportation  
[www.KTSRO.org](http://www.KTSRO.org)

**Being seen is a CHOICE. Choose wisely.**

## Project Summaries

### Section 2010

#### **MC-1200-13**

#### **Motorcycle Safety Media Campaign**

**\$206,811**

In 2013, KDOT continued reaching both motorcyclists and drivers through an outdoor campaign featuring billboards and gas pump toppers. This campaign utilized billboards in the six counties that represent more than 50 percent of all motorcycle crashes and fatalities. The nine billboards were placed from mid-April through mid-July in highly visible locations, with a total DEC of about 150,000. Many of the billboards stayed up longer than the purchased dates, resulting in more than 19,000,000 total estimated impressions by the end of September – a bonus of about 6 million impressions. Additionally, gas pump toppers and window clings were placed in one county where billboards were not readily available, resulting in more than 300,000 impressions. KDOT also produced a 60-second radio ad stressing the “Share the Road” theme which ran from mid-April through mid-May. A total of nearly 900 spots were run in Kansas City, Topeka, Manhattan, Lawrence, and Wichita. Finally, KDOT re-tagged a Share the Road TV spot from Minnesota, and placed the ads on cable networks statewide, along with pre-roll video and radio spots. The pre-roll video completion rate was 65%, and the buy delivered a total of 1,673,885 impressions, nearly 75,000 more than estimated.

#### **MC-1601-13**

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

**\$5,741**

The Kansas Traffic Safety Resource Office (KTSRO) maintained and organized the Motorcycle Safety Task Force for KDOT’s Traffic Safety Section by providing educational materials and programs aimed at reducing motorcycle crashes, injuries and fatalities in Kansas. Staff members handed out brochures, helmet stickers, and yard signs at bike shows in Johnson, Sedgwick, and Shawnee Counties, reaching more than 20,000 riders. They also promoted motorcycle safety at events such as the Kansas State Fair, reaching thousands more of the traveling public statewide with the “Share the Road” message. Staff members also participated in the planning

of the Governor's Flint Hills Freedom Ride, and assisted in organizing a media event/proclamation signing to promote Motorcycle Awareness Month. Funds from this part of the KTSRO contract were used specifically for booth expenses, "Share the Road" and "M Endorsement" commodities.



**Before you ride off into the sunset**  
**We are saving you a seat in a Basic Rider Course!!!**  
 Go online to [www.ktsro.org](http://www.ktsro.org) and click on the survey for a chance to win a **FREE** registration for an Approved Motorcycle Safety Course.

**Did you know**  
**It's Kansas Law**  
 Any person operating a motorcycle which is registered in this state shall be the holder of a **class M driver's license** KSA 8-235  
 Penalty for no class M License a **Class B Misdemeanor**  
 Fines up to \$1,000 and/or imprisonment up to 8 months

**IT'S KANSAS LAW**

Any person operating in this state a motorcycle which is registered in this state shall be the holder of a class M driver's license KSA 8-235

**Additional fee for Class M License: \$12.50**  
**Penalty for no Class M License: Class B Misdemeanor**  
**Fine up to \$1,000 and/or Imprisonment up to 6 months**

**KANSAS Traffic Safety Resource OFFICE**  
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**Section 402**

**MC-XXXX-13**

**Motorcycle Enforcement Campaign**

**\$7,169**

Enforcement campaigns were held in July and September to discourage stunt-riding and other aggressive motorcyclist behavior in the Kansas City Metro area. The Johnson County Sheriff's Office combined forces with Olathe, Gardner, Mission, Shawnee Police Departments and the Kansas Highway Patrol to provide nearly 140 hours of overtime enforcement. The mobilizations resulted in more than 200 citations ranging from speeding, seat belt, and child restraint.

# Occupant Protection

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## Strategies

- Continue to provide grants to law enforcement agencies for overtime enforcement of adult, teen, and child safety restraint violations through the Special Traffic Enforcement and Nighttime Seatbelt Enforcement Programs (STEP, NSEP), targeting additional agencies in the counties with the highest number of unbelted fatalities and serious injuries, and those counties with a low seat belt usage rate.
- Provide statewide occupant protection public education and information through media campaigns in conjunction with law enforcement mobilizations and special corridor activities – English and Spanish.
- Continue to provide Child Safety Seats statewide in recognized distribution/fitting stations for low-income families.
- Continue Adult/Child Safety Belt Surveys, and Boosters to Belts education statewide through presentations, brochures etc.
- Provide statewide media awareness campaign on occupant protection.
- Support Child Passenger Safety (CPS) Training using the current NHTSA standardized curriculum.
- Use seatbelt survey results to target problem areas of the state.
- Continue to promote awareness of Primary Seat Belt Law passed in 2010.

## Project Summaries

### Section 402

#### **OP-STEP-13**

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

**\$585,704**

The Special Traffic Enforcement Program (STEP) awards grants to local law enforcement agencies and the Highway Patrol to conduct overtime enforcement campaigns directed at compliance with Kansas safety belt, child passenger safety, speed, texting and impaired driving laws. Enforcement activities utilized saturation patrols and checkpoints during three annual one- and two-week mobilizations, each with a designated focus and tied to a major travel holiday – Thanksgiving, Memorial Day, and Labor Day. During FFY 2013, 142 Kansas police agencies registered 27,827 arrests and citations in the principal enforcement areas of occupant restraint, DUI, speed and texting – and 8,196 arrests and citations for other offenses – during 30,551 traffic stops over the course of just five and one-half weeks.

#### **OP-1315-13**

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

**\$265,288**

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

- KTSRO continued production of an E-Newsletter and increased distribution from 2,900 to more than 4,000 Kansans on a bi-monthly basis. An e-newsletter is also sent to more than 350 employers monthly, in both English and Spanish, and all newsletters are posted on the KTSRO website: [ktsro.org](http://ktsro.org)

- KTSRO provides one full time employee to assist schools and law enforcement in implementation of the S.A.F.E. (Seatbelts Are For Everyone) program. This program, now in its 6<sup>th</sup> year, deserves much of the credit for the increase of teen seatbelt use in Kansas from 61% in 2008 to 81% in 2013. It has grown from six schools in Crawford County in 2008-2009 to 87 schools, 36 counties in 2013. The March enforcement period included 36 law enforcement agencies and yielded nearly 300 citations targeting the 14-17 year old drivers and occupants and an additional 900 adult seat belt citations.
- KTSRO personnel assisted AAA and AARP in instruction of defensive driving courses across the state, reaching nearly 300 citizens.
- KTSRO partnered with Radio Disney for statewide programs, reaching an estimated 2,500 – 3,000 children and their parents with the buckle-up message.
- KTSRO, partnering with KDOT, continued a traffic safety awareness program which was implemented in 2012. This visual “dashboard” is updated twice a month on both the KTSRO website and the home page of the KDOT website. Each update is promoted through KDOT’s social media outlets, and includes the YTD fatality count, as well as a comparison to 2012. It also includes a safety reminder pertinent to the season.



**OP-1316-13**

**Seat Belt Survey**

**\$222,684**

Under the new NHTSA seat belt survey protocol, Kansas recorded an 80.73% adult occupant protection rate in 2013. A gender gap remains in using seatbelts: women were observed buckled in 82-93.6% depending on vehicle type, while men were buckled 75.6-90.4%. Trucks, which account for about one in five vehicles observed, produce a substantially lower belt use rate (74% males, 81% females). The belt use rate for trucks on local roads is only 59%. Nearly 90% of interstate drivers were buckled but local road drivers were buckled less than 80% of the time. The survey noted 91.2% of passengers in the front seat were belted. Nearly 85% of Kansas children (0-17) were observed as belted, with 97% of those under 4 years old buckled up and the lowest rate was found among the 10-14 year olds (79%).

**OP-0930-13**

**Public Information and Education**

**\$34,343**

These funds were used for the law enforcement recruitment lunches for the Click It or Ticket campaign, luncheon for school resource officers and the 2013 Occupant Protection Assessment. Additionally, a video to promote the SAFE program was produced and “Survey Ahead” signs were produced for the observational survey.

**Section 2011**

**OP-1189-13** **WSU Fun Zone** **\$20,600**

This project gave KDOT title sponsorship of the Shocker Fun Zone, held at volleyball and women's basketball games, and select baseball games throughout the 2013 season. Signage was provided, and promotional materials were distributed in the Shocker Fun Zone.

**OP-1306-13** **Child Passenger Seat Distribution** **\$101,350**

Nearly 2,300 child safety seats (convertible and booster) were distributed statewide to child passenger safety inspection stations through this project. These seats were provided to low income families.

**OP-1602-13** **Kansas Traffic Safety Resource Office** **\$75,019**

This section of the KTSRO's contract focused on Child Passenger Safety throughout the state of Kansas.

- KTSRO partnered with the Kansas Highway Patrol to reach more than 5,300 elementary children through the popular Boosters to Belts program.
- Kansas has 583 CPS technicians, 28 certified instructors, and 124 Inspection Stations. The KTSRO tracks technician status to insure each Inspection Station has properly trained techs on their staffs.
- KTSRO hosted six NHTSA 4-day Certified CPS Technician classes (total of 87 participants), assisted with seven additional classes (total of 100 participants), and assisted with four NHTSA 1-day Tech Renewal classes (27 participants). They also provided resources for a class where seven techs received Special Needs CPS certification.
- KTSRO designed and printed 104,600 W.H.A.L.E. (We Have A Little Emergency) ID stickers for child safety seats.
- KTSRO hosted the annual CPST Update class, free to any technicians in the state, to provide CEUs to 125 Technicians. They coordinated with KDOT to have the Technical Update videotaped. This DVD has been provided to an additional 60 technicians for CEU training. It has also been made available on the KTSRO website, with a quiz at the end.
- KTSRO provided mini-grants for 62 individuals to attend the NHTSA Regional CPS Conference held in Council Bluffs, Iowa.
- KTSRO sits on the National CPS Board and the Kansas Safe Kids board, as well as having representation with KDHE Injury Prevention Consortium, Safe Communities, Operation Impact, Regional Preventions Centers, and the KDOT SHSP occupant protection team.
- KTSRO provided valuable assistance in coordinating social media promotions with the KHP, KDHE, Safe Kids, and KDOT for CPS Week.

**OP-XXXX-13** **KU/KSU CPS Promotions** **\$45,980**

These funds were used to promote child passenger safety at KU and KSU with radio, print messages and booster club email distributions.

**OP-1651-13** **Radio Disney** **\$59,950**

KDOT partnered with Radio Disney to provide promotional events in Topeka (2), Newton, Bonner Springs, Independence, and Chanute in March. The six 90-minute "Safety Zone" Road Shows were promoted through local newspaper ads, on-air promotions (in both English and Spanish), online ads, and a 30-minute installment of KC Kids Concerns, Radio Disney's local Public Affairs show. Estimated attendance at these events was 1,600, with about 1,000 bags of traffic safety information & promotional items being distributed to participants. KDOT again partnered with Radio Disney in July to bring the "Ultimate Safety Challenge" to the Ellis, McPherson, Wyandotte and Finney County Fairs and at the Dodge City Days celebration. At these events, more than 1,500 participants were exposed to the buckle-up messages, along with countless by-standers. Pictures



were posted on Facebook during both the March and July events, and this use of social media resulted in many new exposures to our traffic safety message.



**OP-1188-13** **KDHE Safe Kids** **\$44,960**  
KDOT partnered with Safe Kids Kansas during the Labor Day weekend to promote the importance of seat belt use through the Bucks for Buckles program. There were 34 events in 26 counties statewide; all staffed by Safe Kids Chapter volunteers and State Farm employees. Each vehicle in which all occupants were properly restrained received \$1.00, while those who were unrestrained received educational materials about the effectiveness of wearing seat belts and using appropriate child restraints. This contract also provided funding for the Safe Kids Buckle Up program by reimbursing costs for child passenger safety check events statewide. Funds for this program were expended for event supplies and signage, working lunches for Child Passenger Safety Technicians, and to purchase nearly 600 child restraints for distribution at 81 registered events. Six Angel Ride Pad and Harness Kits were purchased for infants with extremely low birth rates, and 21 seats were purchased for children with special healthcare needs.

**OP-1652-13** **Johnson County Parks & Recreation** **\$15,000**  
The Child Passenger Safety message of “Buckle Up, Every Child, Every Time” is featured on banners throughout 35 sporting venues in Johnson County. This contract includes logos on the JO CO Parks & Rec. website, with links to the KTSRO page.

**OP-1309-13** **Public Information and Education** **\$8,259**  
These project funds were used to print 211,300 (including 8,600 Spanish) booster flyers, 2,000 posters, and 13,000 Spanish/English Buckle-Up activity books. Funding was provided to reimburse travel expenses for a Kansas member of the National CPS Board, and also paid for an extended-season radio ad at KSU.

**Section 405**

**OP-XXXX-13** **Nighttime Seat Belt Enforcement** **\$102,327**  
Piloted during 2012 by four local law enforcement agencies the Nighttime Seatbelt Enforcement Program (NSEP) attracted participation of 21 local police agencies in 2013. Logging almost 2,700 hours – all after sunset – these agencies issued 4,957 child, teen and adult safety restraint citations, and accounted for 1,870 other arrests and citations.

**Section 406**

**OP-8100-13** **Public Information & Education** **\$25,793**  
This project produced distracted driving and occupant protection educational brochures. This project also provided funding for a contract that provided administrative support for the STEP and law enforcement incentive program.

**OP-8101-13**

**Alliance Sport Marketing**

**\$47,000**

To reach the demographic of male pick-up truck drivers, signage and PSAs promoting occupant protection and impaired driving were displayed at ten motorsports venues across the state.

**OP-8102-13**

**Pressbox Productions**

**\$28,000**

This campaign included advertising for the Wichita Thunder and Wichita Wingnuts. Funds provided for the promotion of occupant protection and impaired driving messages with 450 commercial ads, 840 live mentions, and total impressions of 5,000.

**OP-8103-13**

**Sporting KC**

**\$75,000**

Traffic Safety messages were promoted in Kansas City's soccer stadium, including full-page ads in the Game Day Magazine, banner ads on the Sporting KC website, two PA announcements per game, LED field board signage, two minutes per game of exposure on the IPTV network, and a 30-second pre- and post-game video message (one in English and one in Spanish) featuring one of their players. Parking lot exit signs are also provided, reminding attendees to buckle up as they leave the stadium. With an average attendance of 19,500 at 20 home games, the contract with Sporting KC has given a great deal of exposure to our target audience.



# Paid Media

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## Strategies

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

## Project Summaries

### Section 402

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

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

#### **PM-1502-13**

#### **Thanksgiving/Holiday Mobilization**

**\$30,001**

KDOT utilized a combination of online media combined with a cable buy for this mobilization. The results for this were:

- Facebook \$1,500 – about 5.9 million impressions targeted to Kansas adults aged 18-34/1,200 clicks
- Online Banners \$7,500 – 2.075 million impressions/1,200 clicks
- Pre-roll video \$7,500 – more than 550,000 video views (100% complete), 3,200 clicks, plus 168,000 companion tile ad impressions/221 clicks
- Cable TV \$13,500 – 2921 spots aired

#### **PM-1502-13**

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

**\$200,509**

KDOT worked with Missouri in dividing the Kansas City and Pittsburg/Joplin markets, with MODOT purchasing most of the network TV spots, and KDOT purchasing radio and cable TV spots. In Topeka all stations but one “posted” at more than 90%, with 352 total TRPs/94% delivery rate. In Wichita, there were 328 posted TRPs, with a 96% overall delivery rate. More than 3,550 cable spots were run state-wide. Nearly 1,300 radio spots were purchased, including 140 spots on two Hispanic radio stations. In addition to traditional media, KDOT purchased mobile banner ads targeting 18-34 year-olds, which delivered 543,000 impressions resulting in 1,100 clicks. A Facebook campaign generated more than 2,200,000 impressions, with 390 clicks. Pre-roll video on the Game Show Network – garnered 809,000 total impressions/6,000 clicks. New to the mix in 2013 was a custom opt-in mini-game promoted in a pre-roll style environment, where the user plays our mini-game to earn points and level-up in some games. This innovative style of marketing garnered more than 4M impressions, and 676,870 game engagements, with a click-through rate of 4%.

**PM-1516-13**

**Mid America Regional Council Radio**

**\$12,769**

In 2013, MARC secured 850 radio spots to promote safe driving behaviors. These spots were run in the Greater Kansas City area, targeting the traveling public, specifically, 18-34 year old males (including Hispanic), on the topics of impaired driving, seat belts, pedestrian safety, aggressive and distracted driving. The campaign ran from June through September, supplementing a campaign conducted by MoDOT from October through May.

**PM-XXXX-13**

**General/University Advertising**

**\$291,827**

KDOT partnered with several different groups and three universities in 2013 to promote safe driving behaviors, including Wichita Thunder, Butler County Community College, Country Stampede, Hummer Sports Park, and Wichita Wingnuts. These groups were contracted to air radio spots, provide venue signage, and provide video footage promoting seat belt use and prevention of impaired driving messages. Radio and TV spots, venue signage, game sponsorships and coach’s Public Service Announcements were utilized at Kansas University, Kansas State University and Wichita State University.

**Section 410**

**AL-9108-13**

**Impaired Driving Media Campaign**

**\$150,072**

The 2013 Impaired Driving/Riding Crackdown buy consisted of 1,130 radio spots, and 4,080 cable spots, and for the first time, had no network TV, other than what was owed for some under-deliveries on previous buys. KDOT again chose to run pre-roll video, resulting in 1,420,425 impressions/2,936 clicks, and banner ads with 1,644,132 impressions/1814 clicks. Together, these delivered almost 65,000 more impressions than planned. KDOT purchased advertising in movie theaters on a total of 82 screens in 9 cities across the state. These ads rotated two 30-second spots prior to every movie for four weeks, plus the ads were shown on lobby screens in each theater, for a total of nearly 600,000 impressions. An innovative “frozen billboard” concept was utilized for the first time, featuring wrapped ice chests outside of 15 Kansas liquor stores to target drivers immediately prior to alcohol consumption. Funding from this contract was also used for printing DUI brochures (English and Spanish), plus advertising for Country Stampede, as well as ads for the weekly broadcast of high school football games on a Topeka radio station.



# Pedestrian & Bicycle Safety

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## Strategies

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

## Project Summaries

### Section 402

#### **PS-0932-13**

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

**\$2,854**

Traffic Safety worked in close collaboration with Safe Kids Kansas to fill orders for 9,500 zipper pulls in support of “Walk Your Child to School Day” in October. In addition, Traffic Safety produces two-sided laminated bicycle safety instructional hang tags. In 2013, 7,595 of these cards were distributed to bicycle shops, sponsors of bicycle rodeos, schools and others.

#### **PS-1131-13**

#### **Bike Helmets**

**\$14,968**

KDOT partnered with the Kansas Department of Health and Environment to promote bicycle helmet use. Local Kansas agencies were encouraged to apply for free helmets to be distributed in conjunction with their bicycle safety events. A total of 1,665 helmets were purchased and distributed statewide.



# Police Traffic Services

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## Strategies

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

## Project Summaries

### Section 402

#### **PT-0938-13**

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

**\$11,915**

These funds enabled KDOT to send three advocates to Lifesavers Conference and bring in a speaker for the Crime Victims Conference held in Wichita. Several persons involved with the Topeka Municipal Court attended the DUI Court Training academy in Springfield, MO in September 2013.

#### **PT-LELs-13**

#### **Law Enforcement Liaison**

**\$169,714**

KDOT continued its contracts with two full-time and one part-time law enforcement liaisons (LELs) in an effort to promote strong traffic enforcement activity among the almost 400 diverse local law enforcement agencies across Kansas. They are also instrumental in promoting, and consulting on, KDOT's highly successful student-driven SAFE (Seatbelts Are For Everyone) program to high schools and their attendant law enforcement agencies.

#### **PT-0931-13**

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

**\$240,793**

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

#### **PT-1711-13**

#### **Driving Simulator**

**\$83,600**

Traffic crashes are one of the leading causes in officer deaths. In cooperation with the Kansas Law Enforcement Training Center, KDOT purchased a driving simulator that will safely aide law enforcement in traffic maneuverability and pursuit training. The KLETC contributed an additional \$40,000 towards this purchase.

### Section 406

#### **PT-1710-13**

#### **Kansas Highway Patrol Radars**

**\$420,000**

These funds allowed the Kansas Highway Patrol to purchase 185 radars for use statewide. These new units allowed for the KHP to resume aggressive, high-visibility enforcement of posted speed limits throughout the state and further the mission of reduced death and injury through traffic enforcement. This purchase of 185 units, coupled with the 260 units purchased in FFY 12, brings the new radar total to 445 units and should equip the state's largest traffic unit with radars for a considerable amount of time.

# Roadway Safety

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## Strategy

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

## Project Summaries

### Section 402

#### **RS-0618-13**

#### **Lochner Consultants**

**\$72,492**

The Traffic Engineering Assistance Program (TEAP) provides local governments assistance with traffic studies. In 2013, TEAP addressed several areas of local concern with eight traffic studies in the state.

#### **RS-1406-13**

#### **Kansas State University**

**\$95,720**

The Traffic Assistance Services for Kansas (TASK) program provides economical training for Kansas public employees who have traffic safety responsibilities. In 2013, 157 local officials were trained at several different sessions across the state.

#### **RS-1618-13**

#### **TranSystem Corporation**

**\$74,891**

The Traffic Engineering Assistance Program (TEAP) provides local governments assistance with traffic studies. In 2013, TEAP addressed several areas of local concern with eight traffic studies in the state.

#### **RS-2618-13**

#### **Parsons Brinckerhoff, Inc.**

**\$21,437**

The Traffic Engineering Assistance Program (TEAP) provides local governments assistance with traffic studies. In 2013, TEAP addressed several areas of local concern with three traffic studies in the state.





Trozzolo Communications Group (TCG) worked closely with KDOT in the planning of a comprehensive media campaign. TCG coordinated all of the media buys and two media events for the enforcement mobilizations, developed the earned media releases, and provided detailed evaluations on all media buys. They also executed a Distracted Driving Awareness outdoor campaign. With guidance from the Motorcycle Safety Task Force, they implemented the outdoor media for Share the Road, along with a supplemental radio and TV ad campaign. TCG managed the social media for Facebook and Twitter on a daily basis. TCG has assisted in setting up meetings with Sporting KC, as well as other sports marketing opportunities.

An attitude and perception survey was conducted in August 2013 to measure the opinions and attitudes of the public concerning driving and safety. There were 902 respondents, with appropriate representation of gender, age, and racial origin. The results, which will assist KDOT in tailoring its messages, are as follows:

1. In the past 60 days, how many times have you driven a motor vehicle within two hours after drinking alcoholic beverages? The overwhelming majority (93%) was “zero.”
2. In the past 30 days, have you read, seen or heard anything about drunk driving enforcement policy? Responses to this were almost evenly split, with 45% saying no, and 55% yes.
3. What do you think the chances are of someone getting arrested if they drive after drinking? Would you say always, nearly always, sometimes, seldom or never? 53% of the respondents said sometimes, and 1% said never. The responses for always, nearly always and seldom were fairly-evenly divided at 10%, 16%, and 18%, respectively.
4. How often do you use safety belts when you drive or ride in a car, van, sport utility vehicle or pick up? Would you say always, nearly always, sometimes, seldom or never? The vast majority of respondents answered that they always (81%) or nearly always (13%) used safety belts.
5. In the past 60 days, have you read, seen or heard anything about seat belt law enforcement by police? Of the respondents to this question, 53% said they had seen the messages.
6. What do you think the chances are of getting a ticket if you don't wear your safety belt? Would you say always, nearly always, sometimes, seldom or never? 14% said always, 17% nearly always, 40% sometimes, 27% seldom, and only 2% said never.
7. On a local road with a speed limit of 30 mph, how often do you drive faster than 35 mph? Would you say most of the time, half of the time, rarely or never? Rarely (49%) and never (32%) were the leading answers, with most of the time at 6%, and half of the time at 11%.
8. On a local road with a speed limit of 65 mph, how often do you drive faster than 70 mph? Would you say most of the time, half of the time, rarely or never? Again, rarely (38%) and never (46%) were the leading answers, with most of the time at 7% and half of the time at 9%.
9. In the past 30 days, have you read, seen or heard anything about speed enforcement by police? This year, 66% said no, and 34% said yes.
10. What do you think the chances are of getting a ticket if you drive over the speed limit? Would you say always, nearly always, sometimes, seldom or never? Sometimes (53%) and nearly always (23%) were the leading answers, with 10% responding always, 12% seldom, and 1% saying never.

**Section 1906**

**RP-1911-13**

**Racial Profiling Training - KLETC**

**\$86,158**

KDOT provided support to the Kansas Law Enforcement Training center to develop and implement on-line training for all Kansas law enforcement. The curriculum has been completed and is currently in the second round of testing.

**RP-1921-13**

**Racial Profiling Attorney General's Office**

**\$72,781**

The Attorney General's office hired a retired judge to provide racial profiling training for law enforcement and citizens around the state. Additionally, this position investigated 26 complaints of racial profiling filed with the Attorney General's office.

**RP-1922-13**

**Dr. Michael Birzer**

**\$13,200**

Dr. Birzer completed the first survey addressing racial profiling in the state. This contract provides funding for his follow-up research after the implementation of several programs and the racial profiling task force final report.

# Traffic Records

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## Strategies

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

## Project Summaries

### Section 408

#### **TR-2111-13**

#### **Central Citation Repository**

**\$116,500**

Many law enforcement agencies submit citations electronically to their local records management system or local court. This project is designed to manage and create a central location for all citations processed and disseminated in the state. A central citation repository will provide valuable data to law enforcement, prosecutors and investigators across the state.

#### **TF-4021-13**

#### **Project Consultant**

**\$3,150**

Soos Creek Consulting provided project oversight, administered a strategy session for the TRCC and assisted in gathering performance measures for our data application.

## State Funds

The TRCC administers the state funded Traffic Records Enhancement Fund. The total funding expended in FFY 13 for projects totaled \$47,316. Projects included software support and enhancements/maintenance to the Traffic Records System.

## State of Kansas Annual Report Cost Summary-FFY 13

Program Area	State Match	Expenditures	Federal Share to Local
Planning and Administration	\$17,600	\$17,554	
Alcohol		\$265,288	
Motorcycle Safety		\$7,169	
Occupant Protection	\$200,000	\$1,108,019	\$629,000
Paid Media		\$535,106	
Pedestrian and Bike		\$17,822	
Police Traffic Services	\$630,000	\$510,503	\$510,500
Roadway Safety		\$264,540	\$200,000
Safe Communities		\$542,600	
Youth Alcohol		\$61,037	
<b>Total Section 402</b>	<b>\$847,600 (20%)</b>	<b>\$3,329,639</b>	<b>\$1,339,500 (40%)</b>
405 Occupant Protection	\$34,200	\$102,327	
406 Safety Belt Performance		\$595,793	
408 Traffic Records	\$30,000	\$119,650	
410 Impaired Driving	\$933,000	\$932,857	
2010 Motorcyclist Safety		\$212,553	
2011 Booster Seat Incentive	\$372,000	\$371,118	
1906 Prohibit Racial Profiling	\$50,000	\$172,139	
<b>Total Other Sections</b>	<b>\$1,419,200</b>	<b>\$2,506,437</b>	
<b>Grand Total</b>	<b>\$2,266,800</b>	<b>\$5,836,076</b>	