

State of Kansas

Highway Safety Plan FFY 2006

Kathleen Sebelius, Governor
Deb Miller, Secretary, Kansas Department of Transportation
Terry Heidner, Director, KDOT Division of Planning and Development
Pete Bodyk, Chief, KDOT Bureau of Traffic Safety

The FFY 2006 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.

Kansas Department of Transportation
Bureau of Traffic Safety
700 SW Harrison St.
Topeka, KS 66603-3754
(785) 296-3756
FAX (785) 291-3010
www.ksdot.org

TABLE OF CONTENTS

	Page
Executive Summary.....	3
Program Areas	
Statewide.....	8
Alcohol.....	11
EMS.....	15
Occupant Protection.....	16
Paid Media.....	19
Pedestrian and Bicycle.....	21
Police Traffic Services.....	23
Roadside Safety.....	25
Motorcycle Safety.....	26
Safe Communities.....	28
Traffic Records.....	30
Highway Safety Funding.....	32



A Program of Kansas Department of Transportation

2006 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 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, Kansas SAFE KIDS Coalition 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 2000-2004 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, Judicial Data and Kansas Bureau of Investigation 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 committee designed to develop comprehensive strategies to reduce fatalities on Kansas roadways. This committee will include both KDOT personnel and stakeholders from other state and local agencies and organizations. The committee 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. In addition, KDOT will undertake a Kansas Safe Driving Campaign in 2006 with the purpose to better target problem areas which cause fatal 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 included paid television and radio advertisements.

KDOT recently completed a Traffic Records Assessment. This assessment was crucial in determining potential areas for improvement in traffic record information collection, analysis and dissemination. KDOT has created a Traffic Records Coordinating Committee which will utilize the analysis and recommendations from the assessment in developing a multi-year Traffic Records Strategic Plan. In FY 06, we have scheduled an assessment of our Alcohol Programs to assist us in determining their effectiveness and to provide us with recommendations and strategies to improve our efforts.

FY 05 corridor activities will continue into the early portion of FY 06. The monthly corridor enforcement was launched as a continuing effort of CIOT activities. Paid media (radio and print) were 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 1.57 fatalities per 100 million vehicle miles traveled, in 2004. The 2004 injury rate of 84.94 per 100 million vehicle miles traveled reached its lowest level since 1968, the first year records were kept.

While these figures point to positive change, every year approximately 450 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 2004, 66 percent of occupant deaths were unrestrained. Alcohol-related crashes remain a serious concern where 117 people died in 2004. Speed-related fatalities continue to increase from a low of 101 in 1994 to 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 50 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 BTS Safety Engineer position will be responsible for the engineering (hard) side of safety. This position will have input into the Highway Safety Plan and will Chair the Safety Steering Committee which will create a Comprehensive Statewide Strategic Safety Plan that will enable KDOT to better target programs that promote Traffic Safety.

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

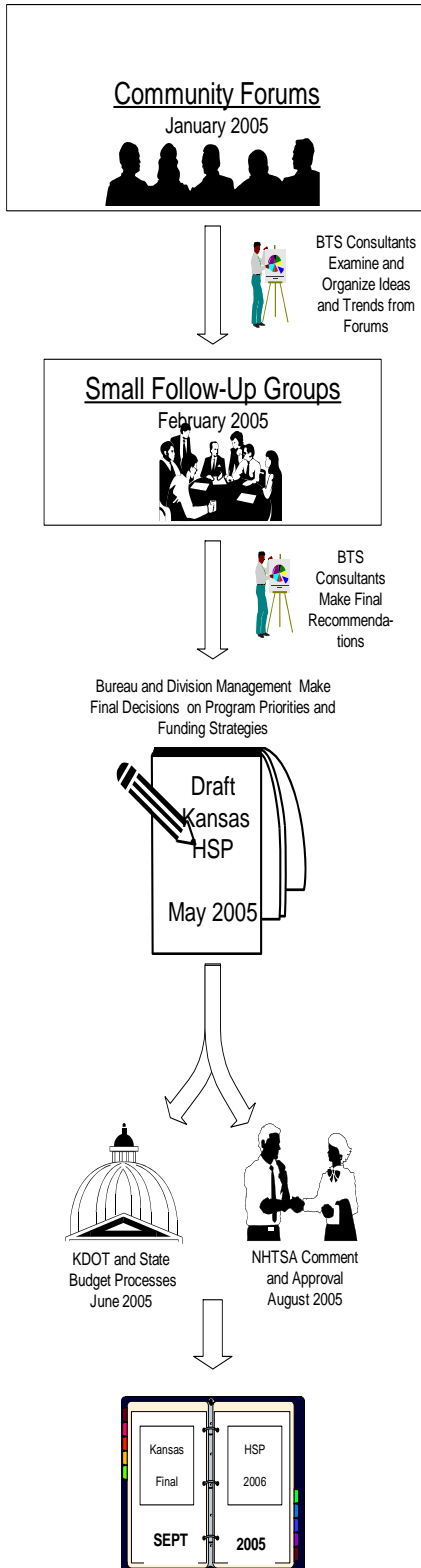
year 2006. Baseline is an average of the five years 2000-2004 and also is the database for our problem identification.

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 2006 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 2006 Draft Highway Safety Plan.

June-Bureau management incorporates the draft Kansas HSP programs and funding strategies into the revised 2006 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 2006 Kansas Highway Safety Plan submitted to NHTSA and FHWA.

October-Implement the plan.

Statewide

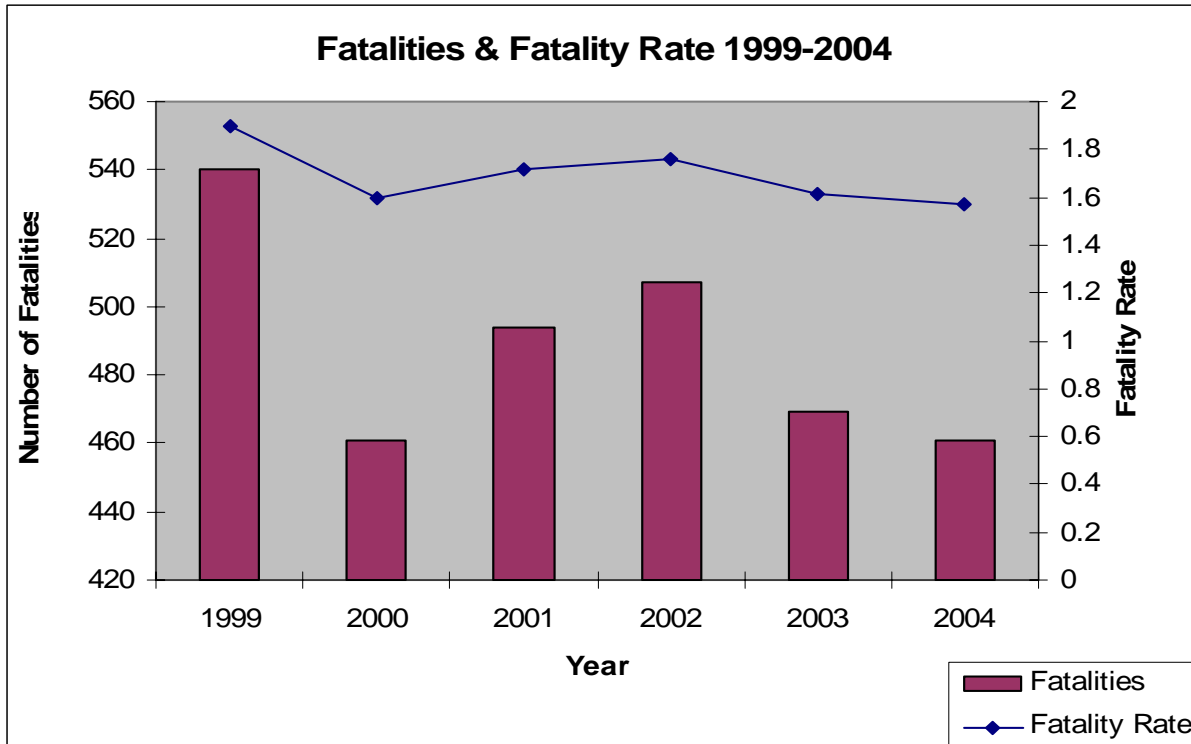
The Problem

- In 2004, 459 people were killed and 23,775 injured in traffic crashes in Kansas.
- In 2004, Fatality rate was 1.57, which is above the national average of 1.46
- In 2004, Seatbelt rate is 68 percent, which ranks 43rd out of the 50 states.

Kansas Traffic Safety Statistics

	1999	2000	2001	2002	2003	2004
Statewide Crash Data						
Total Crashes	78,240	78,074	78,807	78,271	74,993	74,102
Fatal Crashes	457	405	433	449	421	392
Injury Crashes	20,154	1,945	19,346	18,499	17,035	16,630
Property Damage Crashes	57,629	58,215	59,028	59,327	57,537	57,080
Fatalities	540	461	494	507	469	459
Fatalities per 100 Million VMT	1.9	1.6	1.72	1.76	1.61	1.57
Injuries	30,528	29,047	28,828	27,059	24,793	23,775
Injuries per 100M VMT	107.41	100.54	100.28	93.88	84.91	80.91
Fatality & Serious Injury Rate per 100M VMT	10.33	9.14	8.79	8.73	8.51	7.91
Fatality Rate/100k Population	20.35	17.15	18.33	18.96	17.22	16.81
Fatality and Serious Injury Rate /100k Pop	110.59	98.24	93.82	93.33	91.28	84.62
Alcohol Related Fatalities	94	80	100	129	105	117
Alcohol-related Fatality Rate per 100M VMT	0.33	0.28	0.35	0.45	0.36	0.39
Proportion of Alcohol Related Fatalities	0.17	0.17	0.19	0.25	0.23	0.25
Population (in thousands)	2,654	2,688	2,694	2,694	2,723	2,742
Vehicle Miles Traveled (millions)	28,422	28,892	28,747	28,823	29,047	29,340
# of Licensed Drivers (in thousands)	1,926	1,941	1,903	1,997	2,022	2,015
# of Registered Vehicles (in thousands)	2,377	2,392	2,426	2,439	2,401	2,488
Seat Belt Rate	63	61	60	61	64	68
Contributing Circumstances of Crashes						
Inattention	31,745	31,473	31,838	30,948	27,342	26,427
Failure to Yield	11,220	11,569	10,705	10,347	9,928	9,707
Speed	7,314	7,816	7,729	7,950	7,688	7,452
Animals	6,845	6,334	6,907	6,562	6,823	7,453
Following to Closely	5,034	4,700	4,867	5,235	5,273	5,852
Novice Driver Statistics (ages 14-20)						
Total Crashes	27,398	26,813	26,343	26,613	24,198	23,099
Fatal Crashes	111	114	127	123	99	94
Injury Crashes	7,905	7,597	7,453	6,853	6,252	5,995
Property Damage Crashes	19,382	19,102	18,862	19,451	17,709	17,010

Total Fatalities	137	131	149	143	119	103
Total Injuries	12,645	12,090	11,745	11,049	9,741	9,142
Percentage of Overall Crashes	35.0%	34.3%	33.4%	34.0%	32.3%	31.2%
Alcohol-related Crashes	616	623	648	687	614	628
Alcohol-related Fatalities	19	13	18	34	16	19
Alcohol-related Injuries	467	476	481	474	420	434



County Rankings by Traffic Safety Problems

Table 1

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

Urban Area Rankings by Traffic Safety Problems

Table 2

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

Goal

- To reduce the traffic fatality rate by .05 annually to 1.47 in 2006 and 1.37 in 2008
- To raise the seatbelt rate by 3% each year to 75% in 2006 and 81% in 2008
- To lower the percentage of alcohol-related fatalities by 1.5% each year to 22.5% in 2006 and 19.5% in 2008
- To increase the number of grant funded projects with local law enforcement agencies to 120 in 2006 and 140 in 2008
- 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-0918-06

BTS Staff Travel & Training Costs

\$7,000

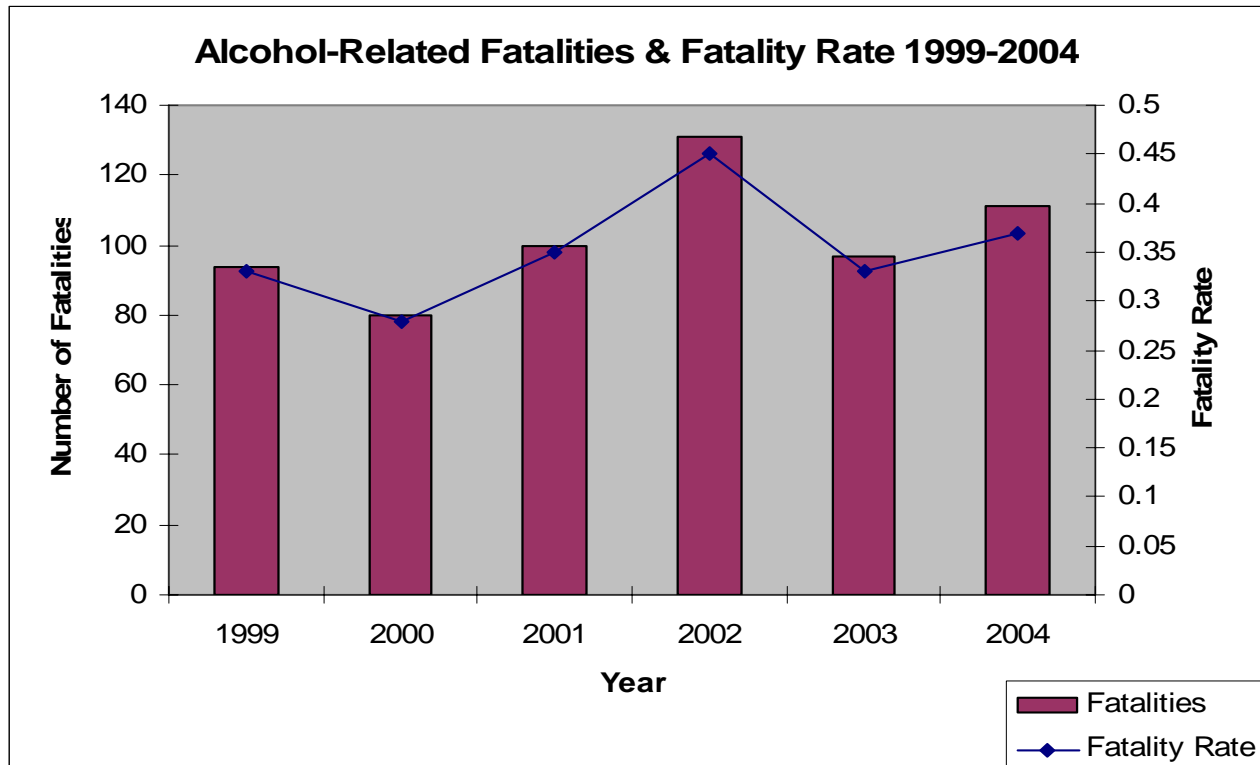
This fund enables Bureau staff to obtain training and attend key conferences in other states. This item has been increased significantly for FFY 06 to allow new staff training on the Grant Tracking System, Program Management and their individual program specialties.

Alcohol

The Problem

- In 2004, 117 people were killed and 2,005 injured in alcohol-related traffic crashes in Kansas.
- In 2004, Under 21 alcohol-related crashes accounted for 18.9% of all alcohol-related crashes and 16.2% 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.

	1999	2000	2001	2002	2003	2004
Total Crashes Alcohol-Related	3349	3531	3678	3666	3442	3322
Fatal Crashes	80	68	84	111	95	99
Injury Crashes	1611	1673	1773	1635	1519	1417
Property Damage Crashes	1658	1790	1821	1920	1828	1806
Fatalities	94	80	100	129	105	117
Fatalities per 100 Million VMT	0.33	0.28	0.35	0.45	0.36	0.4
Injuries	2483	2533	2562	2419	2285	2005
Proportion of Alcohol-Related Fatalities	17%	17%	19%	25%	23%	25%
DUI Arrests	22,685	22,320	22,001	21,835	21,235	18,303
Under 21 Alcohol-Related						
Crashes	616	623	648	687	614	628
Fatal Crashes	12	13	15	29	14	18
Injury Crashes	303	285	316	300	264	284
PDO Crashes	301	326	317	358	337	326
Fatalities	19	13	18	34	16	19
Injuries	467	476	481	474	420	434
Percentage of Teen Crashes	18.4%	17.6%	17.6%	18.7%	17.8%	18.9%



Goal

- To reduce the number of alcohol-related fatalities and injuries to 88 and 1,973 respectively by 2006, and to 76 and 1,945 respectively by 2008.
- To increase the number of local law enforcement agencies participating in grant funded impaired driving deterrence programs to 35 in 2006 and 40 in 2008.
- To lower the percentage of teen alcohol-related crashes by 2% to 16.4% in 2006 and to 12.4% in 2008

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).
- Conduct an Alcohol Assessment of our current programs.
- Increase the number of presentations and distribution of materials given to general public on the dangers of impaired driving.
- Increase paid media dedicated to reducing impaired driving.
- 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.
- Increase public awareness of impaired driving through presentations and educational materials.
- 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-0924-06	Kansas Drunk Driving Prevention Office	\$434,218
<p>This office educates teenagers, young adults, and the general population on the seriousness and consequences of impaired driving. The contractor maintains a clearinghouse of printed materials, conducts or supports numerous school-based and other youth-oriented activities throughout the year. The message targets driver education professionals, judges, parent groups, youth and many other organizations. In addition, the contractor supports law enforcement efforts with printed materials for specific events. The current contractor is the Kansas State Nurses Association.</p>		
AL-9494-06	Public Information and Education	\$12,000
<p>Project enables the Bureau to print selected materials, coordinate public information and education committees, and conduct or help sponsor special events.</p>		
AL-xxxx-06	DUI Court	\$125,000
<p>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.</p>		
AL-xxxx-06	Judge's Training	\$20,000
<p>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.</p>		
AL-xxxx-06	BAT Van	\$170,000
<p>This project will purchase a dedicated, state of the art mobile Breath Alcohol Testing (BAT) van for use by a local jurisdiction in a high alcohol crash location to enhance enforcement of the impaired driving laws in the state.</p>		
AL-xxxx-06	PBT's for Locals	\$25,000
<p>These funds will enable the Bureau to purchase Preliminary Breath Testing units for local law enforcement. These units support the effort to remove impaired drivers and test all individuals involved in a crash.</p>		
AL-xxxx-06	Alcohol Assessment	\$20,000
<p>The Bureau plans to conduct an alcohol assessment of the existing programs in the state in the summer of 2006. This assessment will give guidance on existing programs and may enlighten KDOT on future expansion areas.</p>		
AL-xxxx-06	Intoxilizer Updates/Replacements	\$450,000
<p>KDOT, in conjunction with the Department of Health and Environment, will replace existing Intoxilizer 5000 units that are prevalent in the state with new state of the art machines.</p>		

Emergency Medical Services

The Problem

- Lack of quick response time in rural areas.
- Lack of knowledge by EMS personnel or capabilities of various hospitals in Kansas.

Goals

- Reduce response time in rural areas
- Improve knowledge of hospital capabilities

Performance Measures

- Response times in rural areas
- Number of trauma patient transfers between hospitals

Strategies

- Provide for educational and awareness programs on hospital capabilities
- Provide equipment necessary to positively affect response times in rural areas

Project Summaries

Section 402

EM-xxxx-06

Emergency Medical Services

\$100,000

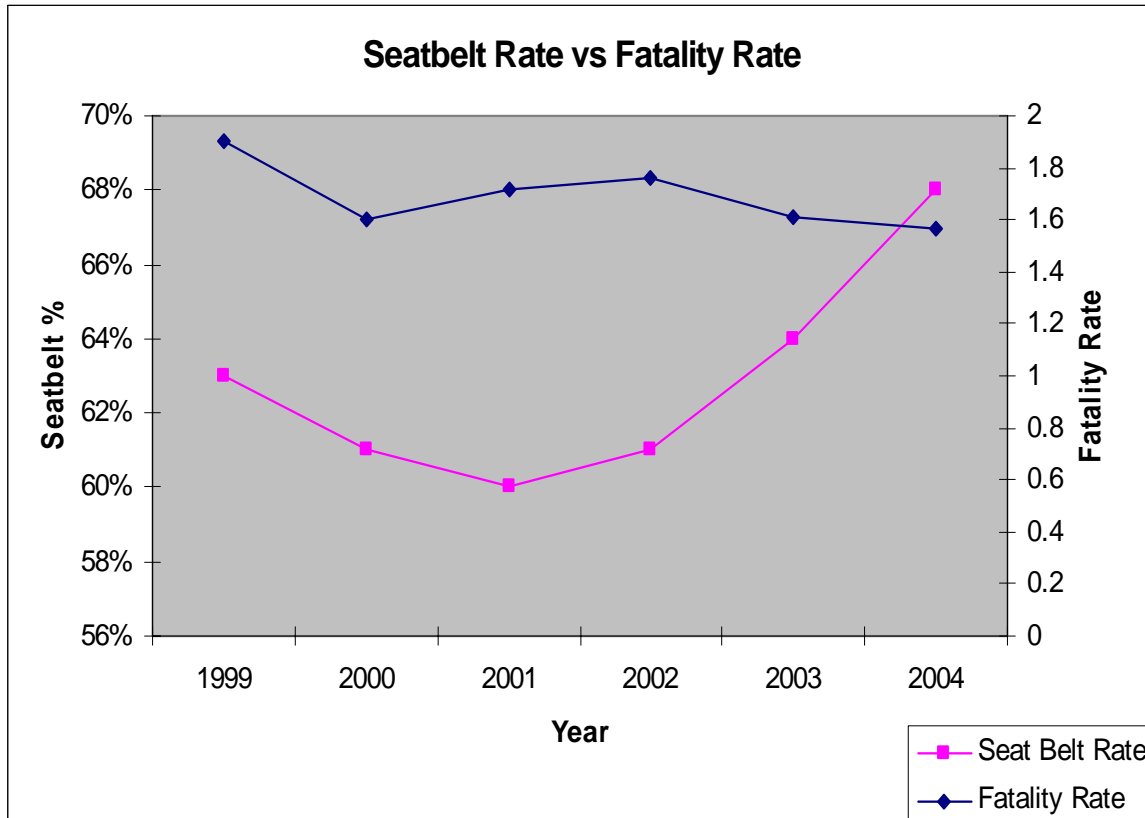
This program will provide support to the EMS community with upgrades in equipment as requested.

Occupant Protection

The Problem

- In 2004, 459 people were killed, of which 66 percent were not properly restrained
- In 2004, seatbelt rate is 68 percent, which ranks 43rd out of the 50 states
- In 2004, 81 percent child restraint use for children 0-4
- In 2004, 50 percent child restraint use for children 5-9
- In 2004, 50 percent restraint use for children 10-14

	1999	2000	2001	2002	2003	2004
Seat Belt Rate	63%	61%	60%	61%	64%	68%
Seatbelt Use by Road Type						
Rural Interstate	68%	78%	77%	70%	79%	80%
Rural State Roads	55%	60%	58%	60%	63%	69%
Rural County Roads	47%	47%	50%	52%	53%	59%
Urban Interstate	70%	68%	69%	70%	72%	74%
Urban State Roads	54%	51%	57%	59%	59%	65%
Urban City Streets	48%	42%	53%	56%	56%	60%
Child Safety Seat Use by Ages						
0-4	81%	81%	92%			
4-14	57%	55%	52%			
0-4				*	79%	81%
5-9				*	45%	50%
10-14				*	44%	50%
* Baseline Study						
Fatalities	540	461	494	507	469	459
Fatality Rate	1.9	1.6	1.72	1.76	1.61	1.57
Fatal Crash Occupant Use	27%	27%	23%	27%	26%	34%



Goal

- To raise the seatbelt rate by 3% each year to 75% in 2006 and 81% in 2008
- To reduce the traffic fatality rate by .05 annually to 1.47 in 2006 and 1.37 in 2008
- To raise the child restraint rate for 0-4 year olds by 2% per year to 85% in 2006 and 89% in 2008, to raise the rate for the 5-9 and 10-14 year old groups by 4% per year to (5-9) 58% in 2006 and 66% in 2008; (10-14) to 58% by 2006 and 66% by 2008.

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 KSBEQ 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.
- Utilize corridor enforcements to sustain occupant protection use.
- Use seatbelt survey results to target problem areas of the state.

Project Summaries

Section 402 Funds

OP-STEP-06 Special Traffic Enforcement Program \$400,000
 This program provides funds for our existing 80 local agencies and the Kansas Highway Patrol to participate in up to four holiday campaigns each year. This will also provide for 8-10 new agencies.

OP-0934-06 Kansas Safety Belt Education Office \$619,092
 This contract includes the following components; a base contract for safety belt education, a Boosters to Belts program, child passenger seat survey and education, and an extensive annual observational survey of adult occupant protection usage. This program also supports the child passenger safety instructors, technicians and advocates in the state. The current contractor is DCCCA, Inc.

OP-0930-06 Public Information and Education \$20,000
 These project funds will enable BTS to purchase and distribute promotional items and printed materials that have an occupant protection message to both the general public as well as various target populations.

OP-xxxx-06 Novice Driver Education/Media \$100,000
 This contract allows for support of a current project in Jefferson West High School that can be expanded to additional Jefferson County high schools with similar demographic features and schools in the areas of KS with low belt use. The project is designed to provide consistent, thorough and reputable education and resources for teen drivers. This contract would provide concentrated electronic and perhaps print media messages towards the teen driver population. Messages would address major topics such as impaired driving, seat belts, driving distractions and responsible driving. The messages will run in conjunction with major events such as holidays, Spring Break, Prom and the start and close of the school year.

OP-1081-06 Child Passenger Seat Distribution \$100,000
 Approximately 2,600 seats are purchased and distributed each year to fitting stations throughout the state who work with low-income families, and who are qualified to install the seats as well as instruct parents on their use.

OP-xxxx-06 Traffic Awareness Survey \$48,000
 This contract provides funding for a phone or internet survey of Kansas' target population. Results would reveal seatbelt use, tickets received, impaired driving in the state, response to media messages and preference towards traffic laws for child and adult occupant protection and knowledge of current OP and CPS laws.

OP-xxxx-06 KHP Convincer \$32,000
 This program will supply the Kansas Highway Patrol with an additional three Convincer units to be placed in the troop headquarters around the state. The convincer is an effective tool in educating the general population on the importance of occupant protection in simulating the effects of a five MPH crash.

Paid Media

The Problem

- In 2004, only 68% of Kansans were seat belted
- Kansas currently ranks 43rd in the nation in seat belt use
- Drunk driving still kills over 100 people annually in KS

Goal

- To affect peoples 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

- Start 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 Ampitheater, 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-06

General/University Advertising

\$445,000

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-06

You Drink, You Drive, You Lose Campaign

\$100,000

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-1057-06

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-1135-06

Clear Channel Entertainment

\$59,000

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.

PM-xxxx-06

Click It Or Ticket Media Effort

\$265,000

402 funds will go toward another major media effort during our Click It Or Ticket Campaign in May 2006. This campaign will rely significantly on TV and radio spots that were produced in 2004 & 2005. This is a continuation of efforts to gauge the effectiveness of Kansas' significant increase in spending on both law enforcement and media in the May campaign. This will involve both an observational survey as well as a public perception survey conducted at our state's Division of Motor Vehicle Driver's License stations in selected counties.

Evaluation

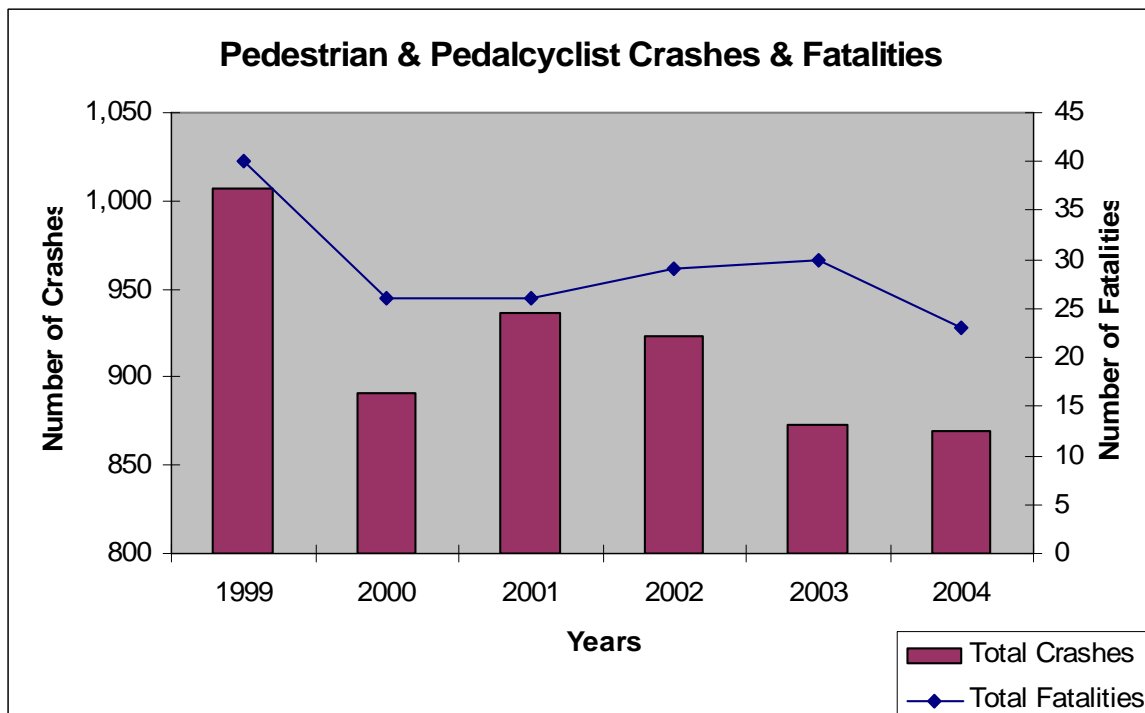
Evaluations will be conducted to support the media efforts described in the Paid Media section. KDOT plans to conduct a phone or internet survey to assess traffic safety issues such as seatbelt use, citations issued, impaired driving perceptions in the state, response to media messages and knowledge of traffic safety laws. This survey will be funded under the 402 Occupant Protection program area and will total \$48,000. In addition, each paid media buy will include the reach/frequency, gross rating points and total audience reached for each media outlet focusing on the target audience. These "media buys" will be approved by KDOT prior to any media buy. Typically, the "media buys" generate free media space due to the large number of buys placed. This evaluation is included in the Safe Communities program area and is part of the Comprehensive Media Campaign and is estimated to cost \$25,000. KDOT will detail the buy plans and results in the annual report. Total estimated cost of evaluation is \$73,000.

Pedestrian & Bicycle Safety

The Problem

- In 2004, 23 Pedestrians and Cyclists were killed.
- In 2004, 357 Cyclists were injured.
- In 2004, 450 Pedestrians were injured.

	1999	2000	2001	2002	2003	2004
Total Crashes	1,007	891	936	923	873	869
Percent of Total Crashes	1.30%	1.10%	1.20%	1.20%	1.10%	1.17%
Total Fatalities	40	22	26	29	30	23
Percent of Total Fatalities	7.40%	6.00%	5.20%	5.70%	6.30%	4.98%
Pedestrian						
Fatalities	33	19	24	24	24	20
Injuries	547	508	568	528	492	450
Cyclists						
Fatalities	7	3	2	5	6	3
Injuries	386	322	308	325	305	357



Goal

- To reduce total crashes to 780 by 2006 and 731 by 2008
- To reduce fatalities to 20 by 2006 and 16 by 2008

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 Funds

PS-0932-06

Public Information and Education

\$25,000

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 receive a helmet & bike. KDOT has recently developed a "School Zone Tool Box." The Tool Box will help educators address pedestrian, bicycle and school parking issues.

PS-1131-06

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 2004, 16 of the top 20 contributing circumstances in crashes are driver-related.
- In 2004, decreasing budgets are preventing most law enforcement agencies from acquiring the necessary traffic safety-related equipment.

	1999	2000	2001	2002	2003	2004
Total Crashes	78,240	78,074	78,807	78,271	74,993	73,997
Contributing Circumstances						
Failed to give Full time and Attention	31,745	31,473	31,838	30,948	27,342	26,427
Failed to Yield Right-of-Way	11,220	11,569	10,705	10,347	9,928	9,707
Too Fast for Conditions	7,314	7,816	7,729	7,950	7,688	7,452
Animal - Environment	6,845	6,334	6,907	6,562	6,823	7,453
Followed Too Closely	5,034	4,700	4,867	5,235	5,273	5,852
Disregarded Traffic Signs, Signals or Markings	3,967	3,870	3,914	3,690	3,537	3,623
Under the Influence of Alcohol	2,792	2,744	3,081	3,144	2,924	2,881
Made Improper Turn	2,305	2,484	2,354	2,274	2,188	2,062
Rain, Mist, Drizzle - Environment	1,849	1,878	1,603	1,937	1,489	1,580
Improper Backing	1,918	1,975	2,078	2,075	2,064	1,963
Improper Lane Change	1,832	1,877	2,056	1,960	1,853	1,918
Avoidance or Evasive Action	1,917	1,971	2,003	1,927	2,030	2,062
Icy or Slushy - On Road	1,555	2,757	2,061	2,174	1,847	1,735
Wet - On Road	1,696	1,375	1,505	1,279	1,326	1,544
Exceeded Posted Speed Limit	1,253	1,140	1,384	1,295	1,086	1,039
Wrong Side or Wrong Way	911	931	895	897	828	716
Fell Asleep	866	872	850	808	886	879
Distraction in or on Vehicle	861	842	969	1,038	959	993
Improper Passing	719	773	728	736	623	629

Goal

- Reduce the total crashes in the state to 72,011 in 2006 and 70,031 in 2008.

Performance Measures

- Number of total crashes in Kansas

Strategies

- Provide funding for local law enforcement to attend training to enhance their current role.
- Continue funding for the KHP RAVE program to remove impaired drivers and target aggressive driving habits.
- Continue to promote occupant protection and alcohol issues around the state.
- Continue two additional part-time LEL's targeting areas: Southeast and Northwestern Kansas to assist the full-time statewide LEL.

Project Summaries

Section 402 Funds

PT-1134-06	Merriam Alcohol Officers	\$92,385
<p>This project funds the addition of two traffic officers and associated traffic enforcement equipment to the Merriam Police Department. These officers will be dedicated to traffic enforcement within the community of Merriam. Merriam has been identified as a community with a high incidence of alcohol-related traffic problems.</p>		
PT-0938-06	Local Travel & Training	\$20,000
<p>These funds enable local jurisdictions to be reimbursed for special traffic-related training opportunities.</p>		
PT-xxxx -06	Law Enforcement Liaison	\$148,240
<p>In addition to the one full time LEL, KDOT has added two-part-time LEL's to maintain and enhance the good working relationship with the nearly 450 diverse local law enforcement agencies in promoting occupant protection and impaired driving issues around the state.</p>		
PT-xxxx -06	Speed Enforcement	\$100,000
<p>These funds enable local jurisdictions to deploy staff on an overtime basis to the heavily-traveled and high crash rate US Highways running through the state.</p>		
PT-xxxx -06	Patrol Radar Units	\$1,000,000
<p>KDOT plans to work in conjunction with the Highway Patrol and update their radar units.</p>		
PT-xxxx-06	SRO Mini-Grants	\$75,000
<p>This program would help fund a program to partner with SRO's and determine educational resource needs for Kansas high schools.</p>		
PT-xxxx-06	Local Law Enforcement Incentives	\$250,000
<p>KDOT plans to purchase and distribute equipment to local law enforcement agencies that promote and participate in traffic safety enforcement efforts.</p>		
PT-xxxx-06	LEL Luncheons/Operations Impacts	\$50,000
<p>Operation Impact is the gathering of local law enforcement agencies based upon their geographic location. The gatherings are designed to encourage cooperation and resource utilization between agencies on efforts to promote traffic safety in their region.</p>		
PT-xxxx-06	Crash Reconstruction Training	\$22,000
<p>These funds allow local law enforcement to attend or host crash reconstruction training.</p>		
PT-xxxx-06	Traffic Unit	\$275,000
<p>Purchase equipment and fund officers for a small traffic unit in a problem area to support enforcement of traffic laws in their respective jurisdiction.</p>		

Section 163 Funds

PT-9101-06	Kansas Highway Patrol R.A.V.E. Program	\$68,976
<p>This program of 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.</p>		

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 Funds

RS-1402-06

Kansas State University

\$100,000

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-0618-06

Bucher, Willis, and Ratliff Consultants

\$50,000

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-1618-06

TranSystem Corporation

\$50,000

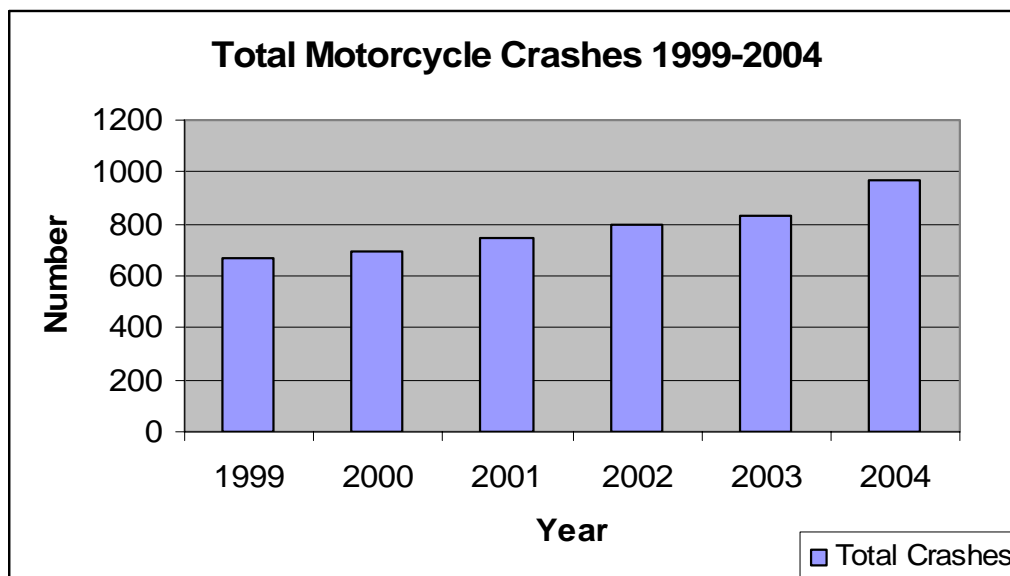
In order for the State to realize the highest possible pay off in funds allocated for highway safety it is necessary that traffic engineering services be provided to local government units who currently do not have traffic engineering expertise. Traffic expertise can best be provided to those governmental 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.

Motorcycle Safety

The Problem

- Motorcycle crashes are continuing to rise.

Motorcycle Statistics						
	1999	2000	2001	2002	2003	2004
Total Crashes	669	691	745	801	830	970
Fatal Crashes	16	21	24	30	32	31
Injury Crashes	555	559	579	618	643	768
Property Damage Crashes	95	111	142	153	155	171
Fatalities	15	21	23	33	32	30
Percent Wearing Helmet	20.0%	14.3%	26.1%	18.2%	31.3%	26.7%
Injured	633	641	646	690	725	847
Percent Wearing Helmet	23.4%	25.9%	24.3%	23.6%	28.0%	31.1%



Goal

- Lower the number of motorcycle crashes 970 in 2004 to 900 in 2006 and 800 in 2008

Performance Measures

- Total number of motorcycle crashes

Strategies

- Promote safe motorcycle driving initiatives

Project Summaries

Section 402 Funds

MC-XXXX-06

Motorcycle Safety

\$20,000

These project funds enable KDOT to purchase safe motorcycle driving promotional items, produce and distribute educational materials and brochures.

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; 5 programs by 2006 and 10 by 2008
- Increase attendance of annual conference from 290 in 2003 to 335 in 2006 and 350 in 2008

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 Funds

SA-0943-06

Kansas Traffic Safety Conference

\$83,777

This fund provides for an annual two-day statewide Traffic Safety Conference to support the implementation of transportation safety strategies and improve communication among diverse transportation safety advocates. This contract is presently administered by the University of Kansas Center for Research, an independent organization affiliated with the University of Kansas.

SA-1066-06

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-1024-06

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-xxxx-06

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.

SA-xxxx-06**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.

SA-1057-06**Comprehensive Media Campaign****\$164,905**

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. They 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 also come under this program.

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

- Increase the number of local law enforcement agencies involved in EADCR to 80 in 2006 and 100 in 2008
- Provide resources to local law enforcement agencies to increase participation in EADCR.
- More efficient data mining software to retrieve data from the KARS data base

Performance Measures

- Number of local law enforcement agencies participating in EADCR.
- Number of local law enforcement agencies provided resources to allow implementation of EADCR within their agency

Strategies

- Develop and organize a KDOT traffic records committee.
- 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
- Develop Traffic Records Coordinating Committee and Strategic Plan, partnering with various other KS agencies/organizations (ie.. DMV, Judicial, KDHE, Local Law Enforcement, KHP, etc..)
- Data Mining Software

Project Summaries

Section 408

TR-xxxx-06

Electronic Transmission of Traffic Records

\$150,000

If we qualify 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 will provide the roadmap to enhancement.

TR-xxxx-06

Traffic Records Consultant

\$50,000

This position will assist in the coordination of all the parties associated with traffic records and improve the efficiency and accessibility of the data.

TR-xxxx-06

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 402

TR-xxxx-06

Computers for Kansas Correction Institute

\$50,000

Currently a great number of the crash reports are sent to the Kansas Correctional Institute for data input into the Kansas Accident Reporting System. Technology has driven the need to upgrade these computers to allow for the most current software can to installed and utilized to its best potential.

TR-xxxx-06

EADCR Resources

\$50,000

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

U.S. Department of Transportation
National Highway Traffic Safety Administration
Federal Highway Administration

State of Kansas HSP Cost Summary-FFY 06

Program Area Codes	Approved Program Funds	State & Local Funds	Federally-Funded Programs			Federal Share to Local
			Previous Balance	Modification	Current Balance	
PA 06	\$ 7,000	\$ 600,000	\$ 7,000	\$ -	\$ 7,000	\$ -
AL 06	\$ 1,256,218		\$ 1,256,218	\$ -	\$ 1,256,218	\$ 1,236,218
EM 06	\$ 100,000		\$ 100,000	\$ -	\$ 100,000	\$ 100,000
OP 06	\$ 1,319,092		\$ 1,319,092	\$ -	\$ 1,319,092	\$ 1,271,092
PM 06	\$ 939,000		\$ 939,000	\$ -	\$ 939,000	\$
PS 06	\$ 40,000		\$ 40,000	\$ -	\$ 40,000	\$ 40,000
PT 06	\$ 2,032,625	\$ 1,500,000	\$ 2,032,625	\$ -	\$ 2,032,625	\$ 2,032,625
RS 06	\$ 200,000		\$ 200,000	\$ -	\$ 200,000	\$ 200,000
MC 06	\$ 20,000		\$ 20,000		\$ 20,000	\$ 20,000
SA 06	\$ 483,682		\$ 483,682	\$ -	\$ 483,682	\$ 318,777
TR 06	\$ 100,000		\$ 100,000	\$ -	\$ 100,000	\$ 100,000
163 06	\$ 687,968		\$ 687,968	\$ -	\$ 687,968	\$ 687,968
408 06	\$ 250,000		\$ 250,000	\$ -	\$ 250,000	\$ 200,000
	\$ 7,435,585	\$ 2,100,000	\$ 7,435,585	\$ -	\$ 7,435,585	\$ 6,206,680