

# State of Kansas

## Highway Safety Plan FFY 2012

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The FFY 2012 Kansas Highway Safety Plan is being submitted to NHTSA and FHWA. The report describes the processes followed by the State of Kansas in the use of federal highway safety funds, consistent with the guidelines, the priority areas, and other requirements established under Section 402.

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

**YOU DRINK  YOU DRIVE**  
**YOU LOSE**  
The Kansas Department of Transportation

## 2012 EXECUTIVE SUMMARY

This one year planning document describes the processes followed by the state of Kansas in the use of federal highway safety funds, consistent with the guidelines, the priority areas, and other requirements established under Section 402, 163, 405, 406, 408, 410, 1906, 2010, and 2011.

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

**Problem Identification.** Problem identification is performed by the Traffic Safety Section Program Consultants with the support of the KDOT Division of Planning and Development Geometric and Accident Data Section, and under the policy guidance of the Chief of the Bureau of Transportation Safety & Technology. Input is received from other public health and safety specialists in the public and private sectors, such as the Kansas Highway Patrol, Kansas Department of Health and Environment, Department of Revenue Division of Alcoholic Beverage Control, SAFE KIDS Kansas and local law enforcement agencies from across the state.

Traffic Safety has continued to increase local involvement in the Highway Safety Plan (HSP) planning process. Input was solicited at our Click It or Ticket law enforcement luncheons, which have increased in numbers and the variety of invitees, during project conferences with all grantees, during monitoring activities and whenever a TS employee attended a meeting with a community or advocacy group. TS also sent an email out to a large group of interested parties soliciting their input for the HSP.

Analysis is performed on statewide data including vehicle, driver, roadway and crashes; surveys include observational, knowledge, attitude, offender and opinion. Statewide problem analysis is performed on major indicators such as alcohol-related crashes, youth involvement in crashes, speed-related crashes, occupant protection observational usage, motorcycle crashes, pedestrian and bicycle crashes, work zone crashes, large trucks, DUI arrests, and roadway environment.

Problem area analysis ranks counties and cities by 2010 (see Tables 1 & 2) total crashes. Additional data analysis is performed on crash severity by time of day and population. Supporting data analysis includes DUI arrest activity, severity of teenage crashes, and severity of single vehicle crashes (surrogate measure for drinking and driving).

Data systems and/or studies accessed include the Kansas Motor Vehicle Accident Reporting System (police-reported crashes), Kansas Safety Belt Observational Surveys, Department of Revenue Driver Records, and Judicial Data.

In July 2011, KDOT conducted an attitude and perception survey to measure the opinions and attitudes of the public concerning driving and safety. Questions were asked about occupant protection, impaired driving and speeding. Concerning occupant protection, more than half, (63%), of the public had heard seat belt

enforcement messaging recently and 81 percent reported always wearing a seat belt. Conversely, only about a one quarter, (28%), of the people responded with “always” or “nearly always” when asked the chances of getting a ticket for not wearing a seat belt. About half, (53%), of the respondents had heard impaired driving messages and only a fourth, (24%), thought they would be arrested if they drove impaired. Fifty percent had heard speed enforcement messages and 54 percent responded they “sometimes” would receive a speeding ticket. The response to this yearly survey will assist us in tailoring our messages to the public to receive the biggest impact on getting the messages out and improving safety.

**Priority Emphasis Program Areas.** Results of data analysis are used to formulate the priority emphasis areas to be addressed in the state. Prior year's program/project evaluations, both impact and process, are reviewed for effectiveness and prior year's progress. Other environmental factors are considered, such as law changes, federal initiatives, KDOT strategic goals and objectives, and other state initiatives affecting highway safety. In addition, suggested recommendations during the Strategic Highway Safety Planning process are considered while prioritizing emphasis areas.

**Project Site Selection Criteria.** Project site selection supports the priority emphasis areas identified in the problem identification. The ranking of priority problem areas in the state, as described above, points to the conclusion that for local programs to have an impact on crash problems statewide, it is necessary to attempt to place countermeasures in the higher population areas. This forms the basis of the primary criterion for project site selection.

Consistent participation continues to be realized in the Impaired Driving Deterrence Program (IDDP) and Special Traffic Enforcement Program (STEP) with nearly every agency in the urban population centers (both cities and counties) represented in the programs. The national mobilizations of Click it or Ticket (CIOT) and Drunk Driving, Over the Limit Under Arrest have benefited from greater participation of local agencies and targeted media campaigns. The targeted media include paid television and radio advertisements and utilization of on-line media.

The Kansas Traffic Records Coordinating Committee and statewide Traffic Records Strategic Plan are crucial in determining potential areas for improvement in traffic record information collection, analysis and dissemination. Local law enforcement agencies have partnered with KDOT in preparation and transmission of electronic data. This partnership will assist in improved data collection and ultimately allow for improved and an even greater targeting of specific problems and programs.

Kansas has clearly experienced a downward trend in the crash rate, fatal crash rate and injury crash rate over the last three decades, in spite of the increasing number of drivers and vehicles on the road. Utilizing 2006 to 2010 data, the fatal/VMT rate baseline for this plan is 1.38.

While these figures point to positive change, every year approximately 400 motorists lose their lives on Kansas roadways. Another 22,000 are injured each year. Each year, more than 100 people die in alcohol-related crashes. Novice drivers under 21 years old are involved in approximately 30% of all crashes, while they represent 10 percent of all registered drivers. An additional area of concern includes occupant protection, where in 2010, 67 percent of occupant deaths were unrestrained.

The highest population areas of the state also have the most severe traffic problems. This is true no matter which type of crash problem is examined. For example, Sedgwick County, the county with the second

highest population in the state and containing the most populous city in the state, is number one in nearly all crash problems. Even though there are some differences in geographical ranking of the types of crashes, the largest 30 to 40 counties population-wise, are the 30 to 40 counties with the most severe traffic problems. Consequently, it is of primary importance to place programs in these high population areas.

Additional projects are best undertaken on a statewide approach. This is the direction taken for selective traffic enforcement training, occupant protection usage projects, driver education programs, public information and education, and comprehensive projects which combine various elements of local law enforcement, court resources and schools.

More than 20 counties and municipalities will conduct sobriety checkpoints/saturation patrols (IDDP) and more than 140 local law enforcement agencies will conduct STEP mobilizations. One hundred fifty projects statewide cover occupant protection, impaired driving, alcohol public information, youth leadership, sobriety checkpoints and saturation patrols, traffic enforcement training, driver education, and safe driving education.

Recent data on overall fatalities continues to trend in a positive direction. However, impaired driving fatalities are trending unfavorably. KDOT hosted an Alcohol Summit in December of 2010 to address this issue. Law enforcement partners attended to brainstorm and discuss ideas to impact the impaired driving problem in Kansas. We are taking their ideas and incorporating them into future programs to address the impaired driving issue.

Although the larger populated areas of Kansas present the most exposure to problems involving crashes, the less populated areas exhibit a need for improving their problem locations. On average, 75 percent of fatalities occur in rural areas of the state. The statewide projects listed above will utilize their resources in combating this problem.

In conjunction with local entities, KDOT provides funding and engineering expertise in addressing local traffic safety issues. Coupled with specific activities, this program also hosts workshops for local entities targeting the complexities of and issues related to traffic safety.

The planning and implementation of effective highway safety countermeasures often require travel throughout the fiscal year. Traffic Safety personnel will attend National and Regional trainings and conferences as budget restrictions allow to gain additional information and technologies that will be essential to program efforts in the state. The Safety Engineer position, located in the Traffic Engineering section of the Bureau, coordinates KDOT's engineering (hard) side of safety. This position develops and updates the Strategic Highway Safety Plan (SHSP), which adds the strategies contained in this document to engineering solutions in order to address identified emphasis areas: Occupant Protection, Lane Departure, Intersections, Teen Drivers, Older Drivers and Impaired Driving, as well as two support teams on data and education. The SHSP is a fluid document that needs to adjust to changes in technology and data trends. KDOT is currently updating the SHSP to better reflect the current problem areas in Kansas.

KDOT will continue to utilize the Traffic Safety Resource Prosecutor (TSRP). This position has been and will continue to be instrumental in providing support and expertise to prosecutors around the state in the adjudication of traffic law offenders. The main focus of the position is assistance with DUI prosecution, but the TSRP will also give guidance on other traffic law cases as needed or as laws change. With the recent

passage of new DUI laws, our TSRP will be spending a lot of time educating prosecutors around the state on the changes.

KDOT has continued to partner with Dr. Rene Slick on an innovative program designed to identify and remediate novice teen drivers who are at high risk for a crash. Centered on a tool known as DRASTIC Risk – for Driving Assessment Survey to Identify Crash Risk – this program is an outgrowth of one which Dr. Slick developed for the Department of Defense in its effort to rein in unacceptably high traffic-related injury and fatality crash rates among young service members.

KDOT has been instrumental in establishing a new occupant protection program for teens over the past few years and it continues to grow. Known as SAFE (Seatbelts Are For Everyone), it includes observational seat belt surveys, education and awareness, and enforcement. The program is run by the students of the high schools involved. It has spread to almost 30 counties encompassing 94 high schools and over 40,000 students. In the counties where this program is active, seat belt usage rates have increased for teens and adults.

With the passage last year of a primary seat belt law, there has been an increase in the number of seat belt citations written. From an average of 5,000 tickets written each year during the Click it or Ticket mobilization under the secondary law, to over 19,000 citations written during Click it or Ticket the first year under the primary law. The increase in awareness and enforcement will help push the seat belt usage rate higher in the years to come.

The state of Kansas has also seen a significant increase in motorcycle crashes and fatalities. This plan, written with the assistance of a motorcycle task force, will work to implement programs to reduce these numbers.

It is obvious from the statewide problem analysis that the most effective reduction of fatalities and injuries attributed to motor vehicle crashes could be achieved by the elimination of impaired driving, and a significantly increased occupant protection usage rate in the state.

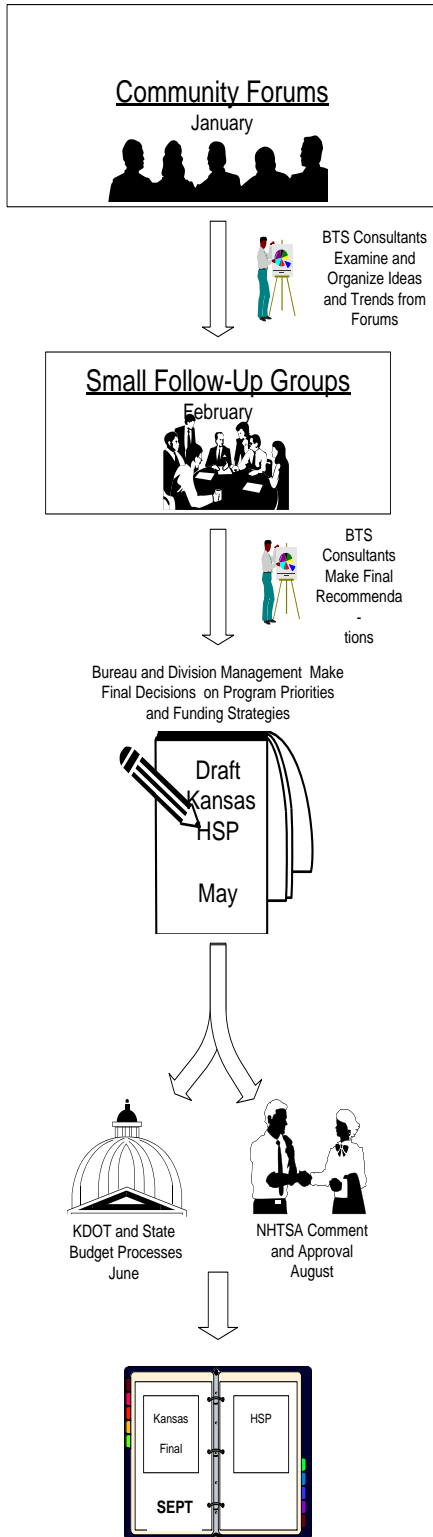
**Performance Goals.** Traffic Safety establishes performance goals as a requirement of state strategic planning and KDOT strategic planning. As stated above, performance goals are established based upon problem analysis. Long-term impact goals are established, with yearly strategy-based performance measures. The strategy-based performance measures reflect the current programming presented in federal fiscal year 2011. Baseline is an average of the five years 2006-10 and also is the data utilized for problem identification. This Highway Safety Plan includes the new performance measures jointly agreed upon by NHTSA and the states through the Governor's Highway Safety Association. This includes an awareness/perception survey that will be conducted yearly to determine how effective our safety messages are with the general public. The questions will focus on public knowledge of our safety slogans and perception of enforcement activity.

The following section contains the program area plans included in the highway safety plan, the long-term goals for each program, the strategy-based benchmarks identified from federal fiscal years 2006-10 and the projects selected to achieve the goals. The short and long-term goals address alcohol, emergency medical services, occupant protection, paid media, pedestrian and bicycle safety, police traffic services, roadway safety, motorcycle safety, safe communities, and traffic records.

**HS Form 217, highway safety program cost summary.** The proposed allocation of funds is detailed in form 217, which is located in the back of this plan.

# TIMELINE FOR DEVELOPMENT OF THE 2012 KANSAS HSP

## FLOW



**January-**Community Forums held to gather input on specific plans and projects. TS consultants staffed all of these forums. Following the forums, all input is combined, analyzed, and reported out by TS staff.

**February-**Follow-up meetings held to share the combined ideas from all forums. This involved smaller groups with particular areas of expertise such as law enforcement, health care, etc.

**March-**TS staff consultants and others study the input from forums and follow-up meetings to make recommendations in each NHTSA program category. (i.e. Occupant Protection, Alcohol)

**April-May** Bureau and Division management make the final decision on the program mix and funding proposals for the 2012 Draft Highway Safety Plan.

**June-**Bureau management incorporates the draft Kansas HSP programs and funding strategies into the revised 2012 state fiscal year's budget. Staff meets to finalize plan.

**August-**Draft is submitted to NHTSA for review, as well as feedback via the state budget process, and is incorporated into the plan.

**September-**Final version of the 2012 Kansas Highway Safety Plan is submitted to NHTSA and FHWA.

**October-**Plan is implemented.



# Kansas Statewide Performance Measures and Goals

<b>Core Outcome Measures</b>	2006-10 Baseline*	Short Term Goal**	Long Term Goal***
Number of Traffic Fatalities (FARS)	417	393	361
Number of Serious Injuries (KARS)	1,629	1,533	1,405
Fatalities/VMT (FARS/FHWA)****	1.38	1.29	1.17
Rural Fatalities/VMT (FARS/FHWA)*****	2.13	2.01	1.85
Urban Fatalities/VMT (FARS/FHWA)*****	.57	.55	.50
Number of unrestrained fatalities all positions (FARS)	225	213	204
Number of fatalities, auto and motorcycle, with BAC of .08 or above (FARS)	73	70	66
Number of speeding fatalities (FARS)	104	98	90
Number of motorcyclist fatalities (FARS)	46	43	39
Number of un-helmeted motorcyclist fatalities (FARS)	30	27	23
Number of fatalities with driver 20 or under (FARS)	76	73	67
Number of pedestrian fatalities (FARS)	20	19	17
Observed seat belt use (State Survey) FFY 2005-09	77	85	88
Grant Funded Enforcement FFY 2011*****			
Speeding Citations	5,592		
Occupant Protection Citations	25,861		
DUI Arrests	1,097		

\* 5 year moving average

\*\* 3 year Short Term Goal

\*\*\* 7 year Long Term Goal

\*\*\*\* Utilizes 2008 VMT

\*\*\*\*\*Includes FFY 2010 Over the Limit Crackdown, as FFY 2011 Over the Limit data not available

## Goal Statements

- Decrease traffic fatalities two percent annually from the 2006-10 calendar base year average of 417 to 393 by December 31, 2013.
- Decrease serious traffic injuries two percent annually from the 2006-10 calendar base year average of 1,799 to 1,691 by December 31, 2013.
- Decrease 2.5 percent annually fatalities/VMT from the 2006-10 calendar base year average of 1.38 to 1.29 by December 31, 2013.
- Decrease unrestrained passenger vehicle occupant fatalities by two percent annually from the 2006-2010 calendar base year average of 225 to 213 by December 31, 2013.
- Decrease alcohol impaired driving fatalities 1.5 percent annually from the 2006-2010 calendar base year average of 73 to 66 by December 31, 2013.
- Decrease speeding-related fatalities two percent annually from the 2006-2010 calendar base year average of 104 to 98 by December 31, 2013.

- Decrease motorcyclist fatalities two percent annually from the 2006-10 calendar base year average of 49 to 46 by December 31, 2013.
- Decrease un-helmeted motorcycle fatalities three percent annually from the 2006-10 calendar base year average of 36 to 32 by December 31, 2013.
- Decrease drivers age 20 or younger involved in fatal crashes two percent annually from the 2006-10 calendar base year average of 70 to 67 by December 31, 2013.
- Reduce pedestrian fatalities one percent annually from the 2006-10 calendar base year average of 20 to 19 by December 31, 2012.
- Increase statewide observed seat belt use in passenger vehicles two percentage points from the 2006-10 calendar base year average usage rate of 77 to 81 percent by December 31, 2013.

<b>Kansas Traffic Safety Statistics</b>					
	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>
<b>Statewide Crash Data</b>					
Total Crashes	65,460	70,589	65,858	61,141	58,700
Injury Crashes	15,792	16,228	14,866	13,916	13,009
Property Damage Crashes	49,241	53,982	50,644	46,877	45,313
Fatalities	468	416	385	386	431
Fatalities per 100 Million VMT	1.41	1.37	1.29	1.31	1.45
Injuries	22,320	22,904	21,058	19,658	18,336
Injuries per 100M VMT	73.55	75.43	71.00	66.64	61.53
Alcohol Related Fatalities	114	118	131	124	108
Alcohol-related Fatality Rate per 100M VMT	0.38	0.38	.43	.42	.36
Percentage of Alcohol Related Fatalities	23%	28%	34%	32%	25%
Vehicle Miles Traveled (millions)	30,311	30,364	29,787	29,497	29,880
# of Licensed Drivers (in thousands)	2,003	2,018	2,020	2,045	2,024
# of Registered Vehicles (in thousands)	2,561	2,559	2,607	2,585	2,599
<b>Seat Belt Rate</b>	<b>72</b>	<b>75</b>	<b>77</b>	<b>77</b>	<b>82</b>
<b>Novice Driver Statistics (ages 14-20)</b>					
Total Crashes	18,339	18,757	17,111	15,626	14,071
Fatal Crashes	79	78	63	66	66
Injury Crashes	5,167	4,978	4,389	4,089	3,561
Property Damage Crashes	13,093	13,701	12,659	11,471	10,444
Total Fatalities	85	85	67	83	76
Total Injuries	7,717	7,462	6,553	6,130	5,375
Percentage of Overall Crashes	28%	27%	26%	26%	27%
Alcohol-related Crashes	614	591	556	572	439
Alcohol-related Fatalities	12	19	18	25	19
Alcohol-related Injuries	346	249	238	404	306

**County Rankings by Total Crashes**

Table 1

1	Johnson	14	Finney	27	Jefferson
2	Sedgwick	15	Ford	28	Pottawatomie
3	Shawnee	16	Ellis	29	Neosho
4	Wyandotte	17	Montgomery	30	Dickinson
5	Douglas	18	Barton	31	Atchison
6	Leavenworth	19	Geary	32	Osage
7	Butler	20	McPherson	33	Bourbon
8	Riley	21	Miami	34	Jackson
9	Reno	22	Harvey	35	Allen
10	Saline	23	Sumner	36	Marion
11	Cowley	24	Cherokee	37	Marshall
12	Lyon	25	Franklin	38	Russell
13	Crawford	26	Labette	39	Coffey

**Urban Area Rankings by Total Crashes**

Table 2

1	Wichita	14	Dodge City	27	Prairie Village
2	Overland Park	15	Merriam	28	Mission
3	Kansas City	16	Emporia	29	El Dorado
4	Topeka	17	Hays	30	Arkansas City
5	Lawrence	18	Junction City	31	Atchison
6	Olathe	19	Leawood	32	Mc Pherson
7	Lenexa	20	Pittsburg	33	Liberal
8	Manhattan	21	Gardner	34	Andover
9	Hutchinson	22	Derby	35	Coffeyville
10	Salina	23	Great Bend	36	Independence
11	Shawnee	24	Newton	37	Parsons
12	Leavenworth	25	Bonner Springs	38	Paola
13	Garden City	26	Winfield	39	Fort Scott

# Statewide

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## **Problem Statement**

Program staff will utilize these resources to receive additional training and travel opportunities to further the existing programs and potentially implement new strategies to address Traffic Safety in the state.

## **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-0918-12**

**TS Staff Travel & Training Costs**

**\$20,000**

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

# Alcohol

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## **Problem Statement**

Alcohol related deaths continue to be a problem in the state. Highly visible enforcement, targeted media and educational opportunities will be utilized to reduce the number of alcohol-related deaths and injuries in the state.

	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>
Total Crashes Alcohol-Related	3,216	3,292	3,366	3,120	2,691
Fatal Crashes	103	109	120	113	92
Injury Crashes	1,447	1,377	1,384	1,337	1,108
Property Damage Crashes	1,666	1,806	1,862	1,812	1,491
Fatalities	114	118	131	124	108
Fatalities per 100 Million VMT	0.38	0.38	0.43	.42	.36
Injuries	2,061	1,944	1,999	1,917	1,596
Proportion of Alcohol-Related Fatalities	24%	29%	34%	32%	24%
DUI Arrests	17,660	19,732	16,960	17,034	16,748
<b>Under 21 Alcohol-Related</b>					
Crashes	614	587	556	572	439
Fatal Crashes	15	21	18	20	17
Injury Crashes	295	233	238	248	182
PDO Crashes	304	333	300	304	240
Fatalities	12	19	18	25	19
Injuries	346	249	354	404	306
Percentage of Teen Crashes	19.1%	17.8%	16.5%	18%	16.3%

## **Strategies**

- Provide local law enforcement with training and resources for conducting sobriety checkpoints.
- Recruit additional local law enforcement participation in the Impaired Driving Deterrence Program (IDDP).
- Increase the amount of paid media dedicated to reducing impaired driving/riding and underage 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.
- 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.
- Research and begin process of establishing a pilot DUI court in Kansas.

**Project Summaries**

**Section 402**

**AL-0915-12** **Kansas Traffic Safety Resource Office** **\$425,000**

This contract will emphasize reducing the number of drinking drivers, promote prevention of underage alcohol consumption and enhance current safe driving activities. The contractor will work closely with KDOT, local law enforcement, driver’s education programs, Kansas Safe Kids, SADD chapters, minority organizations, employers and other traffic safety advocates around the state. This office will continue to provide educational opportunities to all Kansas motor vehicle drivers and passengers regarding impaired driving. They will also provide a coordinator for the S.A.F.E. (Seatbelts Are For Everyone) program targeting selected high schools across the state. Another facet will be to identify and contact large employers in the state about the costs and benefits associated with promoting positive traffic safety efforts within their workforce. They will also work to identify and locate at-risk minority populations in the state and work to increase compliance with traffic safety laws. (This office will evenly split funding in 402 AL and 402 OP).

**Section 410**

**AL-IDDP-12** **Law Enforcement IDDP Patrols** **\$250,000**

This project provides overtime funding for approximately 25 local law enforcement agencies to conduct a prescribed number of saturation patrols and sobriety checkpoints throughout the grant year. An allowance is also provided for commodities needed to conduct impaired driving traffic activities.

**AL-9494-12** **Public Information and Education** **\$20,000**

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

**AL-XXXX-12** **DUI Court** **\$555,000**

These funds will enable the KDOT to establish a pilot DUI court in the state. KDOT will expand this program to specific areas in the state after the pilot program has been established.

**AL-0927-12** **Judge’s Training** **\$200,000**

The conference enhances and provides information to municipal and district court judges and court personnel on new laws and the current techniques and resources utilized to remove impaired drivers from Kansas roadways. This program will work in conjunction with the Office of Judicial Administration.

**AL-TSRP-12** **Traffic Safety Resource Prosecutor** **\$180,000**

The Traffic Safety Resource Prosecutor will assist prosecutors in the adjudication of the traffic laws with an emphasis on “drunk driving.” This position will provide continuing legal education programs, technical assistance and other services to the Criminal Justice Community to improve their ability to prosecute violations of traffic laws.

**AL-0926-12** **Court Monitoring** **\$140,000**

This contract will assist the Kansas DUI Victim Center to increase the number of localities in central and western Kansas which offer a DUI victim impact panel, and to establish a durable, volunteer-based DUI court-monitoring service in the Wichita metro area. These programs are aimed at, in the first case, reducing DUI recidivism and, in the second case, improving DUI prosecution and adjudication.

**AL-9106-12** **Kansas Highway Patrol Blood Alcohol Unit** **\$310,000**

Provides support resources for local sobriety checkpoints and saturation patrols. In addition, provides support for SFST (Standardized Field Sobriety Testing) and ARIDE (Advanced Roadside Impaired Driving Enforcement) programs. The unit also coordinates the DRE (Drug Recognition Expert) program, targeting metropolitan and major corridor areas. Another function of the unit is to present/train at educational institutions on drugs in the academic environment. The BAU (Breath Alcohol Unit) will work to teach the “Drugs in the Academic Environment” curriculum.

**AL-XXXX-12** **Law Enforcement Equipment** **\$500,000**

This contract is designed to equip local law enforcement with equipment to improve or enhance local law enforcements challenges in the battle against impaired driving. Anticipated expenses will include Preliminary Breath Testing (PBT) units and other state of the art equipment designed to remove impaired drivers off Kansas roads.

# Motorcycle Safety

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## Problem Statement

Motorcycle crashes continue their mild upward trend, while fatalities have begun to decrease. Public education and paid media will be the primary delivery methods to make positive impacts in this area.

## Motorcycle Statistics

	2006	2007	2008	2009	2010
Total Crashes	1,082	1,169	1,212	1,073	946
Fatal Crashes	58	49	45	46	41
Injury Crashes	881	935	991	814	727
Property Damage Crashes	143	186	176	213	178
Fatalities	64	49	46	45	43
Percent Wearing Helmet	39.1%	41.2%	31.4%	46.7%	20.5%
Injured	954	1,085	1,092	889	849
Percent Wearing Helmet	31.8%	36.5%	36.7%	39.1%	37.5%
# of Single Vehicle Crashes	611	643	635	591	500
Licensed Drivers	203,258	206,376	215,105	215,775	215,804
Registered Motorcycles	65,512	70,370	76,361	77,480	79,667
Alcohol-Related Crashes	87	78	113	120	83
Alcohol-Related Fatalities	12	10	19	21	14
Alcohol-Related Injuries	85	83	111	120	90

## Project Summaries

### Section 2010

#### MC-1200-12

#### Motorcycle Safety

**\$340,000**

This project will enable KDOT, with the assistance of an established task force, to promote motorcycle awareness to all drivers. A media effort including outdoor signage and print advertising, as well as non-traditional advertising, focusing on motorcycle conspicuity will be coordinated with this funding. KDOT will continue to strategize with the local law enforcement community to address special traffic safety problems associated with motorcycles. Funding will also be made available to send selected participants to NHTSA training or other motorcycle safety conferences in 2012. Impaired riding initiatives will be provided with 410 AL funds.



# Occupant Protection

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## Problem Statement

Kansas has steadily increased the observed seat belt rate in the state over the past several years, but remains below the national average. A new Primary Law, paid media, highly-visible enforcement, and educational program development will provide the tools for increasing the seat belt rate.

	2007	2008	2009	2010	2011
Seat Belt Rate	75%	77%	77%	82%	83%
Seatbelt Use by Road Type					
Rural Interstate	83%	91%	91%	89%	93%
Rural State Roads	73%	76%	76%	81%	85%
Rural County Roads	65%	67%	64%	71%	75%
Urban Interstate	85%	84%	85%	87%	86%
Urban State Roads	73%	72%	72%	81%	79%
Urban City Streets	64%	63%	62%	75%	74%
Child Safety Seat Use by Ages					
0-4	88%	93%	96%	97%	97%
5-9	62%	69%	73%	76%	77%
10-14	55%	63%	67%	68%	71%
15-17			61%	65%	71%
Fatal Crash Occupant Use	39%	30%	41%	34%	

## 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 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 Child Safety Seats statewide in recognized distribution/fitting stations for low-income families.
- Continue Adult/Child Safety Belt Surveys, and Boosters to Belts education statewide through presentations, brochures etc.
- Provide statewide media awareness campaign on occupant protection.
- Support Child Passenger Safety (CPS) Training using the current NHTSA standardized curriculum.
- Use seatbelt survey results to target problem areas of the state.
- Continue to promote awareness of Primary Seat Belt Law passed in 2010.

## Project Summaries

### Section 402

**OP-STEP-12** **Special Traffic Enforcement Program** **\$900,000**

This program provides funds for almost 150 local law enforcement agencies and the Kansas Highway Patrol to participate in as many as three holiday overtime mobilizations in FFY 2012.

**OP-NSBE-12** **Nighttime Seatbelt Enforcement Pilot**  
**\$30,000**

This pilot program will explore the foundations of a statewide nighttime seatbelt enforcement program in Kansas by funding four local law enforcement agencies of various sizes to conduct nine evenings (one per month, excluding May, June and September) of seatbelt enforcement for a contract year. Success will determine the direction of expansion in future years.

**OP-1909-12** **Kansas Traffic Safety Resource Office** **\$525,000**

This contract will emphasize increasing the occupant protection rate for all ages and enhance current safe driving activities. The contractor will work closely with KDOT, local law enforcement, driver's education programs, Kansas Safe Kids, SADD chapters, minority organizations, employers and other traffic safety advocates around the state. This office will continue to provide educational opportunities to all Kansas motor vehicle drivers and passengers regarding occupant protection, and child passenger safety. They will also provide a coordinator for the S.A.F.E. (Seatbelts Are For Everyone) program targeting selected high schools across the state. Another facet will be to identify and contact large employers in the state about the costs and benefits associated with promoting positive traffic safety efforts within their workforce. They will also work to identify and locate at-risk minority populations in the state and work to increase compliance with traffic safety laws. (This office will evenly split funding in 402 AL and 402 OP).

**OP-1316-12** **Observational Seatbelt Surveys** **\$250,000**

This contract is responsible for conducting a direct observational occupant protection survey in 35 counties in the state. The adult survey has a total of 548 sites. In addition, this contract will also administer an observational survey for ages 0 to 18 in the same identified 35 counties. The contractor will also implement the proposed changes to the national survey model.

**OP-XXXX-12** **Central Kansas Initiative** **\$100,000**

KDOT plans to replicate a plan similar to the 403 Demonstration Grant conducted in Southeast Kansas in FFY 2009 and 10. Target area will be Central Kansas and potentially include the counties of Reno, McPherson, Saline and several other counties in the heartland of the state.

**OP-0930-12** **Public Information and Education** **\$40,000**

These project funds will enable the Traffic Safety Section to purchase and distribute promotional items and printed materials that have an occupant protection message to both the general public as well as various target population. Funds will also provide support for schools participating in the S.A.F.E. program.

### Section 2011

**OP-1188-12** **Safe Kids Buckle Up** **\$160,000**

Safe Kids Kansas and KDOT will partner to conduct a one day event that will award \$1 to vehicles that have all occupants properly restrained. This event is held around the Labor Day holiday and is conducted statewide. This project will also provide funding for local Safe Kids coalitions to assist in their buckle-up child passenger safety events.

**OP-1306-12** **Child Safety Seats** **\$100,000**

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

**OP-XXXX-12** **Booster Seat Awareness** **\$590,000**

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

**Section 405**

**OP-XXXX-12** **Occupant Protection Initiatives** **\$450,000**

These funds will be allocated to the promotion of the seat belt laws in the state and assist in evaluation of our occupant protection program.

**Section 406**

**OP-XXXX-12** **Traffic Safety Awareness** **\$750,000**

These funds will assist in efforts to educate the public on the new primary seat belt law, emphasize the dangers of distracted driving, and provide equipment to law enforcement that encourage seat belt use through enforcement in their area and foster new initiatives to promote traffic safety in general.

# Paid Media

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## Problem Statement

Fatalities in the state are trending downward. Paid media has been an integral part of this positive trend and will continue to support the objective of reducing death and injury on our roadways.

## Strategies

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

## Project Summaries

### Section 402

#### **PM-XXXX-12**

#### **General/University Advertising**

**\$250,000**

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

#### **PM-XXXX-12**

#### **Click It Or Ticket Ads**

**\$200,000**

This project will support another major media effort during our Click It Or Ticket Campaign in May 2012. This campaign will rely significantly on TV and radio spots. KDOT has recently expanded into on-line media outlets and will continue this effort, along with other non-traditional media opportunities.

### Section 406

#### **PM-XXXX-12**

#### **Impaired Driving/Riding Ad Campaign**

**\$50,000**

Utilize impaired driving paid media at dirt race tracks around the state and other smaller venues that cater to our target audience of 18 to 34 year old males.

### Section 410

#### **PM-XXXX-12**

#### **Impaired Driving/Riding Ad Campaign**

**\$470,000**

Secure air time, as well as non-traditional media, for a targeted effort to support local law enforcement's Labor Day campaign combating impaired driving and riding. This project will be coordinated by the KDOT media contractor.

## **Evaluation**

Evaluations will be conducted to support the media efforts described in the Paid Media section. Each paid media buy will include the reach/frequency, gross rating points, total audience reached for each media outlet focusing on the target audience, and will be approved by KDOT prior to any placement agreement.

Typically, the “buys” generate free media space due to the large amount of funds expended. KDOT will detail the buy plans and results in the annual report.

# Pedestrian & Bicycle Safety

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## Problem Statement

Pedestrian and cyclist deaths and total crashes have remained relatively stagnant in recent years. Educational brochures and distribution of bicycle helmets continue to be the primary method of providing awareness for this program area.

	2006	2007	2008	2009	2010
Total Crashes	816	784	722	721	692
Percent of Total Crashes	1.25%	1.11%	1.09%	1.17%	1.17%
Total Fatalities	29	22	24	27	19
Percent of Total Fatalities	6.20%	5.29%	6.23%	6.99%	4.40%
Pedestrian					
Fatalities	23	20	19	21	18
Injuries	442	472	399	408	415
Cyclists					
Fatalities	6	2	5	6	1
Injuries	330	279	269	295	267

## Strategies

- Publish and distribute a frequently updated bicycle safety card aimed at families, retailers and bicycle rodeo organizers.
- Maintain clearinghouse of child and adult pedestrian brochures to distribute upon request.
- Provide promotional items for the Annual Walk Your Child to School Day.

## Project Summaries

### Section 402

#### **PS-0932-12**

#### **Ped and Bike Public Information and Education**

**\$10,000**

These project funds enable Traffic Safety staff to produce and/or distribute printed materials and promotional items on both bicycle and pedestrian safety. Prominent examples are KDOT's annual distribution of about 26,000 of its *Tips for Fun and Safe Biking* clip-on hang tag cards across the state to local bicycle rodeo sponsors, retailers, cycling clubs, and the spring Kansas Kids Fitness and Safety Day. In addition, this program also supports the International Walk Your Child to School Day with the purchase and distribution of almost 13,000 light-reflecting identification tags for zippers.

#### **PS-1131-12**

#### **Bike Helmets**

**\$15,000**

This grant is with the Safe Kids Kansas coalition. Safe Kids Kansas promotes bicycle education and the proper fit and operation of bicycles and helmets. The program purchases bicycle helmets and distributes them around the state at child-focused events.

# Police Traffic Services

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## **Problem Statement**

Law enforcement plays a critical role in reducing death and injury on our roadways. Therefore, specific programs have been designed to keep them engaged in promoting traffic safety throughout the state.

## **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 impaired driving issues around the state.
- Continue the Law Enforcement Liaison (LEL) program.

## **Project Summaries**

### **Section 402**

#### **PT-0938-12**

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

**\$20,000**

These funds enable local jurisdictions to be reimbursed for special traffic-related training opportunities.

#### **PT-LELS-12**

#### **Law Enforcement Liaison**

**\$170,000**

In addition to the two full-time LEL's, KDOT has one-part-time LEL to maintain and enhance the good working relationship with the nearly 450 diverse local law enforcement agencies in promoting occupant protection and impaired driving issues around the state.

#### **PT-0931-12**

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

**\$220,000**

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

#### **PT-1704-12**

#### **LEL Luncheons/Operation Impacts**

**\$5,000**

Expenditures in this contract will support the two current Operation Impacts in Kansas City and Sedgwick County. Funds may also be utilized to expand the program to other regions of the state.

### **Section 410**

#### **PT-9101-12**

#### **Kansas Highway Patrol R.A.V.E. Program**

**\$100,000**

The Kansas Highway Patrol supports impaired driving prevention through Roving Aggressive Violation Enforcement (RAVE). Very often this is done in concert with scheduled patrols or checkpoints conducted by local law enforcement agencies.

# Roadside Safety

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## Problem Statement

Many localities lack engineering expertise and this program will assist these entities in addressing local traffic safety problems.

## Strategies

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

## Project Summaries

### Section 402

#### **RS-1402-11**

**Kansas State University**

**\$130,000**

Provide training for Kansas public employees who have traffic safety responsibilities. A secondary objective is to develop and/or update workshop materials and handbooks to be used in these trainings and on-the-job activities.

#### **RS-0618-11**

**Bucher, Willis, and Ratliff Consultants**

**\$75,000**

#### **RS-1618-11**

**TranSystem Corporation**

**\$75,000**

In order for the State to realize the highest possible pay off in funds allocated for highway safety it is necessary that traffic engineering services be provided to local government units who currently do not have traffic engineering expertise. Traffic expertise can best be provided to those governmental units on an individual project basis by utilizing consulting firms engaged in traffic, transportation, engineering and planning activities to analyze the problem and develop a solution.



# Safe Communities

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## Problem Statement

Knowledge transfer and communication between traffic safety advocates and communities across the state will assist in reducing death and injury on Kansas roadways.

## 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-0943-12**

#### **Kansas Transportation Safety Conference**

**\$175,000**

This project provides for an annual two-day statewide transportation safety conference to support the implementation of safety strategies and improve communication among diverse transportation safety advocates, both youth and adult. This contract is presently administered by the KU Department of Continuing Education through the University of Kansas Center for Research, an independent organization affiliated with the University of Kansas.

**SA-1066-12**

#### **Public Information & Education**

**\$20,000**

These funds enable KDOT to purchase safe driving promotional items, reproduce and distribute educational materials produced by media contractor, NHTSA, or other reputable sources. KDOT will work with the Department of Commerce in promoting safe driving throughout the state. This fund will also be used to purchase subscriptions or memberships in companies or organizations relating to enhanced activity in the traffic safety community.

**SA-1908-12**

#### **Wyandotte County Safe Communities**

**\$40,000**

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

**SA-XXXX-11**

#### **Novice Driver**

**\$20,000**

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

**SA-1920-11**

#### **Predicting Young Driver Crash Risk**

**\$150,000**

This project, completing its third year, is comprised of three occasionally concurrent areas of inquiry: 1) final development and testing of an assessment tool that can effectively pre-identify IF and WHY a young, novice driver is at increased risk for a motor vehicle-related crash while looking for correlations of six youth

subpopulations: licensed—yet-to-be licensed, urban—rural, male-female. 2) Development and testing of self-administered interventions targeted at specific attitude/risk categories by high-risk youth. 3) Development and testing of an effective and economical marketing campaign to youth and their parents and any entity with an interest in young driver safety and training. The project is conducted by Dr. Renee Slick, a research psychologist who has developed similar assessment and intervention products for the nation’s military services.

**SA-1057-12** **Comprehensive Media Campaign** **\$450,000**

This contract provides for professional development of our message concerning safe driving, occupant protection, and impaired driving. The contractor will produce original TV, radio, and print material, or modify those produced by NHTSA or other entities, to fit the Kansas dynamics and population. They will also monitor and update social media pages (i.e. Facebook, YouTube, Twitter), and will assist in promoting KDOT’s safety messages through other non-traditional media efforts. The contractor will be expected to purchase air time and print space in a manner that optimizes our media dollar by successfully reaching the target populations. Assessment and evaluation activities will also be conducted under this program.

**SA-1024-12** **Kansas Operation Lifesaver, Inc.** **\$15,000**

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



**SA-XXXX-12** **Awareness/Perception Survey** **\$20,000**

As part of the Performance Measures adopted by NHTSA and GHSA, KDOT will conduct an awareness/perception survey around the state. This survey will be designed to “gauge” the awareness of the programs offered by the state, specifically Click it or Ticket and Over the Limit, Under Arrest.

**Section 1906**

**RP-1906-11** **Racial Profiling** **\$925,000**

Through this grant, Kansas will focus on gathering and making any racial profiling traffic stop data available for public viewing through the Attorney General’s website. A grant has been established with the Governor’s Racial Profiling Task Force to assist in the data collection and training. In addition, KDOT has entered into agreements with the Attorney General’s office for an investigator and the Kansas Law Enforcement Training Center to educate law enforcement on Racial Profiling.

## Traffic Records

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### **Problem Statement**

Reliable, time sensitive and comprehensive data are vital to developing targeted strategies to address traffic safety problems.

### **Strategies**

- Implement TRCC Strategic Plan
- Provide resources and expertise in electronic data transmission.
- Develop linkage between other state data systems

### **Project Summaries**

#### **Section 408**

**TR-4013-12**

**Traffic Records Coordinating Committee**

**\$1,800,000**

These funds will allow KDOT to proceed with the TRS 2.0 implementation. The TRCC has started the eCitation project to develop the TRS 2.0 foundation. High level designs and prototypes have been completed and the detailed design phase is underway. The detail design phase includes all stakeholders from local law enforcement agencies to state agencies to vendors.

#### **Section 163**

**TR-2200-12**

**Traffic Records Consultant**

**\$40,000**

This position will assist in the coordination of all the parties associated with traffic records and improve the efficiency and accessibility of the data. The Consultant will assist the state in the implementation of the Traffic Records Strategic Plan that was developed in FFY 10.

## State of Kansas HSP Cost Summary - FFY 12

Program Area Codes	Approved Program Funds	Match %	State & Local Funds	Federally-Funded Programs			40 % Federal Share to Local
				Previous Balance	Modification	Current Balance	
<b>PA</b>	20,000		\$600,000	20,000		20,000	
<b>AL</b>	425,000			425,000		425,000	
<b>OP</b>	1,845,000			1,845,000		1,845,000	1,000,000
<b>PM</b>	450,000			400,000		400,000	
<b>PS</b>	25,000			20,000		20,000	20,000
<b>PT</b>	365,000		\$260,000	415,000		415,000	420,000
<b>RS</b>	280,000			280,000		280,000	280,000
<b>SA</b>	890,000			895,000		895,000	200,000
<b>402 Total</b>	<b>4,300,000</b>	<b>20%</b>	<b>860,000</b>	<b>4,300,000</b>		<b>4,300,000</b>	<b>1,920,000</b>
<b>408 TR</b>	1,800,000	20%	360,000	1,800,000		1,800,000	
<b>163 TR</b>	40,000			40,000		40,000	
<b>2010 MC</b>	340,000			340,000		340,000	
<b>2011 Booster</b>	850,000	25%	212,500	850,000		850,000	
<b>410 AL</b>	1,200,000	25%	300,000	1,200,000		1,200,000	
<b>410 AL</b>	1,500,000	50%	750,000	1,500,000		1,500,000	
<b>405 OP</b>	450,000			450,000		450,000	
<b>406 PL</b>	800,000			800,000		800,000	
<b>1906 RP</b>	925,000	20%	185,000	925,000		925,000	
<b>Total Other</b>	<b>7,905,000</b>		<b>1,807,500</b>	<b>7,905,000</b>		<b>7,905,000</b>	
<b>Total</b>	<b>12,205,000</b>		<b>\$2,667,500</b>	<b>12,205,000</b>		<b>12,205,000</b>	