

State of Kansas

Annual Report FFY 2007

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The FFY 2007 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.



2007 EXECUTIVE SUMMARY

This FFY 2007 Annual Report describes the progress and outcomes in the Kansas highway safety program. In addition to the Section 402 program, the increase in funding from the passage of the Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU) provided additional opportunities through Sections 408 (State Traffic Safety Information System Improvement Grants), 410 (Alcohol-Impaired Driving Countermeasures Incentive Grants), 1906 (Grant To Prohibit Racial Profiling), 2010 (Motorcyclist Safety Grants) and 2011 (Child Safety and Child Booster Seat Incentive Grants). 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) subsidized the cost of seven weeks of overtime enforcement activity by 124 Kansas police agencies (including the Kansas Highway Patrol), which resulted in almost 23,000 additional citations issued for excessive speed, adult or child restraint violations, and impaired driving during 31,900 stops.

The Impaired Driving Deterrence Program (IDDP), supported by the Kansas Highway Patrol (KHP), funded 36 local and state agencies and resulted in nearly 19,250 driver contacts at 91 checkpoints and 140 saturation patrols, resulting in 411 DUI arrests. The KHP participated in all enforcement programs with an added emphasis on roving DUI saturation patrols.

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 current child passenger safety technicians numbers 609, including a cadre of 30 certified instructors. Kansas also has 132 Child Passenger Safety (CPS) programs with 112 Inspection Stations.

The Kansas Drunk Driving Prevention (KDDP) Office, often in multiple ways, reached all 105 Kansas counties in FFY 2007, with a wide variety of programming and materials. A record 800 orders for over 750,000 educational publications and other safety promotional items were processed – an increase of 24% over the previous year. The office's most requested presentation for teens, "Take a Stand Against Drunk Driving," was given 42 times across the state to almost 1,400 students. The instructor's PowerPoint version on CD was ordered by 378 teachers, an increase of 59% over 2006. The Advocate, a quarterly eight-page newsletter, was mailed to almost 2,500 advocates. The office's Care/Call (underage drinking) and EMS conferences attracted almost 200 professionals.

A traffic safety grant made to the Unified Government Public Health Department of Wyandotte County to sponsor a coalition of safety advocates, and enforcement and prevention professionals has brought much needed awareness and change to the traffic safety problems that exist in the county. In FFY 2007, the coalition was involved in a large variety of activities, including child passenger restraint checkpoints, a print and billboard media campaign, the training of child safety seat technicians, and the purchase and distribution of over 600 child safety seats to needy residents, among many other activities.

Several traffic studies were completed for local agencies and 119 local officials received training in 2007. An additional 23 traffic studies were conducted statewide.

The KDOT safety website was redesigned and expanded to offer even more statistics, brochures, a directory of resources such as child seat technicians or fitting stations, a new teen information area and specific information about safety campaigns. The site is located at ksdot.org and can be accessed by clicking on the Safety Information link on the left column. The site consists of more than 200 pages of traffic safety information, materials and data. At this point in 2007 we have had more than 54,000 visitors to our website with over 500,000 pages viewed. Besides our Homepage (32,322 visits) getting the most views, the next most popular pages were the brochures page (13,492), KSBE0 (11,626), KDDP (11,436), and the Law Enforcement Liaison (LEL) page (10,540). The most downloaded files were the 2005 Traffic Records Assessment (3,610 downloads), Traffic Records Coordinating Committee (TRCC) 2006 Strategic Plan (3,039), Start Smart Brochure (2,794), Teen Party Brochure (2,721) and Booster Brochure (2,524).

The Driving Force was mentioned in last year's report. During 2007, implementation of the Driving Force recommendations began, starting with legislative proposals and the EMS Assessment. KDOT supported legislation to establish a three-tiered Graduated Drivers License (GDL) process, a primary seat belt law and increased DUI penalties for violators with a BAC of .15 or above. KDOT provided testimony and data to demonstrate the benefits of these proposals. The .15 Blood Alcohol Content (BAC) legislation was enacted; the GDL provisions passed the Kansas Senate, but have not made it through the House Committee. The legislation will be heard in the House again in the 2008 legislative session. The primary seat belt law was amended to make the Kansas seat belt law primary for all children up to age 18. The seat belt fine was raised to \$60 for those under 18 and \$30 for everyone 18 and older. A primary seat belt law will continue to be pursued during the 2008 legislative session.

Kansas increased the seat belt rate to 75% in 2007. This is a 2% increase over the 2006 seat belt usage rate. We are continuing to increase our efforts in enforcement and awareness to move the seat belt numbers higher in the future.

During 2007, KDOT conducted an Emergency Medical Services (EMS) Assessment. It had been 13 years since the last EMS Assessment and a new review was needed. Many helpful recommendations came of the assessment and the Board of EMS, with assistance from other safety partners, including KDOT are moving forward to implement improvements to the EMS system in Kansas.

The TRCC continues to move forward. Kansas qualified again in 2007 for 408 funding. Through the TRCC process, numerous state agencies are working together to improve traffic records in Kansas. One early success is the increase in BAC reporting on fatality crashes. Kansas is moving forward on a new Field Based Reporting System to capture crash data.

In 2007, KDOT signed new contracts with our three Universities with Division I sports programs. We expanded the exposure of our traffic safety messages with additional signage and new PSA's with the coaches of the sports programs at the University of Kansas, Kansas State University and Wichita State University. We also worked with Butler Community College for radio advertising during football games. Butler won the National Junior College National Football Championship which gave our safety messages additional exposure during their run to the championship.

KDOT created new seat belt and impaired driving TV ads during 2007. They were aired during the Click It or Ticket, Drunk Driving: Over the Limit, Under Arrest, and Thanksgiving mobilization periods. We received positive feedback on the new ads and will continue to look for additional opportunities to utilize them. KDOT partnered with NASCAR during the race at the Kansas Speedway this past fall. We had a booth with traffic safety information, a buckle up pledge for fans to sign, photo opportunities for the fans, and a script for

fans to tape their own buckle up message. KDOT has copies of all the tapes and can utilize the footage to create safety messages. KDOT will also be receiving race footage from NASCAR, and footage of a NASCAR driver talking about seat belts which we will be able to use along with the fan footage to create a seat belt PSA. The PSA will be aired periodically throughout the year to coincide with NASCAR races to reach a major non-seat belt use demographic.

Statewide

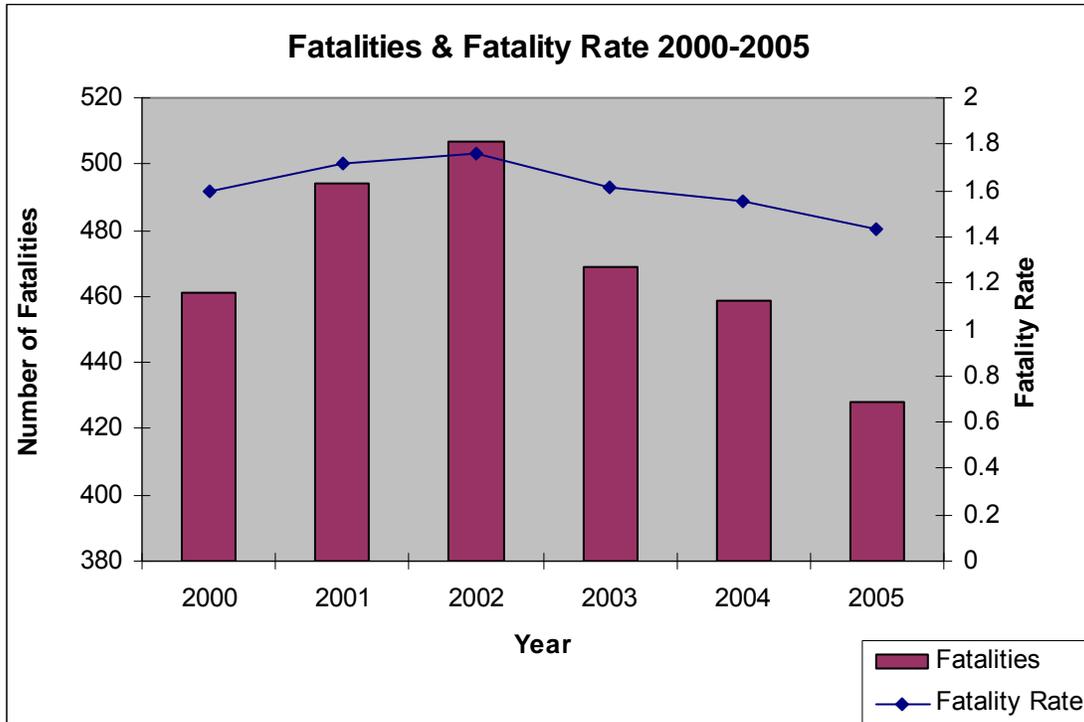
The Problem

- In 2005, 428 people were killed and 22,723 injured in traffic crashes in Kansas.
- In 2005, Fatality rate was 1.43, which is below the national average of 1.46
- In 2005, Seatbelt rate was 69 percent, which ranks 43rd out of the 50 states.

Kansas Traffic Safety Statistics

	2000	2001	2002	2003	2004	2005
Statewide Crash Data						
Total Crashes	78,241	78,856	78,314	75,012	74,119	68,675
Fatal Crashes	405	433	445	419	390	384
Injury Crashes	19,497	19,353	18,508	17,041	16,634	16,185
Property Damage Crashes	58,339	59,070	59,361	57,552	57,095	52,106
Fatalities	461	494	507	469	459	428
Fatalities per 100 Million VMT	1.6	1.72	1.76	1.61	1.55	1.43
Injuries	29,110	28,842	27,073	24,798	23,783	22,723
Injuries per 100M VMT	100.54	100.28	93.88	84.91	80.91	76.39
Fatality & Serious Injury Rate per 100M VMT	9.65	9.38	8.71	8.55	7.86	7.63
Fatality Rate/100k Population	17.15	18.33	18.67	17.22	16.78	15.64
Fatality and Serious Injury Rate /100k Pop	103.41	100.09	92.46	91.17	84.85	83.70
Alcohol Related Fatalities	80	100	129	105	117	93
Alcohol-related Fatality Rate per 100M VMT	0.28	0.35	0.45	0.36	0.39	0.31
Percentage of Alcohol Related Fatalities	17%	19%	25%	23%	25%	23%
Population (in thousands)	2,688	2,694	2,715	2,723	2,735	2,736
Vehicle Miles Traveled (millions)	28,814	28,749	28,821	29,049	29,524	30,000
# of Licensed Drivers (in thousands)	1,941	1,903	1,997	2,022	2,015	2,008
# of Registered Vehicles (in thousands)	2,392	2,426	2,439	2,401	2,488	2,529
Seat Belt Rate	61	60	61	64	68	69
Contributing Circumstances of Crashes						
Inattention	31,473	31,838	30,948	27,342	26,427	23,447
Failure to Yield	11,569	10,705	10,347	9,928	9,707	8,871
Speed	7,816	7,729	7,950	7,688	7,452	7,508
Animals	6,334	6,907	6,562	6,823	7,453	6,880
Following to Closely	4,700	4,867	5,235	5,273	5,852	5,615
Novice Driver Statistics (ages 14-20)						
Total Crashes	24,401	24,082	23,672	22,083	21,265	19,153
Fatal Crashes	113	121	115	97	90	76
Injury Crashes	6,965	6,772	6,304	5,759	5,550	5,159
Property Damage Crashes	17,323	17,189	17,253	16,227	15,625	13,918

Total Fatalities	130	143	134	114	101	91
Total Injuries	11,002	10,714	9,799	8,923	8,380	7,611
Percentage of Overall Crashes	31.2%	30.5%	30.2%	29.4%	28.7%	27.9%
Alcohol-related Crashes	847	830	879	782	768	649
Alcohol-related Fatalities	17	19	41	21	21	13
Alcohol-related Injuries	704	639	652	590	530	512



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

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

Urban Area Rankings by Traffic Safety Problems

Table 2

1	Lawrence	↔	14	Olathe	↓ 1	27	Leawood	↑ 4
2	Wichita	↔	15	Shawnee	↔	28	Liberal	↔
3	Kansas City	↔	16	Leavenworth	↑ 2	29	Junction City	↓ 2
4	Topeka	↔	17	Johnson Co, bal	↔	30	McPherson	↓ 5
5	Salina	↔	18	Pittsburg	↓ 2	31	Derby	↑ 5
6	Hutchinson	↔	19	Arkansas City	↑ 2	32	Wellington	↓ 3
7	Manhattan	↑ 1	20	Hays	↓ 1	33	Newton	↓ 2
8	Overland Park	↓ 1	21	Atchison	↑ 1	34	Prairie Village	↑ 3
9	Emporia	↔	22	Parsons	↑ 4	35	Coffeyville	↓ 1
10	Lenexa	↑ 2	23	Chanute	↓ 3	36	Mission	↓ 3
11	Garden City	↑ 1	24	Great Bend	↔	37	Independence	↑ 2
12	Merriam	↑ 2	25	Winfield	↓ 2	38	Ottawa	↔
13	Dodge City	↓ 2	26	El Dorado	↑ 4	39	Augusta	New

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

Removed from List: Bonner Springs

Goal

- To reduce the traffic fatality rate by .05 annually to 1.33 in 2007 and 1.23 in 2009
- To raise the seatbelt rate by 3% each year to 75% in 2007 and 81% in 2009
- To lower the percentage of alcohol-related fatalities by 1.5% each year to 19.9% in 2007 and 16.9% in 2009
- To increase the number of grant funded projects with local law enforcement agencies to 165 in 2007 and 175 in 2009
- 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-0918-07

BTS Staff Travel & Training Costs

\$24,220

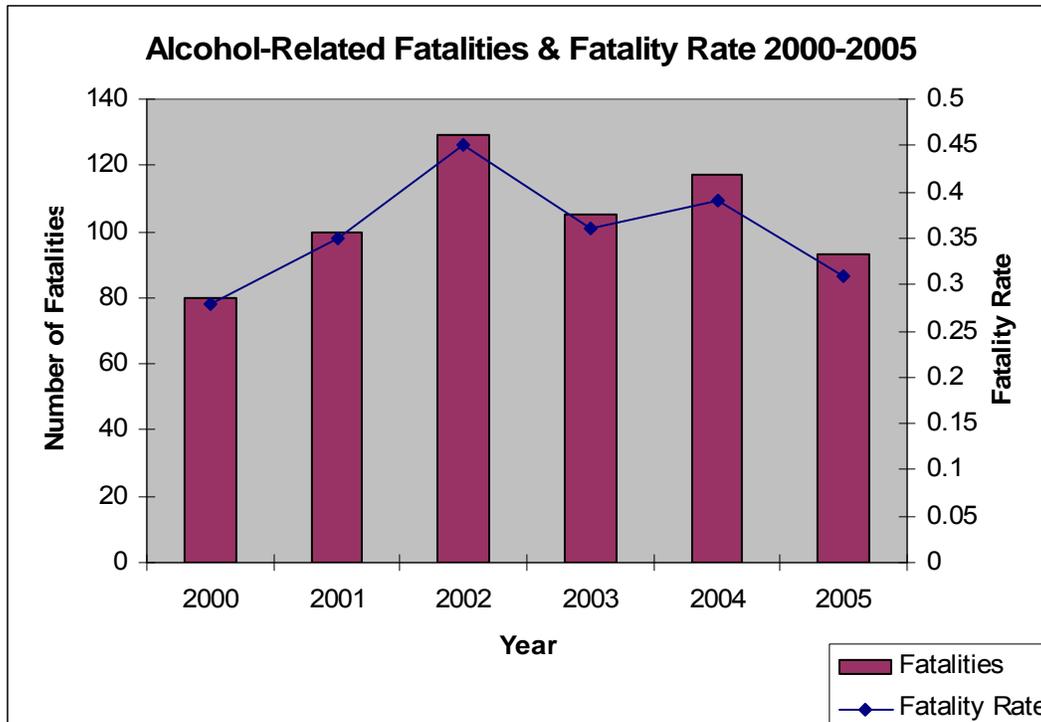
These funds allowed Bureau staff to attend the following training opportunities: Standardized Field Sobriety Testing Panel, Emergency Medical Services Steering Committee, Lifesavers Conference, TSI courses on Occupant Protection, Financial Management, and a couple Governor's Highway Safety Administration Conferences/Meetings.

Alcohol

The Problem

- In 2005, 93 people were killed and 1,932 injured in alcohol-related traffic crashes in Kansas.
- In 2005, Under 21 alcohol-related crashes accounted for 17.1% of all alcohol-related crashes and 10.7% of all alcohol-related fatalities.
- Current breath alcohol equipment is becoming out dated; some pieces have been in service since 1990.
- Inconsistent prosecution and adjudication of alcohol violations exist.

	2000	2001	2002	2003	2004	2005
Total Crashes Alcohol-Related	3531	3678	3666	3442	3322	3039
Fatal Crashes	68	84	111	95	99	88
Injury Crashes	1673	1773	1635	1519	1417	1356
Property Damage Crashes	1790	1821	1920	1828	1806	1595
Fatalities	80	100	129	105	117	93
Fatalities per 100 Million VMT	0.28	0.35	0.45	0.36	0.39	0.31
Injuries	2533	2562	2419	2285	2005	1932
Proportion of Alcohol-Related Fatalities	17%	19%	25%	23%	25%	22%
DUI Arrests	22,320	22,001	21,835	21,235	18,303	17,672
Under 21 Alcohol-Related						
Crashes	623	648	687	614	628	519
Fatal Crashes	13	15	29	14	18	9
Injury Crashes	285	316	300	264	284	255
PDO Crashes	326	317	358	337	326	255
Fatalities	13	18	34	16	19	10
Injuries	476	481	474	420	434	390
Percentage of Teen Crashes	17.6%	17.6%	18.7%	17.8%	18.9%	17.1%



Goal

- To reduce the number of alcohol-related fatalities and injuries by 4% annually to 85 and 1,778 respectively by 2007, and to 77 and 1,624 respectively by 2009.
- To increase the number of local law enforcement agencies participating in grant funded impaired driving deterrence programs to 60 in 2007 and 65 in 2009.
- To lower the percentage of teen alcohol-related crashes by 2% to 13.1% in 2007 and to 9.1% in 2009.

Performance Measures

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

Strategies

- Provide locals with training and resources for conducting sobriety checkpoints.
- Recruit additional local participation in the Impaired Driving Deterrence Program (IDDP).
- Increase the number of presentations and distribution of materials given to general public on the dangers of impaired driving.
- Increase the amount of paid media dedicated to reducing impaired driving and teen access to alcohol.
- Underwrite education for court system personnel on impaired driving laws and techniques used in removing impaired drivers.
- Increase the number of Drug Recognition Experts in the state and provide opportunities for officers to maintain their certification.

- Provide education for high school students on the dangers of impaired driving.
- Develop materials and implement activities aimed at pre-teen prospective drivers (ages 12-14) to begin educating them about the risks of alcohol use and its effect on safe driving.
- Increase the distribution of materials and number of presentations to the general public on the risks associated with impaired driving and underage drinking.
- Provide new state of the art breath alcohol testing equipment for use by law enforcement.
- Research and begin process of establishing a pilot DUI court in Kansas.

Project Summaries

Section 402

AL-0924-07

Kansas Drunk Driving Prevention Office

\$461,226

During FY 2007, the Kansas Drunk Driving Prevention Office (KDDP) was the impaired driving prevention arm of the Kansas Bureau of Traffic Safety and the principal clearing house for educational materials and programs aimed at reducing the incidence of drunk driving in Kansas. Utilizing a multitude of initiatives, techniques, and venues, the office annually reaches tens of thousands of Kansans with its theme, “There’s No Excuse for Driving Drunk.” Supporting its educational programming was a sophisticated survey and data analysis service that, among other tasks, conducted an annual state-wide survey of middle and high school students regarding alcohol and other drug usage, and drinking and driving issues.

KDDP staff...

- were involved in several major program efforts: “No Excuse...,” aimed at adult drivers; “Take A Stand,” geared to underage drinking and driving; “Start Smart,” created for driver education students; “Hand ‘Em Over to Someone Sober,” a program that works with bars to promote use of designated drivers; Care-Call, a program to reduce underage drinking; and “Teaming Up to Save Teens,” offered to EMS providers and personnel. In its second year, a component of the Take A Stand program, “Teens Taking Action,” which subsidizes projects by teens to reduce underage drinking in their communities, attracted applications from 25 teams. Ten were selected by a panel of judges for \$1,000 operating grants.
- conducted 50 onsite presentations and trainings to 1,675 Kansans, ranging from students to law enforcement and prevention professionals. KDDP’s most popular PowerPoint presentation, “Take A Stand,” was updated and, for the second year, made available on CD. For the second straight year, orders for the CD were up, this time by a record 59%, to 378.
- surveyed nearly 8,500 students at 56 Kansas middle schools and high schools in 32 counties and reported on alcohol- and driving-related attitudes and behaviors.
- published, inventoried, and distributed eight brochures and posters, including the new “A Guide to Responsible Party Hosting,” while designing and maintaining inventories of 24 promotional items to support the various programs.
- filled orders from every county – 800 in all – for over 750,000 instructional and promotional items, an increase in orders and materials of 13% and 24% respectively.
- worked with the Washburn University Student Government Association to establish a safe rides program, joining the safe ride programs at the six Regents universities. Individualized specialty items were provided to each campus and participating bars to promote the services.

- participated in numerous prevention meetings across the state and staffed display booths at 25 Kansas conferences and community events.
- published an eight-page quarterly two-color newsletter sent to almost 2,500 alcohol safety advocates.

AL-9494-07 **Public Information and Education** **\$18,331**
 Project enables the Bureau to print selected materials, coordinate public information and education committees, and assist law enforcement in arresting DUI offenders. Included are Field Sobriety Cards for the DUI Victim Center in Wichita, Trauma Tags for the Kansas Department of Health and Environment, and return business reply cards for Sobriety Checkpoints.

AL-1189-07 **KBI Grant** **\$21,564**
 Provides funds for year three of a three year program to enhance blood alcohol testing within the state. This grant expended previous funds with the Kansas Bureau of Investigation (KBI) to purchase a new testing unit. This new unit has significantly decreased the process time for samples once received by the KBI. Funding for year three was used to supply the KBI with 19,000 blood sample testing kits that were provided to local agencies.

Section 163

AL-IDDP-07 **Law Enforcement IDDP Patrols** **\$121,403**
 Provides overtime funding for 23 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. With support provided by the Kansas Highway Patrol's Breath Alcohol Unit, a total of 69 checkpoints and 115 saturation patrols resulted in over 16,000 public contacts, 367 DUI's, 89 Minors In Possession (MIP) and 141 Transporting Open Containers (TOC).

AL-9106-07 **Kansas Highway Patrol Blood Alcohol Unit** **\$200,393**
 Provides support resources for local sobriety checkpoints and saturation patrols. In addition, provides support for the statewide SFST and Drugs that Impair Driving training programs. An SFST advisory panel was established to coordinate statewide improvements to the SFST program. Training in Standardized Field Sobriety Testing (SFST), Preliminary Breath Testing and the new Intoxilyzer 8000 strengthened the detection and apprehension skills of the officers, both during sobriety checkpoints and in other targeted traffic enforcement. SFST training was completed by 351 officers, while 158 officers were instructed in "Drugs that Impair Driving." The contractor also coordinates the DRE program, targeting metropolitan and major corridor areas. The Drug Recognition Expert Program (DRE) currently has 89 DREs. Kansas DREs performed 267 evaluations throughout the state. One Prosecuting Attorney's Seminar was held in Wichita with 112 in attendance. It covered various topics ranging from Horizontal Gaze Nystagmus (HGN) testing to the Drug Recognition Program. The unit also tracked the results of alcohol enforcement operations conducted by various law enforcement agencies throughout the state. The 159 saturation patrols and 91 checkpoints tracked by the BAU unit resulted in 26,333 contacts and 510 DUI arrests.

Section 410

AL-0935-07 **Intoxilizer Updates/Replacements** **\$455,310**
 KDOT, in conjunction with the Department of Health and Environment, will replace existing Intoxilizer 5000 units that are prevalent in the state with new Intoxilizer 8000 state of the art breath testing machines. Ninety (90) new Intoxilizer 8000 units were purchased in FFY 2007. These first Intoxilizer 8000 units have been placed with agencies in the Sedgwick and Johnson County agencies.

AL-IDDP-07**Law Enforcement Mini - IDDP Patrols****\$27,638**

Provides overtime funding for 13 (smaller) local law enforcement agencies to conduct a prescribed number of saturation patrols and sobriety checkpoints throughout the grant year. During the grant period, the Mini-IDDP agencies combined for a total of 44 DUI's, 13 Minors In Possession (MIP) and 26 Transporting Open Containers (TOC).

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
- Perform an EMS Assessment

Project Summaries

Section 402

EM-1100-07

Emergency Medical Services Assessment

\$18,210

The EMS assessment was held on July 17-19, 2007 in Topeka. Several EMS experts from around the nation were brought in to hear testimony about the current structure of EMS in the state. A list of recommendations was presented to the Kansas EMS Board. The recommendations will also assist in the implementation and development of data collection.

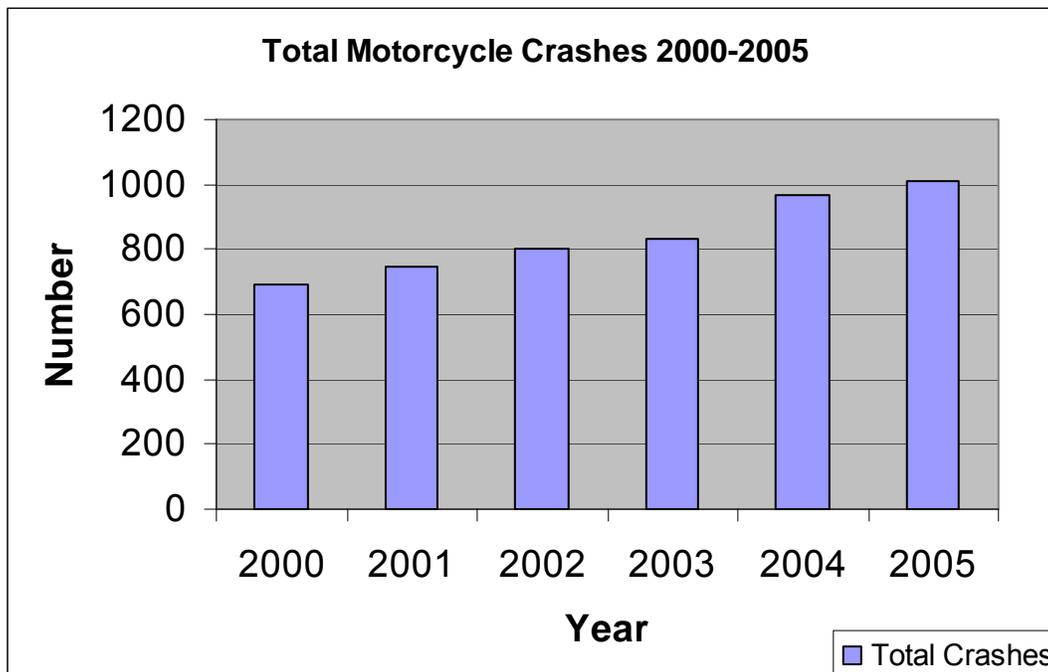
Motorcycle Safety

The Problem

- Motorcycle crashes are continuing to rise.

Motorcycle Statistics

	2000	2001	2002	2003	2004	2005
Total Crashes	691	745	801	830	970	1013
Fatal Crashes	21	24	30	32	31	33
Injury Crashes	559	579	618	643	768	802
Property Damage Crashes	111	142	153	155	171	178
Fatalities	24	24	33	32	32	35
Percent Wearing Helmet	14.3%	26.1%	18.2%	31.3%	26.7%	20.0%
Injured	678	692	733	766	897	944
Percent Wearing Helmet	26.0%	24.3%	23.6%	28.0%	31.1%	31.5%



Goal

- Lower the number of motorcycle crashes by 5% per year to 911 in 2007 and 809 in 2009

Performance Measures

- Total number of motorcycle crashes

Strategies

- Promote safe motorcycle driving initiatives

Project Summaries

Section 402

MC-1200-07

Motorcycle Safety Media Campaign

\$77,151

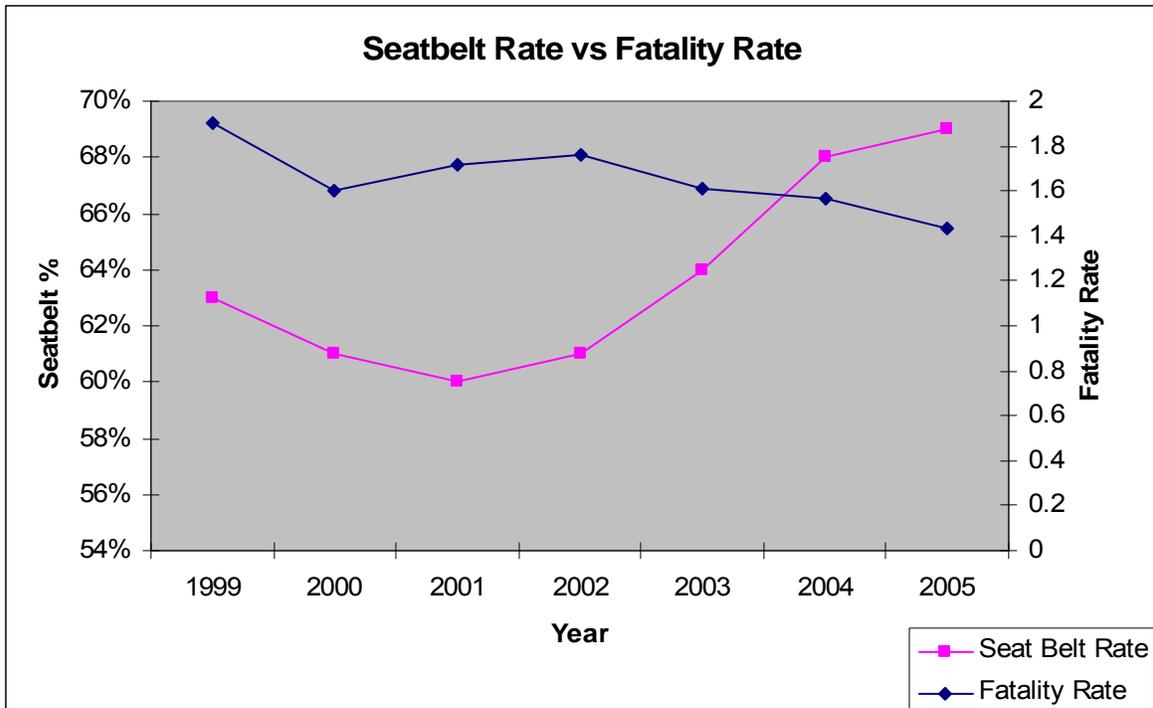
In the summer of 2007, KDOT launched a Media Awareness Campaign focused on reaching drivers of other motor vehicles. This campaign utilized billboards and print media in the counties that represent more than 50 percent of all motorcycle crashes and fatalities. The twelve billboards were utilized for three months each and placed in highly visible locations. In addition, KDOT purchased advertising space in a special Wichita Eagle insert aimed toward motorcycle riders.

Occupant Protection

The Problem

- In 2005, 428 people were killed, of which 66 percent were not properly restrained
- In 2005, seatbelt rate was 69 percent, which ranks 43rd out of the 50 states
- In 2005, 81 percent child restraint use for children 0-4
- In 2005, 49 percent child restraint use for children 5-9
- In 2005, 47 percent restraint use for children 10-14

	2000	2001	2002	2003	2004	2005
Seat Belt Rate	61%	60%	61%	64%	68%	69%
Seatbelt Use by Road Type						
Rural Interstate	78%	77%	70%	79%	80%	76%
Rural State Roads	60%	58%	60%	63%	69%	68%
Rural County Roads	47%	50%	52%	53%	59%	56%
Urban Interstate	68%	69%	70%	72%	74%	75%
Urban State Roads	51%	57%	59%	59%	65%	64%
Urban City Streets	42%	53%	56%	56%	60%	58%
Child Safety Seat Use by Ages						
0-4	81%	92%				
4-14	55%	52%				
0-4			*	79%	81%	81%
5-9			*	45%	50%	49%
10-14			*	44%	50%	47%
* Baseline Study						
Fatalities	461	494	507	469	460	428
Fatality Rate	1.6	1.72	1.76	1.61	1.57	1.43
Fatal Crash Occupant Use	27%	23%	27%	26%	34%	30%



Goal

- To raise the seatbelt rate by 3% each year to 76% in 2007 and 82% in 2009
- To reduce the traffic fatality rate by .05 annually to 1.33 in 2007 and 1.23 in 2009
- To raise the child restraint rate for 0-4 year olds by 2% per year to 85% in 2007 and 89% in 2009, to raise the rate for the 5-9 and 10-14 year old groups by 4% per year to (5-9) 57% in 2007 and 65% in 2009; (10-14) to 55% by 2007 and 64% by 2009.

Performance Measures

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

Strategies

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

Project Summaries

Section 402

OP-STEP-07

Special Traffic Enforcement Program

\$581,824

The Special Traffic Enforcement Program (STEP) awards grants to local and state law police agencies to conduct overtime enforcement efforts directed at compliance with Kansas safety belt, child passenger safety, and impaired driving laws. Enforcement activities utilize saturation patrols and checkpoints during four annual one- and two-week mobilizations, each geared to a holiday – Thanksgiving, Valentine’s Day, Memorial Day and Labor Day. During FFY 2007, 124 Kansas police agencies (including the Highway Patrol), combined to make 31,900 stops, during which 22,828 citations for excessive speed, adult or child restraint violations, and impaired driving were issued – all on overtime.

OP-0934-07

Kansas Safety Belt Education Office

\$561,148

The Kansas Safety Belt Education Office (KSBEO) targeted the entire spectrum of motor vehicle occupants from children to adults and focused efforts by working with schools, law enforcement, health departments, hospitals, media, KDHE, PTA, EMS, and other traffic safety advocates. 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, networking, and educating through a myriad of safety organizations, including Safe Kids, Operation Impact, and Safe Communities. Events such as Child Passenger Safety week in February, and the Click it or Ticket event in May allowed KSBEO to partner with agencies such as the Kansas Highway Patrol, the Kansas City Chiefs, and the PTA in delivering the child passenger safety message. KSBEO maintained a speaker’s bureau for presentations, issued car seat recalls, distributed a quarterly newsletter, monitored distribution of Vince and Larry costumes, displayed booths around the state at various traffic safety events, and participated in a variety of national and state conferences. In addition, KSBEO promoted Spanish occupant protection programs and blended the CIOT message into existing educational activities. Overall, more than 625,000 educational and promotional items were distributed in FFY 2007 through approximately 2,400 safety advocates.

With implementation of the booster amendment to the Child Passenger Safety Law, KSBEO assisted with development of educational and promotional materials, and coordinated efforts with Safe Kids to send out posters and brochures to schools, health departments, pediatricians, day cares, and other partners throughout the state. The KSBEO office continued the Boosters to Belts program with 86 presentations to promote booster seat use among children ages four to eight, who are too small for a seat belt to fit them properly. There were more than 4,600 participants in these presentations. Additionally, KSBEO hosted two Boosters to Belts trainings for approximately 30 participants.

The service network of current child passenger safety technicians numbers 609, including a cadre of 30 certified instructors. Kansas also has 132 Child Passenger Safety (CPS) programs with 112 Inspection Stations. KSBEO hosted three Certified CPS Technician classes (two of which were from the new NHTSA curriculum), three 8-hour CPS Technical Updates and one 8-hour CPS Instructor Update. KSBEO coordinated with KDOT to have the Technical Update at Wyandotte County video-taped, and this has been provided to an additional 40 techs for CEU’s. They also assisted in 10 Certified CPS Technician classes hosted by other agencies across the state by providing materials, training tools, and an instructor.

The KSBEO conducted the adult observation safety belt survey, including 548 sites in 20 counties. In addition, KSBEO conducted the child observational survey. This survey was conducted in the same counties as the adult survey and was completed near daycares, elementary/middle schools, and grocery/department stores, allowing

the state to collect data by age range, 0-4, 5-9, and 10-14. A written survey was completed by attendees at the Kansas State Fair.

OP-0930-07 **Public Information and Education** **\$19,812**

These project funds were used in part to purchase Click it or Ticket decals, pay for law enforcement recruitment lunches, assist in the mailing of Booster Seat Awareness posters, purchase Buckle Up in Your Truck hang-tags and production/distribution of the Booster Seat Roll Call video.

OP-1130-07 **Jefferson West High School** **\$8,877**

Coordinated by Blanche Wulfekoetter, this student group (the J-Dub Road Crew) promoted safe driving educational topics for the third year. This year, the group focused on prevention of underage drinking and driving, and promoted the “It’s the right call” underage drinking hotline with rally towels given away at events such as a drunk driving simulation (over 50 drivers) at the All School Carnival, the regional baseball tournament, a coaches breakfast, and the county EMT Fair. Through the Jefferson West Drivers Education program, they distributed J-Dub Get Home Safely T-shirts and wrist bands, as well as KDOT informational pamphlets. Their message was also seen district-wide with Get Home Safely USD 340 calendars sent out in August, 2007.

OP-1306-07 **Child Passenger Seat Distribution** **\$82,821**

Approximately 2,700 child safety seats (infant, convertible, and booster) were distributed statewide to child passenger safety fitting stations. Of the responses given from recipients of the seats, approximately 75% of the seats went to families with incomes less than \$20,000, and over 60% of them were to minority families. These statistics include 600 seats which were funded through the Wyandotte County Safe Communities grant.

OP-1188-07 **Bucks for Buckles** **\$6,000**

KDOT partnered with Safe Kids Kansas during the Labor Day weekend to promote the importance of seat belt use. This program reached 38 communities and was staffed by Safe Kids Chapter volunteers and State Farm employees statewide. Each vehicle in which all occupants were properly restrained received \$1.00, while those who were unrestrained received educational materials about the effectiveness of wearing seat belts and using appropriate child restraints.

Paid Media

The Problem

- In 2005, only 69% of Kansans were seat belted
- Kansas currently ranks 43rd in the nation in seat belt use
- Drunk driving kills over 90 people annually in KS

Goal

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

Performance Measures

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

Strategies

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

Project Summaries

Section 402

Media Rationale for all Mobilizations

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

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

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

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

PM-1502-07 **Child Passenger Safety Week** **\$23,269**

KDOT purchased radio advertising to support the February Child Passenger Safety Week in February of 2007. A total of 2,872 spots were aired throughout the state, of which 1,251 were bonus spots.

PM-1502-07 **Corridor Enforcement** **\$7,015**

KDOT placed ½ page ads in a total of three publications to warn drivers of two high-visibility county-wide corridor enforcement campaigns in Reno, Saline and Wyandotte counties.

PM-1502-07 **Buckle Up in Your Truck** **\$177,789**

For this NHTSA Region Seven mobilization, 40 radio stations, plus the Kansas Radio Network (38 stations), participated. A total of 4,107 spots were aired, including 138 spots at no cost. Six of the radio stations, with 400 spots, were Hispanic. Eleven TV stations and four cable networks participated and a total of 5,165 spots were aired, with an additional 859 bonus. The GRP and spot numbers include campaigns targeting Thanksgiving 2006 (TV only) and May 2007. The Missouri Department of Transportation handled the purchase of Television spots for the May portion of campaign.

GRP's	Kansas City	Pittsburgh	Topeka	Wichita
Radio	747	618	348	546
Television	MoDOT + 11	N/A	328	377
Cable Television	973	499	498	200

PM-1502-07 **Click it. Or Ticket** **\$148,011**

For this mobilization, 40 radio stations, the Kansas Radio Network (38 stations), and the Mid-America News Network (40 stations) participated and 4,187 spots were aired, including 1,276 spots at no charge. Six of the radio stations, with 387 spots, were Hispanic stations. Eleven TV stations and four cable networks participated, producing a total of 5,492 spots, including 2,451 at no cost. The Missouri Department of Transportation handled the purchase of Television spots for this campaign.

GRP's	Kansas City	Pittsburgh	Topeka	Wichita
Radio	747	618	348	546
Television	MoDOT	N/A	274	315
Cable Television	250	180	290	150

PM-xxxx-07 **General/University Advertising** **\$324,170**

KDOT partnered with several different groups and three universities in 2007 to promote safe driving behaviors. The different groups included the Wichita Thunder, Butler County Community College, the BluMoon Advertising Group and several print media papers in the state. This group was contracted to: air radio spots, provide venue signage advertisement placement and provide video footage promoting seat belt use and prevention of impaired driving messages. Radio spots, venue signage, media backdrops and coaches Public Service Announcements were utilized at Kansas University, Kansas State University and Wichita State University. KDOT also participated in the I-35 Corridor Enforcement effort held on the Thursday prior to Labor Day.

PM-1135-07

Clear Channel Entertainment

\$67,500

KDOT was able to purchase advertising at the Clear Channel Concert venue in Bonner Springs Kansas. This venue featured both Click it or Ticket and Over the Limit, Under Arrest signage as well as radio spots. The signs were placed near the restrooms, concession stands and as drivers exited the venue.

Section 410

AL-9921-07

Over the Limit, Under Arrest

\$99,721

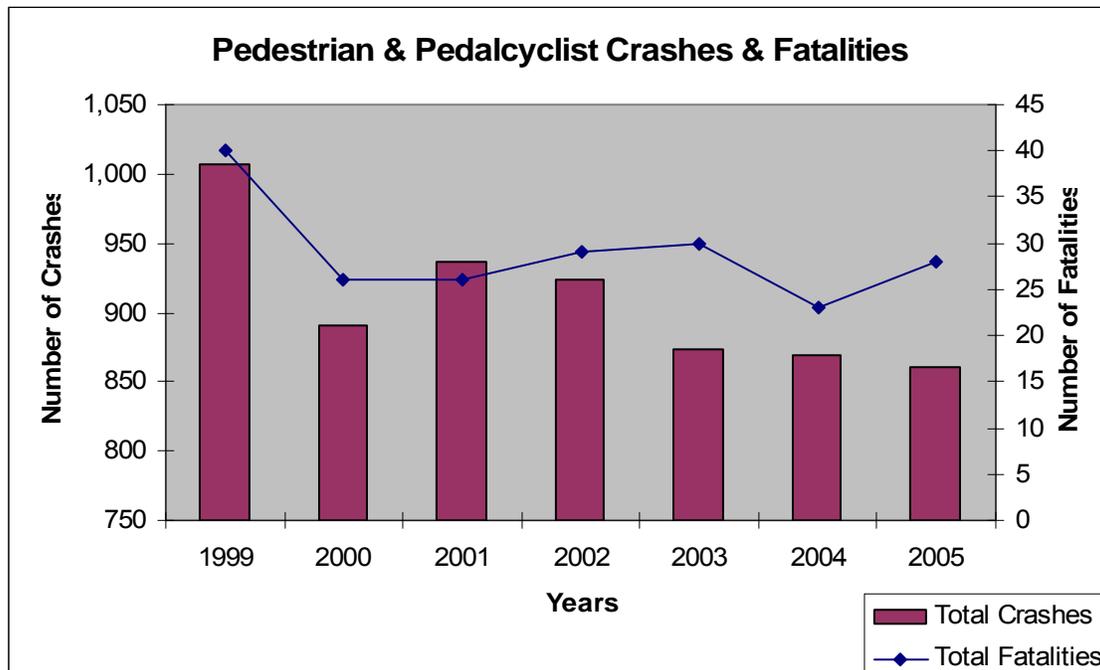
For this Labor Day mobilization, twelve TV stations participated and 6,693 spots were aired, of which 2,302 were bonus spots.

Pedestrian & Bicycle Safety

The Problem

- In 2005, 28 Pedestrians and Cyclists were killed.
- In 2005, 320 Cyclists were injured.
- In 2005, 474 Pedestrians were injured.

	2000	2001	2002	2003	2004	2005
Total Crashes	891	936	923	873	869	861
Percent of Total Crashes	1.10%	1.20%	1.20%	1.10%	1.17%	1.23%
Total Fatalities	26	26	29	30	23	28
Percent of Total Fatalities	6.00%	5.20%	5.70%	6.30%	4.98%	6.54
Pedestrian						
Fatalities	19	24	24	24	20	24
Injuries	508	568	528	492	450	474
Cyclists						
Fatalities	3	2	4	6	3	4
Injuries	322	308	325	305	357	320



Goal

- To reduce total crashes by 5% per year to 775 by 2007 and 689 by 2009
- To reduce fatalities by 5% per year to 25 by 2007 and 22 by 2009

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.
- Study whether enhanced design and construction is needed to reduce crashes involving pedestrians and cyclists.

Project Summaries

Section 402

PS-0932-07

Public Information and Education

\$6,325

KDOT distributed over 1,700 *Ten Tips for Fun and Safe Biking* brochures and 150 *Safe Cycling* brochures to various organizations. In addition, 18,500 *Ten Tips* brochures were shipped to Pittsburg State University to promote Child Safety Day events in May. The Bureau of Traffic Safety worked in close collaboration with the Safe Kids Kansas program to fill orders from 20 elementary schools for almost 7,300 zipper pulls in support of the "Walk Your Child to School Day" in October.

PS-1131-07

Bike Helmets

\$15,000

KDOT partnered with the Kansas Department of Health and Environment to promote bicycle helmet use. Local Kansas agencies were encouraged to apply for free helmets to be distributed in conjunction with their bicycle safety events. A total of 1,625 helmets were purchased and distributed.

Police Traffic Services

The Problem

- In 2005, 16 of the top 20 contributing circumstances in crashes are driver-related.
- In 2005, decreasing budgets are preventing most law enforcement agencies from acquiring the necessary traffic safety-related equipment.

	2000	2001	2002	2003	2004	2005
Total Crashes	78,074	78,807	78,271	74,993	73,997	68,675
Contributing Circumstances						
Failed to give Full time and Attention	31,473	31,838	30,948	27,342	26,427	23,447
Failed to Yield Right-of-Way	11,569	10,705	10,347	9928	9707	8871
Too Fast for Conditions	7816	7729	7950	7688	7452	7508
Animal - Environment	6334	6907	6562	6823	7453	6880
Followed Too Closely	4700	4867	5235	5273	5852	5615
Disregarded Traffic Signs, Signals or Markings	3870	3914	3690	3537	3623	3379
Under the Influence of Alcohol	2744	3081	3144	2924	2881	2654
Made improper Turn	2484	2354	2274	2188	2062	1934
Rain, Mist, Drizzle - Environment	1878	1603	1937	1489	1580	1524
Improper Backing	1975	2078	2075	2064	1963	1639
Improper Lane Change	1877	2056	1960	1853	1918	1915
Avoidance or Evasive Action	1971	2003	1927	2030	2062	1906
Icy or Slushy - On Road	2757	2061	2174	1847	1735	2195
Wet - On Road	1375	1505	1279	1326	1544	1427
Exceeded Posted Speed Limit	1140	1384	1295	1086	1039	979
Wrong Side or Wrong Way	931	895	897	828	716	708
Fell Asleep	872	850	808	886	879	826
Distraction in or on Vehicle	842	969	1038	959	993	911
Improper Passing	773	728	736	623	629	540

Goal

- Reduce the total crashes in the state by 5% per year to 61,809 in 2007 and 54,943 in 2009
- Reduce the total rate of crashes by 5% per year to 2.01 in 2007 and 1.73 in 2009
- To reduce the traffic fatality rate by .05 annually to 1.33 in 2007 and 1.23 in 2009

Performance Measures

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

Strategies

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

Project Summaries

Section 402

PT-0938-07

Local Travel & Training

\$23,299

These funds enabled KDOT to send two local judges to the ABA Traffic Court Seminar in October, one officer to attend a Motorcycle Crash Investigation Class in Jacksonville, two Kansas Highway Patrol troopers to Lifesavers, a couple local prosecutors to the annual Drug Recognition Expert Class in Las Vegas and several other officers to various trainings.

PT-xxxx-07

Law Enforcement Liaison

\$132,520

KDOT has one full-time and two-part-time LEL's to maintain and enhance the good working relationship with the more than 400 diverse local law enforcement agencies in promoting traffic safety initiatives throughout the state, emphasizing occupant protection and impaired driving issues. The liaisons this year were instrumental in recruiting new agencies and the logistics necessary to provide the recruitment lunches. In addition, the liaisons were responsible for distribution of the equipment incentive items to each qualifying agency.

PT-0931-07

Local Law Enforcement Incentives

\$335,120

The bulk of these funds are traditionally spent to fulfill local law enforcement need for speed detection radar equipment; preliminary breath testers; crash site tools such as cones, flares, measurement devices and cameras; and tire deflation equipment. These funds were distributed to local law enforcement that provided significant enforcement efforts through their participation in the Click it or Ticket and/or Corridor Mobilizations.

PT-xxxx-07

Local Law Enforcement Equipment

\$34,739

Funds provided for the purchase of specific traffic safety enforcement equipment to address violations of traffic laws. In FFY 2007, KDOT purchased 12 Laser Radars for the Wichita Police Department, two Laser Radars for the Riley County Police Department and four cameras for the Olathe Police Department.

PT-xxxx-07

Corridor Enforcement

\$3,192

During spring and summer, 2007, highway construction projects in Douglas and Pottawatomie Counties severely disrupted traffic flow, forcing rerouting and dangerous congestion on U.S. 24 in both locations. Grants were made to the sheriffs of both counties to provide for overtime enforcement at the locations and times of greatest congestion.

PT-1709-07

KLETC Pursuit Simulator

\$100,000

Section 402 funds provided funds to the Kansas Law Enforcement Training Center to purchase a pursuit simulator. This simulator will assist in the training of more than 400 officers annually. The NHTSA curriculum will be utilized in this training.

Section 163

PT-9101-07

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

\$71,046

The Kansas Highway Patrol West, Central and East Regions executed Roving Aggressive Violation Enforcement (RAVE) saturation patrols and sobriety checkpoints on high priority corridors statewide. RAVE enforcement during FFY 2007 resulting in 3,854 public contacts, 785 speeding citations, 125 DUI arrests, 28 Minor-in-Possession arrests, 155 safety belt citations and 26 child restraint citations.

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-0618-07

Bucher, Willis, and Ratliff Consultants

\$98,241

The Traffic Engineering Assistance Program (TEAP) provides local governments assistance with traffic studies. In 2007, TEAP addressed several areas of local concern with thirteen traffic studies in the northern half of the state.

RS-1402-07

Kansas State University

\$102,400

The Traffic Assistance Services for Kansas (TASK) program provides economical training for Kansas public employees who have traffic safety responsibilities. In 2007, 119 local officials were trained at several different sessions across the state.

RS-1618-07

TranSystem Corporation

\$74,776

The Traffic Engineering Assistance Program (TEAP) provides local governments assistance with traffic studies. In 2007, TEAP addressed several areas of local concern with ten traffic studies in the southern half of the state.

Safe Communities

The Problem

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

Goal

- Establish community-level traffic safety programs to promote partnerships, communication and collaboration statewide; 1 program by 2007 and 2 by 2009
- Increase attendance of annual Traffic Safety Conference to 336 in 2007 and 371 in 2009

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-0943-07

Kansas Transportation Safety Conference

\$89,269

The Transportation Safety Conference, held at the Wichita Hyatt, attracted a record 370 attendees (up from 295 in 2005), 26 exhibitors, and 34 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 speakers James Ports, Jr., NHTSA Deputy Administrator, and Romell Cooks, NHTSA Region VII Administrator speaking on current NHTSA priorities and the historic impact of media tools on safety belt compliance rates. The first day's luncheon address was delivered by Sheriff John Whetsel, of Oklahoma County, OK, who demonstrated how his county created an effective traffic safety program that not only made the roads safer, but drastically reduced crime rates as well. The closing luncheon address was delivered by Rory Vaden, a national sales trainer, who showed how conference attendees could couple their passion for safety with their native talents to make an impact for life.

The closing luncheon also featured the 2007 People-Saving-People award ceremony with recognition going to Sgt. Mike Imber, Overland Park PD; Captain Benjamin Hadley, Mission PD; and Ann Charles, Editor & Publisher of the *Parsons Sun*. 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-1066-07

Public Information & Education

\$18,131

These project funds enabled KDOT to aid in the mailing for the booster seat posters, produce the American Legion brochures, produce banners for the Country Stampede and several other small projects to promote Traffic Safety.

SA-1024-07 **Kansas Operation Lifesaver Inc.** **\$15,000**
KDOT distributed these funds to the Operation Lifesaver program to aide in the purchase and production of brochures and promotional items. These items include: activity books, wristbands, bookmark/rulers, pencils, balloons, banners, lapel pins, train whistles and bumper stickers.

SA-1910-07 **Graduated Drivers License Survey** **\$26,000**
Wichita State University in partnership with the University of North Carolina conducted a phone survey of 400 teen drivers and 400 parents of teen drivers. These surveys will assist KDOT in understanding the perceptions of teen drivers and the potential roadblocks to enhancement of the Graduated Drivers License laws in the state.

SA-1905-07 **Reducing Fatality Driving Force** **\$22,917**
The project paid for safety advocates from around the state to attend several meetings addressing how to reduce traffic fatalities. These funds also provided support for these meetings in securing meeting space and development of an action plan.

SA-1908-07 **Wyandotte County Safe Communities** **\$111,085**
In mid-2006, a three-year grant was awarded to the Unified Government Public Health Dept. of Wyandotte County for the purpose of establishing a Safe Communities coalition of advocacy, government, law enforcement, and prevention organizations to address the county's significant traffic safety issues. During FFY 2007, the coalition:

- worked with county police agencies to better enforce occupant restraint and DUI laws.
- delivered presentations to over 1,000 persons and staffed exhibits at safety fairs demonstrating the need for restraint, both adult and child.
- designed and implemented a safe driving media campaign coupling print ads and news stories with billboards mounted in strategic locations, all of which received an estimated 4,000,000 gross impressions.
- trained 13 child passenger safety technicians.
- ordered and distributed more than 600 infant, convertible, and booster seats to needy residents.
- co-sponsored and assisted with weekly safety seat checkpoints across the county.
- established a new child passenger safety fitting station at Edwardsville PD.
- provided booster seats and Safe Ride Travel Vests to county police agencies for small child transport.
- worked with KDOT and the Unified Government to establish a *Safe Routes to School* plan.

SA-1057-07 **Comprehensive Media Campaign** **\$342,267**
Corporate Communications Group (CCG) worked closely with KDOT in the planning of a comprehensive media campaign, starting the year by attending the NHTSA Communications Forum with representatives from the BTS. They implemented numerous initiatives, including the development of corridor advertising for mobilization programs; development/production of new CIOT and OTLUA ads for both TV and radio; facilitating bilingual radio and television advertising for the CPS, BUIYT, CIOT, and OTLUA mobilizations; collaboration with KHP for ad placement strategies in the Motor Carrier initiative; placement of outdoor and print media for motorcycle awareness campaign; coordination with Live Nation to provide advertising and a new Text2Win initiative at Verizon Wireless Amphitheatre; the redesign and bilingual translation of several brochures for the Kansas Drunk Driving Prevention Office and the Kansas Safety Belt Education Office; and development/monitoring of a CIOT MySpace website. CCG coordinated all of the media buys and media events

for the enforcement mobilizations, and developed the earned media releases. They also completed a script and coordinated efforts between the KHP and KDOT to produce a roll-call video for booster seats. CCG coordinated efforts between KDOT and Secrest and Associates for facilitation of focus groups.

SA-1906-07 **Drive Program** **\$8,308**

The Drive Program is an interactive activity targeting the teen driver attitude and innovative education methods. The Moorshire Group and the Kansas Department of Education hosted 4 half-day workshops for Driver's Education Instructors around the state. Approximately 70 instructors participated in the workshops. Upon completion of the workshop, each instructor was handed a short video and workbooks designed to promote interaction with the young drivers they are teaching.

Section 1906

RP-2300-07 **Racial Profiling Task Force** **\$9,965**

The State of Kansas qualified to receive Section 1906 Racial Profiling money in FFY 2007. This funding has aided in the reimbursement of travel expenses for the Racial Task Force members and was utilized to recruit a Racial Profiling Task Force State Coordinator.

Traffic Records

The Problem

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

Goal

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

Performance Measures

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

Strategies

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

Project Summaries

Section 402

TR-2001-06

EADCR Maintenance

\$6,977

Distribution of these funds enabled more than 40 local law enforcement agencies to receive software licenses for the Electronic Accident Data Collection Reporting (EADCR) system. This software included licenses from Adobe and Easy Street Draw which are both vital to the operation of the EADCR system.

Section 163

TR-2102-07

Traffic Records Consultant

\$331,436

MTG Management Consultants worked closely with KDOT and all other members of the TRCC to develop the business model of the needed Traffic Records System (TRS) in Kansas. MTG coordinated, mediated and led all TRCC meetings. MTG developed TRS performance measures, communications plans and TRS work flow models to assist the TRCC members in developing the system.

TR-2104-07

Traffic Records Public Information and Education

\$4,347

These funds supported travel expenses for six individuals to visit Wisconsin, Kentucky and Iowa to view their methods of collecting and disseminating traffic data.

State of Kansas Annual Report Cost Summary-FFY 07

Program Area	Expenditures	Federal Share to Local
Planning and Administration	\$24,220	
Alcohol	\$501,121	\$501,121
Emergency Medical Services	\$18,210	\$18,210
Motorcycle Safety	\$77,151	
Occupant Protection	\$1,260,483	\$1,260,483
Paid Media	\$747,754	
Pedestrian and Bike	\$21,325	\$21,325
Police Traffic Services	\$628,870	\$628,870
Roadway Safety	\$275,418	\$275,418
Safe Communities	\$632,978	\$238,577
Traffic Records	\$6,977	\$6,977
Total 402	\$4,194,503	\$2,950,981
163 Alcohol	\$728,625	\$397,189
410 Alcohol	\$582,669	\$482,948
1906 Racial Profiling	\$9,965	\$9,965
Total Other	\$1,321,259	\$890,102
Grand Total	\$5,515,762	\$3,841,083