



ANNUAL REPORT

Federal Fiscal Year 2025
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Report submitted to NHTSA in accordance with 23 CFR Part 1300.35

State of Kansas
Annual Report FFY25

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The FFY25 Annual Report from the Kansas highway safety office is being submitted to the National Highway Traffic Safety Administration (NHTSA). This report describes the activities completed by the State of Kansas in the use of federal highway safety funds, consistent with the requirements of 23 CFR Part 1300.35.

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EXECUTIVE SUMMARY

The Kansas Department of Transportation (KDOT) Behavioral Safety Section submits the Federal Fiscal Year 2025 Annual Report to NHTSA to demonstrate progress on performance targets and goals established in the 2024-2026 Triennial Highway Safety Plan. This report highlights successes and challenges from both KDOT and its grantees in implementing proven countermeasures and data-driven strategies to reduce fatalities and serious injuries from traffic crashes.

In 2024, Kansas saw an all-time low in traffic fatalities with 339. While this is tremendous news for the state, it also poses challenges with maintaining this progress in subsequent years and in certain program areas that may now comprise higher percentages of overall fatalities because the statewide trend is not evidenced in all performance targets. Additionally, the number of serious injuries from traffic crashes remains significantly above the performance target established in the Triennial Highway Safety Plan, so the state's work is not done.

KDOT Behavioral Safety is working to expand partnerships, enhance grant opportunities statewide and conduct thorough evaluations of existing programs to help the state achieve its safety goals. In expanding partnerships, KDOT is committed to listening to local communities and developing grant opportunities that meet community needs.

The FFY25 Annual Report includes a:

- Performance report indicating the state's progress toward meeting performance targets
- Discussion of performance measures related to program areas, a description of the projects and activities funded, and adjustments to programming anticipated based on performance progress
- Activity report including community collaboration, law enforcement mobilization, and public participation and engagement efforts
- List of projects identified in the AGA that were not implemented

The state's work outlined in this report contributes to the Drive to Zero mission established in the 2025-2029 Strategic Highway Safety Plan. The Drive to Zero Coalition's Safer People strategies are focused on changing how Kansas educates the public about behavioral safety through traffic safety culture initiatives, increasing education about innovative safety countermeasures, providing a toolkit of resources to address high-risk crash zones, and reducing impaired driving fatalities by increasing access to enforcement tools. Aligning with the Drive to Zero's goals, KDOT Behavioral Safety will continue to strive to meet its performance targets and develop innovative strategies for addressing some of its most challenging driver behaviors.

PERFORMANCE REPORT					
Performance Measure	Target Period	Target Year(s)	Benchmark Value for 2025	2024 Progress/ Data Source	On Track?
C-1 Total Traffic Fatalities	5 Year	2022-2026	400	339 (FARS)	Yes
C-2 Serious Injuries in Traffic Crashes	5 Year	2022-2026	1,400	1,912 (FARS)	No
C-3 Fatalities/ VMT	5 Year	2022-2026	1.27	1.07 (FARS)	Yes
C-4 Unrestrained Passenger Vehicle Occupant Fatalities, All Positions	5 Year	2022-2026	104	95 (FARS)	Yes
C-5 Alcohol-Impaired Driving Fatalities	5 Year	2022-2026	103	117 (FARS)	No
C-6 Speeding-Related Fatalities	5 Year	2022-2026	98	70 (FARS)	Yes
C-7 Motorcyclist Fatalities	5 Year	2022-2026	43	56 (FARS)	No
C-8 Unhelmeted Motorcyclist Fatalities	5 Year	2022-2026	24	25 (FARS)	No
C-9 Drivers Age 20 or Younger Involved in Fatal Crashes	5 Year	2022-2026	38	52 (FARS)	No
C-10 Pedestrian Fatalities	5 Year	2022-2026	50	34 (FARS)	Yes
C-11 Bicyclist Fatalities	5 Year	2022-2026	2	7 (FARS)	No
B-1 Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants	Annual	2026	90%	84.7% (NHTSA Certified State Survey, 2025)	No
K-1 Distracted Driving Crashes	5 Year	2022-2026	8,260	13,836 (KCARS)	No
K-2 Roadside Crash Fatalities	5 Year	2022-2026	0	47 (KCARS)	No
K-3 Roadside Crash Injuries	5 Year	2022-2026	361	817 (KCARS)	No

KCARS is the Kansas Crash Analysis and Reporting System, and data reported includes final 2024 fatality and injury crash reporting from the state system and FARS. Kansas aligns C-1, C-2 and C-3 performance measures across the Triennial Highway Safety Plan, Strategic Highway Safety Plan and Highway Safety Improvement Plan.

C-1 Traffic Fatalities

In 2024, Kansas experienced its lowest number of fatalities in the state's history with 339 fatalities. This is 15% lower than the rolling average target of 400 fatalities. While fatalities have declined each of the past five years, Kansas has experienced a 20% increase in serious injuries resulting from an increasing number of traffic crashes. These results point to successful interventions to reduce the severity of crashes, including high visibility enforcement and educational efforts detailed in this report, as well as low-cost engineering solutions implemented through the Strategic Highway Safety Plan and Highway Safety Improvement Plan.

C-2 Serious Injuries

In 2024, Kansas had 1,912 serious injuries resulting from 61,495 traffic crashes. This is 20% higher than in 2020 and 37% higher than the performance target. Kansas continues to leverage high visibility enforcement, community engagement, education and media to address the contributing driver behavior circumstances that contribute to traffic crashes resulting in serious injuries. Kansas is committed to lowering this number and working toward its performance target. Adjustments to programming in FFY26 include innovative post-crash care projects and additional investment in high visibility enforcement and paid media strategies.

C-3 Fatalities/VMT

Due to a record low number of fatalities in 2024, the fatality rate per vehicle miles traveled has exceeded the performance target set for this year. Kansas recorded 1.07 fatalities per 100 million VMT in 2024, which is 16% lower than the performance target.

Community Traffic Safety Program

Project Name	Blue Window Sports Media Core
Project Number(s)	SP-1903-25, SP-4705-25
Description	KDOT provided funding to its sports marketing contractor, Blue Window, to execute contracts with sports teams and event venues to reach a target audience of males, ages 18-34, at various special events with occupant protection and impaired driving messaging. This project produced partnerships with 27 event venues and sports teams in FFY25. These efforts resulted in an estimated 68 million impressions across all venues.

Project Name	JNA Core
Project Number(s)	SP-1903-25, SP-4710-25
Description	KDOT funded its mass media contractor, JNA Advertising, to develop creative materials and secure media placements for a comprehensive range of traffic safety initiatives, including occupant protection, distracted driving, speeding, impaired driving, motorcyclist safety, and unattended passengers. JNA managed 17 media campaigns across 28 campaign flights, securing 48,454 paid media placements and generating more than 200 million impressions. Through effective media negotiation and purchasing, JNA delivered \$233,984.05 in added value across all safety campaigns in FFY25. JNA also coordinated and supported two major media events: Holiday Impaired Driving and Click It or Ticket. Additionally, JNA conducted and delivered the Safety Corridor Perception Survey, providing valuable data and insights to inform future messaging and enforcement strategies. Survey results showed approximately half of corridor drivers continue to use a mobile device while driving, despite identifying distracted driving as the most dangerous behavior on Kansas roadways. Findings also indicated strong awareness of impaired driving laws paired with concerns that enforcement and consequences from driving impaired are insufficient.

Project Name	Kansas Operation Lifesaver
Project Number(s)	SP-4705-25
Description	These grant funds supported education and awareness efforts focused on railroad crossing safety. In FFY25, Kansas Operation Lifesaver delivered 667,560 impressions through targeted outreach and educational campaigns, increasing public awareness of safe behaviors at railroad crossings and reinforcing critical safety principles to help prevent crashes and injuries.

Project Name	Kansas Traffic Safety Resource Office
Project Number(s)	SP-1906-25, SP-4705-25, SP-4710-25
Description	The Kansas Traffic Safety Resource Office is the outreach and engagement arm of KDOT's Behavioral Safety Section. Through sustained partnerships, data-driven programming and targeted communication strategies, KTSRO demonstrated measurable progress in improving roadway safety and promoting behavioral change among Kansas residents. KTSRO's website had over 263,000 unique visits with over half of those from new visitors during FFY25. The organization conducted a

variety of trainings such as CarFit, AARP Smart Driver and Drive Better ICT while reaching hundreds of Kansans. KTSRO also supported KDOT's educational initiatives at special events such as the Kansas Shrine Bowl and NASCAR races, as well as providing educational outreach in Basehor, where there was strong community interest in traffic safety after a series of crashes involving teen drivers.

Funds were originally expended from Section 402 funds for SP-1906-25 but were moved to SP-4705-25 and SP-4710-25 flex funding sources.

Project Name	Safe Driving Public Information/Education
Project Number(s)	SP-1900-25
Description	KDOT purchased, reproduced and distributed educational materials for education and outreach purposes to support general awareness of driver safety issues. This education was distributed to schools, community organizations, health departments, law enforcement agencies, first responder agencies and community nonprofits to help educate drivers on risky driver behaviors and ways to mitigate risk.

Project Name	Think First Injury Prevention
Project Number(s)	SP-1904-25
Description	This project delivered educational programming in Kansas schools to promote safe driving habits among students. The Research Foundation coordinates presentations and has speakers who share personal experiences to reinforce the real-world consequences of unsafe driving behaviors. In FFY25, the program conducted 27 presentations at 17 Kansas schools, reaching a total of 4,834 students, ranging from elementary to high school.

Project Name	Transportation Safety Conference
Project Number(s)	SP-0943-25, SP-4705-25
Description	KDOT hosted its annual Transportation Safety Conference in Wichita in March 2025. Innovative ideas shared included roadside de-escalation tactics, the intersection of public health and public safety, advanced driver assistance systems, speed management strategies, and how to be an advocate for safer streets in your community. A total of 285 individuals attended the conference, and there were 25 exhibitor booths to help educate attendees on a variety of traffic safety topics.

Distracted Driving

Performance Target: K-1 Distracted Driving Crashes

Crashes involving distracted driving numbered 13,836 in Kansas in 2024. This number has remained relatively steady since 2020 but exceeds the performance target by 68%. To address this issue, KDOT began distracted driving media campaigns in FFY25 and will expand use of its education and outreach countermeasure in FFY26. Law enforcement agencies enforce Kansas’ texting law through aggressive driving campaigns statewide, and Kansas is considering adding dedicated distracted driving high visibility enforcements to the STEP program in future fiscal years.

Driver Education

Performance Target: C-9 Drivers Age 20 or Younger Involved in Fatal Crashes

Kansas recorded 52 drivers age 20 and younger involved in fatal crashes in 2024, which is 37% above the performance target for the Triennial Highway Safety Plan.

In FFY25, Kansas conducted a NHTSA-facilitated driver education assessment, which produced a variety of recommendations related to driver education courses and administration, the state’s graduated driver license law, and law enforcement and judicial training opportunities. Partner agencies will begin working to implement recommendations in FFY26.

KDOT Behavioral Safety also conducted a program evaluation of the Seatbelts Are For Everyone (SAFE) program, which is a state-funded teen traffic safety program focused on seat belt use. The program engaged 111 Kansas schools during the year with traffic safety education and a particular emphasis on seat belt use. The evaluation produced recommendations for program growth, expansion and improvement, which have been incorporated into an FFY26 strategic plan. Combined with feedback from the state’s public participation and engagement (PP&E) efforts, this evaluation will be used to consider additional teen traffic safety programming options for schools and communities in future fiscal years.

Project Name	Driver Education Program Assessment
Project Number(s)	SP-4710-25
Description	A NHTSA driver education program assessment was completed in FFY25 and included participation from stakeholders at the Kansas Department of Education and Kansas Department of Revenue. This assessment included interviews from over two dozen stakeholders including driver education instructors, parents and students. The assessment produced a report detailing 10 priority recommendations across the five Novice Teen Driver Education and Training Administrative Standards (NTDETAS) core standards. Future driver education workgroups will consider these recommendations and work toward implementation plans as directed by the stakeholder agencies.

Project Name	Gardner Safe Driving
Project Number(s)	SP-1801-25
Description	The City of Gardner, in cooperation with the Gardner Police Department, implemented a two-pronged driver education program. The first component provided driver education to high school-aged students to improve their driving proficiency and confidence. The second component delivered an Emergency Vehicle Operator Course (EVOC) refresher to police officers through an online training and assessment. Feedback on the program was positive. Students and parents reported the instruction increased their understanding of traffic laws and the curriculum was highly beneficial. Additionally, the 17 police officers who completed the online EVOC refresher have not been involved in any officer-related crashes as of the end of FFY25.

Impaired Driving

Performance Target: C-5 Alcohol-Impaired Driving Fatalities

There were 17 alcohol-impaired driving fatalities in 2024 that involved drivers with BAC at or above 0.08. The number of alcohol-impaired driving fatalities has increased 20% in Kansas since 2020 and was the second highest number of impaired fatalities in the last 10 years. Alcohol-impaired fatalities accounted for 35% of all fatalities in Kansas in 2024.

In FFY25, Kansas hosted its first oral fluid training conference for law enforcement agencies to emphasize drug-impaired driving enforcement. This training resulted in 26 SoToxa oral fluid roadside testing devices being provided to law enforcement agencies to test for drug-impaired driving. Based on Kansas Highway Patrol leadership priorities, the patrol has renewed its focus on alcohol- and drug-impaired driving and increased its enforcement efforts through DUI saturation patrols and check lanes, supporting local agencies with DRE evaluations and staffing support. In FFY25, Kansas surpassed 100 DREs for the first time, and KHP conducted 49 DUI-focused deployments that resulted in 143 DUI arrests.

Additionally, media efforts were targeted around statewide impaired driving mobilizations through mass media buys and at target events and venues where alcohol consumption is high. Paid media campaigns reached 48.9 million impressions through 19,188 paid media placements, while sports marketing efforts resulted in increased usage of rideshare options at 27 participating venues and sports organizations.

Kansas has added a countermeasure strategy for alternative transportation to its Triennial Highway Safety Plan in FFY26. The addition of this countermeasure and expansion of the use of other countermeasures related to high visibility enforcement, paid media and outreach will be used to address the rising number of alcohol-impaired fatalities. Alternative transportation will be used to address rising numbers of DUI arrests in selected communities.

Project Name	Underage Drinking Enforcement
Project Number(s)	SP-2253-25, SP-4705-25
Description	When impaired underage drivers get behind the wheel, they are more likely than older drivers to be involved in motor vehicle crashes. Although they comprise only 8% of the driving population, underage drivers are involved in approximately 17% of Kansas alcohol-related crashes. The Kansas Department of Revenue's Division of Alcoholic Beverage Control (KDOR ABC), through plain-clothes enforcement, conducted law enforcement activities targeting noncompliance with Kansas underage drinking statutes. In FFY25, ABC conducted compliance visits at 188 licensed establishments, resulting in 21 administrative citations. Of these, 17 were issued during the Fake Patty's Day event in Manhattan. Officers conducted 411 identification checks, identifying nine cases involving fake or improperly used identification. These enforcement efforts led to 46 Minor in Possession (MIP) charges, one Open Saloon violation, and a total of 60 criminal charges. Additional enforcement operations were carried out during other high-risk events, including Oktoberfest, Dodge City Days and Country Stampede.

Project Name	Teen Angel
Project Number(s)	SP-2254-25
Description	The Overland Park Police Department (OPPD) conducted six liquor store checks and four Operation Blue Valley Shield enforcement events during FFY25. Operation Blue Valley Shield is initiated in response to reports of disturbances, alcohol violations and other criminal activity involving high school-aged students and juveniles. OPPD's efforts resulted in 328 juveniles contacted, 21 juvenile arrests, and 56 citations issued. Among the citations, seven involved minors in possession of alcohol, five juveniles were cited for alcohol consumption, and two individuals were cited for possession of fake identification.

Project Name	Blue Window Sports Media – Impaired Driving
Project Number(s)	SP-4708-25
Description	This project partnered with 27 sports organizations, venues and media outlets statewide to provide year-round exposure for the "Fans With a Plan" campaign. Designed to reach men ages 18 to 34 before attending collegiate, professional and motorsports events, the campaign emphasized planning ahead by identifying a designated driver, promoting awareness of existing transportation options, and never driving impaired.

As a result of these promotion-based efforts, partners reported increased utilization of existing safe transportation services during high-risk events. Kansas State University's SafeRide program experienced record usage, with more than 750 rides redeemed in a single weekend and a significant increase in annual ridership. Similarly, the Park City area reported an estimated 200 rideshare fares used following major concerts, and Wichita Wind Surge Baseball recorded 199 rideshare voucher redemptions. Collectively, these outcomes indicate increased awareness and voluntary use of available safe transportation options and demonstrated behavior change.

Project Name	Breath Alcohol Unit (BAU)
Project Number(s)	SP-4706-25
Description	Drugs and alcohol continue to account for approximately 30% of all crash fatalities in Kansas. One of the most effective strategies for reducing these numbers is equipping law enforcement officers with the necessary tools to detect, arrest and deter impaired drivers. A critical component of this effort is training — an area in which demand continues to grow. The Kansas Highway Patrol's Breath Alcohol Unit (KHP BAU) remains the primary statewide resource for this specialized training. While KHP BAU collaborates with other agencies and uses instructors from outside the patrol, the integrity, oversight and administration of the curriculum — including SFST, ARIDE, and DRE training developed by NHTSA and IACP — resides solely within KHP BAU. In FFY 2025, KHP BAU provided training and instruction to: • 520 officers in SFST • 15 officers in SFST Instructor Development • 1,087 officers in SFST Refresher training • 79 officers in SFST Refresher courses with an alcohol workshop • 15 DRE candidates • 103 officers in ARIDE • 14 officers in DUI Checkpoint Supervisor training • Nearly 200 participants in the Impaired Driving Conference

Project Name	Fake ID
Project Number(s)	SP-4701-25
Description	KTSRO implemented the Fake ID Education and Enforcement Initiative to address underage alcohol access and the use of fraudulent identification in university communities across Kansas. In

	FFY25, the project combined education with targeted enforcement through six coordinated Alcoholic Beverage Control operations conducted between May and September in Lawrence, Topeka, Pittsburg and Manhattan. Education included distribution of Fake ID awareness posters to liquor stores, bars and universities in target communities. These efforts coincided with high-risk periods such as semester transitions, festivals and major sporting events, resulting in strong retailer cooperation and full compliance in Pittsburg. Overall, the project increased awareness of fake ID laws, promoted voluntary compliance among alcohol licensees and enhanced community safety.
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Project Name	Ignition Interlock Device Coordinators
Project Number(s)	SP-4703-25
Description	The Kansas Highway Patrol has two dedicated statewide Ignition Interlock Device (IID) Coordinators who investigate IID non-compliance among residents and provide instruction to law enforcement personnel on IID procedures and oral fluid collection best practices. In FFY25, the coordinators conducted 142 IID non-compliance investigations, delivered 38 IID training classes to nearly 700 law enforcement officers, and provided oral fluid collection training to almost 500 officers.

Project Name	Impaired Driving Deterrence and Commodities Program (IDDP)
Project Number(s)	SP-4704-25
Description	The Impaired Driving Deterrence Program (IDDP) focuses on reducing alcohol- and drug-related crashes by enhancing law enforcement's ability to identify and remove impaired drivers from the roadway. The program supports agencies by providing overtime reimbursement for law enforcement high-visibility saturation patrols and check lanes, impaired driving specific equipment and strengthens community awareness efforts aimed at preventing impaired driving. In FFY25, 15 agencies participated in IDDP and provided over 1,100 hours of impaired driving enforcement, resulting in 62 SFSTs given, 39 DUI arrests, and 1,600 public contacts.

Project Name	JNA – Impaired Driving
Project Number(s)	SP-4708-25
Description	JNA Advertising delivered six coordinated impaired-driving prevention campaigns during the year: Holiday, Super Bowl, St. Patrick's Day, Drugged Driving, July 4th and Labor Day. Across these initiatives, the

agency generated an estimated 48.9 million impressions through 19,188 paid media placements spanning television, radio, connected TV, YouTube, streaming audio, social media, digital display, movie theaters and out-of-home advertising.

Project Name	KDHE Breath Alcohol Program
Project Number(s)	SP-4702-25

Description	The Kansas Department of Health and Environment Breath Alcohol Program was effective in strengthening law enforcement's ability to conduct accurate and timely breath alcohol testing through: • Providing Law Enforcement with Breath Testing Instrumentation: All agencies requesting an Intoxilyzer 9000 were successfully equipped, providing universal access to standardized breath-testing equipment to enhance consistency and reliability across the state. • Training and Certification for Breath Test Operators: The Breath Alcohol Program delivered comprehensive operator training and certification. A total of 773 officers completed the course, with 740 officers passing, resulting in a 96% certification rate. This high pass rate reflects both the quality of instruction and the readiness of officers to perform evidentiary breath testing in compliance with state standards.
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Project Name	Roving Aggressive Violation Enforcement (RAVE)
Project Number(s)	SP-4705-25

Description	The Kansas Highway Patrol's Roving Aggressive Violation Enforcement (RAVE) project conducted high-visibility saturation patrols across the state in response to special events, traffic data and citizen driving complaints. A total of 49 deployments were carried out in FFY25. Each enforcement period was publicized before and after the event to enhance public awareness, and several deployments were coordinated with local prosecuting attorneys to implement "no-refusal" operations. The deployments resulted in 143 DUI arrests, 2,700 traffic contacts, 70 felony arrests, and participation from nearly 200 troopers.
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Project Name	Traffic Safety Resource Prosecutor
Project Number(s)	SP-4709-25

Description	Consistent with NHTSA's emphasis on strengthening the impaired driving system, comprehensive training was provided to prosecutors and law enforcement officers focused on detection, investigation and
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prosecution of impaired driving offenses. Training activities included support for the Kansas Highway Patrol's annual two-day joint law enforcement and prosecution Impaired Driving Conference, two statewide traffic safety conferences, and multiple in-service workshops and specialized training events. Compared to FFY24, training delivery increased by nine sessions, 34 training hours and approximately 250 participants, enhancing statewide capacity to identify, investigate and successfully prosecute impaired driving cases.

The Traffic Safety Resource Prosecutor provided ongoing technical assistance and legal research for 185 unique requests for prosecutors and law enforcement agencies to address evolving legal, procedural and evidentiary issues related to impaired driving and traffic safety.

Media & Communications

Project Name	Blue Window Sports Media – General Media
Project Number(s)	SP-1503-25
Description	This project partnered with 27 sports organizations, venues and media outlets statewide to deliver year-round general traffic safety messaging to large, at-risk audiences. Using sports marketing and social norming strategies, safety messages were integrated into collegiate, professional and motorsports events to promote responsible behaviors such as distracted driving, buckling up and identifying alternative rides home. Team-branded messaging and trusted voices, including athletes, coaches, and event partners, helped reinforce positive norms and increase message relevance among fans, particularly men ages 18 to 34. Traffic safety messages were delivered through broadcast media, in-venue signage, digital platforms, and gameday activations, repeating exposure across seasons and regions of the state.

Project Name	JNA – General Media
Project Number(s)	SP-1503-25, SP-4705-25
Description	JNA Advertising delivered six coordinated traffic safety campaigns during the year: Drive Safe Sedgwick, Safety Corridors, Local Roads, Distracted Driving, Heat in Cars and Speeding. Across these initiatives, the agency generated nearly 83 million impressions through 16,749 paid media placements spanning television, radio, Connected TV, online video, social media, digital display, radio, movie theaters and out-of-home advertising. Through effective negotiation

	and efficient media purchasing, KDOT received \$71,601 in added media value. These campaigns reinforced positive driving behaviors such as seat belt use, impaired driving, distracted driving, speeding, awareness around unattended passengers, and local road safety awareness and strengthened the public’s awareness and alignment to KDOT’s <i>Drive to Zero</i> goal.
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Project Name	MARC Advertising
Project Number(s)	SP-1505-25
Description	Each year, the Destination Safe Coalition and MARC’s Public Affairs Department analyze crash data and regional safety concerns to guide campaign focus and strategy. Messaging is based on leading crash causes and the populations most impacted by fatalities and serious injuries. The grant objectives were achieved by promoting awareness of Destination Safe’s transportation safety education efforts through a targeted regional campaign. This year’s focus was on older drivers and their loved ones, using postcard mailers, radio ads, email blasts, social media and online advertising. The campaign increased awareness of age-related changes that can impact driving and shared actions older drivers can take to stay independent, confident and safe. For FFY25, the campaign achieved above-average click-through rates across multiple digital messaging efforts.

Project Name	General Advertising
Project Number(s)	SP-1500-25, SP-4710-25
Description	KDOT continued its partnership with the Kansas Association of Broadcasters in FFY25 to distribute public service announcements related to Work Zone Awareness Week and Put the Brakes on Fatalities Day. These PSAs produced a total value of airtime of \$135,996 with an investment of \$30,000.

Motorcyclist Safety

Performance Target: C-7 Motorcyclist Fatalities

Motorcyclist fatalities in 2024 were 30% higher than the performance target for the period with 52 fatalities recorded. Of these fatalities, two-thirds involved a motorcyclist and another vehicle, while only one-third were single motorcyclist crashes.

Performance Target: C-8 Unhelmeted Motorcyclist Fatalities

Of the motorcyclist fatalities in Kansas in 2024, 48% were unhelmeted.

To address the above-target motorcyclist fatalities and growing proportion of motorcyclist crashes involving other vehicles, KDOT will expand use of its outreach countermeasure strategy to work with its media contractor to alter and extend driver safety messaging related to sharing the road with motorcyclists in FFY26. Through the state's Motorcycle Safety Task Force, KDOT will work with partners to increase promotion of available motorcycle rider training courses and evaluating feasibility of increased motorcycle instructor training opportunities.

Project Name	JNA – Motorcycle Media
Project Number(s)	SP-4802-25
Description	JNA Advertising executed a Share the Road campaign that generated an estimated 16.2 million impressions through paid media placements across social media, digital display and out-of-home advertising during Motorcycle Safety Awareness Month. The effort also secured \$1,727.20 in added value for KDOT.

Project Name	Motorcycle Awareness
Project Number(s)	SP-4801-25
Description	The Kansas Traffic Safety Resource Office provided leadership for the Motorcycle Safety Task Force and conducted education and outreach at community events to help bring awareness of safety issues with motorcycles on the road. “Respect the Ride” posters were distributed to university communities to raise awareness of “Share the Road” issues for motorists. A total of 521 reimbursements were processed for Kansans across 55 counties who completed a motorcycle safety training course.

Occupant Protection

Performance Target: C-4 Unrestrained Passenger Vehicle Occupant Fatalities, All Positions

In 2024, Kansas recorded 95 unrestrained fatalities, which is 28% lower a year ago and below the performance target of 104. This marks substantial progress in unrestrained fatalities. The number of restrained fatalities remained steady while overall fatalities declined 12%. The reduction in unrestrained fatalities may have had a significant impact on overall fatalities hitting a record low.

Performance Target: B-1 Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants

The approved 2025 observed seat belt use rate in Kansas is 84.7%, which does not meet the performance target of 90% and is 1.5 percentage points lower than the 2024 rate. Kansas continues to see males and pickup truck drivers as the lowest seat belt users during the observational survey.

In FFY25, Kansas invested in new seatbelt convincers for Kansas Highway Patrol troops to support community and school outreach activities to encourage seat belt use. Kansas continues to invest in the expansion of its child passenger safety program through technician training, inspection stations, car seat distribution and special events like car seat check lanes. Additionally, Kansas leveraged a name-image-likeness partnership with Kansas State University quarterback Avery Johnson to deliver a seat belt message during a variety of occupant protection paid media campaigns.

There continues to be areas for improvement, and Kansas will increase use of its education and outreach countermeasure to ramp up investment in occupant protection media campaigns specifically targeting rural pickup truck drivers who are traditionally the lowest seat belt use rate in demographic analysis. Additional steps will be taken in FFY26 to revamp night-time seat belt enforcement efforts, and Kansas will evaluate the need for additional investment in car seat distribution to low-income families.

Project Name	Child Seat Distribution
Project Number(s)	SP-1304-25, SP-4510-25
Description	In FFY25, KDOT purchased convertible and booster car seats for low-income families at no cost, improving access to proper child restraint systems. During FFY 2025, the project purchased approximately 1,400 car seats to support these distribution efforts.

Project Name	Education and Awareness
Project Number(s)	SP-4501-25
Description	In FFY25, KDOT purchased convertible and booster car seats for low-income families at no cost, improving access to proper child restraint systems. During FFY25, the project purchased approximately 390 car seats to support these distribution efforts.

Project Name	Blue Window Sports Media – Occupant Protection
Project Number(s)	SP-4500-25
Description	This project partnered with 27 sports organizations, venues and media outlets statewide to provide year-round exposure for occupant protection messaging, using sports marketing and social norming strategies shown to be effective with at-risk audiences, particularly men ages 18 to 34. Team-branded messaging integrated into collegiate, professional and motorsports events promoted seat belt use as a shared expectation and a core element of responsible fan behavior. Messages such as “real fans buckle up” leveraged team identity, peer influence, and trusted voices, including coaches, athletes and event partners to reinforce positive safety behaviors.

Occupant protection messages were delivered through broadcast media, in-venue signage, digital platforms and gameday activations, increasing visibility and helping normalize seat belt use among large, at-risk audiences statewide. Additionally, a new partnership with NASCAR driver Ross Chastain included a high school presentation and a press conference focused on occupant protection, further expanding the reach and impact of restraint-use messaging.

Project Name	Child Passenger Safety
Project Number(s)	SP-4504-25
Description	Motor vehicle crashes are the leading cause of injury, death and hospitalization of children in Kansas. This project trained 143 new Child Passenger Safety Technicians (CPSTs) and recertified six former technicians, expanding the network of technicians to 90 out of 105 Kansas counties. In total, Kansas has 706 CPS technicians and 34 instructors. This project also helps maintain a statewide network of CPS inspection stations. There were 118 registered in FFY25, and 1,791 car seats were installed for families in need through those stations. This project also funded several outreach activities, including safety presentations, car seat basics classes and community baby showers to reinforce the importance of child passenger safety. Nearly 200 individuals were contacted through this outreach.

Project Name	JNA Occupant Protection
Project Number(s)	SP-4500-25
Description	JNA Advertising delivered three coordinated occupant protection campaigns that emphasized the importance of proper restraint use while driving this year. The Thanksgiving, Memorial Day and Child Passenger Safety campaigns generated an estimated 38.6 million impressions through 12,517 paid media placements spanning television, radio, streaming audio, connected TV, YouTube, social media, digital display and out-of-home advertising. Through effective negotiation and efficient media purchasing, KDOT received \$55,870.80 in added value for these campaigns.

Project Name	KHP CPS Metro
Project Number(s)	SP-4507-25
Description	The Kansas Highway Patrol Child Passenger Seat Metropolitan Program was established to address a gap in the Kansas City metro

area where at-risk populations previously lacked access to safe car seats and proper guidance on seat selection and installation. This need was once met by the local hospital system but has since transitioned to KHP. The program now provides safe car seats and education on proper installation and selection to at-risk families throughout the metropolitan area. In addition, it supports continued certification opportunities for individuals to become Child Passenger Safety Technicians or instructors, helping to expand community capacity for child passenger safety. In FFY25, six CPS certification courses were held, resulting in 66 students from 23 surrounding counties obtaining technician certification.

Project Name	KHP Rollovers/Convincers
Project Number(s)	SP-4502-25
Description	The Kansas Highway Patrol purchased five seat belt convincers to replace their aging inventory. Seat belt convincers are educational tools used to demonstrate the importance of seat belt use through a controlled, low-speed impact simulation. The experience helps individuals understand the impact of a collision and reinforces the necessity of always buckling up. KHP Public Resource Officers used these convincers at schools, community events, safety fairs and driver education programs to promote occupant protection, reaching 7,050 individuals at various school and community events.

Project Name	Night-Time Seat Belt Enforcement Program (NSEP)
Project Number(s)	SP-4505-25
Description	The Night-Time Seat Belt Enforcement Program was discontinued at the end of FFY25 due to lack of participation and inability for the project to achieve its goals of increasing seat belt use using night-time seat belt check lanes.

Project Name	Observational Survey
Project Number(s)	SP-4506-25
Description	DCCCA planned, coordinated and conducted three observational surveys in FFY25, including the annual Adult Summer Survey, the Child Passenger Safety Survey and the Safety Corridor Survey. Key results showed a statewide child occupant protection use rate of 88.5%, an adult statewide occupant protection use rate of 84.7%, and an 85.1% restraint use rate on designated safety corridors.

Project Name	Safe Kids Buckle Up
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Project Number(s)	SP-4503-25
Description	During FFY25, the Safe Kids Buckle Up program promoted proper use of child restraints and seat belts across Kansas through education and hands-on inspections. The program supported child passenger safety technician training for 143 new technicians in coordination with the Kansas Traffic Safety Resource Office, and 351 car seats were provided at no cost to low-income families while providing instruction to families about proper selection and installation. In addition, statewide public awareness efforts encouraged all vehicle occupants to buckle up through educational outreach at 47 events in 41 cities. These initiatives strengthened community partnerships, reinforced occupant protection as a social norm, and advanced Kansas' safety goals by increasing proper restraint use for children and adults.

Pedestrian & Bicycle Safety

C-10 Pedestrian Fatalities

There were 34 pedestrian fatalities in Kansas in 2024, which remains below the performance target of 50 fatalities and is 26% lower than in 2020. Pedestrian safety remains a concern in Kansas as KDOT assesses vulnerable road user safety.

C-11 Bicyclist Fatalities

The number of bicyclist fatalities in Kansas increased to 7 in 2024, which remains above the performance target of 2 set for the Triennial Highway Safety Plan.

KDOT has begun evaluation of Safe Routes to School-related countermeasures that may be incorporated in the next Triennial Highway Safety Plan. In FFY26, Kansas intends to begin work on a pedestrian and driver safety campaign that was recommended as part of the 2023 Vulnerable Road User Assessment to distribute unified safety messaging for understanding human interactions within the multimodal transportation system.

Project Name	Bike Equip KC
Project Number(s)	SP-1602-25, SP-4705-25
Description	BikeWalkKC implemented the Bicycle and Pedestrian Safety Equipment and Education Distribution project to enhance safety for vulnerable road users in Johnson and Wyandotte counties. Through partnerships with community organizations, the program fitted 128 bicycle helmets and 708 pairs of safety lights along with educational materials linking recipients to online safety resources. By prioritizing outreach in low-income neighborhoods, BikeWalkKC helped remove financial barriers to safety while promoting helmet use and visibility, both proven to reduce the severity of traffic-related injuries.

Project Name	KDHE Bike Helmets
Project Number(s)	SP-1601-25
Description	This funding supported the distribution of 1,393 bicycle helmets across 27 communities, with each recipient receiving education on proper helmet fit and bicycle safety to reduce the risk of head injuries among children. The project strengthened partnerships with Safe Routes to School grantees, expanding the program's reach in FFY25. Although current injury data does not capture helmet usage rates, statewide trends show a decline in bicycle-related emergency department visits and hospitalizations since 2020, indicating progress toward the project's safety goals.

Project Name	BWW – Media
Project Number(s)	SP-4705-25
Description	Bike Walk Wichita successfully developed a local Pedestrian Safety Communications Campaign concept in FFY25 and launched LookSeeSave.org as the central hub for campaign messaging. To determine if the campaign resonated with the community, Bike Walk Wichita incorporated local input on message concepts into the final design of Look. See. Save., a campaign focused on encouraging pedestrians and drivers to establish eye contact to enhance safety. Bike Walk Wichita plans to expand campaign reach through paid advertising and additional messaging efforts in FFY26.

Project Name	Light Topeka's Bikes
Project Number(s)	SP-1602-25, SP-4705-25
Description	This funding allowed Topeka Community Cycle Project (TCCP) to purchase bike lights and provide direct community outreach and education to riders on state laws requiring bicycles to have a bike light between sunset and sunrise. In FFY25, TCCP purchased 365 bike light sets and worked with local law enforcement to improve rider visibility and safety in Topeka and Shawnee County area. Law enforcement identified areas and corridors for improvement and made contact with riders out of compliance, providing them with lights and information regarding the law.

Project Name	Wichita Lights, Reflectors and Education
Project Number(s)	SP-4705-25

Description	During the contract period, Bike Walk Wichita distributed bicycle safety lights and education with the goal of increasing compliance with state statutes. Lights were provided through bicycle distribution and repair services, including the Earn a Bike program, the Build a Bike youth program, agency-referred bike distributions, children's bike distributions, in-shop repairs, pop-up repair events, and distributions through partner organizations. Bike Walk Wichita also partnered with the Wichita Police Department on "Operation Firefly" events in November 2024 to distribute lights in a high-need corridor. In total, approximately 550 front lights and 537 rear lights were distributed, with staff and volunteers providing instruction on legal requirements, proper installation, and safe use to reinforce traffic safety awareness and encourage behavior change.
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Planning & Administration

Project Name	Planning and Administration
Project Number(s)	SP-1400-25
Description	This project facilitated travel and training for Transportation Safety staff to develop knowledge and skills to improve program management and develop new ideas to help reduce traffic fatalities. Staff attended the Kansas Transportation Safety Conference, ATSIP Traffic Records Conference, GHSA Conference and in-state meetings such as the Kansas Sheriffs' Association Conference, K-254 Stakeholder Meeting and Cats3D Task Force meeting. This project allows KDOT staff to fully participate in traffic safety initiatives statewide and nationally.

Police Traffic Services

Performance Target: C-6 Speeding-Related Fatalities

Kansas recorded 70 speeding-related fatalities in 2024, which is 28% lower than the performance target of 98 fatalities established for the current Triennial Highway Safety Plan. This is also a seven-year low, with speeding-related fatalities comprising 21% of all fatalities in Kansas in 2024. Through statewide enforcement efforts, STEP participating agencies recorded over 8,600 speeding tickets, warnings and violations in FFY25.

Project Name	Crash Investigation Equipment
Project Number(s)	SP-1705-25
Description	The Johnson County Sheriff's Office Accident Investigation Unit's (JCSO AIU) use of crash investigation software proved successful in

reducing scene time at serious crashes, which in turn decreased the likelihood of secondary collisions and improved safety for first responders. The software enhanced the collection of data, measurements and diagrams, reducing human error and strengthening the quality of evidence presented in court. Its efficiency also allowed investigators to complete reports more quickly and provided reliable data that can be used to guide traffic safety engineering decisions and identify behavior-based countermeasures.

Project Name	Law Enforcement Liaisons
Project Number(s)	SP-1700-25, SP-4710-25
Description	The Law Enforcement Liaison (LEL) program serves as a critical link between the State Highway Safety Office and local, county and state law enforcement agencies. LELs work to strengthen communication, support agencies in implementing traffic safety initiatives, and encourage participation in mobilizations focused on impaired driving, occupant protection and speeding enforcement. They provide guidance, training, resources and technical assistance to help deliver enforcement efforts that are consistent, data-driven and effective in reducing crashes, injuries and fatalities. In FFY25, Kansas employed four Law Enforcement Liaisons (LELs) and one First Responder Liaison. Together, they provided outreach and technical assistance to more than 250 law enforcement and first responder agencies, participated in nearly 500 meetings and conferences, and traveled over 133,000 miles across Kansas.

Project Name	Special Traffic Enforcement and Equipment Program
Project Number(s)	SP-1300-25
Description	The Special Traffic Enforcement and Equipment Program (STEP) uses crash and traffic data to identify high-risk locations and behaviors, then deploys targeted enforcement to address those problems. STEP focuses on major contributing factors to serious crashes — including speeding, impaired driving, distracted driving and failure to use seat belts — and uses high-visibility patrols and public education to increase voluntary compliance with traffic laws. By concentrating resources where they are most needed, the program helps reduce crashes, injuries and fatalities. In FFY25, the Kansas Highway Patrol and 115 local law enforcement agencies conducted overtime enforcement during dedicated STEP campaigns resulting in over 200 DUI arrests, 4,500 seat belt violations, 8,600 speeding violations and 32,400 public contacts.

Project Name	Traffic Fatality Reduction Program
Project Number(s)	SP-1710-25, SP-4705-25
Description	The Kansas Highway Patrol's Traffic Fatality Reduction Program deployed high-visibility saturation patrols along high-fatality traffic corridors identified through traffic and crash data. During the year, KHP conducted nine statewide mobilizations, resulting in 23 DUI arrests, more than 3,000 speed-related warnings and citations, and over 5,300 total public contacts.

Project Name	Training for Locals
Project Number(s)	SP-1701-25, SP-4710-25
Description	Training for Locals provides an opportunity for KDOT staff and Law Enforcement Liaisons (LELs) to engage directly with law enforcement partners at various conferences and training events. During these engagements, traffic safety education is delivered to maximize participation and outreach. These sessions allow KDOT and LELs to share traffic safety data, best practices, upcoming enforcement initiatives, and other relevant information to inform partners and align statewide traffic safety goals. This project provided training to over 1,000 law enforcement officers and first responders.

Preventing Roadside Deaths

Performance Target: Roadside Crash Fatalities

Kansas established a performance target for roadside crash fatalities with the FFY25 Annual Grant Application to apply for 405(h) funds. At that time, the target was based on crashes involving vehicles that were illegally parked and/or disabled in the roadway. In reporting FFY25 performance measures, the definition of roadside crashes has changed to include all crashes that list roadside crash locations, which has resulted in the state not meeting its performance target. In 2024, Kansas recorded 47 roadside crash fatalities, compared to the performance target of 0.

Performance Target: Roadside Crash Injuries

In 2024, Kansas recorded 817 injuries from roadside crashes compared to the performance measure of 361.

To address roadside crashes, Kansas adopted a new "Move Over" law that went into effect on July 1, 2025, that requires all vehicles to move over for flashing lights on any type of vehicle. KDOT implemented a media campaign to encourage drivers to move over to prevent roadside deaths, and these efforts will continue in future years.

Project Name	JNA – Roadside Deaths
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Project Number(s)	SP-4300-25
Description	JNA Advertising delivered two coordinated roadside safety campaigns during the year to promote safer driving behavior around roadside emergencies and work zones. JNA executed the Roadside Safety Campaign in April and June. Across these initiatives, the agency generated an estimated 13.5 million impressions through paid media placements spanning a variety of digital advertising mediums.

Roadway Safety

Project Name	Training for Public Works
Project Number(s)	SP-1402-25, SP-4710-25
Description	The Traffic Assistance Services for Kansas (TASK) program provides training to Kansas public employees with roadway traffic safety responsibilities. TASK offers seven on-demand courses available to state and local agencies across Kansas. During FFY25, TASK hosted four in-person trainings in Topeka, Garden City, Wichita and Hays. A total of 106 public employees enrolled in these courses. Usefulness of program content to attendee needs was rated an average of 4/5 or "very good" in program evaluations.

Traffic Records

Project Name	KCDS Hosting and Maintenance
Project Number(s)	SP-4607-25
Description	This project provided for the second phase of a three-phase agreement for a replacement of the Traffic Record System process. The second phase covered the hosting of the Kansas Crash Data Systems (KCDS) in FFY25. Hosting was vendor-provided, KDOT-approved, and on a secure public cloud.

Project Name	Motor Vehicle Crash Report Conversion
Project Number(s)	SP-4605-25
Description	This project provided for a company to perform the sorting, scanning, destruction and daily data entry of paper crash reports from state and local law enforcement agencies. During FFY25, there were a total of 32,065 reports transcribed, which included 132,292 images indexed.

Project Name	Kansas NG911 Statewide Imagery Program
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Project Number(s)	SP-4602-25
Description	This project provided for the acquisition, processing, delivery and public-domain publication of statewide orthoimagery. The updated orthoimagery base map is available to be used by local jurisdictions to support ongoing maintenance of the Next Generation 911 (NG911) road centerline database, the primary geographic reference dataset for crash location mapping.

Project Name	KCJIS Identity Access Management
Project Number(s)	SP-4612-25
Description	This project provided for upgrade implementation of the Kansas Criminal Justice Information System (KCJIS) Identity and Access Management system to version 15 with custom configuration changes. The costs for the new versions of the software are included in the current maintenance agreement. This contract is for implementation costs only.

Project Name	KBI Integration Developer for ESB and KBI Applications
Project Number(s)	SP-4618-25
Description	This project allowed KBI, through temporary staff, to push forward timelines for developing interfaces and assisting in maintenance and support of current Traffic Record System-related integrations, using the KBI/KCJIS Enterprise Service Bus (ESB) as an intermediary between state, local and federal stakeholders for the purpose of information sharing. Prior to this contract, timelines were slowed due to the lack of personnel resources with the ability to develop integrations to connect the different stakeholders through the ESB.

Project Name	Kansas Trauma Registry Gen 6 Operations
Project Number(s)	SP-4620-25
Description	This project secured Kansas trauma registry updates and maintenance, allowing for the Kansas Trauma Program to obtain data from additional facilities that have Kansas resident trauma patients (including from the mechanism of motor vehicle crashes).

ACTIVITY REPORT

Community Collaboration

KDOT received technical assistance from NHTSA on community collaboration efforts in FFY25.

Evidence-Based Enforcement Program

KDOT provides the Special Traffic Enforcement Program (STEP) for law enforcement agencies to conduct overtime-based traffic safety enforcement in their communities. STEP is evidence-based and combines overtime enforcement with paid and earned media outreach to inform communities of traffic safety issues and actively enforce traffic safety laws. In FFY25, 115 local law enforcement agencies and the Kansas Highway Patrol participated in STEP campaigns focused on seat belt use, speeding and impaired driving. Along with holiday-centered mobilizations, STEP provided sustained opportunities for aggressive driving and safety corridor enforcement for local agencies.

Community Collaboration

The Kansas Safety Corridor Pilot Program is an initiative of the Drive to Zero Coalition and the Kansas Strategic Highway Safety Plan. Four corridors were selected as part of the pilot program based on crash history, availability of additional law enforcement and input from local traffic safety partners. The pilot program launched in July 2023.

Over the last two years, KDOT has hosted safety corridor focus groups to engage local stakeholders to provide input on safety improvements within the corridors. In particular, the U.S. 24 corridor stretches from Manhattan to Wamego – and was extended to St. Marys in FFY24. This corridor sits squarely in Pottawatomie County where the overall observed seat belt use rate was 59.6% in the 2024 statewide observational survey. The corridor has experienced 4 fatalities and 21 serious injuries related to traffic crashes from 2020 to 2023. During focus groups and subsequent outreach, the Pottawatomie County Sheriff's Office identified a need for increased traffic safety enforcement along the corridor and submitted a grant application to become a Special Traffic Enforcement Program (STEP) agency in FFY25. The department set a goal of providing routine overtime enforcements along the corridor to increase law enforcement presence, educate the public and prevent future crashes and fatalities.

KDOT engaged the Pottawatomie County Sheriff's Office through corridor stakeholder meetings and ongoing discussions coordinated by a law enforcement liaison to help understand the need for increased enforcement within the corridor.

In FFY26, KDOT will use the technical assistance provided to the state by NHTSA to provide the Pottawatomie County Sheriff's Office information on how to increase community collaboration specific to corridor education and enforcement. As the state revamps its grant application

process, additional changes will be made to incorporate community collaboration opportunities as part of regular STEP programming.

Data Collection & Analysis

KDOT has conducted an analysis of 2024 crash data reviewing incidences of serious injuries and fatalities resulting from traffic crashes compared to participation in overtime enforcement activities. This analysis shows that Finney County may need enhanced enforcement to address rising numbers of crashes. No law enforcement agencies are currently participating in KDOT-provided traffic safety overtime enforcement opportunities. Since 2020, the county has had 27 traffic fatalities, and according to telematics data, some of the highest risk roads for driving behaviors such as speeding and phone handling are within KDOT's safety corridor boundaries on U.S. Highway 83/50 in the county. The analysis has prepared KDOT to provide technical assistance to Finney County to help reduce crashes and save lives.

As an ongoing process improvement, KDOT is refocusing its efforts to improve problem identification within law enforcement projects to include data-driven approaches to traffic safety problems. Analysis of crash data compared to overtime enforcement participation helps identify geographic areas of opportunity for increased enforcement activity. This analysis will continue to be used to enhance law enforcement activities in FFY26 and the next Triennial Highway Safety Plan.

Mobilization Participation

KDOT provided opportunities for local law enforcement agencies to participate in the following mobilizations in FFY25:

- Thanksgiving Safe Arrival (November 21-27, 2024 | Occupant Protection)
- New Year's Taking Down DUI (December 26, 2024 – January 2, 2025 | Impaired Driving)
- Memorial Day Click It or Ticket (May 18-June 1, 2025 | Occupant Protection)
- July Speeding (July 7-15, 2025 | Speeding)
- Labor Day You Drink, You Drive, You Lose (August 16-September 1, 2025 | Impaired Driving)

The Kansas Highway Patrol and 115 local law enforcement agencies conducted overtime enforcement during these campaigns resulting in the following:

- 206 DUI arrests
- 4,556 seat belt citations and warnings
- 8,617 speeding citations and warnings
- 32,482 total public contacts

To make the mobilizations more effective, earned media assets were provided to agencies ahead of each campaign. Agencies are encouraged to alert their local communities to the enforcement efforts through news releases that are distributed to local media and used on

agency social media pages. NHTSA social media assets are also distributed for use. Approximately 75% of agencies typically use earned media as a strategy during mobilizations.

KDOT also implemented paid media campaigns in conjunction with each of the mobilizations, resulting in 75,567,854 impressions over the course of the year.

The following agencies participated in the mobilizations:

Agency Name	Thanksgiving	New Year's	CIOT	Speed	YDYDYL
Allen County Sheriff's Office	X		X		X
Andover Police Department	X	X	X	X	X
Arkansas City Police Department	X	X	X	X	X
Basehor Police Department	X	X	X	X	X
Bel Aire Police Department	X	X	X		X
Beloit Police Department		X	X		X
Bonner Springs Police Department	X	X	X	X	X
Bourbon County Sheriff's Office		X	X		
Brown County Sheriff's Office	X		X	X	X
Butler County Sheriff's Office			X		X
Caney Police Department		X	X	X	X
Chanute Police Department	X	X	X	X	X
Cherokee County Sheriff's Office			X		X
Cherryvale Police Department			X		X
Cloud County Sheriff's Office	X	X	X	X	X
Coffeyville Police Department	X	X	X	X	X
Concordia Police Department		X	X		X
Council Grove Police Department	X	X	X		X
Crawford County Sheriff's Office					X
Derby Police Department		X	X	X	X
Dodge City Police Department	X		X		X
Douglas County Sheriff's Office	X		X		X
Edwardsville Police Department	X	X	X	X	X
El Dorado Police Department	X		X	X	X
Ellis County Sheriff's Office	X	X	X	X	X
Elwood Police Department	X		X	X	X
Emporia Police Department			X		X
Fort Scott Department of Public Safety		X	X		X
Franklin County Sheriff's Office		X	X		
Frontenac Police Department	X	X	X		X
Galena Police Department			X		X
Gardner Department of Public Safety	X	X	X	X	X
Garnett Police Department	X		X		X
Geary County Sheriff's Office	X		X		X
Goddard Police Department	X		X	X	X
Gray County Sheriff's Office	X	X	X		X
Greenwood County Sheriff's Office	X	X	X		X
Halstead Police Department		X	X		X
Harvey County Sheriff's Office	X	X	X		X
Hays Police Department	X	X	X		X
Haysville Police Department	X		X		X
Hesston Police Department	X	X	X	X	X
Hiawatha Police Department	X	X	X		X
Highland Police Department	X			X	X
Holton Police Department					X
Humboldt Police Department		X	X		X
Hutchinson Police Department	X		X	X	X
Iola Police Department	X	X	X	X	X

Jackson County Sheriff's Office	X	X	X	X	X
Johnson County Sheriff's Office	X	X	X	X	X
Kansas City Kansas Police Department	X	X	X	X	X
Kansas Highway Patrol	X	X	X	X	X
Kansas University Office of Public Safety	X		X		X
Kearny County Sheriff's Office					X
Kechi Police Department	X	X	X	X	X
Lansing Police Department		X	X		X
Larned Police Department				X	X
Lawrence Police Department	X	X	X		X
Leavenworth County Sheriff's Office	X		X		X
Leavenworth Police Department	X		X		X
Leawood Police Department	X	X	X	X	X
Lenexa Police Department	X	X	X		X
Liberal Police Department	X		X		X
Lindsborg Police Department	X	X	X	X	X
Linn County Sheriff's Office	X	X	X		X
Louisburg Police Department	X	X	X	X	
Lyon County Sheriff's Office	X	X	X	X	X
Lyons Police Department	X		X		
McPherson County Sheriff's Office	X	X	X	X	X
McPherson Police Department	X		X	X	X
Meade County Sheriff's Office	X		X		X
Merriam Police Department	X	X	X		X
Miami County Sheriff's Office	X	X	X		X
Mission Police Department	X	X	X	X	X
Mitchell County Sheriff's Office	X	X	X		X
Montgomery County Sheriff's Office	X	X	X		X
Neodesha Police Department	X		X		X
Newton Police Department	X	X	X		X
Norton Police Department		X	X		X
Olathe Police Department	X	X	X		X
Osage County Sheriff's Office	X	X	X		X
Osawatomie Police Department			X		X
Ottawa County Sheriff's Office		X			X
Ottawa Police Department	X		X		X
Overland Park Police Department	X		X	X	X
Paola Police Department	X	X	X	X	X
Parsons Police Department	X	X	X	X	X
Pittsburg Police Department	X	X	X		X
Plainville Police Department	X		X		X
Pleasanton Police Department	X	X	X		X
Pottawatomie County Sheriff's Office			X		X
Prairie Village Police Department	X	X	X		X
Pratt Police Department	X	X	X		X
Reno County Sheriff's Office	X		X		X
Riley County Police Department	X	X	X		X
Rooks County Sheriff's Office	X	X	X	X	
Salina Police Department	X		X		X
Saline County Sheriff's Office	X		X		X
Sedgwick County Sheriff's Office	X	X	X		X
Shawnee County Sheriff's Office	X		X	X	X
Shawnee Police Department	X	X	X	X	X
South Hutchinson Police Department	X	X	X		X
Spring Hill Police Department			X		X
Tonganoxie Police Department	X	X	X		X
Topeka Police Department	X	X	X	X	X
Udall Police Department	X	X	X	X	X
Wabaunsee County Sheriff's Office			X		X

Wallace County Sheriff's Office			X		X
Wamego Police Department	X				
Wellington Police Department	X		X		X
Westwood Police Department	X	X	X	X	X
Wichita Police Department	X	X	X		X
Wilson County Sheriff's Office		X	X		X
Woodson County Sheriff's Office			X		
Wyandotte County Sheriff's Office	X	X	X	X	X
Yates Center Police Department	X	X	X	X	X

Public Participation & Engagement

Kansas re-evaluated and identified additional over-represented communities in traffic safety data, which highlighted novice drivers. Kansas not making progress on its performance target for young drivers involved in fatal crashes helped prioritize this population for public participation and engagement efforts.

PP&E Problem Identification

Novice drivers – those age 20 and under – are overrepresented in crash data in Kansas. Shawnee County ranked 3rd highest for fatalities involving teen drivers from 2020 to 2024 with the 6th highest crash rate per 1,000 residents for crashes involving teen drivers during that time. The county experienced a 12% increase in teens involved in crashes from 2020 to 2024.

Drivers, Age 20 and Under, Involved in Fatal Crashes

County	2020	2021	2022	2023	2024
Johnson	6	2	5	9	2
Sedgwick	14	12	11	17	14
Shawnee	6	4	5	2	9
Wyandotte	3	8	7	6	7

Crashes Involving Drivers 20 and Under

County	2020	2021	2022	2023	2024	Rate per 1,000 population
Johnson	2,573	3,060	2,933	3,223	3,213	23.73
Sedgwick	3,073	3,415	3,479	3,720	2,736	30.64
Shawnee	1,363	1,507	1,469	1,464	1,526	41.19
Wyandotte	1,405	1,227	1,822	1,819	1,757	47.40

A review of 756 crashes involving teen drivers in 2024 showed 24% involved driver distraction and nearly 10% involved speeding. About 23% of all crashes resulted in injuries and/or fatalities.

Shawnee County had no active youth peer-to-peer traffic safety groups during the 2024-25 school year, despite having at least 10 high schools throughout the county.

PP&E Accessibility

The State prioritized accessibility during the Teen Driver Public Participation and Engagement (PP&E) event. To ensure broad and inclusive participation, the event was advertised through newsletters and social media. It was strategically scheduled for a Sunday to accommodate the availability of both students and their parents.

The event was held at West Ridge Mall in Topeka, Kansas, a location selected for its accessibility, safety and convenience. Hosting the event in a public, high traffic area with ample space and established ADA compliant infrastructure helped ensure equitable participation opportunities.

West Ridge Mall provides accessible parking spaces for individuals with temporary or permanent physical disabilities. In addition, the facility is equipped with accessibility ramps and adheres to all Americans with Disabilities Act (ADA) requirements, allowing attendees with mobility challenges to navigate the venue comfortably and safely. These deliberate planning decisions reflect the State's commitment to fostering inclusive public engagement.

PP&E Summary

KDOT conducted public participation and engagement at the West Ridge Mall in Topeka, Kansas, on June 22, 2025. KDOT staff interacted with approximately 40 individuals – half of which were teens and half were their parents or guardians. Based on the overrepresentation of teen drivers in crash data in Shawnee County, our goal was to collect information from teens and parents about factors that may contribute to teen crashes.

Primarily, we used the prompt, "What teen driver behavior has the biggest impact on their safety?" to discuss traffic safety issues.

The No. 1 teen driver behavior discussed was distracted driving – about 80% of the individuals discussed some form of distracted driving. Half of all adults and teens who cited distracted driving as an issue said phone use was the primary cause of distraction. While parents tended to cite general phone use due to the behavior they see their teens exhibiting on a regular basis, teens were more specific about how they see their peers use their phones while driving:

- Changing music
- Taking incoming calls
- Watching or recording TikTok
- Watching or recording Snapchat
- Being concerned about incoming notifications (fear of missing out)

About 15% of teens and parents cited being distracted by passengers as an issue. Even though most teens engaged at the event only had permits that don't allow them to transport passengers yet, they have noticed this distracting behavior among their peers. Another 15% cited distraction based on surroundings, noises and other things that may be in and around the car.

Teens also mentioned being distracted by mental health issues and concerns with other teens driving after engaging in coping mechanisms such as alcohol or drug use because of mental health issues. This was the only mention of impaired driving being a concern among teens, and adults made no mention of impaired driving as a concern for their teenagers.

Teens said they were concerned about reckless or aggressive driving behavior because while they felt confident in their own ability to drive, they were concerned about anticipating other drivers and other drivers' capabilities. One teen said, "I know how to drive but I don't know what others are going to do."

Many parents expressed concerns about teen attitudes toward driving including a sense of "invincibility" and "know-it-all-ness."

Many parents use location-sharing technology to track their teenagers and their driving behaviors – including monitoring their speed and location. Parents said they talk with their teens about safe driving behaviors but one parent noted, "How do we make them listen?"

Some parents noted concerns with getting their teenagers experience with driving on various roadways – such as rural roads for teens who don't always use them and interstate and city driving for teens based in rural communities. They also mentioned concerns with their teens driving in adverse weather conditions for the first time – including fog and snow.

We noted observations about teen and parent interactions. Generally, the teen and parent were together when approached with a question about safe driving behaviors. On almost all occasions, the teens either sought approval from their parents to offer their thoughts or deferred their answers entirely to their parents. This passive behavior may have impacted our ability to collect honest information from the teenagers. However, when prompted for additional detail, some teens expressed concerns with their parents' driving behavior – including speeding and distracted driving.

Implementation

The Kansas Traffic Safety Resource Office, which operates on behalf of KDOT, began in FFY25 offering a Mental Health and Driving course for teenagers and is actively exploring distracted driving simulators to offer additional educational programming in schools. KDOT conducted a driver education assessment to evaluate existing driver education programs and educational touchpoints for teen drivers. Recommendations from the assessment, paired with feedback from teens and parents, will be used to create further adjustments to teen traffic safety programming.

KDOT continues to explore additional teen programming opportunities to engage teens, schools and parents. Data evaluation is also highlighting the need to adjust the geographic focus of these programs, and considerations are being made to make those adjustments in FFY27.

Projects Not Implemented

Project Number	Project Name	Reason for Not Implementing
SP-1500-25	Regional Safety Coalition Ad Campaign	This project was implemented under SP-1503-25 and SP-4705-25 through the state's mass media contractor to deliver regional messaging for the Drive Safe Sedgwick coalition. Another project within SP-1500-25 was General Advertising and is reported above in the Media and Communications section.
SP-XXXX-25	Electronic Grant Management System	This project was not implemented due to the agency not authorizing the purchase of a system in FFY25.
SP-2251-25	PI&E Teen Safety Program	This project was implemented under SP-1900-25 through the development, printing and distribution of educational materials for a variety of traffic safety issues.
SP-4901-25	Distracted Driving Awareness	This project was implemented under SP-1503-25 and SP-4705-25 through the state's mass media contractor to deliver distracted driving messages statewide.
SP-XXXX-25	Safety Corridor Pilot Program	This project was implemented under SP-1503-25 and SP-4705-25 through the state's mass media contractor to deliver targeted risky driving behavior messages to individuals living in and traveling through the state's four safety corridors.
SP-2250-25	Every 15 Minutes	This project was successfully deployed at one school in FFY24 but no new subrecipients applied for funding for this project in FFY25.
SP-1301-25	Education and Awareness	This project was implemented under SP-1900-25 through the development, printing and distribution of educational materials for a variety of traffic safety issues.
SP-1602-25	Education and Awareness – Native American VRU	This project was not implemented due to internal capacity issues limiting the ability to develop and execute new projects.
SP-1600-25	Ped and Bike Education	This project was implemented under SP-1900-25 through the development, printing and distribution of educational materials for a variety of traffic safety issues.
SP-1601-25	Ped and Bike Education for Older Drivers	This project was not implemented due to internal capacity issues limiting the ability to develop and execute new projects.
SP-1602-25	Safe Across	No subrecipients applied for funding for this project in FFY25.
SP-1702-25	Crash Reconstruction Training	The Kansas Highway Patrol hosts crash reconstruction trainings for law enforcement agencies every other year. FFY25 did not have a training offered.
SP-XXXX-25	Maize Signs	This project was not implemented due to eligible expense issues discovered in the grant application process.
SP-1303-25	Data Consultant	This project was not implemented due to the prior consultant retiring and KDOT being unable to secure another consultant to work in this space in FFY25.
SP-4700-25	Adult Education and Awareness	This project was implemented under SP-1900-25 through the development, printing and distribution of educational materials for a variety of traffic safety issues.
SP-4710-25	Judge's Training	This project was not implemented in FFY25 due to continued funding for a judicial outreach liaison provided through the American Bar Association.
SP-XXXX-25	JNA – Distracted Driving	This project was implemented under SP-1503-25 and SP-4705-25 through the state's mass media contractor to deliver distracted driving messages statewide.
SP-1300-25	Motorcycle Enforcement	This project was not implemented due to restrictions on the use of 405f funding for these types of enforcement activities.
SP-4800-25	PI&E 405 Motorcycle	This project was implemented under SP-1900-25 through the development, printing and distribution of educational materials for a variety of traffic safety issues.
SP-4803-25	Ride to Live	This project was implemented in FFY24 and did not require additional funding in FFY25.

SP-XXXX-25	Digital Alert System	This project was not implemented due to lack of participation by local agencies hoping to acquire these services. In many cases, local agencies are already participating in digital alerting systems.
SP-XXXX-25	Be Seen	This project was not implemented due to NHTSA's inability to define eligible visual enhancement measures that could be used to implement this project.
SP-4400-25	Peace Officer Training	This project was not implemented due to changes in leadership with the identified subrecipient and inability to secure support and direction for the project.
SP-4617-25	MMUCC Alignment	A contractor was not procured for this project. Some aspects of this project were handled by KDOT internal staff as preparatory work for the redesign of Kansas' crash report. KDOT intends to renew its efforts toward implementation of the remaining parts of this project during FFY26.