

# State of Kansas

Annual Report FFY 2010

**Mark Parkinson, Governor**

**Deb Miller, Secretary, Kansas Department of Transportation**

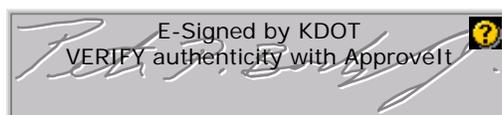
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The FFY 2010 Kansas Annual Report is being submitted to NHTSA and FHWA. The report describes the activities completed by the State of Kansas in the use of federal highway safety funds, consistent with the guidelines, the priority areas, and other requirements established under Section 402.

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## Table of Contents

	Page
Executive Summary	3
Program Areas	
Statewide	7
Alcohol	8
Motorcycle Safety	11
Occupant Protection	13
Paid Media	16
Pedestrian Safety	19
Police Traffic Services	20
Roadway Safety	21
Safe Communities	22
Traffic Records	25
Highway Safety Funding	26

**Click it.  Or ticket.**  
It's Kansas Law.

  
**DRUNK DRIVING**  
*OVER THE LIMIT. UNDER ARREST.*

## 2010 EXECUTIVE SUMMARY

This FFY 2010 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). With the passage of the Primary Seat Belt Law, Kansas qualified for Section 406 funds. Kansas received these funds near the end of the fiscal year, so the money was unable to be used in FFY 2010, but will be utilized in the coming year. 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.

Kansas increased the seat belt rate to 82% in 2010. KDOT is continuing to increase its efforts in enforcement, paid media and awareness to move the seat belt numbers higher in the future.

The Special Traffic Enforcement Program (STEP) subsidized the cost of five weeks of overtime enforcement activity by as many as 123 Kansas police agencies (including the Kansas Highway Patrol), which resulted in over 8,600 speeding, 631 DUIs, 769 child passenger safety, 695 teen seat belt, 8,257 adult seat belt violations and 12,181 other citations.

The Impaired Driving Deterrence Program (IDDP), supported by the Kansas Highway Patrol (KHP), funded 22 local and state agencies and resulted in 16,830 driver contacts at 48 checkpoints and 124 saturation patrols, resulting in 361 DUI arrests. The KHP participated in all enforcement programs with an added emphasis on roving DUI saturation patrols.

The Kansas Traffic Safety Resource Office (KTSRO) continues to distribute materials, deliver presentations, lead trainings, host a website presence, and offer phone assistance statewide. KTSRO focuses their efforts to educate the public on the topics of occupant protection, impaired driving prevention, novice driver issues, motorcycle safety, and underage drinking and driving prevention. They bring traffic safety messages to minority populations by reaching out to employers, the Mexican consulate, and other Hispanic and Native American organizations. KTSRO represents KDOT as the state Child Passenger Safety (CPS) Coordinator, and provides assistance with CPS Technician classes, recertification courses, and a statewide CPS Update for continuing education.

KTSRO continues to update their Boosters to Belts, Safety Breaks!, and Ride Like a Friend curriculums, designed for use with elementary, tween and teens in student settings. This year, the Safety Breaks! Program was chosen as one of the State and Territorial Injury Prevention Directors Association's Innovative Programs of the Year and was also highlighted at the Kidz In Motion Conference.

The staff at KTSRO has also been tasked with overseeing the expansion of the SAFE (Seatbelts Are For Everyone) Program. This program started in FFY 2009 at high schools in one county and has now spread to approximately 33 counties in Kansas. SAFE is a program designed to increase seat belt use by teens. Students partner with businesses in their community to provide funding for the program, law enforcement partners conduct education and enforcement, and the schools provide education and outreach to get the seat belt safety message out. KDOT provides a little funding and staff time, through KTSRO, to oversee and help develop the

program. Crawford County, where SAFE originated, was a recipient of the Peter K. O'Rourke Special Achievement Award at the 2010 Governors Highway Safety Association (GHSA) Annual Meeting.

KTSRO developed and distributed more than 534,000 promotional and education items, including nearly 23,000 items in Spanish. Its employees reached countless Kansans through their presence at meetings, booths, presentations, special events, and distribution of materials. They have developed partnerships with Safe Kids, Kansas Highway Patrol, colleges, military installations, SADD, MADD, AAA, State Farm, the Kansas Trauma regions, ABATE, and local law enforcement agencies. The office also continues to publish an E-Newsletter to provide timely information to more than 2,300 safety advocates monthly.

Roadway safety grants conducted sixteen traffic studies for local entities. Grant funds also enabled 71 local officials to receive roadway safety training in 2010.

The KDOT safety Web site 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](http://ksdot.org) and can be accessed by clicking on the Safety Information link on the left column of the main landing page. The site consists of more than 200 pages of traffic safety information, materials and data. In 2010, we have had more than 20,000 visitors to our landing page with over 140,000 pages viewed.

The Traffic Records Coordinating Committee (TRCC) continues to move forward. Kansas qualified again in 2010 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. In October 2009, the Kansas Law Enforcement Reporting System was deployed to the Kansas Highway Patrol and several local agencies for electronic data capture and submission. Currently, there are 65 agencies submitting crash reports electronically, which represent about 40% of the total crash reports. The new Traffic Records System will aid in the retrieval of crash records for local law enforcement and in the future will provide near real-time data for evaluation and dissemination.

In 2010, KDOT continued its partnership with our three University Division I sports programs. We expanded the exposure of our traffic safety messages with additional signage and PSAs with the coaches of the sports programs at the University of Kansas, Kansas State University and Wichita State University. KDOT also worked with Butler Community College for radio advertising during football games. Additionally, KDOT has secured CPS advertising at the three Division I universities to promote occupant protection.

In 2010, KDOT continued the Traffic Safety Resource Prosecutor (TSRP) program. Ms. Wittman has provided numerous training classes throughout the state and has responded to dozens of requests from local prosecutors for advice and assistance as they dealt with difficult prosecutions. She keeps all prosecutors updated on new court decisions concerning DUI and other traffic issues. The Kansas TSRP is well respected and is already making an impact on DUI prosecutions in Kansas.

Ms. Wittman and Traffic Safety Manager Pete Bodyk have also been members of the Kansas DUI Commission which was created by the legislature in 2008. The Commission was tasked with reviewing the current DUI laws in Kansas, specifically the penalty structure, treatment programs, prosecution and adjudication, and record tracking to determine ways to make improvements. The Commission will be releasing a report to the 2011 Legislature which will include recommended changes to statutes and programs aimed at reducing deaths and injuries related to impaired driving and to decrease the incidents of recidivism related to DUIs.

In July 2010, we conducted an attitude and perception survey to measure the opinions and attitudes of the public concerning driving and safety. Questions were asked about occupant protection, impaired driving and speeding. The responses to this yearly survey, which are highlighted in the Safe Communities section of this report, will assist us in tailoring our messages to the public to receive the biggest impact on improving traffic safety.

The state of Kansas also completed a NHTSA 403 Demonstration Grant in 2010. This grant was focused on rural seat belt use and conducted in ten counties in Southeast Kansas. The campaign had three waves of enforcement and paid media. An evaluation component was tied to each mobilization. Prior to the campaign, the seat belt use in these counties was 61 percent. After the final wave of enforcement and paid media was completed, the seatbelt rate was 65 percent. Although the enforcement was non-overtime based, it is clear that enforcement coupled with a quality media campaign can increase the seat belt rate.

# Kansas Statewide Performance Measures and Goals

<b>Core Outcome Measures</b>	2004-08 Baseline*	2009 Data	2012 Goal
Number of Traffic Fatalities (FARS)	431	386	398
Number of Serious Injuries (KARS)	1,799	1,673	1,691
Fatalities/VMT (FARS/FHWA)	1.51	N/A	1.39
Rural Fatalities/VMT (FARS/FHWA)	.99	N/A	.89
Urban Fatalities/VMT (FARS/FHWA)	.29	N/A	.26
Number of unrestrained fatalities all positions (FARS)	268	169	247
Number of fatalities, auto and motorcycle, with BAC of .08 or above (FARS)	118	154	113
Number of speeding fatalities (FARS)	115	103	105
Number of motorcyclist fatalities (FARS)	44	47	41
Number of un-helmeted motorcyclist fatalities (FARS)	28	29	25
Number of fatalities with driver 20 or under (FARS)	44	42	40
Number of pedestrian fatalities (FARS)	26	22	20
Observed seat belt use (State Survey)	72	77	80

## Grant Funded Enforcement FFY 2010

Speeding Citations	9,278
Seat Belt Citations	8,564
DUI Arrests	1,257

\* 5 year moving average

## Kansas Traffic Safety Statistics

	2005	2006	2007	2008	2009
<b>Statewide Crash Data</b>					
Total Crashes	68,675	65,460	70,589	65,858	61,164
Fatal Crashes	384	427	379	348	348
Injury Crashes	16,185	15,792	16,228	14,866	13,924
Property Damage Crashes	52,106	49,241	53,982	50,644	46,892
Fatalities	428	468	416	385	386
Fatalities per 100 Million VMT	1.43	1.54	1.37	1.17	1.31
Injuries	22,723	22,320	22,904	21,058	19,668
Injuries per 100M VMT	76.39	73.55	75.43	70.69	66.68
Alcohol Related Fatalities	119	114	118	131	124
Alcohol-related Fatality Rate per 100M VMT	0.40	0.38	0.39	0.44	.42
Percentage of Alcohol Related Fatalities	29%	24%	29%	35%	32%
Vehicle Miles Traveled (millions)	29,907	30,311	30,364	29,787	29,497
# of Licensed Drivers (in thousands)	2,008	2,003	2,018	2,025	2,048
<b>Seat Belt Rate</b>	69	72	75	77	77
<b>Contributing Circumstances of Crashes</b>					
Inattention	23,447	22,628	21,656	20,129	15,703
Speed	7,508	5,402	8,962	7,846	5,680
Failure to Yield	8,871	8,587	8,334	7,397	7,336
Following too Closely	5,615	5,269	4,629	4,272	4,604
<b>Novice Driver Statistics (ages 14-20)</b>					
Total Crashes	19,153	18,343	18,757	17,111	15,703
Fatal Crashes	76	79	78	67	70
Injury Crashes	5,159	5,170	4,978	4,389	4,454
Property Damage Crashes	13,918	13,094	13,701	12,659	12,742
Total Fatalities	91	85	91	67	88
Total Injuries	7,611	7,721	7,462	6,553	6,729
Percentage of Overall Crashes	28%	28%	29%	26%	28%
Alcohol-related Crashes	519	614	591	556	608
Alcohol-related Fatalities	10	12	19	18	26
Alcohol-related Injuries	390	346	249	354	435

## **Project Summaries**

### **Section 402**

#### **PA-0918-10**

#### **BTS Staff Travel & Training Costs**

**\$23,288**

These funds allowed Section staff to attend many training opportunities, including the Governor's Highway Safety Administration Annual meeting, as well as travel to the Traffic Safety Conference, many law enforcement luncheons and other Section-sponsored events.

# Alcohol

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## Strategies

- Provide locals with training and resources for conducting sobriety checkpoints.
- Recruit additional local participation in the Impaired Driving Deterrence Program (IDDP).
- 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.
- 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.
- Continue funding for the KHP Roving Aggressive Violation Enforcement (RAVE) program to remove impaired drivers and target aggressive driving habits.
- Research and begin process of establishing a pilot DUI court in Kansas.

## Project Summaries

### Section 402

**AL-0915-10**

#### **Kansas Traffic Safety Resource Office**

**\$232,646**

During FY2010, the Kansas Traffic Safety Resource Office (KTSRO) was the impaired driving prevention arm of the KDOT Traffic Safety Section 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 reached tens of thousands of Kansans with the “Over the limit. Under arrest.” message. This year, KTSRO staff members...

- Were involved in several major program efforts, including: distribution of hand stamps to Kansas bars in college towns; distribution of materials for Sobriety Rocks campaign; awareness programs for minority populations through the Mexican consulate and various Hispanic and Native American organizations; grants for high school awareness programs; assistance with Safe Community programs.
- Provided support to a community coalition, county and city law enforcement, and university police to pilot a Fake ID grant in Lawrence, a college town.
- Partnered with Kansas Traffic Safety Resource Prosecutor, Karen Wittman, to implement Underage Drinking Seminars to provide information to Law Enforcement, prosecutors and prevention advocates regarding changes in Kansas law, and how social media can help in investigative reporting.
- Partnered with University of Kansas, Kansas State, Pittsburg State, Emporia State, Ft. Hays State, and Wichita State to bring Safe Ride/Safe Bus media and material campaign to campuses. Ridership saw an overall increase of 21% from 2009. Programs at all schools will continue into the next contract year.
- Provided presentations and physical assistance to high schools, regional prevention centers, state fair, Kansas School Nurses Association, community fairs and events, SADD/MADD conferences and youth meetings, youth leadership meetings, and law enforcement meetings, etc.
- Distributed over 74,000 brochures for DUI check lanes and public information, provided 11,600 quick reference cards to assist law enforcement; distributed 22,000 promotional items across state.
- Continued production of an E-Newsletter and distributed to approximately 2,350 Kansans monthly.
- Participated in a motorcycle awareness committee to address impaired riding.
- Assisted with a motorcycle mock crash training event.

- Distributed 2,300 “1-866-MUST-B-21” cards to report alcohol parties.
- Distributed 40 copies of a youth-driven PowerPoint presentation called “Ride like a Friend.” This program is used by safety advocates to combat underage drinking, reckless driving, and impaired driving by focusing on the medical and legal consequences of those behaviors.
- Partnered with Fort Riley army base to provide DUI training and assisted with continuation of a Safe Ride program on base.

**Section 410**

**AL-9106-10**

**Kansas Highway Patrol Breath Alcohol Unit**

**\$218,941**

Provided support resources for local sobriety checkpoints and saturation patrols. In addition, provided support for the statewide Standardized Field Sobriety Testing (SFST) and Advanced Roadside Impaired Driving Enforcement (ARIDE) training programs. The SFST advisory panel met several times during the contract year to coordinate statewide improvements to the SFST program. Training in 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 1,106 officers, while 53 officers were instructed in the ARIDE program. The contractor also coordinates the Drug Recognition Expert Program (DRE) program, targeting metropolitan and major corridor areas. The DRE Program currently has 91 DREs. Kansas DREs performed 350 evaluations throughout the state. One Prosecuting Attorneys Seminar was held in Wichita with 161 in attendance. It covered various topics ranging from toxicology issues to alcohol influence report writing. The unit also tracked the results of alcohol enforcement operations conducted by various law enforcement agencies throughout the state. The 183 saturation patrols and 76 checkpoints tracked by the BAU unit resulted in 25,455 contacts and 609 DUI arrests.

**AL-IDDP-10**

**Law Enforcement IDDP Patrols**

**\$145,111**

Provided overtime funding for 22 local law enforcement agencies to conduct a prescribed number of saturation patrols and sobriety checkpoints throughout the grant year. An allowance was 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 48 checkpoints and 124 saturation patrols resulted in: 16,830 public contacts, 361 DUI’s, 88 Minors In Possession (MIP), and 135 Transporting Open Containers (TOC).

**AL-TSRP-10**

**Traffic Safety Resource Prosecutor**

**\$131,978**

Karen Wittman was hired as the first Kansas Traffic Safety Resource Prosecutor (TSRP) in March of 2008. During her third contract year, Ms. Wittman has been extremely busy, continuing to establish herself in this new position. She created a DUI Boot Camp and conducted the second of these training seminars on May 24-25, 2010. There were 39 participants, receiving 10.5 hours of CLE credit. She has worked with the Kansas County & District Attorneys Association (KCDA), Kansas Highway Patrol (KHP) and local law enforcement agencies to conduct various training programs. She attended the KDOT Traffic Safety Conference in March, serving as both a presenter and moderator. She presented at the Prosecuting Attorneys Seminar in September. She has updated her comprehensive Kansas DUI Law book which has been distributed statewide. She has produced and distributed several TSRP newsletters. Karen serves as a member of the SFST and Breath Alcohol advisory committees. She was also appointed by the Attorney General to be his designee on the DUI Commission.

**PT-9101-10**

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

**\$88,945**

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 campaigns during FFY 2010 resulted in 4,825 public contacts, 378 speeding citations, 265 DUI arrests, 59 Minor-in-Possession arrests, 56 Transporting-Open-Container arrests, 156 safety belt citations and 16 child restraint citations.

**AL-9400-10**

**DUI Victim Center of Kansas**

**\$118,499**

This grant focused on monitoring the adjudication of drunk drivers and facilitating DUI Victim Impact Panels in the greater Wichita area and expansion of the impact panel program to Dodge City, Emporia, and Salina. Sixty-three panels were held over the year, staffed by 59 volunteers. The agency continued to increase the pool of volunteer court monitors and purchased Go Control VI web management software which allows Center staff greater ability to update its web site. This grant also assisted in the production and distribution of a monthly newsletter titled "The Volunteer's Voice."

**AL-0940-10**

**Kansas Department of Health and Environment**

**\$1,867**

This grant paid for travel expenses relating to the statewide training of officers on the recently purchased Intoxilyzer 8000.

**AL-9420-10**

**Mission Police Department DUI Trailer**

**\$35,650**

This grant provided funding for the purchase of a DUI trailer for the Kansas side of the Kansas City metro area, to be housed at the Mission P.D. This department, along with the other participating agencies in the Kansas City (KS) metro area, will share in the utilization of this resource to set up and conduct safe and effective DUI checkpoints. The Mission P.D. will make the trailer available to all Kansas City agencies that wish to check-out the trailer for use in their respective communities. It is estimated that the trailer will be in use a minimum of 12 weekends a year. This trailer is expected to greatly enhance safe DUI checkpoint operations within the Kansas City area and further the cooperative traffic safety effort among law enforcement agencies that has been established within the KC Operation Impact group.



# Motorcycle Safety

## 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

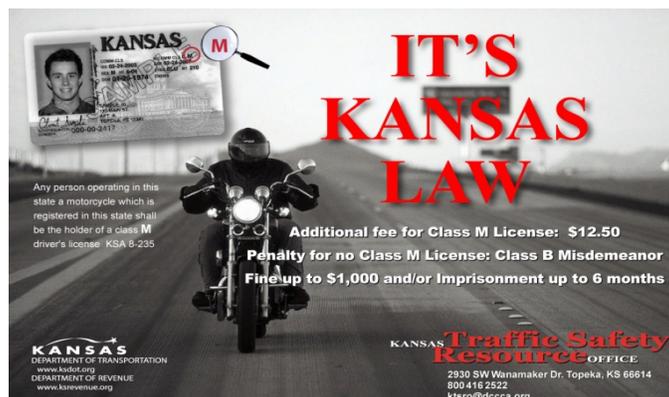
#### **MC-1200-10**

#### **Motorcycle Safety Media Campaign**

**\$37,742**

In 2010, KDOT continued a Motorcycle 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 13 billboards were utilized for two months and placed in highly visible locations. KDOT also paid for production of 2,500 yard signs distributed state-wide. These popular signs carry the “Be Aware! Motorcycles Are Everywhere – Look Twice, Save a Life” message. In addition, KDOT purchased advertising space in a quarterly Wichita area publication aimed toward motorcycle riders. This space included a full-page ad along with an informational article with seasonal motorcycle safety messages.

In an effort to encourage riders to be properly licensed, KDOT distributed more than 500 “It’s Kansas Law” posters to motorcycle vendors, county treasurer’s offices, and DMV testing stations. The KTSRO had booths at bike shows in Wichita and Topeka, as well as the State Fair, and distributed more than 17,000 copies of the “Increasing Motorcycle Awareness” brochure, as well as more than 900 “Ride Safe” posters. KDOT also sponsored a mock motorcycle crash training in El Dorado attended by more than 300 people.



**Section 402**

**MC-XXXX-10**

**Motorcycle Enforcement Campaign**

**\$7,332**

An enforcement campaign was held in April and May to discourage stunt-riding and other aggressive motorcyclist behavior in the KC Metro area. The Johnson County Sheriff's Office combined forces with Lenexa and Shawnee Police Departments to provide 174 hours of overtime enforcement. Olathe PD also participated and reported, but did not request overtime reimbursement. The four departments worked closely with agencies in Missouri, and scheduled the enforcement activities to coincide with "biker night" at bars and on known concentrations of sports bike riders. Overall consensus was that cool/rainy weather had reduced the number of riders on the roads, and that there were communication issues which hampered efforts at the beginning, but were resolved by the end of the campaign. Citations included: Speeding (49), Equipment Violation (29), Driver's License suspended, not in possession, or no DL (17), Insurance (15), Stop Sign/Traffic Signal (12), Attempt to Elude/Flee (7), DUI (2) and Warnings (70).

# Occupant Protection

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## 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.
- Provide state-wide media awareness campaign on occupant protection.
- Support CPS Safety Training using the current NHTSA standardized curriculum.
- Use seatbelt survey results to target problem areas of the state.

## Project Summaries

### Section 402

#### **OP-STEP-10**

#### **Special Traffic Enforcement Program**

**\$594,277**

The Special Traffic Enforcement Program (STEP) awards grants to local law enforcement agencies and the Highway Patrol to conduct overtime enforcement campaigns directed at compliance with Kansas safety belt, child passenger safety, and impaired driving laws. Enforcement activities utilized saturation patrols and checkpoints during three annual one- and two-week mobilizations, each with a designated focus and tied to a major travel holiday – Thanksgiving, Memorial Day and Labor Day. During FFY 2010, as many as 123 Kansas police agencies combined to make 28,052 stops, during which 18,944 arrests and citations for excessive speed, adult or child restraint violations, and impaired driving were issued, along with 12,181 other arrests and citations – all on overtime.

#### **OP-1315-10**

#### **Kansas Traffic Safety Resource Office**

**\$232,646**

The Kansas Traffic Safety Resource Office (KTSRO) 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, PTA, EMS, US Army, Regional Preventions Centers, 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 September, and the Click It or Ticket event in May allowed KTSRO to partner with agencies such as the Kansas Highway Patrol to deliver the occupant protection message. KTSRO maintained a speaker's bureau for presentations, issued car seat recalls, distributed resources, promoted traffic safety at various events across the state, and participated in a variety of national and state conferences. In addition, KTSRO promoted Spanish occupant protection programs and blended the CIOT message into existing educational activities.

- The Boosters to Belts program continued with 60 presentations to promote booster seat use among children age four to eight. There were approximately 5,000 participants in these presentations.
- There are 604 CPS technicians, including 30 certified instructors. Kansas has 124 Inspection Stations. KTSRO assisted with 10 Certified CPS Technician classes, and two Renewal Courses. They also hosted one eight hour CPST Technical Update, one eight hour CPS Instructor Update and coordinated with KDOT to have the Technical Update video-taped. This video (paid with 2011 funding) has been provided to an additional 30 technicians for CEU training.

- Produced and distributed a statewide E-newsletter to more than 2,300 advocates monthly.
- KTSRO sits on the National CPS Board and the Kansas Safe Kids board, as well as having representation with KDHE Injury Prevention Consortium, Safe Communities, Operation Impact and Regional Preventions Centers.
- KTSRO added a staff member whose responsibilities are dedicated to assisting schools and law enforcement in implementation of the S.A.F.E. (Seatbelts Are For Everyone) program. This program received an award at the 2010 GHSA National Conference, and has shown tremendous growth in the past year.

**OP-1316-10** **Seat Belt Survey** **\$226,425**

Kansas reached the highest seat belt rate in history at 82%. Kansas still lags behind the national belt use rate, but is closing the gap. Women are more likely to be belted than men. Trucks, which account for about one in four vehicles observed, produce a substantially lower belt use rate (71%) than other vehicles (83%-88%), and male truck drivers are the lowest single category of belt users (68%). Children, ages 0-14, in general, are being placed in the rear seat. And, finally, the more “local” the trip, the less likely occupants are to be buckled up.

**OP-1405-10** **Highway Patrol Convincer** **\$6,000**

In cooperation with AAA of Kansas, KDOT was able to purchase a new convincer for the Highway Patrol. This new unit replaces one of the original units purchased in the 1980’s and will provide a hands-on approach to the importance of seat belt use.

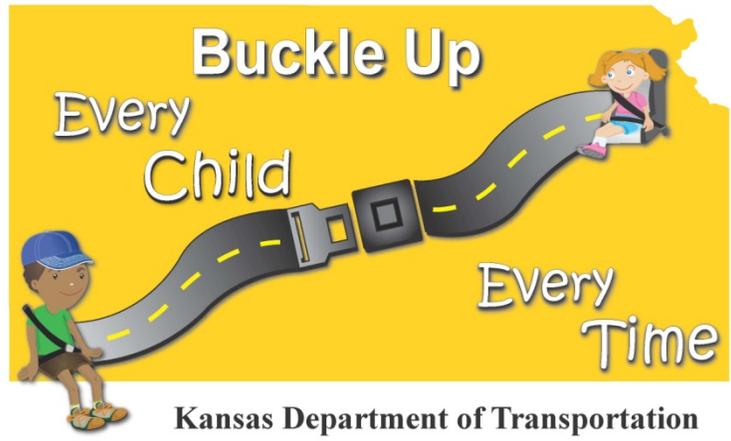
**OP-0930-10** **Public Information and Education** **\$9,648**

These funds were used to promote the Click It or Ticket message and Child Passenger Safety through the S.A.F.E. (Seatbelts Are For Everyone) project, produce promotional items at Wichita State University, and for the law enforcement recruitment lunches for the Click It or Ticket campaign.

**Section 2011**

**OP-1189-10** **WSU Fun Zone** **\$7,500**

This project gave KDOT title sponsorship of the Shocker Fun Zone, held at each volleyball and women’s basketball game, and select baseball games throughout the 2009-2010 season. Signage was provided, and promotional materials were distributed in the Shocker Fun Zone.



**OP-1306-10****Child Passenger Seat Distribution****\$98,576**

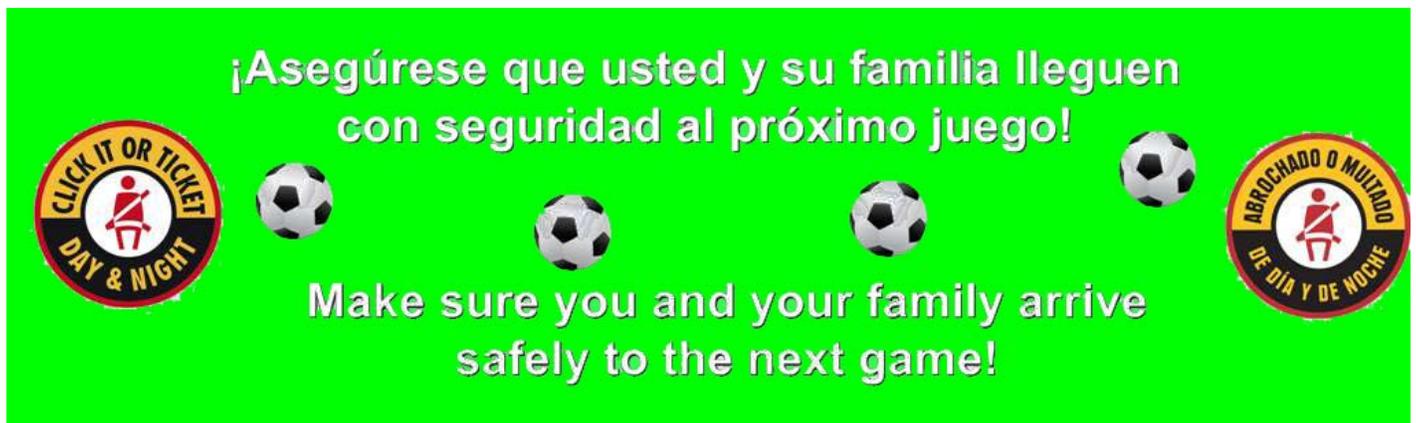
More than 2,300 child safety seats (convertible and booster) were distributed statewide to child passenger safety fitting stations. These seats were provided to low income families.

**OP-1188-10****KDHE Safe Kids****\$43,795**

KDOT partnered with Safe Kids Kansas during the Labor Day weekend to promote the importance of seat belt use through the Bucks for Buckles program. This program reached 46 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. This contract also provided funding for the Safe Kids Buckle Up program by reimbursing costs for child passenger safety check events statewide. Funds for this program were expended for event supplies and signage, working lunches for Child Passenger Safety Technicians (CPSTs), to purchase more than 600 child restraints for distribution at 118 registered events, and to assist with costs at 11 CPST courses which resulted in 97 new Certified CPSTs and 11 lapsed technicians renewing their certification.

**OP-1309-10****Public Information and Education****\$6,867**

These project funds were used to produce the CPS Technical Video Update. In addition, KDOT collaborated with the Hispanic community and the KTSRO to produce a bilingual banner, which was distributed to more than 200 soccer fields across Kansas.



# Paid Media

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## Strategies

- Advertise 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).
- Continue and expand our media messages during the national mobilizations.
- Utilize media during specialized enforcement activities.
- Continue motorcycle awareness media.
- Implement non-traditional media methods, such as banner ads on internet.

## 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 abide by 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. Media buys centered on broadcast, cable and radio stations that reach the target audiences listed above. This past year, on-line media was used to increase the reach and frequency in our ad campaigns. On-line media consisted of geo-targeting, Facebook pages, You Tube and twitter accounts.

The majority of broadcast, cable and 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 on Kansas' Hispanic television stations; Univision in Kansas City, Azteca in Wichita, and Gala in Liberal (included in Wichita buy), as well as radio buys in Kansas City, Wichita, and Topeka.

**PM-1502-10** **Thanksgiving Occupant Protection** **\$20,552**  
For this mobilization, five cable networks were utilized, producing a total of nearly 2,000 spots. In addition, more than 2,085,000 impressions were secured on Facebook, with a click-through rate (CTR) of .31%, significantly higher than the industry standard of .03%.

**PM-1502-10** **Click it. Or Ticket** **\$227,627**  
For this mobilization, 1,573 spots were aired on 22 radio stations in addition to 18 spots on the Royals Radio Network (with 33 Kansas stations, as well as stations in eight other states). Two of the radio stations, with 69 spots, were Hispanic stations. Eight TV stations in Wichita and Topeka, one Hispanic TV station in Kansas City, and eight cable networks participated, producing a total of 2,816 spots. KDOT worked with Missouri in dividing the Kansas City and Pittsburg/Joplin markets, with MODOT purchasing most of the TV spots. In addition to the traditional media, KDOT purchased online media through an ad network, which delivered 1/2

million impressions. CTR for this 2-week window was .043%, with 214 site visits. A Facebook campaign generated more than 6,000,000 impressions, with 1,495 click-throughs, giving a CTR of .023%. Earned media impressions for CIOT totaled over 229,000 impressions. KDOT also participated in a weekly radio call-in show from May through October, using various safety advocates and topics, but concentrating most heavily on the CIOT message. Trozzolo Communications negotiated a \$25,000 placement on X-Box Live in May through July which gave KDOT exposure equivalent to almost 7,000 hours of mass media.



**PM-1502-10**

**Primary Seat Belt**

**\$47,869**

To promote awareness of the new Primary Seatbelt Law, KDOT placed 13 billboards in strategic locations across the state. The boards were up for the months of July and August. In addition to the outdoor portion of the buy, we developed a hyper-targeted (males/females 18-34; 35-54) online banner ad campaign with a statewide reach, targeted to users via IP addresses, to ensure no out-of-Kansas waste. This campaign extension was designed to deliver 1.2 million impressions each month for two months, for a total of 2.4 million impressions.

**PM-XXXX-10**

**General/University Advertising**

**\$211,377**

KDOT partnered with several different groups and three universities in 2010 to promote safe driving behaviors. The different groups included the Wichita Thunder, Butler County Community College, Heartland Park Topeka, Country Stampede, Hummer Sports Park and Cumulus Broadcasting. These groups were 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 coach's Public Service Announcements were utilized at Kansas University, Kansas State University and Wichita State University.

**Section 410**

**AL-9108-10**

**Impaired Driving Media Campaign**

**\$129,364**

The National Impaired Driving Crackdown buy consisted of 572 TV spots, 815 radio spots, 2,860 Cable spots and 1.2 million on-line impressions. In addition, KDOT targeted the impaired motorcycle rider with 738 radio spots and over 3 million on-line impressions during this same time period.



# Pedestrian & Bicycle Safety

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## 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-0932-10**

#### **Public Information and Education**

**\$9,853**

KDOT's bicycling safety messages are captured on one sturdy, coated 9" X 4" card suitable for use by bicycle retailers, clubs and rodeo providers. During 2010, almost 33,000 of the colorful, illustrated cards were printed and distributed across the state. Traffic Safety also worked in close collaboration with Safe Kids Kansas to fill orders for 12,640 reflective zipper pulls in support of "Walk Your Child to School Day" in October.

#### **PS-1131-10**

#### **Bike Helmets**

**\$14,995**

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 1,268 helmets were purchased and distributed statewide.



# Police Traffic Services

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## Strategies

- Provide funding for local law enforcement to attend training in the latest techniques of traffic enforcement.
- Continue to promote occupant protection and alcohol issues around the state.
- Continue two additional part-time LELs targeting areas: Southeast and Northwestern Kansas to assist the full-time statewide LEL.

## Project Summaries

### Section 402

#### **PT-0938-10**

#### **Local Travel & Training**

**\$17,221**

These funds enabled KDOT to send two local judges to the ABA Traffic Court Seminar in October, three advocates to Lifesavers and several other professionals to various trainings including the GHSA conference in Kansas City.

#### **PT-LELs-10**

#### **Law Enforcement Liaison**

**\$143,539**

KDOT has one full-time and two-part-time LELs 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. The liaisons play a vital role in promoting the SAFE program statewide.

#### **PT-0931-10**

#### **Local Law Enforcement Incentives**

**\$202,132**

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. Additionally, these funds were distributed to local law enforcement that provided significant enforcement efforts through their participation in the Click it or Ticket Mobilization.

#### **PT-1708-10**

#### **Highway Patrol Crash Reconstruction**

**\$25,300**

KDOT provided the Kansas Highway Patrol with a Crash Reconstruction Class grant for FFY 2010. The class was offered in June, and included 3 KHP officers and 19 officers from various police and sheriff departments throughout the state for a total of 22 students. The class provides the student with knowledge and skills to comprehensively investigate crashes with emphasis in diagramming, evidence collection and preservation, vehicle crash dynamics, and post-crash assessment.

# Roadway Safety

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## Strategy

- Continue support of local and state officials to provide safer and enhanced roadways through training and materials.

## Project Summaries

### Section 402

#### **RS-0618-10**

**Bucher, Willis, and Ratliff Consultants**

**\$75,000**

The Traffic Engineering Assistance Program (TEAP) provides local governments assistance with traffic studies. In 2010, TEAP addressed several areas of local concern with nine traffic studies in the northern half of the state.

#### **RS-1402-10**

**Kansas State University**

**\$97,365**

The Traffic Assistance Services for Kansas (TASK) program provides economical training for Kansas public employees who have traffic safety responsibilities. In 2010, 71 local officials were trained at several different sessions across the state.

#### **RS-1618-10**

**TranSystem Corporation**

**\$74,865**

The Traffic Engineering Assistance Program (TEAP) provides local governments assistance with traffic studies. In 2010, TEAP addressed several areas of local concern with seven traffic studies in the southern half of the state.

# Safe Communities

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## 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-0943-10 Kansas Transportation Safety Conference \$121,604**

The 16<sup>th</sup> annual Kansas Transportation Safety Conference, held at the Overland Park Doubletree Hotel March 30-31, attracted 302 attendees and featured three general session presentations, 20 workshops, 35 speakers, and 20 exhibitors. In an effort to best respond to the needs of a variety of transportation safety professionals, the workshops were arrayed over four tracks: youth, law enforcement, injury control, and roadway safety. Exhibits positioned along the main corridor offered excellent exposure to the latest transportation safety equipment, programs, and technology. In line with a conference commitment to timely, leading-edge information, the keynote presentation by Lt. Col. Jim Champagne (ret.), of Louisiana, offered a sobering assessment of the state of highway safety in the United States in comparison with most of the developed nations of the world.

At the closing luncheon, the People-Saving-People award ceremony recognized the exemplary roadway safety efforts of Rusty James, Incident Management Coordinator, KC Scout; David Corp, KDOT Senior Law Enforcement Liaison; Southwest Kansas Community Driving Day/Week; Youth Leadership Butler; Officer Kenneth Garrett, DUI Officer, Kansas City Police Department; and Lt. J.P. Thurlo, Fairway Police Department.

#### **SA-1066-10 Public Information & Education \$23,741**

These project funds enabled KDOT to purchase plaques for the People Saving People award winners, lanyards for public distribution and the creative work necessary to produce anti-texting while driving posters. In addition, these funds were utilized to purchase pledge cards promoting the SAFE program in Crawford County, support some of the recruitment lunches with law enforcement, and assist in supporting the GHSA conference.

#### **SA-1913-10 Think First Injury Prevention \$2,692**

The Think First program brings in crash victims who have sustained life-long traumatic brain or spinal cord injuries. The program conducted nine presentations that reached more than 4,000 high school students at six Kansas high schools in 2010.

#### **SA-1024-10 Kansas Operation Lifesaver Inc. \$15,000**

KDOT distributed these funds to the Kansas Operation Lifesaver program to aid in the purchase and production of brochures and promotional items. These items include: target group brochures for All Drivers, Emergency Responders, Law Enforcement, Passengers on Trains, Professional Truck Drivers, School Bus Drivers, and Pedestrians. Other promotional items comprise of: activity books, bookmarkers, bumper stickers, coloring books, key chains, lapel pins, pencils, pens, rulers, and train whistles.

#### **SA-1908-10 Wyandotte County Safe Communities \$40,000**

In early 2006, a 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. The coalition, known as Drive

Wisely Wyandotte (DWW), has seen success in raising adult safety belt compliance rates from 63% in 2005 to 75% in 2010. Even more striking is the increase in the overall restraint rates for children, for the same period, of 47% to 81% with percentage point increases for the age groups ranging from 32 to 54. Gains have also been made in the reduction of alcohol-related crashes over the period, 2006 to 2008 – from 293 to 262 – with a corresponding reduction in the percentage of crashes which were determined to be alcohol-related.

**SA-1057-10**

**Comprehensive Media Campaign**

**\$336,199**

Trozzolo Communications Group (TCG) worked closely with KDOT in the planning of a comprehensive media campaign. They implemented numerous initiatives, including the placement of radio, TV, and web banner advertising for the Click It or Ticket and Over the Limit Under Arrest mobilizations; facilitating bilingual radio and television advertising for the CPS, CIOT, and OTLUA mobilizations; placement of outdoor and print media for motorcycle awareness campaign; the redesign and bilingual translation of several brochures for the Kansas Traffic Safety Resource Office (KTSRO); and placement/monitoring of social media on Facebook, Twitter, and YouTube websites. TCG coordinated all of the media buys and media events for the enforcement mobilizations, developed the earned media releases, and provided detailed evaluations on all media buys. They worked closely with the KTSRO to produce and deliver a monthly e-newsletter, develop a pre-teen online educational tool, and develop other opportunistic marketing strategies. TCG also participated in the Transportation Safety Conference by presenting a breakout session geared toward social networking.

An attitude and perception survey was conducted in July, 2010 to measure the opinions and attitudes of the public concerning driving and safety. There were 925 respondents, with appropriate representation of gender, age, and racial origin. The results, which will assist KDOT in tailoring its messages, are as follows:

1. In the past 60 days, how many times have you driven a motor vehicle within 2 hours after drinking alcoholic beverages? The overwhelming majority (96%) was “zero.”
2. In the past 30 days, have you read, seen or heard anything about drunk driving enforcement policy? Responses to this were almost evenly split, with 49% saying no, and 51% yes.
3. What do you think the chances are of someone getting arrested if they drive after drinking? Would you say always, nearly always, sometimes, seldom or never? 53% of the respondents said sometimes, and less than 2% said never. The responses for always, nearly always and seldom were fairly evenly divided at 11%, 15%, and 18%, respectively.
4. How often do you use safety belts when you drive or ride in a car, van, sport utility vehicle or pick up? Would you say always, nearly always, sometimes, seldom or never? The vast majority of respondents answered that they always (77%) or nearly always (16%) use safety belts.
5. In the past 60 days, have you read, seen or heard anything about seat belt law enforcement by police? Of the respondents to this question, 80% said they had seen the messages.
6. What do you think the chances are of getting a ticket if you don't wear your safety belt? Would you say always, nearly always, sometimes, seldom or never? 44% answered sometimes and only 3% said never. The other responses were evenly distributed at 17% each.
7. On a local road with a speed limit of 30 mph, how often do you drive faster than 35 mph? Would you say most of the time, half of the time, rarely or never? Rarely (45%) and never (32%) were the leading answers, with most of the time at 9%, and half of the time at 14%.
8. On a local road with a speed limit of 65 mph, how often do you drive faster than 70 mph? Would you say most of the time, half of the time, rarely or never? Again, rarely (34%) and never (52%) were the leading answers, with most and half of the time at 7% each.



# Traffic Records

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## 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.

## Project Summaries

### Section 402

#### **TR-2002-10**

#### **Traffic Records Assessment**

**\$23,289**

A traffic records assessment of Kansas was conducted by NHTSA on February 22 to February 26, 2010 as a follow up to the assessment done in 2005. The committee confirmed that the state is on the correct path. The audit did not identify any new weaknesses of the systems.

### Section 163

#### **TR-2200-10**

#### **Traffic Records Consultant**

**\$76,534**

Soos Creek 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. Soos Creek coordinated, mediated and led all TRCC meetings. Soos Creek developed TRS performance measures, communications plans and TRS work flow models to assist the TRCC members in developing the system.

### Section 408

#### **TR-2104-10 & TR-2106-10**

#### **TRS-04/TRS-06 TRCC – TRS Development**

**\$34,000**

The final validation library was rolled out to local law enforcement within the KLER data capture application. The TRS is now accepting electronic submission of crash reports via KLER from all law enforcement agencies. Online queries were rolled out to law enforcement that allows them to search the TRS database and retrieve a single crash report in PDF format.

#### **TR-2103-10**

#### **KCARS Update**

**\$48,540**

In cooperation with the Traffic Records Coordinating Committee, the state of Kansas developed a new crash report form in 2009. This project developed a new database to incorporate the many new data elements.

## State of Kansas Annual Report Cost Summary-FFY 10

Program Area	Expenditures	Federal Share to Local
Planning and Administration	23,288	
Alcohol	232,646	171,331
Motorcycle Safety	7,332	7,332
Occupant Protection	1,065,384	621,749
Paid Media	507,426	
Pedestrian and Bike	24,806	
Police Traffic Services	386,745	376,613
Roadway Safety	247,230	196,097
Safe Communities	689,236	
Traffic Records	23,289	
<b>Total 402</b>	<b>3,207,383</b>	<b>1,373,122</b>
163 Alcohol	76,534	
410 Alcohol	870,853	
2011 Booster	156,737	
2010 Motorcycle	38,607	
408 Data	82,540	
1906 Racial Profiling	44,428	
<b>Total Other</b>	<b>1,269,699</b>	
<b>Grand Total</b>	<b>4,477,082</b>	