

State of Kansas

Annual Report FFY 2014

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The FFY 2014 Kansas Annual Report is being submitted to National Highway Traffic Safety Administration (NHTSA) and Federal Highway Administration (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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Date

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YOU DRINK  YOU DRIVE
YOU LOSE

The Kansas Department of Transportation

2014 EXECUTIVE SUMMARY

This FFY 2014 Annual Report describes the progress and outcomes in the Kansas highway safety program. This report will detail activities conducted utilizing federal funding from Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU) and Moving Ahead for Progress (MAP 21). Coupled with Section 402, this report will detail activities tied to these specific program areas: Sections 405 (Occupant Protection Incentive Grant), 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), 2011 (Child Safety and Child Booster Seat Incentive Grants), Section 163 FHWA funding and Section 405 detailed in MAP 21.

Utilizing the new NHTSA protocol, Kansas recorded an adult seat belt rate of 85.74% in 2014. This is an increase of 5% when compared to the 2013 observation number.

The Special Traffic Enforcement Program (STEP) subsidized the cost of three overtime enforcement campaigns – totaling 5.5 weeks of traffic enforcement – by 124 Kansas police agencies and the Kansas Highway Patrol. In the course of more than 32,438 enforcement stops, law enforcement accounted for 3,613 speeding tickets; 427 arrests for DUI; 596 child passenger safety citations; 597 teen seat belt citations; 22,696 adult seat belt tickets and 8,857 other citations and arrests.

The Impaired Driving Deterrence Program (IDDP) subsidized overtime enforcement by 21 local police agencies spotted across the state and resulted in 10,893 driver contacts during the course of 38 check lanes and 106 saturation patrols, which combined to net 242 DUI arrests, 45 MIP arrests and 88 TOC citations. The Kansas Highway Patrol (KHP) was available to assist with check lanes and provided additional roving DUI saturation patrols through the Roving Aggressive Violation Enforcement grant from KDOT.

The Nighttime Seatbelt Enforcement Program (NSEP), in its third year, subsidized overtime enforcement by 16 police agencies over the course of 1,845 hours and 3,460 public contacts. This activity resulted in 2,840 citations for occupant restraint violations and, as would be expected from any aggressive nighttime traffic enforcement program, 1,142 other arrests and citations. Among this latter group were 9 felony warrant arrests, 30 misdemeanor warrant arrests, and 11 DUI arrests.

The Kansas Traffic Safety Resource Office (KTSRO) continues to distribute materials, deliver presentations, lead trainings, host a website presence, and offer phone assistance statewide centering on behavioral safety. KTSRO focuses their efforts to educate the public on the topics of occupant protection, impaired driving prevention, distracted driving, 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 The RIDE (Risk of Intoxication & Distractions Everywhere) curriculums, designed for use with elementary, tweens and teens in student settings.

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 at the end of the 2014 school year, was operational in 118 schools in 55 counties, reaching 60,000 students across 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 messages out to the student population. KDOT provides funding and staff time, through KTSRO, to oversee and help develop the program. In 2014, 150 teens from the SAFE program participated in the annual Transportation Conference.

Kansas consists of 82,277 square miles, making it both time-consuming and costly to travel and train our many safety partners. This problem has been reduced significantly by KTSRO's implementation of Adobe Connect. Through this platform, they have begun providing easier access to various meetings, including webinars, e-learning, screen-sharing, and real-time collaboration. In FY 2014, more than 50 sessions were held, with a total of nearly 900 attendees. The KTSRO also maintained a shared calendar on their website, enabling our partner organizations and agencies to promote their trainings, meetings, and conferences.

KTSRO developed and distributed more than 800,000 promotional and education items, including over 45,000 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 a bi-monthly E-Newsletter to provide timely information to more than 5,100 safety advocates, as well as a monthly E-Newsletter sent out to approximately 450 Employers, which is also provided in Spanish.

Roadway safety grants conducted eighteen traffic studies for local entities. Grant funds also enabled 126 local officials to receive roadway safety training in 2014.

The Traffic Records Coordinating Committee (TRCC) continues to move forward. Kansas qualified again in 2014 for 405(c) funding. Through the TRCC process, numerous state agencies are working together to improve traffic records in Kansas. The Kansas Law Enforcement Reporting System continues to be the main resource for submission of crash reports to KDOT. Currently, there more than 100 agencies submitting crash reports electronically, which represent over 50% of the total crash reports. New for 2014, is the development of a statewide search capability for offenders. This search capability will allow court personnel and law enforcement to accurately research DUI offenders across jurisdictions and databases in the state.

In 2014, KDOT continued its partnership with our three University Division I sports programs. We continued 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 child passenger occupant protection. Alliance Sports Marketing continued to be a great resource in promoting impaired driving message at dirt tracks across the state.

In 2014, 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 up to date on new court decisions concerning DUI and other traffic issues. The Kansas TSRP is well respected and continues to make an impact on DUI prosecutions and other driver behavior court cases in Kansas.

In September 2014, KDOT 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.

KDOT is in the process of updating the Strategic Highway Safety Plan (SHSP) and has been responsible for the formation of many Emphasis Area Teams (EATs) that focus on specific traffic safety areas. In 2014, there were nine active teams that included Data, Occupant Protection, Roadway Departure, Intersections, Teen Drivers, Local Roads, Education, Older Driver and Impaired Driving. The mission of the SHSP is to drive strategic investments that reduce traveler casualties, and the emotional and economic burdens of crashes utilizing the four E's (education, enforcement, engineering and EMS) in a collaborative process.

In the spring of 2014, based on constituent feedback, a community coalition was formed by KDOT to address traffic safety concerns on Kansas K-10 Highway between Lawrence and Olathe. This coalition included partners from along K-10. As part of the countermeasures, increased traffic enforcement along this stretch of K-10 was initiated. A total of 601 tickets were issued during August and September. This project is on-going.

Kansas Statewide Performance Measures and Goals

Core Outcome Measures	2007-11 Baseline*	2013 Data	2014 Goal
C-1) Number of Traffic Fatalities (FARS)	398	350	390
C-2) Number of Serious Injuries in traffic crashes (KCARS)	1,698	1,446	1,458
C-3) Fatalities/VMT (FARS/FHWA)	1.34	1.14**	1.30
Rural Fatalities/VMT (FARS/FHWA)	2.21	1.79**	2.14
Urban Fatalities/VMT (FARS/FHWA)	.53	.51**	.43
C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	179	146	169
C-5) Number of fatalities in crashes involving a driver or motorcycle operator with BAC of .08 or above (FARS)	122	102	118
C-6) Number of speeding-related fatalities (FARS)	104	111	101
C-7) Number of motorcyclist fatalities (FARS)	45	35	39
C-8) Number of un-helmeted motorcyclist fatalities (FARS)	31	18	27
C-9) Number of drivers aged 20 or younger involved in fatal crashes (FARS)	72	54	54
C-10) Number of pedestrian fatalities (FARS)	19	25	8
Core Behavior Measure			
B-1) Observed seat belt use, percent (State Survey 2014)	80	86	82
FFY 2014 Activity Measures			
A-1) Number of seat belt citations issued during grant-funded enforcement activities		25,433	
A-2) Number of impaired driving arrests made during grant-funded enforcement activities		566	
A-3) Number of speeding citations issued during grant-funded enforcement activities		4,386	
Distracted Driving Crashes (KCARS)	16,154	15,171	10,588

* 5-year moving average

** 2012 VMT rates, 2013 Fatalities

Kansas Traffic Safety Statistics					
	2009	2010	2011	2012	2013
Statewide Crash Data					
Total Crashes	61,164	60,031	59,859	58,148	58,467
Fatal Crashes	348	376	351	368	327
Injury Crashes	13,924	13,355	13,326	13,706	13,106
Property Damage Crashes	46,892	46,300	46,182	44,074	45,034
Fatalities	386	431	387	405	350
Fatalities per 100 Million VMT	1.31	1.44	1.29	1.33	1.14
Injuries	19,668	18,849	18,486	19,216	18,077
Injuries per 100M VMT	66.68	63.04	61.58	63.04	58.92
Alcohol Related Fatalities	123	168	115	95	95
Alcohol-related Fatality Rate per 100M VMT	0.42	0.56	0.38	0.31	0.31
Percentage of Alcohol Related Fatalities	32%	39%	30%	23%	27%
Motorcyclist Fatalities (total)	47	40	45	47	35
Motorcyclist Fatalities (helmeted)	14	11	12	10	15
Motorcyclist Fatalities (un-helmeted)	29	28	32	34	18
Motorcyclist Fatalities (unknown)	4	1	1	3	2
Vehicle Miles Traveled (millions)	29,497	29,899	30,021	30,488	30,681
# of Licensed Drivers (in thousands)	2,048	2,024	2,025	2,018	2,027
Seat Belt Rate	77	82	83	80	81
Contributing Circumstances of Crashes					
Inattention	15,703	12,924	12,446	13,119	13,299
Speed	5,680	6,125	6,186	4,607	5,665
Failure to Yield	7,336	7,087	6,971	7,087	6,885
Following too Closely	4,604	4,830	4,840	4,834	4,482
Novice Driver Statistics (ages 14-20)					
Total Crashes	15,703	15,942	14,635	13,085	12,841
Fatal Crashes	70	71	63	68	51
Injury Crashes	4,454	3,964	3,672	3,430	3,199
Property Damage Crashes	12,742	11,907	10,900	9,587	9,951
Total Fatalities	88	82	68	76	56
Total Injuries	6,729	6,277	5,378	5,100	4,676
Percentage of Overall Crashes	28%	27%	24%	23%	22%
Alcohol-related Crashes	608	469	419	463	324
Alcohol-related Fatalities	26	25	13	22	15
Alcohol-related Injuries	435	335	288	299	210

Planning and Administration

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-0918-14

Traffic Safety Section Staff Travel & Training Costs

\$18,138

These funds allowed Section staff to attend many training opportunities, including the Governor's Highway Safety Association Annual Meeting, NHTSA Regional Meeting, the North American Conference on Elderly Mobility, Traffic Records Forum, NHTSA Program Training, many law enforcement recruitment luncheons and other Section-sponsored events.

Alcohol

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, and recruit additional DREs located in areas of high alcohol-related crashes and arrests.
- 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.

Project Summaries

Section 402

AL-0915-14

Kansas Traffic Safety Resource Office

\$279,293

During FFY 2014, the Kansas Traffic Safety Resource Office (KTSRO) was the impaired driving prevention arm of the KDOT Traffic Safety Section and the principal clearinghouse 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 “You Drink, You Drive, You Lose.” message. This year, KTSRO staff members...

- Were involved in several major program efforts, including: awareness programs for minority populations through the Mexican consulate and various Hispanic and Native American organizations; assistance with Safe Community programs, updating website and Facebook with national enforcement campaigns, and partnering with AAA on media presentations for designated drivers on New Year’s Eve.
- Provided support to a community coalition, county and city law enforcement, and university police to continue the Fake ID 101 program in Lawrence and at Fort Hays State University.
- Partnered with Kansas Traffic Safety Resource Prosecutor, Karen Wittman, by providing registration support for 15 trainings involving more than 330 law enforcement officers and prosecutors statewide.
- 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. ID holders were distributed to students with safe ride program information imprinted on the holders. Programs at all schools will continue into the next contract year.
- Provided presentations and physical assistance to middle schools, high schools, regional prevention centers, state fair, Kansas School Nurses Association, PTA Statewide Conference, community fairs and events, SADD/MADD conferences and youth meetings, youth leadership meetings, law enforcement meetings, etc.
- Distributed more than 59,100 brochures for DUI check lanes and public information (including nearly 4,000 in Spanish), provided 2,100 quick reference cards to assist law enforcement; distributed more than 802,000 total promotional items across state.
- Continued production of an E-Newsletter and increased distribution from 4,000 to more than 5,100 Kansans on a bi-monthly basis. An e-newsletter is also sent to more than 450 employers monthly, in both English and Spanish, and all newsletters are posted on the KTSRO website.

- Participated in a motorcycle awareness committee to address impaired riding, and distributed more than 750 impaired riding posters.
- Distributed more than 12,600 “1-866-MUST-B-21” cards, magnets, and flyers to report underage drinking parties.
- Promoted use of a youth-driven PowerPoint presentation called “The R.I.D.E. (Risk of Intoxication and Distractions Everywhere).” This program, checked out by dozens of schools, law enforcement agencies, and other safety advocates, is used to combat underage drinking, distracted driving, and impaired driving by focusing on the medical and legal consequences of those behaviors.
- Coordinated with Traffic Safety Resource Prosecutor, Karen Wittman, to develop a webinar for law enforcement training: “Implied Consent: 5 easy-to-remember steps,” which was attended by 35 people. The curriculum is now available online, and has been taken a total of 5 times.

Section 410

AL-0841-14

KDHE Breath Testing

\$679

This contract provided travel and training to the staff at the Kansas Department of Health and Environment Breath Alcohol Unit.

AL-8101-14

Alliance Sport Marketing

\$49,000

To reach the challenging demographic of male pick-up truck drivers, signage and PSAs at twelve motorsports venues across the state increased awareness of the perils of impaired driving.

AL-8103-14

Sporting KC

\$78,750

Traffic Safety messages were promoted through Kansas City’s MLS team, including posts on their Twitter feed (approximately 117,000 followers), banner ads on the Sporting KC website (netting 124,000 impressions), two PA announcements per game, two minutes per game LED field board signage, five minutes per game of exposure on the IPTV network, and a 30-second pre- and post-game video message (one in English and one in Spanish) featuring one of their players. Parking lot exit signs are also provided, reminding attendees to buckle up as they leave the stadium. With an average attendance of more than 20,000 at 17 MLS home games, plus 3 CONCACAF league games, 2 US Open Cup games, and 4 FIFA Women’s World Cup Qualifier games, the contract with Sporting KC has given a great deal of exposure to our target audience.



AL-8104-14

Wichita Wild

\$16,800

Signage and PSAs were used to target male drivers in Sedgwick County with impaired driving messages.

AL-9106-14

Kansas Highway Patrol Breath Alcohol Unit

\$305,660

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 program. Training in SFST, Preliminary Breath Testing and the 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 575 officers, while 97 officers were instructed in the ARIDE program (up 28 from 2013). The KHP also coordinates the Drug Recognition Expert Program (DRE) program, targeting metropolitan and major corridor areas. The DRE Program currently has 80 DREs. KHP completed four SFST Training classes and supported 21 Local SFST classes. They put on three ARIDE classes and supported one Prosecuting Attorney/Law Enforcement Seminar held in Wichita with 81 in attendance. The seminar 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 155 saturation patrols and 60 checkpoints tracked by the BAU unit resulted in 14,000 contacts and over 350 DUI arrests. NHTSA funding also provided an additional position for the unit. This position, coupled with another position from the KHP increased the number of training opportunities for Kansas Law Enforcement agencies.

1. Trained:	KHP	Local Law Enforcement
a. SFST	139	378
a.1 SFST Instructor Development	16	0
b. SFST In-service		
1. 4 Hour Refresher Course	624	197
2. 6 Hour Refresher Course/Wet Workshop	115	0
3. Instructor In-service	0	0
g. ARIDE (Instructor)	0	0
g.1 ARIDE (Practitioner)	97	0
i. Prosecuting Attorney's Seminar	112	0

AL-IDDP-14 **Law Enforcement IDDP Patrols** **\$136,605**

This program provided overtime funding for 22 local law enforcement agencies to conduct a scheduled number of saturation patrols and sobriety check lanes throughout the grant year. An allowance was also provided for the purchase of alcohol enforcement-related commodities – such as PBTs and traffic cones. With support provided by the Kansas Highway Patrol’s Breath Alcohol Unit, 38 check lanes and 106 saturation patrols resulted in 10,893 driver contacts, 242 DUI arrests, 45 Minors In Possession (MIP) arrests, and 88 Transporting Open Container (TOC) arrests.

AL-TSRP-14 **Traffic Safety Resource Prosecutor** **\$152,078**

Karen Wittman was hired as the first Kansas Traffic Safety Resource Prosecutor (TSRP) in March of 2008. During her sixth contract year, Ms. Wittman has been extremely busy, having established herself as the Kansas Traffic Safety Resource Prosecutor. She has created a DUI Boot Camp which is training for Prosecutors who specialize in DUI prosecution. She did a one day Mini-Boot Camp on February 18, 2014 in Olathe, KS. She conducted the sixth edition of the two-day Boot Camp training seminar in May 2014. There were 31 participants, receiving 10.5 hours of CLE credit. Ms. Wittman conducted more than 40 trainings, reaching more than 750 persons throughout the year. Training attendees included law enforcement, prosecutors and other court personnel. The trainings focused on blood draws, criminal refusal, underage drinking and many other traffic safety topics. She attended the KDOT Traffic Safety Conference in April 2014, serving as both a presenter with Julinne Kemp (Johnson County Forensics Crime Lab), and a moderator. She has updated her comprehensive Kansas DUI Law book (Tenth Edition) which has been distributed to prosecutors statewide. She

has produced and distributed several TSRP newsletters. Karen serves as a member of the SFST and Breath Alcohol advisory committees and is Chairperson of the Impaired Driving Emphasis Area Team.

AL-9102-14 **Kansas Highway Patrol R.A.V.E. Program** **\$91,056**

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 2014 resulted in 3,924 public contacts, 297 speeding citations, 128 DUI arrests, 24 Minor-in-Possession arrests, 50 Transporting-Open-Container arrests, 149 safety belt citations and 25 child restraint citations.

AL-9400-14 **DUI Victim Center of Kansas** **\$172,957**

This grant underwrites two programs aimed at reducing repeat impaired driving convictions and recidivism: Court Watch, which monitors DUI trials and drivers' license suspension hearings in the Wichita metro area, and DUI Victim Impact Panels, where court-ordered offenders are placed face-to-face with victims of impaired driving. Court watch involved 365 days of trial (primarily repeat offenders) attendance by staff, volunteers, and interns from Wichita State University, as well as attendance at every driver's license suspension hearing. Almost 2,700 offenders attended 71 victim panels in eleven locations, which ranged from Dodge City through the Wichita area and up to Emporia and Lawrence, and utilized 1,050 hours of local volunteer assistance.

AL-9110-14 **Kansas Highway Patrol PBT's** **\$120,000**

Slightly more than 300 preliminary breath testing units were purchased for the Kansas Highway Patrol. This equipment purchase provided every road trooper with a new preliminary breath testing unit and will enable the KHP to continue the battle against impaired driving.

Section 163

AL-STAM-14 **Stampede Enforcement** **\$10,943**

Annually, more than 120,000 people are drawn to the Kicker Country Stampede, a four-day music/camping festival held over the last full weekend of June. Because of the large number of juveniles at the event – especially in the state park camping areas - there has, historically, been a high incidence of underage drinking with attendant disorderly behaviors. This grant provides overtime reimbursement for the enforcement of underage drinking laws and DUI-apprehension at the event. The Kansas Alcoholic Beverage Control Division and the Pottawatomie County Sheriff's office conduct the enforcement activity. During 2014's event, arrests included 108 for MIP, 5 for furnishing, 2 for DUI, and 2 for non-alcoholic offenses.

AL-2200-14 **Underage Drinking PI&E** **\$9,237**

This contract provided funding for the underage drinking hot line and beer keg tags.

Section 402 Youth Alcohol

YA-8500-14 **Youth Leadership Summit** **\$87,484**

The Summit, produced by Kansas Family Partnership, aims to build the capacity of local teams of high school students to address dangerous behaviors by peers in their home communities and to partner with various community sectors of influence, such as law enforcement and media, among others, to make lasting changes. An action plan process, with on-going adult mentoring by experienced adults, is employed to guide each team's activities over the upcoming school year. This year's event took place Aug 3-5 at a remote location out of cell phone range, and attracted 20 student teams, comprised of 8 to 12 students each, from across the state, as well as their adult sponsors plus 22 youth trainers (many of whom were Summit alumni) and 22 adult trainers. The agenda included six general sessions, 14 issues workshops, and many team training/planning sessions.

YA-0969-14

Underage Drinking PI&E

\$229

This funding source handled the user fees and domain name for the underage drinking prevention hot-line 1-866-MUST-B-21.

Section 405 (D)

AL-XXXX-14

University Media

\$251,623

Signage, video PSAs and radio spots were used at KU, KSU and Wichita State targeting the prevention of impaired driving. The Fake ID program from DCCCA was also paid for with these funds.

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-1200-14

Motorcycle Safety Media Campaign

\$146,351

In 2014, KDOT produced a 30-second TV ad stressing the need for proper training and getting the Class M license. A total of nearly 5,300 spots (2,964 paid, 2,328 free) were run on cable stations in Kansas City, Topeka, Manhattan, Joplin, Tulsa, and Wichita. A 60-second radio spot was also produced, and placed on 23 stations in the same areas of the state. The radio spot was run more than 1,700 times (981 paid, 734 free). The pre-roll video completion rate was 67%, and the buy delivered a total of 1,048,706 impressions, nearly 49,000 more than estimated, with 1,259 clicks. There were also more than 3,900,000 online banner ad impressions, about 440,650 more than planned.

A media event was held in conjunction with the Capital Classic Motorcycle Show, resulting in news stories run on six TV stations, three radio stations, two newspapers, plus digital stories run on eight sites. An additional 46,780 impressions were secured from social media engagements in Twitter and Facebook.

MC-1601-14

Kansas Traffic Safety Resource Office

\$17,031

The Kansas Traffic Safety Resource Office (KTSRO) maintained and organized the Motorcycle Safety Task Force for KDOT's Traffic Safety Section by providing educational materials and programs aimed at reducing

motorcycle crashes, injuries and fatalities in Kansas. From this particular fund, KTSRO purchased their popular yard signs, with a “Share the Road” message. These signs were handed out at motorcycle shows, fairs, and many other events statewide.

Section 405 (F)

MC-XXXX-14

Motorcycle Awareness Campaign

\$44,634

These funds were used to help produce the spring share the road advertising spots, as well as support for the Governor’s Cup motorcycle ride through newspaper advertising. KTSRO also purchased “Share the Road” bumper stickers, helmet reflectors, and bags to hand out at motorcycle shows. Additionally, KDOT paid for two riders (drawn from those who’d completed an online survey) to take a motorcycle rider course.



A large advertisement for Kansas motorcycle licensing. The background shows a person riding a motorcycle on a road. In the upper left, there is a graphic of a license plate with a magnifying glass over the "M" class. The text "KANSAS" is written above the license plate. The main headline in large red letters reads "IT'S KANSAS LAW". Below this, it states: "Additional fee for Class M License: \$12.50", "Penalty for no Class M License: Class B Misdemeanor", and "Fine up to \$1,000 and/or Imprisonment up to 6 months". At the bottom left, it says "KANSAS DEPARTMENT OF TRANSPORTATION www.kdot.org" and "DEPARTMENT OF REVENUE www.korrevenue.org". At the bottom right, it says "KANSAS Traffic Safety Resource OFFICE", "2930 SW Wanamaker Dr. Topeka, KS 66614", "800.416.2522", and "ktsro@kdotccca.org".

Occupant Protection

Strategies

- Continue to provide grants to law enforcement agencies for overtime enforcement of adult, teen, and child safety restraint violations through the Special Traffic Enforcement and Nighttime Seatbelt Enforcement Programs (STEP, NSEP), targeting additional agencies in the counties with the highest number of unbelted fatalities and serious injuries, and those counties with a low seat belt usage rate.
- 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 Child Safety Seats statewide in recognized distribution/fitting stations for low-income families.
- Continue Adult/Child Safety Belt Surveys, and Boosters to Belts education statewide through presentations, brochures etc.
- Provide statewide media awareness campaign on occupant protection.
- Support Child Passenger Safety (CPS) Training using the current NHTSA standardized curriculum.
- Use seatbelt survey results to target problem areas of the state.
- Continue to promote awareness of Primary Seat Belt Law passed in 2010.

Project Summaries

Section 402

OP-STEP-14

Special Traffic Enforcement Program

\$607,839

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, speed, texting and impaired driving laws. Enforcement activities utilized saturation patrols and checkpoints during three mobilizations, ranging from 1 week to 2.5 weeks in length. Each was primarily focused on either occupant restraint, DUI, or both, with secondary emphases on texting and speed and each was tied to a major travel holiday – Thanksgiving, Memorial Day, and Labor Day. During FFY 2014, 142 Kansas police agencies registered 26,446 arrests and citations in the enforcement areas of occupant restraint, DUI, speed and texting – and 8,857 arrests and citations for other offenses – during 32,438 stops over the course of just five and one-half weeks of actual enforcement.

In the spring of 2014, based on constituent feedback, a community collation was formed by KDOT to address traffic safety concerns on Kansas K-10 Highway between Lawrence and Olathe. This collation included partners from along K-10 including representatives from KDOT, Douglas County, Johnson County, City of Olathe, City of Eudora, City of Lenexa, City of Overland Park, City of De Soto, and A.B.A.T.E. of Kansas. One recommend countermeasures from the collation was increased traffic enforcement along this stretch of K-10. Local law enforcement reported their resources were stretched too thin to provide a stable presence along K-10 specifically for traffic enforcement. In response, KDOT Traffic Safety funded an overtime enforcement initiative. During August and September 2014 \$20,000 in overtime funding went toward a Traffic Safety Corridor Enforcement. Those law enforcement agencies participating were; Eudora Police, KHP, Johnson County Sheriff, Douglas County Sheriff, Lawrence police, Olathe Police, and Lenexa Police, all participated in this overtime initiative. A total of 601 tickets were issued during the two month period of August (424) and September (177).



OP-1315-14

Kansas Traffic Safety Resource Office

\$279,293

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, Regional Preventions Centers, armed forces, 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.

- KTSRO continued production of an E-Newsletter and increased distribution from 4,000 to more than 5,300 Kansans on a bi-monthly basis. An e-newsletter is also sent to more than 350 employers monthly, in both English and Spanish, and all newsletters are posted on the KTSRO website: ktsro.org
- KTSRO provides one full time employee to assist schools and law enforcement in implementation of the S.A.F.E. (Seatbelts Are For Everyone) program. This program, now in its 7th year, deserves much of the credit for the increase of teen seatbelt use in Kansas from 61% in 2008 to 83% in 2014. It has grown from six schools in Crawford County in 2008-2009 to 118 schools, 55 counties in 2014. The March enforcement period included more than 100 local law enforcement agencies plus the Highway Patrol and yielded more than 556 teen citations, 123 child restraint citations, and 1,450 adult seat belt citations.
- KTSRO personnel assisted AAA and AARP in instruction of defensive driving courses across the state, reaching nearly 300 citizens.
- KTSRO partnered with Trozzolo for statewide programs, reaching an estimated 400 children and their parents with the buckle-up message.
- KTSRO, partnering with KDOT, continued a traffic safety awareness program which was implemented in 2012. This visual “dashboard” is updated twice a month on both the KTSRO website and the home page of the KDOT website. Each update is promoted through KDOT’s social media outlets, and includes the YTD fatality count, as well as a comparison to 2013. It also includes a safety reminder pertinent to the season.



OP-2316-14 **Seat Belt Survey** **\$226,589**

The third year under the new NHTSA seat belt survey protocol, we are proud of a five percent increase in adult seat belt usage. Kansas achieved an 85.74% adult occupant protection rate in 2014. Women are more likely to be belted than men. Trucks, which account for a little more than one in five vehicles observed, produce a substantially lower belt use rate (76%) than other vehicles (90%-93%), and male truck drivers are the lowest single category of belt users (76%). The belt use rate for trucks on local roads is only 21.96%. Nearly 90% of interstate drivers use their seat belts but local road drivers were buckled less than 80% of the time. The survey noted 92% of passengers in the front seat were belted. Nearly 86% of Kansas children (0-17) were observed as belted, with 97% of those under 4 years old buckled up and the lowest rate was found among the 10-14 year olds (80%).

OP-0930-14 **Public Information and Education** **\$7,405**

These funds were used for the law enforcement recruitment lunches for the Click It or Ticket campaign, printing costs for occupant protection law cards, and supplies/signs for the observational survey.

Section 2011

OP-1306-14 **Child Passenger Seat Distribution** **\$64,962**

More than 1,500 child safety seats (convertible and booster) were distributed statewide to child passenger safety inspection stations through this project. These seats were provided to low income families.

OP-1602-14 **Kansas Traffic Safety Resource Office** **\$25,483**

This section of the KTSRO's contract focused on Child Passenger Safety throughout the state of Kansas.

- KTSRO partnered with the Kansas Highway Patrol to reach more than 1,100 elementary children through the popular Boosters to Belts program.
- Kansas has 589 CPS Technicians (CPST), 29 certified CPST Instructors, and 122 Inspection Stations. The KTSRO tracks technician status to insure each Inspection Station has properly trained techs on their staffs.
- KTSRO hosted eight NHTSA 3-day CPST certification classes (total of 101 participants), assisted with five additional classes (total of 85 participants), and assisted with three NHTSA 1-day CPST Renewal classes (40 participants). They also provided resources for a Safe Travel for All Children class where five CPSTs received their Special Needs Certification, and a Wheelchair Securement Certification training for 30 participants.

- KTSRO printed and distributed 61,000 W.H.A.L.E. (We Have A Little Emergency) ID stickers for child safety seats.
- KTSRO hosted the annual CPST Update class, free to any technicians in the state, to provide CEUs to 100 Technicians. They coordinated with KDOT to have the Technical Update videotaped. This has been made available on the KTSRO website, providing more than 175 CEUs for technicians, and 350 online CEUs from the 2013 curriculum.
- KTSRO collaborated with multiple other agencies to develop a Child Care Tool Kit, and trained more than 40 CPSTs on how to use the software. It is now available online, and in 2014, earned CEUs for 16 daycare providers.
- In addition to the CPST Updates, KTSRO provided online training for law enforcement: CPS Citations 101 (with 103 attendees).
- KTSRO hosted a webinar (45 participants) on how to use the modified CPS Check Form when inspecting and installing car seats.
- KTSRO attends national conferences and has representation on the Kansas Safe Kids board of directors, as well as with KDHE’s Injury Prevention Consortium, Safe Communities, Operation Impact, Regional Preventions Centers, the KDOT SHSP occupant protection team, and many other organizations across the state.
- KTSRO provided valuable assistance in coordinating social media promotions with the KHP, KDHE, Safe Kids, and KDOT for NHTSA’s Heatstroke Prevention campaign, CPS Week, and many other social media opportunities throughout the year.

OP-1188-14

KDHE Safe Kids

\$44,451

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. There were 40 events in 24 counties statewide; all staffed by Safe Kids Chapter volunteers and State Farm employees. 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, LATCH manuals for CPSTs, and to purchase nearly 600 child restraints for distribution at 73 registered events. At least 8 of the child restraints were for children with special healthcare needs. Nine Angel Ride Car Beds were purchased for distribution with this funding as were 28 Angel Ride Pad and Harness Kits and 2 Angel Ride replacement rear straps (car beds for infants who are very low birth weight, those not passing the “car seat test” and those with special medical needs...usually only needed temporarily).



OP-1652-14

Johnson County Parks & Recreation

\$15,000

The Child Passenger Safety message of “Buckle Up, Every Child, Every Time” is featured on banners throughout 35 sporting venues in Johnson County. This contract includes logos on the JO CO Parks & Rec. website, with links to the KTSRO page.

OP-1309-14 **Public Information and Education** **\$4,175**

These project funds were used to print 4,500 Spanish booster flyers and 20,000 Spanish/English Buckle-Up activity books. Funding was provided to reimburse travel expenses for a Kansas member of the National CPS Board, and also paid for extended-season radio ad at KSU and KU.

Section 405

OP-NSEP-14 **Nighttime Seat Belt Enforcement** **\$69,080**

In its second year, the Nighttime Seatbelt Enforcement Program (NSEP) generated 3,460 enforcement contacts over 1,845 hours by 16 police agencies, producing 2,840 restraint citations along with 1,142 other arrests and citations. Among this latter group were 9 felony warrant arrests, 30 misdemeanor warrant arrests, and 11 DUI arrests.

OP-1425-14 **Child Passenger Seat Distribution** **\$34,730**

More than 500 child safety seats (convertible and booster) were distributed statewide to child passenger safety inspection stations through this project. These seats were provided to low income families.

OP-1651-14 **CPS Events** **\$41,529**

KDOT contracted with Trozzolo Communications to provide CPS events in Ford, Wyandotte, Leavenworth, Shawnee, and Harvey Counties in late July through August. The five 90-minute Road Safety Parties were promoted through social media, digital advertising, and fair websites. More than 600 participants were exposed to the buckle-up messages, along with countless by-standers. Pictures were posted on Facebook after the events, and this use of social media resulted in many new exposures to our traffic safety message. Funding from this contract was also used to produce a Booster Rooster costume for use at future events.



Section 405(b)

OP-CPSS-14 **University CPS Advertising** **\$52,363**

This funding stream allowed KDOT to purchase advertising at the three Division I universities in the state targeting child passenger safety. This outreach included electronic distribution of child passenger safety flyers, on-site messaging and TV spots to alumni and other booster club members.

Paid Media

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 and Hummer Sports Park).
- 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 and other forms of social media.

Project Summaries

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.

Section 405

OP-1425-14

Thanksgiving/Holiday Mobilization

\$30,001

KDOT utilized a combination of online media combined with a cable buy for this mobilization. There were nearly 4,000 cable spots run, about half of which were free. The pre-roll video netted just under 700,000 impressions, plus about 192,000 added value banner impressions. There were more than 3,200 click-throughs.

OP-1425-14

Click it. Or Ticket

\$200,264

KDOT worked with Missouri in dividing the Kansas City and Pittsburg/Joplin markets, with MODOT purchasing most of the network TV spots, and KDOT purchasing radio and cable TV spots. KDOT purchased 60 spots on the Hispanic TV station in Kansas City, and received an additional 8 at no charge. In Topeka all stations but one “posted” at more than 90%, with 422 total TRPs/127% delivery rate. In Wichita, there were 415 posted TRPs, with a 133% overall delivery rate. More than 4,450 cable spots were run state-wide. Nearly 1,400 radio spots were purchased, including 160 spots on two Hispanic radio stations. In addition to traditional media, KDOT purchased mobile banner ads targeting 18-34 year-olds, which delivered 1,195,650 impressions (612,649 more than purchased) resulting in 3,757 clicks. A Facebook campaign generated more than 2,583,000 impressions, with 860 clicks. Pre-roll video on the Game Show Network garnered more than 810,000 total impressions/6,000 clicks. Continued from 2013 was a custom opt-in mini-game promoted in a pre-roll style environment, where the user plays our mini-game to earn points and level-up in some games. This innovative style of marketing garnered more than 4.67M impressions, and 1.58M game engagements, with a click-through rate of 1%.

Section 402

PM-1516-14

Mid America Regional Council Radio

\$13,000

In 2014, MARC secured 1,577 (including 908 at no charge) radio spots to promote safe driving behaviors. These spots were run in the Greater Kansas City area, targeting the traveling public, specifically, 18-34 year old males (including 300 Hispanic messages on 2 stations), on the topics of impaired driving, seat belts, pedestrian safety, aggressive and distracted driving. The campaign ran from June through September, supplementing a campaign conducted by MoDOT from October through May.

PM-1501-14

Distracted Driving Campaign

\$99,749

KDOT partnered with the Kansas Highway Patrol to create a media campaign to bring awareness to the danger of distracted driving. A video ad was retagged from another state for KDOT's use, and the KHP produced two radio spots which were written by KDOT staff. Trozzolo Communications was tasked with ad placement, using cable TV, radio, and preroll video. A total of 4,400 cable spots were run, more than half of which were free. Nearly 2,000 radio spots were run, including more than 800 free. There were 2,157,525 impressions from the preroll video, which included 157,525 added-value impressions. There was a 69% video completion rate, resulting in nearly 4,000 clicks.



PM-XXXX-13

Sporting Venue Advertising

\$33,982

KDOT partnered with several different groups in 2014 to promote safe driving behaviors, including Wichita Thunder, Hummer Sports Park, and Wichita Wingnuts. These groups were contracted to air radio spots, and provide venue signage promoting seat belt use and prevention of impaired driving and distracted driving messages.

Section 410

AL-9108-14

Impaired Driving Media Campaign

\$194,704

The 2014 Impaired Driving/Riding Crackdown buy consisted of 1,989 radio spots (including 894 free), and 8,394 cable spots (including 3,884 free). KDOT again chose to run pre-roll video, resulting in 1,593,291 impressions/11,030 clicks, and banner ads with 309,012 impressions/350 clicks. Together, these delivered 502,303 more impressions than planned. KDOT purchased advertising in movie theaters on a total of 80 screens in 7 cities across the state. These ads rotated two 30-second spots prior to every movie for four weeks, plus the ads were shown on lobby screens in each theater, for a total of nearly 600,000 impressions. An innovative "frozen billboard" concept was utilized, featuring wrapped ice chests outside of 15 Kansas liquor stores to target drivers immediately prior to alcohol consumption.

Funding from this contract was also used to support:

- underage drinking tip line

- printing DUI brochures
- Country Stampede, including fence banners, porta-pot signs, exit signage, fans, radio spots, StarScreen video commercials, and Encore Show sponsorship
- ads for the weekly broadcast of high school football games on a Topeka radio station.
- Panoramic billboard shot at KU Basketball game
- Inverter/Charger for Intoxilyzer for Wichita Police Dept.
- Butler Grizzlies Sponsorship



Pedestrian & Bicycle Safety

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-0932-14

Public Information and Education

\$5,988

Traffic Safety worked in close collaboration with Safe Kids Kansas to fill orders for 12,050 zipper pulls in support of “Walk Your Child to School Day” in October. In addition, Traffic Safety produces two-sided laminated bicycle safety instructional hang tags. In 2014, 4,500 of these cards were distributed to bicycle shops, sponsors of bicycle rodeos, schools and others.

PS-1131-14

Bike Helmets

\$14,950

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 1,668 helmets were purchased and distributed statewide.



Police Traffic Services

Strategies

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

Project Summaries

Section 402

PT-0938-14

Local Travel & Training

\$28,093

These funds enabled KDOT to send two advocates to Lifesavers Conference and two to attend child passenger seat training. Ten judges attended the ABA Traffic Court in Chicago in April.

PT-LELs-14

Law Enforcement Liaison

\$216,796

To better meet the challenge of effectively serving a law enforcement community of over 350 diverse agencies spread across 82,264 square miles, KDOT redrew the LEL territories in 2014 and added a full-time LEL position while reducing a full-time position to half-time. The result is a team of four LEL's operating at 3.25 FTE. These professionals – all of them retired law enforcement officers – promote KDOT's safety programs to law enforcement and advise that community on their application as well as on traffic enforcement, in general. They also work to build collaborations between the law enforcement community and other sectors, such as education and the media, to advance safety messaging that is complementary to enforcement strategies.

PT-0931-14

Local Law Enforcement Incentives

\$81,064

The bulk of these funds are traditionally spent to fulfill local law enforcement needs for speed detection radar equipment; preliminary breath testers; cones, flares, measurement devices, cameras, and tire deflation equipment. With a few exceptions, these funds are tied to the incentive that accompanies the Special Traffic Enforcement Program's Click it or Ticket mobilization over Memorial Day. Police agencies must average at least two occupant restraint tickets for every hour of enforcement to qualify. In 2014, 84 agencies (of 123 participating) qualified for equipment, with ticket rates averaging from 2.0/hour to 4.72/hour.

PT-TEXT-14

Texting Enforcement

\$73,049

Enforcement contracts were given to the KHP and local law enforcement. The enforcement was conducted in conjunction with a paid media effort in April of 2014.

Public Contacts	979	Speed Arrests	205
Texting While Driving Arrests	56	Child Restraint Arrests	13
Texting While Driving Warnings	43	DUI Arrests	10

PT-1708-14

KHP Crash Reconstruction

\$27,620

The class was conducted June 16-27 at the training academy in Salina. Twenty-eight students attended from various law enforcement agencies around the state.

Roadway Safety

Strategy

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

Project Summaries

Section 402

RS-0618-14

Lochner Consultants

\$51,312

The Traffic Engineering Assistance Program (TEAP) provides local governments assistance with traffic studies. In 2014, TEAP addressed several areas of local concern with seven traffic studies in the state.

RS-1402-14

Kansas State University

\$99,895

The Traffic Assistance Services for Kansas (TASK) program provides economical training for Kansas public employees who have traffic safety responsibilities. In 2014, 126 local officials were trained at several different sessions across the state.

RS-1618-14

TranSystem Corporation

\$64,646

The Traffic Engineering Assistance Program (TEAP) provides local governments assistance with traffic studies. In 2014, TEAP addressed several areas of local concern with seven traffic studies in the state.

RS-2618-14

Parsons Brinckerhoff, Inc.

\$69,292

The Traffic Engineering Assistance Program (TEAP) provides local governments assistance with traffic studies. In 2014, TEAP addressed several areas of local concern with four traffic studies in the state.

Safe Communities

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-0943-14 Kansas Transportation Safety Conference \$117,388

The 20th annual Kansas Transportation Safety Conference was held at Capitol Plaza Hotel in Topeka, April 21-23. The conference attracted 465 registrants for three pre-conference in-service professional courses, three general session presentations, 20 workshops, 47 speakers, and 21 exhibitors, all arrayed over four tracks: youth, law enforcement, injury control, and roadway safety. Exhibits positioned around the general sessions/lunch area provided exposure to the latest transportation safety equipment, programs, and technology.

At the closing luncheon, the People-Saving-People award ceremony recognized the exemplary roadway safety efforts of SRO Deputy Justin Noel, USD 493, Columbus; Jodi Stallard, teacher at The Pembroke Hill School, Kansas City, Missouri; Deputies Jonathan Koch and Greg Vickers, Johnson County Sheriff's Office; Deputy John Scaglione, Sedgwick County Sheriff's Office; and Sheriff David Groves, Cherokee County.

SA-1066-14 Public Information & Education \$9,614

These project funds enabled KDOT to purchase plaques for the People Saving People award winners, "Click it or Ticket" lanyards, Unsafe Driving Acts brochures for the American Legion, traffic crash dummy for training, support the Older Driver Summit held in Topeka and other educational items.

SA-1913-14 Think First Injury Prevention \$8,640

The Think First program brings in crash victims who have sustained life-long traumatic brain or spinal cord injuries. The program conducted presentations that reached more than 8,000 high school students at 21 Kansas high schools and two drivers education classes in 2014.

SA-2024-14 Kansas Operation Lifesaver, Inc. \$15,000

For almost 25 years, KDOT has 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, First Responders, Law Enforcement, Professional Truck Drivers, School Bus Drivers, Students, Pedestrians, and Passengers on Trains. Other promotional items comprise of: activity books, bookmarkers, bumper stickers, coloring books, fans, key chains, lapel pins, pencils, pens, rulers, train whistles, and zipper pulls.

SA-1908-14 Wyandotte County Safe Communities \$42,500

This grant with the Unified Government Public Health Dept. of Wyandotte County partially funds a traffic safety coordinator's position established to address the county's significant traffic safety challenges brought on, in large part, by a large and fluid immigrant block which has historically created a level of volatility in restraint compliance rates that is not seen in other Kansas urban areas.

Trozzolo Communications Group (TCG) worked closely with KDOT in the planning of a comprehensive media campaign. TCG coordinated all of the media buys and two media events for the enforcement mobilizations, developed the earned media releases, and provided detailed evaluations on all media buys. They also executed a Distracted Driving Awareness outdoor campaign. With guidance from the Motorcycle Safety Task Force, they implemented a radio and TV ad campaign which focused on “Share the Road” through proper training. TCG managed the social media for Facebook and Twitter on a daily basis. TCG has assisted in setting up meetings with Sporting KC, as well as other sports marketing opportunities.

ETC Institute conducted a survey of residents in the State of Kansas, during September of 2014. This year’s survey was different than the previous surveys administered in July of 2010, July of 2011, and July of 2012. The purpose of the survey was to gain input from residents regarding perceptions of safety.

Major Findings:

- Residents were asked their opinion of what was most likely to cause a traffic crash; 89% of respondents indicated *texting on cell phone* was the most likely cause. Other reasons include: Drunk driving (61%), talking on cell phone (36%) and other driver distractions (28%).
- Residents were asked what they thought was the most serious distraction for drivers; 92% of respondents indicated they thought *texting while driving* was the most serious distraction. Other distractions include: Cell phone talking (handheld or hand free) (36%), personal grooming (21%), eating while driving (18%) and passengers in vehicle (17%).
- When asked whether or not respondents had used a mobile device the last time they were behind the wheel for any reason; 38% of respondents indicated *yes*, and the remaining 62% indicated no they had not used a mobile device.
- Residents were asked whether they believed that using a hands-free mobile was safer than using a hand-held mobile device; 76% of respondents indicated *yes* they believe it is safer and 24% indicated that they did not feel it was any safer.
- Residents were asked if they had ever made a driving mistake while using a cell phone or other mobile device even if it did not result in a crash; 47% of respondents indicated *yes* they had made a driving mistake and 53% indicated they had not made a driving mistake.
- When asked if they, as a driver, have ever been involved in a traffic crash; 66% of respondents indicated *yes* they had been in a traffic crash and the remaining 34% indicated that they had not been involved in a traffic crash.
- Residents were asked the primary reason they wear their seatbelt, 69% of respondents indicated that they primarily wear their seatbelts for *safety* reasons. Other reasons include: It’s the law (19%), personal tragedy (55) and fear of ticket (4%).
- Residents were asked what the Kansas message was regarding seatbelt use, 83% of respondents indicated the phrase *Click it or Ticket*. Other messages include: Buckle up for safety (9%), don’t know (5%) and Kansas Clicks (3%).
- Residents were asked what the Kansas message was regarding drunk driving, 60% of respondents indicated *You Drink, You Drive, You Lose*. Other messages include: Don’t know (19%), You Booze, You Lose (12%) and Never Drive Drunk (10%).
- Residents were asked to indicate the average number of traffic related deaths in Kansas over the past several years; 35% of respondents indicated 101-300 traffic related deaths. Other amounts include: More than 500 (30%), 301-500 (28%) and less than 100 (7%).

Section 1906

RP-2911-14

Racial Profiling Training - KLETC

\$35,064

Kansas law requires four hours annual training on Racial Profiling for Kansas Law Enforcement Officers. KDOT provided support to the Kansas Law Enforcement Training center to develop and implement on-line training for all Kansas law enforcement agencies. The curriculum has been completed and training is currently available on-line. In partnership with the Racial Profiling Attorney General's Office, there were 10 on-ground Law Enforcement Officer training sessions completed in five locations across Kansas and trained more than 3,000 officers in FFY 14.

RP-1921-14

Racial Profiling Attorney General's Office

\$75,299

The Attorney General's office hired a retired judge to provide racial profiling training for law enforcement and citizens around the state and ensure reporting compliance on racial profiling. Additionally, this position investigated 19 complaints of racial profiling filed with the Attorney General's office.

Each law enforcement agency is required to file an annual report of all racial and other bias based policing complaints received and answer questions that reflect compliance with the biased policing statute. For the period ending June 30 2011, 50% of those agencies had not reported. As of 12/31/13 the reporting rate was 99% for the reporting period ending June 30, 2013. The improved reporting rate is due to this project's tracking, follow-up, support to the agency, and online reporting being instituted. As of 3/31/14, 100% of state law enforcement agencies have filed their racial profiling annual reports.

RP-1922-14

Dr. Michael Birzer

\$7,350

Dr. Birzer completed the first survey addressing racial profiling in the state. This contract provides funding for his follow-up research after the implementation of several programs and the racial profiling task force final report.

RP-1925-14

Racial Profiling PI&E

\$14,257

This contract reimbursed the citizen advisory board of Wichita for two trainings. Dr. Lorie Fridell was brought in to speak at both events.

Traffic Records

Strategies

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

Project Summaries

Section 408

TR-2111-14

Central Citation Repository

\$86,460

Many law enforcement agencies submit citations electronically to their local records management system or local court. This project is designed to manage and create a central location for all citations processed and disseminated in the state. A central citation repository will provide valuable data to law enforcement, prosecutors and investigators across the state.

TR-2113-14

Project Consultant

\$36,418

Iteris Consulting provided project oversight, administered a strategy session for the TRCC and assisted in gathering performance measures for our data application.

TF-4019-14

Record and Police Impaired Drivers

\$825,561

Analysts International developed software in support of the RAPID (Record And Police Impaired Drivers) software. This project will enable court personnel to access criminal history, arrest, adjudication, incarceration and other information in DUI cases around the state. The Kansas Bureau of Investigation has taken on the lead role in this project designed to assist prosecutors and court personnel in the charging and prosecution of DUI offenders.

State Funds

The TRCC administers the state funded Traffic Records Enhancement Fund. The total funding expended in FFY 14 for projects totaled \$441,785. Projects included software support and enhancements/maintenance to the Traffic Records System and development of the RAPID software.

State of Kansas Annual Report Cost Summary-FFY 14

Program Area	State Match	Expenditures	Federal Share to Local
Planning and Administration	\$18,138	\$18,138	
Alcohol		\$279,293	\$231,300
Occupant Protection	\$600,000	\$1,121,126	\$615,244
Paid Media		\$146,731	
Pedestrian and Bike		\$20,937	
Police Traffic Services		\$426,621	\$60,000
Roadway Safety	\$126,575	\$285,144	\$285,000
Safe Communities		\$593,137	
Youth Alcohol		\$87,712	
Total Section 402	\$744,713	\$2,978,840	\$1,191,544 (40%)
405 Occupant Protection	\$126,000	\$375,603	
405(b) Occupant Protection	\$14,000	\$52,363	
408 Traffic Records	\$238,000	\$948,439	
410 Impaired Driving	\$1,319,000	\$1,318,289	
405(d) Impaired Driving	\$63,000	\$251,623	
2010 Motorcycle Safety		\$163,382	
405(f) Motorcycle Safety	\$12,000	\$44,634	
2011 Booster Seat Incentive	\$153,000	\$152,671	
1906 Prohibit Racial Profiling	\$33,000	\$131,971	
Section 163		\$20,180	
Total Other Sections	\$1,958,000	\$3,459,154	
Grand Total	\$2,702,713	\$6,437,994	