

State of Kansas

Annual Report FFY 06

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The FFY 2006 Kansas Annual Report is being submitted to NHTSA and FHWA. The report describes the activities completed by the State of Kansas in the use of federal highway safety funds, consistent with the guidelines, the priority areas, and other requirements established under Section 402.

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A Program of The Kansas Department of Transportation

EXECUTIVE SUMMARY

This FFY 2006 Annual Report describes the progress and outcomes in the Kansas highway safety program. In addition to the Section 402 program, the increase in funding from the passage of the Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU) provided additional opportunities through Sections 408 (State Traffic Safety Information System Improvement Grants), 410 (Alcohol-Impaired Driving Countermeasures Incentive Grants), and 1906 (Grant To Prohibit Racial Profiling). Not included in this report are the strategies funded under the U.S.D.O.J. Enforcing the Underage Drinking Laws Program. Though not specified here, one must acknowledge the contribution of that program to the youth alcohol area and the prevention of underage drinking and driving.

The Special Traffic Enforcement Program (STEP) underwrote mobilizations by 114 Kansas law enforcement agencies, during which more than 25,000 citations were issued and more than 61,000 public contacts made. The number of STEP contractors was increased from 85 in FFY 2005. These mobilizations focused on occupant protection, speeding and DUI enforcement. The Kansas Highway Patrol again participated in all DUI and seat belt/child restraint educational and enforcement programs.

The Bureau of Traffic Safety was awarded the 2006 GKC/PRSA Silver Award in the “Pro Bono Publico – Other” category, (programs completed for government agencies), for the You Drink You Drive You Lose jumbo-tron ad at the Verizon Wireless Ampitheatre, by the Public Relations Society of America’s Greater Kansas City Chapter. This ad was also turned into a television PSA and continues to be utilized.

The Impaired Driving Deterrence Program (IDDP), supported by the Kansas Highway Patrol (KHP), funded 28 local and state agencies and resulted in nearly 18,000 driver contacts at 80 checkpoints and 137 saturation patrols, resulting in 404 DUI arrests. The KHP participated in all enforcement programs with an added emphasis on roving DUI saturation patrols.

As part of a continuing effort to address underage drinking in their communities, 21 teams of high school students from across the state, along with their adult sponsors, came together at the fifth annual Kansas Youth Leadership Summit for skill-training and local community action planning. In all, 225 students and adults participated in 17 workshops and other activities at the Rock Springs 4-H Center, August 6-8.

The Kansas Safety Belt Education Office (KSBE) continued to promote occupant protection throughout the state with presentations and distribution of educational materials. The service network of current child passenger safety technicians numbers 586, including a cadre of 30 certified instructors. Kansas also has 112 Child Passenger Safety (CPS) programs with 105 Inspection Stations.

The Kansas Drunk Driving Prevention (KDDP) Office, often in multiple ways, reached all but 10 Kansas counties in FFY 2006, with a variety of materials and programming. Almost 700 orders for over 604,000 educational materials and other safety promotional items were processed. For the second year, a PowerPoint of the office’s most requested presentation for teens, “Take a Stand Against Drunk Driving,” was made available on CD, along with teaching notes. The 238 CD orders filled this last year represented an increase of 38% over the previous year. The quarterly newsletter, expanded to eight pages last year, was mailed to almost 2,500 advocates. Duplicating a successful 2005 pilot EMS seminar in Lawrence, “Teaming Up to Save Teens” was held at Salina in 2006 and attracted 117 participants from the central and western parts of the state. KDDP also provided two Care/Call training conferences – one in Hutchinson and the other in Olathe – both very well attended.

The Safe Communities program was enlarged with the extension of a grant to the Unified Government Public Health Department of Wyandotte County to underwrite the establishment of a Safe Communities coalition for Wyandotte County. The program continued to underwrite alcohol and traffic safety initiatives in 50 communities.

Police traffic services were continued with the completion of the Merriam PD traffic unit grant. The KHP offered Crash Reconstruction Class for 28 law enforcement officers, including 18 officers from local agencies throughout the state. The Johnson County Sheriff's Office was assisted in the acquisition of a new blood alcohol detection (BAT) van for use by the Kansas City (KS) metro agencies.

Seventeen traffic studies were completed for local agencies and 114 local officials received training in six workshops held during 2006. An additional seventeen traffic studies were conducted statewide.

The KDOT safety website was redesigned and expanded to offer even more statistics, brochures, a directory of resources such as child seat technicians or fitting stations, a new teen information area and specific information about safety campaigns. The site is located at ksdot.org and can be accessed by clicking on the Safety Information link on the left column. The site consists of more than 200 pages of traffic safety information, materials and data. At this point in 2006 we have had more than 48,000 unique visitors to our website with over 350,000 pages viewed. Besides our homepage (24,385 visits) getting the most views, the next most popular pages were the brochures page (10,222), DUI Laws page (7,818), KSBE0 (7,491) and KDDP (6,887) homepages and the Law Enforcement Liaison (LEL) page (6,218). The most downloaded files were the 2005 Traffic Records Assessment (4,921 downloads), Speed Limits brochure (3,420), Start Smart brochure (2,527), Courteous Driver brochure (2,112) and the KHP Move Over brochure (2,027). We had visitors from all 50 states and 17 different countries.

During 2006, KDOT conducted a Standard Field Sobriety Test (SFST) assessment and an Impaired Driving Assessment in an effort to improve our programs in those areas. The assessments were very helpful and KDOT has begun to implement many of the recommendations contained in the reports. Kansas is already forming the advisory committees, preparing an RFP for a Traffic Safety Resource Prosecutor, and adjusting some programs to better utilize our resources and provide better services to the citizens of Kansas as we work to improve safety on Kansas roads.

A statewide task force, *The Driving Force*, was formed by the Kansas Department of Transportation, Kansas Highway Patrol and the Kansas Department of Health and Environment with the goal of creating recommendations to reduce fatalities and injuries on Kansas roadways. Its formation was announced in February 2006 by Governor Kathleen Sebelius. *The Driving Force* is made up of individuals from various professional areas including medical, education, law enforcement, media, health advocacy, etc. They met seven times across the state to hear from experts in various safety areas, as well as to gather input from Kansas citizens on ways to improve safety on Kansas roads. This input was then used to craft recommendations on ways to reduce fatalities and injuries on Kansas roadways. Among the many recommendations were calls for increased efforts in the areas of education and enforcement, enhancing the Kansas traffic records systems and new legislation.

In 2006, KDOT with the help of multiple federal, state and local agencies, formally organized the Traffic Records Coordinating Committee (TRCC). The purpose of this committee is to enhance, update and integrate the multiple traffic record databases throughout the state. The TRCC created a Strategic Plan that was submitted to NHTSA for approval and possible 408 funding. Late in 2006, 408 funding was received. Several projects and tasks have begun towards the implementation of this plan.

Statewide

The Problem

- In 2004, 459 people died and 23,775 were injured in traffic crashes in Kansas.
- In 2004, Fatality rate was 1.57, which is above the national average of 1.46
- In 2004, Seatbelt rate is 68 percent, which ranks 43rd out of the 50 states.

Kansas Traffic Safety Statistics

	1999	2000	2001	2002	2003	2004
Statewide Crash Data						
Total Crashes	78,240	78,074	78,807	78,271	74,993	74,102
Fatal Crashes	457	405	433	449	421	392
Injury Crashes	20,154	1,945	19,346	18,499	17,035	16,630
Property Damage Crashes	57,629	58,215	59,028	59,327	57,537	57,080
Fatalities	540	461	494	507	469	459
Fatalities per 100 Million VMT	1.9	1.6	1.72	1.76	1.61	1.57
Injuries	30,528	29,047	28,828	27,059	24,793	23,775
Injuries per 100M VMT	107.41	100.54	100.28	93.88	84.91	80.91
Fatality & Serious Injury Rate per 100M VMT	10.33	9.14	8.79	8.73	8.51	7.91
Fatality Rate/100k Population	20.35	17.15	18.33	18.96	17.22	16.81
Fatality and Serious Injury Rate /100k Pop	110.59	98.24	93.82	93.33	91.28	84.62
Alcohol Related Fatalities	94	80	100	129	105	117
Alcohol-related Fatality Rate per 100M VMT	0.33	0.28	0.35	0.45	0.36	0.39
Proportion of Alcohol Related Fatalities	0.17	0.17	0.19	0.25	0.23	0.25
Population (in thousands)	2,654	2,688	2,694	2,694	2,723	2,742
Vehicle Miles Traveled (millions)	28,422	28,892	28,747	28,823	29,047	29,340
# of Licensed Drivers (in thousands)	1,926	1,941	1,903	1,997	2,022	2,015
# of Registered Vehicles (in thousands)	2,377	2,392	2,426	2,439	2,401	2,488
Seat Belt Rate	63	61	60	61	64	68
Contributing Circumstances of Crashes						
Inattention	31,745	31,473	31,838	30,948	27,342	26,427
Failure to Yield	11,220	11,569	10,705	10,347	9,928	9,707
Speed	7,314	7,816	7,729	7,950	7,688	7,452
Animals	6,845	6,334	6,907	6,562	6,823	7,453
Following to Closely	5,034	4,700	4,867	5,235	5,273	5,852
Novice Driver Statistics (ages 14-20)						
Total Crashes	27,398	26,813	26,343	26,613	24,198	23,099

Fatal Crashes	111	114	127	123	99	94
Injury Crashes	7,905	7,597	7,453	6,853	6,252	5,995
Property Damage Crashes	19,382	19,102	18,862	19,451	17,709	17,010
Total Fatalities	137	131	149	143	119	103
Total Injuries	12,645	12,090	11,745	11,049	9,741	9,142
Percentage of Overall Crashes	35.0%	34.3%	33.4%	34.0%	32.3%	31.2%
Alcohol-related Crashes	616	623	648	687	614	628
Alcohol-related Fatalities	19	13	18	34	16	19
Alcohol-related Injuries	467	476	481	474	420	434

Goal

- To reduce the traffic fatality rate by .05 annually to 1.47 in 2006 and 1.37 in 2008
- To raise the seatbelt rate by 3% each year to 75% in 2006 and 81% in 2008
- To lower the percentage of alcohol-related fatalities by 1.5% each year to 22.5% in 2006 and 19.5% in 2008
- To increase the number of grant funded projects with local law enforcement agencies to 120 in 2006 and 140 in 2008
- To provide increased media funding towards targeted problems

Performance Measures

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

Strategies

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

Project Results

Section 402 Funds

PA-0918-06

BTS Staff Travel & Training Costs

\$24,499

The Bureau staff attended Lifesavers, Governor's Highway Safety Association Executive Seminar and Annual Meeting, National Enforcing Underage Drinking Laws Conference, National Transportation Management Conference, National Media Forum, Kansas Transportation Safety Conference, Section 408 Training, Law Enforcement Recruitment Lunches, Traffic Records Forum, Strategic Highway Safety Plan Peer Exchange, Kansas Youth Leadership Summit and Professional Development.

Alcohol

The Problem

- In 2004, 117 people died and 2,005 were injured in alcohol-related traffic crashes in Kansas.
- In 2004, Under 21 alcohol-related crashes accounted for 18.9% of all alcohol-related crashes and 16.2% of all alcohol-related fatalities.
- Current breath alcohol equipment is becoming out-dated; some pieces have been in service since 1990.
- Inconsistent prosecution and adjudication of alcohol violations.

Kansas Traffic Crash Data and Measures, 1999 – 2004

	1999	2000	2001	2002	2003	2004
Total Crashes Alcohol-Related	3349	3531	3678	3666	3442	3322
Fatal Crashes	80	68	84	111	95	99
Injury Crashes	1611	1673	1773	1635	1519	1417
Property Damage Crashes	1658	1790	1821	1920	1828	1806
Fatalities	94	80	100	129	105	117
Fatalities per 100 Million VMT	0.33	0.28	0.35	0.45	0.36	0.4
Injuries	2483	2533	2562	2419	2285	2005
Proportion of Alcohol-Related Fatalities	17%	17%	19%	25%	23%	25%
DUI Arrests	22,685	22,320	22,001	21,835	21,235	18,303
Under 21 Alcohol-Related						
Crashes	616	623	648	687	614	628
Fatal Crashes	12	13	15	29	14	18
Injury Crashes	303	285	316	300	264	284
PDO Crashes	301	326	317	358	337	326
Fatalities	19	13	18	34	16	19
Injuries	467	476	481	474	420	434
Percentage of Teen Crashes	18.4%	17.6%	17.6%	18.7%	17.8%	18.9%

Goal

- To reduce the number of alcohol-related fatalities and injuries to 88 and 1,973 respectively by 2006, and to 76 and 1,945 respectively by 2008.
- To increase the number of local law enforcement agencies participating in grant funded impaired driving deterrence programs to 35 in 2006 and 40 in 2008.
- To lower the percentage of teen alcohol-related crashes by 2% to 16.4% in 2006 and to 12.4% in 2008

Performance Measures

- Number of alcohol-related fatalities

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

Strategies

- Provide locals with training and resources for conducting sobriety checkpoints.
- Recruit additional local participation in the Impaired Driving Deterrence Program (IDDP).
- Conduct an Alcohol Assessment of our current programs.
- Increase the number of presentations and distribution of materials given to general public on the dangers of impaired driving.
- Increase paid media dedicated to reducing impaired driving.
- Underwrite education for court system personnel on impaired driving laws and techniques used in removing impaired drivers.
- Increase the number of Drug Recognition Experts in the state and provide opportunities for officers to maintain their certification.
- Provide education for high school students on the dangers of impaired driving.
- Increase public awareness of impaired driving through presentations and educational materials.
- Provide new state of the art breath alcohol testing equipment for use by law enforcement.
- Research and begin process of establishing a pilot DUI court in Kansas.

Project Results

Section 402 Funds

AL-0924-06

Kansas Drunk Driving Prevention Office

\$424,448

The drunk driving prevention arm of the Kansas Bureau of Traffic Safety is the Kansas Drunk Driving Prevention Office (KDDP). KDDP is the principal clearing house for educational materials and programs aimed at reducing the incidence of drunk driving in Kansas. Utilizing a multitude of initiatives, techniques, and venues, the office annually reaches tens of thousands of Kansans with its theme, “There’s No Excuse for Driving Drunk.” Supporting its educational programming is a sophisticated survey and data analysis service that, among other tasks, conducts an annual state-wide survey of middle and high school students regarding driving and alcohol, and other drug issues.

In FFY 2006, the KDDP staff:

- was involved in five major program efforts: “No Excuse...,” aimed at adult drivers; “Take A Stand,” geared to underage drinking and driving; “Start Smart,” created for driver education students; “Hand ‘Em Over to Someone Sober,” a program that works with bars to promote use of designated drivers; and Care-Call, a program to reduce underage drinking. A new component of the “Take A Stand” program, “Teens Taking Action,” was developed and implemented with eight teams of youth attending from around the state. Following its successful first year in eastern Kansas, the seminar, “Teaming Up to Save Teens,” was offered at Salina for EMS providers and personnel in western and central Kansas.
- conducted 58 presentations and trainings to 2,782 persons from all corners of the state. KDDP’s most popular PowerPoint presentation, “Take A Stand,” was updated and, for the second year, made available on CD. Impressively, orders for the CD were up 38%, to 238.

Section 163 Funds

AL-Variou-06

Law Enforcement IDDP Patrols

\$130,964

The Impaired Driving Deterrence Program (IDDP) provided funding to 28 cities and counties statewide for overtime enforcement. With support provided by the Kansas Highway Patrol's Breath Alcohol Unit, a total of 80 checkpoints and 137 saturation patrols resulted in over 18,000 public contacts and 404 DUI arrests.

AL-8801-06

Youth Conference

\$18,288

Administered by Kansas Family Partnership for KDOT, the fifth annual Kansas Youth Leadership Summit was held August 6-8 at Rock Springs 4-H Center. Attracting 21 teams of youth and adult sponsors from 19 counties across Kansas, participants studied underage drinking issues, constructed youth-driven action plans to confront underage drinking concerns in their communities, learned team- and coalition-building, and enhanced their leadership abilities. Participants included 171 students, 21 youth trainers, and 21 adult trainers, along with numerous presenters and other staff. (Additional OJJDP funds of \$75,204 were utilized to complete the Conference).

AL-9106-06

Kansas Highway Patrol Breath Alcohol Unit

\$213,280

One Prosecuting Attorney's Seminar was held in Wichita with 75 in attendance. It covered various topics ranging from Horizontal Gaze Nystagmus (HGN) testing to the Drug Recognition Program. The Drug Recognition Expert Program (DRE) continued this year and now has 73 DREs. Kansas DREs performed 133 evaluations throughout the state. Specialized law enforcement training in Standardized Field Sobriety Testing (SFST), Preliminary Breath Testing and Intoxilyzer 5000 strengthened the detection and apprehension skills of the officers, both during sobriety checkpoints and in other targeted traffic enforcement. SFST training was completed by 326 officers, while 259 officers were instructed in "Drugs that Impair Driving." The unit also tracked the results of alcohol enforcement operations conducted by various law enforcement agencies throughout the state.

Motorcycle Safety

The Problem

- Motorcycle crashes are continuing to rise.

Motorcycle Statistics

	1999	2000	2001	2002	2003	2004
Total Crashes	669	691	745	801	830	970
Fatal Crashes	16	21	24	30	32	31
Injury Crashes	555	559	579	618	643	768
Property Damage Crashes	95	111	142	153	155	171
Fatalities	15	21	23	33	32	30
Percent Wearing Helmet	20.0%	14.3%	26.1%	18.2%	31.3%	26.7%
Injured	633	641	646	690	725	847
Percent Wearing Helmet	23.4%	25.9%	24.3%	23.6%	28.0%	31.1%

Goal

- Lower the number of motorcycle crashes from 970 in 2004 to 900 in 2006 and 800 in 2008

Performance Measures

- Total number of motorcycle crashes

Strategies

- Promote safe motorcycle driving initiatives

Project Results

Section 402 Funds

MC-XXXX-06

Motorcycle Safety

\$0

No activity was completed in FFY 2006 regarding Motorcycle Safety.

Occupant Protection

The Problem

- In 2004, 459 people died in traffic crashes; 66 percent were not properly restrained
- In 2004, seatbelt rate is 68 percent, which ranks 43rd out of the 50 states
- In 2004, 81 percent child restraint use for children 0-4
- In 2004, 50 percent child restraint use for children 5-9
- In 2004, 50 percent restraint use for children 10-14

Kansas Observational Safety Belt Survey Data, 1999 – 2004

	1999	2000	2001	2002	2003	2004
Seat Belt Rate	63%	61%	60%	61%	64%	68%
Seatbelt Use by Road Type						
Rural Interstate	68%	78%	77%	70%	79%	80%
Rural State Roads	55%	60%	58%	60%	63%	69%
Rural County Roads	47%	47%	50%	52%	53%	59%
Urban Interstate	70%	68%	69%	70%	72%	74%
Urban State Roads	54%	51%	57%	59%	59%	65%
Urban City Streets	48%	42%	53%	56%	56%	60%
Child Safety Seat Use by Ages						
0-4	81%	81%	92%			
4-14	57%	55%	52%			
0-4				*	79%	81%
5-9				*	45%	50%
10-14				*	44%	50%
* Baseline Study						
Fatalities	540	461	494	507	469	459
Fatality Rate	1.9	1.6	1.72	1.76	1.61	1.57
Fatal Crash Occupant Use	27%	27%	23%	27%	26%	34%

Goal

- To raise the seatbelt rate by 3% each year to 75% in 2006 and 81% in 2008
- To reduce the traffic fatality rate by .05 annually to 1.47 in 2006 and 1.37 in 2008
- To raise the child restraint rate for 0-4 year olds by 2% per year to 85% in 2006 and 89% in 2008, to raise the rate for the 5-9 and 10-14 year old groups by 4% per year to (5-9) 58% in 2006 and 66% in 2008; (10-14) to 58% by 2006 and 66% by 2008.

Performance Measures

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

Strategies

- Provide more grants to law enforcement agencies for overtime enforcement of safety belt violations through the Special Traffic Enforcement Program (STEP).
- Provide statewide occupant protection public education and information through media campaigns in conjunction with law enforcement mobilizations and special corridor activities – English and Spanish.
- Increase number of CPS Safety Seats available state-wide in recognized distribution/fitting stations, targeting booster seats, and expand the number of seats distributed to approved fitting stations for low income families.
- Continue KSBEO Adult/Child Safety Belt Surveys, and Boosters to Belts education state-wide through presentations, brochures etc.
- Provide state-wide media awareness campaign on occupant protection.
- Continue CPS Safety Training using NHTSA standardized curricula.
- Utilize corridor enforcements to sustain occupant protection use.
- Use seatbelt survey results to target problem areas of the state.

Project Results

Section 402 Funds

OP-0930-06

Public Information and Education

\$13,066

Expenses included IDDP/STEP training support, lanyards, CIOT media event, booster seat purchases, Boosters to Belts brochures, law enforcement award plaques, and State Fair booth rental.

OP-0934-06

Kansas Safety Belt Education Office

\$564,547

The Kansas Safety Belt Education Office (KSBEO) targeted the entire spectrum of motor vehicle occupants from children to adults and focused efforts by working with schools, law enforcement, EMS and other safety organizations. The activities included increasing public awareness and promoting the proper use of occupant protection devices through child passenger safety (CPS) training classes, assisting with STEP training programs, and networking and educating through a myriad of safety organizations, including Safe Kids and Safe Communities. Events such as Child Passenger Safety week in February and the Click it or Ticket event in May allowed KSBEO to partner with agencies such as the Kansas Highway Patrol and the Kansas Motor Carriers Association in delivering the child passenger safety message. KSBEO maintained a speaker's bureau for presentations, issued car seat recalls, distributed a quarterly newsletter, monitored distribution of Vince and Larry costumes, displayed booths around the state at various traffic safety events, and spoke at a variety of conferences. In addition, KSBEO promoted Spanish occupant protection programs and blended the CIOT

message into existing educational activities. More than 760,000 educational and promotional items were distributed in FFY 2006 to more than 2,400 safety advocates.

The KSBEEO office continued the Boosters to Belts program with 212 presentations to promote booster seat use among children ages four to eight, who are too small for a seat belt to fit them properly. There were approximately 8,000 participants.

The service network of current child passenger safety technicians numbers 586, including a cadre of 30 certified instructors. Kansas also has 112 Child Passenger Safety (CPS) programs with 105 Inspection Stations. KSBEEO hosted three 32-hour NHTSA certified CPS classes, one 8-hour CPS Technical Conference and one 8-hour CPS Instructor Update.

The KSBEEO conducted the adult observation safety belt survey (including 548 sites) and the State Fair survey. In addition, KSBEEO also conducts the child observational survey. This survey is conducted in the same counties as the adult survey and targets elementary/middle schools, grocery and department stores. This survey allows the state to collect data by age range, 0-4, 5-9, 10-14.

OP-1130-06 **USD 340 Traffic Safety** **\$21,073**
Coordinated by Mary Getto, this student group promoted safe driving educational topics for a second year in 2006, with special emphasis at peak events, such as homecoming. They took their message to the elementary classrooms, and supervised a Fatal Vision activity for freshmen. The students finished the 2006 school year by producing a safety video. Funds received by the group were used to purchase and distribute numerous promotional items for these activities, to purchase four wood podiums with a "Get Home Safely" logo on the front, and to support travel expenses for students to attend the TSC.

OP-1188-06 **Bucks for Buckles** **\$6,000**
KDOT partnered with Kansas Safe Kids to promote the importance of seat belt use. This program reached 43 communities and was staffed by Safe Kids Chapter volunteers and State Farm employees statewide. Each vehicle in which all occupants were properly restrained received \$1.00. The event took place on Friday, September 1, 2006.

OP-1257-06 **USD 259 Booster Seats** **\$3,802**
Due to the passage of the booster amendment to the Kansas Child Passenger Safety Law, the Wichita Public Schools requested funding to purchase 209 booster seats for its 57 elementary schools and 5 special program sites. In-service training was provided by the KHP to school personnel, who will be utilizing the seats to transport children when emergency situations occur, and parents are not available to provide safe transportation.

OP-1305-06 **KHP Convincers** **\$36,000**
KDOT, in conjunction with the Kansas Highway Patrol, purchased three convincers in FFY 2006. The purchase of these units now allows each troop to have a convincer. The convincer simulates the force in a five MPH crash and is another tool that can be utilized to show the importance of occupant protection.

OP-1306-06 **Child Passenger Seat Distribution** **\$57,059**
One-thousand, four hundred and seventy-one (1,471) child safety seats were distributed statewide to child passenger safety fitting stations. These seats include infant, convertible and booster seats. KDOT tracked distribution of seats by minority population and income to target those in need. Approximately sixty (60) percent of the seats went to families with incomes less than \$20,000. Over thirty (30) percent of the seats were distributed to minority families, mirroring the census data for the ethnic population in Kansas.

OP-1308-06**Kim Downing****\$1,487**

Kim Downing lost her sister in law in a traffic crash in 2002. Ms. Downing approached KDOT about producing, editing and distributing a video targeting teens on the importance of obeying the traffic laws and occupant protection. The video should be completed in the Spring of 2007.

OP-Variou-06**Special Traffic Enforcement Program (STEP)****\$591,896**

The program showed continued growth and success in FFY 06. STEP awards grants to participating local and state law enforcement agencies to increase education and enforcement efforts directed at compliance with Kansas safety belt, child passenger safety, and impaired driving laws. Enforcement is accomplished through funding of overtime mobilizations (saturation patrols or checkpoints) that place additional officers on the streets on specified dates to make enforcement contacts regarding speeding, DUI, safety belt, and child passenger restraint. Mobilizations were conducted during Nov 21-27, 2005; Feb 13-19, 2006; May 8-14; May 22-June 4; and August 17-September 4 by as many as 114 local agencies (up from 85 in 2005) and the Kansas Highway Patrol. Enforcement stops and citations were increased by 11% over 2005, to over 61,000 stops and 25,000 citations. Of these, 43% were for seat belt and child restraint violations.

Paid Media

The Problem

- In 2004, only 68% of Kansans were seat belted
- Kansas currently ranks 43rd in the nation in seat belt use
- Impaired driving still kills over 100 people annually in KS

Goal

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

Performance Measures

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

Strategies

- Start advertising seatbelt & alcohol messages during sporting events at the state's three Division I colleges
- Advertise at special events/venues in KS to reach target audiences for seatbelt and alcohol messages (ie.. Verizon Wireless Amphitheater, Country Stampede, Heartland Park Raceway)
- Continue and expand our media messages during the national mobilizations
- Utilize media during specialized corridor enforcement activities

Project Summaries

Section 402

Media Rationale for all Mobilizations

The advertising objective of all campaigns is to produce high levels of reach and frequency to reach potentially high risk drivers and convince them to obey the traffic laws. The primary target audience for these mobilizations was males ages 18-34 with a secondary target of adults 18 and over. The Hispanic audience was also targeted to build awareness.

State and local broadcast media were used to build high reach levels quickly in the short advertising periods. The Kansas Information Radio Network was chosen as it consists of 39 stations that provide coverage in every Kansas County. The programming consists of news, weather and sports, which is compatible with the target audiences. Twenty-five cable systems were also identified and recommended in Kansas.

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

Our minority Hispanic audience was reached by purchasing TV spots (CIOT) on Kansas' one Hispanic television station. The station, KSMI, Channel 51 is located in Wichita and is part of a Mexican network called TV Azteca. KSMI is the exclusive Spanish-speaking television station for the Wichita metro area. News and sports programming were selected on the station with very high reach frequency levels.

The spot **radio** and **television** advertisements are broken down by the three largest cities in the state. These three areas reach more than half of the population of a primarily rural state. The Reach/Frequency results are listed in the following tables:

	Radio		Television	
	Adults 18 +	Men 18-34	Adults 18 +	Men 18-34
Kansas City	14.1	27.2	62.2	36.3
Topeka	16.7	24.3	55.0	41.7
Wichita	19.1	28.6	62.8	31.5

Reach/Frequency numbers do not exist for the rural parts of the state. Additionally, the Hispanic broadcast media stations do not have Reach/Frequency data.

Section 402 Funds

PM-1135-06

Verizon Wireless Amphitheatre

\$59,000

KDOT was the official sponsor of the Designated Driver program during the 2006 season. Signs produced for the 2006 season were again placed in high traffic areas near restrooms, alcohol stands, and concession stands reminding patrons the importance of designating a driver. In addition, KDOT received a non-audio jumbotron spot, as well as a click-through link and logo on the official venue web page. Two hundred radio spots were aired reminding patrons to designate a driver. The concert venue attracted over 187,000 persons this year at 18 events. Two large Click It or Ticket signs reminded patrons to buckle-up as they were leaving the venue.

PM-1190-06 **Kansas State University** **\$60,000**
KDOT purchased Click It or Ticket and You Drink, You Drive, You Lose advertising at the Kansas State Football games. The advertising included: One (1) 30 second PSA to be aired at each game with Head Coach Ron Prince, seventy (70) instant replay Jumbo-Tron messages to be aired throughout the season, one (1) large banner to be placed in the North End Zone, one (1) public address announcement at every home game, one (1) 30 second radio in-game commercial, one (1) live in-game mention during the game, and advertising on the press back-drop. Target Audience: Fifty-five percent of the listeners are male, forty-nine percent of the listeners are age 35-44.

PM-1192-06 **Kansas University** **\$62,500**
KDOT partnered with ESPN Regional Television to advertise primarily at the Kansas University Basketball games. The advertising package included: One (1) Click It or Ticket drop near the end of each football game; One (1) Click It or Ticket drop near the end of each basketball game (men's and women's); One (1) Click It or Ticket drop in the post game (football and all basketball) shows; Click It or Ticket message to be displayed on each of the 22 exit signs in Allen Field house; One CIOT Jumbo-Tron PSA featuring Coach Bill Self or Coach Bonnie Hendrickson at each home basketball game.

PM-1501-06 **General Advertising** **\$19,853**
These funds were used to purchase various small advertising opportunities including: Twenty (20) 60 second occupant protection advertisements, "11,000" Click it or Ticket wristbands, "3,500" You Drink, You Drive, You LOSE wristbands and posters displaying the Click it or Ticket message.

PM-1502-06 **You Drink, You Drive, You Lose Media** **\$20,194**
For this mobilization, fifteen radio stations participated and 696 spots were aired, including forty-seven spots at no cost. Twelve TV stations participated and 2,728 spots were aired, 951 at no cost. Due to the unexpected Buckle Up in Your Truck media campaign, additional funding of \$54,580 for this campaign was provided through the SA-1057-06 grant.

PM-1502-06 **Corridor Enforcement** **\$6,534**
KDOT placed ½ page ads in a total of 6 publications to warn drivers of two high-visibility corridor enforcement campaigns; one in Reno County, and one in Wyandotte County.

PM-1502-06 **Click it. Or Ticket** **\$145,257**
For this mobilization, 32 radio stations, the Kansas Radio Network (38 stations), and the Mid-America News Network (40 stations) participated and 6,131 spots were aired, including 1,963 spots at no charge. Six of the radio stations, with 387 spots, were Hispanic stations. Twenty-six TV stations participated and a total of 3,054 spots were aired, 880 at no cost.

PM-1502-06 **Buckle Up in Your Truck** **\$146,615**
For this new NHTSA Region Seven mobilization, 42 radio stations, plus the Kansas Radio Network (38 stations), participated, and 5,655 spots were aired, including 2,912 spots at no cost. Six of the radio stations, with 400 spots, were Hispanic. Twenty TV stations participated and a total of 3,439 spots were aired, 990 at no cost.

PM-1502-06 **Child Passenger Safety Week** **\$26,400**
For this mobilization, a total of 8,716 spots were aired, including 3,700 spots at no cost, on the Kansas Information Network (37 stations), the Mid America News Network (47 stations), and 6 Hispanic stations across the state.

Strategies

- Maintain clearinghouse of child and adult bicycle brochures to distribute upon request.
- Maintain clearinghouse of child and adult pedestrian brochures to distribute upon request.
- Provide promotional items for the Annual Walk Your Child to School Day.
- Study whether enhanced design and construction is needed to reduce crashes involving pedestrians and cyclists.

Project Results

Section 402 Funds

PS-0932-06

Public Information and Education

\$2,985

KDOT distributed over 1,500 *Ten Tips for Fun and Safe Biking* brochures 150 *Safe Cycling* brochures to various organizations in addition to 18,500 *Ten Tips* brochures shipped to Pittsburg State University to promote Child Safety Day events in May. KDOT also ordered for distribution 10,000 Child Pedestrian Safety brochures. The Bureau of Traffic Safety worked in close collaboration with the Kansas Safe Kids program to fill orders from 20 elementary schools for over 6,100 zipper pulls in support of the “Walk Your Child to School Day” in October.

PS-1131-05

Bike Helmets

\$15,000

KDOT partnered with the Kansas Department of Health and Environment to promote bicycle helmet use. Local agencies were encouraged to apply for free helmets to be distributed in conjunction with a bicycle safety event. A total of 1,980 helmets were purchased and distributed.

Police Traffic Services

The Problem

- In 2004, 16 of the top 20 contributing circumstances in crashes were driver-related.
- In 2004, decreasing budgets are preventing most law enforcement agencies from acquiring the necessary traffic safety-related equipment.

Kansas Traffic Crash Data and Measures, 1999 – 2004

	1999	2000	2001	2002	2003	2004
Total Crashes	78,240	78,074	78,807	78,271	74,993	73,997
Contributing Circumstances						
Failed to give Full time and Attention	31,745	31,473	31,838	30,948	27,342	26,427
Failed to Yield Right-of-Way	11,220	11,569	10,705	10,347	9,928	9,707
Too Fast for Conditions	7,314	7,816	7,729	7,950	7,688	7,452
Animal - Environment	6,845	6,334	6,907	6,562	6,823	7,453
Followed Too Closely	5,034	4,700	4,867	5,235	5,273	5,852
Disregarded Traffic Signs, Signals or Markings	3,967	3,870	3,914	3,690	3,537	3,623
Under the Influence of Alcohol	2,792	2,744	3,081	3,144	2,924	2,881
Made Improper Turn	2,305	2,484	2,354	2,274	2,188	2,062
Rain, Mist, Drizzle - Environment	1,849	1,878	1,603	1,937	1,489	1,580
Improper Backing	1,918	1,975	2,078	2,075	2,064	1,963
Improper Lane Change	1,832	1,877	2,056	1,960	1,853	1,918
Avoidance or Evasive Action	1,917	1,971	2,003	1,927	2,030	2,062
Icy or Slushy - On Road	1,555	2,757	2,061	2,174	1,847	1,735

Wet - On Road	1,696	1,375	1,505	1,279	1,326	1,544
Exceeded Posted Speed Limit	1,253	1,140	1,384	1,295	1,086	1,039
Wrong Side or Wrong Way	911	931	895	897	828	716
Fell Asleep	866	872	850	808	886	879
Distraction in or on Vehicle	861	842	969	1,038	959	993
Improper Passing	719	773	728	736	623	629

Goal

- Reduce the total crashes in the state to 72,011 in 2006 and 70,031 in 2008.

Performance Measures

- Total number of crashes in Kansas

Strategies

- Provide funding for local law enforcement to attend training to enhance their current role.
- Continue funding for the KHP RAVE program to remove impaired drivers and target aggressive driving habits.
- Continue to promote occupant protection and alcohol issues around the state.
- Continue two additional part-time LELs targeting areas: Southeast and Northwestern Kansas to assist the full-time statewide LEL.

Project Results

Section 402 Funds

PT-0938-06 **Law Enforcement Training** **\$18,732**

The Bureau of Traffic Safety supported individuals to attend the SADD National Conference, Office of Juvenile Justice and Delinquency Program National Conference, Drug Recognition Expert Conference, Motorcycle Safety Conference, Crash Investigation, Lifesavers, Radar Instructor School and Child Passenger Update Class.

PT-1134-06 **Merriam PD Traffic Unit** **\$114,584**

The Merriam PD formed a traffic unit during FFY 2005 which initially consisted of only one officer. An 18-month grant was awarded in February 2005 to add two additional officers and associated equipment to the traffic unit. During a 13-month enforcement period beginning in September 05, the traffic unit issued 3,405 speeding citations (1,595 by the traffic unit) and 3,067 hazardous moving violations (2,015 by the traffic unit). In addition, the Merriam PD issued 1,042 seatbelt citations (579 by the traffic unit), 81 child restraint citations (44 by the traffic unit) and arrested 220 persons for DUI (91 by the traffic unit). The three-officer traffic unit will continue to be a large part of the Merriam PD, vigorously enforcing the traffic laws within the city of Merriam.

PT-1194-06 **DRE Coordinator** **\$5,282**

Jeff Collier was brought on board to assist with the Drug Recognition Expert (DRE) program funded through the Breath Alcohol Unit (BAU) within the KHP. These funds were expended in October 05 and August-September 06, allowing Mr. Collier to finish grant requirements that would have exceeded his 999 hour limitation established under BAU grant.

PT-1704-06 **CIOT Law Enforcement Recruitment** **\$5,171**

These funds were utilized to support the recruitment of local law enforcement. Items purchased under this program include invite postcards, lunch and meeting rooms.

Roadside Safety

The Problem

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

Goal

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

Performance Measures

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

Strategies

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

Project Results

Section 402 Funds

RS-0618-06

Bucher, Willis, and Ratliff Consultants

\$54,162

The Traffic Engineering Assistance Program (TEAP) provides local governments assistance with traffic studies. In 2006, TEAP addressed several areas of local concern with nine traffic studies in the northern half of the state.

RS-1402-06

Kansas State University

\$89,755

The Traffic Assistance Services for Kansas (TASK) program provides economical training for Kansas public employees who have traffic safety responsibilities. In 2006, 114 local officials were trained at six different sessions across the state.

RS-1618-06

TranSystem Corporation

\$54,161

The Traffic Engineering Assistance Program (TEAP) provides local governments assistance with traffic studies. In 2006, TEAP addressed several areas of local concern with eight traffic studies in the southern half of the state.

Safe Communities

The Problem

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

Goal

- Establish community-level traffic safety programs to promote partnerships, communication and collaboration statewide; five programs by 2006 and 12 by 2008
- Increase attendance of annual conference from 290 in 2003 to 335 in 2006 and 350 in 2008

Performance Measures

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

Strategies

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

Project Results

Section 402 Funds

SA-0934-06

Transportation Safety Conference

\$69,098

The Transportation Safety Conference, held at the Sheraton Hotel in Overland Park, attracted a record 337 attendees (up from 295 in 2005), 26 exhibitors, and 35 speakers for the purpose of providing expert information on timely issues to a targeted audience of traffic safety professionals. The tone of the conference was set by keynote speaker Rob Kaufman’s address on, “Crash Injury and Restraint Technologies.” The plenary luncheon address was delivered by Dr. Howard Rodenberg, Director of the Division of Health for the Ks. Dept. of Health and Environment, who cast the Kansas roadway safety picture in epidemiological terms. The closing luncheon featured a People-Saving-People award ceremony and drawing for prizes contributed by various businesses and organizations. Breakout tracks were provided on injury control, law enforcement, youth issues, and roadway safety, with final sessions coupled with 30-minute roundtable discussions. The conference also featured exhibits permanently surrounding the breakfast, break, and luncheon area, offering exposure to the latest transportation programs, equipment, and safety technology.

SA-1024-06

Kansas Operation Lifesaver Inc.

\$15,000

Kansas Operation Lifesaver significant railroad safety message reached over 62,150 people through handouts, brochures, key chains, pens, and other safety-specific materials provided by Section 402 funds. Our Positive Enforcement Events also distributed over 15,000 Sonic coupons (for medium Tator Tots) in 28 different cities in a 5-month period this summer and fall. These coupons were provided by Sonic in cooperation with The Kansas Highway Patrol to save lives at Kansas railroad crossings and included a printed railroad safety message of "Look, Listen & Live!"

SA-1057-06

Comprehensive Media Campaign

\$404,762

Corporate Communications Group (CCG) implemented numerous initiatives through the comprehensive media campaign. Included in these initiatives were the development of corridor advertising for mobilization programs; development of a new booster poster and accompanying handout; facilitating bi-lingual radio and television advertising for the CPS, BUIYT, CIOT, and YDYDYL mobilizations; development and coordination of new jumbo-tron advertising for Verizon Wireless Amphitheatre and the Country Stampede; redesigning several brochures for the Kansas Drunk Driving Prevention Office and the Kansas Safety Belt Education Office; and development and production of the Danni Boatwright Pick-Up ad. CCG coordinated all of the media buys and media events for the enforcement mobilizations, and developed the earned media releases.

They also developed a script and laid the groundwork for the production of a roll-call video for the booster seats.

SA-1066-06 **Public Information and Education** **\$8,024**
These funds were utilized to purchase 20,000 county cards, 10,000 safety belt safety cards, 10,000 driver inattention cards, plaques for the People Saving People Awards and 2,500 Click it or Ticket portable road signs.

SA-1904-06 **Drive Program** **\$82,735**
The Drive Program is an interactive activity targeting the teen driver attitude and innovative education methods. The Moorshire Group and the Kansas Department of Education hosted 12 half-day workshops for Driver's Education Instructors around the state. More than 300 instructors participated in the workshop. Upon completion of the workshop, each instructor was handed a short video and workbooks designed to promote interaction with the young drivers they are teaching.

SA-1905-06 **Governor's Task Force** **\$102,469**
Kathleen Sebelius, Governor, announced a Task Force to address the number of fatalities and injuries on our state's roadways. A group of 25 citizens met seven times around the state. The group identified 11 different categories that contribute to traffic deaths and injuries: occupant protection, novice drivers, impaired driving, trauma care, emergency medical services, older drivers, judiciary, roadway, commercial motor vehicles, distracted driving, and data. The Task Force has assembled a set of recommendations and will work to move forward with these recommendations in future years. This project also reimbursed Task Force members for travel associated with attending the statewide meetings.

SA-1908-06 **Drive Wisely Wyandotte Coalition (*Drive Wisely*)** **\$46,697**
In mid-2006, a three-year grant was awarded to the Unified Government Public Health Dept. of Wyandotte County for the purpose of establishing a Safe Communities coalition of advocacy, law enforcement, and prevention organizations to address the county's significant traffic safety issues. While most of the first year's effort was dedicated to hiring a full-time coordinator, assembling a committee, and planning for 2007; eight safety presentations were made, five persons received Child Passenger Safety Technician certification, three child passenger events were held, and a media campaign was initiated utilizing newspapers and billboards.

Traffic Records

The Problem

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

Goal

- Increase the number of local law enforcement agencies involved in EADCR to 80 in 2006 and 100 in 2008
- Provide resources to local law enforcement agencies to increase participation in EADCR.
- More efficient data mining software to retrieve data from the KARS data base

Performance Measures

- Number of local law enforcement agencies participating in EADCR.
- Number of local law enforcement agencies provided resources to allow implementation of EADCR within their agency

Strategies

- Develop and organize a KDOT traffic records committee.
- Provide better training and education for law enforcement.
- Provide resources and expertise in electronic data transmission.
- Conduct a Traffic Records Assessment.
- Develop GIS data.
- Develop linkage between other state data systems
- Develop Traffic Records Coordinating Committee and Strategic Plan, partnering with various other KS agencies/organizations (ie.. DMV, Judicial, KDHE, Local Law Enforcement, KHP, etc..)
- Data Mining Software

Project Results

Section 402 Funds

TR-1128-06 **Traffic Records Assessment/EADCR Resources** **\$8,535**
This contract included expenses related to the copyright of the EADCR software and annual software support. In addition, these funds were used by 23 local law enforcement agencies to purchase computer software agreements in preparation for electronic capture and transmission of crash data.

TR-2000-06 **Kansas Correctional Industries** **\$28,384**
The inmates at Kansas Correctional Institute enter and process a great majority of the reports from more than 70,000 crashes which occur annually. The inmates were using very antiquated computers, which made it difficult when software enhancements were being implemented. Therefore, KDOT purchased 18 computers and 26 monitors for the inmates to utilize. This enhancement has made processing of crashes much more efficient and timely.

TR-2101-06 **Data Enhancements** **\$64**
These funds were used to reproduce and mail to NHTSA the Traffic Records Strategic Plan for approval.

TR-2102-06 **Traffic Records Strategic Plan** **\$111,950**
SAFETEA-LU provides Section 408 funding to states that have completed a Traffic Records Assessment and develop a Traffic Records Strategic Plan. The Assessment was completed in March of 2005. In October 2005, a consultant was hired to draft a Strategic Plan. The plan was submitted and approved by NHTSA in the summer of 2006. Several projects and tasks have begun in the implementation of this multi-year, multi-state agency plan.

TR-2103-06 **Global Positioning Units** **\$49,980**
Addressing the problem of traffic crash injuries and death requires accurate data. In the winter of 2005, KDOT purchased 272 Global Positioning Units. These units were deployed to the Kansas Highway Patrol in an effort to accurately plot the more than 400 fatalities that occur in the state annually. As part of the Traffic Records

Strategic Plan, these units will assist in the development of timely countermeasures to assist in the goal of reducing the number of deaths and injuries on our roadways.

State of Kansas Annual Report Cost Summary-FFY 06		
Program Area	Expenditures	Federal Share to Local
Planning and Administration	\$24,499	
Alcohol	\$522,557	\$522,557
Occupant Protection	\$1,294,930	\$1,293,443
Paid Media	\$559,361	
Pedestrian and Bike	\$17,985	\$17,985
Police Traffic Services	\$420,808	\$420,808
Roadway Safety	\$198,078	\$198,078
Safe Communities	\$728,785	\$626,316
Traffic Records	\$198,913	\$86,963
Total 402	\$3,965,916	\$3,166,150
163 Alcohol	\$430,268	\$430,268
157 Incentive	\$51,506	\$51,506
Total Other	\$481,774	\$481,774
Grand Total	\$4,447,690	\$3,647,924