

State of Kansas

Highway Safety Plan FFY 2007

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The FFY 2007 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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2007 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, 163, 410, 2010, 2011, 1906, 2009 and 408.

Process Description. Below is a summary of the process currently followed by the Kansas Department of Transportation (KDOT) Bureau of Traffic Safety (BTS) 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. BTS also awards grants internally to supplement special projects and effects of statewide significance.

Problem Identification. Problem identification is performed by the Bureau of Traffic Safety (BTS) Program Consultants with the support of the BTS Research Analyst, KDOT Division of Planning and Development Geometric and Accident Data Section, and under the policy guidance of the Chief of the Bureau of Traffic Safety. 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.

This past year, BTS has increased local involvement in the HSP planning process. Input was solicited at our Click It or Ticket law enforcement luncheons, during project conferences with all current grantees, during monitoring activities and whenever a BTS employee attended a meeting with a community or advocacy group. BTS 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 2000-2005 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 pedestrian crashes. 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 Statewide Student Survey, 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.

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.

Kansas is taking increased steps in addressing safety on our state's roadways, including establishment of a task force, called the Driving Force, designed to develop comprehensive strategies to reduce fatalities on Kansas roadways. The Driving Force will include both KDOT personnel and stakeholders from other state and local agencies and organizations. The Driving Force will look at safety issues from the beginning design and construction phases through the behavioral issues at the driver level. The goal of this fatality reduction campaign is to reduce highway fatalities by better targeting of problem areas where fatal crashes occur. KDOT is taking steps to improve our traffic records/analyses through professional review of our problem ID methodology, a comprehensive child safety seat/adult seat belt survey and reconciliation of the Kansas Accident Records System (KARS) with/to the Fatality Analysis Reporting System (FARS) to better identify alcohol-related crashes.

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 Buckle Up America/Click it or Ticket (CIOT) and You Drink, You Drive, You Lose have benefited from the greater participation of local agencies and targeted media campaigns. The targeted media include paid television and radio advertisements.

KDOT recently organized a Traffic Records Coordinating Committee and completed a statewide Traffic Records Strategic Plan. This committee will be crucial in determining potential areas for improvement in traffic record information collection, analysis and dissemination. In FY 06, we completed an assessment of our Alcohol Programs, the recommendations and strategies from the assessment will undoubtedly help improve our efforts throughout the state to reduce alcohol related incidents.

FY 06 corridor activities will continue into FY 07. Corridor enforcement will continue the effort of CIOT activities. Paid media (radio and print) will be coupled with enforcement on selected high interest corridors in the state.

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. The fatality death rate dropped to 1.43 fatalities per 100 million vehicle miles traveled, in 2005. This is the 1st time Kansas has been below the national average since 1992. The 2005 injury rate of 75.74 per 100 million vehicle miles traveled reached its lowest level since KS crash data has been recorded.

While these figures point to positive change, every year approximately 420 motorists lose their lives on Kansas roadways. Another 20,000 are injured each year. Each year, approximately 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 2005, 66 percent of occupant deaths were unrestrained. Alcohol-related crashes remain a serious concern where 93 people died in 2005. Speed-related fatalities decreased in 2005 to 105 from 114 in 2004.

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 130 local law enforcement agencies will conduct STEP (Special Traffic Enforcement Program) 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 will partner 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. The KDOT Bureau of Traffic Safety will attend National and Regional trainings and conferences to gain additional information and technologies that will be essential to program efforts in the state. The Safety Engineer position, located in the Bureau of Traffic Engineering, coordinates KDOT's engineering (hard) side of safety. This position develops 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, Inexperienced/Novice/Teen drivers, and Driver Behavior and Awareness. This plan is to be endorsed by the Governor in September 2006 and teams will be formed to implement the strategies for each of the emphasis areas.

New programs that we will institute this year will include hiring a Traffic Safety Resource Prosecutor, contracting for court monitoring of DUI cases, contracting for minority community outreach coordinator, formation of a DUI Task Force and an Standardized Field Sobriety Testing (SFST) Advisory Committee.

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.

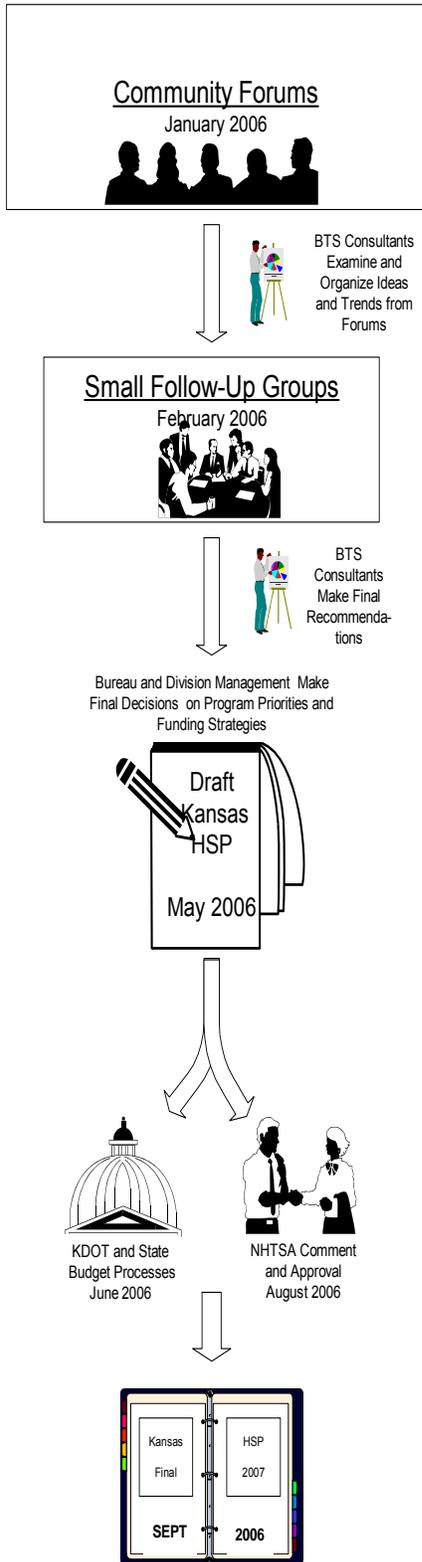
Performance Goals. The Bureau of Traffic Safety establishes performance goals as a requirement of state strategic planning and KDOT strategic planning. As stated above, performance goals are established based upon problem analysis. Long-term impact goals are established, with yearly strategy-based performance measures. The strategy-based performance measures reflect the current programming presented in federal fiscal year 2005. Baseline is an average of the five years 2001-2005 and also is the database for our problem identification.

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 for federal fiscal year 2006 and the projects selected to achieve the goals. The 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, traffic records.

HS Form 217, highway safety program cost summary. The proposed allocation of funds is detailed in form 217 which follows.

TIMELINE FOR DEVELOPMENT OF THE 2007 KANSAS HSP

FLOW



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

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

March-BTS staff consultants and others study both the input from forums and follow-up 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 2007 Draft Highway Safety Plan.

June-Bureau management incorporates the draft Kansas HSP programs and funding strategies into the revised 2007 state fiscal years budget. Staff meeting to finalize plan.

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

September-Final version of the 2007 Kansas Highway Safety Plan submitted to NHTSA and FHWA.

October-Implement the plan.

Statewide

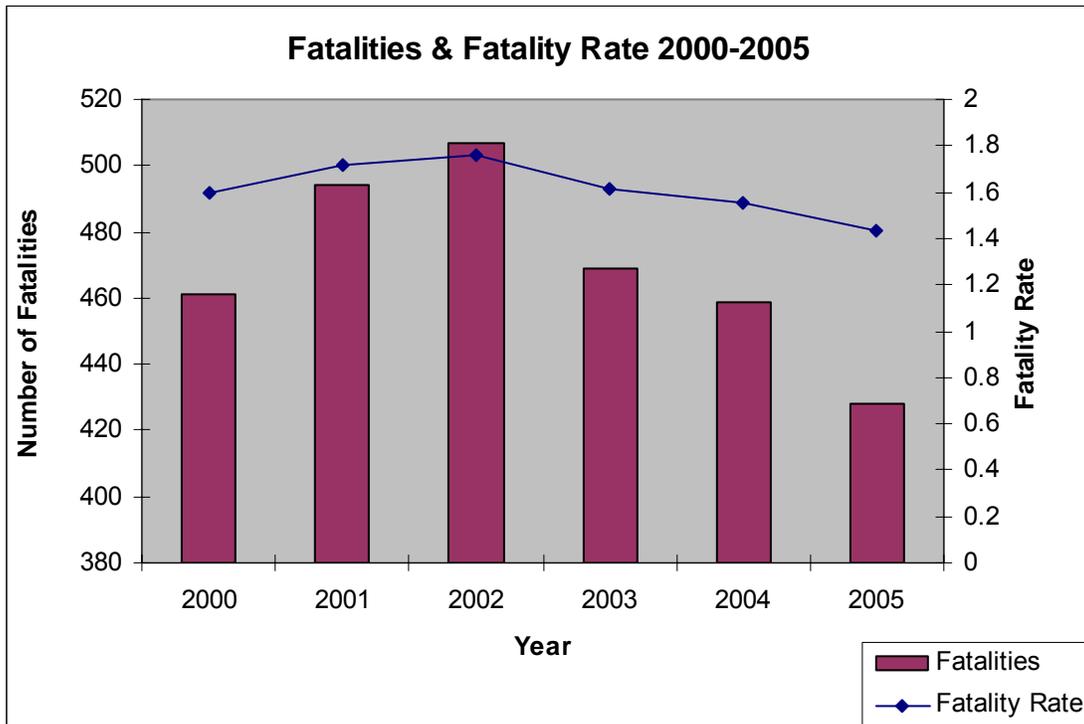
The Problem

- In 2005, 428 people were killed and 22,723 injured in traffic crashes in Kansas.
- In 2005, Fatality rate was 1.43, which is below the national average of 1.46
- In 2005, Seatbelt rate was 69 percent, which ranks 43rd out of the 50 states.

Kansas Traffic Safety Statistics

	2000	2001	2002	2003	2004	2005
Statewide Crash Data						
Total Crashes	78,241	78,856	78,314	75,012	74,119	68,675
Fatal Crashes	405	433	445	419	390	384
Injury Crashes	19,497	19,353	18,508	17,041	16,634	16,185
Property Damage Crashes	58,339	59,070	59,361	57,552	57,095	52,106
Fatalities	461	494	507	469	459	428
Fatalities per 100 Million VMT	1.6	1.72	1.76	1.61	1.55	1.43
Injuries	29,110	28,842	27,073	24,798	23,783	22,723
Injuries per 100M VMT	100.54	100.28	93.88	84.91	80.91	76.39
Fatality & Serious Injury Rate per 100M VMT	9.65	9.38	8.71	8.55	7.86	7.63
Fatality Rate/100k Population	17.15	18.33	18.67	17.22	16.78	15.64
Fatality and Serious Injury Rate /100k Pop	103.41	100.09	92.46	91.17	84.85	83.70
Alcohol Related Fatalities	80	100	129	105	117	93
Alcohol-related Fatality Rate per 100M VMT	0.28	0.35	0.45	0.36	0.39	0.31
Percentage of Alcohol Related Fatalities	17%	19%	25%	23%	25%	23%
Population (in thousands)	2,688	2,694	2,715	2,723	2,735	2,736
Vehicle Miles Traveled (millions)	28,814	28,749	28,821	29,049	29,524	30,000
# of Licensed Drivers (in thousands)	1,941	1,903	1,997	2,022	2,015	2,008
# of Registered Vehicles (in thousands)	2,392	2,426	2,439	2,401	2,488	2,529
Seat Belt Rate	61	60	61	64	68	69
Contributing Circumstances of Crashes						
Inattention	31,473	31,838	30,948	27,342	26,427	23,447
Failure to Yield	11,569	10,705	10,347	9,928	9,707	8,871
Speed	7,816	7,729	7,950	7,688	7,452	7,508
Animals	6,334	6,907	6,562	6,823	7,453	6,880
Following to Closely	4,700	4,867	5,235	5,273	5,852	5,615
Novice Driver Statistics (ages 14-20)						
Total Crashes	24,401	24,082	23,672	22,083	21,265	19,153
Fatal Crashes	113	121	115	97	90	76
Injury Crashes	6,965	6,772	6,304	5,759	5,550	5,159
Property Damage Crashes	17,323	17,189	17,253	16,227	15,625	13,918

Total Fatalities	130	143	134	114	101	91
Total Injuries	11,002	10,714	9,799	8,923	8,380	7,611
Percentage of Overall Crashes	31.2%	30.5%	30.2%	29.4%	28.7%	27.9%
Alcohol-related Crashes	847	830	879	782	768	649
Alcohol-related Fatalities	17	19	41	21	21	13
Alcohol-related Injuries	704	639	652	590	530	512



County Rankings by Traffic Safety Problems

Table 1

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

Arrows indicate movement from previous year and how many spots moved.

Removed from List:

Urban Area Rankings by Traffic Safety Problems

Table 2

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

Arrows indicate movement from previous year and how many spots moved.

Removed from List: Bonner Springs

Goal

- To reduce the traffic fatality rate by .05 annually to 1.33 in 2007 and 1.23 in 2009
- To raise the seatbelt rate by 3% each year to 75% in 2007 and 81% in 2009
- To lower the percentage of alcohol-related fatalities by 1.5% each year to 19.9% in 2007 and 16.9% in 2009
- To increase the number of grant funded projects with local law enforcement agencies to 165 in 2007 and 175 in 2009
- To provide increased media funding towards targeted problems

Performance Measures

- Traffic fatality rate per 100M VMT
- State seat belt usage rate as determined through observational surveys
- Number of alcohol-related fatalities compared to overall fatalities

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-0918-07

BTS Staff Travel & Training Costs

\$25,000

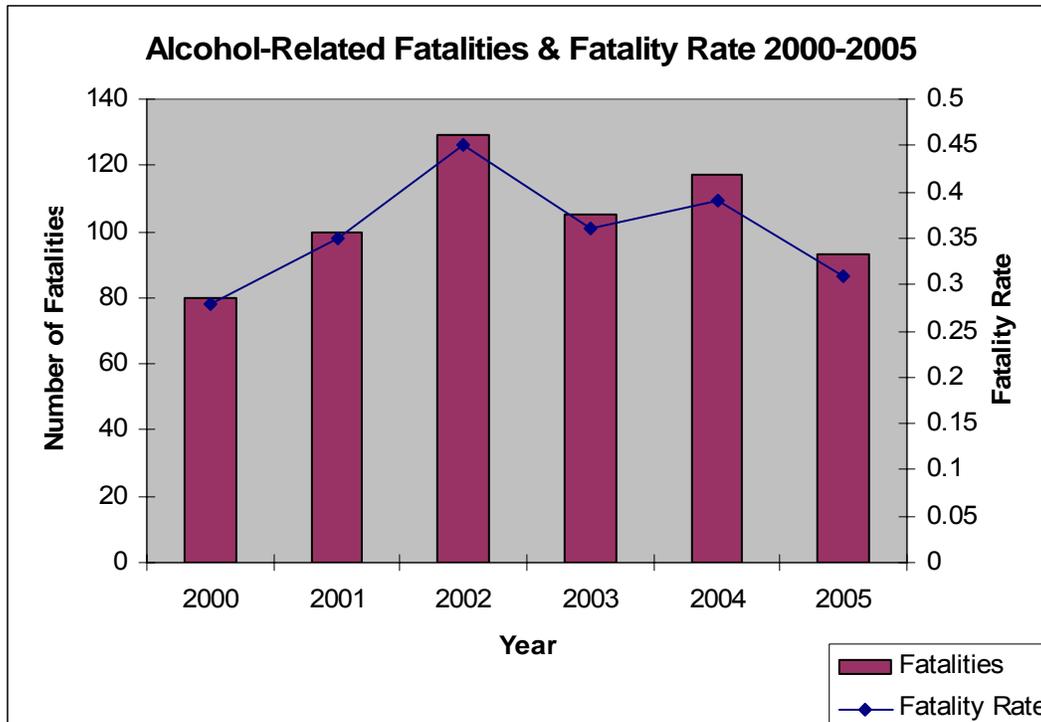
This fund enables Bureau staff to obtain training and attend key conferences in other states. This item has been increased significantly for FFY 07 to allow new staff training on the Grant Tracking System, Program Management and individual program specialties.

Alcohol

The Problem

- In 2005, 93 people were killed and 1,932 injured in alcohol-related traffic crashes in Kansas.
- In 2005, Under 21 alcohol-related crashes accounted for 17.1% of all alcohol-related crashes and 10.7% of all alcohol-related fatalities.
- Current breath alcohol equipment is becoming out dated; some pieces have been in service since 1990.
- Inconsistent prosecution and adjudication of alcohol violations exist.

	2000	2001	2002	2003	2004	2005
Total Crashes Alcohol-Related	3531	3678	3666	3442	3322	3039
Fatal Crashes	68	84	111	95	99	88
Injury Crashes	1673	1773	1635	1519	1417	1356
Property Damage Crashes	1790	1821	1920	1828	1806	1595
Fatalities	80	100	129	105	117	93
Fatalities per 100 Million VMT	0.28	0.35	0.45	0.36	0.39	0.31
Injuries	2533	2562	2419	2285	2005	1932
Proportion of Alcohol-Related Fatalities	17%	19%	25%	23%	25%	22%
DUI Arrests	22,320	22,001	21,835	21,235	18,303	17,672
Under 21 Alcohol-Related						
Crashes	623	648	687	614	628	519
Fatal Crashes	13	15	29	14	18	9
Injury Crashes	285	316	300	264	284	255
PDO Crashes	326	317	358	337	326	255
Fatalities	13	18	34	16	19	10
Injuries	476	481	474	420	434	390
Percentage of Teen Crashes	17.6%	17.6%	18.7%	17.8%	18.9%	17.1%



Goal

- To reduce the number of alcohol-related fatalities and injuries by 4% annually to 85 and 1,778 respectively by 2007, and to 77 and 1,624 respectively by 2009.
- To increase the number of local law enforcement agencies participating in grant funded impaired driving deterrence programs to 60 in 2007 and 65 in 2009.
- To lower the percentage of teen alcohol-related crashes by 2% to 13.1% in 2007 and to 9.1% in 2009.

Performance Measures

- Number of alcohol-related fatalities
- Number of alcohol-related injuries
- Number of local projects with law enforcement agencies participating in impaired driving deterrence programs
- Number of teen alcohol-related crashes

Strategies

- Provide locals with training and resources for conducting sobriety checkpoints.
- Recruit additional local participation in the Impaired Driving Deterrence Program (IDDP).
- Increase the number of presentations and distribution of materials given to general public on the dangers of impaired driving.
- Increase the amount of paid media dedicated to reducing impaired driving and teen access to alcohol.
- Underwrite education for court system personnel on impaired driving laws and techniques used in removing impaired drivers.
- Increase 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.
- Increase the distribution of materials and number of presentations to the general public on the risks associated with impaired driving and underage drinking.
- Provide new state of the art breath alcohol testing equipment for use by law enforcement.
- Research and begin process of establishing a pilot DUI court in Kansas.

Project Summaries

Section 402

AL-0924-07

Kansas Drunk Driving Prevention Office

\$451,226

This office provides educational and public awareness materials and coordinates activities aimed at reducing the incidence of drunk driving crashes. The current contractor, Kansas State Nurses Association, maintains a clearinghouse of printed brochures and incentive items for distribution to the general public. These items provide an overview of Kansas alcohol laws and related penalties as well as statistical information and suggestions for avoiding legal and personal injury/death. Prevention messages are targeted to the general driving public including youth, ages 14-20, and adults aged 21 and over. In addition, a variety of educational and awareness activities (training seminars, presentations, displays, etc.) are conducted for middle- and high-school students, the general public, civic groups, military facilities and faith communities, as well as professionals in law enforcement, emergency medical services and education. The office annually conducts a statewide survey of students in middle- and high-school to evaluate their attitudes and behaviors about alcohol use and safe driving practices. The contractor also participates in and supports prevention activities conducted by other groups around the state.

AL-9494-07

Public Information and Education

\$19,500

Project enables the Bureau to print selected materials, coordinate public information and education committees, and conduct or help sponsor special events. Included are signage projects at events such as Wakarusafest, near Lawrence, and the Lenexa BBQ where heavy beer consumption results in significant on- and off-site enforcement challenges.

AL-0926-07

DUI Court

\$125,000

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-0927-07

Judge's Training

\$20,000

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-xxxx-07

Wheel Locks or Clubs for DUI Offenders

\$5,000

The pilot contract will assist a local prosecutor in the purchase of wheel locks or similar items to assist in the impoundment of vehicles in repeat DUI offender cases.

Emergency Medical Services

The Problem

- Lack of statewide electronic EMS data collection system
- Lack of quick response time in rural areas.

Goals

- Develop and implement a statewide data collection system
- Reduce response time in rural areas

Performance Measures

- Data collection committees and system development
- Response times in rural areas

Strategies

- Assist KS Board of EMS with strategies and funding
- Provide equipment necessary to positively affect response times in rural areas
- Perform an EMS Assessment

Project Summaries

Section 402

EM-1100-07

Emergency Medical Services

\$80,000

This program will provide support to the EMS community geared towards collection of data.

EM-xxxx-07

Emergency Medical Services Assessment

\$20,000

This funding will fund an EMS Assessment. The previous Assessment was conducted in 1993. The Assessment will provide guidance into the development of a data warehouse that will assist in traffic safety planning.

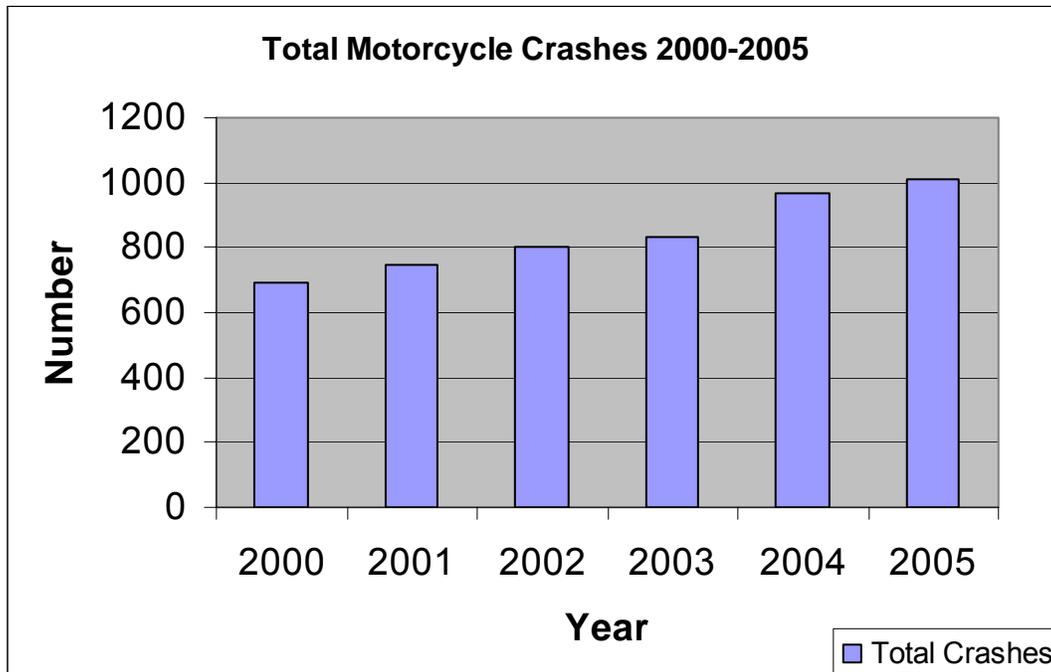
Motorcycle Safety

The Problem

- Motorcycle crashes are continuing to rise.

Motorcycle Statistics

	2000	2001	2002	2003	2004	2005
Total Crashes	691	745	801	830	970	1013
Fatal Crashes	21	24	30	32	31	33
Injury Crashes	559	579	618	643	768	802
Property Damage Crashes	111	142	153	155	171	178
Fatalities	24	24	33	32	32	35
Percent Wearing Helmet	14.3%	26.1%	18.2%	31.3%	26.7%	20.0%
Injured	678	692	733	766	897	944
Percent Wearing Helmet	26.0%	24.3%	23.6%	28.0%	31.1%	31.5%



Goal

- Lower the number of motorcycle crashes by 5% per year to 911 in 2007 and 809 in 2009

Performance Measures

- Total number of motorcycle crashes

Strategies

- Promote safe motorcycle driving initiatives

Project Summaries

Section 402

MC-xxxx-07

Motorcycle Safety Media Campaign

\$20,000

These funds will allow the Bureau to develop and implement a motorcycle safety campaign aimed at impaired driving.

Section 2010

MC-1200-07

Motorcycle Safety

\$120,000

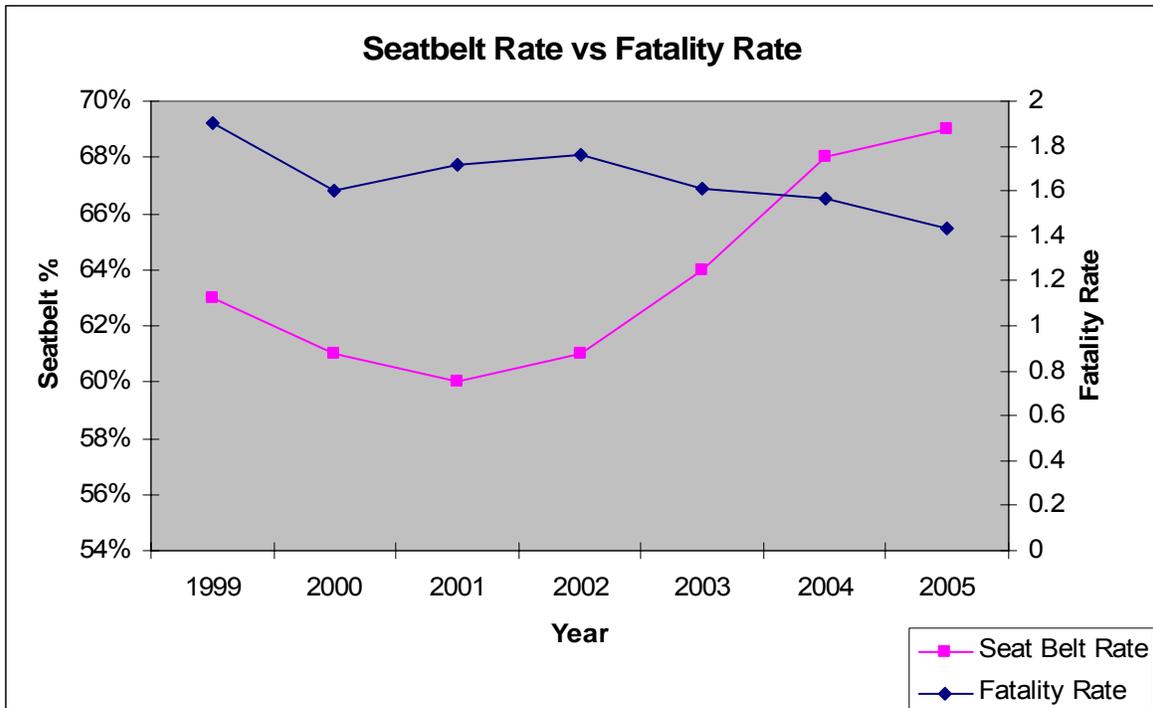
This project will enable KDOT, with the assistance of task force, to purchase safe motorcycle driving promotional items, produce and distribute educational materials and brochures. A media effort will also be coordinated with this funding.

Occupant Protection

The Problem

- In 2005, 428 people were killed, of which 66 percent were not properly restrained
- In 2005, seatbelt rate was 69 percent, which ranks 43rd out of the 50 states
- In 2005, 81 percent child restraint use for children 0-4
- In 2005, 49 percent child restraint use for children 5-9
- In 2005, 47 percent restraint use for children 10-14

	2000	2001	2002	2003	2004	2005
Seat Belt Rate	61%	60%	61%	64%	68%	69%
Seatbelt Use by Road Type						
Rural Interstate	78%	77%	70%	79%	80%	76%
Rural State Roads	60%	58%	60%	63%	69%	68%
Rural County Roads	47%	50%	52%	53%	59%	56%
Urban Interstate	68%	69%	70%	72%	74%	75%
Urban State Roads	51%	57%	59%	59%	65%	64%
Urban City Streets	42%	53%	56%	56%	60%	58%
Child Safety Seat Use by Ages						
0-4	81%	92%				
4-14	55%	52%				
0-4			*	79%	81%	81%
5-9			*	45%	50%	49%
10-14			*	44%	50%	47%
* Baseline Study						
Fatalities	461	494	507	469	460	428
Fatality Rate	1.6	1.72	1.76	1.61	1.57	1.43
Fatal Crash Occupant Use	27%	23%	27%	26%	34%	30%



Goal

- To raise the seatbelt rate by 3% each year to 76% in 2007 and 82% in 2009
- To reduce the traffic fatality rate by .05 annually to 1.33 in 2007 and 1.23 in 2009
- To raise the child restraint rate for 0-4 year olds by 2% per year to 85% in 2007 and 89% in 2009, to raise the rate for the 5-9 and 10-14 year old groups by 4% per year to (5-9) 57% in 2007 and 65% in 2009; (10-14) to 55% by 2007 and 64% by 2009.

Performance Measures

- State seat belt usage rate as determined through observational surveys
- Traffic fatality rate per 100M VMT
- Child restraint usage rate as determined through observational surveys

Strategies

- Provide more 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.
- Increase number of CPS Safety Seats available state-wide in recognized distribution/fitting stations, targeting booster seats, and expand the number of seats distributed to approved fitting stations for low income families.
- Continue KSBEA 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.
- Continue CPS Safety Training using NHTSA standardized curricula.

OP-1188-07 **Bucks for Buckles** **\$6,000**
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.

OP-xxxx-07 **Minority Occupant Protection Liaison** **\$40,000**
KDOT will solicit the services of a professional to assist the effort in increasing the occupant protection rate for minorities in the state.

Section 2011

OP-xxxx-07 **Booster Seat Education and Distribution** **\$400,000**
The state of Kansas should become eligible for Section 2011 funding after July 1, 2007. These funds will be utilized to promote the importance of Booster Seats through brochures, media and seat distribution.

Paid Media

The Problem

- In 2005, only 69% of Kansans were seat belted
- Kansas currently ranks 43rd in the nation in seat belt use
- Drunk driving still kills over 90 people annually in KS

Goal

- To affect awareness and attitudes concerning seat belt use and drunk driving

Performance Measures

- Media will be assessed utilizing the following:
 - Number of airings and print ads for each message (both paid and valued added)
 - Audience size determined through appropriate source for medium (reach and frequency)
 - Surveys
 - Focus Groups

Strategies

- Advertising 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 (ie.. Verizon Wireless Amphitheater, Country Stampede, Heartland Park Raceway)
- Continue and expand our media messages during the national mobilizations
- Utilize media during specialized corridor enforcement activities

Project Summaries

Section 402

PM-xxxx-07

General/University Advertising

\$420,000

These funds will enable the Bureau of Traffic Safety 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-07

You Drink, You Drive, You Lose Campaign

\$50,000

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

PM-1057-07

Corridor Enforcement Media Effort

\$70,000

This program is designed to sustain the May CIOT effort in key corridors of the state's highway system. The media effort will be held in conjunction with enforcement efforts.

PM-1135-07

Clear Channel Entertainment

\$65,000

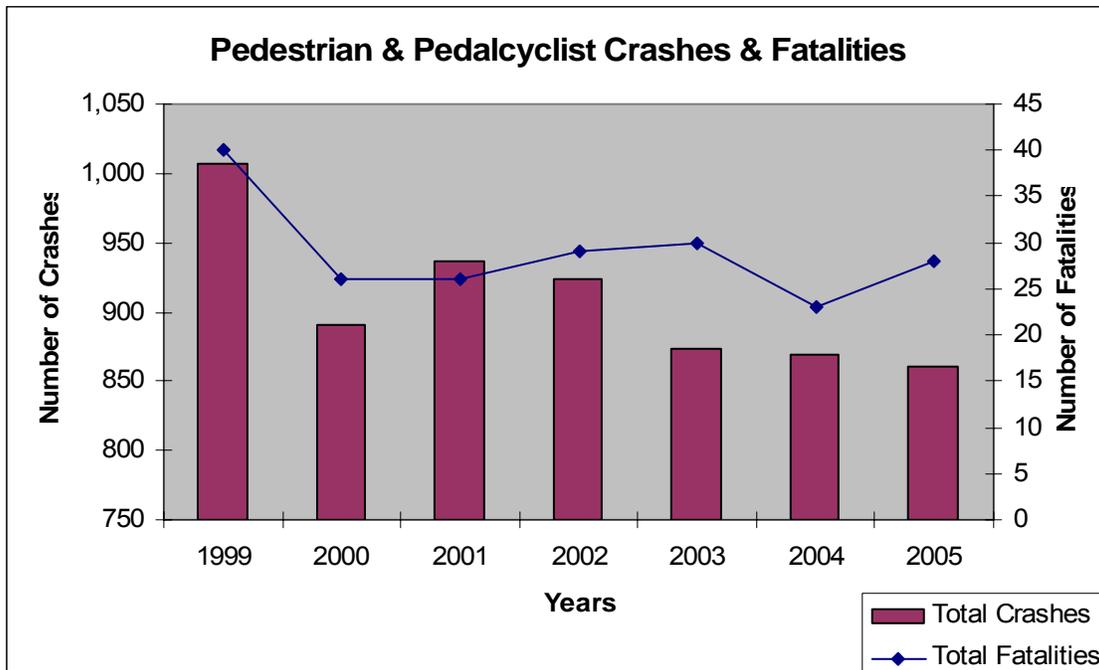
Project will enable KDOT to place advertisement at this concert venue. The advertisement will promote occupant protection, the designated driver program, and target underage drinking.

Pedestrian & Bicycle Safety

The Problem

- In 2005, 28 Pedestrians and Cyclists were killed.
- In 2005, 320 Cyclists were injured.
- In 2005, 474 Pedestrians were injured.

	2000	2001	2002	2003	2004	2005
Total Crashes	891	936	923	873	869	861
Percent of Total Crashes	1.10%	1.20%	1.20%	1.10%	1.17%	1.23%
Total Fatalities	26	26	29	30	23	28
Percent of Total Fatalities	6.00%	5.20%	5.70%	6.30%	4.98%	6.54
Pedestrian						
Fatalities	19	24	24	24	20	24
Injuries	508	568	528	492	450	474
Cyclists						
Fatalities	3	2	4	6	3	4
Injuries	322	308	325	305	357	320



Goal

- To reduce total crashes by 5% per year to 775 by 2007 and 689 by 2009
- To reduce fatalities by 5% per year to 25 by 2007 and 22 by 2009

Performance Measures

- Number of crashes involving pedestrians and cyclists
- Number of pedestrian and cyclist fatalities

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.
- Study whether enhanced design and construction is needed to reduce crashes involving pedestrians and cyclists.

Project Summaries

Section 402

PS-0932-07

Public Information and Education

\$15,000

These project funds enable Bureau staff to produce and/or distribute printed materials and promotional items on both bicycle and pedestrian safety. In addition, this program will promote bicycle education by purchasing and distributing bicycles to children around the state. KDOT will sponsor a poster contest emphasizing bicycle safety and the importance of helmets. The winners will each receive a helmet and bicycle.

PS-1131-07

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 children focused events.

Police Traffic Services

The Problem

- In 2005, 16 of the top 20 contributing circumstances in crashes are driver-related.
- In 2005, decreasing budgets are preventing most law enforcement agencies from acquiring the necessary traffic safety-related equipment.

	2000	2001	2002	2003	2004	2005
Total Crashes	78,074	78,807	78,271	74,993	73,997	68,675
Contributing Circumstances						
Failed to give Full time and Attention	31473	31838	30948	27342	26427	23447
Failed to Yield Right-of-Way	11569	10705	10347	9928	9707	8871
Too Fast for Conditions	7816	7729	7950	7688	7452	7508
Animal - Environment	6334	6907	6562	6823	7453	6880
Followed Too Closely	4700	4867	5235	5273	5852	5615
Disregarded Traffic Signs, Signals or Markings	3870	3914	3690	3537	3623	3379
Under the Influence of Alcohol	2744	3081	3144	2924	2881	2654
Made improper Turn	2484	2354	2274	2188	2062	1934
Rain, Mist, Drizzle - Environment	1878	1603	1937	1489	1580	1524
Improper Backing	1975	2078	2075	2064	1963	1639
Improper Lane Change	1877	2056	1960	1853	1918	1915
Avoidance or Evasive Action	1971	2003	1927	2030	2062	1906
Icy or Slushy - On Road	2757	2061	2174	1847	1735	2195
Wet - On Road	1375	1505	1279	1326	1544	1427
Exceeded Posted Speed Limit	1140	1384	1295	1086	1039	979
Wrong Side or Wrong Way	931	895	897	828	716	708
Fell Asleep	872	850	808	886	879	826
Distraction in or on Vehicle	842	969	1038	959	993	911
Improper Passing	773	728	736	623	629	540

Goal

- Reduce the total crashes in the state by 5% per year to 61,809 in 2007 and 54,943 in 2009
- Reduce the total rate of crashes by 5% per year to 2.01 in 2007 and 1.73 in 2009
- To reduce the traffic fatality rate by .05 annually to 1.33 in 2007 and 1.23 in 2009

Performance Measures

- Number of total crashes in Kansas
- Crash rate per million vehicle miles
- Fatality rate per million vehicle miles

Strategies

- Provide funding for local law enforcement to attend training in the latest techniques of traffic enforcement.

PT-xxxx-07

KLETC Pursuit Simulator

\$100,000

KDOT has received a proposal from the Kansas Law Enforcement Training Center to purchase a pursuit simulator. This simulator will assist in the training of more than 400 officers annually. The NHTSA curriculum will be utilized in this training.

Section 163

PT-9101-07

Kansas Highway Patrol R.A.V.E. Program

\$71,046

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

The Problem

- Lack of local engineering expertise in some areas concerning roadside safety issues

Goal

- To provide training, technical assistance and materials to local agencies to improve the safety of local roadways.
- To provide traffic safety oriented seminars/workshops

Performance Measures

- Support to a number of local and state officials ability to provide safer roadways through training, materials and assistance to accomplish a reduction in crashes statewide
- Programs and projects will be evaluated for completeness and implementation of the project recommendations

Strategies

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

Project Summaries

Section 402

RS-1402-07

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 training and on-the-job activities.

RS-0618-07

Bucher, Willis, and Ratliff Consultants

\$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.

RS-1618-07

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

The Problem

- Lack of knowledge transfer and communication between traffic safety advocates and communities across Kansas.

Goal

- Establish community-level traffic safety programs to promote partnerships, communication and collaboration statewide; 1 programs by 2007 and 2 by 2009
- Increase attendance of annual traffic safety conference to 336 in 2007 and 371 in 2009

Performance Measures

- Number of community-based safety programs
- Number of attendees at the annual Traffic Safety Conference

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-0943-07

Kansas Transportation Safety Conference

\$90,896

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 through the KU Department of Continuing Education by the University of Kansas Center for Research, an independent organization affiliated with the University of Kansas.

SA-1066-07

Public Information & Education

\$20,000

These project 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.

SA-1024-07

Kansas Operation Lifesaver Inc.

\$15,000

These project funds enable the organization to reduce rail crossing crashes through various methods of public information and education.

SA-1903-07 **PTA/PTO** **\$50,000**
This project is designed to work closely with school based Parent Teacher organizations in promoting traffic safety initiatives in and around the schools. BTS will work to secure a speaking and presentation spot at the annual meeting.

SA-1904-07 **Community Based Traffic Safety** **\$150,000**
Grass root efforts are needed to improve driving behaviors in the state. This pilot program will reach out to communities that seek to make a positive change. This project will include the “Drive” program. Recent studies have shown that the novice driver attitude plays an important role in the safety of this high-risk driving population. The “Drive” program is a unique approach given to drivers education instructors to address this issue.

SA-1907-07 **Safer Roads** **\$75,000**
The project is designed to provide for local advocate efforts to raise awareness of Traffic Safety issues. A Task Force has been assembled which will be compiling and submitting recommendations on ways to reduce the number of deaths on Kansas roadways.

SA-1908-07 **Wyandotte County Safe Communities** **\$133,435**
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, KDDP, KSBEQ, and others to bring awareness and change to the traffic safety problems that exist in the county.

SA-1057-07 **Comprehensive Media Campaign** **\$257,000**
This contract provides for professional development of our message concerning safe driving, occupant protection, and impaired driving. The contractor must 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-xxxx-07 **Program Evaluator** **\$40,000**
KDOT will solicit the services of a professional evaluator to examine the cost-effectiveness of the planned traffic safety campaigns/programs in the state.

Section 1906

SA-xxxx-07 **Racial Profiling** **\$643,613**
Kansas has applied for this grant opportunity centered around Racial Profiling. If awarded, Kansas will focus on gathering and making any racial profiling traffic stop data available for public viewing through the Attorney General’s website.

Traffic Records

The Problem

- Lack of a comprehensive, utilized electronic crash data collection system.
- Linkage of crash data between KDOT and other state agencies.
- Very little GIS information
- Approx only 70 local law enforcement agencies involved in initial implementation of Electronic Accident Data Crash Reporting (EADCR)

Goal

- Implementation of Traffic Records Coordinating Committee (TRCC) Strategic Plan
- Implementation of Field Reporting System
- More efficient data mining software to retrieve data from the KARS data base

Performance Measures

- Number of TRCC Projects
- KDOT 850, 851 & 952 forms updated

Strategies

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

Project Summaries

Section 402

TR-2001-06

EADCR Maintenance

\$10,000

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

TR-2103-07

Distribution of GPS Units Program

\$50,000

GPS units will allow law enforcement officers to place exact coordinates of crashes. This technology will enable data users to pinpoint problem areas with greater ease and ultimately allow planners to address problem areas with effective countermeasures.

Section 408

TR-2101-07

Electronic Transmission of Traffic Records

\$557,052

If KDOT qualifies for funds in Year 1 of SAFETEA-LU these funds will allow KDOT to proceed with updating and maintaining the current electronic data received in the state. The 2005 Traffic Records Assessment and Strategic Plan will provide the roadmap to enhancement.

State of Kansas HSP Cost Summary - FFY 07

Program Area Codes	Approved Program Funds	State & Local Funds	Federally-Funded Programs			Federal Share to Local
			Previous Balance	Modification	Current Balance	
PA 07	\$ 25,000	\$ 600,000	\$ 25,000		\$ 25,000	
AL 07	\$ 620,726		\$ 620,726		\$ 620,726	\$ 620,726
EM 07	\$ 100,000		\$ 100,000		\$ 100,000	\$ 100,000
MC 07	\$ 50,000		\$ 50,000		\$ 50,000	
OP 07	\$ 1,982,822		\$ 1,982,822		\$ 1,982,822	\$ 1,894,822
PM 07	\$ 975,000		\$ 975,000		\$ 975,000	
PS 07	\$ 30,000		\$ 30,000		\$ 30,000	\$ 30,000
PT 07	\$ 1,095,000	\$1,500,000	\$ 1,095,000		\$ 1,095,000	\$ 1,095,000
RS 07	\$ 278,800		\$ 278,800		\$ 278,800	\$ 278,800
SA 07	\$ 831,331		\$ 831,331		\$ 831,331	\$ 574,331
TR 07	\$ 60,000		\$ 60,000		\$ 60,000	\$ 60,000
408 TR 07	\$ 577,052		\$ 577,052		\$ 577,052	
163 TR 07	\$ 1,550,018		\$ 1,550,018		\$ 1,550,018	
2010 MC 07	\$ 120,000		\$ 120,000		\$ 120,000	
Booster 2011	\$ 400,000		\$ 400,000		\$ 400,000	
410 AL	\$ 1,566,081		\$ 1,566,081		\$ 1,566,081	
RP 1906	\$ 643,613		\$ 643,613		\$ 643,613	
	\$10,905,443	\$2,100,000	\$10,905,443		\$10,905,443	\$ 4,653,679