

State of Kansas

Annual Report FFY 2017

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The FFY 2017 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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2017 EXECUTIVE SUMMARY

This FFY 2017 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), Moving Ahead for Progress (MAP 21) and Fixing America's Surface Transportation Act (FAST). 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), 2011 (Child Safety and Child Booster Seat Incentive Grants) and Section 405 detailed in MAP 21 and the FAST Act.

Utilizing the NHTSA protocol, Kansas recorded an adult seat belt rate of 82% in 2017. This is a decrease of five percent when compared to the 2016 observation number. The primary reason for this decrease was the reselection of counties in the survey and more local road information collected.

The Special Traffic Enforcement Program (STEP) subsidized the cost of three state-wide overtime enforcement campaigns – totaling 5.5 weeks of traffic enforcement – by 127 state and local Kansas police agencies. In the course of 25,582 enforcement stops in 11,678 hours, officers produced 3,066 speeding tickets; 287 arrests for DUI; 388 child passenger restraint citations; 319 teen seat belt citations; 17,491 adult seat belt tickets, 81 tickets for texting while driving, and 6,306 other citations and arrests. In addition, STEP continued to provide overtime personnel funding for an Aggressive Driving enforcement campaign in the Greater Kansas City. The campaign consisted of two Saturday enforcements, one in August and the other in September. In these two days alone, over the course of 547 stops, the enforcement actions accounted for 337 speeding citations, two DUI arrests, two texting citations, 241 other driving-related citations, and five arrests.

The Impaired Driving Deterrence Program (IDDP) subsidized overtime enforcement by 20 county and municipal police agencies and resulted in 8,680 driver contacts during the course of 26 check lanes and 99 saturation patrols, which combined to net 173 DUI arrests, 35 MIP arrests, 56 TOC citations, and 35 arrests for drug possession. In addition, these late-night enforcements accounted for 869 other citations/arrests and 1,438 warnings. 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 (RAVE) grant from KDOT. These patrols produced 65 DUI arrests, 10 MIP arrests, 111 arrests for drug possession, 28 TOC (transporting open container) citations, and 654 other citations and arrests over the course of 3,203 traffic stops.

The Nighttime Seatbelt Enforcement Program (NSEP), in its fourth year, subsidized overtime enforcement by six police agencies over the course of 734 hours and 1,534 enforcement contacts. This activity resulted in 1,106 occupant restraint citations and, as would be expected from any aggressive nighttime traffic enforcement program, 297 other arrests and citations, including 4 for DUI.

Each year the Kansas Highway Safety Office sponsors two statewide occupant restraint enforcement activities which are non-contractual and purely voluntary on the part of participating agencies. The first is a one-week enforcement as close to Halloween as possible and focuses on elementary and middle school neighborhoods. It is appropriately named Ticket or Treat. Police agencies are asked to contribute a minimum of one hour during the enforcement period, with 30 minutes before and after school and 30 minutes after. Last fall, 51 agencies responded and their 236 participating officers wrote 34 child-, 55 teen-, and 368 adult restraint citations along with 425 others. The second focuses on high school neighborhoods during the last week of February through the first week of March. The expectation is the same: a minimum of one hour broken out between morning and afternoon. This year, the campaign engaged the efforts of 552 officers from 102 agencies and produced 47 child, 172 teen, and 842 adult restraint citations, along with 506 other citations and arrests.

Kansas consists of 82,277 square miles, making it difficult for KDOT personnel to be in all of the places needed to effectively reach the public with our traffic safety programs. The Kansas Traffic Safety Resource Office (KTSRO) has lightened this load by providing expertise to each program area. With a staff of seven and ½ full time employees, they represent KDOT in the outreach to minorities, large employers, child passenger safety advocates, motorcyclists, and law enforcement. They are responsible for the continued success of the SAFE (Seatbelts Are For Everyone) Program. The KTSRO hosts an Adobe Connect platform, enabling hundreds to take advantage of on-line meetings and trainings. They maintain a user-friendly website, keeping information current and relevant to the public. With one employee totally dedicated to communications, KTSRO maintains a presence on social media pages, as well. They also act as a distribution center, sending thousands of brochures and posters to safety advocates throughout the state.

The Traffic Records Coordinating Committee (TRCC) continues to move forward. 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 electronic submission of crash reports to KDOT. Currently there nearly 168 agencies authorized to submit crash reports electronically which represents more than 67% of the total crash reports received. The *Report and Police Impaired Drivers (RAPID)* system, has all the District Courts, the city of Wichita municipal court and the Leavenworth County District Attorney's office submitting dispositions electronically. The system is designed to increase the number of electronic dispositions reported statewide and increase the amount of information to court personnel as they prepare and prosecute the impaired driver.

In FFY 2017, the Traffic Safety Resource Prosecutor program provided 25 training classes throughout the state, fifteen for law enforcement and ten for prosecutors. They hosted the bi-annual Kansas DUI Lethal Weapon 3-day seminar in September and organized and presented at the annual Kansas DUI Prosecutor conference in Wichita in October. These two combined classes reached 300 law enforcement and prosecutors in Kansas. In addition they have responded to dozens of requests from local prosecutors for advice and assistance as they dealt with difficult DUI prosecutions. They distribute 646 newsletters every month to law enforcement and prosecutors across Kansas. They worked to keep all prosecutors up to date on new court decisions concerning DUI and other traffic issues. The Kansas TSRP program is well respected and continues to make an impact on DUI prosecutions and in Kansas. There are two authorized TSRP positions which were both staffed until mid 2017 and the position is still actively being advertised.

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 2017, 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.

Again in 2017 to address the rising concern of vehicular speeding and the uptick in traffic fatalities across the nation, Kansas participated in a multi-state three-day speed enforcement mobilization. This was a NHTSA Region 7 initiative that included the state of Oklahoma. Over the July 21-23 weekend, the Kansas Highway Patrol and 94 other police agencies dedicated regular patrol hours for speed enforcement, both commercial and non-commercial. Together, they issued 2,255 speeding citations; in the course of which, they also recorded 78 DUI and 82 drug possession arrests, 315 seat belt citations, 2,861 other traffic citations and 113 non-traffic arrests and citations. Regionally, police agencies issued 7,731 speeding citations and a total of 12,150

In FFY15 a partnership of agencies was forged to establish a legally acceptable Roadside Oral Fluids Testing Program in Kansas. Partner agencies included KDOT, Kansas Attorney General's Office, Sedgwick County Regional Forensics Crime Laboratory, Sedgwick County Attorney, Kansas Highway Patrol, and the Sedgwick County Sheriff's Office. Committee members met throughout FFY15 and into FFY16 establishing goals and outcomes of the Oral Fluids Program and also performed a needs assessment and product research for the field testing instrument. Dr. Christine Moore from Immunalysis Labs in California agreed to assist with study methodology, protocols and perform confirmation blood tests on test subjects. The Alere unit was selected as the test instrument because it was the only unit that met all the standards the committee established. Fred Delfino from Alere came to Wichita and trained the committee on operating the handheld units and KDOT purchased two units for the study. The field testing study was conducted and concluded in FFY16 with results being published in the highly respected "Drug Testing and Analysis Journal" in the fall of 2017. Roll out to selected agencies was projected for FFY2017 but a glitch in the state statute authorizing oral fluids testing was found. The statute authorizes collection and testing of saliva which is a specific fluid in the mouth whereas oral fluids are the combination of many fluids in the mouth. A change in Kansas statute is needed to avoid long and costly court appeals. Work has begun for the FFY2018 Kansas legislature to change the statute so implementation can proceed.

New in 2017 was the purchase of two critical laboratory testing instruments for the testing of all body fluids, and foreign substance samples such as alcoholic beverages. Both of these tests will assist in the arrest and prosecution of DUI and DUID cases. KDOT purchased these two instruments for the Johnson County Sheriff's Office who has agreed to provide lab support and much needed data for all traffic fatalities in that county.

New in 2017 was a grant for the City of Wichita to begin a new Traffic Enforcement Unit. A problem identification study shows Wichita is the highest per capita metro area for traffic crashes related to serious injury and death. To address this problem, the City agreed to provide \$1.5 million in personnel costs annually and KDOT agreed to provide \$300,000 in equipment startup costs to purchase 8 Motorcycles, 1 speed trailer, radar, and other essential equipment for the formation of the new Unit.

New in 2017 was the first ever Kansas Ignition Interlock Symposium held in November at the Kansas Expo Center in Topeka. KDOT partnered with the Kansas Department of Revenue to address the issues identified in the IID problem analysis related to Ignition Interlocks that were prioritized with the help of TIRF.

2017 Performance Measures

	Core Outcome Measures	2016 Actual	2017 Trend Projection	2010-14 Baseline*	2017 HSP Goal
C-1	Number of Traffic Fatalities (FARS)	429	370	391	352
C-2	Number of Serious Injuries (KCARS)	1,138	1,367	1,507	1,353
	Serious Injury Rate per 100 million VMT (KCARS)**	3.622	4.481	4.983	4.433
C-3	Fatalities/VMT (FARS/FHWA)**	1.36	1.22	1.29	1.18
	Rural Fatalities per 100 million VMT (FARS/FHWA)**	1.927	2.041	2.110	2.0
	Urban Fatalities per 100 million VMT (FARS/FHWA)**	.838	.451	.518	.407
C-4	Number of unrestrained fatalities all positions (FARS)	150	148	165	144
C-5	Number of Fatalities in Crashes Involving a Driver or Motorcycle Operator, with BAC of .08 or higher (FARS)	84	104	109	99
C-6	Number of speeding fatalities (FARS)	106	109	109	101
C-7	Number of motorcyclist fatalities (FARS)	52	38	43	37
C-8	Number of un-helmeted motorcyclist fatalities (FARS)	30	24	28	23
C-9	Number of Drivers, 20 and Under, Involved in Fatal Crash (FARS)	55	51	63	45
C-10	Number of pedestrian fatalities (FARS)	41	21	21	20
C-11	Number of bicycle fatalities (FARS)	5	5	5	4
	Core Behavior Measure				
B-1	Observed seat belt use (FFY 17 State Survey)	82	82	86	87
	FFY 17 Activity Measures				
A-1	Number of seat belt citations issued during grant-funded activities	22,189			
A-2	Number of impaired driving arrests made during grant-funded enforcement activities	625			
A-3	Number of speeding citations issued during grant-funded enforcement activities	9,258			
	Kansas Specific Measures				
	Distracted Driving Crashes (KCARS)	17,497	11,293	15,014	11,000

* 5-year moving average

** 2015 VMT rates, 2016 Fatalities

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-0918-17

Traffic Safety Section Staff Travel & Training Costs

\$20,747

These funds allowed Section staff to attend many training opportunities, including the Governor's Highway Safety Association Annual Meeting, NHTSA Regional Meeting, the Traffic Safety Resource Prosecutors' Conference, Transportation Safety Conference, training at the Kansas Law Enforcement Training Center (KLETC), many law enforcement recruitment luncheons, safety coalition meetings across the state, travel to contract monitoring sessions, and other Section-sponsored events.

Alcohol

Strategies

- Provide Evidentiary Breath Testing Instruments to local law enforcement agencies across Kansas.
- 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.
- Increase the number of A.R.I.D.E. certified officers in the state concentrating on areas where there are higher than average occurrences of alcohol/drug related crashes.
- Provide education for high school students on the dangers of impaired driving.
- Provide materials and 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 410

AL-0841-17

KDHE Breath Testing

\$10,000

This contract provided travel and training to the staff at the Kansas Department of Health and Environment Breath Alcohol Unit for state-wide training related to the upgrade in evidentiary breath testing instruments.

AL-9108-17

Impaired Driving PI&E

\$240

This contract supported our 1-866-Must B 21 underage drinking tip line and website.

Section 402 Youth Alcohol

YA-0969-17

Underage Drinking PI&E

\$6,818

This funding source handled costs associated with KDOT's underage drinking tip line and web site. These include: 1) AT&T user fees for automatic greeting, switched toll-free routing, and two dedicated voice lines out of the Kansas Highway Patrol Central Dispatch Center for the 1-866-MUST-B-21 underage drinking tip line; 2) fees for primary and alternate domain names for the 866MUSTB21 web site; and 3) annual fee for services of web site builder, Squarespace.

YA-1140-17

Teen Angel

\$10,279

This initiative was mounted by Overland Park Police Department to enforce underage alcohol laws during the period, June-September. Participating officers worked 230 overtime hours, typically in pairs during 5-6 hour shifts. Enforcement actions included three hosting actions, seven juvenile calls for service, 87 juvenile contacts, 17 parent contacts, 19 general business checks, and 115 checks of retail alcohol establishments, bars, and parks. These actions produced 47 arrests, 20 of which were for MIP/C, two for drug possession, and two for furnishing. Among other things, traffic stops yielded two (over-21) DUI arrests and 20 open container arrests.

YA-1183-16, YA-2227-16

Underage Drinking Enforcement

\$31,608

Annually, more than 120,000 people are drawn to the Kicker Country Stampede, 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

AL-IDDP-17 **Law Enforcement IDDP Patrols** **\$115,427**
The Impaired Driving Deterrence Program (IDDP) subsidized overtime enforcement by 20 county and municipal police agencies and resulted in 8,680 driver contacts during the course of 26 check lanes and 99 saturation patrols, which combined to net 173 DUI arrests, 35 MIP arrests, 95 TOC citations, and 35 arrests for drug possession. In addition, these late-night enforcements accounted for 813 other citations/arrests and 1,397 warnings.

AL-9102-17 **Kansas Highway Patrol R.A.V.E. Program** **\$146,429**
The Kansas Highway Patrol executed 82 Roving Aggressive Violation Enforcement (RAVE) saturation deployments and sobriety checkpoints across the state. These deployments resulted in 3,203 enforcement contacts, 483 speeding citations, 65 DUI arrests, 10 MIP (minor-in-possession) arrests, 28 TOC (transporting-open-container) arrests, and 111 arrests for drug possession. In addition, 149 safety belt citations and 22 child restraint citations were recorded, along with 484 other citations and arrests.

AL-9106-17 **Kansas Highway Patrol Breath Alcohol Unit** **\$406,817**
The Breath Alcohol Unit (BAU) provided support resources for local sobriety checkpoints and saturation patrols. In addition, the BAU provided support for the statewide Standardized Field Sobriety Testing (SFST) and Advanced Roadside Impaired Driving Enforcement (ARIDE) training programs. The SFST advisory panel met twice during the contract year to coordinate statewide improvements to the program. Training in SFST, ARIDE, Preliminary Breath Testing and the Intoxilyzer 9000 strengthened the detection and apprehension skills of the officers, both during sobriety checkpoints and in other targeted traffic enforcement. In 2017 the SFST was studied and slightly revised to help provide probable cause for Driving Under the Influence of Drug cases. More information has been added to officer training to interpret better what the signs of drug impairment vs. alcohol impairment are so that the test can be used for either or both substances.

State-wide training was greatly expanded with the upgraded Intoxilyzer 9000 in FFY2016 instrument replacing the 8000 instruments. This training continued in 2017 for over 250 law enforcement agencies. SFST training was completed by 500 officers, while 300 officers were instructed in the ARIDE program

The KHP also coordinates the Drug Recognition Expert Program (DRE) and the A.R.I.D.E. programs, targeting metropolitan and major corridor areas. Sixteen law enforcement personnel attended DRE Certification Training in Maricopa County Arizona (Phoenix) in 2017. This brings the total of DREs in Kansas to 88 representing 35 law enforcement agencies. There were 218 DRE evaluations conducted in Kansas and 7 who refused to test (not counted in total). There were 71 positive results for stimulant and 86 positive for depressant. There were 32 positive for Narcotic Analgesic and 90 for Cannabis. Also there were 5 positive tests for Dissociative Anesthetics, and 4 for inhalant.

KHP completed four SFST Training classes and supported 21 Local SFST classes. They put on 15 A.R.I.D.E. classes and supported one Prosecuting Attorney/Law Enforcement Seminar held in Wichita with 150 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 150 saturation patrols and 50 checkpoints tracked by the BAU unit resulted in 14,000 contacts and over 300 DUI arrests.

AL-9400-17 **DUI Victim Center of Kansas** **\$84,480**
This grant underwrote two programs aimed at reducing the likelihood of DUI recidivism. Court Watch monitored DUI trials, sentencing- and probation violation-related activities, in addition to drivers' license (DL) suspension hearings in the Greater Wichita area. DUI Victim Impact Panels brought small groups of court-ordered offenders face-to-face with victims of impaired driving.

AL-9407-17

Traffic Safety Resource Prosecutor

\$213,196

Kansas began its Traffic Safety Resource Prosecutor (TSRP) program in March 2008 by partnering with the Kansas Attorney General's Office. It began with one attorney being hired but a second was added eight years later. These Attorney's have established themselves as the go to people for all Kansas prosecutors. The TRSP instituted a DUI Boot Camp eight years ago, which is basic training for Prosecutors who specialize in DUI prosecution and held the 9th session in September 2017 at the Kansas Highway Patrol Academy in Salina, Kansas. This Boot Camp included new instruction for DUID (Driving Under the Influence of Drugs). They also have started a DUI Mini Boot Camp which is 8 hours of classroom instruction instead of 16 hours. For the first time two of these classes were held in Western Kansas in 2017. Between the two TSRP's they conducted 25 trainings across Kansas, reaching more than 700 people. Training attendees included law enforcement, prosecutors and court personnel. The trainings focused on blood draws, criminal refusal, underage drinking and many other traffic safety topics. In 2016 the Kansas Supreme Court ruled it unconstitutional to have penalties for refusing an evidentiary alcohol test. KTSRP's are now working to update Kansas Statutes to comply with the Supreme Court Decision to make the language constitutional under the new ruling. They have also trained, researched, and coached extensively across the state for *Daubert* challenges when the Defense requests a hearing on a claim that part of the States' evidence does not meet the requirements of an expert witness. They updated their comprehensive Kansas DUI Law book (12th Edition) which has been distributed to prosecutors statewide in January 2017. They co-produce and distribute weekly TSRP newsletters and produced 52 in FFY17. They also sit as members of the SFST and Breath Alcohol advisory committees and Corey Chairperson of the Impaired Driving Emphasis Area Team. They have both assisted in NO REFUSAL NIGHTS where blood draws are done on all DUI refusals after securing search warrants. New in 2017 is starting groundwork to institute a 24/7 Alcohol program in Kansas. Several Kansas agencies have been working with the Attorney General's Office and KDOT to bring the program into Kansas.



Motorcycle Safety

Strategies

- Promote safe motorcycle driving initiatives.
- Promote motorcycle awareness activities.
- Promote impaired riding prevention initiatives.

Project Summaries

Section 405(f)

MC-4800-17

Motorcycle Safety PI&E/Media Campaign

\$39,907

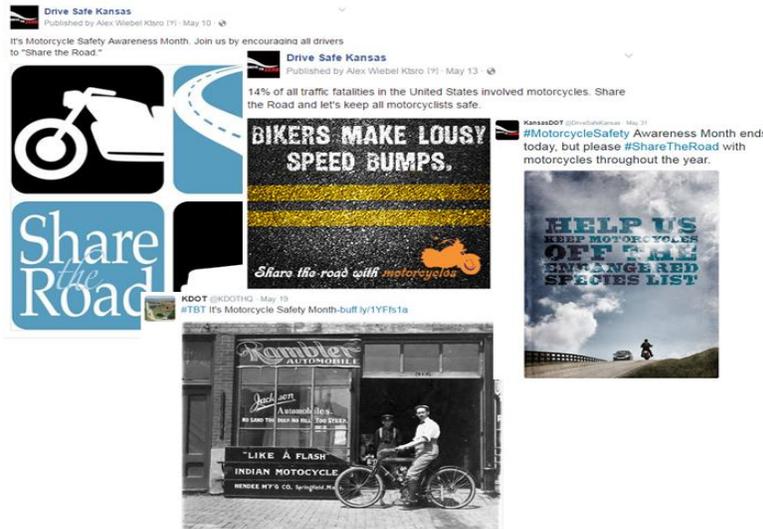
In 2017, KDOT placed radio spots in Wyandotte, Shawnee, Douglas, Leavenworth and Sedgwick Counties, as well as in many rural areas. JNA Advertising also negotiated many added-value opportunities for our Share the Road message to be promoted at local dealerships and community events where a large motorcyclist population would be present.

MC-4801-17

Kansas Traffic Safety Resource Office

\$44,317

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. KTSRO also utilized NHTSA's marketing suggestions on the DriveSafeKansas social media platforms. From this particular fund, KTSRO distributed items with Share the Road messaging at motorcycle shows, fairs, and many other events statewide. The funding also paid for instructor training.



Occupant Protection

Strategies

- Provide statewide occupant protection public education and information through media campaigns in conjunction with law enforcement mobilizations and special corridor activities – English and Spanish.
- Provide statewide media awareness campaign on occupant protection.
- Continue to provide Child Safety Seats statewide in recognized distribution/inspection stations for low-income families.
- Continue Adult/Child Safety Belt Surveys, and Boosters to Belts education statewide through presentations, brochures etc.
- Support Child Passenger Safety (CPS) Training using the current NHTSA standardized curriculum.
- Use seatbelt survey results to target problem areas of the state.
- Continue expansion of the high school SAFE (Seatbelts Are For Everyone) program.
- Continue to promote awareness of Primary Seat Belt Law passed in 2010.

Project Summaries

Section 402

OP-0930-17 **Public Information and Education** **\$12,509**

These funds were used for the law enforcement recruitment lunches for the Click It or Ticket campaign.

OP-1306-17 **Child Passenger Seat Distribution** **\$99,967**

More than 1,700 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-1303-17 **OP Survey Consultant** **\$33,316**

KDOT contracted with Dan Schulte to provide additional data analysis and assist the state in the administration of our statewide observational surveys and high school surveys.

Section 405(b)

OP-1188-17 **KDHE Safe Kids** **\$46,898**

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 60 events in 51 cities statewide; all staffed by Safe Kids Chapter volunteers and State Farm employees. Each vehicle in which all occupants were properly restrained received \$1.00 (through outside funding), while those who were unrestrained received educational materials (printed through this grant) 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-up events statewide. Funds for this program were expended for event supplies and signage for Child Passenger Safety Technicians, and to purchase 475 child restraints (including several for Special-Needs children) for distribution at 62 registered events. Additionally, two local Safe Kids coalitions hold weekly check lanes, many coalitions have inspection stations and most local Safe Kids coalitions accommodate one-on-one appointments for car seat checks. Funding was also used to provide working lunches during CPST Trainings.



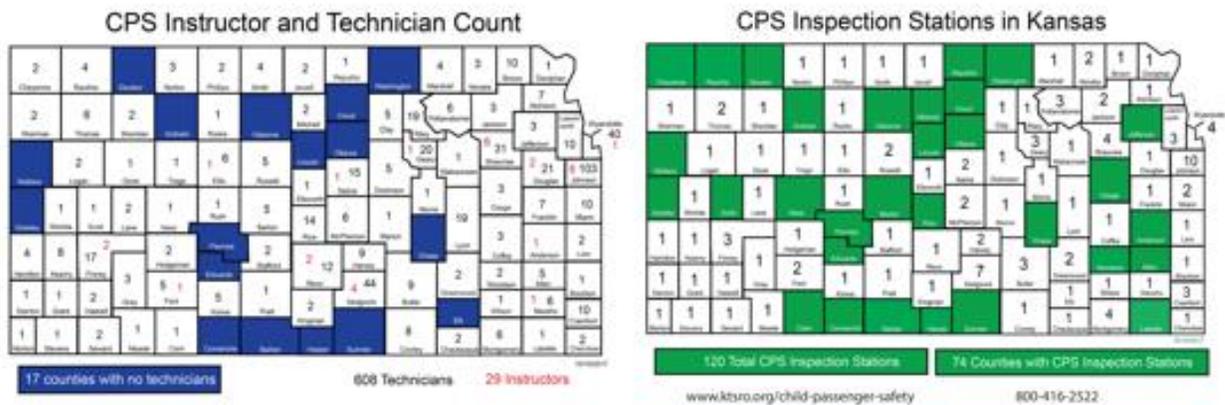
OP-1602-17

Kansas Traffic Safety Resource Office - CPS

\$30,159

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

- Kansas has 608 CPS Technicians (CPST), 29 certified CPST Instructors, and 120 Inspection Stations. The KTSRO tracks technician status to insure each Inspection Station has properly trained techs on staff.



- KTSRO hosted or provided resources for 11 NHTSA CPST certification classes and 2 CPST Renewal classes, serving a total of 170 participants. They also provided resources for a Safe Travel for All Children class where 15 CPSTs received Special Needs Certification.
- KTSRO distributed 49,100 W.H.A.L.E. (We Have A Little Emergency) ID stickers for child safety seats, 23,380 bilingual CPS activity books, 2,000 booster posters, and 201,200 bilingual booster flyers.
- KTSRO hosted the annual CPST Update class, free to any technicians in the state, and provided resources for the Greater KC Tech Update, providing CEUs to a total of 190 technicians. They have also coordinated with KDOT to have the Technical Update videotaped each year. These videos have been made available on the KTSRO website, providing more than 90 CEUs for technicians this year.
- KTSRO hosted a webinar for training on the new CPS check form, providing CEUs to 23 techs, and made the training available online, providing another 65 CEUs.
- KTSRO collaborated with multiple agencies to develop a Child Care Tool Kit, and in 2016, enabled 32 daycare providers to receive CEUs.
- 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 Strategic Highway Safety Plan 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.
- KTSRO offered a speaker’s fee to SAFE programs whose high school students completed a Boosters to Belts presentation to their local elementary school. A total of 22 schools completed the presentations, reaching more than 3,500 elementary students. Additionally, the Kansas Highway patrol reached more than 900 elementary students with seatbelt/boosters information.



OP-NSEP-17

Nighttime Seat Belt Enforcement

\$33,408

The Nighttime Seatbelt Enforcement Program (NSEP) subsidized overtime enforcement by six police agencies over the course of 734 hours and 1,534 enforcement contacts. This activity resulted in 1,106 occupant restraint citations and, as would be expected from any aggressive nighttime traffic enforcement program, 297 other arrests and citations, including 4 for DUI.

OP-2316-17

Seat Belt Survey

\$254,632

Kansas recorded an 82% observed adult occupant protection rate in 2017. 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%-91%), and male truck drivers are the lowest single category of belt users (76%). Just over 88% of interstate drivers use their seat belts but local road drivers were buckled 77% of the time. Similar to last year’s observation: with a belted driver, about 96% of front passengers were also belted but if driver is not belted, only about 23% of front passengers were belted. Males, though they represent about half the population, are drivers in about 61% of the observed vehicles, while about 39% of the drivers were female.



Paid Media

Strategies

- Advertise seatbelt & impaired 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 impaired 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, gaming websites, and 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 402

PM-1501-17

General/Sporting Venue Advertising

\$51,786

KDOT participated in the NHTSA regional speed enforcement campaign in July by placing 1,864 radio spots on 30 stations, including 16 spots on a Spanish station in SW Kansas. About 1/3 of the spots (565) were negotiated at no cost, with many more spots were run at a reduced rate. This funding was also used to promote the Put the Brakes on Fatalities Day and the Work Zone Safety Campaigns.

PM-1516-17

Mid America Regional Council Radio

\$17,013

In 2017, MARC secured 423 (including 58 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, on the topics of impaired driving, seat belts, pedestrian safety, aggressive and distracted driving. Advertising was also secured on Facebook (389,100 impressions) and Twitter (268,286 impressions). The campaign ran from April through September, supplementing a campaign conducted by MoDOT from October through March.

PM-1503-17

Blue Window and University Marketing

\$121,689

Through these contracts, KDOT reached their target audience where they can be reached most effectively: sporting and concert venues. This portion of the Blue Window contract covered topics such as distracted driving, teen driving issues, and speed.

KDOT's relationships with collegiate athletic departments led to involvement in a targeted campaign to address texting and driving, undertaken jointly with the Kansas Insurance Commissioner, AT&T, insurance companies, AAA and others.

The campaign was directed at students and alumni of Kansas' seven Regents Universities. *Don't Text Just Drive* invited students, alumni and staff of Kansas' seven Regents Universities to compete for the highest number and percentages of those populations pledging to not text and drive. Media was delivered at sports venues, on-campus events and simulations, mobilizing campus organizations and intensified stakeholder communications. The latter included on-campus media, alumni, student activities, and athletics. Key to the campaign was online profiling and hyper-geo targeting, a new Facebook user interface for taking *the Don't Text #Just Drive Pledge*, augmented with

digital media that delivered 580,000 impressions. Campus publications delivered an additional 258,000 impressions.

The campaign goal was to have 25% of the student population pledge to drive distraction-free. This goal was exceeded, with one-third (33,500) of the target audience, taking the pledge. More importantly, an independent observational survey showed a 73% decrease in observed texting and driving in the targeted markets.



Section 405

OP-1425-17

Public Information and Education

\$92,256

Together with funding from Section 2011, these funds paid for a media campaign during CPS week promoting “the right seat” and booster seat use. This campaign targeted young parents and grandparents with low income, including Spanish-speaking households. The total buy featured 2,192 radio spots, including more than 25% at a negotiated zero or reduced rate (including 116 Spanish spots); 76,274 TV/cable spots (453 Spanish); gas pump advertising (more than 6.5 million impressions at 29 stations); online video (more than 1.5 million impressions); banner ads (nearly 5.4 million impressions); plus promoted spots on Facebook, Twitter, and Snapchat, which garnered more than 1.1 million impressions.

Section 2011

OP-1309-17

Public Information and Education

\$67,221

This funding, combined with Section 405, was used for a media campaign for CPS week. (see above detail)

Section 405(b)

OP-1475-17

Thanksgiving/Holiday Mobilization

\$24,983

KDOT utilized digital and social media along with a statewide radio buy for this mobilization. The buy netted 1,367 radio spots, including 57 spots on a Spanish radio station in Southwest Kansas. Of those, about 1/3 (458) were negotiated at no cost, and many spots were run at a reduced price. The pre-roll video netted nearly 1,078,300 impressions, resulting in more than 600 clicks. Additionally, the boosted videos on Facebook resulted in nearly 58,000 views.

OP-1475-17

Click it. Or Ticket

\$286,668

JNA placed approximately 4,200 cable and 550 network spots state-wide, including more than 450 spots on Spanish TV stations in Kansas City, Topeka and Wichita. About 4,300 radio spots were purchased, including testimonials from popular disc jockeys. Through online banner ads, preroll video, Pandora, Hulu, and social media campaigns, nearly 13 million gross impressions were delivered, resulting in thousands of reactions, comments, and clicks to the KTSRO website.

OP-4502-17

Blue Window/University Marketing

\$90,604

This portion of Blue Window’s sports/concert venue marketing included signing, radio spots, and in-venue activations focusing on occupant protection and child passenger safety.



Section 405(d)

AL-4710-17

Blue Window/University Marketing

\$484,280

Through these contracts, KDOT reached their target audience of men, ages 18-34 where they can be reached most effectively: sporting and concert venues. A mix of digital media, social media, stadium and parking lot signage, IPTV networks, radio ads, coach/player PAs, field level LED, and in-stadium activations were utilized in each venue. This year's network of partners included:

- Professional:
 - Sporting KC Soccer
 - KC T-Bones Baseball
 - Wichita Thunder Hockey
 - Wichita Wingnuts Baseball
 - Hartman Arena
 - KS Professional Rodeo Association
 - PGA
- Collegiate:
 - University of Kansas
 - Kansas State University
 - Wichita State University
 - Fort Hays State
 - Butler County Community College
- Amateur Sports:
 - Johnson County Parks & Recreation
 - Topeka Hummer Sports Park
 - Vype magazine
 - Local Radio high school sports
- Motor Sports:
 - Professional, Semi-pro, and amateur motorsports tracks across Kansas
 - KS State Fair Demolition Derby
- Concerts:
 - Country Stampede



AL-4701-17

Impaired Driving Media Campaign

\$188,084

For the Impaired Driving/Riding Crackdown, KDOT's buy consisted of 1,927 radio spots, and 3,852 TV spots. Online ads and videos, including Hulu, Pandora, display ads, and the video jukebox ads, plus boosted social media placements produced more than 14 million impressions.

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 educational items to remind road users of lawful roadway interactions.

Project Summaries

Section 402

PS-1131-17 **Bike Helmets** **\$14,985**
KDOT partnered with the Kansas Department of Health and Environment to promote bicycle helmet use. Local Kansas agencies were encouraged to apply for helmets to be distributed in conjunction with their bicycle safety events.

PS-1132-17 **Wichita Bicycle and Pedestrian Education** **\$14,288**
KDOT partnered with the City of Wichita to address issues through a public media education campaign to remind road users of lawful roadway interactions.

PS-1133-17 **Bicycle Light Kits** **\$5,440**
KDOT partnered with the Topeka Community Cycle Project to purchase quality bicycle light kits. The kits were a part of a program designed to educate bicycle riders on the state and local laws and importance of conspicuity when riding.

PS-1134-17 **Bicycle Lights and Bells** **\$3,000**
KDOT partnered with Bike Walk Wichita to purchase and distribute front and rear bicycle lights, bells, and educational materials in order to promote better compliance with the City Code Section 11.48.09 and Section 11.48.160.



Police Traffic Services

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 (STEP) and Nighttime Seatbelt Enforcement (NSEP) Programs, 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 funding for local law enforcement to attend training on the latest techniques of traffic enforcement.
- Continue to promote the enforcement of occupant restraint and alcohol DUI law in each of Kansas' 105 counties in around the state.
- Continue supporting our four LELs across the state.

Project Summaries

Section 402

PT-0931-17 & PS-1704-17 Law Enforcement Equipment and Training Program \$259,948

These funds are directed at meeting the data driven needs of law enforcement agencies for traffic enforcement-related products. Allowable products include items such as radars/LIDARs; preliminary breath testers; cones, flares, measurement devices, cameras, training opportunities, e-ticket subscriptions, and tire deflation equipment. This equipment was provided in support of evidence based law enforcement grants tied to Kansas mobilizations.

PT-0938-17 Local Travel & Training \$90,153

These funds enabled KDOT to send three traffic safety advocates to the Lifesavers Conference, two people to attend child passenger training and four officers to crash data retrieval technician school. In addition, ten judges attended the ABA Traffic Court Seminar in San Antonio in March and this contract funded the Drugged Driving Summit held in Topeka in October.

PT-1710-17 Highway Patrol Fatality Reduction \$237,478

Through the summer of 2017, this funding allowed the highway patrol to deploy additional enforcement resources to traffic enforcement. Highlights of the overtime activity include: 2084 speeding citations, 588 seat belt violations, 58 child restraint citations and 10 DUI's. In addition to the nearly 10,000 citations/warnings issued, they also engage more than 6,000 public contacts.

PT-1745-17 KSU Distracted Driving Education \$472

This contract allowed the Kansas State University police to procure educational materials designed to highlight the risks of texting and/or distracted driving.

PT-LELs-17 Law Enforcement Liaison (LEL) \$258,190

To better meet the challenge of effectively serving a law enforcement community of over 350 diverse agencies spread across 82,264 square miles, KDOT employs a team of four full-time LEL's. These professionals – all of them retired law enforcement officers – promote KDOT's safety programs to law enforcement and advice on their application, as well as on traffic enforcement tactics and methodologies, in general. They also work to build collaborations between the law enforcement community and other sectors, such as school districts and the media; in an effort to advance the safety messaging that is complementary to effective enforcement strategies.

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-1402-17

Kansas State University

\$99,843

The Traffic Assistance Services for Kansas (TASK) program provided training for Kansas public employees who have traffic safety responsibilities. In 2017, 135 local officials were trained at five different sessions across 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-0915-17

Kansas Traffic Safety Resource Office

\$692,514

The Kansas Traffic Safety Resource Office (KTSRO) administers and implements statewide programs providing public education, information, technical assistance, research and evaluation aimed at reducing the incidence of crashes caused by alcohol/drug impairment, distractions, speed, and other risky driver behaviors, while increasing seat belt use in Kansas. KTSRO worked closely with KDOT's Traffic Safety Section, law enforcement, minority organizations, employers, Safe Kids Kansas, and other safety advocates around the state to achieve these goals.

Some of the highlights in 2017 include:

- The SAFE (Seatbelts Are For Everyone) program completed another extremely successful year. Now in its 9th year, SAFE has grown from six schools in one county to 150 schools in 64 counties, reaching nearly 64,800 students across Kansas. SAFE increased its following on Twitter from 773 to 1,116 and on Facebook from 536 to 605. This program deserves much of the credit for the increase of observed teen seatbelt use in Kansas from 61% in 2008 to 85% in 2017.
- KTSRO updated or designed and distributed more than 590,000 educational items. Whenever possible, items are produced with English on one side, Spanish on the other. These items are primarily used by law enforcement and other safety partners as an outreach to the traveling public.
- With one full-time employee at KTSRO devoted to communications, KDOT increased its following on Twitter from 15,255 to 20,518 and on Facebook from 2,962 to 3,821. More than 6,400 safety advocates were reached monthly through newsletters or single-topic informational blasts. The SAFE, CarFit, and CPS programs sent newsletters to their advocates each month, extending KDOT's reach even further.
- KTSRO hosted online trainings, with more than 520 completed courses. They also registered more than 30,150 participants for various in-person trainings.
- Staff members at KTSRO continued their leadership roles on the Strategic Highway Safety Plan updates for for all behavioral safety issues.
- Partnered with KDOT and KDOR for the first ever Ignition Interlock Symposium to bring together all sectors who work with Alcohol Interlocks. This was an effort to educate and eliminate duplication of effort and/or services.

SA-0943-16

Kansas Transportation Safety Conference

\$139,095

The 23rd annual Kansas Transportation Safety Conference (TSC) was held at the Hyatt Regency in Wichita, April 3-5. The conference attracted 391 registrants (134 students, 35 chaperones; 222 regular attendees includes speakers). The TSC included three pre-conference in-service professional courses, three general session presentations, 20 workshops, and 37 speakers, all focused on four tracks: youth, law enforcement, injury control, and roadway safety. The 13 exhibits were positioned around the general sessions/lunch area providing exposure

to the latest transportation safety equipment, programs, and technology. The closing luncheon included announcement of the annual People Saving People awards: Sandy Horton.

SA-1057-17

Comprehensive Media Campaign

\$267,656

KDOT’s media contractor, John Nohe & Associates LLC (JNA) worked closely with KDOT in the planning of a comprehensive media campaign. JNA 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. New TV and radio spots were created for the Click It. Or Ticket. campaign, in both English and Spanish. JNA advised and supported the KTSRO’s social media efforts, including use of a statewide Snapchat filter. A media tour was utilized to further spread the CIOT message. JNA also engaged SAFE schools through a “Chalk it up” program, encouraging students to create displays of chalk artwork at their schools and town centers.



In our most recent perception survey, the following results include:

Major Findings:

- Residents were asked their opinion of what was most likely to cause a traffic crash; 90% of respondents indicated *texting on cell phone* was the most likely cause. Other reasons include: Drunk driving (67%), speeding and other driver distractions (31%), and talking on cell phone (20%).
- Residents were asked what they thought was the most serious distraction for drivers; 94% of respondents indicated they thought *texting while driving* was the most serious distraction. Other distractions include: Personal grooming (40%), cell phone talking (handheld or hand free) (28%), eating while driving (24%), and passengers in vehicle (18%).
- When asked whether or not respondents had used a mobile device the last time they were behind the wheel for any reason; 63% of respondents indicated *yes* (up from 42% in 2015), and the remaining 37% indicated they had *not* used a mobile device.
- Residents were asked whether they believed that using a hands-free mobile device was safer than using a hand-held mobile device; 82% of respondents indicated *yes* they believe it is safer, while 18% 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; 59% of respondents indicated *yes* they had made a driving mistake and 41% 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, 67% of respondents indicated that they primarily wear their seatbelts for *safety* reasons. Other reasons include: It's the law (22%), fear of ticket (5%), and personal tragedy (2%). Only 3% indicated they don't wear a seat belt.
- Residents were asked what the Kansas message was regarding seatbelt use, 91% of respondents indicated the phrase *Click it or Ticket*. Other messages include: Don't know (4%), Buckle up for safety (3%) and Kansas Clicks (2%).
- Residents were asked what the Kansas message was regarding drunk driving, 69% of respondents indicated You Drink, You Drive, You Lose. Other messages include: You Booze, You Lose (14%), don't know (11%), and Never Drive Drunk (6%).
- Residents were asked to indicate the average number of traffic related deaths in Kansas over the past several years; 36% of respondents indicated 101-300 traffic related deaths. Other amounts include: More than 500 (31%), 301-500 (27%) and less than 100 (6%).

SA-1066-17 **Public Information & Education** **\$19,999**
 These project funds enabled KDOT to produce signage and posters for Country Stampede and all media events, as well as educational posters and brochures for all traffic safety topics.

SA-1903-17 **Sports Media Campaign** **\$188,213**
 KDOT's sports media contractor, Blue Window, LLC reviewed each of the sports marketing contracts KDOT has held in the past, and assumed management of these contracts in 2017. Through their statistical analysis process, they were able to gain greater value by negotiating with each venue for added value activations. They were successful in building partnerships with the Kansas Highway Patrol and other safety advocates to give KDOT's traffic safety initiatives a much greater presence at the venues.

SA-1908-17 **Wyandotte County Safe Communities** **\$43,500**
 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.

SA-1909-17 **St. Mary University Distracted Driving** **\$4,485**
 KDOT partnered with St Mary University on educational items targeting distracted driving.

SA-1913-17 **Think First Injury Prevention** **\$9,150**
 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 5,000 high school and middle school students at ten high schools, two middle schools and one driver's education class.

SA-2024-17 **Kansas Operation Lifesaver, Inc.** **\$15,000**
 Kansas Operation Lifesaver continues its lifesaving work through outreach and education using authorized volunteers, approved messages and educational materials. Kansans and visitors to Kansas are targeted through public service announcements, booth and fair events, enforcement activities, training workbooks, calendars with emergency numbers and instructions, CDL training supplies and more to mitigate and eliminate the risk of injury and death on railroad rights of way.

Section 1906

RP-2911-17

Racial Profiling Training - KLETC

\$96,801

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. In 2017, there were fifteen in person trainings reaching about 450 officers and an additional 4,200 officers participated in the on-line training.

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-2113-17

Project Consultant

\$26,797

Iteris Consulting provided project oversight of the eCitation and eStatute Programs created to improve efficiency in the administration of justice, compatibility with stakeholders, improve access to traffic citation data through a central repository, improve analysis of traffic citation data, reduce the amount of storage space to maintain traffic citation records, improve efficiency for Law Enforcement, etc. As well, Iteris assisted in providing support for the TRCC Strategic Plan and TRCC Performance Measures documents.

TR-4019-17

Record and Police Impaired Drivers

\$21,489

Analysts International developed software in support of the RAPID (Record And Police Impaired Drivers) interface. This nearly completed 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 took the lead role in this project designed to assist prosecutors and court personnel in the charging and prosecution of DUI offenders. This project designed a National Information Exchange Model (NIEM) compliant interface that allowed courts and prosecutors to electronically submit arrest and disposition information directly to the KBI. All the District Courts, the city of Wichita and the Leavenworth County Prosecutors office are all submitting data electronically through the system.

Section 405(c)

TR-4025-17

Security and Architecture

\$197,107

The KBI engaged a vendor to redesign the Kansas Criminal Justice Information System security architecture. This redesign will create efficiencies in the current system and allow additional users access to criminal information housed at the KBI.

TF-4604-17

AIC e-Cite and e-Statute

\$86,874

AIC is the data vendor contracted to facilitate the e-Citation and e-Statute projects. The e-Citation project is utilized to collect, analyze and distribute traffic citation data for the benefit of public and state, local and federal agencies. E-Statute is a repository allowing authorized users to create and edit statutes for use by participating agencies.

TR-4602-17

KBI – eCitation Position

\$33,425

This KBI position assisted the e-Citation project to assist law enforcement agencies with questions on how to report to the repository, analyze the data, and provide reports as needed.

TF-4605-17

KBI KCJIS ESB

\$35,750

This KBI project has been established to expand their current Enterprise Service Bus to serve the growing needs of secure information sharing between diversified stakeholders.

State Funds

The TRCC administers the state funded Traffic Records Enhancement Fund. The total funding expended in FFY 17 for projects totaled \$107,804. Projects included software support and enhancements/maintenance to the Traffic Records System, geo-coding and mapping of crash reporting and development of eCitation and eStatute.