

State of Kansas

Annual Performance Report FFY 2020

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The FFY 2020 Kansas Annual Performance 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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2020 EXECUTIVE SUMMARY

This FFY 2020 Annual Performance Report describes the progress and outcomes in the Kansas highway safety program. This report will detail activities conducted utilizing federal funding from Moving Ahead for Progress (MAP-21) and Fixing America's Surface Transportation Act (FAST). Coupled with Section 402, this report will detail activities tied to specific program areas in Section 405 outlined in MAP-21 and the FAST Act.

Utilizing the NHTSA protocol, Kansas recorded an adult seat belt rate of 85% in 2020. This is the same percentage when compared to the 2019 observation number.

The Special Traffic Enforcement Program (STEP) subsidized the overtime personnel cost of four state-wide overtime enforcement campaigns and five other, more targeted, local and regional enforcements by 107 state and local Kansas police agencies. In the course of more than 21,000 law enforcement stops officers recorded more than 11,000 citations and arrests. Included were 4,258 speeding tickets; 340 arrests for DUI; 234 child passenger restraint citations; 140 teen restraint citations and 6,418 adult seat belt tickets.

Traffic Safety Section partnered again with the Kansas Highway Patrol to mount a comprehensive overtime fatality reduction program which generated 19 DUI's, 3,014 speeding citations and 343 occupant restraint citations in the course of nearly 5,000 public stops.

In FFY 20 many of the Kansas City Metro STEP agencies, Sedgwick County and the city of Wichita continued their participation in the Aggressive/Inattentive Driving Enforcement Campaign during the summer months. This special enforcement produced more than 4,000 citations being issued and 41 DUI arrests. Of note there were 3,300 speeding citations of which 30 citations were issued for speeding 31+ miles an hour over the speed limit, 323 for 21-30 miles an hour over the speed limit, and 1,107 for 10-20 over the speed limit. In addition, this additional effort recorded 845 occupant protection citations on almost 7,000 vehicle stops.

New in FFY 20, the state of Kansas partnered with other NHTSA Region VII states in a speed and occupant protection media and enforcement campaign in July. This campaign targeted the aggressive speeder and those drivers and passengers that were not properly restrained. Enforcement activity is included in the total STEP numbers referenced earlier in the executive summary. Another new initiative this year included a paid media campaign targeting pick-up truck drivers and promoted the importance of seatbelt use in the first part of May. Additionally, KDOT produced an impaired driving media campaign centered on the 4th of July in 2020. Due to COVID, this was a media only awareness campaign. Other new media campaigns included: distracted driving in April and a Kansas specific speed campaign in June.

The Impaired Driving Deterrence Program (IDDP) supported overtime enforcement by 16 county and municipal police agencies and resulted in more than 2,500 driver contacts during seven check lanes and 93 saturation patrols, which combined to net 85 DUI arrests and 35 arrests for drug possession.

The Kansas Highway Patrol (KHP) was available to assist with check lanes and provide additional roving DUI saturation patrols through the Roving Aggressive Violation Enforcement (RAVE) grant from KDOT. RAVE enforcements were down significantly with only 13 deployments in 2020 due to many large events normally patrolled being cancelled due to COVID. In comparison there were 44 mobilizations in 2019. There were 61 DUI arrests made in 2020 and more than 2,500 enforcement contacts. RAVE saturation deployments and sobriety checkpoints were conducted in counties listed in the Top 20 Statewide DUI crash locations. These deployments resulted 1,556 traffic stops; 1,370 Hazardous Moving citations; 207 Standard Field Sobriety Tests (SFST's) administered; 159 PBT's being given; 23 MIP arrests; 23 Open Container arrests and 12 felony arrests. There were 736 hours of enforcement, down from 1,865 hours the previous year.

The new Ignition Interlock Device (IID) program was operational the full fiscal year with two new Troopers assigned as Statewide Coordinators. Together they provided training to local law enforcement agencies on how to enforce IID statutes and court mandated usage. The troopers did 150 field checks of required IID mandated users to train local law enforcement officers on how to visually inspect and confirm there is no circumvention.

The Nighttime Seatbelt Enforcement Program (NSEP) supported overtime enforcement by two police agencies over the course of 66 hours and more than 100 enforcement contacts. This activity resulted in 64 occupant restraint citations and number other arrests and citations.

New in 2020, was a partnership with the Kansas City Kansas police department and KDOT. This grant provided overtime for the KCK police department and this effort produced more than 700 law enforcement stops, 453 speeding citations, six DUI arrests and more than 100 occupant protection citations.

Each year the Kansas Highway Safety Office sponsors two statewide occupant restraint enforcement activities which are non-contractual and purely voluntary on the part of participating agencies. The first is a one-week enforcement – as close to Halloween as possible – which focuses on elementary and middle school neighborhoods. It is appropriately named Ticket or Treat. Police agencies are asked to contribute at least one hour during the enforcement period, broken out as 30 minutes before school and 30 minutes after. In October of 2019, 102 agencies responded, and in 967 hours, their 439 participating officers wrote 100 child/ teen, and 1,264 adult restraint citations, 156 speed citations as well as 361 other citations. The second enforcement opportunity focuses on high school neighborhoods during the last week of February through the first week of March. The expectation is the same: a minimum of one hour broken out between morning and afternoon. This year, the campaign engaged the efforts of 404 officers from 103 agencies and produced 45 child, 46 teen, and 525 adult restraint citations, along with 470 other citations and arrests. Importantly, these campaigns have drawn participation from agencies which have in the past shied away from participating in a more formal manner with the Highway Safety Office. In that respect, they have served as a gateway, of sorts, to more substantively informal and even formal relationships.

Kansas consists of 82,277 square miles, making it difficult for KDOT personnel to be in all the places needed to effectively reach the public with our traffic safety programs. The Kansas Traffic Safety Resource Office (KTSRO) has lightened this load by providing expertise to each program area. With a staff of nine and ½ full time employees, they represent KDOT in the outreach to minorities, large employers, child passenger safety advocates, motorcyclists, and law enforcement. They are responsible for the continued success of the SAFE (Seatbelts Are For Everyone) Program. The KTSRO hosts an Adobe Connect platform, enabling hundreds to take advantage of on-line meetings and trainings. They maintain a user-friendly website, keeping information current and relevant to the public. With one employee totally dedicated to communications, KTSRO maintains a presence on social media pages, as well. They also act as a distribution center, sending thousands of brochures and posters to safety advocates throughout the state.

The Traffic Records Coordinating Committee (TRCC) continues to move forward. 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 electronic submission of crash reports to KDOT. Currently there nearly 179 agencies authorized to submit crash reports electronically which represents more than 57% of the total crash reports received. The crash mapping project was continued in FFY20 and is making great strides to provide tools to engineers and other safety staff in our mission of identifying areas where low-cost safety improvements or other efforts can reduce crashes or the severity of those involved in crashes. New for 2020 was the beginning phases of the creation of new Traffic Records System. This system is being designed to replace the existing web portal used to receive electronic crash reports. The new system will accommodate inputs

from both Kansas Law Enforcement System and private vendors submitting crash reports. This will greatly expand the number of electronic reports, increase the timeliness of the report availability and decrease the number of reports that are sent to us for data input. FFY 20 also laid the groundwork for capturing roadway inventory. This project will be invaluable as the state continues to use and expand the data used to target hard and soft side safety opportunities.

In FFY 2020, the Traffic Safety Resource Prosecutor program provided a three day “Lethal Weapon” in-person training with 50 participants who were trained on preparing a case for DUI prosecution where there is a crash. Additionally, one two-day DUI Prosecutor Boot Camp training which was held virtually for the first time. This is down from three the previous year because of COVID quarantines and restrictions of gathering numbers. The TSRP provided 110 unique DUI/DID technical assistant requests for law enforcement and prosecutors, only down four from last year. The TSRP co-hosted the 14th Annual “Kansas DUI Prosecutor Conference” in October 2019 held again in Wichita. This seminar was attended by over 175 participants. The TSRP distributes newsletters to over 700 people every week to law enforcement and prosecutors across Kansas. The TSRP worked to keep all prosecutors up to date on new court decisions concerning DUI and other traffic issues. The Kansas TSRP program is well respected and continues to make an impact on DUI prosecutions and in Kansas. There are two authorized TSRP positions but for FFY2020 only one position has been filled and the other position is still actively advertised.

KDOT was 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 2020, there were nine active teams that include: Data, Occupant Protection, Roadway Departure, Intersections, Teen Drivers, Local Roads, Older Driver, Pedestrian and Cyclists 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.

Again in 2020, Kansas participated in a multi-state (Kansas did media only with no enforcement because of COVID) media mobilization to jointly address the continuing challenge of high numbers of crash fatalities and serious injuries across the nation. Participants in this mobilization included the five states of NHTSA Region 7. This year, the theme was Drug Impaired Driving (DID)-related. The campaign began on April 13 and concluded on April 26th, running one week longer than FFY2019. This time period is known to the cannabis culture as “Weed Day” occurring annually on 420. The strong media message across Kansas used traditional television and radio but also employed outdoor digital billboards, social media and other new media formats. Nearly 80,000 spots were played on television during this period by 29 stations. Radio broadcasted nearly 1,700 messages, some with DJ endorsements which are very valuable in this market segment.

The state of Kansas is continuing its efforts focused on roadside drug testing. In FFY2020, the Impaired Driving Emphasis Area Team spent some time gathering procedures and protocols from other states and has finished working on procedures for Kansas. Two statute changes had to occur which were finalized, the first was wording changes to allow oral fluid preliminary testing. The second was to assign instrument certification to the KBI. Currently there are discussions between the Kansas Attorney General, Director of the KBI, and the Superintendent of the Highway Patrol on how to best manage a non-evidential instrument and statute requirement. There have been agencies identified to conduct field studies with officers to confirm the preliminary validation study. With these recent changes the Oral Fluids Study will move forward. In FFY2021, a select number of Drug Recognition Experts will be provided a roadside testing device. These devices will provide drug impaired driving data and confirm officer observations.

2019 Actual vs 2020 Performance Targets

	Core Outcome Measures	2011-15 Baseline*	2017 Actual	2016-20 Projection*	2020 HSP Target	2019 Actual	Progress
C-1	Number of Traffic Fatalities (FARS)*	355	461	411	411	411	Prog
C-2	Number of Serious Injuries (KCARS)*	1,195	1,027	916	907	1,160	Not Prog
	Serious Injury Rate per 100 million VMT (KCARS)*	3.808	3.188	2.777	2.750	3.619	Not Prog
C-3	Fatalities/VMT (FARS/FHWA)*	1.13	1.43	1.26	1.25	1.28	Not Prog
	Rural Fatalities per 100 million VMT (FARS/FHWA)*	1.842	2.061	1.827	1.791	1.714	Prog
	Urban Fatalities per 100 million VMT (FARS/FHWA)*	.48	.84	.635	.623	.879	Not Prog
C-4	Number of unrestrained fatalities all positions (FARS)	127	169	171	170	137	Prog
C-5	Number of Fatalities in Crashes Involving a Driver or Motorcycle Operator, with BAC of .08 or higher (FARS)	82	102	98	97	91	Prog
C-6	Number of speeding fatalities (FARS)	104	104	104	103	111	Not Prog
C-7	Number of motorcyclist fatalities (FARS)	56	56	70	69	41	Prog
C-8	Number of un-helmeted motorcyclist fatalities (FARS)	32	32	42	41	28	Prog
C-9	Number of Drivers, 20 and Under, Involved in Fatal Crash (FARS)	54	54	56	54	51	Prog
C-10	Number of pedestrian fatalities (FARS)	24	33	46	45	16	Prog
C-11	Number of bicycle fatalities (FARS)	3	5	3	2	8	Not Prog
	Core Behavior Measure						
B-1	Observed seat belt use (FFY 20 State Survey)	82	84	83	86	85	Not Prog
	FFY 20 Activity Measures						
A-1	Number of seat belt citations issued during grant-funded activities						8,282
A-2	Number of impaired driving arrests made during grant-funded enforcement activities						648
A-3	Number of speeding citations issued during grant-funded enforcement activities						11,630
	Kansas Specific Measures						
	Distracted Driving Crashes (KCARS)	16,480	16,255	17,892	17,713	16,949	Prog

* 5-year moving average

** All rate calculations are 2019 actual number and 2018 VMT rates

Progressing Towards Targets (Actual 2019 is even or improvement when compared to 2016-2020 Projection)

Based upon actual 2019 numbers, the state of Kansas is progressing in meeting the 2020 targets in fatalities (C-1), number of unrestrained fatalities (C-4), rural fatality rate, unrestrained fatalities (C-4), number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 or higher (C-5), motorcycle fatalities (C-7), unhelmeted motorcycle

fatalities (C-8), number of drivers, 20 and under involved in fatal crashes (C-9), pedestrian fatalities (C-10) and the Kansas specific measure Distracted Driving Crashes.

Not Progressing Towards Targets (Actual 2019 is not positively progressing from 2016-2020 Projection)

The definition of serious injuries changed in 2019 to suspected serious injuries. This change caused a significant change in the number of serious injuries reported to the state. It may take several years to produce stable and reliable baseline information.

The state will work to increase paid media and education in the areas of: number of serious injuries (C-2), serious injury rate, fatality rate (C-3), urban fatality rate, speeding fatalities (C-6), bicycle fatalities (C-11) and observed seat belt use (B-1).

Planning and Administration

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-0918-20

Traffic Safety Section Staff Travel & Training Costs

\$10,929

These funds allowed Section staff to attend many training opportunities, including the Governor's Highway Safety Association Board Meetings, GHSA dues and safety coalition meetings across the state, travel to contract monitoring sessions, and other Section-sponsored events.

Alcohol

Strategies

- Provide Evidentiary Breath Testing Instruments to local law enforcement agencies across Kansas.
- Provide locals with training and resources for conducting sobriety checkpoints.
- Recruit additional local participation in the Impaired Driving Deterrence Program (IDDP).
- Increase funding of paid media dedicated to reducing impaired driving and teen access to alcohol.
- Underwrite education and training 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.
- Increase the number of Advanced Roadside Impaired Driving Enforcement (A.R.I.D.E.) certified officers in the state concentrating on areas where there are higher than average occurrences of alcohol/drug related crashes.
- Provide education for high school students on the dangers of impaired driving.
- Provide materials and activities aimed at pre-teen prospective drivers (ages 12-14) to begin educating them about the risks of alcohol and drug use and its negative impact on safe driving.
- Explore legally permissible cutting-edge technologies for Drug Impaired Driving such as the Oral Fluids Testing Instruments.
- Provide statewide training to local law enforcement and prosecutors on Ignition Interlock Device enforcement and prosecution to reduce DUI recidivism.

Project Summaries

Section 402 Youth Alcohol

YA-0969-20

Underage Drinking PI&E

\$7,049

This funding source continued the effort associated with KDOT's underage drinking tip line and web site. These include: 1) AT&T user fees for automatic greeting, switched toll-free routing, and two dedicated voice lines out of the Kansas Highway Patrol Central Dispatch Center for the 1-866-MUST-B-21 underage drinking tip line; 2) fees for primary and alternate domain names for the 866MUSTB21 web site; and 3) annual fee for services of web site builder, Squarespace.

YA-1140-20 **Teen Angel** **\$23,500**
This initiative was mounted by Overland Park Police Department to enforce underage alcohol laws. This year with COVID, all enforcements ceased in March and April and were limited in May and June. The enforcements ran July through August. Even with COVID participating officers worked 515 overtime hours, typically in pairs during 5-6-hour shifts. Enforcement included 109 traffic stops, 372 subjects contacted, 62 subjects arrested, and 70 cited for various violations.

YA-2227-20 **ABC Underage Drinking Enforcement** **\$13,826**
In 2019, the Potawatomie Co Stampede moved from Tuttle Creek State Park to Heartland Park in Shawnee county and re-named Heartland Stampede. COVID caused officials to cancel the 2020 Heartland Stampede and cease enforcements at public gathering areas (for example county fairs) and sporting events (for example Kansas State University football games). Prior to COVID, Alcoholic Beverage Control (ABC) agents and Salina police officers conducted controlled-buy operations in Salina Clean Sweep and visited 80 establishments which generated eight (8) criminal citations and ten (10) administrative violations. This operation demonstrated a 90% compliance with liquor laws.

Section 405(d)

AL-2300-20 **Fake ID** **\$4,626**
Fake ID 101 is a project based on the High Visibility Enforcement (HVE) – or “Click it. Or Ticket” – philosophy. This innovative program combines education along with enforcement and media to build public awareness of the issues surrounding underage drinking in a specific area. The project targets university towns, utilizing a coalition of university staff and students, alcohol retailers, police, and local media representatives to build awareness of the seriousness of using false I.D. as well as the consequences of underage alcohol and other drug use. Education tactics utilizing a variety of innovative approaches, coupled with media campaigns and joint actions by law enforcement task forces – local and ABC – have demonstrated over and over the effectiveness of the Fake I.D. program. During 2019 ABC agents along with police officers from the University of Kansas Police Department and the Lawrence Police Department engaged in liquor store surveillance and bar checks which yielded the citation of seventeen subjects for various charges such as Possession of a Fake Identification and Possession of Alcohol by a Minor. Violations were found at four of the five checked establishments, but no Administrative citations were issued.

AL-4700-20 **Impaired Driving PI&E** **\$240**
This grant paid for website hosting renewal of www.1866MustB21.com website.

AL-0841-20 **KDHE – Breath Testing Training** **\$10,000**
Personnel from the Kansas Department of Health and Environment were able to travel the state providing training and materials for law enforcement on the proper use of breath testing equipment with this grant.

AL-IDDP-20 **Law Enforcement IDDP Patrols** **\$63,874**
The Impaired Driving Deterrence Program (IDDP) subsidized overtime enforcement by 16 county and municipal police agencies and resulted in 2513 driver contacts during 4 check lanes and 71 saturation patrols. These combined to net 85 DUI arrests, 18 MIP arrests, 36 TOC citations, and 35 arrests for drug possession. In addition, these late-night enforcements accounted for 663 other citations/arrests.

AL-9102-20 **Kansas Highway Patrol R.A.V.E. Program** **\$44,824**
The Kansas Highway Patrol (KHP) restructured the Roving Aggressive Violation Enforcement (RAVE) Program in Federal Fiscal Year (FFY) 2019 by moving it under the command of the Breath Alcohol Unit. The goal was to concentrate on Driving Under the Influence (DUI) problem areas identified through statistics showing which

counties have the highest rate of DUI crashes. COVID and the resulting shutting down of our roadways substantially restricted the ability to conduct RAVE enforcements. In FFY20 KHP conducted 13 RAVE deployments resulting in 1,556 public contacts, 736 hours of enforcement, and 657 citations issued as compared to FFY19 when KHP conducted 44 RAVE deployments, made 3,413 public contracts, issued 1,447 citations, and conducted 1,865 hours of enforcement.

AL-9106-20

Kansas Highway Patrol Breath Alcohol Unit

\$587,830

The Breath Alcohol Unit (BAU) provided support resources for local sobriety checkpoints and saturation patrols. In addition, the BAU provided support for the statewide Standardized Field Sobriety Testing (SFST) and Advanced Roadside Impaired Driving Enforcement (ARIDE) training programs. The SFST advisory panel met twice during the contract year to coordinate statewide improvements to the program. Training in SFST, ARIDE, Preliminary Breath Testing and the Intoxilyzer 9000 strengthened the detection and apprehension skills of the officers, both during sobriety checkpoints and in other targeted traffic enforcement. In 2020 the SFST Kansas Guidebook was studied and slightly revised to help provide better probable cause for Driving Under the Influence of Drug (DID) cases. Regarding DID arrests, more information has been added to officer training to interpret better what the signs of drug impairment vs. alcohol impairment are so that the SFST test can be used for either or both substances.

The Kansas Highway Patrol (KHP) was available to assist with check lanes and provide additional roving DUI saturation patrols through the Roving Aggressive Violation Enforcement (RAVE) grant from KDOT. RAVE enforcements were down significantly with only 13 deployments in 2020 due COVID and many large events normally patrolled being cancelled. In comparison there were 44 mobilizations in 2019. There were 95 DUI arrests made in 2020 which is a 29% increase over 2018 before RAVE was restructured by KHP to produce more proactive DUI arrests. RAVE saturation deployments and sobriety checkpoints were conducted in counties listed in the Top 20 Statewide DUI crash locations. These deployments resulted 1,556 traffic stops; 1,370 Hazardous Moving citations; 207 Standard Field Sobriety Tests (SFST's) administered; 159 PBT's being given; 23 MIP arrests; 23 Open Container arrests and 12 felony arrests. There were 736 hours of enforcement, down from 1,865 hours the previous year.

The BAU also coordinates the statewide Drug Recognition Expert Program (DRE) and the Advanced Roadside Impaired Driving Enforcement (ARIDE) program. Fourteen law enforcement personnel attended DRE Certification Training in California in 2020, up from nine in 2019. This brings the total of DREs in Kansas to 83 representing 34 law enforcement agencies. These DRE's did an outstanding job in 2020 which is outlined next. For comparison, in 2018 there were 289 evidentiary tests completed and in 2019 there were 393 DRE evidentiary evaluations. In 2020 there were 559 which is the most ever in Kansas and puts Kansas in the top 5 states of evaluations per DRE evaluators. In addition, there were 118 training evaluations for a total of 677 DRE evaluations in 2020. Some highlights of the evaluations showed there were 98 positive results for stimulant and 40 testing positive for depressant. There were 32 positive tests for Narcotic Analgesic and 94 for Cannabis. Of all the evidentiary test administered the DRE ruled no evidence of impairment in 32 cases.

KHP completed 56 basic refresher SFST 4-hour classes for students already trained in SFST and through them trained 793 law enforcement students. They completed 29 basic SFST courses for new students which had 549 law enforcement students graduating. They put on three A.R.I.D.E. classes graduating 26 law enforcement students. The BAU supported the Prosecuting Attorney/Law Enforcement DUI Seminar held in Wichita with 175 in attendance. The seminar covered various topics ranging from toxicology issues to alcohol influence report writing. The BAU hosted one Drug Recognition Expert schools which graduated 14 new DRE practitioners. They continued training on DAX Evidence Recording Devices for Gaze Nystagmus observations on DUI and DID arrests which was expanded in 2020 by cooperating grants with KDOT and AAA Kansas. Through the grant, KDOT purchased six units and AAA Foundation purchased two additional units.

AL-9109-20

Ignition Interlock Statewide Coordinator Program

\$271,691

The Kansas Highway Patrol, in conjunction with the Kansas Department of Transportation, has completed a full year of work under this new Statewide Coordinator grant. The vision of this grant is to train and educate Kansas law enforcement on how to effectively enforce ignition interlock requirements roadside and complete to begin systematically investigating non-compliant offenders utilizing two funded trooper positions. The investigations will be done to teach local law enforcement officers how to develop protocols and policies for enforcement of Court Ordered IID's.

FFY 2020 was disrupted by the worldwide COVID pandemic. This inhibited the agency's ability to educate in a classroom setting. Nonetheless Intoxilyzer 9000 trainings, the 2020 Annual Impaired Driving Conference and many other online venues allowed Troopers Nuss and Crump to educate law enforcement and other stakeholders on the importance of the IID program and its requirements. Trooper Nuss was formally recognized for his efforts in educating DUI offenders in conjunction with MADD. One convicted DUI offender contacted the Patrol and thanked Nuss and the Patrol for his message.

Approximately 150 ignition interlock offenders were investigated and/or contacted by Troopers Nuss and Crump with local law enforcement being trained with the contacts. Vendors, citizens, and law enforcement have begun reporting non-compliant offenders to KHP and the most egregious are investigated by referral to local agencies. One offender, who was convicted of manslaughter and sentenced to prison due to a DUI crash, was investigated and stopped two times in two separate counties for driving without a device. This has resulted in one conviction for driving without IID and will likely result in another. The offender finally installed a device in the vehicle he drives to work and is still under surveillance due to his penchant for driving and drinking in a second vehicle on weekends. Stopping this negative behavior and encouraging compliance is the goal of the unit and the grant.

Two 2020 Dodge Durango's were purchased and are being used to facilitate these statewide training seminars.



AL-9407-20

Traffic Safety Resource Prosecutor

\$161,502

In FFY 2020, the Traffic Safety Resource Prosecutor program provided a three day "Lethal Weapon" in-person training with 50 participants who were trained on preparing a case for DUI prosecution where there is a crash. Additionally, one two-day DUI Prosecutor Boot Camp training which was done virtually for the first time. This is down from three the previous year because of COVID quarantines and restrictions of gathering numbers. The TSRP provided 110 unique DUI/DID technical assistant requests for law enforcement and prosecutors, only down

four from last year. The TSRP co-hosted the 14th annual “Kansas DUI Prosecutor Conference” in Wichita in October 2019 which was attended by 175 law enforcement and prosecuting attorneys from across the state. The TSRP distributes newsletters to over 700 people every week to law enforcement and prosecutors across Kansas. The TSRP worked to keep all prosecutors up to date on new court decisions concerning DUI and other traffic issues. The Kansas TSRP program is well respected and continues to make an impact on DUI prosecutions and in Kansas. There are two authorized TSRP positions but for FFY2020 only one position has been filled and the other position is still actively being advertised.

Motorcycle Safety

Strategies

- Promote safe motorcycle driving initiatives.
- Promote motorcycle awareness activities.
- Promote impaired riding prevention initiatives.

Project Summaries

Section 405(f)

MC-4800-20

Motorcycle Safety PI&E/Media Campaign

\$44,958

In 2020, KDOT placed display messages on 22 outdoor boards across the state. This outdoor campaign featured digital display as well as static vinyl billboards during the 31-day campaign. At the end of the campaign timeframe the campaign had generated over 29,441,956 impressions with 13,466,836 provided as added value. Many static billboards are still on display today at no cost to the Kansas Department of Transportation.

MC-4801-20

Kansas Traffic Safety Resource Office

\$12,375

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. KTSRO also utilized NHTSA’s marketing materials on the DriveSafeKansas social media platforms.



Occupant Protection

Strategies

- Provide statewide occupant protection public education and information through media campaigns in conjunction with law enforcement mobilizations and special corridor activities – English and Spanish.
- Provide statewide media awareness campaign on occupant protection.

- Continue to provide Child Safety Seats statewide in recognized distribution/inspection stations for low-income families.
- Continue Adult/Child Safety Belt Surveys, and Boosters to Belts education statewide through presentations, brochures etc.
- Support Child Passenger Safety (CPS) Training using the current NHTSA standardized curriculum.
- Use seatbelt survey results to target problem areas of the state.
- Continue expansion of the high school SAFE (Seatbelts Are For Everyone) program.
- Continue to promote awareness of Primary Seat Belt Law passed in 2010.

Project Summaries

Section 402

OP-0916-20 **OP Survey Consultant** **\$39,174**
 KDOT contracted with Dan Schulte to provide additional data analysis and assist the state in the administration of our statewide observational surveys and high school surveys. Additionally, Mr. Schulte also provided data support for our Highway Safety Plan, Problem Identification and Performance Measures.

OP-0930-20 **Public Information and Education** **\$1,774**
 These funds were used for the annual Spring law enforcement recruitment lunches for the Special Traffic Enforcement Program. The recruitment lunches were significantly reduced in 2020 due to COVID.

OP-1306-20 **Child Passenger Seat Distribution** **\$94,413**
 More than 1,640 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.

Section 405(b)

OP-1188-20 **KDHE Safe Kids** **\$41,329**
 Safe Kids Buckle Up stresses the importance of properly using age-appropriate restraints whenever riding in a motor vehicle. The KDHE Safe Kids program is designed to increase the number of children properly protected with child safety seats through inspections conducted by certified Child Passenger Safety Technicians, by making no cost or low-cost car seats available to low-income families in Kansas. This contract provided funds for the Safe Kids Buckle Up program by reimbursing costs for child passenger safety check-up events statewide. Funds for this program were expended for event supplies and signage for Child Passenger Safety Check Lanes and for the purchase of 346 child restraints (including several for Special-Needs children) for distribution. Several coalitions have inspection stations and most local Safe Kids coalitions accommodate one-on-one appointments for car seat checks. Funding was also used to provide working lunches for six Child Passenger Safety Technician (CPST) Trainings. There were 15 registered Safe Kids Buckle Up events.

The Bucks for Buckles program promotes the importance of seat belt use and is co-sponsored by State Farm. Each vehicle in which all occupants were properly restrained received \$1.00, while those who were unrestrained received educational materials (printed through this grant funding) about the effectiveness of wearing seat belts and using appropriate child restraints. The event was scheduled for August 29th through September 13th, 2020 but had to be canceled due to COVID.

- KTSRO offered a speaker's fee to SAFE programs whose high school students completed a Boosters to Belts presentation to their local elementary school. A total of 28 schools completed the presentations, reaching more than 5,400 elementary students.



OP-1316-20 **Seat Belt Survey** **\$170,360**
 Kansas recorded an 85 percent observed adult occupant protection rate in 2020. Women are more likely to be belted than men. Trucks, which account for a little more than one in five vehicles observed, produce a substantially lower belt use rate (81 percent) than other passenger vehicles (90-93 percent), and male truck drivers are the lowest single category of belt users (80 percent). About 92 percent of interstate drivers use their seat belts but local road drivers were buckled about 82 percent of the time. Similar to last year's observation: with a belted driver, about 98 percent of front passengers were also belted but if driver is not belted, only about 33 percent of front passengers were belted. Data collection to ascertain observed belt use among Kansas youth was severely impacted by COVID related school closures and stay-at-home orders across the state. As a result, the 2020 Child Survey was suspended, and no observations were conducted.

OP-1710-20 **Highway Patrol Rollover Fatality Reduction** **\$146,852**
 This project provided an overtime grant to the Kansas Highway Patrol. Troopers across the state targeted unbelted drivers and passengers and other traffic offenses.

OP-4500-20 **Highway Patrol Rollover/Convincer** **\$22,500**
 This project was used to purchase a new rollover for the Kansas Highway Patrol. Rollover units are housed around the state and used to provide educational demonstrations on the importance of seat belt use.

OP-NSEP-20 **Nighttime Seat Belt Enforcement** **\$2,620**
 The Nighttime Seatbelt Enforcement Program (NSEP) subsidized overtime enforcement with two police agencies over the course of 66 hours and 123 enforcement contacts. This activity resulted in 64 occupant restraint citations and many other arrests and citations.

State Funds

KDOT administers the Seat Belt Safety Fund. Total funding expended in FFY 20 totaled \$581,842. This funding was primarily used to support the teen traffic safety Seatbelts Are For Everyone (SAFE) Program.



Paid Media

Strategies

- Advertise seatbelt & impaired messages during sporting events at the state's three Division I colleges and other universities.
- Advertise at special events/venues in KS to reach target audiences for seatbelt and impaired messages.
- Continue and expand our media messages during the national mobilizations.
- Utilize media during specialized enforcement activities targeting all traffic safety areas.
- Continue motorcycle awareness media.
- Implement non-traditional media methods, such as banner ads on internet, gaming websites, social media and other alternative avenues for fan exposure.

Project Summaries

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.

Section 402

PM-1501-20

General Advertising

\$23,000

This funding was used to promote the Put the Brakes on Fatalities Day, distracted driving and the Work Zone Safety Campaigns targeting a reduction in crashes.

PM-1503-20

Blue Window and University Marketing

\$72,078

Through these contracts, KDOT reached their target audience where they can be reached most effectively: sporting and concert venues. This portion of the Blue Window contract covered topics such as distracted driving, teen driving issues, and speed.

PM-1516-20

Mid America Regional Council Radio

\$20,000

In 2020, MARC secured 699 radio and streaming audio spots in the Kansas City region to engage the target age group, 15-24, on the topic of distracted driving, seat belt use, aggressive driving, impaired driving and pedestrian safety. These spots were heard more than 1 million times over the campaign. MARC continued to promote their Facebook page and safe driving messages, increasing the number of people who like the page. The messages were seen nearly 1,729,000 times. Overall, messages were seen or heard nearly 2.3 million times, around 820,000 more impressions than the previous year.



Section 405(b)

OP-1475-20

Thanksgiving Click It. Or Ticket.

\$81,005

KDOT's media contractor, John Nohe & Associates LLC (JNA), ran a statewide TV, radio, digital and outdoor media campaign Monday, November 25 – Sunday, December 1 to promote the Click it. Or ticket. message. This campaign included 26 stations/cable affiliates and netted 1,222 television spots. For radio, JNA produced a statewide campaign on 30 stations delivering over 1,069 spots during this 7-day campaign. With the combination of 121 added value spots, DJ endorsements and live interviews we were able to gain additional added value that equated to \$9,676. Additional reach was established by incorporating OTT and connected television to the plan. This added 391,155 impressions during the week with 115,746 as added value. Pandora streaming radio was also incorporated in the plan with an additional 228,877 impressions. To extend the campaign digital video was also used with 259,246 impressions, and standard display banners, with 2,555,159 impressions delivered. On Facebook and Instagram, a combination of video and display was utilized. Total impressions delivered were 953,492. Finally, a message across the state was posted on 22 digital billboards. During this seven-day campaign more than 3.6 million impressions were delivered in Kansas City, Topeka, and Wichita DMAs.

OP-1475-20

Rural Truck Click It. Or Ticket.

\$186,751

New for this fiscal year, JNA in conjunction with KDOT, did a focused effort in rural areas of the state specifically targeting pick-up truck drivers with media and creative messaging. Between Friday, May 1 and Sunday, May 17, this targeted campaign included television, CTV, radio, streaming radio, digital banners, and social media. Television was accomplished with 24 partners to deliver 2,089 spots with 255 provided as added value. Traditional radio broadcast the message 4,738 times with 1,943 of those spots provided as added value. Social media was received on the radio stations, and DJ chatter as added value. An additional 1,912,598 impressions were added to our radio campaign with a statewide streaming campaign with 208,035 of those impressions as added value. Hulu and pre-roll digital video provided the sight, sound and motion for the campaign with 1,242,041 impressions, and an additional 56,872 impressions as added value. With digital display, a total of 7,672,117 was delivered with targeted impressions across the state and 855,627 as added value. Digital video/Pre-roll added another 508,992 impressions/completed views with 148,992 as added value. For social media JNA used a combination of Facebook and Instagram to reach over 664,704 users with over 1,730,635 impressions and 400,288 video views. This social media campaign was targeted to pick-up truck enthusiasts in rural zip codes of the state.

OP-1475-20

Memorial Day Click It. Or Ticket.

\$314,019

JNA placed 3,505 television spots state-wide with 464 as added value. 4,881 radio spots were purchased, including testimonials from popular disc jockeys. 1,685 of the radio spots were negotiated as added value. Television was extended with 1,354,485 impressions on Hulu and other OTT sources. 93,359 impressions on OTT were no-charge. 3,424,544 impressions were delivered through streaming radio with 263,941 delivered as added value. Through online banner ads, preroll video, and social media campaigns, 21,008,563 impressions were delivered, resulting in thousands of reactions, comments, and clicks to the KTSRO website. Social also reached 824,576 unique individuals in the state with over 6,523 clicks alone from those interactions.

OP-1475-20

Child Passenger Safety

\$148,521

For this campaign, JNA targeted adults that indexed high for “parents with kids at home”. The September 20th-September 26th buy featured 2,225 radio spots, including 617 at a negotiated zero or reduced rate; 2,054 TV/cable spots; Statewide CTV buy that added 910,000 impressions; streaming Pandora and Spotify buy that added 628,000 impressions; pre-roll video (more than 519,000 impressions); banner ads (nearly 4.6 million impressions); plus promoted spots on Facebook and Instagram, which garnered more than 1,747,364 impressions while reaching 702,292 people. A digital billboard campaign was added with 24 statewide locations. This outdoor campaign added an estimated 6.8M impressions, 260,203 of which were added value.

OP-4502-20**Blue Window/University Marketing****\$88,910**

This portion of Blue Window’s sports/concert venue marketing included signing, radio spots, and in-venue activations focusing on occupant protection and child passenger safety.

Section 405(d)**AL-4701-20****Impaired Driving Holiday****\$124,227**

Between December 18 and January 1, JNA executed an integrated campaign that brought awareness to the You Drink. You Drive. You Lose. Campaign during the holiday season. This campaign included 1,754 radio spots across 29 with 289 additional spots as added value. On television JNA worked with 27 television and cable stations and received over 1,882 spots. They received on-air interviews and live-DJ reads to help extend the message. The campaign also had a strong digital component with 518,627 completed connected television impressions and 653,604 streaming impressions on Pandora. They also received 6,516,891 display banner impressions and 421,556 pre-roll video impressions. Drivers were also targeted in 221 Kansas bars with jukebox advertising. This campaign had 1,720,928 impressions achieved in-bar during the 10-day period. On social media we had Facebook and Instagram campaigns that together achieved 4,825,773 impressions during the campaign timeframe.

AL-4701-20**Superbowl Impaired Driving****\$15,000**

Between January 31 and February 2, JNA executed a digital campaign focused on Super Bowl weekend that brought awareness to the You Drink. You Drive. You Lose. campaign. With targeted digital display they received 2,268,767 display banner impressions with 593,767 added value impressions. Social media, Facebook and Instagram campaigns together achieved 1,558,630 impressions and 2,045 clicks during the campaign timeframe.

AL-4701-20**St. Patrick’s Day Impaired Driving****\$9,208**

Between March 13 and March 17, JNA executed a digital campaign focused on St. Patrick’s Day that brought awareness to the You Drink. You Drive. You Lose. campaign. With targeted digital display they received 1,363,398 display banner impressions with 175,898 added value impressions. On social media they had Facebook and Instagram campaigns that together achieved 1,344,033 impressions and 1,206 clicks during the campaign timeframe. Snapchat filters were created to be used for the Fake Patty’s Day weekend in Manhattan, KS as well as pub crawls and parades in Wichita, Lawrence, Topeka & Johnson/Wyandotte County. Due to the COVID outbreak and cancellation of many celebrations this media was cancelled. This media is dependent on events taking place and large gatherings within a geo-fenced area. There was \$792 in savings with this tactic not being implemented.

AL-4701-20**420 Drugged Driving Media Campaign****\$246,697**

In 2020, JNA leveraged the heightened awareness of 420 Day and marijuana use to warn about the risks and consequences of driving under the influence of marijuana. Between Monday, April 13 and Sunday, April 26 they executed a Men 18-34 targeted campaign that included television, CTV, radio, streaming radio, digital banners, social media and outdoor. With television JNA partnered with 29 stations to deliver 79,334 spots with 547 provided as added value. For traditional radio they were able to broadcast the message 1,674 times with 833 of those spots provided as added value. They also received social media on the radio stations, and DJ chatter as added value. They added an additional 2,546,373 impressions to the radio campaign with a statewide streaming campaign with 192,700 of those impressions as added value. Hulu and pre-roll digital video provided the sight, sound, and motion for the campaign with 1,065,604 impressions, and an additional 81,044 impressions as added value. For social media JNA used a combination of Facebook and Instagram to reach over 1,188,608 users with over 3,748,622 impressions and 438,724 video views. Finally, the campaign was capped off with digital outdoor in Kansas City, Topeka, and Wichita. This campaign was placed on 17 boards and added 12,122,884 impressions with 4,073,766 as added value.

AL-4701-20

4th of July Impaired Driving

\$247,542

With 4th of July falling on a weekend in 2020, JNA spent extra effort on this occasion with a campaign between Monday, June 29th and Sunday, July 5th. For this campaign, KDOT’s buy consisted of 2,478 radio spots, and 3,830 television spots. This included over 500 added value radio spots. Connected television apps added another 1,292,922 impressions with over 30,000 impressions as added value. Streaming music continued to spread the message in the state with 2,227,243 impressions served with 34,394 added value impressions to amplify the message. Online ads and videos, including display ads, and boosted social media placements delivered more than 12 million impressions with over 1.9M people uniquely reached on social media alone. Outdoor digital billboards were also used with 17 locations and 5,027,678 impressions delivered. 1,430,504 of those impressions were bonused as added value.

AL-4701-20

Labor Day Impaired Driving

\$199,232

For the Impaired Driving/Riding initiative, KDOT’s buy consisted of 1,907 radio spots, and 4,931 television spots. This included 765 added value radio spots. Hulu added another 573,911 impressions with 21,362 impressions as added value. Streaming radio continued to spread the message in the state with 1,800,000 impressions served with an additional 280,000 added value impressions to amplify the message. Online ads and videos, including display ads, and boosted social media placements delivered more than 9.8 million impressions with over 1.6M people uniquely reached on social media alone. Ten digital billboards were also brought into the 20-day campaign with 9,117,511 impressions delivered, 1,334,346 of those impressions were added value.

AL-4710-20

Blue Window/University Marketing

\$488,194

Through these contracts, KDOT reached their target audience of men, ages 18-34 where they can be reached and engaged most effectively: sporting and concert venues. Across venues statewide, an integrated mix of digital targeting, social media, stadium and parking lot signage, IPTV networks, radio ads and sports programming, coach/player PSA’s, field level LED, and in-stadium activations were utilized. COVID accelerated the adaption of digital and social media channels as sports venues responded to engage fans restricted from arena attendance. Maintenance of effort opportunities and links to educational websites are prevalent particularly with law enforcement and University Prevention officials. This year’s network of partners included: KU Sports (IMG), Sporting KC, KSU Sports (Learfield), Alliance – Motor Sports, K-State University, WSU Sports, KPRA Rodeo, VYPE Magazine/Website, JOCO Parks & Recreation, Wichita Thunder Hockey, Fort Hays State Athletics, Hartman Arena, Pittsburg State Athletics, Hummer Sports Park, NHRA Topeka, Alliance – Rodeo (PRCA Dodge City Round-Up), Cumulus Media and KSHP-ESPN Pittsburg.



Pedestrian & Bicycle Safety

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 educational items to remind road users of lawful roadway interactions.

Project Summaries

Section 402

PS-1131-20

Bike Helmets

\$14,800

KDOT partnered with the Kansas Department of Health and Environment to promote bicycle helmet use. Local Kansas agencies were encouraged to apply for helmets to be distributed in conjunction with their bicycle safety events. A total of 1,600 bike helmets were purchased and distributed at 27 different events or county engagements to further promote bicycle helmet usage.

PS-1133-20

Bicycle Light Kits

\$5,491

KDOT partnered with the Topeka Community Cycle Project to purchase bicycle light kits. The kits were a part of a program designed to educate bicycle riders on the state and local laws and importance of conspicuity when riding. This program distributed 829 bicycle light sets, 412 bicycle headlights, and 402 bicycle taillights.



PS-1134-20

Bicycle Lights and Bells

\$3,447

KDOT partnered with Bike Walk Wichita to purchase and distribute front and rear bicycle lights, bells, and educational materials to promote improved compliance with the City Code Section 11.48.09 and Section 11.48.160. Bike Walk Wichita also diligently worked on repairing over 250 bicycles to distribute free to communities and individuals.

Police Traffic Services

Strategies

- Continue to provide grants to law enforcement agencies for overtime enforcement of traffic laws.
- Provide funding for overtime enforcement of impaired driving.
- Provide funding for local law enforcement to attend training on the latest techniques of traffic enforcement.

- Continue supporting our four LELs across the state.

Project Summaries

Section 402

PT-0931-20	Law Enforcement Equipment	\$279,049
<p>These funds were directed at supporting the data driven needs of law enforcement agencies for traffic enforcement-related products. This equipment was provided in support of evidence-based law enforcement grants tied to Kansas enforcement mobilizations. Equipment requests were based on problem identification, provided early in the grant cycle, and supported enforcement efforts throughout the entire fiscal year.</p>		
PT-0938-20	Local Travel & Training	\$34,022
<p>These funds enabled KDOT to support the Sheriff’s Association Annual meeting, Chiefs Spring Conference and police motorcycle instructor training. In addition, ten judges attended the ABA Traffic Court Seminar in New Orleans in March 2020.</p>		
PT-1704-20	Kansas Highway Patrol Radars	\$749,975
<p>This contract provided funding for the purchase of 241 radar units for the Kansas Highway Patrol. These new instruments will support the KHP in their efforts to reduce speeding across the state.</p>		
PT-1705-20	Garden City Police Department	\$4,900
<p>This contract provided funding for the Garden City Police Department to purchase a drone. The drone supports and provides efficiencies in crash reconstruction.</p>		
PT-1706-20	Kansas City KS Safe Streets	\$20,328
<p>This project provided overtime grant funding to the Kansas City KS Police Department. The agency was able to target impaired driving, occupant protection, speeding and other traffic safety laws. This grant produced more than 700 contacts, issued slightly more than 450 speeding citations, arrested six DUI offenders and issued more than 100 citations in the area of occupant protection.</p>		
PT-1708-20	Crash Reconstruction	\$36,100
<p>This contract provided funding to support the crash reconstruction training. This training allowed the Kansas Highway Patrol and local law enforcement agencies to engage in crash reconstruction procedures. In 2020, 30 students from several agencies completed the training held in Salina on August 17-28, 2020.</p>		
PT-1712-20	KS AG Office – TSRP PT Salaries	\$20,000
<p>In support of the TSRP contract listed in the Alcohol Section of the report, this funding provided flexibility for the TSRP to have limited engagement in other training activities not directly tied to impaired driving.</p>		
PT-LEL’s 2020	Law Enforcement Liaison (LEL)	\$285,946
<p>To better meet the challenge of effectively serving a law enforcement community of over 350 diverse agencies spread across 82,264 square miles, KDOT employs a team of four full-time LELs. These professionals – all of them retired law enforcement officers – promote KDOT’s safety programs to law enforcement and advice on their application, as well as on traffic enforcement tactics and methodologies, in general. They also work to build collaborations between the law enforcement community and other sectors, such as school districts and the media; in an effort to advance the safety messaging that is complementary to effective enforcement strategies. They teach at the Kansas Law Enforcement Training Academy about Traffic Safety and Traffic Safety related programs funded by KDOT. They arrange training for local law enforcement agencies and attend many conferences</p>		

throughout the year to recruit new agencies and promote traffic safety. They recruit law enforcement agency involvement in all national mobilizations and Kansas specific mobilizations.

OP-STEP-2020 **Special Traffic Enforcement Program** **\$698,964**
The Special Traffic Enforcement Program (STEP) provides overtime personnel cost of four state-wide overtime enforcement campaigns and five other, more targeted, local and regional enforcements by 115 state and local Kansas police agencies. In the course of nearly 28,000 enforcement stops, officers recorded 7,758 speeding tickets; 381 arrests for DUI; 265 child passenger restraint citations; 145 teen restraint citations; and 7,227 adult seat belt tickets.

Roadway Safety

Strategy

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

Project Summaries

Section 402
RS-1402-20 **Kansas State University** **95,693**
The Traffic Assistance Services for Kansas (TASK) program provided training for local and state public works employees who influence traffic safety responsibilities and can positively impact traffic crashes and fatalities. In 2020, 102 local officials were trained at four different sessions across the state. The training is focused on local public works officials and how to provide effective countermeasures for data driven identified problem intersections, roadways, or other hard side infrastructure.

Safe Communities

Strategies

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

Project Summaries

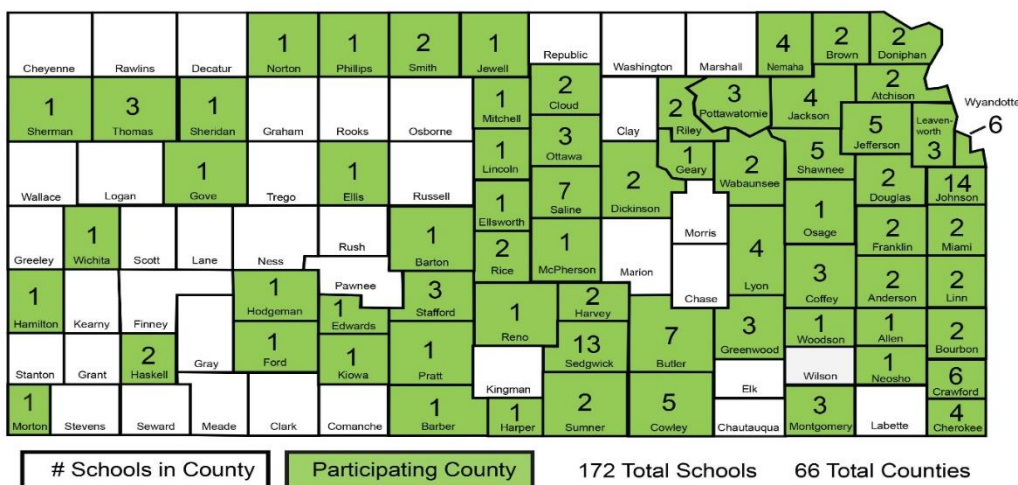
Section 402
SA-0915-20 **Kansas Traffic Safety Resource Office** **\$475,587**
The Kansas Traffic Safety Resource Office (KTSRO) administers and implements statewide programs providing public education, information, technical assistance, research and evaluation aimed at reducing the incidence of crashes caused by alcohol/drug impairment, distractions, speed, and other risky driver behaviors, while increasing seat belt use in Kansas. KTSRO worked closely with KDOT's Traffic Safety Section, law enforcement, minority organizations, employers, Safe Kids Kansas, and other safety advocates around the state to achieve these goals. Some of the highlights in 2020 include:

- KTSRO updated or designed and distributed more than 519,000 educational items. Whenever possible, items are produced with English on one side, Spanish on the other. These items are primarily used by law enforcement and other safety partners as an outreach to the traveling public.
- With one full-time employee at KTSRO devoted to communications, KDOT has 23,563 followers on Twitter and increased from 5,229 to 8,380 on Facebook. More than 7,500 safety advocates were reached monthly through newsletters or single-topic informational blasts.
- KTSRO hosted online trainings, with close to 200 completing courses. They also registered nearly 1,000 participants for various in-person trainings.
- Staff members at KTSRO continued their leadership roles on the Strategic Highway Safety Plan updates for all behavioral safety issues.
- Partnered with KDOT and KHP BAU division on their 14th Annual Impaired Driving Conference.
- More than 1,640 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 and recipients are required to provide proof of need.

While not federally funded, the SAFE program and Teen Conference are integral parts in promoting safe driving.

- The SAFE (Seatbelts Are For Everyone) state funded program completed another extremely successful year. Now in its 13th year, SAFE has grown from six schools in one county to 172 schools in 66 counties, reaching more than 97,835 students across Kansas. SAFE increased its following on Twitter from 2,031 to 2,673 and on Facebook from 769 to 836. This program deserves much of the credit for the increase of observed teen seatbelt use in Kansas from 61% in 2008 to 87% in 2019 (the Kansas Child Seatbelt Study was not completed in 2020 due to COVID).

SAFE 2019 - 2020



- Through a state funded grant with KDOT, KTSRO sponsored the second Kansas Teen Traffic Safety Conference in Topeka November 6-7, with 248 teens and sponsors in attendance from all over the state. The conference featured keynote speakers, breakout sessions, and included a planning session, where students formulated program ideas to take back to their schools. The SEAT program and the Ford County Simulator were brought in as well as the KHP rollover and seatbelt convincer.

SA-0943-20

Kansas Transportation Safety Conference

\$58,810

The 26th annual Kansas Transportation Safety Conference (TSC) was scheduled to be held at the Capital Plaza Hotel in Topeka, April 20-22, but was canceled due to the COVID pandemic. The conference was set to feature

19 workshops and 29 speakers, all focused on four tracks: injury control, law enforcement, roadway safety and youth. Scheduled speakers included Mike Lutzenkirchen, Executive Director of Lutzie 43 Foundation; Lorrie Walker, Training and Technical Advisor for Safe Kids Worldwide; Lieutenant Jason Gill, Sedgwick County Sheriff's Office; and civil engineers David Church (WSP) and Mike Wahlstedt (TranSystems). The one-day pre-conference was designed for the law enforcement community with presenters Garry Parker, traffic safety trainer and consultant, and Jeff Sifers, Traffic Safety Resource Prosecutor for Oklahoma.

SA-1024-20 **Kansas Operation Lifesaver, Inc.** **\$15,000**
Kansas Operation Lifesaver continues its lifesaving work through outreach and education using authorized volunteers, approved messages, and educational materials. Kansans and visitors to Kansas are targeted through public service announcements, booth and fair events, enforcement activities, training workbooks, CDL training supplies and more to mitigate and eliminate the risk of injury and death on railroad rights of way and railroad crossings.

SA-1057-20 **Comprehensive Media Campaign** **\$693,919**
KDOT's media contractor, John Nohe & Associates LLC (JNA) worked closely with KDOT in the planning of a comprehensive media campaign. JNA coordinated all the media buys and media events for the enforcement mobilizations, developed the earned media releases, and provided detailed evaluations on all media buys. Included in this contract was a distracted driving campaign that was executed the first two weeks of April. Two new campaigns were launched this year to include a Rural Pick-Up-Truck Drivers Campaign and a Speed Campaign. JNA advised and supported the KTSRO's social media efforts, including use of statewide Snapchat filters.

SA-1066-20 **Public Information & Education** **\$4,511**
These project funds enabled KDOT to produce signage and posters for general public distribution and all media events, as well as educational posters and brochures for all traffic safety topics.

SA-1903-20 **Sports Media Campaign** **\$204,467**
KDOT's sports media contractor, Blue Window, continued management of all sports and special venue contracts in 2020. Through their statistical analysis process, they were able to gain greater value by negotiating with each venue for additional activations. With the lack of attendance at sporting events due to COVID, Blue Window found alternative avenues for fan exposure. They were successful in building new partnerships with the Kansas Professional Rodeo Association and other safety advocates to give KDOT's traffic safety initiatives an alternative presence at the venues. Venues included, but not limited to Kansas State University, the University of Kansas, Wichita State University and Sporting KC.

SA-1908-20 **Wyandotte County Safe Communities** **\$41,234**
This grant with the Unified Government Public Health Dept. of Wyandotte County partially funds a traffic safety coordinator's position established to address the county's significant traffic safety challenges brought on, in large part, by a large and fluid immigrant block which has historically created a level of volatility in occupant restraint compliance rates that is not seen in other Kansas urban areas.

SA-1914-20 **B.R.A.K.E.S., Inc.** **\$60,000**
The Be Responsible And Keep Everyone Safe (BRAKES) program brought 264 novice drivers and 258 parents participated to two, two-day events in Kansas. Both events took place in Kansas City Kansas with the first event from August 8th through the 9th and the second from August 15th through the 16th. The students were given instruction on driving safely and then provided behind the wheel experience in high-risk situations, extreme braking, skid control and distracted driving.



SA-1913-20

Think First Injury Prevention

\$4,456

The Think First program brings in crash victims who have sustained life-long traumatic brain or spinal cord injuries. The program conducted presentations that reached more than 2,890 high school and middle school students at 9 schools in the Kansas City, KS area. This program was impacted by COVID due to virtual learning in the school systems.

Traffic Records

Strategies

- Implement and administer the Traffic Records Coordinating Committee (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 405(c)

TR-2112-20

TRS 2.0 Support Staff

\$21,786

This project engages a vendor to continue the facilitation, the implementation and support of the Enterprise Service Bus at the Kansas Bureau of Investigation (KBI).

TR-2114-20

KUCR DASC

\$227,830

The Data Access and Support Center (DASC) has developed and implemented a variety of automated and semi-automated routines to geolocate crash records to their corresponding intersection and provide mapping tools to KDOT engineers and other professionals.

TF-4025-20

Security and Architecture

\$98,486

The Kansas Bureau of Investigation (KBI) continues to engage a vendor to redesign and improve the Kansas Criminal Justice Information System security architecture. This contract seeks to create efficiencies in the current system and allow additional users access to criminal information housed at the KBI. Coupled with other data sets, this information will be crucial to project selection and allocation of resources.

TR-4602-20

KBI – eCitation Position

\$66,093

This KBI position continues to support the e-Citation project by assisting law enforcement agencies with questions on how to report to the repository, perform analytics on the data, and generate reports as requested.

TR-4603-20

Paper Crash Report Scanning & Data Entry

\$15,492

This project procured a vendor to assist in scanning and performing data entry of approximately 30,000 paper crash reports received from Law Enforcement Agencies across the state of Kansas.

TF-4604-20 **AIC e-Cite and e-Statute** **\$123,428**

AIC is the data vendor contracted to facilitate the e-Citation and e-Statute projects. The e-Citation project collects, analyzes, and distributes traffic citation data for the benefit of public and state, local and federal agencies. E-Statute is a repository allowing authorized users to create and edit statute numbers for use by participating agencies.

TR-4605-20 **Surface Friction Study** **\$110,000**

The project performed a continuous skid data on 1,000 miles of Kansas highways to sample roadway friction for determination of improvements. This data is important as the state works to address the most prominent contributing circumstance in fatal crashes, roadway departure.

TR-4606-20 **KBI eCite Vendor** **\$10,000**

This position engages with law enforcement electronic citation vendors and assists in electronic capture and dissemination of information to the centralized citation database at the KBI.

TR-4607-20 **Information Exchange Packet Documentation** **\$33,210**

This project procured a vendor to assist in updating the current data elements and data flow of the TRS system and to translate the current format to standard NIEM format. This project is foundational to replacing the TRS system with a new Crash Data Portal designed to electronically capture crash data from law enforcement across the state.

TF-4609-20 **KBI – Systems Architect Position** **\$114,007**

This position with the KBI is provided for research, development and documenting the current and future standards for data exchanges and coordinating with peer staff at partner agencies. The position also designs enterprise level integration solutions and single system integrations and system interfaces, including facilitating traffic safety initiatives utilizing the KCJIS platform in support of integrating traffic data.

TR-4610-20 **LIDAR Roadway Inventory** **\$44,795**

This project procured a vendor to assist in developing a Request for Proposal for performing a state-wide inventory of roadway elements using LIDAR technology. This information will be invaluable to KDOT when evaluating crashes and developing projects to reduce crashes.

TR-4611-20 **Lenexa PD – eCitation** **\$29,406**

The Lenexa Police Department procured the software and licensing to equip all 53 of their patrol cars to capture and electronically submit driver's license information and citation data, thereby eliminating handwritten citations.

State Funds

The TRCC administers the Traffic Records Enhancement Fund. The total funding expended in FFY 20 totaled \$38,322. Projects included software support and a testing instrument for the KBI lab and software support for the data validation rules associated with electronic crash reports.

Total Expenditures for FFY 20	
Program Area	Expenditures
Section 402 Planning and Administration	\$10,929
Section 402 Occupant Protection	\$135,361
Section 402 Paid Media	\$115,078
Section 402 Pedestrian and Bike	\$23,738
Section 402 Police Traffic Services	\$2,129,284
Section 402 Roadway Safety	\$95,693
Section 402 Safe Communities	\$1,557,984
Section 402 Youth Alcohol	\$44,375
Total Section 402	\$4,112,442
Section 405(b) Occupant Protection	\$1,238,905
Section 405(c) Traffic Records	\$894,533
Section 405(d) Impaired Driving	\$2,474,687
Section 405(f) Motorcycle Safety	\$57,333
Total Section 405's	\$4,665,458
Grand Total	\$8,777,900

2020 Highway Safety Plan Projects Not Implemented

Project Name:	24/7/Judge's Training	Source Fiscal Year:	2017
Sub-Recipient:	TBD	Funding Source ID:	FAST Act 405d Impaired Driving Low
Funding Amounts:	\$400,000	Match:	\$0
Indirect Cost:	\$0	Local Benefit:	\$0
Project Number:	SP-4710-20	Eligible Use of Funds:	405d Impaired Driving Low (FAST)

This impaired driving project was not implemented because the state chose to focus efforts centered on developing protocols for an oral fluid testing program.

Project Name:	KLETC Driving Simulator	Source Fiscal Year:	2020
Sub-Recipient:	Kansas Law Enforcement Training Center	Funding Source ID:	402 PTS Police Traffic Services
Funding Amounts:	\$100,000	Match:	\$0
Indirect Cost:	\$0	Local Benefit:	\$100,000
Project Number:	SP-1704-20	Eligible Use of Funds:	PTS Training and Education

This project was not implemented due to COVID.

Project Name:	Crash Reporting Form Update	Description:	See Below
Sub-Recipient:	TBD	Funding Sources:	MAP 21 405c Data Program
Funding Amounts:	\$900,000	Match:	\$0
Indirect Cost:	\$0	Local Benefit:	\$0
Project Number:	SP-2150-20	Program Funding Code:	405(c) Data Program (MAP 21)

This project has been placed on hold until the TRS Rebuild project has concluded to prevent duplicate effort and is planned for FFY 21.

Project Name:	Local Law Enforcement Crash Data	Source Fiscal Year:	2017
Sub-Recipient:	TBD	Funding Source ID:	FAST Act 405c Data Program
Funding Amounts:	\$100,000	Match:	\$0
Indirect Cost:		Local Benefit:	\$0
Project Number:	SP-4607-20	Eligible Use of Funds:	405(c) Data Program (FAST)

Development of an RFP is in process and a vendor is likely to be accepted in FFY 21.

Project Name:	TRCC Project Management	Description:	See Below
Sub-Recipient:	Iteris	Funding Sources:	FAST Act 405c Data Program
Funding Amounts:	\$300,000	Match:	\$0
Indirect Cost:	\$0	Local Benefit:	\$0
Project Number:	SP-2150-20	Program Funding Code:	405c Data Program (FAST)

The state was able to add a Traffic Records Coordinator position. This full-time position was able to complete and implement the roles that were previously handled by a consultant.