

State of Kansas

Annual Report FFY 2008

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The FFY 2008 Kansas Annual Report is being submitted to NHTSA and FHWA. The report describes the activities completed by the State of Kansas in the use of federal highway safety funds, consistent with the guidelines, the priority areas, and other requirements established under Section 402.

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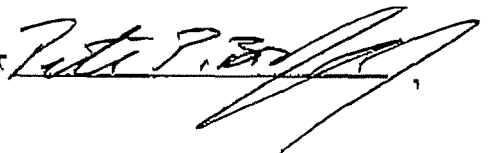


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2008 EXECUTIVE SUMMARY

This FFY 2008 Annual Report describes the progress and outcomes in the Kansas highway safety program. In addition to the Section 402 program, the increase in funding from the passage of the Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU) provided additional opportunities through Sections 408 (State Traffic Safety Information System Improvement Grants), 410 (Alcohol-Impaired Driving Countermeasures Incentive Grants), 1906 (Grant To Prohibit Racial Profiling), 2010 (Motorcyclist Safety Grants) and 2011 (Child Safety and Child Booster Seat Incentive Grants). Not included in this report are the strategies funded under the U.S.D.O.J. Enforcing the Underage Drinking Laws Program. Though not specified here, one must acknowledge the contribution of that program to the youth alcohol area and the prevention of underage drinking and driving.

The Special Traffic Enforcement Program (STEP) subsidized the cost of six weeks of overtime enforcement activity by as many as 136 Kansas police agencies (including the Kansas Highway Patrol), which resulted in 34,242 citations or arrests issued for excessive speed, adult or child restraint violations, impaired driving, and other violations made in the course of 32,105 traffic stops.

The Impaired Driving Deterrence Program (IDDP), supported by the Kansas Highway Patrol (KHP), funded 21 local and state agencies and resulted in nearly 15,000 driver contacts at 62 checkpoints and 105 saturation patrols, resulting in 479 DUI arrests. The KHP participated in all enforcement programs with an added emphasis on roving DUI saturation patrols.

At the beginning of 2008, KDOT combined the Kansas Safety Belt Education Office and the Kansas Drunk Driving Prevention Office under one contract and formed the Kansas Traffic Safety Resource Office (KTSRO). This was done to combine the duties of the two offices into one that could provide services in a more economical and efficient way. In addition to providing presentations, training, materials, etc. the KTSRO has been tasked with expanding traffic safety education and awareness programs to employers, and in minority communities, specifically the Hispanic and African-American communities.

The KTSRO distributed 24,000 B4U Celebrate coasters and worked with local safe ride programs to increase ridership 8 percent over the previous year. They developed and distributed over 120,000 teen alcohol flyers and posters, over 40,000 DUI brochures, 11,845 quick reference guides to assist local law enforcement, and over 53,000 promotional items across Kansas. They also partnered with Fort Riley to provide DUI training and implement a Safe Ride program. On the Occupant Protection side of things, the KTSRO provided over 645,000 promotional and educational items across Kansas, provided teen posters and flyers to 1200 middle and high schools throughout the state, gave 111 Boosters To Belts presentations with 5524 participants, hosted two Certified CPS Technician classes and assisted with 12 classes hosted by others. The Office also implemented an E-Newsletter that is distributed to over 2500 Kansas monthly. The KTSRO facilitated meetings for the Motorcycle Safety Task Force aimed at reducing the number of crashes and fatalities associated with riding.

A roadway safety grant conducted seventeen traffic studies for local entities. Grant funds also enabled 133 local officials to receive roadway safety training in 2008.

The KDOT safety Web site was redesigned and expanded to offer even more statistics, brochures, a directory of resources such as child seat technicians or fitting stations, a new teen information area and specific information about safety campaigns. The site is located at ksdot.org and can be accessed by clicking on the Safety Information link on the left column. The site consists of more than 200 pages of traffic safety information,

materials and data. In 2008, we have had more than 64,000 visitors to our website with over 500,000 pages viewed.

Kansas increased the seat belt rate to 77.3% in 2008. This is a 2.3% increase over the 2007 seat belt usage rate. We are continuing to increase our efforts in enforcement and awareness to move the seat belt numbers higher in the future.

The Traffic Records Coordinating Committee (TRCC) continues to move forward. Kansas qualified again in 2008 for 408 funding. Through the TRCC process, numerous state agencies are working together to improve traffic records in Kansas. One early success is the increase in BAC reporting on fatality crashes. Kansas is moving forward on a new Kansas Law Enforcement Reporting system, being developed by the Kansas Highway Patrol.

In 2008, KDOT continued our partnership with our three University Division I sports programs. We expanded the exposure of our traffic safety messages with additional signage and new PSA's with the coaches of the sports programs at the University of Kansas, Kansas State University and Wichita State University. We also worked with Butler Community College for radio advertising during football games. Butler won the National Junior College National Football Championship for the second year in a row, which gave our safety messages additional exposure during their run to the championship.

In 2008, KDOT brought a Traffic Safety Resource Prosecutor (TSRP) on board. She was the DUI Prosecutor in one of the states' largest counties and was already a resource for other prosecutors around Kansas. She has provided numerous training classes throughout the state and has responded to dozens of requests from local prosecutors for advice and assistance as they dealt with difficult prosecutions. She keeps all prosecutors updated on new court decisions concerning DUI and other traffic issues. The Kansas TSRP is well respected and is already making an impact on DUI prosecutions in Kansas.

Performance Measures

Fatality Rate and All Crashes		2006 Base	2007 Data	2008 Goal
	Change			
Fatality Rate	↓ .17	1.54	1.37	1.44
Total Crashes	↑ 5,129	65,460	70,589	58,914
Crash Rate	↑ .16	2.16	2.32	1.94
Occupant Protection		2006 Base	2008 Data	2010 Goal
	% Change			
Seat Belt Rate	↑ 4%	73%	77%	84%
Age 0 to 4 Restraint Use	↑ 10%	83%	93%	91%
Age 5 to 9 Restraint Use	↑ 16%	53%	69%	69%
Age 10 to 14 Restraint Use	↑ 15%	48%	63%	64%
Alcohol		2006 Base	2007 Data	2008 Goal
	Change			
Alcohol-related Fatalities	↑ 10	108	118	100
Alcohol-related Injuries	↓ 114	2,058	1,944	2008
Percentage of teen alcohol-related crashes	↓ 1.3	19.1	17.8	13.1%
Motorcycle		2006 Base	2007 Data	2008 Goal
	Change			
Motorcycle Crashes	↑ 87	1,082	1,169	974
Motorcycle Fatalities	↓ 15	64	49	61
Pedestrian and Bike		2006 Base	2007 Data	2008 Goal
	Change			
Pedestrian/Bike Crashes	↓ 32	816	784	775
Pedestrian/Bike Fatalities	↓ 7	29	22	20

Statewide

The Problem

- In 2006, 468 people were killed and 22,320 injured in traffic crashes in Kansas.
- In 2006, Fatality rate was 1.54, which is above the national average of 1.52.
- In 2006, Seatbelt rate was 73 percent, which ranks 43rd out of the 50 states.

Kansas Traffic Safety Statistics

	2003	2004	2005	2006	2007
Statewide Crash Data					
Total Crashes	75,012	74,119	68,675	65,460	70,589
Fatal Crashes	419	390	384	427	379
Injury Crashes	17,041	16,634	16,185	15,792	16,228
Property Damage Crashes	57,552	57,095	52,106	49,241	53,982
Fatalities	469	459	428	468	416
Fatalities per 100 Million VMT	1.61	1.55	1.43	1.54	1.37
Injuries	24,798	23,783	22,723	22,320	22,904
Injuries per 100M VMT	84.91	80.91	76.39	73.55	75.43
Fatality & Serious Injury Rate per 100M VMT	8.55	7.86	7.66	7.30	7.33
Fatality Rate/100k Population	17.22	16.78	15.64	16.93	14.99
Fatality and Serious Injury Rate /100k Pop	91.17	84.85	83.70	80.06	80.15
Alcohol Related Fatalities	105	116	119	114	118
Alcohol-related Fatality Rate per 100M VMT	0.36	0.39	0.40	0.38	0.38
Percentage of Alcohol Related Fatalities	23%	25%	28%	23%	28%
Population (in thousands)	2,723	2,735	2,736	2,764	2,776
Vehicle Miles Traveled (millions)	29,049	29,524	29,907	30,311	30,364
# of Licensed Drivers (in thousands)	2,022	2,015	2,008	2,003	2,018
# of Registered Vehicles (in thousands)	2,401	2,488	2,529	2,561	2,559
Seat Belt Rate	64	68	69	72	75
Contributing Circumstances of Crashes					
Inattention	27,342	26,427	23,447	22,628	21,656
Speed	7,688	7,452	7,508	5,402	8,962
Failure to Yield	9,928	9,707	8,871	8,587	8,334
Animals	6,823	7,453	6,880	7,201	7,015
Following too Closely	5,273	5,852	5,615	5,269	4,629
Novice Driver Statistics (ages 14-20)					
Total Crashes	22,083	21,265	19,153	18,343	20,178
Fatal Crashes	97	90	76	79	83
Injury Crashes	5,759	5,550	5,159	5,170	5,345
Property Damage Crashes	16,227	15,625	13,918	13,094	14,750

Total Fatalities	114	101	91	85	91
Total Injuries	8,923	8,380	7,611	7,721	8,085
Percentage of Overall Crashes	29.4%	28.7%	27.9%	28%	29%
Alcohol-related Crashes	614	628	519	614	591
Alcohol-related Fatalities	16	19	10	12	19
Alcohol-related Injuries	420	434	390	346	249

Goal

- To reduce the traffic fatality rate by .05 annually to 1.44 in 2008 and 1.34 in 2010
- To raise the seatbelt rate by 3% each year to 78% in 2008 and 84% in 2010
- To lower the percentage of alcohol-related fatalities by 1.5% each year to 20% in 2008 and 17% in 2010
- To provide increased media funding towards targeted problems

Performance Measures

- Traffic fatality rate per 100M VMT
- State seat belt usage rate as determined through observational surveys
- Number of alcohol-related fatalities compared to overall fatalities

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-0918-08

BTS Staff Travel & Training Costs

\$24,909

These funds allowed Bureau staff to attend many training opportunities, including: Emergency Medical Services Steering Committee; Lifesavers Conference; TSI courses on Occupant Protection, Instructor Development, and Financial Management; Traffic Records Forum; NHTSA Communications Forum and Communications Update Workshop; several trips to Governor's Highway Safety Administration Conferences and meetings; as well as travel to many law enforcement luncheons and other bureau-sponsored events.

Alcohol

The Problem

- In 2006, 108 people were killed and 2,058 injured in alcohol-related traffic crashes in Kansas.
- In 2006, Under 21 alcohol-related crashes accounted for 19.1% of all alcohol-related crashes and 9.0% of all alcohol-related fatalities.
- Current breath alcohol equipment is becoming out dated
- Inconsistent prosecution and adjudication of alcohol violations exist.

Goal

- To reduce the number of alcohol-related fatalities and injuries by 4% annually to 100 and 2,008 respectively by 2008, and to 92 and 1,928 respectively by 2010.
- To increase the number of local law enforcement agencies participating in grant funded impaired driving deterrence programs to 45 in 2008 and 50 in 2010.
- To lower the percentage of teen alcohol-related crashes by 2% to 13.1% in 2008 and to 9.1% in 2010.

Performance Measures

- Number of alcohol-related fatalities
- Number of alcohol-related injuries
- Number of local projects with law enforcement agencies participating in impaired driving deterrence programs
- Number of teen alcohol-related crashes

Strategies

- Provide locals with training and resources for conducting sobriety checkpoints.
- Recruit additional local participation in the Impaired Driving Deterrence Program (IDDP).
- Increase the number of presentations and distribution of materials given to general public on the dangers of impaired driving.
- 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.
- Increase the number of Drug Recognition Experts in the state and provide opportunities for officers to maintain their certification.
- Provide education for high school students on the dangers of impaired driving.
- Develop materials and implement activities aimed at pre-teen prospective drivers (ages 12-14) to begin educating them about the risks of alcohol use and its effect on safe driving.
- Increase the distribution of materials and number of presentations to the general public on the risks associated with impaired driving and underage drinking.
- Provide new state of the art breath alcohol testing equipment for use by law enforcement.
- Research and begin process of establishing a pilot DUI court in Kansas.

Project Summaries

Section 402

AL-0915-08

Kansas Traffic Safety Resource Office

\$265,407

During FY2008, the Kansas Traffic Safety Resource Office (KTSRO) was the impaired driving prevention arm of the Kansas Bureau of Traffic Safety and the principal clearing house 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 annually reaches tens of thousands of Kansans with the “Over the limit. Under arrest.” message. Supporting its educational programming was a survey and data analysis of law enforcement regarding issues surrounding the social hosting and underage drinking laws in the state.

KTSRO staff members...

- Were involved in several major program efforts, including: distribution of 24,000 “B4U celebrate” coasters to Kansas bars; assistance for Regional Prevention Centers holiday mailings, Town Hall meetings and Johnson County Youth Summit; distribution of materials for Sobriety Rocks campaign; minority awareness with Mexican consulate and various Hispanic and Native American organizations; grants for high school awareness programs; assistance with Safe Community programs.
- Conducted a EUDL Symposium for Kansas School Resource Officers with 132 in attendance.
- Partnered with University of Kansas, Kansas State, Pittsburg State, Emporia State and Wichita State to bring Safe Ride media and material campaign to campuses. University of Kansas piloted program in spring and increased ridership of their Safe Ride vehicles by 8%. Programs at all schools will continue into the next contract year.
- Provided presentations and physical assistance to high schools, regional prevention centers, state fair, Kansas School Nurses Association, community fairs and events, SADD/MADD conferences and youth meetings, youth leadership meetings, and law enforcement meetings, etc.
- Developed and distributed 120,457 teen alcohol flyers and posters, developed and provided over 40,000 brochures for DUI check lanes and public information, developed and provided 11,845 quick reference cards to assist law enforcement; distributed 53,381 promotional items across state.
- Implemented an E-Newsletter and distributed to approximately 2,400 Kansans monthly.
- Participated in a motorcycle awareness committee to address impaired riding.
- Began development of both a youth driven presentation based on “Ride like a Friend” and a web-based game and classroom curriculum targeting pre-teens.
- Partnered with Fort Riley army base to provide DUI training monthly and assisted with implementation of a Safe Ride program on base.

AL-0910-08

Kansas Drunk Driving Office Transition

\$5,000

In FFY 2008, the Kansas Drunk Driving Prevention Office (KDDP) was merged with the Kansas Safety Belt Education office. These funds enabled the KDDP office to transition files and important program materials to the newly created Traffic Safety Resource Office.

AL-9494-08

Public Information and Education

\$2,879

Project enabled the Bureau to print selected materials, coordinate public information and education committees, and assist law enforcement in arresting DUI offenders. Costs included printing posters for Impaired Riding campaign and providing funding to the University of Kansas for SafeBus posters. This program encouraged the use of a bus from designated areas in Lawrence instead of driving under the influence of alcohol.

AL-IDDP-08 **Law Enforcement IDDP Patrols** **\$119,370**
Provides overtime funding for 21 local law enforcement agencies to conduct a prescribed number of saturation patrols and sobriety checkpoints throughout the grant year. An allowance is also provided for commodities needed to conduct impaired driving traffic activities. With support provided by the Kansas Highway Patrol's Breath Alcohol Unit, a total of 62 checkpoints and 105 saturation patrols resulted in over 14,400 public contacts, 479 DUI's, 79 Minors In Possession (MIP) and 105 Transporting Open Containers (TOC).

Section 410

AL-9106-08 **Kansas Highway Patrol Blood Alcohol Unit** **\$216,448**
Provides support resources for local sobriety checkpoints and saturation patrols. In addition, provides support for the statewide Standardized Field Sobriety Testing (SFST) and Drugs that Impair Driving training programs. The SFST advisory panel met several times during the contract year to coordinate statewide improvements to the SFST program. Training in SFST, Preliminary Breath Testing and the new Intoxilyzer 8000 strengthened the detection and apprehension skills of the officers, both during sobriety checkpoints and in other targeted traffic enforcement. SFST training was completed by 1,795 officers, while 360 officers were instructed in the "Drugs that Impair Driving" program. The contractor also coordinates the DRE program, targeting metropolitan and major corridor areas. The Drug Recognition Expert Program (DRE) currently has 90 DREs. Kansas DREs performed 321 evaluations throughout the state. One Prosecuting Attorney's Seminar was held in Wichita with 125 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 164 saturation patrols and 79 checkpoints tracked by the BAU unit resulted in 19,515 contacts and 649 DUI arrests.

AL-0940-08 **Intoxilyzer Updates/Replacements** **\$332,706**
KDOT, in conjunction with the Department of Health and Environment, have replaced existing Intoxilyzer 5000 units that were prevalent in the state with new Intoxilyzer 8000 state of the art breath testing machines. Ninety (95) new Intoxilyzer 8000 units were purchased in FFY 2008. These Intoxilyzer 8000 units have been placed with agencies throughout the state..

AL-IDDP-08 **Law Enforcement Mini - IDDP Patrols** **\$23,525**
Provides overtime funding for 12 (smaller) local law enforcement agencies to conduct a prescribed number of saturation patrols and sobriety checkpoints throughout the grant year. During the grant period, the Mini-IDDP agencies combined for a total of 54 DUI's, 26 Minors In Possession and 30 Transporting Open Containers.

AL-TSRP-08 **Traffic Safety Resource Prosecutor** **\$86,562**
Karen Wittman has been hired as the first Kansas Traffic Safety Resource Prosecutor (TSRP). She began working in her new position in March of 2008. During the subsequent 7 months of the contract year, Karen has been extremely busy establishing herself in this new position. She has worked with the Kansas County & District Attorneys Association (KCDA), Kansas Highway Patrol (KHP) and local law enforcement agencies to conduct various training programs. She attended the Prosecuting Attorney's Seminar in Wichita, lending support to the program. She has produced a comprehensive Kansas DUI Law book which has been distributed statewide. She has produced and distributed several TSRP newsletters. Karen is now a member of the Standard Field Sobriety Testing (SFST) and Breath Alcohol advisory Committees.

PT-9101-08 **Kansas Highway Patrol R.A.V.E. Program** **\$69,112**
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

enforcement during FFY 2008 resulting in 3,491 public contacts, 385 speeding citations, 191 DUI arrests, 22 Minor-in-Possession arrests, 117 safety belt citations and 24 child restraint citations.

AL-9400-08 **DUI Victim Center** **\$68,783**

This grant focused on monitoring adjudication of drunk drivers and facilitating DUI Victim Impact Panels in the greater Wichita area. This grant also assisted in the production and distribution of a monthly newsletter entitled "The Volunteer's Voice." The state coordinator and court liaison monitored many DUI trials, sentencing and drivers license hearings and is creating a website detailing DUI sentences.

Section 163

AL-2213-08 **Youth Leadership Summit** **\$83,620**

The 2008 Kansas Youth Leadership Summit was held August 3-5 at Rock Springs 4-H Center south of Junction City. The summit attracted 22 teams of youth and their sponsors as well as outside youth and adult trainers – 230 persons in all – from across Kansas, with the intent of increasing the teams' knowledge of underage drinking and other safety issues, and guiding their construction of action plans to initiate change in their home communities. Supplementing the core regimen were exercises in team-building and leadership enhancement. The theme of the Summit is Team Action Builds Success, or T.A.B.S.

Motorcycle Safety

The Problem

- Motorcycle crashes are continuing to rise.
- Fatal crashes have increased significantly in the past 5 years.

Goal

- Lower the number of motorcycle crashes by 5% per year to 974 in 2008 and 866 in 2010
- Lower the number of motorcycle fatalities by 5% per year to 61 in 2008 and 55 in 2010.

Performance Measures

- Total number of motorcycle crashes
- Total number of motorcycle fatalities

Strategies

- Promote safe motorcycle driving initiatives
- Promote motorcycle awareness activities
- Promote law enforcement strategies focusing on motorcyclists

Project Summaries

Section 2010

MC-1200-08

Motorcycle Safety Media Campaign

\$40,447

In 2008, KDOT continued a Media Awareness Campaign focused on reaching drivers of other motor vehicles. This campaign utilized billboards and print media in the counties that represent more than 50 percent of all motorcycle crashes and fatalities. The ten billboards were utilized for three months each and placed in highly visible locations. In addition, KDOT purchased advertising space in a special Wichita Eagle insert aimed toward motorcycle riders.

KDOT continued working closely with law enforcement in the Kansas City Metro area by assisting with promotion of a 2nd motorcycle safety summit. This year's summit was held at the Kansas City International Raceway, and stressed the idea of keeping "speed" on the racetrack, not on the streets.

2nd KC Metro Motorcycle Summit
Think you're good?
See the best do it right!
May 6, 2008
4:00 - 10:00 p.m.
Kansas City International Raceway
6201 Noland Road, Kansas City, MO
FREE ADMISSION!
Exhibits - Prizes
Speed Demonstrations - Bike Wars
Concessions Available
Special Guests
For more information: www.kcjr.net
Ride Smart // Share the Road

KCR NHISA KANSAS KDOT

4 Deadly Words:
"I didn't see him."
LOOK TWICE SAVE A LIFE
BE AWARE! Motorcycles Are Everywhere

Kansas Department of Transportation

Occupant Protection

The Problem

- In 2006, 468 people were killed, of which 60 percent were not properly restrained
- In 2006, seatbelt rate was 73 percent, which ranks 43rd out of the 50 states
- In 2006, 83 percent child restraint use for children 0-4
- In 2006, 53 percent child restraint use for children 5-9
- In 2006, 48 percent restraint use for children 10-14

Goal

- To raise the seatbelt rate by 3% each year to 78% in 2008 and 84% in 2010
- To reduce the traffic fatality rate by .05 annually to 1.44 in 2008 and 1.34 in 2010
- To raise the child restraint rate for 0-4 year olds by 2% per year to 87% in 2008 and 91% in 2010, to raise the rate for the 5-9 and 10-14 year old groups by 4% per year to (5-9) 61% in 2008 and 69% in 2010; (10-14) to 56% by 2008 and 64% by 2010.

Performance Measures

- State seat belt usage rate as determined through observational surveys
- Traffic fatality rate per 100M VMT
- Child restraint usage rate as determined through observational surveys

Strategies

- Continue to provide grants to law enforcement agencies for overtime enforcement of safety belt violations through the Special Traffic Enforcement Program (STEP).
- Provide statewide occupant protection public education and information through media campaigns in conjunction with law enforcement mobilizations and special corridor activities – English and Spanish.
- Continue to provide CPS Safety Seats state-wide in recognized distribution/fitting stations, targeting booster seats, for low income families.
- Provide state-wide media awareness campaign on occupant protection.
- Support CPS Safety Training using the 2007 NHTSA standardized curricula.
- Utilize corridor enforcements to sustain occupant protection use.
- Use seatbelt survey results to target problem areas of the state.

Project Summaries

Section 402

OP-STEP-08

Special Traffic Enforcement Program

\$592,412

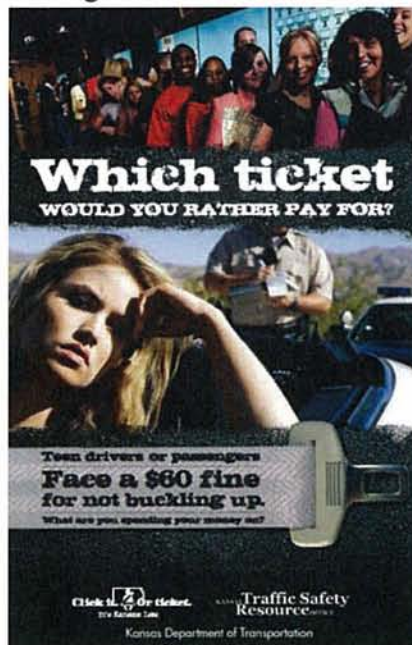
The Special Traffic Enforcement Program (STEP) awards grants to local and the Highway Patrol to conduct overtime enforcement campaigns directed at compliance with Kansas safety belt, child passenger safety, and impaired driving laws. Enforcement activities utilized saturation patrols and checkpoints during four annual one- and two-week mobilizations, each geared to a holiday – Thanksgiving, Valentine’s Day, Memorial Day and Labor Day. During FFY 2008, as many as 136 Kansas police agencies (including the Highway Patrol), combined to make 32,105 stops, during which 23,380 citations and arrests for excessive speed, adult or child restraint violations, and impaired driving were issued, along with 10,610 other citations – all on overtime.

Thirty-one percent of all citations written were for restraint violations. DUI's totaled 631 during the scheduled mobilizations.

OP-0315-08 **Kansas Traffic Safety Resource Office** **\$265,407**

The Kansas Traffic Safety Resource Office (KTSRO) targeted the entire spectrum of motor vehicle occupants from children to adults and focused efforts by working with schools, law enforcement, health departments, hospitals, media, PTA, EMS, US Army, Regional Preventions Centers, and other traffic safety advocates. The activities included increasing public awareness and promoting the proper use of occupant protection devices through child passenger safety (CPS) training classes, assisting with STEP training programs, networking, and educating through a myriad of safety organizations, including Safe Kids, Operation Impact, and Safe Communities. Events such as Child Passenger Safety week in February, and the Click it or Ticket event in May allowed KTSRO to partner with agencies such as the Kansas Highway Patrol and the Kansas City Chiefs to deliver the child passenger safety message. KTSRO maintained a speaker's bureau for presentations, issued car seat recalls, monitored distribution of Vince and Larry costumes, videos, displayed booths around the state at various traffic safety events 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. Overall, more than 646,734 educational and promotional items were distributed in FFY 2008.

- Implementation of the teen seat belt primary law had KTSRO developing a teen poster and flyer which was distributed to 1200 junior high and high schools across Kansas.



- Booster to Belts program continued with 111 presentations to promote booster seat use among children age four to eight. There were more than 5,524 participants in these presentations.
- There are 562 CPS technicians, including 32 certified instructors. Kansas has 116 CPS programs with 112 Inspection Stations. KTSRO hosted 2 Certified CPS Technician classes, assisted with 12 classes hosted by other agencies across the state, one 8 hour CPS technical update and one 8 hour CPS Instructor Update. KTSRO coordinated with KDOT to have the Technical Update video-taped, and this has been provided to an additional 32 techs for CEU training.
- Developed and distributed a state wide E-newsletter to over 2800 advocates monthly.

- KTSRO sits on the Kansas Safe Kids board as well representation with KDHE Injury Prevention Consortium, Safe Communities, Operation Impact and Regional Preventions Centers.

OP-1316-08 **Seat Belt Survey** **\$220,474**

Kansas safety belt use continues to increase, up 2.3 percentage points from last year, to 77.3%. Kansas still lags behind the national belt use rate, though it is closing the gap, and continues to improve in rankings. Women are more likely to be belted than men. Trucks, which account for about one in four vehicles observed, produce a substantially lower belt use rate (63%) than other vehicles (80%-84%), and male truck drivers are the lowest single category of belt users (62%). Children, ages 0-14, in general, are being placed in the rear seat. And, finally, the more “local” the trip, the less likely occupants are to be buckled up.

Section 2011

OP-1306-08 **Child Passenger Seat Distribution** **\$99,997**

More than 2,600 child safety seats (infant, convertible, and booster) were distributed statewide to child passenger safety fitting stations. These seats were provided to low income families.

OP-1188-08 **Bucks for Buckles** **\$6,802**

KDOT partnered with Safe Kids Kansas during the Labor Day weekend to promote the importance of seat belt use. This program reached 35 communities and was staffed by Safe Kids Chapter volunteers and State Farm employees statewide. 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.

OP-0930-08 **Public Information and Education** **\$5,653**

These project funds were used in part to pay for law enforcement recruitment lunches, produce the CPS Tech Video Update, and print coupons for law enforcement agencies to hand out as a positive enforcement message. These coupons were a collaborative effort between KDOT and Chick-fil-A.



Smart People Also Buckle Up.

Every trip. Every time.

Click it.  Or ticket.

It's Kansas Law
Kansas Department of Transportation

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Free Chick-fil-A® Nuggets (8-count).

©2008 CFA Properties, Inc. Coupon not valid with any other offer. Expires 07/31/08. One coupon per person per visit. Chick-fil-A®, Chick-fil-A Style®, We Didn't Invent The Chicken, Just The Chicken Sandwich®, Eat Mor Chikin® and the Chick-fil-A Cow® are registered trademarks of CFA Properties, Inc.

Redeemable at: Any Kansas Chick-fil-A
Please use by: 07/31/2008



SCH-003

Paid Media

The Problem

- In 2006, only 73% of Kansans were seat belted
- Kansas currently ranks 43rd in the nation in seat belt use
- Drunk driving kills over 90 people annually in Kansas
- Motorcycle fatalities have increased significantly in Kansas

Goal

- To affect awareness and attitudes concerning seat belt use and drunk driving
- To affect awareness and attitudes concerning motorcycle safety

Performance Measures

- Media will be assessed utilizing the following:
 - Number of airings and print ads for each message (both paid and valued added)
 - Audience size determined through appropriate source for medium (reach and frequency)
 - Surveys
 - Focus Groups

Strategies

- Advertising 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 (ie. Country Stampede, Kansas Speedway)
- Continue and expand our media messages during the national mobilizations
- Utilize media during specialized corridor enforcement activities
- Continue motorcycle awareness media

Project Summaries

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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 obey 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.

State and local broadcast media were used to build high reach levels quickly in the short advertising periods. The Kansas Information Radio Network was chosen, as it consists of 38 stations that provide coverage in every Kansas county. The programming consists of news, weather and sports, which is compatible with the target audiences. Twenty-five cable channels were also identified and recommended in Kansas.

The majority of radio spots ran during the prime listening periods: morning drive, midday and evening drive Monday-Friday. Additionally some evening, weekend, and overnight spots were purchased at little to no cost in order to increase frequency levels.

Our minority Hispanic audience was reached by purchasing TV spots on Kansas’ Hispanic television stations; Univision in Kansas City, Azteca in Wichita, and Gala in Liberal (included in Wichita buy), as well as radio buys in Kansas City, Wichita, and Topeka.

PM-1502-08 Thanksgiving Occupant Protection \$34,563

For this mobilization, the KC Chiefs Radio Network and the Mid-America News Network (42 Kansas radio stations) participated and 23 spots were aired. Nine TV stations and four cable networks participated, producing a total of 1,060 spots.

PM-1502-08 Child Passenger Safety Week \$24,667

KDOT purchased radio advertising to support Child Passenger Safety Week in February of 2008. A total of 1,620 spots were aired throughout the state.

- Value-add/bonus negotiations focused on the booster seat giveaways on three radio stations (KYQQ-FM – Hispanic programming in Wichita; KCZZ-FM/KDTD-AM – Hispanic programming in KCK; KIXQ-FM – country programming in Pittsburgh)
- KYQQ on-air DJs gave away car seats in the morning, evening and afternoon during our schedule. All booster seats were given away before the end of the flight.
- KIXQ created a Web page for the giveaway promotion linked from their homepage. We secured 60 “live liners” that ran to promote the giveaway. We secured 30 recorded promotions that ran during the mobilization. More than 300 entries were received, and all booster seats were given away.
- KCZZ created the “Special Safety for Valentine’s Week” promotion. It was promoted Wednesday, Thursday, Friday, Saturday and Sunday during our schedule. In addition to giving away booster seats (all were distributed), on-air DJs provided tips for installation to listeners, as well as the law/guidelines for proper use.

PM-1502-08 Corridor Enforcement \$4,382

KDOT placed ½ page ads in a total of seven publications to warn drivers of high-visibility county-wide corridor enforcement campaigns in Crawford, Neosho, and Montgomery counties.

PM-1502-08 Click it. Or Ticket \$194,443

For this mobilization, 29 radio stations, the Kansas Radio Network (38 stations), and the Royals Radio Network participated and 3,587 spots were aired. Two of the radio stations, with 64 spots, were Hispanic stations. Eleven TV stations and five cable networks participated, producing a total of 3,445 spots.

GRP’s	Kansas City	Pittsburgh	Topeka	Wichita	Mont. Co.
Radio	2164	429	360	668	122
Television	10	N/A	166	440	0
Cable TV	454	687	928	240	0

PM-1502-08 Drunk Driving: Over the Limit, Under Arrest \$93,998

This mobilization’s buy utilized eleven cable networks, including the newly added Lawrence market, for 5,757 total spots. In lieu of network TV, we chose to use online media buys to better reach the target audience, with a total of 1,275,581 gross impressions.

GRP’s	Kansas City	Pittsburgh	Topeka	Wichita	Lawrence
Radio	412	351	287	583	N/A
Cable TV	439	266	275	179	127

PM-XXXX-08

General/University Advertising

\$285,783

KDOT partnered with several different groups and three universities in 2008 to promote safe driving behaviors. The different groups included the Wichita Thunder, Butler County Community College, Wichita Police Department, and several print media papers in the state. These groups were contracted to: air radio spots, provide venue signage advertisement placement and provide video footage promoting seat belt use and prevention of impaired driving messages. Radio spots, venue signage, media backdrops and coach's Public Service Announcements were utilized at Kansas University, Kansas State University and Wichita State University. KDOT also participated in the I-35 Corridor Enforcement effort held on the Thursday prior to Labor Day.



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MC-9108-08

Impaired Riding Media Campaign

\$14,890

For first time in Kansas, online media was utilized in the form of banner ads on 6 news Web sites for the Drunk Driving: Over the Limit, Under Arrest campaign, which ran from August 8 – 31, 2008. Gross impressions from this effort totaled over 1,350,000.



Pedestrian & Bicycle Safety

The Problem

- In 2006, 29 Pedestrians and Cyclists were killed.
- In 2006, 330 Cyclists were injured.
- In 2006, 442 Pedestrians were injured.

Goal

- To reduce total crashes by 5% per year to 775 by 2008 and 689 by 2010
- To reduce fatalities by 5% per year to 20 by 2008 and 17 by 2010

Performance Measures

- Number of crashes involving pedestrians and cyclists
- Number of pedestrian and cyclist fatalities

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

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PS-0932-08

Public Information and Education

\$8,277

KDOT printed and distributed almost 6,000 *Ten Tips for Fun and Safe Biking* brochures to various organizations across the state. An additional, 17,000 of the brochures were shipped to Pittsburg State University to promote Child Safety Day events in May. Traffic Safety worked in close collaboration with the Safe Kids Kansas program to fill orders from 35 elementary schools for 7,895 zipper pulls in support of the "Walk Your Child to School Day" in October.

PS-1131-08

Bike Helmets

\$15,000

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 2,000 helmets were purchased and distributed, an increase of 23% over FFY 2007.

Police Traffic Services

The Problem

- In 2006, 16 of the top 20 contributing circumstances in crashes are driver-related.
- In 2006, decreasing budgets are preventing most law enforcement agencies from acquiring the necessary traffic safety-related equipment.

Goal

- Reduce the total crashes in the state by 5% per year to 58,914 in 2008 and 52,368 in 2010
- Reduce the total rate of crashes by 5% per year to 1.94 in 2008 and 1.72 in 2010
- To reduce the traffic fatality rate by .05 annually to 1.38 in 2008 and 1.22 in 2010

Performance Measures

- Number of total crashes in Kansas
- Crash rate per million vehicle miles
- Fatality rate per million vehicle miles

Strategies

- Provide funding for local law enforcement to attend training in the latest techniques of traffic enforcement.
- Continue funding for the KHP RAVE program to remove impaired drivers and target aggressive driving habits.
- Continue to promote occupant protection and alcohol issues around the state.
- Continue two additional part-time LEL's targeting areas: Southeast and Northwestern Kansas to assist the full-time statewide LEL.

Project Summaries

Section 402

PT-0938-08

Local Travel & Training

\$17,390

These funds enabled KDOT to send two local judges to the ABA Traffic Court Seminar in October, assistance for a judge to present at the Kansas Judges Conference in May, two Kansas Highway Patrol troopers to Lifesavers, a Wichita Police Department officer to attend the recently updated TOPS training and several other professionals to various trainings.

PT-LELs-08

Law Enforcement Liaison

\$139,525

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

PT-0931-08

Local Law Enforcement Incentives

\$74,923

The bulk of these funds are traditionally spent to fulfill local law enforcement need for speed detection radar equipment; preliminary breath testers; crash site tools such as cones, flares, measurement devices and cameras;

and tire deflation equipment. These funds were distributed to local law enforcement that provided significant enforcement efforts through their participation in the Click it or Ticket and/or Corridor Mobilizations.

PT-1716-08 **Wichita Police Department Radars** **\$3,888**

KDOT and the Wichita Police Department jointly purchased eight radar units to assist in reducing fatalities and crashes in the city of Wichita. Two units were deployed to each of the four Community Policing sections of the city.

PT-CORR-08 **Corridor Enforcement** **\$3,298**

During spring and summer, 2008, highway construction projects in Douglas, Pottawatomie, and Shawnee Counties severely disrupted traffic flow, forcing rerouting and dangerous congestion on U.S. 24, K-10, and K-63 highways. Grants were made to the sheriffs of Douglas and Pottawatomie Counties and the City of Rossville to provide for overtime enforcement at the locations and times of greatest congestion. In addition to the calming effect of 181 hours of heightened police presence, enforcement yielded one crash investigation and 83 traffic stops, out of which 78 citations were written for excessive speed and other violations.

PT-1708-08 **KHP Crash Reconstruction Training** **\$25,850**

The Bureau of Traffic Safety provided the Kansas Highway Patrol with a Crash Reconstruction Class grant for FFY 2008. The class was offered in April, and included 7 KHP officers and 18 officers from various police and sheriff departments throughout the state for a total of 25 students. The class provides the student with knowledge and skills to comprehensively investigate crashes with emphasis in diagramming, evidence collection and preservation, vehicle crash dynamics and post-crash assessment.

Roadside Safety

The Problem

- Lack of local engineering expertise in some areas concerning roadside safety issues

Goal

- To provide training, technical assistance and materials to local agencies to improve the safety of local roadways.
- To provide traffic safety oriented seminars/workshops

Performance Measures

- Support to a number of local and state officials ability to provide safer roadways through training, materials and assistance to accomplish a reduction in crashes statewide
- Programs and projects will be evaluated for completeness and implementation of the project recommendations

Strategies

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

Project Summaries

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RS-0618-08

Bucher, Willis, and Ratliff Consultants

\$69,239

The Traffic Engineering Assistance Program (TEAP) provides local governments assistance with traffic studies. In 2008, TEAP addressed several areas of local concern with eight traffic studies in the northern half of the state.

RS-1402-08

Kansas State University

\$99,653

The Traffic Assistance Services for Kansas (TASK) program provides economical training for Kansas public employees who have traffic safety responsibilities. In 2008, 133 local officials were trained at several different sessions across the state.

RS-1618-08

TranSystem Corporation

\$74,179

The Traffic Engineering Assistance Program (TEAP) provides local governments assistance with traffic studies. In 2008, TEAP addressed several areas of local concern with nine traffic studies in the southern half of the state.

Safe Communities

The Problem

- Lack of knowledge transfer and communication between traffic safety advocates and communities across Kansas.

Goal

- Establish community-level traffic safety programs to promote partnerships, communication and collaboration statewide; 1 program by 2008 and 2 by 2010
- Increase attendance of annual Traffic Safety Conference to 336 in 2008 and 371 in 2010

Performance Measures

- Number of community-based safety programs
- Number of attendees at the annual Traffic Safety Conference

Strategies

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

Project Summaries

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SA-0943-08

Kansas Transportation Safety Conference

\$73,362

The 2008 Transportation Safety Conference, held at Topeka's Capitol Plaza Hotel & Convention Center, attracted a record 407 attendees (up 52% from 268 in 2004) to an event comprised of 28 exhibits, 45 speakers, 3 general session presentations and 20 workshops – all for the purpose of providing expert information on timely issues to an audience of traffic safety professionals. The workshops were broken out in four tracks: youth, law enforcement, injury control, and roadway safety. Exhibits were positioned around the breakfast/break/luncheon area, offering excellent exposure to the latest transportation programs, equipment, and safety technology. The tone of the conference was set by the keynote presentation, "The Art of Storytelling: Changing Behavior One Motorist at a Time," delivered by David Westbrook, President of Corporate Communications Group, Overland Park, Kansas.

At the closing luncheon, the 2008 People-Saving-People award ceremony recognized the exemplary roadway safety efforts of Mary McDonald, Assistant Wichita City Attorney; Lt. Randall Mosher, Troop E, Kansas Highway Patrol; Corporal Thad Brown, Dodge City Police Department; Randy Wells, Operation Lifesaver/BNSF Railroad; and Rhonda Lusk, Wichita Safe Kids Coordinator.

SA-1066-08

Public Information & Education

\$543

These project funds enabled KDOT to purchase plaques for the People Saving People award winners, crash cards for public distribution and the creative work necessary to produce posters promoting our Alcohol messages.

SA-1913-08 **Think First Injury Prevention Program** **\$2,074**

The Think First program brings in crash victims who have sustained life-long traumatic brain or spinal cord injuries. The program reached more than 1,400 high school students at four Kansas high schools in 2008.

SA-1024-08 **Kansas Operation Lifesaver Inc.** **\$15,000**

KDOT distributed these funds to the Kansas Operation Lifesaver program to aide in the purchase and production of brochures and promotional items. These items include: activity books, coloring books, bookmark/rulers, pencils, pens, banners, lapel pins, train whistles, and bumper stickers.

SA-SURV-08 **Graduated Drivers License Survey** **\$59,558**

Wichita State University and ETC. Inc. in partnership with the University of North Carolina conducted a phone survey of 800 teen drivers and 800 parents of teen drivers. These surveys will assist KDOT in understanding the perceptions of teen drivers and the potential roadblocks to enhancement of the Graduated Drivers License laws in the state.

SA-1908-08 **Wyandotte County Safe Communities** **\$93,292**

In early 2006, a grant was awarded to the Unified Government Public Health Dept. of Wyandotte County for the purpose of establishing a Safe Communities coalition of advocacy, government, law enforcement, and prevention organizations to address the county's significant traffic safety issues. The coalition is known as Drive Wisely Wyandotte (DWW). Suggestive of the effectiveness of the coalition's effort has been an increase in teen/adult seat belt compliance, from 63% in 2005 to 83% in 2008. Over that same period, Wyandotte County's overall restrained child rate improved from 47% to 71%.

- for the first time, obtained the commitment of all county law enforcement agencies as active partners in the coalition.
- delivered 37 presentations to over 700 persons and staffed exhibits at safety fairs demonstrating the need for restraint, both adult and child.
- sent 10 community policing officers and the DWW coordinator to Mid America Regional Council for bike rodeo training.
- ordered and distributed 486 infant, convertible, and booster seats to needy residents.
- co-sponsored and assisted with safety seat checkpoints across the county.
- partnered with Jackson Co. (MO) Sheriff's Office in a week-long restraint enforcement/educational campaign in the vicinity of KU Medical Center with over 3,000 contacts.
- partnered with Kansas City, Kansas PD, which coupled three school zone enforcements with school presentations.
- enlisted the support of law enforcement and Wyandotte County public school districts to perform observational seat belt surveys and the distribution of safety information at all nine high schools in the county.

SA-1057-08 **Comprehensive Media Campaign** **\$309,905**

Corporate Communications Group (CCG) worked closely with KDOT in the planning of a comprehensive media campaign. They implemented numerous initiatives, including the development of corridor advertising for mobilization programs; facilitating bilingual radio and television advertising for the CPS, CIOT, and OTLUA mobilizations; placement of outdoor and print media for motorcycle awareness campaign; the redesign and bilingual translation of several brochures for the Kansas Traffic Safety Resource Office (KTSRO); and

monitoring of a CIOT MySpace website. CCG coordinated all of the media buys and media events for the enforcement mobilizations, developed the earned media releases, and provided detailed evaluations on all media buys. They worked closely with the KTSRO to produce and deliver a monthly e-newsletter, find a contractor to develop a pre-teen online educational tool, create hand stamps for the college Safe Bus program, and develop other opportunistic marketing strategies. CCG also participated in the Transportation Safety Conference by delivering the keynote address and presenting a breakout session geared toward social networking, and finished the year by attending the NHTSA Strategic Communications Forum with a representative from KDOT.

Section 1906

RP-RPTF-08

Racial Profiling Task Force

\$35,209

The Racial Profiling Task Force hired a State Coordinator with these funds. The Coordinator is in charge of planning and organizing the quarterly meetings as well as preparing the annual report. The coordinator also has the responsibility of preparing reimbursement vouchers for the meetings and travel for the about a dozen task force members. In addition, the coordinator facilitated several town hall meetings around the state.

Traffic Records

The Problem

- Lack of a comprehensive, utilized electronic crash data collection system.
- Linkage of crash data between KDOT and other state agencies.
- Very little GIS information
- Approx only 70 local law enforcement agencies involved in initial implementation of Electronic Accident Data Crash Reporting (EADCR)

Goal

- Implementation of Traffic Records Coordinating Committee (TRCC) Strategic Plan
- Implementation of KS Law Enforcement Reporting system (KLER)
- Development of a robust Traffic Records System (TRS)

Performance Measures

- Number of TRCC Projects
- Implementation of KDOT 850, 851 & 852 forms
- Number of Agencies/Organizations involved with the TRCC

Strategies

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

Project Summaries

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TR-2001-08

EADCR Maintenance

\$12,600

Distribution of these funds enabled more than 40 local law enforcement agencies to receive software licenses for the Electronic Accident Data Collection Reporting (EADCR) system. This software included licenses from Adobe and Easy Street Draw, which are both vital to the operation of the EADCR system.

Section 163

TR-2102-08

Traffic Records Consultant

\$358,772

MTG Management Consultants worked closely with KDOT and all other members of the TRCC to develop the business model of the needed Traffic Records System (TRS) in Kansas. MTG coordinated, mediated and led all TRCC meetings. MTG developed TRS performance measures, communications plans and TRS work flow models to assist the TRCC members in developing the system.

Section 408

TR-2101-08

TRS-03 TRS Detailed Architecture

\$157,800

This project includes the technical architecture design of the Kansas Traffic Records System (TRS) and the design of the following components for version 1 of the TRS.

State of Kansas Annual Report Cost Summary-FFY 08

Program Area	Expenditures	Federal Share to Local
Planning and Administration	\$24,909	
Alcohol	\$392,655	\$384,777
Occupant Protection	\$1,078,292	\$857,819
Paid Media	\$637,836	
Pedestrian and Bike	\$23,277	\$23,276
Police Traffic Services	\$264,874	\$264,852
Roadway Safety	\$243,071	\$243,071
Safe Communities	\$553,733	\$183,728
Traffic Records	\$12,600	\$12,600
Total 402	\$3,231,247	\$1,970,123
163 Alcohol	\$441,892	
410 Alcohol	\$812,026	
2011 Booster	\$105,650	
2010 Motorcycle	\$40,447	
408 Data	\$508,494	
1906 Racial Profiling	\$35,209	
Total Other	\$1,943,718	
Grand Total	\$5,174,965	