THE AGENDA MAY BE ALTERED AT THE CHAIRMAN’S DISCRETION

1. Call to Order and Roll Call

2. Discuss & Act on Safety Committee Minutes of May 14, 2014 ..... p24


4. Public Outreach – Emily Wilfong – 10 minutes............................... p33

5. Rock Fall Program – 10 minutes....................................................... p36

7. Adjournment
Chairperson Kathy Connell called the meeting to order at 4:00 p.m. on Wednesday May 14th, 2014 in the auditorium of the headquarters building at 4201 East Arkansas Avenue, Denver, Colorado.

PRESENT WERE: Commissioner Shannon Gifford, District 1
Commissioner Heather Barry, District 4
Commissioner Kathy Connell, District 6
Commissioner Kathy Gilliland, District 5
Commissioner Sidny Zink, District 8
Commissioner William Thiebaut, District 10
Commissioner Steven Hofmeister, District 11

ALSO PRESENT:   Darrell Lingk, Director of OTS
Herman Stockinger, Director, Government Relations
Heidi Humphreys, Director, Admin. & Human Resources
Scot Cuthbertson, Deputy Executive Director, CDOT
Debra Perkins-Smith, Director, Transportation Development
Scott McDaniel, Director, Staff Branches
Ty Ortiz, Rock fall Program Manager
Tony DeVito, Regional Transportation Director, Region 1
Tom Wrona, Regional Transportation Director, Region 2
David Eller, Regional Transportation Director, Region 3
Johnny Olson, Regional Transportation Director, Region 4

AND: Other staff members

One audiotape and supporting documentation is filed in the Transportation Commission office.

May 14th, 2014 Transportation Commission of Colorado Safety Committee Meeting Minutes

Commissioner Connell asked if there were any comments on the January committee meeting minutes. There were none and the minutes were approved.

CDOT Employee Safety Update

Office of Transportation Safety Director Darrell Lingk gave a 5 minute presentation on Risk Management and the Excellence in Safety Program.

Darrell went over results of the Excellence in Safety Program which has been in place for 1 year now, launched on May 1st, 2013.
Darrell presented Risk Management data (Dashboard Reports) which show a 16% drop in Worker’s Compensation Claims (about 50 employees) and a 28% drop in Lost Time Claims (serious injuries where the employee is out for 3 or more days) since the implementation of the EIS program; proving that with a year’s worth of data at this point, the program is getting positive results.

Darrell mentions that a future topic of interest for Safety and Risk Management will be in regard to auto incidents. Current data analysis indicates that the number of occurrences where a CDOT employee collides with someone else is on the rise over the last 3-4 months; however, there has been a dramatic increase in the number of occurrences where members of the general public are colliding with CDOT vehicles.

Commissioner Connell asked Darrell what this positive drop in claims equates to in cost savings for CDOT if any. Darrell will bring cost information to the next meeting of the committee. Commissioner Gilliland asks how we are measuring and attributing this claim drop directly to the Excellence in Safety Program. Darrell explained how we have changed CDOT’s “Safety Culture” through the implementation of the Safety Engagement process and the Safety Champion Employee Recognition Program.

**Public Relations for Office of Transportation Safety**

Public Relations representative Emily Wilfong gave a 10 minute presentation on CDOT's ongoing public awareness campaigns on marijuana impaired driving, distracted driving, and seatbelt use (Click it or Ticket).

Emily presented slides in reference to each target area:

**Marijuana (Drive High Get a DUI Campaign)**
- A series of humor based Drive High Get a DUI PSA’s were successfully launched and have gone totally viral on You Tube.
- Drive High Get a DUI Posters are going up at places like the Cannabis Cup and in dispensaries.
- CDOT representatives went down to the Cannabis Cup and gave out snacks and info-card hand outs (scrip pads).
- Dispensaries are on board; some are stapling the scrip pad info-cards on Drive High Get a DUI right to the product packaging.
- The CDOT PR office continues to look for new and innovative ways to engage the public on Marijuana Impaired Driving Rules.

**Distracted Driving**
- April was distracted driving awareness month.
- Red Thumb Reminder Campaign rolled out. CDOT sent red nail polish to local media asking them to promote. Was well received – slide from Channel 13 news was shown.
- CDOT created a unique partnership with Denver Band Rachel and the Kings around their song “Slow Mo” and put together a Facebook video contest geared to local High School students. 12 entries were received, CDOT selected the top 3 finalists and then open voting was held on Facebook. 200 votes were received and the ultimate winner chosen was from Mountain Vista High School.

Seatbelt Use (Click it or Ticket)
- CDOT running the “people who want you dead campaign” spots on the radio. (Coffin makers, the guy who wants to date your girlfriend etc.)
- Table tents going up in bars, of which many are in the rural communities. We are looking for more unique ways to target rural communities such as coupon books.
- It is tough to engage the media on Seatbelt awareness as it is not a topic of public interest usually. CDOT PR was happy to be featured in a front page story in the 04/12/14 Denver Post on rural driver’s being targeted.
- The Pueblo area is being hyper-targeted for seat belt use.

Multiple commissioner comments are raised about the “Table 6” Seat Belt use data supplied in the TC packet. It is noted that many counties are missing from the list, many of which encompass SW Colorado. Emily offered to look further into the data.

Commissioner Gilliland asks if we are doing anything from a PR standpoint in Northern parts of Colorado. Emily explains we have a current pedestrian safety campaign, working alongside grassroots organizations in areas like Boulder.

Commissioner Hofmeister asks why State Patrol isn’t funding this type of Click it or Ticket messaging. Darrell explains how Federal NHTSA funding drives most of this and briefly how it works in conjunction with the State. Emily notes that the allocation of funding in conjunction with the best ways to make these types of campaigns happen is an ongoing challenge that we face.

**CDOT Rock Fall Report**

Bob Group was introduced by Rock Fall Program Manager Ty Ortiz and gave a 10 minute Rockfall Program Update.

Slides were presented outlining the following:
- 3 main focus areas are Risk Reduction, Maintenance, and Emergency Response.
- Status of FY 14 projects.
- Several Incidents are shown as examples of what we are trying to avoid from a Risk Reduction standpoint. (Paonia Reservoir, Clear Creek Canyon, SH3 Durango, and SH145 Telluride)
- Several maintenance project needs are pointed out in regard to a mitigation standpoint. (Rock wall fences, crib walls, and installation of chain link on concrete barriers to increase capacity.)
- Emergency Response stats are given through 3rd quarter FY14. R4 had 23 locations whereas other Regions came in at 9, 7, 10, and 6.
- Slides are shown of recent Rockfall incidents; one at Grand Mesa over I-70 by Grand Junction and one outside of Minturn on Hwy 24. Rockfall came from 1100’ above highway, also revealing that the feature adjacent to the area will need mitigation.

Commissioner Connell asks what the main reason is that the Rockfall program is over budget. Ty and Bob point out the remoteness of some of these locations as well as other factors.

Other Matters and Adjournment

And there being no further matters to discuss, Chairperson Connell adjourned the meeting at 4:30 p.m. on Wednesday, May 14th, 2014.

Herman Stockinger, Secretary
Transportation Commission of Colorado
DATE: August 4, 2014

TO: Transportation Commission

FROM: Darrell S. Lingk, Director, Office of Transportation Safety & Risk Management

SUBJECT: Safety Committee Meeting

Purpose
The primary topics for discussion this month will include an update on our Worker’s Compensation loss history and a response to a question that was raised during our last meeting regarding cost savings. Additionally, we will have a brief presentation on our Highway Safety education outreach programs and an update on our Rock fall mitigation efforts.

Action Requested
There are no Decision Items or Actions required from this meeting. All of the content is for information and discussion purposes only.

Details
Over the last three fiscal years we have seen a steady decline in our loss history as it pertains to the filing of Worker’s Compensation claims. Much of this improvement can be attributed to the implementation of CDOT’s “Excellence in Safety” process back in FY 2012. Some of the success we have realized also comes from cost savings primarily from the implementation of our “Modified Duty” program starting in FY 2010.

Since FY 2011, we have seen an average decline in Worker’s Compensation claims of approximately 4% per year which equates to a total reduction of approximately 12% from FY 2011 to the end of FY 2014. Since FY 2011, we have also seen an average yearly savings of 4% in Worker’s Compensation costs with a total average cost savings of approximately $300 per claim from FY 2011 to FY 2014. Also included in the packet is a chart that compares traffic fatalities and serious injury crashes in FY 2014 to the previous three fiscal years.

CDOT implements a variety of marketing and communications tactics to educate the public on traffic safety issues, including grassroots community outreach, earned media and paid advertising. These efforts are targeted to specific, at-risk audiences in ways that are relevant to them. A representative from CDOT’s Office of Communications will provide a brief update on our current efforts, including impaired driving, seat belts, motorcycle safety training and pedestrian safety.

Ty Ortiz will also deliver a five minute presentation on Rock Fall mitigation efforts to date.

“Taking Care To Get You There”
06 Safety Committee: Page 6 of 17
Attachments
Worker’s Compensation Historical Comparison Chart
Worker’s Compensation Wage Incurred Comparison Chart
Traffic Safety Statistics on Fatalities and Serious Injuries
Office of Communication PowerPoint Presentation
Rock Fall Mitigation PowerPoint Presentation
Workers' Compensation Claims

FY 2011
Average cost per claim $21,338
Decrease by 6 claims
Total Average saving $128,028

FY 2012
Average cost per claim $14,596
Decrease by 22 claims
Total Average saving $321,112

FY 2013
Average cost per claim $15,190
Decrease by 9 claims
Total Average saving $136,710
All claims valued at $600,000 or more have been removed from the data to prevent an anomaly

FY 2011 to FY2012
Average cost per claim $9038
Decrease by 6 Claims
Total Average saving with medical inflation $65,616

FY 2012 to FY2013
Average cost per claim $7209
Decrease by 22 Claims
Total Average saving with medical inflation $191,904

FY 2013 to FY2014
Average cost per claim $6832
Decrease by 9 Claims
Total Average saving with medical inflation $74,400
21% yearly medical inflation cost has been applied

Data captured on August 4, 2014 and is subject to change.
The information contained in this document is confidential and proprietary.

Data captured on August 4, 2014. Total indemnity paid is based on number of lost days multiplied by the adjusted Average Weekly Wage daily rate. During injury leave or make whole the indemnity paid is 2/3 from the state's carrier and approximately 1/3 from the personnel services budget using sick/annual/injury.
Emphasis/Focus Areas:

**Older Driver Fatalities (Age ≥ 65)**

<table>
<thead>
<tr>
<th>Year</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014*</th>
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<tbody>
<tr>
<td>Fatalities</td>
<td>17</td>
<td>26</td>
<td>22</td>
<td>24</td>
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2009-2013 Average: 20.3

**Motorcyclist Fatalities**

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<th>2011</th>
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<th>2013</th>
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<tbody>
<tr>
<td>Fatalities</td>
<td>49</td>
<td>43</td>
<td>44</td>
<td>46</td>
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</table>

2009-2013 Average: 44.2

**Pedestrian Fatalities**

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<th>2014*</th>
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</thead>
<tbody>
<tr>
<td>Fatalities</td>
<td>29</td>
<td>39</td>
<td>36</td>
<td>28</td>
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</tbody>
</table>

2009-2013 Average: 31.7

**Bicyclist Fatalities**

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<th>2013</th>
<th>2014*</th>
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</thead>
<tbody>
<tr>
<td>Fatalities</td>
<td>5</td>
<td>6</td>
<td>8</td>
<td>7</td>
</tr>
</tbody>
</table>

2009-2013 Average: 5.9

* 2014 data is preliminary
Traffic Safety Public Education

Impaired Driving

Last Call Lots
- Renting parking lot for 3 consecutive Fridays in August during the Labor Day DUI Crackdown. Offering 30 overnight parking spaces, free of charge, as long as participants pledge to not drink and drive.

Late Night Snack Sticker
- Distributing to 19 late-night restaurants in Denver and Boulder as one last reminder to find a safe ride home.
Impaired Driving

Pint Glass Message Extenders
• Creating 1,200 pint glasses with the bottom etched with our campaign message “Drink & Don’t Drive.”
• Allows us to message right at a decision point when someone is consuming alcohol.
• Reached out to 54 bars, restaurants and breweries, and have placements in 10 so far.

Latino Outreach
• Developing posters and billboards with an ethnically relevant message and image in Spanish.

Seat Belts

Targeted Campaign in Pueblo
• In 2013, Pueblo experience 9 motor vehicle fatalities with all 9 being unbuckled.
• Developed pool balls branded with seat belt facts, distributing to Pueblo bars. There is a tie between alcohol-related and unbuckled fatalities, so this educates on both.
• Sponsoring the Pueblo Chile Festival, direct mailing free entry passes to 3,000 of our target audience (males, 18-34), hosting a booth to engage with attendees
Motorcycle Safety Training

Ride Wise: Keep Learning, Ride Forever
- Developed campaign targeting at-risk riders (males, 45-65), encouraging training and lifelong learning.
- Campaign featured a series of videos, advertisements and posters featuring real Colorado riders whose heart-stopping stories illustrate the value of safety training. Advertising included billboards, online ads, online video, in-bar posters, and print ads in rider publications.
- Media loved the campaign. There was a front-page article on the campaign in Denver Post and additional coverage in Chaffee County Times, Craig Daily Press and 9News Denver.
- Indications of success include multiple experienced riders reaching out for information on training classes to learn specific riding skills.

Pedestrian Safety

Heads Up!
- Pedestrian crashes are on the rise in Colorado, particularly in urban areas. In 2013, there were over 1,400 peds hit and over 50 killed in traffic crashes. Observation showed that the majority of peds believe they always have the right of way and cars will stop for them no matter where they cross the street.
- Objectives are to increase ped and driver awareness of safety on the road and decrease ped fatalities in Colorado.
- Campaign creative concept is: Eye Contact Saves Lives—Heads Up at Crossings
- Campaign will launch end of August and run through September
Risk Reduction

FY 13 Projects
• I-70 Georgetown Hill (R1) - Completion expected spring 2014
• SH 133 Paonia Reservoir (R3) - Currently advertised

FY 14 Projects
• US6/SH119 Clear Creek Canyon Corridor (R1) - Advertisement expected early summer 2014
• SH3 Durango (R5) - Currently advertised
• SH145 Telluride Village (R5) - Currently advertised
• US550 Ridgeway (R5) - Delayed to FY 15/16 due to ROW acquisition
Maintenance of Existing Mitigation Devices

- I-70 Glenwood Canyon Fence Repair and Improvements
- SH 119 barrier improvement
- SH 145 barrier improvement
- US 285 barrier improvement
- US 550 Red Mountain Pass crib wall repair
Emergency Response

Emergency response and assistance:
55 locations statewide through 3rd quarter FY 14

- R1 - 9 locations
- R2 - 7 locations
- R3 - 10 location
- R4 - 23 locations
- R5 - 6 locations
Questions?