

Improving the Traffic Safety Culture in Kansas

Report Number: K-TRAN: KU-15-2 • Publication Date: January 2017

Steven D. Schrock, Ph.D., P.E., F.ITE

Allison Bruner

Vishal C. Kummetha

Trent Shrider

Eric J. Fitzsimmons, Ph.D.

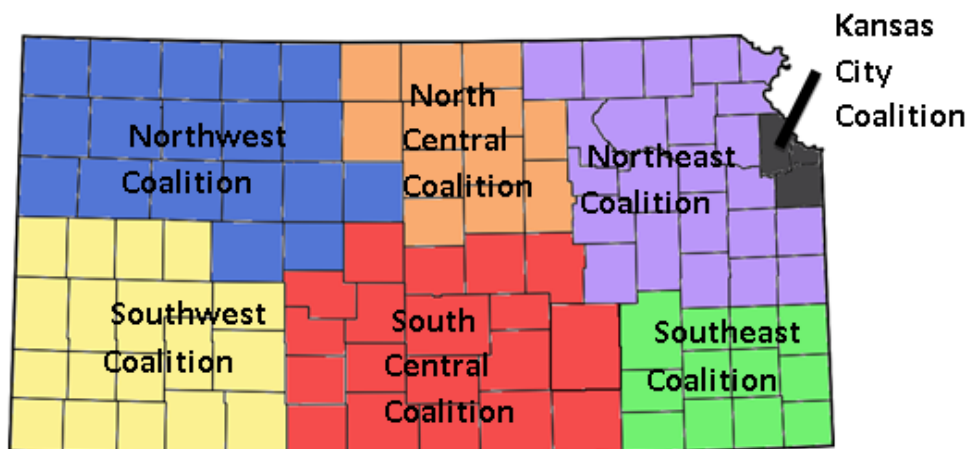
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Introduction

The main objective of this research was to provide guidance to the Kansas Department of Transportation (KDOT) in establishing strategies to improve the traffic safety culture in Kansas. This was done by analyzing crash data with respect to the seven coalition districts in Kansas.

Project Description

A detailed literature review along with a survey of existing conditions in 27 states was carried out. Web research was carried out to determine existing safety culture programs both in the United States and internationally. The applicability of the documented safety culture programs is determined based on the crash analysis of the coalition districts. The summary of the crash statistics and traffic safety culture programs, shown in Appendix C of the final report, was presented at the coalition meetings in order to positively impact the state's traffic safety culture by making sure the citizens of Kansas are thinking about safety proactively rather than reactively.



Map of Kansas Showing the Seven Coalition Districts

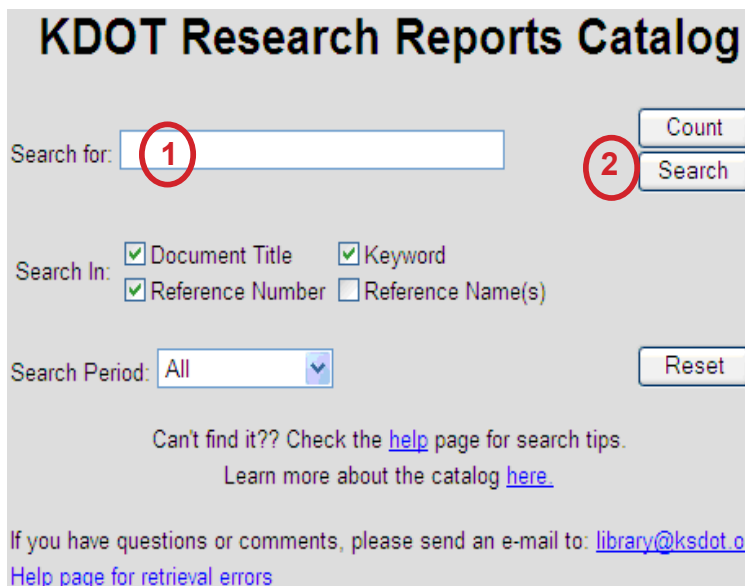
Project Results

The safety culture survey and the crash data analysis were able to provide a comparison between the largest issues contributing to traffic safety in Kansas and the types of issues where other states are spending their money. A common thread between the two is the appearance of younger drivers; drivers under the age of 30 made up over a third of drivers in crashes in Kansas, and most of the programs cited by other states have a youth component.

This research will be the foundation upon which the Kansas regional safety coalitions build their traffic safety culture strategies. Additionally, this can be a valuable tool for other states going through a similar local involvement of traffic safety responsibilities or for traffic safety professionals to use as a reference for current traffic safety programs in the United States.

Project Information

For information on this report, please contact Steven D. Schrock, Ph.D., P.E.; University of Kansas, Learned Hall 2159B, Lawrence, KS 66045; (785) 864-3418 phone; schrock@ku.edu.



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