

State of Kansas

Annual Report FFY 2009

Mark Parkinson, Governor

Deb Miller, Secretary, Kansas Department of Transportation

Chris Herrick, Director, KDOT Division of Planning and Development

Mike Floberg, Bureau Chief, KDOT Bureau of Transportation Safety and Technology

Pete Bodyk, Traffic Safety Program Manager, KDOT Bureau of Transportation Safety and Technology

The FFY 2009 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.

Kansas Department of Transportation
Bureau of Transportation Safety and Technology
700 SW Harrison St.
Topeka, KS 66603-3754
(785) 296-3756
FAX (785) 291-3010
www.ksdot.org



Pete Bodyk
KDOT Traffic Safety Manager

Table of Contents

	Page
Executive Summary	3
Program Areas	
Statewide	6
Alcohol	8
Emergency Medical Services	11
Motorcycle Safety	12
Occupant Protection	14
Paid Media	17
Pedestrian Safety	20
Police Traffic Services	21
Roadway Safety	23
Safe Communities	24
Traffic Records	27
Highway Safety Funding	29

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


DRUNK DRIVING
OVER THE LIMIT. UNDER ARREST.

2009 EXECUTIVE SUMMARY

This FFY 2009 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 five weeks of overtime enforcement activity by as many as 119 Kansas police agencies (including the Kansas Highway Patrol), which resulted in nearly 10,000 speeding, 667 DUI's, 1,017 child passenger safety, 831 teen seat belt, 6,497 adult seat belt violations and 12,164 other citations.

The Impaired Driving Deterrence Program (IDDP), supported by the Kansas Highway Patrol (KHP), funded 21 local and state agencies and resulted in nearly 12,500 driver contacts at 56 checkpoints and 100 saturation patrols, resulting in 365 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 and deliver presentations statewide. In addition to providing presentations, training, materials, etc. the KTSRO has been tasked with expanding traffic safety education and awareness programs to employers, and in minority communities, specifically the Hispanic and African-American communities. The KTSRO worked with local safe ride programs which increased ridership 35 percent over the previous year. They developed and distributed over 25,000 teen alcohol flyers and posters, over 84,000 DUI brochures, 9,000 quick reference guides to assist local law enforcement, and over 52,000 promotional items across Kansas. They also partnered with Fort Riley to provide DUI training and implement a Safe Ride program. On the Occupant Protection side of things, the KTSRO provided over 523,000 promotional and educational items across Kansas, provided teen posters and flyers to 1,200 middle and high schools throughout the state, gave 50 Boosters To Belts presentations with 4,300 participants, hosted two Certified CPS Technician classes and assisted with 12 classes hosted by others. The Office also continues an E-Newsletter that reaches over 2,500 safety advocates monthly. The KTSRO facilitated meetings for the Motorcycle Safety Task Force aimed at reducing the number of crashes and fatalities associated with riding.

Roadway safety grants conducted fourteen traffic studies for local entities. Grant funds also enabled 136 local officials to receive roadway safety training in 2009.

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 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. In 2009, we have had more than 64,000 visitors to our website with over 500,000 pages viewed.

Kansas maintained the seat belt rate of 77% in 2009. KDOT is continuing to increase our efforts in enforcement, paid media and awareness to move the seat belt numbers higher in the future.

The Traffic Records Coordinating Committee (TRCC) continues to move forward. Kansas qualified again in 2009 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. The new Traffic Records System will aide in the retrieval of accident records for local law enforcement and in the future will provide near real time data for evaluation and dissemination.

In 2009, KDOT continued our partnership with our three University Division I sports programs. We expanded the exposure of our traffic safety messages with additional signage and PSA's 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.

In 2009, 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.

Performance Measures

Fatality Rate and Fatalities		2007 Base	2008 Data	2009 Goal
	Change			
Fatality Rate	↓ .20	1.37	1.17	1.27
Fatalities	↓ 31	416	385	<400

Occupant Protection		2007 Base	2009 Data	2011 Goal
	% Change			
Seat Belt Rate	↑ 2%	75%	77%	83%
Age 0 to 4 Restraint Use	↑ 3%	93%	96%	96%
Age 5 to 9 Restraint Use	↑ 4%	69%	73%	78%
Age 10 to 14 Restraint Use	↑ 4%	63%	67%	71%
Age 15 to 17 Restraint Use*			61%	

Alcohol		2007 Base	2008 Data	2009 Goal
	Change			
Alcohol-related Fatalities	↑ 2	118	120	111
Alcohol-related Injuries	↑ 55	1,944	1,999	1,827
Percentage of teen alcohol-related crashes	↓ 1.3%	17.8%	16.5%	15.8%

Motorcycle		2007 Base	2008 Data	2009 Goal
	Change			
Motorcycle Crashes	↑ 28	1,110	1,138	1,111
Motorcycle Fatalities	↓ 2	47	45	45

Pedestrian and Bike		2007 Base	2008 Data	2009 Goal
	Change			
Pedestrian/Bike Crashes	↓ 62	784	722	753
Pedestrian/Bike Fatalities	↑ 2	22	24	21

*First year data was collected for this age group

Statewide

The Problem

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

Kansas Traffic Safety Statistics

	2004	2005	2006	2007	2008
Statewide Crash Data					
Total Crashes	74,119	68,675	65,460	70,589	65,858
Fatal Crashes	390	384	427	379	348
Injury Crashes	16,634	16,185	15,792	16,228	14,866
Property Damage Crashes	57,095	52,106	49,241	53,982	50,644
Fatalities	459	428	468	416	385
Fatalities per 100 Million VMT	1.55	1.43	1.54	1.37	1.17
Injuries	23,783	22,723	22,320	22,904	21,058
Injuries per 100M VMT	80.91	76.39	73.55	75.43	70.69
Alcohol Related Fatalities	116	119	114	118	131
Alcohol-related Fatality Rate per 100M VMT	0.39	0.40	0.38	0.39	0.44
Percentage of Alcohol Related Fatalities	25%	29%	24%	29%	35%
Vehicle Miles Traveled (millions)	29,524	29,907	30,311	30,364	29,787
# of Licensed Drivers (in thousands)	2,015	2,008	2,003	2,018	2,025
Seat Belt Rate	68	69	72	75	77
Contributing Circumstances of Crashes					
Inattention	26,427	23,447	22,628	21,656	20,129
Speed	7,452	7,508	5,402	8,962	7,846
Failure to Yield	9,707	8,871	8,587	8,334	7,397
Following too Closely	5,852	5,615	5,269	4,629	4,272
Novice Driver Statistics (ages 14-20)					
Total Crashes	21,265	19,153	18,343	18,757	17,111
Fatal Crashes	90	76	79	78	67
Injury Crashes	5,550	5,159	5,170	4,978	4,389
Property Damage Crashes	15,625	13,918	13,094	13,701	12,659
Total Fatalities	101	91	85	91	67
Total Injuries	8,380	7,611	7,721	7,462	6,553
Percentage of Overall Crashes	29%	28%	28%	29%	26%
Alcohol-related Crashes	628	519	614	591	556
Alcohol-related Fatalities	19	10	12	19	18
Alcohol-related Injuries	434	390	346	249	354

Goal

- To reduce the traffic fatality rate by .05 annually to 1.27 in 2009 and 1.17 in 2011
- To raise the seatbelt rate by 3% each year to 79% in 2009 and 83% in 2011
- To lower the percentage of alcohol-related fatalities by 1.5% each year to 25% in 2009 and 22% in 2011
- To provide increased media funding towards targeted problems

Performance Measures

- Traffic fatality rate per 100M VMT
- State seat belt usage rate as determined through observational surveys
- Number of alcohol-related fatalities compared to overall fatalities

Strategies

- Provide resources that allow staff to receive additional training opportunities in-state and out-of-state by organizations dedicated to traffic safety issues.

Project Summaries

Section 402

PA-0918-09

BTS Staff Travel & Training Costs

\$17,598

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

The Problem

- In 2007, 118 people were killed and 1,944 injured in alcohol-related traffic crashes in Kansas.
- In 2007, Under 21 alcohol-related crashes accounted for 17.8% of all alcohol-related crashes and 16% of all alcohol-related fatalities.
- Current breath alcohol equipment is becoming out dated
- Inconsistent prosecution and adjudication of alcohol violations exist.

Goal

- To reduce the number of alcohol-related fatalities and injuries by 3% annually to 111 and 1,827 respectively by 2009, and to 104 and 1,717 respectively by 2011.
- To maintain the number of local law enforcement agencies participating in grant funded impaired driving deterrence programs to 25 in 2009 and beyond.
- To lower the percentage of teen alcohol-related crashes by 2% to 15.8% in 2009 and to 13.8% in 2011.

Performance Measures

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

Strategies

- Provide 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.
- Research and begin process of establishing a pilot DUI court in Kansas.

Project Summaries

Section 402

AL-0915-09

Kansas Traffic Safety Resource Office

\$236,687

During FY2009, 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 annually reaches tens of thousands of Kansans with the “Over the limit. Under arrest.” message.

- 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; minority awareness with Mexican consulate and various Hispanic and Native American organizations; grants for high school awareness programs; assistance with Safe Community programs.
- Provided support to community officials in Lawrence, Kansas, to enact a tougher social hosting law.
- Partnered with Kansas Traffic Safety Resource Prosecutor, Karen Wittman, to implement first Underage Drinking Seminar, held in Lawrence, 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 35% from 2008. Programs at all schools will continue into the next contract year. This program was featured at the 2009 Lifesavers Conference as a Poster Presentation.
- 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 24,939 teen alcohol flyers and posters, provided over 84,000 brochures for DUI check lanes and public information, provided 8,505 quick reference cards to assist law enforcement; distributed 51,867 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.
- Collaborated with personnel from Lawrence Memorial Hospital and the Kansas Highway Patrol to complete development of a youth driven PowerPoint presentation called "Ride like a Friend". This program is a tool safety advocates can use to combat underage drinking, reckless driving, and impaired driving by focusing on the medical and legal consequences of those behaviors. This presentation was sent out to 45 communities across the state in FFY 2009.
- Partnered with Fort Riley army base to provide DUI training monthly and assisted with continuation of a Safe Ride program on base.

AL-IDDP-09

Law Enforcement IDDP Patrols

\$114,871

Provides overtime funding for 21 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 56 checkpoints and 100 saturation patrols resulted in over 12,500 public contacts, 365 DUI's, 60 Minors In Possession (MIP) and 99 Transporting Open Containers (TOC).

Section 410

AL-9106-09

Kansas Highway Patrol Blood Alcohol Unit

\$194,789

Provides support resources for local sobriety checkpoints and saturation patrols. In addition, provides support for the statewide Standardized Field Sobriety Testing (SFST) and Drugs that Impair Driving 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 1,225 officers, while 81 officers were instructed in the "Drugs that Impair Driving" program. The contractor also coordinates the DRE program, targeting metropolitan and major corridor areas. The Drug Recognition Expert Program (DRE) currently has 86 DREs. Kansas DREs performed 343 evaluations throughout the state. One Prosecuting Attorney's Seminar was held in Wichita with 138 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 170 saturation patrols and 89 checkpoints tracked by the BAU unit resulted in 22,410 contacts and 633 DUI arrests.

AL-TSRP-09 **Traffic Safety Resource Prosecutor** **\$146,152**

Karen Wittman was hired as the first Kansas Traffic Safety Resource Prosecutor (TSRP) in March of 2008. During her second 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 first of these training seminars on May 19, 2009. There were 32 participants, receiving 8 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 April, serving as both a presenter and moderator. She presented at the Prosecuting Attorney's 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 Standard Field Sobriety Testing (SFST) and Breath Alcohol advisory Committees. Karen was also appointed by the Attorney General to be his designee on the DUI Commission.

PT-9101-09 **Kansas Highway Patrol R.A.V.E. Program** **\$98,904**

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 2009 resulting in 6,686 public contacts, 860 speeding citations, 234 DUI arrests, 46 Minor-in-Possession arrests, 84 Transporting-Open-Container arrests, 178 safety belt citations and 29 child restraint citations.

AL-9400-09 **DUI Victim Center** **\$70,698**

This grant focused on monitoring 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 and Emporia. Significant steps were also taken to increase the pool of volunteer court monitors and to redesign the agency's web site. This grant also assisted in the production and distribution of a monthly newsletter entitled "The Volunteer's Voice." The state coordinator and court liaison monitored many DUI trials, sentencing and drivers license hearings.

AL-9108-09 **Public Information and Education** **\$4,661**

Two Preliminary Breath Testing Units were purchased for the Police Department at Kansas State University. In addition, this grant funded efforts in the Wichita area to provide Safe Rides for impaired drivers.

AL-0940-09 **Kansas Department of Health and Environment** **\$2,021**

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

AL-9317-09 **Mini Impaired Driving Deterrence** **\$2,690**

The Merriam Police Department conducted two saturation patrols and two sobriety checkpoints during the year. There stats are included in the full scale IDDP section of this report.

Emergency Medical Services

The Problem

- Lack of statewide electronic EMS data collection system
- Lack of quick response time in rural areas.

Goals

- Develop and implement a statewide data collection system
- Reduce response time in rural areas

Performance Measures

- Data collection committees and system development
- Response times in rural areas

Strategies

- Assist KS Board of EMS with strategies and funding
- Provide equipment necessary to positively affect response times in rural areas

Project Summaries

Section 402

EM-1100-09

Emergency Medical Services

\$100,000

An EMS assessment was completed in July of 2007 and will provide a road map to implementation of a statewide data collection system. EMS has begun collecting data electronically. Distribution of the electronic data capture piece continues to vendors of all sizes around the state.

Motorcycle Safety

The Problem

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

Goal

- Lower the number of motorcycle crashes by 5% per year to 1,111 in 2009 and 1,002 in 2011
- Lower the number of motorcycle fatalities by 5% per year to 47 in 2009 and 43 in 2011.
- Lower the number of alcohol-related motorcycle crashes by 5% per year to 79 in 2009 and 71 in 2011.

Performance Measures

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

Strategies

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



**Some drivers only see us
by accident.**

LOOK TWICE SAVE A LIFE

BE AWARE! Motorcycles Are Everywhere

Kansas Department of Transportation

Project Summaries

Section 2010

MC-1200-09

Motorcycle Safety Media Campaign

\$38,063

In 2009, KDOT continued a Media Awareness Campaign focused on reaching drivers of other motor vehicles. This campaign utilized newly-designed billboards and print media in the counties that represent more than 50 percent of all motorcycle crashes and fatalities. The nine billboards were utilized for two months each and placed in highly visible locations. KDOT also paid for production of 4,000 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 bi-monthly Wichita area publication aimed toward

motorcycle riders. This space included a full-page ad along with an informational article with seasonal motorcycle safety messages.

IT'S KANSAS LAW

Any person operating in this state a motorcycle which is registered in this state shall be the holder of a class **M** driver's license KSA 8-235

Additional fee for Class M License: \$12.50
Penalty for no Class M License: Class B Misdemeanor
Fine up to \$1,000 and/or Imprisonment up to 6 months

KANSAS
DEPARTMENT OF TRANSPORTATION
www.ksdot.org
DEPARTMENT OF REVENUE
www.ksrevenue.org

KANSAS Traffic Safety Resource OFFICE
2930 SW Wanamaker Dr. Topeka, KS 66614
800 416 2522
ktsro@dcca.org

In an effort to encourage riders to be properly licensed, KDOT produced a poster which was distributed to motorcycle vendors, county treasurer's offices, and all DMV testing stations. The educational brochure promoting a "Share the Road" theme was updated and distributed, also. Other promotional efforts for motorcycle safety included signage at Heartland Park Topeka, redesigning and printing the motorcycle awareness brochure (both paid through 402 funds).

Occupant Protection

The Problem

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

Goal

- Raise the seatbelt rate by 2% each year to 79% in 2009 and 83% in 2011
- Reduce the traffic fatality rate by .05 annually to 1.27 in 2009 and 1.17 in 2011
- Raise the child restraint rate for 0-4 year olds by 2% per year to 92% in 2009 and 96% in 2011, to raise the rate for the 5-9 and 10-14 year old groups by 4% per year to (5-9) 70% in 2009 and 78% in 2011; (10-14) to 63% by 2009 and 71% by 2011.
- Establish a baseline for 15-17 year-olds.

Performance Measures

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

Strategies

- Continue to provide grants to law enforcement agencies for overtime enforcement of safety belt violations through the Special Traffic Enforcement Program (STEP).
- Provide statewide occupant protection public education and information through media campaigns in conjunction with law enforcement mobilizations and special corridor activities – English and Spanish.
- Continue to provide CPS Safety Seats state-wide in recognized distribution/fitting stations, targeting booster seats, for low income families.
- Provide state-wide media awareness campaign on occupant protection.
- Support CPS Safety Training using the current NHTSA standardized curriculum.
- Utilize corridor enforcements to sustain occupant protection use.
- Use seatbelt survey results to target problem areas of the state.

Project Summaries

Section 402

OP-STEP-09

Special Traffic Enforcement Program

\$564,553

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 2009, as many as 119 Kansas police agencies combined to make 27,489 stops, during which 18,795 arrests and citations for excessive speed,

adult or child restraint violations, and impaired driving were issued, along with 12,164 other arrests and citations – all on overtime.

OP-0315-09 **Kansas Traffic Safety Resource Office** **\$236,686**

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 child passenger safety message. KTSRO maintained a speaker's bureau for presentations, issued car seat recalls, monitored distribution of Vince and Larry costumes, videos, displayed booths around the state at various traffic safety events 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. Overall, more than 523,000 educational and promotional items were distributed in FFY 2009.

- Booster to Belts program continued with 50 presentations to promote booster seat use among children age four to eight. There were approximately 4,300 participants in these presentations.
- There are 587 CPS technicians, including 30 certified instructors. Kansas has 120 Inspection Stations, including 116 distribution sites and 12 loaner programs. KTSRO hosted two Certified CPS Technician classes, co-hosted one in Joplin for SE Kansas and SW Missouri, and assisted with seven CPST classes and two Renewal Courses hosted by other agencies across the state. They also hosted one eight hour CPST Technical Update, one eight hour CPS Instructor Update, and one CPST Renewal Course. KTSRO coordinated with KDOT to have the Technical Update video-taped, and this has been provided to an additional 28 techs for CEU training.
- Produced and distributed a statewide E-newsletter to over 2,350 advocates monthly.
- KTSRO sits on the Kansas Safe Kids board as well as having representation with KDHE Injury Prevention Consortium, Safe Communities, Operation Impact and Regional Preventions Centers.

OP-1316-09 **Seat Belt Survey** **\$200,529**

For the first time in several years, the 2009 seat belt use rate remained stagnant at 77%. Kansas still lags behind the national belt use rate. Women are more likely to be belted than men. Trucks, which account for about one in five vehicles observed, produce a substantially lower belt use rate (65%) than other vehicles (80%-84%), and male truck drivers are the lowest single category of belt users (63%). 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-0930-09 **Public Information and Education** **\$38,547**

These funds were used to promote the Click It or Ticket message and Child Passenger Safety through booth space at the 2008 Kidsfest, the Crawford County S.A.F.E. project, and promotional items at Wichita State University. Two Safety Belt Convincers were also purchased for the Kansas Highway Patrol to aide in the education efforts in promoting seat belt use.

Section 2011

OP-1306-09 **Child Passenger Seat Distribution** **\$99,213**

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-1188-09 **KDHE Safe Kids** **\$16,400**

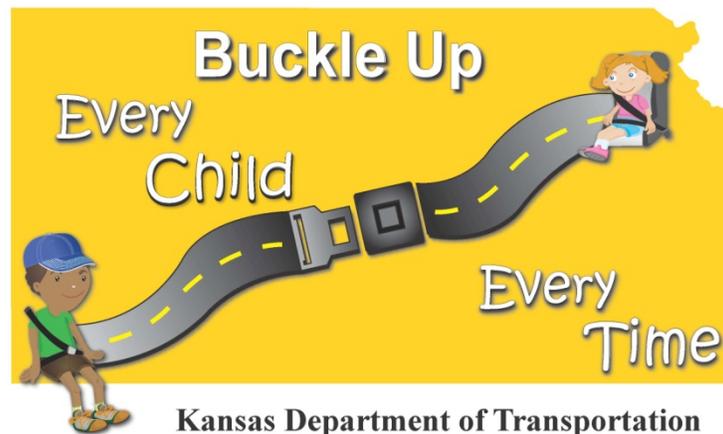
KDOT partnered with Safe Kids Kansas during the Labor Day weekend to promote the importance of seat belt use through the Bucks for Buckles program. This program reached 42 communities and was staffed by Safe Kids Chapter volunteers and State Farm employees statewide. Each vehicle in which all occupants 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, from July through September. Funds for this program were expended for event supplies and signage, working lunches for Child Passenger Safety Technicians, and to purchase 142 child restraints for distribution at events.

OP-1191-09 **IMG Communications2** **\$10,350**

Because children ages 4 to 14 continue to buckle up at a low rate, a radio ad targeting this age group and their parents was produced and played in 12 football game broadcasts on the Jayhawk Radio Network. This project also allowed the opportunity to provide educational materials to the Junior Jayhawk Club, with membership estimated at 850.

OP-1189-09 **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 selected baseball games throughout the 2009-2010 season. Signage was provided, and promotional materials were distributed in the Shocker Fun Zone.



OP-1192-09 **KSU Junior Wildcat Club** **\$7,000**

These project funds were used to promote occupant protection targeting the KSU Junior Wildcat Club. The KSU website and newsletters were the main distribution methods.

OP-1309-09 **Public Information and Education** **\$742**

These project funds were used to produce the CPS Technical Video Update.

Paid Media

The Problem

- In 2007, only 75% of Kansans were seat belted
- Kansas currently ranks 43rd in the nation in seat belt use
- Drunk driving kills over 100 people annually in Kansas
- Motorcycle fatalities have increased significantly in Kansas

Goal

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

Performance Measures

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

Strategies

- Advertising seatbelt & alcohol messages during sporting events at the state's three Division I colleges
- Advertise at special events/venues in KS to reach target audiences for seatbelt and alcohol messages (i.e. Country Stampede, Kansas Speedway)
- Continue and expand our media messages during the national mobilizations
- Utilize media during specialized corridor enforcement activities
- Continue motorcycle awareness media
- Implement non-traditional media methods, such as banner ads on internet

Project Summaries

Section 402

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, and twitter account.

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-1502-09 **Thanksgiving Occupant Protection** **\$20,740**
 For this mobilization, five cable networks were utilized, producing a total of 2,191 spots, including 306 bonus spots.

PM-1502-09 **Click it. Or Ticket** **\$199,613**



For this mobilization, 2,816 spots were aired on 33 radio stations in addition to 18 spots on the Royals Radio Network (with 33 Kansas stations, as well as stations in eight other states). Six of the radio stations, with 416 spots, were Hispanic stations. Eight TV stations in Wichita and Topeka, one Hispanic TV station in Kansas City, and four cable networks participated, producing a total of 2,080 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 1.1 million impressions. Click-through rate for this 2-week window was .059%, with 652 site visits. Earned media impressions increased 20%, and three inquiries were directly attributed to the online campaign.

GRP's	Kansas City	Pittsburgh	Topeka	Wichita	Mont. Co.
Radio	964	363	404	977	108
Television	60	N/A	501	585	0
Cable TV	229	172	266	267	0

PM-XXXX-09 **General/University Advertising** **\$201,500**
 KDOT partnered with several different groups and three universities in 2009 to promote safe driving behaviors. The different groups included the Wichita Thunder, Butler County Community College, Heartland Park Topeka, Country Stampede, 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-9108-09

Impaired Driving Media Campaign

\$114,464

This mobilization's buy utilized eight network TV stations and 8 cable networks for 2,483 total spots. For the second year, we chose to use hyper-targeted online media buys to better reach the target audience in college towns, with a total of more than 1.3 million gross impressions, and a click-through rate of .12 percent, which significantly exceeds the industry CTR benchmark of .03 percent. An on-line game was featured on the landing page (www.dontbejim.com). KDOT also ran half-page ads in newspapers at all six Regents Universities

GRP's	Kansas City	Pittsburgh/Hays/Emporia	Topeka	Wichita	Lawrence/Manhattan
Radio	332	303	344	366	48
Television	MoDot	N/A	259	289	N/A
Cable TV	194	434	395	81	153



Pedestrian & Bicycle Safety

The Problem

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

Goal

- To reduce total crashes by 2% per year to 753 by 2009 and 723 by 2011
- To reduce fatalities by 2% per year to 21 by 2009 and 20 by 2011

Performance Measures

- Number of crashes involving pedestrians and cyclists
- Number of pedestrian and cyclist fatalities

Strategies

- Maintain clearinghouse of child and adult bicycle brochures to distribute upon request.
- Maintain clearinghouse of child and adult pedestrian brochures to distribute upon request.
- Provide promotional items for the Annual Walk Your Child to School Day.

Project Summaries

Section 402

PS-0932-09

Public Information and Education

\$8,048

After a decade of utilizing separate bicycling safety brochures for adults and children, KDOT decided to combine these separate messages into one product geared to both groups with design features useful to bicycle retailers, bicycling clubs and bicycle rodeo providers. The information was condensed onto a sturdy, coated 9”X 4” card – front and back – fitted with a slotted hole at the top for attachment on brake and gear shift cables. During 2009, almost 34,000 of the colorful, illustrated cards were printed and distributed across the state, marking an increase of 11,000 over 2008. Traffic Safety also worked in close collaboration with the Safe Kids Kansas program to fill orders from 35 elementary schools for 10,735 reflective zipper pulls in support of “Walk Your Child to School Day” in October.

PS-1131-09

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 2,000 helmets were purchased and distributed statewide.

Police Traffic Services

The Problem

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

Goal

- Reduce the total crashes in the state by 2.5% per year to 67,060 in 2009 and 63,707 in 2011
- Reduce the total rate of crashes by 5% per year to 1.27 in 2009 and 1.17 in 2011
- Reduce the number of deaths on Kansas Roads to under 400

Performance Measures

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

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-0938-09

Local Travel & Training

\$11,814

These funds enabled KDOT to send two local judges to the ABA Traffic Court Seminar in October, one person to attend the ADTSEA Conference, two Kansas Highway Patrol troopers to Lifesavers and several other professionals to various trainings.

PT-LELs-09

Law Enforcement Liaison

\$144,911

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-0931-09

Local Law Enforcement Incentives

\$300,612

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-1717-09

Corridor Enforcement

\$1,255

During spring and summer, 2009, highway construction projects in Shawnee County severely disrupted traffic flow, forcing rerouting and dangerous congestion on U.S. 24 highway. A grant was made to the City of Rossville to provide for overtime enforcement at the locations and times of greatest congestion.

Roadway 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-0618-09

Bucher, Willis, and Ratliff Consultants

\$73,574

The Traffic Engineering Assistance Program (TEAP) provides local governments assistance with traffic studies. In 2009, TEAP addressed several areas of local concern with seven traffic studies in the northern half of the state.

RS-1402-09

Kansas State University

\$100,000

The Traffic Assistance Services for Kansas (TASK) program provides economical training for Kansas public employees who have traffic safety responsibilities. In 2009, 136 local officials were trained at several different sessions across the state.

RS-1618-09

TranSystem Corporation

\$72,724

The Traffic Engineering Assistance Program (TEAP) provides local governments assistance with traffic studies. In 2009, TEAP addressed several areas of local concern with seven 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 2009
- Increase attendance of annual Traffic Safety Conference to 330 in 2009 and 370 in 2011

Performance Measures

- Number of community-based safety programs
- Number of attendees at the annual Traffic Safety Conference

Strategies

- Promote and conduct annual statewide conference on highway safety issues
- Solicit and promote community-based traffic safety programs in Kansas
- Improve information and resource availability for local agencies and advocates in Kansas.

Project Summaries

Section 402

SA-0943-09

Kansas Transportation Safety Conference

\$97,035

The 15th annual Kansas Transportation Safety Conference, held at the Wichita Hyatt Regency Hotel April 7-8, 2009, attracted 309 attendees and featured three general session presentations, 20 workshops, 45 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 around the breakfast/break/luncheon area 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 Major Daniel Lonsdorf of the Wisconsin State Patrol challenged participants to rethink what they believe about motorcycle safety.

At the closing luncheon, the 2009 People-Saving-People award ceremony recognized the exemplary roadway safety efforts of Brown County Sheriff, John Merchant; The S.A.F.E. (Seatbelts Are For Everyone) Coalition of Crawford County; Shawnee County Sheriff's Deputy Jesse Foster; and Butler County's Buckle Up Butler Youth Campaign.

SA-1066-09

Public Information & Education

\$11,667

These project funds enabled KDOT to purchase plaques for the People Saving People award winners, crash cards for public distribution and the creative work necessary to produce posters promoting our Alcohol messages. In addition, these funds were able to purchase t-shirts promoting the SAFE program in Crawford County and support some of the recruitment lunches with law enforcement.

SA-1913-09 **Think First Injury Prevention Program** **\$1,972**
The Think First program brings in crash victims who have sustained life-long traumatic brain or spinal cord injuries. The program reached nearly 1,600 high school students at four Kansas high schools in 2009.

SA-1024-09 **Kansas Operation Lifesaver Inc.** **\$15,000**
KDOT distributed these funds to the Kansas Operation Lifesaver program to aide in the purchase and production of brochures and promotional items. These items include: brochures for target groups as Emergency Responders, Law Enforcement, Professional Truck Drivers, School Bus Drivers, All Drivers, Pedestrians, Passengers on Trains, Activity Books, Coloring Books, bookmark/rulers, pencils, pens, banners, lapel pins, train whistles, posters, and bumper stickers.

SA-1908-09 **Wyandotte County Safe Communities** **\$48,691**
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 76% in 2006 to 81% in 2009. Even more striking is the increase in restraint of children, ages 5-9, over the same period, from 44% to 81% and the increased restraint compliance by children, aged 10-14, from 41% to 63%. Gains have also been seen 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-1057-09 **Comprehensive Media Campaign** **\$395,579**
Trozzolo Communications Group (TCG) worked closely with KDOT in the planning of a comprehensive media campaign. They implemented numerous initiatives, including the development of new 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 monitoring of a CIOT MySpace website. 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, create hand stamps for the college Safe Bus program, and develop other opportunistic marketing strategies. TCG also participated in the Transportation Safety Conference by presenting a breakout session geared toward social networking.

SA-1920-09 **Predicting Young Driver Crash Risk** **\$144,494**
In order to reduce the injury and death associated with young Kansas teen drivers, KDOT commissioned Dr. Renee Slick and RRG Consulting to assess the ability of RRG's DRASTIC Risk (Driving Assessment Survey to Identify Crash Risk) tool to answer the following research questions:

- Can DRASTIC Risk accurately identify IF a teen is at increased risk of automobile crash involvement?
- Can DRASTIC Risk accurately identify WHY a teen is at increased risk of automobile crash involvement?
- Based on DRASTIC Risk findings, are there key differences between urban and rural teen drivers?
- Based on DRASTIC Risk findings, what do exploratory results convey about the driving-related attitudes/beliefs of unlicensed drivers?
- Based on DRASTIC Risk findings, are there key differences between male and female teen drivers?
- How might the actual fatal crash data provided by KDOT relate to DRASTIC Risk findings?

RRG was selected to conduct the study based on the similarity of this research to work RRG completed for the United States Department of Defense. Substantial cost savings were achieved as a result of the synergies that existed between the two studies given that both projects involved teenage drivers.

The research found DRASTIC Risk to be a robust risk classification/training recommendation tool. It identified more than 60% of the high-risk drivers, which is twice what would be expected by chance. DRASTIC Risk also determined why each driver was at risk and provided a customized training recommendation for each at-risk driver. Further, the training recommendation represents a more than 73% reduction in the total amount of training necessary to address the needs of the highest risk drivers. This demonstrates that DRASTIC Risk is effective and efficient as both a risk classification and as a training recommendation tool.

Furthermore, the study identified differences in rural and urban drivers that will prove invaluable in the design of training to address the primary causes of death at the wheel. Finally, areas were identified where unlicensed teens could benefit from training before they even receive their license and it was determined that a need exists to further study male and female drivers to understand how their crash rates could be equal despite dramatic differences in the underlying crash risk factors.

Section 1906

RP-RPTF-09

Racial Profiling Task Force

\$145,267

KDOT continued the grant agreement with the Racial Profiling Task Force to employ a Coordinator and fund travel for many task force members from around the state. In addition, the Coordinator is in charge of planning and organizing the quarterly meetings, preparing the annual report and facilitated several town hall meetings around the state. This funding source also provided training for local law enforcement through a grant with the Kansas Highway Patrol.

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

Goal

- Implementation of Traffic Records Coordinating Committee (TRCC) Strategic Plan
- Implementation of KS Law Enforcement Reporting system (KLER)
- Development of a robust Traffic Records System (TRS)

Performance Measures

- Number of TRCC Projects
- Implementation of KDOT 850, 851 & 852 forms
- Number of Agencies/Organizations involved with the TRCC

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-2001-09

EADCR Maintenance

\$4,800

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-2102-09

Traffic Records Consultant

\$225,520

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.

TR-2200-09

TRS-10 –2009 Forms Training

\$5,524

Training was conducted by KDOT to provide information to law enforcement agencies on how to properly fill out the new 2009 Accident Forms. New forms are currently being accepted both electronically and on paper. Beginning 1/1/2010, the 2009 accident form will be the only form accepted by KDOT.

Section 408

TR-2104-09 TRS-04 TRCC – TRS Development \$14,600

Validation library was created, tested and deployed. It is being used in the field by the KLER data capture application and at the TRS as information is submitted electronically. Development of the NIEM schema is underway that will accept Crash reports sent electronically from third party data collection software.

TR-2105-09 TRS-05 TRCC – TRS Release 1 Requirements \$572,400

TRS-05 will focus on clarifying the information flow between system components, developing a Requirements Traceability Matrix (RTM) and detailing the subsequent development work order.

TR-2109-09 TRS-15 –Software Hosting \$8,700

Image Trend company provides hosting for the Traffic Incident Reporting and Evaluation System (TIRES) application. It is a validation engine that provides the means for entering business rules. It also creates the data validation module used by both the TRS and KLER.

TR-2110-09 TRS-16 –Software Support \$2,200

Software changes were required by Image Trend company to the TIRES application to meet additional TRS needs.

State of Kansas Annual Report Cost Summary-FFY 09

Program Area	Expenditures	Federal Share to Local
Planning and Administration	\$17,598	
Alcohol	\$351,557	\$270,615
Emergency Medical Services	\$100,000	
Occupant Protection	\$1,040,315	\$487,273
Paid Media	\$435,248	
Pedestrian and Bike	\$23,048	
Police Traffic Services	\$458,592	\$458,592
Roadway Safety	\$246,297	\$178,451
Safe Communities	\$714,438	\$102,688
Traffic Records	\$4,800	
Total 402	\$3,391,893	\$1,431,283
163 Alcohol	\$231,044	
410 Alcohol	\$634,379	
2011 Booster	\$141,205	
2010 Motorcycle	\$38,063	
408 Data	\$597,900	
1906 Racial Profiling	\$145,267	
Total Other	\$1,787,858	
Grand Total	\$5,179,751	\$1,431,283