

**Transportation Commission of Colorado  
Safety Committee Meeting Agenda  
November 19, 2015 @ 3:30 PM  
4201 East Arkansas Avenue; Auditorium  
Denver, Colorado**

**Darrell Lingk  
Director,  
Office of Transportation Safety**

**Herman Stockinger  
Secretary**

**Ed Peterson  
District 3, Lakewood**

**Steve Hofmeister  
District 11, Haxtun**

**Heather Barry  
District 4, Westminster**

**Sidny Zink,  
District 8, Durango**

**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 March 19, 2015**
- 3. Loss History (Excellence In Safety Update) – 5 minutes**
- 4. Public Communications for Office of Transportation Safety– 5 minutes**
- 5. Geo Hazard Program – Ty Ortiz - 10 minutes**
- 7. Adjournment**



**COLORADO**  
**Transportation Commission**

4201 East Arkansas Avenue, Room270  
Denver, CO 80222-3406

**DATE:** November 19, 2015  
**TO:** Transportation Commission  
**FROM:** Darrell Lingk, Director, Office of Transportation Safety and Risk Management  
**SUBJECT:** Safety Committee Meeting

Purpose

Update the Safety Committee on our Loss History (Excellence In Safety Process), Public Communications for Office of Transportation Safety, and CDOT's GeoHazards Program.

Action

Information only

Background

Not Applicable

Details

The Loss History Chart is intended to provide an overview of CDOT's property, Auto and workers compensation losses. The loss history shows the impact that "Excellence In Safety" program directly impacted reducing the frequency of on the job injuries.

The Public Communications presentation will review the marketing and communications tactics used by CDOT to educate the public on impaired driving, alcohol awareness campaign. These efforts are targeted to specific, at-risk audiences in ways that are relevant to them.

The Geohazards program will review their current projects and update on recent geohazard highlight responses.

Key Benefits (if applicable)

Not Applicable

Options and Recommendations (if applicable)

Not Applicable

Next Steps (if applicable)

Not Applicable

Attachments



TRANSPORTATION COMMISSION OF COLORADO  
SAFETY COMMITTEE MEETING MINUTES  
July 15th, 2015

Chairperson Kathy Connell called the meeting to order at 3:18 p.m. on Wednesday July 15th, 2015 in the auditorium of the CDOT Headquarters building at 4201 East Arkansas Avenue, Denver, Colorado.

PRESENT WERE: Commissioner Kathy Connell, District 6  
Commissioner Sidny Zink, District 8  
Commissioner Steven Hofmeister, District 11  
Commissioner Edward Peterson, District 2

ALSO PRESENT: Commissioner Shannon Gifford, District 1  
Commissioner Kathy Gilliland, District 5  
Darrell Lingk, Director of OTS  
Shailen Bhatt, CDOT Executive Director  
Mike Lewis, CDOT Deputy Executive Director  
Herman Stockinger, Director, Government Relations  
Josh Laipply, Chief Engineer  
Ryan Rice, TSM&O  
Maria Sobota, Acting Director OFMB, CFO  
Paul Jesaitas, Acting RTD Region 1  
Anthony DeVito, Director I-70 East Corridor  
Karen Rowe, Regional Transportation Director, Region 2  
Johnny Olson, Regional Transportation Director, Region 4  
Kerrie Neet, Regional Transportation Director, Region 5  
Dave Eller, Regional Transportation Director, Region 3  
AND: Other CDOT & State Staff

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

**March 19th, 2015 Transportation Commission of Colorado Safety Committee Meeting Minutes**

Commissioner Connell asked if there were any comments, additions or deletions on the March Safety Committee meeting minutes. There were none and the minutes were approved.

**Loss History (Excellence in Safety Update)**

Office of Transportation Safety Director Darrell Lingk gave a 5 minute presentation. Darrell presented 2 Loss History charts showing where CDOT stands regarding Worker's Compensation claims from the beginning of 2011 to

present. Darrell highlighted the results for CDOT employees for FY15. This year was the first time we have ever had fewer than 300 claims.

Commissioner Connell commented and said, “Congratulations on this significant accomplishment”.

Darrell went on to explain that the chart shows a 24% reduction in claims over in FY2015 compared to a 3 year average encompassing 2012, 2013, and 2014. CDOT realized a 28% reduction in lost time claims during that same time period. Darrell stated, “This is a milestone for CDOT, not to be looked at as a success, but more so as progress.” Excellence in Safety, implemented in 2012, is a behavioral based program focused on leading indicators rather than lagging indicators. Darrell stated, “We still use lagging indicators, that is what these charts are, but the focus is on proactive things that employees and supervisors do every day to promote safety before injuries actually happen. A lot of that has to do with the results we have seen in these charts over the past couple of years. Results of the Excellence in Safety Program is determined by our Safety Culture and the ownership of that culture within the organization by our supervisors and employees practicing it.” Darrell went on to explain that in his view we are 50% to 60% down the road from where he would like us to be ultimately. So the good news is we do have room to grow. Darrell would like to see that number of claims drop below 200, hopefully within the next year or 2 years at the most.

Commissioner Peterson then noted, “As the newest member of this committee the first thing I want to say is you are spot on. I work in construction and it is nice to have indicating numbers but for any safety program to be effective there has to be buy in. I think that what you are doing and the way you are looking at this will get you where you want and it will sustain you. I want to commend you for that attitude and I’d like to know how programmatically you are working within the organization to establish that culture of “why safety is beneficial to me.”

Darrell then asks if he could take his last minute to describe the evolution of Excellence in Safety. This is not a safety program; it is a safety process. The difference is, a program typically has a start and an end point, a process doesn’t necessarily end. So, Excellence in Safety has always been designed to evolve over time. We don’t know what this program is going to look like several years from now because we are waiting to see what turns we need to take based on the mindset of the workforce.

Commissioner Zink asked the following question: I was curious about the total number of employees that this number is relative to?

Darrell indicated that the employee population at CDOT has remained fairly static over the last 4-5 years at approximately 3,000.

Commissioner Connell then asked if there are any other questions or comments and there were none. She thanked Darrell and commends him on great progress.

### **Public Relations Update**

CDOT Safety Communications Manager Sam Cole delivered a 10 minute update on the latest highway safety media campaigns.

Amy Ford introduced Sam as this is his first time presenting to the commission.

Sam explained that he oversees safety campaigns with a budget of 3 million dollars: most of the funds coming from NHTSA. He presented an overview of the safety campaigns that CDOT has been running since last fall:

**Impaired Driving Campaign:** 9 different “The Heat is On” enforcement periods, St. Patrick’s Day green carpet roll out was a huge success gaining 16 stories on television and 11 million impressions on social media - a \$58,000 paid media value.

**Marijuana Impaired Driving Campaign:** “Drive High Get a DUI” Targeted young males age 21-34. Survey conducted of marijuana users revealed 21% do not know that marijuana impaired driving can result in a DUI, 57% have driven within 2 hours of consuming marijuana and 11% of Coloradans overall say that they smoke Marijuana. The goal of the campaign was to increase awareness of “Drive high get a DUI. New campaigns have been incredibly successful, gaining 200 million social media impressions for a total value of \$217,000. These new tactics included 2 smoking cars, 10 arcade games (partnering with dispensaries) and 1 cannabis quiz cab (partnering with yellow cab). Sam explained how each of these campaigns worked and then showed a short video that recaps the campaign using each of the tactics.

**Motorcycle Safety Training:** The “Ride Wise” campaign This campaign included taglines and words of wisdom from real Colorado riders and were placed on billboards, online ads & online video. Ride Wise targets an older male rider demographic 45-65 and encourages them to seek out refresher or advanced training.

**Seatbelt Use Campaign:** We are not a state with a primary seat belt law and we have overall lower seatbelt usage than the national average. A billboard campaign was launched up and down the I-25 corridor

Upcoming August – September Campaigns: Teen Driving, Motorcycle Safety, Child Passenger Safety, Impaired Driving with a focus on alcohol and Pedestrian Safety.

Commissioner Connell thanked Sam and asks if there are any pressing comments before we moved on to Ty. There were none.

### **CDOT Rock Fall/Geohazards Report**

Ty Ortiz gave a 5 minute update on CDOT's Geohazards Program.

Ty asked if there are any questions on the information supplied in the meeting packet. There were none. Ty made a point that this May has been the rainiest month in Colorado history. We have had some unexpected road closures as a result. He explained that people inquire about these road closures because they see nothing wrong; however, our trained experts do see potential movement and they make the decision to close the road. Ty gave a personal account of a time about 10 years ago when he didn't request a road closure when there was uncertainty about movement and there was a slide and a car did get hit.

Commissioner Gilliland asked the following question. Last month we took a trip to Grand Junction and there is so many sheer rock walls that you pass by. With all of this rain and everything getting wet and then drying out; does that cause long term possibilities of more slides because things have been loosened up?

Ty explained how the science of geohazards works and that he would be more concerned with landslides rather than rock fall.

Commissioner Connell then said, "I just want to comment that I really appreciate since I've been on the commission this change of going from reactive to proactive mode in this area. As you all know one of the reasons I am on this committee is because one of my employee was killed due to rock fall". The work CDOT has done in the last 4 years to change this has been wonderful and I applaud you. I know that Douglas pass is another example of this proactive approach you are taking and I really appreciate it".

Commissioner Connell then asked if there were any other comments.

A visitor in the meeting did have a comment. The person stated. "If I could interject something really quickly on Ty Ortiz. Recently, there has been an unusual occurrence of rock fall in Oklahoma. They called on national expertise and flew Ty out to help at their director's request. That is the kind of dedication and expertise that Ty is bringing to our program."

Commissioner Connell thanks the observer for sharing the comment.

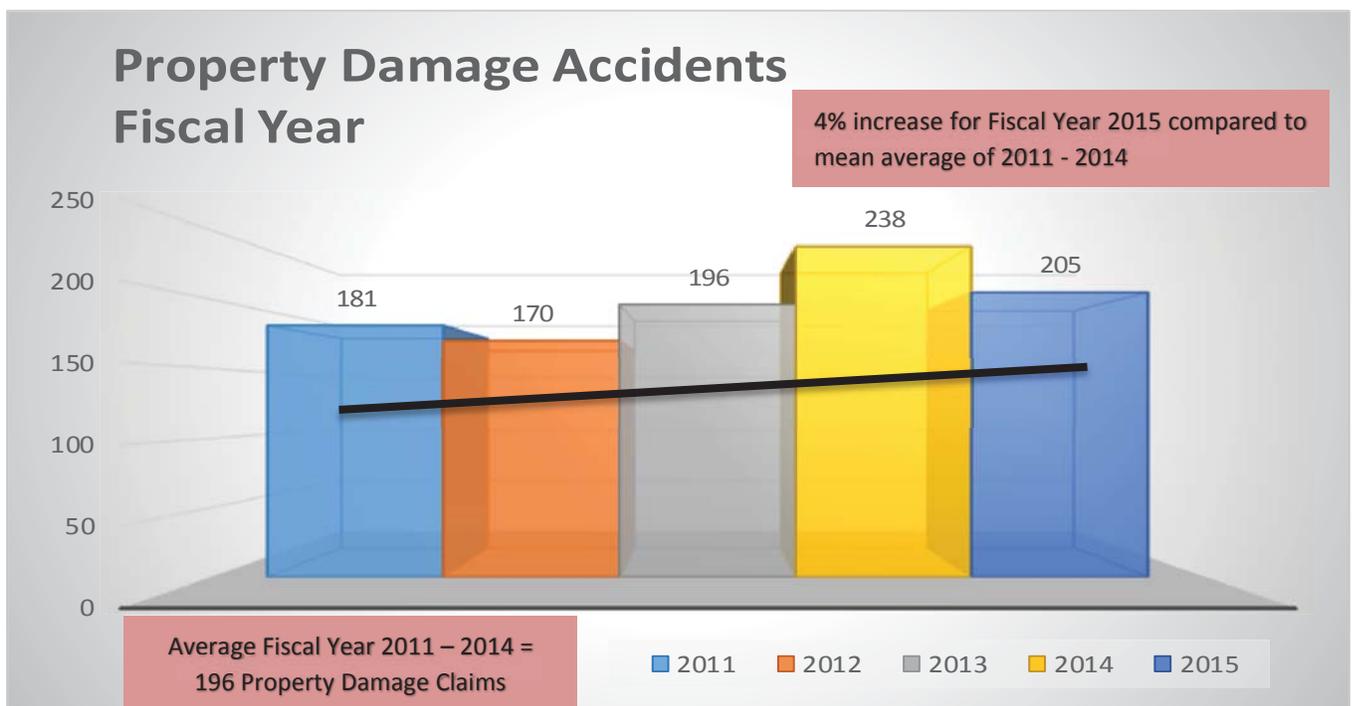
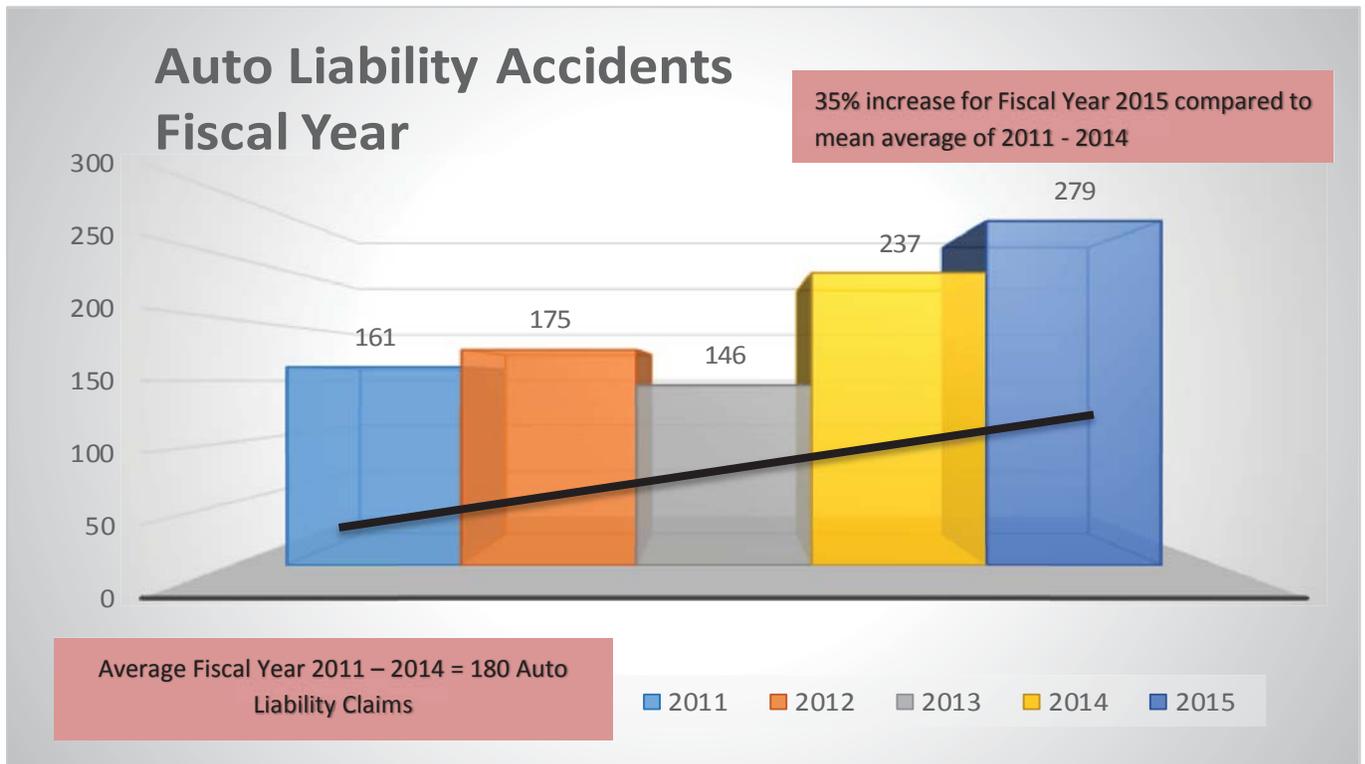
**Other Matters and Adjournment**

And there being no further matters to discuss, Chairperson Connell adjourned the meeting at 3:42 p.m. on Wednesday, July 15th, 2015.

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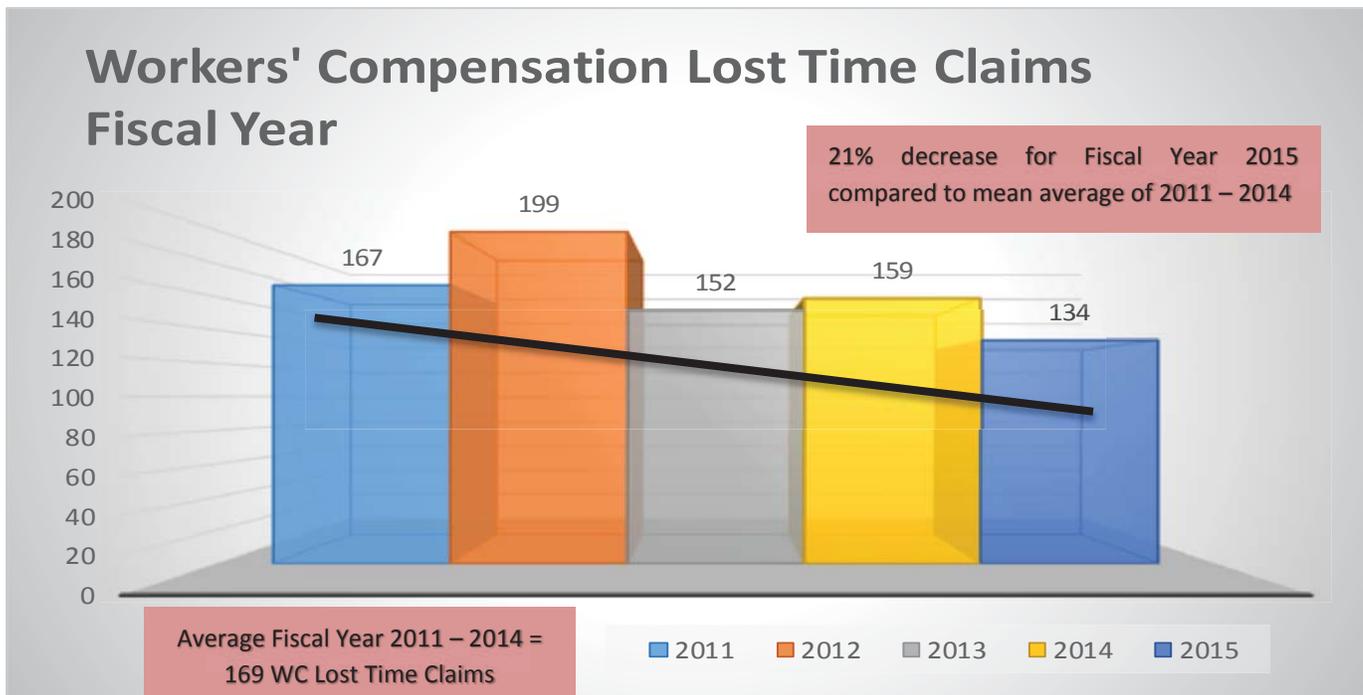
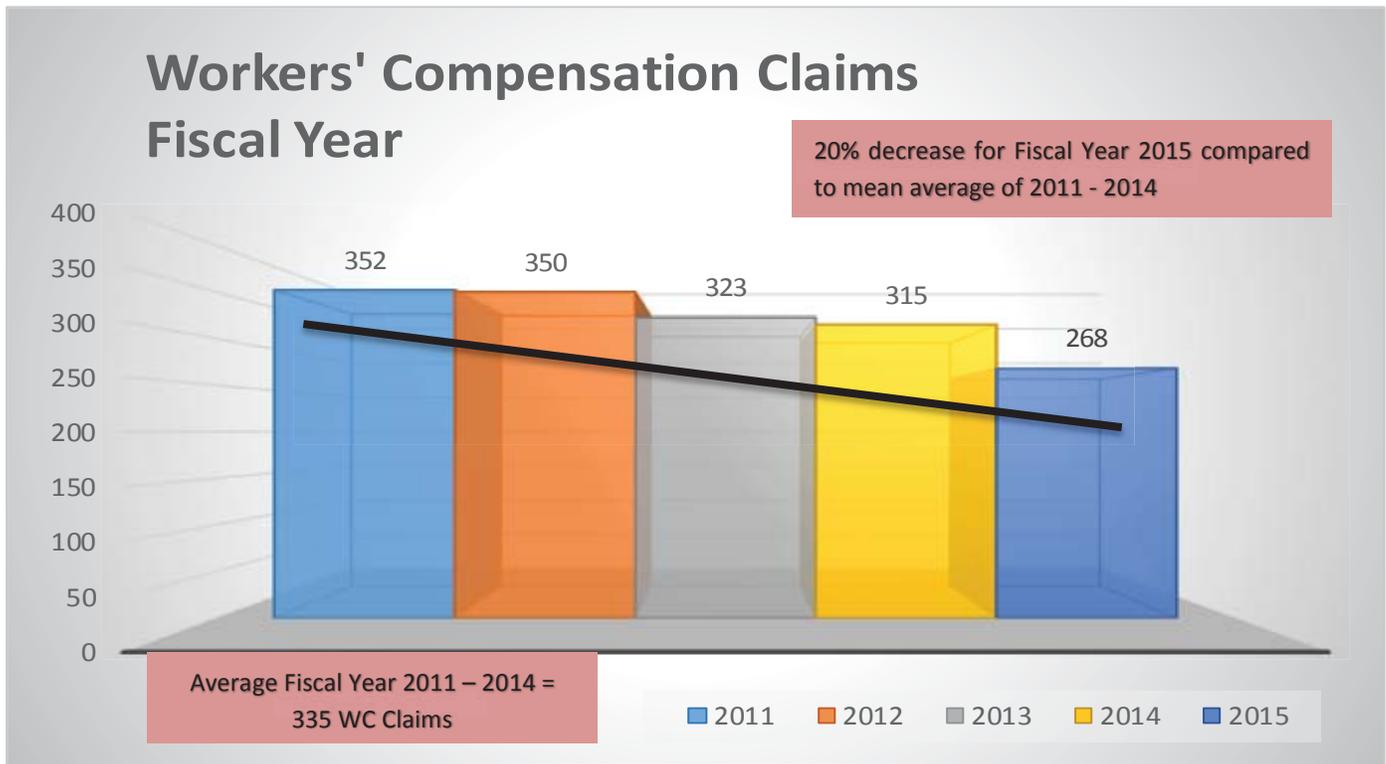
**Herman Stockinger, Secretary  
Transportation Commission of Colorado**

## Total Number of Claims for Fiscal Year July 1 through June 30



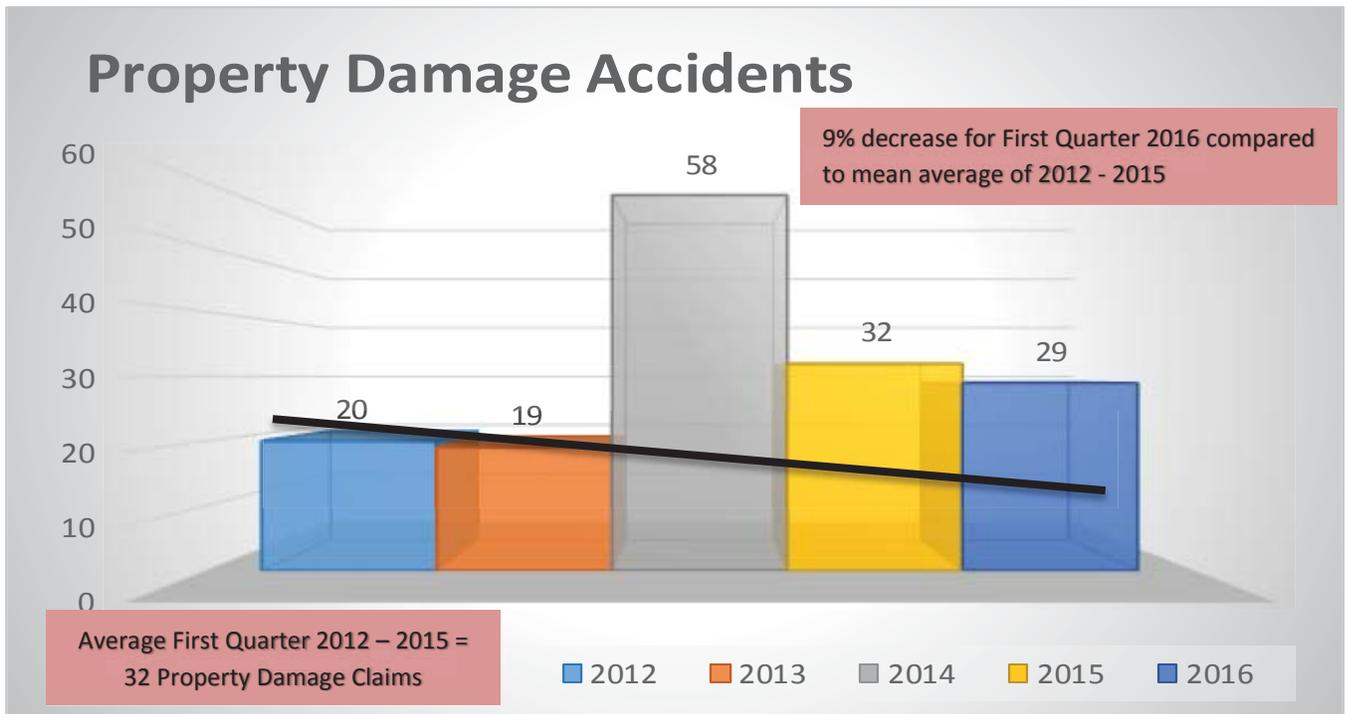
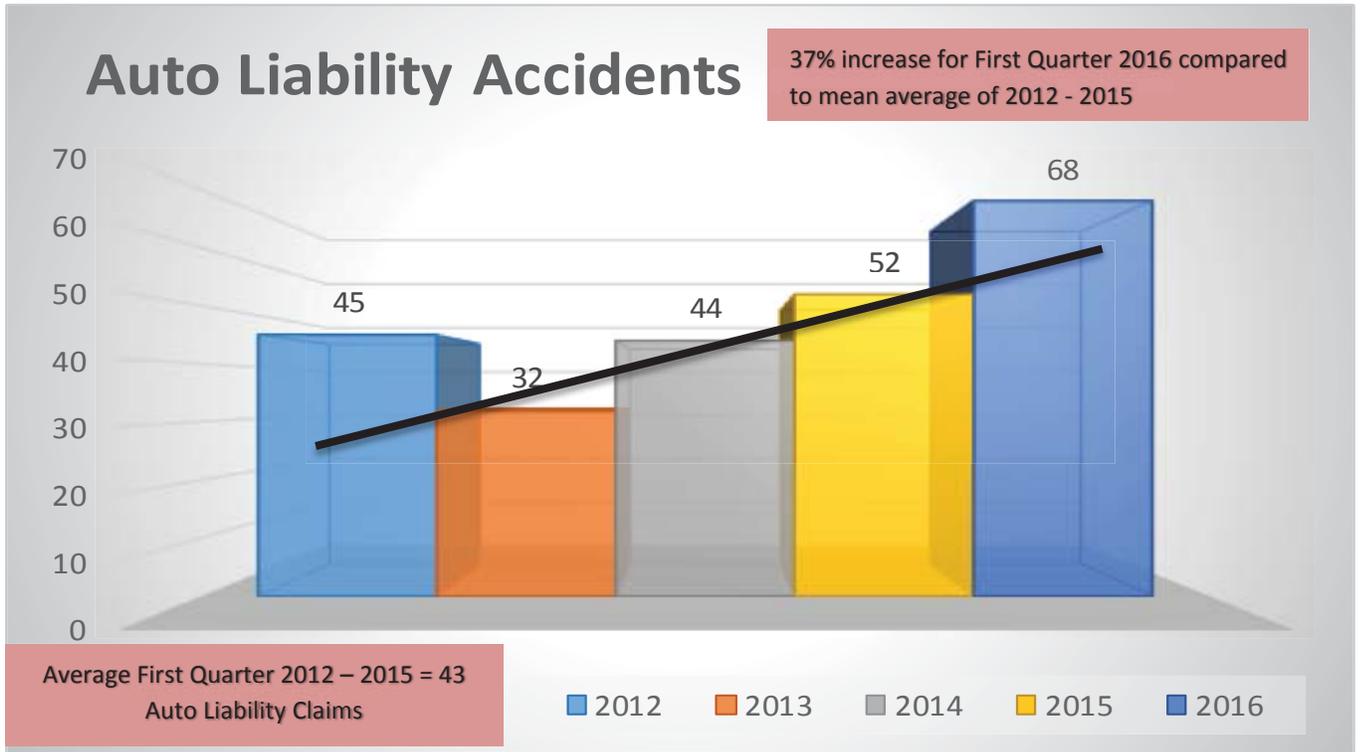
\*Claims valued as of October 28, 2015. Number is subject to change due to late reporting.

## Total Number of Claims for Fiscal Year July 1 through June 30



\*Claims valued as of October 28, 2015. Number is subject to change due to late reporting.

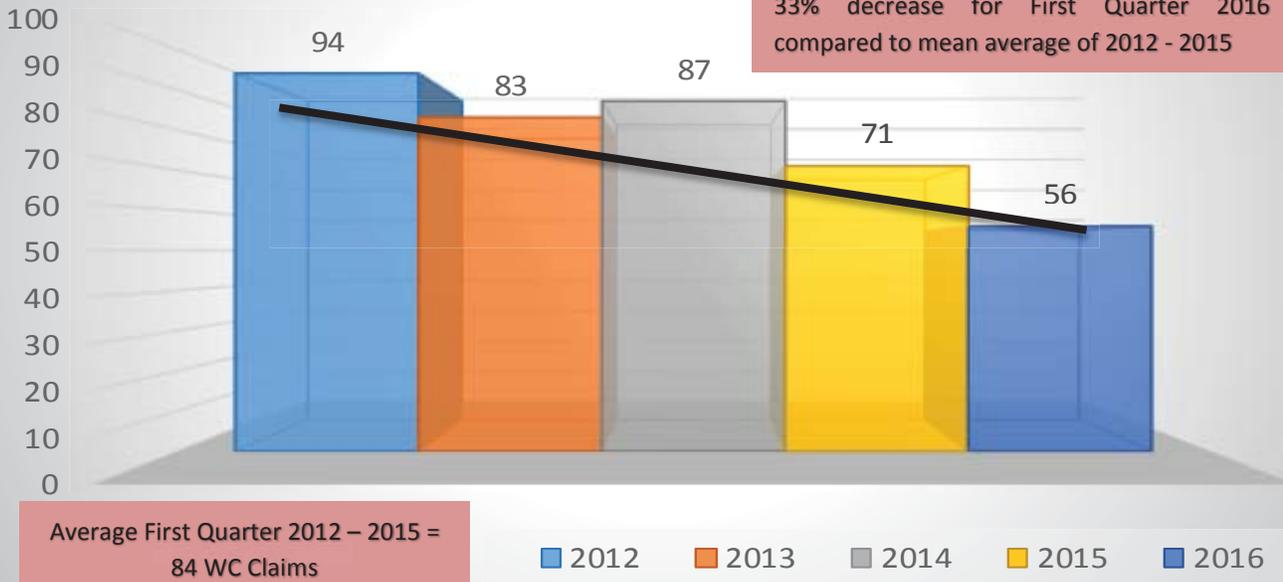
## Total Number of Claims by First Quarter July 1 through September 30



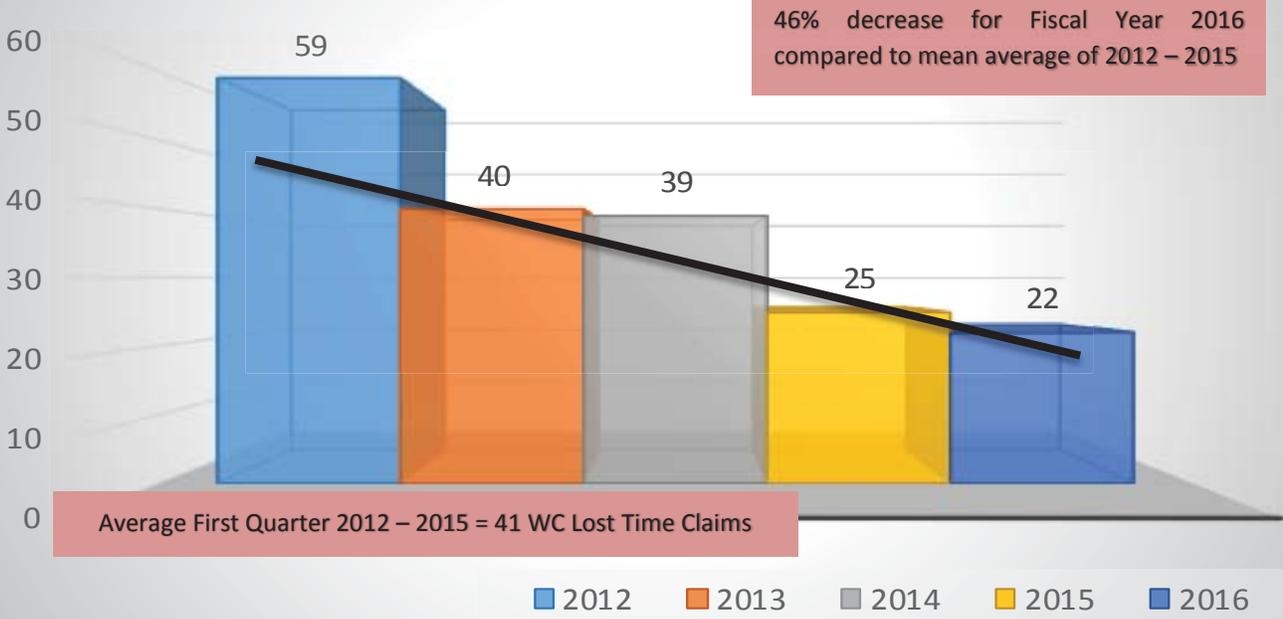
\*Claims valued as of October 28, 2015. Number is subject to change due to late reporting.

## Total Number of Claims by First Quarter July 1 through September 30

### Workers Compensation Claims



### WC Lost Time Claims



\*Claims valued as of October 28, 2015. Number is subject to change due to late reporting.

**Traffic Safety – Communications  
June to October, 2015**

Teen Driving

**Campaign Name:** *High School Football Game “Buckle Booth”*

**Target:** Teens aged 15 – 18 in high school

**Budget:** \$75,000

**Goal:** Have conversations with Colorado teens about the importance of wearing a seat belt - every ride, every time, ultimately changing their buckling behavior to move towards zero teen crash deaths.

**Tactics:**

- Feature a seat belt photo booth (aka “Buckle Booth”) at 6 high school football games as a fun way to remind teens to buckle up

**Results:**

- 10 media stories (e.g. 9News, Univision, Greeley Tribune, and others); 3,019,447 earned media impressions; 512 pledges signed by teens;



Child Passenger Safety

**Campaign Name:** *Car Seats Colorado*

**Target:** Parents of children 0-14 years

**Budget:** \$50,000

**Goal:** Educate parents about the proper car seat and seating position for children

**Tactics:**

- During Child Passenger Safety Week partner with the Colorado State Patrol (CSP) to conduct media outreach and secure new coverage about how to properly and safely restrain children in vehicles.

**Results:**

- Promoted 25 car seat check events; garnered 7 online stories, 2 print stories, and 1 TV story; 3,271,508 earned media impressions with a publicity value of \$39,916.46

Motorcycle Safety

**Campaign Name:** *Look Twice for Motorcycles*

**Target:** Drivers in urban areas of the state

**Budget:** \$150,000

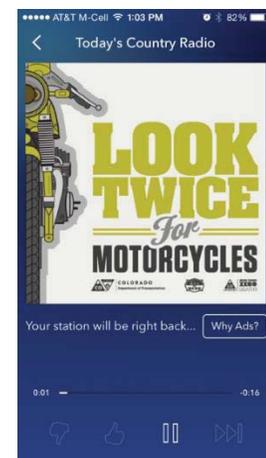
**Goal:** Instill awareness among drivers to look out for motorcyclists as a way to prevent crashes

**Tactics:**

- Using a mass advertising campaign, saturated the state with awareness messaging about motorcycle safety

**Results:**

- 24,284, 444 paid media impressions; 2,973,892 earned media impressions; 5 news stories on major news outlets



Pedestrian Safety

**Campaign Name:** *Hank's How to Get Hit by a Car Video Series*

**Target:** Pedestrians, especially those skewing male and younger

**Budget:** \$210,000

**Goal:** To educate pedestrians about the importance of safety and observing pedestrian laws

**Tactics:**

- Offer edgy content to capture attention of young males via 90-second campaign video, *Hank's How to Get Hit by a Car Video Series*, offering digestible, yet unconventional, pedestrian safety tips tailored for social media



**Results:**

- 10 total media stories, 8 online and 2 broadcast; 3,973,125 total earned media impressions 11,961 YouTube views; 2,150 likes, shares, comments, re-tweets; "Millennials" segment reacted to the message in a neutral-positive light - posts saw little to no polarizing negative conversations.



Impaired Driving – Alcohol:

**Campaign Name:** 1) *A Few Can Be Dangerous*; 2) *Know Your Limit*

**Target:** Males, 21 - 34 years old, over represented in crash and fatality data, not chronic DUI offenders.

**Budget:** \$800,000

**Goal:** Shift attitudes and behaviors around drinking and driving among our target

**Tactics:**

*A Few Can Be Dangerous*

- Use humor to engage and ultimately raise awareness among our target that "a few can still be dangerous" using paid media.



*Know Your Limit Campaign*

- Raise awareness about personal breathalyzers as a way to know how many drinks are too many by partnering with Alcohoot, a personal breathalyzer company, to host a series of events over Labor Day Weekend

**Results:**

- Paid Media: Internet video - 3,736,459 impressions; 2,486 clicks to landing page; 3,046,502 completed views (82% completion rate);
- Hispanic events - 100,000 attendees reached with DUI messaging at 6 events

- Breathalyzer events - 3,500 people stopped by 3 events; 750 people tested out an Alcohoot breathalyzer; 140 devices given away; \$1,000 in Uber ride credit given away; 13 on-air TV stories with an estimated 369,252 impressions; \$105,545.03 publicity value; Received 5 online stories with an estimated 2,234,903 impressions



*Funding for campaigns is provided via grant funds from NHTSA, except for the Drive High, Get a DUI and MOST campaigns, which are funded by the state.*

CDOT

# 2015 Impaired Driving - Alcohol Awareness Campaign

Office of Communications



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DUI 2015

Goals:

1. Build statewide public awareness of the “Drink & Don’t Drive” campaign while working to change behavior.
2. Support the 4 summer enforcement periods.

Target Audience:

Males, 21 - 34 years old:

- Over represented in crash and fatality data
- Think they know how much alcohol they can consume and still be safe to drive.
- Nearly 70% feel that they are safe to drive after 1 - 2 drinks.



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DUI 2015

## Campaign Name: "A Few Can Still be Dangerous"

### Guiding Principles:

- When it comes to having "just a few" drinks, a lot of people don't think twice about driving.
- This campaign serves as a reminder that "a few can still be dangerous."
- Our target demographic does not respond well to lecturing or finger wagging.
- Used humor to engage ... and raise awareness.

DUI 2015

# TV/Pre-roll - Chainsaws :30



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DUI 2015

# TV/Pre-roll - Tarantulas :30

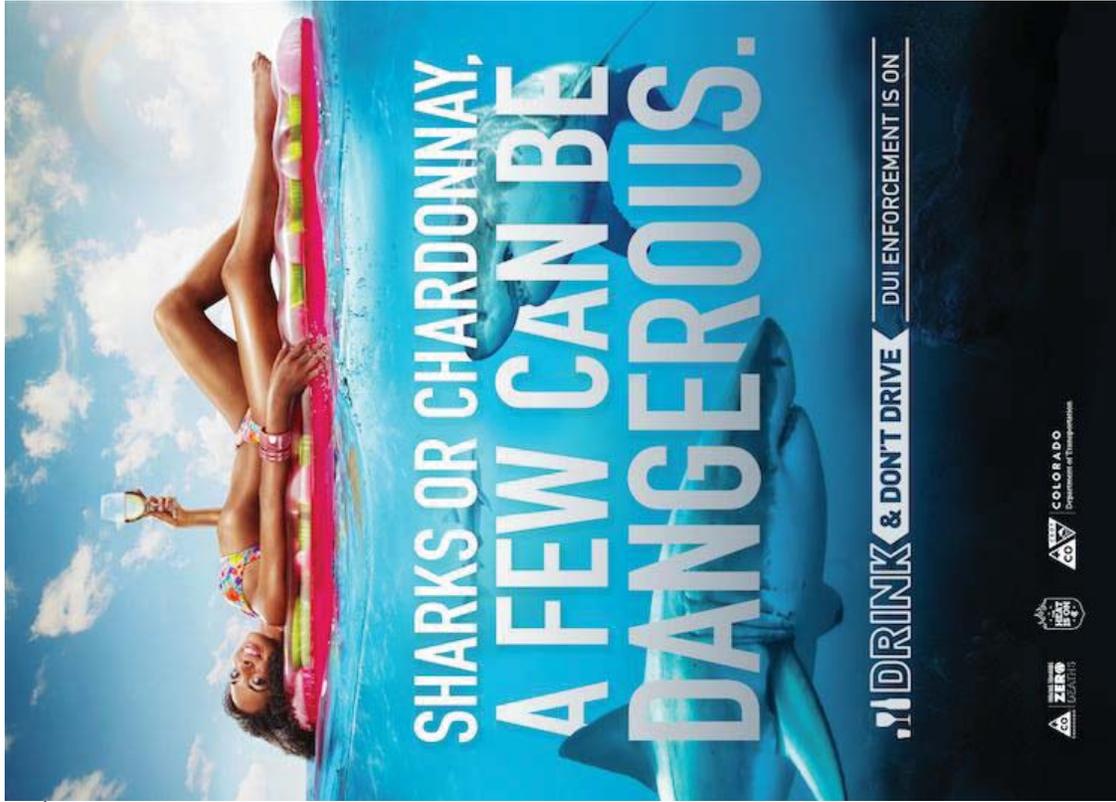


DUI 2015

# Bar Bathroom Posters

Copy:  
SHARKS OR CHARDONNAY, A  
FEW CAN BE DANGEROUS.

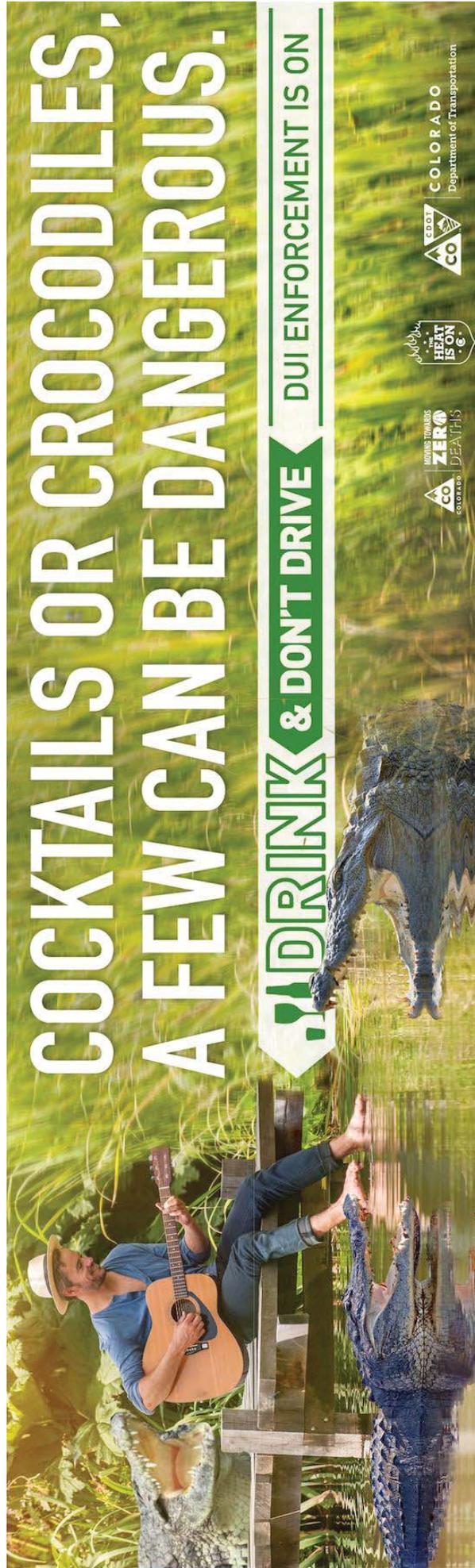
Drink & Don't Drive.  
DUI ENFORCEMENT IS ON.



**COLORADO**  
Department of Transportation

DUI 2015

## Bus Tail



**COCKTAILS OR CROCODILES,  
A FEW CAN BE DANGEROUS.**

**DRINK & DON'T DRIVE** **DUI ENFORCEMENT IS ON**

 **COLORADO**  
Department of Transportation

 **MOVING TOWARDS  
ZERO  
COLORADO DEATHS**

 **HEAT IS ON**

\_\_\_\_\_

DUI 2015

# Radio - Terminal Velocity: 30 sec



## Breathalyzer Events

- Over Labor Day weekend, CDOT partnered with smartphone breathalyzer company **Alcoholoot** and ride-hailing company **Uber**
- Friday, Sept. 4, and Saturday, Sept. 5, we hosted events outside the Tavern Downtown at 21<sup>st</sup> and Market
- On Sunday, Sept. 6, we hosted an event inside Coors Field during the Rockies game

**U B E R**  
**ALCOHOOT**





# Breathalyzer Events



DUI 2015

## Breathalyzer Events - Media Metrics

- Received **13** on-air TV stories
  - Estimated **369,252** impressions; **\$105,545.03** publicity value
- Received **5** online stories
  - Estimated **2,234,903** impressions



### Current Projects

R1 – US 6 Clear Creek Canyon Corridor – *Project rescheduled for FY 17 to accommodate free funding to mitigate the Sand Dome Landslide on US 50, ≈ mp 122, Region 3,*

R2 – I 25 Raton Pass Corridor – *Scheduled for advertisement this spring. Design for second phase in progress (No change from last update).*

R3 – I 70 Glenwood Canyon – *Rockfall fence construction is in final stage.*

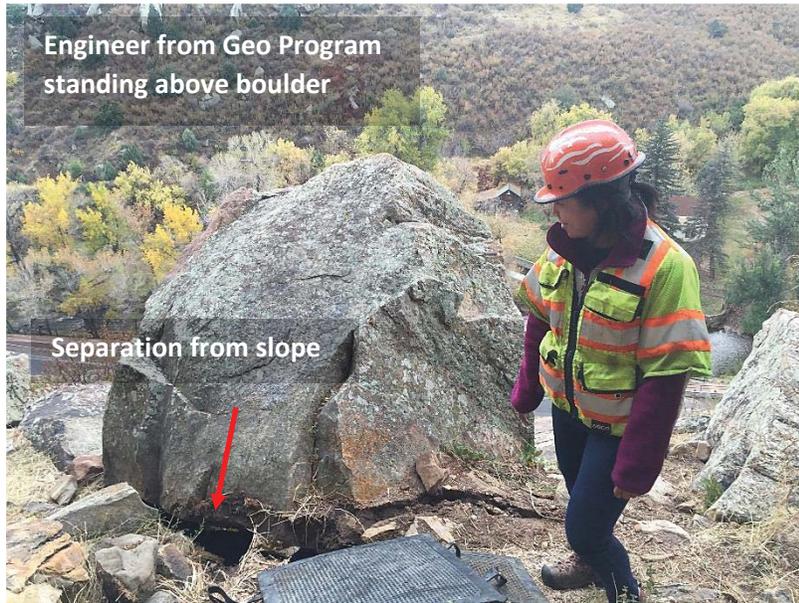
R3 – SH 133 Paonia Reservoir – *Project is under construction. It was re-awarded to Kissner Construction after the original contractor was unable to complete the work.*

R5 – US 550 Ridgeway – *Construction is complete.*

### Geohazard Response Highlights

The Geohazards Program continues to respond to slope stability inquiries and failures as needed. A recent, noteworthy response was the removal of a large boulder above SH 8 in the town of Morrison on October 23. The loose boulder was identified by a local rock climber, Jon Dinsmore. Mr. Dinsmore contacted Ron Ratzel of R1 Maintenance who forwarded the information the Geohazards Program on the evening of October 22. The removal is a good example of CDOT coordinating and responding to a safety issue that had the potential to be tragic if not addressed immediately. Photos of the boulder are below.







In an effort to identify areas susceptible to slope movement and potential failure, we are looking into remote sensing applications to periodically scan slopes along corridors. Scans will be compared to each other and analyzed for change detection and displacement. Where consistent slope movement is observed, actions ranging from increasing scan intervals to slope mitigation can be implemented. Two areas we are currently performing a photogrammetric, remote sensing effort are along I-70 through DeBeque Canyon and along US 24 near Minturn. The US 24 site was discussed in the last Geohazards Program update. Rockfall mitigation was constructed at the site in the first quarter of FY 16. The photos below shows the results of the photogrammetry efforts so far. The areas highlighted are where detectable and measurable change in the slope is observed.

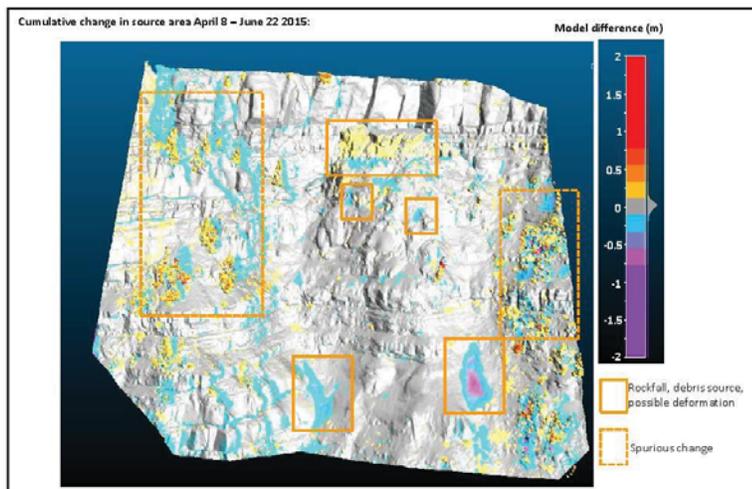


Figure 4. Cumulative change between April 8 and June 22 2015, with examples of model difference interpretation, for reference on Figures 5 and 6.

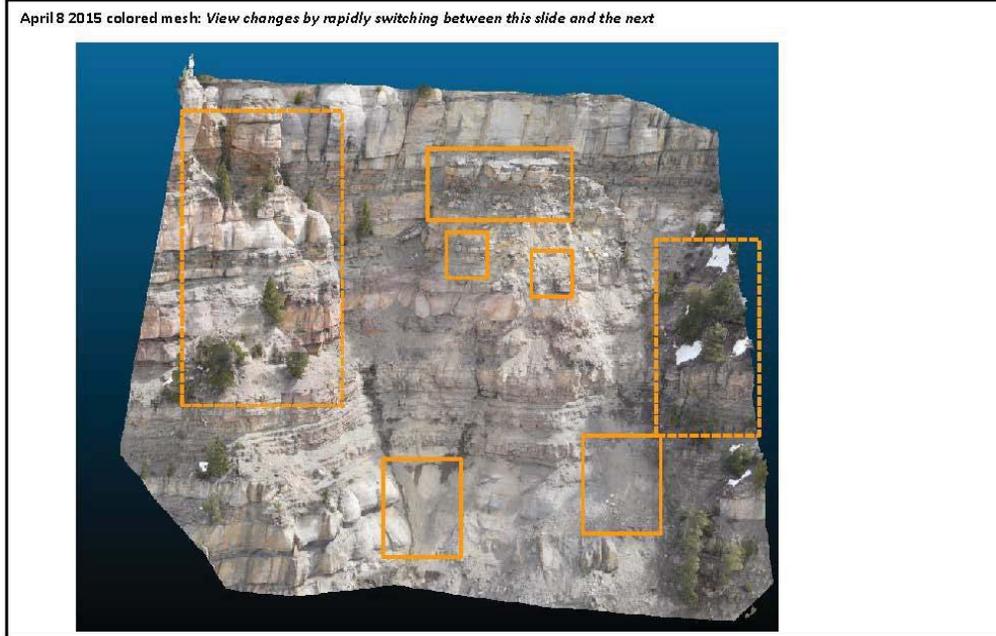


Figure 5: April 8 2015 colored mesh. Switch rapidly between Figs. 5 and 6 to view changes.



BGC ENGINEERING INC.

Page 5

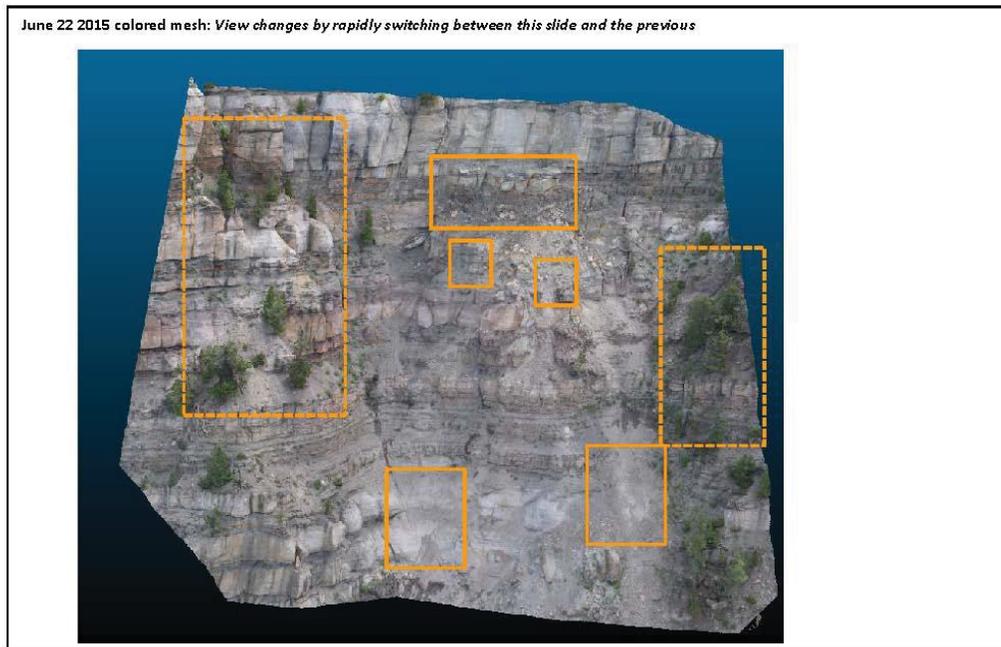


Figure 6: June 22 2015 colored mesh. Switch rapidly between Figs. 5 and 6 to view changes.

### **Program Challenges**

Recently, the Geohazards Program submitted an amendment to its FY 16 spending plan rescheduling Clear Creek Canyon work from FY 16 to FY 17. The change allowed us to increase funding for the Sand Dome landslide on US 50 in R3. The landslide mitigation is estimated in the \$6M range. The Geohazards Program had earmarked only \$1.5M for the site. To make up the difference, the scope of the FY 16 rockfall fence updates in Glenwood Canyon was reduced and R3 covered the cost to install concrete barriers in DeBeque Canyon to increase ditch effectiveness. These sites are listed in the FY 16 spending plan. The changes allow us to allocate about \$5M to the landslide mitigation. R3 will cover the remainder of the mitigation cost.

To fund mitigation associated with larger geohazards like the Sand Dome Slide, future requests for additional funding will be necessary. As the Geohazard Management Plan matures and corridor designs are developed, estimates should be known in advance and can hopefully be planned two to three years in advance. However, at this point the Program is not able to plan funding for more than about one year in advance.



# Geohazard Program Key Points

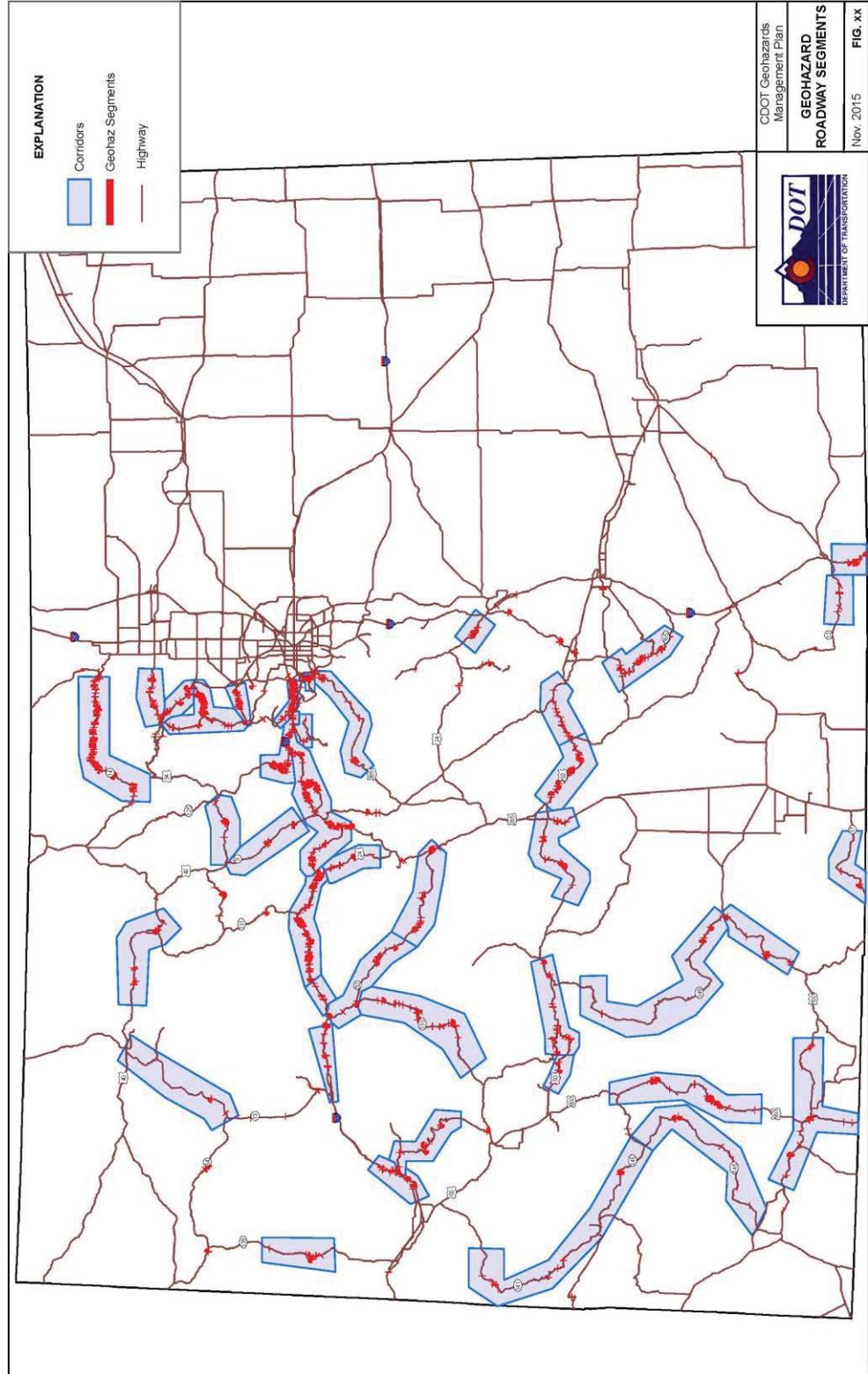
**Remote Sensing:** We are working toward using remote sensing to complement the Geohazards Management Plan and work towards proactive and data driven resource allocation to augment field and empirical observations

[Remote Sensing Example](#)

**Funding Corridor Mitigation:** Mitigation through corridors reduces risk more efficiently than a top down approach. Current funding scenario may not allow key hazards to be mitigated through the program



# Geohazard Corridors





# US 50 Landslide – mp 122

Estimated mitigation = \$6M

FY16 Program  
total budget = \$9.2M

