

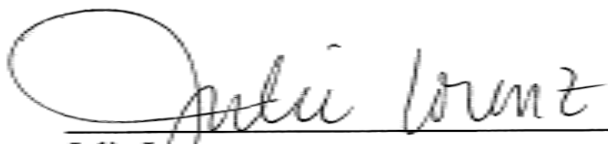
State of Kansas

Annual Report FFY 2019

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The FFY 2019 Kansas Annual Report is being submitted to National Highway Traffic Safety Administration (NHTSA) and Federal Highway Administration (FHWA). The report describes the activities completed by the State of Kansas in the use of federal highway safety funds, consistent with the guidelines, the priority areas, and other requirements established under Section 402.

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12/17/2019
Date

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2019 EXECUTIVE SUMMARY

This FFY 2019 Annual 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 these 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 2019. This is an increase of one percent when compared to the 2018 observation number. The primary reason for this increase was the increased number of participating law enforcement agencies and increased media efforts.

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 137 state and local Kansas police agencies. In the course of 31,929 enforcement stops in 13,801 hours, officers recorded 29,981 citations and arrests. Included were 6,486 speeding tickets; 435 arrests for DUI; 374 child passenger restraint citations; 308 teen restraint citations; 11,670 adult seat belt tickets; 404 tickets for texting while driving; 1,170 tickets for otherwise distracted driving; and 8,766 other citations and arrests. In addition, Traffic Safety Section partnered again with the Kansas Highway Patrol to mount a comprehensive overtime fatality reduction program which generated 37 alcohol/drug arrests, 1,224 speeding citations; 304 occupant restraint citations in the course of more than 4,000 public stops.

In FFY2019 some of the Kansas City Metro STEP agencies continued their participation in the Aggressive/Inattentive Driving Enforcement Campaign during the summer months. This special enforcement saw 2,305 citations being issued and 72 in custody arrests. Of note there were 1,335 speeding citations of which 18 citations were issued for speeding 31+ miles an hour over the speed limit, 222 for 21-30 miles an hour over the speed limit, and 1,095 for 10-20 over the speed limit. In addition, this enforcement yielded six DUI's and 123 seat belt citations.

The Impaired Driving Deterrence Program (IDDP) supported overtime enforcement by 17 county and municipal police agencies and resulted in 6,097 driver contacts during 21 check lanes and 92 saturation patrols, which combined to net 168 DUI arrests, 30 MIP arrests, 56 TOC citations, and 30 arrests for drug possession. In addition, these late-night activities accounted for 454 other citations and arrests. 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 was restructured in 2019 which resulted in a 138.5% increase in DUI arrests compared to FFY2018. There were 167 arrests made in 2019 compared to 70 in FFY 2018. All but one of the 44 Roving Aggressive Violation Enforcement (RAVE) saturation deployments and sobriety checkpoints we conducted in counties listed in the Top 20 Statewide DUI crash locations. These deployments resulted in an increase of drivers screened for DUI by 132% and doubled the number of open container of alcohol arrests. There were 3,413 public contacts made resulting in 1,447 citations being issued with 1,865 hours of enforcement.

The Nighttime Seatbelt Enforcement Program (NSEP) supported overtime enforcement by three police agencies over the course of 219 hours and 335 enforcement contacts. This activity resulted in 267 occupant restraint citations and, as would be expected from any aggressive nighttime traffic enforcement program, 146 other arrests and citations, including seven for DUI.

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. Last fall, 80 agencies responded, and their 439 participating officers wrote 41 child-, 47 teen-, and 463 adult restraint citations along with 361 other traffic 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 565 officers from 108 agencies and produced 56 child, 193 teen, and 822 adult restraint citations, along with 758 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 seven 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 FFY19 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 2019 was the creation of an electronic citation database and coordinator. The database and coordinator are housed at the Kansas Bureau of Investigation and are working on receiving electronic citation records either through an electronic interface or manual entering data from law enforcement into the system.

In FFY 2019, the Traffic Safety Resource Prosecutor program provided three DUI Legal Update training classes throughout the state, and three two-day DUI Prosecutor Boot Camp trainings. The TSRP provided 114 unique DUI/DID technical assistant requests for law enforcement and prosecutors. The TSRP co-hosted the Kansas DUI Prosecutor conference in Wichita in October. This seminar was expanded by 30 attendees and was the largest turnout ever for the program reaching 180 law enforcement and prosecutors in Kansas. The TSRP distributes newsletters to 646 participants every month to law enforcement and prosecutors across Kansas. They 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 FFY2019 only one position has been filled and the other position is still actively being advertised.

KDOT is in the process of updating the Strategic Highway Safety Plan (SHSP) and has been responsible for the formation of many Emphasis Area Teams (EATs) that focus on specific traffic safety areas. In 2019, there were ten active teams that include: Data, Occupant Protection, Roadway Departure, Intersections, Teen Drivers, Local Roads, Education, Older Driver, Ped and Bike 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 2019, Kansas participated in a multi-state two-day enforcement mobilization to jointly address the continuing challenge of high numbers of crash fatalities and serious injuries across the nation. Participants included the five states of NHTSA Region 7. This year, the theme was Drug Impaired Driving (DID)-related, with the campaign beginning on Friday, April 19 and concluding on the 20th, known to the cannabis culture as "Weed Day." Over the weekend, the Kansas Highway Patrol and 99 (10 more than last year) other police agencies dedicated over 4000 regular patrol hours for DID enforcement, both commercial and non-commercial vehicles. Together, they issued 1125 speeding citations; in the course of which, they also recorded 77 DUI and 73 drug arrests, 234 seat belt citations, 91 felony arrest, 192 misdemeanor arrests, 105 CMV violations, and 2264 other citations and arrests.

The state of Kansas is continuing its efforts focused on drug testing. In FFY2019, the Impaired Driving Emphasis Area Team spent some time gathering procedures and protocols from other states and has begun working on our state procedures. 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. With these recent changes the Oral Fluids Study will move forward. In FFY2020, a select number of Drug Recognition Experts will be provided a roadside testing device. These devices will provide drug impaired driving data and work to confirm officer observations.

2018 Actual vs 2019 HSP Target Performance Measures

	Core Outcome Measures	2012-16 Baseline*	2018 Actual	2015-19 Projection*	2019 HSP Target
C-1	Number of Traffic Fatalities (FARS)	385	404	389	389
C-2	Number of Serious Injuries (KCARS)	1,312	1,146	990	980
	Serious Injury Rate per 100 million VMT (KCARS)	4.247	3.528**	3.062	3.000
C-3	Fatalities/VMT (FARS/FHWA)	1.24	1.24**	1.21	1.20
	Rural Fatalities per 100 million VMT (FARS/FHWA)	1.956	UNK	1.787	1.751
	Urban Fatalities per 100 million VMT (FARS/FHWA)	.572	UNK	.577	.555
C-4	Number of unrestrained fatalities all positions (FARS)	150	127	125	123
C-5	Number of Fatalities in Crashes Involving a Driver or Motorcycle Operator, with BAC of .08 or higher (FARS)	94	88	80	79
C-6	Number of speeding fatalities (FARS)	106	94	114	113
C-7	Number of motorcyclist fatalities (FARS)	52	64	54	53
C-8	Number of un-helmeted motorcyclist fatalities (FARS)	30	39	29	28
C-9	Number of Drivers, 20 and Under, Involved in Fatal Crash (FARS)	55	72	48	47
C-10	Number of pedestrian fatalities (FARS)	41	29	42	41
C-11	Number of bicycle fatalities (FARS)	5	5	2	1
	Core Behavior Measure				
B-1	Observed seat belt use (FFY 19 State Survey)	82	85	87	88
	FFY 19 Activity Measures				
A-1	Number of seat belt citations issued during grant-funded activities		13,604		
A-2	Number of impaired driving arrests made during grant-funded enforcement activities		825		
A-3	Number of speeding citations issued during grant-funded enforcement activities		8,261		
	Kansas Specific Measures				
	Distracted Driving Crashes (KCARS)	17,497	17,487	19,017	18,827

* 5-year moving average

** 2017 VMT rates

Progressing Towards Targets (Actual 2018 is even or improvement when compared to 2012-2016 Baseline)

Based upon actual 2018 numbers, the state of Kansas is progressing in meeting the 2019 targets in serious injuries (C-2), fatality rate (C-3), number of unrestrained fatalities (C-4), number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 or higher (C-5), speeding fatalities (C-6), pedestrian fatalities (C-10), bicycle fatalities (C-11), observed belt use (B-1) and the Kansas specific measure Distracted Driving Crashes.

Not Progressing Towards Targets (Actual 2018 is not positively progressing from 2012-2016 Baseline)

The state will work to increase paid media and education in the areas of overall fatalities (C-1), motorcycle fatalities (C-7), unhelmeted motorcycle fatalities (C-8) and number of drivers, 20 and under involved in fatal crashes (C-9).

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-0918-19

Traffic Safety Section Staff Travel & Training Costs

\$21,555

These funds allowed Section staff to attend many training opportunities, including the Governor's Highway Safety Association Annual Meeting, NHTSA Regional Meeting, the Traffic Safety Resource Prosecutors' Conference, Transportation Safety Conference, training at the Kansas Law Enforcement Training Center (KLETC), many law enforcement recruitment luncheons, 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 the amount of paid media dedicated to reducing impaired driving and teen access to alcohol.
- Underwrite education for court system personnel on impaired driving laws and techniques used in removing impaired drivers.
- Maintain the number of Drug Recognition Experts in the state and provide opportunities for officers to maintain their certification, and recruit additional DREs located in areas of high alcohol-related crashes and arrests.
- Increase the number of 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 effect on safe driving.
- Explore legally permissible cutting edge technologies for Drug Impaired Driving such as the Oral Fluids Testing Instruments.

Project Summaries

Section 402 Youth Alcohol

YA-0969-19

Underage Drinking PI&E

\$7,398

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-1140-19

Teen Angel

21,457

This initiative was mounted by Overland Park Police Department to enforce underage alcohol laws during the period March-August. Participating officers worked 504 overtime hours, typically in pairs during 5-6-hour shifts. Enforcement included nine house party actions – with three parties broken up, 26 juvenile calls for service, 167 juvenile contacts, 28 parent contacts, 62 general business checks, and 148 checks of retail alcohol establishments, bars, and parks. These actions produced 51 arrests, 31 of which were for MIP/C and three for drug possession.

YA-2227-19

ABC Underage Drinking Enforcement

\$57,611

In 2019, the Potawatomi Co Stampede moved from Tuttle Creek State Park to Heartland Park in Shawnee county and re-named Heartland Stampede. Heavy rain impacted the historically high incidence of under-age drinking. The Alcoholic Beverage Control (ABC), along with several other agencies including Topeka PD and Shawnee Co Sheriff's office had over-all arrest numbers (58), which includes 52 MIP.

Across the state in 2019, numerous regional and local events took place which also tend to attract underage drinkers. In 2019, operations were mounted at 20 locations including; Dodge Days Rodeo, KSU Football Game, Bar checks, Wichita Clean Sweep and Hays Halloween, among others. These actions resulted in 130 MIP/C

arrests, 24 Fake ID citations, 18 drug cases, 8 furnishing citations, and a variety of other administrative and criminal charges.

In addition, there are a multitude of local liquor/cereal malt beverage retailers and bars which rarely, if ever, receive compliance checks, often due to insufficient staffing on the part of local police agencies or ABC. A grant with ABC enables local agents to mount an effective law enforcement response by being able to call in other agents to assist with events and compliance verification.

Section 405(d)

AL-2300-19	Fake ID	\$29,511
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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, Fake I.D. enforcements at Lawrence, Seward Co and Finney Co checked 182 licensed businesses, produced 69 fake I.D. citations, 112 MIP citations, 11 drug arrests as well as 21 other citations/arrests.

AL-4700-19	Impaired Driving PI&E	\$240
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This grant paid for website hosting renewal of www.1866MustB21.com website.

AL-4703-19	MADD Court Education	\$71,892
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This grant allows the Kansas Mothers Against Drunk Driving (MADD) office to hire a person to attend DUI trials and observe proceeding to gather information about the trials. In turn they provided training to law enforcement on how to improve DUI and DID arrests. MADD trained prosecutors as well on how to prepare for roadblocks court observers have seen in court. The goal of the grant is to produce better DUI and DID arrests in Kansas and provide better court preparation for prosecutors in Kansas. Resulting from this grant there were 2,679 reported DUI cases which were evaluated for training purposes and information extrapolated to present in training courses. Douglas, Johnson, Shawnee, and Wyandotte were the counties used in this study. There were 482 DUI cases filed in Douglas County, 337 in Johnson County, 563 in Shawnee County, and 344 in Wyandotte County. Of these filed cases there were 261 adjudicated in Douglas, 65 in Johnson, 66 in Shawnee, and 92 in Wyandotte. The highest number of arrests by age were 23 years old (50) and 28 years old (50). The oldest driver arrested was 73 years old and the youngest was 18. There were 295 Administrative Drivers Licenses Hearings with 207 resulting in an “Affirmed” ruling upholding the administrative suspension.

AL-4705-19	Johnson County Forensics Lab	\$25,519
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This contract provided funding for the service contract for the two instruments purchased in 2017 to support blood testing.

AL-4707-19	KBI – Toxicology Overtime Project	\$7,794
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This grant funded overtime for lab professionals performing blood tests. This information is critical to prosecutors and other court personnel preparing and adjudicating cases.

AL-0841-19	KDHE – Breath Testing Training	\$16,116
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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-19 **Law Enforcement IDDP Patrols** **\$110,685**
The Impaired Driving Deterrence Program (IDDP) subsidized overtime enforcement by 17 county and municipal police agencies and resulted in 6,097 driver contacts during 21 check lanes and 92 saturation patrols. These combined to net 168 DUI arrests, 30 MIP arrests, 56 TOC citations, and 30 arrests for drug possession. In addition, these late-night enforcements accounted for 454 other citations/arrests.

AL-9102-19 **Kansas Highway Patrol R.A.V.E. Program** **\$108,902**
The Kansas Highway Patrol restructured the R.A.V.E. Program in FFY 2019 by moving it under the command of the Breath Alcohol Unit. The goal was to concentrate on DUI problem areas identified through statistics showing which counties have the highest rate of DUI crashes. Resulting from this restructuring KHP showed a 138.5% increase in DUI arrests compared to FFY2018. There were 167 arrests made compared to 70 in FFY 2018. All but one of the 44 Roving Aggressive Violation Enforcement (RAVE) saturation deployments and sobriety checkpoints we conducted in counties listed in the Top 20 Statewide DUI crash locations. These deployments resulted in an increase of drivers screened for DUI by 132% and doubled the number of open container of alcohol arrests. There were 3,413 public contacts made resulting in 1,447 citations being issued with 1,865 hours of enforcement.

AL-9106-19 **Kansas Highway Patrol Breath Alcohol Unit** **\$600,532**
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 2019 the SFST Kansas Guidebook was studied and slightly revised to help provide probable cause for Driving Under the Influence of Drug cases and changed to reflect recent Supreme Court rulings. 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 test can be used for either or both substances.

The KHP BAU enforcement activities included 11 checkpoints resulting in 1,610 vehicle stops; 84 being given the SFST (Standard Field Sobriety Test) with 23 PBT (Preliminary Breath Test) resulting in 15 DUI arrests; 12 arrests for drug possession; and 18 open container arrests. The BAU also coordinates the Drug Recognition Expert Program (DRE) and the ARIDE programs. Nine law enforcement personnel attended DRE Certification Training in California in 2019. This brings the total of DREs in Kansas to 90 representing 36 law enforcement agencies. In FFY2019 there were 393 DRE evidentiary evaluations conducted in Kansas which is an increase of 104 tests from 2018 and is well above the national average of evaluations per DRE. In addition, there were 132 training evaluations for a total of 526 DRE evaluations in 2019. Some highlights of the evaluations showed there were 95 positive results for stimulant and 42 testing positive for depressant. There were 35 positive tests for Narcotic Analgesic and 97 for Cannabis. Of note there were 26 test refusals that are not counted in the total number of tests performed.

KHP completed 31 4-hour and 19 6-hour SFST Training classes for 775 officers (up from 370 officers in FFY2018). They also conducted SFST Refresher Courses across the state that were attended by 715 officers. They put on five ARIDE classes for 260 officers and supported the Prosecuting Attorney/Law Enforcement DUI Seminar held in Wichita with 180 in attendance. The seminar covered various topics ranging from toxicology issues to alcohol influence report writing. New for 2018 and continued in 2019 the BAU conducted 31 classes for Introduction to Drug Impaired Driving seminars which had 560 officers attend. They also trained for the first time in 2018 on DAX Evidence recording devices for Gaze Nystagmus observations on DUI and DID arrests

which was expanded in 2019. Through the grant, KDOT purchased six units and AAA Foundation purchased two additional units.

AL-9407-19 **Traffic Safety Resource Prosecutor** **\$131,583**
Kansas began its Traffic Safety Resource Prosecutor (TSRP) program in March 2008 by partnering with the Kansas Attorney General’s Office. It began with one attorney being hired but a second was added eight years later but has been unfilled for two years because of lack of appropriate applicants. These Attorneys have established themselves as the go to people for all Kansas prosecutors. The TRSP instituted a DUI Boot Camp ten years ago, which is basic training for Prosecutors who specialize in DUI prosecution.

In FFY 2019, the Traffic Safety Resource Prosecutor program provided three DUI Legal Update training classes throughout the state, and three two-day DUI Prosecutor Boot Camp trainings. The TSRP provided 114 unique technical assistant requests for law enforcement and prosecutors. The TSRP co-hosted the Kansas DUI Prosecutor conference in Wichita in October. This seminar was expanded by 30 attendees and was the largest turnout ever for the program reaching 180 law enforcement and prosecutors in Kansas. The TSRP distributes newsletters to 687 participants every month to law enforcement and prosecutors across Kansas. He 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 FFY2019 only one position has been filled and the other position is still actively being advertised.

Section 405(d) Ignition Interlock
AL-4750-19 **Kansas Highway Patrol Radars** **\$264,455**
Flexing funding received by the state for a compliant all offender ignition interlock law, KDOT was able to support the purchase of 84 radars for the Kansas Highway Patrol. These instruments are invaluable in detecting and removing impaired drivers from the road.



Motorcycle Safety

Strategies

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

Project Summaries

Section 405(f)

MC-4800-19

Motorcycle Safety PI&E/Media Campaign

\$39,986

In 2019, KDOT placed more than 977 radio spots across 22 stations in the state. Our radio buys also included streaming radio that brought an additional 2,668,275 impressions to our campaign on Pandora and other various audio streaming platforms. In addition to the radio campaign for Share the Road, KDOT utilized targeted social media on Facebook, Instagram and Snapchat. This social media campaign added 1,994,197 impressions. Many of the impressions were served around local dealerships, community events and other gathering spots during the 12-day campaign in May.

MC-4801-19

Kansas Traffic Safety Resource Office

\$25,520

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-0916-19

OP Survey Consultant

\$39,577

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-0930-19

Public Information and Education

\$24,422

These funds were used for the annual Spring law enforcement recruitment lunches for the Special Traffic Enforcement Program and the Occupant Protection Assessment in March of 2019.

OP-1306-19

Child Passenger Seat Distribution

\$99,968

More than 1,750 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-1188-19

KDHE Safe Kids

\$47,852

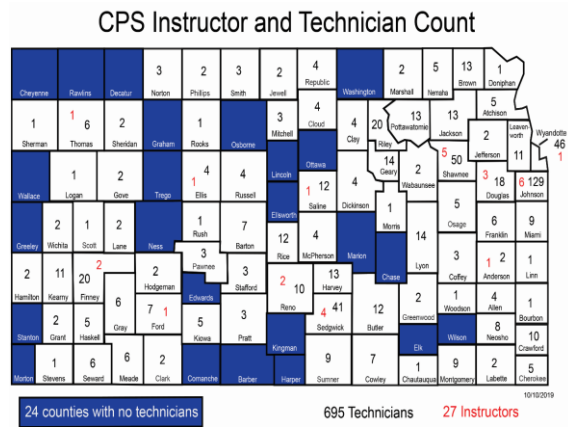
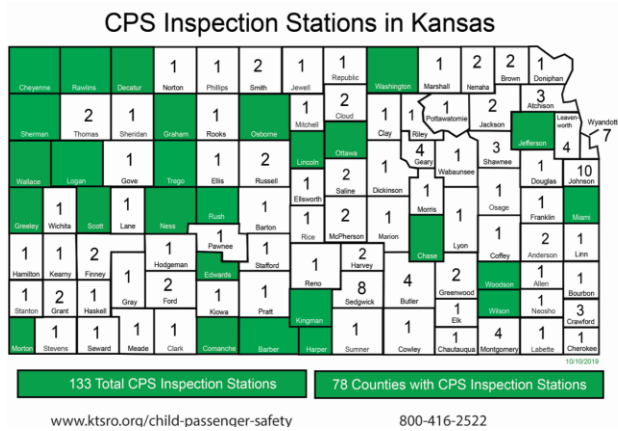
The Safe Kids Buckle Up program stresses the importance of properly using age appropriate restraints whenever riding in a motor vehicle. The program is designed to increase the number of children properly protected by child safety seats through inspections conducted by certified Child Passenger Safety Technicians and by making no cost or low-cost car seats available to low-income families in Kansas. KDOT partnered with Safe Kids Kansas from August 26th and September 8th, 2019 to promote the importance of seat belt use through the Bucks for Buckles program. There were 65 events in 51 cities and all staffed by Safe Kids coalitions or State Farm Agents. 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. Grant funding was used to print 6,000 safety belt education handouts for distribution during Bucks for Buckles events. This contract also provided funding 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 Technicians, and to purchase 502 child

restraints (including several for Special-Needs children) for distribution at 53 registered events. Many 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 during CPST Trainings.



OP-1602-19 Kansas Traffic Safety Resource Office - CPS \$37,751
 This section of the KTSRO contract focused on Child Passenger Safety throughout the state of Kansas.

- Kansas has 695 CPS Technicians (CPST), 27 certified CPST Instructors, and 133 Inspection Stations. The KTSRO tracks technician status to insure each Inspection Station has properly trained techs on staff.



- KTSRO hosted or provided resources for 12 NHTSA CPST certification classes and two CPST Renewal classes, serving a total of 180 participants. They also provided resources for a Safe Travel for All Children class where 15 CPSTs received Special Needs Certification.
- KTSRO distributed 20,371 W.H.A.L.E. (We Have A Little Emergency) ID stickers for child safety seats, 4,599 bilingual CPS activity books, 703 booster posters, and 201,511 bilingual booster flyers.
- KTSRO hosted the annual CPST Update class, free to any technicians in the state, and provided resources for the Greater KC Tech Update, providing CEUs to a total of 169 technicians. They also coordinated with KDOT to have the Technical Update videotaped each year. These videos have been made available on the KTSRO website, providing more than 100 CEUs for technicians this year.
- KTSRO provided online training for Child Care Transportation, CPS for Foster Parents, CPS Citations, and CPS Check Form, with a total of 20 CEUs earned.
- KTSRO attends national conferences and has collaboration with the Kansas Safe Kids board of directors, as well as with KDHE’s Injury Prevention Consortium, Safe Communities, Operation Impact, Regional Preventions Centers, the KDOT Strategic Highway Safety Plan occupant protection and older driver teams, Destination Safe and many other organizations across the state.

- KTSRO provided valuable assistance in coordinating social media promotions with KHP, KDHE, Safe Kids, and KDOT for NHTSA’s Heatstroke Prevention campaign, CPS Week, and many other social media opportunities throughout the year.
- 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 22 schools completed the presentations, reaching more than 4,000 elementary students.



OP-1316-19

Seat Belt Survey

\$214,191

Kansas recorded an 84.97% observed adult occupant protection rate in 2019. 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 (75%) than other vehicles (89%-91%), and male truck drivers are the lowest single category of belt users (73%). Just over 85% of interstate drivers use their seat belts but local road drivers were buckled 84% of the time. Similar to last year’s observation: with a belted driver, about 98% of front passengers were also belted but if driver is not belted, only about 21% of front passengers were belted.

OP-4500-19

Highway Patrol Rollover/Convincer

\$53,294

This fund was used to refurbish new roll-overs and convincers for the Kansas Highway Patrol. These units are housed around the state and used to provide educational demonstrations of the importance of seat belt use.

OP-NSEP-19

Nighttime Seat Belt Enforcement

\$7,616

The Nighttime Seatbelt Enforcement Program (NSEP) subsidized overtime enforcement by three police agencies over the course of 220 hours and 335 enforcement contacts. This activity resulted in 267 occupant restraint citations and 146 other arrests and citations, including 7 for DUI.

State Funds

KDOT administers the Seat Belt Safety Fund. Total funding expended in FFY 19 totaled \$432,514. 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 (i.e. Country Stampede and Hummer Sports Park).
- Continue and expand our media messages during the national mobilizations.
- Utilize media during specialized enforcement activities.
- Continue motorcycle awareness media.
- Implement non-traditional media methods, such as banner ads on internet, gaming websites, and social media.

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-1501-19

General Advertising

\$25,265

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-1503-19

Blue Window and University Marketing

\$60,975

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-1516-19

Mid America Regional Council Radio

\$19,988

In 2019, MARC secured 588 radio 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 the Facebook page and safe driving messages, increasing the number of people who like the page. The messages were seen nearly 175,000 times. They also promoted messages on Twitter showing safe driving messages nearly 80,000 times.



Section 405(b)

OP-1475-19 Thanksgiving/Holiday Mobilization \$27,551

KDOT, in conjunction with JNA Advertising, ran a statewide radio and social media campaign during the Thanksgiving week to promote the Click it or Ticket, message. This campaign included 21 stations and netted 1,160 radio spots. Rated markets achieved 515 GRPs during this 7-day campaign. With the combination of 472 added value spots, DJ endorsements and live interviews, an additional gain of added value equated to \$9,495. Social media used a \$2,500 budget for a display and video campaign that achieved 94,946 impressions while reaching 62,142 people in the state.

OP-1475-19 SAFE Paid Media \$46,607

In February and March of 2019, KDOT worked with JNA to promote the message of SAFE (Seatbelts Are for Everyone) in teenagers. This presented the opportunity to try some new paid media tactics to reach teenagers. This hard to reach demographic was captured by geofencing high schools in Kansas and prioritized high schools that have a SAFE program. Spotify was the main tactic which presented a :15 audio spot paired with a banner. This achieved 1,542,752 impressions, 617 clicks and 1,495,181 complete listens. Social media is also a major platform for teenagers and a message using Snapchat and Instagram was presented during this 2-week campaign. Overall, the social campaign garnered 5,383,518 impressions, 136,904 video views and brought the SAFE message to high schoolers across the state.

OP-1475-19 Click it. Or Ticket \$293,511

JNA placed 1,945 cable and 1,304 network spots state-wide. 1,800 radio spots were purchased, including testimonials from popular disc jockeys. Through online banner ads, preroll video, Pandora, Hulu, and social media campaigns, nearly 29 million gross impressions were delivered, resulting in thousands of reactions, comments, and clicks to the KTSRO website. In addition to paid media JNA also achieved \$43,147 in publicity value from PR efforts that included a press conference in Wichita and a widely distributed press release.

OP-1475-19 CPS Week \$190,455

This campaign targeted adults 25-49 that indexed high for “parents with kids at home”. JNA issued a one-week buy which featured 2,516 radio spots, including more than 20% at a negotiated zero or reduced rate; 2,665 TV/cable spots; Statewide Hulu buy that added 640,036 impressions; streaming Pandora and Spotify buy that added 1,361,000 impressions; pre-roll video (more than 1.2 million impressions); banner ads (nearly 6.7 million impressions); plus promoted spots on Facebook and Twitter, which garnered more than 2,295,728 impressions while reaching 675,201 people. JNA added a digital billboard campaign which included a statewide truck side tour. This outdoor campaign added an estimated 3 million impressions.

OP-4502-19 Blue Window/University Marketing \$84,587

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-4701-19 Labor Day Impaired Driving Media Campaign \$243,445

For the Impaired Driving/Riding Crackdown, KDOT worked with JNA to buy a total of 3,490 radio spots, and 565 Broadcast TV spots, and 2,965 cable spots. This included over 990 added cable tv spots and 1,600 added value radio spots. Hulu added another 625,000 impressions with over 31,250 impressions as added value. Pandora continued to spread the message in the state with 1,800,000 impressions served with an additional 600,000 added value impressions to amplify the message. Online ads and videos, including impressions with over 347,328 people were uniquely reached on social media alone. A press event was also held at the state capital which was widely picked up and distributed.

AL-4701-19 4/20 Drugged Driving Media Campaign \$49,834

In 2019, KDOT in conjunction with JNA, leveraged the heightened awareness of 4/20 Day and marijuana use to warn about the risks and consequences of driving under the influence of marijuana. Between Tuesday, April 16 and Saturday, April 20, they executed a 18-34-year-old men targeted campaign that included streaming radio, digital banners, social media and public relations. The Pandora radio campaign alone achieved 876,334 impressions with 79,667 provided as added value. The high impact display campaign added 931,818 impressions with standard display and targeted geo-fencing tactics adding another 3,378,583 impressions. Social media reached over 218,406 Kansans with 462,747 delivered impressions. A press event was executed in Topeka that had 25 pick-ups by local/regional media for an estimated value of \$19,163.61.

AL-4701-19 Holiday Impaired Driving Media Campaign \$98,479

Between December 21 and December 31, KDOT in conjunction with JNA, executed an integrated campaign that brought awareness to the You Drink. You Drive. You Lose. Campaign during the holiday season. This campaign included 2,231 radio spots across 21 cities with 741 additional spots as added value. On-air interviews and live-DJ reads helped to extend the message. The campaign also had a strong digital component with 875,486 completed views of the online video campaign and 1,455,331 streaming impressions on Pandora. An additional 500,124 added value display banner impressions. The campaign over-delivered on completed views by 5% and all added value was delivered in full. Drivers were also targeted in 222 Kansas bars with Jukebox advertising. The campaign had 2,727,851 impressions achieved in-bar with 9,199 clicks on the cab finder portion of the unit and 2,131 games played during a 10-day period. The social media campaign on Facebook and twitter together achieved 1,060,103 impressions during the campaign timeframe. A press-release was also distributed that was picked up over 36 times with a potential audience of 1,920,806 people and an estimated value of \$14,374. Note: On New Year's Eve, a snapchat filter was executed in Manhattan, KS that had 1,100 swipes, 45 users and 1,200 views.

AL-4710-19 Blue Window/University Marketing \$498,358

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 75 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. 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:

- Professional:
 - Sporting KC MISL Soccer
 - KC T-Bones Baseball
 - Wichita Thunder Hockey
 - Wichita Wingnuts Baseball
 - Hartman Arena

- KS Professional Rodeo Association
- PGA web.com tournament
- Collegiate:
 - University of Kansas
 - Kansas State University
 - Wichita State University
 - Fort Hays State University
 - Butler County Community College
 - Pittsburg State University
- Amateur Sports:
 - Johnson County Parks & Recreation
 - Topeka Hummer Sports Park
 - Vype magazine
 - Local Radio high school sports (ESPN, FOX, and CUMULUS Affiliates)
- Motor Sports:
 - Professional, Semi-pro, and amateur motorsports tracks across Kansas
 - KS State Fair Demolition Derby
- Concerts/Misc:
 - Kicker Country Stampede
 - Miss Kansas



Section 405(e)
AL-4760-19

Distracted Driving Campaign

\$203,762

Between March 29 and April 15, KDOT in conjunction with JNA, ran a statewide campaign to raise awareness of the dangers of distracted driving. This campaign included traditional and streaming radio, connected television digital display and social media. The message was broadcast 3,064 times with 1,073 of those spots provided as added value. Social media was received on the radio stations, DJ chatter and on-site partnerships to hand out literature. An additional 4,333,332 impressions were added to the radio campaign with a statewide Pandora campaign with 2,166,666 of those impressions as added value. Hulu and pre-roll digital video provided the sight, sound and motion for the campaign with 2,845,566 impressions, and an additional 486,207 as added value. For social media we used a combination of Facebook, Instagram and Snapchat. This campaign reached over 1.1M users with over 2,500,000 impressions.

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-1131-19

Bike Helmets

\$14,994

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 4,096 bike helmets were purchased and distributed to further promote bicycle helmet usage.

PS-1133-19

Bicycle Light Kits

\$5,496

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.

PS-1134-19

Bicycle Lights and Bells

\$3,450

KDOT partnered with Bike Walk Wichita to purchase and distribute front and rear bicycle lights, bells, and educational materials in order to promote better compliance with the City Code Section 11.48.09 and Section 11.48.160.



Police Traffic Services

Strategies

- Continue to provide grants to law enforcement agencies for overtime enforcement of adult, teen, and child safety restraint violations through the Special Traffic Enforcement (STEP) and Nighttime Seatbelt Enforcement (NSEP) Programs, targeting additional agencies in the counties with the highest number of unbelted fatalities and serious injuries, and those counties with a low seat belt usage rate.
- Provide funding for overtime enforcement of impaired driving.
- Provide funding for local law enforcement to attend training on the latest techniques of traffic enforcement.
- Continue to promote the enforcement of occupant restraint and alcohol DUI law in each of Kansas' 105 counties in around the state.
- Continue supporting our four LELs across the state.

Project Summaries

Section 402

PT-0931-19 **Law Enforcement Equipment and Training Program** **\$293,147**
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.

PT-0938-19 **Local Travel & Training** **\$46,788**
These funds enabled KDOT to send two traffic safety advocates to the Lifesavers Conference, 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 Washington DC in March 2019.

PT-1706-19 **City of Gardner** **\$5,660**
This contract provided funding for the City of Gardner to purchase two radar data recorders. These instruments were added to their current speed trailers to provide data and allow for a more optimal allocation of resources.

PT-1707-19 **Prairie Village Police Department** **\$5,385**
This contract provided funding to support the purchase of crash mapping software. This software was the roadmap for Prairie Village in targeting resources to high crash locations and used in support of active enforcement.

PT-1710-19 **Highway Patrol Fatality Reduction** **\$143,313**
This funding allowed the Kansas Highway Patrol to deploy additional enforcement resources to traffic enforcement. Highlights of the nearly 2,500 overtime hours worked, the activity include: 304 occupant restraint citations, 37 alcohol/drug arrests and 1,224 speeding citations during 4,331 public contacts.

PT-1712-19 **KS AG Office – TSRP PT Salaries** **\$20,000**
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.

PT-LELs-19**Law Enforcement Liaison (LEL)****\$261,350**

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.

OP-STEP-19**Special Traffic Enforcement Program****\$682,174**

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 137 state and local Kansas police agencies. In the course of 31,929 enforcement stops in 13,801 hours, officers recorded 29,981 citations and arrests. Included were 6,486 speeding tickets; 435 arrests for DUI; 374 child passenger restraint citations; 308 teen restraint citations; 11,670 adult seat belt tickets; 404 tickets for texting while driving; 1,170 tickets for otherwise distracted driving; and 8,766 other citations and arrests.

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-1402-19

Kansas State University

\$98,248

The Traffic Assistance Services for Kansas (TASK) program provided training for local and state public works employees who have an effect on traffic safety responsibilities and can positively impact traffic crashes and fatalities. In 2019, 192 local officials were trained at five different sessions across the state. The training is focused on local public works officials and how to provide effective countermeasures for 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.

Project Summaries

Section 402

SA-0915-19

Kansas Traffic Safety Resource Office

\$717,977

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 2019 include:

- The SAFE (Seatbelts Are For Everyone) program completed another extremely successful year. Now in its 11th year, SAFE has grown from six schools in one county to 162 schools in 69 counties, reaching more than 81,600 students across Kansas. SAFE increased its following on Twitter from 1,920 to 2,005 and on Facebook from 652 to 737. 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.
- Through a grant with KDOT, KTSRO sponsored the second Kansas Teen Traffic Safety Conference in Topeka October 2-3, with 198 teens 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 was brought in as well. A local dealership brought over an autonomous vehicle to show the students the advancements in that area.
- KTSRO updated or designed and distributed nearly 2,229,326 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 22,312 followers on Twitter and increased from 4,317 to 5,133 on Facebook. More than 5,700 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 1,800 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 13th Annual Impaired Driving Conference. It was hosted at a new venue and there was record attendance of 168 prosecutors and law enforcement officers.

SA-0943-19

Kansas Transportation Safety Conference

\$143,487

The 25th annual Kansas Transportation Safety Conference (TSC) was held at the Hyatt Regency Wichita in Wichita, April 1-3. The conference attracted 273 registrants (27 students, 9 chaperones; 237 regular attendees including speakers). The TSC featured 19 workshops and 29 speakers, all focused on four tracks: injury control, law enforcement, roadway safety and youth. Speakers included former law enforcement officer Dave "JD Buck Savage" Smith, youth development consultant Karen Williams, and civil engineers Jerry Ullman (Texas A&M Transportation Institute) and Slade Engstrom (TranSystems). The one-day pre-conference was designed for the

law enforcement community with presenters Art Amato from the MoDOT law enforcement liaison program and police officer Chuck Haggard from the Metropolitan Topeka Airport Authority. The 14 exhibits were positioned in the main hall just outside the banquet room and featured the latest transportation safety equipment, programs and technology. Transportation Safety Recognition Award winners were honored during the luncheons on April 2-3. Honorees received either a People Saving People or a Hero Award.

SA-1024-19 **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-1057-19 **Comprehensive Media Campaign** **\$275,064**
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. New TV and radio spots were created for the You Drink. You Drive. You Lose. campaign. JNA advised and supported the KTSRO's social media efforts, including use of statewide Snapchat filters.

SA-1066-19 **Public Information & Education** **\$18,744**
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-1903-19 **Sports Media Campaign** **\$176,534**
KDOT's sports media contractor, Blue Window, continued management of all sports and special venue contracts in 2019. Through their statistical analysis process, they were able to gain greater value by negotiating with each venue for added value activations. They were successful in building partnerships with the Kansas Highway Patrol and other safety advocates to give KDOT's traffic safety initiatives a much greater presence at the venues. Venues included, but not limited to Kansas State University, the University of Kansas, Wichita State University, Sporting KC and the Country Kicker Stampede.

SA-1907-19 **Americans for Older Driver Safety** **\$3,675**
This grant provided travel and training assistance for outreach opportunities to the medical community focusing on the challenges of older drivers.

SA-1908-19 **Wyandotte County Safe Communities** **\$42,942**
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 restraint compliance rates that is not seen in other Kansas urban areas.

SA-1914-19 **B.R.A.K.E.S., Inc.** **\$76,887**
The Be Responsible And Keep Everyone Safe (BRAKES) program brought 351 novice drivers and 367 parents participated to two, two-day events in Kansas. The first event took place in Topeka on July 27-28 and the second event took place in Kansas City, KS and was held on August 24-25. 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-1913-19

Think First Injury Prevention

\$9,150

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 7,819 high school and middle school students at 18 schools in the Kansas City, KS area.

Traffic Records

Strategies

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

Project Summaries

Section 405(c)

TR-2112-19 **TRS 2.0 Support Staff** **\$17,500**

This project engaged vendor to facilitate the implementation and support of the Enterprise Service Bus at the Kansas Bureau of Investigation (KBI).

TR-2113-19 **Project Consultant** **\$30,274**

Iteris Consulting provided project oversight of the eCitation and eStatute Programs created to improve efficiency in the administration of justice, compatibility with stakeholders, improve access to traffic citation data through a central repository, improve analysis of traffic citation data, reduce the amount of storage space to maintain traffic citation records, improve efficiency for Law Enforcement, etc. As well, Iteris assisted in providing support for the TRCC Strategic Plan and TRCC Performance Measures documents.

TR-2114-19 **KUCR DASC** **\$393,012**

The Data Access and Support Center (DASC) has worked with KDOT to implement 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-4025-19 **Security and Architecture** **\$8,480**

The KBI engaged a vendor to redesign the Kansas Criminal Justice Information System security architecture. This redesign will 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-4602-19 **KBI – eCitation Position** **\$68,278**

This KBI position assisted the e-Citation project to assist law enforcement agencies with questions on how to report to the repository, analyze the data, and provide reports as needed.

TF-4604-19 **AIC e-Cite and e-Statute** **\$63,388**

AIC is the data vendor contracted to facilitate the e-Citation and e-Statute projects. The e-Citation project is utilized to collect, analyze and distribute 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 statutes for use by participating agencies.

TR-4606-19 **KBI eCite Vendor** **\$35,000**

This position, managed by the KBI, engages with eCite vendors and assists in electronic capture and dissemination of information. This position maintains the significant number of integrations that have been put in place and supports the need for expansion of information sharing capabilities utilizing the KCJIS platform.

TF-4609-19

KBI – Systems Architect Position

\$87,374

This position with the KBI will research, develop and document current and future standards for data exchanges, and coordinate with peer staff at partner agencies. The position will also design 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.

State Funds

The TRCC administers the Traffic Records Enhancement Fund. The total funding expended in FFY 19 totaled \$328,163. Projects included software support and a testing instrument for the KBI lab.

Total Expenditures for FFY 19	
Program Area	Expenditures
Section 402 Planning and Administration	\$21,555
Section 402 Occupant Protection	\$163,966
Section 402 Paid Media	\$106,228
Section 402 Pedestrian and Bike	\$23,940
Section 402 Police Traffic Services	\$1,457,815
Section 402 Roadway Safety	\$98,248
Section 402 Safe Communities	\$1,479,470
Section 402 Youth Alcohol	\$86,466
Total Section 402	\$3,437,689
Section 405(b) Occupant Protection	\$1,003,415
Section 405(c) Traffic Records	\$703,305
Section 405(d) Impaired Driving	\$1,992,890
Section 405(d) Ignition Interlock	\$264,455
Section 405(e) Distracted Driving	\$203,762
Section 405(f) Motorcycle Safety	\$65,506
Total Other Sections	\$4,233,333
Grand Total	\$7,671,022

2019 Highway Safety Plan Projects Not Implemented

Project Name:	24/7/Judge's Training	Description:	See Below
Sub-Recipient:	TBD	Funding Sources:	Section 405(d)
Funding Amounts:	\$400,000	Match:	\$0
Indirect Cost:	\$0	Local Benefit:	\$0
Project Number:	SP-4710-19	Program Funding Code:	405d Mid Range

Identification and implementation of a pilot 24/7 program is still in the long-range plan.

Project Name:	Crash Reconstruction Training	Description:	See Below
Sub-Recipient:	Kansas Highway Patrol	Funding Sources:	Section 402 PT
Funding Amounts:	\$50,000	Match:	\$0
Indirect Cost:	\$0	Local Benefit:	\$0
Project Number:	SP-1702-19	Program Funding Code:	Police Traffic Services

Crash reconstruction training is conducted every other year and one is planned for FFY 2020.

Project Name:	KLETC Driving Simulator	Description:	See Below
Sub-Recipient:	Kansas Law Enforcement Training Center	Funding Sources:	Section 402 PT
Funding Amounts:	\$100,000	Match:	\$0
Indirect Cost:	\$0	Local Benefit:	\$0
Project Number:	SP-1704-19	Program Funding Code:	Police Traffic Services

Procurement challenges in FFY 19 caused this project to be moved to FFY 20.

Project Name:	Novice Driver Education	Description:	See Below
Sub-Recipient:	Kansas Department of Transportation	Funding Sources:	Section 402 SA
Funding Amounts:	\$100,000	Match:	\$0
Indirect Cost:	\$0	Local Benefit:	\$100,000
Project Number:	SP-1900-19	Program Funding Code:	Safe Communities

While not charged to this specific project, novice driver educational opportunities were handled in the core of the KTSRO contract, SAFE program and through the BRAKES grant.

Project Name:	Electronic Grant Management System	Description:	See Below
Sub-Recipient:	TBD	Funding Sources:	Section 402 SA
Funding Amounts:	\$500,000	Match:	\$0
Indirect Cost:	\$0	Local Benefit:	\$0
Project Number:	SP-1907-19	Program Funding Code:	Safe Communities

This project has been pushed back to FFY 21 due to staffing shortages. Traffic Safety anticipates being fully staffed and trained in FFY 2020 and these resources will be key in outlining our needs with this software.

Project Name:	Statewide Aerial Imagery	Description:	See Below
Sub-Recipient:	Kansas NG911	Funding Sources:	Section 405(c)
Funding Amounts:	\$100,000	Match:	\$0
Indirect Cost:	\$0	Local Benefit:	\$0
Project Number:	SP-4606-18	Program Funding Code:	405c Data Program

This project was completed in FFY 18 and didn't need any additional funding or support in FFY 19.

Project Name:	Crash Reporting and Form	Description:	See Below
Sub-Recipient:	TBD	Funding Sources:	Section 405(c)
Funding Amounts:	\$900,000	Match:	\$0
Indirect Cost:	\$0	Local Benefit:	\$0
Project Number:	SP-2150-19	Program Funding Code:	405c Data Program

Preliminary work on identifying future needs was completed but updates on the crash report and electronic submission requirements were not completed. This project will begin in FFY 2020 and continue into FFY 2021.