

State of Kansas

Highway Safety Plan FFY 2014

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The FFY 2014 Kansas Highway Safety Plan is being submitted to NHTSA and FHWA. The report describes the processes followed 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 and 405.

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TABLE OF CONTENTS

	Page
Program Admin	3
Program Areas	
Statewide	22
Alcohol	23
Distracted Driving	32
Motorcycle Safety	33
Occupant Protection	36
Paid Media	43
Pedestrian & Bicycle Safety	45
Police Traffic Services	46
Roadway Safety	48
Safe Communities	49
Traffic Records	52
Highway Safety Funding	54

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YOU LOSE
 The Kansas Department of Transportation

Mission Statement

The KDOT Bureau of Transportation Safety and Technology, Traffic Safety Section, strives to improve the quality of life for the traveling public by reducing the number of motor vehicle fatalities, injuries and crashes. The Bureau influences human behavior by identifying problems and implementing effective educational and enforcement programs focusing on prevention.

Program Administration

This one year planning document describes the processes followed 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, 405, 408, 410, 1906, 2010, and 2011.

Below is a summary of the process currently followed by the Kansas Department of Transportation (KDOT) Bureau of Transportation Safety & Technology (BTST), Traffic Safety (TSS) section to plan and implement its federal grant program. The program is based on a complete and detailed problem analysis prior to the selection of projects. A broad spectrum of agencies at the federal, state, local levels and special interest groups are involved in project selection and implementation. TS also awards grants internally to supplement special projects and efforts of statewide significance.

Highway Safety Planning Process

Data Sources

The Kansas Department of Transportation, TSS is responsible for preparation and execution of the National Highway Traffic Safety Administration Highways Safety Plan. Problem identification, performance goals and strategies are derived by utilization of Fatality Analysis Reporting System (FARS), the Kansas Crash Analysis and Reporting System (KCARS), observational occupant protection surveys, court data and Department of Motor Vehicle data.

FARS

The State of Kansas utilizes the core performance measures outlined in “Traffic Safety Performance Measures for States and Federal Agencies” (DOT HS 811 025), as developed by NHTSA and GHSA. The FARS database provides nine of the eleven performance measures. These performance measures are not only used to address problem areas, but to gauge recent success or need for improvement at the statewide level.

KCARS

The state of Kansas, Department of Transportation, compiles crash reports submitted by law enforcement that meet the minimum standards of:

- Crash occurred on public roadway
- Crash involved at least one motor vehicle
- Crash had at least one fatality, injury or property damage exceeding \$1,000

The state receives around 60,000 crash reports annually. This extensive database allows KDOT to target problem areas by gender, age of driver, BAC levels, contributing circumstances, time of day, crash type, crash severity, city or by county. This database also contains one of the eleven mandated performance measures, number of serious injuries and our Kansas Specific Performance Measure, distracted driving crashes. As just one example, this database can pinpoint the number of alcohol-related crashes where driver BAC was .08 or higher.

Top 10 Counties for Crashes Where Driver BAC was .08 or Higher in 2012			
Rank	COUNTY	Year	Total Crashes where driver BAC is .08 or Above
1	SEDGWICK	2012	241
2	JOHNSON	2012	196
3	WYANDOTTE	2012	95
4	SHAWNEE	2012	88
5	DOUGLAS	2012	84
6	RILEY	2012	37
7	LEAVENWORTH	2012	29
8	CRAWFORD	2012	24
9	SALINE	2012	24
10	GEARY	2012	23

A brief sampling of other data segments available in KCARS include: teen crashes by location and statewide, teen crashes by age by location or statewide, unbelted drivers and passengers by location and statewide, roadway departure crashes by location or statewide, roll-over crashes by location or statewide and motorcycle crashes by location or statewide.

Vehicle Miles Traveled and Traffic Counts

KDOT maintains vehicle miles traveled charts and figures as well as traffic counts for a great majority of public roads in the state. This is another data source available to the TSS that can be utilized to assist in developing problem identification, identifying resources and allocating funding.

Direct Observational Occupant Protection Surveys

As required, the state of Kansas annually performs a statewide observational survey to gauge seat belt use for adults. Additionally, we perform an observational survey for children. The adult survey is conducted in 35 counties and not only tracks belt use, but gender of front seat occupants, vehicle type and was the driver distracted. The 2012 study measured more than 50,000 vehicles and nearly 65,000 front seat occupants. Beyond the core statewide observational survey number, the adult survey tells us that females are more likely to buckle up than males and pickup truck drivers are the most likely to not be buckled.

Excerpts from the 2012 Adult Study are:

Trucks, which account for about one in five vehicles observed, produce a substantially lower belt use rate (75%) than other vehicles (91%-93%), and male truck drivers are the lowest single category of belt users (73%). Rural counties tend to produce a lower belt use rate than urban counties. And, finally, the more “local” the trip, the less likely occupants are to be buckled up.

Among all drivers, about 6% were observed using a cell phone, less than 1% are texting, dialing, or are otherwise looking at a cell phone while driving, and about 1% are displaying other forms of distracted driving, including eating, looking for something, adjusting the sound system, etc. About 92% of drivers displayed no distraction while observed. Even among the younger drivers – the most distracted group, about 90% of drivers display no distraction.

Law Enforcement produced a belt use rate of about 95%.

As previously mentioned, Kansas also conducts a child observational survey. This survey is broken down into four age groups, 0-4, 5-9, 10-14 and 15-17. Beyond belt use of the child, the survey also gathers driver gender, vehicle type, driver distraction and restraint type. The 2012 survey observed more than 33,000 children in 20 diversified counties. Excerpts from the 2012 child survey are:

Children are much more likely to be buckled up if the driver is also belted. If the driver is belted, about 94% of the children are also belted. If the driver is not belted, only about 30% of the observed children were also belted. This may be the most important finding in the study.

The state-wide estimate of belt use among Kansas children (0-17) as observed in 2011-2012 is about 83%. The 0-4 age group is buckled up at the highest rate, about 97%, followed by the 5-9 age group, with about a 79% belt use rate. Among 10-14 year olds, about 77% were observed to be buckled up. And the 15-17 year olds were buckled up in about 78% of the observed cases. The 15-17 age group is increasing at a faster rate than any other age group.

Court Data

While not as easy to gather and evaluate, the TSS does receive conviction data from the courts. Specific data sets include DUI fillings, DUI diversions, and DUI dismissals. This information is tracked by municipal and district court. While not a great amount of data, it can be used in support of problem identification and when coupled with other data sources can really support the identification of a traffic safety problem.

Department of Motor Vehicles

The TSS receives driver's license information from the DMV. Data elements include number of driver's license by age and gender. This information is important as we address teen drivers and will assist when we begin addressing older drivers in the future.

The TSS utilizes information from the above mentioned data sources to identify general traffic safety problems and specific locations when planning programs and allocating resources. Outcome and behavior performance measures developed by NHTSA and GHSA (Governor's Highway Safety Administration) are used to plan and evaluate the overall effectiveness of the highway safety program, see table 1. The state of Kansas has chosen to use a five year average to determine baseline and development of data driven goals.

Collaboration

Annually, the TSS conducts recruitment lunches around the state. The recruitment lunches are designed to engage law enforcement and other safety advocates on upcoming mobilizations and other traffic safety initiatives. These meetings also give the TSS an opportunity to engage local law enforcement and other safety advocates about potential traffic safety problems and or solutions.

Every year, KDOT hosts the Kansas Transportation Safety Conference. This conference attracts more than 300 professionals and 100 teens. The conference has four emphasis area tracts: Youth, Law Enforcement, Roadway Safety and Injury Control. While participants will gain a better understanding on current programs, new and innovative solutions, it also provides an opportunity to discuss problems or new ideas.

The TSS is also actively involved in several Emphasis Area Teams that support the Strategic Highway Safety Plan. Each team is tasked with identifying solutions to curb the instance of their respective team. Currently, a member of the TSS is chairing the Occupant Protection, Impaired Driving and Older Driver teams. The Emphasis Area Teams are diversified and include representatives from private and public entities. The entities include, KDOT, Kansas Highway Patrol, Kansas Department of Health and Environment, Department of Motor Vehicles, law enforcement liaisons, Kansas Traffic Safety Resource Prosecutor, AAA of Kansas and the Mid-America Regional Council.

Monthly, TSS staff, law enforcement liaisons, the Kansas Traffic Safety Resource Office, the Kansas Traffic Safety Resource Prosecutor, the Traffic Safety Media Contractor and other safety advocates meet to discuss upcoming activities, potential problem identification and possible solutions to problems.

Interaction with these diversified groups of professional and teams leads to increased traffic safety awareness around the state and also leads to new and innovative ideas geared toward saving lives. Periodically, the TSS staff will meet to discuss new ideas, determine if the idea is part of a proven countermeasure, assess resources and collaboratively, make a decision as to whether or not to implement.

Performance Measures and Targets

Developing performance measures and targets is done collaboratively by the TSS staff and Strategic Highway Safety Plan staff. Armed with the most current data, this group will get together to examine the core performance measures and evaluate progress towards the goals established in the most recent Highway Safety Plan. Additionally, as a group, we will decide upon targets/goals for the upcoming Highway Safety Plan and work to ensure these targets are in-line with current goals/targets in the SHSP. The group is focused on developing goals based upon historical data from the data sources listed above, trend-lines of established performance measures, ensuring goals are realistic and achievable and resources are available.

Once the group settles on performance measures and targets, project selection comes next. Project selection can be handled a couple different ways. First, we can solicit bids from partners aimed at addressing the identified problem. Another avenue could be to sit down with new or established partners, detail the problem and seek their input for a solution. Whichever method is used, the SHSO will work with established resources/contractors on implementing a program that mirrors a solution listed in the “Countermeasures that Work” book.

Strategic Highway Safety Plan and Highway Safety Plan Coordination

The state of Kansas is fortunate in that the SHSP and HSP administrators are in the same Bureau inside of the KDOT Bureau of Transportation Safety and Technology. The current SHSP and HSP both use five years of data to plan programs and track progress. Both plans rely heavily on the same data sources to establish strategies and goals. These data sources include, but are not limited to: FARS, the statewide crash database and observational surveys. Both plans are similar in that fatalities, urban and rural fatalities, impaired driving, seat belt use, teen driver fatalities, motorcycles and pedestrians are used as performance measures and developing Emphasis Area Teams. Currently, the goals in the plans are slightly different. Beginning with FFY 15, the three identified performance measures, fatalities, fatality rate and serious injury, will have the same definition and goals. As previously mentioned, several staff in the TSS unit chair the emphasis area teams in support of the SHSP. As we move forward with implementation of both plans, the state will continue this great relationship and give each document similar looks and appearance with common goals and strategies.

Performance Plan

2014 Performance Measures

The state of Kansas is using 2007 – 2011 FARS and the state crash database to establish baseline and goals for the 2014 Highway Safety Plan. Additionally, we are using the 2012 statewide observational survey information to establish a baseline and establish the 2014 goal. According to the IFR, each state is required to set a goal beyond the current maintenance of effort. Therefore, Kansas chose to show a 1 percent reduction in the lowest current rate. This reduction amount was established from a five year average or projection. Please see below for an example of each:

1. 5-year average goal:
 - a. Speeding fatalities: The 2014 projection based upon the trend line indicates 103 speeding fatalities. A 1% reduction in this projection would equal **102 speeding fatalities in 2014**. The 2007 – 2011 5-year average was 104. Given a 1% reduction in this rate per year, the **2014 fatality rate would be 101**. In this case, we chose 101 as our goal.
2. Projection goal:
 - a. Unrestrained fatalities: The 2007 – 2011 5-year average was 179 fatalities. A 1% reduction in this goal would set the fatality rate at 177. If we were to continue the 1% decrease to **2014, the total unrestrained fatalities would equal 174**. However, based upon the current trend line, we would expect to see 171 fatalities in 2014. A 1% reduction in this rate is **169 for 2014**. We chose 169 as our goal.

Please see Table 1 for a summary of 2014 Performance Measure Goals. As Stated above, the goals were either set based upon a 1% reduction of the 2014 trend projection, or a 3% reduction of the 2007 – 2011 baseline average (1% reduction per year from 2011 to 2014). The number of traffic fatalities and seatbelt usage charts utilized 2012 data so these projections only take 2 years of data into account. The goals that utilized the 5-year average method are identified in a bold font in the chart below in order to visually distinguish between the two methods. Enforcement grants will contain a performance measure relating to the number of expected contacts per hour during grant funded activities and can be rewarded for outstanding performance.

Table 1

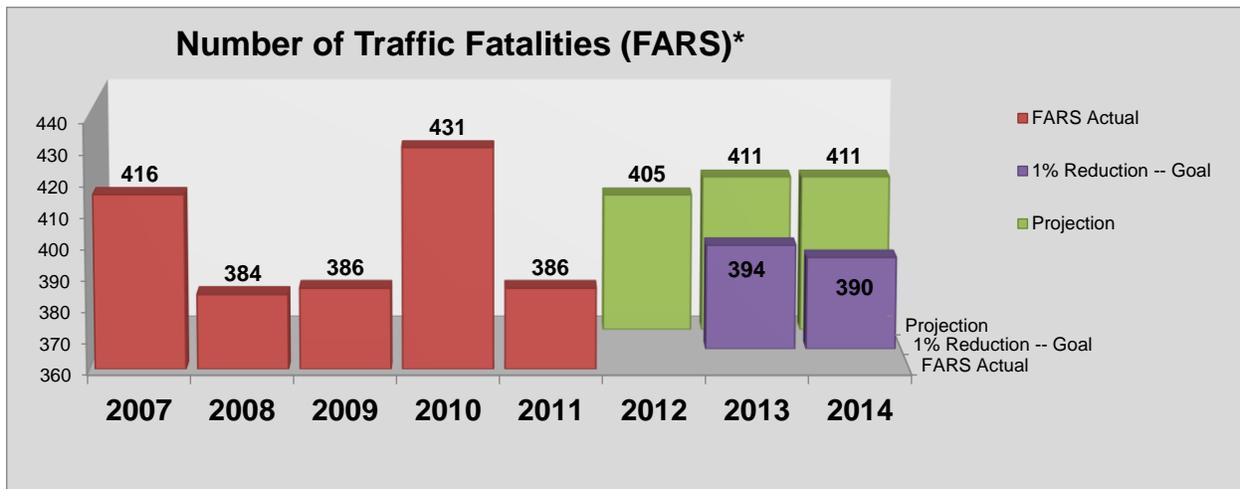
2014 Performance Measures				
Core Outcome Measures	2011 Actual	2014 Trend Projection	2007-11 Baseline	2014 HSP Goal
Number of Traffic Fatalities (FARS)*	405	411	398	390
Number of Serious Injuries (KCARS)	1,698	1,473	1,698	1,458
Fatalities/VMT (FARS/FHWA)	1.29	1.33	1.34	1.30
Rural Fatalities per 100 million VMT (FARS/FHWA)	2.16	2.28	2.21	2.14
Urban Fatalities per 100 million VMT (FARS/FHWA)	.47	.43	.53	.43
Number of unrestrained fatalities all positions (FARS)	159	171	179	169
Number of fatalities, auto and motorcycle, with BAC of .08 or above (FARS)	108	119	122	118
Number of speeding fatalities (FARS)	109	103	104	101
Number of motorcyclist fatalities (FARS)	45	39	45	39
Number of un-helmeted motorcyclist fatalities (FARS)	32	28	31	27
Number of fatalities with driver 20 or under (FARS)	63	55	72	54
Number of pedestrian fatalities (FARS)	14	8	19	8
Observed seat belt use (State Survey) FFY 2008-12*	80	82	80	82
Grant Funded Enforcement				
Speeding Citations*	4,396			
Occupant Protection Citations*	27,137			
DUI Arrests*	1,139			
Kansas Specific Measures				
Distracted Driving Crashes (KCARS)*	14,843	10,695	16,154	10,588

*2012 actual data utilized

The Core Performance Measures are utilized throughout the HSP program areas to identify problem areas, establish proven countermeasures and gauge progress towards goals.

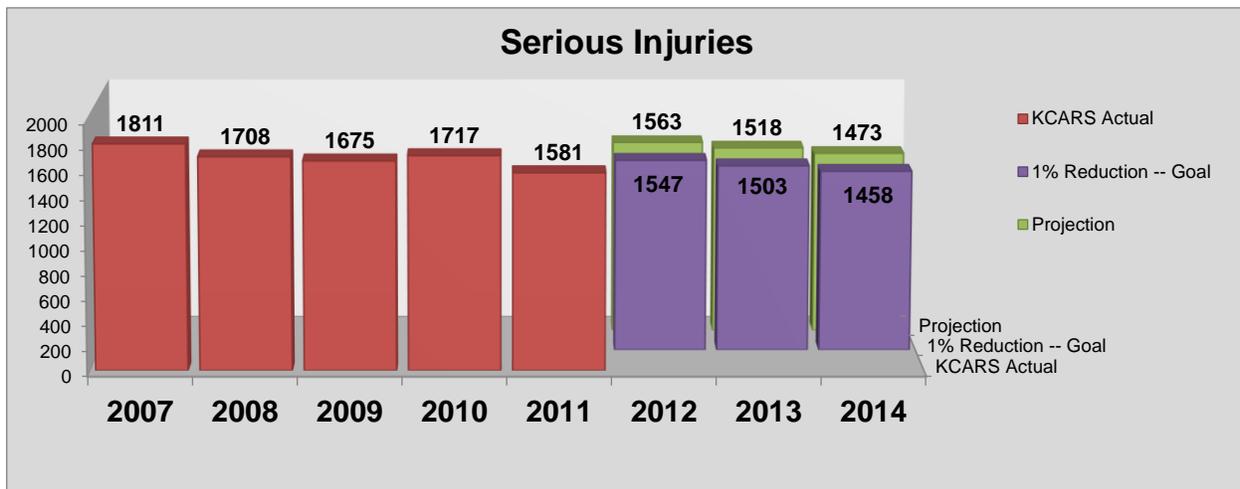
Core Performance Measure Charts and Goals

Number of Traffic Fatalities (FARS)¹:



- Number of Traffic Fatalities:** The 2014 projection based upon the trend line indicates 411 total fatalities. A 1% reduction in this projection would equal 407 total fatalities in 2014. The 2007 – 2011 5-year average was 398. Given a 1% reduction in this rate per year, the 2014 fatality rate would be 390. Our 2014 goal is 390.

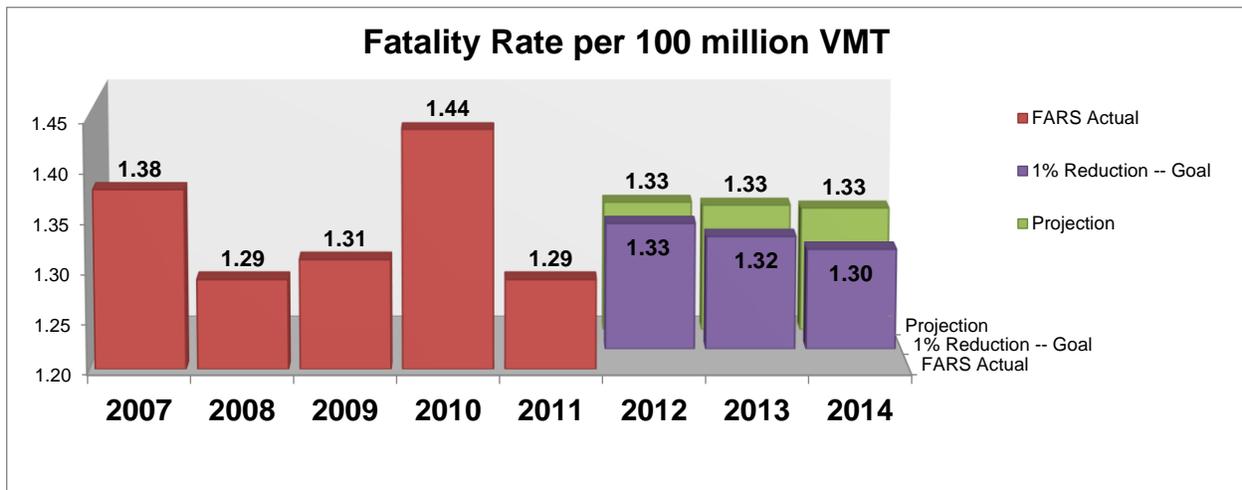
Serious Injuries:



- Number of Serious Injuries:** The 2014 projection based upon the trend line indicates 1,473 serious injuries. A 1% reduction in this projection would equal 1,458 serious injuries in 2014. The 2007 – 2011 5-year average was 1,698. Given a 1% reduction in this rate per year, the 2014 fatality rate would be 1,648. Our 2014 goal is 1,458.

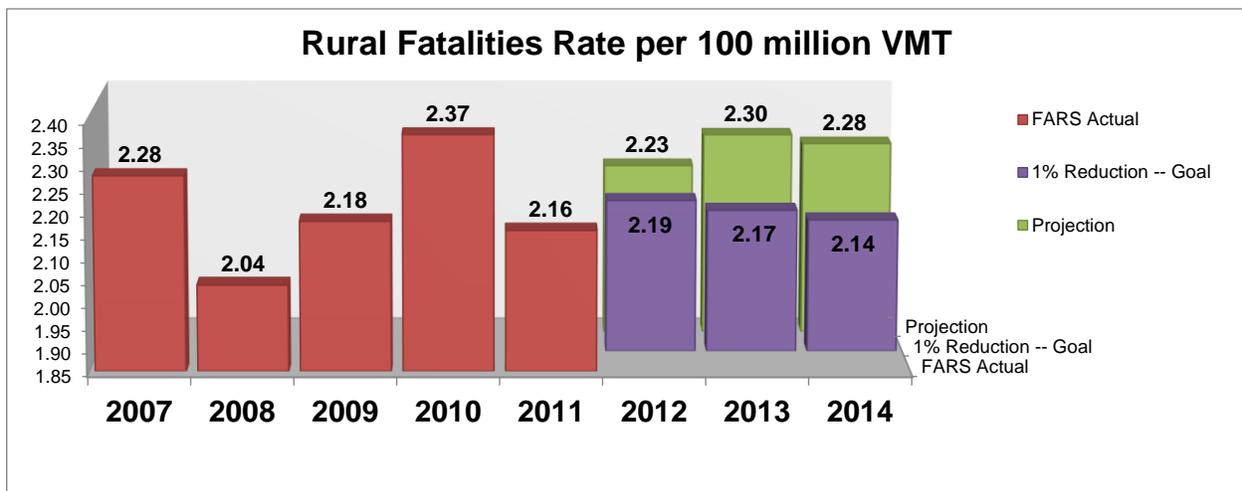
¹ *Projection reflects actual 2012 KCARS data

Fatality Rate per 100 million VMT:



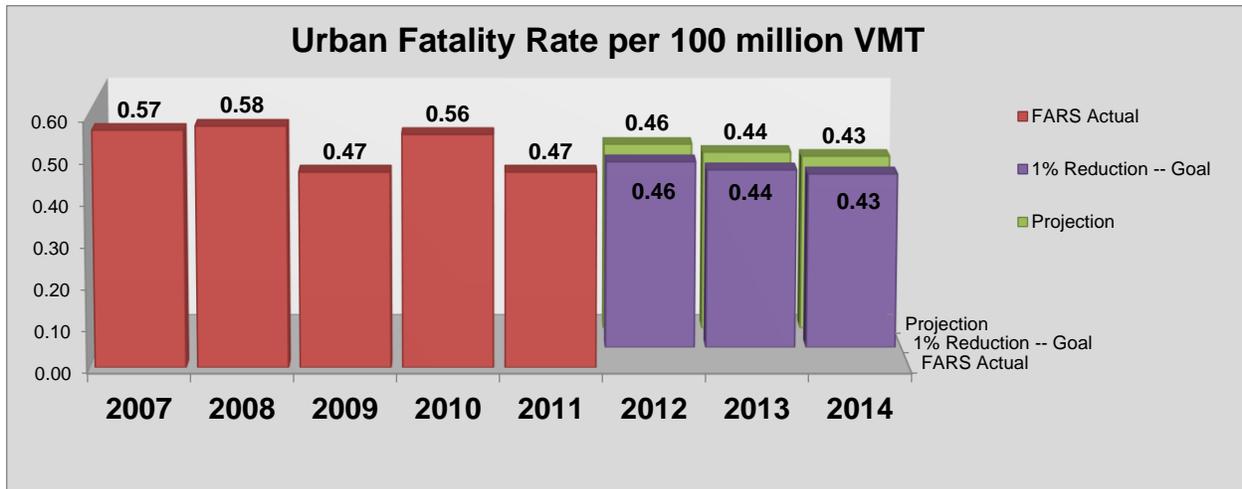
- Fatality Rate per 100 million VMT:** The 2014 projection based upon the trend line indicates 1.33 fatalities per 100 million VMT. A 1% reduction in this projection would equal 1.32 fatalities per 100 million VMT in 2014. The 2007 – 2011 5-year average was 1.34. Given a 1% reduction in this rate per year, the 2014 fatality rate would be 1.30. Our 2014 goal is 1.30.

Rural Fatalities:



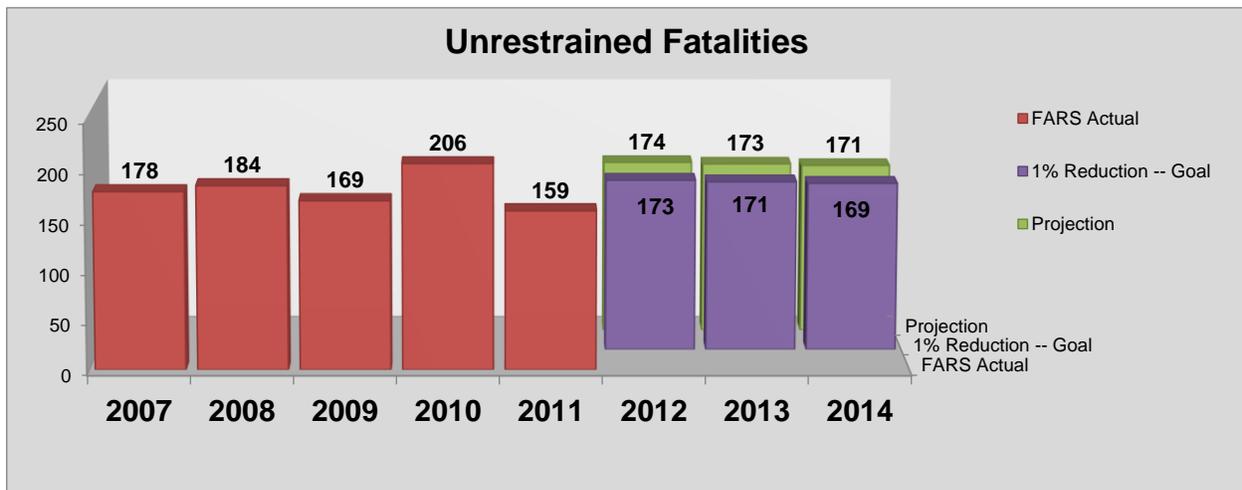
- Rural Fatalities per VMT:** The 2014 projection based upon the trend line indicates 2.28 rural fatalities per 100 million VMT. A 1% reduction in this projection would equal 2.26 rural fatalities per 100 million VMT in 2014. The 2007 – 2011 5-year average was 2.21. Given a 1% reduction in this rate per year, the 2014 fatality rate would be 2.14. Our 2014 goal is 2.14.

Urban Fatalities:



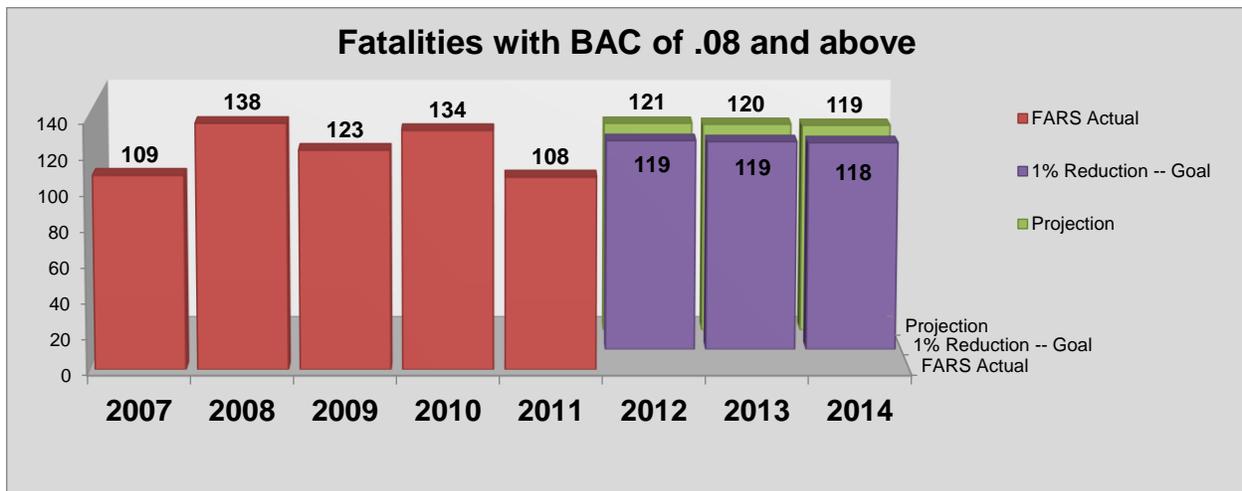
- Urban Fatalities per VMT:** The 2014 projection based upon the trend line indicates .43 urban fatalities per 100 million VMT. A 1% reduction in this projection would equal .43 urban fatalities per VMT in 2014. The 2007 – 2011 5-year average was .53. Given a 1% reduction in this rate per year, the 2014 fatality rate would be .51. Our 2014 goal is .43.

Unrestrained Fatalities All Positions (FARS):



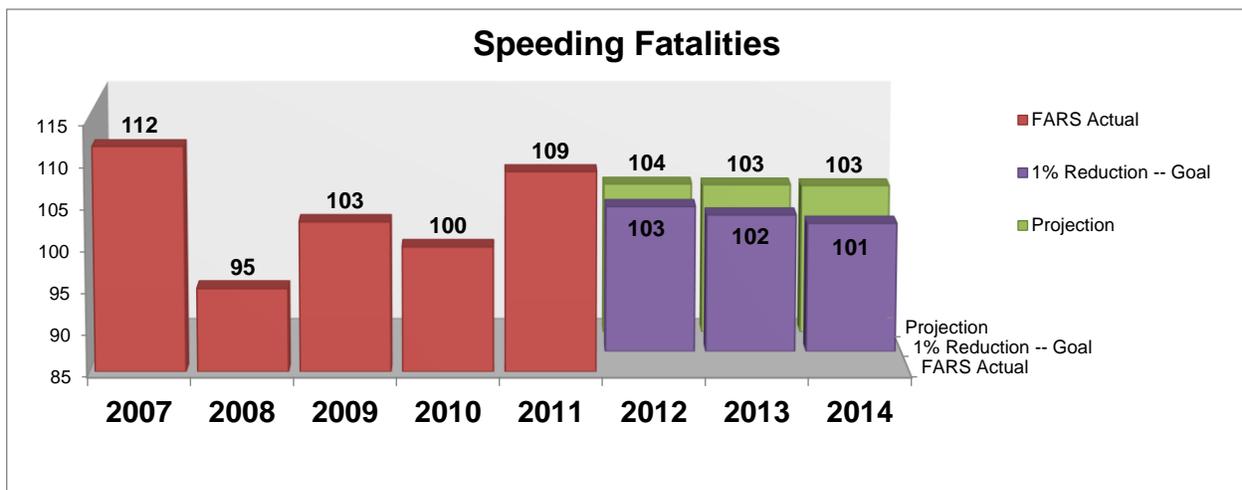
- Unrestrained Fatalities all Positions:** The 2014 projection based upon the trend line indicates 171 unrestrained fatalities. A 1% reduction in this projection would equal 169 rural fatalities in 2014. The 2007 – 2011 5-year average was 179. Given a 1% reduction in this rate per year, the 2014 fatality rate would be 174. Our 2014 goal is 169.

Number of fatalities, auto and motorcycle, with BAC of .08 or above (FARS):



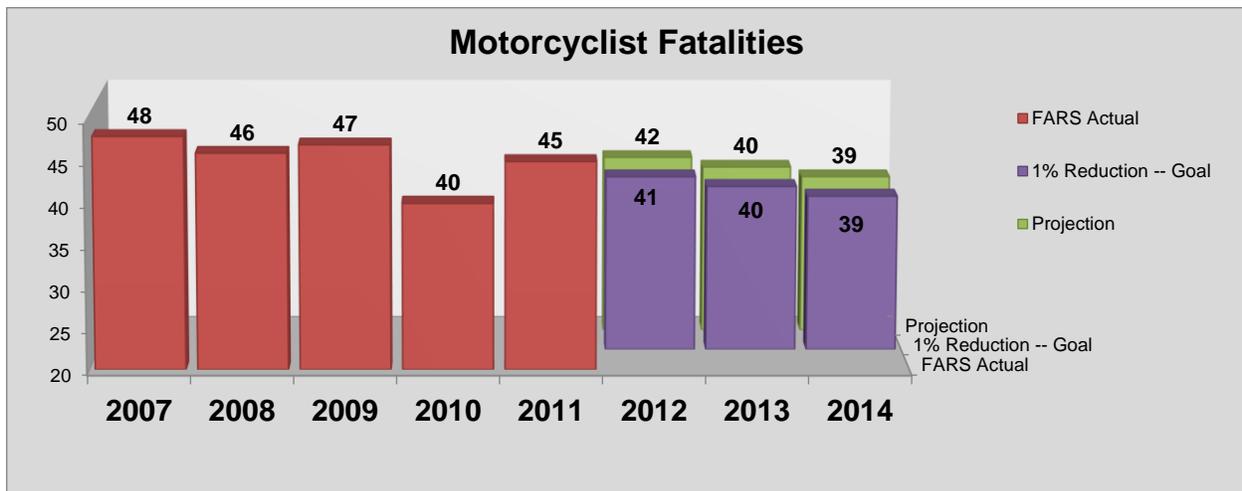
- Fatalities with BAC of .08 or above:** The 2014 projection based upon the trend line indicates 119 alcohol-impaired fatalities. A 1% reduction in this projection would equal 118 alcohol impaired fatalities in 2014. The 2007 – 2011 5-year average was 122. Given a 1% reduction in this rate per year, the 2014 fatality rate would be 118. Our 2014 goal is 118.

Speeding Fatalities:



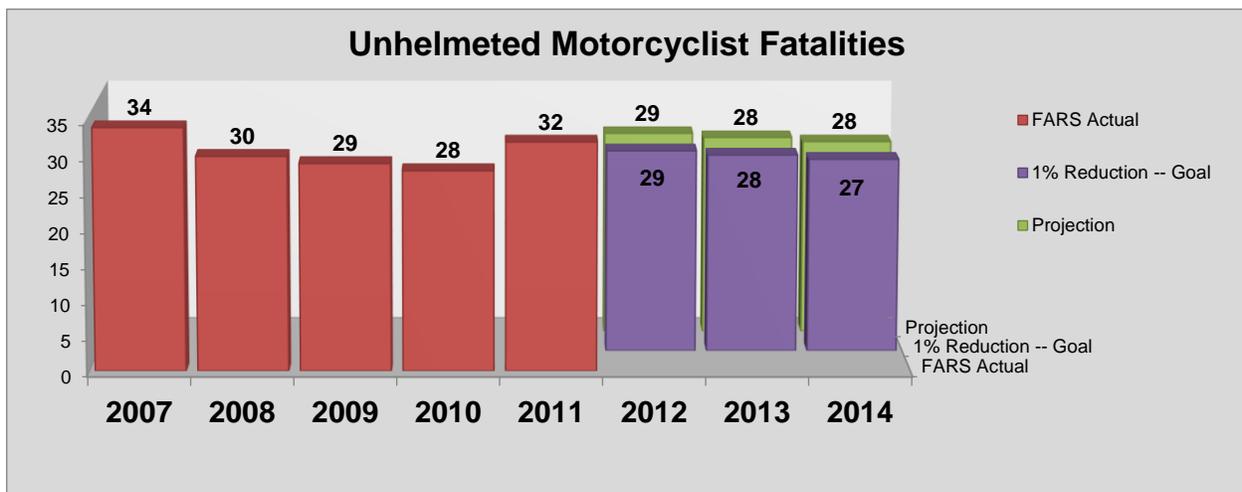
- Speeding fatalities:** The 2014 projection based upon the trend line indicates 103 speeding fatalities. A 1% reduction in this projection would equal 102 speeding fatalities in 2014. The 2007 – 2011 5-year average was 104. Given a 1% reduction in this rate per year, the 2014 fatality rate would be 101. The 2014 goal is 101.

Number of Motorcyclist Fatalities (FARS):



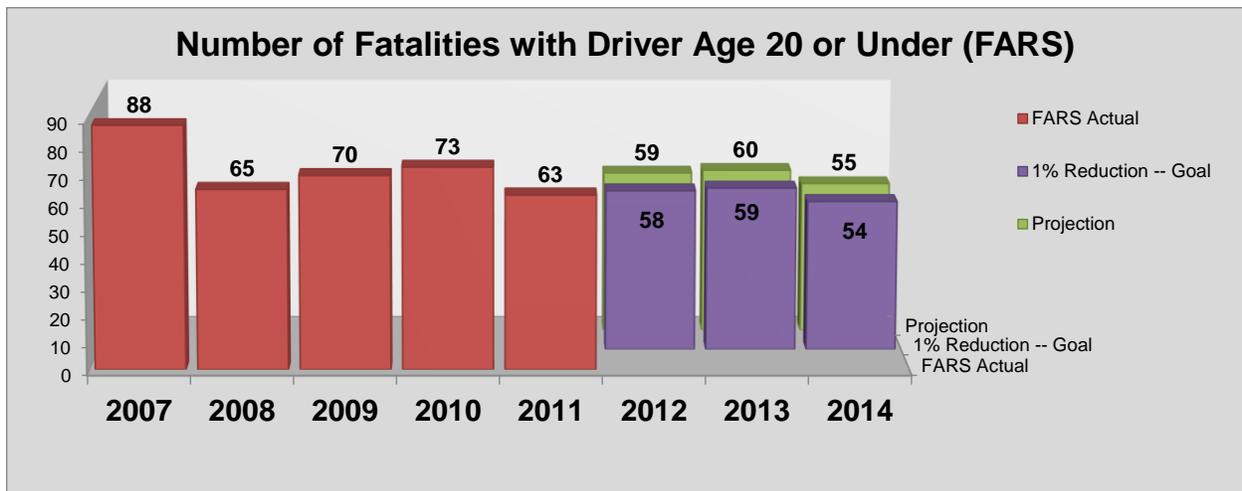
- Motorcycle Fatalities: The 2014 projection based upon the trend line indicates 39 motorcyclist fatalities. A 1% reduction in this projection would equal 39 motorcyclist fatalities in 2014. The 2007 – 2011 5-year average was 45. Given a 1% reduction in this rate per year, the 2014 fatality rate would be 44. Our 2014 goal is 39.

Number of un-helmeted Motorcyclist Fatalities (FARS):



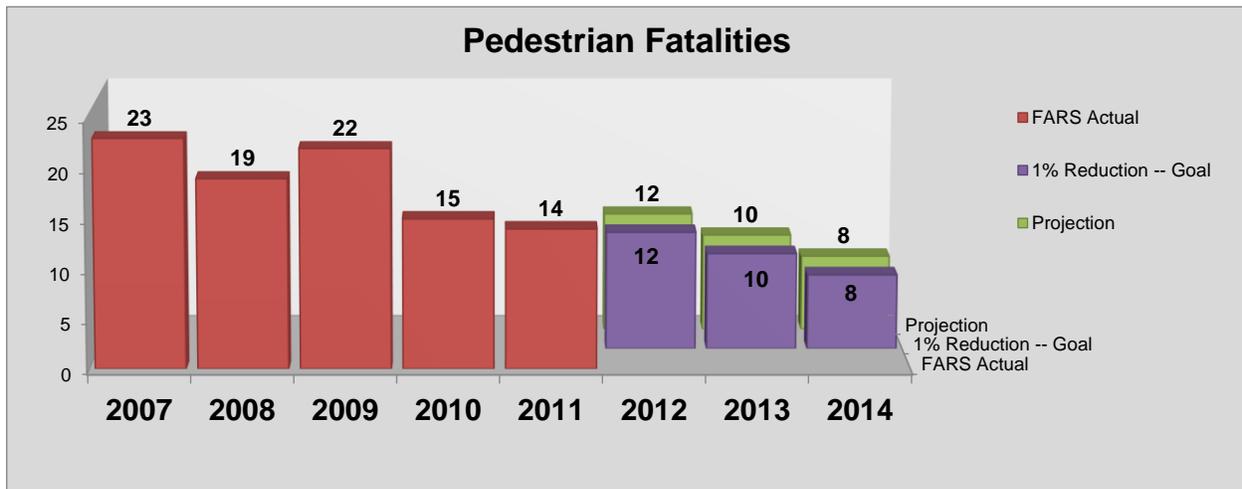
- Un-helmeted Motorcycle Fatalities: The 2014 projection based upon the trend line indicates 28 un-helmeted motorcyclist fatalities. A 1% reduction in this projection would equal 27 un-helmeted motorcyclist fatalities in 2014. The 2007 – 2011 5-year average was 31. Given a 1% reduction in this rate per year, the 2014 fatality rate would be 30. Our 2014 goal is 27.

Number of Fatalities with Driver 20 or under (FARS):



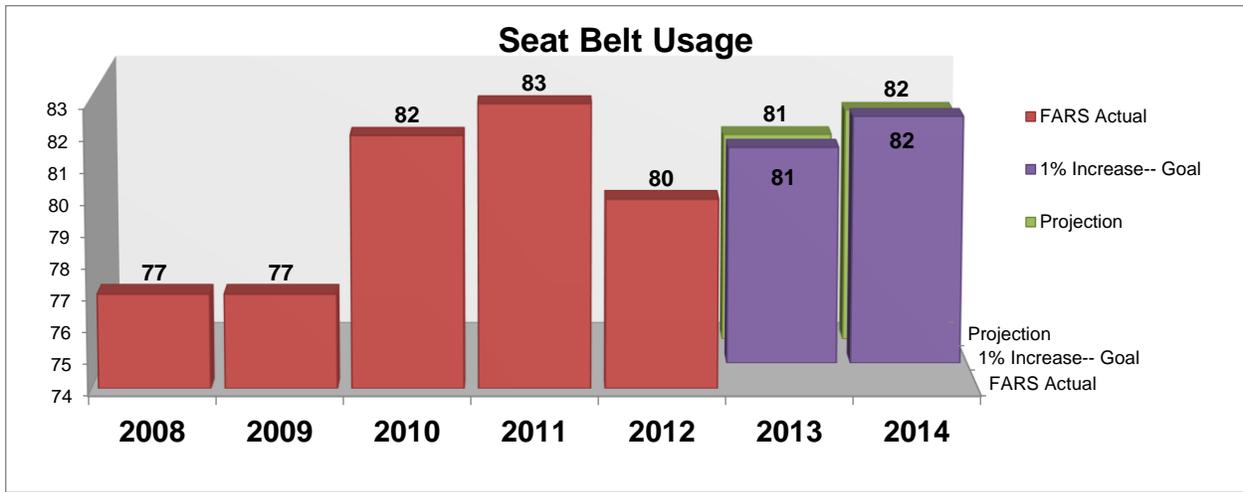
- Fatalities with Driver 20 or Under:** The 2014 projection based upon the trend line indicates 55 fatalities with a driver age 20 or under. A 1% reduction in this projection would equal 54 fatalities with a driver age 20 or under in 2014. The 2007 – 2011 5-year average was 72. Given a 1% reduction in this rate per year, the 2014 fatality rate would be 70. Our 2014 goal is 54.

Pedestrian Fatalities:



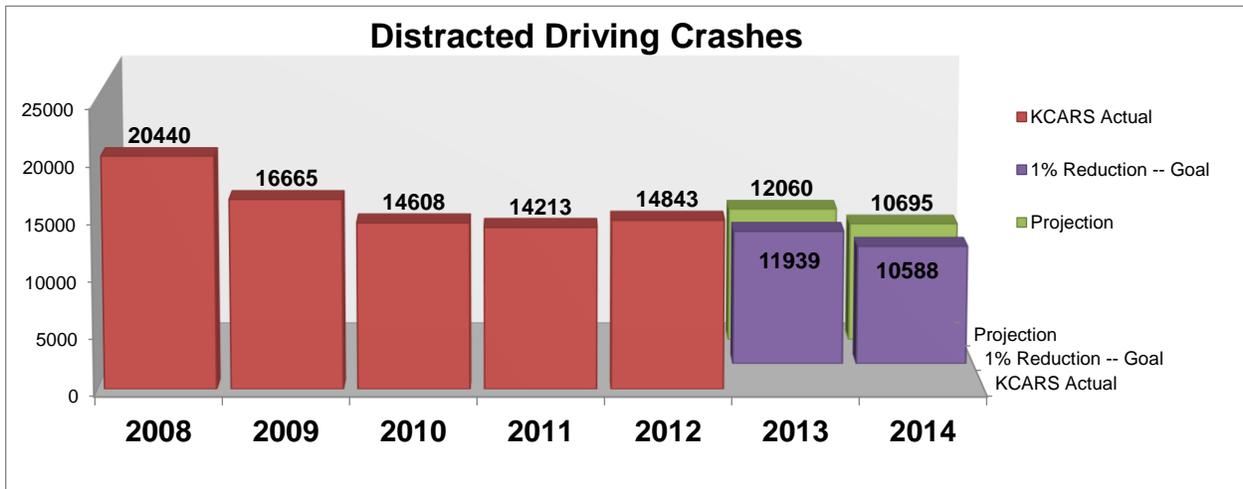
- Pedestrian Fatalities:** The 2014 projection based upon the trend line indicates eight pedestrian fatalities. A 1% reduction in this projection would equal eight pedestrian fatalities in 2014. The 2007 – 2011 5-year average was 19. Given a 1% reduction in this rate per year, the 2014 fatality rate would be 18. Our 2014 goal is eight.

Seatbelt Use Rate²:



- **Seat Belt Usage:** Increase the observed seat belt use rate by 1% per year from 80% in 2012 to 82% or higher by the end of 2014. This increase is critical as we move towards our goal of obtaining a High Use Seatbelt Rate state status in the future.

Distracted Driving Crashes:



- **Distracted Driving Crashes:** The 2014 projection based upon the trend line indicates 10,695 distracted driving crashes. A 1% reduction in this projection would equal 10,588 distracted driving crashes 2014. The 2008 – 2012 5-year average was 16,154. Given a 1% reduction in this rate per year, the 2014 distracted driving crashes would be 15,832. Our 2014 goal is 10,588.

² 2012 Data is based upon new NHTSA data collection method

Highway Safety Strategies and Projects

Development of Strategies

The state of Kansas relies upon proven countermeasures when implementing programs. Kansas participates in national enforcement campaigns, Click it or Ticket, Alcohol crackdown and Thanksgiving. Each of the mobilizations follow the proven “Click it or Ticket” criteria, of educate, enforce and report. The Seatbelts Are For Everyone (SAFE) program, targeting teen seat belt use, uses the same Click it or Ticket criteria. When implementing new programs, staff will utilize other state proven programs and can reference the latest countermeasures that work document prepared by NHTSA. Collaboration with the SHSP will also lead to new programs in support of their proven or new strategies. As part of their contract, each grantee is required to report activity. This activity allows KDOT to evaluate the individual program and determine effectiveness toward reaching not only an individual performance measure, but examine the effectiveness towards reaching our overall performance measures.

This plan was developed using the most current data available. Throughout the year, new data may emerge that could lead to change in target groups, geographic location or deployment strategies. In the event significant circumstances change, the program and/or enforcement plans will be altered to meet the current need.

When the state has identified a problem, further research and data gathering are the next step to determining appropriate proven countermeasures. Impaired driving continues to be a problem in the state. The counties listed in the chart below represent the top ten in number of crashes where the driver BAC was .08 or higher for the year 2012. Enforcement based strategies are well proven and recommended by NHTSA as an effective countermeasure. Therefore, the TSS will engage law enforcement partners in these counties to establish overtime enforcement grants targeting impaired driving, providing training opportunities through our Traffic Safety Resource Prosecutor and work with the local media to address the problem.

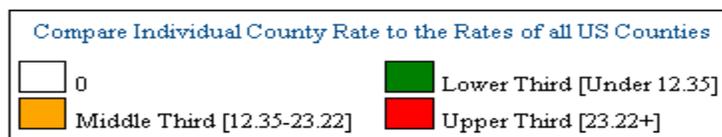
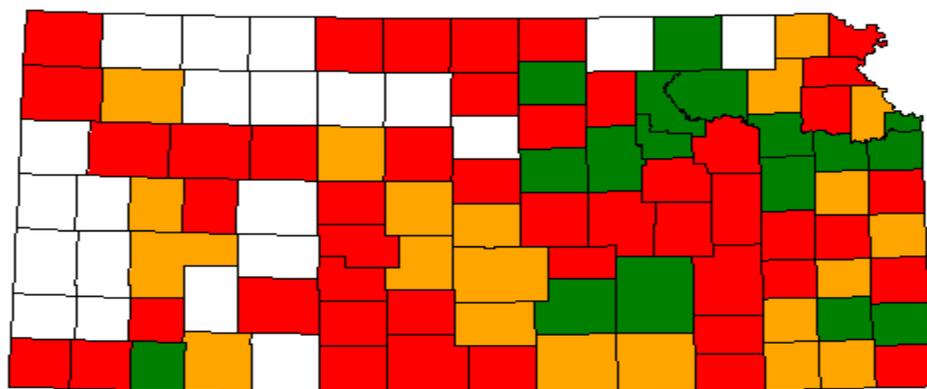
Top 10 Counties for Crashes Where Driver BAC was .08 or Higher in 2012			
Rank	COUNTY	Year	Total Crashes where driver BAC is .08 or Above
1	SEDGWICK	2012	241
2	JOHNSON	2012	196
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5	DOUGLAS	2012	84
6	RILEY	2012	37
7	LEAVENWORTH	2012	29
8	CRAWFORD	2012	24
9	SALINE	2012	24
10	GEARY	2012	23

Annually, KDOT looks at the top ten counties in crashes. Typically when you have a large number of crashes, you will also encounter a large number of crashes in many different areas, such as speeding, DUI and lack of seat belt use. This data is very important when allocating resources and looking for proven countermeasure activities. TSS will work with our law enforcement liaisons, identify media opportunities and engage law enforcement partners to curb the traffic safety problems in these counties.

Top 10 Counties for Crashes in 2012			
Rank	COUNTY	Year	Total Crashes
1	JOHNSON	2012	10347
2	SEDGWICK	2012	9218
3	SHAWNEE	2012	3680
4	WYANDOTTE	2012	3426
5	DOUGLAS	2012	2837
6	RENO	2012	1295
7	BUTLER	2012	1276
8	RILEY	2012	1274
9	LEAVENWORTH	2012	1216
10	SALINE	2012	1058

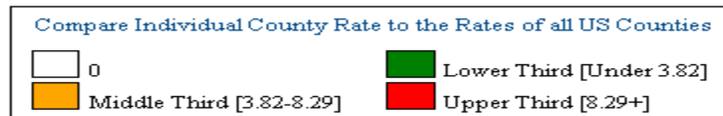
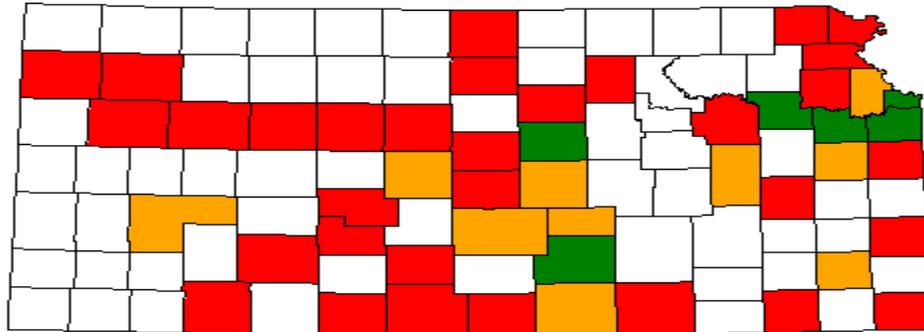
The map below, Fatalities (All Crashes) per 100,000 Population, was extracted from the NHTSA website. This type of data, coupled with state crash data, allows the SHSO to look at where the fatalities are occurring and deploy resources in those upper third (Red) or middle third (Gold) counties. Resources will include law enforcement grants, enhanced education focus or community based approaches.

Fatalities (All Crashes) per 100,000 Population



Another example of utilization of data could be taken from the map below. Determination of problem will encompass examining the map below and adding impaired driving crash data to get a good handle on the potential problem. As previously mentioned, once a problem area or location has been identified, proven countermeasures can be deployed and other resources could be used to address the issue.

Fatalities in Crashes Involving an Alcohol-Impaired Driver (BAC = .08+) per 100,000 Population



As required, Kansas performs an adult observational seat belt survey immediately following the national Click it or Ticket mobilization. This data not only gives us our statewide observational use number, but allows us to target counties with low belt use. Coupled with state crash data and the seat belt survey numbers, the SHSO or law enforcement liaisons can reach out to the counties and offer assistance in the form of overtime enforcement, enhanced education, media or other proven countermeasures.

2012 Direct Observational Survey Results by County								
Rank	County	Percent	Rank	County	Percent	Rank	County	Percent
1	Sumner	96	13	Harvey	88	25	Labette	83
2	Sedgwick	95	14	Thomas	87	26	Cowley	83
3	Seward	92	15	Ford	87	27	Montgomery	82
4	Douglas	92	16	Ellis	87	28	McPherson	81
5	Geary	91	17	Wyandotte	87	29	Barton	80
6	Leavenworth	91	18	Franklin	86	30	Rush	79
7	Shawnee	91	19	Reno	85	31	Atchison	79
8	Riley	90	20	Cherokee	85	32	Kearny	78
9	Saline	89	21	Jefferson	84	33	Greenwood	70
10	Miami	89	22	Butler	84	34	Gray	68
11	Lyon	88	23	Crawford	84	35	Ness	68
12	Johnson	88	24	Chase	84			

Enforcement Plan

Enforcement plays a critical role in changing behavior. Problem identification based upon all the available data, including the information listed above will assist KDOT in planning targeted enforcement programs. These programs are based upon data proven countermeasures that enable KDOT to target cities, counties and specific behavior. A strong enforcement campaign will include an educational component. Enforcement activities follow the proven strategy of: educate, enforce and report in all enforcement programs. All enforcement grants are required to submit activity reports after each mobilization. This data allows KDOT to continuously monitor contractors and update performance of each grantee. This data also provides a baseline for allocating resources in the future. Annually, KDOT will examine crash data and target state and local law enforcement grants in locations represented in the top ten of total crashes. Additional enforcement plan information can be found under the appropriate program area.

KDOT developed an internal rating system for our STEP contractors. This system tracks number of citations, number of contacts, number of hours of enforcement and expenditures. Annually, KDOT will evaluate each contract. This evaluation will be completed with the assistance of the assigned law enforcement liaison. If an agency is underperforming, KDOT and/or our assigned LEL will reach out to the entity to discuss expectations and re-emphasize the importance of the enforcement focus. Historical enforcement, crash location and man-power data are all used when developing new and renewing existing contracts.

Traffic Safety Impact Assessment

The state of Kansas utilizes the most recent Countermeasures that Work document to develop and implement programs targeting data driven problem areas. Consistent with NHTSA guidelines, the Countermeasures that Work document provides invaluable insight into the types of programs that will positively impact our performance measures. In the Program Area section of this document, each proven countermeasure that relates to a specific program has been identified.

Safe Communities Grant

In a comparison of average fatality, injury, and crash rates (per 10K) for Kansas' four metropolitan counties during the period, 2008-2011, Wyandotte County rates were significantly higher in each category than the four-county average. As for occupant restraint rates, Wyandotte County was substantially out-ranked by the other metro counties over the last two child survey cycles, 2010-2011 and 2011-2012, and over the last three adult surveys, 2010-2012. According to FARS, speeding fatalities totaled 41 for the years of 2007-11.

A traffic safety grant has been made to the Unified Government Public Health Department of Wyandotte County to sponsor a coalition of safety advocates – area police agencies, Children's Mercy Hospital, the Kansas Traffic Safety Resource Office, Kansas Department of Transportation, Mid-America Regional Council, and others – to bring awareness of, and improvement in, the many traffic safety challenges that plague this very fluid and most ethnically- and racially-diverse of Kansas counties.

Performance Report

FFY 13 Highway Safety Plan Progress

The bullets and table below represent the goals established in the FFY 13 Kansas Highway Safety Plan.

- Decrease traffic fatalities two percent annually from the 2006-10 calendar base year average of 417 to 392 by December 31, 2013.
- Decrease serious traffic injuries two percent annually from the 2006-10 calendar base year average of 1,731 to 1,630 by December 31, 2013.
- Decrease 2.5 percent annually fatalities/VMT from the 2006-10 calendar base year average of 1.39 to 1.28 by December 31, 2013.
- Decrease unrestrained passenger vehicle occupant fatalities by two percent annually from the 2006-10 calendar base year average of 187 to 176 by December 31, 2013.
- Decrease alcohol impaired driving fatalities two percent annually from the 2006-10 calendar base year average of 133 to 125 by December 31, 2013.
- Decrease speeding-related fatalities two percent annually from the 2006-10 calendar base year average of 108 to 102 by December 31, 2013.
- Decrease motorcyclist fatalities two percent annually from the 2006-10 calendar base year average of 49 to 46 by December 31, 2013.
- Decrease un-helmeted motorcycle fatalities three percent annually from the 2006-10 calendar base year average of 33 to 30 by December 31, 2013.
- Decrease drivers age 20 or younger involved in fatal crashes two percent annually from the 2006-10 calendar base year average of 76 to 72 by December 31, 2013.
- Reduce pedestrian fatalities one percent annually from the 2006-10 calendar base year average of 20 to 19 by December 31, 2013.
- Increase statewide observed seat belt use in passenger vehicles one percentage point annually from the 2007-11 calendar base year average usage rate of 78 to 80 percent by December 31, 2013.

Core Outcome Measures	2006-10 Baseline	2013 HSP Goal	2011 Actual
Number of Traffic Fatalities (FARS)	417	392	386
Number of Serious Injuries (KCARS)	1,731	1,630	1,581
Fatalities/VMT (FARS/FHWA)	1.39	1.28	1.29
Number of unrestrained fatalities all positions (FARS)	187	176	159
Number of fatalities, auto and motorcycle, with BAC of .08 or above (FARS)	133	125	108
Number of speeding fatalities (FARS)	108	102	109
Number of motorcyclist fatalities (FARS)	49	46	45
Number of un-helmeted motorcyclist fatalities (FARS)	33	30	32
Number of fatalities with driver 20 or under (FARS)	76	72	63
Number of pedestrian fatalities (FARS)	20	19	14
Observed seat belt use (State Survey) FFY 2007-11	78	80	83
Grant Funded Enforcement FFY 2012			
Occupant Protection Citations	27,137		
Speeding Citations	4,396		
DUI Arrests	1,139		

Planning and Administration

Program staff needs resources to receive additional training and travel opportunities to further the existing programs and potentially implement new strategies to address Traffic Safety in the state. This program area will also allow new and current staff to attend NHTSA required training, including: Program Management, Managing Federal Finances and Data Evaluation.

Funding Summary:

Planning and Administration	
Education	\$20,000
Total	\$20,000

Education Countermeasures:

Project Summary

Section 402

SP-1400-14

Travel and Training

\$20,000

This project enables Section staff to obtain training, attend key conferences in other states and travel to monitor grantees. This will allow new staff training on the Grant Tracking System, Program Management and individual program area specialties.

Alcohol

Tackling the impaired driving problem in the state requires a combination of education and enforcement. The state of Kansas will dedicate considerable resources to reduce the number of impaired driving fatalities. Included in this effort is the continuation of an Impaired Driving Taskforce. The taskforce contains representatives from many state and local agencies.

The Kansas Traffic Safety Resource Office will continue its mission of educating the driving public on the importance of obeying traffic laws. KDOT will continue our grant with Trozzolo communications on developing and increasing traditional and non-traditional media opportunities targeting the 18-35 year old male and high school students. Educating court personnel will also be addressed through training from our Kansas Traffic Safety Resource Prosecutor. The state has a significant investment in the DRE program and will continue to fund training and provide education opportunities for these officers.

DUI courts are proven to reduce the recidivism of impaired driving. The state will begin the necessary research in implementing a DUI court in the state.

State crash data identified the top 34 counties in alcohol-related crashes. The state of Kansas has and will continue overtime grant opportunities in many of these counties. KDOT will equip our law enforcement liaisons with relevant data and seek additional law enforcement commitments from those jurisdictions not currently receiving a grant.

2012 Alcohol-Related Crashes										
Rank	County	Crashes		Rank	County	Crashes		Rank	County	Crashes
1	Sedgwick	541		13	Cowley	36		25	Franklin	19
2	Johnson	395		14	Finney	35		26	Dickinson	19
3	Wyandotte	199		15	Crawford	35		27	Sumner	18
4	Shawnee	188		16	Lyon	35		28	Pottawatomie	16
5	Douglas	159		17	Miami	29		29	Jefferson	16
6	Riley	65		18	Geary	29		30	Wabaunsee	15
7	Leavenworth	56		19	Cherokee	26		31	Nemaha	14
8	Saline	49		20	Montgomery	26		32	Labette	14
9	Butler	45		21	McPherson	25		33	Brown	12
10	Reno	44		22	Seward	24		34	Thomas	12
11	Ellis	38		23	Barton	23				
12	Ford	37		24	Harvey	21				

Core Performance Measure Goal:

- Fatalities with BAC of .08 or above:** The 2014 projection based upon the trend line indicates 119 alcohol-impaired fatalities. A 1% reduction in this projection would equal 118 alcohol impaired fatalities in 2014. The 2007 – 2011 5-year average was 122. Given a 1% reduction in this rate per year, the 2014 fatality rate would be 118. Our 2014 goal is 118.

Countermeasure Selection/Impact Assessment:

- **Sobriety Checkpoints*******
- **Saturation Patrols******

SP-3103-14 Kansas Highway Patrol Drug and Alcohol Evaluation Unit \$325,000

Provides support resources for local sobriety checkpoints and saturation patrols. In addition, provides support for SFST (Standardized Field Sobriety Testing) and ARIDE (Advanced Roadside Impaired Driving Enforcement) programs. The unit also coordinates the DRE (Drug Recognition Expert) program, targeting metropolitan and major corridor areas. Another function of the unit is to present/train at educational institutions on drugs in the academic environment. The BAU (Breath Alcohol Unit) will work to teach the “Drugs in the Academic Environment” curriculum.

Countermeasure Selection/Impact Assessment:

- **Sobriety Checkpoints*******
- **Communications and Outreach**

SP-1702-14 Kansas Highway Patrol R.A.V.E. Program \$500,000

The Kansas Highway Patrol supports impaired driving prevention through Roving Aggressive Violation Enforcement (RAVE). Very often this is done in concert with scheduled patrols or checkpoints conducted by local law enforcement agencies. This program is directed to schedule a majority of their efforts in areas of the state with identified impaired driving problems.

Countermeasure Selection/Impact Assessment:

- **Saturation Patrols******

SP-3103-14 Law Enforcement Training and Equipment \$1,400,000

This contract is designed to equip local law enforcement with equipment to improve or enhance local law enforcements challenges in the battle against impaired driving. Anticipated expenses will include Preliminary Breath Testing (PBT) units and other state of the art equipment designed to remove impaired drivers off Kansas roads.

Countermeasure Selection/Impact Assessment:

- **Preliminary Breath Test devices*******
- **Passive Alcohol Sensors******
- **Communications and Outreach**

Local Partnerships:

Agency/Entity	Funding Source	Funded Activities
Kansas Dept of Health and Environment	State and Federal	Assist in the administration of breath testing units, serve on the Impaired Driving Task Force
Kansas Dept of Revenue	State	Administer Drivers Licensing and Ignition Interlock programs in the

		state, serve on the Impaired Driving Task Force
Kansas Bureau of Investigation	State and Federal	Perform blood testing and house criminal history database, serve on the Impaired Driving Task Force
Office of the Kansas Attorney General	State and Federal	Traffic Safety Resource Prosecutor, adjudication, serve on the Impaired Driving Task Force
DUI Victim Center	Municipal and Federal	Provide victim assistance and court monitoring
Mothers Against Drunk Driving	State and Local	Provide victim assistance
Kansas Highway Patrol/Local Law Enforcement Agencies	Federal, State and Local	Serve on the Impaired Driving Task Force, enforcement
National Highway Traffic Safety Administration	Federal	Serve on the Impaired Driving Task Force

Table 1

Special Traffic Enforcement Program (STEP) Grantees			
Funding Source			Amount
402 OP	SP-1300-14	Allen Co SO	\$3,000.00
402 OP	SP-1300-14	Altamont PD	\$1,700.00
402 OP	SP-1300-14	Anderson County Sheriff's Office	\$2,500.00
402 OP	SP-1300-14	Andover PD	\$3,000.00
402 OP	SP-1300-14	Arkansas City PD	\$13,400.00
402 OP	SP-1300-14	Atchison County Sheriff	\$2,800.00
402 OP	SP-1300-14	Atchison Police Department	\$6,000.00
402 OP	SP-1300-14	Baldwin City PD	\$2,500.00
402 OP	SP-1300-14	Barton Co SO	\$1,500.00
402 OP	SP-1300-14	Basehor PD	\$2,800.00
402 OP	SP-1300-14	Bel Aire PD	\$3,000.00
402 OP	SP-1300-14	Beloit PD	\$1,500.00
402 OP	SP-1300-14	Bonner Springs PD	\$4,500.00
402 OP	SP-1300-14	Brown County Sheriff's Office	\$1,600.00
402 OP	SP-1300-14	Butler Co SO	\$3,000.00
402 OP	SP-1300-14	Cherokee Co SO	\$4,000.00

402 OP	SP-1300-14	Clay Center Police Department	\$2,500.00
402 OP	SP-1300-14	Clay County Sheriff's Department	\$2,000.00
402 OP	SP-1300-14	Cloud County Sheriff's Office	\$2,500.00
402 OP	SP-1300-14	Coffeyville PD	\$5,000.00
402 OP	SP-1300-14	Concordia PD	\$2,000.00
402 OP	SP-1300-14	Cowley County Sheriff	\$3,000.00
402 OP	SP-1300-14	Crawford Co So	\$6,500.00
402 OP	SP-1300-14	Derby PD	\$4,000.00
402 OP	SP-1300-14	Dodge City PD	\$4,500.00
402 OP	SP-1300-14	Douglas County SO	\$4,000.00
402 OP	SP-1300-14	Edwardsville PD	\$3,500.00
402 OP	SP-1300-14	El Dorado PD	\$4,500.00
402 OP	SP-1300-14	Ellis County Sheriff's Office	\$2,700.00
402 OP	SP-1300-14	Elwood PD	\$1,800.00
402 OP	SP-1300-14	Emporia PD	\$3,500.00
402 OP	SP-1300-14	Eudora PD	\$3,000.00
402 OP	SP-1300-14	Fort Scott Dept of Public Safety	\$3,000.00
402 OP	SP-1300-14	Franklin County SO	\$5,000.00
402 OP	SP-1300-14	Fredonia Police Department	\$2,000.00
402 OP	SP-1300-14	Frontenac Police Department	\$2,000.00
402 OP	SP-1300-14	Galena PD	\$2,000.00
402 OP	SP-1300-14	Garden City PD	\$7,000.00
402 OP	SP-1300-14	Gardner Dept of Public Safety	\$3,200.00
402 OP	SP-1300-14	Garnett PD	\$3,200.00
402 OP	SP-1300-14	Geary County Sheriff	\$3,500.00
402 OP	SP-1300-14	Goddard PD	\$1,500.00
402 OP	SP-1300-14	Halstead Police Department	\$2,500.00
402 OP	SP-1300-14	Harvey Co So	\$3,000.00
402 OP	SP-1300-14	Hays PD	\$3,500.00
402 OP	SP-1300-14	Haysville PD	\$3,000.00
402 OP	SP-1300-14	Hiawatha PD	\$2,000.00
402 OP	SP-1300-14	Highland PD	\$2,000.00
402 OP	SP-1300-14	Holcomb PD	\$2,000.00
402 OP	SP-1300-14	Horton PD	\$2,000.00
402 OP	SP-1300-14	Humboldt PD	\$1,500.00
402 OP	SP-1300-14	Hutchinson PD	\$10,200.00
402 OP	SP-1300-14	Iola PD	\$2,500.00
402 OP	SP-1300-14	Jackson County Sheriff Office	\$2,000.00
402 OP	SP-1300-14	Johnson County Sheriff	\$6,000.00

402 OP	SP-1300-14	Junction City Police Department	\$4,200.00
402 OP	SP-1300-14	Kansas City PD	\$34,000.00
402 OP	SP-1300-14	Kansas State University Police	\$2,500.00
402 OP	SP-1300-14	Kansas University Office of Public Safety	\$2,600.00
402 OP	SP-1300-14	Kechi Police Department	\$1,600.00
402 OP	SP-1300-14	La Cygne PD	\$1,200.00
402 OP	SP-1300-14	Labette County Sheriff's Dept	\$2,000.00
402 OP	SP-1300-14	Lansing PD	\$2,000.00
402 OP	SP-1300-14	Lawrence PD	\$28,000.00
402 OP	SP-1300-14	Leavenworth PD	\$7,500.00
402 OP	SP-1300-14	Leawood PD	\$6,700.00
402 OP	SP-1300-14	Lenexa PD	\$7,000.00
402 OP	SP-1300-14	Leon PD	\$1,200.00
402 OP	SP-1300-14	Liberal PD	\$5,000.00
402 OP	SP-1300-14	Linn County SO	\$3,000.00
402 OP	SP-1300-14	Linn Valley PD	\$2,200.00
402 OP	SP-1300-14	Logan County SO	\$1,600.00
402 OP	SP-1300-14	Lyon County SO	\$4,000.00
402 OP	SP-1300-14	Lyons PD	\$1,000.00
402 OP	SP-1300-14	Maize Police Department	\$2,500.00
402 OP	SP-1300-14	Marysville PD	\$2,000.00
402 OP	SP-1300-14	McPherson PD	\$7,000.00
402 OP	SP-1300-14	Merriam PD	\$4,000.00
402 OP	SP-1300-14	Miami County Sheriff	\$2,700.00
402 OP	SP-1300-14	Mission PD	\$5,800.00
402 OP	SP-1300-14	Montgomery County SO	\$3,500.00
402 OP	SP-1300-14	Moran PD	\$1,500.00
402 OP	SP-1300-14	Neodesha PD	\$1,500.00
402 OP	SP-1300-14	Neosho County SO	\$4,000.00
402 OP	SP-1300-14	Newton PD	\$4,000.00
402 OP	SP-1300-14	Norton PD	\$2,000.00
402 OP	SP-1300-14	Oakley Police Department	\$2,000.00
402 OP	SP-1300-14	Olathe PD	\$30,000.00
402 OP	SP-1300-14	Osawatomie Police Department	\$2,500.00
402 OP	SP-1300-14	Ottawa PD	\$2,800.00
402 OP	SP-1300-14	Overland Park PD	\$38,000.00
402 OP	SP-1300-14	Paola PD	\$5,200.00
402 OP	SP-1300-14	Park City PD	\$3,000.00
402 OP	SP-1300-14	Parsons PD	\$4,200.00

402 OP	SP-1300-14	Pittsburg PD	\$4,000.00
402 OP	SP-1300-14	Plainville PD	\$1,700.00
402 OP	SP-1300-14	Prairie Village Police Department	\$6,200.00
402 OP	SP-1300-14	Pratt County Sheriff's Office	\$2,000.00
402 OP	SP-1300-14	Reno County Sheriff	\$4,500.00
402 OP	SP-1300-14	Roeland Park Police Department	\$3,000.00
402 OP	SP-1300-14	Rooks County SO	\$1,000.00
402 OP	SP-1300-14	Rossville PD	\$1,500.00
402 OP	SP-1300-14	Salina PD	\$8,400.00
402 OP	SP-1300-14	Saline County Sheriff	\$7,200.00
402 OP	SP-1300-14	Sedgwick County Sheriff	\$18,000.00
402 OP	SP-1300-14	Shawnee County Sheriff	\$8,000.00
402 OP	SP-1300-14	Shawnee PD	\$8,200.00
402 OP	SP-1300-14	South Hutchinson PD	\$2,000.00
402 OP	SP-1300-14	Spring Hill PD	\$4,000.00
402 OP	SP-1300-14	Sterling PD	\$1,300.00
402 OP	SP-1300-14	Tonganoxie PD	\$3,500.00
402 OP	SP-1300-14	Topeka PD	\$34,000.00
402 OP	SP-1300-14	Udall Police Department	\$2,000.00
402 OP	SP-1300-14	Valley Center Police Department	\$2,500.00
402 OP	SP-1300-14	Wakefield PD	\$2,000.00
402 OP	SP-1300-14	Wathena PD	\$2,600.00
402 OP	SP-1300-14	Wellington PD	\$2,500.00
402 OP	SP-1300-14	Westwood PD	\$5,000.00
402 OP	SP-1300-14	Wichita PD	\$52,000.00
402 OP	SP-1300-14	Winfield PD	\$5,300.00
402 OP	SP-1300-14	Wyandotte County SO	\$4,000.00
402 OP	SP-1302-14	Kansas Highway Patrol	\$135,000.00
		Total	\$628,300.00

Grantee is located within top 10 counties for crashes in 2012 - Total award to these counties equals \$545,000, or 87% of total STEP grants

Note: The HSP shows STEP participation in the Alcohol and Occupant Protection program areas. STEP grantees have one contract for the year to participate in up to three national mobilizations. About one-third of the Section 402 grant funds are used for impaired driving measures and the other two-thirds focus on occupant protection.

Table 2

Impaired Driving Deterrence Program (IDDP) Grantees			
Funding Source			
410	SP-3103-14	Coffeyville Police Department	\$ 5,773.40
410	SP-3103-14	Dodge City Police Department	\$ 7,077.80
410	SP-3103-14	Douglas County Sheriff	\$ 7,636.92
410	SP-3103-14	Garden City Police Department	\$ 6,635.00
410	SP-3103-14	Hays Police Department	\$ 5,460.00
410	SP-3103-14	Hutchinson Police Department	\$ 7,638.00
410	SP-3103-14	Johnson County Sheriff's Office	\$ 9,670.08
410	SP-3103-14	Junction City Police Department	\$ 6,715.64
410	SP-3103-14	Leavenworth PD	\$ 5,822.52
410	SP-3103-14	Mission Police Department	\$ 8,430.36
410	SP-3103-14	Olathe Police Department	\$ 9,845.96
410	SP-3103-14	Overland Park Police Department	\$ 11,979.20
410	SP-3103-14	Pittsburg Police Department	\$ 5,321.22
410	SP-3103-14	Reno County Sheriff	\$ 7,235.96
410	SP-3103-14	Riley County Police Department	\$ 7,506.48
410	SP-3103-14	Salina Police Department	\$ 8,347.40
410	SP-3103-14	Saline County Sheriff's Office	\$ 5,700.24
410	SP-3103-14	Sedgwick County Sheriff	\$ 7,863.92
410	SP-3103-14	Shawnee County Sheriff	\$ 7,031.88
410	SP-3103-14	Shawnee Police Department	\$ 8,834.00
410	SP-3103-14	Topeka Police Department	\$ 10,376.60
410	SP-3103-14	Wichita Police Department	\$ 8,925.00
		Total	\$ 169,828.00

Grantee is located within top 10 counties for crashes in 2012 - Total award to these counties equals \$132,285, or 78% of total IDDP grants

Distracted Driving

Distracted driving is listed as a contributing circumstance for about 25 percent of all reported crashes in the state. The state of Kansas does have a graduated driver’s license law addressing wireless communication devices. A driver in the learners or restricted portion of the law is prohibited from using a wireless device while driving. Typically, this restriction which applies to any wireless communication device is lifted around the age of 17 when the individual reaches full, unrestricted license status. Additionally, the state of Kansas passed a texting ban for all drivers.

Goal:

- Distracted Driving Crashes: The 2014 projection based upon the trend line indicates 10,695 distracted driving crashes. A 1% reduction in this projection would equal 10,588 distracted driving crashes 2014. The 2008 – 2012 5-year average was 16,154. Given a 1% reduction in this rate per year, the 2014 distracted driving crashes would be 15,832. Our 2014 goal is 10,588.

Funding Summary:

Distracted Driving	
Education	\$100,000
Total	\$100,000

Education Countermeasures:

Section 405(e)

SP-5300-14

Distracted Driving

\$100,000

These funds will assist in efforts to emphasize the dangers of distracted driving through paid media, public awareness and promotional initiatives targeting novice drivers and the general driving public.

Countermeasure Selection/Impact Assessment:

- **GDL Requirements for beginning drivers*******
- **Text messaging laws****
- **Distracted Driving***

Motorcycle Safety

The state of Kansas experienced 45 motorcycle rider fatalities in 2011. The state of Kansas has established multi-disciplined task force to address the issue of motorcycle fatalities. The task force meets quarterly and gives the state direction on ways to combat the problem. This number has remained relatively stagnant over the past several years. KDOT will continue to utilize roadway billboards and yard signs to remind drivers to look twice. In FFY 2014, the state will expand their media efforts through a television campaign focusing on share the road. An enforcement campaign will be conducted in the summer of 2014 in the Kansas City area. Law enforcement partners will include the Highway Patrol and several local agencies.

Core Performance Measure Goals:

- Motorcycle Fatalities: The 2014 projection based upon the trend line indicates 39 motorcyclist fatalities. A 1% reduction in this projection would equal 39 motorcyclist fatalities in 2014. The 2007 – 2011 5-year average was 45. Given a 1% reduction in this rate per year, the 2014 fatality rate would be 44. Our 2014 goal is 39.
- Un-helmeted Motorcycle Fatalities: The 2014 projection based upon the trend line indicates 28 un-helmeted motorcyclist fatalities. A 1% reduction in this projection would equal 27 un-helmeted motorcyclist fatalities in 2014. The 2007 – 2011 5-year average was 31. Given a 1% reduction in this rate per year, the 2014 fatality rate would be 30. Our 2014 goal is 27.

Funding Summary:

Motorcycle Safety	
Education	\$350,000
Enforcement	\$17,688
Total	\$367,688

Education Countermeasures:

Section 2010 and 405(f)

SP-1200-14

Motorcycle Safety

\$320,000

This project will enable KDOT, with the assistance of an established task force, to promote motorcycle awareness to all drivers. A media effort including outdoor signage and/or TV and Radio ads, as well as non-traditional advertising, focusing on motorcycle conspicuity will be coordinated with this funding. These initiatives will be targeted in counties with high numbers of motorcycle crashes and fatalities.

Countermeasure Selection/Impact Assessment:

- Other driver awareness of motorcyclists*

SP-1200-14**Kansas Traffic Safety Resource Office (KTSRO)****\$30,000**

The KTSRO will continue to provide leadership for the Motorcycle Safety Task Force, which meets quarterly to analyze data and identify creative ways to reduce the number of motorcycle fatalities and crashes. This contract will provide educational materials at public events. Educational materials will include posters at motorcycle dealers promoting share the road, proper safety gear and proper licensing. Other educational materials include share the road yard signs and share the road bumper stickers.

Countermeasure Selection/Impact Assessment:

- **Motorcycle rider licensing***
- **Conspicuity and protective clothing***
- **Communications and Outreach**

Enforcement Countermeasures:**Section 402**

This funding will provide overtime for law enforcement in the Kansas City area. The enforcement program will consist of two mobilizations in the summer of 2014 targeting aggressive driving behaviors.

Motorcycle Enforcement		
SP-1100-14	Johnson County Sheriffs Office	\$ 1,200.00
SP-1100-14	Lenexa Police Department	\$ 2,000.00
SP-1100-14	Olathe Police Department	\$ 4,000.00
SP-1100-14	Overland Park PD	\$ 5,280.00
SP-1100-14	Shawnee Police Department	\$ 5,208.00
	Total	\$ 17,688.00

Countermeasures Selected/Impact Assessment:

- **Aggressive Driving Enforcement**

Local Partnerships:

Agency/Entity	Funding Source	Funded Activities
National Highway Traffic Safety Administration	Federal	Serve on the Motorcycle Safety Task Force
Motorcycle Rider Organizations (ABATE, GWRRA, CMA), Motorcycle Safety Instructors	State and Federal	Serve on the Motorcycle Safety Task Force and support training
Kansas Department of Education	State	Serve on the Motorcycle Safety Task Force and administer the motorcycle training fund
Kansas Department of Revenue	State	Serve on the Motorcycle Safety Task Force and administer

		motorcycle licensing
Kansas Highway Patrol/Local Law Enforcement Agencies	Federal, State and Local	Serve on the Motorcycle Safety Task Force and enforcement

Occupant Protection

The state of Kansas has experienced a steady gain in seat belt use over the past ten years, reaching an all-time high of 83 percent in 2011. This increase is due in large part to the implementation of the Click it or Ticket model, educate, enforce and report. The state will continue to participate in the Memorial Day Click it Or ticket national mobilization. Implementation of Click it Or Ticket has also led to an increase the amount of paid media dedicated to occupant protection. In 2014, the state will increase the amount of media and examine other mediums to promote seat belt use. One other factor in this steady increase is the amount of law enforcement agencies actively involved in the Specialized Traffic Enforcement Program (STEP). In 2003, the state had 30 law enforcement agencies participating in the STEP program, in 2013, this number has increased to 150.

The state of Kansas implemented the new NHTSA protocol for observational surveys in 2012. This new survey methodology based more on fatalities than population led to the first decrease in seat belt use since the early 2000's. The following chart depicts recent direct observational survey information and our 2014 goal of 82 percent. The 2014 goal represents a realistic 1 percent annual increase over the 2012 number of 80 percent.

Direct Observational Survey							
Year	2008	2009	2010	2011	2012	2013*	2014*
Percent	77	77	82	83	80	81	82

*Projected

The direct observational survey also provides the state with specific county data. The data is used to program resources including media and enforcement. The following table depicts the 2012 observed rate in the 35 counties where the new fatality based survey is conducted. Additional information in this survey includes rural vs. urban rates and confirms that male pick-up truck drivers have the lowest observed rate.

Another way to track an increase in seat belt use would be to examine the number of unrestrained fatalities in the state. According to FARS, the state has experienced a downward trend in unrestrained fatalities. Simple trend analysis reveals a 2014 project of 171 unrestrained fatalities. The state has chosen to reduce this number by an additional 1 percent and therefore established a goal of 169 for 2014.

Unrestrained Fatalities (FARS)								
Year	2007	2008	2009	2010	2011	2012	2013	2014
Percent	178	184	169	206	159	173*	171*	169*

*Projected

Core Performance Measure Goals:

- Seat Belt Usage: Increase the observed seat belt use rate by 1% per year from 80% in 2012 to 82% or higher by the end of 2014. This increase is critical as we move towards our goal of obtaining a High Use Seatbelt Rate state status in the future.

- Unrestrained Fatalities all Positions: The 2014 projection based upon the trend line indicates 171 unrestrained fatalities. A 1% reduction in this projection would equal 169 rural fatalities in 2014. The 2007 – 2011 5-year average was 179. Given a 1% reduction in this rate per year, the 2014 fatality rate would be 174. Our 2014 goal is 169.

Child Restraint Inspection Stations and Child Passenger Safety Technicians

Inspection stations are located throughout the state and reach over 90 percent of the population. While the goal is to meet the needs of every driver/caregiver in the state, special emphasis is placed in reaching those in the high risk population, with specific emphasis on providing seats to children in low income families.

The state of Kansas has more than 550 current CPS Technicians to meet the need of each inspection station and check-up event. Additionally, the Kansas Highway Patrol has a certified technician in each of the troop locations and is able to reach out to assist counties with current inspection stations and the small number of counties that currently don't have an inspection station. In order to meet the needs, each inspection station has the ability to schedule regular times and/or be available by appointment.

The Kansas Traffic Safety Resource Office recruits and maintains a list of all CPS technicians and instructors around the state. Through correspondence, the KTSRO keeps this group of specialized individuals apprised of upcoming trainings, seat recalls and other important information relating to child passenger safety. The KTSRO plans to host or assist with 4 to 8 CPS Technician classes, one or two Technician renewal classes and a couple Technician updates. Through the KTSRO newsletter, promotion of the CPS program at our annual Transportation Safety Conference, Safe Kids events, medical and law enforcement communities and check lanes conducted around the state, the instructors and technicians are able to identify new professionals to be recruited.

Countermeasure Selection/Impact Assessment:

- **Inspection Stations****

Teen Drivers

More than five years ago, the state of Kansas implemented the Seatbelts Are For Everyone (SAFE) program in one county. In FFY 13, the state has expanded this program to 42 counties which encompass more than 100 schools. KDOT will continue to promote and expand the program in FFY 2014 and beyond. In 2009, the 14-17 age seat belt use rate was 61 percent. The 2012 observational survey now shows this rate at 78 percent. In 2007, the state of Kansas recorded 91 traffic fatalities involving drivers/passengers in the 14-20 age group. Since 2007, the number of teen fatalities has steadily decreased and the state recorded 68 in 2011. The expansion of the SAFE program has been the main ingredient in improving seat belt use and has contributed to the reduction of teen fatalities over the past several years.

SAFE is a program jointly administered by the students and local and state law enforcement. Monthly, students receive reminders of the importance of seat belt use and are eligible for a gift card drawing if they sign a pledge card stating they will wear their seat belt. Each school conducts an observational use

survey administered by the students, one in the fall and one in the late spring. These surveys not only give baseline data, but also aid in determining the rate change for the year. Students at the school with the highest use rate and largest increase per county are eligible for the grand prizes. Grants with the Kansas Department of Health and Environment, AAA Kansas, State Farm Insurance, local prosecutors and local businesses fund the monthly and grand prizes. Through the KTSRO grant, KDOT funds a full-time coordinator for this program. The SAFE program will have an enforcement component targeting high school students in the Spring.

Countermeasure Selection/Impact Assessment:

- **Supporting enforcement*******
- **Strategies for low-belt-use groups*******

Funding Summary:

Occupant Protection	
Education	\$1,635,900
Enforcement	\$538,444
Total	\$2,174,344

Education Countermeasures:

In 2010, the state passed a primary seat belt law for all front seat occupants age 18 and over. This law is actively enforced throughout the state throughout the year. Back seat occupants over the age of 18 are covered with a secondary law.

Countermeasure Selected/Impact Assessment:

- **State Primary enforcement belt use law*******
- **Coverage: seating position, vehicles, ages***

Section 402

SP-1301-14

Kansas Traffic Safety Resource Office (KTSRO)

\$295,000

This contract will emphasize increasing the occupant protection rate for all ages and enhance current safe driving activities. The contractor will work closely with KDOT, local law enforcement, driver’s education programs, Safe Kids Kansas, SADD chapters, minority organizations, employers, and other traffic safety advocates around the state. This office will continue to provide educational opportunities to all Kansas motor vehicle drivers and passengers regarding occupant protection and child passenger safety. They will also provide a coordinator for the SAFE (Seatbelts Are For Everyone) program targeting selected high schools across the state. Another facet will be to identify and contact large employers in the state about the costs and benefits associated with promoting positive traffic safety efforts within their workforce. They will also work to identify and locate at-risk minority populations in the state and work to increase compliance with traffic safety laws. The office will continue to produce a bi-monthly e-newsletter. They will provide translation for all publications and news releases.

Countermeasure Selection/Impact Assessment:

- **Communications and Outreach**
- **Incentive Program (SAFE)*******
- **Employer Programs*******
- **School Programs (SAFE)*****

SP-1301-14

Public Information and Education

\$30,000

These project funds will enable the Traffic Safety Section to purchase and distribute promotional items and printed materials that have an occupant protection message to both the general public as well as various target populations. Counties in Kansas identified as having the biggest problem in the area of occupant protection will be targeted for additional materials. Funds will also provide support for schools participating in the SAFE program.

Countermeasure Selection/Impact Assessment:

- **Communications and Outreach**

SP-1301-14

Observational Seatbelt Surveys

\$223,900

This contract is responsible for conducting a direct observational occupant protection survey in 35 counties in the state using the current NHTSA uniform criteria. The adult survey has a total of 544 sites. In addition, this contract will administer an observational survey for ages 0 to 18 in 20 identified counties.

Countermeasure Selection/Impact Assessment:

- **Research Based**

All motor vehicle occupants age 17 and under are required by law to be in an age appropriate seat. These laws are primary in the state and apply to any seating position.

Countermeasure Selection/Impact Assessment:

- **Implement child restraint laws*******
- **Coverage: seating position, vehicles, ages*******

Section 2011 and 405(b)

SP-1306-14

Booster Seat Awareness

\$150,000

This project will strive to educate the traveling public of the importance of booster seats and raise awareness of all child occupant protection issues. KDOT is working with local advocates to determine needs and proper utilization of these funds.

Countermeasure Selection/Impact Assessment:

- **Strategies for Booster Seat Use****
- **Communications and Outreach**

SP-1306-14 **Child Safety Seats** **\$125,000**

Approximately 2,600 seats are purchased and distributed each year to fitting stations throughout the state. These fitting stations work with low-income families, and must be qualified to install the seats, as well as instruct parents on their use.

Countermeasures Selection/Impact Assessment:

- **Child Restraint distribution programs****

SP-1306-14 **Safe Kids Buckle Up** **\$50,000**

Safe Kids Kansas and KDOT will partner to conduct a one day event that will award financial incentives to drivers of vehicles that have all occupants properly restrained. This event, called Bucks for Buckles, is held around the Labor Day holiday and is conducted statewide. This project will also provide funding for local Safe Kids coalitions to facilitate their child passenger safety Buckle Up events.

Countermeasure Selection/Impact Assessment:

- **Communications and Outreach**

SP-1306-14 **Child Passenger Safety Paid Media** **\$75,000**

This project will focus on advertising mediums to specifically target child passenger safety. Markets will include university athletics and local entities.

Countermeasure Selection/Impact Assessment:

- **Communications and Outreach**

SP-1306-14 **KTSRO Child Passenger Safety** **\$50,000**

The KTSRO will support child passenger safety efforts around the state. Support will include promotion of CPS technician classes and updates, CPS checklanes and promotional materials designed to increase child passenger safety compliance rates.

Countermeasure Selection/Impact Assessment:

- **Communications and Outreach**

SP-4205-14 **Occupant Protection Initiatives** **\$900,000**

These funds will be allocated to promote seat belt laws in the state and assist in evaluation of our occupant protection program. These funds will also be available for new and innovative approaches to reach various target audiences, such as minority populations. Efforts will be made to utilize these funds in areas of the state with large populations in our target demographics, including those areas with low seat belt usage rates and high numbers of unbelted fatalities and serious injuries.

Countermeasure Selection/Impact Assessment:

- **Communications and Outreach**

Enforcement Countermeasures:

Section 402

SP-1300-14

Special Traffic Enforcement Program

\$400,000

This program provides funds for almost 150 local police agencies and the Kansas Highway Patrol to participate in as many as three overtime traffic enforcement campaigns in FFY 2014 – each linked to a federal holiday. Each campaign has a principal focus – impaired driving, occupant protection, or both – and each goes after speeders and texters, as well. Occupant protection is the principal focus of the two-week Click It or Ticket campaign which straddles Memorial Day, and shares priority with impaired driving over Thanksgiving week. See table 1 in Alcohol Program area for listing of grantees.

Countermeasure Selection/Impact Assessment:

- **Short high visibility belt law enforcement*******

Section 405 and 405(b)

SP-4205-14

Nighttime Seatbelt Enforcement

\$140,000

This program will expand upon the nighttime seatbelt enforcement program started in FFY 2012 by funding approximately 26 local law enforcement agencies of various sizes to conduct nine evenings (one per month, excluding May, August and September) of seatbelt enforcement for a contract year. Efforts will be made to partner with agencies in the counties with the lowest seat belt usage rates and the highest number of unbelted fatalities and serious injuries. See table three at end of section for list of grantees.

Countermeasure Selection/Impact Assessment:

- **Short high-visibility belt law enforcement*******
- **Combined enforcement, nighttime*******
- **Sustained enforcement*****

Local Partnerships:

Agency/Entity	Funding Source	Funded Activities
AAA Kansas – Traffic Safety Fund	Business based	Provides funding in support of the SAFE program, as well as strong promotional messages stressing proper seatbelt and child safety restraint use.
State Farm Insurance	Business based	Provides funding in support of the SAFE program, as well as staffing for the Bucks for Buckles program.
KDHE Trauma Program	Federal and State	Provides funding in support of the SAFE program
Schools/SROs	State	Provide support of the SAFE program
Safe Kids Kansas	State	Provides support of the CPS Inspection Stations and CPS check-up events

Kansas Highway Patrol/Local Law Enforcement Agencies	Federal, State and Local	Provide non-KDOT funded enforcement of seatbelt laws for SAFE and other targeted enforcements that are not part of the national campaign. Many agencies also have CPS Inspection Stations, and Technicians and Instructors who assist at CPS check-up events.
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Table 3

Night-Time Enforcement Grantees			
405 OP	SP-4205-14	Coffeyville PD	\$ 4,986.90
405 OP	SP-4205-14	Derby PD	\$ 5,724.00
405 OP	SP-4205-14	Dodge City PD	\$ 5,830.92
405 OP	SP-4205-14	Garden City PD	\$ 5,694.30
405 OP	SP-4205-14	Hays PD	\$ 5,373.00
405 OP	SP-4205-14	Hutchinson PD	\$ 7,074.00
405 OP	SP-4205-14	Independence PD	\$ 4,322.70
405 OP	SP-4205-14	Junction City PD	\$ 6,161.94
405 OP	SP-4205-14	Kansas City PD	\$ 8,844.66
405 OP	SP-4205-14	Lawrence PD	\$ 9,115.20
405 OP	SP-4205-14	Leavenworth PD	\$ 5,743.98
405 OP	SP-4205-14	Liberal PD	\$ 7,886.16
405 OP	SP-4205-14	Olathe PD	\$ 7,886.16
405 OP	SP-4205-14	Parsons PD	\$ 4,374.00
405 OP	SP-4205-14	Pittsburg PD	\$ 5,030.64
405 OP	SP-4205-14	Reno Co Sheriff's Office	\$ 6,616.08
405 OP	SP-4205-14	Salina PD	\$ 7,721.46
405 OP	SP-4205-14	Sedgwick County Sheriff's Office	\$ 6,248.88
405 OP	SP-4205-14	Shawnee PD	\$ 8,181.00
405 OP	SP-4205-14	Topeka PD	\$ 7,954.20
405 OP	SP-4205-14	Wichita PD	\$ 7,673.40
		Total	\$ 138,443.58

Grantee is located within top 10 counties for crashes in 2012 - Total award to these counties equals \$83,039, or 60% of total night-time enforcement grants

Paid Media

Changing driver behavior requires a diversified approach including education and enforcement. Paid media plays a critical role in educating the public, specifically the 18 to 35 year old male. KDOT will continue to partner with universities in promoting seat belt usage and deterring impaired driving. Campaigns will also be developed and implemented around the national enforcement campaigns. KDOT plans to increase utilization of non-traditional mediums to reach the target audience. While paid media will still be utilized to promote improving the driver behavior, earned media still plays a large role in changing the culture. KDOT will partner with our media contractor to plan and execute a minimum of two statewide press events focused on the kick-off of Click it or Ticket and You Drink, You Drive, You LOSE.

Funding Summary:

Paid Media	
Education	\$1,637,419
Total	\$1,637,419

Education Countermeasures:

Section 402

SP-1500-14

General/University Advertising

\$872,419

These funds will enable KDOT to purchase advertising to raise the awareness of impaired driving and occupant protection in the state. These funds will also allow for advertising at the three large universities in the state (Kansas State, Kansas and Wichita State). This funding stream can also be utilized to discourage distracted driving.

Countermeasure Selection/Impact Assessment:

- Mass Media Campaigns Effectiveness***

SP-1500-14

Click It Or Ticket Ads

\$300,000

This project will support another major media effort during our Click It Or Ticket Campaign in May 2014. This campaign will rely significantly on TV and radio spots. KDOT has recently expanded into on-line media outlets and will continue this effort, along with other non-traditional media opportunities.

Countermeasure Selection/Impact Assessment:

- Mass Media Campaigns Effectiveness***

Section 405 and 405(b)

SP-1308-14

Occupant Protection Advertising

\$610,000

Utilize Click it or Ticket paid media at dirt race tracks around the state and other venues that cater to our target audience of 18 to 34 year old males. In addition to hitting our target population in the urban areas, this also

allows us to target areas of the state that may not have a large population, but still have a problem with lack of restraint use.

Countermeasure Selection/Impact Assessment:

- **Mass Media Campaigns Effectiveness*****

Section 410 and 405 (d)

SP-3103-14

Impaired Driving/Riding Ad Campaign

\$200,000

Secure air time, as well as non-traditional media, for a targeted effort to support local law enforcement's Labor Day campaign combating impaired driving and riding. This project will be coordinated by the KDOT media contractor.

Countermeasure Selection/Impact Assessment:

- **Mass Media Campaigns Effectiveness*****

Evaluation

Evaluations will be conducted to support the media efforts described in the Paid Media section. Each paid media buy will include the reach/frequency, gross rating points, total audience reached for each media outlet focusing on the target audience, and will be approved by KDOT prior to any placement agreement. Typically, the "buys" generate free media space due to the large amount of funds expended. KDOT will detail the buy plans and results in the annual report.

Earned media plays an important role in promoting positive driver behavior. KDOT will strive to maximize earned media in all the campaigns we administered with particular emphasis on Click it or Ticket and the Alcohol crackdown.

Pedestrian and Bicycle Safety

Compared with national statistics, the state of Kansas doesn't have a significant pedestrian or bicycle fatality problem. Efforts in the state are centered on education through production and distribution of brochures and distribution of bike helmets at community events.

Funding Summary:

Pedestrian and Bicycle Safety	
Education	\$23,000
Total	\$23,000

Education Countermeasures:

Section 402

SP-1600-14 **Pedestrian and Bike Public Info and Education** **\$8,000**

These project funds enable Traffic Safety staff to produce and distribute printed materials and other promotional items on bicycle and pedestrian safety. Most prominent is the *Tips for Fun and Safe Biking* hang tag card which is distributed to bicycle rodeo sponsors, retailers, cycling clubs, families, and events like the spring Kansas Kids Fitness and Safety Day. Geared to motorists is a downloadable poster, available in two versions, which features share-the-road messaging highlighting bicyclists and pedestrians. In addition, this program also supports the International Walk Your Child to School Day with the purchase and distribution of as many as 13,000 light-reflecting identification tags for zippers.

Countermeasure Selection/Impact Assessment:

- **Bicycle education for children****

SP-1601-14 **Bike Helmets** **\$15,000**

This grant is with the Safe Kids Kansas coalition. Safe Kids Kansas promotes bicycle education and the proper fit and operation of helmets and bicycles. The program will purchase around 1,600 bicycle helmets for distribution around the state at child safety events.

Countermeasure Selection/Impact Assessment:

- **Promote bicycle helmet use with education****

Local Partnerships:

Agency/Entity	Funding Source	Funded Activities
Local Safe Kids Kansas Chapters	State and Local	Support local events promoting bicycle safety

Police Traffic Services

Law enforcement places a crucial role in changing poor driver behavior. Beyond enforcement, law enforcement needs the resources and tools to enforce traffic safety laws in the state. These resources would include traffic safety training and equipment. KDOT will continue to utilize our three law enforcement liaisons to maintain and recruit additional law enforcement partners and aide in problem identification. Enforcement efforts will include a grant with the Kansas Highway Patrol designed to target aggressive driving behaviors.

Funding Summary:

Police Traffic Services	
Education	\$370,263
Enforcement	\$700,000
Total	\$920,263

Education Countermeasures:

Section 402

SP-1700-14 **Local Travel & Training** **\$20,000**

These funds enable KDOT to reimburse local jurisdictions for special traffic-related training opportunities.

SP-1700-14 **Law Enforcement Liaison** **\$180,263**

In addition to the two full-time LEL's, KDOT has one-part-time LEL to maintain and enhance the good working relationship with the nearly 450 diverse local law enforcement agencies in promoting occupant protection and impaired driving issues around the state. The LEL's are actively involved in the promotion and execution of the SAFE program targeting teen seat belt use.

Countermeasure Selection/Impact Assessment:

- **Community Outreach**

Law Enforcement Liaisons		
SP-1700-14	Corp, David	\$ 79,893.00
SP-1700-14	Hamilton, Robert	\$ 34,090.00
SP-1700-14	Parks, Terry	\$ 66,280.00
		\$ 180,263.00

SP-1700-14 **LEL Luncheons/Operation Impacts** **\$20,000**

Expenditures in this contract will support the two current Operation Impacts in Kansas City and Sedgwick County. Funds may also be utilized to expand the program to other regions of the state and provide support for the annual spring law enforcement recruitment lunches.

Countermeasure Selection/Impact Assessment:

- **Community Outreach**

SP-XXXX-14

Program Management

\$150,000

This contract will employ a contractor to manage the law enforcement equipment incentive program. Responsibilities will include, determining eligibility, amount of equipment reimbursement, gathering of orders from law enforcement, distribution of equipment and payment to locals choosing to purchase their own equipment. This contract will also assist traffic safety staff in compiling and processing law enforcement contracts for the upcoming fiscal year.

Countermeasure Selection/Impact Assessment:

- **Research Based**

Enforcement Countermeasures:

SP-0931-14

Local Law Enforcement Incentives

\$280,000

KDOT plans to purchase and distribute equipment to Special Traffic Enforcement Program (STEP) law enforcement agencies that promote and participate in traffic safety enforcement efforts based on level of participation.

Roadside Safety

Partnering with the KDOT Bureau of Local Projects, NHTSA funding will continue to support training of local roadway engineers and fund local roadway studies.

Funding Summary:

Roadway Safety	
Education	\$180,000
Engineering	\$100,000
Total	\$280,000

Education Countermeasures:

Section 402

SP-1402-14

Kansas State University

\$100,000

Provide training for Kansas public works employees who have traffic safety responsibilities. A secondary objective is to develop and/or update workshop materials and handbooks to be used in these trainings and on-the-job activities.

Engineering Countermeasures:

Section 402

Roadside Safety		
SP-0618-14	Lochner Corp	\$ 75,000.00
SP-0618-14	Parsons Brinckerhoff	\$ 30,000.00
SP-0618-14	TranSystem Corporation	\$ 75,000.00
	Total	\$ 180,000.00

Engineering Consultants

In order for the State to realize the highest possible pay off in funds allocated for highway safety it is necessary that traffic engineering services be provided to local government units who currently do not have traffic engineering expertise. Traffic expertise can best be provided to those governmental units on an individual project basis by utilizing consulting firms engaged in traffic, transportation, engineering and planning activities to analyze the problem and develop a solution.

Local Partnerships:

Agency/Entity	Funding Source	Funded Activities
Local Traffic Engineering Staff	State and Local	Develop local engineering plans

SP-1900-14 **Public Information & Education** **\$17,000**

These funds enable KDOT to purchase safe driving promotional items, reproduce and distribute educational materials produced by media contractor, NHTSA, or other reputable sources.

Countermeasure Selection/Impact Assessment:

- **Communications and Outreach**

SP-1900-14 **Wyandotte County Safe Communities** **\$40,000**

A traffic safety grant has been made to the Unified Government Public Health Department of Wyandotte County. That agency partners with a coalition of safety advocates, including area law enforcement, Children’s Mercy Hospital, the Kansas University Medical Center, the Kansas Traffic Safety Resource Office, Mid-America Regional Council, and others to bring awareness of, and improvement in, the many traffic safety challenges that continue to plague this most demographically diverse and fluid of Kansas counties.

SP-1900-14 **Novice Driver** **\$10,000**

This project is designed for KDOT to partner with the SROs statewide to provide consistent, thorough and reputable education and resources for novice drivers. The projects, focusing on topics such as impaired driving, seat belts, distracted driving, and other driver behaviors, will run in conjunction with major events such as holidays, Spring Break, Prom and the start and end of the school year.

Countermeasure Selection/Impact Assessment:

- **Communications and Outreach**

SP-1900-14 **Comprehensive Media Campaign** **\$400,000**

This contract provides for professional development of our messages concerning safe driving, occupant protection, and impaired driving. The contractor will produce original TV, radio, and print material, or modify those produced by NHTSA or other entities, to fit the Kansas dynamics and population. They will also monitor and update social media pages (i.e. Facebook, YouTube, Twitter), and will assist in promoting KDOT’s safety messages through other non-traditional media efforts. The contractor will be expected to purchase air time and print space in a manner that optimizes our media dollar by successfully reaching the target populations. Assessment and evaluation activities will also be conducted under this program.

Countermeasure Selection/Impact Assessment:

- **Mass Media Campaigns Effectiveness*****

SP-1900-14 **Kansas Operation Lifesaver, Inc.** **\$15,000**

Kansas Operation Lifesaver, Inc. (KS OL) strives to reduce the number of injuries and fatalities at highway-rail grade crossings and on railroad rights-of-way through various methods of Public Service Announcements, education, and videos. While the number of fatalities and injuries has been reduced significantly throughout the state during the last 38 years, the last few years have been on the increase. KS OL continues giving free safety presentations to all target groups across Kansas. This railroad safety message is intended to reach nearly 85,000 people this year through handouts, brochures, and other safety-specific materials. “Always Expect a Train! Stay Off! Stay Away! Stay Alive!” “Look, Listen, Live!” Remember “Any Time is Train Time!”

Countermeasure Selection/Impact Assessment:

- **Communications and Outreach**

SP-1900-14 **Awareness/Perception Survey** **\$20,000**

As part of the Performance Measures adopted by NHTSA and GHSA, KDOT will conduct an awareness/perception survey around the state. This survey will be designed to gauge the awareness of the programs offered by the state, specifically Click it or Ticket and You Drink, You Drive, You Lose.

Countermeasure Selection/Impact Assessment:

- **Research Based**

SP-1900-14 **Graduated Driver's License Research** **\$30,000**

The state of Kansas has had a graduated driver's license law for the past several years. This program will engage a researcher to determine the effectiveness of this law through analysis of crash data and/or other sources for information on novice drivers. The vendor is expected to report on this research in the Spring of 2014 and give insight into the effectiveness and potential areas of improvement that could be implemented in the 2015 Highway Safety Plan.

Countermeasure Selection/Impact Assessment:

- **Research Based**

SP-1900-14 **Research Foundation** **\$5,800**

This grant will partner with the Research Foundation in the Kansas City area. The research foundation assists teens that have experienced a traumatic brain injury in a motor vehicle crash. These teens will present to other teens on the importance of occupant protection and the risks associated with impaired driving.

Countermeasure Selection/Impact Assessment:

- **Communications and Outreach**

SP-2300-14 **Racial Profiling** **\$500,000**

Through this funding stream, Kansas will focus on gathering and making any racial profiling traffic stop data available for public viewing through the Attorney General's website. Additionally, KDOT has entered into agreements with the Attorney General's office for an investigator and the Kansas Law Enforcement Training Center to educate law enforcement on racial profiling. Dr. Birzer conducted the first evaluation of racial profiling in the state and this contract will allow him to conduct the follow-up research to determine progress or other needs.

Racial Profiling			
SP-2300-14	Dr. Michael Birzer	\$	16,110.00
SP-2300-14	Ks Attorney General's Office	\$	85,234.00
SP-2300-14	KU Center for Research	\$	198,656.00
SP-2300-14	Racial Profiling Training	\$	200,000.00
			\$ 500,000.00

Kansas Board of Emergency Medical Services	State	Emergency Medical Services statewide
Kansas Bureau of Investigation	State	Traffic and Criminal Data repository
Kansas Department of Health and Environment	State	Trauma Registry statewide
Kansas Association of Chiefs of Police and Kansas Peace Officers Association	State	Law Enforcement
Kansas Sheriff's Association	State	Law Enforcement
Mid America Regional Council	Federal and State	Metropolitan Planning Organization in the Kansas City area

State of Kansas

HSP Cost Summary - FFY 14

Program Area Codes	Approved Program Funds	Match %	State & Local Funds	Federally-Funded Programs			40 % Federal Share to Local
				Previous Balance	Modification	Current Balance	
PA	\$20,000	20%	\$600,000	\$20,000		\$20,000	
AL	495,000			495,000		495,000	
MC	17,688			17,688		17,688	
OP	948,900			948,900		948,900	\$900,000
PM	1,172,419			1,172,419		1,172,419	
PS	23,000			23,000		23,000	23,000
PT	500,263		240,000	500,263		500,263	445,000
RS	280,000			280,000		280,000	280,000
SA	662,697			662,697		662,697	
402 Total	\$4,119,967	20%	\$840,000	\$4,119,967		\$4,119,967	\$1,648,000
408 Data	\$1,700,000	20%	340,000	\$1,700,000		\$1,700,000	
405 (c) Data	750,000	20%	150,000	750,000		750,000	
2010 MC	300,000	0%		300,000		300,000	
405 (f) MC	50,000	20%	10,000	50,000		50,000	
2011 CPS	450,000	50%	225,000	450,000		450,000	
405 (b) OP	900,000	20%	180,000	900,000		900,000	
410 ID	1,800,000	50%	900,000	1,800,000		1,800,000	
405 (d) ID	2,100,000	20%	420,000	2,100,000		2,100,000	
405 OP	750,000	25%	187,500	750,000		750,000	
1906 RP	500,000	20%	100,000	500,000		500,000	
405 (e) DD	100,000	20%	20,000	100,000		100,000	
Total Other	\$9,400,000		\$2,532,500	\$9,400,000		\$9,400,000	
Total	\$13,519,967		\$3,372,000	\$13,519,967		\$13,519,967	