

# **State of Kansas**

## **Annual Report FFY 05**

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The FFY 2005 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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**Click it.  Or ticket.**  
It's Kansas Law.

**YOU DRINK**  **YOU DRIVE**  
**YOU LOSE**

A Program of Kansas Department of Transportation

## **EXECUTIVE SUMMARY**

This FFY 2005 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 Transportation Equity Act for the 21<sup>st</sup> Century provided additional opportunities through Sections 157 Seat Belt Incentive and Innovative Funds, Section 163 .08 Blood Alcohol Content (BAC) Incentive Funds, 403 Occupant Protection Assessment Funds, and Section 2003b Child Passenger Safety Protection Education Funds. 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 50 Kansas law enforcement agencies, during which more than 22,000 citations were issued and more than 53,000 public contacts made. The number of STEP contractors was increased from 31 in FFY 2004. An additional 39 local law enforcement agencies were recruited to conduct activities for the May Click it or Ticket (CIOT) and Labor Day mobilizations. 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 2005 GKC/PRSA Silver Award for outstanding Community Relations or Cause Marketing of the CIOT campaign by the Public Relations Society of America the Greater Kansas City Chapter.

The Impaired Driving Deterrence Program (IDDP), supported by the Kansas Highway Patrol, funded 30 local and state agencies and resulted in nearly 20,000 driver contacts at 89 checkpoints and 150 saturation patrols, resulting in 406 DUI arrests. The Kansas Highway Patrol 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, 20 teams of high school students from across the state, along with their adult sponsors, came together at the fourth annual Kansas Youth Leadership Summit for skill-training and local community action planning. In all, 160 students participated under the direction of 43 youth and adult trainers and 20 presenters and other staff.

The Kansas Safety Belt Education Office (KSBEO) continued to promote occupant protection throughout the state with presentations and distribution of educational materials. The service network of currently certified child passenger safety technicians numbers 312, including a cadre of 25 certified instructors. Kansas also has 131 Child Passenger Safety (CPS) programs and 104 inspection stations.

The Kansas Drunk Driving Prevention (KDDP) Office set a record during FFY 2005, covering 98 percent of the state with materials and programs, and reaching all but two of Kansas' 105 counties. Almost 700 orders for over 623,000 educational materials and safety promotional items were processed, representing an increase of ten percent over FFY 2004, and 42 percent over FFY 2003. A PowerPoint CD of the office's most requested training for teens, "Take a Stand Against Drunk Driving," was made available on CD, along with teaching notes; 173 orders were filled. The KDDP newsletter was expanded from four pages to eight pages. A new, and very successful, training outreach was initiated with a pilot seminar, "Teaming Up to Save Teens," offered to EMS providers. The office continued to provide Care/Call resources and training to underage drinking prevention advocates around the state.

The Care/Call Underage Drinking Campaign and the Safe Communities program continued community-based efforts in 50 communities in alcohol and traffic safety initiatives.

Distribution of educational materials continued for Pedestrian and Bicycle Safety.

Police traffic services were continued with the completion of the City of Lawrence PD and City of Shawnee three-year traffic unit grants. A traffic grant with the City of Merriam was initiated during FFY05 with the procurement of equipment and hiring of officers. Enforcement is to begin during FFY06.

Twenty-one traffic studies were completed for local agencies and 171 local officials received training in 11 workshops held during 2005. Statewide training and public education continued. Eighteen 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 KDOT Safety website was awarded the Runner-Up award in the 2005 Best Website Competition national award from the Association of Transportation Safety Information Professionals (ATSIP). The award was presented at the ATSIP annual convention in Buffalo, NY. The site is located at [ksdot.org](http://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.

During 2005, KDOT conducted a traffic records assessment of the traffic records information collected and distributed through out the state. This assessment led to the implementation of the Traffic Records Coordinating Committee (TRCC). The TRCC is made up of two groups, Executive and Working. The Executive Committee consisting of heads of state agencies and a working group consisting of technicians that will work directly with traffic records.

KDOT continued the Electronic Accident Data Collection and Reporting (EADCR) system designed to allow for electronic recording and transmission of accident reports in the state by local law enforcement agencies.

# Statewide

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## The Problem

- In 2004, 459 people died and 23,775 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 43<sup>rd</sup> out of the 50 states.

### Kansas Traffic Safety Statistics

|  | 1999   | 2000   | 2001   | 2002   | 2003   | 2004   |
|--|--------|--------|--------|--------|--------|--------|
| <b>Statewide Crash Data</b>                  |        |        |        |        |        |        |
| 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  |
| <b>Seat Belt Rate</b>                        | 63     | 61     | 60     | 61     | 64     | 68     |
| <b>Contributing Circumstances of Crashes</b> |        |        |        |        |        |        |
| 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  |
| <b>Novice Driver Statistics (ages 14-20)</b> |        |        |        |        |        |        |
| 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 1.51 in 2005 and 1.41 in 2007
- To raise the seatbelt rate by 4% each year to 72% in 2005 and 80% in 2007

### Performance Measures

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

### 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-0918-05**

**BTS Staff Travel & Training Costs**

**\$14,932**

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, NHTSA Program Management, Transportation Safety Conference, Strategic Highway Safety Plan Peer Exchange, Kansas Youth Leadership Summit and Professional Development.

## Alcohol

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### The Problem

- In 2004, 117 people died and 2,005 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 |
| <b>Under 21 Alcohol-Related</b>          |        |        |        |        |        |        |
| 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 2,156 respectively by 2005, and to 76 and 2,030 respectively by 2007
- To increase the number of local law enforcement agencies participating in grant funded impaired driving deterrence programs to 55 in 2005 and 65 in 2007.

### Performance Measures

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

### Strategies

- Enforce Impaired Driving Laws
- Support locals with training and resources for conducting sobriety checkpoints.
- Utilize the resources of the traffic safety office to promote and recruit local participation in the Impaired Driving Deterrence Program (IDDP).
- Implement DUI enforcement grant programs that provide highly visible patrols and selective enforcement methods utilizing up-to-date field sobriety techniques.
- Increase the number of presentations given to general public on the dangers of impaired driving.
- Increase media attention dedicated to reducing impaired driving.

- Provide 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 training and education for high school students on the dangers of impaired driving.
- Increase public awareness of impaired driving through presentations and educational materials.

## **Project Results**

### **Section 402 Funds**

**AL-0924-05**

#### **Kansas Drunk Driving Prevention Office**

**\$417,864**

The drunk driving prevention arm of the Kansas Bureau of Traffic Safety is the Kansas Drunk Driving Prevention Office (KDDP). KDDP is Kansas' principal clearing house for educational materials and programs aimed at reducing the incidence of drunk driving. 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 05, KDDP staff:

- Implemented five educational initiatives, from "No Excuse..." aimed at adult drivers; to "Take A Stand," directed at underage drinking and driving; and "Start Smart," created for driver education students. A highly-successful pilot seminar, "Teaming Up to Save Teens," was offered for EMS providers and personnel in NE Kansas.
- Conducted 64 presentations and trainings to 2,567 persons, young and old, border to border. In order to meet increasing demand, KDDP's most popular PowerPoint presentation, "Take A Stand," was made available on CD; 173 orders were filled.
- Surveyed 11,511 students at 77 Kansas middle schools and high schools in 32 counties on alcohol- and driving-related attitudes and behaviors.
- Analyzed and disseminated student survey results.
- Published, inventoried, and distributed nine brochures.
- Assembled and maintained inventories of 24 promotional items to support the various initiatives.
- Filled 689 orders from, e.g., schools and law enforcement, in 97 counties for 623,277 educational and safety promotional items (an increase of 8% over FFY 04 and 42% over FFY 03).
- Provided on-site support to the student groups at the six Regents universities (added Wichita State University); 92 local drinking establishments agreed to participate by offering free soft drinks to designated drivers.
- Participated in numerous prevention meetings and collaborations across the state.
- Staffed display booths at 30 Kansas conferences and community events.
- Published a four to eight page quarterly two-color newsletter sent to more than 2,000 Kansas safety advocates.

**AL-1055-05** **Shawnee Traffic Unit** **\$97,156**

The City of Shawnee traffic unit completed the last quarter of the 3<sup>rd</sup> year of a three year traffic unit grant. During this final three month period, the traffic unit issued 520 speeding citations and 717 hazardous moving violations. In addition, the Shawnee PD issued 219 seatbelt and 22 child restraint violations and arrested 22 persons for DUI. The six officer traffic unit will continue to be a large part of the Shawnee P.D., vigorously enforcing the traffic laws within the city of Shawnee.

**AL-Various-05** **Clear Channel Amphitheatre** **\$70,911**

KDOT purchased 18 sign locations around the venue. Placement of the signs were 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 jumbo tron spot. Two hundred radio spots were aired reminding patrons to designate a driver. The concert venue attracted 152,000 persons this year at 15 events. Two large Click It or Ticket signs reminded patrons to buckle-up as they were leaving the venue. The overall costs include production of signs.

**AL-1057-05** **You Drink, You Drive, You Lose Media** **\$77,359**

KDOT also utilized paid media for this mobilization. Twenty-one radio stations participated and 828 spots were aired during the activity. One hundred twenty-five spots of the spots were aired at no cost. Twelve TV stations participated and 134 spots were aired. Additionally, four spots were aired at no cost.

**Section 163 Funds**

**AL-8801-05** **Youth Conference** **\$75,384**

Administered by Kansas Family Partnership for KDOT, the fourth annual Kansas Youth Leadership Summit was held August 7-9 at Rock Springs 4-H Center. Attracting 20 teams of youth and adult sponsors from 19 communities across Kansas, participants studied underage drinking issues, constructed youth-driven action plans to confront alcohol-related concerns in their communities, learned team- and coalition-building, and enhanced their leadership abilities. Reflecting an increase in attendance of about 75% over 2004, participants included 160 students, 21 adult trainers, 22 youth trainers, and 20 presenters and other staff.

**AL-9106-05** **Kansas Highway Patrol Blood Alcohol Unit** **\$191,878**

Two Prosecuting Attorney's Seminars trained 29 attorneys in various topics ranging from Horizontal Gaze Nystagmus (HGN) testing to the Drug Recognition Program. The Drug Recognition Expert Program (DRE) continued this year with 62 DRE's. Kansas DRE's performed 134 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 233 officers while 124 officers were instructed in "Drugs that Impair Driving."

**AL-9494-05** **Public Information and Education** **\$16,958**

Expenditures for the contract year included: 25,000 silicone bracelets with "456 in 2004," Code Black III t-shirts, postage (for processing DUI Sobriety Checkpoint survey forms), STEP/IDDP training materials, registration fee at the 2005 Governors Highway Safety Association, and twenty (20) televised drunk driving prevention advertisements.

**AL-9914-05** **Lawrence BAT Van** **\$72,200**

The Lawrence P.D. purchased a new, state-of-the-art mobile blood alcohol test (BAT) van during FFY 2005. The grant was administered by the traffic unit sergeant, who worked with many vendors throughout the state during build-out. Due to various delays in construction, the BAT van didn't become operational until

September 2005. The BAT van is assigned to the traffic unit and will be available for all impaired driving deterrence operations within Douglas County.

**AL-Various-05 Law Enforcement IDDP Patrols \$138,385**

The Impaired Driving Deterrence Program (IDDP) provided funding to 30 cities and counties statewide for overtime enforcement. With support provided by the Kansas Highway Patrol's Breath Alcohol Unit, a total of 89 checkpoints and 150 saturation patrols resulted in 20,227 public contacts and 406 DUI arrests.

**Other Funding Sources**

**AL-Various-05 Blood Alcohol Concentration (BAC) \$77,761**

KDOT received a grant from the Pruesser Group to increase BAC testing in the state for all persons involved in fatal crashes. This grant expended funds with the Kansas Bureau of Investigation (KBI) to purchase a new testing unit. This new unit will significantly decrease the process time for samples once received by the KBI. The Kansas Highway Patrol works a large percentage of fatal crashes in the state. Therefore, the purchase of PBT's should allow the troopers to test more surviving drivers and give KDOT better reporting in a fatality crash. Work continues to educate law enforcement on these new tools that are available.

# Occupant Protection

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**The Problem**

- In 2004, 459 people died in traffic crashes, of which 66 percent were not properly restrained
- In 2004, seatbelt rate is 68 percent, which ranks 43<sup>rd</sup> 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 4% each year to 72% in 2005 and 80% in 2007
- To reduce the traffic fatality rate by .05 annually to 1.51 in 2005 and 1.41 in 2007
- To raise the child restraint rate for 0-4 year olds by 2% per year to 83% in 2005 and 87% in 2007, to raise the rate for the 5-9 and 10-14 year old groups by 4% per year to (5-9) 53% in 2005 and 61% in 2007; (10-14) to 52% by 2005 and 60% by 2007.

### 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 grants to law enforcement agencies for overtime enforcement of safety belt violations through the Special Traffic Enforcement Program (STEP).
- Invest in a concentrated media awareness campaign on the costs, penalties and tragedies experienced by those who do not wear seat belts.
- Provide statewide adult public education and information through media campaigns in conjunction with law enforcement dates – 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 KSBEA Adult/Child Safety Belt Surveys, and Boosters to Belts education state-wide through presentations, brochures etc.
- Provide state-wide media awareness campaign with education on CPS seats; address laws and enforcement.
- Continue CPS Safety Training using NHTSA standardized curricula.
- Coordinate four law enforcement campaigns in conjunction with NHTSA national campaigns and a minimum of four single-day corridor enforcements to increase and sustain occupant protection use.
- Increase reach and frequency in paid English and Spanish media during seatbelt campaigns.
- Provide educational programs to parents, students, children and care providers.
- Increase the number of current licensed technicians from 328 to 450 in 2005, and the number of counties housing technicians/instructors from 77 to 85 in 2005.
- Provide two state-wide PSA's on child restraints.

### Project Results

#### Section 402 Funds

**OP-0930-05**

**Public Information and Education**

**\$9,490**

Expenses included IDDP/STEP training support, Click it Or Ticket labels, promotional Kool Clips, carabineers, "Click it or Ticket" cling-ons, and KSBEA State Fair Booth Rental.

**OP-0931-05****STEP Incentives****\$91,665**

Thirty-two local law enforcement agencies, and the Kansas Highway Patrol, qualified for equipment incentives of up to \$4,286 each as a result of aggressive pursuit of seat belt and child restraint violations during the Memorial Day Click It or Ticket Campaign. Slightly more than half (54 percent) of these agencies asked BTS to purchase needed equipment on their behalf so that their existing equipment budgets would not be affected. The remaining agencies purchased equipment with local funds and were subsequently reimbursed by BTS.

The equipment most commonly requested by local agencies were conventional radar units, laser-equipped speed detection units, portable breath-testing devices, siren, light bars, and other vehicle equipment, flashlights, digital cameras, and a wide variety of equipment for traffic control and investigation following crashes.

**OP-0934-05****Kansas Safety Belt Education Office****\$533,102**

The Kansas Safety Belt Education Office (KSBEEO) 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 Buckle Up America event in May, allowed KSBEEO to partner with agencies such as the Kansas Highway Patrol and the Kansas Motor Carriers Association in delivering the child seat message. KSBEEO maintained a speaker's bureau for presentations, issued car seat recalls, distributed a quarterly newsletter, distribution of Vince and Larry costumes, staff displayed booths around the state at various traffic safety events and spoke at a variety of conferences. In addition, KSBEEO promoted Spanish Occupant Protection programs and blended the CIOT message into existing educational activities. More than 700,000 educational and promotional items were distributed in FFY 2005 to more than 2,400 safety advocates.

The KSBEEO office implemented the Boosters to Belts program with 85 presentations to promote booster seat use among children ages four to nine years of age who are too small for a seat belt to fit them properly. There were 3,168 who participated.

The service network of current child passenger safety technician numbers 344, including a cadre of 25 certified instructors. Kansas also has 131 Child Passenger Safety (CPS) programs with 104 Inspection Stations. KSBEEO hosted three 32 hour NHTSA certified CPS classes, one 8 hour CPS Technical Conference and one eight 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-1130-05****USD 340 Traffic Safety****\$22,260**

Headed by Principal Ed West and coordinated by Mary Getto, this student group promotes safe driving educational topics throughout the school year with special emphasis at peak events, such as homecoming. Funds received by the group were used to purchase and distribute CIOT Cool Clips, CIOT Key Chain whistle lights, KSBEEO "10 Reasons to Buckle Up" brochures, KDDP brochures and YDYDYL bags. The students also conducted a survey of seat belt use, announcing the results to the student body and parents as well as conducting and finalizing a logo contest.

**OP-1188-05****Buck for Buckle****\$6,000**

KDOT partnered with Kansas Safe Kids to promote the importance of seat belt use. This program reached 40 communities and was staffed by SAFE Kids volunteers statewide. Each vehicle that all occupants were properly restrained received \$1.00. The event took place on Friday September 2, 2005.

**Section 157/402 Funds****OP-Variou-05****Special Traffic Enforcement Program (STEP)****\$501,847**

The program showed continued growth and success in FFY 05. 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 22-28, 2004; Feb 13-19, 2005; May 23-June 5, 2005; and August 19-September 5 by as many as 89 local agencies and the Kansas Highway Patrol (up from 62 in 2004). This number includes an additional 39 agencies (31 in 2004), recruited specifically for the May and September mobilizations in an effort to broaden the impact of the STEP initiative. Over 53,000 enforcement contacts were made and almost 22,000 citations were issued in FFY 05. Of these, 29% were for seat belt and child restraint violations.-

**Section 402/2003b Funds****OP-1081-05****Child Passenger Seat Distribution****\$112,358**

One-thousand, two hundred and forty-two (1,242) 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. Five hundred eighty-four (548) seats were distributed to families with annual incomes less than \$40,000 and 70 percent of those went to families with incomes less than \$20,000. Thirty (30) percent of the seats were distributed to minority families, mirroring the census data for the ethnic population in Kansas. Coupled with this program, KDOT was able to purchase four demonstration seats. These seats were provided to the KHP and will enable instructors to demonstrate proper fitting of child seats without the need of a vehicle.

**Section 157 Funds****OP-1057-05****Click It or Ticket Media Effort****\$374,539**

During FFY 05, nearly \$375,000 was devoted to paid media for the CIOT mobilization. A total of 12,786 CIOT commercials encompassed 972 spot television, 3,882 cable television, 3,300 spot radio and 4,632 state radio media impressions. A total of 576 of the stated radio commercials were aired at no cost. The media was buy was provided and approved by NHTSA prior to purchase. The gross rating points, reach and frequency number for this mobilization are listed in the table below for the primary target audience of Men 18-34.

|                    | Radio      |       |           | Television |       |           |
|--------------------|------------|-------|-----------|------------|-------|-----------|
|                    | GRP        | Reach | Frequency | GRP        | Reach | Frequency |
| <b>Kansas City</b> | 250 Wk/Avg | 79%   | 11.2      | 150-200    | 84%   | 5.3       |
| <b>Topeka</b>      | 250 Wk/Avg | 61%   | 11.4      | 150-200    | 92%   | 6.8       |
| <b>Wichita</b>     | 250 Wk/Avg | 78%   | 12.9      | 150-200    | 87%   | 7.3       |
| <b>Pittsburgh</b>  | 250 Wk/Avg | 49%   | 7.2       | N/A        | N/A   | N/A       |

**OP-1136-05** **CIOT Law Enforcement Outreach** **\$28,839**

These funds were utilized to support the recruitment of local law enforcement. Items purchased under this program included gear bags for all law enforcement officers that attended the recruitment lunches, lunch meeting rooms, travel to for BTS staff to attend lunches and mobile signs used for corridor enforcement.

**Section 403 Funds**

**OP-Various-05** **Corridor Enforcement** **\$49,339**

Concentrated traffic safety enforcement campaigns were conducted this year along the following major highway corridors; US 169, I-35, K-177, US 59, K-7 and US-56. All were conducted over a one week period with the exception of the one day I-35 campaign. As an incentive to participate local law enforcement agencies along these highways were given the opportunity to order traffic enforcement equipment or supplies of up to \$500 for participation.

Thirteen agencies requested equipment following the I-35 corridor. A total of six, six, and seven agencies, respectively, ordered equipment following the US-169, US-56, and K-7 campaigns. Since the incentive amounts were more modest than those offered during the CIOT campaign, the most common purchases were less expensive items such as cameras, flashlights, tint meters, measurement wheels, and traffic safety vests.

The corridor enforcements resulted in 974 speeding, 198 seat belt and 24 child restraint citations. In addition, 17 persons were arrested for DUI and 593 other citations were issued.

The 403 Demonstration Grant ended with three representatives from the KDOT Bureau of Traffic Safety presenting the final report to NHTSA in Washington DC.

## **Paid Media**

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### **Media Rationale for You Drink, You Drive, You Lose**

The advertising objective of the YDYDYDL campaign is to produce high levels of reach and frequency to reach potentially impaired drivers and convince them to drive sober. The primary target audience for this mobilization was males 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 a short advertising period (August 19 – September 5). 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. Those selected to carry the PSA's were A&E, USA, TNT, ESPN, CNN and Royals Baseball on Fox Sports. They were selected to attract the target audience age groups and for the mix of reach to both males and females.

The majority of radio spots ran during these 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:

|                    | <b>Radio</b>       |                  | <b>Television</b>  |                  |
|--------------------|--------------------|------------------|--------------------|------------------|
|                    | <b>Adults 18 +</b> | <b>Men 18-34</b> | <b>Adults 18 +</b> | <b>Men 18-34</b> |
| <b>Kansas City</b> | 14.1               | 27.2             | 62.2               | 36.3             |
| <b>Topeka</b>      | 16.7               | 24.3             | 55.0               | 41.7             |
| <b>Wichita</b>     | 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-1190-05 Kansas State University \$55,000**

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 Bill Snyder; 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; Advertising on the press back-drop; and one game promotion with a pre-game interview with Secretary Miller. Target Audience: Fifty-five percent of the listeners are male, forty-nine percent of the listeners are age 35-44.

**PM-1191-05 Wichita State University \$47,000**

KDOT secured advertising at the Wichita State University Basketball and Baseball stadiums. The advertising package included: One (1) 9' x 13' video board static panel to be displayed at each home baseball game; Sponsorship of (1) feature promotion; Three (3) 30 second TV commercial per televised game; Sponsorship of instant replays to be aired throughout the game; One (1) 30 second commercial featuring Head Coach Mark Turgeon to be aired at each Men's and Women's basketball games and all volleyball games; One (1) backlit press row signage at Koch Arena (Basketball) for all events; One (1) game sponsorship; In-game advertising at ten (10) men's basketball, one (1) women's basketball and four (4) baseball games; One (1) billboard announcement with full-screen logo and audio recognition during each game.

**PM-1192-05 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-1193-05**

**Peak Media**

**\$54,390**

KDOT secured signage space for three months at each of the 99 Casey’s General Stores in the state. On average each store has three gas pumps. The Click It or Ticket signage was placed on top of each pump. The target audience was obviously the driving public.

## Pedestrian & Bicycle Safety

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### The Problem

- In 2004, 23 Pedestrians and Cyclists died.
- In 2004, 357 Cyclists were injured.
- In 2004, 450 Pedestrians were injured.

### Kansas Traffic Crash Data and Measures, 1999 – 2004

|                             | 1999  | 2000  | 2001  | 2002  | 2003  | 2004  |
|-----------------------------|-------|-------|-------|-------|-------|-------|
| Total Crashes               | 1,007 | 891   | 936   | 923   | 873   | 869   |
| Percent of Total Crashes    | 1.30% | 1.10% | 1.20% | 1.20% | 1.10% | 1.17% |
| Total Fatalities            | 40    | 22    | 26    | 29    | 30    | 23    |
| Percent of Total Fatalities | 7.40% | 6.00% | 5.20% | 5.70% | 6.30% | 4.98% |
| Pedestrian                  |       |       |       |       |       |       |
| Fatalities                  | 33    | 19    | 24    | 24    | 24    | 20    |
| Injuries                    | 547   | 508   | 568   | 528   | 492   | 450   |
| Cyclists                    |       |       |       |       |       |       |
| Fatalities                  | 7     | 3     | 2     | 5     | 6     | 3     |
| Injuries                    | 386   | 322   | 308   | 325   | 305   | 357   |

### Goal

- Reduce pedestrian and bike crashes and injuries
- Distribute 17,000 educational pieces of bicycle and pedestrian materials

### 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-0932-05**

**Public Information and Education**

**\$6,846**

KDOT distributed 3,100 *Ten Tips* brochures, 100 *Safe Cycling* brochures to various organizations. In addition, 20,000 *Ten Tips* brochures were shipped to Pittsburg State University to promote Child Safety Day events held in May 2005. The Bureau of Traffic Safety worked in close collaboration with the Kansas Safe Kids program

to fill orders from 26 elementary schools for over 7,255 zipper pulls in support of the “Walk Your Child to School Day” in October 2005.

**PS-1131-05**

**Bike Helmets**

**\$9,833**

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 1,201 helmets were purchased and distributed.

## Police Traffic Services

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**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**

|  | <b>1999</b> | <b>2000</b> | <b>2001</b> | <b>2002</b> | <b>2003</b> | <b>2004</b> |
|--|-------------|-------------|-------------|-------------|-------------|-------------|
| <b>Total Crashes</b>                           | 78,240      | 78,074      | 78,807      | 78,271      | 74,993      | 73,997      |
| <b>Contributing Circumstances</b>              |             |             |             |             |             |             |
| 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 number of crashes in the state to 72,201 in 2005 and 70,031 in 2007.

**Performance Measures**

- Total number of crashes in Kansas

## Strategies

- Continue the dedicated traffic unit in Lawrence.
- Provide funding for local law enforcement to attend training to enhance their current role.
- Continue to provide funding for local law enforcement agencies during mobilizations
- Continue funding for the KHP RAVE program to remove impaired drivers and target aggressive driving habits.
- Enhance the communication system for the Kansas Highway Patrol.
- Continue full-time LEL to promote occupant protection and alcohol issues around the state.
- Enlist two additional part-time LEL's to work with KSBEQ, KDDP, KDOT BTS and law enforcement providing education in schools and businesses – target areas: Southeast and Western Kansas.

## Project Results

### Section 402 Funds

**PT-0938-05** **Law Enforcement Training** **\$12,902**  
The Bureau of Traffic Safety supported individuals to attend the SADD National Conference, Forensic Mapping Class, Office of Juvenile Justice and Delinquency Program National Conference, Transportation Safety Conference, Drug Recognition Expert Conference, MADD National Conference and Blood Alcohol Equipment Evaluation.

**PT-1068-05** **City of Lawrence Traffic Unit** **\$442,885**  
The Lawrence Police Department completed their third year of a three year contract. The seven-member traffic unit is now trained in advanced crash investigation, crash reconstruction, Kansas Commercial vehicle inspection and child passenger safety. The officers worked with high schools to promote teen driver safety and decrease underage drinking. Compared with FFY 2000 baseline statistics, the Lawrence Police Department showed an increase in hazardous moving violations of 120 percent from 4,302 to 9,480. The number of child restraint violations increased by 5,100 percent from 1 to 51. Likewise the number of adult seat belt violations rose 1,275 percent from 91 to 1,310. As a result of increased enforcement, the department had a decrease in injury crashes by 14 percent, from 580 to 498.

**PT-1134-05** **Merriam P.D. Traffic Unit** **\$124,502**  
The Merriam P.D. formed a traffic unit during FFY 2005. The initially consisted of only one officer. An eighteen month grant was awarded in February to add two additional officers and associated equipment to the traffic unit. The remaining months of FFY 2005 were spent facilitating the hiring process and purchasing equipment. The officer salaries will be covered 12 months starting in October, 2005.

**PT-1194-05** **DRE Coordinator** **\$2,400**  
Jeff Collier was brought on board to assist with the Drug Recognition Expert (DRE) program funded through the Blood Alcohol Unit within the KHP. These funds were expended in September and allowed Mr. Collier to attend additional training, instruct several DRE's and prepare for a DRE school in Wichita. In addition, Jeff was able to provide DRE support statewide and continue working on the National DRE Conference to be held in Kansas City in June of 2006.

**PT-Various-05** **Law Enforcement Liaison** **\$87,489**  
During 2005, the Law Enforcement Liaison program was expanded, to include two regional, part-time LEL's. A part-time LEL was hired in March to cover the north-central and northwest regions of the state. A second LEL was hired in July to cover the northeast region of the state. Collectively, the LEL's made contact with



## Project Results

### Section 402 Funds

#### **RS-0618-05**

#### **Bucher, Willis, and Ratliff Consultants**

**\$54,162**

The Traffic Engineering Assistance Program (TEAP) provides local governments assistance with traffic studies. In 2005, TEAP addressed several areas of local concern with 9 traffic studies in the northern half of the state.

#### **RS-1402-05**

#### **Kansas State University**

**\$102,558**

The Traffic Assistance Services for Kansas (TASK) program provides economical training for Kansas public employees who have traffic safety responsibilities. In 2005, 171 local officials were trained at 11 different sessions across the state.

#### **RS-1618-05**

#### **TranSystem Corporation**

**\$54,161**

The Traffic Engineering Assistance Program (TEAP) provides local governments assistance with traffic studies. In 2005, TEAP addressed several areas of local concern with 9 traffic studies in the southern half of the state.

## Safe Communities

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### 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 2005 and 12 by 2007
- Increase attendance of annual conference to 335 in 2005 and 350 in 2007

### 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-0934-05**

#### **Traffic Safety Conference**

**\$68,493**

The Transportation Safety Conference, held at the Hyatt in Wichita, KS, May 24-25, attracted 295 attendees (up from 234 in 2004), 18 exhibitors, and 41 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 Mark Hood's address on, "Safety Starts with the Right Attitude." The first day's plenary luncheon address, titled "Where's Jockers?" was delivered by Officer Michael Jockers, of St. Petersburg PD, Florida. 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-1024-05** **Kansas Operation Lifesaver Inc.** **\$15,000**

In 2005 Kansas Operation Lifesaver presenters have worked closely together to achieve the same goal: reduce the number of injuries and fatalities at highway-rail grade crossings on railroad rights-of-way by giving free safety presentations to all target groups. While number of fatalities and injuries has been reduced significantly throughout the state during the last 31 years, Kansas Operation Lifesaver continues giving safety presentations across Kansas, as there is still a lot of work to be done. This significant railroad safety message reached 43,660 people through handouts, brochures, key chains, pens, and other safety-specific materials provided by Section 402 funds. Our Positive Enforcement Events also gave out 15,000 Sonic coupons (for a free medium cherry limeade drink) in 38 different counties in a 2 month period this summer and fall. These coupons are provided by Sonic in cooperation with The Kansas Highway Patrol and include a printed railroad safety message. "Always Expect a Train!"

**SA-1066-05** **Public Information and Education** **\$19,725**

Expenses included promotional whistles, lapel pins, Safety Initiative meeting supplies and support, postage, printing and Transportation Safety Conference support.

**Section 157/163/402 Funds**

**SA-Various-05** **Comprehensive Media Campaign** **\$322,897**

Corporate Communications Group (CCG) implemented numerous initiatives through the comprehensive media campaign including: Stampede video presentation, Operation Lifesaver posters, 21 or None posters, YDYDYL television advertising, corridor advertising for mobilization programs, advertising in the Heartland Park Raceway Program, development of "Safe Not Sorry" Media campaign, development of "Buckle Up" and "Click it" posters, designing and coordinating the Child Passenger Safety Education program, facilitating radio broadcast advertising the CPS and CIOT (in Spanish and English), creating the "Roll Call" video, preparing and coordinating advertising at Verizon Wireless Amphitheatre, development of safety education CD-ROM, work to create standard KDOT branding process and facilitating and attending community forums and coalition building.

CCG also assisted in development of an integrated strategic plan for the "Click it or Ticket," program created concepts for the television and radio spots (including script development), developed and distributed printed public service announcements and assisted in law enforcement outreach (including six regional meeting).

## Traffic Records

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**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
- In 2004, approximately 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 35 in 2005 and 60 in 2007
- Provide resources to local law enforcement agencies to increase participation in EADCR.

## **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

## **Project Results**

### **Section 402/411 Funds**

#### **TR-1128-05**

#### **Traffic Records Assessment/EADCR Resources**

**\$36,101**

These funds were utilized to pay for travel and support of the NHTSA Traffic Records Assessment conducted by KDOT on March 21-25, 2005. In addition, these funds were used by 34 local law enforcement agencies to purchase computer equipment and software agreements in preparation for electronic capture and transmission of crash data.

## State of Kansas Annual Report Cost Summary-FFY 05

| Program Area                | Expenditures       | Federal Share to Local |
|-----------------------------|--------------------|------------------------|
| Planning and Administration | \$14,932           |                        |
| Alcohol                     | \$663,290          | \$515,020              |
| Occupant Protection         | \$970,092          | \$875,981              |
| Paid Media                  | \$218,890          |                        |
| Pedestrian and Bike         | \$16,678           | \$16,678               |
| Police Traffic Services     | \$779,413          | \$779,413              |
| Roadway Safety              | \$210,881          | \$210,881              |
| Safe Communities            | \$380,138          | \$103,218              |
| Traffic Records             | \$23,001           | \$23,001               |
| <b>Total 402</b>            | <b>\$3,277,315</b> | <b>\$2,524,192</b>     |
| 163 Alcohol                 | \$582,814          | \$555,621              |
| 403 OP Assessment           | \$49,339           | \$49,339               |
| 2003b                       | \$112,311          | \$112,311              |
| 157 Incentive               | \$68,288           | \$68,288               |
| 157 Innovative              | \$545,387          | \$180,503              |
| 157 Roadway Safety          | \$2,805            | \$2,805                |
| 411 Data                    | \$13,100           | \$13,100               |
| Blood Alcohol Grant         | \$77,761           | \$77,761               |
| <b>Total Other</b>          | <b>\$1,451,805</b> | <b>\$1,059,728</b>     |
| <b>Grand Total</b>          | <b>\$4,729,120</b> | <b>\$3,583,920</b>     |