

2017 Annual Report  
Office of Transportation Safety  
and  
Traffic and Safety Engineering Branch



**COLORADO**  
Department of  
Transportation



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# Introduction and Accomplishments

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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). Colorado has made significant progress since 2000 to reduce fatalities on its roadways. In 2002, Colorado had 1.71 fatalities per 100 VMT. By 2014, the rate had declined to 1.00 per 100 VMT. However, since 2009, the reduction in the number of fatalities and fatality rate has plateaued and since 2015 has shown a concerning increase with a VMT of 1.17 in 2016. In 2015, the State of Colorado adopted “Moving Towards Zero Deaths” as the state’s bold new safety initiative and completed the new Strategic Highway Safety Plan (SHSP). This new vision and plan guide the CDOT Office of Transportation Safety and Traffic and Safety Engineering Branch’s mission to reduce the incidence and severity of motor vehicle crashes and the human and economic losses that are associated with them. Work on these plans continued through 2016.

In 2015, Colorado had 547 traffic fatalities and in 2016 that increased to 608, an 11% increase. The HSO addresses these challenges through a multi-pronged approach that includes engineering safer highways, educating the 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 2017.

## Accomplishments

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

- Drivers under age 21 involved in fatal crashes decreased from 67 in 2015 to 59 in 2016, an 18% decline.
- The number of fatalities involving a distracted driver decreased from 69 in 2015 to 67 in 2016, a 3% decline.
- The number of speed-related fatalities decreased from 217 in 2015 to 211 in 2016, a 3% 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

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### Performance Measures





## Performance Measures

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

Number of seat belt citations issued in 2016: 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 2016: 11,014

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

Number of speeding citations issued in 2016: 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 2016

Observed seat belt use rate for passenger vehicles in 2016: 84%

**STATUS:** 2016 performance measure met





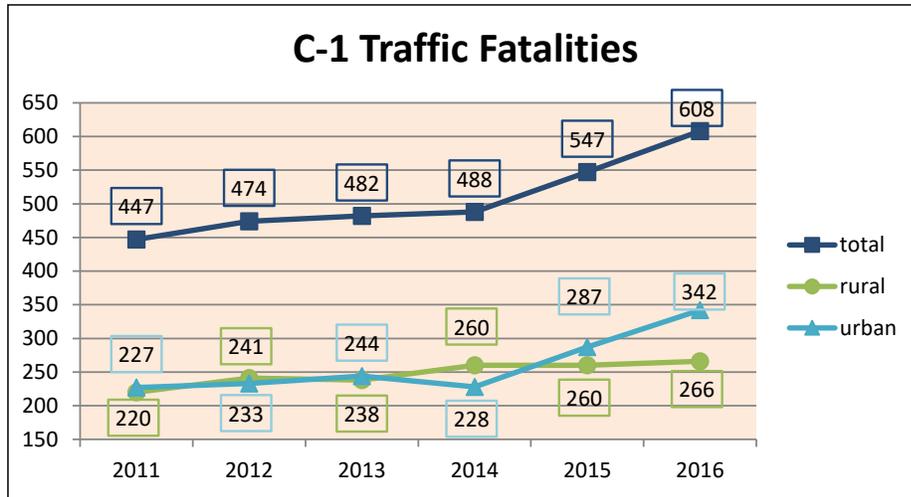
# Performance Measures

## C-1. Reduce the number of traffic fatalities

Goal: Maintain the number of traffic fatalities in 2016 at or below 547.

Number of traffic fatalities in 2016: 608

STATUS: 2016 performance measure was not met.

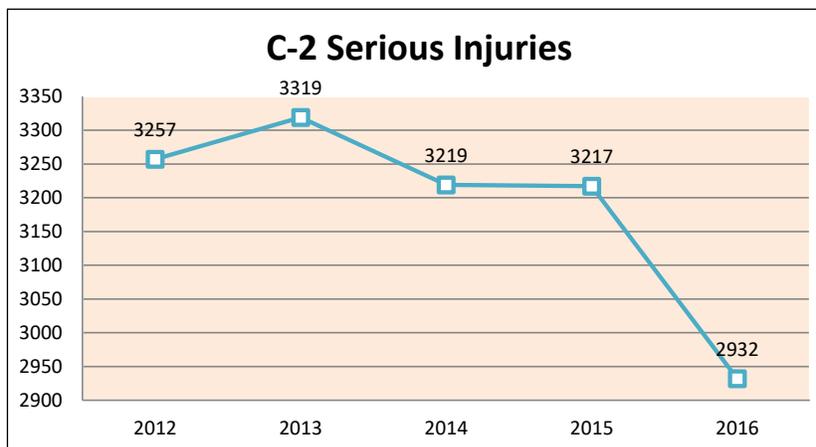


## C-2. Reduce the number of serious injuries in traffic crashes

Goal: Maintain the number of serious injuries in traffic crashes in 2016 at or below 3,217.

Number of serious injuries in traffic crashes in 2016: 2,932

STATUS: 2016 performance measure was exceeded, however, this is preliminary as the data set was incomplete at the time of this report.





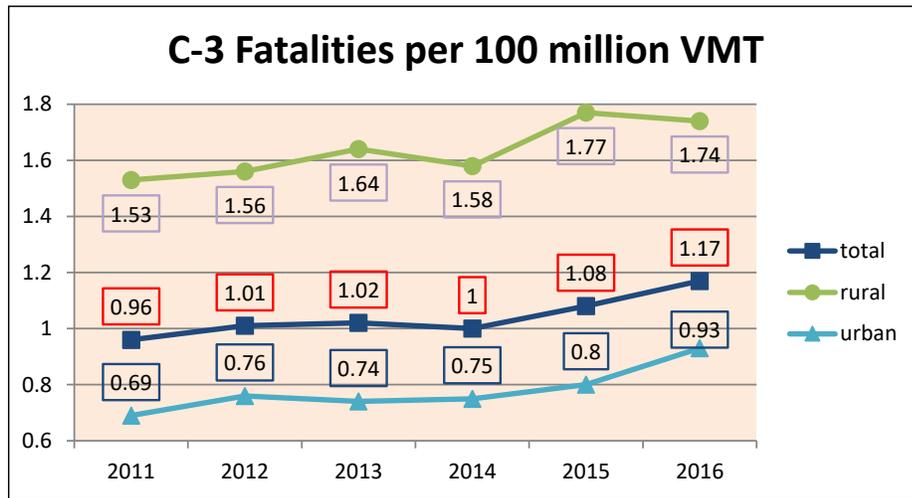
# Performance Measures

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

Goal: Maintain the fatality rate per VMT in 2016 at or below 1.08.

Total fatalities per Vehicle Miles Traveled (VMT) in 2016: 1.17

STATUS: 2016 performance measure was not met.

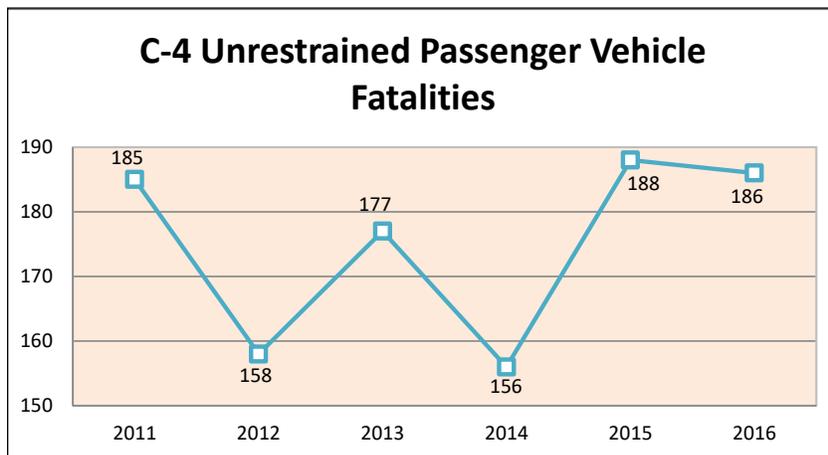


## C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions

Goal: Reduce the number of unrestrained passenger vehicle occupant fatalities in 2016 to 176.

Number of unrestrained passenger vehicle occupant fatalities in 2016: 186

STATUS: 2016 performance measure was not met.





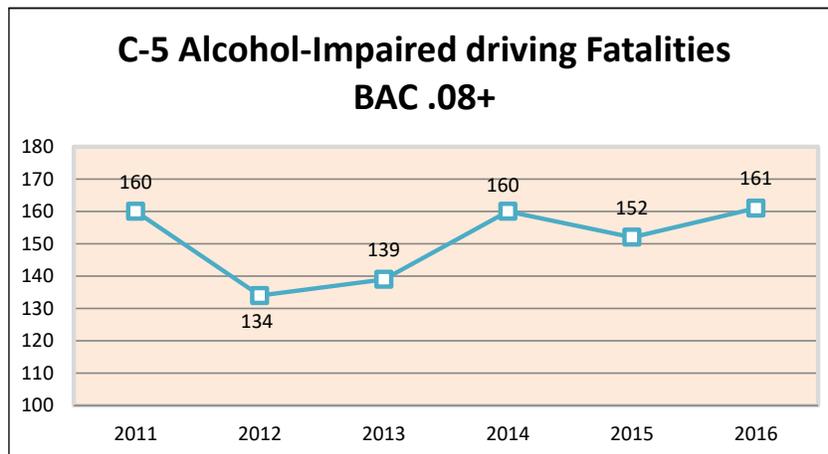
# Performance Measures

## 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 2016 to 136.

Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above in 2016: 161

**STATUS:** 2016 performance measure was not met.

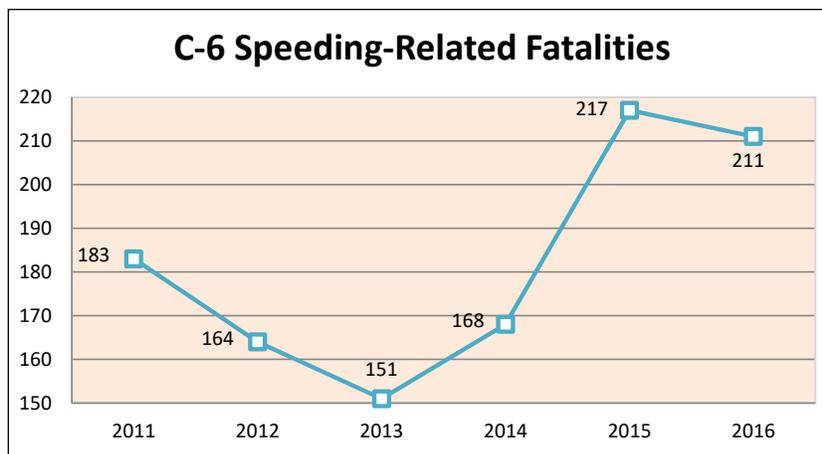


## C-6. Reduce the number of speeding-related fatalities

**Goal:** Maintain the number of speeding-related fatalities in 2016 at or below 217.

Number of speeding-related fatalities in 2016: 211

**STATUS:** 2016 performance measure was exceeded.





# Performance Measures

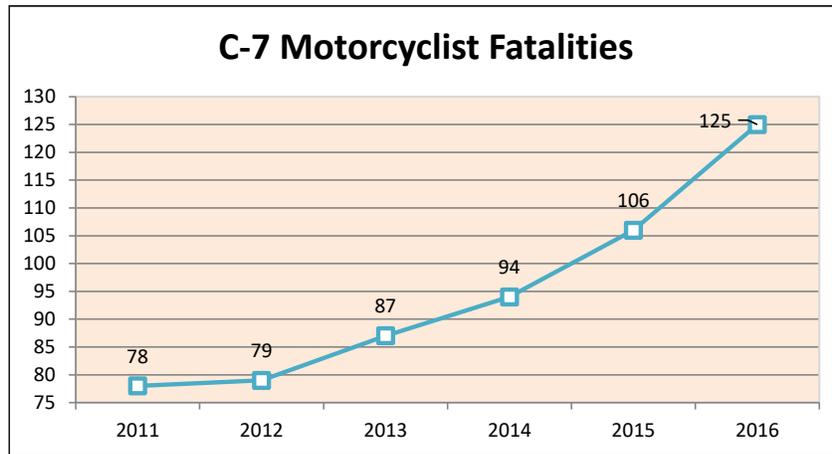
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## C-7. Reduce the number of motorcyclist fatalities

**Goal:** Reduce the number of motorcyclist fatalities in 2016 to 85.

Number of motorcyclist fatalities in 2016: 125

**STATUS:** 2016 performance measure not met.



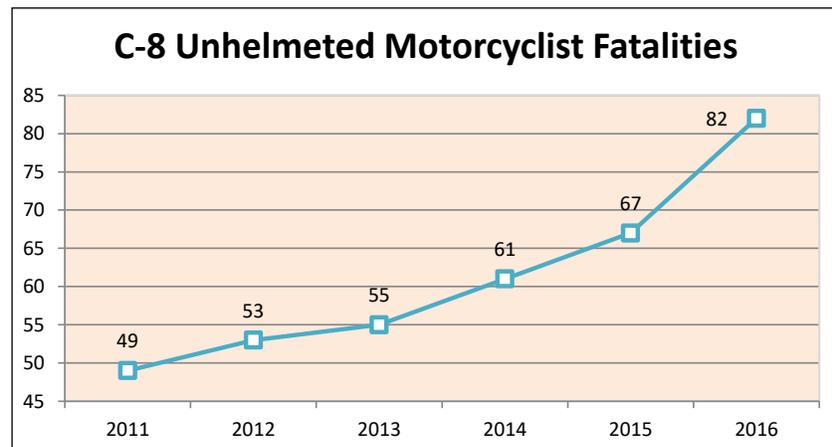
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## C-8. Reduce the number of unhelmeted motorcyclist fatalities

**Goal:** Maintain the number of unhelmeted motorcyclist fatalities in 2016 at or below 67.

Number of unhelmeted motorcyclist fatalities in 2016: 82

**STATUS:** 2016 performance measure not met.





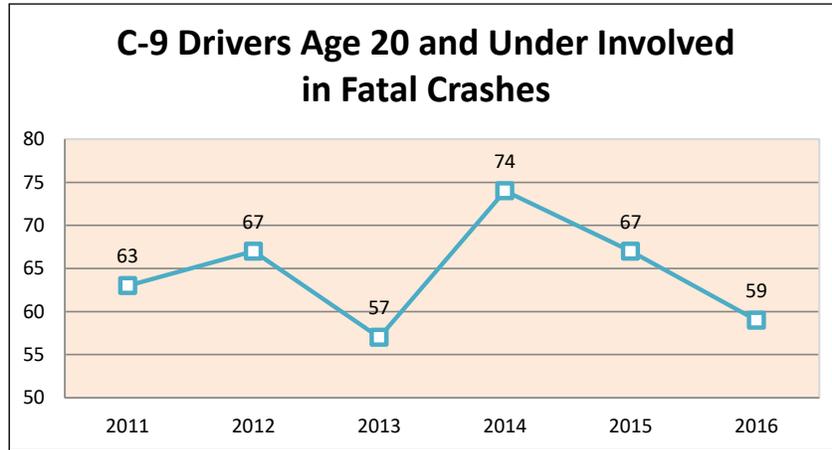
# Performance Measures

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

**Goal:** Maintain the number of drivers age 20 or younger involved in fatal crashes in 2016 at or below 67.

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

**STATUS:** 2016 performance measure was exceeded.

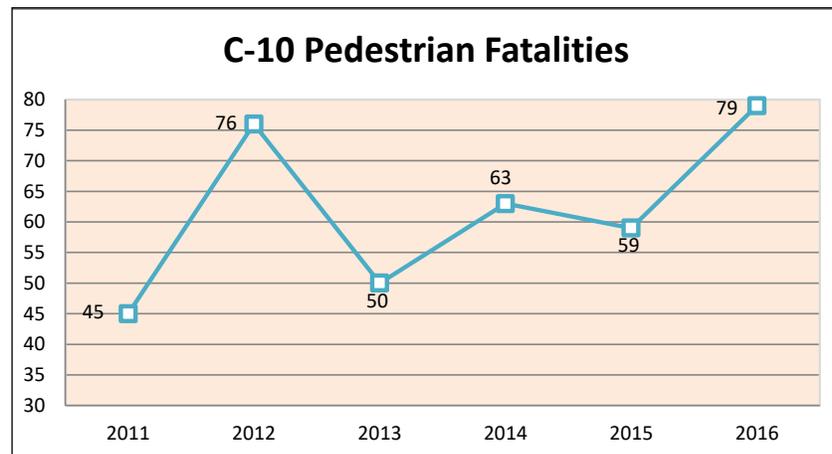


## C-10. Reduce the number of pedestrian fatalities

**Goal:** Maintain the number of pedestrian fatalities in 2016 at or below 59.

Number of pedestrian fatalities in 2016: 79

**STATUS:** 2016 performance measure was not met.





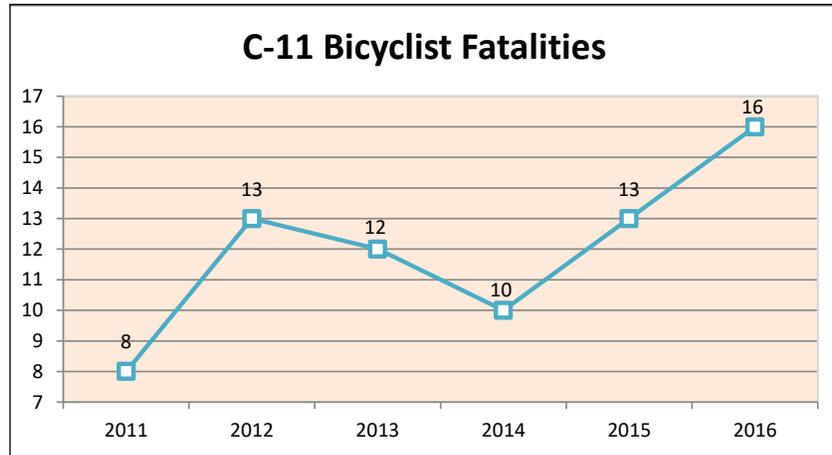
# Performance Measures

## C-11. Reduce the number of bicyclist fatalities

Goal: Maintain the number of bicyclist fatalities in 2016 at or below 13.

Number of bicyclist fatalities in 2016: 16

**STATUS:** 2016 performance measure was not met.

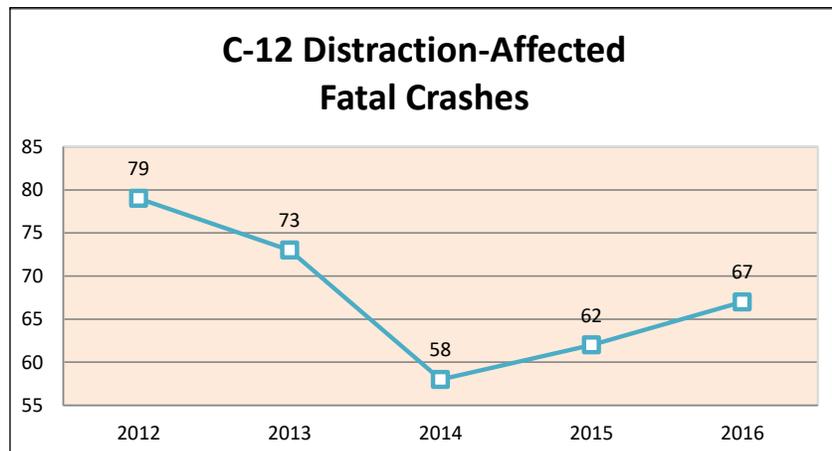


## C-12. Reduce the number of fatal crashes involving a distracted driver

Goal: Maintain the number of fatal crashes involving a distracted driver in 2016 at or below 62.

Number of fatal crashes involving a distracted driver in 2016: 67

**STATUS:** 2016 performance measure not met.





## Performance Measures

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### **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 2016 at or below 82.

Number of fatal crashes involving a driver aged 65 years or older in 2016: 92

**STATUS:** 2016 performance measure was not met.

### **C-14. Reduce the number of fatal crashes involving a driver or motorcycle operator, testing positive for drugs**

New performance measure, goal for 2016 not established.

Number of fatal crashes in 2016: 92

Number of fatal crashes involving a driver or motorcycle operator, testing positive for drugs in 2016: 174





# 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)	November 2016 (mail survey)
1) None	70%	69%	73%
2) Between 1 and 2	16%	21%	15%
3) Between 3 and 5 days	7%	5%	6%
4) Between 6 and 10 days	2%	2%	2%
5) 11 or more days	1%	0%	0%
6) Missing	3%	3%	4%

#### 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	2014 April	2014 September	2015 April	2015 September	2016 April	2016 September	2017 April	2017 September
1) Yes	22%	31%	35%	35%	42%	43%	34%	34%
2) No	78%	69%	65%	65%	58%	57%	66%	66%

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)	November 2016 (mail survey)
1) All of the time	85%	91%	87%
2) Most of the time	9%	6%	8%
3) Some of the time	3%	3%	2%
4) Rarely	2%	1%	1%
5) Never	1%	0%	1%

**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? (Question changed to "last 90 days" in September).

Phone Survey	2014 April	2014 June	2015 April	2015 June	2016 April	2016 June	2017 April	2017 Sept
1) Yes	6%	23%	13%	25%	19%	22%	15%	16%
2) No	94%	77%	87%	75%	81%	78%	85%	84%

**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)	November 2016 (mail survey)
1) Very likely	23%	15%	16%
2) Somewhat likely	22%	26%	23%
3) Somewhat unlikely	22%	21%	21%
4) Very unlikely	22%	25%	26%
5) Don't know	11%	12%	14%
6) Refused	23%	15%	0%

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:

**No Change in June 2014**

**November 2014 and 2015:** 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)	November 2016 (mail survey)
1) All of the time	2%	3%	4%
2) Most of the time	8%	11%	9%
3) Some of the time	20%	20%	17%
4) Rarely	46%	42%	46%
5) Never	23%	24%	23%

**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)	November 2016 (mail survey)
1) All of the time	8%	7%	8%
2) Most of the time	26%	27%	29%
3) Some of the time	37%	41%	36%
4) Rarely	20%	19%	21%
5) Never	8%	6%	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, 2015, 2016 or 2017.**

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%

continued



# Performance Measures

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**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, 2016 or 2017.

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)	November 2016 (mail survey)
1) Very Likely	34%	26%	32%
2) Somewhat likely	40%	43%	42%
3) Somewhat unlikely	13%	16%	14%
4) Very unlikely	9%	11%	10%
5) Don't know	4%	4%	2%

**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)	November 2016 (mail survey)
1) Very likely	17%	15%	15%
2) Somewhat likely	36%	34%	35%
3) Somewhat unlikely	28%	26%	31%
4) Very unlikely	15%	21%	16%
5) Don't know	3%	4%	3%

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# Program Task Reports

## Safety Education and Enforcement Programs

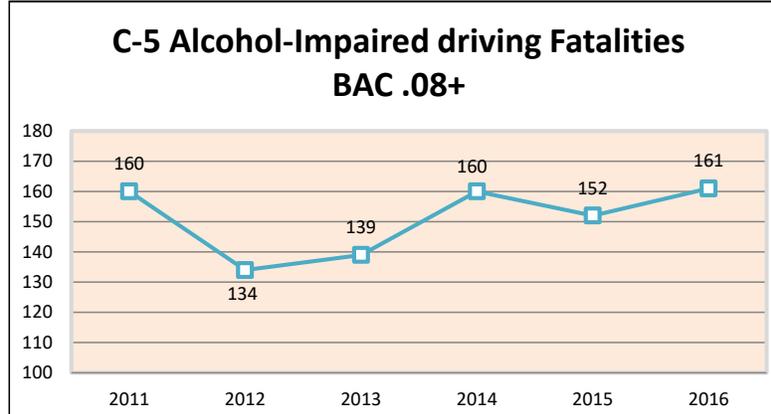
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### Impaired Driving





# Impaired Driving



In 2016 there were 608 total traffic fatalities, of which 161 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 \$2,519,688.

Efforts and activities to decrease Impaired Driving included:

- Aggressive high-visibility enforcement; including multi-jurisdictional enforcement "Border Wars" and 13 high-visibility enforcement campaigns
- Enforcing impaired driving laws on sections of roadways with a high incidence of alcohol-related crashes including statewide sobriety checkpoints through *Checkpoint Colorado*
- Providing a leadership role to the Colorado Task Force on Drunk and Impaired Driving
- Creating new and maintaining existing DUI Courts
- Working with community groups throughout the state to develop and implement impaired driving programs appropriate to the needs of their populations



# Impaired Driving

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## Standardized Field Sobriety Testing Enforcement Training~ LEAD Impairment Training ~ 17-01-11-01

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

### Project Description

The goal of this project was to provide Colorado law enforcement agencies with the training to more efficiently detect impaired drivers with greater accuracy. The programs used to make this change are the NHTSA Standard Field Sobriety Testing Enforcement Training (SFST) Basic and the more advanced NHTSA SFST Instructor classes.

### Results

- LEAD Impairment Training provided instruction in both the Basic and Instructor level classes to approximately 45 agencies with a total of 80 total students. These students self-reported that 58% of respondents increased their DUI arrest behaviors significantly. The new SFST Instructors reported training in-house update classes to approximately 490 law enforcement officers (LEO's).
- LEAD Impairment Training had an additional focus to increase the number of LEO's who received mandatory SFST Instructor Update Training. This training is required by CDOT and POST to maintain the Instructor Certification. LEAD Impairment Training delivered this training throughout the state's local regions to maximize attendance levels and to minimize the strain of sending Instructors out of their regions for training.
- LEAD Impairment Training provided training in Ft. Morgan, Denver, Pueblo, Durango and Rifle for 86 SFST Instructors. During this training, SFST proficiency was proven by mandatory skills testing.
- LEAD Impairment Training continued to provide Colorado law enforcement with the highest level of SFST Basic and SFST Instructor Development Classes. Continued education was provided at the mandated regional training seminars.

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## Colorado Task Force on Drunk and Impaired Driving ~ Colorado State Patrol ~ 17-01-11-02

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

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## Results

- The Colorado State Patrol (CSP) provided administrative support and documented ten Task Force meetings.
  - CSP provided facilitation and documentation for 16 Task Force work-group meetings.
  - The CSP compiled an analysis of activities, recommendations, and progress toward goals.
  - The CTFDID 2016 Annual Report was completed and presented to the Colorado Legislature in early January 2017.
- 

## Support for DUI Courts ~ Colorado Judicial Branch ~ 17-01-11-03

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 reduce impaired driving incidents by providing support for newly implemented Colorado DUI Courts and send ongoing support for existing DUI courts. All DUI Courts adhere to the research-based “10 Guiding Principles for DUI Courts,” have received DUI Court-specific training, and are focused on higher-risk offenders who meet the criteria for persistent drunk drivers.

## Results

- Training was provided on evidence-based practices, Computerized Assessment and Referral System (CARS) assessment and fidelity to the model for more than 160 practitioners working with repeat DUI offenders. Training was provided by locally and nationally recognized experts in the field.
- The Impaired Driver Intervention and Treatment work-group of the Colorado Task Force on Drunk and Impaired Driving partnered with the Judicial Branch to offer training and consultation on the new Level II Four Plus treatment requirements at the statewide Colorado Collaborative Justice Conference, which was attended by more than 900 professionals from throughout the state.
- Eight DUI Courts throughout the state completed assessments to determine how well their program aligns with evidence-based best practices for DUI Courts and implemented quality improvement measures in their programming based upon the results. All programs were found to be significantly following best practices.
- Two programs completed an in-depth programmatic review and two have applied for State PSC Accreditation through the Accreditation Pilot launched in FFY 2017.
- All DUI Courts statewide participated in an intensive independent evaluation through NPC Research, which included a process and outcome evaluation and a proxy site for a cost-benefit analysis, with a final report available in the spring of 2018.
- Intensive drug monitoring services were provided to high-risk DUI offenders involved in courts in Denver, Alamosa, Las Animas, Morgan and Park counties.



# Impaired Driving

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## Traffic Safety Resource Prosecutor ~ Colorado District Attorneys' Council ~ 17-01-11-04

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 and 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 12,000 hours of training were provided for prosecutors, law enforcement and other traffic safety personnel.
  - 17 webinars and recorded video tutorials were conducted for law enforcement and prosecutors.
  - Weekly updates to our web site for prosecutors were administered.
  - Technical assistance was provided more than 450 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.
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## Checkpoint Colorado ~ Local Law Enforcement Agencies ~ 17-01-11-05

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

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. 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.

### Results

- Participating agencies included: Adams County Sheriff's Office, Arvada Police Department, Aurora Police Department, Colorado State Patrol, Denver Police Department, Jefferson County Sheriff's Office, La Plata County Sheriff's Department, Lakewood Police Department and Thornton Police Department.

continued



# Impaired Driving

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- 31 checkpoints were conducted, with 2,090.5 officer overtime hours funded by the grant.
  - 13,596 vehicles went through the checkpoints.
  - 107 impaired driving arrests were made including eight drug arrests.
  - 21% of all arrests were females, and thanks to Uber, Lyft and Rideshare, arrests were down 1% from 2016.
- 

## Drug Recognition Expert Tech Transfer~ Office of Transportation Safety ~ 17-01-11-08

This project addressed performance measures 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

- This project provided funding for traffic safety professionals involved in impaired driving enforcement and training to attend the 23rd Annual IACP Training Conference on Drugs, Alcohol and Impaired Driving held in Baltimore, Maryland from August 12 - August 14, 2017.
  - The conference allowed attendees to receive the most current information and training on impaired driving and DRE issues. Attendees brought the information back to Colorado for use at mandatory in-service training.
- 

## Impaired Driving Enforcement ~ Colorado State Patrol ~ 17-01-11-09

The 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 the number of fatal and injury crashes caused by impaired driving and involving drivers with a BAC of 0.8 percent statewide by 25%, from 160 fatalities in 2014 to 120 fatalities in 2018.

continued



# Impaired Driving

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## Results

- 5,045 hours of impaired driving overtime enforcement were provided by the CSP.
  - 334 impaired driving arrests were made.
  - 397 Drug Recognition Expert (DRE) call-out hours were provided by the CSP.
  - From FFY 2016 to FFY 2017, the number of Trooper-investigated DUI fatal and injury-related crashes increased by 5.4%. Since FFY 2014, Trooper-investigated fatal and injury-related crashes have increased by 9.7%. This data mirrors statewide findings as reported by CDOT and as reported to NHTSA by FARS data.
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## Multi-jurisdictional “Border Wars” ~

### Larimer/Weld County Law Enforcement Agencies ~ 17-01-11-10

#### Project Description

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 crashes and traffic violations and to reduce impaired driving on the Highway 287 from Fort Collins to the Wyoming border.

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. Law enforcement 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, and the Denver Police Department brought a Breath Alcohol Testing Van to process impaired drivers.

#### Results

On Saturday, October 1, 2017, law enforcement agencies from Colorado and Wyoming teamed up to conduct 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, Loveland Police Department, and Denver Police Department.

Six impaired driving arrests were reported, along with four speeding citations, three seat belt citations, and there were no drug-related arrests.

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# Impaired Driving

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## DUI/High-Visibility Enforcement/Checkpoints ~ Aurora Police Department ~ 17-01-11-11

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 program 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

- Four high-visibility impaired driving checkpoints were conducted. They were publicized through social media and/or press releases.
- Four large scale high-visibility saturation patrols were conducted. They were preceded by press releases.
- Saturation events and checkpoints were often conducted on the same night to send a strong message about enforcement efforts.
- The DUI Taxi was displayed at multiple colleges and public events around the Denver metro area in conjunction with officers speaking about the dangers of impaired driving.
- Messages were posted to Facebook and Nextdoor by officers about the dangers of impaired driving. Multiple interviews were held with the media regarding impaired driving.
- A total of 390 DUI arrests and 82 impaired driving arrests were made during enforcement efforts funded by this project.
- There were only one in four fatal crashes where DUI was involved. This was an improvement over the prior year when one in three fatalities involved DUI. A slight increase in DUI-related crashes in the city from 5% in FY 2016 to 5.6% in FY 2017 was noted.

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## Denver's Comprehensive Impaired Driving Project ~ Denver Police Department ~ 17-01-11-12

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 maintain the effectiveness of the impaired driving unit, as indicated by an increased number of citations in Denver (3% increase) and increase the total number of impaired driving arrests during the grant period when compared to the previous year by 5%.

continued



# Impaired Driving

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## Results

- Three checkpoints were conducted on Memorial Day, 4th of July and Labor Day.
- 2,468 motor vehicles were stopped and checked.
- Five saturation patrols were conducted outside of high-visibility enforcement campaigns and 13 saturation patrols during HVE campaigns, totaling 18 saturation patrols.
- 65 drivers were evaluated for impairment using Standardized Field Sobriety Tests.
- 26 drivers were arrested for impaired driving.
- 13 drivers were evaluated by Drug Recognition Experts.
- Campaigns were held during events associated with higher alcohol consumption, and 866 drivers were arrested for impaired driving.
- 13 impaired driving saturation patrols were conducted in downtown Denver during HVE events.

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## Law Enforcement Coordinators ~ Office of Transportation Safety ~ 17-01-11-13

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 additional Regional Law Enforcement Liaisons to assist CDOT's current Law Enforcement Coordinator in specific Regions within the State.

## Results

- Conducted multi-agency grant training presentations at nine locations around the state. Topics included, high-visibility enforcement, Law Enforcement Assistance Fund, mini-grants, and federal grants.
  - Presented at the Highway Safety Office's Safety Summit in Breckenridge, Ford Driving Skills in Colorado Springs, and Traffic Safety Champion events in Grand Junction and Denver.
  - Attended Traffic Occupant Protection Strategies (TOPS), checkpoint training, national Law Enforcement Liaison (LEL) webinars, TSI's LEL Training, 2017 Lifesavers Conference, Border Wars, Task Force meetings and required quarterly LEL meetings.
  - Conducted pre-works, site visits and capital equipment inspections.
  - Recruited additional agencies to participate in overtime enforcement.
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# Impaired Driving

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## Drug Recognition Expert Training School ~ Office of Transportation Safety ~ 17-01-11-14

This project addressed performance measures 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 expand the Drug Recognition Expert (DRE) training program by providing one DRE School and one DRE in-service training.

### Results

- A DRE School was conducted in Loveland, CO and was hosted by the Loveland Police Department on July 24 - August 4, 2017. Twenty-three students from seventeen agencies were enrolled in the training. All students successfully completed the DRE School.
- 

## Checkpoint Equipment ~ Local Law Enforcement Agencies ~ 17-01-11-15

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 being highly visible, publicized extensively, and having smooth and efficient operations. This includes having the necessary equipment readily available to conduct the checkpoints.

### Results

- The Thornton Police Department was the only checkpoint agency that utilized checkpoint equipment funds. They purchased seven heavy duty, non-reflective roll-up signs that read, "Sobriety Checkpoint Ahead."
-



# Impaired Driving

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## Drug Recognition Expert/Standardized Field Sobriety Test Updates ~ LEAD Impairment Training ~ 17-01-11-18

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

### Project Description

The goal of this project was to provide Colorado law enforcement agencies with updated training to more efficiently detect impaired drivers with greater accuracy. LEAD Impairment Training conducted multiple statewide training seminars to allow for growth, mentorship and skills testing.

### Results

- LEAD Impairment Training provided training in Ft. Morgan, Denver, Pueblo, Durango and Rifle for 80 Drug Recognition Experts (DRE). During this training, SFST proficiency was proven by mandatory skills testing. DRE's received high-level court room testimony training and DRE program management instruction. This training is mandated by the IACP.
  - LEAD Impairment Training took on the role of DRE Project Coordinator. This new position included several training-focused tasks to include the coordination of the 2017 DRE School with the addition of 24 candidate DRE Officers.
  - Other focus areas included state standards revisions, in-service training coordination and other tasks as assigned by the Highway Safety Office.
  - LEAD Impairment Training began the development of a web platform to complement and support DRE Program Coordination efforts through the creation of a DRE Report Card, Heat Map and DRE Instructor location system. This program began development in the fourth quarter of FY 2017 with an anticipated roll-out of FY 2018.
- 

## Portable Breath Testers, Calibration Stations, and Dry Gas ~ Intoximeters and Lifeloc ~ 17-01-11-19

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

Portable Breath Alcohol Testers (PBTs) are an important tool used by law enforcement agencies 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.

EASYCAL lowers calibration gas usage, improves record keeping and eliminates the risk of operator errors associated with performing incorrect calibrations, cal-checks and subsequent breath tests.

Dry Gas Calibrators are used for checking and calibrating screening devices.

continued



# Impaired Driving

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## Results

- Distributed Intoximeters: 25 Alco Sensor FST Portable Breath Testers and seven Dry Gas Regulators
  - Distributed Lifeloc: 62 FC10 Plus Portable Breath Testers and one EASYCAL station
  - Recipients of these products were Traffic Safety Champions, Drug Recognition Experts, and Checkpoint Colorado agencies
- 

## High-Visibility Impaired Driving ~ Adams County Sheriff's Office ~ 17-01-11-20

The 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 program was to reduce the number of drivers identified as impaired in Adams County during checkpoints/high-visibility enforcement campaigns and saturation patrols from 14% in 2016 to 13% in 2017.

## Results

- Two multi-agency checkpoints were conducted over Labor Day weekend and Memorial Day weekend.
  - Adams County Sheriff's Office participated in all four high-visibility enforcement campaigns.
  - Multiple press releases were sent out before and after the enforcement to educate the public about impaired driving.
  - Three presentations were given to residents of Adams County on the consequences of drinking and driving.
  - 540 impaired driving arrests were made and 447 roadside examinations were conducted.
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# Impaired Driving

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## High-Visibility Impaired Driving Enforcement ~ Local Law Enforcement Agencies ~ 17-01-11-21

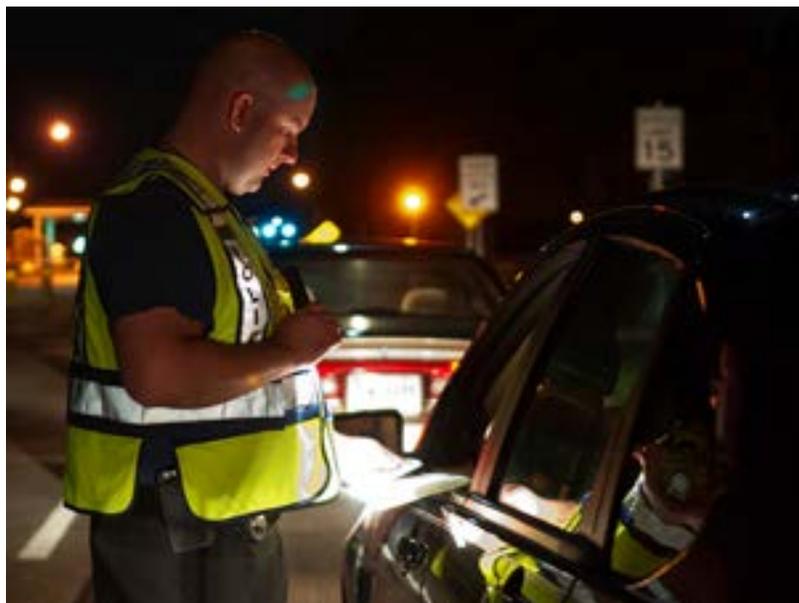
This project addressed performance measures C-1. Reduce the number of traffic fatalities, C-2. Reduce the number of serious injuries in traffic crashes and C-5. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above.

### Project Description

The goal of this project was to reduce by 10% the number of driving under the influence of alcohol and/or drugs (DUI)-related fatal and injury crashes. Colorado law enforcement agencies were selected through an ongoing problem identification analysis that showed a high rate of DUI crashes and DUI arrests based on 2015 and 2016 data.

### Results

- Eight agencies provided enhanced impaired driving overtime enforcement, including: the Avon Police Department, Castle Rock Police Department, Colorado Springs Police Department, El Paso County Sheriff's Department, Frisco Police Department, Greenwood Village Police Department, Lakewood Police Department and Westminster Police Department.
- \$ 308,222.00 was expended.
- 5,137 officer overtime hours were used.
- 513 impaired driving arrests were made.
- Colorado Springs Police Department was the top producer of impaired driving arrests and netted 277 offenders.
- \$ 600.82 was the average cost of an impaired driving arrest.



# Program Task Reports

## Safety Education and Enforcement Programs

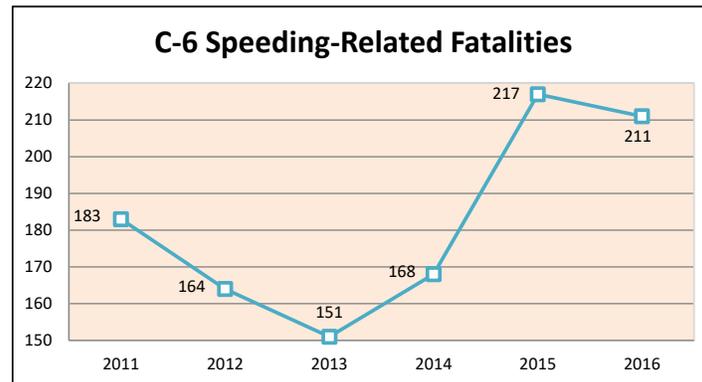
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### Speed Enforcement





# Speed Enforcement



In 2016, there were 211, or 34%, of the 608 total traffic fatalities that were speed-related. These 211 speed-related fatalities represent a 3% decrease from the 216 speed related fatalities in 2015. 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

Seven projects were managed with a planned budget of \$388,979.

## 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
- Providing high-visibility nighttime enforcement





# Speed Enforcement

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## Focused Speed Enforcement ~ Denver Police Department ~ 17-02-21-01

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

### Project Description

The goal of this project was to decrease the number of speeding-related fatalities in Denver County by 50%.

### Results

- During the 2017 CDOT grant period, the Denver Police Department (DPD) continued its enforcement activities on I-25 and I-70, with a goal of maintaining 3.1 speeding citations per funded hour. The Department focused on days associated with speed-related crashes, including Friday, Saturday, and Sunday, while also maintaining an average of 90 hours per month of dedicated high-visibility enforcement (HVE) speed operations along I-25 and I-70.
  - In quarter one, 18 officers were assigned for HVE speed operations; in quarter two, 19 officers were assigned; in quarter three, 19 officers were assigned; and in quarter four, 21 officers were assigned.
  - Officers worked a total of 1,103 hours on Fridays, Saturdays, and Sundays, focusing solely on I-25 and I-70.
  - Lidar and radar were used during each operation unless bad weather limited its usage.
  - Officers made contact with, and wrote citations for 3,389 drivers over the four quarters, with the highest number of contacts occurring in quarter 2, with 1,173.
  - 16 drivers were arrested over the grant period, with the most arrests made (six) in the fourth quarter.
- 

## Aurora Highway Safety Campaign ~ Aurora Police Department ~ 17-02-21-02

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 fatalities, injuries, and crashes where speed was a factor contributing to the crash, 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.

continued



# Speed Enforcement

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- Local media coverage was used to send the message about the dangers of speeding and aggressive driving, specifically with regard to fatal accidents.
- Officers provided interviews and statistics to reporters.

A significant outcome of this program was a reduction in the percentage of fatal crashes that indicated speed was a contributing factor. Fatal crashes involving speed as a causation factor were reduced to 26%, while the goal was 28%. Another positive outcome of this program was a constant reduction in the percent of overall crashes where speed was a contributing factor every quarter this year: 1st quarter 10% (down from 17%), 2nd quarter 15% (up from 12%), 3rd quarter 10% (down from 11%), and 4th quarter 10% (up from 6%).

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## High-Visibility Enforcement of Speeding Drivers ~ Colorado Springs Police Department ~ 17-02-21-03

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 traffic fatalities and serious injury crashes by 5% compared to a 2014 baseline among Colorado Springs drivers by September 2018.

### Results

- 626.25 hours of high-visibility speed enforcement deployments were conducted at four high-visibility intersections throughout the year.
  - Deployments included the use of unmarked vehicles as spotters and a nighttime enforcement period.
  - Deployments were conducted in conjunction with speed trailers.
  - These deployments resulted in 598 speeding citations, 685 traffic contacts, and 878 total violations cited.
  - Officers posted 18 messages via a twitter account warning drivers about the dangers of speeding and that additional enforcement was taking place. Each of the tweets reached more than 47,500 followers via the CSPD Public Information Office account.
  - The project director highlighted grant enforcement and the dangers of speeding in eight earned media opportunities.
  - Through August 2017, traffic crashes with injuries were down 8.5% compared to the 2014 baseline. However, this number is up 3% compared to the average of the prior three years combined (2014-2016).
-



# Speed Enforcement

## Speed Mini-Grants ~ Local Law Enforcement Agencies ~ 17-02-21-04

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.

The HSO selected eight Colorado law enforcement agencies to be the recipients of these mini-grants. These agencies committed to perform at least one night-time speed enforcement event. All law enforcement agencies showed significant increases in speed enforcement activities.

- Elbert County Sheriff’s Office ..... Speed Sign
- Mt. Crested Butte Police Department ..... Stalker 2X and overtime enforcement
- La Plata County Sheriff’s Office ..... Stalker Radar
- Brighton Police Department ..... Overtime Enforcement (256 citations)
- Evans Police Department ..... Overtime Enforcement
- Cripple Creek Police Department ..... Speed Sign
- Englewood Police Department ..... Speed Sign and overtime enforcement
- Frederick Police Department ..... Speed Sign

## A Step Toward Reducing Traffic Fatalities ~ Pueblo Police Department ~ 17-02-21-05

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 accidents in the City of Pueblo from 44% average of the past 5 years to 20% by September 30, 2018.

### Results

- 715.3 hours of special speed enforcement were performed over the year.
- 1,804 citations were issued while engaged in grant-related enforcement.
- Department-wide 2,219 speeding citations were issued.
- 177 citations were written in Work and School Zones, resulting in zero fatalities in those special enforcement areas.
- A mixture of individual and team speed enforcement projects were completed.

continued



# Speed Enforcement

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- During fiscal year 2017 the City of Pueblo experienced eleven traffic fatalities, this is an increase of 73% from four traffic fatalities in 2016.
  - In FY 2017, five (45%) of the fatality accidents had speed as a factor, an increase of 500% over 2016 in which only one had speed as a factor. While the number of crashes increased substantially in comparison to FY 2015 and FY 2016, the number of fatalities involving speed remained within the average for the ten-year history for the City of Pueblo.
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## Highway 93 Speed Reduction Campaign ~ Jefferson County Sheriff's Office ~ 17-02-21-06

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

### Project description

The goal of this program was to reduce speed-related injuries and fatalities from 12% in 2016 to 11% in 2017.

### Results

- Law enforcement presence increased on roads with high crash rates.
  - Manpower was deployed during peak times of the day.
  - There was strict enforcement of speed and other aggressive driving-related violations
  - Jefferson County Sheriff's deputies worked 156 shifts on Highway 93/ 285 roadways, investing 1,253 hours into the project. They served 2,707 summonses, averaging 2.2 summonses per hour worked.
  - Highway 93 had four speed-related crashes during this project. All four were property damage only. There were no speed-related injuries or fatalities.
  - Highway 285 had 44 speed-related crashes. Six of them resulted in injury. This was 14% of the total speed-related crashes. There was one fatality from the speed-related crashes, representing 2% of the total speed-related crashes.
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# Program Task Reports

## Safety Education and Enforcement Programs

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### Traffic Records





# Traffic Records

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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 2016-2017.

## Program Administration

The Traffic Records' Program is administered by the Traffic Records Unit in the Traffic and Safety Engineering Branch in partnership with OTS. Thirteen projects with a planned budget of \$918,188 were administered.

## 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 Traffic Records Virtual Data Warehouse, which includes exploring a variety of data sharing methods.
- Assessed 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 on implementing many of the recommendations from the assessment, and will continue to do so for the next three 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.
- Continued electronic citation reporting projects supported through four grants and the guidance of NHTSA and STRAC. The goal of these projects is to replace paper reports. Interest continues for electronic crash reports, but no grants were completed this year. There are four planned for 2018.
- Began improving the crash location data with three projects that developed linear referencing systems, and geo-coded crashes reports in three counties for county roads (off-system crashes).
- The Colorado State Patrol completed a project to digitize their records in order to improve the accessibility of crash records for four years.
- CDOT and STRAC continued the contract with a vendor to act as the Traffic Records Coordinator. This team completes work for STRAC, CDOT and traffic records systems throughout the state that was shared by members of STRAC. The vendor is able to expend time and resources towards completing tasks and projects that are in STRAC's Strategic Plan that had previously been delayed due to lack of resources. The vendor also acts as a mediator for interagency projects to ensure better cooperation for Colorado's benefit.

## 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. It also allows for more strategically allocating resources to address both persistent and emerging traffic safety problems. The data collection and analysis help to identify high-risk drivers, communities and highways which emphasize saving lives and preventing injuries and cost to the citizens of Colorado.

continued



# Traffic Records

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## Evaluation Measures

The Federal MAP-21 statute mandates the use of following four performance measures (PM): a reduction in the number and rate of both traffic fatalities and serious injuries. Colorado defines a serious injury as an evident incapacitating injury. In 2017, a PM to measure combined serious injuries and fatalities incurred from non-motorized crashes was added to the requirement.

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## Colorado Problem Identification Report ~ Colorado Department of Public Health and Environment ~ 17-04-41-01

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 targeted populations (youth, seniors, motorcyclists, pedestrians, etc.). This project partially funded a motor vehicle epidemiologist and a motor vehicle technical assistance coordinator at the Colorado Department of Public Health and Environment to produce the 2017 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 Interagency Task Force on Drunk and Impaired Driving (CTFDID), the Motorcycle Operator Training Advisory Board, and CDOT's community grantees.

## Results

- Published the 2017 Problem Identification Report
  - Provided technical reviews of all CDOT Year Three grant renewal applications
  - Developed and disseminated 14 formal presentations to motor vehicle stakeholders
  - Developed materials for and facilitated sessions at the 2017 Highway Safety Summit
  - Completed eleven technical assistance sessions on improving data collection and design for CDOT grantees
  - Responded to dozens of ad hoc data requests from CDOT and local and state partners
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# Traffic Records

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## Northglenn Electronic Ticket Writer System ~ Northglenn Police Department ~ 17-04-41-03

This project addressed performance measure C/A - C-1. Increase the percentage of citation records with no missing critical data elements by increasing the number of electronic citations recorded.

### Project Description

The goal of this project was to increase the number of E-tickets recorded and submitted to the municipal court by 50% from the previous twelve-month period.

### Results

- All necessary equipment was purchased and installed to provide a complete operational electronic ticket writing system in an additional ten patrol vehicles.
- All sworn personnel were trained on the electronic ticket writing system in June 2017.
- After all sworn personnel were trained on the electronic ticket writing system, the number of citations increased from prior year (June-September 2016 compared to June-September 2017) by 40%. During the same time frame there was a 6% decrease in traffic accidents from 2016 to 2017.
- The number of traffic citations recorded prior year (April-September 2016) was 2,761 and the number of citations recorded after installation (April-September 2017) was 3,372. This was a 22% increase in citations recorded. During the same time frame there was a 3% decrease in traffic accidents from 2016 to 2017.

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## Electronic Citation Equipment Purchase ~ Alamosa Police Department ~ 17-04-41-04

This project addressed the timeliness, accuracy, uniformity, and completeness of traffic records.

### Project Description

The goal of this project was to increase the number of citation records with no errors, no missing critical data, and no blank spaces for data elements where blanks are unacceptable. A second goal was to decrease the time needed for the citation to be written, entered and transferred to the court.

### Results

- Citation errors went from 34% to 8%, specifically impacting completeness, legibility, and accuracy.
- Citations no longer have any missing critical data or blank elements.
- Time from issuing officer to records clerk decreased from an average of 3 days down to same day/end of shift.

continued



## Traffic Records

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- Time needed for a records clerk to enter data into the computer decreased from an average of three days, down to the end of the issuing officer's shift. The records are uploaded automatically now, eliminating the need for the records clerk to enter them into the records management system.
- Time from records clerk to court decreased from an average of one day down to the end of the issuing officer's shift.
- Total time from issuing officer to court decreased from an average of seven days down to the end of the issuing officer's shift.

A significant outcome of this program was a decrease in citations errors, and the time it took for a citation to get from the issuing officer to the court. Both the police department and court now have access to the citations by the end of the issuing officer's shift.

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### Fort Lupton E-Ticket Writer/Upgrades ~ Fort Lupton Police Department ~ 17-04-41-05

This project addressed performance measures: Reduce the number of tickets with data errors (C-A-1) and missing data (C-C-1), by comparing before and after installation. Measurement of the performance measures will occur after the project is closed, due to the timing of the project.

#### Project Description

The goal of this project was to improve the completeness, accuracy and timeliness of citations in Fort Lupton by converting all citations to electronic and transmitting electronically to the courts. Later, the conviction data would again be electronically transmitted to the State driver's license authority.

#### Results

- The Zebra Android handheld units, docking stations, and software were purchased and installed, and then tested.
  - The software was integrated with Municipal Court software and checked. The vendor for the ticket writer and the municipal court software is the same.
  - Field testing has been completed. Field use is now at 100%.
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# Traffic Records

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## Crash Records Improvements ~ Arapahoe County ~ 17-04-41-06

This project addressed the lack of a linear referencing system (LRS) on roads in Arapahoe County of collector and higher category, and the lack of geo-located crash data necessary for using the LRS to perform safety research and analyses.

### Project Description

The goals of this project were to create the LRS and to geo-code accident data for 2009-2015.

### Results

- Vendor DiExSys was tasked with acquiring and cleansing the accident data, creating and troubleshooting the LRS, and ensuring that the software would function properly with the new LRS and data. With the help of their sub-consultant, DiExSys performed these tasks and presented the results to County staff and other local stakeholders.
- This project has been completed. Using the new software, the Arapahoe County staff is now able to perform accident research based on intersections, segments and corridors.
- For example: when a development is proposed at a suburban intersection in a suburban area, the County can now query accident records on the segments approaching the intersection, as well as at the intersection itself, to determine if accidents have been occurring there and if there is any pattern or countermeasures needed to reduce them and/or their severity.
- A significant outcome of this project is that the County can now use the LRS and geo-coded data to perform a countywide study of segments and focus on areas with accident issues.

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## Geo-Coding of Crashes / Creating Linear Referencing System ~ Douglas County ~ 17-04-41-07

This project addressed performance measures C-I-1 and R-C-4. Integration of the Douglas County crash database with the roadway network and development of the roadway linear referencing system (LRS).

### Project Description

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

### Results

- A linear referencing system was created for 210 miles of county roads in Douglas County for the functional road class of collector and above.
- 90% of named roads in Douglas County were added to the linear referencing routes.
- Crash data was geocoded for 6,000 records for the years 2010 - 2015.

continued



# Traffic Records

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- Crash records with missing or poor coordinate information from original crash data was corrected.
  - Crash data was integrated with the new roadway linear referencing system.
  - CDOT linear referencing system crashes versus local road linear referencing system crashes were identified.
  - A coordinated law enforcement presentation and workshop were developed.
  - One important outcome of the project is that CDOT received improved off-system crash records with linear referencing system coordinates for inclusion in the State's crash data.
- 

## Traffic Records Coordinator ~ Traffic and Safety Engineering Branch ~ 17-04-41-08

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.

### 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.

### Results

- Reviewed best practices, led, organized and facilitated ten crash reporting form and manual sessions to gain input from stakeholders on the development of a new crash reporting form
- Developed, facilitated, and presented traffic safety and records presentations for all crash reporting form and manual sessions, and the bi-monthly STRAC meetings
- Worked with Denver Police Department and the Department of Revenue 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
- Updated the Traffic Records Resource Guide
- Developed and finalized the new STRAC Strategic Plan and Annual Report
- Updated the Traffic Records Assessment Status Report
- Began work for a statewide E-Citation, including a statewide survey for citation data needs

A significant outcome of this project has been the drafting of the revised crash form and manual to provide Colorado with better, more up-to-date crash data. The new form will incorporate additional MMUCC elements, which will result in the new crash form having a higher MMUCC compliance rating than the current crash form.

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# Traffic Records

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## Digitize Colorado State Patrol Records ~ Colorado State Patrol ~ 17-04-41-09

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 Colorado State Patrol (CSP) crash files by centralizing the records to one point of contact and improve quality by providing a digitized case file with access to updates.

Crash reports from CY 2013 through CY 2015 were stored at various CSP locations statewide. Because electronic records can be obtained more quickly than providing photocopies, the CSP restructured records management into a Centralized Records Unit (CRU) to provide a central point of contact for traffic record requests. The project allowed for the collection of paper case files from 17 troops, the scanning of all files collected, and the conducting of an audit to ensure the quality and completeness of scans.

### Results

- Digitized all CY 2013 through CY 2015 road troop case files
  - Conducted quality assurance checks on more than 312 boxes, or approximately 515,000 individual pages, for image accuracy
  - Collected customer satisfaction surveys regarding access to agency crash records that showed a high degree of customer satisfaction comparable to global benchmarks for responsiveness and timely processing of records requests
- 

## FARS Program Support ~ Traffic and Safety Engineering Branch ~ 17-04-41-10

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.

This project is necessary to support the ongoing cooperative agreement with NHTSA/NCSA. It enabled Colorado to provide an overall measure of highway safety, to help identify traffic safety problems and suggest solutions to those problems. It also facilitated an objective basis to evaluate the effectiveness of motor vehicle safety standards and highway safety programs.

continued



# Traffic Records

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## Results

- Two funding sources contributed to enabling Colorado to maintain the Fatality Analysis Reporting System (FARS). This project added \$11,733 for supplemental funding to the main funding allocated from NHTSA.
  - The FARS Database for Colorado was completed for 2016 and kept up to date for 2017. All deadlines and data requests were filled on time, and to NHTSA requirements.
- 

## E-Ticketing ~ City of Broomfield ~ 17-04-41-11

This project addressed the citation/adjudication performance measure.

### Project Description

The goal of this project was to increase accuracy through the utilization of technology and reduce time for the issuance, recording and data entry, and court data entry/processing of tickets.

### Results

Broomfield implemented electronic ticketing (E-ticketing) in its Traffic Unit to replace the former paper process for issuing tickets.

- E-ticketing went live in late June 2017 with the Broomfield Police Department's Traffic Unit.
  - Since that time, it is estimated the time spent issuing a citation is 25% less than using the former paper process. This is due, in part, to the ability to scan drivers' licenses and vehicle information, which automatically populates the E-ticketing system and reduces human error in recording the information.
  - In the past, Records Unit personnel manually entered traffic citation information into the Records Management System (RMS), which took approximately five minutes per citation.
  - The Records Unit processed 6,155 traffic citations in 2016. If E-ticketing had been in place in 2016, approximately 512 personnel hours could have been saved.
  - As of this report, the interface between the Police Department and Courts for E-ticketing has yet to be implemented. The Courts, however, are now able to access "electronic" copies of citations at any time and are no longer dependent on waiting for the citation to be entered by Records personnel.
-



# Traffic Records

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## Geocoding of Crashes ~ Jefferson County ~ 17-04-41-12

This project addressed the performance measure to improve the data quality control program for the crash data system.

### Project Description

The goals of this project were to improve accuracy, uniformity, and completeness of the off-system crash records in unincorporated Jefferson County through the development of a linear referencing system (LRS), and to improve the quality of the records in the State's crash data system.

### Results

- This project assigned missing coordinates to crashes between 2010 through 2015 and developed a linear referencing system for off-system roadways in Jefferson County. The linear referencing system enables the County to better identify and implement appropriate crash counter-measures for both engineering and law enforcement activities.
- This project improves the quality of the records in the State's crash data system, as it enables Jefferson County to provide corrected crash records on an annual basis to the CDOT Traffic and Safety Engineering Branch for inclusion in the State's permanent crash records database.
- This project resulted in 99% of crashes geocoded to either intersection or non-intersection locations. CDOT's All Roads Network of Linear Referenced Data (ARNOLD) served as the basis for the construction of a Jefferson County-specific linear referencing system, and 90% of the named roads in Jefferson County were included in the LRS. LRS data was imported into the Vision Zero Suite, which enabled to the County to utilize the software to identify and implement crash counter-measures at non-intersection locations.
- Law enforcement coordination and training was provided to improve enforcement activities.
- This project resulted in an updated crash record database, which will be available to CDOT for inclusion in the State's crash data system.

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## Technology Transfer ~ Traffic and Safety Engineering Branch ~ 17-04-41-14

This project addressed all of the traffic record performance measures. It trained project managers and safety professionals to better manage their projects and to handle the changing needs of traffic records.

### Project Description

The goal of this project was to support STRAC members in attending the 43rd International Traffic Records Conference in order to meet with other traffic safety professionals and to gain and maintain up-to-date knowledge of traffic records and safety practices.

continued



# Traffic Records

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## Results

Four STRAC members were funded to attend the Conference which was held in New Orleans, Louisiana. The event was hosted by National Safety Council and sponsored by NHTSA, FHWA, FMCSA, and the Bureau of Transportation Statistics.

Topics addressed at the Conference included:

- 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
  - Opportunities to network with peers and a variety of transportation and highway safety professionals around challenges, successes, and current and future needs
  - New programs, research projects, applications of technology, and resources
  - How better data can help save more lives
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# Program Task Reports

## Safety Education and Enforcement Programs

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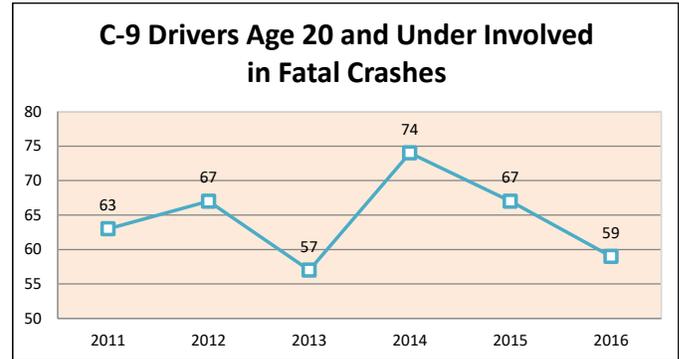
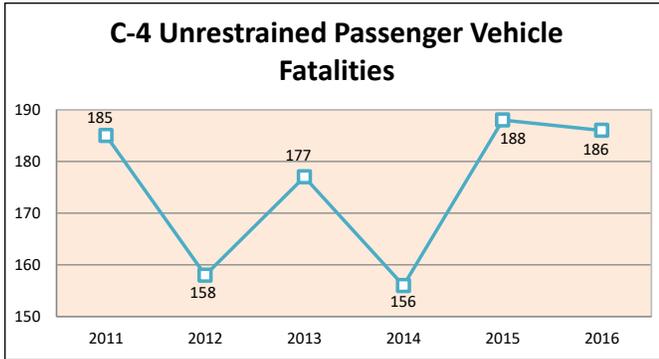
Occupant Protection  
Child Passenger Safety  
Young Driver and Distracted Driving  
Older Drivers



**COLORADO**  
Department of  
Transportation



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



In Colorado, unrestrained traffic fatalities in 2016 decreased by 2%, from 188 in 2015 to 186 in 2016. 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 if the driver is driving carelessly, 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 12% from 67 in 2015 to 59 in 2016. 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 65 and older have been on the increase since 2010, with 92 fatalities involving an at-fault Older Driver in 2016.

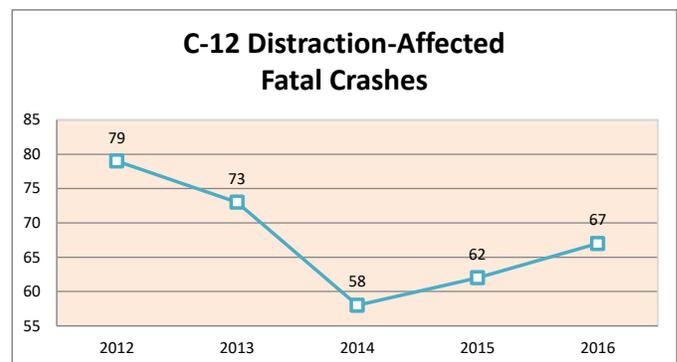
The Highway Safety Office also focused on establishing and enhancing Occupant Protection, Child Passenger Safety, Distracted and Young Driver programs in several metro area locations including El Paso, Denver, Jefferson, Larimer, Mesa, Arapahoe and Pueblo counties; rural areas and the Ute Mountain Ute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

## Program Administration

39 projects were managed with a planned budget of \$3,015,179.

## 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* campaigns and *May Mobilization*
- Creating strategies to address 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 the Graduated Driver License program
- Piloting Older Driver education and awareness programs



# Program Task Reports

## Safety Education and Enforcement Programs

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### Occupant Protection





# Occupant Protection

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## Click It or Ticket ~ Colorado State Patrol ~ 17-06-61-01

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* project was 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

- The CSP provided 4,908 hours of grant-funded enforcement including three CDOT-sponsored enforcement waves (*March Rural*, *May Mobilization* and *July Rural*) as well as some individual Troop targeted enforcement.
- These hours supported 842 grant-funded contacts and 726 grant-funded seat belt citations.
- CSP continues to use social media as a tool in getting out the seat belt safety message. In this grant cycle 62 safety messages were posted to Facebook and Twitter accounts resulting in more than 533,531 views and impressions (comments, likes, and shares.) These messages help ensure that audiences of all ages and ethnicities understand the dangers of unrestrained drivers and passengers.

Colorado is experiencing a statewide increase in fatal crashes. Although the CSP did not successfully reach a 5% decrease in fatal crashes involving unrestrained occupants (CSP experienced a 10.1% increase), the CSP continued to provide enforcement with the expectation of changing behavioral patterns which will carry over into future grant cycles.

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## Click It or Ticket ~ Local Law Enforcement Agencies ~ 17-06-61-02

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

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. Statewide coordination and recruitment was provided by CDOT's Law Enforcement Coordinator.

### Results

- The *Click It or Ticket (CIOT)* project conducted three large scale seat belt enforcement campaigns. *Click It or Ticket, Rural # 1*, *May Mobilization* and *Click It or Ticket, Rural # 2* campaigns were held between March and July 2017.

continued



# Occupant Protection

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- 74 agencies, using 1,002 officers and deputies working 7,449 hours issued 6,244 seat belt violations
  - Rural #1 enforcement consisted of 44 agencies with 197 officers and deputies working 1,397 hours and issuing 1,520 seat belt violations.
  - *May Mobilization* consisted of 74 agencies with 605 officers and deputies working 4,600 hours and issuing 4,222 seat belt violations
  - Rural # 2 enforcement consisted of 45 agencies with 200 officers and deputies working 1,452 hours and issuing 502 seat belt violations
  - Average cost of a seat belt citation was \$124.88.
- 

## Occupant Protection Technology Transfer ~ Highway Safety Office Partners ~ 17-06-61-03

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

Funds from the Occupant Protection Technology Transfer project were used to send eight HSO partners to the 2017 Lifesavers conference that was held in Charlotte, North Carolina on March 26 to 28, 2017 and two HSO partners to “Kidz in Motion,” held in Broomfield, Colorado on August 30 to September 2, 2017.

### Results

These ten individuals represented law enforcement, Penrose Hospital, Foothills RETAC, Drive Smart, Alexa’s Hugs, Swedish Trauma Services, and the Colorado Department of Transportation’s Highway Safety 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.

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## High-Visibility Traffic Safety Campaigns/Mini-Grants ~ Highway Safety Office Partners ~ 17-06-61-04

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

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## 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, “Traffic Safety Champions” were held to honor the men and women of law enforcement for their commitment and dedication in enforcing impaired driving and occupant protection laws. The events were held in Grand Junction and in Denver and recognized 86 individuals and 40 agencies who were honored.
  - Englewood Police Department was the only law enforcement agency that requested occupant protection mini-grants.
  - Eight regional law enforcement trainings were held around the state and attended by 175 representatives from 115 sheriff’s offices and police departments and three State Patrol troops.
- 

## Seat Belt Surveys ~ Colorado State University ~ 17-06-61-05

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 7 and July 1, 2017 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 premobilization survey was conducted from May 7-13 in 25 counties immediately prior to the enforcement wave.
- A statewide survey followed the enforcement wave with observations in the same 25 counties from June 4-17.
- The rural survey portion of the project was conducted June 18-July 1 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

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## Results: Seat Belt Usage Rates

	Pre-Mobilization	Rural	Statewide
Cars	82.1%	86.8%	83.7%
Vans	90.0%	89.7%	88.5%
SUVs	89.4%	91.0%	87.2%
Trucks	78.6%	76.1%	76.5%
Commercial	76.6%	77.7%	70.8%
Overall usage	85.5%	84.4%	83.8%

The results of the three surveys were statistically consistent with low standard errors and demonstrated slight decreases in overall seat belt usage in the Statewide Survey from 85.2% in 2015 to 84.0% in 2016 to 83.8% in 2017.

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## Occupant Protection ~ Southern Colorado RETAC ~ 17-06-61-06

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 project 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%.
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# Occupant Protection

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## San Luis Valley RETAC ~ San Luis Valley RETAC ~ 17-06-61-07

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 of birth-16 years from 23 to 10; and to decrease the percent of fatalities of all teen male drivers, male drivers ages 21-24, and drivers age 55 and older.

### Results

- For quarters 1 and 2, seat belt observations were held at ten school sites prior to activities in the schools.
  - Seven high schools participated in the *School Challenge*.
  - Four check-up events were held in various locations.
  - Ten child passenger safety education classes were held with 119 attendees.
  - Safety education booths were hosted in five counties.
  - This project terminated in the second quarter of the grant year.
- 

## High-Visibility Enforcement and Child Passenger Safety Program ~ Aurora Police Department ~ 17-06-61-08

This project addressed performance measures C-3. Reduce the fatalities per Vehicle Miles Traveled (VMT) and 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.

### Results

- High-visibility enforcement operations and individual officer enforcement efforts were conducted throughout the year.
- Multiple high-visibility enforcement operations were conducted this year, including participating in the statewide *Click It or Ticket* high-visibility enforcement periods.
- 22 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.

continued



# Occupant Protection

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- One of the child passenger safety check events was held in conjunction with the Brighton Police Department by providing all needed equipment and CPS technicians.
- 210 child seats were inspected, and five seats were distributed.

A significant outcome of this program was an increase in seat belt usage over FY 2016. During FY 2016, the seat belt usage in Aurora was 83.75%. During FY 2017 the seat belt usage increased to an average of 84%, which met the project's goal.

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## Highway Safety Office Traffic Safety Summit ~ Highway Safety Office ~ 17-06-61-09

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 trends and gaps in services as well as opportunities for collaboration and new funding streams.

### Results

The Highway Safety Office hosted the third annual “Improving Colorado’s Road Health Summit” in Breckenridge, CO from July 10-12, 2017. The 2017 theme of the summit was “Setting the Stage for Success.” This year the Summit focused on providing resources and training for existing grantees, including information on the FY 2019 competitive three-year funding cycle. Other topics included facilitated networking break-outs, alternative funding sources, program evaluation and skill-building.

### Overall Summit Feedback

A survey was sent to the 91 registered attendees and response to the conference was overwhelmingly positive.

- “This was the best conference CDOT has sponsored. The information was great; the smaller group was much more meaningful; and the location was spectacular.”
- “Very well put together. The geographic breakouts were very important to me.”
- “I discovered how many different people/departments/organizations are all working towards the same common goal. That was awesome to learn and see.”
- “In this politically challenging climate where federal funding is being questioned, in some situations severely compromised, if not eliminated entirely - I greatly appreciate that CDOT has the foresight to create opportunities for focusing on prevention, building and strengthening strategic partnerships, and most importantly to inspiring us to actively engage in diversifying our funding streams. I admire your deep commitment to the prevention work you have funded for decades and I am so very impressed by how CDOT is handling their relationships during this challenging time by taking the high road and inspiring out of the box creative thinking.”



# Occupant Protection

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## Traffic Safety Initiatives Mini-grants ~ Local Agencies ~ 17-06-61-10

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

- Eagle River Youth Coalition used marketing through social media to promote traffic safety messages to 37,000 community members and visitors along the I-70 corridor.
- Various public transportation marketing campaigns were held to offer alternatives for senior drivers.
- Seven companies were contacted in Denver and Arapahoe County for “Just Drive” presentations.
- The City of Englewood and Band-it participated in presentations with 150 employees and 600 resources provided. Evaluations indicated that 65% of participants intended to change their driving behaviors. 80% had increased awareness of the dangers of distracted driving and 88% were motivated to change distracted driving behaviors as a result of the course. There was a 96% overall satisfaction rate with the course.
- The Wheat Ridge Police Department held the “Día de Los Niños” bike rodeo teaching bicycle safety and helmet use.

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## Plains to Peaks RETAC Occupant Protection ~ Plains to Peaks RETAC ~ 17-06-61-11

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 project was to reduce the number of unrestrained passenger vehicle occupant fatalities within El Paso, Teller, Lincoln, Cheyenne and Kit Carson counties from 63 to 59 by increasing the combined five counties’ seat belt use rates from 66% to 69%.

### Results

- The RETAC engaged six automobile dealers in El Paso, Lincoln and Kit Carson Counties (the only counties with automobile dealers) to place “We Value Our Customers: Please make sure everyone is BUCKLED UP on every ride.” hangtags inside each vehicle on the dealer lot, and replacing them when vehicles are sold. Among the six dealers, nearly 400 vehicles are sold monthly.

continued



# Occupant Protection

- There were two “Saved by the Belt” award ceremonies held, with 19 individuals receiving certificates and recognition. One was in El Paso County and one in Kit Carson County. Local media was present at both. Media attention was a desired result, reminding the public that seat belts do save lives.
- Schools in Teller, El Paso, Cheyenne and Lincoln Counties all participated in safe driving events and presentations. Teens in these regions were exposed to combined nearly 200 safe driving presentations and activities or displays.
- 2,500 customized traffic safety business cards were distributed to law enforcement agencies.

County	Change in seat belt usage - 2009 to 2017
Cheyenne*	Increased 5%
Teller*	Increased 31%
El Paso**	Decreased 4.7%
Kit Carson**	Increased 41.3%
Lincoln**	Increased 12.6%

\*Data from Drive Smart Colorado

\*\*Data from CDOT

## Motor Vehicle Occupant Safety Program ~ Ute Mountain Ute ~ 17-06-61-14

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.
- Five Occupant Protection presentations were offered throughout the community reaching 199 people.
- Six *Baby’s Safety Comes First* classes were offered to expecting parents with eight infant seats given out prior to birth.
- Eight check-up events were offered to the community and eleven child safety seats were distributed with education about the correct placement of the unit in the vehicle.
- Four safety checkpoints were held with 14 car seats distributed.

continued



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- 105 child safety seats were distributed during Inspection Stations.
  - Two high-visibility enforcement campaigns were held in conjunction with BIA and Tribal Law Enforcement.
  - 69 car seats were distributed with education about correct installation.
  - Restraint compliance rates increased significantly:
  - Tribal vehicles: increased from 18% in 2015 to 50% in 2017; Children at Head Start increased from 57% to 82%; and in the community as a whole increased from 45% to 51%.
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# Program Task Reports

## Safety Education and Enforcement Programs

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### Child Passenger Safety





# Child Passenger Safety

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## Child Passenger Safety Team Colorado ~ Colorado State Patrol ~ 17-05-51-01

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 this project was to reduce by 5% the total number of fatalities and serious injuries in crashes statewide through 2018 as compared to 2015 for children aged birth to 15.

### Results

- Served as the state coordinator for Car Seats Colorado
- Developed or maintained 160 public safety and community-based partnerships
- Provided physical and intellectual resources to more than 1,190 certified Child Passenger Safety (CPS) Technicians
- Helped agencies market CPS initiatives, and increased enforcement of CPS laws
- Taught 40 classes including three renewal, 13 refresher, 17 advocate, and seven new technician classes
- Issued 1,423 new child passenger restraints to families
- Reached a statewide recertification rate of 58%, up from 56.3% the previous year
- Certified 112 new CPS Technicians which included nurses, caregivers, fire fighters, law enforcement officers and support staff
- Recertified 132 CPS Technicians through CEU/ Refresher classes
- Recycled more than 7,500 car seats at 20 locations statewide.

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## Child Passenger Safety Program ~ Servicios de La Raza ~ 17-05-51-02

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 in children eight years old 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

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## Results

- Eight child passenger safety presentations were offered at community agencies.
  - Child Passenger Safety outreach was conducted at 22 community events.
  - 2,755 families received child passenger safety education and materials during SDLR food bank hours, SDLR community resource events, and partner agency outreach sites.
  - 107 child passenger safety seats were distributed with education on correct installation through SDLR Inspection Station, Federal Heights Health Fair, St. Anthony's Food Bank, and SDLR Ready for School - Child Passenger Safety Event.
  - A self-reporting survey showed that 100% of families reported using incorrect child passenger seats for their children and 50% of families self-reported not correctly using their 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 in 2016-2017.
- 

## Occupant Protection Mini-Grants ~ Local Agencies ~ 17-05-51-03

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 2016 Problem ID Report implemented occupant protection activities. These activities included, but were not limited to, purchasing and distributing child safety seats, conducting checkup events, running inspection stations by appointments, distributing safety materials, and conducting youth and adult safety classes.

## Results

- Eleven new CPS Technicians from rural and metro areas were trained and/or recertified. These technicians completed more than 500 inspections.
- More than 500 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 have been disseminated.
- A training program designed to educate their employees to buckle up and not drive distracted was developed and offered to employers.
- 19 car seats were provided to families transitioning out of homelessness.
- Numerous expired and broken seats were recycled.
- 50 *CarFit* inspections were completed encouraging participants to make the decision to "Buckle UP."



# Child Passenger Safety

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## Each One Teach One ~ Minority CPS Outreach Program ~ Children's Hospital Colorado ~ 17-05-51-04

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 Outreach Program is a collaborative effort between Street-Smart, Inc., Tri-County Health Department, and Child Health Clinics at Denver Health and Hospital Authority. The goals of the project were to increase the number of children ages birth to eight in Adams, Arapahoe, and Denver County who are properly restrained, with special emphasis on increasing usage rates among at-risk African-American and Hispanic families.

### Results

- Partnered with Denver Public Health to staff CPS inspection stations at Westwood Head Start, and at the Eastside and Montbello Family Health Centers
  - Conducted CPS education and car seat distribution classes 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, 391 child restraints were inspected and 724 seats were distributed to low-income families qualifying for federal entitlement programs and residing in targeted neighborhoods
  - Continued use of the CPS illustrated pocket guide (a “CommuniCard”) was used to facilitate better communication of 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.
- 

## SUCAP Child Passenger Safety and Young Driver Program ~ Southern Ute Community Action Programs, Inc. ~ 17-05-51-05

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 from a total of twelve fatalities in ten crashes in 2012 to no more than six fatalities in 2018.

### Results

- 26 presentations were given to more than 80 parents, 50 teachers and 115 children (unduplicated count) on the consequences of unrestrained drivers and passengers in moving vehicles, including 100 Head Start families and 42 elementary school families.

continued



# Child Passenger Safety

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- 2,500 flyers promoting safe passengers and the child safety seat fit program were distributed in La Plata County.
  - 64 child safety seats were fit and distributed.
  - 48 high school students were involved in writing, acting, filming and editing public service announcements.
  - Two video PSAs and one audio PSA were produced and aired in Ignacio High School and other venues, and distributed to local media outlets for broadcast.
  - Two highway safety educational events were attended by 58 high school students.
- 

## Communications and Outreach Support for Child Passenger Safety ~ Drive Smart Evergreen/Conifer ~ 17-05-51-06

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 project were to increase booster seat compliance among children in Jefferson, Clear Creek, Park and Gilpin counties to the state average or by at least 10%, and to increase parent compliance and education with restraint laws in targeted schools to the state average of 82% (in 2014) or by at least 5% by September 30, 2017.

### Results

- Quantitative pre-and-post-intervention booster seat compliance surveys were conducted at nine schools and Head Start locations. Results show a 22% increase in appropriately restrained children.
  - Twelve presentations were given in nine schools and to six parent groups and 30 health organization representatives to raise awareness among leaders and parents regarding car seat noncompliance.
  - Child Passenger Safety curriculum was delivered to 4,118 students, 308 staff, and 6,177 parents.
  - Peer-led activities, where middle school students volunteered to teach elementary students about seat belt safety, resulted in over 50 volunteer hours.
  - 30 law enforcement-led activities took place with partner schools/organizations which resulted in 88 car seat inspections and approximately 45 car seat donations to families in need.
  - Low-income families were targeted with education for parents through Head Start organizations and events.
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# Child Passenger Safety

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## Swedish Medical Center's Car Seat Safety Program ~ Swedish Medical Center ~ 17-05-51-07

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 project were to increase the number of car seats being inspected for proper installation and fit prior to discharge at Swedish Medical Center (SMC) by 10%, increase communication and outreach to children and parents about the importance of car seat safety and increase communication and outreach to the community, schools and physicians' offices by 5%.

### Results

- 1,440 families were educated about car seat safety through the use of the car seat education discharge checklist prior to hospital discharge from October 2016 - September 2017.
  - 361 car seats were inspected for proper installation at SMC's Car Seat Inspection Station.
  - Four car seat safety classes were held at Englewood WICC and Sheridan ECC reaching 33 parents.
  - Three low cost car seats were distributed at SMC's Car Seat Inspection Station.
  - 225 Car Seat Inspection Station fliers were distributed to local physicians' offices, reaching more than 7,000 community members, employees, physicians and patients via social media, newsletters and flyers stressing the importance of proper vehicle restraint and car seat safety.
- 

## Safe Choices for Children ~ Pagosa Pregnancy Support Center ~ 17-05-51-08

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 from two to zero, and to reduce the number of unrestrained passenger vehicle occupant serious injuries in Archuleta by 50% (from eight to four) by September 30, 2018.

### Results

- Presented DVD curriculum on child passenger safety and seat belt use to parents and caregivers in one-on-one sessions with a CPS Technician
- Included in every positive pregnancy test packet was NHTSA's "When Your World Rides With You" flyer describing seat belt/restraints recommendations for pregnant women and children

continued



## Child Passenger Safety

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- Had the Nurse Manager review flyer information with every pregnant client
  - Exhibited at Child Passenger Safety Events including Archuleta County Fair, Heath Fair, Halloween Carnival, and CPS at Seeds of Learning, CPS class May 9th, 16th, 23rd, and 30th
  - Provided education to 83 care givers and parents
  - Held 89 one-on-one conversations about seat-belt placement during pregnancy
  - Inspected 56 child seats, and distributed 60 seats
  - Pre-and-post program surveys showed a 13.6% increase in restrained occupants
- 



# Program Task Reports

## Safety Education and Enforcement Programs

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### Young Driver and Distracted Driving and Older Drivers





# Young Driver and Distracted Driving and Older Drivers

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## Data Driven Approaches to Crime and Traffic Safety/Distracted Driving ~ Greeley Police Department ~ 17-03-31-01

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

### Project Description

The goal of this project 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 spent 860 hours engaged in high-visibility texting and cell phone enforcement within designated DDACTS areas.
  - Greeley Police Officers made 1,435 traffic stops in DDACTS areas during the assigned overtime hours.
  - Officers issued 447 citations for distracted-driving-related behaviors.
  - Officers assigned to the Department's Traffic Unit gave 26 presentations to drivers of all ages, which focused on the dangers of distracted driving.
  - A significant outcome was a reduction in the percentage of fatal and serious injury crashes where distracted driving was a contributing factor, down from 14% during FY 2015/2016 to 12.5% during the second year of the grant funding.
- 

## P.A.R.T.Y. Program ~ University of Colorado Hospital ~ 17-03-31-02

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.) project was to decrease the number of fatalities among drivers ages 20 and younger in El Paso, Adams, Larimer, and Arapahoe counties by 15% by September 30, 2018. The program strives to save lives by changing attitudes, decreasing distraction, and increasing seat belt usage.

### Results

- 28 P.A.R.T.Y. programs were held at either the University of Colorado Hospital in Aurora, Memorial Hospital in Colorado Springs, or Poudre Valley Hospital in Fort Collins to educate high school students about the hazards of distracted driving, and drinking and driving. Students were from El Paso, Adams, Arapahoe, Jefferson, and Larimer counties.
- 13 P.A.R.T.Y. On the Road programs were held in Denver Metro, Colorado Springs, or Pueblo to educate high school students about the hazards of distracted driving and drinking and driving.

continued



# Young Driver and Distracted Driving and Older Drivers

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- 1,282 high school students were reached at 18 different schools, in one volunteer group and one Explorers group.
  - The program was implemented at ten new schools in Denver Metro, Colorado Springs, and Fort Collins.
- 

## Young Driver Traffic Safety ~ Weld County

Department of Public Health and Environment ~ 17-03-31-03

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 by 10% the number of traffic fatalities in Weld County by September 30, 2018, down from 55 fatalities to 50.

### Results

- Fourteen half-day high school *Safe Teen Driving* programs were conducted throughout Weld County reaching nearly 1,900 students.
  - Four Weld County high schools participated in a year-long student safety challenge which impacted more than 1,200 students.
  - Four *Parent of Teen Drivers* classes were conducted within Weld County with 60 participants in attendance.
  - Six Graduated Driver License (GDL) roll-call presentations for local law enforcement agencies were conducted with 157 officers attending. After the presentation, according to survey results, 100% of officers in attendance were willing to issue a citation for GDL violations.
  - Drive Smart Weld County attended 13 community events distributing GDL, seat belt and distracted driving information to more than 1,500 community members.
  - Eight drivers' education scholarships were awarded to low-income families.
  - Drive Smart Weld County obtained 227 Facebook followers and had 561 "Likes" on our Twitter feed.
-



# Young Driver and Distracted Driving and Older Drivers

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## Interactive High School Teen Kickoff Program ~ Texas A and M Transportation Institute and TjohnE Productions, Inc. ~ 17-03-31-04

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 promote vehicle occupant safety with information to increase seat belt use and reduce distracted driving from cell phone use for teen drivers ages 15-19. This was done through education about Colorado's driving laws, fines, penalties, and Graduated Driver License (GDL) information.

### Results: *Teens in the Driver's Seat* Project

- Activated 13 high school programs within the state of Colorado and four high schools near the Denver Metro area, for an estimated student outreach of 12,500, and distribution of 4,400 educational outreach items
- Distributed 17 surveys to all programs and obtained a 41% response rate
- Facilitated ten "Zero Crazy" activities for both cell phones and seat belts throughout the grant year
- Monitored more than 320 reported in-school activities from 14 active schools
- Distributed more than \$4,250 in awards and prizes for Colorado schools through TDS contests (TDS Cup, Outstanding School Zero Crazy, etc.) and one Teen Advisory Board Scholarship
- Conducted and participated in four large teen driver education workshops and facilitated eight meetings with Colorado partners and sponsors
- Supported four Teen Advisory Board (TAB) members during the 2016-17 school year and welcomed four TAB members for the 2017-18 school year
- Supported knowledge dissemination through four social media channels (Facebook, Twitter, Instagram and Snapchat)

### Results: *ThinkFast* Project

- Presented to 32 targeted high schools statewide reaching approximately 8,000 students with highway driving messages addressing topics of speed, fatalities, seat belts, impaired driving, GDL, additional passengers, and distracted driving
  - Partnered with numerous safety-related organizations such as Life Savers, GHSA, SADD, MADD, FCCLA, State Farm, the National Safety Council, and with Nissan North America to further the safe driving message to teens
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# Young Driver and Distracted Driving and Older Drivers

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## Young Drivers Distracted Driving Campaign/Challenge ~ Drive Smart Colorado ~ 17-03-31-05

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 traffic fatalities among drivers ages 20 and younger in El Paso and Teller counties from twelve to nine fatalities by implementing proven countermeasures that relate to the Graduated Driver License law and distractions in the vehicle, and by targeting young drivers. This includes: high school and college students as well as the younger Army soldiers and Air Force airmen and parents of young drivers.

### Results

- The six-week long peer-to-peer traffic safety educational *High School Traffic Safety Challenge* was conducted in the fall of 2016 in 26 schools in El Paso and Teller Counties. It impacted a population of close to 13,000 students, staff and parents and ended in January 2017. Of the 26 schools that finished the challenge, twelve schools increased their seat belt use between 1%-10%, and five increased their seat belt use between 11%-13% with one school increasing over 20%. Additionally, eleven schools decreased their cell use while driving between 1%-10%, and two schools decreased their cell phone use by more than 11%.
- The Distracted Driving Simulator (and Convincer and SIDNE) were deployed to the three colleges twice each, Ft. Carson one time, and the Air Force Bases five times. 85 surveys were completed before and following the education on the Distracted Driving Simulator. 46 admitted to being distracted by something while driving. 60 said they would not be inclined to drive distracted after the education. Nearly 1,000 people either were educated by observation or participated in the Distracted Driving Simulators, SIDNE vehicle or Seat Belt Convincer at the colleges and military installations.
- 73 people attended Graduated Driver License educational classes for parents and their teens.

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## Distracted Driving ~ Colorado State Patrol ~ 17-03-31-06

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

### Project Description

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

### Results

- 2,693 hours of distracted driving enforcement and 695 hours of distracted driving education were provided.
- 11,486 drivers were cited by Colorado State Patrol for distracted-driving-related violations.
- Grant-funded hours provided educational opportunities at county fairs, special events, and high school distracted driving safety events.



# Young Driver and Distracted Driving and Older Drivers

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## Distracted Driving Enforcement Campaign ~ Aurora Police Department ~ 17-03-31-07

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

### Project Description

The goal of this project was to reduce the number of serious and fatal crashes caused in part by distracted drivers, and to 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 throughout *National Distracted Driving Month* in April that resulted in 330 drivers being contacted, 310 summonses being issued, 108 warnings being issued and 307 drivers identified as distracted.
- 1,362 drivers were contacted during directed enforcement efforts funded by this grant. Officers determined that 884 of the drivers contacted were distracted.
- Officers conducted six public educational presentations about the dangers of distracted driving that included pledge events.
- 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 the second *Teens Take the Wheel* event. Officers explained the Graduated Driver License laws to teen drivers and their parents.

A notable outcome of this project was that the goal of reducing the percent of fatal crashes where distracted driving was a contributing factor to 9.5% was not met. During the first three quarters of the project, the goal was exceeded. A surge in fatal crashes in the fourth quarter resulted in a 14% overall increase for the year. Overall crashes with a distracted driving contributing factor were 16%, which was the same as last year. It did not meet the goal of 14.5%.

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## Distracted Driving Enforcement ~ Denver Police Department ~ 17-03-31-08

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

### Project Description

The goal of this project was to increase the number of citations issued by 10% (from 504 to 544) when involving a distracted driver in the City of Denver.

continued



# Young Driver and Distracted Driving and Older Drivers

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## Results

- Officers worked a total of 601.4 hours on this project.
- 165 enforcement shifts were conducted.
- Officers contacted 1,247 motorists who were observed manipulating an electronic device while driving or who were observed committing a similarly unsafe violation.
- Those contacts resulted in 824 moving citations being issued and 423 warnings being given.
- 644 of those contacted received printed educational material explaining the dangers and consequences of distracted driving.

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## Teen Driver Safety Awareness Program ~ Children's Hospital Colorado ~ 17-03-31-10

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 goals of this project were to promote increased awareness of both Colorado's Graduated Driver License law and to increase parents' abilities to confidently participate in their teen's driving experience.

## Results

- The project worked collaboratively with 22 program partners to engage teens through 13 educational booths, including the "Ditch the Distraction" photo booth, reaching more than 2,500 teens, and presented 18 "What Do You Consider Lethal" classroom-based presentations, reaching 2,446 teens and five *Teens Take the Wheel* events, reaching more than 500 teens and parents.
- The new *High School Challenge* award program was implemented by getting students involved with peer-to-peer education and by promoting safe driving throughout the school year. Two schools have committed to participating with seven others pending.
- A new video, "The Impact of Distracted Driving," was created featuring a Colorado college student who tells her distracted driving story and how it changed her life and the life of another. This video will be incorporated into future "What Do You Consider Lethal" presentations by DMTD. This video premiered in October 2017 during *National Teen Driver Safety Week* with results to be captured in FY 2018.
- Positive outcomes of this project were observed through pre-and-post program seat belt/distracted surveys from five schools. Three of the five schools had a decrease in distracted driving and an increase in seat belt use. Children's Hospital anticipates that participation in the new *Challenge* will increase and that greater impact will be shown in the next grant year.



# Young Driver and Distracted Driving and Older Drivers

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## Foothills School-Based Teen Motor Vehicle Program ~ Drive Smart Evergreen/Conifer ~ 17-03-31-11

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 peer-to-peer educational activities encouraging safe driving behaviors.

### Results

- Conducted two to five traffic safety activities monthly in each of six schools reaching approximately 600-700 students. Activities included seat belt checks, trivia contests, homecoming and prom activities, and community projects focused on safe driving.
- Distributed 3,600 educational packets with GDL requirements and new driver resources to students and parents of families with 8th to 11th graders.
- Held GDL educational nights for parents and teens. Pre-and-post-program surveys showed an increase in both knowledge and comfort level with teen driving issues following the event.
- Awarded 11 driver's education scholarships (donated by a Driver's School) and four *Alive at 25* scholarships to GDL students.
- Facilitated *Teens in the Drivers' Seat*, a year-long program in five schools resulting in national recognition and awards earned in each school.
- Created a menu of program options for school administrators to reference when looking for teen driver safety educational opportunities and activities to reinforce safe driving.
- Completed anonymous seat belt checks for five new area high schools, disseminated the data to administrators and offered driver safety programs in each school.
- Participated in nine safety fairs and community events providing teen motor vehicle safety demonstrations, educational materials and GDL information.

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## Young Driver Seat Belt Campaign ~ Safe Kids Larimer County ~ 17-10-01-13

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.

continued



# Young Driver and Distracted Driving and Older Drivers

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## 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
  - Conducted pre-and-post-program seat belt surveys at 14 schools in Larimer and Weld Counties
  - Engaged 13 schools to participate in *Traffic Safety Challenges* with ten completing the challenge
  - Saw an overall seat belt use increase of 13.8% (ranged from 2.7% to 48% increase) at participating schools. Only one school saw a decrease in usage.
  - Hosted 100 radio spots on two local radio stations and over 300 social media posts
  - Distributed 2,412 seat belt "hugs" customized with school logos as a reminder to buckle up for someone you love
  - Nine GDL classes were offered to parents and teens to attend together. An increase in knowledge gain was seen between the pre-and-post-program tests given on every question.
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# Young Driver and Distracted Driving and Older Drivers

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## Young Driver Seat Belt Safety and Compliance ~ Central Mountains RETAC ~ 17-03-31-15

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, 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 *High School Challenge* from seven high schools with the goal to increase seat belt usage. The high schools were Battle Mountain HS in Edwards, Buena Vista HS in Buena Vista, Eagle Valley HS in Gypsum, Lake County HS in Leadville, Salida HS in Salida; South Park HS in Fairplay, and Summit HS in Frisco.
- The data collected in the fall of 2016 was used at the starting point of the *Challenge*. An observational study took place at half-way through and at the conclusion of the *Challenge*. The studies not only observed students, but parents and school staff as well.
- There was improvement in four of the schools and the CM RETAC, as a region, increased seat belt usage to 87.9% from 87.3%.

School	Start	End	Difference
Battle Mountain	91.3%	90.7%	- 0.6
Buena Vista	83.3%	76.5%	- 6.8
Eagle Valley	87.7%	95.1%	+ 7.4
Lake County	54.5%	73.9%	+ 19.4
Salida	68.0%	79.6%	+ 11.6
South Park	79.3%	86.7%	+ 7.4
Summit	97.0%	96.4%	- 0.6
RETAC	87.3%	87.9%	+ 0.6

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# Young Driver and Distracted Driving and Older Drivers

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## Aging Road Users ~ Drive Smart Colorado ~ 17-10-01-01

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 project was to reduce the number of passenger vehicle fatalities among drivers 65 or older in Colorado from 89 to 86 and reduce serious injuries/hospitalizations from 394 to 374.

### Results

- 12 presentations were given, impacting more than 3,000 individuals, providing education about older driver safety, *CarFit* descriptions and the updated Colorado's Guide for Aging Drivers and Their Families. These presentations were held in El Paso, Kit Carson, Cheyenne, Las Animas, Custer and Teller Counties.
- A Drive Smart Colorado staff member and *CarFit* Coordinator trained six new *CarFit* Technicians including five in El Paso County and one in Teller County.
- 147 older drivers were "fitted" properly into their cars at *CarFit* events sponsored by Drive Smart Colorado. Events were held in Colorado Springs, Fountain, Westcliffe, Burlington, Trinidad, Limon and Canon City.
- The Colorado's Guide for Aging Drivers and Their Families was updated and reprinted for its third publication. 64 partners helped distribute 15,886 guides to individuals, agencies and communities throughout Colorado.
- Eight advertisements for the Colorado's Guide for Aging Drivers and Their Families were placed in county newspapers targeting the senior community.
- Six statewide Older Driver Coalition meetings were held where topics addressing the safety of the older driver and future plans were discussed.

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## Increasing Aging Road User Safety ~ Drive Smart Evergreen/Conifer ~ 17-10-01-02

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 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

- Maintained active membership in the Older Driver Coalition and participated in bi-monthly meetings focusing on strategies to address safe driving and transportation needs of seniors through education and information sharing

continued



# Young Driver and Distracted Driving and Older Drivers

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- Provided monthly updates on the Experienced Driver section of the Drive Smart website with training opportunities for seniors and caregivers
- Held quarterly training opportunities for new *CarFit* technicians
- Trained nine new *CarFit* technicians including two from within the medical community
- Established two *CarFit* stations with regular monthly operating schedules and an additional station location identified for future operational dates
- Expanded *CarFit* program into Gilpin County
- Held twelve *CarFit* events throughout Jefferson and Gilpin counties
- Distributed more than 3,000 Colorado's Guide for Aging Drivers and Their Families through libraries, various local fairs and events, businesses, and *CarFit* booths
- Listed our services on the state resource section of the Clearing House on Older Road Users (CHORUS) website
- Reviewed the comprehensive Jefferson County Community Asset Map as supplemental information for the Senior Resource Guide for its fall 2017 planned update

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## Reaching Older Adult Drivers (ROAD) ~ Cordy and Company ~ 17-10-01-03

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 this project was to reduce the number of traffic fatalities and serious injuries for drivers 65 or older in Denver, Adams and Arapahoe counties. The second year's activities were instrumental in building on the existing foundation and relationships to promote ROAD's effort to reach its three-year goal.

### Results

- 36 *CarFit* events were held at which 109 inspections were performed in Denver, Adams and Arapahoe counties at AAA Colorado locations, senior centers, and a fire station, library and church.
- Outreach was conducted during the 9HealthFair in April at the Community College of Aurora, reaching more than 40 participants/organizers and laying the foundation for a *CarFit* event at the fair in 2018.
- The second annual safety transportation fair, featuring educational presentations and *CarFit*, was presented in June in collaboration with St. Andrew United Methodist Church and AAA-Colorado. More than 50 seniors were in attendance and 22 *Carfit* inspections were conducted.
- A mini safety fair in June was conducted in collaboration with Park Hill Library's "North of 50" program, "Walk2Connect", "Bikes Together", and Northeast Transportation Connections.

continued



# Young Driver and Distracted Driving and Older Drivers

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- A *CarFit* event hosted in August by Heather Gardens Active Adult Senior Community was featured along with an online article and video in the Denver Business Journal special report, *The Business of Aging*. Nine *CarFit* inspections were conducted. More than 500,000 unique visitors per month have visited the site.
- A *CarFit* event was held in September at the City of Centennial Annual Car Show, Concert and Senior Fair, and provided more than 1,000 attendees exposure to the program.
- Twelve meetings and five presentations on aging driving safety were held at senior centers and non-profit community organizations.
- 4,213 senior resource guides were distributed to 71 agencies, libraries and senior centers, including replenish requests.
- The grant-funded program expanded in this second year by adding Arapahoe County as a third county served and by partnering with AAA Southglenn and AAA North Metro.

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## Engaging Mobility Initiatives ~ Penrose Hospital ~ 17-10-01-04

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

### Project Description

The goal of this project was to reduce the number of passenger vehicle fatalities among older drivers ages 65 or older in Colorado from 89 (2013 CoHID data) to 86 (3.4%) and reduce serious injuries/hospitalizations from 394 (2013 CoHID hospitalization data) to 374 (5.1%).

### Results

- An advisory committee consisting of 15 members, including one physician, two researchers/faculty, two public health professionals and ten Occupational Therapy (OT) practitioners, was convened to guide the program efforts.
- 230 Colorado OTs completed a survey to clarify OT practices and perceived barriers to addressing driving and community mobility. Lack of knowledge, confidence, and competence were listed as primary reasons for not addressing driving with patients.
- In-service education about the OT role in driver safety was provided to 180 OT practitioners and OT students.
- A five-month driving study group was completed in Northern Colorado to build the capacity of OTs to address driver safety. Therapists demonstrated an average ten-point increase in knowledge from pre-test to post-test.
- The Fitness to Drive Community of Practice was developed which met monthly from January through September 2017 to share Older Driver resources, create materials for therapists to use with clients, and promote *CarFit* and other public health programs.
- The Fitness to Drive website and online discussion board were created and shared to serve as a gathering place for resources, questions, and projects of the Community of Practice. There are 36 participants on the discussion board.

# Program Task Reports

## Safety Education and Enforcement Programs

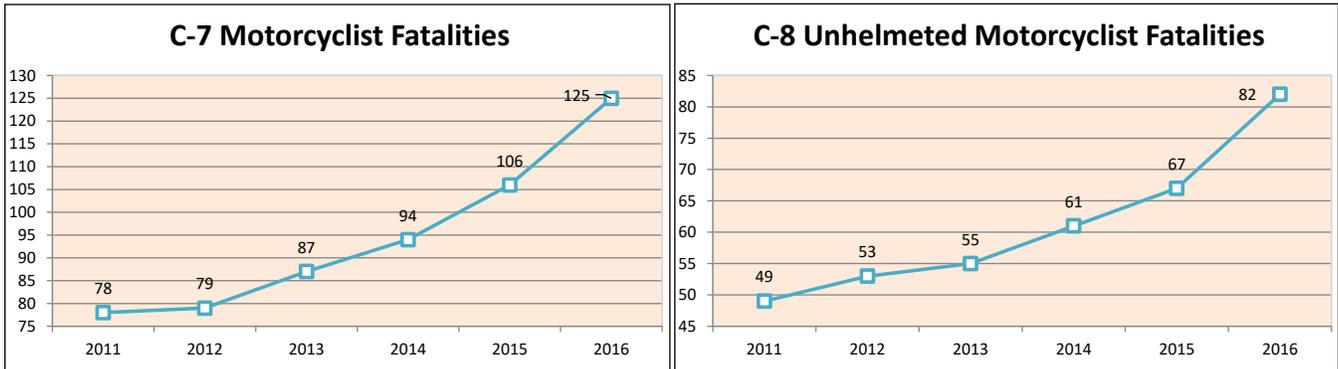
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### Motorcycle Safety





# Motorcycle Safety



Motorcyclist fatalities increased from 106 in 2015 to 125 in 2016, a 16% increase. Unhelmeted motorcyclist fatalities increased from 67 in 2015 to 82 in 2016, an increase of 13%. 61% of all motorcyclist fatalities were unhelmeted. Projects in the Motorcycle Safety program support the Highway Safety Office’s (HSO) goals to reduce motorcycle injury and fatal crashes. The Motorcycle Safety program supported projects that increased motorists’ awareness of motorcycles; educated drivers about safely sharing the road with motorcycles; and encouraged motorcyclists to be trained and licensed, to become educated about the use of proper riding gear and the dangers of impaired riding.

## Program Administration

One project was managed with a planned budget of \$63,230.

## Efforts and activities to increase Motorcycle Safety included:

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



# Motorcycle Safety

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## Ride Smart Foothills Motorcycle Safety ~ Drive Smart Evergreen/Conifer ~ 17-07-71-02

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-7. Reduce the number of motorcyclist fatalities.

### Project Description

The goal of this project was to reduce the percentage of motorcyclist fatalities in crashes in Jefferson County involving a driver or motorcycle operator with a BAC of .08 or higher from 50% (2013) to 40% by September 30, 2018 by engaging the motorcycle community in development of local safety messaging and educational information to increase use of safety gear and safe riding.

### Results

- Ride Smart and the Jefferson County Sheriff's Department hosted two rider safety education events at the Sheriff's Office training center, reaching more than 100 riders.
- Held motorcycle safety awareness and education through activities with community partners, including seven events with law enforcement; five with pubs/restaurants; four MOST training groups; one motorcycle dealership; and two nonprofit groups.
- Drive Smart conducted a trial 30-day motorcycle safety trivia campaign encouraging riders to share their knowledge by answering our website safety trivia questions.
- Four area pubs/restaurants frequented by riders partnered with the project to include signage, one on one conversations, table tents with trivia questions, and road-skill safety map displays.
- Information booths were held at 14 safety expos, fairs and rides where educational contacts were made including information on MOST training, distribution of road-skill maps, and education for riding in mountainous areas.
- Education was provided to drivers about their role in motorcycle safety. More than 6,000 riders and drivers were contacted during these events.
- Ride Smart continued to improve and grow the program, creating new partnerships and collaborations with area experts in the motorcycle and health care arenas and with business leaders.



# Program Task Reports

## Safety Education and Enforcement Programs

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### Communications





# Communications

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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 2017, the OC provided a range of services to increase public awareness and support of major transportation safety issues to ultimately influence the behavior of motor vehicle operators. 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 \$2.2 million.

## Summary of Strategic Communications Efforts

In FY 2017, the OC engaged in public relations, media relations and paid advertising media strategies to support 14 high-visibility DUI enforcement periods as well as community-based safety programs. These programs promoted the use of smartphone breathalyzers, alternative transportation and designated drivers to prevent impaired driving. Paid advertising was used to educate the public about the importance of knowing one's blood-alcohol level before getting behind the wheel. 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 true stories of people saved by their seat belts in a crash. The campaign also highlighted the lives lost every year in unbuckled crashes in an emotional video created for social media. In addition, Spanish-language seat belt materials and radio ads targeted Hispanic communities.

The OC also developed a new video 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 campaign informing motorists of the new texting law in Colorado. A new video was produced featuring an actual victim of distracted driving.

The OC launched a motorcycle safety campaign statewide to remind drivers to look twice for motorcyclists and always check blind spots when driving. An on-line campaign delivered safety reminders, as well as other advertising assets. Other campaigns included an innovative Snapchat campaign which reached high school students with reminders to buckle up. Finally, a pedestrian campaign warned pedestrians about the dangers of jay-walking and warned drivers about the dangers of not yielding to pedestrians.



# Communications

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## High-Visibility DUI Enforcement – PR/Evaluation ~ Amelie Company, Communication Infrastructure Group and PRR ~ 17-08-81-01

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

### Results

- Publicized 14 *Heat Is On* high-visibility DUI enforcement periods via press releases, social media and media interviews
- Developed DUI advertising at all Rockies home baseball games
- Developed and publicized the “Before You Go, Know” advertising campaign consisting of radio ads, posters, bus ads, liquor store placements, social media outreach and outreach to social media influencers
- Provided breathalyzer tests among fans at three sporting events as part of the “Before You Go, Know” campaign
- Provided breathalyzers to 450 DUI offenders to track behavior and prevent future DUIs
- Developed and distributed DUI educational materials to the public

### Significant outcomes included:

- 250 people tested breathalyzers at sporting events in conjunction with DUI enforcement.
  - 524 breathalyzers were purchased during the promotion and retail store purchases increased by 14%.
  - More than 1,050 news stories reported on the breathalyzer program and enforcement periods, which produced more than 236 million impressions indicating broad public outreach.
  - Awareness of enforcement campaigns was relatively strong with 34% of respondents having seen or heard about increased DUI enforcement in the past 30 days.
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# Communications

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## High-Visibility DUI Enforcement – Paid Media ~ Vladimir Jones ~ 17-08-81-02

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.

### Project Description

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

### Results

- Supported the summer *Heat Is On* enforcement periods with an advertising campaign
- Supported the public education campaign, “Before You Go, Know,” with a paid media campaign involving radio ads, posters, bus ads, liquor store placements, social media outreach and outreach to social media influencers
- Provided recognition of the *Drink and Don’t Drive* and *Heat Is On* messages

Significant outcomes included:

- 47,168,343 paid media impressions served under the campaign indicating wide reach. This included almost three million digital impressions with click-through rate of 0.37%, above the benchmark of 0.05%. Average impression frequency was 6.76, also above the benchmark.
  - Videos garnered 328,100 views with a view rate of 34.03% and a completion rate of 33.81%.
  - Paid social posts on Facebook produced 17,760 clicks with a click-through rate of 1.74%, above the benchmark of .09%. The ads produced 1,275 reactions, 268 shares and 253 comments.
  - Awareness of enforcement campaigns was relatively strong with 34% of those surveyed having seen or heard about increased DUI enforcement in the past 30 days.
  - An estimated 1,000 smartphone breathalyzers were acquired by alcohol users during the campaign.
- 

## High-Visibility DUI Enforcement – Latino ~ Hispanidad and Vladimir Jones ~ 17-08-81-03

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 statewide the number of motor vehicle impaired driving fatalities and injury crashes specific to the Hispanic population in Colorado.

continued



# Communications

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## Results

- Created new impaired driving ads for the “Before You Go, Know” campaign
- Placed out-of-home, radio, digital and television ads for Latino audiences
- Supported messaging and collateral materials for high-visibility enforcement periods
- Placed messaging and provided on-site outreach at cultural events
- Conducted breathalyzer and “RU Buzzed” app awareness at events
- Supported communications for the DUI task force

## Significant outcomes included:

- 1,500,000 impressions from digital ads with a click-through rate of 0.16%, above the benchmark of 0.05%.
- Achieved 770,493 video impressions, including 311,528 views with a 40.34% completion rate.
- Radio ads achieved 800,010 impressions while 10 billboards in Hispanic neighborhoods achieved over 500,000 impressions.
- Hispanic TV spots garnered 850,023 impressions.
- Spanish earned media resulted in 602,800 impressions.
- Grassroots outreach resulted in an additional 58,000 impressions.

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## Motorcycle Safety ~ R and R and Vladimir Jones ~ 17-08-81-04

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 targeting motorists to be aware of motorcycles on roadways; included public and media relations tactics and maintenance of [www.comotorcyclesafety.com](http://www.comotorcyclesafety.com) which included specific tips for drivers
- Used a full slate of advertising tactics to drive the motorcycle safety message, including Pandora Audio Everywhere, out of home, homepage takeovers, digital display, social media and paid search tactics.

## Significant outcomes included:

- 16,684,226 paid media impressions were achieved from the awareness ad campaign.
- 452,016 earned media impressions were garnered from 27 news stories about motorcycle safety on five major TV news stations, on-line entities and newspapers.

continued



# Communications

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- Social engagement ads garnered 106,083 impressions, 1,233 clicks, and a 1.16% click-through rate (benchmark is 0.90%).
- Social traffic ads garnered 647,088 impressions and 7,375 clicks with a 1.14% click-through rate (benchmark is 0.90%).
- Digital Pandora Companion Banners produced 1,091,360 impressions and the Viant Cross-Device produced 2,976,866 impressions.
- 13 out-of-home display trucks produced more than eight million impressions.

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## Click It or Ticket PR/Evaluation ~

### Amelie Company, Communication Infrastructure Group and National Research Center ~ 17-08-81-05

This project addressed performance measures C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions, B-1. Increase the observed seat belt use for passenger vehicles, and S-1. Conduct driver attitude and awareness survey of Highway Safety enforcement and communication activities and self-reported driving behavior.

#### 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 featuring ribbons placed over photos of wrecked vehicles from real Colorado crashes in which the occupants survived because they were buckled up. The images were featured on social media and on gas station pump toppers and handles; radio spots throughout the enforcement period reminded travelers to buckle up.
- Publicized three *Click It or Ticket* enforcement periods via press releases and social media; held one media event in a high-fatality county with a “Close the Gap” seat belt display
- Installed 60 wreaths along the roadside entrance to Bandimere Speedway to commemorate the 60 lives that could be saved annually if 100% of Coloradans wore a seat belt; a video of this tactic was created and featured on social media
- Developed and distributed educational materials to the public and law enforcement

Significant outcomes included:

- In a phone survey of 552 Coloradans, 16% had seen or heard about increased seat belt enforcement in the past 90 days, indicating awareness of enforcement campaigns was relatively strong.
- The social media campaign garnered 962,214 impressions and consistently higher than average click-through and engagement rates at an average of 1.52% and 6.6%, respectively.

continued



# Communications

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- 70% of people watched at least three seconds of on-line ads and 10% watched at least ten seconds, indicating above-average interest in the campaign.
  - Earned media produced more than 29,000,000 impressions from 205 television, online and newspaper stories.
  - Paid media produced 28,666,884 impressions.
- 

## Click It or Ticket and Seat Belts - Paid Media ~ Explore Communications ~ 17-08-81-06

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 rate 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

- Supported the *May Mobilization Click It or Ticket* enforcement period through a paid media campaign using radio ads and out-of-home assets.

Significant outcomes included:

- 33,442,265 paid media impressions were garnered from the seat belt advertising campaign featuring real Colorado crashes in which the occupants survived because they were buckled up.
  - The campaign included 2,050 radio spots statewide and had a presence at 115 gas stations statewide via ads on gas pump toppers, handles and in windows.
  - In a phone survey of 552 Coloradans, 16% had seen or heard about increased seat belt enforcement in the past 90 days, indicating awareness of enforcement campaigns was relatively strong.
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# Communications

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## Hispanic Occupant Protection ~ Hispanidad ~ 17-08-81-07

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

- Produced *Click It or Ticket (CIOT)* Hispanic seat belt advertising campaign featuring real Colorado crashes in which the occupants survived because they were buckled up.
- Distributed Spanish posters and rack cards about the dangers that unbuckled occupants pose to others in the vehicle
- Publicized three high-visibility *Click It or Ticket* enforcement periods to the Latino community through press releases, social media and community outreach

Significant outcomes included:

- 266 Hispanic *CIOT* radio ads aired statewide producing 227,054 media impressions.
  - Five *CIOT* billboards in densely populated Hispanic areas where fatalities were high produced 856,304 paid media impressions.
  - News stories in Spanish media about the *CIOT* enforcement periods produced 156,661 Hispanic media impressions.
  - A phone survey of 552 Coloradans showed that 16% had seen or heard about increased seat belt enforcement in the past 90 days, indicating awareness of campaigns was relatively strong.
- 

## Teen Driving and GDL ~ Amelie Company ~ 17-08-81-08

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 high school based seat belt awareness campaign to reach teens with buckle up reminders via Snapchat platform

continued



# Communications

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- Developed Snapchat geo-filters for students to snap seat-belt-themed photos to friends in a contest among 30 high schools
- Conducted a PR initiative to promote the Snapchat campaign via press releases and media interviews

Significant outcomes included:

- 11,798 seat belt filter swipes and 1,053 uses of the seat belt filter resulted in an 8.9% use rate.
  - Social media outreach produced higher than average click-through rates on Facebook and Instagram, averaging of 0.83% and 10.5%, respectively.
  - News coverage of the campaign produced 31,042,000 earned impressions and good visibility among several news outlets.
  - Traffic ads on Facebook and Instagram produced 40,139 impressions allowing good exposure to the campaign.
- 

## Child Passenger Safety ~ Communication Infrastructure Group ~ 17-08-81-09

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 about using proper child safety restraints for every age and every stage
- Used earned media to raise awareness about the number of citations issued for unbelted children during *Click It or Ticket (CIOT)* enforcement periods
- Created and distributed new educational materials for grantees, RETACs, law enforcement and community-based organizations
- Produced collateral pieces including: updated booster seat and seat belt brochures; updated forward-and rear-facing seat brochures; updated a four-stage seat brochure height chart; car seat tech class poster; car seat tech certificate of appreciation and three short animated videos

Significant outcomes included:

- More than 42,000 print pieces were distributed to traffic safety partners.
- PR efforts during *Child Passenger Safety Week* resulted in 32 earned media stories, totaling 266,885 impressions; and 11 social media posts, totaling 428,548 impressions.



# Communications

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## Media Program Support ~

### Amelie and Communication Infrastructure Group ~ 17-08-81-10

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.

#### Results

- Provided current information and updates on traffic safety campaigns and research to stakeholders
- Updated traffic safety brochures and boosted traffic safety ambient tactics
- Developed traffic safety presentations and displays for conferences and meetings attended by more than 1,100 traffic safety advocates
- Conducted research on assorted traffic safety topics to help inform presentations
- Drafted VMS messages to promote traffic safety
- Updated web pages on traffic safety
- Provided collateral distribution to traffic safety partners

Significant outcomes included:

- Production and distribution of ten newsletters providing campaign education material and updates to the traffic safety community, including more than 125 CDOT grantees and allies, law enforcement agencies, and media outlets.
- 

## Distracted Driving ~

### Communication Infrastructure Group and Explore Communications ~ 17-08-81-11

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.

continued



# Communications

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## Results

- Launched a social media campaign to promote distracted driving education videos and hear directly from Coloradans about their experiences with distracted driving
- Distributed rack cards and posters to grantees, RETACs, law enforcement and community-based organizations
- Promoted *Distracted Driving Awareness Month* via press releases and social media
- Updated the “Killer Habit” public awareness campaign to include information on new laws and the consequences of texting and driving
- Recruited victims of distracted driving to turn their heartfelt stories into social media testimonials against texting and driving

## Significant outcomes included:

- There was mass awareness of the distracted driving campaign that produced 9,134,724 paid impressions on interactive, out-of-home and audio media assets. This included 70 coffee shops receiving branded coffee sleeves.
- The pre-roll video campaign produced 993,251 views and an 83% completion rate (exceeding the benchmark of 65%).
- Display ads produced a click-through rate of .23%, far above the .05% benchmark.
- The social assets campaign resulted in almost 3,300 reactions, indicating good engagement.
- Earned media stories produced 2,287,299 impressions from 103 TV stories and 27,289,266 impressions from 92 online stories.
- Organic social posts produced 1,926,585 impressions.

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## Pedestrian Safety Communications ~ Amelie Company ~ 17-08-81-12

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 digital space to meet pedestrians and drivers where they spend most of their time – online
- Utilized digital signs at four popular intersections in Denver to communicate the importance of pedestrians using crosswalks and drivers yielding at crosswalks
- Highlighted the importance of pedestrian safety at an evening event in downtown Denver at two popular intersections featuring 1,000 lit-up balloons and street teams engaging pedestrians with safety messages

continued



# Communications

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- Featured traffic safety champion Fred Estrian on social media at a pedestrian safety event
- Utilized a public relations plan to reach a broad audience about 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:

- There were 24,093,372 paid media impressions from digital billboards, FM radio, Pandora radio and pre-roll video
  - Seven news stories garnered more than 200,000 earned media impressions and social media outreach included six posts and more than 12,000 impressions.
- 

## Occupant Protection Communications ~ Amelie, Communication Infrastructure Group and Explore Communications ~ 17-08-81-13

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.

### Results

- Launched a partnership with DaVita and Bonfils Blood Centers to host a blood drive to raise awareness of the need for blood donations as a result of unbuckled car crashes
- To stem the rise of passenger vehicle fatalities and increase seat belt use across the state, unveiled a nine-foot-tall traveling mock grenade exhibit to represent the dangers that unbuckled passengers pose to others in the vehicle in a crash.
- Developed digital pre-roll videos, billboards and radio public service announcements about the dangers posed by unbelted occupants
- Distributed rack cards 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

Significant outcomes included:

- There were 20,210,972 paid media impressions, indicating good market penetration and broad coverage.
- The digital ad buy was particularly successful with most videos maintaining at least 90% of viewers through the midpoint.
- More than 2,500,000 video completions were achieved.

# Program Task Reports

## Safety Education and Enforcement Programs

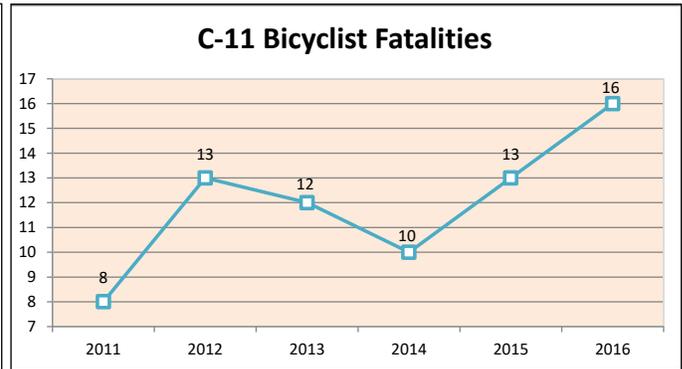
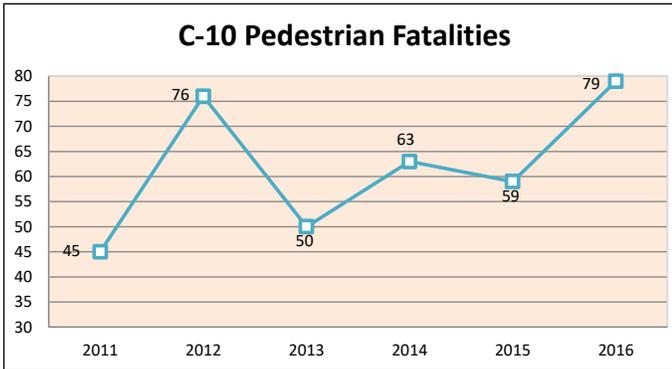
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### Pedestrian and Bicycle Safety





# Pedestrian and Bicycle Safety



Pedestrian fatalities increased 26%, from 59 in 2015 to 79 in 2016. The Highway Safety Office's Pedestrian Safety program continues to support the goal of reducing pedestrian fatalities by educating the public about the hazards to pedestrians and precautions to take to avoid pedestrian injuries and fatalities. Enhanced enforcement efforts and educational efforts included information about visibility and pedestrian and roadway-user impairment.

## Program Administration

Four projects were managed with a planned budget of \$262,472.

Efforts and activities included:

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





# Pedestrian and Bicycle Safety

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## Pedestrian Education and Safety Campaign ~ Aurora Police Department ~ 17-09-91-01

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.

A significant outcome of this program was reaching and exceeding the goal of reducing the percentage of fatal crashes where a pedestrian fatality was involved to 29% of all fatal crashes. The percentage of fatal crashes that resulted in a pedestrian fatality was 27%. Another significant outcome of the program was reducing the percentage of injuries to pedestrians involved in crashes. The percentage of pedestrians suffering injuries in crashes was 56%, significantly below the targeted percentage of 75.5%.

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# Pedestrian and Bicycle Safety

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## Prevention of Pedestrian/Automobile Collisions ~ Denver Police Department ~ 17-09-91-02

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

### Project Description

The goal of this project was to decrease the number of pedestrian and bicyclist fatalities due to a motor vehicle crash in the City and County of Denver.

### Results

- Denver Police Department (DPD) officers conducted targeted enforcement where pedestrian fatalities have had an increased likelihood of occurring, while educating the motoring public about pedestrian safety violations and public safety.
- DPD worked a total of 1,091.40 grant-funded hours on this project.
- 9,470 contacts were made while using plain clothes officers and spotters.
- 368 drivers and seven pedestrians were issued citations during the grant period. 145 pedestrians were issued citations within the first quarter (October - December 2016).
- Citations were given in numerous intersections across the city which have been identified as having higher risk for pedestrian safety.

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## Boulder Safe Streets ~ City of Boulder ~ 17-09-91-03

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 sustained in traffic crashes in the City of Boulder involving a bicyclist or pedestrian by 10%, from 71 to 64 between 2015-2017.

### Results

- Boulder Safe Streets conducted three weeks of education and enforcement; last year there were only two weeks. The project physically engaged more than 2000 people, collected 312 surveys on the community members' views on traffic safety and educated community members about Boulder's three crosswalk ordinances.
- Boulder Safe Streets utilized Facebook, Twitter, Next Door, Daily Camera and RTD Bus Ads to make community members aware of the campaign. Messages reached more than 90,000 community members with more than one million impressions.
- Boulder Safe Streets collaborated with the Boulder Police Department and University of Colorado Boulder Police in a campaign during which 44 tickets and 29 warnings were issued.
- Boulder Safe Streets received press coverage from the Boulder Daily Camera Newspaper, Denver ABC 7, FOX 31, CU Boulder Today, including: <http://kdvr.com/2017/09/23/crosswalk-safety-campaign-launches-next-week-in-boulder/> and <http://www.9news.com/news/crime/knowing-when-and-where-to-walk-in-boulder-could-pay-off/458995294>



# Pedestrian and Bicycle Safety

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## Safe All Ways ~ West Metro Fire Rescue ~ 17-09-91-04

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 calls run by West Metro Fire Rescue for serious injuries in traffic crashes involving 5-19 year-olds by delivering safety presentations in the schools and hosting a safety event which included bike, pedestrian and motor vehicle safety activities.

### Results

- Interactive bike, pedestrian and motor vehicle safety presentations were delivered to 9,069 students at 27 elementary schools, four middle schools, six high schools, and three special needs schools.
- Five schools participated in “Walk to School Day” events and four schools participated in “Bike to School Day” events.
- The evaluations used skills assessments and pre-and-post program tests to indicate any increases and improvements in knowledge, behavior and attitude. Evaluation results showed 85-98% of students could properly perform the skills taught and a 3-4% knowledge gain for bike and pedestrian safety programs.
- Bicycle, pedestrian and motor vehicle safety was promoted via interactive, hands-on activities to more than 5,000 attendees at the Annual Family Fire Muster event where 250 low-cost helmets were distributed and 482 people signed a safe driving pledge.

A significant outcome was a reduction in emergency calls run for serious injuries to 5-19 year-olds during this grant period (10/1/16-9/30/17) compared to the prior 12 months. Data show a 24% decrease in calls for motor vehicle /passenger vehicle crashes and a 21% decrease in calls run for auto versus pedestrian and bicycle crashes.

It is important to note, however, that WMFR changed EMS reporting systems from High Plains to ESO in September 2016 and there were also changes in the Federal EMS reporting database information systems effective in July 2017 for Colorado. Therefore, there were variances in the types and methods of data collection that may have contributed to the significant decrease in call data for the targeted injury areas and age groups. Next year’s call data comparison should yield better comparisons of “like” data.

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# Program Task Reports

## Safety Education and Enforcement Programs

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### Grant Funding





# Grant Funding Overview

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The Office of Transportation Safety (OTS), within the Colorado Department of Transportation, received funding from the National Highway Traffic Safety Administration (NHTSA) through the Fixing America's Surface Transportation (FAST) Act.

For FY 2017 all projects were funded through the FAST Act 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.

## **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 AWARDED	FEDERAL FUNDS EXPENDED
			<b>01 - Impaired Driving</b>		
17-01-11-01	405d/M6OT	LEAD Impairment Training	SFST Training	\$ 55,471.00	\$ 56,444.42
17-01-11-02	405d/M6OT	CSP	Colorado Task Force on Drunk and Impaired Driving	\$ 25,000.00	\$ 21,293.76
17-01-11-03	405d/M6OT	Colorado Judicial Branch	Support for DUI Courts	\$ 170,030.00	\$ 128,762.10
17-01-11-04	402/AL	CDAC	TSRP	\$ 250,000.00	\$ 195,612.09
17-01-11-05	405d/M6OT	TBD	Checkpoint Colorado	\$ 75,000.00	\$ 71,703.20
17-01-11-06	402/AL	OTS	LEAF	Match	Match
17-01-11-07	405d/M6OT	OTS	High Visibility Impaired Driving Enforcement	Match	Match
17-01-11-08	405d/M6OT	OTS	DRE Tech Transfer	\$ 25,000.00	\$ 13,729.38
17-01-11-09	405d/M6OT	CSP	Impaired Driving Enforcement	\$ 445,221.00	\$ 401,884.46
17-01-11-10	405d/M6OT	TBD	Multi-Jurisdictional "Border Wars"	\$ 10,000.00	\$ 660.29
17-01-11-11	405d/M6OT	Aurora PD	2017 DUI/HVE/Checkpoint	\$ 198,676.00	\$ 187,767.89
17-01-11-12	405d/M6OT	Denver PD	Denver's Comprehensive Impaired Driving Project	\$ 288,490.00	\$ 263,565.71
17-01-11-13	402/PT	OTS	LEC's	\$ 250,000.00	\$ 148,388.16
17-01-11-14	405d/M6OT	OTS	DRE Training/School	\$ 85,000.00	\$ 83,858.92
17-01-11-15	405d/M6OT	TBD	Checkpoint Equipment	\$ 25,000.00	\$ 1,264.60
17-01-11-16	402/AL	DOR	DUI Countermeasures	Match	Match
17-01-11-17	405d/M6OT	Colorado Judicial Branch	DUI Court Administration	Match	Match
17-01-11-18	405d/M6OT	OTS	DRE/SFST Updates	\$ 55,000.00	\$ 52,720.34
17-01-11-19	405d/M6OT	OTS	PBT and Calibration Stations	\$ 50,000.00	\$ 42,338.00
17-01-11-20	405d/M6OT	Adams County SO	HVE Impaired Driving	\$ 150,000.00	\$ 146,621.26
17-01-11-21	405d/M6OT	TBD	HVE Enforcement - LLE	\$ 500,000.00	\$ 308,222.34
			<b>02 - Speed Enforcement</b>		
17-02-21-01	402/SE	Denver PD	Focused Speed Enforcement	\$ 70,000.00	\$ 69,456.93
17-02-21-02	402/SE	Aurora PD	Aurora Highway Safety Campaign	\$ 70,290.00	\$ 70,247.48
17-02-21-03	402/SE	Colorado Springs PD	HVE of Speeding Drivers	\$ 74,993.00	\$ 70,827.92
17-02-21-04	402/SE	TBD	Speed Mini Grants Program	\$ 35,000.00	\$ 33,744.58
17-02-21-05	402/SE	Pueblo PD	A Step Towards Reducing Traffic Fatalities	\$ 44,520.00	\$ 36,734.37
17-02-21-06	402/SE	Jeffco SO	Hwy 93 Speed Reduction Campaign	\$ 99,176.00	\$ 86,715.20
			<b>03 - Young Driver and Distracted Driving</b>		
17-03-31-01	402/DD	Greeley PD	DDACTS Distracted Driving	\$ 54,015.00	\$ 47,288.15
17-03-31-02	402/TSP	University of Colorado Hospital	Aurora PARTY Program	\$ 49,659.00	\$ 26,590.30
17-03-31-03	402/TSP	Weld County Public Health Dept.	Young Driver Traffic Safety	\$ 75,750.00	\$ 60,826.06
17-03-31-04	402/TSP	TBD	Interactive High School Teen Kickoff Program	\$ 150,000.00	\$ 143,490.31
17-03-31-05	402/DD	DriveSmart Colorado	Young Driver DD Campaign/Challenge	\$ 48,151.00	\$ 41,628.37
17-03-31-06	402/DD	CSP	Distracted Driving	\$ 192,648.00	\$ 17,158,799.00
17-03-31-07	402/DD	Aurora PD	2016 Distracted Driving Enforcement Campaign	\$ 63,128.00	\$ 62,911.91
17-03-31-08	402/DD	Denver PD	Distracted Driving Enforcement	\$ 53,030.00	\$ 41,990.97
17-03-31-09	-	-	Project Cancelled	-	-
17-03-31-10	402/TSP	Children's Hospital Colorado	Teen Driver Safety Awareness Program	\$ 58,545.00	\$ 40,257.42
17-03-31-11	402/TSP	Drive Smart EC	Foothills School-Based Teen MV Program	\$ 65,230.00	\$ 59,504.59
17-03-31-12	-	-	Project Cancelled	-	-



# Grant Funding Overview

TASK NUMBER	FUNDING SOURCE/ PROGRAM AREA	AGENCY	PROGRAM NAME	FEDERAL FUNDS AWARDED	FEDERAL FUNDS EXPENDED
17-03-31-13	402/TSP	Safe Kids Larimer County	Young Driver Seat Belt Campaign	\$ 72,342.00	\$ 54,065.73
17-03-31-14	402/TSP	Foothills RETAC	Campaign for Young Drivers	\$ 45,000.00	\$ 11,280.00
17-03-31-15	402/TSP	Central Mountain RETAC	Seat Belt Safety and Compliance	\$ 60,000.00	\$ 44,201.19
			<b>04 - Traffic Records</b>		
17-04-41-01	402/TR	CDPHE	2017 Problem ID	\$ 105,114.00	\$ 78,390.76
17-04-41-02	402/TR	Action Staffing	OTS Annual Report	\$ 25,000.00	\$ 22,215.26
17-04-41-03	405c/M3DA	NorthGlenn PD	Electronic Ticket Writer System	\$ 14,552.00	\$ 13,642.50
17-04-41-04	405c/M3DA	Alamosa PD	Electronic Citation Equipment Purchase	\$ 88,575.00	\$ 85,237.50
17-04-41-05	405c/M3DA	Ft. Lupton PD	Ticket Writer/Upgrades	\$ 85,400.00	\$ 17,973.00
17-04-41-06	405c/M3DA	Arapahoe County	Crash Records Improvements	\$ 53,004.00	\$ 48,756.01
17-04-41-07	405c/M3DA	Douglas County	Geocoding of Crashes/Creat LRS	\$ 50,000.00	\$ 49,920.00
17-04-41-08	405c/M3DA	Cambridge Systematics	Traffic Records Coordinator	\$ 297,845.00	\$ 297,845.00
17-04-41-09	405c/M3DA	CSP	Digitize CSP records	\$ 157,509.00	\$ 96,689.76
17-04-41-10	405c/M3DA	TSE Branch	FARS Program Support	\$ 24,000.00	\$ 11,732.68
17-04-41-11	405c/M3DA	Broomfield	E-Ticketing	\$ 30,580.00	\$ 30,580.00
17-04-41-12	405c/M3DA	Jefferson County	Geocoding of Crashes	\$ 47,140.00	\$ 47,106.45
17-04-41-13	405c/M3DA	-	Project Canceled	-	-
17-04-41-14	405c/M3DA	TSE Branch	Tech Transfer	\$ 15,000.00	\$ 1,360.30
			<b>05 -Child Passenger Safety</b>		
17-05-51-01	402/CR	CSP	CPS Team Colorado	\$ 300,000.00	\$ 246,687.65
17-05-51-02	402/CR	Servicos De La Raza	CPS Program	\$ 50,437.00	\$ 44,179.78
17-05-51-03	402/CR	TBD	OP Mini Grants	\$ 75,000.00	\$ 40,263.45
17-05-51-04	402/CR	Children's Hospital Colorado	Each One Teach One Minority CPS Outreach Program	\$ 57,270.00	\$ 36,949.29
17-05-51-05	402/CR	SUCAP	CPS and Young Driver Program	\$ 50,000.00	\$ 29,942.89
17-05-51-06	402/CR	Drive Smart EC	Communications and Outreach Supporting CPS LE	\$ 70,305.00	\$ 53,808.21
17-05-51-07	402/CR	Swedish Medical Center	SMC's Car Seat Safety Program	\$ 35,000.00	\$ 14,547.80
17-05-51-08	402/CR	Pagosa Pregnancy Support Center	Safe Choices for Children	\$ 29,906.00	\$ 19,183.97
			<b>06 - Occupant Protection</b>		
17-06-61-01	405b/M2HVE	CSP	2017 Click It or Ticket	\$ 300,000.00	\$ 239,952.15
17-06-61-02	405b/M2HVE and 402/OP	TBD	Local LE Agencies/Click It or Ticket	\$ 400,000.00	\$ 321,075.79
17-06-61-03	402/OP	OTS	OP Tech Transfer	\$ 15,000.00	\$ 19,703.29
17-06-61-04	402/OP	TBD	HV Traffic Safety Campaigns-Mini Grants	\$ 30,000.00	\$ 18,367.07
17-06-61-05	402/OP	CSU	Seat Belt Survey	\$ 200,000.00	\$ 182,255.36
17-06-61-06	402/OP	-	Project Canceled	-	-
17-06-61-07	402/OP	San Luis Valley RETAC	San Luis Valley RETAC	\$ 53,000.00	\$ 21,198.34
17-06-61-08	405b/M2HVE	Aurora PD	HVE and CPS Program	\$ 99,966.00	\$ 99,929.14
17-06-61-09	402/OP	TBD	HSO Traffic Safety Summit	\$ 75,000.00	\$ 33,565.04
17-06-61-10	402/OP	TBD	Traffic Safety Initiatives Mini Grants	\$ 25,000.00	\$ 22,236.83
17-06-61-11	402/OP	Plains to Peaks RETAC	Plains to Peaks RETAC Occupant Protection	\$ 59,085.00	\$ 51,324.13
17-06-61-12	-	-	Project Canceled	\$ -	-
17-06-61-13	-	-	Project Canceled	-	-
17-06-61-14	402/OP	Ute Mountain Ute	UMU MV Occupant Safety Program	\$ 75,000.00	\$ 42,710.74



# Grant Funding Overview

TASK NUMBER	FUNDING SOURCE/ PROGRAM AREA	AGENCY	PROGRAM NAME	FEDERAL FUNDS AWARDED	FEDERAL FUNDS EXPENDED
17-07-71-01	405f/M9MIT	TBD	<b>07 - Motorcycle Safety</b>		
17-07-71-02	402/MC	Drive Smart EC	MOST Ride Smart Foothills MC Safety	Match \$ 63,230.00	Match \$ 34,421.92
17-08-81-01	405d/M6OT	Amelie, CIG, PRR	<b>08 - Office of Communications</b>		
17-08-81-02	405d/M6OT	Vladimir Jones	High-Visibility DUI Enforcement PR/Eval	\$ 300,000.00	\$ 336,661.19
17-08-81-03	405d/M6OT	Hispanidad and Vladimir Jones	High-Visibility DUI Enforcement Paid Media	\$ 300,000.00	\$ 284,025.12
17-08-81-04	405f/M9MA	R and R, Vladimir Jones	High-Visibility DUI Enforcement - Latino & Paid Media	\$ 200,000.00	\$ 193,860.91
17-08-81-04	402/MC	Amelie, Explore	Motorcycle Safety	\$ 71,000.00	\$ 71,000.00
17-08-81-05	405b/M2PE	Amelie, CIG, NRC	Motorcycle Safety	\$ 79,000.00	\$ 58,673.88
17-08-81-06	405b/M2PE	Explore	Click It or Ticket & Seat Belts - PR/Eval	\$ 150,000.00	\$ 136,122.48
17-08-81-07	402/PM	Hispanidad	Click It or Ticket & Seat Belts - Paid Media	\$ 175,000.00	\$ 174,415.54
17-08-81-08	402/PM	Amelie	Hispanic Occupant Protection	\$ 200,000.00	\$ 152,267.84
17-08-81-09	402/PM	CIG	GDL and Teen Driving Safety Communications	\$ 75,000.00	\$ 71,691.10
17-08-81-10	402/PM	Amelie, CIG	Child Passenger Safety	\$ 50,000.00	\$ 44,898.09
17-08-81-11	402/PM	CIG and Explore	PR Program/Media Support	\$ 100,000.00	\$ 81,719.93
17-08-81-12	402/PM	Amelie	Distracted Driving	\$ 250,000.00	\$ 222,930.49
17-08-81-13	402/PM	Amelie, CIG, Explore	Pedestrian Safety Communications	\$ 210,000.00	\$ 204,854.36
17-09-91-01	402/PS	Aurora PD	<b>09 - Pedestrian &amp; Bicycle</b>		
17-09-91-02	402/PS	Denver PD	Pedestrian Education and Safety Campaign	\$ 75,059.00	\$ 75,059.00
17-09-91-03	402/PS	City of Boulder	Prevention of Ped/Auto Collisions	\$ 95,000.00	\$ 91,762.54
17-09-91-04	402/PS	West Metro Fire Rescue	Boulder Safe Streets	\$ 40,393.00	\$ 28,315.90
17-10-01-01	402/DE	Drive Smart Colorado	Safe All Ways	\$ 52,020.00	\$ 52,011.68
17-10-01-02	402/DE	Drive Smart EC	10 - Older Driver		
17-10-01-03	402/DE	Cordy & Company	Aging Road Users	\$ 47,628.00	\$ 34,386.64
17-10-01-04	402/DE	Penrose Hospital	Increasing Aging Road User Safety	\$ 52,950.00	\$ 45,877.45
			Reaching Older Adult Drivers (ROAD )	\$ 45,978.00	\$ 44,979.18
			Engaging Mobility Initiative	\$ 23,800.00	\$ 23,607.80

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