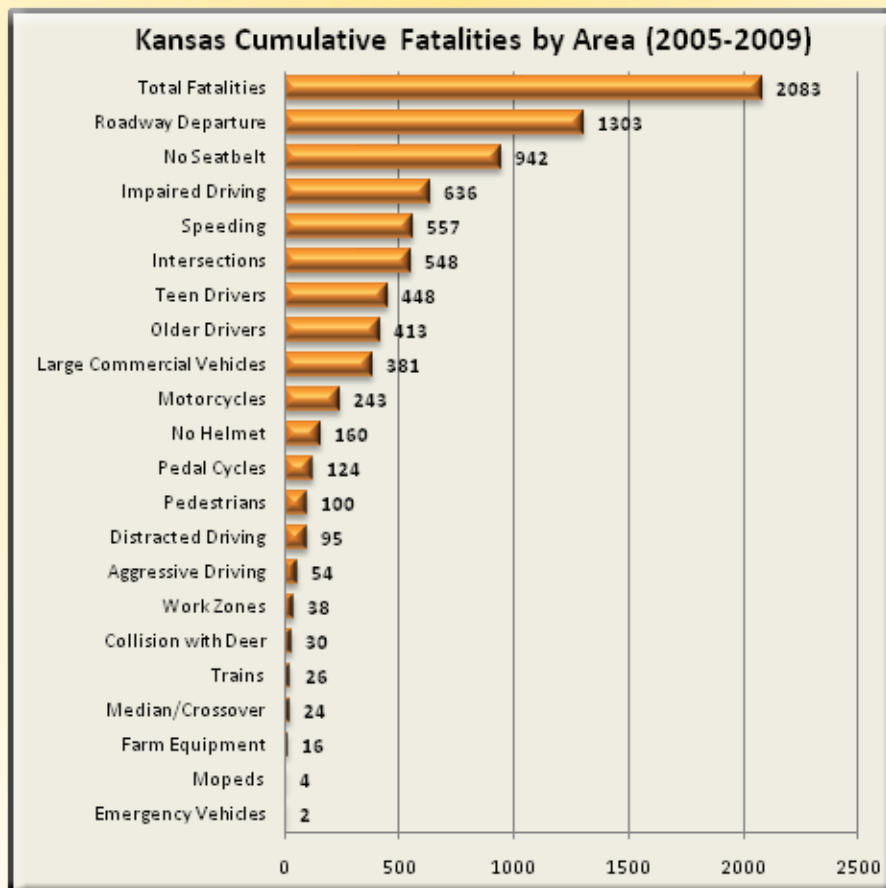
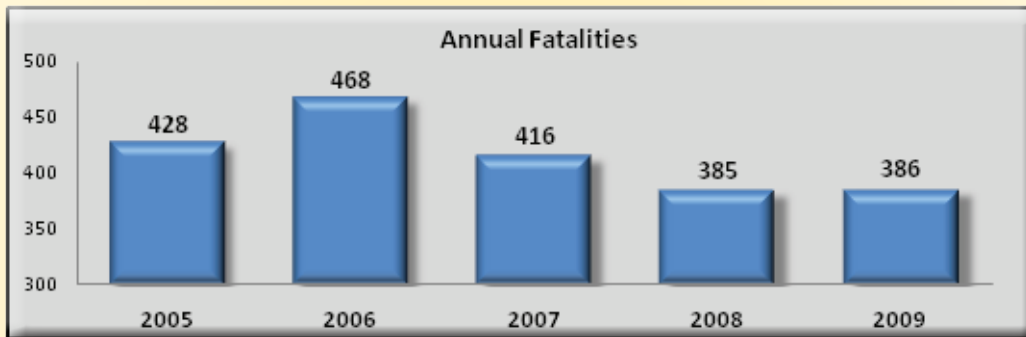


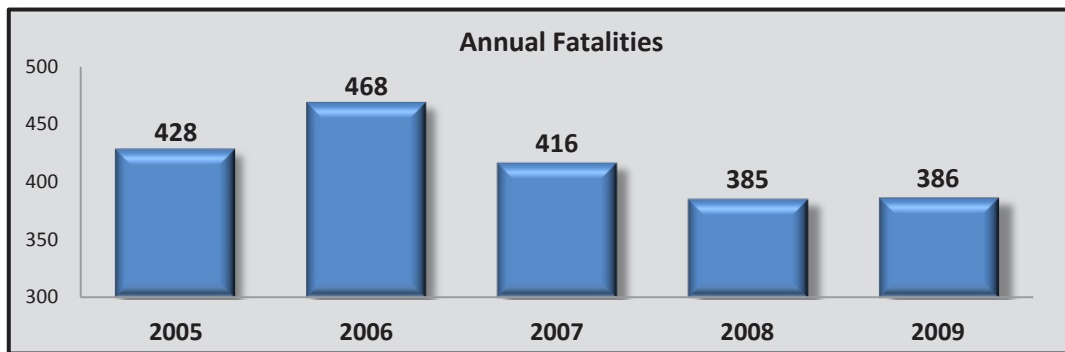
# EXECUTIVE SUMMARY



## Executive Summary

A strategic highway safety plan (SHSP) is a coordinated and informed approach to reducing highway fatalities and serious injuries on all public roads.

- ❖ *By coordinated*, we mean that many agencies staffed by people with a variety of skills have to take part – including engineers, educators, planners, persuaders, law enforcers, medical care providers.
- ❖ *Informed* refers to a need for crash data. It also means using research results in the deployment of proven safety countermeasures to make travel safer.
- ❖ *All public roads* include the 10,000 miles of road within the Kansas state highway system and the 130,000 miles of road outside of that system.



The number of fatal crashes has fallen in recent years, both in Kansas and the nation. The fatality *rate* – the number of fatalities per mile driven – has also dropped. Yet this stark fact remains: Between 2005 and 2009 in Kansas, 2,083 people took the last drive of their lives. On average, 417 people die in crashes every year.

As we develop this plan, we realize we are creating a process, too – one that will outlive the plan. The process we envision depends on ongoing cooperation and communication among a variety of teams – local, regional and statewide – as they react to the changing world of surface transportation and attempt to anticipate its safety needs in a timely way. Change happens, so good planning is flexible. Therefore, the SHSP—as a living document—will be updated annually, typically with the state fiscal year, or July 1. The first version of this new plan will be introduced, one piece at a time, as each is completed.

A newly constituted Kansas Executive Safety Council, or ESC, first met in May 2009. The purpose of the ESC is to champion transportation safety on all public roads in Kansas by developing and maintaining a SHSP that will drive the formulation and implementation of safety-related programs. In October 2009, the ESC confirmed mission, vision, and goals of the Kansas SHSP:

**Mission:** The mission of the Kansas SHSP is to drive strategic investments that reduce traveler casualties and the emotional and economic burdens of crashes utilizing the 4E's (education, enforcement, engineering, and emergency medical services) in a collaborative process.

**Vision:** Vision Zero — Every One Matters

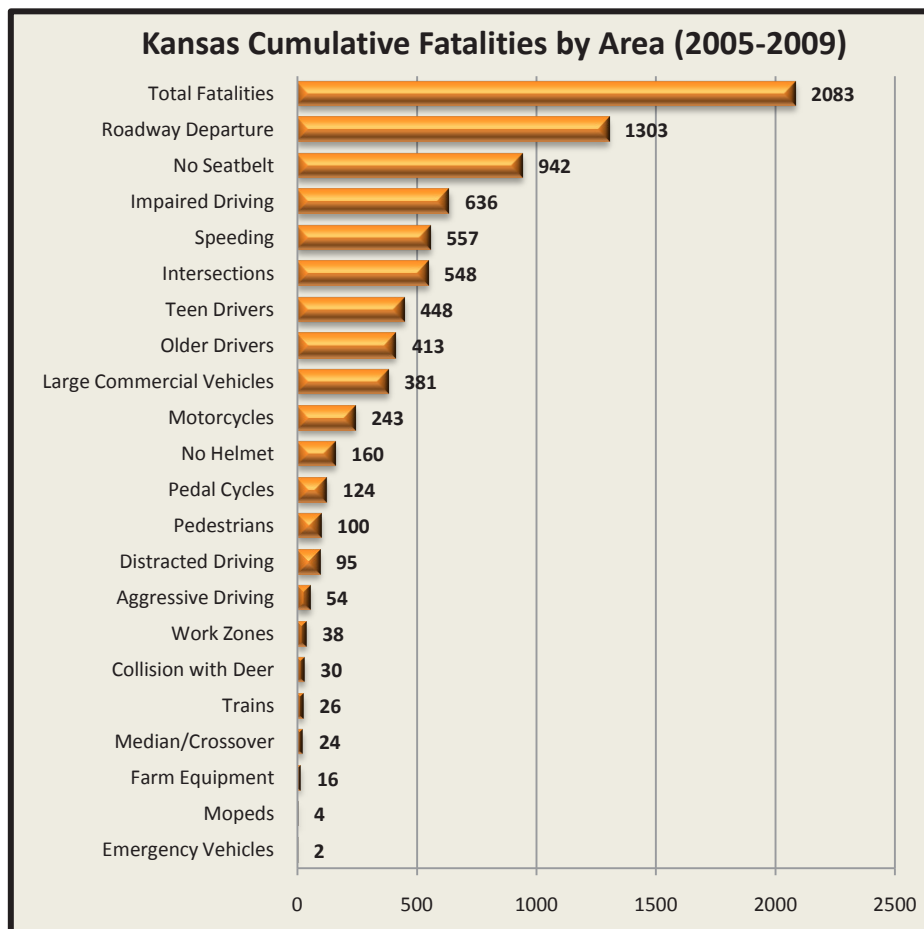
**Goal:** To reduce fatalities and serious injuries by half in 20 years (base period 2005 – 2009) (Given projected increases in traffic volume during the 20-year period, for the goal to be met the crash *rate* will have to be reduced not by 50 percent but by 63 percent!)

Aware of the importance of collaboration between different organizations and disciplines, the ESC is forming emphasis area teams, staffed by persons possessed of the requisite skills in the 4E's, to deal with the crash variables it had prioritized. It is also forming support teams: A Data team will coordinate the data needs of the ESC and emphasis area teams; an Education team will coordinate the education strategies that are identified by the emphasis area teams; and a Local Roads team will serve as a liaison between the ESC and regional safety coalitions. These regional safety coalitions will be established statewide and modeled after Destination Safe, a coalition in the Kansas City area.

Kansas could make a broad range of investments in order to lessen fatalities and serious injuries resulting from crashes. But with spending a crucial consideration, the ESC decided to focus first on the variables most frequently involved in crashes that kill or seriously injure drivers and passengers in Kansas. The chart below clarifies those variables.

The data led the ESC to designate seven emphasis areas for attention:

- ❖ Roadway Departure
- ❖ Occupant Protection
- ❖ Intersections
- ❖ Impaired Driving
- ❖ Teen Drivers
- ❖ Large Commercial Vehicles
- ❖ Older Drivers



## Updates:

The Kansas Strategic Highway Safety Plan can be found online at [www.ksdot.org](http://www.ksdot.org). The plan will be revised as necessary and updated annually.

## Key strategies:

### Data Support Team:

- ❖ Identify and analyze outstanding variables related to crashes that occur using the Kansas 5% Report
- ❖ Expand ability to map crashes statewide using GIS tools and spatially relate to existing data
- ❖ Create intersection and curve inventories

### Occupant Protection Emphasis Area Team:

- ❖ Focus policy efforts on passing a primary seat belt law that requires the use of restraints in ALL seating positions
- ❖ Expand Seatbelts Are For Everyone (SAFE) program
- ❖ Develop partnerships with the medical and faith communities to promote occupant protection strategies to senior citizens and minority group members

### Roadway Departure Emphasis Area Team:

- ❖ Create a program that funds the deployment of low-cost safety improvements at rural or high speed urban horizontal curves
- ❖ Promote the use of edgeline rumble stripes
- ❖ Promote the use of safety edge

### Intersections Emphasis Area Team:

- ❖ Develop a method (system) to define an “expected” or “acceptable” number of crashes in order to identify intersections with the potential to be improved
- ❖ Promote the use of roundabouts, both low-speed urban and high-speed rural
- ❖ Develop a program to fund targeted enforcement programs for high-crash intersections

## Call for Volunteers and Input:

The remaining teams, including Teen Drivers, Older Drivers, Large Commercial Vehicles, Education, and Local Roads have not been formed. To participate, contact Steven Buckley, State Highway Safety Engineer, at 785-296-1148, or [Buckley@ksdot.org](mailto:Buckley@ksdot.org). Another way to voice input is via the Kansas Transportation Online Community, or K-TOC. See our blog, Strategic Highway Safety, or join our group, Strategic Highway Safety Plan. We look forward to hearing from you!