

State of Kansas

Highway Safety Plan FFY 2009

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The FFY 2009 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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2009 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, , 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 Transportation Safety & Technology (BTST) 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. BTST also awards grants internally to supplement special projects and effects of statewide significance.

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

This past year, BTST has increased local involvement in the Highway Safety Plan (HSP) planning process. Input was solicited at our Click It or Ticket law enforcement luncheons, which have increased in numbers and the variety of invitees, during project conferences with all current grantees, during monitoring activities and whenever a BTST employee attended a meeting with a community or advocacy group. BTST 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 2003-2007 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, recommendations from the Driving Force (statewide safety task force) released in prior years were considered while prioritizing emphasis areas

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

The Driving Force 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 BTST 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 Click it or Ticket (CIOT) and Drunk Driving: Over the Limit. Under Arrest have benefited from greater participation of local agencies and targeted media campaigns. The targeted media include paid television and radio advertisements and utilization of on-line media.

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

FY 08 corridor activities will continue into FY09. 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. Fortunately there was a decrease in the fatality rate in 2007. It decreased to 1.37 fatalities per 100 million vehicle miles. The 2007 injury rate of 75.43 per 100 million vehicle miles traveled is a slight increase from 2006, but the rate is still trending downward.

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

protection, where in 2007, 59 percent of occupant deaths were unrestrained and speed-related fatalities decreased in 2007 to 99.

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 have partnered with KDOT in preparation and transmission of electronic data. This partnership will assist in improved data collection and ultimately allow for improved and an even greater targeting of specific problems and programs.

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 Transportation Safety & Technology 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 Traffic Engineering section of the Bureau, coordinates KDOT's engineering (hard) side of safety. This position develops and updates 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.

KDOT has secured a Traffic Safety Resource Prosecutor. This position has and will be instrumental in providing support and expertise to prosecutors around the state in the adjudication of traffic law offenders.

The main focus of the position is assistance with DUI prosecution, but will also give guidance on other traffic law cases as needed or as laws change.

KDOT will partner with Kansas State University and Dr. Rene Slick on an innovative program designed to identify teen drivers that are at risk for a crash. Dr. Slick has been working with the Department of Defense on a similar program that targets drinking issues and will use this technique to assist in reducing teen crashes in the state.

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

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

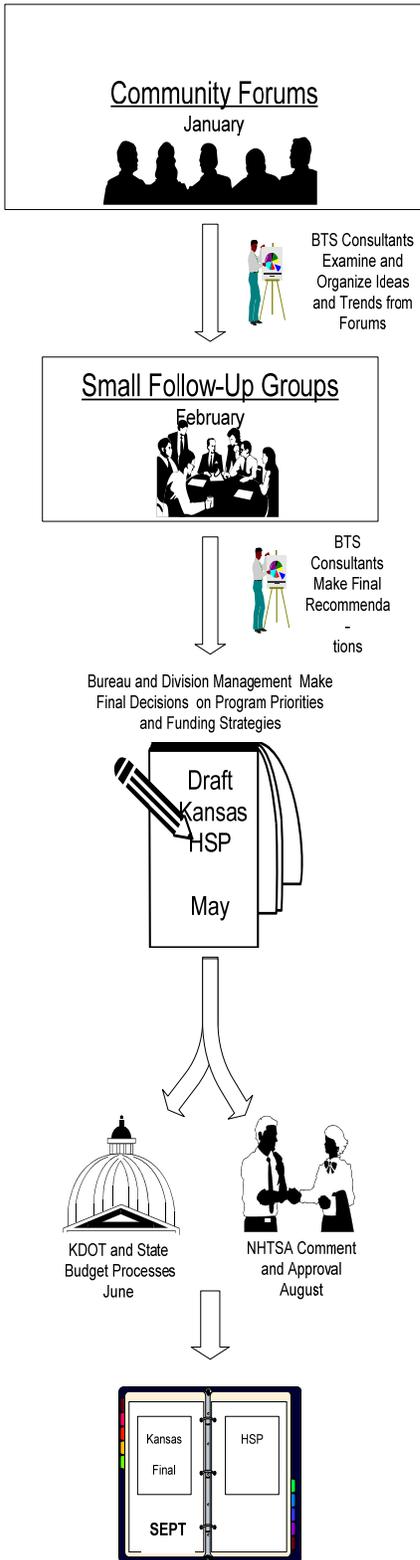
Performance Goals. The Bureau of Transportation Safety & Technology establishes performance goals as a requirement of state strategic planning and KDOT strategic planning. As stated above, performance goals are established based upon problem analysis. Long-term impact goals are established, with yearly strategy-based performance measures. The strategy-based performance measures reflect the current programming presented in federal fiscal year 2007. Baseline is an average of the five years 2003-2007 and also is the data utilized for 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 2007 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 is located in the back of this plan.

TIMELINE FOR DEVELOPMENT OF THE 2009 KANSAS HSP

FLOW



January-Community Forums held to gather input on specific plans and projects. BTST consultants staffed all of these forums. Following the forums, all input is combined, analyzed, and reported out by BTST 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 2009 Draft Highway Safety Plan.

June-Bureau management incorporates the draft Kansas HSP programs and funding strategies into the revised 2009 state fiscal year's budget. Staff meets 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 2009 Kansas Highway Safety Plan submitted to NHTSA and FHWA.

October-Implement the plan.

Statewide

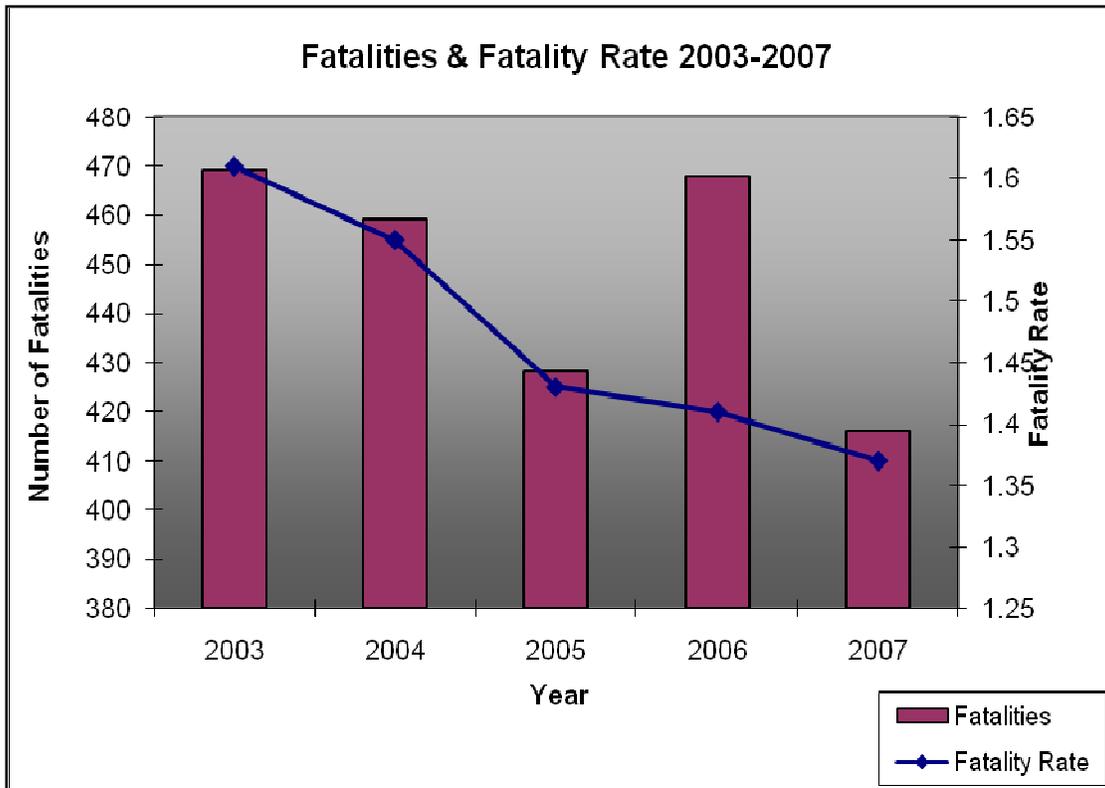
The Problem

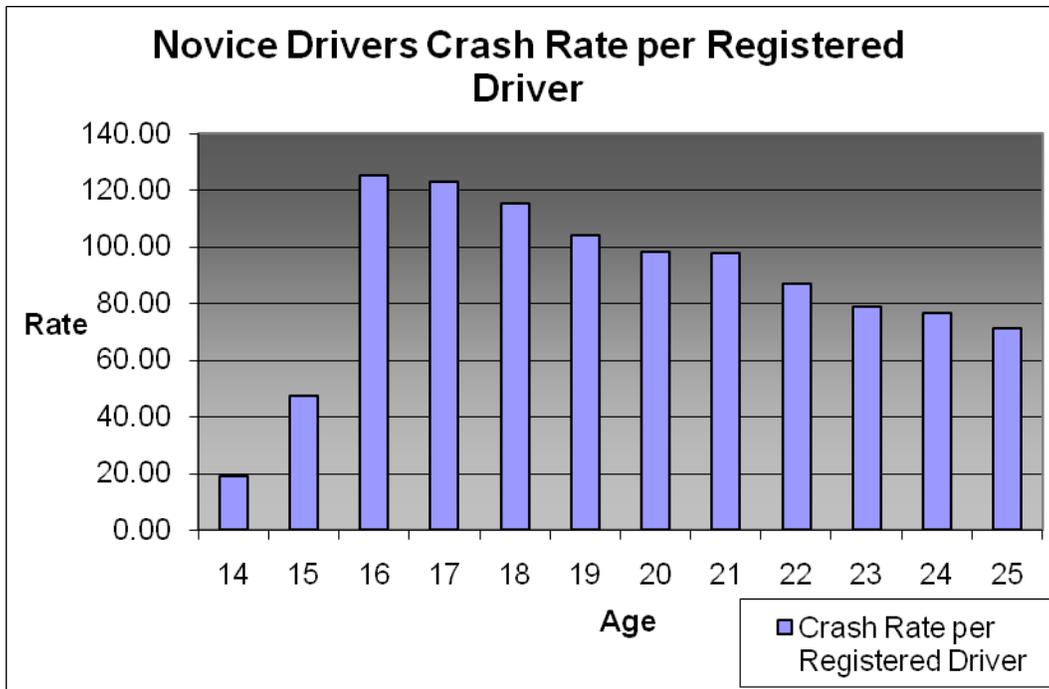
- In 2007, 416 people were killed and 22,904 injured in traffic crashes in Kansas.
- In 2007, Fatality rate was 1.37, which is equal to the national rate
- In 2007, Seatbelt rate was 75 percent, which ranks 44th out of the 50 states.

Kansas Traffic Safety Statistics

	2003	2004	2005	2006	2007
Statewide Crash Data					
Total Crashes	75,012	74,119	68,675	65,460	70,589
Fatal Crashes	419	390	384	427	379
Injury Crashes	17,041	16,634	16,185	15,792	16,228
Property Damage Crashes	57,552	57,095	52,106	49,241	53,982
Fatalities	469	459	428	468	416
Fatalities per 100 Million VMT	1.61	1.55	1.43	1.41	1.37
Injuries	24,798	23,783	22,723	22,320	22,904
Injuries per 100M VMT	84.91	80.91	76.39	73.55	75.43
Fatality & Serious Injury Rate per 100M VMT	8.55	7.86	7.66	7.30	7.33
Fatality Rate/100k Population	17.22	16.78	15.64	16.93	14.99
Fatality and Serious Injury Rate /100k Pop	91.17	84.85	83.70	80.06	80.15
Alcohol Related Fatalities	105	116	119	114	118
Alcohol-related Fatality Rate per 100M VMT	0.36	0.39	0.40	0.38	0.38
Percentage of Alcohol Related Fatalities	23%	25%	28%	23%	28%
Population (in thousands)	2,723	2,735	2,736	2,764	2,776
Vehicle Miles Traveled (millions)	29,049	29,524	29,907	30,311	30,364
# of Licensed Drivers (in thousands)	2,022	2,015	2,008	2,003	2,018
# of Registered Vehicles (in thousands)	2,401	2,488	2,529	2,561	2,559
Seat Belt Rate	64	68	69	72	75
Contributing Circumstances of Crashes					
Inattention	27,342	26,427	23,447	22,628	21,656
Speed	7,688	7,452	7,508	5,402	8,962
Failure to Yield	9,928	9,707	8,871	8,587	8,334
Animals	6,823	7,453	6,880	7,201	7,015
Following too Closely	5,273	5,852	5,615	5,269	4,629
Novice Driver Statistics (ages 14-20)					
Total Crashes	22,083	21,265	19,153	18,343	20,178
Fatal Crashes	97	90	76	79	83
Injury Crashes	5,759	5,550	5,159	5,170	5,345
Property Damage Crashes	16,227	15,625	13,918	13,094	14,750

Total Fatalities	114	101	91	85	91
Total Injuries	8,923	8,380	7,611	7,721	8,085
Percentage of Overall Crashes	29.4%	28.7%	27.9%	28%	29%
Alcohol-related Crashes	614	628	519	614	591
Alcohol-related Fatalities	16	19	10	12	19
Alcohol-related Injuries	420	434	390	346	249





County Rankings by Traffic Safety Problems

Table 1

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

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

Removed from List: Brown, Linn, Marion

Urban Area Rankings by Traffic Safety Problems

Table 2

1	Wichita	↔	14	Dodge City	↓ 1	27	El Dorado	↓ 1
2	Lawrence	↔	15	Merriam	↔	28	Derby	↓ 1
3	Manhattan	↔	16	Pittsburg	↓ 2	29	Leawood	↓ 1
4	Topeka	↔	17	Arkansas City	↑ 2	30	Liberal	↑ 3
5	Hutchinson	↔	18	Johnson Co, Bal	↔	31	Mission	↔
6	Kansas City	↔	19	Shawnee	↓ 2	32	Independence	↑ 3
7	Salina	↑ 1	20	Winfield	↑ 2	33	McPherson	↑ 2
8	Overland Park	↓ 1	21	Hays	↓ 1	34	Wellington	↓ 2

9	Lenexa	↑ 1	22	Parsons	↓ 1	35	Prairie Village	↓ 3
10	Olathe	↑ 1	23	Atchison	↑ 1	36	Chanute	↓ 2
11	Emporia	↓ 2	24	Great Bend	↔	37	Ottawa	↑ 1
12	Leavenworth	↑ 4	25	Junction City	↑ 4	38	Coffeyville	↓ 1
13	Garden City	↓ 1	26	Newton	↓ 1	39	Gardner	↑ 1

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

Removed from List: Augusta

Goal

- To reduce the traffic fatality rate by .05 annually to 1.27 in 2009 and 1.17 in 2011
- To raise the seatbelt rate by 2% each year to 79% in 2009 and 83% in 2011
- To lower the percentage of alcohol-related fatalities by 1.5% each year to 25% in 2009 and 22% in 2011
- 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-0918-09

BTS Staff Travel & Training Costs

\$30,000

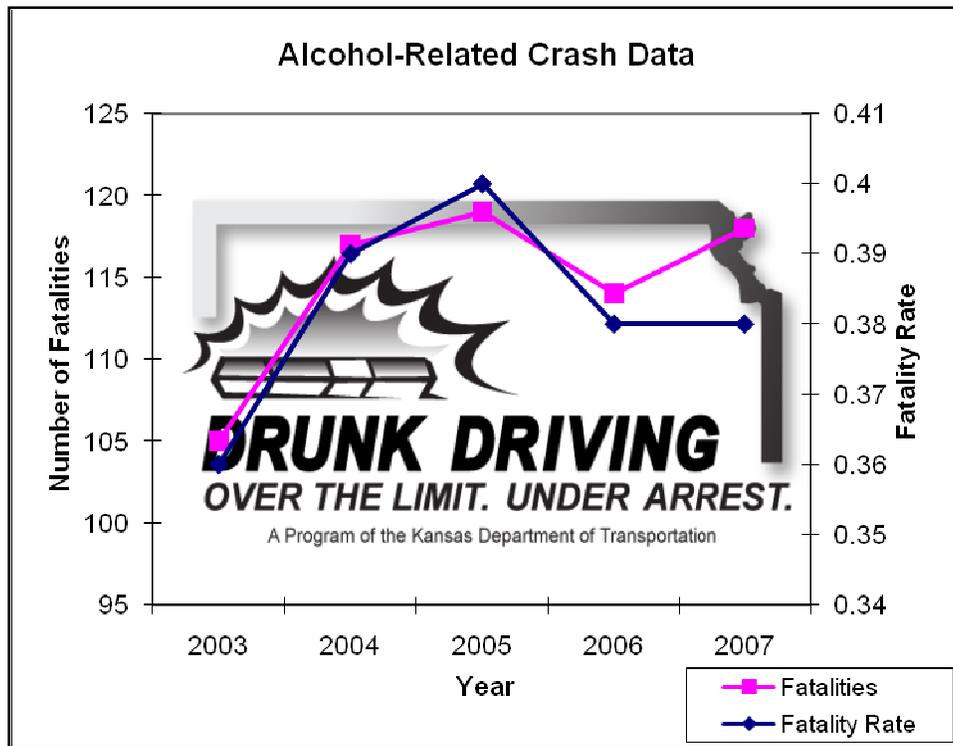
This fund enables Bureau staff to obtain training and attend key conferences in other states. This will allow new staff training on the Grant Tracking System, Program Management and individual program specialties.

Alcohol

The Problem

- In 2007, 118 people were killed and 1,944 injured in alcohol-related traffic crashes in Kansas.
- In 2007, Under 21 alcohol-related crashes accounted for 17.8% of all alcohol-related crashes and 16.0% of all alcohol-related fatalities.
- Current breath alcohol equipment is becoming out dated
- Inconsistent prosecution and adjudication of alcohol violations exist.

	2003	2004	2005	2006	2007
Total Crashes Alcohol-Related	3,442	3,322	3,039	3,216	3,292
Fatal Crashes	95	99	112	103	109
Injury Crashes	1,519	1,417	1,361	1,447	1,377
Property Damage Crashes	1,828	1,806	1,596	1,666	1,806
Fatalities	105	117	119	114	118
Fatalities per 100 Million VMT	0.36	0.39	0.4	0.38	0.38
Injuries	2,285	2,005	1,932	2,061	1,944
Proportion of Alcohol-Related Fatalities	23%	25%	29%	24%	29%
DUI Arrests	21,235	18,303	17,672	17,660	19,732
Under 21 Alcohol-Related					
Crashes	614	628	519	614	587
Fatal Crashes	14	18	9	15	21
Injury Crashes	264	284	255	295	233
PDO Crashes	337	326	255	304	333
Fatalities	16	19	10	12	19
Injuries	420	434	390	346	249
Percentage of Teen Crashes	17.8%	18.9%	17.1%	19.1%	17.8%



Goal

- To reduce the number of alcohol-related fatalities and injuries by 3% annually to 111 and 1,827 respectively by 2009, and to 104 and 1,717 respectively by 2011.
- To maintain the number of local law enforcement agencies participating in grant funded impaired driving deterrence programs at 45 in 2009 and beyond.
- To lower the percentage of teen alcohol-related crashes by 2% to 15.8% in 2009 and to 13.8% in 2011.

Performance Measures

- Number of alcohol-related fatalities
- Number of alcohol-related injuries
- Number of contracts 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 amount of paid media dedicated to reducing impaired driving/riding and underage access to alcohol.
- Underwrite education for court system personnel on impaired driving laws and techniques used in removing impaired drivers.
- Maintain the number of Drug Recognition Experts in the state and provide opportunities for officers to maintain their certification.

- Provide education for high school students on the dangers of impaired driving.
- Develop materials and implement activities aimed at pre-teen prospective drivers (ages 12-14) to begin educating them about the risks of alcohol use and its effect on safe driving.
- Research and begin process of establishing a pilot DUI court in Kansas.

Project Summaries

Section 402

AL-0915-09 **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 office will continue to provide educational opportunities to all Kansas motor vehicle drivers and passengers regarding the topics of impaired driving, motorcycle safety, occupant protection, and child passenger safety. Another facet will be to identify and contact large employers in the state about the costs and benefits associated with promoting positive traffic safety efforts within their workforce. They will also work to identify and locate at-risk minority populations in the state and work to increase compliance with traffic safety laws. (This office will evenly split funding in 402 AL and 402 OP).

AL-IDDP-09 **Law Enforcement IDDP Patrols** **\$150,000**

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

Section 410

AL-9494-09 **Public Information and Education** **\$25,000**

Project enables the Bureau to print selected materials, coordinate public information and education committees, and conduct or help sponsor special events.

AL-0926-09 **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-0927-09 **Judge’s Training** **\$20,000**

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-09 **Law Enforcement Mini - IDDP Patrols** **\$100,000**

These contracts provide overtime funding for approximately 20 (smaller) local law enforcement agencies to conduct a prescribed number of saturation patrols and sobriety checkpoints throughout the grant year.

AL-xxxx-09 **Traffic Safety Resource Prosecutor** **\$250,000**

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-0926-09 **Court Monitoring** **\$80,000**

This contract will assist DUI Victim Center in the south-central region of Kansas with its services to DUI offenders and assist regional impaired driving advocates with the monitoring of DUI court cases. This grant should provide insight into more efficient prosecution of impaired drivers.

AL-9106-09 **Kansas Highway Patrol Blood Alcohol Unit** **\$260,000**

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 unit also coordinates the DRE (Drug Recognition Expert) program, targeting metropolitan and major corridor areas. Another function of the unit is to present/train at educational institutions on drugs in the academic environment. The BAU (Breath Alcohol Unit) will work to teach the "Drugs in the Academic Environment" curriculum.

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 402

EM-1100-09

Emergency Medical Services

\$50,000

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

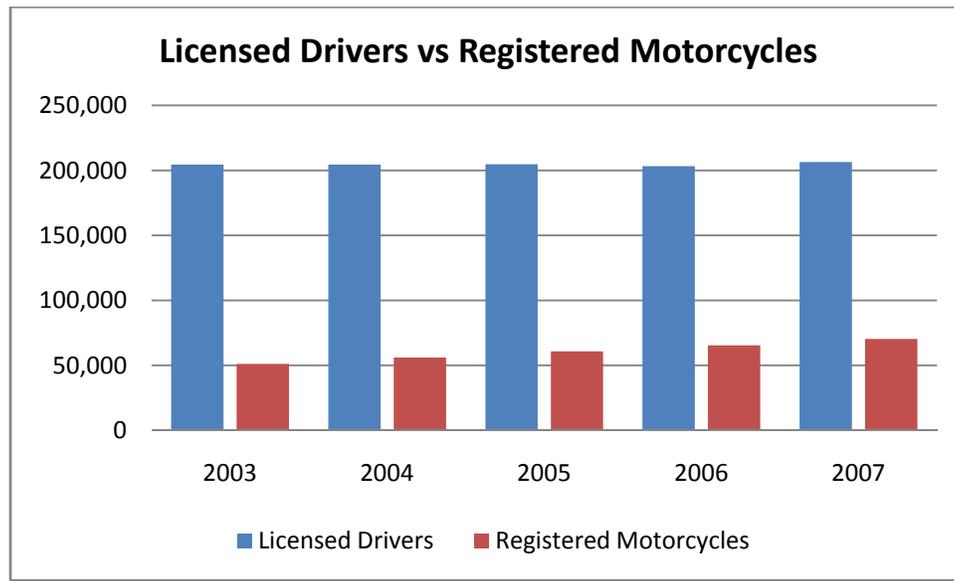
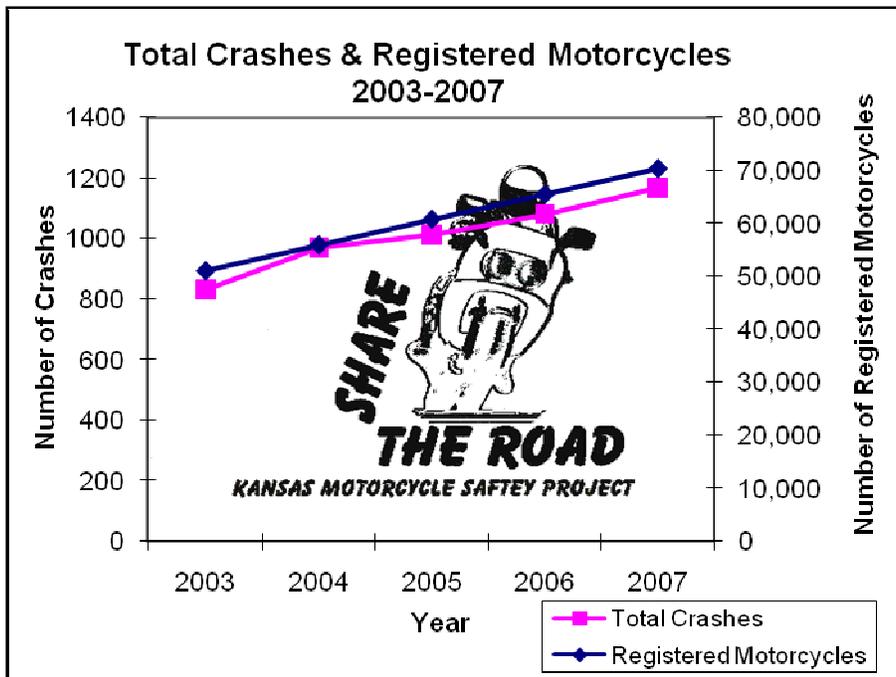
The Problem

- Motorcycle crashes are continuing to rise.
- Fatal crashes have increased significantly in the past five years.
- Alcohol-related fatal crashes have increased in the past five years.

Motorcycle Statistics

	2003	2004	2005	2006	2007
Total Crashes	830	970	1,013	1,082	1169
Fatal Crashes	32	31	33	58	49
Injury Crashes	643	768	802	881	935
Property Damage Crashes	155	171	178	143	186
Fatalities	32	32	35	64	49
Percent Wearing Helmet	31.3%	26.7%	20.0%	28.1%	29.2%
Injured	766	897	944	954	1,085
Percent Wearing Helmet	28.0%	31.1%	31.5%	31.8%	36.5%
# of Single Vehicle Crashes	454	546	576	611	643
Licensed Drivers	204,482	204,528	204,773	203,258	206,376
Registered Motorcycles	51,130	56,019	60,834	65,512	70,370

Crashes Involving Intoxicated Motorcycle Drivers						
Crashes					People	
Year	Total	Fatal	Injury	PDO	Deaths	Injuries
2003	66	5	57	4	5	67
2004	67	6	58	3	6	68
2005	76	7	63	6	7	79
2006	87	10	74	3	12	85
2007	78	10	65	3	10	83
Total	374	38	317	19	40	382



Goal

- Lower the number of motorcycle crashes by 5% per year to 1,111 in 2009 and 1002 in 2011
- Lower the number of motorcycle fatalities by 5% per year to 47 in 2009 and 43 in 2011
- Lower the number of alcohol-related motorcycle crashes by 5% per year to 79 in 2009 and 71 in 2011

Performance Measures

- Total number of motorcycle crashes
- Total number of motorcycle fatalities
- Total number of alcohol-related motorcycle crashes

- Total number of alcohol-related motorcycle fatalities

Strategies

- Promote safe motorcycle driving initiatives
- Promote motorcycle awareness activities
- Promote law enforcement strategies focusing on motorcyclists
- Promote impaired riding prevention initiatives

Project Summaries

Section 2010

MC-1200-09

Motorcycle Safety

\$150,000

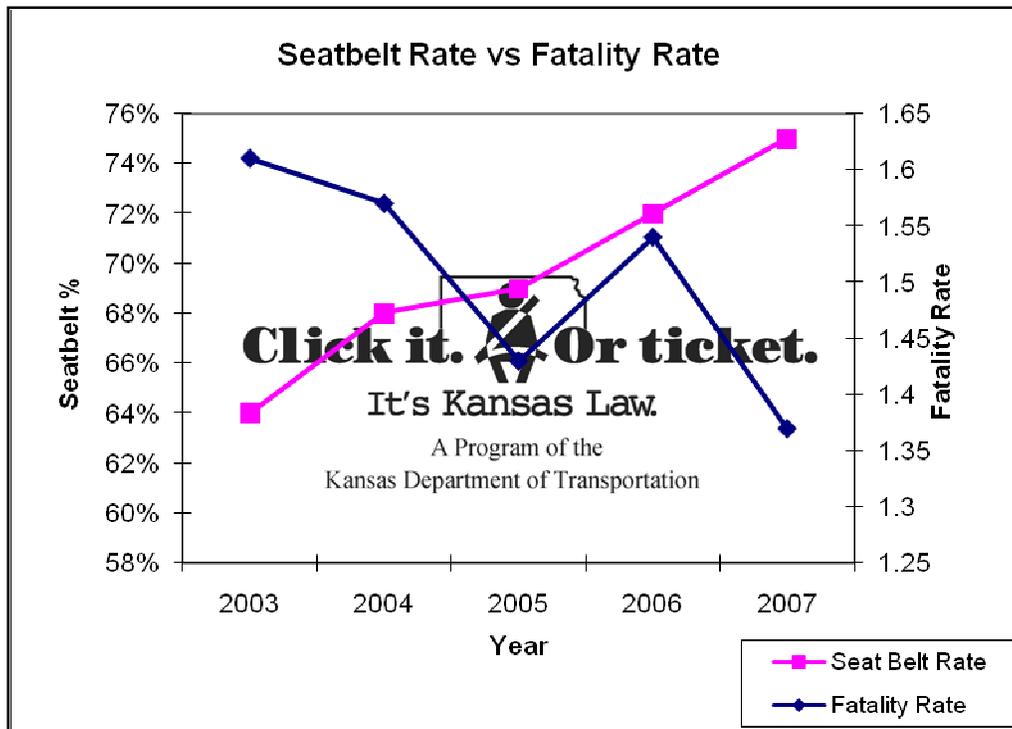
This project will enable KDOT, with the assistance of an established task force, to promote motorcycle awareness to all drivers. A media effort including outdoor signage and print advertising, as well as non-traditional advertising, focusing on motorcycle conspicuity will be coordinated with this funding.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

Occupant Protection

The Problem

- In 2007, 416 people were killed, of which 61 percent were not properly restrained
- In 2007, seatbelt rate was 75 percent, which ranks 43rd out of the 50 states
- In 2007, 88 percent child restraint use for children 0-4
- In 2007, 62 percent child restraint use for children 5-9
- In 2007, 55 percent restraint use for children 10-14

	2003	2004	2005	2006	2007
Seat Belt Rate	64%	68%	69%	72%	75%
Seatbelt Use by Road Type					
Rural Interstate	79%	80%	76%	83%	83%
Rural State Roads	63%	69%	68%	71%	72%
Rural County Roads	53%	59%	56%	57%	63%
Urban Interstate	72%	74%	75%	84%	86%
Urban State Roads	59%	65%	64%	69%	68%
Urban City Streets	56%	60%	58%	57%	59%
Child Safety Seat Use by Ages					
0-4	79%	81%	81%	83%	88%
5-9	45%	50%	49%	53%	62%
10-14	44%	50%	47%	48%	55%
Fatalities	469	460	428	468	416
Fatality Rate	1.61	1.57	1.43	1.54	1.37
Fatal Crash Occupant Use	28%	34%	30%	40%	39%



Goal

- To raise the seatbelt rate by 2% each year to 79% in 2009 and 83% in 2011
- To reduce the traffic fatality rate by .05 annually to 1.27 in 2009 and 1.17 in 2011
- To raise the child restraint rate for 0-4 year olds by 2% per year to 92% in 2009 and 96% in 2011, to raise the rate for the 5-9 and 10-14 year old groups by 4% per year to (5-9) 70% in 2009 and 78% in 2011; (10-14) to 63% by 2009 and 71% by 2011
- To establish a baseline for 14-18 year-olds.

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
- Teen seat belt 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 current 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-09 **Special Traffic Enforcement Program** **\$600,000**

This program provides funds for about 130 local police agencies and the Kansas Highway Patrol to participate in up to three holiday mobilizations in FFY 09.

OP-1909-09 **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 office will continue to provide educational opportunities to all Kansas motor vehicle drivers and passengers regarding the topics of impaired driving, motorcycle safety, occupant protection, and child passenger safety. Another facet will be to identify and contact large employers in the state about the costs and benefits associated with promoting positive traffic safety efforts within their workforce. They will also work to identify and locate at-risk minority populations in the state and work to increase compliance with traffic safety laws. (This office will evenly split funding in 420 AL and 402 OP).

OP-XXXX-09 **Seatbelt Surveys** **\$148,000**

This contract is responsible for conducting a direct observational occupant protection survey in twenty counties in the state. This survey has a total of 548 sites.

OP-0930-09 **Public Information and Education** **\$15,000**

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.

Section 2011

OP-1188-09 **Bucks for Buckles** **\$7,000**

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-1306-09 **CPS Safety Seats** **\$100,000**

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

OP-XXXX-09 **Child Passenger Occupant Protection Survey** **\$100,000**

An observational survey will be conducted to determine restraint rates for children in the age groups of 0-4, 5-9 and 10-14.

OP-XXXX-09 **Booster Seat Awareness** **\$398,000**

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

Paid Media

The Problem

- In 2007, only 75% of Kansans were seat belted
- Kansas currently ranks 43rd in the nation in seat belt use
- Drunk driving still kills over 100 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 (i.e. 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
- Implement non-traditional media methods, such as banner ads on internet

Project Summaries

Section 402

PM-xxxx-09

General/University Advertising

\$155,000

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

PM-xxxx-09

Click It Or Ticket Ads

\$200,000

These funds will go toward another major media effort during our Click It Or Ticket Campaign in May 2009. 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.

Section 410

PM-xxxx-09

Impaired Driving/Riding Ad Campaign

\$460,000

Purchase media air time for a targeted media effort to support local law enforcement's Labor Day campaign combating impaired driving and riding. It will be coordinated by the KDOT media contractor.

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. KDOT will detail the buy plans and results in the annual report.

Pedestrian & Bicycle Safety

The Problem

- In 2007, 22 Pedestrians and Cyclists were killed.
- In 2007, 279 Cyclists were injured.
- In 2007, 472 Pedestrians were injured.

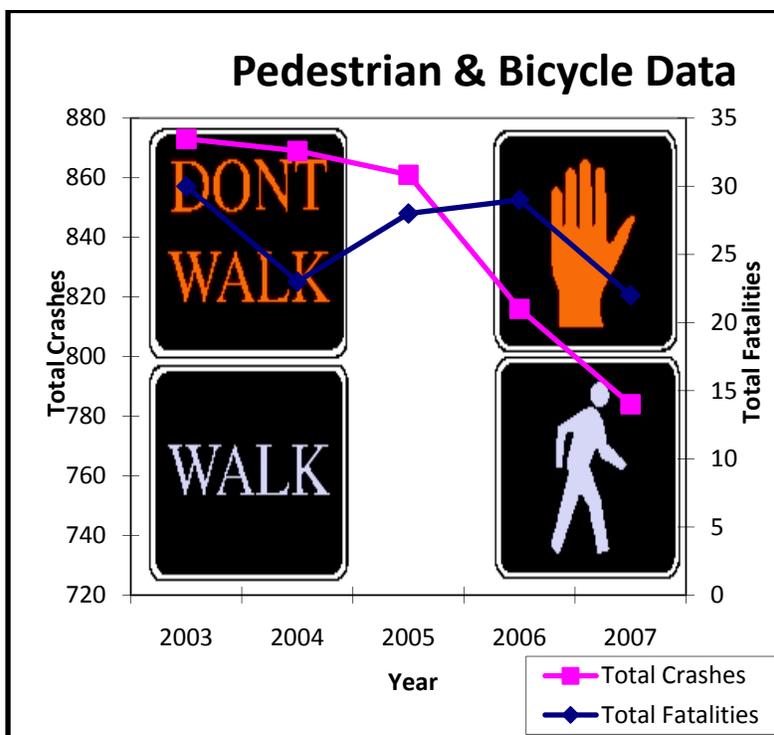
	2003	2004	2005	2006	2007
Total Crashes	873	869	861	816	784
Percent of Total Crashes	1.10%	1.17%	1.23%	1.25%	1.11%
Total Fatalities	30	23	28	29	22
Percent of Total Fatalities	6.30%	4.98%	6.54%	6.20%	5.29%

Pedestrian

Fatalities	24	20	24	23	20
Injuries	492	450	474	442	472

Cyclists

Fatalities	6	3	4	6	2
Injuries	305	357	320	330	279



Goal

- To reduce total crashes by two percent per year to 753 by 2009 and 723 by 2011
- To reduce total fatalities by two percent per year to 21 by 2009 and 20 by 2011

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-0932-09

Public Information and Education

\$5,000

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 receive a helmet and bicycle.

PS-1131-09

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 2007, 15 of the top 20 contributing circumstances in crashes are driver-related.
- In 2007, decreasing budgets are preventing most law enforcement agencies from acquiring the necessary traffic safety-related equipment.

	2003	2004	2005	2006	2007
Total Crashes	74,993	73,997	68,675	65,460	70,589

Contributing Circumstances

Failed to give Full time and Attention	27,342	26,427	23,447	22,628	21,656
Too Fast for Conditions	7,688	7,452	7,508	5,402	8,962
Failed to Yield Right-of-Way	9,928	9,707	8,871	8,587	8,334
Animal	6,823	7,453	6,880	7,201	7,015
Followed Too Closely	5,273	5,852	5,615	5,269	4,629
Disregarded Traffic Signs, Signals or Markings	3,537	3,623	3,379	3,347	3,480
Icy or Slushy - On Road	1,847	1,735	2,195	739	3,381
Under the Influence of Alcohol	2,924	2,881	2,654	2,753	2,847
Made improper Turn	2,188	2,062	1,934	1,804	1,922
Avoidance or Evasive Action	2,030	2,062	1,906	1,921	1,914
Improper Lane Change	1,853	1,918	1,915	1,918	1,875
Reckless/Careless Driving	1,234	1,413	1,451	1,682	1,670
Improper Backing	2,064	1,963	1,639	1,584	1,637
Rain, Mist, Drizzle	1,489	1,580	1,524	1,220	1,590
Wet - On Road	1,326	1,544	1,427	1,172	1,302
Falling Snow	596	427	768	222	1,201
Sleet Hail, or Freezing Rain	392	495	479	317	984
Snow Packed	589	346	613	113	928
Exceeded Posted Speed Limit	1,086	1,039	979	1,081	885
Distraction in or on Vehicle	959	993	911	1,190	803
Fell Asleep	886	879	826	819	735
Wrong Side or Wrong Way	828	716	708	697	656
Improper Passing	623	629	540	431	505

Goal

- Reduce the total crashes in the state by 2.5% per year to 67,060 in 2009 and 63,707 in 2011
- To reduce fatality rate by .05 annually to 1.27 in 2009 and 1.17 in 2011
- Reduce the number of deaths on Kansas Roads to under 400

Performance Measures

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

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-1402-09

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-0618-09

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-1618-09

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 2009
- Increase attendance of annual traffic safety conference to 350 in 2009 and 370 in 2011

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-0943-09

Kansas Transportation Safety Conference

\$105,000

This project provides for an annual two-day statewide Transportation Safety Conference to support the implementation of safety strategies and improve communication among diverse transportation safety advocates, 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-1066-09

Public Information & Education

\$20,000

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

SA-1908-09

Wyandotte County Safe Communities

\$40,000

A traffic safety grant has been made to the Unified Government Public Health Department of Wyandotte County. That agency 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-09 **Novice Driver** **\$28,365**
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-1057-09 **Comprehensive Media Campaign** **\$450,000**
This contract provides for professional development of our message concerning safe driving, occupant protection, and impaired driving. The contractor will produce original TV, radio, and print material, or modify those produced by NHTSA or other entities to fit the Kansas dynamics and population. 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-09 **Kansas State University Teen Driving** **\$150,000**
Dr. Rene Slick developed a program for the Department of Defense targeting high risk soldiers. Dr. Slick is working to take these same methods in addressing at-risk novice drivers and ultimately reducing crashes and fatalities.

SA-1024-09 **Kansas Operation Lifesaver, Inc.** **\$15,000**
Kansas Operation Lifesaver (KS OL) strives to reduce the number of injuries and fatalities at highway-rail grade crossings and on railroad rights-of-way through various methods of public information and education. While the number of fatalities and injuries has been reduced significantly throughout the state during the last 34 years, KS OL continues giving free safety presentations to all target groups across Kansas. This railroad safety message reached almost 60,000 people last year through handouts, brochures, Public Service Announcements, and other safety-specific materials. “Always Expect a Train! Stay Off! Stay Away! Stay Alive!”



Section 1906

RP-1906-09 **Racial Profiling** **\$1,100,000**
Through this grant, Kansas will focus on gathering and making any racial profiling traffic stop data available for public viewing through the Attorney General’s website.

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 Geospatial Information System (GIS)
- Approx 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 KS Law Enforcement Reporting system

Performance Measures

- Complete and accurate BAC data
- Timely reporting of crash data to KDOT
- KDOT 850, 851 & 852 forms updated

Strategies

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

Project Summaries

Section 402

TR-2001-09

EADCR Maintenance

\$5,000

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-2101-09

Traffic Records Coordinating Committee

\$1,021,000

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-2102-09

Traffic Records Consultant

\$265,000

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 09

Program Area Codes	Approved Program Funds	State & Local Funds	Federally-Funded Programs			Federal Share to Local
			Previous Balance	Modification	Current Balance	
PA	\$30,000	\$ 600,000	\$30,000		\$30,000	
AL	\$475,000		\$475,000		\$475,000	\$475,000
EM	\$50,000		\$50,000		\$50,000	
OP	\$1,088,000		\$1,088,000		\$1,088,000	\$940,000
PM	\$355,000		\$355,000		\$355,000	
PS	\$20,000		\$20,000		\$20,000	\$20,000
PT	\$532,000	\$1,500,000	\$532,000		\$532,000	\$532,000
RS	\$278,800		\$278,800		\$278,800	
SA	\$808,365		\$808,365		\$808,365	\$358,365
TR	\$5,000		\$5,000		\$5,000	\$5,000
402 Total	\$3,642,165		\$3,642,165		\$3,642,165	\$2,330,365
408 TR	\$1,021,000		\$1,021,000		\$1,021,000	
163 TR	\$265,000		\$265,000		\$265,000	
2010 MC	\$150,000		\$150,000		\$150,000	
Booster 2011	\$605,000		\$605,000		\$605,000	
410 AL	\$1,420,000		\$1,420,000		\$1,420,000	
RP 1906	\$1,100,000		\$1,100,000		\$1,100,000	
Total Other	\$4,561,000		\$4,561,000		\$4,561,000	
Total	\$8,203,165		\$8,203,165		\$8,203,165	\$2,330,365