

State of Kansas

Highway Safety Plan FFY 2010

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The FFY 2010 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.

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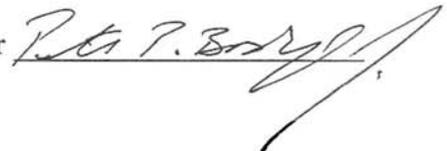


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2010 EXECUTIVE SUMMARY

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, 403, 163, 410, 2010, 2011, 1906, and 408.

Process Description. Below is a summary of the process currently followed by the Kansas Department of Transportation (KDOT) Bureau of Transportation Safety & Technology (BTST), Traffic Safety (TS) 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 effects of statewide significance.

Problem Identification. Problem identification is performed by the Traffic Safety Section Program Consultants with the support of the KDOT Division of Planning and Development Geometric and Accident Data Section, and under the policy guidance of the Chief of the Bureau of Transportation Safety & Technology. Input is received from other public health and safety specialists in the public and private sectors, such as the Kansas Highway Patrol, Kansas Department of Health and Environment, Department of Revenue Division of Alcoholic Beverage Control, SAFE KIDS Kansas and local law enforcement agencies from across the state.

Traffic Safety has continued to increase local involvement in the Highway Safety Plan (HSP) planning process. Input was solicited at our Click It or Ticket law enforcement luncheons, which have increased in numbers and the variety of invitees, during project conferences with all current grantees, during monitoring activities and whenever a TS employee attended a meeting with a community or advocacy group. TS also sent an email out to a large group of interested parties soliciting their input for the HSP.

Analysis is performed on statewide data including vehicle, driver, roadway and crashes; surveys include observational, knowledge, attitude, offender and opinion. Statewide problem analysis is performed on major indicators such as alcohol-related crashes, youth involvement in crashes, speed-related crashes, occupant protection observational usage, motorcycle crashes, pedestrian and bicycle crashes, work zone crashes, large trucks, DUI arrests, and roadway environment.

Problem area analysis ranks counties and cities by the 2003-07 severity of the total crash problem (see Tables 1 & 2) based on the average ranking of total crashes, fatal crashes, injury crashes, total crash rate, fatal crash rate, injury crash rate, alcohol-related crashes, alcohol-related fatal crashes, alcohol-related injury crashes, teenage total crashes, teenage fatal crashes, teenage injury crashes, motorcycle crashes, plus crashes involving pedestrians. Additional data analysis is performed on crash severity by time of day and population. Supporting data analysis includes DUI arrest activity, severity of teenage crashes, and severity of single vehicle crashes (surrogate measure for drinking and driving).

Data systems and/or studies accessed include the Kansas Motor Vehicle Accident Reporting System (police-reported crashes), Kansas Safety Belt Observational Surveys, Department of Revenue Driver Records, and Judicial Data.

Priority Emphasis Program Areas. Results of data analysis are used to formulate the priority emphasis areas to be addressed in the state. Prior year's program/project evaluations, both impact and process, are reviewed for effectiveness and prior year's progress. Other environmental factors are considered, such as law changes, federal initiatives, KDOT strategic goals and objectives, and other state initiatives affecting highway safety. In

addition, suggested recommendations during the Strategic Highway Safety Planning process are considered while prioritizing emphasis areas.

Project Site Selection Criteria. Project site selection supports the priority emphasis areas identified in the problem identification. The ranking of priority problem areas in the state, as described above, points to the conclusion that for local programs to have an impact on crash problems statewide, it is necessary to attempt to place countermeasures in the higher population areas. This forms the basis of the primary criterion for project site selection.

Increased participation continues to be realized in the Impaired Driving Deterrence Program (IDDP) and Special Traffic Enforcement Program (STEP) with nearly every agency in the urban population centers (both cities and counties) represented in the programs. The national mobilizations of Click it or Ticket (CIOT) and Drunk Driving. Over the Limit. Under Arrest. have benefited from greater participation of local agencies and targeted media campaigns. The targeted media include paid television and radio advertisements and utilization of on-line media.

The Kansas Traffic Records Coordinating Committee and statewide Traffic Records Strategic Plan are crucial in determining potential areas for improvement in traffic record information collection, analysis and dissemination as we move forward.

Kansas has clearly experienced a downward trend in the crash rate, fatal crash rate and injury crash rate over the last three decades, in spite of the increasing number of drivers and vehicles on the road. Utilizing 2004 to 2008 data, the baseline for this plan is 1.51.

While these figures point to positive change, every year approximately 400 motorists lose their lives on Kansas roadways. Another 22,000 are injured each year. Each year, more than 100 people die in alcohol-related crashes. Novice drivers under 21 years old are involved in approximately 30% of all crashes, while they represent 10 percent of all registered drivers. An additional area of concern includes occupant protection, where in 2008, 69 percent of occupant deaths were unrestrained and speed-related fatalities increased in 2008 to 115.

The highest population areas of the state also have the most severe traffic problems. This is true no matter which type of crash problem is examined. For example, Sedgwick County, the county with the highest population in the state, is number one in nearly all crash problems. Even though there are some differences in geographical ranking of the types of crashes, the largest 30 to 40 counties population-wise, are the 30 to 40 counties with the most severe traffic problems. Consequently, it is of primary importance to place programs in these high population areas.

Additional projects are best undertaken on a statewide approach. This is the direction taken for selective traffic enforcement training, occupant protection usage projects, driver education programs, public information and education, and comprehensive projects which combine various elements of local law enforcement, court resources and schools.

Nearly 40 counties and municipalities will conduct sobriety checkpoints/saturation patrols (IDDP) and more than 140 local law enforcement agencies will conduct STEP mobilizations. One hundred fifty projects statewide cover occupant protection, impaired driving, alcohol public information, youth leadership, sobriety checkpoints and saturation patrols, traffic enforcement training, driver education, and safe driving education.

Although the larger populated areas of Kansas present the most exposure to problems involving crashes, the less populated areas exhibit a need for improving their problem locations. On average, 75 percent of fatalities occur in rural areas of the state. The statewide projects listed above will utilize their resources in combating this problem.

Local law enforcement agencies have partnered with KDOT in preparation and transmission of electronic data. This partnership will assist in improved data collection and ultimately allow for improved and an even greater targeting of specific problems and programs.

In conjunction with local entities, KDOT provides funding and engineering expertise in addressing local traffic safety issues. Coupled with specific activities, this program also hosts workshops for local entities targeting the complexities of and issues related to traffic safety.

The planning and implementation of effective highway safety countermeasures often require travel throughout the fiscal year. Traffic Safety personnel will attend National and Regional trainings and conferences as budget restrictions allow to gain additional information and technologies that will be essential to program efforts in the state. The Safety Engineer position, located in the Traffic Engineering section of the Bureau, coordinates KDOT's engineering (hard) side of safety. This position develops and updates the Strategic Highway Safety Plan, which adds the strategies contained in this document to engineering solutions in order to address six emphasis areas: Impaired Driving, Occupant Protection, Lane Departure, Intersections, Novice drivers, and Driver Behavior and Awareness.

KDOT has secured a Traffic Safety Resource Prosecutor (TSRP). This position has been and will continue to be instrumental in providing support and expertise to prosecutors around the state in the adjudication of traffic law offenders. The main focus of the position is assistance with DUI prosecution, but the TSRP will also give guidance on other traffic law cases as needed or as laws change.

KDOT will partner with Dr. Rene Slick on an innovative program designed to identify teen drivers that are at risk for a crash. Dr. Slick has been working with the Department of Defense on a similar program that targets drinking issues and will use this technique to assist in reducing teen crashes in the state. Dr. Slick has presented some of her research findings at a National Safety Conference and her presentation demonstrated progress toward better identifying the varying levels of risky behavior by youth as they enter the driving population.

The Kansas Legislature passed an enhanced Graduated Drivers License law this past session. Traffic Safety will be working with our many partners to educate both teens and parents about the changes to the licensing laws and the new requirements and restrictions. Traffic Safety will also be working with the law enforcement community to educate them on the new law, and assist them as they enforce the new provisions. This law will allow additional restricted time behind the wheel while limiting the number of distractions which should result in improved safety for all on Kansas roadways.

Kansas received a 403 Grant from NHTSA to work on an area of concern for Kansas and all rural states; a lower seat belt usage rate in rural areas of states. During 2010, Kansas will be conducting additional enforcement and awareness activities in the southeast part of the state. This area has a much lower seat belt usage rate than Kansas as a whole. In addition to enforcement and awareness, which includes paid media, Kansas is conducting surveys to evaluate the effectiveness of the program. After activities conducted this summer, Kansas is already seeing a marked improvement in the area.

The state of Kansas has also seen a significant increase in motorcycle crashes and fatalities. This plan, written with the assistance of a motorcycle task force, will work to implement programs to reduce these numbers.

It is obvious from the statewide problem analysis that the most effective reduction of fatalities and injuries attributed to motor vehicle crashes could be achieved by the elimination of impaired driving, and a significantly increased occupant protection usage rate in the state.

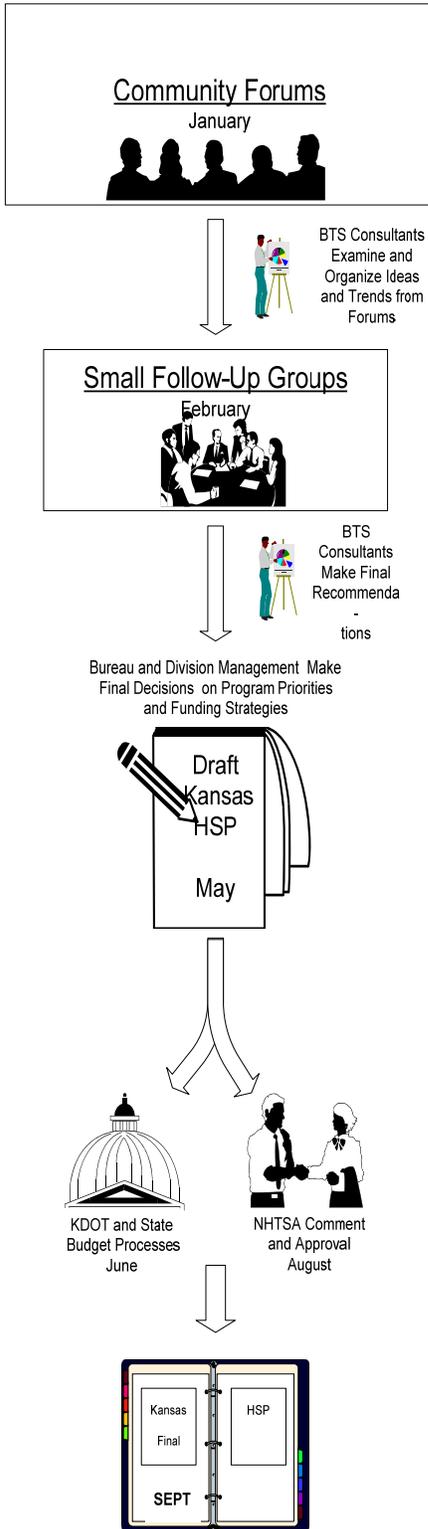
Performance Goals. Traffic Safety establishes performance goals as a requirement of state strategic planning and KDOT strategic planning. As stated above, performance goals are established based upon problem analysis. Long-term impact goals are established, with yearly strategy-based performance measures. The strategy-based performance measures reflect the current programming presented in federal fiscal year 2008. Baseline is an average of the five years 2004-08 and also is the data utilized for problem identification. This Highway Safety Plan includes the new performance measures jointly agreed upon by NHTSA and the states through the Governor's Highway Safety Association.

The following section contains the program area plans included in the highway safety plan, the long-term goals for each program, the strategy-based benchmarks identified from federal fiscal years 2004-08 and the projects selected to achieve the goals. The short and long-term goals address alcohol, emergency medical services, occupant protection, paid media, pedestrian and bicycle safety, police traffic services, roadway safety, motorcycle safety, safe communities, and traffic records.

HS Form 217, highway safety program cost summary. The proposed allocation of funds is detailed in form 217, which is located in the back of this plan.

TIMELINE FOR DEVELOPMENT OF THE 2010 KANSAS HSP

FLOW



January-Community Forums held to gather input on specific plans and projects. TS consultants staffed all of these forums. Following the forums, all input is combined, analyzed, and reported out by TS staff.

February-Follow-up meetings held to share the combined ideas from all forums. This involved smaller groups with particular areas of expertise such as law enforcement, health care, etc.

March-TS staff consultants and others study the input from forums and follow-up meetings to make recommendations in each NHTSA program category. (i.e. Occupant Protection, Alcohol)

April-May Bureau and Division management make the final decision on the program mix and funding proposals for the 2010 Draft Highway Safety Plan.

June-Bureau management incorporates the draft Kansas HSP programs and funding strategies into the revised 2010 state fiscal year’s budget. Staff meets to finalize plan.

August-Draft is submitted to NHTSA for review, as well as feedback via the state budget process, and is incorporated into the plan.

September-Final version of the 2010 Kansas Highway Safety Plan is submitted to NHTSA and FHWA.

October-Plan is implemented.

Kansas Statewide Performance Measures and Goals

Core Outcome Measures	2004-08 Baseline*	Short Term Goal**	Long Term Goal***
Number of Traffic Fatalities (FARS)	431	398	374
Number of Serious Injuries (KARS)	1,799	1,691	1,547
Fatalities/VMT (FARS/FHWA)****	1.51	1.39	1.24
Rural Fatalities/VMT (FARS/FHWA)****	2.40	2.22	1.98
Urban Fatalities/VMT (FARS/FHWA)****	.61	.56	.50
Number of unrestrained fatalities all positions (FARS)	200	188	174
Number of fatalities, auto and motorcycle, with BAC of .08 or above (FARS)	118	113	105
Number of speeding fatalities (FARS)	115	105	97
Number of motorcyclist fatalities (FARS)	44	41	38
Number of un-helmeted motorcyclist fatalities (FARS)	30	27	24
Number of fatalities with driver 20 or under (FARS)	82	77	71
Number of pedestrian fatalities (FARS)	21	20	19
Observed seat belt use (State Survey)	72	80	86
Grant Funded Enforcement FFY 2009*****			
Speeding Citations	11,895		
Seat Belt Citations	7,044		
DUI Arrests	1,149		

* 5 year moving average

** 3 year Short Term Goal

*** 7 year Long Term Goal

**** Utilizes 2007 VMT

*****Includes FFY 2008 Over the Limit Crackdown, as FFY 2009 Over the Limit data not available

Goal Statements

- Decrease traffic fatalities two percent annually from the 2004-08 calendar base year average of 431 to 398 by December 31, 2012.
- Decrease serious traffic injuries two percent annually from the 2004-08 calendar base year average of 1799 to 1691 by December 31, 2012.
- Decrease 2.5 percent annually fatalities/VMT from the 2003-07 calendar base year average of 1.51 to 1.39 by December 31, 2012.
- Decrease unrestrained passenger vehicle occupant fatalities by two percent annually from the 2004-2008 calendar base year average of 200 to 188 by December 31, 2012.
- Decrease alcohol impaired driving fatalities 1.5 percent annually from the 2004-2008 calendar base year average of 118 to 113 by December 31, 2012.
- Decrease speeding-related fatalities two percent annually from the 2004-2008 calendar base year average of 115 to 105 by December 31, 2012.

- Decrease motorcyclist fatalities two percent annually from the 2004-08 calendar base year average of 44 to 41 by December 31, 2012.
- Decrease unhelmeted motorcycle fatalities three percent annually from the 2004-08 calendar base year average of 30 to 27 by December 31, 2012.
- Decrease drivers age 20 or younger involved in fatal crashes two percent annually from the 2004-08 calendar base year average of 82 to 77 by December 31, 2012.
- Reduce pedestrian fatalities one percent annually from the 2004-08 calendar base year average of 21 to 20 by December 31, 2012.
- Increase statewide observed seat belt use in passenger vehicles two percentage points from the 2004-08 calendar base year average usage rate of 72 to 80 percent by December 31, 2012.

Kansas Traffic Safety Statistics					
	2004	2005	2006	2007	2008
Statewide Crash Data					
Total Crashes	74,119	68,675	65,460	70,589	65,858
Injury Crashes	16,634	16,185	15,792	16,228	14,866
Property Damage Crashes	57,095	52,106	49,241	53,982	50,644
Fatalities	459	428	468	416	385
Fatalities per 100 Million VMT	1.55	1.43	1.41	1.37	1.29
Injuries	23,783	22,723	22,320	22,904	21,058
Injuries per 100M VMT	80.91	76.39	73.55	75.43	71.00
Alcohol Related Fatalities	116	119	114	118	131
Alcohol-related Fatality Rate per 100M VMT	0.39	0.40	0.38	0.38	.43
Percentage of Alcohol Related Fatalities	25%	28%	23%	28%	34%
Vehicle Miles Traveled (millions)	29,524	29,907	30,311	30,364	29,787
# of Licensed Drivers (in thousands)	2,015	2,008	2,003	2,018	2,020
# of Registered Vehicles (in thousands)	2,488	2,529	2,561	2,559	2,200
Seat Belt Rate	68	69	72	75	77
Novice Driver Statistics (ages 14-20)					
Total Crashes	21,265	19,175	18,339	18,757	17,111
Fatal Crashes	90	76	79	78	63
Injury Crashes	5,550	5,164	5,167	4,978	4,389
Property Damage Crashes	15,625	13,935	13,093	13,701	12,659
Total Fatalities	101	91	85	85	67
Total Injuries	8,380	7,618	7,717	7,462	6,553
Percentage of Overall Crashes	29%	28%	28%	27%	26%
Alcohol-related Crashes	628	519	614	591	556
Alcohol-related Fatalities	19	10	12	19	18
Alcohol-related Injuries	434	390	346	249	238

County Rankings by Traffic Safety Problems

Table 1

1	Wyandotte	14	Saline	27	McPherson
2	Reno	15	Finney	28	Pottawatomie
3	Sedgwick	16	Labette	29	Bourbon
4	Crawford	17	Jefferson	30	Osage
5	Douglas	18	Ford	31	Sumner
6	Shawnee	19	Barton	32	Franklin
7	Johnson	20	Ellis	33	Jackson
8	Cowley	21	Miami	34	Seward
9	Leavenworth	22	Cherokee	35	Dickinson
10	Riley	23	Harvey	36	Atchison
11	Montgomery	24	Allen	37	Nemaha
12	Butler	25	Geary	38	Brown
13	Lyon	26	Neosho	39	Harper

Removed from List: Brown, Linn, Marion

Urban Area Rankings by Traffic Safety Problems

Table 2

1	Wichita	14	Dodge City	27	El Dorado
2	Lawrence	15	Merriam	28	Derby
3	Manhattan	16	Pittsburg	29	Leawood
4	Topeka	17	Arkansas City	30	Liberal
5	Hutchinson	18	Johnson Co, Bal	31	Mission
6	Kansas City	19	Shawnee	32	Independence
7	Salina	20	Winfield	33	McPherson
8	Overland Park	21	Hays	34	Wellington
9	Lenexa	22	Parsons	35	Prairie Village
10	Olathe	23	Atchison	36	Chanute
11	Emporia	24	Great Bend	37	Ottawa
12	Leavenworth	25	Junction City	38	Coffeyville
13	Garden City	26	Newton	39	Gardner

Removed from List: Augusta

Statewide

Problem Statement

Program staff will utilize these 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.

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-0918-10

TS Staff Travel & Training Costs

\$20,000

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

Alcohol

Problem Statement

Alcohol related deaths continue to be a problem in the state. Highly visible enforcement, targeted media and educational opportunities will be utilized to reduce the number of alcohol-related deaths and injuries in the state.

	2004	2005	2006	2007	2008
Total Crashes Alcohol-Related	3,322	3,039	3,216	3,292	3,366
Fatal Crashes	99	112	103	109	120
Injury Crashes	1,417	1,361	1,447	1,377	1,384
Property Damage Crashes	1,806	1,596	1,666	1,806	1,862
Fatalities	117	119	114	118	131
Fatalities per 100 Million VMT	0.39	0.4	0.38	0.38	0.43
Injuries	2,005	1,932	2,061	1,944	1,999
Proportion of Alcohol-Related Fatalities	25%	29%	24%	29%	34%
DUI Arrests	18,303	17,672	17,660	19,732	16,960
Under 21 Alcohol-Related					
Crashes	628	519	614	587	556
Fatal Crashes	18	9	15	21	18
Injury Crashes	284	255	295	233	238
PDO Crashes	326	255	304	333	300
Fatalities	19	10	12	19	18
Injuries	434	390	346	249	354
Percentage of Teen Crashes	18.9%	17.1%	19.1%	17.8%	16.5%

Strategies

- Provide local law enforcement with training and resources for conducting sobriety checkpoints.
- Recruit additional local law enforcement participation in the Impaired Driving Deterrence Program (IDDP).
- Increase the amount of paid media dedicated to reducing impaired driving/riding and underage access to alcohol.
- Underwrite education for court system personnel on impaired driving laws and techniques used in removing impaired drivers.
- Maintain the number of Drug Recognition Experts in the state and provide opportunities for officers to maintain their certification.
- Provide education for high school students on the dangers of impaired driving.

- Develop materials and implement activities aimed at pre-teen prospective drivers (ages 12-14) to begin educating them about the risks of alcohol use and its effect on safe driving.
- Research and begin process of establishing a pilot DUI court in Kansas.

Project Summaries

Section 402

AL-0915-10 **Kansas Traffic Safety Resource Office** **\$425,000**
 This contract will emphasize increasing the occupant protection rate for all ages, reducing the number of drinking drivers, promote prevention of underage alcohol consumption and enhance current safe driving activities. The contractor will work closely with KDOT, local law enforcement, driver’s education programs, Kansas Safe Kids, 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 the topics of impaired driving, motorcycle safety, occupant protection, and child passenger safety. 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. (This office will evenly split funding in 402 AL and 402 OP).

Section 410

AL-IDDP-10 **Law Enforcement IDDP Patrols** **\$450,000**
 This project provides overtime funding for approximately 18 local law enforcement agencies to conduct a prescribed number of saturation patrols and sobriety checkpoints throughout the grant year. An allowance is also provided for commodities needed to conduct impaired driving traffic activities.

AL-9494-10 **Public Information and Education** **\$115,000**
 Project enables the Traffic Safety Section to print selected materials, coordinate public information and education committees, and conduct or help sponsor special events related to prevention of impaired driving.

AL-0926-10 **DUI Court** **\$450,000**
 These funds will enable the Bureau to establish a pilot DUI court in the state. KDOT will expand this program to specific areas in the state after the pilot program has been established.

AL-0927-10 **Judge’s Training** **\$100,000**
 The conference enhances and provides information to municipal and district court judges and court personnel on new laws and the current techniques and resources utilized to remove impaired drivers from Kansas roadways. This program will work in conjunction with the Office of Judicial Administration.

AL-TSRP-10 **Traffic Safety Resource Prosecutor** **\$160,000**
 The Traffic Safety Resource Prosecutor will assist prosecutors in the adjudication of the traffic laws with an emphasis on “drunk driving.” This position will provide continuing legal education programs, technical assistance and other services to Kansas’ prosecutors and assistants to improve their ability to prosecute violations of traffic laws.

AL-0926-10 **Court Monitoring** **\$200,000**
 This contract will assist DUI Victim Center in the south-central region of Kansas with its services to DUI offenders and assist regional impaired driving advocates with the monitoring of DUI court cases. This grant should provide insight into more efficient prosecution and adjudication of impaired drivers.

Motorcycle Safety

Problem Statement

Motorcycle crashes continue their mild upward trend, while fatalities have begun to decrease. Public education and paid media will be the primary delivery methods to make positive impacts in this area.

Motorcycle Statistics					
	2004	2005	2006	2007	2008
Total Crashes	970	1,013	1,082	1,169	1,138
Fatal Crashes	31	33	58	49	44
Injury Crashes	768	802	881	935	929
Property Damage Crashes	171	178	143	186	165
Fatalities	32	35	64	49	45
Percent Wearing Helmet	26.7%	20.0%	28.1%	29.2%	25%
Injured	897	944	954	1,085	1028
Percent Wearing Helmet	31.1%	31.5%	31.8%	36.5%	37.5%
# of Single Vehicle Crashes	546	576	611	643	635
Licensed Riders	204,528	204,773	203,258	206,376	215,105
Registered Motorcycles	56,019	60,834	65,512	70,370	76,361
Alcohol-Related Motorcycle Crashes					
Total Crashes	67	76	87	78	113
Total Fatalities	6	7	12	10	19
Total Injuries	68	79	85	83	111

Project Summaries

Section 2010

MC-1200-10

Motorcycle Safety

\$230,000

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 print advertising, as well as non-traditional advertising, focusing on motorcycle conspicuity will be coordinated with this funding. KDOT will continue to strategize with the local law enforcement community to address special traffic safety problems associated with motorcycles. Funding will also be made available to send selected participants to the National Training in 2010. Impaired riding initiatives will be provided with 410 AL funds.

Occupant Protection

Problem Statement

Kansas has steadily increased the observed seat belt rate in the state over the past several years, but remains below the national average. Paid media, highly-visible enforcement, and educational program development will provide the tools for increasing the seat belt rate.

	2004	2005	2006	2007	2008
Seat Belt Rate	68%	69%	72%	75%	77%
Seatbelt Use by Road Type					
Rural Interstate	80%	76%	83%	83%	89%
Rural State Roads	69%	68%	71%	72%	76%
Rural County Roads	59%	56%	57%	63%	66%
Urban Interstate	74%	75%	84%	86%	84%
Urban State Roads	65%	64%	69%	68%	76%
Urban City Streets	60%	58%	57%	59%	70%
Child Safety Seat Use by Ages					
0-4	81%	81%	83%	88%	93%
5-9	50%	49%	53%	62%	69%
10-14	50%	47%	48%	55%	63%
Fatal Crash Occupant Use	34%	30%	40%	39%	30%

Strategies

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

Project Summaries

Section 402

OP-STEP-10

Special Traffic Enforcement Program

\$800,000

This program provides funds for about 130 local law enforcement agencies and the Kansas Highway Patrol to participate in up to three holiday mobilizations in FFY 2010.

OP-1909-10 **Kansas Traffic Safety Resource Office** **\$425,000**

This contract will emphasize increasing the occupant protection rate for all ages, reducing the number of drinking drivers, promote prevention of underage alcohol consumption and enhance current safe driving activities. The contractor will work closely with KDOT, local law enforcement, driver's education programs, Kansas Safe Kids, 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 the topics of impaired driving, motorcycle safety, occupant protection, and child passenger safety. 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. (This office will evenly split funding in 402 AL and 402 OP).

OP-1316-10 **Observational Seatbelt Surveys** **\$250,000**

This contract is responsible for conducting a direct observational occupant protection survey in twenty counties in the state. The adult survey has a total of 548 sites. In addition, this contract will also administer an age 0 to 18 observational survey in the same identified 20 counties.

OP-0930-10 **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 population.

Section 2011

OP-1188-10 **Safe Kids Buckle Up** **\$60,000**

Safe Kids of Kansas and KDOT will partner to conduct a one day event that will award \$1 to vehicles that have all occupants properly restrained. This event is held around the Labor Day holiday and is conducted statewide. This project will also provide funding for local Safe Kids coalitions to assist in their buckle-up child passenger safety events.

OP-1306-10 **CPS Safety Seats** **\$100,000**

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 are qualified to install the seats, as well as instruct parents on their use.

OP-XXXX-10 **Booster Seat Awareness** **\$300,000**

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.

Section 403

OP-XXXX-09 **Rural Seat Belt Grant** **\$300,000**

KDOT was awarded a Demonstration Grant to improve seat belt use in 10 rural counties. This grant began in June 2009 and will run through April 2010. This grant will utilize paid media, observational data and highly visible enforcement to increase the seat belt rate in the target area, which encompasses Southeast Kansas.

Paid Media

Problem Statement

Fatalities in the state are trending downward. Paid media has been an integral part of this positive trend and will continue to support the objective of reducing death and injury on our roadways.

Strategies

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

Project Summaries

Section 402

PM-XXXX-10

General/University Advertising

\$200,000

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).

PM-XXXX-10

Click It Or Ticket Ads

\$200,000

These funds will go toward another major media effort during our Click It Or Ticket Campaign in May 2010. This campaign will rely significantly on TV and radio spots that were previously produced. KDOT has recently expanded into on-line media outlets and will continue this recent trend. This is a continuation of efforts to gauge the effectiveness of Kansas' significant increase in spending on both law enforcement and media in the May campaign.

Section 410

PM-XXXX-10

Impaired Driving/Riding Ad Campaign

\$660,000

Purchase media air time for a targeted media effort to support local law enforcement's Labor Day campaign combating impaired driving and riding. It will be coordinated by the KDOT media contractor.

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.

Pedestrian & Bicycle Safety

Problem Statement

Pedestrian and cyclist deaths and total crashes have remained stagnant over the past several years. Educational brochures and distribution of bicycle helmets continue to be the primary method of providing awareness for this group.

	2004	2005	2006	2007	2008
Total Crashes	869	861	816	784	722
Percent of Total Crashes	1.17%	1.23%	1.25%	1.11%	1.09%
Total Fatalities	23	28	29	22	24
Percent of Total Fatalities	4.98%	6.54%	6.20%	5.29%	6.23%
Pedestrian					
Fatalities	20	24	23	20	19
Injuries	450	474	442	472	399
Cyclists					
Fatalities	3	4	6	2	5
Injuries	357	320	330	279	269

Strategies

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

Project Summaries

Section 402

PS-0932-10

Public Information and Education

\$5,000

These project funds enable Traffic Safety staff to produce and/or distribute printed materials and promotional items on both bicycle and pedestrian safety. KDOT plans to support the Annual Walk Your Child to School Day event with brochures and other printed materials.

PS-1131-10

Bike Helmets

\$15,000

This grant is with the Safe Kids Kansas coalition. Safe Kids Kansas promotes bicycle education and the proper fit of bikes and helmets. The program purchases bike helmets and distributes them around the state at child-focused events.

Police Traffic Services

Problem Statement

Law enforcement plays a critical role in reducing death and injury on our roadways. Therefore, specific programs have been designed to keep them engaged in promoting traffic safety throughout the state.

Strategies

- Provide funding for local law enforcement to attend training in the latest techniques of traffic enforcement.
- Continue funding for the KHP RAVE program to remove impaired drivers and target aggressive driving habits.
- Continue to promote occupant protection and impaired driving issues around the state.
- Continue two additional part-time Law Enforcement Liaisons (LELs) targeting areas in northeast and western Kansas to assist the full-time statewide LEL.

Project Summaries

Section 402

PT-0938-10 **Local Travel & Training** **\$20,000**

These funds enable local jurisdictions to be reimbursed for special traffic-related training opportunities. This funding will also reimburse travel for persons participating in the SFST Advisory Committee.

PT-XXXX-10 **Law Enforcement Liaison** **\$170,000**

In addition to the one full time LEL, KDOT has two-part-time LELs 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.

PT-0931-10 **Local Law Enforcement Incentives** **\$220,000**

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.

PT-1704-10 **LEL Luncheons/Operation Impacts** **\$10,000**

Operation Impact is the gathering of local law enforcement agencies based upon their geographic location. The gatherings are designed to encourage cooperation and resource utilization between agencies on efforts to promote traffic safety in their region.

PT-XXXX-10 **Crash Reconstruction Training** **\$27,000**

These funds allow local law enforcement to attend or host crash reconstruction training.

Section 410

PT-9101-10 **Kansas Highway Patrol R.A.V.E. Program** **\$75,000**

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.

Roadside Safety

Problem Statement

Many localities lack engineering expertise and this program will assist these entities in addressing local traffic safety problems.

Strategies

- Continue support of local and state officials' ability to provide safer roadways through training and materials

Project Summaries

Section 402

RS-1402-10

Kansas State University

\$128,800

Provide training for Kansas public 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.

RS-0618-10

Bucher, Willis, and Ratliff Consultants

\$75,000

RS-1618-10

TranSystem Corporation

\$75,000

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.

Safe Communities

Problem Statement

Knowledge transfer and communication between traffic safety advocates and communities across the state will assist in reducing death and injury on Kansas roadways.

Strategies

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

Project Summaries

Section 402

SA-0943-10

Kansas Transportation Safety Conference

\$105,000

This project provides for an annual two-day statewide transportation safety conference to support the implementation of safety strategies and improve communication among diverse transportation safety advocates, youth and adult. This contract is presently administered by the KU Department of Continuing Education through the University of Kansas Center for Research, an independent organization affiliated with the University of Kansas.

SA-1066-10

Public Information & Education

\$50,000

These funds enable KDOT to purchase safe driving promotional items, reproduce and distribute educational materials produced by media contractor, NHTSA, or other reputable sources. KDOT will work with the Department of Commerce in promoting safe driving throughout the state. This fund will also be used to purchase subscriptions or memberships in companies or organizations relating to enhanced activity in the traffic safety community. For FFY 2010, these funds will support the Governor's Highway Safety National Conference to be held in Kansas City. The Missouri Department of Transportation is the host state and KDOT will support their efforts.

SA-1908-10

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 will partner with a coalition of safety advocates, including area law enforcement, Children's Mercy Hospital, the Traffic Safety Resource Office, and others to bring awareness and change to the traffic safety problems that exist in the county.

SA-XXXX-10

Novice Driver

\$20,000

This project is designed for BTS 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.

SA-1920-10

Predicting Young Driver Crash Risk

\$150,000

This project, in its second year, is comprised of three occasionally concurrent areas of inquiry: 1) final development and testing of an assessment tool that can effectively pre-identify IF and WHY a young, novice driver is at increased risk for a motor vehicle-related crash while looking for correlations of six youth

subpopulations: licensed—yet-to-be licensed, urban—rural, male-female. 2) Development and testing of self-administered interventions targeted at specific attitude/risk categories by high-risk youth. 3) Development and testing of an effective and economical marketing campaign to youth and their parents and any entity with an interest in young driver safety and training. The project is conducted by Dr. Renee Slick, a research psychologist who has developed similar assessment and intervention products for the nation’s military services.

SA-1057-10 **Comprehensive Media Campaign** **\$450,000**

This contract provides for professional development of our message 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. The contractor will also be expected to purchase media 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.

SA-1024-09 **Kansas Operation Lifesaver, Inc.** **\$15,000**

Kansas Operation Lifesaver (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 information and education. While the number of fatalities and injuries has been reduced significantly throughout the state during the last 35 years, KS OL continues giving free safety presentations to all target groups across Kansas. This railroad safety message reached almost 69,000 people last year through handouts, brochures, Public Service Announcements, and other safety-specific materials. “Always Expect a Train! Stay Off! Stay Away! Stay Alive!”



SA-XXXX-10 **Awareness/Perception Survey** **\$20,000**

As part of the new Performance Measures adopted by NHTSA and GHSA, KDOT will conduct an awareness/perception survey around the state. This survey will be designed to “guage” the awareness of the programs offered by the state, specifically Click it or Ticket and Over the Limit, Under Arrest.

Section 1906

RP-1906-09 **Racial Profiling** **\$900,000**

Through this grant, Kansas will focus on gathering and making any racial profiling traffic stop data available for public viewing through the Attorney General’s website. A grant has been established with the Governor’s Racial Profiling Task Force to assist in the data collection and training.

Traffic Records

Problem Statement

Reliable, time sensitive and comprehensive data are vital to developing targeted strategies to address traffic safety problems.

Strategies

- Implement TRCC Strategic Plan
- Provide resources and expertise in electronic data transmission.
- Develop linkage between other state data systems

Project Summaries

Section 402

TR-2001-10

EADCR Maintenance

\$5,000

These funds will be utilized to purchase software and support the current KDOT program to promote electronic data transmission from local law enforcement.

TR-XXXX-10

Traffic Records Assessment

\$30,000

KDOT will coordinate and conduct a Traffic Records Assessment in the Spring of 2010. The Assessment will allow the state to determine progress on the implementation of the Traffic Records System and identify potential strategies for future enhancements.

Section 408

TR-2101-10

Traffic Records Coordinating Committee

\$1,000,000

These funds will allow KDOT to proceed with updating and maintaining the current electronic data received in the state. The Traffic Records Strategic Plan continues to be updated, addressing current and future needs.

Section 163

TR-2102-10

Traffic Records Consultant

\$250,000

This position will assist in the coordination of all the parties associated with traffic records and improve the efficiency and accessibility of the data. The Consultant will assist the state in the implementation of the Traffic Records Strategic Plan that was developed in FFY 06.

State of Kansas HSP Cost Summary - FFY 10

Program Area Codes	Approved Program Funds	Match %	State & Local Funds	Federally-Funded Programs			Federal Share to Local
				Previous Balance	Modification	Current Balance	
PA	\$20,000		\$600,000	\$20,000		\$20,000	
AL	\$425,000			\$425,000		\$425,000	
OP	\$1,505,000			\$1,505,000		\$1,505,000	\$800,000
PM	\$400,000			\$400,000		\$400,000	
PS	\$20,000			\$20,000		\$20,000	\$20,000
PT	\$447,000		\$662,500	\$447,000		\$447,000	\$447,000
RS	\$278,800			\$278,800		\$278,800	\$278,800
SA	\$850,000			\$850,000		\$850,000	\$210,000
TR	\$35,000			\$35,000		\$35,000	
402 Total	\$3,980,800	20%		\$3,980,800		\$3,980,800	\$1,755,800
408 TR	\$1,000,000	20%	\$200,000	\$1,000,000		\$1,000,000	
163 TR	\$250,000			\$250,000		\$250,000	
2010 MC	\$230,000			\$230,000		\$230,000	
2011 Booster	\$460,000	25%	\$115,000	\$460,000		\$460,000	
410 AL	\$1,370,000	25%	\$342,500	\$1,370,000		\$1,370,000	
410 AL	\$1,950,000	50%	\$975,000	\$1,950,000		\$1,950,000	
403 Demo	\$300,000			\$300,000		\$300,000	
1906 RP	\$900,000	20%	\$180,000	\$900,000		\$900,000	
Total Other	\$4,510,000		\$2,100,000	\$4,510,000		\$4,510,000	
Total	\$10,040,800		\$2,100,000	\$10,040,800		\$10,040,800	\$1,755,800