

2016 Annual Report
Office of Transportation Safety
and
Traffic and Safety Engineering Branch



COLORADO
Department of
Transportation



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Introduction and Accomplishments

The mission of the Highway Safety Office (HSO), within the CDOT Office of Transportation Safety (OTS) is to “reduce the incidence and severity of motor vehicle crashes and the associated human and economic loss.” One measurement of traffic safety performance is the number of fatalities that occur per 100 million vehicle miles traveled (VMT). In Colorado, the rate of fatal traffic crashes has declined from 1.15 fatalities per 100 million VMT in calendar year 2008 to 1.085 in 2015, a 6% reduction. In 2013 Colorado there were 482 traffic fatalities and in 2015 that increased to 546, a 12% increase. The HSO addresses these challenges through a multi-pronged approach that includes engineering safer highways, educating roadway users, traffic safety legislative enhancements and high-visibility enforcement of the State’s driving laws.

Transportation safety challenges include impaired driving due to alcohol and/or drugs, occupant protection compliance in a secondary enforcement environment, excessive speed, motorcycle safety and distracted driving. Utilizing a Problem Identification process, the HSO aggressively addresses these challenges by soliciting projects from traffic safety partners and stakeholders, funding enforcement activities and identifying countermeasures to educate the public and raise awareness. Public information programs and high-visibility enforcement have served to raise awareness among users of Colorado roadways and the public regarding their responsibilities as drivers. To address Colorado’s impaired driving issues including the use of marijuana, alcohol and other drugs, innovative campaigns such as *Heat is On!* and *Drive High, Get a DUI* continue to raise public awareness about high-visibility enforcement. These countermeasures, along with a combination of partnerships with State and local stakeholders, allow Colorado and the HSO to proactively address current and emerging traffic safety challenges.

This report describes the HSO program goals and performance measures, provides an overview of each program area and provides a summary of each project and how that project impacted specific performance measures in Federal Fiscal Year 2016.

Accomplishments

The HSO continued to make marked improvement toward its goals. Examples of this progress include:

- The seat belt usage rate increased from 82% in 2014 to 85.2% in 2015
- The number of alcohol-impaired driving fatalities (BAC .08+) decreased from 160 in 2014 to 151 in 2015, a 6% decline
- Drivers under age 21 involved in fatal crashes decreased from 74 in 2014 to 67 in 2015, a 9% decline
- Significant improvement continues to be made in the timeliness, availability and accuracy of Colorado vehicle crash data

Program Task Reports

Safety Education and Enforcement Programs

Performance Measures





Performance Measures

A-1. Number of seat belt citations issued during grant-funded enforcement activities (grant activity reporting)

Number of seat belt citations issued in 2015: 8,448

A-2. Number of impaired driving arrests made during grant-funded enforcement activities (grant activity reporting)

Number of impaired driving arrests made in 2015: 7,556

A-3. Number of speeding citations issued during grant-funded enforcement activities (grant activity reporting)

Number of speeding citations issued in 2015: 4,729

B-1. Increase the observed seat belt use rate for passenger vehicles

Goal: Increase the observed seat belt use rate for passenger vehicles to 84% in 2015.

Observed seat belt use rate for passenger vehicles in 2015: 85.2%

STATUS: 2015 performance measure exceeded.





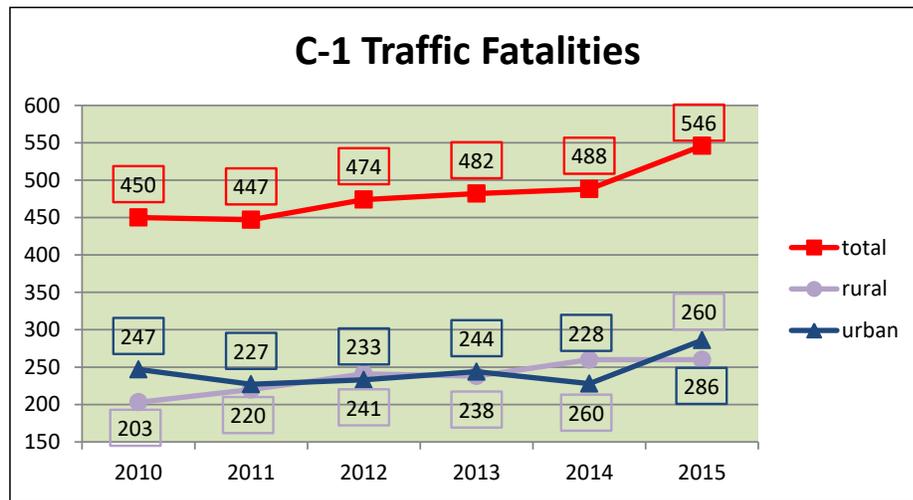
Performance Measures

C-1. Reduce the number of traffic fatalities

Goal: Reduce the number of traffic fatalities in 2015 to 460 .

Number of traffic fatalities in 2015: 546

STATUS: 2015 performance measure not met.

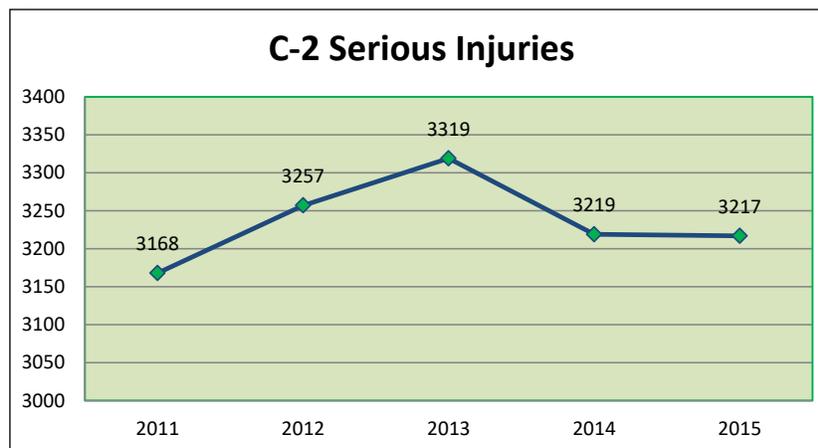


C-2. Reduce the number of serious injuries in traffic crashes

Goal: Reduce the number of serious injuries in traffic crashes in 2015 to 3,100.

Number of serious injuries in traffic crashes in 2015: 3,217

STATUS: 2015 performance measure not met.





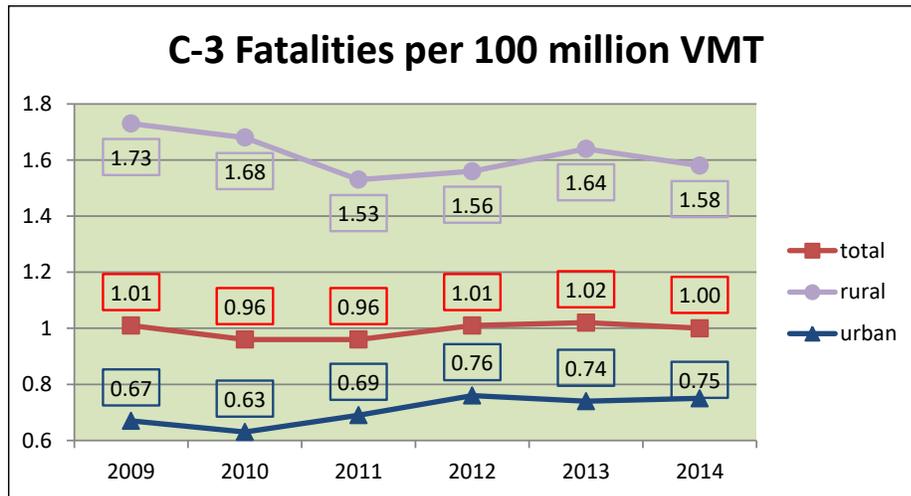
Performance Measures

C-3. Reduce the fatalities per Vehicle Miles Traveled (VMT)

Goal: Reduce the fatality rate per VMT in 2015 to 0.98.

Total fatalities per Vehicle Miles Traveled (VMT) in 2014: 1

STATUS: 2014 performance measure not met.

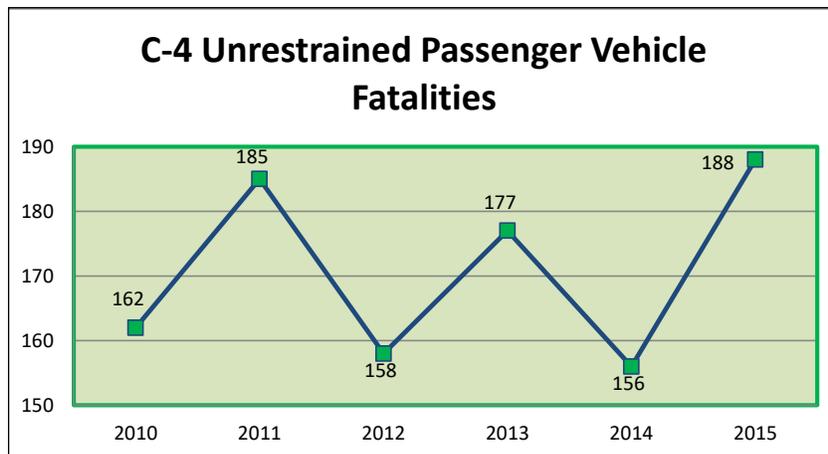


C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions

Goal: Reduce the number of unrestrained passenger vehicle occupant fatalities in 2015 to 145.

Number of unrestrained passenger vehicle occupant fatalities in 2015: 188

STATUS: 2015 performance measure not met.





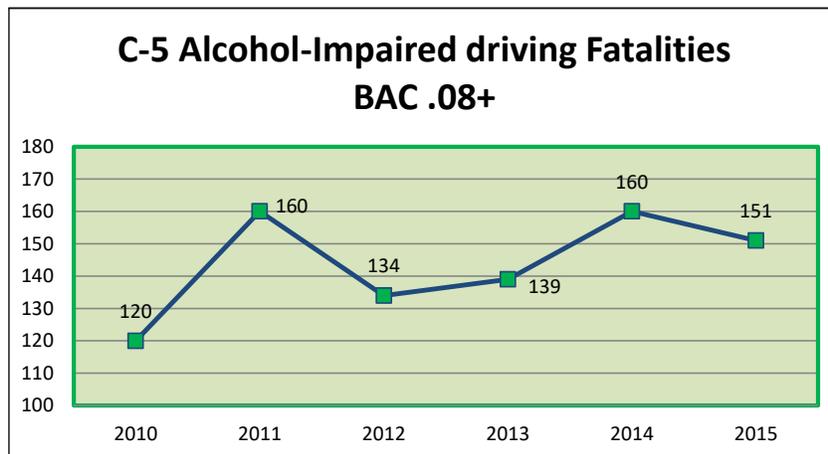
Performance Measures

C-5. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above

Goal: Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above in 2015 to 120.

Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above in 2015: 151

STATUS: 2015 performance measure was not met.

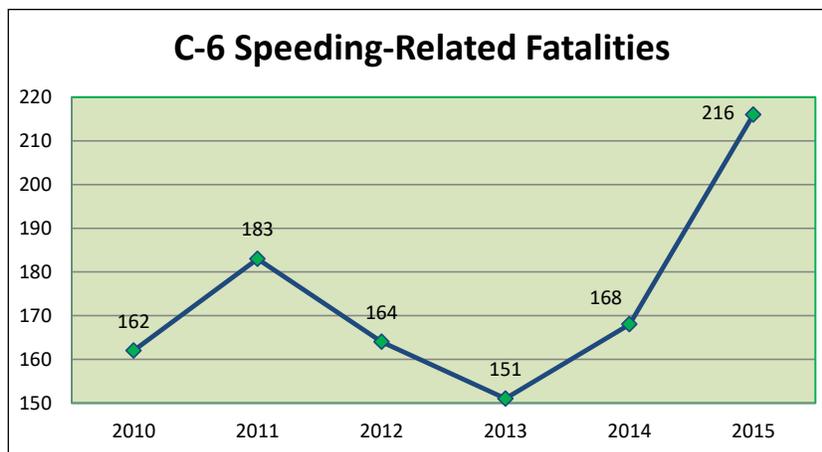


C-6. Reduce the number of speeding-related fatalities

Goal: Reduce the number of speeding-related fatalities in 2015 to 147.

Number of speeding-related fatalities in 2015: 216

STATUS: 2015 performance measure was not met.





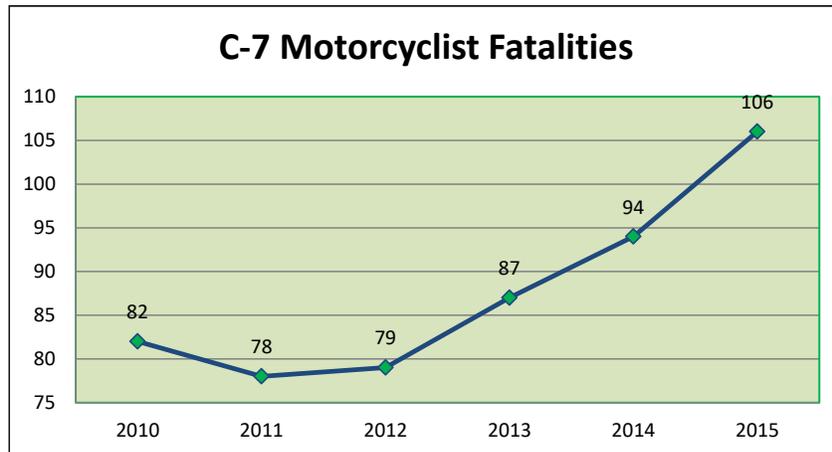
Performance Measures

C-7. Reduce the number of motorcyclist fatalities

Goal: Reduce the number of motorcyclist fatalities in 2015 to 79.

Number of motorcyclist fatalities in 2015: 106

STATUS: 2015 performance measure not met.

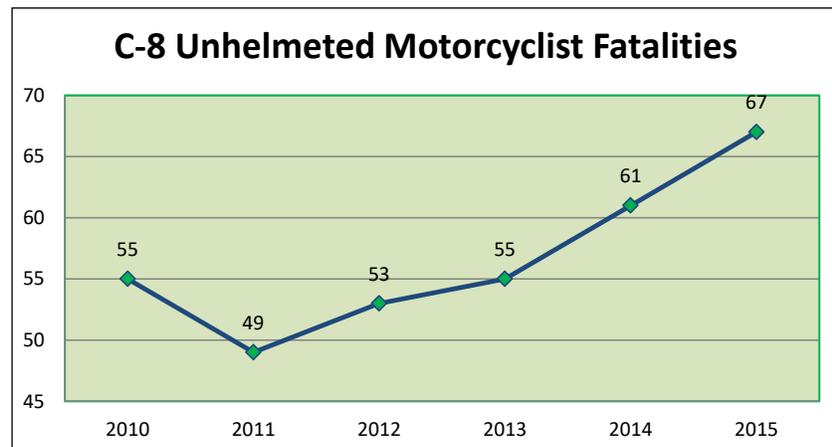


C-8. Reduce the number of unhelmeted motorcyclist fatalities

Goal: Reduce the number of unhelmeted motorcyclist fatalities in 2015 to 49.

Number of unhelmeted motorcyclist fatalities in 2015: 67

STATUS: 2015 performance measure not met.





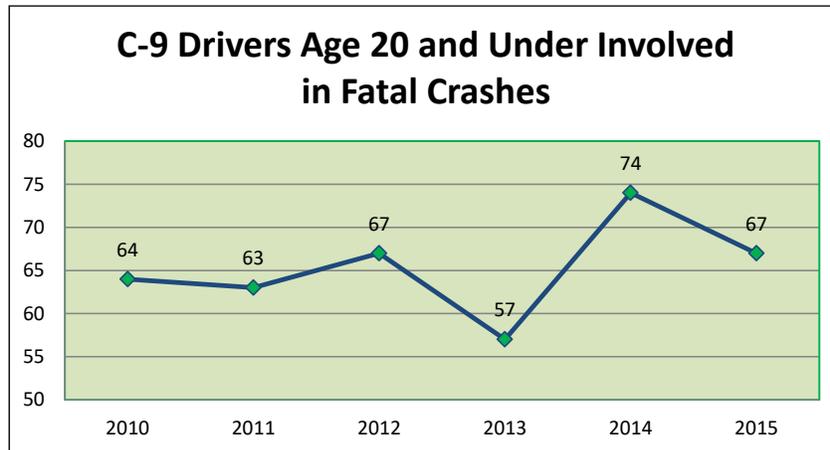
Performance Measures

C-9. Reduce the number of drivers age 20 or younger involved in fatal crashes

Goal: Reduce the number of drivers age 20 or younger involved in fatal crashes in 2015 to 57.

Number of drivers age 20 or younger involved in fatal crashes in 2015: 67

STATUS: 2015 performance measure was not met.

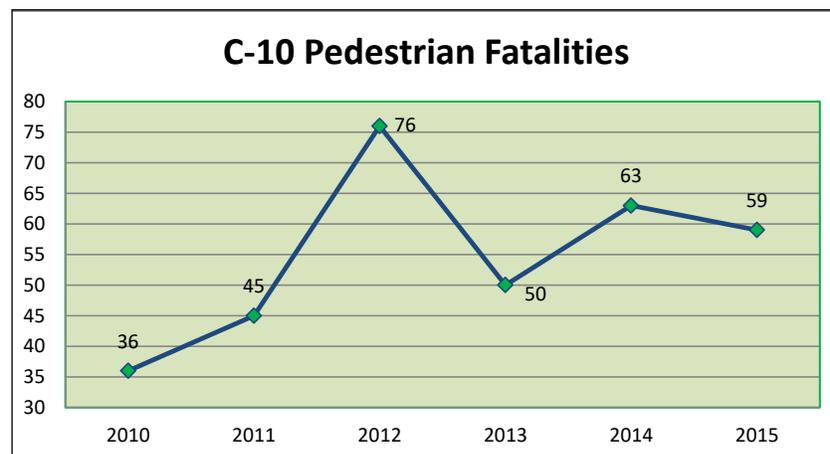


C-10. Reduce the number of pedestrian fatalities

Goal: Reduce the number of pedestrian fatalities in 2015 to 49.

Number of pedestrian fatalities in 2015: 59

STATUS: 2015 performance measure was not met.





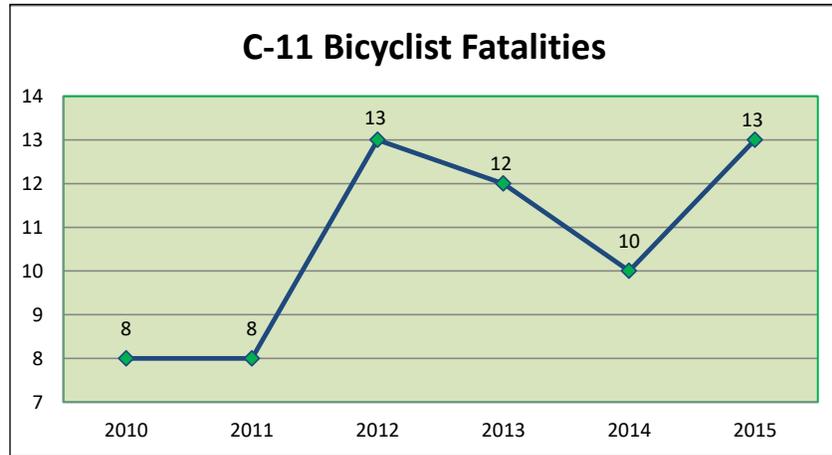
Performance Measures

C-11. Reduce the number of bicyclist fatalities

Goal: Maintain the number of bicyclist fatalities in 2015 at 10.

Number of bicyclist fatalities in 2015: 13

STATUS: 2015 performance measure was not met.

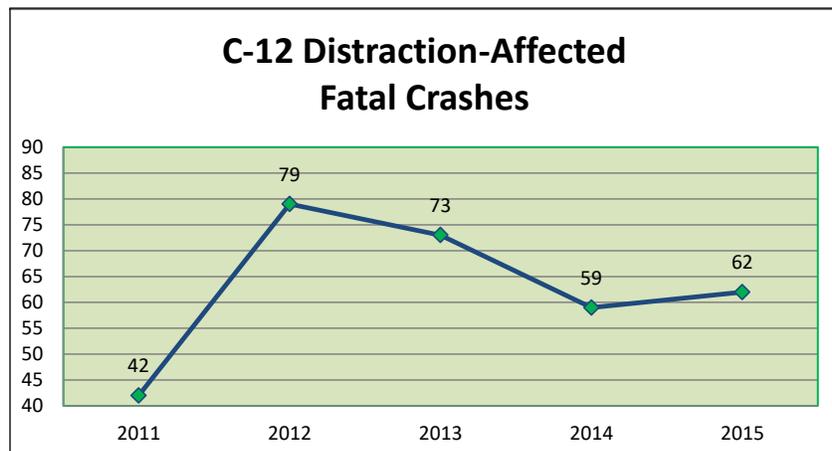


C-12. Reduce the number of fatal crashes involving a distracted driver

Goal: Maintain the number of fatal crashes involving a distracted driver in 2015 at 59.

Number of fatal crashes involving a distracted driver in 2015: 62

STATUS: 2015 performance measure not met.





Performance Measures

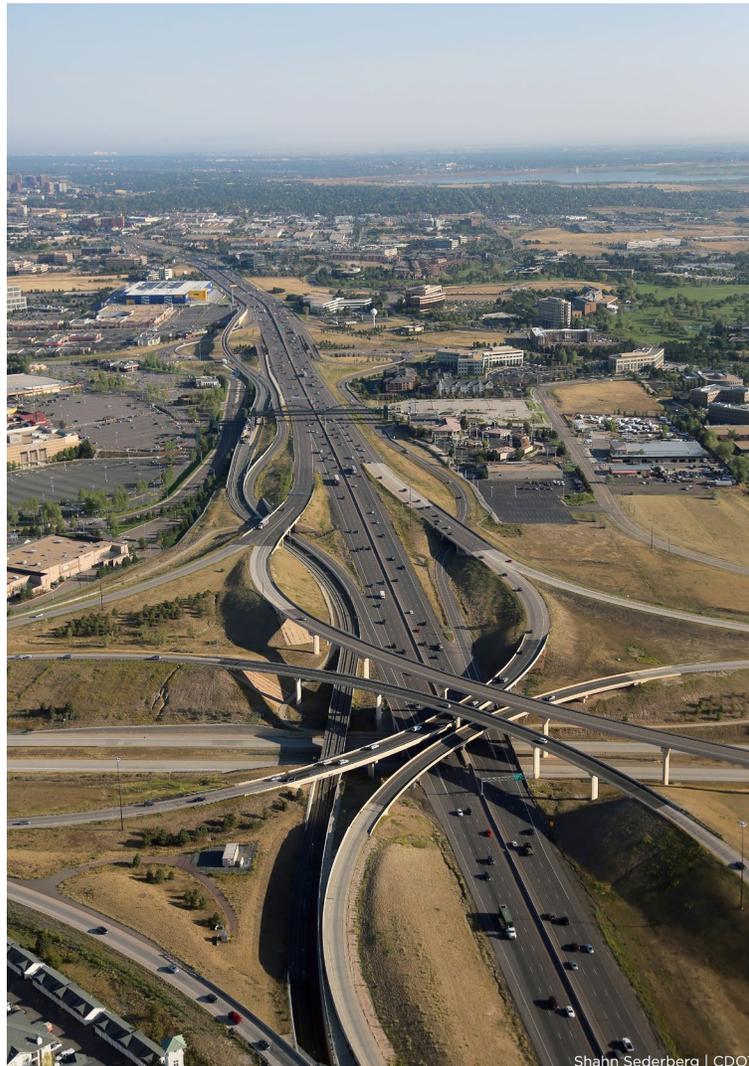
C-13. Reduce the number of fatal crashes involving a driver aged 65 years or older

Goal: : Maintain the number of fatal crashes involving a driver aged 65 years or older in 2015 at 94

Number of fatal crashes involving a driver aged 65 years or older in 2015: 98*

STATUS: 2015 performance measure was not met.

**2015 was the first year this performance measure was included.*





Performance Measures

S-1. Conduct driver attitude and awareness survey of Highway Safety enforcement and communication activities, and self-reported driving behavior

Important Notes:

1. All of the impaired driving and seat belt questions have been asked over a period of years with slightly different wording than the NHTSA wording. CDOT received permission to retain previous wording for longitudinal research reasons. The CDOT question wording is presented below each NHTSA question.
2. CDOT received permission to slightly modify the Speeding-related questions. The CDOT question wording is presented below each NHTSA question.

Impaired Driving

A-1: In the past 30-60 days, how many times have you driven a motor vehicle within 2 hours after drinking alcoholic beverages? _____ (number of times).

CDOT question version:

Out of the past 30 days, on about how many days did you do the following? Drove a motor vehicle within 2 hours after drinking alcoholic beverages

	November 2014 (mail survey)	November 2015 (mail survey)
1) None	70%	69%
2) Between 1 and 2	16%	21%
3) Between 3 and 5 days	7%	5%
4) Between 6 and 10 days	2%	2%
5) 11 or more days	1%	0%
6) Missing	3%	3%

A-2: In the past 30-60 days, have you read, seen or heard anything about alcohol impaired driving (or drunk driving) enforcement by police? ____Yes ____No

CDOT question version:

In the past 30 days, have you seen or heard anything about police setting up increased enforcement or DUI checkpoints to catch drivers who were driving while under the influence of alcohol or driving drunk?

Phone survey	2013 March	2013 September	2014 April	2014 September	2015 April	2015 September	2016 April	2016 September
1) Yes	20%	39%	22%	31%	35%	35%	42%	43%
2) No	80%	61%	78%	69%	65%	65%	58%	57%

continued



Performance Measures

Seat Belt Use

B-1: How often do you use seat belts when you drive or ride in a car, van, sport utility vehicle or pick up?

Always Most of the time Half the time Rarely Never

CDOT question version:

When driving this vehicle, how often do you wear your seat belt?

	November 2014 (mail survey)	November 2015 (mail survey)
1) All of the time	85%	91%
2) Most of the time	9%	6%
3) Some of the time	3%	3%
4) Rarely	2%	1%
5) Never	1%	0%

B-2: In the past 30-60 days, have you read, seen or heard anything about seat belt enforcement by the police? Yes No

CDOT question version:

In the past 30 days, have you seen or heard of any special effort by police to ticket drivers in your community for seat belt violations?

Phone Survey	2013 March	2013 April	2014 April	2014 June	2015 April	2015 June	2016 April	2016 June
1) Yes	11%	23%	6%	23%	13%	25%	19%	22%
2) No	89%	77%	94%	77%	87%	75%	81%	78%

B-3: What do you think the chances are of getting a ticket if you don't wear your safety belt?

Always Most of the time Half the time Rarely Never

CDOT question version:

Assume that you do NOT use your seat belt AT ALL while driving over the next six months. How likely do you think you will be to receive a ticket for not wearing a seat belt?

	November 2014 (mail survey)	November 2015 (mail survey)
1) Very likely	23%	15%
2) Somewhat likely	22%	26%
3) Somewhat unlikely	22%	21%
4) Very unlikely	22%	25%
5) Don't know	11%	12%
6) Refused	23%	15%

continued



Performance Measures

Speeding

S-1a: On a local road with a speed limit of 30 mph, how often do you drive faster than 35 mph?

Always Most of the time Half the time Rarely Never

CDOT question version:

How often, if ever, do you drive over the speed limit when you are driving on a local or neighborhood road (speed limit of 25-30 mph)?

	November 2014 (mail survey)	November 2015 (mail survey)
1) All of the time	2%	3%
2) Most of the time	8%	11%
3) Some of the time	20%	20%
4) Rarely	46%	42%
5) Never	23%	24%

S-1b: On a road with a speed limit of 65 mph, how often do you drive faster than 70 mph?

Always Most of the time Half the time Rarely Never

CDOT question version:

No change in 2014

November 2014 and 2015: How often, if ever, do you drive over the speed limit when you are driving on a highway or interstate (speed limit of 65 mph.)?

	November 2014 (mail survey)	November 2015 (mail survey)
1) All of the time	8%	7%
2) Most of the time	26%	27%
3) Some of the time	37%	41%
4) Rarely	20%	19%
5) Never	8%	6%

S-2: DMV-S15: In the past 30-60 days, have you read, seen or heard anything about speed enforcement by police? Yes No

Not asked in 2014 or 2015.

CDOT question version:

In the past 30 days, have you read, seen or heard anything about speed enforcement by police?

	June 2013
1) Yes	27%
2) No	73%



Performance Measures

S-3: What do you think the chances are of getting a ticket if you drive over the speed limit?

___ Always ___ Most of the time ___ Half the time ___ Rarely ___ Never

Not asked in 2015.

CDOT question version:

S-3a: Suppose you drove your motor vehicle consistently 5-10 mph over the speed limit for the next 6 months. How likely or unlikely is it that the police would stop you at least once? Driving consistently over the speed limit on a local road where the speed limit is 30mph.

	November 2014 (mail survey)	November 2015 (mail survey)
1) Very Likely	34%	26%
2) Somewhat likely	40%	43%
3) Somewhat unlikely	13%	16%
4) Very unlikely	9%	11%
5) Don't know	4%	4%

S-3b: Suppose you drove your motor vehicle consistently 5-10 mph over the speed limit for the next 6 months. How likely or unlikely is it that the police would stop you at least once? Driving consistently over the speed limit on a road where the speed limit is 65 mph.

	November 2014 (mail survey)	November 2015 (mail survey)
1) Very likely	17%	15%
2) Somewhat likely	36%	34%
3) Somewhat unlikely	28%	26%
4) Very unlikely	15%	21%
5) Don't know	3%	4%

Program Task Reports

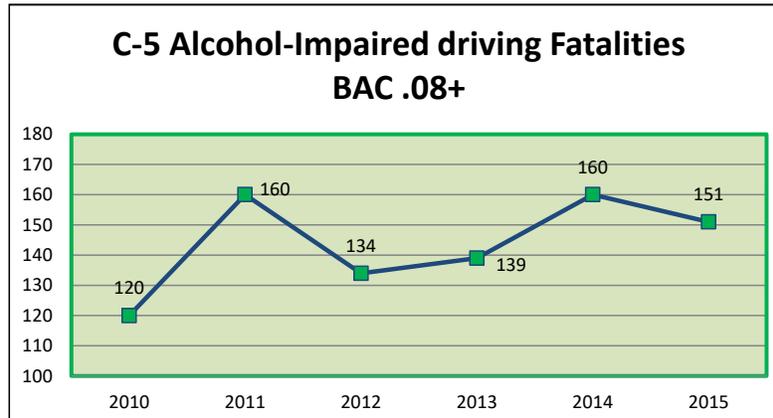
Safety Education and Enforcement Programs

Impaired Driving





Impaired Driving



In 2015 there were 546 traffic fatalities, of which 151 involved a driver with a blood alcohol concentration (BAC) of .08 or greater.

The Highway Safety Office's (HSO) Impaired Driving program funds projects through a Problem Identification process that supports CDOT's efforts to meet impaired driving-related performance measures. The Impaired Driving program included high-visibility impaired driving enforcement, impaired driving education, police traffic services, community-based prevention programs, law enforcement training and technical assistance.

Program Administration

17 projects were managed with a planned budget of \$2,082,514.

Efforts and activities to decrease Impaired Driving included:

- Aggressive high-visibility enforcement, including multi-jurisdictional enforcement "Border Wars"
- Enforcing impaired driving laws on sections of roadways with a high incidence of alcohol-related crashes including statewide sobriety checkpoints through *Checkpoint Colorado*
- Training law enforcement officers in the detection of impairment in drivers
- Creating new and maintaining existing DUI Courts
- Hosting the 2016 International Association of Chiefs of Police Impaired Driving Conference
- Working with community groups throughout the state to develop and implement impaired driving programs appropriate to the needs of their populations



Impaired Driving

Standardized Field Sobriety Testing Enforcement Training~ LEAD Impairment Training ~ 16-01-11-01

This project addressed performance measures C-1. Reduce the number of traffic fatalities and C-5. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above.

Project Description

The goal of this project was to train and equip Colorado law enforcement officers with up-to-date skills necessary to detect and deter impaired drivers. LEAD Impairment Training was the training provider for both basic and advanced level practitioners.

Results

- LEAD Impairment Training hosted five NHTSA Basic Standardized Field Sobriety Testing (SFST) classes in the Denver, Thornton and Ft. Morgan areas. These classes were attended by law enforcement officers from across the state who could immediately place into practice the skills learned. The program provided the POST required training and skills required to become SFST certified.
- LEAD Impairment Training provided four NHTSA Train the Trainer SFST Instructor development schools in Northglenn, Erie, Breckenridge and Westminster. These classes were instrumental in developing local leaders who can not only train new officers but also can certify existing officers to maintain CDOT SFST Training Standards.
- LEAD Impairment Training was chosen by IACP as a pilot agency to host the newly redesigned SFST Train the Trainer Class. Colorado was the first state in the nation to receive this outstanding training program. NHTSA and TSI created a completely updated and redesigned instructor school utilizing modern-day approaches to adult education.
- Utilizing on-line data collection, LEAD Impairment Training conducted a self-analysis survey. They received a 93% overall ranking for an “Extremely Satisfied” ranking from Colorado law enforcement.

Colorado Task Force on Drunk and Impaired Driving ~ Colorado State Patrol ~ 16-01-11-02

This project addressed performance measures C-1. Reduce the number of traffic fatalities and C-5. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above

Project Description

The goal of this project was to provide administrative support to the Colorado Task Force on Drunk and Impaired Driving (CTFDID) to increase its ability to accomplish its mission and increase traffic safety by working to reduce the number of drivers under the influence of drugs or alcohol.

continued



Impaired Driving

Results

The Colorado State Patrol's (CSP) administrative support to the CTFDID included:

- Attending and documenting eight Task Force meetings
 - Providing facilitation and documentation for five Task Force work groups
 - Compiling an analysis of activities, recommendations, and progress toward goals
 - Completing the CTFDID 2015 Annual Report which was presented to the Colorado legislature in early January 2016
-

Support for DUI Courts ~ Colorado Judicial Branch ~ 16-01-11-03

This project addressed performance measures C-1. Reduce the number of traffic fatalities and C-5. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above.

Project Description

The goal of this project was to provide support to Colorado jurisdictions for starting or enhancing a DUI Court operation. CDOT funding is limited to three years. All of the courts adhere to the ten key components for Problem Solving Courts (PSCs). They receive DUI court-specific training, and are focused on persistent drunk drivers (PDD).

Results

- Lake and Eagle County DUI Courts (5th Judicial District). Funding paid for offender drug monitoring and a peer court review. Key Outcome: Lake County completed a peer court review and is incorporating the recommended areas for improvement into 2017 goals. This is the final year for both programs.
 - Las Animas County DUI Court (3rd Judicial District). Funding paid for offender drug monitoring. Key Outcome: Las Animas County DUI Court completed a self-assessment through NPC Research to determine how their court aligns with evidence-based best practices for DUI Courts.
 - Park County DUI Court (11th Judicial District). Funding paid for offender drug monitoring. This court experienced low participant numbers due to the majority of (PDD) charged in the area residing elsewhere, and thus not being appropriate for the program.
 - New programs were established in Denver District (2nd Judicial) and Morgan County (13th Judicial District). Funding paid for offender drug monitoring and the initial substance abuse assessments.
 - Training and education was provided for all DUI Courts Statewide at the annual Colorado Collaborative Justice Conference along with DUI court implementation training for newly opened DUI Courts in Ft. Morgan and Alamosa.
-



Impaired Driving

Traffic Safety Resource Prosecutor ~ Colorado District Attorneys' Council ~ 16-01-11-04

This project addressed performance measures C-1. Reduce the number of traffic fatalities and C-5. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above.

Project Description

The goals of the Traffic Safety Resource Prosecutor (TSRP) project were to provide live and video-based training tutorials to law enforcement, prosecutors and other relevant personnel, to provide a forum for prosecutors to have access to information, and to provide technical assistance to law enforcement and prosecutors.

Results

- More than 10,000 hours of training were provided, including upgrading website content by adding several hundred pieces of information for viewers.
- Technical assistance was provided over 400 times to law enforcement, prosecutors and other relevant parties or entities involved in investigation, prosecution, prevention, monitoring, testing, and deterrence of impaired driving, vehicular assault, and vehicular homicide.
- The TSRP participated in task force meetings, working groups, and other groups that address issues associated with the impaired driving reduction, prevention or enforcement.
- The TSRP responded to requests for input on impaired driving topics concerning proposed legislation and provided consultation and testimony with state and federal legislators.



Checkpoint Colorado ~ Local Law Enforcement Agencies ~ 16-01-11-05

This project addressed performance measures C-5. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above and C-2. Reduce the number of serious injuries in traffic crashes.

Project Description

Local law enforcement agencies were selected to collaborate on high-visibility sobriety checkpoints. Checkpoints took place between Memorial Day and Labor Day with two of those checkpoints occurring during holiday weekends.

The purpose of sobriety checkpoints was to deter impaired driving by increasing the perceived risk of arrest. The National Highway Safety Administration (NHTSA) research shows that in areas where sobriety checkpoints are routinely practiced, the number of alcohol-related traffic fatalities and crashes are reduced.

continued



Impaired Driving

Results

- Participating agencies included; Adams County Sheriff's Office, Aurora Police Department, Colorado State Patrol, Denver Police Department, Jefferson County Sheriff's Office, Lakewood Police Department, Montezuma County Sheriffs Office, and the Wheatridge Police Department.
 - 22 checkpoints were conducted; 14,402 vehicles went through the checkpoints.
 - 1,900 officer overtime hours were funded, resulting in 104 DUI arrests.
-

Drug Recognition Expert/2016 IACP Conference ~ Office of Transportation Safety ~ 16-01-11-08

This project addressed performance measure C-1. Reduce the number of fatalities and C-5. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above.

Project Description

The goal of this project was to continue to provide funding for registration and travel costs related to Drug Recognition Expert (DRE) training, including the International Association Chiefs of Police (IACP) Impaired Driving Conference.

Results

- The project provided funding for traffic safety professionals involved in impaired driving enforcement and training to attend the 22nd Annual IACP Training Conference on Drugs, Alcohol and Impaired Driving held in Denver, CO from August 13 - August 15, 2016.
 - Expenses related to planning and hosting the conference were included in this project.
 - The conference allowed attendees receive the most current information and training on impaired driving and DRE issues.
 - 155 Colorado DREs representing more than 52 agencies attended.
-

Impaired Driving Enforcement ~ Colorado State Patrol ~ 16-01-11-09

This project addressed performance measures C-3. Reduce the fatalities per Vehicle Miles Traveled (VMT) and C-5. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above

Project Description

The goal of this project was to reduce by at least 10% the number of impaired-driving-related fatal and injury crashes investigated by troopers statewide through FFY 2016 by September 30, 2016.

continued



Impaired Driving

Results

- 5,006.5 hours of impaired driving overtime enforcement were provided by the Colorado State Patrol (CSP).
 - 268 impaired driving arrests were made.
 - 93.25 Drug Recognition Expert (DRE) call-out hours were provided by the CSP.
 - Impaired-driving-related fatal and injury crashes investigated by troopers statewide through FFY 2016 decreased by 4% compared to FFY 2015.
-

Enhancing Sobriety Checkpoints ~ Denver Police Department ~ 16-01-11-10

Project Description

This project addressed performance measures C-2. Reduce the number of serious injuries in traffic crashes and C-5. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above.

Project Description

The goal of this project was to reduce alcohol impaired fatalities among drivers under 21 by increasing underage drinking enforcement in Adams, El Paso and Jefferson counties.

Results

- Compliance checks were conducted including over-service surveillance and fake ID sweeps in three counties during joint operations with law enforcement agencies conducting DUI checkpoints and saturation patrols. All joint operations were conducted during designated *Heat Is On* DUI campaigns.
 - Liquor establishments that sold to underage persons were identified, including those that accepted fake ID's, as well as those that over- served adults, resulting in taking administrative actions against the establishments' licenses. A total of 846 compliance checks were conducted for the grant during fifteen joint operations, 733 of which passed the compliance check for a pass rate of 86.6%.
 - Enforcement efforts in the three counties were maintained. In addition to grant operations; 717 non-grant compliance checks were conducted with a pass rate of 90.1%.
 - Results measured in the three counties showed a decrease in alcohol-related fatalities of 11.7% from the 2013 baseline.
-



Impaired Driving

2016 DUI/High-Visibility Enforcement/Checkpoint ~ Aurora Police Department ~ 16-01-11-11

This project addressed performance measure C-5. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above.

Project Description

The goal of this project was to reduce the number of fatal, injury, and property damage crashes where impaired driving was a factor through the use of high-visibility enforcement and expanding public education efforts.

Results

- Three high-visibility sobriety checkpoints were conducted and publicized through social media and press releases.
 - Four large-scale high-visibility saturation patrols were conducted and were preceded by press releases.
 - Saturation events and checkpoints were conducted on the same night to send a strong message about enforcement efforts.
 - Officers participated in a saturation patrol with the Castle Rock station of the Colorado State Patrol over the St. Patrick's holiday weekend, generating media interest.
 - The DUI Taxi was displayed at multiple colleges and public events around the metro area in conjunction with officers speaking about the dangers of impaired driving.
 - Messages about the dangers of impaired driving were posted to Facebook and Nextdoor by officers.
 - A total of 597 impaired driving arrests were made, with 77 of the arrests involving a drugged driver, during enforcement efforts funded by this project.
 - A significant outcome of this program was a reduction in impaired-driving-related crashes in the city from 6% in FY2015 to 5% in FY2016.
-

Denver's Comprehensive Impaired Driving Project ~ Denver Police Department ~ 16-01-11-12

This project addressed performance measure C-5. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above.

Project Description

The goal of this project was to reduce the number of crashes related to impaired driving in Denver.

continued



Impaired Driving

Results

- The Denver Police DUI Unit participated in the following twelve high-visibility enforcement campaigns during this contract period: *Fall Festivals, Halloween Weekend, Thanksgiving Weekend, Holiday Parties, New Year's Eve, Super Bowl Weekend, St. Patrick's Day, Spring Events, Memorial Day, Checkpoint Colorado, Fourth of July, and Labor Day Crackdown.*
 - In addition to the saturation operations, the DUI Unit completed four sobriety checkpoints at various locations around the Denver metro area. Two checkpoints were conducted on July 18 and 19, and two more were conducted during the *Labor Day Crackdown* enforcement period. The Labor Day enforcement period was part of a joint effort with the Lakewood Police Department to conduct checkpoints in the same location at the same time.
 - There were 1,538 drivers contacted at the checkpoints. There were a combined 24 impaired driving arrests made at four checkpoint operations.
 - Overall, there were a total of 2,257 impaired driving arrests, a 15.7% decrease.
 - There was an 11.6% decrease in impaired driving crashes, as compared to the previous year.
-

Law Enforcement Coordinators ~ Office of Transportation Safety ~ 16-01-11-13

This project addressed performance measures C-4. Reduce the number of unrestrained passenger vehicle occupant protection fatalities, all seat positions and C-5. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above.

Project Description

The goal of this project was to implement four Regional Law Enforcement Liaisons to assist CDOT's current Law Enforcement Coordinator in specific regions within the state. The Highway Safety Office appointed four retired law enforcement officers to serve as Regional Liaisons (LELs). They assisted the Law Enforcement Coordinator, conducted regional training and local activities for local law enforcement agencies and other traffic safety partners and stakeholders in support of efforts to enforce Colorado's safety, education, and enforcement programs and campaigns.

Results

- Liaisons conducted multi-agency grant training presentations at eight locations around the state, attended by 154 representatives from 86 sheriff's offices and police departments and ten State Patrol troops.
 - Liaisons attended and participated in the IACP- Drug Recognition Conference in Denver, August 13-15, 2016.
 - Liaisons attended Marijuana 101 Green Lab in Durango/Gunnison.
 - Liaisons attended a six-hour SFST/ARIDE/DRE class in Denver, October 11-12.
 - Liaisons conducted pre-works, site visits and capital equipment inspections.
-



Impaired Driving

Drug Recognition Expert Training School ~ Office of Transportation Safety ~ 16-01-11-14

This project addressed performance measure C-1. Reduce the number of traffic fatalities and C-5. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above.

Project Description

The goal of this project was to continue to expand the Drug Recognition Expert (DRE) training program by hosting one DRE School.

Results

- Utilizing the criteria adopted by the International Association of Chiefs of Police (IACP) and the National Highway Traffic Safety Administration (NHTSA), Colorado continued to expand the program throughout the state and enhance the DRE Training program.
 - One DRE School was hosted in November 2015 in Fountain, CO. There were 24 students representing 19 law enforcement agencies throughout Colorado. All students successfully completed the school and 88% of the students have completed the DRE certification requirements.
-

Checkpoint Equipment ~ Local Law Enforcement Agencies ~ 16-01-11-15

This project addressed performance measure C-5. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above.

Project Description

The goal of this project was to provide agencies with equipment needed to conduct checkpoints.

The National Highway Traffic Safety Administration (NHTSA) research shows that in areas where sobriety checkpoints are routinely practiced, the number of alcohol-related traffic fatalities and crashes are reduced. The success of a sobriety checkpoint depends greatly upon high-visibility, being publicized extensively, and having smooth and efficient operations. This includes having the necessary equipment readily available to conduct the checkpoints.

Results

- Lakewood Police Department purchased Dry Gas to calibrate their Portable Breath Testers, and mouthpieces for the PBTs.
 - Jefferson County Sheriff's Office purchased 135 Cone Lites
 - Aurora Police Department purchased 295 Traffic Cones
-



Impaired Driving

Standard Field Sobriety Training and Updates ~ Office of Transportation Safety ~ 16-01-11-18

This project addressed performance measures C-1. Reduce the number of traffic fatalities and C-5. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above.

Project Description

The goal of this project was to train and equip law enforcement officers with the skills necessary to detect and deter impaired drivers. LEAD Impairment Training was the training provider for CDOT.

Results

- Standard Field Sobriety Training (SFST) training videos were created that meet the certification requirements necessary for SFST practitioners. The training videos have been made available to law enforcement agencies around the state.
 - By utilizing these videos law enforcement has an alternative medium to keep SFST practitioners in compliance.
-

Portable Breath Testers and Calibration Stations ~ Office of Transportation Safety ~ 16-01-11-19

This project addressed performance measure C-5. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above

Project Description

This project addressed the equipment needs of those law enforcement agencies participating in any type of impaired driving enforcement.

Portable Breath Alcohol Testers (PBTs) are an important tool used by law enforcement to increase roadside screening effectiveness. Police use of portable fuel cell breath testers is known to result in higher and more accurate detection rates of impaired drivers than officer judgement alone.

Results

- 169 Portable Breath Testers were purchased and 78 were distributed.
- 44 PBT's were provided to the top performing agencies at the Traffic Safety Champions recognition event in May 2016.
- 16 PBT's were provided to *Checkpoint Colorado* agencies.
- 14 PBT's were provided to law enforcement agencies new to the Highway Safety Office's impaired driving enforcement activities.
- Four PBT's were assigned to the new Regional Law Enforcement Liaisons.



Impaired Driving

Impaired Driving Overtime Enforcement/HVE ~ Adams County Sheriff's Office ~ 16-01-11-20

This project addressed performance measure C-5. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above.

Project Description

The goal of this program was to promote safety in Adams County through a high-visibility campaign that included multiple saturations and checkpoints throughout 2016.

Results

- The Adams County Sheriff's Office participated in all of the high-visibility and NHTSA enforcement campaigns including the *Fourth of July, Fall Festivals, Labor Day, Halloween, Thanksgiving, Holiday Parties, New Year's Eve, Super Bowl, St. Patrick's Day, Spring Events* and *Memorial Day*.
 - Two checkpoints were conducted in July and August resulting in more than 2,500 vehicles contacted.
 - Multiple press releases were given out to the public and there was a live broadcast on Fox News.
-





Impaired Driving

Border Wars ~

Larimer/Weld County Law Enforcement Agencies ~ 16-01-11-21

This project addressed performance measures C-1. Reduce the number of traffic fatalities, C-2. Reduce the number of serious injuries in traffic crashes and C-5. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above.

Project Description

The goal of this project was for law enforcement to decrease the number of traffic collision and traffic violations and to reduce impaired driving on the Highway 287 from Fort Collins to the Wyoming border.

Results

- The focus of the campaign was a 65-mile stretch of US Highway 287 between Fort Collins and Laramie Wyoming. Parts of I-25 between Cheyenne and Fort Collins were also patrolled. Agencies used saturation patrols to target dangerous drivers. Drug Recognition Experts were on hand for evaluations of drivers suspected to be under the influence of marijuana and other drugs.
- Saturday, October 1, 2016, law enforcement agencies from Colorado and Wyoming teamed up as a part of a multi-state, multi-agency seat-belt, speeding and impaired driving enforcement operation. The Colorado agencies involved were: Colorado State Patrol, Colorado State University, Larimer County Sheriff's Office, Fort Collins Police Department, Estes Park Police Department, and the Loveland Police Department.
- Six impaired driving arrests were reported, along with four speeding citations, three seat belt citations, and no drug-related arrests.



Program Task Reports

Safety Education and Enforcement Programs

Speed Enforcement

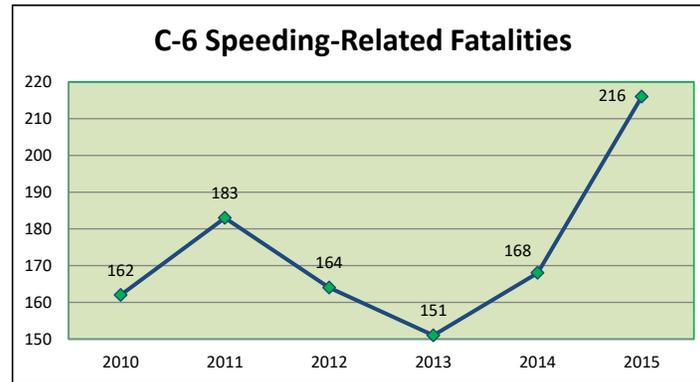




Speed Enforcement

SPEED ENFORCEMENT AND CONTROL

In 2015 in Colorado, 216, or 39%, of the 546 total traffic fatalities were speed-related. These fatalities represent a 23% increase over the 160 speed-related fatalities in 2014.



The goal of the Highway Safety Office's (HSO) Speed Enforcement program is to assist law enforcement in establishing and maintaining successful and effective speed enforcement and control programs.

Program Administration

7 projects were managed with a planned budget of \$428,702.

Efforts and activities to increase Speed Enforcement and Control included:

- Speed enforcement efforts on I-25, I-225 and I-70 and SH 93 throughout the cities of Denver, Pueblo, Aurora and Jefferson and El Paso counties
- Working with other local law enforcement agencies to improve their speed enforcement projects through a mini-grant program
- Purchasing speed-measuring equipment for the El Paso County Sheriff's Office.



Speed Enforcement

Focused Speed Enforcement ~ Denver Police Department ~ 16-02-21-01

This project addressed performance measure C-6. Reduce the number of speeding-related fatalities.

Project Description

The goal of this project was to reduce speed-related crashes through aggressive speeding enforcement activities.

Results

- During this project period, the Denver Police Department (DPD) continued its enforcement presence on I-25 and I-70. In particular, the department focused operations on the days associated with an increase in speed related crashes – Friday, Saturday and Sunday.
 - 936 grant-funded hours were worked.
 - 2,941 citations were issued, resulting in an overall yearly average of 3.14 citations per funded hour.
-

Aurora Highway Safety Campaign ~ Aurora Police Department ~ 16-02-21-02

This project addressed performance measure C-6. Reduce the number of speeding-related fatalities.

Project Description

The goal of this program was to reduce the number of fatalities, injuries, and crashes where speed was a contributing factor and to educate both drivers and passengers about the dangers associated with excessive speed.

Results

- High-visibility enforcement operations and individual officer enforcement efforts were conducted on the interstate highways and surface streets within the city.
- Messages about the dangers of speeding and aggressive driving were posted on Facebook and Nextdoor.
- Local media coverage was used to send the message about the dangers of speeding and aggressive driving. Officers provided interviews and statistics to reporters, and then took the news crew on a ride-along while conducting a large scale speed enforcement operation on Interstate 70. The resulting story was very complimentary, and generated significant positive feedback.
- Fatal crashes involving speed as a causation factor were reduced to 23%, which exceeded the goal.

continued



Speed Enforcement

- Another positive outcome of this program was a continuous reduction in the percent of overall crashes where speed was a contributing factor every quarter this year: 1st quarter 17%, 2nd quarter 12%, 3rd quarter 11%, and 4th quarter 6% reduction.
-

High-Visibility Enforcement of Speeding Drivers ~ Colorado Springs Police Department ~ 16-02-21-03

This project addressed performance measure C-6. Reduce the number of speeding-related fatalities.

Project Description

The goal of this project was to reduce the number of speed-related fatalities and crashes by 5%.

The project improved speed enforcement through a high-visibility enforcement strategy. The activities included the strategic use of current data and a variety of deployment strategies as well as visibility through media coverage and social media usage.

Results

- Officers worked 643 enforcement hours during 81 deployments in top accident locations, resulting in 1,088 violation citations.
 - Colorado Springs Police Department purchased and implemented speed trailers and LIDAR units to enhance enforcement efforts.
 - Increased visibility of the speeding enforcement campaign was achieved through social media and interviews with media. There were approximately 20 occasions when one of these methods was used to highlight the campaign.
-

Speed Mini-Grants ~ Local Law Enforcement Agencies ~ 16-02-21-04

This project addressed performance measure C-6. Reduce the number of speeding-related fatalities.

Project Description

The Highway Safety Office (HSO) offered Colorado law enforcement agencies the opportunity to apply for Speed Enforcement mini-grants to support enforcement efforts and to purchase speed measuring equipment. These agencies were eligible to apply for funding up to \$4,950.00 and were required to report on the progress of their speed enforcement grants using the period before the CDOT funding as a baseline.



Speed Enforcement

The HSO selected seven Colorado law enforcement agencies to be the recipients of these mini-grants:

- Lakewood Police DepartmentOvertime enforcement of speed
- Holyoke Police Department 2 True Speed Lidar units and overtime
- Castle Rock Police Department 1 LTI 20/20 TruCam
- Colorado Parks and Wildlife- Jackson Lake 1 Golden Eagle IIX Lidar and DVM 400 Kit
- Colorado State University 1 Stalker Radar
- Crowley County Sherrif's Office2 Radar Units, Pro Laser 4, 1 Talon II
- Woodland Park Police Department Laser and overtime enforcement

These agencies committed to perform at least one nighttime speed enforcement event. All seven law enforcement agencies showed significant increases in speed enforcement activities.

A Step Toward Reducing Traffic Fatalities ~ Pueblo Police Department ~ 16-02-21-05

This project addressed performance measure C-6. Reduce the number of speeding-related fatalities.

Project Description

The goal of this project was to decrease the number of speed-related fatality crashes in the City of Pueblo.

Results

- 702.5 hours of special speed enforcement were performed over the year.
- 1,674 citations were issued while engaged in grant-related enforcement.
- Department wide, 1,795 speeding citations were issued.
- The number of fatality crashes and speed-related fatality crashes both decreased.

During fiscal year 2016 in the City of Pueblo traffic fatalities were reduced by 20% and speed-related fatality crashes were decreased by 66%.



Speed Enforcement

Highway 93 Speed Reduction Campaign ~ Jefferson County Sheriff's Office ~ 16-02-21-06

This project addressed performance measure C-6. Reduce the number of speeding-related fatalities.

Project description

The goal of the program was to reduce speeding-related crashes and fatalities on Highway 93 and US Highway 285 by strictly enforcing speed limits. In addition, each contact was an opportunity to educate the roadway users about the dangers of speeding.

Results

- Deputies worked 1,574 hours and served 3,127 summonses.
 - A multi-agency operation took place on August 19th on Highway 285. Jefferson County Sheriff's deputies participated with law enforcement agencies including Colorado State Patrol, Lakewood Police Department, Morrison Police Department, and the Park County Sheriff's Office, and 76 summonses were issued.
 - Highway 93 did not have any fatal crashes during the grant period and had three injury crashes. This is compared to zero fatal crashes and eight injury crashes during the previous reporting period.
 - Highway 285 had two fatal crashes during the grant period and 20 injury crashes. This is compared to three fatal crashes and 20 injury crashes during the previous reporting period.
-

Operation Iron Horse/Speed HVE ~ El Paso County Sheriff's Office ~ 16-02-21-07

This project addressed performance measure C-6. Reduce the number of speeding-related fatalities.

Project description

The goal of this project was to increase speed limit compliance by 20% by drivers in the top six targeted areas of unincorporated El Paso County.

Results

- El Paso Sheriff's Office (EPSO) Deputies and the EPSO Traffic Unit provided 502.55 hours of enforcement activity.
- EPSO conducted speed enforcement on the roads that were determined to have the most speed-related crashes: South Academy Boulevard and Pikes Peak Community College, South Academy Boulevard/ South Highway 85, Highway 21 (Powers Boulevard)/ Palmer Park Boulevard, West Highway 24/ 31st Street, West Highway 24/ MP 296 through 294.
- 664 speed-related citations were written during the grant cycle.
- With the deployment of the Smart Trailer and the presence of law enforcement, the EPSO was able to reduce the number of speed-related crashes and fatalities on the targeted roadways.

Program Task Reports

Safety Education and Enforcement Programs

Traffic Records





Traffic Records

The goal of CDOT's Office of Transportation Safety (OTS) and Traffic and Safety Engineering (TSE) Branch is to provide an integrated, responsive, timely and accurate crash records system. In support of this goal, the TSE Branch undertook several projects in FFY 2015-2016.

Program Administration

The Traffic Records Program is administered by the Traffic Records Unit in the Traffic and Safety Engineering Branch in partnership with OTS. Fifteen projects with a planned budget of \$1,097,961 were administered. Two additional projects were postponed until FFY 2017. However, the budget for this year significantly increased from the 2015 budget, which had nine projects for \$481,307.

Enhancing the Traffic Records System

CDOT continued to work with its data partners to improve the crash record system. These projects included:

- Continued evaluation of a data sharing system, formally called the Traffic Records Virtual Data Warehouse, which includes exploring a variety of data sharing methods.
- Assessing Colorado's traffic records system, including an active role in the Statewide Traffic Records Advisory Committee (STRAC). NHTSA completed the five-year Traffic Records Assessment in April 2015. STRAC and CDOT have been working to implement many of the recommendations from the assessment, and will continue to do so for the next five years.
- Continued support of the Traffic Records Forum and other conferences. These provide training to expand expertise on new methods and technologies to improve crash records reporting, collection, management and dissemination. This year, STRAC and the Traffic and Safety Engineering Branch coordinated with OTS to hold a two and a half day conference called the Road Health Summit.
- Continued to increase electronic crash (four projects) and citation (five projects) reporting through grants and the guidance of STRAC to replace paper reports.
- CDOT and STRAC began a contract with a vendor to act as the Traffic Records Coordinator. This team completes work for STRAC, and traffic records systems throughout the state that was formerly divided among several members of STRAC. The vendor is able to expend more time and resources towards completing these tasks which are included in the Strategic Plan, and undertake new ones that had previously been delayed due to lack of time. The vendor also acts as a mediator for interagency projects.

CDOT Traffic Data Collection and Analysis

CDOT's Traffic Records activities include tasks designed to provide CDOT with timely and accurate data for measuring performance and more strategically allocating resources to address both persistent and emerging traffic safety problems. Data collection and analysis help identify high-risk drivers, communities and highways, and in turn, emphasize saving lives, reducing injuries and cost to Colorado.

Evaluation Measures

The Federal MAP-21 statute uses the following four performance measures: a reduction in the number and rate of both traffic fatalities and serious injuries. Colorado defines a serious injury as an evident incapacitating injury.



Traffic Records

Problem Identification Report ~

Colorado Department of Public Health and Environment ~ 16-04-41-01

This project addressed all performance measures.

Project Description

The goal of this project was to maximize the relevancy of analyzed motor vehicle data to support decision-making by the Office of Transportation Safety's Highway Safety Office and its partners.

CDOT's Highway Safety Office is required to produce an annual Problem Identification Report to monitor trends in motor vehicle injuries and fatalities, as well as high-risk driving behaviors such as impaired driving, speeding, and distraction among a variety of populations (e.g. youth, seniors, motorcyclist, pedestrians, etc.).

This project funded a motor vehicle epidemiologist at the Colorado Department of Public Health and Environment to produce the 2016 Problem Identification Report, respond to ad hoc data requests, and serve as a data and evaluation resource for the State Traffic Records Advisory Committee (STRAC), the Colorado Teen Driving Alliance, the Colorado Interagency Task Force on Drunk and Impaired Driving (CITFDID), and the Motorcycle Operator Training Advisory Board.

Results

- Published the 2016 Problem Identification Report in February 2016
- Developed a new activity plan template that CDOT required all grantees to use. This plan incorporated outcome and process evaluation measures.
- Provided technical reviews of all CDOT Year Two grant renewal applications
- Responded to dozens of ad hoc data requests from CDOT and local and state partners
- Partnered with members of STRAC and the CITFDID to improve Colorado data systems
- Provided evaluation support for the Motorcycle Operating Training Advisory Board

Year two grantee activity plans were improved significantly, particularly with regard to evaluation.

E-Ticket Citation Program ~

Greeley Police Department ~ 16-04-41-03

This project addressed performance measure PM04-Citation/Adjudication/Timeliness: The system will improve the accuracy, completeness and timeliness of citation data submitted by the officers to the court system. Safeguards prevent incomplete citations from being submitted.

continued



Traffic Records

Project Description

The goal of this project was to install electronic ticketing (E-ticket) in the remainder of the Greeley Police Department patrol fleet.

The Greeley Police Department uses an E-Citation system for its traffic unit and a few patrol vehicles. The project was designed to purchase additional hardware and software licenses to outfit the remainder of their patrol fleet to improve the accuracy of traffic citations, reduce the involvement of the police records section, reduce the number of persons “touching” a citation in-process, and increase the efficiency of the entire citation methodology.

Results

- Equipment was purchased to outfit the remainder of the patrol fleet with E-ticket capability and was installed. All patrol units now have the software and printers for the officers to issue E-tickets.
 - Less officer-time on a contact reduced exposure time for both the officer and citizen.
 - Costs included the purchase of 35 units, additional software licenses, mounting hardware, and battery eliminators.
 - Match money covered training and implementation expenses and five units.
 - All citations will be electronically transmitted to records and the court through the current process.
-

E-Ticket Technology Purchase ~ Lone Tree Police Department ~ 16-04-41-04

This project addressed performance measures for timeliness (C/A-T-1), accuracy (C/A-A-1), and completeness (C/A-C-1).

Project Description

The goal of this project was to:

- Increase the percentage of citation records with no missing critical data elements
- Increase the number of citation reports with no unknowns or blanks in critical citation data elements for which unknown or blank is not an acceptable value
- Decrease the time it takes to get a citation to the court after the officer has completed it.

Results

- Three train-the-trainer classes were completed by the project manager in September, 2016.
- Trainers continued to test the software for defects and worked with the vendor for the successful transfer of data.
- Citation data began transferring into the Records Management System (RMS) as of September 30, 2016.
- In-service training was held for the remaining officers in October, 2016.

continued



Traffic Records

- As of October 24, 2016 all officers were utilizing the program and checking out an e-citation hand held unit for their shift.
- Some software issues remain to be addressed with transferring data to the courts.

E-Ticketing ~ Broomfield Police Department ~ 16-04-41-05

The project addressed performance measure CO PM04 - Citation - Timeliness.

Project Description

The goal of this project was to improve the efficiency, accuracy, accessibility, and integration of traffic records by implementing e-ticketing in Broomfield Police Department’s (BPD) Traffic Unit and include officers in patrol-related functions, eliminating paper ticketing within two years.

A ten-unit system with implementation and training would allow officers to issue citations electronically and download to both police and courts systems, minimizing the need for data entry by records or court clerks.

Results

- After extensive research on interfaces and equipment for e-ticketing, Broomfield will implement two platforms, Android and Windows-based. Due to vendor delivery scheduling, grant funds from 2016 will be combined with 2017 funding. Purchasing will begin once 2017 grant funding is available.
- BPD decided to make e-ticketing available to all of its patrol officers, and buy ten spare units for officers on other assignments. By purchasing in one transaction, BPD can provide e-ticketing to the majority of its officers, consolidating training and compressing the timeline to get officers fully operational.

E-Crash Report ~ Grand Junction Police Department ~ 16-04-41-06

This project addressed performance measures for timeliness, accuracy, completeness, uniformity and integration.

Project Description

The goal of this project was to eliminate manual entry of data into the records management system, decrease errors reported to the State and reduce reporting delays related to crash reports. The goal was to integrate field reports into the records management system in a timely and comprehensive manner, thus improving information made available to the public and internal entities.

continued



Traffic Records

Results

- The crash data software purchased was integrated into the records management system already in existence.
 - The software went live in July 2016. By the end of August 2016 all of Patrol was utilizing the new software.
 - The average number of days from crash date to the date entered in the records management system has been cut in half, reducing from eight days to four days.
 - The electronic transfer of crash reports has increased data accuracy and integrity. There is a validation check built into the system to ensure required fields are valid and complete.
 - Prior to the software integration, minimal information was captured in the records management system. The software is now populating more than fifty data fields allowing for more statistical data to be accumulated and analyzed.
-

Improve Accessibility to Crash Files ~ Colorado State Patrol ~ 16-04-41-07

This project addressed performance measure C-X-1: To improve the accessibility of crash reports.

Project Description

The goal of this project was to improve the end users' satisfaction level with access to CSP crash files by centralizing the records to one point of contact, and to improve quality by providing a digitized case file with access to updates.

Crash reports for CY2012 through CY2015 were stored at various CSP statewide locations. Electronic records can be obtained more quickly than providing photo copies. CSP has restructured the records management into a Centralized Records Unit (CRU) to provide a central point of contact for traffic record requests.

Results

- By centralizing record access, the public can obtain records at one location. CSP has streamlined the record request processing for the CY2016 files, but the CY2012 through CY2015 still need to be scanned.
 - Due to the complexity involved in developing the project, defining the scope of services, and finalizing costs required to digitize the past records, CSP was unable to complete this project in FY2016. An extension of this project was approved for FY2017.
 - CSP opened the CRU and began to staff positions in FY2016.
 - CSP piloted a survey to measure public customer satisfaction with access to crash reports. This survey will be distributed to customers requesting a copy of the scanned files through CRU during the FY2017 grant period.
-



Traffic Records

Technology Transfer ~ Traffic and Safety Engineering Branch ~ 16-04-41-08

This project addresses all of the traffic record performance measures.

Project Description

The project trains managers and safety professionals to better manage their projects and to handle the changing needs of traffic records. The goal of this project was to enable the attendees at the International Traffic Records Conference to learn:

- The latest safety data collection methods and the best practices by DOTs.
- How to best collect and utilize more accurate traffic records and highway safety data.
- How to plan and participate in a successful Traffic Records Coordinating Committee (TRCC), similar to Colorado's STRAC.
- To network with a variety of transportation and highway safety professionals.
- How better data can help save more lives.

This project funds the attendance of core STRAC members (to be determined based on priority) to attend the 41st and 42nd International Traffic Records Conference, hosted by National Safety Council and sponsored by NHTSA, FHWA, FMCSA, and the Bureau of Transportation Statistics. The Traffic Records Forum is a valuable event where the users of crash records network with peers from other states. They share the knowledge of professionals from a variety of agencies, coordinate successful examples as demonstrations to others, train on new programs, and learn about the challenges and successes of other state agencies. They also share new research projects, applications of technology, and resources that are available. The Forum provides the opportunity for safety professionals to meet with traffic records software developers to discuss current and future needs.

Results

- Two forums are included, since the 2015 forum was at the end of October, 2015, and the 2016 forum was August of 2016. This put two forums within the 2016 Federal Fiscal Year.
 - STRAC members have shown more interest in attending the forum: three members were sent in 2015 and four members in 2016.
-



Traffic Records

FARS Program Support ~ Traffic and Safety Engineering Branch ~ 16-04-41-09

This project addresses the performance measures to provide an overall measure of highway safety, to help identify traffic safety problems, and to suggest solutions to those problems.

Project Description

The goal of this project was to facilitate an objective basis to evaluate the effectiveness of motor vehicle safety standards and highway safety programs. Two funding sources contributed to enabling Colorado to maintain the Fatality Analysis Reporting System (FARS).

Results

- This project added \$11,294 for supplemental funding to the main funding allocated from NHTSA.
 - The FARS Database for Colorado was completed for 2014 and kept up to date for 2015. All deadlines and data requests were filled on time and met NHTSA requirements.
-

Traffic Records Coordinator ~ Traffic and Safety Engineering Branch ~ 16-04-41-10

Project Description

The goal of this project was to improve the timeliness, accuracy, completeness, uniformity, integration and accessibility of the various traffic records systems in Colorado through the development and implementation of strategic planning.

This project focused on program management, project coordination, strategic planning, evaluation, and training associated with the Statewide Traffic Records Advisory Committee (STRAC) and monitoring progress of the Strategic Highway Safety Plan (SHSP) Data Emphasis Area teams.

Results

- Reviewed best practices, led, organized and facilitated seven crash-reporting form sessions to gain input from stakeholders on the development of a new crash reporting form
- Worked with the Denver Police Department (PD) and state Department of Revenue (DOR) to develop a plan to submit electronic crash reports and eliminate the backlog of crash reports not submitted
- Updated action plans and provided reports of the SHSP Emphasis Area Plans
- Began compiling a Traffic Records Resource Guide
- Developed, facilitated, and presented traffic safety and records presentations for the Colorado Safety Summit
- Developed and finalized the new STRAC Strategic Plan and Annual Report

continued



Traffic Records

- Developed Traffic Records Assessment Status Report

The significant outcome of this project has been the improvement in timeliness and completeness with the Denver Police Department submitting electronic crash reports to the Department of Revenue and reducing the backlog. Drafting of the revised crash form will incorporate additional Model Minimum Uniform Crash Data (MMUCC) elements, which will result in the new crash form having a higher MMUCC compliance rating than the current crash form.

E-Citation Project ~ Englewood Police Department ~ 16-04-41-11

This project addressed Performance Measure CO PM04 - Citation/Adjudication/Timeliness: The system will improve the accuracy and timeliness of citation data submitted from the Police Department to the court system. The percentage of fully completed citation records will increase. This project supported the following task from the STRAC Strategic Plan: Support projects to provide local law enforcement with electronic accident and citation reporting capabilities.

Project Description

The goal of this project was to purchase an electronic ticketing system designed to improve the completeness, accuracy, and uniformity of traffic citations, and the flow of information from the Englewood Police Department to the court system.

Results

This project was implemented shortly before the date of this report (November 2016), therefore the project's impacts have not yet been measured. The following steps were taken to implement this project:

- Ten handheld e-ticketing units were purchased.
- The Englewood Police Department worked with three vendors to implement the E-Ticketing system to include creating an interface between the E-Ticketing system, the Records Management System (RMS) and the court system.
- Training was provided to train the trainers, administrative users and I.T. staff.
- Training was provided to 34 officers.

The number of electronically issued citations having no missing critical data elements will be compared with the total number of electronic citations for three months after the project is fully operational. This percentage will be compared to the same ratio for manually written citations for a three month period before the project started.

During that same three month period, the Police Department will average and compare the number of days required for the transfer of data from the Police Department to the courts using the electronic citation system with the number of days required for the transfer of manual citation information to the courts.



Traffic Records

E-Citation Project ~ Eagle County Law Enforcement Agencies ~ 16-04-41-12

This project supported STRAC's Strategic Objective to provide support for system projects that create efficiencies in program areas while improving traffic data and attributes.

Project Description

The goal of the project was to improve the accessibility, accuracy, completeness and uniformity of traffic data and to secure officer safety on traffic stops.

Results

- The project significantly improved and streamlined the life cycle of a citation from issue until appearing on a driver's license history at the Department of Motor Vehicles. Since the implementation of the E-ticketing, officers' traffic stops require less time and less administrative paperwork allowing officers to spend more time patrolling the streets and providing other police services to the community.
 - E-ticketing implementation also increased the quality of the data collected and shared at the statewide level. As a result of the project, handwritten tickets were eliminated and the error rate has dropped to zero.
 - Another benefit of the implementation is a degree of timeliness. Timeliness has improved significantly from the time a citation is issued until the posting of a conviction to a driver's history has dropped from 8-12 months to 4-6 months.
 - The degree of citation uniformity has improved by 10% due to use of consistent violation codes statewide.
 - As a result of the e-ticketing implementation a more efficient process was created and traffic data attributes improved by accelerating the ticket issuing process, interfacing with courts, sharing real time information statewide through interfacing with the Department of Revenue, the Department of Motor Vehicles, and four local and county courts.
-

Crash Records Improvements ~ City of Greeley ~ 16-04-41-13

This project addressed performance measures for crash records' accuracy and completeness.

Project Description

The goal of this project was to improve accuracy, uniformity and completeness of the off-system crash records in the city of Greeley.

Police officers frequently made errors related to crash type, crash location, direction of travel and other crash attributes. Errors in crash data can obscure crash causality and lead to the construction of inappropriate counter-measures.

continued



Traffic Records

Results

- This project developed a unified street naming convention, correcting crash attributes and improving locational accuracy for the off-system crash records for 2009 - 2014.
- More than 12,000 crash data records have been cleansed and entered into the City and the State crash databases.
- The project has been completed, delivered and accepted by the City. Implementation of this project substantially improved the quality of crash records in the City of Greeley.

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E-Ticket Purchase ~ Erie Police Department ~ 16-04-41-14

This E-Citation project addressed the performance measure of decreasing the percentage of citation records with missing critical data elements.

Project Description

The goal of this project was to increase the percentage of citation records with no missing critical data elements and to decrease the percentage of citations with blanks in critical data elements for which unknown or blank is not an acceptable value.

All of the software and hardware for ten hand-held units was purchased to deploy an electronic ticketing solution. As of this report the units have not been deployed to the officers because the interface between the software and the municipal court and police records software is still being built.

Results

- An agreement with the vendor was signed to deliver an electronic ticketing solution, hardware and software, to the Erie Police Department.
 - Hardware for the electronic ticketing solution was delivered.
 - All data base deliverables were sent to the vendor for implementation into the interface between the Police Records Management Software and Municipal Court software.
 - The training date for the devices for officers was tentatively set for November 29, 2016.
 - Deployment of the devices will take place after November 29, 2016. Data on effectiveness of the devices will be available after usage has been implemented.
-



Traffic Records

E- Citation Project ~ Sheridan Police Department ~ 16-04-41-15

This project addressed performance measures for completeness, accuracy and uniformity and the safety of officers.

Project Description

The goal of this project was to increase the percentage of citations utilizing standardized data entry and having no missing critical data. Prior to implementation of e-citation, officers making traffic stops had to complete several required handwritten forms of paperwork.

Purchasing an electronic ticketing system was designed to help improve the completeness, accuracy, and uniformity of citations written by Sheridan police officers; eliminate the need for manual entry into Records Management System; and eliminate the need for citations to be hand-delivered to the courts. Reducing the time officers spend issuing citations will increase the safety of officers and citizens, and make more efficient use of officers' time.

Results

- The three contracted vendors have all completed the interface between them.
 - All hardware has been ordered.
 - All operating expenses and contractual services have been paid in full.
-

Crash Data Updates ~ City of Grand Junction ~ 16-04-41-17

This project addressed performance measures to improve accuracy, uniformity, and completeness of the off-system crash records in the City of Grand Junction.

Project Description

The goal of this project was to improve the data quality of the Grand Junction crash records.

Results

- Unified street naming conventions for the City of Grand Junction were developed.
- Errors related to crash type, crash location, direction of travel, and other critical crash attributes were identified and corrected.
- Corrections were made to 3,501 crash records, 34%, of the 10,340 crash records that were reviewed.
- Errors in the crash attributes and/or locations were reduced from approximately 30% of all records to a range of 0-5% of records.
- Errors in street naming convention were eliminated.

continued



Traffic Records

The City of Grand Junction's Transportation Engineering staff will continue to utilize the database of six years of corrected crash records to perform statistical analysis, identify key statistics to track over time, and use as a uniform procedure for future crash data entry.

E-Ticket and E-Crash Reporting ~ Weld County ~ 16-04-41-18

This project addressed performance measures to increase the percentage of citation records with no missing critical data elements including C/A-A-1. Increase of citation reports with no unknowns or blanks in critical citation data elements, for which unknown or blank is not an acceptable value and C/A-C-3. Reduce delivery time of the DR 2447 report to the Department of Revenue to zero days, as well as simplify statistic collection required by the State.

Project Description

The goal of this project was to utilize e-citation and e-crash systems to help reduce errors made by Firestone Police Officers involving critical data elements for citations and DR-2447 reports, as well as to reduce delivery time and costs associated with delivering DR 2447 reports to the State.

Results

- Eliminated the opportunity to enter typographical information into citations
- Electronically populated citations and DR 2447 reports using mag stripe readers
- Used in-car printers eliminating errors due to unreadable handwriting
- Synced data from in-car computers to the printers and also integrated the information into the records management system.

This project improved accuracy and speed of issuing typical citations. A decrease in errors was achieved from 11% to approximately 4%. Increased accuracy and speed of completing and sending DR 2447 reports to the State was achieved.

E-Traffic Accident Reporting ~ Elbert County ~ 16-04-41-19

This project addressed Performance Measures for Crash: Increase the timeliness and accuracy of accident reports submitted to the State. This project also met the requirement for small communities to submit information electronically.



Traffic Records

Project Description

The goal of this project was to increase accuracy and expedite timely submissions of traffic accident reports to the courts and the Department of Motor Vehicles, through the purchase of software and hardware for traffic enforcement and accident reporting.

Results

The Elbert County Sheriff's Office has purchased five tablets, mounting hardware, and software for traffic enforcement. Purchase of accident software has not yet been completed.

- Six accident reports have been reviewed to date, and these will continue for the next two months.
 - Accident reports have significantly reduced errors.
 - Software has vastly improved clarity and representation of the crash scene.
 - Reports are submitted in a more timely fashion.
 - Reports are now ready for electronic submission to the Department of Revenue.
 - Performance evaluation and comparison will take place at the end of three months of usage.
-



Program Task Reports

Safety Education and Enforcement Programs

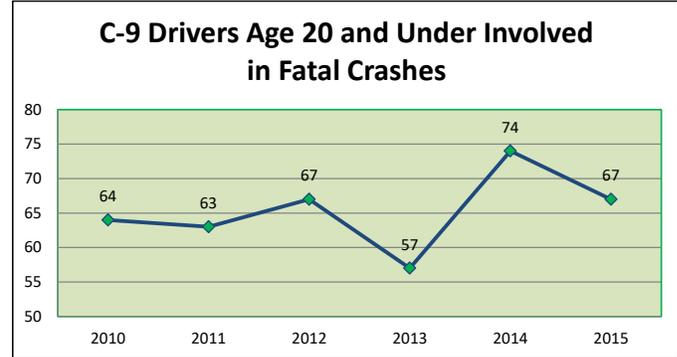
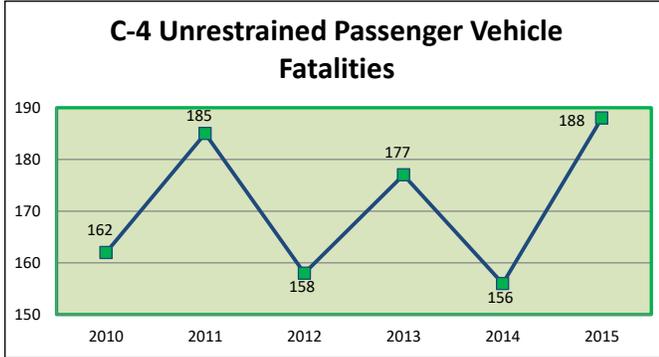
Occupant Protection
Child Passenger Safety
Young Driver and Distracted Driving
Older Drivers



COLORADO
Department of
Transportation



OCCUPANT PROTECTION, CHILD PASSENGER SAFETY, DISTRACTED DRIVING AND YOUNGER AND OLDER DRIVERS



In Colorado, unrestrained traffic fatalities in 2015 increased by 18%, from 156 in 2014 to 188 in 2015. The statewide seat belt usage rate remains below the national average of 85% and Colorado also remains one of 15 states without a primary seat belt law.

Driver inattention is a contributing factor in many crashes, and cell phone use and texting are some of the most common driver distractions. Colorado has a law prohibiting texting for all drivers and a law prohibiting cell phone use for drivers under 18. However, distracted driving continues to be a traffic safety challenge.

Fatalities among drivers under age 21 have decreased 10% from 74 in 2014 to 67 in 2015. The likelihood of a young driver being involved in a crash is still greatest in the first few years of driving.

The Highway Safety Office (HSO) has identified Older Drivers as a traffic safety emphasis area. Traffic fatalities involving Older Drivers age 55-69 have been on the increase since 2010.

The Highway Safety Office focused on establishing and enhancing Occupant Protection, Child Passenger Safety, Distracted and Young Driver programs in several metro area locations including El Paso, Denver, Jefferson, Larimer, Mesa, Arapahoe and Pueblo counties; rural areas and the Ute Mountain Ute tribe as well as numerous state-wide efforts.

Program Administration

41 projects were managed with a planned budget of \$3,395,774.

Efforts and activities included:

- Providing support to law enforcement to enforce Colorado's seat belt laws during three *Click It or Ticket* high-visibility campaigns including two *Rural CIOT* campaigns and *May Mobilization*
- Targeting child passenger safety and booster seat usage
- Piloting new and supporting established distracted driving awareness, education and enforcement programs
- Educating teen drivers and their parents about seat belt use and other teen driving safety issues, including Graduated Driver License programs
- Piloting older driver education and awareness programs

Program Task Reports

Safety Education and Enforcement Programs

Occupant Protection





Occupant Protection

2016 Click It or Ticket ~ Colorado State Patrol ~ 16-06-61-01

The project addressed performance measure C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions.

Project Description

The goal of the Colorado State Patrol (CSP) *Click It or Ticket* program is to reduce the number of unrestrained or improperly restrained individuals, in all vehicle positions, resulting in fewer fatal and injury crashes on Colorado roadways.

Results

- 4,620 hours of overtime enforcement were provided by the CSP which included *Rural, May Mobilization, July Rural* and “*Extra*” waves.
- 6,345 vehicle contacts were made.
- 3,484 seat belt citations were issued.
- 31 DUI arrests were made.
- 44 occupant protection safety messages were posted on the CSP Facebook which resulted in over 300,000 views and over 81,000 interactions (comments, likes, and shares).

The CSP experienced a 2.4% decrease in fatalities statewide that were due to unrestrained or improperly restrained passengers.

Click It or Ticket ~ Local Law Enforcement Agencies ~ 16-06-61-02

This project addressed performance measures C-1. Increase the observed seat belt use for passenger vehicles and C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions.

Project Description

With coordination and recruitment by CDOT’s Law Enforcement Coordinator, the goal of this project was to encourage Colorado local law enforcement agencies to aggressively enforce occupant protection laws through a combination of enforcement, education, and awareness.

Results

The goal was accomplished by conducting three large scale seat belt enforcement campaigns. Two *Rural Click It or Ticket (CIOT)* campaigns plus the *May Mobilization* were held between March and July, 2016.

- A total of 76 agencies involving 942 officers and deputies worked 7,495 hours and issued 5,233 seat belt violations.

continued



Occupant Protection

- *Rural CIOT* enforcement consisted of 35 agencies, with 164 officers and deputies working 1,327 hours and issuing 535 seat belt violations.
- *May Mobilization* consisted of 76 agencies, 593 officers and deputies working 4,789 hours and issuing 4,218 seat belt violations.
- The second *Rural CIOT* enforcement consisted of 46 agencies, 185 officers and deputies working 1,379 hours and issuing 480 seat belt violations.
- 9,798 other types of violations were issued, including those issued by Colorado State Patrol.

.....

Occupant Protection Technology Transfer ~ Highway Safety Office Partners ~ 16-06-61-03

This project addressed performance measures C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions and B-1. Increase the observed seat belt use rate for passenger vehicles.

Project Description

This project was designed to increase local knowledge about occupant protection programs and practices through the support of local partners by providing scholarships to attend the 2016 Lifesavers conference.

Results

- Funds from the Occupant Protection Technology Transfer project were used to send four Highway Safety Office partners and four CDOT employees to the 2016 Lifesavers conference that was held in Long Beach, California April 3-5, 2016.
- These individuals represented Law Enforcement, Children’s Hospital, Colorado District Attorneys’ Council, and the Colorado Department of Transportation’s Highway Safety Office and the Public Relations Office.
- Upon conclusion of the conference, recipients of these scholarships were required to submit a summary of their experience and how attending the conference would benefit their agencies.

.....

Occupant Protection Education ~ Highway Safety Office Partners ~ 16-06-61-04

This project addressed performance measures B-1. Increase the observed seat belt use for passenger vehicles and C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions.

continued



Occupant Protection

Project Description

Mini-grants were offered to community coalitions and other agencies to help support traffic safety education efforts and enforcement campaigns in the areas of occupant protection, child passenger safety, motorcycle safety and impaired driving prevention programs.

Results

- Two regional recognition events, called “Traffic Safety Champions,” were held in Denver and Grand Junction to honor the men and women of law enforcement for their commitment and dedication in enforcing impaired driving and occupant protection laws.
 - A total of 86 individuals and 40 agencies were honored.
 - Englewood Police Department, Monte Vista Police Department, Fountain Police Department and Las Animas-Huerfano Counties District Health Department were among the recipients of the Occupant Protection Education mini-grants.
 - Eight regional law enforcement trainings were held around the state and attended by 154 representatives from 86 sheriff’s offices and police departments and ten State Patrol troops.
-

Seat Belt Survey ~ Colorado State University ~ 16-06-61-05

This project addressed performance measure C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions.

Project Description

The goal of this project was to assess current seat belt usage in the State of Colorado. The project involved three seat belt surveys conducted between May 8 and July 12, 2016, at predetermined observation sites throughout the state. The location and number of observation sites were selected by use of a statistical methodology that considered vehicle miles traveled, population of counties, and road types.

Results

- A pre-mobilization survey was conducted from May 8 - 14 in 29 counties immediately prior to the enforcement wave.
- A statewide survey followed the enforcement wave with observations in the same 29 counties from June 5-June 18.
- The rural survey portion of the project was June 19-July 2 and focused upon the secondary and local roads in 20 rural counties. Seat belt usage was observed for drivers and front seat outboard passengers. All vehicle types including commercial vehicles 10,000 pounds and under were included in the study.

continued



Occupant Protection

Results: Seat Belt Usage Rates

	Pre-Mobilization	Rural	Statewide
Cars	81.7%	87.0%	83.9%
Vans	87.2%	92.2%	89.5%
SUVs	87.8%	87.3%	89.2%
Trucks	74.4%	77.9%	77.1%
Commercial	74.4%	79.3%	68.2%
Overall usage	82.1	84.4%	84.0%

The results of the three surveys were statistically consistent with low standard errors and demonstrated a slight decrease in overall seat belt usage in the statewide survey from 85.2% in 2015 to 84.0% in 2016.

Occupant Protection ~ Southern Colorado RETAC ~ 16-06-61-06

This project addressed performance measure C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions.

Project Description

The goal of this program was to reduce the number of unrestrained passenger vehicle occupant fatalities within the five Southern Colorado RETAC counties from 14 (2013 fatalities) to 13.

Results

- 38 county motor vehicle safety coalition meetings were held in five counties with an average of five coalition members in attendance at each meeting.
- Five *ThinkFast Interactive* assemblies were held in high schools in five counties with a total of 1,940 students in attendance.
- Twelve seat belt observations were administered in five counties.
- Preliminary and final restraint use rates were:
 - Custer County increased from 57% to 63%.
 - Fremont County remained at 69%.
 - Huerfano County decreased from 60% to 59%.
 - Las Animas County decreased from 63% to 59%.
 - Pueblo County increased from 57% to 62%.
 - Pueblo University increased from 64% to 71%.



Occupant Protection

San Luis Valley RETAC ~ San Luis Valley RETAC ~ 16-06-61-07

This project addressed performance measures C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions and C-9. Reduce the number of drivers age 20 or younger involved in fatal crashes.

Project Description

The goals of this program were to increase the percent of teen drivers and passengers wearing seat belts in the San Luis Valley; to reduce the number of injuries and fatalities suffered by motor vehicle occupants in the age group 0-16 years from 23 to 10 fatalities; and to decrease the percent of fatalities of all teen male drivers, male drivers age 21-24, and drivers age 55 and above.

Results

- The overall unrestrained fatalities rate decreased. Of the eight fatalities, four were unrestrained.
- Monthly seat belt observations were conducted at the same locations as in previous years, showing a 9% increase in seat belt usage in all locations.
- 12 CPS safety education classes were held with 72 parent/caregivers attending. 142 seats were inspected and 79 seats were replaced.
- Six fit station events were held. 68 seats were inspected and 21 seats were replaced.
- 40 safety and education booths were held where more than 1,593 individuals age 3-80+ visited the booth. More than 2,000 pamphlets were handed out.
- GDL information was provided to all schools in the area. 550 GDL cards were distributed.
- High school seat belt usage surveys were conducted in twelve schools at two different times during the grant period. Usage rates improved from 65% of student drivers wearing their seat belts on a daily basis to 75%. Five schools participated in a seat belt challenge.

High-Visibility Enforcement and Child Passenger Safety Program ~ Aurora Police Department ~ 16-06-61-08

This project addressed performance measure C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions.

Project Description

The goal of this project was to increase seat belt use from 83% to the state goal of 84%, and to increase the use and/or proper use of child safety restraint systems.

continued



Occupant Protection

Results

- Multiple high-visibility enforcement operations were conducted throughout the year, including participating in the statewide *Click It or Ticket* high-visibility enforcement period.
- 24 child passenger safety check events were held.
- Officers posted messages on Facebook and Nextdoor about the importance of proper seat belt and child seat use.
- Two of the child passenger safety check-up events were held in conjunction with other entities. Officers assisted Children's Hospital and the Colorado State Patrol with check-up events by providing CPS technicians with all needed equipment.
- An officer was certified as a CPS instructor to ensure more efficient recertification of department technicians.
- 234 child seats were inspected, and ten seats were distributed.

A significant outcome of this program was an increase in seat belt usage over FY2015 rates. During FY2015, the seat belt usage in Aurora was 83%. During FY2016 the seat belt usage increased to a quarterly average 83.75%. The goal of 84% usage was achieved in three of the four quarters, and the usage was 83% in the other quarter.

Improving Colorado's Road Health ~ Highway Safety Office ~ 16-06-61-09

This project addressed all performance measures.

Project Description

The goal of this project was to create an opportunity for highway safety professionals to explore and share information, plans, programs and practices in regional and statewide forums and to identify gaps in services.

Results

The Highway Safety Office (HSO) hosted the Second Annual Improving Colorado's Road Health Summit in Keystone, CO from June 8-10, 2016. The 2016 theme of the summit was "Moving Towards Zero Deaths." The summit reconvened the Emphasis Area Teams created through the Strategic Highway Safety Plan (SHSP) and included breakout sessions on the following topics:

- new and innovative traffic safety initiatives for law enforcement.
- aging/older drivers
- impaired driving
- bicycle and pedestrian safety
- motorcycle safety
- general occupant protection
- younger drivers

continued



Occupant Protection

- traffic data
- rural and urban infrastructure
- distracted driving

A survey was sent to the 228 registered attendees and response to the conference was overwhelmingly positive:

Overall Summit Feedback

1. The Summit presentations kept my interest and attention - 84% Agreed or Strongly Agreed
 2. The content of the Summit presentations was useful for learning something new - 88% Agreed or Strongly Agreed
 3. The Summit presentations provided knowledge and/or skills useful for my job/community - 84% Agreed or Strongly Agreed
 4. The Summit presenters were knowledgeable of the subject area - 94% Agreed or Strongly Agreed
 5. I would attend another Colorado Road Health Summit in the future - 90% Agreed or Strongly Agreed
-

Traffic Safety Initiatives Mini-grants ~ Local Agencies ~ 16-06-61-10

This project addressed performance measures C-1. Reduce the number of traffic fatalities and C-2. Reduce the number of serious injuries in traffic crashes.

Project Description

The goal of this project was to help support traffic safety education efforts and traffic enforcement efforts. Funding provided resources, support, training and materials. This enabled agencies to better execute and support statewide occupant protection, child passenger safety, teen driving safety, distracted driving prevention, motorcycle safety and impaired driving prevention initiatives.

Results

- Fort Lupton Police Department presented the “Every 15 Minutes” program to the Fort Lupton and Ault high schools.
 - Eagle River Youth Coalition used marketing outlets through social media to promote traffic safety messages to 37,000 community members and visitors along the I-70 corridor.
 - Englewood Police Department conducted a distracted driving educational program at several high schools and young adult events
 - Northeast Junior College developed a distracted driving campaign on campus including educational brochures and parking lot signage stating “No Distractions No Exceptions.”
-



Occupant Protection

Plains to Peaks RETAC Occupant Protection ~ Plains to Peaks RETAC ~ 16-06-61-11

This project addressed performance measure C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions.

Project Description

The goal of this program was to reduce the number of unrestrained passenger vehicle occupant fatalities within the Plains to Peaks RETAC by increasing the combined five-county seat belt use rate in Cheyenne, El Paso, Kit Carson, Lincoln and Teller counties.

Results

- Coalitions met multiple times during the year. The committee members generated 303 volunteer hours.
- Plains to Peaks RETAC members and Drive Smart Colorado staff members distributed 20 customized billiard ball sets to locations throughout the five RETAC counties. Each set had traffic safety messages and was distributed to military installations, colleges and universities, restaurants and bars, pool halls and teen centers. The reasoning was to get the traffic safety message delivered to an “alternative” targeted audience. The response was overwhelmingly positive.
- More than 48 teen-focused traffic safety presentations were conducted at high schools in four RETAC counties. The programs ranged from use of the Seat Belt Convincer to the P.A.R.T.Y. Program and *ThinkFast Interactive*.
- Law enforcement assisted with seat belt education by distributing 2,500 customized business cards - each with their county’s seat belt use rates.
- According to observations by the Drive Smart staff, seat belt use increased in four out of five RETAC counties: El Paso increased by 8%, Kit Carson increased by 16.3%, Lincoln increased by 4.5% and Teller increased by 1.2%. Cheyenne County decreased by 15%.

Montelores Occupant Protection Project ~ Montezuma County Health Department ~ 16-06-61-13

This project addressed performance measures C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions and C-9. Reduce the number of drivers age 20 or younger involved in fatal crashes.

Project Description

The goal of this program was to reduce the number of unrestrained injuries and fatalities among teen drivers and passengers in all seating positions from three to zero and to reduce fatalities and severe injuries from two to zero within the age group of 0-15 years in Montezuma and Dolores counties.

continued



Occupant Protection

Results

- Provided education and outreach to all five local high schools including Montezuma-Cortez High School, Dolores High School, Mancos High School, South West Open School and Dove Creek High School
 - Provided resources and materials to local schools for key events such as Homecoming, Prom, and Graduation
 - Instituted the “Teens in the Driver Seat” peer-to-peer safe driving program at all five local high schools. More work is needed in area high schools to raise the seat belt usage rate.
 - Improved safe driving information and outreach in the community by utilizing Facebook
 - Supported Colorado State Patrol and local coalitions in their outreach efforts to bring *Alive at 25* classes to local schools
 - Attended/supported community events in Montezuma and Dolores Counties to promote safe driving. An overall increase in seat belt usage by 3% was noted in Montezuma County.
 - Provided Graduated Driver License educational information to schools and community businesses and included law enforcement participation in outreach efforts.
 - Provided a certified Child Passenger Safety (CPS) technician and inspection station in Dolores County and obtained a certified CPS technician for Montezuma County.
 - Assisted local CPS technicians and inspection stations in CPS Region VIII with check-up events including the Ute Mountain Ute CPS enforcement events.
-

Ute Mountain Ute Motor Vehicle Occupant Safety Program ~ Ute Mountain Ute ~ 16-06-61-14

This project addressed performance measures C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions and C-9. Reduce the number of drivers age 20 or younger involved in fatal crashes.

Project Description

The goal of this project was to promote vehicle occupant safety on the Ute Mountain Ute Reservation by increasing child restraint use and seat belt use for children ages 8-17 and adults.

Results

- The project successfully advocated for policy change for restraint use in Tribal vehicles.
- 43 occupant protection presentations were offered throughout the community.
- Twelve *Baby's Safety Comes First* classes were offered to expecting parents and 15 infant seats were given out prior to the birth.
- Twelve check-up events were offered to the community and 31 child safety seats were distributed with education about the correct placement of the unit in the vehicle.
- 105 child safety seats were distributed during inspection stations.
- Ten safety checkpoints were held in conjunction with the BIA and Tribal Law Enforcement.

continued



Occupant Protection

A total of 2,717 vehicles came through the checkpoints with drivers receiving one-on-one education. 36 car seats were distributed, 9 citations and 36 verbal warnings were issued.

- Two high-visibility enforcement campaigns were held in conjunction with BIA and Tribal Law Enforcement.
 - 191 car seats were distributed with education on correct installation.
 - Restraint compliance rates increased as follows: In Tribal vehicles from 18% in 2015 to 50% in 2016; among children at Head Start from 57% to 82%; and in the community as a whole from 45% to 51%.
-

Interactive High School Safety Programs ~

Texas A&M Transportation Institute & TJohn E Productions ~ 16-06-61-15

These two projects addressed performance measure C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions.

Teens in the Driver Seat:

Project Description

The goal of this project was to promote increased teen seat belt usage and reduce distracted driving by reducing cell use for teen drivers ages 15-19 with focus on both the metro Denver region and statewide.

Results

- Twelve schools statewide were activated to engage in teen program activities.
- 68 reported in-school activities from six active schools within the state were monitored.
- One Teen Advisory Board (TAB) Meeting for three Colorado TAB students was facilitated.
- Three workshops were conducted in the Denver metro area and were exhibited at the National FCCLA cluster meeting in Denver on November 5-6. Contact was made with six Colorado high schools at the meeting.

ThinkFast Interactive

Project Description

The goal of this program was to support Colorado high schools' efforts to reduce teen motor vehicle injuries and fatalities.

Results

- 26 *ThinkFast* presentations were conducted at high schools statewide and approximately 6,500 students were reached.
- A post-presentation evaluation performed at Bayfield High School in La Plata County showed an increase in knowledge for behavior-related items such as; "Texting while driving is deadly" and "Wearing your seat belt can save your life" and more.

Program Task Reports

Safety Education and Enforcement Programs

Child Passenger Safety





Child Passenger Safety

Child Passenger Safety Team Colorado ~ Colorado State Patrol ~ 16-05-51-01

This project addressed performance measures C-2. Reduce the number of serious injuries in traffic crashes and C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions

Project Description

The goal of the Child Passenger Safety (CPS) project was to increase traffic safety by reducing the number of unrestrained passenger fatalities through proper safety restraints used by children and to educate caregivers on the proper use of child restraints in all vehicles while transporting children.

Results

- More than 605 events statewide increased education about proper installation of child passenger safety restraints for parents, providers, and caretakers across the state.
- More than 4,146 child restraint systems were checked by Child Passenger Safety (CPS) Technicians and over 2,236 new installations were assisted by CPS technicians.
- At the end of FFY 2016, Colorado reached a recertification rate of 58.1%, well above the national average of 56.3%. The program certified 129 new CPS technicians and deployed them into the field. The technicians include nurses, caregivers, fire fighters, law enforcement officers and support staff.
- The project trained 175 CPS technicians in CEU/ Refresher classes to complete recertification requirements.
- According to Colorado State Patrol-investigated crashes, there was a 7.1% decrease in the number of passenger deaths for children between the ages of 0-15. There were 13 deaths in FFY 2016 as compared to 14 deaths in FFY 2015.

Child Passenger Safety Program ~ Servicios de La Raza ~ 16-05-51-02

This project addressed performance measure C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions.

Project Description

The goal of this project was to reduce traffic fatalities and serious injuries to children age eight and under by providing a culturally and linguistically responsive inspection station specializing in child passenger safety education, inspection, installation and outreach, targeting Latino families.

continued



Child Passenger Safety

Results

- 1,300 individuals received child passenger safety education materials through outreach at nine large community events.
- Eight child passenger safety presentations were offered at community agency meetings.
- 1,652 families received child passenger safety education and materials during SDLR food bank hours held three times per week.
- 157 child passenger safety seats were distributed with education on correct installation through SDLR Inspection Station, Clinica Tepayac Inspection Station and Federal Heights Health Fair.
- A self-reporting survey at the SDLR Inspection Station showed 67% of families reported using incorrect child passenger seats for their children and 50% of families self-reported not using child passenger seats when arriving at the SDLR Inspection Station. 100% of these families reported increased knowledge of child passenger safety and proper seats for their children during the 2015-2016 fiscal year.

Occupant Protection Mini-Grants ~ Local Agencies ~ 16-05-51-03

This project addressed performance measures B-1. Increase the observed seat belt use for passenger vehicles and C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions.

Project Description

Various rural organizations from high risk counties identified in the 2015 Problem ID implemented occupant protection activities. These activities included, but were not limited to, purchasing and distributing child safety seats, conducting check-up events, running inspection stations by appointments, distributing safety materials, and conducting youth and adult safety classes.

Agencies within high-risk counties, as identified in the 2015 Problem ID, were sent information on how to apply for the mini-grants. This information was also posted on the CDOT Safety website. Allowable costs included car seat purchases for distribution to low income families and costs to host inspection stations or car seat check-up events.

Results

- 50 new CPS technicians from rural and metro areas have been trained.
- Hundreds of car seats were replaced.
- Several new inspection stations have been established.
- Numerous traffic safety presentations were performed in both Spanish and English directed to families in underserved populations.
- Thousands of brochures and other educational materials were disseminated.



Child Passenger Safety

Each One Teach One ~ Minority CPS Outreach Program ~ Children's Hospital Colorado ~ 16-05-51-04

This project addressed performance measure C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions.

Project Description

The *Each One Teach One* Child Passenger Safety (CPS) Outreach Program is a collaborative effort between Street Smart, Inc., Tri-County Health Department, and the Injury Prevention Program at Children's Hospital Colorado. The goals of the project were to increase the number of Adams, Arapahoe, and Denver County children age birth to eight who are properly restrained, with special emphasis on increasing usage rates among at-risk African-American and Hispanic families.

Results

- The project partnered with Denver Public Health to staff CPS inspection stations at Westwood Head Start and at the Eastside and Montbello Family Health Centers.
 - CPS education and car seat distribution classes were conducted for clients enrolled in the Women, Infants, and Children program at Tri-County Health Department.
 - Through referrals of low-income families enrolled in child health clinics at Children's Hospital Colorado, 841 child restraints were inspected and 565 seats were distributed to low-income families qualifying for federal entitlement programs and residing in targeted neighborhoods.
 - A CPS illustrated pocket guide (a "CommuniCard") was created to facilitate better communication about occupant protection practices with parents and caregivers whose first language is Spanish. 2,000 CommuniCards were printed and laminated for statewide distribution to CPS Technicians.
-

Child Passenger and Young Driver Program ~ Southern Ute Community Action Programs, Inc. ~ 16-05-51-05

This project addressed performance measures C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions and C-9. Reduce the number of drivers age 20 or younger involved in fatal crashes.

Project Description

The goal of this program was to assist in reducing La Plata County highway fatalities and serious injuries.

Results

- Four staff members were trained as CPS technicians; two remain with the program.

continued



Child Passenger Safety

- Rack cards were approved printed and distributed to 26 sites in the Ignacio community where parents of young children frequent.
 - One staff member attended and participated in the Colorado Road Health Summit to share the work that is being done in Ignacio.
 - More than 50 car seats were distributed with education on correct installation through inspection stations, holding nine check-up events and five safety checkpoints.
 - 175 high school youth participated in the *ThinkFast Interactive* presentation at Ignacio High School in April.
 - Twelve high school youth were engaged in a video project producing a monthly news program which was aired in the common areas of the high school.
-

Communications and Outreach Supporting CPS ~ Drive Smart Evergreen/Conifer ~ 16-05-51-06

This project addressed performance measures C-2. Reduce the number of serious injuries in traffic crashes and C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions.

Project Description

The goals of this program were to:

- Increase booster seat compliance among residents in Jefferson, Clear Creek, and Gilpin counties, increasing the average to the state average, or increased by at least 10%.
- Increase parent compliance with restraint laws in targeted schools that lag behind the state average to the state average of 82% (in 2014) or by at least 5% by September 30, 2016.

Results

- Quantitative pre-and-post-program intervention booster seat compliance surveys were conducted at twelve schools and Head Start programs; and results show a 5% increase in appropriately restrained children.
- Awareness was raised among leaders and parents regarding booster seat noncompliance in 25 schools/camps by delivering 35 presentations.
- Child Passenger Safety curriculum was delivered to 4,118 students, 308 staff, and 6,177 parents.
- Peer-led activities where middle school students volunteer to teach elementary students about seat belt safety resulted in 250 volunteer hours.
- 30 law-enforcement-led activities took place with partnering schools and camps participating in car seat events in which 101 seats were inspected and 45 seats were donated.

After Drive Smart interventions/presentations, children in the back seat appropriately restrained increased 5%, children and in the back seat inappropriately restrained decreased 2%, children in the front seat appropriately restrained increased 5%, and children in the front seat without a seat belt decreased 12%.



Child Passenger Safety

Swedish Medical Center’s Car Seat Safety Program ~ Swedish Medical Center ~ 16-05-51-07

This project addressed performance measures C-2. Reduce the number of serious injuries in traffic crashes and C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions.

Project Description

The goals of this program were to:

- Increase the number of patients educated about car seat safety and its importance by educating Swedish Medical Center (SMC) employees and implementing a Car Seat Hospital Discharge Policy for SMC patients
- Increase booster seat usage targeting children ages four to nine years in Arapahoe County
- Increase the number of car seats checked by SMC’s fit station prior to admission/delivery by promoting the CPS program at physicians’ offices and events

Results

- SMC increased the number of inpatients utilizing the car seat fit station by 6% compared to last year.
- 105 Family Care Unit staff went through annual car seat safety education competencies.
- 92% of inpatient parents/caregivers received car seat safety education prior to discharge since the car seat safety education checklist has been implemented.
- The project worked with ten schools providing education regarding car seat and booster seat safety to parents and staff members at low-income schools through school newsletters, classes, and events.
- More than 10,877 people were reached via SMC’s Facebook page about car seat/booster seat safety and the importance of everyone being restrained properly in vehicles.
- More than 3,500 people were reached with messaging about SMC’s car seat fit station through the hospital, social media, employee newsletters and physician offices.



Safe Choices for Children ~ Pagosa Pregnancy Support Center ~ 16-05-51-08

This project addressed performance measure C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions.

Project Description

The goal of this project was to reduce the number of unrestrained passenger vehicle occupant fatalities in Archuleta County and reduce the number of unrestrained serious injuries.

continued



Child Passenger Safety

The project was to increase the observed proper installation and use of child restraint systems as well as corresponding adult seat belt use for the parents/caregivers through education, resources and community outreach.

Results

- Pagosa Pregnancy Support Center's (PPSC) THRIVE was advertised and promoted as a bilingual inspection station throughout the community.
- Pregnant women who come to the Support Center were provided with education on proper seat belt placement during their pregnancy.
- Child passenger restraint and adult seat belt use were promoted in the community.
- 75 car seats were distributed during the inspection station's education program.
- 82 caregivers participated in the Child Restraint Program.
- 40 expectant mothers participated in the Child Passenger Restraint education program and received a car seat prior to the birth.
- More than 800 community members were reached through direct promotion during local events.



Program Task Reports

Safety Education and Enforcement Programs

Young Driver and Distracted Driving and Older Drivers





Young Driver and Distracted Driving and Older Drivers

Data Driven Approaches to Crime and Traffic Safety/Distracted Driving ~ Greeley Police Department ~ 16-03-31-01

This project addressed performance measure C-12. Reduce the number of fatal crashes involving a distracted driver.

Project Description

The goal of this program was to reduce the number of fatal and serious injury crashes in the City of Greeley where distracted driving was a contributing factor. The target population for this campaign was drivers of all ages.

Results

- Greeley Police Officers provided 656.5 hours of high-visibility texting and cell phone enforcement within their designated DDACTS areas.
- Greeley Police Officers made 1,226 traffic stops in their DDACTS areas during the assigned overtime hours.
- Greeley Police Officers issued 484 citations for distracted-driving-related behaviors.
- Officers assigned to the Greeley Police Department Traffic Unit gave 56 presentations to drivers of all ages which focused discussion on the dangers of distracted driving.

A significant outcome was a reduction in the percentage of fatal crashes where distracted driving was a contributing factor from 37.5% in 2014 to 14% during the first year of grant funding.



Aurora P.A.R.T.Y. Program ~ University of Colorado Hospital ~ 16-03-31-02

This project addressed performance measures C-1. Reduce the number of traffic fatalities and C-9. Reduce the number of drivers age 20 or younger involved in fatal crashes.

Project Description

The goal of the Prevent Alcohol and Risk Related Trauma in Youth (P.A.R.T.Y.) Program was to decrease the number of fatalities in the ages 20 and younger in El Paso, Adams, Larimer, and Arapahoe counties. The program aims to save lives by changing attitudes, decreasing distraction, and increasing seat belt usage.

Results

- 19 P.A.R.T.Y. programs were held at either the University of Colorado Hospital in Aurora or Memorial Hospital in Colorado Springs to educate high school students about the hazards of distracted driving and drinking and driving. Students were from El Paso, Adams, Arapahoe, and Jefferson counties.

continued



Young Driver and Distracted Driving and Older Drivers

- Eleven P.A.R.T.Y. on the Road programs were held in the Denver metro area and Colorado Springs to educate high school students about the hazards of distracted driving and drinking and driving.
- A total of 477 high school students were reached at ten different schools and three youth groups.
- The program was implemented at five new schools in metro Denver and Colorado Springs.
- Programs were held with the Young Marines, the Girl Scouts, and a summer youth volunteer group at the University of Colorado Hospital.

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Young Driver Traffic Safety ~ Weld County Department of Public Health and Environment ~ 16-03-31-03

This project addressed performance measures C-1. Reduce the number of traffic fatalities and C-9. Reduce the number of drivers age 20 or younger involved in fatal crashes.

Project Description

The goal of this project was to reduce the number of unrestrained fatalities by 2% for those under age 20.

Results

- Fourteen half-day high school Safe Teen Driving Programs were conducted throughout Weld County reaching nearly 1,500 students (exceeding original goal of twelve schools and 1,000 Weld County students).
- Four *Parent of Teen Drivers* classes were held within Weld County with a total of 63 parents attending.
- 1.85% of parents who responded to a post-class survey indicated that they used the Teen Drivers manual which was distributed during class, 50% had their teens sign a driving agreement, and 63% talked to their insurance agents.
- Five roll-call presentations for local law enforcement agencies were conducted with a total of 97 officers attending. After the presentation, according to survey results, 100% of officers in attendance were willing to issue a citation for GDL violations.

There was significant improvement in behaviors as indicated on the eight-week follow-up Safe Teen Driving Program surveys (on a scale of 0 - 6) compared to behaviors prior to the program, reporting students wearing seat belts (5.1 - 5.3), not riding with drunk drivers (4.1 - 5.4), and limiting the number of passengers to seat belts (5.0 -5.3).

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Young Driver and Distracted Driving and Older Drivers

Young Drivers Distracted Driving Campaign/Challenge ~ Drive Smart Colorado ~ 16-03-31-05

This project addressed performance measures C-9. Reduce the number of drivers age 20 or younger involved in fatal crashes and C-12. Reduce the number of fatal crashes involving a distracted driver.

Project Description

The goal of this project was to reduce the number of drivers age 20 and younger involved in fatal crashes in El Paso and Teller Counties by utilizing peer-to-peer distracted driving educational events, Graduated Driver License and parent education, and law enforcement intervention targeting high school and college students as well as the younger Army soldiers and Air Force airmen.

Results

- Drive Smart Colorado (DSC) organized the largest *High School Traffic Safety Challenge* in Colorado with 31 high schools from El Paso and Teller Counties beginning the *Challenge* and 26 schools completing the mandatory participation requirements. The campaign lasted six weeks.
- 24 out of 26 schools increased their seat belt use rate between 1% to 23%, with six schools increasing usage by more than 10%. 18 schools decreased their cell phone use between 1% and 7%.
- Drive Smart partnered with El Paso County colleges and universities to educate students about the dangers of distracted driving by utilizing the distracted driving simulators at the University of Colorado at Colorado Springs, Colorado College and Pikes Peak Community College. Approximately 400 students were directly educated.
- In partnership with area military installations, DSC educated soldiers and airmen about the dangers of distracted driving by utilizing the distracted driving simulators at Peterson Air Force Base and Schriever Air Force Base. Approximately 100 airmen and their families were present.
- DSC promoted the Colorado Teen Driving Alliance free on-line GDL course for parents. The course was posted in the *Challenge* manual and posted on the websites of Coronado, Manitou Springs, Harrison and Widefield High Schools.

2016 Distracted Driving ~ Colorado State Patrol ~ 16-03-31-06

This project addressed performance measure C-12. Reduce the number of fatal crashes involving a distracted driver.

Project Description

The goal of this program was to reduce the number of distracted driving occurrences, resulting in fewer fatal and injury crashes on Colorado roadways.

continued



Young Driver and Distracted Driving and Older Drivers

Results

- 1,271.5 hours of distracted driving enforcement and 330.25 hours of distracted driving education were provided.
- These hours resulted in 1,284 proactive distracted-driving-related citations statewide.
- These hours also provided educational opportunities at county fairs, special events, and high school distracted driving safety events.

The Colorado State Patrol (DSP) provided both education and enforcement with the expectation of changing behavioral patterns in all age groups. However, despite CSP's best efforts there was an increase in injury crashes of 11.8%.

2016 Distracted Driving Enforcement Campaign ~ Aurora Police Department ~ 16-03-31-07

This project addressed performance measure C-12. Reduce the number of fatal crashes involving a distracted driver.

Project Description

The goal of this program was to reduce the number of serious and fatal crashes caused in part by distracted drivers, and educate the public about the dangers of distracted driving.

Results

- Both group and individual officer enforcement operations were conducted.
- A large-scale operation was conducted during national *Distracted Driving Month* that resulted in 466 drivers being contacted, 358 summonses being issued, 108 warnings being issued, and 307 drivers being determined to be distracted.
- A total of 1,367 drivers were contacted during directed enforcement efforts funded by this project. Officers determined that 867 of the drivers contacted were distracted.
- Officers conducted numerous public educational presentations about the dangers of distracted driving and held a pledge event.
- Messages were posted to Facebook and Nextdoor by officers about the dangers associated with distracted driving.
- The Aurora Police Department coordinated with the Denver Metro Teen Driving Coalition and the Medical Center of Aurora to hold a "Teens Take the Wheel" event. Officers explained the Graduated Driver License laws to teen drivers and their parents.

A notable outcome of this program was that the goal of reducing the percent of fatal crashes where distracted driving was a contributing factor to 10% was met and exceeded. The efforts of the personnel participating in this program resulted in only 7% of fatal crashes indicating a causation factor of distracted driving. Overall, crashes with a distracted driving contributing factor were reduced to 12%, exceeding the goal of 15%.



Young Driver and Distracted Driving and Older Drivers

Distracted Driving Enforcement ~ Denver Police Department ~ 16-03-31-08

This project addressed performance measure C-12. Reduce the number of fatal crashes involving a distracted driver.

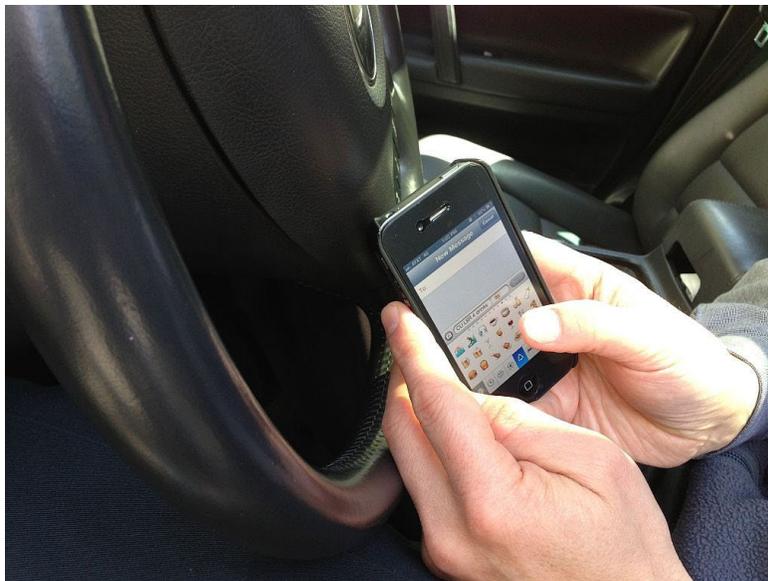
Project Description

The goal of the project was to educate drivers in the City and County of Denver about the dangers of text messaging and unlawfully manipulating an electronic device while operating a motor vehicle, using enforcement to mitigate these behaviors.

Results

- Between October 1, 2015 and September 30, 2016, Denver Police officers contacted 1,500 motorists who were observed manipulating an electronic device while driving. Those contacts resulted in 790 moving citations being issued and 710 warnings being given.
- All of those contacted received printed educational material explaining the dangers and consequences of distracted driving as compared to FFY 2015.
- Denver invested in this effort by providing police vehicles and police supervisors' time to administer the program.

Further analysis is needed to correlate the effect of enforcement activity on reducing the number of accidents related to distracted driving.





Young Driver and Distracted Driving and Older Drivers

Distracted Driving Awareness Campaign ~ Swedish Medical Center ~ 16-03-31-09

This project addresses Performance Measure C-12. Reduce the number of fatal crashes involving a distracted driver.

Project Description

The goals of the program were to decrease distracted driving behaviors by 5% among hospital employees, to decrease the amount of work-related injuries due to distracted driving, and to decrease the number of injuries to young drivers that result from distracted driving.

Results

- 1,371 SMC employees took a distracted driving Health Stream module, with 90% saying they would make the pledge to take steps to stop distracted driving.
- More than 32,564 people were reached about the dangers of distracted driving, raising awareness using SMC's cafeteria booth, Facebook postings, and monthly employee Injury prevention newsletters.
- Piloted "Just Drive" - a distracted driving awareness campaign targeting employers. The campaign aired 576 times over 4 different radio stations and at schools, sporting events and shopping malls. Distracted driving presentations were given to 278 employees from three different companies.
- The "Just Drive" program was presented at the Road Health Summit and a train-the-trainer program was offered to agencies in August.
- More than 2,400 teens have been educated about the dangers of distracted and reckless driving through presentations, school activities, and events.
- Two "Teens Take the Wheel" events were held, targeting teens and their parents.

More than 50,000 people experienced the "Just Drive" program and raised awareness about the dangers of distracted driving.

Teen and Distracted Driving Education/Awareness ~ Western Regional EMS ~ 16-03-31-10

This project addressed performance measures C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions and C-9. Reduce the number of drivers age 20 or younger involved in fatal crashes.

Project Description

The goal of this project was to reduce the number of unrestrained passenger vehicle occupant fatalities and injuries by increasing seat belt usage for everyone, specifically focusing on those age 20 and younger in the six counties of the Western RETAC Region.

continued



Young Driver and Distracted Driving and Older Drivers

Results

- The *Teen Seat Belt Challenge* manual was updated, printed and disseminated to six high schools.
 - Adult champions for all the schools were secured to assist with the *Challenge*.
 - This project was terminated at the end of the first quarter.
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Foothills School-Based Teen Motor Vehicle Program ~ Drive Smart Evergreen/Conifer ~ 16-03-31-11

This project addressed performance measure C-9. Reduce the number of drivers age 20 or younger involved in fatal crashes.

Project Description

The goal of this project was to decrease the number of 16-20 year olds involved in fatal crashes and hospitalizations by increasing knowledge of the Graduated Driver License law (GDL) in Jefferson, Clear Creek and Park counties and continuation of the peer-led “Battle of the Belt” in targeted high schools.

Results

- Conducted 10 GDL trivia contests at four high schools to ascertain student knowledge of the GDL law.
 - Held monthly safety events at each school including locker messages, student-created power point presentations, positively reinforced seat belt checks, posters, etc. These events reached 500 to 600 students each month.
 - “Beware of the Beltless” was incorporated into messaging during homecoming events
 - 3,400 GDL educational packets were distributed to students and parents of families with eighth to eleventh graders.
 - Held GDL training seminars. Pre-and-post-seminar surveys showed an 11% increase in knowledge after attending the training.
 - 18 Driver’s Education Scholarships (donated by Driver’s School) and ten *Alive at 25* scholarships were awarded to GDL students.
 - Drive Smart and Colorado TSRP recorded two interviews on GDL laws in Colorado. These interviews were aired in eight counties in August, 2016.
 - A Letter of Understanding was established with the Jefferson County District Attorney agreeing to allow a reduction of charges for drivers under 25 who complete a Driver’s Awareness class – the first such program in the state of Colorado.
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Young Driver and Distracted Driving and Older Drivers

Drive Safe Program ~ Southwest RETAC ~ 16-03-31-12

This project addressed performance measures C-9. Reduce the number of drivers age 20 or younger involved in fatal crashes and C-12. Reduce the number of fatal crashes involving a distracted driver.

Project Description

The goal of this project was to reduce the number of drivers age 20 and younger involved in fatal crashes in La Plata County.

Results

- Implemented the *Teen High School Challenge* program in Bayfield High School
- Conducted seat belt and cell phone usage observational surveys in three high schools
- Saw a slight improvement in seat belt use but an increase in cell phone use was also seen
- Hosted one *Alive at 25* course
- Provided education on GDL and evaluated knowledge at health fairs, events and high schools in the region
 - February 11, 2016 - Durango High School Health Fair
 - March 17-19, 2016 - Four Corners Ag Expo (Montezuma County)
 - March 22 and 24, 2016 - Bayfield High School Impaired Driving Campaign
 - March 31, 2016 - Pagosa High School pre-education
 - April 12 and 14, 2016 - Bayfield High School Distracted Driving Campaign



Young Driver Seat belt Campaign ~ Safe Kids Larimer County ~ 16-10-01-13

This project addressed performance measure C-9. Reduce the number of drivers age 20 or younger involved in fatal crashes.

Project Description

The goal of this project was to reduce the number of drivers age 20 or younger involved in fatal crashes by implementing proven countermeasures that relate to the Graduated Driver License and seat belt use.

Results

- Partnered with Alexa’s Hugs, area high schools, parents, law enforcement, and other agencies to implement *Traffic Safety Challenges* and promote positive driving messages through traditional and social media

continued



Young Driver and Distracted Driving and Older Drivers

- Pre-and-post-program seat belt surveys were conducted at 15 schools in Larimer and Weld counties
- Engaged eleven schools to participate in *Traffic Safety Challenges* with ten completing the *Challenge*
- Saw an overall seat belt use increase of 11.5% (ranged from 2.2% to 25.5% increase) at participating schools
- Hosted 100 radio spots on local radio stations and over 300 social media posts
- Distributed 1,000 seat belt “hugs” with school logos as a reminder to buckle up for someone you love
- Collected almost 400 responses to a self-reporting behavior/attitude survey that demonstrated a majority of students have not ridden in a car with an unbuckled adult, a mix of those where passengers were unbuckled, and a majority who reported using a cell phone

Campaign for Young Drivers ~ Foothills RETAC ~ 16-03-31-14

This project addressed performance measures C-9. Reduce the number of drivers age 20 or younger involved in fatal crashes and C-12. Reduce the number of fatal crashes involving a distracted driver.

Project Description

The goal of this project was to decrease the number of young drivers involved in car crashes involving fatalities and serious injuries by 2%, and increase seat belt use by 2%, in the Foothills RETAC.

Results

- Distributed educational materials to medical facilities’ emergency departments within the Foothills RETAC area
- Worked in five high schools to educate students about seat belt use, GDL Laws, and impaired and distracted driving
- Participated in three community events to distribute educational materials and interact with community members in order to provide education to young drivers and their families
- Post-program seat belt/cell phone surveys at the five participating high schools yielded a 1.75% increase in seat belt use and a 0.3% decrease in young drivers using cell phones.



Young Driver and Distracted Driving and Older Drivers

Young Driver Seat Belt Safety and Compliance ~ Central Mountains RETAC ~ 16-03-31-15

This project addressed performance measures C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions and C-12. Reduce the number of fatal crashes involving a distracted driver.

Project Description

The goal of this project was to reduce the number of unrestrained passenger vehicle occupant fatalities in all seat positions in the Central Mountains region of Colorado (Chaffee, Eagle, Lake, Park, Pitkin, and Summit Counties).

Results

- More than 5,000 students participated in the *Teen Seat Belt Challenge* from six CM RETAC high schools around the region with the goal of increasing seat belt usage. The high schools included: Basalt High School in Basalt, Buena Vista High School in Buena Vista, Eagle Valley High School in Gypsum, Salida High School in Salida, South Park High School in Fairplay, and Summit High School in Frisco.
- The data collected in the fall of 2015 was used at the starting point of the *Challenge*. An observational study took place at the halfway point and at the conclusion of the *Challenge* that not only observed students, but parents and school staff as well.
- The activities of the *Teen Seat Belt Challenge* proved to be successful. There was improvement in five of the six schools and the CM RETAC as a region increased seat belt usage to 78.2% from 86.6

School	Start	End	Difference
Basalt	78.8%	88.7%	9.9
Buena Vista	73.9%	73.3%	-0.6
Eagle Valley	89.0%	95.7%	6.7
Salida	53.8%	70.3%	16.5
South Park	77.7%	93.8%	16.1
Summit	95.9%	97.7%	1.8
RETAC	78.2%	86.6%	8.4



Young Driver and Distracted Driving and Older Drivers

Teen Driver Safety Awareness Program ~ Children's Hospital Colorado ~ 16-03-31-16

This project addressed performance measures C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions and C-9. Reduce the number of drivers age 20 or younger involved in fatal crashes.

Project Description

The Teen Driver Safety Awareness Program, now titled “Denver Metro Teen Drivers,” is a collaborative effort between Children’s Hospital Colorado and Safe Kids Denver Metro coalition and all of the coalition members. The goals of the project were to promote increased awareness of both Colorado’s GDL law and parental abilities to participate in their teen’s driving experience.

Results

- Partnered with Safe Kids Denver Metro member organizations, schools, and forged new relationships with organizations such as FCCLA and Farmers Insurance
 - Conducted outreach presentations of “What Do You Consider Lethal” from Impact Teen Drivers at school-based venues and events
 - Interacted with parents and teens at community events via our “Ditch the Distraction” photo booth
 - Conducted three community-based “Teens Take the Wheel” events where parents and teens came together to participate in several interactive activities that promoted conversations about distracted driving
 - More than 3,600 teens interacted with our “Ditch the Distraction” photo booth; 14 “What Do You Consider Lethal” presentations were held with 891 teens; and nearly 300 teens and parents attended the “Teens Take the Wheel” event
 - Developed and produced “Taylor’s Story,” a five-minute video sharing her story that will be used in all future “What Do You Consider Lethal” presentations by Denver Metro Teen Drivers. This video premiered in October 2016 and its distribution and reach will be captured in FY 2017.
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Young Driver and Distracted Driving and Older Drivers

Aging Road Users ~ Drive Smart Colorado ~ 16-10-01-01

This project addressed performance measure C-13. Reduce the number of fatal crashes involving a driver aged 65 years or older.

Project Description

The goal of this program was to reduce the number of passenger vehicle fatalities and serious injuries in Colorado for drivers age 65 years old or older.

Results

- Drive Smart Colorado (DSC) conducted seven older driver focus groups in six counties to gauge the opinions of older drivers about their driving situation. 75 individuals age 65-93 attended. The information gathered will be used as Colorado moves forward to assist aging road users.
- DSC distributed 15,000 “Colorado’s Guide for Aging Drivers and Their Families” to more than 50 locations including sites such as: public libraries, senior centers and health clinics, DMV offices, AARP Smart Driver Instructors, Law Enforcement, Area Agencies on Aging, County Councils of Governments, “Steppin’ On” class participants and more.
- Ten informational meetings were held by DSC regarding older driver safety and *CarFit*, educating 75 individuals in Teller, El Paso, Lincoln, Pueblo, Las Animas, Montrose and Custer counties.
- 36 new *CarFit* Technicians and 1:1 Technicians were trained in Fremont, Pueblo, Lincoln, El Paso, Las Animas, Custer and Montrose counties.
- DSC organized a *CarFit* Coordinator training at the Keystone Improving Colorado’s Road Health Summit, and seven new coordinators were trained.
- Twelve *CarFit* events were conducted in eight Colorado counties; educating 73 people so that they may drive longer and more safely.



Aging Road Users ~ Drive Smart Evergreen/Conifer ~ 16-10-01-02

This project addressed performance measure C-13. Reduce the number of fatal crashes Involving a driver age 65 years or older.

Project Description

The goal of this program was to reduce the number of passenger vehicle fatalities and serious injuries among older drivers in Jefferson County to the state average. This project focused on educating citizens and traffic safety partners on issues facing the older driver.

Results

- Joined the Older Driver Coalition and participated in bi-monthly meetings focusing on the older driver issue
- Participated in strategies to address safe driving and the transportation needs of seniors by providing resources to support independence so they remain integral members of their community as they transition from drivers to passengers

continued



Young Driver and Distracted Driving and Older Drivers

- Exceeded the goal of training new technicians by one – eleven new *CarFit* technicians were trained
- DSEC staff opened the Jefferson County *CarFit* station created in April and appointments were taken through June
- Held an additional four *CarFit* events in Evergreen, Wheat Ridge, Elk Run, and the music festival
- Distributed “Colorado’s Guide for Aging Drivers and Their Families” through libraries, local fairs and events, and *CarFit* booths
- Conducted an advertising campaign promoting *CarFit* in Marketplace 55 magazine.
- Developed and distributed a comprehensive Jefferson County Community Asset Map as supplemental information for the Senior Resource Guide
- Held the first “lunch and learn” event meeting with physicians and registered nurses from Rocky Mountain Senior Care to communicate the need to address driving concerns related to aging drivers

Reaching Older Adult Drivers ~ Cordy and Company ~ 16-10-01-03

This project addressed performance measure C-13. Reduce the number of fatal crashes involving a driver age 65 years or older.

Project Description

The goal of the Reaching Older Adult Drivers (ROAD) project was to reach the aging population through education increasing awareness of resources and best safety practices, including growing *CarFit* participation in the Denver metro area.

The first year’s activities were instrumental in developing the relationships and foundation to promote ROAD’s effort to reach the three-year goal of reducing the number of traffic fatalities and serious injuries for aging drivers age 65 or older in Denver and Adams counties.

Results

- Six *CarFit* events were held at which 51 inspections were performed in Denver and Adams County fire stations and senior centers.
- Eight technicians were trained to conduct *CarFit* inspections. Three also were trained as event coordinators to schedule and coordinate *CarFit* events.
- The first annual “An Aging Driver’s Key to Safety” transportation fair was presented in September by CDOT, the Seniors’ Resource Center, the ROAD Program and 10 community partners. Presentations, information booths and medical checks were available. The fair was attended by 75 seniors; and 20 participated in *CarFit* inspections.
- Twelve meetings and six presentations on aging driving safety were held at senior centers and non-profit community organizations.
- 2,245 senior resource guides were distributed to agencies, libraries and senior centers.
- More than 1.4 million impressions were generated in print and television media.

Program Task Reports

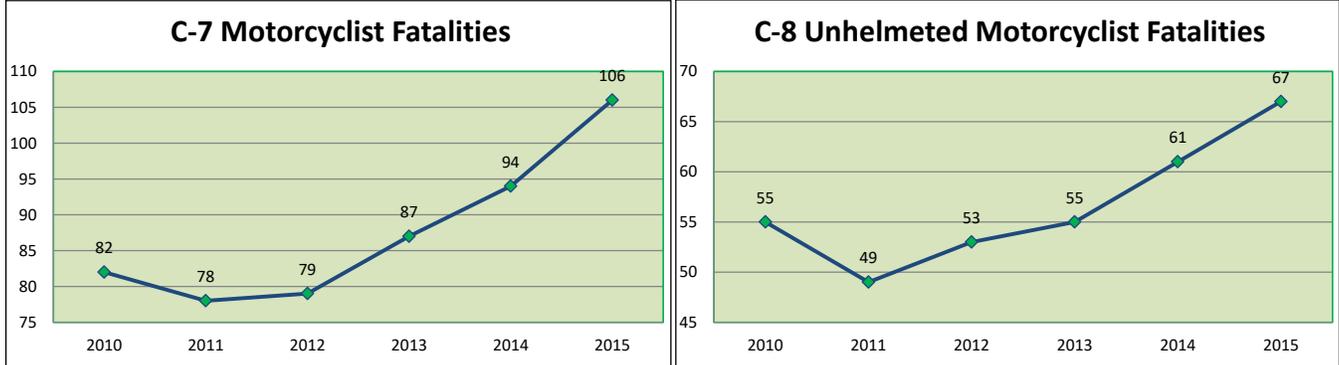
Safety Education and Enforcement Programs

Motorcycle Safety





Motorcycle Safety



Motorcyclist fatalities increased from 94 in 2014 to 106 in 2015, a 12% increase. Unhelmeted motorcyclist fatalities increased 9% from 61 in 2014 to 67 in 2015, and 63% of all motorcyclist fatalities were unhelmeted. Projects in the Motorcycle Safety program support the Highway Safety Office's goals to reduce motorcycle injury and fatal crashes. The Motorcycle Safety program supported projects that increased motorists' awareness of motorcycles; educated drivers on safely sharing the road with motorcycles; and, encouraged motorcyclists to be trained and licensed, educated on the use of proper riding gear and the dangers of impaired riding.

Program Administration

2 projects were managed with a planned budget of \$96,900.

Efforts and activities to increase Motorcycle Safety included:

- Educating motorcyclists about the dangers of impaired riding
- Educating motorists to be more aware of motorcyclists
- Continued efforts to build partnerships with community coalitions and motorcycle organizations to develop outreach programs that focus on motorcycle safety issues
- Educating motorcyclists on the proper selection and use of motorcycle helmets



Motorcycle Safety

Ride Smart Foothills Motorcycle Safety ~ Drive Smart Evergreen/Conifer ~ 16-07-71-02

This project addressed performance measures C-5. Reduce the number of fatalities involving a driver or motorcycle operator with a BAC of .08 and above and C-7. Reduce the number of motorcyclist fatalities.

Project Description

The goals of this project were to reduce, in Jefferson County, the percentage of motorcyclist fatalities involving alcohol impairment to the state average of 28% by:

- Expanding education to the staff of local taverns and restaurants about the misuses of alcohol
- Continuing to coordinate a coalition of motorcycle safety stakeholders, with the mission of reducing crashes, injuries, and fatalities focusing on the foothills of Jefferson County
- Educating the community about motorcycle safety

Results

- T.I.P.S. Training was presented to 74 tavern and restaurant staff by Drive Smart.
- “*Project Green-Yellow-Red, Free to Ride, Free to Choose*”, A Campaign to Reduce Impaired Motorcycle Riding was presented to one tavern.
- *Ride Smart* and Jefferson County Sheriff’s Department hosted a rider safety education event at Rocky Mountain Harley Davidson.
- Community education was provided about motorcycle safety by delivering activities with community partners.
- The project hosted the first annual Ride Smart safety ride through Jefferson and surrounding counties.
- Information booths were staffed at Motorcycle Expo, Dave Baldwin Memorial Ride, Decker’s Corner Café, Little Bear, Wrigley’s and Cross Roads where educational contacts were made that included information on Motorcycle Operator Safety Training (MOST), provided road-skill maps and education about riding in mountainous areas. More than 1,000 riders were contacted during these events.

The Seasoned Rider ~ Full Throttle Riding Academy ~ 16-07-71-03

This project addressed performance measures C-7. Reduce the number of motorcyclist fatalities and C-8. Reduce the number of unhelmeted motorcyclist fatalities.

Project Description

The goal of this project was to reduce the number of motorcyclist fatalities, injuries, and crashes by conducting the Motorcycle Safety Foundation’s “Seasoned Rider” class. A seasoned rider is

continued



Motorcycle Safety

defined as a motorcyclist 40 years of age and older. Statistics show that riders over the age of 40 account for a large portion of the population involved in motorcycle crashes and fatalities.

The challenge for this training was in getting the older rider to understand the importance of wearing a helmet.

Motorcycle riding requires concentration, coordination, balance and the ability to make quick decisions. The effects of aging may influence safety; therefore, encouraging riders to correct or compensate for the changes that occur with age are important.

Results

- The "Seasoned Rider" program was a success for Full Throttle Riding Academy and for motorcyclists of Colorado.
 - Three of the students from the classes have been in a motorcycle crash since the class and were wearing their helmets. They were very thankful they were wearing a helmet.
 - Full Throttle held nine classes, taught 186 students and distributed 186 helmets.
-



Program Task Reports

Safety Education and Enforcement Programs

Communications





Communications

The Office of Communications (OC) provides strategic communications efforts for the Colorado Department of Transportation's Highway Safety Office (HSO). Two positions are funded each year within the OC for this purpose.

In FY 2016, the OC provided a range of services to increase public awareness and support of major transportation safety issues to ultimately influence driver behavior. The program activities detailed on the following pages included:

Program Administration

The Communications Program is administered by the Director of the Office of Communications with assistance by staff. Other assistance is provided by OC staff whose salaries are State-funded. This group, with assistance from their contractors, was responsible for 13 projects, totaling a planned budget of \$2.7 million.

Summary of Strategic Communications Efforts

In FY 2016, the OC engaged in public relations, media relations and paid advertising media strategies to support twelve high-visibility DUI enforcement periods as well as community-based safety programs. These programs promoted the use of smartphone breathalyzers, a newly revamped "R-U Buzzed" app, alternative transportation, and designated drivers to prevent impaired driving. Paid advertising was used to educate the public that having "just a few" alcohol beverages could lead to a DUI. In addition, the OC reached out to Colorado's growing Hispanic population with a culturally-relevant Spanish DUI campaign targeting community events. Billboards, radio, and television ads were also used to reach this population.

The OC supported three *Click It or Ticket* enforcement periods and launched a radio and digital campaign to educate the public about the dangers of not buckling up. The campaign focused on a simple idea: friends and family tell you to buckle up because they care about your safety – law enforcement does it for the same reason. A partnership with a victim's family encouraged Coloradans to take the "Lil' Mac Pledge" to always buckle up. In addition, Spanish-language seat belt materials and radio ads targeted Hispanic communities.

The OC developed a new slate of brochures and a new website for child passenger safety awareness. Car seat check events were held during *Child Passenger Safety Week*. The OC also launched a new "Drop the Distraction" public service announcement titled "Killer Habit." A partnership with State Patrol helped bring attention to a heightened enforcement period for distracted driving and an on-line contest engaged the public in developing new distracted driving slogans for the public.

The OC launched a motorcycle safety campaign statewide to remind drivers to look twice for motorcyclists. Gas station ads, radio spots and an on-line campaign delivered the message. Other campaigns included an innovative Snapchat campaign, which reached high school students with reminders to buckle up. Finally, a pedestrian campaign leveraged the power of social media to warn pedestrians about the dangers of jaywalking and to warn drivers about the dangers of texting while driving.



High-Visibility DUI Enforcement – PR/Evaluation ~ Amelie, Communications Infrastructure Group and National Research Center ~ 16-08-81-01

This project addressed performance measures C-5. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above and S-1. Conduct driver attitude and awareness surveys of highway safety enforcement and communications activities, and self-reported driving behavior.

Project Description

The goal of this program was to raise awareness of DUI enforcement and to reduce the number of statewide motor vehicle impaired driving fatalities and injury crashes.

Results

- Publicized twelve *Heat Is On* high-visibility DUI enforcement periods via press releases and social media
- Provided DUI advertising at two drinking festivals and all Rockies home baseball games
- Conducted two “Know Your Limit” events at local bars where drinkers could use a breathalyzer to make an informed decision about drinking and driving
- Distributed 225 breathalyzers to gain insight on how their use prevented impaired driving
- Launched next generation of “R-U Buzzed” app
- Developed and distributed DUI educational materials to the public
- Conducted hidden camera PR initiative to raise awareness of impaired driving danger

Significant outcomes included:

- 325 people logged 4,823 BAC readings on breathalyzers at events and summer programs.
 - More than 500 news stories reported on the breathalyzer program, enforcement periods, hidden camera initiative, and “R-U Buzzed” app, which produced more than 321 million earned media impressions indicating broad public outreach.
 - A pre-and-post-campaign survey of 550 Coloradans showed that 21% heard the message “A Few Can be Dangerous;” 55% heard the message that the *Heat Is On* and 50% heard the message *Drink and Don’t Drive*.
-

High-Visibility DUI Enforcement – Paid Media ~ Explore Communications ~ 16-08-81-02

This project addressed performance measure C-5. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above.

continued



Project Description

The goal of this project was to raise awareness of DUI enforcement and to reduce the number of statewide motor vehicle impaired driving fatalities and injury crashes.

Results

- Supported the summer *Heat Is On* enforcement periods with an advertising campaign
- Supported the public education campaign, “A Few Can Still Be Dangerous,” with a paid media plan involving print, radio, television, and on-line components
- Increased recognition of the *Drink and Don’t Drive* and the *Heat Is On* messages
- Raised awareness about that even “a few drinks” can lead to a DUI

Significant outcomes included:

- 1,769,550 paid impressions from the pre-roll internet videos with 3,922 clicks to the DUI landing page and 1,498,254 completed views (88% completion rate above industry standard).
- 611 cable TV PSA’s and 752 radio PSA’s in the Colorado Springs, Denver, Grand Junction and Fort Collins/Greeley media markets; 5,000 per week movie theater PSA’s; 213 bar bathroom posters statewide and 50 bus tail PSA’s in urban markets.
- Media buys produced an additional 60,401,025 paid media impressions ensuring wide coverage in the state.
- A pre-and-post-campaign survey of 550 Coloradans showed that 55% of Coloradans heard the message the *Heat Is On* and 50% heard the message *Drink and Don’t Drive*.

High-Visibility DUI Enforcement – Latino ~ Hispanidad and Explore Communications ~ 16-08-81-03

This project addressed performance measure C-5. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above.

Project Description

The goal of this project was to raise awareness of DUI enforcement and to reduce the number of statewide motor vehicle impaired driving fatalities and injury crashes specific to the Hispanic population in Colorado.

Results

- Created several new impaired driving ads for out-of-home, digital, television, and radio
- Supported messaging and collateral materials for high-visibility enforcement periods
- Placed messaging and provided on-site outreach at cultural and sporting events
- Developed a new smartphone app to help Spanish-dominant Latinos understand how alcohol affects their judgement, vision and more
- Produced DUI “man-on-the-street” video in partnership with Telemundo

continued



Communications

- Conducted summer breathalyzer campaign with Hispanic participants at events
- Distributed DUI rack cards to law enforcement agencies across the state and supported communications for the DUI task force
- Produced IZCALLI PSA on DUI to reach the band's followers

Significant outcomes included:

- 200 radio spots and 40 billboards and posters with DUI messaging were placed in Spanish dominant/Spanish preferred geographies. This resulted in a total of 9,376,359 paid media impressions.
 - To underscore the enforcement message, Colorado State Patrol was featured in stories broadcast by Telemundo and Univision addressing impaired driving.
 - The breathalyzer campaign received earned media for a total of 879,665 impressions.
 - IZCALLI PSA was covered by 15 general market and Spanish media stations in Denver DMA, Grand Junction DMA and Colorado Springs/Pueblo DMA. More than 20 community partners and law enforcement agencies posted the IZCALLI PSA to social media.
-

Motorcycle Safety ~

Amelie and Explore Communications ~ 16-08-81-04

This project addressed performance measure C-7. Reduce the number of motorcyclist fatalities.

Project Description

The goal of this project was to raise awareness among drivers to watch for motorcycles.

Results

- Developed an awareness campaign called “They’re Not Hiding From You” that included public and media relations tactics and maintenance of www.comotorcyclesafety.com, which includes specific tips for drivers
- Used a full slate of advertising tactics to drive the motorcycle safety message, including digital ads, social media, web banners, traffic radio, and gas station ads statewide

Significant outcomes included:

- 15,485,140 paid media impressions were generated from the awareness ad campaign.
 - 7,124,878 earned media impressions were garnered from 29 news stories about motorcycle safety on major TV news stations, on-line entities and newspapers in Colorado.
 - The social campaign promoting the “Check Twice for Motorcycles” message garnered 573,243 impressions and more than 15,000 shares, comments or reactions.
-



Communications

Click It or Ticket and Seat Belts – PR Evaluation Amelie, Communication Infrastructure Group and National Research Center ~ 16-08-81-05

This project addressed performance measures C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions and B-1. Increase the observed seat belt use for passenger vehicles.

Project Description

The goal of this project was to raise awareness of seat belt use enforcement and to reduce the number of unrestrained fatalities and injury crashes among vehicle occupants statewide.

Results

- Developed an ad campaign to increase awareness of seat belt enforcement during three *Click It or Ticket (CIOT)* enforcement periods with a focus on “Who asks you to buckle up?”
- Publicized three *CIOT* enforcement periods via press releases and social media
- Partnered with a victim’s family on PR initiative to take the “Lil Mac Pledge” to buckle up
- Developed and distributed educational materials to the public and law enforcement

Significant outcomes included:

- A pre-and-post-campaign survey of more than 552 Coloradans showed that 22% of Coloradans heard information about the *CIOT* enforcement periods and 81% recalled seeing the *Click It or Ticket* slogan.
 - There were 65,000 views of the “Lil Mac Pledge” video and 10,610 cards were distributed to 41 law enforcement agencies for distribution to the public.
 - Earned media on the enforcement periods and pledge campaign resulted in 154 TV news stories, 59 on-line stories and 6 print stories with a total of 12,502,236 impressions.
-

Click It or Ticket and Seat Belts – Paid Media.~ Explore Communications ~ 16-08-81-06

This project addressed performance measures C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions and B-1. Increase the observed seat belt use for passenger vehicles.

Project Description

The goal of this project was to raise awareness of seat belt use enforcement and to reduce the number of unrestrained fatalities and injury crashes among vehicle occupants statewide.

continued



Results

- Supported the *May Mobilization Click It or Ticket (CIOT)* enforcement period through a paid media campaign using radio ads and pre-roll video on the internet

Significant outcomes included:

- 11,663,777 paid media impressions promoted the seat belt advertising campaign called “Who asks you to buckle up?” The campaign included 1,220 radio spots statewide.
 - The on-line pre-roll videos produced a 0.13% click-through-rate and almost 1,100 clicks on the video.
 - A pre-and-post-campaign survey of 552 Coloradans showed that 22% of Coloradans heard information about the *CIOT* enforcement periods and 81% recalled seeing the *Click It or Ticket* slogan.
-

Hispanic Occupant Protection ~ Hispanidad ~ 16-08-81-07

This project addressed performance measures C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions, C-9. Reduce the number of drivers age 20 or younger involved in fatal crashes and B-1. Increase the observed seat belt use for passenger vehicles.

Project Description

The goal of this project was to raise awareness of the importance of seat belts, child passenger safety and all facets of occupant protection (OP) to prevent injury and death among Colorado’s Hispanic population.

Results

- Distributed Spanish posters and rack cards on the dangers that unbuckled occupants pose to others in the vehicle
- Produced Spanish version of “Beware of the Beltless” PSA, poster and billboard
- Produced Spanish radio ad on *Click It or Ticket (CIOT)* enforcement periods
- Targeted eight community events in counties with large Hispanic populations with seat belt banners, signage and more
- Partnered with Univision and Telemundo on stories about seat belts and child passenger safety
- Publicized three high-visibility *Click It or Ticket* enforcement periods to the Latino community through press releases, social media and community outreach
- Produced a new set of child passenger safety brochures in Spanish and translated information on the website

Significant outcomes included:

- 6,273,170 paid media impressions were generated from billboard PSA’s and radio ads, which ensured widespread coverage in the target areas.

continued



Communications

- Posters and rack cards were distributed to 46 law enforcement agencies, businesses and others in 13 counties.
 - Eleven news stories on the *CIOT* enforcement periods, “Lil Mac Pledge” campaign and “Beware of the Beltless” campaign produced 370,000 earned media impressions.
-

GDL and Teen Driving Safety Communications ~ Amelie Company ~ 16-08-81-08

This project addressed performance measure C-9. Reduce the number of drivers age 20 or younger involved in fatal crashes.

Project Description

The goal of this project was to reduce the number of young people, under age 20, killed or injured in vehicle crashes by increasing awareness of safety issues such as seat belt use.

Results

- Created a Snapchat awareness campaign to reach teens with buckle up reminders
- Sent Snapchat campaign material to 300 high schools across Colorado
- Created a video about the Snapchat campaign to expand reach
- Conducted a PR initiative to promote the Snapchat campaign via press releases

Significant outcomes included:

- Hundreds of teens added ClickFor_CO account each day during the campaign. Content had a 90% open rate, far above the Snapchat average (66%). More than 1,600 teens across Colorado used the seat belt geofilters as a way to send seat belt safety messages to their peers.
 - More than 16,000 teens received a Snapchat with a seat belt message or viewed a Snapchat story with a seat belt geofilter.
 - PR outreach produced 2,016,127 earned media impressions from five news stories about the campaign.
-



Child Passenger Safety ~ Communication Infrastructure Group ~ 16-08-81-09

This project addressed performance measure C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions.

Project Description

The goal of this project was to reduce the number of children killed in motor vehicle crashes by increasing awareness of the importance of the proper child safety seat for every age and every stage.

Results

- Implemented a communications plan during *Child Passenger Safety Week* to educate parents and caregivers statewide on using proper child safety restraints for every age and every stage
- Created and distributed new educational materials for grantees, RETACs, law enforcement and community-based organizations
- Created new www.carseatscolorado.com website for parents, caregivers, law enforcement and child passenger safety technicians to easily access information and obtain resources
- Developed new educational video for parents on child passenger safety

Significant outcomes included:

- 60,000 printed pieces were distributed to partners including a four-stage brochure, a rear/forward-facing brochure, a booster/seat belt brochure, a law enforcement card, and a car seat sticker.
 - PR efforts during *Child Passenger Safety Week* resulted in 13 on-line stories, totaling 2,194,813 impressions; 39 TV stories, totaling 284,220; two print stories, totaling 140,500 impressions; and five social media posts, totaling 103,440 impressions.
 - The new website includes nearby inspection stations, information on equipment recalls, Colorado's car seat laws and more.
-

PR Program/Media Support ~ Amelie and Communication Infrastructure Group ~ 16-08-81-10

This project addressed performance measures C-1. Reduce the number of traffic fatalities and C-2. Reduce the number of serious injuries in traffic crashes.

Project Description

The goal of this project was to support the communications senior staff with tactical program implementation in order to maximize the reach and effectiveness of programming.

continued



Results

- Provided current information and updates on ten traffic safety campaigns to stakeholders
- Developed seven presentations on four traffic safety campaigns for conferences and meetings attended by more than 300 traffic safety advocates
- Provided an efficient system for ordering printed campaign material for community groups to distribute in the community
- Developed footage of crashed vehicles to use in traffic safety messages
- Developed safety messages for variable message boards

Significant outcomes included:

- Production and distribution of ten newsletters provided campaign education material and updates to the traffic safety community, including more than 100 CDOT grantees and allies, law enforcement agencies and media outlets.
-

Distracted Driving ~ Communication Infrastructure Group ~ 16-08-81-11

This project addressed performance measure C-1. Reduce the number of traffic fatalities and C-2. Reduce the number of serious injuries in traffic crashes.

Project Description

The goal of this project was to reduce the number of injury and fatal crashes due to distracted driving by increasing awareness of the types of distracted driving and Colorado's texting law.

Results

- Distributed newly developed rack card to grantees, RETACs, law enforcement and community-based organizations
- Publicized *Distracted Driving Awareness Month* via press releases and social media
- Hosted seven "Distraction Games" at health and safety events reaching more than 200 attendees
- Produced "Killer Habit" PSA's for radio, internet pre-roll, and movie theaters
- Launched awareness campaigns on social media and digital boards using timely references to pop culture and distracted driving

Significant outcomes included:

- Mass awareness of the distracted driving campaign included 50 on-line stories, 91 TV stories, 4 print stories and 78 social posts producing 18,438,998 earned media impressions.
- The radio PSA produced 4.7 million paid media impressions. The video PSA produced 2.6 million video plays on-line and achieved more than 200,000 impressions in movie theaters. The video received 132,000 views on social media.



Pedestrian Safety Communications ~ Amelie Company ~ 16-08-81-12

This project addressed performance measures C-1. Reduce the number of traffic fatalities and C-10. Reduce the number of pedestrian fatalities.

Project Description

The goal of this project was to reduce the number of pedestrian injuries and fatalities by increasing awareness of the hazards and precautions to take as a pedestrian and as a driver.

Results

- Utilized a mix of earned, paid, social and ambient media strategies and tactics; focused heavily on the digital space to meet pedestrians and drivers where they spend most of their time – on-line
- Installed sidewalk safety messages at high-risk intersections in urban areas
- Promoted engaging footage and key safety tips from various community appearances of Fred Estrian, Colorado's pedestrian safety champion
- Leveraged local partnerships to extend campaign reach
- Utilized community-based events, animated teaser videos, event videos, press release/media event and social media to reach a broad audience on pedestrian safety
- Engaged one-on-one with pedestrians, forging connections by delivering a serious message with a light hearted and humorous tone

Significant outcomes included:

- 2,491,807 paid media impressions with 527,794 video views had a completion rate of 14%.
 - 13 news stories garnered 7,145,090 earned media impressions and social media achieved 2,942 reactions, 321 comments, and 471 shares.
-

Occupant Protection Communications ~ Amelie, Communication Infrastructure Group, and Explore Communications ~ 16-08-81-13

This project addressed performance measure C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions.

Project Description

The goal of this project was to increase seat belt use and reduce the number of unrestrained fatalities and injury crashes among vehicle occupants statewide.

continued



Results

- Produced “Beware of the Beltless” PSA’s for TV (30 and 15 second); Radio (60 and 30 second); bus tails; bus shelters; an ambient wallscape; and collateral handouts
- Distributed a newly-developed rack card to grantees, RETACs, law enforcement and community-based organizations
- Conducted a mass media, advertising and public education campaign to promote seat belt use, including press releases, social media platforms and community outreach
- Created a new website dedicated to the campaign
- Targeted counties and groups with low seat belt use
- Leveraged the influence of 53 community partners to help implement creative tactics, including: 400 in-taxi videos and outside messages; parking lot gate-arm wraps at hospitals and public schools; a new district mobile app integration; 25 stencils surrounding Civic Center Park with seat belt messages; and a crashed car ejection exhibit displayed at fairs and other community events.

Significant outcomes included:

- Mass awareness resulted from the “Beware of the Beltless” campaign. This included 31 on-line stories, 141 TV stories, 2 print stories and 43 social posts producing 10,959,936 earned media impressions.
- The “Beware of the Beltless” PSA’s garnered 170,655,869 paid media impressions.
- Partnerships and events focused on efforts in six high-risk counties: Denver, Adams, Jefferson, Weld, El Paso, and Pueblo counties.



Program Task Reports

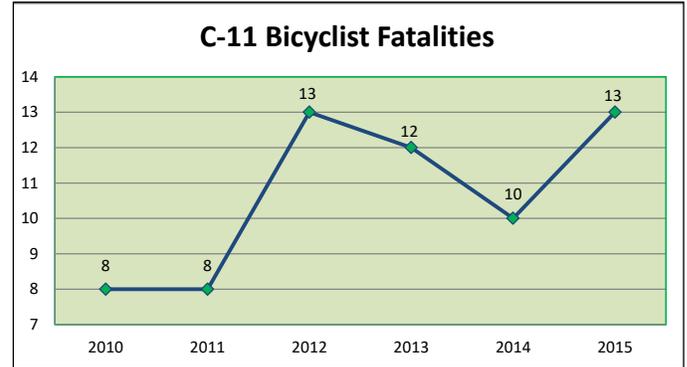
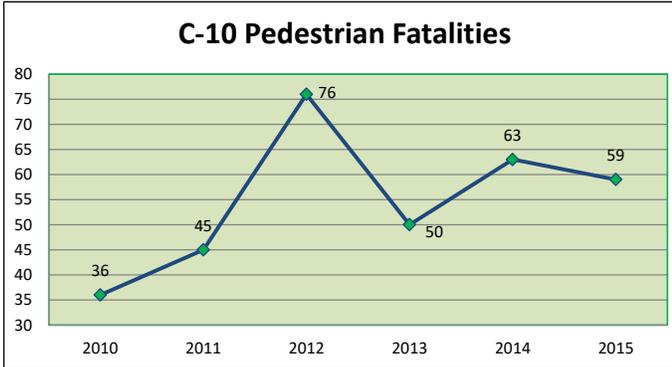
Safety Education and Enforcement Programs

Pedestrian and Bicycle Safety





Pedestrian and Bicycle Safety Overview



Pedestrian fatalities decreased 7%, dropping from 63 in 2014 to 59 in 2015. The Highway Safety Office’s Pedestrian Safety program continues to support the goal of reducing pedestrian fatalities by educating the public about the hazards and precautions to take to avoid pedestrian injuries and fatalities. Enhanced enforcement efforts and educational efforts included information about visibility as well as pedestrian and roadway user impairment.

Program Administration

Four projects were managed with a planned budget of \$244,701.

Efforts and activities included:

- Proactive enforcement of laws addressing pedestrian violations including public awareness and education campaigns
- Pedestrian safety educational programs held at schools and other locations





Pedestrian and Bicycle Safety

Pedestrian Education and Safety Campaign ~ Aurora Police Department ~ 16-09-91-01

This project addressed performance measure C-10. Reduce the number of pedestrian fatalities.

Project Description

The goal of this program was to reduce pedestrian fatalities and injuries and to educate pedestrians and drivers about pedestrian safety.

Results

- Both group and individual officer enforcement operations were conducted.
- Plain-clothes officers were assigned to walk high-frequency pedestrian crash locations to spot and call out violations to uniformed officers.
- Educational presentations were performed by officers in conjunction with Aurora Public Schools, focusing on students and ensuring their understanding of pedestrian and bicycle safety.
- Pedestrian safety messages were posted to Facebook and other social media outlets.
- Officers partnered with the Medical Center of Aurora to present an educational discussion with senior citizens about pedestrian safety as part of their “Stepping On” program.

Significant outcomes included:

The percentage of fatal crashes that resulted in a pedestrian fatality during this project was 27%, a 3% reduction from the previous year. The percentage of pedestrians injured in crashes also declined to 52%.





Pedestrian and Bicycle Safety

Prevention of Pedestrian/Automobile Collisions ~ Denver Police Department ~ 16-09-91-02

This project addressed performance measure C-10. Reduce the number of pedestrian fatalities.

Project Description

The goal of this project was to reduce the number of auto-pedestrian crashes in the City and County of Denver.

Results

- During this project the Denver Police Department (DPD) conducted solo officer enforcement/ education and thirteen decoy pedestrian operations, which targeted pedestrians crossing specific intersections when the crossing sign was not activated.
- DPD officers attended community events and handed out safety cards.
- Through these operations, four pedestrians were given citations and 107 drivers were given citations. Over the course of the grant period, DPD made contact with 5,300 pedestrians and drivers.

Significant outcomes included:

This project allowed DPD to more aggressively engage and educate the community about pedestrian and driver safety at high-risk intersections.

Boulder Safe Streets ~ City of Boulder ~ 16-09-91-03

This project addressed performance measures C-10. Reduce the number of pedestrian fatalities and C-11. Reduce the number of bicyclist fatalities.

Project Description

The goal of this project was to reduce the number of serious injuries to bicyclists and pedestrians involved in motor vehicle crashes by at least 10% between August 2015 and August 2016.

This project strengthened a coalition among the City, CU-Boulder and the cycling community by continuing and expanding the “Heads Up Boulder” crosswalk safety education campaign, and enforcement at selected high-frequency vehicle, bicycle, and pedestrian crash locations.

Results

- Two weeks of targeted enforcement of crosswalks were completed by Boulder Police and CU-Boulder Police in which 75 tickets and 74 warnings were issued. Enforcement weeks were done in the spring and fall of 2016.
- A comprehensive education campaign was completed which included print and on-line advertisement, social media, videos, person on the street surveys that yielded more than 800,000 impressions.

continued



Pedestrian and Bicycle Safety

- More than 300 completed surveys were received from community members on crosswalk safety that will inform the City of Boulder about the direction in which to take the program.
- The fact-finding process was started for implementing a diversion program to educate community members who commit an infraction.

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Safe All Ways ~ West Metro Fire Rescue ~ 16-09-91-04

This project addressed performance measure C-10. Reduce the number of pedestrian fatalities.

Project Description

The goal of this program was to reduce the number of calls run by West Metro Fire Rescue for serious injuries in traffic crashes for 5-19 year olds by delivering safety presentations in the schools and by hosting a safety event which included bike, pedestrian and motor vehicle safety activities.

Results

- Safety programs were delivered to 6,890 students at 20 elementary schools, four middle schools and two high schools. Skills assessments and pre-and-post-program tests were administered to students and the results showed the desired increases/improvements in knowledge, behavior and attitude. Elementary age students were able to demonstrate how to properly fit helmets and how to safely cross the street following the presentations. Middle and high school students identified the following behaviors as ways to prevent or reduce injuries resulting from bike crashes, auto versus pedestrian and motor vehicle crashes: wearing bike helmets, crossing in crosswalks and driving distraction-free.
- Bicycle, pedestrian and motor vehicle safety activities were promoted to more than 3,000 attendees at the Annual Family Fire Muster, where 384 low cost helmets were distributed by St. Anthony Hospital and 65 people signed a safe driving pledge at a booth staffed by Safe Kids Denver Metro.

Significant outcomes included:

There was a reduction in the number of emergency calls on 5-19 year olds for bicycle crashes and auto versus pedestrian crashes, as well as crashes during the project period. For this age group, there was an 11.11% decrease in total calls run for auto versus pedestrian and bicycle crashes and an 8.07 % decrease in crashes.

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Program Task Reports

Safety Education and Enforcement Programs

Grant Funding





Grant Funding

The Office of Transportation Safety (OTS), within the Colorado Department of Transportation, received funding from the National Highway Traffic Safety Administration (NHTSA) through the Moving Ahead for Progress In the 21st Century (MAP-21).

For Fiscal Year 2015 all projects were funded through MAP-21 and this legislation authorized funding for the following grant programs:

Section 402 - State and Community Highway Safety Grant Program

Purpose: Section 402 funds are used to support State highway safety programs designed to reduce traffic crashes and resulting deaths, injuries and property damage.

A State is eligible for these funds by submitting a Highway Safety Plan that:

- Includes GHSA-NHTSA performance measures
- Documents current safety levels for each measure
- Provides justification for each performance target
- Includes a strategy for programming funds to meet targets
- Includes a description of all funding sources
- Includes a description of the State's successes in the previous fiscal year

Section 405B - Occupant Protection Grants

Purpose: To encourage States to adopt and implement effective occupant protection programs to reduce highway deaths and injuries resulting from unrestrained or improperly restrained vehicle occupants.

Section 405C - State Traffic Safety Information System Improvements Grants

Purpose: To support the development and implementation of effective State programs that:

- Improve the timeliness, accuracy, completeness, uniformity, integration and accessibility of the State safety data that are needed to identify priorities for Federal, State and local highway and traffic safety programs
- Evaluate the effectiveness of efforts to make such improvements
- Link the State data systems, including traffic records, with other data systems within the State, such as systems that contain medical, roadway and economic data
- Improve the compatibility and interoperability of Colorado's data systems with national data systems and data systems of other States
- Enhance the ability of the Secretary to observe and analyze national trends in crash occurrences, rates, outcomes and circumstances

Section 405D - Impaired Driving Countermeasures Grants

Purpose: To encourage States to adopt and implement effective programs to reduce driving under the influence of alcohol, drugs or the combination of alcohol and drugs.

Section 405F - Motorcyclist Safety Grants

Purpose: To encourage States to adopt and implement effective programs to reduce the number of single and multi-vehicle crashes involving motorcyclists.



Grant Funding Overview

TASK NUMBER	FUNDING SOURCE/ PROGRAM AREA	AGENCY	PROGRAM NAME	FEDERAL FUNDS	EXPENDED AMOUNT
16-01-11-01	405d/M6OT	LEAD Impairment Training	01 - Impaired Driving SFST Enforcement Training	\$ 53,447.00	\$ 53,434.59
16-01-11-02	405d/M6OT	CSP	Interagency Task Force on Drunk Driving	\$ 25,000.00	\$ 21,568.18
16-01-11-03	405d/M6OT	Colorado Judicial Branch	Support for DUI Courts	\$ 170,030.00	\$ 159,107.65
16-01-11-04	405d/M6OT	CDAC	TSRP	\$ 184,215.98	\$ 183,915.53
16-01-11-05	405d/M6OT	Various LE Agencies	Checkpoint Colorado	\$ 100,000.00	\$ 74,757.46
16-01-11-06	402/AL	OTS	LEAF	Match	-
16-01-11-07	405d/M6OT	OTS	High Visibility Impaired Driving Enforcement	Match	-
16-01-11-08	405d/M6OT	OTS	DRE Tech Transfer/2016 IACP Conf	\$ 150,000.00	\$ 86,850.55
16-01-11-09	405d/M6OT	CSP	Impaired Driving Enforcement	\$ 445,221.00	\$ 381,920.03
16-01-11-10	405d/M6OT	DOR	Enhancing Sobriety Checkpoints	\$ 43,219.00	\$ 49,711.63
16-01-11-11	405d/M6OT	Aurora PD	2016 DUI/HVE/Checkpoint	\$ 172,891.00	\$ 172,063.75
16-01-11-12	405d/M6OT	Denver PD	Denver's Comprehensive Impaired Driving Project	\$ 313,490.00	\$ 311,359.66
16-01-11-13	402/PT	OTS	LEC	\$ 175,000.00	\$ 92,848.62
16-01-11-14	405d/M6OT	OTS	DRE Training/School	\$ 65,000.00	\$ 62,343.86
16-01-11-15	405d/M6OT	Various LE Agencies	Checkpoint Equipment	\$ 25,000.00	\$ 16,788.42
16-01-11-16	402/AL	DOR	DUI Countermeasures	Match	
16-01-11-17	405d/M6OT	Colorado Judicial Branch	DUI Court Administration	Match	
16-01-11-18	405d/M6OT	OTS	SFST Training and Updates	\$ 50,000.00	\$ 562.18
16-01-11-19	405d/M6OT	OTS	PBT and Calibration Stations	\$ 50,000.00	\$ 49,855.00
16-01-11-20	405d/M6OT	Adams County SO	HVE Impaired Driving	\$ 75,000.00	\$ 79,425.64
16-01-11-21	405d/M6OT	OTS	Multi-Jurisdictional "Border Wars"	\$ 10,000.00	\$ 4,224.26
16-01-11-22	405d/M6OT	OTS		\$ 500,000.00	\$ 128,691.75
16-02-21-01	402/SE	Denver PD	02 - Speed Enforcement Focused Speed Enforcement	\$ 81,650.00	\$ 57,355.36
16-02-21-02	402/SE	Aurora PD	Aurora Highway Safety Campaign	\$ 66,021.00	\$ 65,988.61
16-02-21-03	402/SE	Colorado Springs PD	HVE of Speeding Drivers	\$ 71,716.00	\$ 70,476.69
16-02-21-04	402/SE	Various LE Agencies	Speed Mini Grants Program	\$ 35,000.00	\$ 33,999.28
16-02-21-05	402/SE	Pueblo PD	A Step Towards Reducing Traffic Fatalities	\$ 38,616.00	\$ 35,217.09
16-02-21-06	402/SE	Jeffco SO	Hwy 93 Speed Reduction Campaign	\$ 97,814.00	\$ 101,763.62
16-02-21-07	402/SE	El Paso County SO	Operation Iron Horse - Speed HVE	\$ 37,885.00	\$ 35,933.50
16-03-31-01	402/DD	Greeley PD	03 - Young Driver and Distracted Driving DDACTS/Distracted Driving	\$ 54,015.00	\$ 36,244.53
16-03-31-02	402/TSP	University of Colorado Hosp.	Aurora PARTY Program	\$ 68,481.00	\$ 29,550.26
16-03-31-03	402/TSP	Weld County PH Dept	Young Driver Traffic Safety	\$ 85,748.00	\$ 67,447.88
16-03-31-04	402/TSP	Mile Hi RETAC	Project Canceled	Canceled	
16-03-31-05	402/DD	DriveSmart Colorado	Young Driver DD Campaign/Challenge	\$ 52,999.00	\$ 48,609.07
16-03-31-06	402/DD	CSP	2016 Distracted Driving	\$ 192,648.00	\$ 167,555.47
16-03-31-07	402/DD	Aurora PD	2016 Distracted Driving Enforcement Campaign	\$ 61,446.00	\$ 61,422.26



Grant Funding Overview

TASK NUMBER	FUNDING SOURCE/ PROGRAM AREA	AGENCY	PROGRAM NAME	FEDERAL FUNDS	EXPENDED AMOUNT
16-01-11-02	405d/M6OT	CSP	Interagency Task Force on Drunk Driving	\$ 25,000.00	\$ 21,568.18
16-03-31-08	402/DD	Denver PD	Distracted Driving Enforcement	\$ 53,030.00	\$ 48,954.80
16-03-31-09	402/DD	Swedish Medical Center	Distracted Driving Awareness Campaign	\$ 45,000.00	\$ 31,737.21
16-03-31-10	402/TSP	Western Regional EMS Council	Teen and Distracted Driving Education/Awareness	\$ 50,159.00	\$ 10,533.43
16-03-31-11	402/TSP	Drive Smart EC	Foothills School-Based Teen MV Program	\$ 75,000.00	\$ 62,647.67
16-03-31-12	402/TSP	SWRETAC	Teen Drive Safe	\$ 70,494.00	\$ 34,444.53
16-03-31-13	402/TSP	Safe Kids Larimer County	Young Driver Seat Belt Campaign	\$ 75,843.00	\$ 54,307.95
16-03-31-14	402/TSP	Foothills RETAC	Campaign for Young Drivers	\$ 45,000.00	\$ 40,770.92
16-03-31-15	402/TSP	Central Mtns. RETAC	Young Driver Seat Belt Safety and Compliance	\$ 70,000.00	\$ 70,000.00
16-03-31-16	402/TSP	Children's Hospital Colorado	Children's Hospital Colorado Teen Driver Safety A	\$ 48,545.00	\$ 40,999.62
			04 - Traffic Records		
16-04-41-01	402/TR	CDPHE	Problem ID	\$ 105,990.00	\$ 88,504.26
16-04-41-02	402/TR	OTS/Action Staffing	ISPI/Annual Report	\$ 22,215.26	\$ 22,215.26
16-04-41-03	405c/M3DA	Greeley PD	Expand E Citation Program	\$ 89,375.00	\$ 89,375.00
16-04-41-04	405c/M3DA	Lone Tree PD	E-Ticket Tech Purchase	\$ 101,042.00	\$ 101,042.00
16-04-41-05	405c/M3DA	Broomfield PD	E-Ticketing	\$ 30,580.00	\$ -
16-04-41-06	405c/M3DA	Grand Junction PD	E-Crash Report	\$ 129,175.00	\$ 129,175.00
16-04-41-07	405c/M3DA	CSP	Improve Accessibility to Crash Files	\$ 157,509.00	\$ -
16-04-41-08	405c/M3DA	TSEB	Tech Transfer	\$ 5,000.00	\$ 11,266.51
16-04-41-09	405c/M3DA	TSEB	FARS Program Support	\$ 10,000.00	\$ 11,294.23
16-04-41-10	405c/M3DA	TSEB	Traffic Records Coordinator	\$ 263,010.00	\$ 263,009.61
16-04-41-11	405c/M3DA	Englewood PD	E-Citation Project	\$ 75,485.00	\$ 75,485.00
16-04-41-12	405c/M3DA	Eagle County LE Agencies	E-Citation Project	\$ 77,270.00	\$ 77,270.00
16-04-41-13	405c/M3DA	City of Greeley	Crash Record Improvements	\$ 8,000.00	\$ 8,000.00
16-04-41-14	405c/M3DA	Erie PD	E-Ticket Purchase	\$ 77,840.00	\$ 37,366.00
16-04-41-15	405c/M3DA	Sheridan PD	E-Citation Project	\$ 58,554.00	\$ 57,582.00
16-04-41-17	405c/M3DA	City of Grand Junction	Crash Data Updates	\$ 6,000.00	\$ 6,000.00
16-04-41-18	405c/M3DA	Weld County	E-Ticket and E-Crash Reporting	\$ 63,686.00	\$ 62,622.55
16-04-41-19	405c/M3DA	Elbert County	E-Traffic Accident Reporting	\$ 2,170.00	\$ 2,170.00
			05 - Child Passenger Safety		
16-05-51-01	402/CR	CSP	CPS Team Colorado	\$ 300,000.00	\$ 290,163.13
16-05-51-02	402/CR	Servicos De La Raza	CPS Program	\$ 44,282.00	\$ 39,497.37
16-05-51-03	402/CR	Various Agencies	OP Mini Grants	\$ 75,000.00	\$ 41,045.05
16-05-51-04	402/CR	Children's Hospital Colorado	Each One Teach One Minority CPS Outreach Pro	\$ 47,519.00	\$ 50,367.00
16-05-51-05	402/CR	SUCAP	CPS and Young Driver Program	\$ 55,876.00	\$ 24,829.17



Grant Funding Overview

TASK NUMBER	FUNDING SOURCE/ PROGRAM AREA	AGENCY	PROGRAM NAME	FEDERAL FUNDS	EXPENDED AMOUNT
16-05-51-06	402/CR	Drive Smart EC	Communications and Outreach Supporting CPS	\$ 75,000.00	\$ 71,746.61
16-05-51-07	402/CR	Swedish Medical Center	SMC's Car Seat Safety Program	\$ 35,000.00	\$ 17,941.59
16-05-51-08	402/CR	Pagosa Pregnancy Support Center	Safe Choices for Children	\$ 27,681.00	\$ 20,541.91
06 - Occupant Protection					
16-06-61-01	405b/M2HVE	CSP	2016 Click It or Ticket	\$ 300,000.00	\$ 300,000.00
16-06-61-02	405b/M2HVE	Various LE Agencies	Local LE Agencies/Click It or Ticket	\$ 380,000.00	\$ 333,760.97
16-01-11-02	405d/M6OT	CSP	Interagency Task Force on Drunk Driving	\$ 25,000.00	\$ 21,568.18
16-06-61-03	402/OP	OTS	OP Tech Transfer	\$ 15,000.00	\$ 10,991.12
16-06-61-04	402/OP	Various Agencies	OP Education	\$ 30,000.00	\$ 25,449.70
16-06-61-05	402/OP	CSU	Seat Belt Survey	\$ 200,000.00	\$ 159,685.94
16-06-61-06	402/OP	Southern Colorado RETAC	Southern CO RETAC Occupant Protection	\$ 43,189.00	\$ 16,713.29
16-06-61-07	402/OP	San Luis Valley RETAC	San Luis Valley RETAC	\$ 41,000.00	\$ 41,000.00
16-06-61-08	405b/M2HVE	Aurora PD	HVE and CPS Program	\$ 99,989.00	\$ 99,745.35
16-06-61-09	402/OP	OTS	HSO Traffic Safety Summit	\$ 75,000.00	\$ 64,104.74
16-06-61-10	402/OP	Various Agencies	Traffic Safety Initiatives Mini Grants	\$ 25,000.00	\$ 20,630.13
16-06-61-11	402/OP	Plains to Peaks RETAC	Plains to Peaks RETAC Occupant Protection	\$ 68,672.00	\$ 64,632.30
16-06-61-12	402/OP	Project Canceled	-	-	-
16-06-61-13	402/OP	Montezuma Health Dept.	Montebres OP Project	\$ 60,000.00	\$ 58,080.89
16-06-61-14	402/OP	Ute Mountain Ute	UMU MV Occupant Safety Program	\$ 80,000.00	\$ 66,521.02
16-06-61-15	402/OP	Various High Schools	Interactive High School Safety Programs	\$ 100,000.00	\$ 103,985.38
07 - Motorcycle Safety					
16-07-71-01	405f/M9MT	MSF/Various	MOST	Match	
16-07-71-02	402/IMC	Drive Smart EC	Ride Smart Foothills MC Safety	\$ 74,800.00	\$ 44,483.80
16-07-71-03	402/IMC	Full Throttle	The Seasoned Rider	\$ 22,100.00	\$ 22,100.00
08 - Office of Communications					
16-08-81-01	405d/M6OT	Amelie, CIG and NRC	High-Visibility DUI Enforcement PR/Eval	\$ 525,000.00	\$ 471,246.57
16-08-81-02	405d/M6OT	Explore Comm.	High-Visibility DUI Enforcement Paid Media	\$ 422,000.00	\$ 421,927.80
16-08-81-03	405d/M6OT	Hispanidad and Explore Comm.	High-Visibility DUI Enforcement - Latino & Paid M	\$ 253,000.00	\$ 247,343.05
16-08-81-04	405f/M9MA	Amelie and Explore Comm.	Motorcycle Safety	\$ 70,000.00	\$ 67,449.83
16-08-81-05	405b/M2PE	Amelie CIG & NRC	Click It or Ticket & Seat Belts - PR/Eval	\$ 120,000.00	\$ 113,073.50
16-08-81-06	405b/M2PE	Explore Comm.	Click It or Ticket & Seat Belts - Paid Media	\$ 100,000.00	\$ 99,947.30
16-08-81-07	402/IPM	Hispanidad	Hispanic Occupant Protection	\$ 200,000.00	\$ 195,000.00
16-08-81-08	402/IPM	Amelie	GDL and Teen Driving Safety Communications	\$ 75,000.00	\$ 65,047.62
16-08-81-09	402/IPM	CIG	Child Passenger Safety	\$ 75,000.00	\$ 64,878.11
16-08-81-10	402/IPM	Amelie and CIG	PR Program/Media Support	\$ 100,000.00	\$ 84,011.20
16-08-81-11	402/IPM	CIG	Distracted Driving	\$ 250,000.00	\$ 227,071.64



Grant Funding Overview

TASK NUMBER	FUNDING SOURCE/ PROGRAM AREA	AGENCY	PROGRAM NAME	FEDERAL FUNDS	EXPENDED AMOUNT
16-08-81-12	402/PM	Amelie	Pedestrian Safety Communications	\$ 210,000.00	\$ 184,108.50
16-08-81-13	402/PM	Amelie, CIG, Explore Comm.	Occupant Protection Communications	\$ 450,000.00	\$ 447,190.46
			09 - Pedestrian & Bicycle		
16-09-91-01	402/PS	Aurora PD	Pedestrian Education and Safety Campaign	\$ 68,532.00	\$ 62,322.03
16-09-91-02	402/PS	Denver PD	Prevention of Ped/Auto Collisions	\$ 95,000.00	\$ 87,015.15
16-09-91-03	402/PS	City of Boulder	Boulder Safe Streets	\$ 47,500.00	\$ 39,518.59
16-09-91-04	402/PS	West Metro Fire Dept.	Safe All Ways	\$ 33,669.00	\$ 33,662.03
			10 - Older Driver		
16-10-01-01	402/DE	Drive Smart Colorado	Aging Road Users	\$ 74,158.00	\$ 76,937.16
16-10-01-02	402/DE	Drive Smart EC	Aging Road User Safety	\$ 60,000.00	\$ 53,135.16
16-10-01-03	402/DE	Cordy & Company	Reaching Older Adult Drivers ROAD	\$ 35,000.00	\$ 40,127.78

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Promote and Apply Safe and Consistent Driving Behaviors

