State of Kansas

Highway Safety Plan FFY 2008

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The FFY 2008 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.

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**DRUNK DRIVING**

Over the Limit. Under Arrest.

A Program of the Kansas Department of Transportation
2008 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, 410, 405, 2010, 2011, 1906, and 408.

Process Description. Below is a summary of the process currently followed by the Kansas Department of Transportation (KDOT) Bureau of Traffic Safety (BTS) 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. BTS also awards grants internally to supplement special projects and effects of statewide significance.

Problem Identification. Problem identification is performed by the Bureau of Traffic Safety (BTS) Program Consultants with the support of the BTS Research Analyst, KDOT Division of Planning and Development Geometric and Accident Data Section, and under the policy guidance of the Chief of the Bureau of Traffic Safety. 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.

This past year, BTS has increased local involvement in the HSP planning process. Input was solicited at our Click It or Ticket law enforcement luncheons, during project conferences with all current grantees, during monitoring activities and whenever a BTS employee attended a meeting with a community or advocacy group. BTS 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 the 2001-2006 severity of the total crash problem (see Tables 1 & 2) based on the average ranking of total crashes, fatal crashes, injury crashes, total crash rate, fatal crash rate, injury crash rate, alcohol-related crashes, alcohol-related fatal crashes, alcohol-related injury crashes, teenage total crashes, teenage fatal crashes, teenage injury crashes, motorcycle crashes, plus pedestrian 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.

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, the Driving Force (statewide safety task force) released their recommendations on areas needing additional emphasis to increase traffic safety in Kansas. Those recommendations were considered during the analysis process to identify priority 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.

The Driving Force has completed its work as a statewide task force. The next step is to continue the momentum by establishing local coalitions to provide grass roots support for the recommendations specifically, and traffic safety in general. As these coalitions are formed, they will be a valuable resource to the BTS in future traffic safety planning. KDOT is taking steps to improve our traffic records/analyses through professional review of our problem ID methodology, a comprehensive child safety seat/adult seat belt survey and reconciliation of the Kansas Accident Records System (KARS) with/to the Fatality Analysis Reporting System (FARS) to better identify alcohol-related crashes.

Increased 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 Buckle Up America/Click it or Ticket (CIOT) and Drunk Driving. Over the Limit. Under Arrest have benefited from the greater participation of local agencies and targeted media campaigns. The targeted media include paid television and radio advertisements.

The Kansas Traffic Records Coordinating Committee and statewide Traffic Records Strategic Plan will be crucial in determining potential areas for improvement in traffic record information collection, analysis and dissemination as we move forward.

FY 07 corridor activities will continue into FY 08. Corridor enforcement will continue the effort of CIOT activities. Paid media (radio and print) will be coupled with enforcement on selected high interest corridors in the state.

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. Unfortunately there was an increase in the fatality death rate in 2006. It increased to 1.54 fatalities per 100 million vehicle miles, with 75 percent of that increase attributable to a large increase in the number of motorcycle fatalities. The 2006 injury rate of 73.55 per 100 million vehicle miles traveled reached its lowest level since KS crash data has been recorded.

While these figures point to positive change, every year approximately 450 motorists lose their lives on Kansas roadways. Another 22,000 are injured each year. Each year, approximately 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 2006, 60 percent of occupant deaths were unrestrained. Alcohol-related crashes remain a serious concern where 108 people died in 2006. Speed-related fatalities increased in 2006 to 117.

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 highest population 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.

Nearly 40 counties and municipalities will conduct sobriety checkpoints/saturation patrols (IDDP) and more than 140 local law enforcement agencies will conduct STEP (Special Traffic Enforcement Program) 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.

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.

Local law enforcement agencies will partner 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.

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. The KDOT Bureau of Traffic Safety will attend National and Regional trainings and conferences to gain additional information and technologies that will be essential to program efforts in the state. The Safety Engineer position, located in the Bureau of Traffic Engineering, coordinates KDOT’s engineering (hard) side of safety. This position develops the Strategic Highway Safety Plan, which adds the strategies contained in this document to engineering solutions in order to address six emphasis areas: Impaired Driving, Occupant Protection, Lane Departure, Intersections, Inexperienced/Novice/Teen drivers, and Driver Behavior and Awareness.

New programs that we will institute this year will include finalizing the hiring a Traffic Safety Resource Prosecutor, contracting for court monitoring of DUI cases, implementation of a minority community outreach program within the grant funded Traffic Safety Resource Office, and formation of a DUI Task Force.
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.** The Bureau of 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 2006. Baseline is an average of the five years 2002-2006 and also is the database for our problem identification.

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 for federal fiscal year 2006 and the projects selected to achieve the goals. The 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, traffic records.

**HS Form 217, highway safety program cost summary.** The proposed allocation of funds is detailed in form 217 which follows.
January - Community Forums held to gather input on specific plans and projects. BTS consultants staffed all of these forums. Following the forums all input is combined, analyzed, and reported out by BTS staff.

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

March - BTS staff consultants and others study both the input from forums and follow-up 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 2008 Draft Highway Safety Plan.

June - Bureau management incorporates the draft Kansas HSP programs and funding strategies into the revised 2008 state fiscal years budget. Staff meeting to finalize plan.

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

September - Final version of the 2008 Kansas Highway Safety Plan submitted to NHTSA and FHWA.

October - Implement the plan.
The Problem

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

### Kansas Traffic Safety Statistics

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<td>Total Crashes</td>
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<td>Injury Crashes</td>
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<td>Fatalities per 100 Million VMT</td>
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<td>Injuries</td>
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<td>Fatality &amp; Serious Injury Rate per 100M VMT</td>
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<td>Alcohol Related Fatalities</td>
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<td>Percentage of Alcohol Related Fatalities</td>
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<td>23%</td>
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<td>28%</td>
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<td>Population (in thousands)</td>
<td>2,694</td>
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<td>2,735</td>
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<td>Vehicle Miles Traveled (millions)</td>
<td>28,749</td>
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<td>29,049</td>
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<td># of Licensed Drivers (in thousands)</td>
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<td>2,015</td>
<td>2,008</td>
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<td># of Registered Vehicles (in thousands)</td>
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<td>2,401</td>
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<td>Seat Belt Rate</td>
<td>60</td>
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<td>64</td>
<td>68</td>
<td>69</td>
<td>73</td>
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### Contributing Circumstances of Crashes

- Inattention: 31,838, 30,948, 27,342, 26,427, 23,447, 22,628
- Failure to Yield: 10,705, 10,347, 9,928, 9,707, 8,871, 8,587
- Speed: 7,729, 7,950, 7,688, 7,452, 7,508, 5,402
- Animals: 6,907, 6,562, 6,823, 7,453, 6,880, 7,201
- Following to Closely: 4,867, 5,235, 5,273, 5,852, 5,615, 5,269

### Novice Driver Statistics (ages 14-20)

- Total Crashes: 24,082, 23,672, 22,083, 21,265, 19,153, 18,343
- Fatal Crashes: 121, 115, 97, 90, 76, 79
- Injury Crashes: 6,772, 6,304, 5,759, 5,550, 5,159, 5,170
- Property Damage Crashes: 17,189, 17,253, 16,227, 15,625, 13,918, 13,094
Total Fatalities 143 134 114 101 91 85
Total Injuries 10,714 9,799 8,923 8,380 7,611 7,721
Percentage of Overall Crashes 30.5% 30.2% 29.4% 28.7% 27.9% 28%
Alcohol-related Crashes 648 687 614 628 519 614
Alcohol-related Fatalities 18 34 16 19 10 12
Alcohol-related Injuries 481 474 420 434 390 346
### County Rankings by Traffic Safety Problems

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<thead>
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<th>Rank</th>
<th>County</th>
<th>Change</th>
<th>New Rank</th>
<th>Current Rank</th>
<th>County</th>
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<td>Marion</td>
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Arrows indicate movement from previous year and how many spots moved.

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### Urban Area Rankings by Traffic Safety Problems

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<th>Current Rank</th>
<th>County</th>
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<td>12</td>
<td>Garden City</td>
<td>↓ 1</td>
<td>25</td>
<td>Newton</td>
<td>↑ 8 38</td>
<td>Ottawa</td>
<td>↔</td>
</tr>
<tr>
<td>13</td>
<td>Dodge City</td>
<td>↔</td>
<td>26</td>
<td>El Dorado</td>
<td>↔ 39</td>
<td>Augusta</td>
<td>↔</td>
</tr>
</tbody>
</table>

Arrows indicate movement from previous year and how many spots moved.

Removed from List:

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

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

**Strategies**

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

**Project Summaries**

**Section 402**

**PA-0918-08**  
**BTS Staff Travel & Training Costs**  
$25,000

This fund enables Bureau 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

The Problem
- In 2006, 108 people were killed and 2,058 injured in alcohol-related traffic crashes in Kansas.
- In 2006, Under 21 alcohol-related crashes accounted for 19.1% of all alcohol-related crashes and 9.0% of all alcohol-related fatalities.
- Current breath alcohol equipment is becoming out dated; some pieces have been in service since 1990.
- Inconsistent prosecution and adjudication of alcohol violations exist.

<table>
<thead>
<tr>
<th></th>
<th>2001</th>
<th>2002</th>
<th>2003</th>
<th>2004</th>
<th>2005</th>
<th>2006</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Crashes Alcohol-Related</td>
<td>3,678</td>
<td>3,666</td>
<td>3,442</td>
<td>3,322</td>
<td>3,039</td>
<td>3,210</td>
</tr>
<tr>
<td>Fatal Crashes</td>
<td>84</td>
<td>111</td>
<td>95</td>
<td>99</td>
<td>112</td>
<td>99</td>
</tr>
<tr>
<td>Injury Crashes</td>
<td>1,773</td>
<td>1,635</td>
<td>1,519</td>
<td>1,417</td>
<td>1,361</td>
<td>1,447</td>
</tr>
<tr>
<td>Property Damage Crashes</td>
<td>1,821</td>
<td>1,920</td>
<td>1,828</td>
<td>1,806</td>
<td>1,596</td>
<td>1,664</td>
</tr>
<tr>
<td>Fatalities</td>
<td>100</td>
<td>129</td>
<td>105</td>
<td>117</td>
<td>119</td>
<td>108</td>
</tr>
<tr>
<td>Fatalities per 100 Million VMT</td>
<td>0.35</td>
<td>0.45</td>
<td>0.36</td>
<td>0.39</td>
<td>0.39</td>
<td>0.39</td>
</tr>
<tr>
<td>Injuries</td>
<td>2,562</td>
<td>2,419</td>
<td>2,285</td>
<td>2,005</td>
<td>1,932</td>
<td>2,058</td>
</tr>
<tr>
<td>Proportion of Alcohol-Related Fatalities</td>
<td>19%</td>
<td>25%</td>
<td>23%</td>
<td>25%</td>
<td>22%</td>
<td>23%</td>
</tr>
<tr>
<td>DUI Arrests</td>
<td>22,001</td>
<td>21,835</td>
<td>21,235</td>
<td>18,303</td>
<td>17,672</td>
<td>N/A</td>
</tr>
</tbody>
</table>

Under 21 Alcohol-Related
- Crashes         | 648   | 687   | 614   | 628   | 519   | 614   |
- Fatal Crashes   | 15    | 29    | 14    | 18    | 9     | 15    |
- Injury Crashes  | 316   | 300   | 264   | 284   | 255   | 295   |
- PDO Crashes     | 317   | 358   | 337   | 326   | 255   | 304   |
| Fatalities       | 18    | 34    | 16    | 19    | 10    | 12    |
| Injuries         | 481   | 474   | 420   | 434   | 390   | 346   |
| Percentage of Teen Crashes | 17.6% | 18.7% | 17.8% | 18.9% | 17.1% | 19.1% |
Goal
• To reduce the number of alcohol-related fatalities and injuries by 4% annually to 100 and 2,008 respectively by 2008, and to 92 and 1,928 respectively by 2010.
• To increase the number of local law enforcement agencies participating in grant funded impaired driving deterrence programs to 45 in 2008 and 50 in 2010.
• To lower the percentage of teen alcohol-related crashes by 2% to 13.1% in 2008 and to 9.1% in 2010.

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

Strategies
• Provide 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 number of presentations and distribution of materials given to general public on the risks associated with impaired driving and underage drinking.
• Increase the amount of paid media dedicated to reducing impaired driving and teen access to alcohol.
• Underwrite education for court system personnel on impaired driving laws and techniques used in removing impaired drivers.
• Increase the number of Drug Recognition Experts in the state and provide opportunities for officers to maintain their certification.
• Provide education for high school students on the dangers of impaired driving.
• Develop materials and implement activities aimed at pre-teen prospective drivers (ages 12-14) to begin educating them about the risks of alcohol use and its effect on safe driving.
• Provide new state of the art breath alcohol testing equipment for use by law enforcement.
• Research and begin process of establishing a pilot DUI court in Kansas.

Project Summaries

Section 402

AL-9494-08  Public Information and Education  $30,000
Project enables the Bureau to print selected materials, coordinate public information and education committees, and conduct or help sponsor special events.

AL-IDDP-08  Law Enforcement IDDP Patrols  $220,000
Provides overtime funding for approximately 30 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-xxxx-08  Kansas Traffic Safety Resource Office  $325,000
This contract will emphasize increasing the occupant protection rate for all ages, 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 new office will be a combination of several previous programs and will continue to provide educational opportunities to all Kansas motor vehicle drivers and passengers regarding the topics of impaired driving, occupant protection, and child passenger safety. A new 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-0926-08  DUI Court  $150,000
These funds will enable the Bureau 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-0927-08  Judge’s Training  $40,000
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-IDDP-08  Law Enforcement Mini - IDDP Patrols  $75,000
These contracts provide overtime funding for approximately 30 (smaller) local law enforcement agencies to conduct a prescribed number of saturation patrols and sobriety checkpoints throughout the grant year.

AL-0935-08  Intoxilizer Updates/Replacements  $788,000
KDOT, in conjunction with the Department of Health and Environment, will replace existing Intoxilizer 5000 units that are prevalent in the state with new Intoxilizer 8000 state of the art breath testing machines.

**AL-xxxx-08**  
**Traffic Safety Resource Prosecutor**  
$320,000
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 Kansas’ prosecutors and assistants to improve their ability to prosecute violations of traffic laws.

**AL-xxxx-08**  
**Court Monitoring**  
$200,000
This contract will assist MADD/SADD, DUI Victim Center in Wichita and local impaired driving advocates with the monitoring of court cases. This grant should provide insight into more efficient prosecution of impaired drivers.

**AL-9106-08**  
**Kansas Highway Patrol Blood Alcohol Unit**  
$585,000
Provides support resources for local sobriety checkpoints and saturation patrols. In addition, provides support for SFST (Standardized Field Sobriety Testing) and Drugs that Impair Driving. The contractor also coordinates the DRE (Drug Recognition Expert) program, targeting metropolitan and major corridor areas and 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.”

**AL-XXXX-08**  
**Law Enforcement Equipment**  
$75,000
This project will provide equipment to local law enforcement that aide in the detection, apprehension and adjudication of impaired drivers in the state.

**AL-XXXX-08**  
**Breath Testing Vans**  
$420,000
This project will assist the Kansas Highway Patrol in purchasing additional Breath Testing Vans. These vans will be stationed around the state and will assist not only the Troop, but local law enforcement in processing DUI arrests.

**AL-XXXX-08**  
**Impaired Motorcycle Riding Campaign**  
$60,000
This project will provide resources to implement an Impaired Motorcycle Riding advertising campaign. The campaign will target the areas of the state that report the largest number of impaired riders and/or motorcycle fatalities.
Emergency Medical Services

The Problem
- Lack of statewide electronic EMS data collection system
- Lack of quick response time in rural areas.

Goals
- Develop and implement a statewide data collection system
- Reduce response time in rural areas

Performance Measures
- Data collection committees and system development
- Response times in rural areas

Strategies
- Assist KS Board of EMS with strategies and funding
- Provide equipment necessary to positively affect response times in rural areas

Project Summaries

Section 163
EM-1100-08 Emergency Medical Services $100,000
An EMS assessment was completed in July of 2007 and will provide a road map to implementation of a statewide data collection system. This program will provide support to the EMS community geared towards collection of data.
Motorcycle Safety

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

Motorcycle Statistics

<table>
<thead>
<tr>
<th></th>
<th>2001</th>
<th>2002</th>
<th>2003</th>
<th>2004</th>
<th>2005</th>
<th>2006</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Crashes</td>
<td>745</td>
<td>801</td>
<td>830</td>
<td>970</td>
<td>1,013</td>
<td>1,082</td>
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<tr>
<td>Fatal Crashes</td>
<td>24</td>
<td>30</td>
<td>32</td>
<td>31</td>
<td>33</td>
<td>58</td>
</tr>
<tr>
<td>Injury Crashes</td>
<td>579</td>
<td>618</td>
<td>643</td>
<td>768</td>
<td>802</td>
<td>881</td>
</tr>
<tr>
<td>Property Damage</td>
<td>142</td>
<td>153</td>
<td>155</td>
<td>171</td>
<td>178</td>
<td>143</td>
</tr>
<tr>
<td>Fatalities</td>
<td>24</td>
<td>33</td>
<td>32</td>
<td>32</td>
<td>35</td>
<td>64</td>
</tr>
<tr>
<td>% Wearing Helmet</td>
<td>26.1%</td>
<td>18.2%</td>
<td>31.3%</td>
<td>26.7%</td>
<td>20.0%</td>
<td>28.1%</td>
</tr>
<tr>
<td>Injured</td>
<td>692</td>
<td>733</td>
<td>766</td>
<td>897</td>
<td>944</td>
<td>954</td>
</tr>
<tr>
<td>% Wearing Helmet</td>
<td>24.3%</td>
<td>23.6%</td>
<td>28.0%</td>
<td>31.1%</td>
<td>31.5%</td>
<td>31.8%</td>
</tr>
<tr>
<td>Licensed Drivers</td>
<td>194,431</td>
<td>206,126</td>
<td>204,482</td>
<td>204,528</td>
<td>204,773</td>
<td>205,884</td>
</tr>
<tr>
<td>Registered Motorcycles</td>
<td>46,857</td>
<td>48,735</td>
<td>51,130</td>
<td>56,019</td>
<td>60,834</td>
<td>65,512</td>
</tr>
</tbody>
</table>

**Total Crashes & Registered Motorcycles 2001-2006**

- Total Crashes
- Registered Motorcycles

- **SHARE THE ROAD**

**KANSAS MOTORCYCLE SAFETY PROJECT**
Goal
• Lower the number of motorcycle crashes by 5% per year to 974 in 2008 and 866 in 2010
• Lower the number of motorcycle fatalities by 5% per year to 61 in 2008 and 55 in 2010

Performance Measures
• Total number of motorcycle crashes
• Total number of motorcycle fatalities

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

Project Summaries

Section 2010
MC-1200-08 Motorcycle Safety $100,000
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, both 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.
Occupant Protection

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

<table>
<thead>
<tr>
<th>Seat Belt Rate</th>
<th>2001</th>
<th>2002</th>
<th>2003</th>
<th>2004</th>
<th>2005</th>
<th>2006</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>60%</td>
<td>61%</td>
<td>64%</td>
<td>68%</td>
<td>69%</td>
<td>73%</td>
</tr>
</tbody>
</table>

Seatbelt Use by Road Type
- **Rural Interstate**: 77% 70% 79% 80% 76% 83%
- **Rural State Roads**: 58% 60% 63% 69% 68% 71%
- **Rural County Roads**: 50% 52% 53% 59% 56% 57%
- **Urban Interstate**: 69% 70% 72% 74% 75% 84%
- **Urban State Roads**: 57% 59% 59% 65% 64% 69%
- **Urban City Streets**: 53% 56% 56% 60% 58% 57%

Child Safety Seat Use by Ages
- **0-4**: 92%
- **4-14**: 52%
  - **0-4**: * 79% 81% 81% 83%
  - **5-9**: * 45% 50% 49% 53%
  - **10-14**: * 44% 50% 47% 48%
  * Baseline Study

<table>
<thead>
<tr>
<th>Fatalities</th>
<th>494</th>
<th>507</th>
<th>469</th>
<th>460</th>
<th>428</th>
<th>468</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fatality Rate</td>
<td>1.72</td>
<td>1.76</td>
<td>1.61</td>
<td>1.57</td>
<td>1.43</td>
<td>1.54</td>
</tr>
<tr>
<td>Fatal Crash Occupant Use</td>
<td>23%</td>
<td>27%</td>
<td>28%</td>
<td>34%</td>
<td>30%</td>
<td>40%</td>
</tr>
</tbody>
</table>

**Seatbelt Rate vs Fatality Rate**

Click it. Or ticket.
It's Kansas Law
A Program of the Kansas Department of Transportation
Goal
- To raise the seatbelt rate by 3% each year to 78% in 2008 and 84% in 2010
- To reduce the traffic fatality rate by .05 annually to 1.44 in 2008 and 1.34 in 2010
- To raise the child restraint rate for 0-4 year olds by 2% per year to 87% in 2008 and 91% in 2010, to raise the rate for the 5-9 and 10-14 year old groups by 4% per year to (5-9) 61% in 2008 and 69% in 2010; (10-14) to 56% by 2008 and 64% by 2010.

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

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

Project Summaries

Section 402

OP-STEP-08 Special Traffic Enforcement Program $700,000
This program provides funds for about 120 local police agencies and the Kansas Highway Patrol to participate in up to four holiday mobilizations in FFY 08.

OP-1909-08 Kansas Traffic Safety Resource Office $325,000
This contract will emphasize increasing the occupant protection rate for all ages, 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 new office will be a combination of several previous programs and will continue to provide educational opportunities to all Kansas motor vehicle drivers and passengers regarding the topics of impaired driving, occupant protection, and child passenger safety. A new 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 420 AL and 402 OP).
Section 2011

OP-0930-08  Public Information and Education  $30,000
These project funds will enable BTS 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.

OP-1188-08  Bucks for Buckles  $6,000
Safe Kids of 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.

OP-XXXX-08  CPS Safety Seats  $100,000
Approximately 2,600 seats are purchased and distributed each year to fitting stations throughout the state who work with low-income families, and who are qualified to install the seats, as well as instruct parents on their use.

OP-XXXX-08  Booster Seat Awareness  $295,479
The Kansas Legislature recently passed a booster seat law. This project will assist the traveling public of the importance of booster seats and raise awareness of all child occupant protection issues.

Section 405

OP-XXXX-08  Seatbelt Surveys  $150,000
Occupant Protection surveys will be conducted statewide.
Paid Media

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

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

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

Strategies
- Advertising seatbelt & alcohol messages during sporting events at the state’s three Division I colleges
- Advertise at special events/venues in KS to reach target audiences for seatbelt and alcohol messages (ie., Country Stampede, Kansas Speedway)
- Continue and expand our media messages during the national mobilizations
- Utilize media during specialized corridor enforcement activities
- Continue motorcycle awareness media

Project Summaries

**Section 402**

**PM-xxxx-08** General/University Advertising $283,000
These funds will enable the Bureau of Traffic Safety 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).

**PM-xxxx-08** Fatality Billboard $60,000
This project would fund two electronic billboards (Topeka and Wichita) that would display the number of people killed on Kansas roadways to date. The board would be updated daily to raise awareness of the importance of traffic safety.

**PM-xxxx-08** Impaired Driving Ad Campaign $200,000
Purchase media air time for a targeted media effort to support local law enforcement’s Labor Day campaign combating impaired driving. It will be coordinated by the KDOT media contractor.
Section 405
PM-xxxx-08

Click It Or Ticket Ads

$30,000

405 funds will go toward another major media effort during our Click It Or Ticket Campaign in May 2008. This campaign will rely significantly on TV and radio spots that were previously produced. This is a continuation of efforts to gauge the effectiveness of Kansas’ significant increase in spending on both law enforcement and media in the May campaign.

Evaluation

Evaluations will be conducted to support the media efforts described in the Paid Media section. KDOT plans to conduct a phone or internet survey to assess traffic safety issues such as seatbelt use, citations issued, impaired driving perceptions in the state, response to media messages and knowledge of traffic safety laws. This survey will be funded under the 402 Occupant Protection program area and will total $48,000. In addition, each paid media buy will include the reach/frequency, gross rating points and total audience reached for each media outlet focusing on the target audience. These “media buys” will be approved by KDOT prior to any media buy. Typically, the “media buys” generate free media space due to the large number of buys placed. This evaluation is included in the Safe Communities program area as part of the Comprehensive Media Campaign and is estimated to cost $25,000. KDOT will detail the buy plans and results in the annual report. Total estimated cost of evaluation is $73,000.
Pedestrian & Bicycle Safety

The Problem

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

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Crashes</th>
<th>Percent of Total Crashes</th>
<th>Total Fatalities</th>
<th>Percent of Total Fatalities</th>
</tr>
</thead>
<tbody>
<tr>
<td>2001</td>
<td>936</td>
<td>1.20%</td>
<td>26</td>
<td>5.20%</td>
</tr>
<tr>
<td>2002</td>
<td>923</td>
<td>1.20%</td>
<td>29</td>
<td>5.70%</td>
</tr>
<tr>
<td>2003</td>
<td>873</td>
<td>1.10%</td>
<td>30</td>
<td>6.30%</td>
</tr>
<tr>
<td>2004</td>
<td>869</td>
<td>1.17%</td>
<td>23</td>
<td>4.98%</td>
</tr>
<tr>
<td>2005</td>
<td>861</td>
<td>1.23%</td>
<td>28</td>
<td>6.54%</td>
</tr>
<tr>
<td>2006</td>
<td>816</td>
<td>1.25%</td>
<td>29</td>
<td>6.20%</td>
</tr>
</tbody>
</table>

Pedestrian
  - Fatalities: 24, 24, 24, 20, 24, 23
  - Injuries: 568, 528, 492, 450, 474, 442

Cyclists
  - Fatalities: 2, 4, 6, 3, 4, 6
  - Injuries: 308, 325, 305, 357, 320, 330
Goal
- To reduce total crashes by 5% per year to 775 by 2008 and 689 by 2010
- To reduce fatalities by 5% per year to 20 by 2008 and 17 by 2010

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

Strategies
- Maintain clearinghouse of child and adult bicycle brochures to distribute upon request.
- Maintain clearinghouse of child and adult pedestrian brochures to distribute upon request.
- Provide promotional items for the Annual Walk Your Child to School Day.

Project Summaries

Section 402
PS-0932-08 Public Information and Education $10,000
These project funds enable Bureau staff to produce and/or distribute printed materials and promotional items on both bicycle and pedestrian safety. KDOT plans to sponsor a poster contest emphasizing bicycle safety and the importance of helmets. The winners will each receive a helmet and bicycle.

PS-1131-08 Bike Helmets $15,000
This grant is with the Safe Kids Kansas coalition. Safe Kids Kansas promotes bicycle education and the proper fit of bikes and helmets. The program purchases bike helmets and distributes them around the state at children focused events.
Police Traffic Services

The Problem

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

<table>
<thead>
<tr>
<th>Total Crashes</th>
<th>2001</th>
<th>2002</th>
<th>2003</th>
<th>2004</th>
<th>2005</th>
<th>2006</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>78,807</td>
<td>78,271</td>
<td>74,993</td>
<td>73,997</td>
<td>68,675</td>
<td>65,460</td>
</tr>
</tbody>
</table>

Contributing Circumstances

- Failed to give Full time and Attention
- Failed to Yield Right-of-Way
- Animal - Environment
- Too Fast for Conditions
- Followed Too Closely
- Disregarded Signs, Signals or Markings
- Under the Influence of Alcohol
- Avoidance or Evasive Action
- Improper Lane Change
- Made improper Turn
- Improper Backing
- Rain, Mist, Drizzle - Environment
- Distraction in or on Vehicle
- Wet - On Road
- Exceeded Posted Speed Limit
- Fell Asleep
- Icy or Slushy - On Road
- Wrong Side or Wrong Way
- Improper Passing

Goal

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

Performance Measures

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

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

Project Summaries

**Section 402**

**PT-0938-08 Local Travel & Training** $35,000
These funds enable local jurisdictions to be reimbursed for special traffic-related training opportunities. This funding will also reimburse travel for persons participating in the SFST Advisory Committee.

**PT-xxxx-08 Law Enforcement Liaison** $155,000
In addition to the one full time LEL, KDOT has added two-part-time LELs 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-0931-08 Local Law Enforcement Incentives** $200,000
KDOT plans to purchase and distribute equipment to local law enforcement agencies that promote and participate in traffic safety enforcement efforts, such as STEP and select corridor enforcement activities.

**PT-XXXX-08 Local Law Enforcement Equipment** $40,000
These funds will allow BTS to address specific equipment needs for local law enforcement agencies that promote and participate in traffic safety enforcement on a local level.

**PT-1704-08 LEL Luncheons/Operation Impacts** $10,000
Operation Impact is the gathering of local law enforcement agencies based upon their geographic location. The gatherings are designed to encourage cooperation and resource utilization between agencies on efforts to promote traffic safety in their region.

**PT-1708-08 Crash Reconstruction Training** $27,000
In cooperation with the Kansas Highway Patrol, these funds allow local law enforcement to attend or host crash reconstruction training.

**Section 410**

**PT-9101-08 Kansas Highway Patrol R.A.V.E. Program** $148,000
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

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

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

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

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

Project Summaries

Section 402
RS-1402-08 Kansas State University $128,800
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 training and on-the-job activities.

RS-0618-08 Bucher, Willis, and Ratliff Consultants $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.

RS-1618-08 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

The Problem
• Lack of knowledge transfer and communication between traffic safety advocates and communities across Kansas.

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

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

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

Project Summaries

Section 402
SA-0943-08 Kansas Transportation Safety Conference $91,500
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, 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-1066-08 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-1024-08 Kansas Operation Lifesaver Inc. $15,000
These project funds enable the organization to reduce rail crossing crashes through various methods of public information and education.

SA-1908-08 Wyandotte County Safe Communities $138,223
A traffic safety grant has been made to the Unified Government Public Health Department of Wyandotte County. That agency will partner with a coalition of safety advocates, including area law enforcement,
Children’s Mercy Hospital, the Traffic Safety Resource Office, and others to bring awareness and change to the traffic safety problems that exist in the county.

**SA-xxxx-08**  
**Novice Driver**  
$30,000  
This project is designed for BTS 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-1057-08**  
**Comprehensive Media Campaign**  
$450,000  
This contract provides for professional development of our message concerning safe driving, occupant protection, and impaired driving. The contractor must produce original TV, radio, and print material, or modify those produced by NHTSA or other entities to fit the Kansas dynamics and population. The contractor will also be expected to purchase media 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-XXXX-08**  
**Graduated Drivers License Survey**  
$55,000  
This survey will focus on the attitudes of citizens towards a more comprehensive Graduated Drivers License for Novice drivers in the state. Wichita State University and the University of North Carolina will facilitate this survey.

**SA-XXXX-08**  
**Other KDOT Personnel Travel**  
$10,000  
This project will assist others safety partners in attending National or State conferences focused on driver/behavioral issues of the driving public.

**Section 1906**  
**SA-xxxx-08**  
**Racial Profiling**  
$1,181,965  
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.
Traffic Records

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

Goal
- Implementation of Traffic Records Coordinating Committee (TRCC) Strategic Plan
- Implementation of Field Reporting System
- More efficient data mining software to retrieve data from the KARS data base

Performance Measures
- Number of TRCC Projects
- KDOT 850, 851 & 852 forms updated

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

Project Summaries

Section 402
TR-2001-08 EADCR Maintenance $10,000
These funds, will be utilized to purchase software and support the current KDOT program to promote electronic data transmission from local law enforcement.

Section 408
TR-2101-08 Traffic Records Coordinating Committee $1,077,000
These funds will allow KDOT to proceed with updating and maintaining the current electronic data received in the state. The 2005 Traffic Records Assessment and Strategic Plan will provide the roadmap to enhancement.

Section 163
TR-2102-08 Traffic Records Consultant $1,000,000
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 06.
# State of Kansas
## HSP Cost Summary - FFY 07

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<th>Program Area Codes</th>
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