

State of Kansas

Annual Report FFY 2012

Sam Brownback, Governor

Michael S. King, Secretary, Kansas Department of Transportation

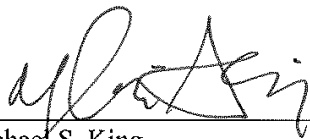
Chris Herrick, Director, KDOT Division of Planning and Development

Mike Floberg, Bureau Chief, KDOT Bureau of Transportation Safety and Technology

Pete Bodyk, KDOT Bureau of Transportation Safety and Technology

The FFY 2012 Kansas Annual Report is being submitted to National Highway Traffic Safety Administration (NHTSA) and Federal Highway Administration (FHWA). The report describes the activities completed by the State of Kansas in the use of federal highway safety funds, consistent with the guidelines, the priority areas, and other requirements established under Section 402.

Kansas Department of Transportation
Bureau of Transportation Safety and Technology
700 SW Harrison Street
Topeka, KS 66603-3745
(785) 296-3618
FAX (785) 291-3010
www.ksdot.org



Michael S. King
Secretary, Kansas Department of Transportation

12-31-12
Date

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Click it.  Or ticket.
It's Kansas Law.

YOU DRINK  YOU DRIVE
YOU LOSE

The Kansas Department of Transportation

2012 EXECUTIVE SUMMARY

This FFY 2012 Annual Report describes the progress and outcomes in the Kansas highway safety program. In addition to the Section 402 program, the increase in funding from the passage of the Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU) provided additional opportunities through Sections 405 (Occupant Protection Incentive Grant), 406 (Safety Belt Performance Grants), 408 (State Traffic Safety Information System Improvement Grants), 410 (Alcohol-Impaired Driving Countermeasures Incentive Grants), 1906 (Grant To Prohibit Racial Profiling), 2010 (Motorcyclist Safety Grants) and 2011 (Child Safety and Child Booster Seat Incentive Grants). Not included in this report are the strategies funded under the U.S.D.O.J. Enforcing the Underage Drinking Laws Program. Though not specified here, one must acknowledge the contribution of that program to the youth alcohol area and the prevention of underage drinking and driving.

Kansas recorded a seat belt rate of 80% in 2012. Kansas utilized the new seat belt survey protocol in 2012, which changed the methodology of determining observation sites for the survey. The main change was moving to a fatality based method versus a population based method. This could have contributed to a slight decrease in the seat belt rate from the previous year. We are confident that this number will increase in the future and believe that utilizing a fatality based formula will be a more accurate measure of the seat belt rate. KDOT is continuing to increase its efforts in enforcement, paid media and awareness to move the seat belt numbers higher in the future.

The Special Traffic Enforcement Program (STEP) subsidized the cost of three overtime enforcement campaigns by as many as 142 Kansas police agencies (including the Kansas Highway Patrol), which resulted in 3,793 speeding tickets; 565 DUI arrests; 706 child passenger safety citations; 482 teen seat belt citations; 24,205 adult seat belt tickets and 8,507 other citations.

The Impaired Driving Deterrence Program (IDDP), supported by the Kansas Highway Patrol (KHP), funded 22 local and state agencies and resulted in 15,426 driver contacts at 46 checkpoints and 124 saturation patrols, resulting in 396 DUI arrests. The KHP participated in all enforcement programs with an added emphasis on roving DUI saturation patrols.

The Kansas Traffic Safety Resource Office (KTSRO) continues to distribute materials, deliver presentations, lead trainings, host a website presence, and offer phone assistance statewide centering on behavioral safety. KTSRO focuses their efforts to educate the public on the topics of occupant protection, impaired driving prevention, distracted driving, novice driver issues, motorcycle safety, and underage drinking and driving prevention. They bring traffic safety messages to minority populations by reaching out to employers, the Mexican consulate, and other Hispanic and Native American organizations. KTSRO represents KDOT as the state Child Passenger Safety (CPS) Coordinator, and provides assistance with CPS Technician classes, recertification courses, and a statewide CPS Update for continuing education. KTSRO continues to update their Boosters to Belts, Safety Breaks!, and The RIDE (Risk of Intoxication & Distractions Everywhere) curriculums, designed for use with elementary, tweens and teens in student settings.

The staff at KTSRO has also been tasked with overseeing the expansion of the SAFE (Seatbelts Are For Everyone) Program. This program started in FFY 2009 at high schools in one county and has now spread to approximately 88 schools in 38 counties in Kansas. SAFE is a program designed to increase seat belt use by teens. Students partner with businesses in their community to provide funding for the program, law enforcement partners conduct education and enforcement, and the schools provide education and outreach to get the seat belt safety messages out to the student population. KDOT provides funding and staff time, through KTSRO, to

oversee and help develop the program. In 2012, 150 teens from the SAFE program participated in the annual Transportation Conference.

KTSRO developed and distributed more than 750,000 promotional and education items, including over 20,000 items in Spanish. Its employees reached countless Kansans through their presence at meetings, booths, presentations, special events, and distribution of materials. They have developed partnerships with Safe Kids, Kansas Highway Patrol, colleges, military installations, SADD, MADD, AAA, State Farm, the Kansas Trauma regions, ABATE, and local law enforcement agencies. The office also continues to publish an E-Newsletter to provide timely information to nearly 3,000 safety advocates monthly, as well as an E-Newsletter for Employers, which is also provided in Spanish.

Roadway safety grants conducted seventeen traffic studies for local entities. Grant funds also enabled 110 local officials to receive roadway safety training in 2012.

The Traffic Records Coordinating Committee (TRCC) continues to move forward. Kansas qualified again in 2012 for 408 funding. Through the TRCC process, numerous state agencies are working together to improve traffic records in Kansas. The Kansas Law Enforcement Reporting System continues to be the main resource for submission of crash reports to KDOT. Currently, there more than 100 agencies submitting crash reports electronically, which represent over 50% of the total crash reports. New for 2012, is the development of a statewide citation database.

In 2012, KDOT continued its partnership with our three University Division I sports programs. We expanded the exposure of our traffic safety messages with additional signage and PSAs with the coaches of the sports programs at the University of Kansas, Kansas State University and Wichita State University. KDOT also worked with Butler Community College for radio advertising during football games. Additionally, KDOT has secured CPS advertising at the three Division I universities to promote child passenger occupant protection. Alliance Sports Marketing and Radio Disney continue to be great resources in promoting impaired driving messages as well as child passenger safety information.

In 2012, KDOT continued the Traffic Safety Resource Prosecutor (TSRP) program. Ms. Wittman has provided numerous training classes throughout the state and has responded to dozens of requests from local prosecutors for advice and assistance as they dealt with difficult prosecutions. She keeps all prosecutors updated on new court decisions concerning DUI and other traffic issues. The Kansas TSRP is well respected and continues to make an impact on DUI prosecutions in Kansas.

In July 2012, KDOT conducted an attitude and perception survey to measure the opinions and attitudes of the public concerning driving and safety. Questions were asked about occupant protection, impaired driving and speeding. The responses to this yearly survey, which are highlighted in the Safe Communities section of this report, will assist us in tailoring our messages to the public to receive the biggest impact on improving traffic safety.

KDOT is in the process of updating the Strategic Highway Safety Plan (SHSP) and has been responsible for the formation of many Emphasis Area Teams (EATs) that focus on specific traffic safety areas. In 2012, there were 8 active teams that included Data, Occupant Protection, Roadway Departure, Intersections, Teen Drivers, Local Roads, Education and Impaired Driving. Future teams include Older Drivers and Large Commercial Vehicles. The mission of the SHSP is to drive strategic investments that reduce traveler casualties, and the emotional and economic burdens of crashes utilizing the 4 Es (education, enforcement, engineering and EMS) in a collaborative process.

Kansas Statewide Performance Measures and Goals

Core Outcome Measures	2006-10 Baseline*	2011 Data	2012 Goal
Number of Traffic Fatalities (FARS)	417	386	393
Number of Serious Injuries (KCARS)	1,731.4	1,581	1,533
Fatalities/VMT (FARS/FHWA)	1.39	1.44**	1.29
Rural Fatalities/VMT (FARS/FHWA)	2.28	2.37**	2.01
Urban Fatalities/VMT (FARS/FHWA)	0.57	.56**	.55
Number of unrestrained fatalities all positions (FARS)	187.4	159	184
Number of fatalities, auto and motorcycle, with BAC of .08 or above (FARS)	125.8	108	120
Number of speeding fatalities (FARS)	107.6	109	98
Number of motorcyclist fatalities (FARS)	49	45	43
Number of unhelmeted motorcyclist fatalities (FARS)	32.8	32	27
Number of drivers aged 20 or under involved in fatal crash (FARS)	76	63	73
Number of pedestrian fatalities (FARS)	19.8	14	19
Observed seat belt use, percent (State Survey)	76.6	83	85
Grant Funded Enforcement FFY 2012			
Occupant Protection Citations	27,137		
Speeding Citations	4,396		
DUI Arrests	1,139		

* 5-year moving average

** 2010 VMT rates used; 2011 not available.

Kansas Traffic Safety Statistics					
	2007	2008	2009	2010	2011
Statewide Crash Data					
Total Crashes	70,589	65,858	61,164	60,031	59,859
Fatal Crashes	379	348	348	376	351
Injury Crashes	16,228	14,866	13,924	13,355	13,326
Property Damage Crashes	53,982	50,644	46,892	46,300	46,182
Fatalities	416	384	386	431	387
Fatalities per 100 Million VMT	1.38	1.29	1.31	1.44	1.29
Injuries	22,904	21,058	19,668	18,849	18,486
Injuries per 100M VMT	75.43	70.69	66.68	63.04	61.58
Alcohol Related Fatalities	109	138	123	168	115
Alcohol-related Fatality Rate per 100M VMT	0.39	0.44	0.42	0.56	.38
Percentage of Alcohol Related Fatalities	26%	36%	32%	39%	30%
Motorcyclist Fatalities (total)	48	46	47	40	45
Motorcyclist Fatalities (helmeted)	13	11	14	11	12
Motorcyclist Fatalities (unhelmeted)	34	30	29	28	32
Motorcyclist Fatalities (unknown)	1	5	4	1	1
Vehicle Miles Traveled (millions)	30,364	29,787	29,497	29,899	30,021
# of Licensed Drivers (in thousands)	2,018	2,025	2,048	2,024	N/A
Seat Belt Rate	75	77	77	82	83
Contributing Circumstances of Crashes					
Inattention	21,656	20,129	15,703	12,924	12,446
Speed	8,962	7,846	5,680	6,125	6,186
Failure to Yield	8,334	7,397	7,336	7,087	6,971
Following too Closely	4,629	4,272	4,604	4,830	4,840
Novice Driver Statistics (ages 14-20)					
Total Crashes	18,757	17,111	15,703	15,942	14,635
Fatal Crashes	78	67	70	71	63
Injury Crashes	4,978	4,389	4,454	3,964	3,672
Property Damage Crashes	13,701	12,659	12,742	11,907	10,900
Total Fatalities	91	67	88	82	68
Total Injuries	7,462	6,553	6,729	6,277	5,378
Percentage of Overall Crashes	29%	26%	28%	27%	24%
Alcohol-related Crashes	591	556	608	469	419
Alcohol-related Fatalities	19	18	26	25	13
Alcohol-related Injuries	249	354	435	335	288

Planning and Administration

Project Summaries

Section 402

PA-0918-12

BTS Staff Travel & Training Costs

\$15,297

These funds allowed Section staff to attend many training opportunities, including the Governor's Highway Safety Association Annual meeting, Lifesavers, the Transportation Safety Conference, many law enforcement recruitment luncheons and other Section-sponsored events.

Alcohol

Strategies

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

Project Summaries

Section 402

AL-0915-12

Kansas Traffic Safety Resource Office

\$269,004

During FY2012, the Kansas Traffic Safety Resource Office (KTSRO) was the impaired driving prevention arm of the KDOT Traffic Safety Section and the principal clearinghouse for educational materials and programs aimed at reducing the incidence of drunk driving in Kansas. Utilizing a multitude of initiatives, techniques, and venues, the office reached tens of thousands of Kansans with the “You Drink, You Drive, You Lose.” message. This year, KTSRO staff members...

- Were involved in several major program efforts, including: distribution of materials for Sobriety Rocks campaign; awareness programs for minority populations through the Mexican consulate and various Hispanic and Native American organizations; assistance with Safe Community programs, PSA development and distribution over Spanish radio networks; updating website and Facebook with national enforcement campaigns, partnering with AAA on media presentations for designated drivers on New Years Eve.
- Provided support to a community coalition, county and city law enforcement, and university police to continue the Fake ID 101 program in Lawrence, a college town, and worked to start a similar program in Wichita.
- Partnered with Kansas Traffic Safety Resource Prosecutor, Karen Wittman, by providing registration support for 28 trainings involving more than 400 law enforcement officers and prosecutors statewide.
- Partnered with University of Kansas, Kansas State, Pittsburg State, Emporia State, Ft. Hays State, and Wichita State to bring Safe Ride/Safe Bus media and material campaign to campuses. ID holders were distributed to students with safe ride program information imprinted on the holders. Programs at all schools will continue into the next contract year.
- Provided presentations and physical assistance to middle schools, high schools, regional prevention centers, state fair, Kansas School Nurses Association, PTA Statewide Conference, community fairs and events, SADD/MADD conferences and youth meetings, youth leadership meetings, and law enforcement meetings, etc.
- Distributed more than 79,500 brochures for DUI check lanes and public information (including nearly 5,000 in Spanish), provided 3,000 quick reference cards to assist law enforcement; distributed more than 750,000 total promotional items across state.
- Continued production of an E-Newsletter and distributed to approximately 2,900 Kansans monthly.

- Participated in a motorcycle awareness committee to address impaired riding, and developed/distributed 500 impaired riding posters.
- Distributed nearly 74,000 “1-866-MUST-B-21” cards, magnets, and flyers to report underage drinking parties.
- Updated a youth-driven PowerPoint presentation called “The R.I.D.E. (Risk of Intoxication and Distractions Everywhere).” This program, checked out for 45 presentations, is used by safety advocates to combat underage drinking, distracted driving, and impaired driving by focusing on the medical and legal consequences of those behaviors.
- Partnered with the Kansas Chapter of AAP to send out nearly 400 letters and guides encouraging physicians to include screening and brief intervention for alcohol use.
- Through Leadership to keep KS Children Alcohol-Free, assisted in the development of the Kansas State of the State on Social Hosting and Youth Access to Alcohol document.

Section 410

AL-9106-12

Kansas Highway Patrol Breath Alcohol Unit

\$237,932

Provided support resources for local sobriety checkpoints and saturation patrols. In addition, provided support for the statewide Standardized Field Sobriety Testing (SFST) and Advanced Roadside Impaired Driving Enforcement (ARIDE) training programs. The SFST advisory panel met several times during the contract year to coordinate statewide improvements to the program. Training in SFST, Preliminary Breath Testing and the new Intoxilyzer 8000 strengthened the detection and apprehension skills of the officers, both during sobriety checkpoints and in other targeted traffic enforcement. SFST training was completed by 1,292 officers, while 28 officers were instructed in the ARIDE program. The KHP also coordinates the Drug Recognition Expert Program (DRE) program, targeting metropolitan and major corridor areas. The DRE Program currently has 92 DREs. Kansas DREs performed 229 evaluations throughout the state. One Prosecuting Attorneys Seminar was held in Wichita with 113 in attendance. It covered various topics ranging from toxicology issues to alcohol influence report writing. The unit also tracked the results of alcohol enforcement operations conducted by various law enforcement agencies throughout the state. The 204 saturation patrols and 60 checkpoints tracked by the BAU unit resulted in 18,673 contacts and 557 DUI arrests.

AL-IDDP-12

Law Enforcement IDDP Patrols

\$148,923

This program provided overtime funding for 22 local law enforcement agencies to conduct a prescribed number of saturation patrols and sobriety checkpoints throughout the grant year. An allowance was also provided for commodities needed to conduct impaired driving traffic activities. With support provided by the Kansas Highway Patrol’s Breath Alcohol Unit, a total of 46 checkpoints and 124 saturation patrols resulted in: 15,426 public contacts, 396 DUI’s, 67 Minors In Possession (MIP), and 144 Transporting Open Containers (TOC).

AL-TSRP-12

Traffic Safety Resource Prosecutor

\$151,420

Karen Wittman was hired as the first Kansas Traffic Safety Resource Prosecutor (TSRP) in March of 2008. During her fifth contract year, Ms. Wittman has been extremely busy, having established herself as the Kansas Traffic Safety Resource Prosecutor. She has created a DUI Boot Camp and conducted the fourth edition of this training seminar on May 15-16, 2012. There were 26 participants, receiving 10.5 hours of CLE credit. She offered a Lethal Weapon Course October 3-6, 2011 with 72 persons in attendance. Karen has worked with the Kansas County & District Attorneys Association (KCDA), Kansas Highway Patrol (KHP) and local law enforcement agencies to conduct various training programs. She applied for and was awarded a \$3,500 supplementary grant through the National Association of Prosecutor Coordinators (NACP) to help cover expenses related to these NHTSA sanctioned training programs. She attended the KDOT Traffic Safety Conference in April, serving as both a presenter and moderator. She presented at the Lifesavers Conference in Orlando, FL. She has updated her comprehensive Kansas DUI Law book which has been distributed statewide.

She has produced and distributed several TSRP newsletters. Karen serves as a member of the SFST and Breath Alcohol advisory committees.

PT-9101-12 **Kansas Highway Patrol R.A.V.E. Program** **\$99,201**

The Kansas Highway Patrol West, Central and East Regions executed Roving Aggressive Violation Enforcement (RAVE) saturation patrols and sobriety checkpoints on high priority corridors statewide. RAVE campaigns during FFY 2012 resulted in 3,756 public contacts, 304 speeding citations, 175 DUI arrests, 52 Minor-in-Possession arrests, 60 Transporting-Open-Container arrests, 239 safety belt citations and 27 child restraint citations.

AL-9400-12 **DUI Victim Center of Kansas** **\$125,702**

This grant underwrites two programs aimed at reducing impaired driving: Court Watch, which monitors DUI trials and drivers' license suspension hearings, and DUI Victim Impact Panels, where court-ordered offenders hear from victims of drunk driving crashes. Court watch involved nearly 200 days of trial attendance by staff, volunteers, and interns from Wichita State University, and attendance at nearly 500 DL hearings. Over 3,400 offenders attended 74 victim panels in seven cities in central and western Kansas, staffed by 63 volunteers.

Drivers Education

Strategies

- Conduct Drivers Education Assessment

Project Summaries

Section 402

DE-1950-12

Drivers Education Assessment

\$23,402

On August 13-17, 2012, the state of Kansas hosted a Driver's Education Assessment in Topeka. The Assessment team consisted of experts from around the country in many fields tied closely to driver's education, including: Parental Involvement, Driver Licensing, Education and Training, Program Administration and Instructor Qualifications. The team heard from many Kansas professionals on the current status and challenges of driver's education in the state. The final report can be accessed via the KDOT website.

Motorcycle Safety

Strategies

- Promote safe motorcycle driving initiatives.
- Promote motorcycle awareness activities.
- Promote law enforcement strategies focusing on motorcyclists.
- Promote impaired riding prevention initiatives.



BE AWARE!
Motorcycles Are Everywhere.



Kansas Department of Transportation
www.KTSRO.org

Being seen is a CHOICE. Choose wisely.

Project Summaries

Section 2010

MC-1200-12

Motorcycle Safety Media Campaign

\$83,334

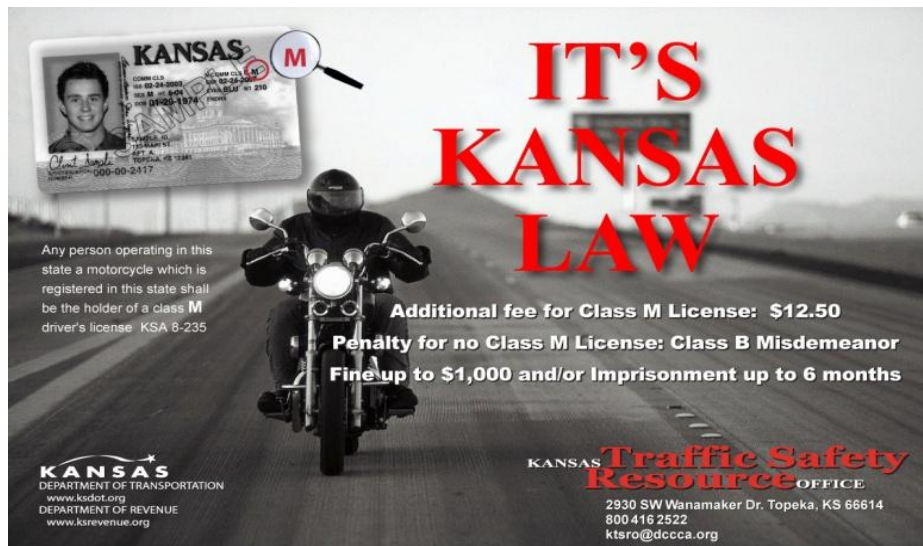
In 2012, KDOT/KTSRO/Trozzolo Communications developed a new Motorcycle Awareness Campaign (“Being seen is a CHOICE.”) focused on reaching both motorcyclists and drivers. This campaign utilized billboards in the counties that represent more than 50 percent of all motorcycle crashes and fatalities. The six billboards were placed from mid-May through mid-August in highly visible locations, with a total DEC of more than 215,000. Additionally, gas pump toppers and window clings were placed in 48 stations in 19 cities, totaling about 16.4 million impressions. KDOT also paid for production of 5,000 yard signs distributed state-wide. These popular signs carry the “Be Aware! Motorcycles Are Everywhere / Look Twice, Save a Life” message. In addition, 5,000 reflective helmet stickers with the Share the Road message were provided at bike shows, the state fair, and other events. A new bumper sticker with the “BE AWARE” message was also developed and 10,000 were produced.



In an effort to encourage riders to be properly licensed, KDOT distributed 470 “It’s Kansas Law” posters to motorcycle vendors, county treasurer’s offices, and DMV testing stations. The KTSRO had booths at bike shows in Wichita, Kansas City, and Topeka, with a combined estimated attendance of more than 20,000 enthusiasts. They distributed more than 400 “Ride Safe” posters, at the bike shows, the state fair, and other events statewide, as well as 18,000 copies of the revised Class M card, which included promotion of an online survey for a chance to win a free registration for an approved motorcycle safety course. Four registrations were drawn and awarded as a result of the survey.

Before you ride off into the sunset
We are saving you a seat in a Basic Rider Course!!!
 Go online to www.ktsro.org and click on the survey for a chance to win a **FREE** registration for an Approved Motorcycle Safety Course.

Did you know
It's Kansas Law
 Any person operating a motorcycle which is registered in this state shall be the holder of a **class M driver's license** KSA 8-235
 Penalty for no class M License Class B Misdemeanor
 Fine up to \$1,000 and/or
 Imprisonment up to 8 months

IT'S KANSAS LAW

Any person operating in this state a motorcycle which is registered in this state shall be the holder of a class M driver's license KSA 8-235

Additional fee for Class M License: \$12.50
Penalty for no Class M License: Class B Misdemeanor
Fine up to \$1,000 and/or Imprisonment up to 6 months

KANSAS
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www.krevenue.org

KANSAS Traffic Safety Resource OFFICE
 2930 SW Wanamaker Dr. Topeka, KS 66614
 800 416 2522
ktsro@dcca.org

Section 402
MC-XXXX-12

Motorcycle Enforcement Campaign

\$14,516

An enforcement campaign was held in July and September to discourage stunt-riding and other aggressive motorcyclist behavior in the Kansas City Metro area. The Johnson County Sheriff’s Office combined forces with Olathe, Overland Park, and Shawnee Police Departments to provide nearly 340 hours of overtime enforcement. Other non-overtime enforcement was provided by the Kansas Highway Patrol, Lenexa PD and Leawood PD. The mobilizations resulted in more than 1,000 citations, including 115 specifically involving motorcyclists.

Occupant Protection

Strategies

- Continue to provide grants to law enforcement agencies for overtime enforcement of safety belt violations through the Special Traffic Enforcement Program (STEP).
- Provide statewide occupant protection public education and information through media campaigns in conjunction with law enforcement mobilizations and special corridor activities – English and Spanish.
- Continue to provide Child Passenger Safety (CPS) Safety Seats state-wide in recognized distribution/fitting stations, targeting booster seats, for low income families.
- Provide state-wide media awareness campaign on occupant protection.
- Support CPS Safety Training using the current NHTSA standardized curriculum.
- Use seatbelt survey results to target problem areas of the state.
- Promote awareness of Primary Seat Belt Law passed in 2010.

Project Summaries

Section 402

OP-STEP-12

Special Traffic Enforcement Program

\$581,909

The Special Traffic Enforcement Program (STEP) awards grants to local law enforcement agencies and the Highway Patrol to conduct overtime enforcement campaigns directed at compliance with Kansas safety belt, child passenger safety, speed, texting and impaired driving laws. Enforcement activities utilized saturation patrols and checkpoints during three annual one- and two-week mobilizations, each with a designated focus and tied to a major travel holiday – Thanksgiving, Memorial Day, and Labor Day. During FFY 2012, 142 Kansas police agencies registered 29,905 arrests and citations in the primary focus areas and 8,507 arrests and citations for other offenses over the course of five weeks and 35,676 traffic stops.

OP-1315-12

Kansas Traffic Safety Resource Office

\$269,004

The Kansas Traffic Safety Resource Office (KTSRO) targeted the entire spectrum of motor vehicle occupants from children to adults and focused efforts by working with schools, law enforcement, health departments, hospitals, media, PTA, EMS, Regional Preventions Centers, armed forces, and other traffic safety advocates. The activities included increasing public awareness and promoting the proper use of occupant protection devices through child passenger safety (CPS) training classes, assisting with STEP training programs, networking, and educating through a myriad of safety organizations, including Safe Kids, Operation Impact, and Safe Communities. Events such as Child Passenger Safety Week in September, and the Click It or Ticket event in May allowed KTSRO to partner with agencies such as the Kansas Highway Patrol to deliver the occupant protection message. KTSRO maintained a speaker's bureau for presentations, issued car seat recalls, distributed resources, promoted traffic safety at various events across the state, and participated in a variety of national and state conferences. In addition, KTSRO promoted Spanish occupant protection programs and blended the CIOT message into existing educational activities.

- The Boosters to Belts program continued with 68 presentations to promote booster seat use among children age four to eight. There were approximately 4,000 participants in these presentations.
- There are 569 CPS technicians, including 26 certified instructors. Kansas has 116 Inspection Stations. KTSRO assisted with 4 of 8 Certified CPS Technician classes (total of 115 participants), 1 of 2 Tech Renewal classes (16 participants) 2 eight-hour CPS Tech Updates (154 participants), and coordinated with KDOT to have the Technical Update videotaped. This DVD has been provided to an additional 60 technicians for CEU training. KTSRO also led 7 “CPS Inspection Station 101” refresher classes. A total of 113 attended these half-day workshops.

- Produced and distributed a statewide E-newsletter to more than 2,900 advocates monthly. An e-newsletter is also sent to more than 350 employers monthly, in both English and Spanish, and all newsletters are posted on the KTSRO website.
- KTSRO sits on the National CPS Board and the Kansas Safe Kids board, as well as having representation with KDHE Injury Prevention Consortium, Safe Communities, Operation Impact, Regional Preventions Centers, and the KDOT SHSP occupant protection team.
- KTSRO assists schools and law enforcement in implementation of the S.A.F.E. (Seatbelts Are For Everyone) program. This program, now in its 5th year, deserves much of the credit for the increase of teen seatbelt use in Kansas from 61% in 2008 to 78% in 2012. It has grown from six schools in Crawford County in 2008-2009 to 88 schools, 38 counties in 2012.
- KTSRO partnered with Radio Disney for statewide programs which promoted the use of booster seats and adult seatbelt use.
- KTSRO, partnering with KDOT, AAA, and the KHP, initiated a traffic safety awareness program. This media update has included media releases, radio PSAs, and a graphic design which is updated monthly. Each update compares the total number of fatalities to a Kansas town being wiped off the map. It also includes statistics and time-related safety messages.

KANSAS Traffic Safety Resource OFFICE
www.ktsro.org

KANSAS HIGHWAY PATROL
www.kansashighwaypatrol.org

Kansas
Department of Transportation
www.ksdot.org

AAA
www.aaa.com

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TRAFFIC CRASHES: THE LEADING CAUSE OF DEATH, AGES 4-34. **In September...**

2012 KANSAS CRASH FATALITIES
SEPTEMBER YR-TO-DATE
47 (Pop. of Arcadia, KS) **313**
Preliminary Data

- 8 of September fatalities were on motorcycles
- 70 percent of all September deaths were NOT properly restrained
- The majority of September crashes were due to speed, alcohol and inattention.

PROTECT YOURSELF & THOSE YOU LOVE BUCKLE UP - EVERY TRIP - EVERYTIME

safetkan.

OP-1316-12

Seat Belt Survey

\$252,383

Under the new NHTSA seat belt survey protocol, Kansas recorded an 80% adult occupant protection rate in 2012. Women are more likely to be belted than men. Trucks, which account for about one in five vehicles observed, produce a substantially lower belt use rate (75%) than other vehicles (91%-93%), and male truck drivers are the lowest single category of belt users (73%). Children, ages 0-14, in general, are being placed in the rear seat. And, finally, the more “local” the trip, the less likely occupants are to be buckled up.

OP-0930-12

Public Information and Education

\$7,998

These funds were used for the law enforcement recruitment lunches for the Click It or Ticket campaign, and a luncheon for school resource officers. Additionally, safety warning lights were purchased for a summer adult study, and a sign was erected at the Kansas Law Enforcement Training Center to remind officers to wear seatbelts.



Section 2011

OP-1189-12 **WSU Fun Zone** **\$20,000**
 This project gave KDOT title sponsorship of the Shocker Fun Zone, held at volleyball and women’s basketball games, and select baseball games throughout the 2012 season. Signage was provided, and promotional materials were distributed in the Shocker Fun Zone.

OP-1306-12 **Child Passenger Seat Distribution** **\$98,872**
 Nearly 2,400 child safety seats (convertible and booster) were distributed statewide to child passenger safety fitting stations through this project. These seats were provided to low income families.

OP-1650-12 **Kansas CPS Trainings** **\$20,813**
 This project assisted with expenses associated with Child Passenger Safety Technician trainings. Classes were held in Holton, Grainfield, the Kansas Highway Patrol Academy (Salina), and the Kansas Law Enforcement Training Center (Hutchinson), resulting in 56 new technicians. Also funded through this grant were two Boosters to Belts trainings in Kansas City and Garden Plain, with 26 total participants.

OP-XXXX-12 **KU/KSU CPS Promotions** **\$36,500**
 These funds were used to promote child passenger safety at KU and KSU with radio and print messages.

OP-1651-12 **Radio Disney** **\$54,700**
 KDOT partnered with Radio Disney to provide promotional events in Kansas City, Leavenworth, Atchison, Newton, Independence and Girard in March and April. The 60-minute “Safety Zone” Road Shows were promoted through local newspaper ads, on-air promotions, online ads, and a 30-minute installment of KC Kids Concerns, Radio Disney’s local Public Affairs show. The events featured music, games, activities, and prizes, all with a buckle up theme. Because Radio Disney was able to reach into community events, such as Easter Egg Hunts and the Wyandotte County Ethnic Fair, total estimated attendance for these events was more than 6,000, with nearly 900 “parent packs” handed out. Because of this success, KDOT again partnered with Radio Disney with a “Back to ‘Cool” safety theme at Neosho, Jackson, and Leavenworth County Fairs and Back to School celebrations in Wyandotte County and Leavenworth. At these events, an estimated 1,300 participants were exposed to the buckle-up messages, with many more by-standers. Pictures were posted on Facebook, and this use of social media resulted in many new exposures to our traffic safety message.

OP-1188-12 **KDHE Safe Kids** **\$44,994**
 KDOT partnered with Safe Kids Kansas during the Labor Day weekend to promote the importance of seat belt use through the Bucks for Buckles program. There were 45 events in 41 communities statewide; all staffed by

Safe Kids Chapter volunteers and State Farm employees. Each vehicle in which all occupants were properly restrained received \$1.00, while those who were unrestrained received educational materials about the effectiveness of wearing seat belts and using appropriate child restraints. This contract also provided funding for the Safe Kids Buckle Up program by reimbursing costs for child passenger safety check events statewide. Funds for this program were expended for event supplies and signage, working lunches for Child Passenger Safety Technicians, and to purchase 700 child restraints for distribution at 90 registered events. The funding also provided 20 car beds for children with very low birth weight or other special needs.

OP-1309-12 **Public Information and Education** **\$27,790**

These project funds were used to print a newly-developed Spanish Flip Chart book to assist English-speaking CPS techs in communicating with Spanish-speaking parents. Additionally, booster flyers and posters were reprinted. A new bilingual CPS Activity book was developed and printed. Funding was provided to reimburse travel expense for a Kansas member of the National CPS Board. A CPS trailer which had been severely damaged in a storm was repaired. Funds were also used to pay for a digital marketing campaign promoting CPS at KU.

Section 405

OP-XXXX-12 **Nighttime Seat Belt Enforcement** **\$23,561**

Four local law enforcement agencies engaged in nighttime seat belt enforcement in 2012. Those agencies include: Arkansas City PD, Pittsburg PD, Topeka PD, and Wichita PD. These agencies issued 1,084 adult seat belt citations, 11 “teen” citations, 31 child passenger safety citations and 252 other citations. Additional arrests include: two felony warrant, 20 misdemeanor warrants and three DUI’s.

Section 406

OP-8100-12 **Public Information & Education** **\$60,983**

This project paid for development and placement of a new distracted driving paid media campaign, which included 10 billboards, 89 gas-pump toppers at 11 locations, lighted trucks, Facebook and other digital media, all with the message to JUST DRIVE. This campaign won an AASHTO communications award for indoor/outdoor advertising. Many brochures for various traffic safety initiatives were also printed using this funding.



OP-8101-12 **Alliance Sport Marketing** **\$45,000**

To reach the demographic of male pick-up truck drivers, signage and PSAs were provided at ten motorsports venues across the state.

OP-8102-12 **Pressbox Productions** **\$25,000**

This campaign included advertising for the Wichita Thunder and Wichita Wingnuts. Funds provided for at least 450 commercial ads, 840 live mentions, and total impressions of 5,000.

OP-8103-12 **Sporting KC** **\$49,500**

Traffic Safety messages were promoted in Kansas City's soccer stadium, including full-page ads in the Game Day Magazine, banner ads on the Sporting KC website, and a 30-second video message featuring one of their players.

Paid Media

Strategies

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

Project Summaries

Section 402

Media Rationale for all Mobilizations

The advertising objective of all campaigns is to produce high levels of reach and frequency to reach potentially high risk drivers and convince them to abide by the traffic laws. The primary target audience was the 18-34 year old male, with a secondary target of adults 18 and over. The Hispanic audience was also targeted to build awareness.

PM-1502-12

Thanksgiving/Holiday Mobilization

\$18,500

For the first time, KDOT used only online media efforts for this mobilization. The results for this were:

- Facebook \$2,500 – more than 6.6 million impressions targeted to Kansas adults aged 18-34/1,200 clicks
- Online Banners \$6,000 - 1.9 million impressions/1,800 clicks
- Pandora \$4,000 – nearly 780,000 impressions/259 clicks
- Pre-roll video \$6,000 – more than 547,000 video views (with nearly 60% completed views)/5,000 clicks, plus 106,000 companion tile ad/266 clicks

PM-1502-12

Click it. Or Ticket

\$200,029

KDOT worked with Missouri in dividing the Kansas City and Pittsburg/Joplin markets, with MODOT purchasing most of the network TV spots, and KDOT purchasing radio and cable TV spots. In Topeka all stations but one over-delivered, with 417 total TRPs/118% delivery rate. In Wichita, there were 533 posted TRPs, with a 150% overall delivery rate. A total of nearly 3,600 cable spots were run state-wide. Nearly 1,200 radio spots were purchased, including 100 spots on two Hispanic radio stations. In addition to traditional media, KDOT purchased mobile banner ads targeting 18-34 year-olds, which delivered 2,000,000 impressions resulting in 4,000 clicks. A Facebook campaign generated nearly 2,000,000 impressions, with 330 clicks. This year, we added the Game Show Network – 810,000 total impressions/10,000 clicks, and Xbox LIVE, which delivered more than 700,000 impressions/1,800 clicks. Also new to the mix in 2012, we utilized sponsored tweets from athletes, which garnered 254 clicks.

PM-1516-12 **Mid America Regional Council Radio** **\$3,480**
In 2012, MARC secured 100 radio spots to promote safe driving behaviors. These spots were centered in the Greater Kansas City area, targeting the traveling public and specifically, the 18-34 year old male.

PM-XXXX-12 **General/University Advertising** **\$244,647**
KDOT partnered with several different groups and three universities in 2012 to promote safe driving behaviors. The different groups included the Mid-America Regional Council, Wichita Thunder, Butler County Community College, Heartland Park Topeka, Country Stampede, Hummer Sports Park, and Wichita Wingnuts. These groups were contracted to air radio spots, provide venue signage, and provide video footage promoting seat belt use and prevention of impaired driving messages. Radio and TV spots, venue signage, game sponsorships and coach's Public Service Announcements were utilized at Kansas University, Kansas State University and Wichita State University.

Section 410
AL-9108-12 **Impaired Driving Media Campaign** **\$150,650**
The 2012 Impaired Driving/Riding Crackdown buy consisted of 664 broadcast TV spots, 1,982 radio spots, and 4,077 cable spots. Our online advertising included 9 million Facebook impressions (resulting in 1,400 clicks), approximately 1.1 million "pre-roll video" ads/9,840 clicks, with 68,000 companion ads/130 clicks. Additionally, funds were utilized to develop and print an impaired riding poster and to print DUI brochures.

Pedestrian & Bicycle Safety

Strategies

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

Project Summaries

Section 402

PS-0932-12

Public Information and Education

\$3,826

Traffic Safety worked in close collaboration with Safe Kids Kansas to fill orders for more than 15,000 reflective zipper pulls in support of “Walk Your Child to School Day” in October.

PS-1131-12

Bike Helmets

\$14,995

KDOT partnered with the Kansas Department of Health and Environment to promote bicycle helmet use. Local Kansas agencies were encouraged to apply for free helmets to be distributed in conjunction with their bicycle safety events. A total of 1,668 helmets were purchased and distributed statewide.



Police Traffic Services

Strategies

- Provide funding for local law enforcement to attend training in the latest techniques of traffic enforcement.
- Continue to promote occupant protection and alcohol issues around the state.
- Continue one additional part-time LEL targeting areas: Northwestern Kansas to assist the two full-time statewide LEL's.

Project Summaries

Section 402

PT-0938-12

Local Travel & Training

\$8,289

These funds enabled KDOT to send an KLETC instructor to the Bridgestone Driving School and three advocates to Lifesavers Conference.

PT-LELs-12

Law Enforcement Liaison

\$168,734

KDOT has two full-time and one part-time LELs to maintain and enhance the good working relationship with the more than 400 diverse local law enforcement agencies to promoting traffic safety initiatives throughout the state, emphasizing occupant protection and impaired driving issues. The liaisons this year were instrumental in recruiting new agencies and the logistics necessary to provide the recruitment lunches. In addition, the liaisons were responsible for distribution of the equipment incentive items to each qualifying agency. The liaisons play a vital role in promoting the SAFE program statewide.

PT-0931-12

Local Law Enforcement Incentives

\$242,561

The bulk of these funds are traditionally spent to fulfill local law enforcement need for speed detection radar equipment; preliminary breath testers; crash site tools such as cones, flares, measurement devices and cameras; and tire deflation equipment. Additionally, these funds were distributed to local law enforcement that provided significant enforcement efforts through their participation in the Click it or Ticket Mobilization.

PT-1710-12

Kansas Highway Patrol Radars

\$600,000

These funds allowed the Kansas Highway Patrol to purchase 260 radars for use statewide. The cost of the entire purchase was \$747,760, with the KHP paying for expenses in excess of \$600,000. These new units allowed for the KHP to resume aggressive, high-visibility enforcement of posted speed limits throughout the state and further the mission of reduced death and injury through traffic enforcement.

Roadway Safety

Strategy

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

Project Summaries

Section 402

RS-0618-12

Lochner Consultants

\$74,995

The Traffic Engineering Assistance Program (TEAP) provides local governments assistance with traffic studies. In 2012, TEAP addressed several areas of local concern with nine traffic studies in the northern half of the state.

RS-1406-12

Kansas State University

\$99,747

The Traffic Assistance Services for Kansas (TASK) program provides economical training for Kansas public employees who have traffic safety responsibilities. In 2012, 110 local officials were trained at several different sessions across the state.

RS-1618-12

TranSystem Corporation

\$74,651

The Traffic Engineering Assistance Program (TEAP) provides local governments assistance with traffic studies. In 2012, TEAP addressed several areas of local concern with eight traffic studies in the southern half of the state.

in large part, by a large and fluid immigrant block which has historically created a level of volatility in restraint compliance rates that is not seen in other Kansas urban areas.

SA-1057-12

Comprehensive Media Campaign

\$399,998

Trozzolo Communications Group (TCG) worked closely with KDOT in the planning of a comprehensive media campaign. They implemented numerous initiatives, including the placement of radio, TV, and digital advertising for the Click It or Ticket and You Drink, You Drive, You Lose mobilizations; facilitating bilingual radio and television advertising for the CPS, CIOT, and YDYDYL mobilizations; placement of outdoor media for motorcycle awareness campaign; and the redesign and bilingual translation of several brochures for the Kansas Traffic Safety Resource Office (KTSRO). TCG coordinated all of the media buys and media events for the enforcement mobilizations, developed the earned media releases, and provided detailed evaluations on all media buys. They worked closely with the KTSRO to produce and deliver a monthly e-newsletter, develop a teen driver educational toolkit, and develop other opportunistic marketing strategies. TCG participated in the Transportation Safety Conference by facilitating a pre-conference session and luncheon presentation with the SAFE schools.

An attitude and perception survey was conducted in July 2012 to measure the opinions and attitudes of the public concerning driving and safety. There were 926 respondents, with appropriate representation of gender, age, and racial origin. The results, which will assist KDOT in tailoring its messages, are as follows:

1. In the past 60 days, how many times have you driven a motor vehicle within two hours after drinking alcoholic beverages? The overwhelming majority (93%) was “zero.”
2. In the past 30 days, have you read, seen or heard anything about drunk driving enforcement policy? Responses to this were almost evenly split, with 49% saying no, and 51% yes.
3. What do you think the chances are of someone getting arrested if they drive after drinking? Would you say always, nearly always, sometimes, seldom or never? 51% of the respondents said sometimes, and 1% said never. The responses for always, nearly always and seldom were fairly-evenly divided at 12%, 14%, and 22%, respectively.
4. How often do you use safety belts when you drive or ride in a car, van, sport utility vehicle or pick up? Would you say always, nearly always, sometimes, seldom or never? The vast majority of respondents answered that they always (83%) or nearly always (12%) use safety belts.
5. In the past 60 days, have you read, seen or heard anything about seat belt law enforcement by police? Of the respondents to this question, 60% said they had seen the messages.
6. What do you think the chances are of getting a ticket if you don't wear your safety belt? Would you say always, nearly always, sometimes, seldom or never? 15% said always, 17% nearly always, 40% sometimes, 23% seldom, and only 2% said never.
7. On a local road with a speed limit of 30 mph, how often do you drive faster than 35 mph? Would you say most of the time, half of the time, rarely or never? Rarely (47%) and never (32%) were the leading answers, with most of the time at 7%, and half of the time at 14%.
8. On a local road with a speed limit of 65 mph, how often do you drive faster than 70 mph? Would you say most of the time, half of the time, rarely or never? Again, rarely (36%) and never (51%) were the leading answers, with most of the time at 4% and half of the time at 9%.
9. In the past 30 days, have you read, seen or heard anything about speed enforcement by police? This year, 63% said no, and 37% said yes.
10. What do you think the chances are of getting a ticket if you drive over the speed limit? Would you say always, nearly always, sometimes, seldom or never? Sometimes (52%) and nearly always (20%) were the leading answers, with 12% responding always, 14% seldom, and 2% saying never.

Traffic Records

Strategies

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

Project Summaries

Section 408

TF-4008-12

Electronic Submission of Crash Reports

\$24,920

Project updated the data validation rules and “COM” object software that is utilized to verify and submit crash reports electronically. This update in the rules package will help improve the data quality of crash reports received and provide real time feedback to law enforcement in completing and submitting the reports.

TR-XXXX-13

Central Citation Repository

\$99,120

Many law enforcement agencies submit citations electronically to their local records management system or local court. This project is designed to manage and create a central location for all citations processed and disseminated in the state. A central citation repository will provide valuable data to law enforcement, prosecutors and investigators across the state.

TF-4018-12

Master Entity Index

\$303,600

The vendor, Analysts International, designed a new Master Entity Index. This project centered on defining a common set of data elements and will aide in the retrieval of records from multiple state criminal justice and other databases. Users of this technology will include: law enforcement, courts, corrections and other Kansas Criminal Justice users.

Section 163

TR-2200-12

Traffic Records

\$24,100

Contract supported vendor to research and provide input into efficiencies in electronically submitting arrest reports, including DUI, to the Kansas Bureau of Investigation.

State of Kansas Annual Report Cost Summary-FFY 12

Program Area	Expenditures	Federal Share to Local
Planning and Administration	\$15,297	
Alcohol	\$269,004	
Driver Education	\$23,402	
Motorcycle Safety	\$14,516	
Occupant Protection	\$1,111,293	\$700,000
Paid Media	\$466,656	
Pedestrian and Bike	\$18,821	
Police Traffic Services	\$1,019,585	\$1,000,000
Roadway Safety	\$249,393	\$240,000
Safe Communities	\$650,525	
Total Section 402	\$3,838,492	\$1,940,000
163 Alcohol	\$24,100	
405 Occupant Protection	\$23,561	
406 Safety Belt Performance	\$180,483	
408 Traffic Records	\$427,640	
410 Impaired Driving	\$913,829	
2010 Motorcyclist Safety	\$83,334	
2011 Booster Seat Incentive	\$303,669	
1906 Prohibit Racial Profiling	\$196,982	
Total Other Sections	\$2,129,406	
Grand Total	\$5,967,898	