

A large red semi-truck with a white trailer is driving on a winding asphalt road that curves through a steep, rocky mountain landscape. A red car is visible in the distance on the same road. The background consists of rugged, layered rock formations with some sparse green vegetation.

COLORADO DEPARTMENT
of **TRANSPORTATION**
Office of Transportation Safety and Traffic Engineering Branch

2008 Annual Report

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Introduction

The mission of the CDOT Office of Transportation Safety and Traffic Engineering Branch is to “reduce the incidence and severity of motor vehicle crashes and the associated human and economic loss.” (Integrated Safety Plan, 2009-2014). In Colorado, significant progress has been made in the 31 years of safety work. In 1977, Colorado had 3.8 fatalities per 100 million vehicle miles of travel (VMT). By the year 2007, the rate had declined to 1.14. If the 1977 fatality rate had remained unchanged, it is estimated that 1,850 persons would have died in 2007 compared to the actual number of 554. From 1977 to 2007, over 19,000 lives were saved.

Much of this success is due to the passage of important traffic safety legislation particularly those statutes which address occupant protection and impaired driving. Grassroots organizations such as Mothers Against Drunk Driving have had a significant impact. Public information programs have served to raise the awareness of the public to the risks of driving and their responsibilities as drivers.

This report describes the Office of Transportation Safety and Traffic Engineering Branch goals and performance measures, provides an overview of each program area and describes in detail each project that was implemented in FY 2008.

Accomplishments

In FY 2008, the Office of Transportation Safety and Traffic Engineering Branch continued to make marked progress toward its goals. Examples of this progress include:

- Statewide seat belt use in 2008 rose to an all time high of 81.7%.
- Colorado participated in a NHTSA Section 403 demonstration grant for teen drivers and preliminary results indicate that Colorado’s teen seat belt usage rate increased by 5.1%.
- The *Click It or Ticket* mobilization included 85 law enforcement agencies.
- Overtime DUI enforcement and sobriety checkpoints, as well as successful community-based DUI prevention programs such as DUI Courts, are examples of approaches to decreasing alcohol-involved crashes.

The Office of Transportation Safety and Traffic Engineering Branch’s comprehensive projects addressed Colorado’s emerging and persistent traffic safety challenges.

Continued >

- The Traffic Engineering Branch continued its efforts to improve its accident records system.

Acknowledgements

The FY 2008 Annual Report project team gratefully acknowledges the significant contributions of the CDOT Office of Transportation Safety, the Traffic Engineering Branch and the CDOT Public Relations Office staff in the preparation of this report.

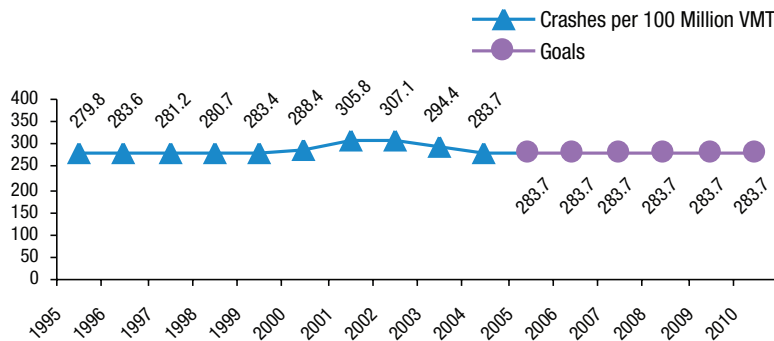
Performance Goals and Trends

All of the organizations working to improve the safety of Colorado's roadways strive to reduce crash rates and the severity of crashes. The following exhibits present trends in overall crash rates, injury and fatal crash rates as well as the Office of Transportation Safety and Traffic Engineering Branch's performance goals for each. Within the Safety and Traffic Engineering Branch, these performance measures relate to every one of the Transportation Safety program areas and projects.

Goal Reduce the total number of crashes per 100 million VMT from a high of 307.1 in 2002 to 283.7 by 2008 and maintain through 2010.

Note: 2005-2007 crash data incomplete. Revised VMT's per DTD affected 2003 and 2004 rates.

Source: Colorado Integrated Safety Plan, 2009-2014.

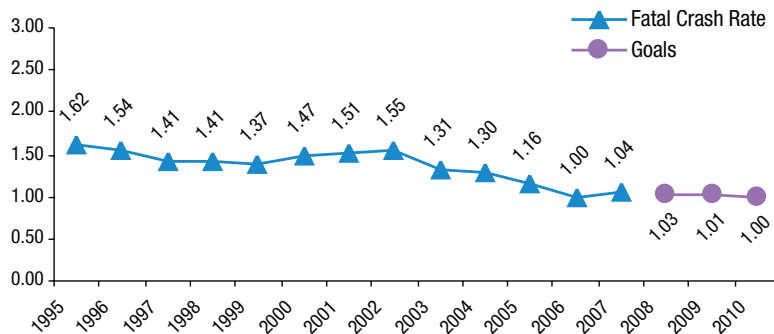


CDOT reached its 2008 goal ahead of schedule in 2004 and sustained it through 2006.

Goal Reduce the fatal crash rate from 1.62 per 100 million VMT in 1995 to 1.00 and maintain through 2010

Note: Fatal crash rate of 1.0 is a US DOT goal for 2010.

Source: Colorado Integrated Safety Plan, 2009-2014.



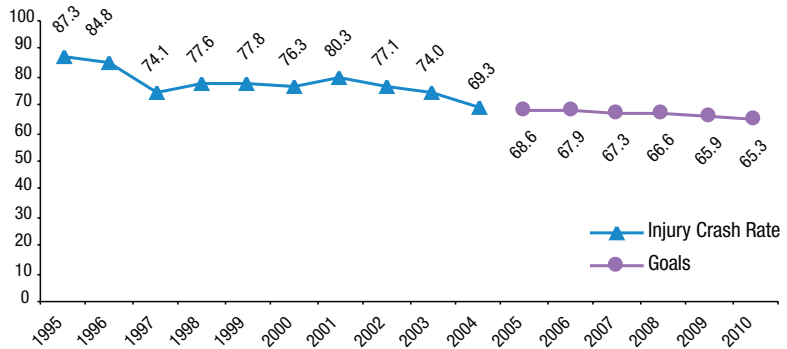
Although Colorado's fatal crash rate per 100 million VMT rose slightly in 2007, CDOT is likely to reach its 2010 goal.

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The injury crash rate continues to decline, which puts CDOT on pace to meet its 2010 goal.

Goal Reduce the injury crash rate from 87.3 per 100 million VMT in 1995 to 66.6 by 2008 and 65.3 in 2010.

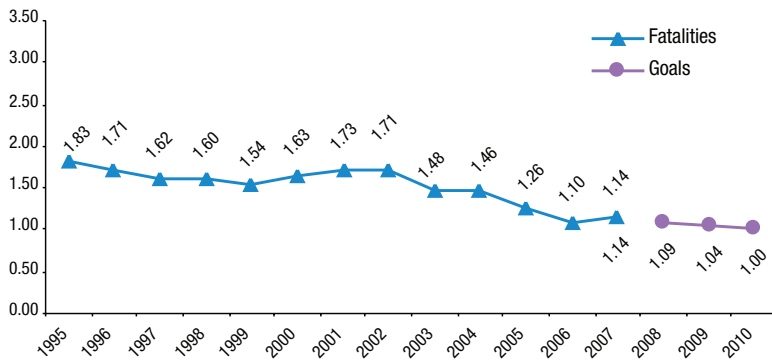
Source: Colorado Integrated Safety Plan, 2009-2014.



The statewide fatality rate rose slightly in 2007, but with sharp declines since 2001, CDOT should meet its goal.

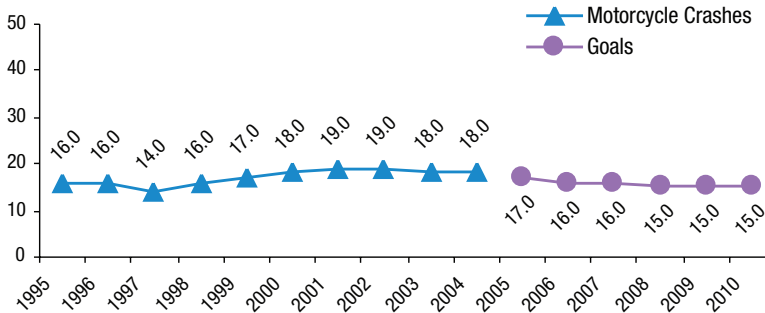
Goal Reduce the fatality rate from 1.83 per 100 million VMT in 1995 to 1.00 by 2008 and maintain through 2010.

Source: Colorado Integrated Safety Plan, 2009-2014.



Goal Reduce the number of motorcycle crashes per 1,000 motorcycle registrations from 19.0 in 2002 to 15.0 by 2008 and maintain at 15.0 through 2010.

Source: Colorado Integrated Safety Plan, 2009-2014.

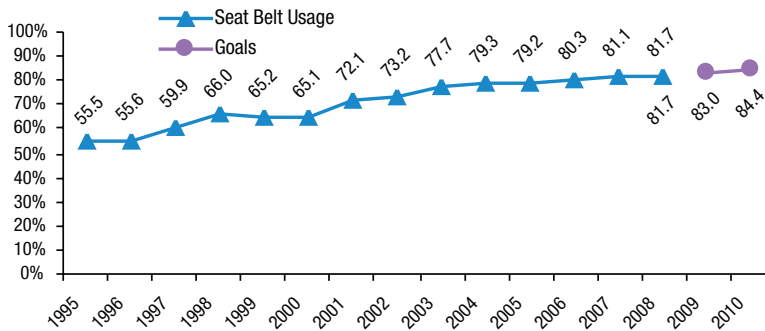


Despite ever increasing motorcycle registrations, the number of motorcycle crashes has remained constant.

Goal Increase the statewide overall seat belt use rate from 55.5% in 1995 to 82.5% by 2008 and 85.0% by 2010.

Note: Based on CSU annual seat belt survey.

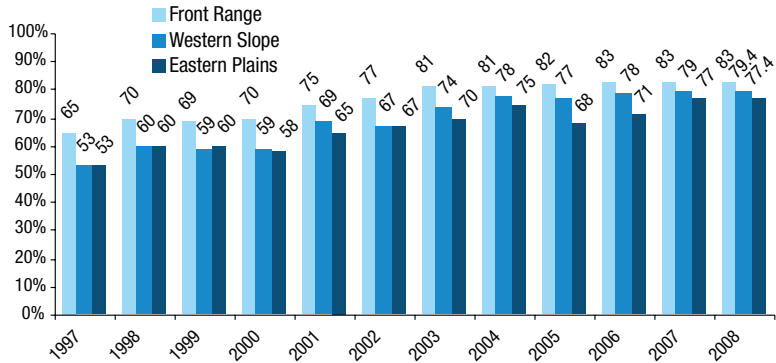
Source: Colorado Integrated Safety Plan, 2009-2014.



Overall seat belt use has consistently increased since 1995, but CDOT fell slightly short of meeting its 2008 goal of 82.5%.

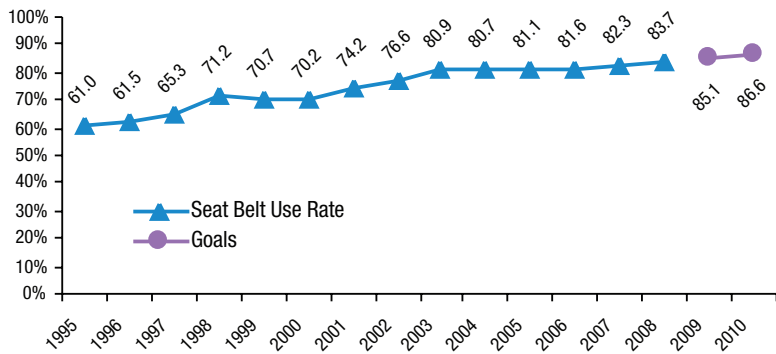
CDOT reached its 2008 goal of overall seat belt use in rural Colorado, but the Eastern plains continues to lag behind the Front Range and Western Slope.

Goal Increase seat belt usage in rural Colorado from 50% in 1995 to 79.1% in 2008 and 81.0% by 2010.
Source: Colorado Integrated Safety Plan, 2009-2014.



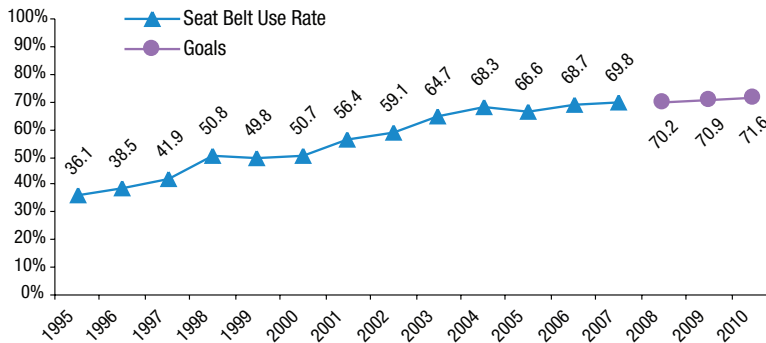
CDOT slightly missed its 2008 target of 86.1% for seat belt use by front seat occupants in passenger cars, but is only 4.3% shy of its 2010 goal.

Goal Increase the use of seat belts by front seat occupants of passenger cars from 61.0% in 1995 to 86.1% by 2008 and 88.0% by 2010.
Source: Colorado Integrated Safety Plan, 2009-2014.



Goal Increase the use of seat belts by front seat occupants of light trucks from 36.1% in 1995 to 70.1% by 2008 and 72.0% by 2010.

Source: Colorado Integrated Safety Plan, 2009-2014.

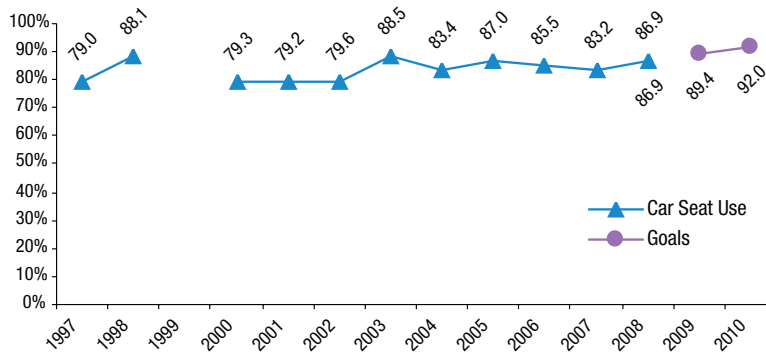


Seat belt use among front seat occupants of light trucks continues to lag behind occupants of passenger cars, however, CDOT's 2010 goal is within reach.

Goal Increase the car seat use for children <5 from 79.0% in 1997 to 90.0% by 2008 and 92.0% by 2010.

Source: Colorado Integrated Safety Plan, 2009-2014.

Note: 1999 data incomplete.



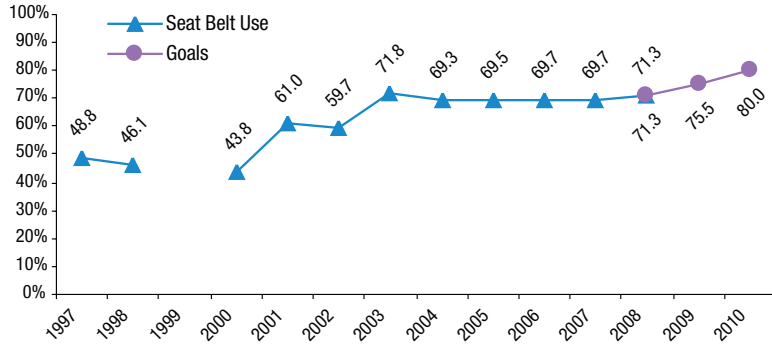
Observed car seat use increased 3.7% in 2008. If car seat use continues to increase at this rate, CDOT will meet its 2010 goal.

Seat belt use by children has remained relatively flat since 2004, and below established goals.

Goal Increase seat belt use by children ages 5 to 15 from 48.8% in 1997 to 76.5% by 2008 and 80.0% by 2010.

Source: Colorado Integrated Safety Plan, 2009-2014.

Note: 1999 data incomplete.

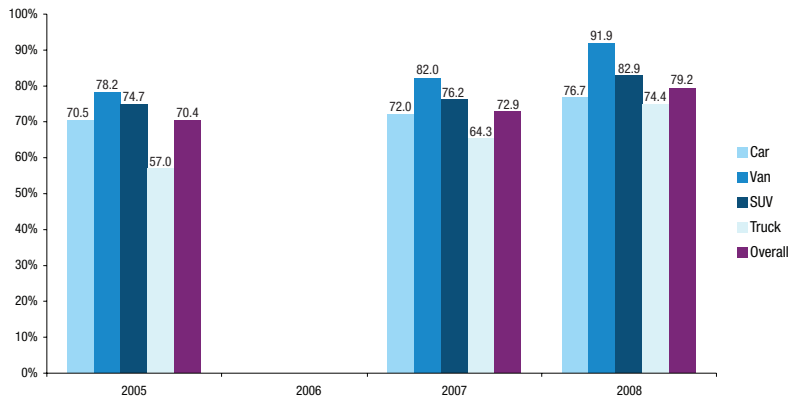


Seat belt use among young drivers has shown to be consistently high in vans, but low in trucks.

Goal Increase seat belt use in young drivers ages 16-20.

Source: 2008 Colorado Department of Transportation Annual Report.

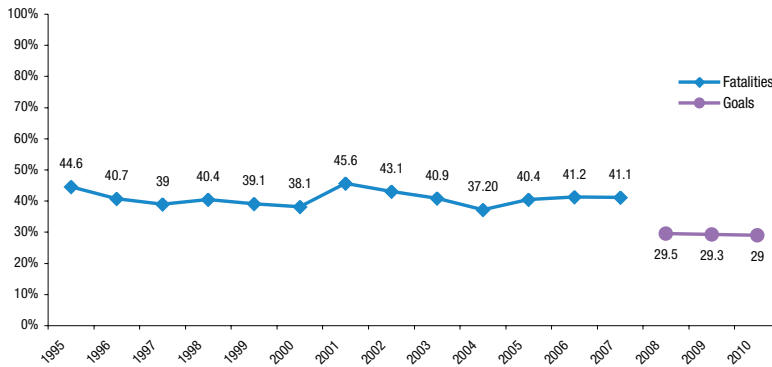
Note: 2006 data incomplete.



Goal

Reduce the percentage of alcohol-related fatal crashes from 44.6% in 1995 to 29.5% by 2008 and 29.0% by the year 2010.

Source: Colorado Integrated Safety Plan, 2009-2014..

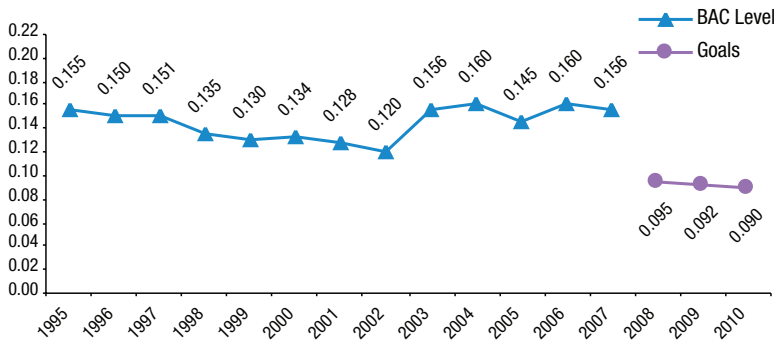


The rate of alcohol-related fatal crashes remains at about 40.0%, making the 2008 goal difficult to reach.

Goal

Reduce the average BAC at the time of arrest from 0.155 in 1995 to 0.095 in 2008 and 0.090 by 2010.

Source: Colorado Department of Public Health and Environment.

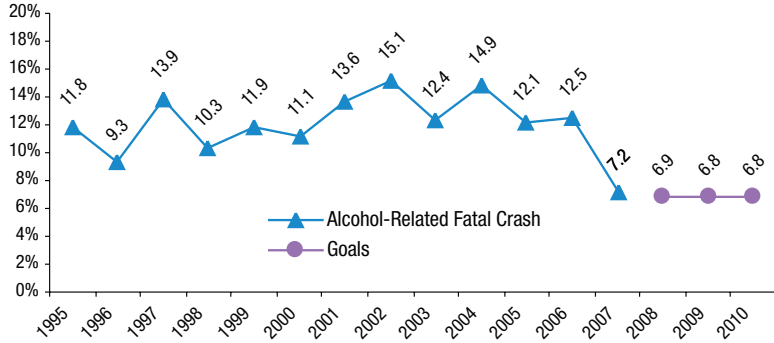


The average BAC at the time of arrest fell slightly in 2007, but it is unlikely the 2008 goal will be met.

In 2007, there was a substantial decline in the percentage of underage drinking drivers involved in fatal crashes.

Goal Reduce the percent of underage (ages <21) drinking drivers that are involved in a fatal crash to all A/R fatal crashes.

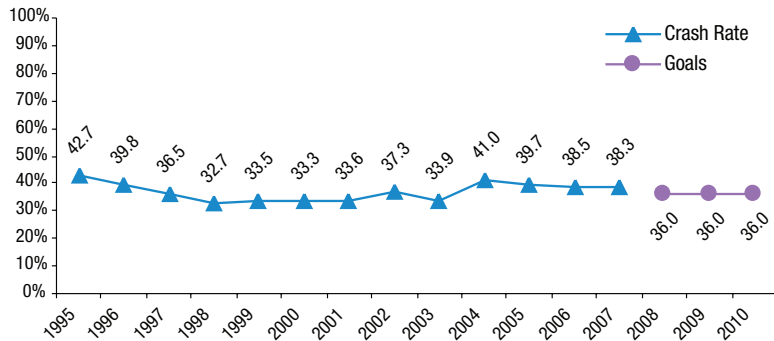
Note: 2005 – FARS reporting code change. 2006 – Data not yet complete.
Source: FARS data.



Drivers age 21 to 34 comprise more than one-third of all alcohol-related crash drivers.

Goal Reduce the percentage of drinking drivers (ages 21-34) that are involved in a fatal crash to all A/R fatal crashes.

Note: 2005 – FARS reporting code change. 2006 – Data not yet complete.
Source: FARS data.



OCCUPANT PROTECTION PROGRAM OVERVIEW

Occupant Protection Overview

The Office of Transportation Safety's Occupant Protection Program strives to support CDOT's goals of increasing seat belt use both statewide and among key segments of the driving population. To help CDOT meet its goals, the Occupant Protection Program supported several types of projects including enforcement, education and training, conducted in both English and Spanish.

Program Administration

The Occupant Protection Program is administered by Carol Gould, Program Manager, with assistance from her staff, Leslie Chase, Ilana Erez, Terry Huddleston and Captain Bruce Sheetz. This group, with assistance from the sub-grantees, was responsible for 23 projects with a planned budget of \$2.5 million.

A total of 105 local law enforcement agencies and 868 officers participated, a total of 9,809 citations were issued, and 7,627 hours of overtime were used to enforce both the primary law for children and the secondary law for adults.

Enforcement Activities

The Occupant Protection Program supported law enforcement's participation in the 2008 high visibility occupant protection enforcement program, *Click It or Ticket* (CIOT). A total of 105 local law enforcement agencies and 868 officers participated, a total of 9,809 citations were issued, and approximately 7,627 hours of overtime were used to enforce both the primary law for children and the secondary law for adults.

Colorado joined Nevada in a Section 403 demonstration grant for teen drivers. Teens have higher fatality and injury rates in motor vehicle crashes than any other age group. The goal of the project was to prevent motor vehicle injuries and deaths for teen motor vehicle occupants. The campaign included high-visibility enforcement and messages and materials tailored towards teens and their families regarding enforcement of seat belt laws. This model built on the existing CIOT mobilization by adding three additional emphasis periods of enforcement coupled with paid and earned media in the eleven largest counties in the state.

Community-Based Programs

The Occupant Protection Program continues to support several community based programs that include adult, teen and child passenger safety components. Programs to promote young driver safety included the Denver Metro Teen Traffic Safety Challenge, a DRIVE SMART program in Weld County and new seatbelt awareness programs in Yuma, Washington and Elbert counties.

La Plata East Occupant Protection

Project Number:	08-06
Task Number:	61-01
Planned Expenditures:	\$97,590.00
Actual Expenditures:	\$97,403.30

The safety program promotes occupant safety within targeted populations in Eastern La Plata County, including drivers of pick-up trucks, parents of young children, Southern Ute Tribal members and other Native Americans, and employers of persons who drive frequently.

Goal

To increase the use of appropriate occupant restraints among drivers and passengers in private and commercial vehicles, including but not limited to children in child safety seats and booster seats, and drivers of pick-up trucks.

Strategies and Initiatives

The La Plata East Occupant Protection (OP) Program is a very active participant in the Southern Ute/Ignacio Injury Prevention Coalition. The coalition meets once a month to work on improving the safety within the community.



Injury Prevention Days

The La Plata East OP Program is a very active participant in the Southwest Colorado Coalition for Occupant Protection which is a resource for Colorado motorists, answering safety restraint laws and encouraging active participation by attending events, meetings and training opportunities.

The La Plata East OP Program partners with the Bayfield Marshall's office to maintain a fit station located in Bayfield. Other partners with La Plata East OP include but are not limited to: Southern Ute Police Department, Ignacio Police Department, Bayfield Marshall, Bayfield Fire Department, Durango Police Department, Colorado State Patrol, Director of Southern Ute Head Start, Ignacio Social Services, Public Health Administrator for the Ute Mountain Ute Tribe, Montezuma County Health Department's CPS, Mesa Verde Park Rangers and Indian Health Services.

Check-up events were held in Bayfield, Ignacio, Durango, Pagosa Springs, Dove Creek and Towaoc. Several events were covered by radio broadcasting.

Safety presentations were made to Kiwanis Club of Durango,

Continued >

This year La Plata East OP has checked 105 child safety seats and provided 44 child safety seats to families.

American Family Insurance Agency, Southern Ute Head Start, Southwest Transportation Planning Region, Durango High School FFA Chapter and a Health Parenting Class.

Literature and incentives were distributed at 17 community events to increase awareness and usage of seat belts and child safety restraints.



Pine River Valley Bank child safety seat check

Four Corners Broadcasting held a three-hour remote at the Mark Dold Fundraiser; two “Booster Seat Blitz” events at the Pine River Bank, and one at the Bayfield Marshall’s Office; and commercials on the radio promoting Motorcycle Safety were on during the month of August. The La Plata East OP Coordinator had a 15 minute spot on the KWUF station for Child Passenger Safety (CSP) Week, highlighting seatbelts, child restraints and CPS law. The Durango Herald, Pine River Times, Southern Ute Drum and Ute Mountain Ute Tribal News printed articles with pictures of activities promoted by La Plata East OP Program, not to mention local newsletters. There was also an interview with CSP Captain, Trooper and La Plata East OP Coordinator on the Durango Herald video cam Web site.

Establish a fit-site providing child safety seats, and education on proper installation—The office at SUCAP continues to check and distribute child safety seats with or without appointments. The Bayfield Marshall is in partnership with La Plata East OP to use their office as a fit station by appointment. This year La Plata East OP has checked 105 child safety seats and provided 44 child safety seats to families.

Youth seat belt promotion—Donations were procured from local businesses and randomly awarded to local Ignacio and Bayfield High School Students “caught” wearing their seat belts.

Click It or Ticket: Coordinate local activities with state and national campaign—Both coalitions helped participate in the *Click It or Ticket* by handing out flyers, pamphlets, brochures, hanging banners, setting up table tents in local restaurants and distributing other materials supplied by CDOT.

Training with Law Enforcement—All agencies have been offered trainings and support in the field of Child Passenger Safety. This is an on-going, collaborative relationship between La Plata East OP and law enforcement. The Mesa Verde Park Rangers were educated on transporting children in ambulances during three hour training by the La Plata East OP Coordinator. CPS law card and brochures were distributed to all law agencies in La Plata County.

Outreach to area employers—Presentations were made to La Plata County Social Services, Crossfire Construction, Southern Ute Social Services, Snooks Concrete, Rathjen Construction, United Parcel Service, Pagosa Springs Pregnancy Center, Sun Ute



Bayfield 4th of July Parade



Fitting station appointment

Head Start and Southern Ute Community Action Program Board of Directors.

Presentations to Southern Ute Tribal Council, Ignacio and Bayfield School Boards—A presentation was made to the Southern Ute Tribal Council. The school boards and districts were notified of the program.

Coordinate Injury Prevention field trip for La Plata County second graders—Jungle Mobile event is a two day safety course in which all second graders from all the La Plata schools are invited. Approximately 400 students attend each year.



Teen reward program—They've been "caught" doing the right thing

Visit, assess needs, teach and recruit participants, and help with check-ups for each county in region 7

- **Montezuma County**—Held two check-up events and taught a CPS Training for Mesa Verde Fire and Rescue. Held partnership meetings with Montezuma Health Department and Ute Mountain Ute Health Services personnel.
- **Ouray County**— La Plata East OP stays in contact and offers support with the only CPS technician.
- **Archuleta County**—Assisted with child safety seat checks, met with Health Department Administration to help increase the hours of the only CPS Tech there. The La Plata East OP Coordinator taught a class to Pagosa Springs Pregnancy Center Staff, assisted with seat belt surveys, and collaborated with the Health Department to present *Buckle Up for Love* Program to Head Start.

Continued >

- **Dolores County**—Hosted the first check-up in partnership with Montezuma Health Department CPS.

Increase the number of CPS Technicians in Eastern La Plata County—Three CPS Technicians were certified in 2008.

Coordinate coverage of events and advertising with CDOT Public Relations and media—Solicited funding for radio broadcasts, materials and banners through contacts with CDOT and coalition members.

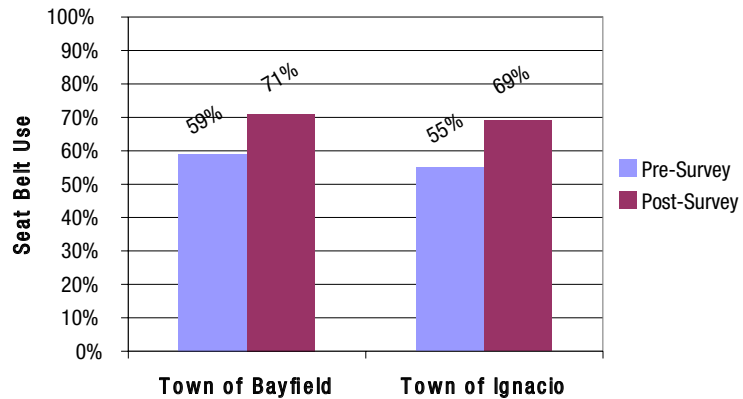


Rollover simulator at Ignacio

Conduct Pre/Post tests during educational presentations when applicable—All clients at SUCAP fit station take pre/post tests on education and correct installation of child safety seats.

Conduct Pre/Post roadside seat belt surveys—Held at Bayfield and Ignacio towns and High Schools.

Seat Belt Survey for Bayfield and Ignacio Towns and High Schools



Child Passenger Safety Education and Outreach (CSP)

Project Number:	08-06
Task Number:	61-02
Planned Expenditures:	\$168,500.00
Actual Expenditures:	\$162,590.43

Goal

The overall goal is to increase safety restraint usage by half a percent each year by targeting geographical areas with lower than average usage rates for Child Occupant Protection through educational, informational, and training-based programs, including programs specifically targeting proper child car seat and booster seat usage.

Strategies and Initiatives

Child Passenger Safety (CPS) Team Colorado will support statewide training and education to increase the proper installation and use of child passenger safety systems by 5% over 2007. The program will coordinate with existing statewide child passenger safety outreach programs, to provide concise and consistent information and education for all child passenger safety systems. The program will support seat belt use with special emphasis on establishing and maintaining statewide CPS fitting stations, education and training. Maintain a database to record and analyze statewide child passenger seat usage.

Results

- Three (3) advisory council meetings have been conducted. The last meeting was held in August 2008 prior to Child Passenger Safety Week.
- Seventeen (17) training classes were conducted for new CPS technicians. Thirteen (13) classes were partially or fully funded from CPS Team Colorado. Two hundred fifty seven (257) new technicians were trained.
- CPS Team Colorado was selected for a panel of speakers at Lifesavers National Conference in Portland, Oregon.
- Three (3) training centers are up and running. The locations are Colorado Springs, Ft. Morgan and Denver.



Seventeen training classes were conducted for CPS technicians, training a total of 257 new technicians.

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- A Special Needs program is in progress with Children's Hospital. CPS will support a Special Needs Training December 1 and 2, 2008.
- A new CPS quad-fold brochure has been created (English and Spanish all in one). The brochure has been distributed to caregivers, professional groups and law enforcement.
- A seat order was not placed due to the current inventory.

Occupant Protection for Mesa County Youth

Project Number:	08-06
Task Number:	61-03
Planned Expenditures:	\$100,000.00
Actual Expenditures:	\$65,642.22

The Mesa County Health Department implemented the concept of the Fitting and Education Station in fiscal year 2006, and the program continued to grow through fiscal year 2008. The Fitting and Education Station is offered once per month on a drop-in basis at the Mesa County Health Department. Although CDOT only had funding in place for the final two quarters of this fiscal year, we were able to offer the fit station monthly throughout the year.

Parents and caregivers learn how to properly use and select all types of child restraints. In addition, the fitting station does provide child restraints to families that cannot afford one for a required donation. We continued offering community education classes this year, and worked with the CDOT Public Relations Office to expand our marketing and media outreach. We continued the parent education program to prevent motor vehicle occupant injuries in Mesa County teenagers. The program, “Teaching Your Teen to Drive”, continued this fiscal year with the assistance of CDOT’s Public Relations Office.

The Fitting and Education Station is offered once per month on a drop-in basis.

Goal

Decrease the incidence of injuries and fatalities related to motor vehicle crashes in the ages 0-18 population through increased and correct restraint use and community education.

Strategies and Initiatives

- Conduct and enhance monthly fit and education stations.
- Community-wide information and enhanced enforcement campaigns.
- Work with Mesa County high schools to implement seat belt promoting activities.
- Present “Teaching Your Teen to Drive” class.
- Work with local safety coalitions.

Results

The objectives and activities that we were able to complete were successful. We inspected 368 child restraints during the fiscal year.

Continued >

The Mesa County Health Department inspected 368 child restraints during the fiscal year.



Our CPS program continues to be recognized as a valuable service for parents and caregivers in Mesa County and we have made efforts to streamline the service and to be inclusive of all populations in need. The class, “Teaching Your Teen to Drive” continues to be recognized as important and relevant to parents in the county. We would like to make this service sustainable and easy to access for all parents.

The activities in Mesa County schools were not conducted this fiscal year. We only had funding for part of the fiscal year (at a time when school was not in session) and we believe it is very important to be consistent with the students in order to create and sustain behavior change. We are interested in implementing activities that will increase seat belt use in our high school population in future funding cycles.

Denver Latino Occupant Protection

Project Number:	08-06
Task Number:	61-04
Planned Expenditures:	\$215,250.00
Actual Expenditures:	\$200,198.79

Goal

The focus of the Latino Driving Safety Initiative is to address occupant safety issues within the Latino community in the Denver Metro area by increasing child restraint and seat belt use. This will be accomplished through partnerships and community outreach within the Latino community, as well as identifying strategies to modify behavior.

Strategies and Initiatives

During the 2007-2008 fiscal year, the following activities were the basis of the program:

- Collaboration and partnerships with community organizations
- Educational community sessions
- Community car seat check up events
- Coordination of media efforts
- Data collection

Results

Collaboration and partnerships with community organizations

During the 2007-2008 year, Hispanidad awarded mini-grants to the following organizations:

- Clínica Tepeyac
- Commerce City Community Health Services (CCCHS)
- El Centro Su Teatro
- Servicios de la Raza
- West Metro Fire & Rescue

Since the beginning of the contract in 2004, four of these organizations have become bilingual Fit Stations. They are trusted resources for members of the Hispanic community and each plays a very important role in CDOT's success in reaching the Hispanic community. Based on the quarterly reports received from the mini-grant

Since the beginning of the contract in 2004, four of these organizations have become bilingual Fit Stations.

Hispanidad worked with the mini-grant partners to host 13 total community sessions. Five of these were presented in Spanish.

recipients, we estimate at least 7,500 people received information on the importance of seat belts and child passenger safety and/or received instruction on how to properly install a child safety seat during the 2007-2008 grant year.

Educational Community Sessions

Educational sessions are vital to the success outreach efforts—especially for Spanish-speaking individuals. These sessions offer an opportunity for the community to ask questions in a language that is comfortable and within an environment that is familiar.

Hispanidad worked with the mini-grant partners to host 13 total community sessions—three over our original objective. Five of these sessions were presented in Spanish.

Community Check-Up Events

Hispanidad coordinated efforts with Child Passenger Safety Team Colorado to host check-up events within the Denver metro area.

In total, Hispanidad hosted three check-up events:

- Día de los Niños (April 26, 2008)
- Adams County Check-Up Event (August 30, 2008)
- Safe Kids Check-Up Event (September 27, 2008)

Through these events we distributed roughly 200 child safety seats to children with seats that were either not the correct type or who did not have a seat at all. Monetary donations in return for the seats totaling \$678 were collected during the events and were distributed among the mini-grant organizations to fund their Fit Stations.

Coordination of Media Efforts

Hispanidad worked with CDOT to develop the second phase of the *El Hijo del Cinturón* campaign that originally launched in 2006.

In addition, Hispanidad worked with SHiFT Agency to develop a Spanish-language grassroots campaign that will supplement general market outreach for CDOT's *Click It or Ticket* (CIOT) campaign. These campaigns included development of the following promotional elements:

- Outdoor
- Radio
- Media Relations

Continued >

- Grassroots Marketing
- Special Events

Cita Con La Vida (Date with Life) Community Tour

Hispanidad developed a campaign in 2006 using Lucha Libre (Mexican freestyle wrestling) to draw attention to the importance of seat belt use among Hispanic men. The campaign's spokesperson, El Hijo del Cinturón (Son of the Seat Belt), encourages men to buckle their seat belt every time they travel in a vehicle. The first phase of this campaign was launched in 2006 with the development of radio spots, billboards and print ads introducing El Hijo del Cinturón to Denver's Hispanic community.

To launch the second phase of the *Lucha Libre* campaign in 2008, Hispanidad developed the *Cita con la Vida* (Date with Life) Community Tour that featured personal appearances by El Hijo del Cinturón and his nemesis, El Rudo sin Cinturón (the wrestler who never wears his seat belt) in addition to actual Lucha Libre matches performed by local and international Lucha Libre wrestlers. The objective of the Tour was to place CDOT's safety messaging in front of the target audience by hosting culturally relevant Lucha Libre events that draw in Hispanic men and their families.

Click It or Ticket 2008

Hispanidad assisted CDOT's PR team to support the 2008 *Click It or Ticket* program with a predominantly Spanish campaign, which included messages aimed at Hispanic adults, with specific emphasis on Hispanic males ages 18-34.

Since grassroots marketing is particularly effective in reaching members of Denver's Hispanic community, Hispanidad's objective was to develop a campaign that would create awareness of the *Click It or Ticket* enforcement period at the community level while complimenting SHiFT Agency's general market outreach.

Hispanidad provided translation support for all written communications deemed necessary to provide in Spanish, including media copy points. Hispanidad also worked with Sgt. Benito Garcia, a bilingual officer of the Milliken Police Department, to conduct a television interview with Univision's popular morning show, *Despierta America*.

Adams County Outreach

Based on the data gathered in the 2007 Problem ID, Adams County is a large Front Range population center with low seat belt use and increased probability of crashes due to impairment. We also know that almost 40% of the county's population is comprised of

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Hispanics and 82% of those who “speak another language in the home”, speak Spanish.

Hispanidad launched a comprehensive marketing and public relations campaign addressing occupant protection specifically designed to reach the county’s Spanish-speaking population regarding the importance of safe driving habits. The campaign included the following:

- Partnerships with community organizations
- Coordination of media efforts
- Grassroots outreach

Television Public Service Announcement (PSA)

Hispanics tend to over-index in broadcast media consumption therefore, television messaging is a viable means of reaching this audience. Hispanidad developed a 60 second Spanish-language television PSA to encourage Hispanic parents—especially fathers—to buckle up themselves and their children when traveling in a vehicle.

The overall premise of the spot was to encourage parents to care for what matters most—buckle up yourselves and your children. The spot was developed during the 2007-2008 fiscal year, but will launch in 2009.

Data Collection

Hispanidad conducted 100 intercept surveys to examine the overall penetration of the *El Hijo del Cinturón* and *Cita con la Vida* campaign messages within the target market. Because the campaigns are predominantly presented in Spanish, and to ensure truly comprehensive findings, the study focused on Spanish-dominant and Spanish-preferred Hispanics.

Overall, fifty-nine percent of the survey respondents were aware of the *El Hijo del Cinturón* and *Cita con la Vida* campaigns. This shows a dramatic improvement over the previous *Lucha Libre* campaign in 2006 in that only twenty percent of the target audience, and twenty-four percent of the non-target audience were aware of the occupant protection campaign.

Overall, 59% of survey respondents were aware of the “El Hijo del Cinturón” and “Cita con la Vida” campaigns.

African-American Occupant Protection

Project Number:	08-06
Task Number:	61-05
Planned Expenditures:	\$154,050.00
Actual Expenditures:	\$149,330.00

Goal

To provide occupant protection education within the African-American community in Denver and Colorado Springs, with primary emphasis on increasing seat belt and child restraint system use by 10%. This will be accomplished through continued partnership and coordination within the African-American communities, the identification of significant strategies of education and behavior modification and development of strategies to implement and measure those methodologies.

Strategies and Initiatives

Partnership and Collaboration

Cordy and Company (C&C) will identify and manage at least five (5) mini-grant recipients in the African-American community in the Denver Metro and Colorado Springs areas to promote seat belt and proper Child Passenger Safety Seat usage. C&C will provide support with materials, assistance with events coordination and community sessions by using resources such as Child Passenger Safety Team Colorado (CPS) and the Colorado State Patrol. C&C will purchase child safety seats for the mini-grant recipients to provide at check-up events and fitting stations.

All mini-grant recipients will develop and conduct community sessions to educate and promote seat belt and proper Child Passenger Safety Seat usage in the African-American community. Their audience will include schools, caregivers and parents in the Denver Metro and Colorado Springs areas. The mini-grant recipient will participate in events catering to African-Americans by hosting interactive booths and distributing materials.

Results

Two mini-grant recipients conducted four (4) check-up events (2 in metro Denver and 2 in Colorado Springs) through September 30, 2008 by coordinating events with C&C and CPS Team Colorado.

Two mini-grant recipients established two (2) CPS fitting stations as of September 30, 2008, one (1) more located in Denver in addition to the one established in 2006 and one (1) located in Colorado Springs by coordinating with C&C and CPS Team Colorado.

C&C identified and managed seven mini-grant recipients in the Metro Denver and Colorado Springs' African-American communities.

Information and Media Coordination

C&C will serve as an advisor to CDOT's Public Relations Office (PRO) to develop and implement advertising and media plan in support of seat belt and child safety seat usage, which includes press releases and articles, print and broadcast interviews, radio and print advertising and radio public service announcements.

CDOT PRO will place all media buys to support program's activities.

CDOT PRO and C&C will collaborate on informational and educational activities to promote other seat belt and child passenger safety programs such as the *Click It or Ticket* campaign within the African-American community.

Partnership and Collaboration

C&C identified and managed seven (7) mini-grant recipients in the Metro Denver and Colorado Springs' African-American communities. Each mini-grant recipient, known as our Community Partners, promoted seat belt and proper Child Passenger Safety Seat usage.

Operational execution of our Community Partners' Action Plans began after funding approval was received. The group attended an initial work session on March 19th to review procedures and commit to the program's objectives.

Contractors and CDOT community partners hosted one seat belt check-up event in Metro Denver and two check-up events in Colorado Springs. We also assisted Henrich with a check-up event in September at the Pepsi Center.

C&C purchased 31 child safety seats for distribution by Full Circle Inter-Generational Project. The FCIP has become certified as a fit station in the African-American community.

C&C purchased 30 child safety seats as replacement seats at the Child Car Seat Check-Up event on September 6, 2008 in Denver. For a small donation, car seats that were defective, too old, or too small to be effective were replaced.

- **Colorado Council of Black Nurses (CCBN)**, a group of committed health care professionals, teamed with staff from thirteen charter schools to disseminate traffic safety messages. They also teamed with Full Circle Inter-Generational Project to participate in highly visible festivals and to coordinate a child car seat event in Denver. Wal-Mart was the corporate partner for the check up event.
- **Full Circle Intergenerational Project (FCIP)** is an official fit station in NE Denver. FCIP accepted appointments and promoted

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the fit station appointments in both English and Spanish through their monthly newsletter. The FCIP certified technicians and CCBN coordinated and hosted the check-up event at Stapleton Wal-Mart.

- **Hillside Neighborhood Association (HNA)** in Colorado Springs disseminated messages to various community stakeholders, including schools, military and safety advocates, and hosted two health and safety fairs. HNA also conducted two check-up events and added one certified safety seat technician to its staff.

- **Just Say Know (JSK)** conducted a traffic safety workshop for the Especially Me Conference which was attended by more than 500 youths and conducted ongoing workshops that attracted 1,500 students at Hinkley and Montebello High Schools.



Marcus Houston, Just Say Know with the crashed car

They also have been successful in getting students to sign pledge cards as a show of commitment to seat belt safety. Their display of the ‘crashed car’ has been a potent reminder to youth of what can happen during a motor vehicle crash.

- **Brother Jeff’s Cultural Center (BJCC)** effectively spearheaded the traffic safety program’s key sponsor of the health and safety summit during the 2008 Juneteenth Festival. Juneteenth is one of Denver’s most celebrated events in the African American community, with an estimated 10,000 in attendance. Our Community Partners—Colorado Council of Black Nurses, Full Circle Inter-Generational Project and Just Say Know—also took part in this community activity.
- **Prodigal Son (PSG)** contributed greatly to seat belt awareness for youth by providing traffic safety presentations at the Boettcher Boys & Girls Club in Aurora. Community Partner, Marcus Houston of Just Say Know and Sgt. Poole of the Aurora Black Police Officer’s Association also participated in the presentations. Teens were served pizza.
- **Lovey Secure Children’s Safety Crusade (LSCSC)** targeted some of the youngest traffic safety members. The program used a costumed Stay-See-Stoplight to engage kids with a 25-minute interactive presentation. LSCSC made seventeen presentations during the program year.

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C&C coordinated with the CDOT PRO to develop and implement advertising and public relations in support of seat belt and child safety seat usage.

- **Greater Metropolitan Denver Ministerial Alliance**—We partnered with the Greater Metropolitan Denver Ministerial Alliance (GMDMA) to reach multiple faith communities and create awareness about the *Click It or Ticket* campaign in metropolitan Denver churches.



Sheryl Renee, of the Lovey Secure Safety Crusade interacting with kids at the Rainbow House in Denver

Conducting 2 check-up events

Two check-up events were held in Metro Denver with our CDOT Community Partners and Heinrich Marketing.

Hillside Neighborhood Association conducted two check-up events in Colorado Springs. HNA's traffic safety coordinator, Fred Bland, completed the certified technician training course in September.

Coordinating and developing fit stations

As an official fit station, Full Circle Inter-Generational Project (FCIP) accepted appointments every other week at their office location. FCIP examined and delivered 87 replacement child safety seats to 37 families during the 2008 program year.



Men In Our Lives print ad

and public relations in support of seat belt and child safety seat usage. Our media activities included press releases and articles, print and broadcast interviews, radio and print advertising and a radio public service announcement.

Explore Communications placed *Men In Our Lives* print ads in three African-American newspapers in Denver and one in Colorado Springs in June 2008.

Recruiting additional individuals for training as certified technicians in the Child Passenger Safety Program is an area for improvement. This is essential for establishing additional child passenger safety fitting stations in Denver and Colorado Springs.

Information and Media Coordination

C&C coordinated with the CDOT Public Relations Office (PRO) to develop and implement advertising

and implement advertising and public relations in support of seat belt and child safety seat usage.

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The AKA Sorority participating in the Child Seat Check-Up Event at Wal-Mart on September 6, 2008

In conjunction with the PRO, we developed and distributed a media advisory for the kick-off of the *Men In Our Lives* campaign in June 2008. KUSA reporter, TaRhonda Thomas, introduced the campaign from the Health and Safety Stage at the 2008 Juneteenth

Festival in Five Points. We also developed a press release for *Men In Our Lives* that was disseminated in September 2008. We engaged Sheryl Renee, award-winning actress and vocalist, and seat belt safety advocate, as the campaign spokesperson.

Earned media coverage:

- Interview and picture of Ilana Erez, Sylvia Cordy, John Wesley and Lee Maxey at Juneteenth *Men In Our Lives* kick off by Andre Piper for the Rocky Mountain News Web site.
- Articles in the Cherry Creek News, the Journal-Advocate in Sterling, and the Denver Weekly News.
- Two radio interviews on the Reggie McDaniel Show on AM 560 on August 30 and September 27, 2008 with Sheryl Renee, local entertainer, who is the campaign spokesperson.
- Radio PSA ran on KLCD/Crawford Broadcasting on September 30, 2008.
- Live mentions by KUVU at the Juneteenth Festival in June 2008.
- Press Release on KUVU Radio Web site in September 2008.
- Press Release in KUVU newsletter, The Oasis, in September 30, 2008 edition.
- 30 (:30) bonus spots on KUVU Radio.

Paid Media

- 63 (:30 spots) on KUVU Radio from June 9 through June 30, 2008 to promote *Men In Our Lives*.
- 39 (:30 spots) on KUVU Radio from September 22 through September 30, 2008 recorded by the campaign spokesperson Sheryl Renee.
- DAWS Enterprises conducted an e-blast distribution for the *Men*

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In Our Lives campaign to over 10,000 individuals, corporations, faith-based and community organizations and local businesses throughout Denver, Colorado Springs, Boulder, Ft. Collins, Greeley and Colorado front-range.

- A media advisory was written and disseminated in September announcing the child safety seat check-up event at Wal-Mart. We received media coverage from the Denver Weekly News.

Eastern Plains Teen Motor Vehicle Safety

Project Number:	08-06
Task Number:	61-06
Planned Expenditures:	\$39,848.57
Actual Expenditures:	\$39,848.57

Goal

- Increase seat belt use among adolescents as measured by seat belt challenges and observational surveys.
- Increase parental knowledge and enforcement of the Colorado Graduated Driver's License (GDL) law as measured by pre- and post-surveys of parents.

Strategies and Initiatives

1. Research existing coalitions in each county. Talk with local law enforcement, EMS, local hospitals, local government agencies, schools, insurance companies, parents of teens and teens to determine if a coalition already exists in each of the counties.
2. If there is an existing coalition, join the coalition. Determine if there are stakeholders missing and invite them to join the coalition. Determine how local health department can help move the coalition's goals forward.
3. If there is not an existing coalition, identify stakeholders and establish a community coalition to improve teen motor vehicle safety in each respective county. Invite local law enforcement, EMS, local hospitals, local government agencies, schools, parents of teens, teens, and insurance agencies to participate in the coalition.
4. Develop a realistic, research-based culturally competent action plan to address teen motor vehicle safety.
5. Conduct school based programs that would include youth-led motor vehicle safety/seatbelt use campaign in a maximum of two high schools in Logan County, three high schools in Morgan County, two high schools in Washington County, and two high schools in Yuma County.
6. Conduct seatbelt challenges that would include a follow-up observational evaluation at least one month after the seat belt challenge at a maximum of two high schools in Logan County, three high schools in Morgan County, two high schools in Washington County, and two high schools in Yuma County.
7. Develop and implement a parent education campaign related to seatbelt use, GDL law, and other teen driving issues including

During the 07-08 school year, Caliche High School, Sterling High School, Akron High School, Yuma High School and Haxtun High School participated in conducting the Challenge.

issues specific to rural communities (i.e. driving on dirt roads and other local issues). Include social marketing materials available by Colorado Department of Transportation to educate and motivate behavior change among parents. Conduct baseline surveys of GDL knowledge and enforcement of parents of teen drivers before implementation of campaign. Following campaign conduct post surveys of GDL knowledge and compliance of parents of teen drivers.

Results

A coalition focusing on youth issues was identified in Logan, Morgan, Washington and Yuma counties. Sedgwick County has a coalition that meets inconsistently. Phillips County has no such coalition, but Northeast Colorado Health Department (NCHD) does have numerous partners in Phillips County. None of these coalitions target only the issue of teen motor vehicle safety, but rather is included as one of the various issues that each coalition is hoping to positively impact. The NCHD has representation on each of these coalitions.

The High School Traffic Safety Challenge Manual created last year was modified for the 2008-09 school year to guide high school clubs and organizations in conducting a Challenge at their high school. During the 2007-08 school year, Caliche High School, Sterling High School, Akron High School, Yuma High School and Haxtun High Schools all participated in conducting the Challenge, although some of the schools conducted the Challenge only in part. This fall the Akron Softball Association conducted another Challenge at Akron High School.

In conducting the Challenge, the Caliche Future Business Leaders of America (FBLA) found that 72% of drivers and front seat passengers wore their seat belts at their first seat belt observation. Their second seat belt observation showed an increase to 78% of drivers and front seat passengers wearing their seat belts. At their third and final seat belt observation they found that their activities had increased awareness and seat belt use to 85% of drivers and front seat passengers. Marissa, the president of FBLA, stated that their biggest challenge during the entire process was to get their peers to take this serious. They conducted six awareness activities during their Challenge at Caliche High School.

Sterling High School conducted at least one seat belt observation, but never reported the data from that event. They also utilized key chains we had purchased for this program as incentives and the teen brochures. In the past, they said they have coordinated the placement of a wrecked car at the entrance to the High School, but due to construction on their building they were unable to do this activity during the 2007-2008 school year.

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The Akron Softball Association conducted the Challenge at Akron High School and found in their initial seat belt observation that only 14% of drivers and 7% of front seat passengers wore their seat belts. During their second seat belt observation, they found that seat belt use had increased to 18% of drivers and 19% of front seat passengers. Their third and final seat belt observation demonstrated mixed results with an increase to 26% of drivers using their seat belts and a decrease to 12% of front seat passengers using their seat belts. The Akron Softball Association did complete the six required activities.

The Yuma High School Family Career and Community Leaders of America (FCCLA) found at Yuma High School that 59% of the drivers and front seat passengers wore seat belts. Their second seat belt observation showed a decrease to 52% of drivers and front seat passengers wearing their seat belts rather than an increase. The students coordinating the Challenge at Yuma High School were discouraged by this but were encouraged again when their third and final seat belt observation showed an increase to 78% of drivers and front seat passengers wearing their seat belts. Yuma FCCLA only conducted two of the six required activities during their Challenge.

The Haxtun High School Future Business Leaders of America (FBLA) conducted the Challenge at their school. We only know that there was only one seat belt observation conducted. However, they did conduct numerous activities across a longer time span. Incentives were provided to the Haxtun FBLA to utilize in their activities, but no data from the seat belt observation was provided to us.

A revised High School Traffic Safety Challenge Manual was created for the 2008-2009 school year and sent to one High School in Sedgwick County, two High Schools in Phillips County, three High Schools in Yuma County, three High Schools in Washington County, three High Schools in Morgan County and four High Schools in Logan County. The Akron Softball Association conducted another Challenge at Akron High School this Fall.

In Morgan County, Fort Morgan High School coordinated a date and time for a parent education class. In Logan County, Caliche High School coordinated a parent education class and in Phillips County and Holyoke High School coordinated a parent education class.

Washington County Connections in Akron and Rural Communities Resource Center in Yuma have received funding from CDOT for planning. They organized a meeting of all partners in Washington County on September 24, 2008 and organized a meeting of all partners in Yuma County on October 9, 2008.

Project Number:	08-06
Task Number:	61-07
Planned Expenditures:	\$31,000.00
Actual Expenditures:	\$3,487.36

Weld County Teen Safety Belt Education

Goal

To increase seat belt usage in beginning drivers and teen passengers through a multi-faceted campaign including the Weld County Sheriff’s Office, parents and teens.

Strategies and Initiatives

This campaign will target elementary through high school students by conducting a variety of activities to educate and reward students of the importance of wearing a seat belt. The expected benefits would be a reduction in teen traffic fatalities in Weld County.

- Coordinate program efforts with other local teen traffic/highway safety projects, such as DRIVE SMART Coalition and various local community entities such as Catholic Charities Northern.
- Present and distribute Graduated Drivers License (GDL) packets to schools and other local organizations.

The purpose of this project was to raise awareness in seat belt usage among students in elementary and high schools.

Results

The purpose of this project was to raise awareness in seat belt usage among students in elementary schools and high schools. We were able to assist Weld County DRIVE SMART Coalition in presenting the Graduated Driver’s License Classes and their P.A.R.T.Y. (Preventing Alcohol and Risk-related Trauma to Youth) Program.

Initially, when we received the funding for this grant, the Weld County Sheriff’s Office Traffic Division assumed the lead in implementing the objectives/tasks. However, due to unplanned staffing shortages, we ran into difficulties in having personnel available to facilitate some of the objectives. There was also reluctance from some contacted high schools in participating in the program.

Our agency has been an active partner with the Weld County DRIVE SMART Coalition and their programs and events. During this grant period, we were able to assist the coalition in presenting two valuable safety related programs to high school students. Those being the Graduated Driver’s License Classes that are presented to both driving aged students and their parents, as well as their P.A.R.T.Y. Program which is an approximately five hour presentation given to high school students. DRIVE SMART was able to get into nine different high schools and made their program

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presentations available to over 450 attendees and these programs were all positively received. During their P.A.R.T.Y. Programs, DRIVE SMART has conducted informal surveys of the students; with the results being forwarded as received. Also, Weld County DRIVE SMART Coalition is responsible for coordinating and co-hosting the annual “Tailgate the Safety Way,” which is a day-long event held in a local high school parking lot, which reaches a large number of students and their parents. This event consolidates representatives from local law enforcement agencies, health care providers, fire and emergency services, local mortuary services, insurance companies, MADD, and other related organizations to highlight safety awareness to the public. This event has been highly attended by the public, both student and parent alike.

The ability of Weld County DRIVE SMART Coalition in getting into the high schools and raising student awareness was a very positive success. Their efforts should result in far reaching benefits in reducing the involvement of teens in vehicle related tragedies.

Summary of Recommendations

It is recommended that future consideration for teen safety related funding directed to Weld County be given to the Weld County DRIVE SMART Coalition. With the resources available to them and the additional resources of their partners, they would be better suited to facilitate the programs that they already have as well as the possibility of instituting more teen safety related programs. Weld County DRIVE SMART Coalition’s Programs have been positively received by their audiences; they are very worthwhile and deserving of future funding consideration.



Weld County DRIVE SMART Coalition raising awareness of teen seat belt usage was a positive success.

Project Number: 08-06
Task Number: 61-08
Planned Expenditures: \$20,000.00
Actual Expenditures: \$6,782.52

Occupant Protection Technology Transfer

Goal

Provide training, community outreach, coalition building for the Traffic Safety Program.

Strategies and Initiatives

Fund the attendance of traffic safety professionals at national and regional conferences with occupant protection curricula.

Results

This task supported the attendance of six safety professionals at the 2008 Lifesavers Conference held in Portland, Oregon. Sessions that were conducted included:

- Nighttime Seat Belt Enforcement
- Making Progress with Booster Seats
- OPC and Transporting Children with Special Health Care Needs
- Reaching Tweens with Safety Messaging

A total of 15 Safety Professionals attended the Lifesavers pre-conference meeting.



CDOT conducted a Lifesavers pre-conference meeting for all those attending the conference from Colorado that CDOT sponsored. A total of 15 Safety Professionals attended this pre-conference.

Pueblo and San Luis Latino Occupant Protection

Project Number: 08-06
 Task Number: 61-09
 Planned Expenditures: \$75,000.00
 Actual Expenditures: \$75,000.00

Goal

To address vehicle and occupant safety of all Latino residents in Pueblo, La Junta in the Arkansas Valley, and communities in the San Luis Valley.

Strategies and Initiatives

- Developed and maintained active local Traffic Safety Coalitions in Pueblo, Rocky Ford/La Junta Coalitions and the San Luis Valley.



- Successfully coordinated 17 **Seatbelt Convincer, Pueblo Aug 2008** car seat check-up events and five Fit Stations in ten counties.



New Magnetic CDOT Banner for Fiesta Parade

- Trained 18 new technicians, of which five were bilingual. Eight technicians attended update training and for ongoing sustainability, Pueblo DRIVE SMART pays for re-certification.

- Coalitions adopted the CDOT Cincho logo for branding in advertising.
- Continued to use earned radio and print public service announcements for advertising monthly car seat check-up events as well as major community events.

Results

Child Passenger Safety Seat information was shared at 14 schools in Pueblo, four schools in Huerfano County, four schools in Alamosa, and one school in Arkansas Valley. Information was also shared at 20 businesses and 23 community agencies in



New CPS Booster Seat Height Banner at events

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Through this grant, 691 child safety seats were checked and 402 seats were replaced or newly installed through 17 car seat check-up events and five fit stations



Together we all make a difference & save lives!

Pueblo, Alamosa and Arkansas Valley.

Through this grant, 691 child safety seats were checked and 402 seats were replaced or newly installed through 17 car seat check-up events and five fit stations.

The Seatbelt Simulator was used at six events, plus an additional event using the DUI Simulator served over 900 people.

Yearly pre- and post-observational study showed 76% seat belt usage rate in Pueblo, up from the 67% usage rate the week before this enforcement period. Demographic data noted over 85% of persons served are Hispanic.

CDOT banners and posters are displayed throughout all service area schools, businesses, and community agencies.

Denver Metro Teen Traffic Safety Challenge

Project Number:	08-06
Task Number:	61-10
Planned Expenditures:	\$93,028.42
Actual Expenditures:	\$93,028.20

The Teen Traffic Safety Campaign (also referred to as the Mile-High RETAC Seat Belt Challenge) is modeled after other successful programs. The campaign lasts seven weeks and is a friendly challenge between schools to increase seat belt use and general knowledge about traffic safety and safe habits among teenagers. The challenge is a peer-to-peer campaign consisting of seatbelt use observations, at least one safety presentation used at all schools and a submission of a portfolio showcasing the school's program. Students are encouraged to schedule additional activities to enhance the learning and competition. An extensive list of suggested activities and resources is provided by the advisory group to assist each school in successfully improving seat belt use and increasing safe behavior.

Goal

- Increase seat belt use for teen drivers and passengers within Mile-High RETAC with projected outcome of reducing teen motor vehicle fatalities and injuries.
- Continue with a peer-to-peer traffic safety campaign involving students, faculty and other resources within participating schools.
- Increase seat belt use among teens by up to 10 percent at participating schools.

Strategies and Initiatives

Program Implementation

- Renew the contract with Marcus Houston (campaign coordinator) for the period of the new CDOT contract to ensure continuity with previous campaigns.
- Identify up to eight participating schools for Spring '08 and up to twelve participating schools for Fall '08 Teen Seat Belt Challenge. Secure participation agreement with each school.
- Coordinate student activities for the Teen Seat Belt Challenge with other private and public teen traffic/highway safety projects occurring during this period to enhance outcome.
- Meet the faculty leader and the student committee within each school who will lead the seat belt challenge for the seven week period.

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*Volunteer
“champions”
were recruited to
participate in pre-
and post-seat belt
observations.*

- Recruit volunteer “Champions” from within the RETAC to assist each student group with their campaign. These champions will participate in the pre- and post-seat belt observations and act as resources for the students. This remains one of the challenges and barriers of the campaign. One champion essentially functions as an unpaid contractor for the schools within her area, spending many hours at each school as a cheerleader and resource. The other champions are mostly members of the steering committee plus nurses from two other trauma centers. Other RETAC members are supportive, but the activities at the schools occur during the day when RETAC members are busy at their paid jobs and unable to be at the schools.
- Modify and update the current toolkit incorporating ideas and suggestions from the Fall 2007 campaign participants and distribute to participating school committees.
- The Spring Campaign was completed on schedule. Barriers included CSAP planning and testing at the schools during the timeframe, causing the students to not be allowed to pursue non-academic activities during school hours. Variations in the vacation schedule at different schools also caused discrepancies in the timeline.
- The Fall Campaign was unable to begin as early as scheduled due to variations in school start dates and inability to meet with faculty and students the first week or two of school. Other schools decided they could not participate in the fall due to schedule conflicts and inability to allow seven weeks for one project at the beginning of school. They plan to participate in the Spring 2009 Campaign.
- RETAC volunteers and committee members will complete a pre-campaign observation at each school. RETAC will provide initial observation results to the student groups so that they have objective baseline data.
- Using the suggestions in the toolkit and/or other activities approved by the steering committee and the coordinator, each school will complete a minimum of the following activities:
 - Two activities in the Education category
 - Two activities in the Encouragement category
 - Two activities in the Enforcement category
 - Two activities in the Evaluation category
- Incentives and prizes will be provided from grant funds for the students to use in order to generate interest and participation in the campaign.

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- Each school will be required to prepare a portfolio showcasing the activities they held to increase seat belt use during the seven week campaign. Each school has committed to turning in a portfolio showcasing their activities.
- At the end of the seven week campaign RETAC will conduct a post-campaign observation survey at each school. The results will be provided to the student group. RETAC personnel will judge the portfolios according to a predetermined criterion. Highest value is awarded to increasing seat belt use among the student body, as that is the goal of the entire project.
- The winning school will receive a trophy and participate in a celebration ceremony acknowledging their success. All participating schools will receive an engraved plaque as recognition for their efforts.

Each school will be required to prepare a portfolio showcasing the activities they held to increase seat belt use.

West High School won the Spring Challenge and enjoyed their celebration, prizes and winning plaque. The winner of the Fall Challenge has not yet been named as not all portfolios have been received.

Media

Assist students in developing internal media campaign to raise awareness within their school and local community. Several schools had internal media in their school papers, and several community newspapers also had articles about the student activities.

Results

The goal of the project was to improve seat belt use among teens at the various schools by up to 10%. All but three schools demonstrated improved seat belt use among teens; one school improved by 36%! We were surprised to see that two schools decreased seat belt use slightly during the Fall campaign. The third school maintained the same level of seat belt use as they achieved in the pre-observation stage.

All but three schools who participated in this program demonstrated improved seat belt use among teens.

Various aspects of this program have been presented by committee members at three different national conferences: Western Trauma Conference, Rocky Mountain Injury Prevention Conference and Emergency Nurses Association Conference. An abstract has also been submitted for consideration of presentation at the 2009 Lifesavers Conference.

The winner of the Spring Campaign was Denver West High School. The winner for the Fall Campaign has not yet been named.

This campaign is successful and popular with the students. The creativity by the students in developing activities to spread the message among their peers is amazing. As an example, South High

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School developed a rap video demonstrating importance of seat belt use.

One area for improvement is the consistency of directions students are given in terms of required elements to turn in. A second area that differs is the amount of time the committee members and champions spend visiting each school and attending their meetings, rather than doing an initial presentation and then serving as a resource for projects the students request. A third challenge is the ability to obtain all the requested or required supplies for the projects due to the short time between when funds can be expended and when the campaign must be completed. Next year's campaign will take place over four weeks instead of seven weeks, which should help some of the barriers identified in this report.

School	Teen Drivers	Teen Passengers	Teen Overall	Previous Post-Observation	Percent Change
Adams City PRE	70%	70%	56%	57%	+16
POST	67%	76%	72%		
Broomfield PRE	89%	76%	81%	73%	-6
POST	77%	73%	75%		
Denver North PRE	63%	38%	42%	New school	+17
POST	72%	57%	59%		
Denver South PRE	54%	37%	40%	62%	+36
POST	81%	75%	76%		
Denver West PRE	57%	56%	56%	62%	None
POST	91%	53%	56%		
Englewood PRE	82%	74%	75%	73%	-3
POST	68%	73%	72%		
Gateway PRE	48%	56%	53%	52%	+10
POST	65%	62%	63%		
Littleton PRE	77%	79%	78%	78%	+9
POST	46%	89%	87%		
Montbello PRE	57%	27%	34%	62%	+10
POST	66%	37%	44%		
Pinnacle PRE	88%	61%	65%	74%	+10
POST	63%	83%	75%		
Arapahoe PRE	92%	85%	88%	98%	NP*

*Observation completed before school decided not to participate this session

Occupant Protection Enforcement— Colorado State Patrol

Project Number:	08-06
Task Number:	61-11
Planned Expenditures:	\$150,000.00
Actual Expenditures:	\$137,549.28

CDOT contracts with the Colorado State Patrol to promote aggressive enforcement of Colorado’s occupant restraint laws through the *Click It or Ticket* campaign.

Goal

Increase the use of occupant restraint systems, thereby decreasing the number of fatalities and injuries across Colorado.

Strategies and Initiatives

Grant state troopers overtime hours during the *Click It or Ticket* enforcement campaigns to implement and issue traffic citations for violations of occupant restraint laws. The *Click It or Ticket* enforcement campaign was held from May 19, 2008 through June 1, 2008. This period was known as the May Mobilization Wave.

Conduct safety belt usage surveys before and after the May Mobilization Wave, then provide program activity reports.

Orchestrate the production of media programs in collaboration with CDOT’s Public Relations Office. Inform local news media about special safety programs and safety belt/child seat/child passenger compliance in all fatal crashes.

Results

The Colorado State Patrol (CSP) participated in media events related to the May Mobilization Wave. Additionally, the CSP’s Public Affairs Office notified news media about safety belt usage in fatal car accidents.

Provided Colorado State Troopers overtime pay to enforce Colorado’s occupant restraining laws during the *Click It or Ticket* May Mobilization Wave from May 19, 2008 through June 1, 2008. The CSP provided 1,514 overtime hours to occupant protection enforcement utilizing approximately 277 State Troopers during this time period.

The CSP provided 1,514 overtime hours to occupant protection enforcement during the “Click It or Ticket” May Mobilization Wave.

Project Number:	08-06
Task Number:	61-12
Planned Expenditures:	\$200,000.00
Actual Expenditures:	\$167,152.02

Occupant Protection Enforcement— Various Agencies

This task supports the efforts of local law enforcement agencies to aggressively enforce occupant protection laws as part of the *Click It or Ticket* campaign.

Goal

Use enforcement, public education and awareness efforts to increase use of occupant protection restraints.

Strategies and Initiatives

Fund overtime for local law enforcement agencies throughout the State to enforce Colorado's occupant restraint laws. Conduct the May Mobilization Wave, a *Click It or Ticket* enforcement campaign from May 19, 2008 through June 1, 2008.

Each agency conducts observational surveys before and after the May Mobilization Wave in order to gauge its effectiveness. Submit activity reports detailing the number and types of citations and warnings given out.

Results

Eighty-five Colorado agencies carried out 6,113 hours of occupant protection overtime enforcement during the 2008 May Mobilization Wave. Each agency notified the media of occupant protection use in the appropriate crashes, and reported their results to CDOT.

During the 2008 May Mobilization Wave, participating agencies wrote 519 warnings and 9,809 seat belt citations.

During the 2008 May Mobilization Wave, 85 Colorado agencies wrote 519 warnings and 9,809 seat belt citations.


Larimer County Teen Motor Vehicle Safety

Project Number:	08-06
Task Number:	61-13
Planned Expenditures:	\$90,000.00
Actual Expenditures:	\$89,125.77

Goal

To increase awareness of teen driving issues among Larimer County teens, including the Graduated Driver's License (GDL) law and seat belt use to reduce teen motor vehicle crash fatalities. The teen seat belt usage rate for Larimer County in 2005 was 60.4% with a goal to increase it to 70%.

Strategies and Initiatives

- Identify a coalition of teenagers (goal of 20 members—two from each high school) from area high schools to assist with peer-to-peer persuasion, social normative education and resistance skills training.
- 
- Perform an observational evaluation of seat belt use and GDL law compliance among teenagers at area high schools to be conducted by law enforcement.
 - Encourage school administrators at the 10 high schools in Larimer County to adopt a mandatory seat belt policy for all students and faculty while on school property or engaging in school functions. Goal of a minimum of five schools.
 - Provide project ideas and training to the teen coalition members and have them develop their own campaign as well as assist and support larger teen motor vehicle safety campaign.
 - Offer mini-grants to 10 area high schools to develop and market a seat belt/GDL program for students in their high school. Students can create PSA's for school announcements, posters, seat belt challenge, school commercial, etc.
 - Host a community-wide educational forum for parents to learn more about the GDL law and how they can help increase GDL compliance and seat belt use.
 - Host 6 educational presentations throughout Larimer County for teens and parents on the GDL law. A pre- and post-survey will be given to attendees.
 - Offer 100 scholarships to low-income teens to be able to take a

CDOT approved driver education course through a company that offers experience driving behind the wheel. Each participant is to complete a report of what course they took and what they learned through the course.

- Run an enhanced enforcement campaign targeted at teen drivers focusing on GDL law compliance and seat belt use. A pre- and post-observational seat belt survey will be conducted within the high schools.



- Perform an additional observational evaluation at the end of the grant period to evaluate efforts of the teen coalition.

Results

Between October 1, 2007 and September 30, 2008 we were able to reach over 4,900 high school students and 300 junior high students in Poudre, Thompson and Estes Park school districts through activities completed by student groups, assisted by \$2,000 mini-grants. Outside of the schools we were able to reach over 135 teen drivers by providing driver’s education scholarships.



Many students and parents were also educated through booths set up at the Larimer County Fair, New West Fest, Taste of Fort Collins, back to school nights at 12 area junior and high schools, and The Family Summit, reaching over 2,000 people.

In 2005, the teen seat belt use rate for Larimer County was 60.4%. A follow-up survey was completed in 2008 showing the rate has risen to 95.1%.

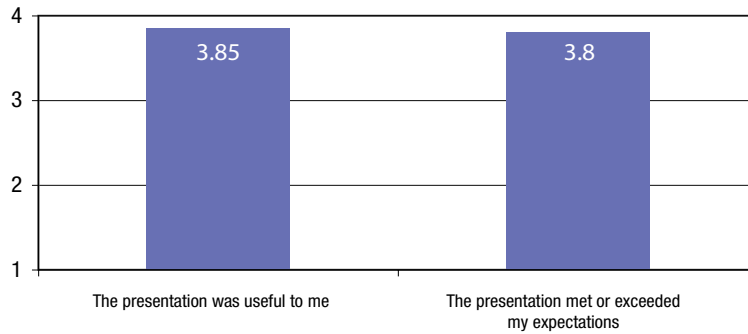
At the beginning of our grant (in 2005), the teen seat belt use rate for Larimer County was 60.4%. This information was gathered by a survey done by the Colorado State University, contracted by CDOT. In 2008, a follow-up survey was done and indicated the teen seat belt use rate in Larimer County is now at 95.1%. While we realize there are many factors that could have contributed to this success, we believe our efforts played a major role.

Over the course of the grant, the TMVS Coalition held 10 parent education presentations at local junior and high schools, using a modified version of the Mesa County Health Department’s “Teaching Your Teen to Drive” presentation. We were able to reach over 300 parents with valuable information on the GDL law and offer tips on how to teach their teen to drive (suggested areas to practice skills, teen/parent contracts, the law, etc.). At each presentation we

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distributed a pre- and post-quiz on the GDL to determine if our efforts were being effective. Of the 300 participants, we saw over 93% gain significant knowledge about the GDL. Our evaluations demonstrate that parents were pleased with the presentations and gained knowledge because of our efforts.

GDL Law Presentation Evaluation



Local law enforcement and parent volunteers helped make the program a huge success. Over 7,000 parents were also educated about our efforts through a direct mailing to their home (contact information provided to us by the school districts). We are planning on scheduling more frequent parent presentations as they were clearly a success.

We learned many things through the implementation of this grant. Working with the schools was much more difficult than we had expected. So many educational items are vying for the precious time of the staff and students and we did not see the turnouts we had hoped for (and seen from other best-practice programs in the state). We learned that we need to provide the schools more specific tasks and activities and will disperse the mini-grant money similar to the way CDOT does it for their Super Blitz strategies (\$100 reimbursed for each activity completed, up to \$2,000 per school). We also learned that we should be targeting the junior high schools as many parents are researching the driving process earlier.

I feel this was a very successful grant year that helped parents and teens in Larimer County learn about the importance of the GDL law and teen seat belt use. We are constantly asking teens for their input and suggestions on how to best educate them and their parents. We do not want to preach to the teens, we want them involved for the most impact.

Additional efforts were made to educate United Way 2-1-1 to refer parents and teens to use us as a resource in the community. We will continue to look for avenues to reach more parents and teens in our communities through partnerships and collaborations and continue to involve teens in the process.

Project Number: 08-06
 Task Number: 61-14
 Planned Expenditures: \$55,171.10
 Actual Expenditures: \$55,171.00

Western Rural Traffic Safety

Goal

The goal of this project was to increase restraint use and improve child passenger safety seat use in Delta/Montrose/Ouray counties to, or above the State average by 2008. Target groups in this endeavor will be the four major high-risk groups: teen drivers, teen parents, Hispanics and pickup truck drivers.

Strategies and Initiatives

There were 19 specific benchmarks the organization was to accomplish. These were all completed on some level. They are to hire two .23 FTE; support and assist two fit stations; support and



A fatal accident vehicle that the Coalition displays

assist two bilingual fit stations; post the four fit stations on the website; schedule technicians to educate parents on proper fitting; market fit stations; advertise fit stations by posters posted where car seats are sold; expand the project into the outlying areas of each County;

conduct CPS check up events; work with public schools; educate law enforcement on Graduated Driver's License (GDL) law; display fatal accident vehicle; participate in marketing campaign training; recruit coalition members from Hispanic and teen populations; refer low-income families to sites; participate in *Click It or Ticket* campaigns; and coordinate all PSAs with CDOT.

Seat belt usage surveys show an increase in seat belt use at each of the locations surveyed.

Results

This project has been a success. Surveys conducted on seat belt usage show an increase in usage at each of the locations. The increase ranges from four percent by the Montrose County Sheriff's Office to 30 percent by the Montrose Police Department.



A group of students learning about seatbelt safety from Vince and Larry

Colorado State Patrol's increase was five percent and Delta County Sheriff's Office was 14 percent. Overall, each item was a success; however, all of them need to see continued and sustained efforts. These efforts all show there is more work that needs to be completed to sustain efforts.

Annual Seat Belt Surveys

Project Number:	08-06
Task Number:	61-15
Planned Expenditures:	\$220,000.00
Actual Expenditures:	\$208,371.92

Pick-up Truck Survey

Project Number:	08-06
Task Number:	61-17
Planned Expenditures:	\$43,000.00
Actual Expenditures:	\$33,776.28

During 2008, the Institute of Transportation Management conducted five seat belt surveys and one qualitative research study for the Office of Transportation Safety and Traffic Engineering Branch of the Colorado Department of Transportation. The seat belt studies provided statewide information on seat belt usage for drivers and front seat passengers as well as data on the utilization of child safety restraint systems.

Goal

The goal of the seat belt studies was to provide an accurate estimate of actual seat belt usage for drivers, outboard front seat passengers, and child safety restraint system usage for the State of Colorado.

The goals of the pick-up truck research project were:

- To determine the reasons behind individual behavior related to seat belt usage of drivers and pick-up trucks.
- To investigate the impact of public service announcements on behavior.
- To gather and create ideas for future educational messages and public service announcements related to seat belt usage among drivers and passengers of pick-up trucks.

Successful achievement of these goals will assist in future transportation safety program planning and decision making.

Initiatives and Strategies

The primary focus of the initiatives was to learn the level of seat belt usage in the State of Colorado for adults and teenage drivers and outboard front seat passengers. Seat belt usage for juveniles (ages 5-15) and child safety restraint systems (newborn through age 4) were also important elements of the overall initiative. The

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“Neighborhood” Study was included as part of the initiatives in order to assess seat belt usage in selected communities which have a diverse ethnic population.

A major component of the strategy for the conduct of the studies was to design and implement a survey methodology that provided representative samples and accurate data collection leading to a weighted estimate of actual seat belt usage. Retired Colorado State Patrolmen constituted the majority of observers and were trained in appropriate methods of observing traffic and data collection. The number and location of sites for observations were selected by using census tract data and vehicle miles traveled for Eastern Plains, Front Range, and Western Slope Regions. By conducting the pre-mobilization, statewide, and juvenile surveys at approximately the same time of year as previous surveys, comparative analyses are more relevant. Consistency and accuracy in methodological approaches and data collection were emphasized as a critical part of the strategic plan for conducting the studies.

The strategy for the pick-up truck study was to gather information through secondary sources and through the conduct of focus groups. Past studies sponsored by both NHTSA and various states were used to compile findings for the sake of guiding this study and for comparing the inputs of the focus groups. This qualitative study was therefore designed to learn more about seat belt usage in pick-up trucks and to suggest possible themes and approaches to safety education.

The Teen Survey estimated seat belt usage among teens was 79.2%, up from 72.9% in 2007 which represents one of the largest gains in seat belt usage for any survey conducted in Colorado.

Results

The Teen Survey, which focused upon teenage drivers (16-19) and front seat passengers, was conducted from April 7-18, 2008. There were 43,264 observations at 208 designated sites within 17 counties. The overall seat belt usage estimate for teens was 79.2%, up from 72.9% in 2007. This improvement of 6.3% is a significant improvement and represents one of the largest gains in seat belt usage for any survey conducted in Colorado.

Results of the teen survey reinforced the findings of earlier studies in that there were similar patterns of usage as the Statewide Survey for the various vehicle types. Just as with all other surveys conducted to this point, the seat belt usage in pick-up trucks was the lowest when compared to other vehicle types. However, the usage rate of 74.4% was a 10.1% improvement over the 64.3% of last year. It should be pointed out that the teen rate of seat belt usage in pick-up trucks was much better than the 70.2 in the Statewide Survey. The overall gains for seat belt usage for teens were therefore quite significant and reflective of the ongoing educational efforts throughout the State.

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The Pre-Mobilization Survey was conducted from May 4-10, 2008. The objective of this study was to collect statewide baseline data before the two-week enforcement wave. Data were collected at 71 sites in 9 counties. The 15,568 observations yielded an overall estimated usage rate of 79.6%. This was a four-point improvement over the 75.6% finding of 2007.

Pick-up trucks had a dramatic improvement moving from 63.7% in 2007 to 69.1% in 2008. Vans had the highest seat belt usage rate with 85.2%.

The Statewide Survey began on June 1, immediately following the enforcement wave. Observations continued through June 14, 2008 and included 386 sites in 25 counties. There were 295,092 observations with an overall estimate of 81.7%. Although the improvement over last year's 81.1% seems small, it should be noted that it is the highest recorded usage rate for the State.

All three regions of the State had an improvement in the overall seat belt usage rates with the Eastern Plains having a usage rate of 77.4%, the Front Range usage was 83.6%, and the Western Slope was 79.4%. Eagle County (Western Slope) and Larimer County (Front Range) recorded the highest usage rate in the state with a 91.3%. Kit Carson (Eastern Plains) was the lowest with 56%.


As in years past, pick-up trucks had the lowest usage rate of all vehicle types with a 70.2% estimate, and vans were the highest with 85.4%.

The Juvenile Survey was designed to collect data on seat belt usage for children (age 5-15) and child restraint safety system usage (newborn through age 4). The study was conducted from June 15-28, 2008 at 50 sites in 20 counties. Data for seat belt usage among drivers was also collected from the 8,589 vehicles observed.

The overall child safety restraint safety system usage for 2008 was 86.9%; up from the 83.13% in 2007. This improvement more than made up for the 2.3% drop in usage from 2006 to 2007.

The combined front and rear seat belt usage for juveniles for all vehicle types also showed an improvement moving from a 69.69% usage rate in 2007 to 71.3%. As in other surveys for 2008, drivers of vans had the highest seat belt usage rate at 89.1%.

The Neighborhood Study incorporated a methodology to study communities on the Front Range that had an ethnically diverse population. Counties having at least a 14% minority population were chosen for the study although observation sites were placed within census tracts that had the greatest density of ethnic



The Statewide Survey showed pick-up trucks had the lowest usage rate of all vehicle types and vans had the highest usage rate.

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Electronic signs and billboards were viewed as the most effective in delivering messages to the target audience whereas the internet was viewed as the least effective.

minorities. Boulder County was the exception as its overall minority population was 9%.

Data were collected at the same time as the Child/Juvenile Study from June 15-28, 2008. Census tract data were used to ascertain the distribution and the density of certain populations in determining appropriate observation sites. There were 29,776 observations spread over 62 sites in eight counties along the Front Range. The findings indicated that there were some variations in seat belt usage among the communities with the overall usage rate of 75.1% representing a slight decrease from the 76% rate of last year. Boulder County had the highest seat belt usage within its neighborhoods at 84% and Pueblo County's neighborhoods were the lowest at 60%.

The Pick-up Truck Research Study made use of secondary research and focus groups to gather information on behaviors related to seat belt usage and the effectiveness of public service announcements and other media in gaining the attention of individuals. While there were many reasons provided as to why people don't wear seat belts as consistently in pick-ups as they do in cars among the most frequent comments were the following:

- Seat belts are uncomfortable.
- Short trips and getting in and out make seat belt use impractical.
- Don't like being told what to do.
- They are "bigger" than most other vehicles and they feel safe.

Generally the electronic signs and billboards were viewed as the most effective in delivering messages to the target audience. The internet was viewed as the least effective. Suggestions for commercials, advertisements, public service announcements and bumper stickers offer possibilities for building upon a "theme" that could prove effective. Among the outcomes was also a very strong agreement that television commercials and advertisements for pick-up trucks need to be more responsible relative to safety when they are conveying the strength and "toughness" of trucks and should always include a statement about the necessity of wearing seat belts.

Future Needs

Over the years of the studies, all of the surveys conducted for CDOT, except the Neighborhood Survey, have demonstrated a long-term upward trend of seat belt usage for drivers and outboard passengers. The Statewide rate of 81.7% was the highest in the history of the seat belt studies in Colorado. In 2008, even seat belt usage of pick-up truck drivers and passengers was up over a rate

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of 70%. While this is still the lowest rate for all vehicle types, the improvement has been significant; especially when considering the teen seat belt usage in pick-up trucks which is now over 74%. Although the lower rates of usage compared to other vehicle types continue to pull down the overall seat belt usage figure for the State, it is apparent that educational efforts have had some success. In this regard, the educational attempts need to continue as it appears that the rate of internalization of the safety messages is a long-term proposition that needs constant attention.

The Neighborhood Survey does not have the longitudinal history of the other four surveys; thus, the data is lacking for a trend analysis. The 2008 results are slightly lower than 2007, but the difference is not statistically significant. However, this rather “flat” usage rate occurs when the other studies have shown upward movements. As the Hispanic population of Colorado continues to grow, more targeted safety education needs to be directed to this community. The fact that Pueblo County and Denver County are among the counties having the highest percentage of Hispanic population and the lowest seat belt usage (60% and 69%, respectively) warrants investigation and the possibility of a greater investment in vehicle safety education. It is interesting to note, however, that Adams County has the second highest percentage of Hispanics and the second highest seat belt usage rate (81%) in the Neighborhood Survey. Future studies will reveal if there is indeed a problem of seat belt usage in ethnically diverse neighborhoods, but in the short term, the data and experience suggest that addressing the gap that exists between the Statewide and the Neighborhood results would be prudent.

Project Number:	08-06
Task Number:	61-16
Planned Expenditures:	\$600,000.00
Actual Expenditures:	\$600,000.00

NHTSA Teen Seat Belt Pilot Project

Goal

To increase seat belt use in young drivers ages 16-20.

To increase the perception among teens that they're likely to get a ticket if not buckled up.

Strategies and Initiatives

NHTSA and CDOT conducted a statewide teen seat belt campaign emphasizing countermeasures known to increase seat belt use, that were tailored to teens, on a large enough scale to produce significant improvement in seat belt use for this age group. The campaign included high-visibility enforcement, messages and materials tailored towards teens and their families regarding enforcement of seat belt laws, and parental monitoring of teen seat belt use.

Enforcement

Colorado State Patrol and local law enforcement in 11 targeted counties (Adams, Arapahoe, Boulder, Denver, Douglas, El Paso, Jefferson, Larimer, Mesa, Pueblo and Weld), conducted 4 waves of enforcement on Colorado's seat belt laws, with a primary focus on enforcing the GDL seat belt law.

Results

- Wave 1 was conducted October 15-21, 2007. Colorado State Patrol plus 35 local law enforcement agencies wrote a total of 2,559 seat belt citations.
- Wave 2 was conducted January 14-20, 2008. Colorado State Patrol plus 41 local law enforcement agencies wrote a total of 4,301 seat belt citations.
- Wave 3 was conducted March 3-9, 2008. Colorado State Patrol plus 43 local law enforcement agencies wrote a total of 5,137 seat belt citations.
- Wave 4 was conducted May 12-18, 2008. Colorado State Patrol plus 46 local law enforcement agencies wrote a total of 5,084 seat belt citations.



Between the four waves, Colorado State Patrol plus 165 local law enforcement agencies wrote a total of 17,081 seat belt citations.

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Coalition activities

For each enforcement wave, CDOT awarded mini-grants to local traffic safety coalitions and youth based organizations and groups to conduct community-based activities to educate the public about *Click It or Ticket* enforcement in their communities.



The following coalitions/community outreach partners participated in this campaign:

Center for Transportation Safety—Commerce City
CH2MHILL—Englewood
Crossroads Turning Points—Pueblo
Drive Smart Evergreen/Conifer
Fort Lupton Injury Free Coalition
Teen Motor Vehicle Safety—Ft. Collins, Colorado
Association of School Resource Officers—statewide
Mile-High RETAC—Denver
Safe Kids Mesa County
American College of Osteopathic Family Physicians—Denver
LiveWell Colorado—Ft. Collins
Jocelyn Story—Miss Parker, Colorado 2008



Media

NHTSA's communication contractors were responsible for the development of messaging, creative, media production (television, radio, print), development of media buy and other technical assistance as necessary. CDOT's Public Relations Office (PRO) executed earned media activities and high school outreach for the project. PRO activities included the following:



High School tool kits—For each enforcement wave, every high school in the state (approx. 436) received a “tool kit” of materials to use to educate teen drivers about Colorado's GDL laws, which included seat belt requirements. The tool kits included articles, posters and a fact sheet with Colorado seat belt statistics, as well as public announcement scripts that included information about *Click It or Ticket* enforcement.



Seat Belt Pledge Drives—A series of seat belt pledge drives were held at one high school in each of the 11 targeted counties, and later expanded to 22 high schools. Pledge kits were developed that included assistance for students to conduct the pledge drives. The kit included PA announcements, flyers, and memorial bracelets to be given to students who pledged

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The PRO developed and distributed 10,000 “Get belted, not busted.” flyers and 4,500 posters throughout the 8-month project.

to buckle up. The schools were also given a banner to collect the signatures, as well as a disposable camera to document activities, evaluation and supplies. A special Web site, www.seatbeltpledge.com was created to more efficiently track pledges. The high schools were enthusiastic supporters of the pledge drive, resulting in more than 6,694 teen seat belt pledges.



Creative Materials Developed

The PRO developed and distributed 10,000 “Get belted, not busted.” flyers and 4,500 posters to law enforcement, coalitions and high schools throughout the 8-month project. The PRO worked with the Colorado State Patrol to shoot a 10-second custom tag for the NHTSA teen seat belt television ad. Also, a GDL roll call video was produced in partnership with the Colorado State Patrol and DRIVE SMART Colorado Springs.



Paid Media

NHTSA’s media buyer executed the main media buy for the project, however the PRO supplemented the buy with a partnership with popular Denver radio station ALICE 105.9. The sponsorship included:

- Pop star endorsement PSA from Saving Jane running 36 times per day during enforcement week, running in late afternoon and evenings to reach teens.
- E-mail blast with seat belt “Did You Know” facts to 33,000 listener database.
- Web site banner ad with 17,000 impressions reported during the week.

The final enforcement wave also included a paid media buy with 22 movie theaters, which included placement of a life-size “standee” in theater lobbies, which displayed an “everybody’s wearing one” seat belt message.

Earned Media

The kick-off news conference was held October 15, 2007 at Englewood High School in Arapahoe County, one of the participating seat belt pledge drive schools. Fifty students wore black t-shirts, representing the 50 teenagers who died unbuckled in Colorado in 2006. Other visuals for the media included students signing their pledge banner, and a crashed car featuring seat belt stats. Throughout subsequent enforcement waves, media outreach included an

Earned media outreach resulted in 422 media stories about Click It or Ticket and teen driving issues.

Continued >

opinion-editorial, distribution of 15 news releases and advisories. Earned media outreach resulted in 422 media stories.

Data Analysis and Project Evaluation

NHTSA evaluators developed the evaluation design, collected observation and public awareness data, analyzed the data, provided technical support, and prepared interim and final reports for the project.

Media & Outreach

- Over the 8-month campaign, the CDOT PRO generated approximately 422 media stories about *Click It or Ticket* and teen driving issues.
- As a result of the pledge drive, which ran October through May, approximately 6,694 students pledged to wear seat belts.

Awareness & Seat Belt Use

- Surveys conducted for NHTSA show a 21 percent increase in enforcement awareness during the campaign. Observational seat belt use among teens also increased for each vehicle type.
- Colorado's statewide annual seat belt survey conducted in June 2008 showed the use rate among teens at 79.2% up substantially from 72.9% in 2007.

Project Number:	08-06
Task Number:	61-18
Planned Expenditures:	\$50,000.00
Actual Expenditures:	\$42,471.55

Traffic Safety Training Summit

Goal

To encourage Colorado's Law Enforcement communities to support CDOT's *Click It or Ticket* and the *Heat is On* campaigns and enforcement activities.

To provide Law Enforcement officials, directly involved with *Click It or Ticket* and the *Heat is On*, training and motivation for them to better execute and support statewide occupant protection and impaired driving activities.

Conduct a statewide motivational training event that includes a media training component.

Strategies and Initiatives

The "Amplify Safety Efforts in Your Community" Law Enforcement Summit was conducted as a statewide motivational training event that included a media training component.

Results

The Law Enforcement Summit was very well received by the 44 attendees who completed the evaluation form. Participants found the Summit to be "Very Helpful" overall. Participants also considered each of the Summit sessions to be either "Very Helpful" or "Helpful." Several commented that they hoped the Summit would become an annual event.

The Summit addressed three Occupant Protection Assessment Recommendations:

- Convene a Colorado Safety Belt Summit with high level representatives from numerous law enforcement agencies to develop strategies for seat belt compliance.
- Develop and offer media training to community partners and Safe Communities programs.
- Create a "Tool Box" of media templates, pre-approved copy, etc.,



The Law Enforcement Summit was conducted as a statewide motivational training event that included a media training component. Participants found the Summit to be "Very Helpful."

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that can be distributed to community partners/coalitions to support state-funded initiatives such as fitting stations, *Click It or Ticket* mobilizations, etc.



The Summit also addressed one Impaired Driver Assessment Recommendations:

- Hold local, regional, and statewide conferences as one means to support local task forces as well as to share information across the State and raise the profile of the impaired driving problem.

Project Number: 08-06
 Task Number: 61-19
 Planned Expenditures: \$24,000.00
 Actual Expenditures: \$9,375.00

Community Outreach

This project provided technical assistance to CDOT grantees developing public information and education programs in selected counties.

Goal

Provide community organizing technical assistance to coalitions in Adams, Pueblo, Yuma and Elbert counties.

Strategies and Initiatives

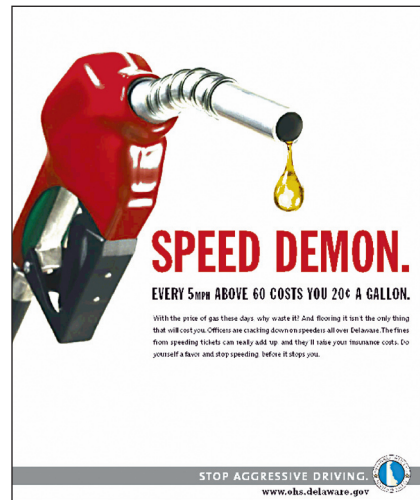
Provide research and community organizing technical assistance to the selected communities, as needed.

Results

Based on need, the project focused on providing research technical assistance to the Pueblo City—County Health Department (PCCHD). Three focus groups were designed and moderated in Pueblo by Garner Insight LLC. The PCCHD recruited and hosted the participants. The purpose of the research was to ascertain community members' attitudes and perceptions of traffic safety in Pueblo, with a focus on speed. Participants included teenagers, adults in their 20s and adults in their 30s. In addition to the exploratory discussions, participants responded to three sample messages. PCCHD is developing a traffic safety campaign informed by the focus groups.

Three focus groups were held in Pueblo to ascertain community members' attitudes and perceptions of traffic safety, with a focus on speed.

Community outreach in Adams County was conducted by Heinrich Hispanidad under a separate contract. There was not sufficient time in the contract period to conduct activities in Yuma or Elbert counties.



One of the ads tested in the focus groups are as shown below.

DRIVE SMART—Weld County

Project Number:	08-06
Task Number:	61-20
Planned Expenditures:	\$18,500.00
Actual Expenditures:	\$15,167.14

DRIVE SMART—Weld County is a community coalition made up of members of law enforcement, business, insurance, media, concerned citizens, schools, fire departments, and health professionals working to reduce injuries and death from traffic crashes. The main activities of DRIVE SMART—Weld County are car seat checkpoints, P.A.R.T.Y. (Prevent Alcohol and Risk-related Trauma in Youth) programs for high schools, Parent of Teen Driver classes, and Tailgate the Safety Way which is an annual community event. We also have two wrecked vehicles and one wrecked motorcycle on trailers that we use as educational displays about traffic safety.

Goal

The goal of DRIVE SMART—Weld County is to increase safety belt use and decrease traffic deaths of Weld County teens through P.A.R.T.Y. (Prevent Alcohol and Risk-related Trauma in Youth) programs in high schools, classes about the Graduated Driver's License (GDL) laws for parent and teens, and a community-wide traffic safety event.

Strategies and Initiatives

Schedule at least four P.A.R.T.Y. programs with 200 high school students in Weld County schools between April 1 and September 30, 2008.

Hold a community wide traffic safety event focusing on teens Saturday, August 23, 2008 at Greeley West High School.

Hold at least six Parent of Teen Driver classes between April 1 and September 30, 2008.

Results

Five P.A.R.T.Y. programs were held between April 22 and September 30, 2008. Two at Eaton High School, one at Roosevelt High School in Johnstown, one at the fire station in Kersey for Platte Valley High School and one at the Rodarte Center for Valley High School in Gilcrest. A total of 366 students participated.

At the beginning of the day, only 38% of the students reported

The main activities of DRIVE SMART—Weld County are car seat checkpoints, P.A.R.T.Y. programs for high schools, Parent of Teen Driver classes and Tailgate the Safety Way.



A total of 366 students participated in five P.A.R.T.Y. programs that were held between April 22 and September 30, 2008.

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always wearing their seat belts. At the end of the program, 77% indicated they would always wear their seat belts. In the morning,



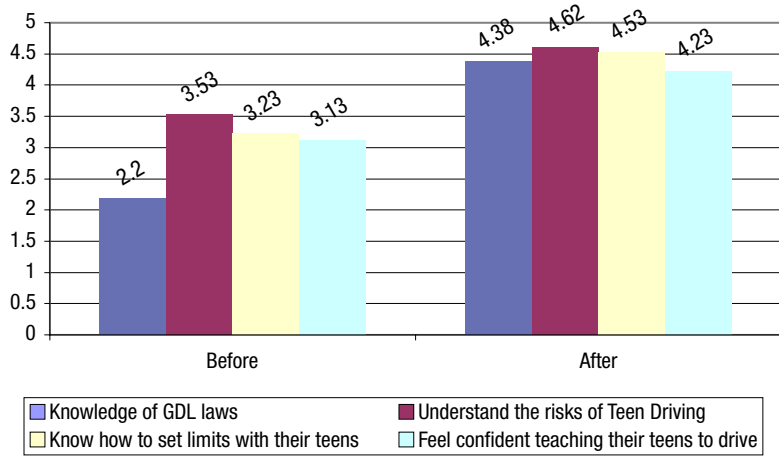
only 23% reported always encouraging their friends to wear seat belts; this increased to 75% at the end of the program.

The programs included presentations by first responders, trauma experts and law enforcement. Crashed vehicles were displayed. Survivors shared their stories and students participated in hands-on activities with the Fatal Vision goggles, paramedics and rehabilitation simulation.

More than 96% of the students rated the program as excellent or very good.

A total of 64 families and 105 people attended Parent of Teen Driver classes that were held on April 9th, April 15th, May 14, May 15, September 15, September 17, and September 29, 2008.

Parent of Teen Driver Class Evaluation Survey Results



Parents wrote many comments on the evaluation forms. Here are some of the comments:

- “Thank you for offering this informative class to the public.”
- “The course was very helpful. The father that lost his son was very good and really had a great message for teen drivers.”
- “Great class. Cleared up some questions.”
- “This info should be taught at schools!”

Continued >

“Every parent needs this class as a reminder.”

“Good class—please continue to educate all of us!”

The 2008 Tailgate the Safety Way event was a huge success! Hundreds of teens, parents, young adults, and children visited the event and learned about how to be safe in and around vehicles. From big rigs to motorcycles, event participants learned how to see and be seen, the importance of seat belt use, how to not get injured by an airbag, how the right gear can protect them on a motorcycle, the dangers of drinking and driving, and how to make wise choices.

In addition, DRIVE SMART—Weld County was asked to participate in the Sister 2 Sister Conference sponsored by the Girl Scouts of Colorado. On Saturday, June 7, 2008, 74 girls heard Jocelyn Story, Miss Parker, talk about the importance of seat belts and how to encourage and demand that everyone in the vehicle wear their seat belts. The presentation was followed by several activities using the Fatal Vision goggles, as well as pictures with Jocelyn in front of a wrecked car where the teen driver survived because of his seatbelt.



*DRIVE SMART—
Weld County
participated in
the Sister 2 Sister
Conference sponsored
by the Girl Scouts of
Colorado.*

Project Number: 08-06
 Task Number: 61-21
 Planned Expenditures: \$25,000.00
 Actual Expenditures: \$13,224.54

Pueblo County Seat Belt Initiative

Research, develop and implement a social marketing campaign targeting Pueblo County drivers and passengers from teens to age 34. This would include focus groups to inform and analyze the messaging to be used.

Goal

The goal of this project was to reduce motor vehicle injuries and fatalities in Pueblo County, especially targeting the age group of teens to age 34.

The media campaign targeting Pueblo drivers was initiated based on their high odds of crashing, low overall seat belt use and high drunk driving rates.

Strategies and Initiatives

Colorado Department of Transportation (CDOT) data was the primary point of reference for this grant. The data published by CDOT showed Pueblo drivers having the third highest odds of crashing out of all 64 counties in Colorado. The CDOT data showed low overall seat belt use, as well as high drunk driving rates. These statistics were what drove the goals to research, develop and conduct the media campaign targeting Pueblo drivers and passengers, teens to age 34.

Results

Working with CDOT, the Pueblo City-County Health Department used resources to bring the statistics regarding driving issues in Pueblo to the attention of area residents and officials. This was done through a media campaign (carried out through CDOT media buys), a written article, informational ads and contract in a local magazine, focus groups and interacting with local community partners. While the impact for this short period of time is difficult to assess,



The local magazine, **ACCOLADES**, printed the Teen Driving article, “Get Belted, Not Busted”, Teen Driving contract, and Myths and Misconceptions as a four page center fold.

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bringing this information to the forefront also resulted in a local television station running a story and interview.

The original goals and objectives for this program were completed within a short time frame, which was challenging but successful. While the formal results of the focus groups have not yet been made available to the Pueblo City-County Health Department, the informal results have helped form future direction in Phase II of the plan addressing Pueblo motor vehicle safety.

Project Number: 08-06
 Task Number: 61-22
 Planned Expenditures: \$24,500.00
 Actual Expenditures: \$24,493.91

Elbert County Seat Belt Initiative

During this three month planning period from July 15, 2008 through September 30, 2008, we developed an action plan to address concerns about unrestrained vehicle occupants in our community. We conducted an informal community survey regarding seat belt usage and what influenced those decisions. Those surveys, encompassing a wide range of age groups, were conducted during the Elbert County Fair, at several clinic days at our office where youth and their parents came in for sport physicals and at four senior citizen sites.

Meetings were conducted with community partners including the Elbert County Health and Environment, Elbert County Community Outreach, Colorado State Patrol, Elbert County Coroner, Elbert County Social Services, local clergy, CSU Extension Service, representatives of county fire departments and local law enforcement to discuss the need for a local seat belt information/education program.

Goal

To develop a community coalition to formulate an action plan for an evidence-based program to increase seat belt use in Elbert County.

Strategies and Initiatives

As a result of the meetings with coalition partners, the following action items were identified and will be the focus of our activities for the following grant period:

- Child car restraint education and inspection.
- Seat belt education for our teen drivers.
- Utilizing our older drivers as role models.

Results

An informal survey was created by Elbert County Public Health to obtain information on seat belt usage and what impacts a person's decision to wear or not wear a seat belt.

Out of approximately 200 surveys obtained, reasons for not wearing seat belts in both groups included forgetfulness, just going a short distance, comfort issues and being in a hurry.

Out of approximately 200 surveys, reasons for not wearing seat belts included forgetfulness, just going a short distance, comfort issues and being in a hurry.

Continued >

With this small sample the things that stand out as areas where we can make an impact in increasing seat belt usage are educating our adults and children, visible or audible reminders and a campaign in memory of someone who lost their life because of not wearing a seat belt.

Elbert County Click-It Program
Thank you for filling out our survey. Please do not fill it out more than once.

Your Age _____

Your Zip Code _____

Are you Male or Female (circle your response)

Do you wear a seat belt while driving a vehicle? Yes No

Do you wear a seat belt while riding in a vehicle? Yes No

When you are driving, do you require your passengers to wear a seat belt?
Yes No

What percent of the time do you wear a seat belt while in a vehicle? _____

What would remind you to wear your seat belt? _____

Why do you wear a seat belt? _____

If you don't wear a seat belt, why? _____

What is the best way to get information to you:

- weekly newspaper
- direct mailing
- web site (EHealth.org)
- posters in the community
- at a community event
- other _____

Thank you!
Elbert County Health and Environment

Project Number: 08-04
Task Number: 61-23
Planned Expenditures: \$25,000.00
Actual Expenditures: \$24,676.00

PBT Enforcement Project

Goal

Reduce the percentage of alcohol-related fatal crashes.

Strategies and Initiatives

The Portable Breath Alcohol Testers (PBTs) are an effective tool in Law Enforcement. PBTs can detect alcohol in drivers who have been contacted in traffic offenses. Alcohol involvement can be eliminated or confirmed in drugged driving arrests. Drug Recognition Experts (DRE) can use PBTs at a DUI scene to determine whether alcohol or drugs were involved.

PBTs purchased will be given to Law Enforcement agencies which show a need for and can make most effective use of the equipment.

Results

To date, 10 PBTs have been issued to officers for their contributions to impaired driving enforcement. Officers from the Colorado State Patrol, Montrose Police Department, Colorado Springs Police Department, Thornton Police Department, Woodland Park Police Department, and Weld County Sheriff's Office, all of which are Drug Recognition Experts (DRE) have received PBTs to assist in the screening and processing of alcohol and/or drug impaired drivers.

Ten PBTs have been issued to officers for their contributions to impaired driving enforcement.



Law Enforcement Equipment— Logan County

Project Number:	08-06
Task Number:	61-24
Planned Expenditures:	\$5,475.00
Actual Expenditures:	\$5,475.00

Logan County has an area of approximately 1,827 square miles comprised of one Interstate Highway, seven state highways, and numerous paved and unpaved county roads.

The newly elected Sheriff feels that all of our marked units should take an active role in traffic enforcement duties to help reduce the number of accident related statistics in the county.

With the addition of these tools Logan County Sheriff's Office (LCSO) hopes to have a significant impact on improving working conditions.

Goal

The goal of this project is to procure five new permanent mount radar units for installation in five of our fourteen marked patrol units.

Arrangements were made with the Sterling Police Department for their certified radar instructor to provide training to our officers in the use of permanent mount units.

LCSO's efforts in obtaining radar units combined with this request makes it reasonable for them to expect to see an increase of at least 25% in the number of traffic citations issued by this office as compared to their past year's statistics.

Strategies and Initiatives

The LCSO has made arrangements with the Sterling Police Department for their certified radar instructor to provide training to our officers in the use of the permanent mount units.

LCSO has obtained bids for the purchase of the radar units.

Results

Newly purchased permanent mount radar units have been installed into marked LCSO patrol units.

The goal of this project is to procure five new permanent mount radar units and provide training to officers in the use of permanent mount units.

Project Number: 08-06
 Task Number: 61-24
 Planned Expenditures: \$7,580.00
 Actual Expenditures: \$7,580.00

Law Enforcement Equipment— Northglenn

The goal of this project is to reduce fatal crashes by 2.5% where impairment is suspected.

The City of Northglenn has a residential population of 35,612 citizens. According to the 2007 Problem ID report, there was a total of 903 total vehicle crashes. Total crashes per 1,000 capita = 25.36 (Colorado Department of Transportation Problem Identification Report for 2007).

Northglenn had one of the highest percentages (7.4%) of suspected impaired drivers in injury crashes among the state's largest cities.

Northglenn has a significant portion of Interstate-25 that runs the entire length (North-South) of the city.

Goal

The goal of this project using speed detection devices is to reduce fatal crashes by 2.5% where impairment is suspected. The reduced rate goal is 4.9 percent, putting Northglenn in the median of similar sized jurisdictions.

Strategies and Initiatives

The program goals include selective speed enforcement at target locations including Interstate-25 where speeds appear to be the highest. The focus of this program is to reduce speed in general, but also targeting specific times of the day or night when impaired driving is coupled with excessive speed.

Results

The agency received the speed detection devices in September 2008, therefore there are no results to report at this time.

RIPEATS—Yuma County (Reducing Injury through Prevention, Education, Awareness and Traffic Safety)

Project Number:	08-06
Task Number:	61-25
Planned Expenditures:	\$9,700.00
Actual Expenditures:	\$9,700.00

The Rural Communities Resource Center in Yuma and Washington County Connections in Akron used this funding from CDOT to form a coalition team in each county to address these issues, educate the community members on safety issues and help to reduce traffic crashes, fatalities and injuries in our rural area.

Goal

The goals of this planning grant were to:

- Gather community input through focus groups and needs assessments.
- Increase local awareness of the occupant protection statistics for Washington and Yuma Counties.
- Coalition development and strengthening the current partnerships we have with other entities around occupant protection.

Strategies and Initiatives

Project activities for the planning grant include staff training, coalition development meetings, media coverage to increase awareness, developing surveys, implementing focus groups and undertaking a needs assessment in both counties.

These goals were successfully completed and we are looking forward to continuing this work in the next grant period.

Results

- A series of six focus groups and educational presentations were held throughout Washington and Yuma counties. We selected groups that varied from senior citizens to high school students. Each group talked about the concerns they had regarding the goal areas we selected to address and gave ideas and input on what to do about these issues. Results from these focus groups are included in the final report.
- Surveys for the community needs assessment were designed based on the results of the focus group and collected from 748 participants.
- Car seat check points and educational presentations were con-

Project activities included staff training, coalition development, media coverage, developing surveys, focus groups and undertaking a needs assessment in both counties.

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ducted and 15 car seats were provided for children along with information on recalls, proper seat selections and installation for the parents.

- Newspaper press releases and educational information was given to local high schools in both counties.
- Buckle Up for Love activities were presented in all local preschools in Washington County.
- One staff member attended the Child Passenger Safety training and became a certified technician and has attended and will continue to attend our regional CPS coalition meetings. Two staff attended the Prevention Summit in Colorado Springs that focused on safety issues addressed in our grant.
- Coalition meetings were held in both counties and those attending were looking forward to working on resolving these issues addressed in our grant proposal.
- All funds have been expended and we are looking forward to being able to continue this work when funding is secured for the next cycle. We were pleased with the results of this coalition planning grants and anticipate positive outcomes in the future for the members of our communities.

SAFE COMMUNITIES & BICYCLE AND PEDESTRIAN SAFETY PROGRAM OVERVIEW



Safe Communities & Bicycle and Pedestrian Safety Overview

Projects in the Safe Communities and Bicycle and Pedestrian Safety programs support the Office of Transportation Safety's goals to increase child passenger safety as well as to prevent fatal and injury crashes.

Program Administration

Projects in this program are administered by Program Manager Carol Gould and staff members Leslie Chase, Ilana Erez and Terry Huddleston. The six projects in the program had a planned budget of \$398,117.

Outreach to Hispanic and African American Families

Catholic Charities in Weld County's project to promote traffic safety taps into the County's Hispanic community through child passenger safety events, such as car seat checks. In Denver, Catholic Charities promoted traffic safety to low-income and Hispanic and African American families through car seat checks and at the Peace 'n the Streets event.

Truck Safety

This program aims to reduce injury and fatal crashes involving large commercial vehicles. More than 30 commercial motor vehicle carriers have participated in the safety program and more than 1,000 young drivers and community members participated in educational programming teaching them how to safely drive on the roads with commercial vehicles.

Educating Colorado Children

The goals of the Buckle Up For Love, Pedestrian Safety, Tween Traffic Safety and Helmet Safety programs are to increase booster seat use and increase knowledge of safe pedestrian behaviors in pre-K through 2nd grade students, increase the number of students ages 10-12 who are properly buckled up in the backseat, and to educate youth and parents on the importance of helmet use.

Supporting Traffic Safety Coalitions

The Office of Transportation Safety encourages Colorado's Traffic Safety Coalitions to support CDOT's "Click It or Ticket" campaigns, and other traffic safety programs. This is accomplished by providing coalitions support and resources through training, mini-grants and materials for them to better execute and support statewide occupant protection activities.

Weld County Child Passenger and Driving Safety, CC

Project Number: 08-09
Task Number: 91-01
Planned Expenditures: \$48,641.65
Actual Expenditures: \$48,641.65

The Child Passenger Safety Program of Catholic Charities is designed to educate Hispanic families in Weld County about the importance of car seats for their children and educate on impaired/DUI driving to ensure safety of the driver, passengers and the community.



Goal

To inform and educate immigrants, migrants, agricultural workers and Hispanics in Weld County on child passenger safety and the hazards of drinking and driving.

Promote and increase by 10% the use and installation of child passenger safety seats/occupant protection systems. Educate and inform on the hazards and consequences of drinking and driving. Provide bilingual training and education. Develop and provide bilingual educational materials.

Strategies and Initiatives

Private Appointments (One-on-One):

We have provided 76 one-on-one educational appointments for families that need special accommodations. These families are unable to attend a seminar due to conflicting schedules or are expecting parents. The technician shows the families the various child passenger safety seats and discusses with them the common problems encountered with each seat, which may include difficulty in buckling harnesses, moving restraints, installation and weight and height requirements for each seat. A video demonstrating the use of each seat and possible injuries to an unrestrained child is shown to the family. The technician reviews the Child Passenger Safety Booklet/Manual with the family. The technician teaches the family how to install the child restraint correctly in their vehicle. The technician discusses the child passenger safety laws in Colorado. The technician discusses good driving habits such as obeying the signs, making sure everyone in the vehicle is wearing their seatbelt, and avoiding distractions. The technician answers the questions the families have regarding the material discussed.

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Educational Seminars (Group of Parents):

We provided 23 educational seminars to groups of families in the community regarding the Child Passenger Safety. The number of families in each seminar ranged from two to four. The program plan is the same as the private appointments listed above, except it is done in a group format. Handouts and brochures are given out to the families in the seminar. The seminars are held at Catholic Charities Plaza del Milagro.

Community Outreach Presentation:

The technician conducted 5 outreach presentations on child passenger safety through various community outlets such as: HeadStart, the Health Department and Fort Lupton Middle School. In the seminars, the technician showed the families the different types of car seats, discussed the proper use of each seat and discussed the common problems encountered with each seat.

Drinking and Driving Information:

There were three educational seminars on impaired driving to the migrant/immigrant community through Plaza del Milagro, Fort Lupton Middle School and the Injury Free Coalition in Fort Lupton. The target population is young Hispanic males. The seminars addressed the hazards and consequences of drinking and driving. The classes included local statistics on fatalities due to impaired driving, the process of a DUI arrest, physiological changes that make impaired driving dangerous, possible injuries from car crashes due to impaired driving, alternatives to impaired driving, and stories of people who have been permanently affected by someone driving while intoxicated. Additionally, we have borrowed the Fatal Vision Goggle Set from Drive Smart as an activity for these seminars.

Other Community Outreach:

The technician attended monthly meetings with the Drive Smart, Safe Kids, Northern Migrant and Injury Free coalitions in the area


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in order to promote the program and its benefits to the community. The technician installed car seats at six car seat check events in the community provided by other coalitions. The technician attended three community fairs to hand out information and answer questions regarding child passenger safety. The technician attended the yearly Migrant Appreciation Picnic, handed out information and answered questions regarding impaired driving and its consequences.

Results

The project educated 228 families in educational seminars and outreach presentations, 304 car seats have been provided and installed to families in the community. At the beginning of the educational seminars, the families are asked about their driving habits. Over half of them admit to not always wearing a seat belt or talking on the phone while driving. By the end of the seminar, the majority expressed that they want to practice better driving habits. Three to four months after the educational seminar, the technician contacted the families that attended the educational seminars by telephone for a post-survey. In the survey, 73 families were contacted. 30 of them answered 'yes' when asked if they used car seats for their children prior to the seminar; 33 of them answered 'yes' when asked if they used their seatbelts prior to the educational seminar; 73 of them answered 'yes' when asked if they used their car seats after the educational seminar; 73 of them answered 'yes' when asked if they used their seatbelts after the educational seminar.

Three educational seminars on impaired driving were conducted with 44 people in attendance. After the educational seminars, the majority of the attendees expressed that they did not want to be involved in a DUI case. With the help of the Fatal Vision Goggles, the attendees also observed the difficulty in tasks involving vision and movement. However, most of the attendees did not express an effort to not drive while intoxicated. In addition to the educational seminars, informational brochures on alternatives to driving impaired were handed out to 30 immigrant/migrant workers at the Migrant Appreciation Picnic.



In the post-survey, 100% of families contacted reported the use of car seats and seatbelts. Less than half reported use prior to the educational seminars.

Project Number: 08-09
 Task Number: 91-02
 Planned Expenditures: \$93,358.35
 Actual Expenditures: \$86,733.00

Denver Child Passenger and Driving Safety, CC

The Child Passenger Safety Program of Catholic Charities is designed to educate Hispanic families in Metro Denver about the importance of car seats for their children and educate on impaired/DUI driving to ensure safety of the driver, passengers and the community.

Goal

To inform and educate immigrants, migrants and Hispanics in Metro Denver on child passenger safety and the hazards of drinking and driving impaired.



Promote and increase the use and installation of child passenger safety seats/occupant protection systems by 10%. Educate and inform on the hazards and consequences of drinking and driving. Provide bilingual training and education. Develop and provide bilingual educational materials.

Strategies and Initiatives

We accomplished our goal of conducting one large scale car seat check up event by September of 2008. We conducted one large scale car seat check up event at Rude Recreation Center on April 19, 2008. This car seat check up event was in partnership with Americorps' Health and Safety Resource Fair and sponsored by Safe Kids Denver Metro. At the event, we checked 36 car seats. Of the 36 car seats checked, 31 were replaced with new car seats.

We hosted our second event, the Peace 'n the Streets Health and Safety Fair. It was held on August 9, 2008 in the Five Points/Curtis Park Neighborhood. We checked 138 car seats and distributed 110 new car seats.

Conducted community based one-on-one installation appointments for families that have attended educational seminars. Between October 1, 2007 and September 30, 2008, we served 141 clients through one-on-one installation appointments. During these appointments, a total of 230 child safety seats were checked and 149 new child safety seats were distributed.

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Catholic Charities Denver was posted on the CPS Team Colorado website and the NHTSA website as a local fitting station that offers community based one-on-one installations by appointment only.

We have purchased a total of 432 car seats since the beginning of the contract and have distributed 378. We distributed bilingual child passenger safety information and education materials, and advertised car seat events, information and services through local media.



We advertised our fitting station and events through online networks, flyer distribution and phone contact with over 500 community organizations and workers. We posted flyers at neighborhood recreation centers, schools, childcare centers, hospitals, shops and libraries. Our events were advertised via the Catholic Charities website and email list serves such as the Mayor’s Office of Education and

Children, Connecting Denver.com, The Network-Empower, Develop, Strengthen, and the Stapleton “Mommy’s” website.

Education—Child Passenger Safety & Adult Driver/ Passenger Safety:

We conducted 4 educational seminars (English) with families on child passenger safety and adult driver/passenger safety through the schools, child care facilities and ongoing parent education and support groups. We facilitated 11 English presentations this contract year. Locations of the presentations included CWEE, Savio House, Catholic Charities support groups, Champa House, Mile High United Way, New Beginnings and Warren Village. Seventy four people attended these presentations. We conducted three educational seminars (Spanish) through the schools, child care facilities and ongoing parent education and support groups. We facilitated three bilingual presentations this grant year. Two of the presentations were in Spanish and one was multilingual: Burmese and African. A total of 34 individuals attended these presentations.

Education—Drinking and Driving:

Six drinking and driving presentations were provided during this contract year, serving a total of 54 people. We compiled two additional drinking and driving prevention presentations including one targeting middle school aged children and one targeting 4th to 6th graders.

Since the beginning of the contract, 378 car seats have been distributed.

Project Number: 08-09
 Task Number: 91-04
 Planned Expenditures: \$125,000.00
 Actual Expenditures: \$86,782.21

Enforcement Appreciation and Coalition Development

Goal

Increase restraint use to 85% by 2010 through statewide enforcement of the Colorado occupant protection laws.

Reduce the percentage of alcohol related fatal crashes from 44.6% in 1995 to 38% by 2010.

Strategies and Initiatives

Provide coalitions the support and resources, through training, mini-grants and materials for them to more efficiently execute and support the statewide occupant protection and impaired driving safety activities. This task will also include a law enforcement and coalition recognition event.

Results

Mini-grant opportunities were awarded to twelve participating coalitions, non-profits and for profit agencies, which supported the statewide occupant protection and impaired driving activities.

A recognition and awards banquet was held in September at the Embassy Suites Denver Tech Center to honor the top producing occupant protection and impaired driving enforcement officers, as well as coalitions that participated.

The selection of seat belt nominees were based on the week's activity between May 19 and June 1, 2008, better known as "May Mobilization" and activity during the teen pilot project "Click it

An awards banquet was held in September to honor top occupant protection and impaired driving enforcement officers and coalitions.

Continued >





or Ticket” the next generation. Other criteria included the officer’s efforts in the community, and their motivation of other officers to support occupant protection laws and best practices.

For Impaired Driving nominees, besides total number of DUI arrests, the officers status as a DRE (Drug Recognition Expert), a SFST (Standardized Field Sobriety Test) Instructor, and/or training provided to other agencies as well as other DUI related activities conducted during the 2007 calendar year was part of their criteria.

The following agencies were recognized as either having a top Occupant Protection officer or Impaired Driving officer or both:



Colorado State Patrol, Durango Police Department, Lakewood Police Department, Littleton Police Department, Douglas County Sheriff’s Office, Arapahoe County Sheriff’s Office, Longmont Police Department, Westminster Police Department, Denver Police Department, Steamboat Springs Police Department, Alamosa County Sheriff’s Office, Montrose Police Department, Colorado Springs Police Department, Avon Police Department, Canon City Police Department, Elbert County Sheriff’s Office, Pagosa Springs Police Department, Pueblo County Sheriff’s Office, and Larimer County Sheriff’s Office.

Three coalitions were recognized as well: Delta/Montrose County Coalition, Drive Smart Evergreen/Conifer, Fort Lupton Injury Free Coalition and one for profit organization, CH2M HILL.

Truck Safety—Weld, Larimer and Adams Counties

Project Number:	08-09
Task Number:	91-05
Planned Expenditures:	\$45,236.06
Actual Expenditures:	\$45,236.06

While large truck-related fatalities have been declining in Colorado, there is still much work to be done. Specific efforts to reach trucking companies, truck drivers and the public and educate them on how to safely maneuver the highway system have been successful and will be continued under this project to ensure the number of crashes and fatalities decrease. This program has made great progress statewide in providing assistance to trucking companies and making educational presentations to high school and community groups regarding highway safety.

Additionally, national statistics show that of the 620 truck drivers killed in vehicle crashes in 2005, only 245 (40%) were wearing some sort of restraint. This level of seat belt usage is significantly lower than that of the general traveling public. As part of this program, seatbelt education is being included in all training programs and presentations. We also conduct various seatbelt surveys at various locations.

Goal

The Truck Safety Program will reduce commercial vehicle related crashes and fatalities in Colorado counties showing trends of large-truck involved crashes in 2007. The projects will consist of public education programs in the schools, and other community groups, community outreach programs, and assistance to trucking companies to expand knowledge of safety and compliance with governmental regulations.

Strategies and Initiatives

- Administer the program to motor carriers in the “Circuit Rider” Program to provide training and education of safety and compliance with local, state, and federal regulations. Conduct safety assessments with motor carriers to determine their training and educational curriculum. Educate and train based upon FMCSA safety findings. Provide English and Spanish program educational materials and training.
- Conduct seat belt usage and passenger safety best practices education. Conduct informal seat belt observational studies at various locations, record and report data.
- Administer a program evaluation tool. Conduct a follow-up survey to motor carriers.

Continued ▷

The program has impacted more than 30 motor carrier companies, hundreds of truck drivers and managers, and nearly 1,000 young drivers and community members.

- Conduct safety-related workshops. Conduct public education programs.
- Coordinate program efforts with other local traffic/highway safety projects. Coordinate with state, county and local agencies. Provide outreach and support for community leaders and hard-to-reach groups, working groups and advisory panels.



Results

(These are complete results, as project was extended from September 30, 2007 to December 31, 2007)

- The Truck Safety Program administered programs to 25 motor carriers in the “Circuit Rider” Program, which provides training and education of safety and compliance with local, state, and federal regulations. Conducted 28 safety assessments with motor carriers to determine their training and educational curriculum. Educated and trained upon FMCSA safety findings accordingly. Provided English and Spanish program educational materials and training.
- Conducted seat belt usage and passenger safety best practices education. Conducted informal seat belt observational studies at 12 locations, recorded and reported data.
- Administered a program evaluation tool. Conducted a follow-up survey to motor carriers.
- Conducted 18 safety-related workshops. Conducted 16 public education programs.
- Coordinated program efforts with other local traffic/highway safety projects. Coordinated with state, county and local agencies. Provided outreach and support for community leaders and hard-to-reach groups, working groups and advisory panels.

Program has been an outstanding success. We have received requests for additional training and technical assistance to motor carriers, as well as continued requests for public presentations to high school students and community groups.

Our work continued through December 31, 2007, at which time we impacted more than 30 motor carrier companies, hundreds of truck drivers and managers, and nearly 1,000 young drivers and community members.

Pedestrian/Tween Skills on Wheels and Buckle Up for Love

Project Number:	08-10
Task Number:	95-01
Planned Expenditures:	\$57,758.49
Actual Expenditures:	\$57,574.96

Goal

The goals of the Buckle Up for Love and Pedestrian Safety programs are as follows: to increase booster seat use in Pre-K through 2nd grade students at selected elementary schools in the Denver metro area through a combination of student and parent education and limited distribution of child safety/booster seats; to increase the knowledge and safe pedestrian behaviors of Pre-K through 2nd grade students in selected elementary schools in the Denver metro areas through a combination of student and parent education; and, to increase parent knowledge about Colorado's Child Passenger Safety Law and pedestrian safety behavior.

The goal of the Tween Traffic Safety Pilot Program is to increase the number of students between the ages of 10 and 12 who are properly buckled up in the backseat of a vehicle. This program was conducted at selected elementary schools in the Denver metro area through a combination of student and parent education and impacting approximately 400 students and their parents.

The goal of Skills on Wheels is to increase knowledge and skills about bicycle safety among students in grades 3-5 (measured by pre- and post-tests and observation). The Skills on Wheels program was completed at selected elementary schools in the Denver metro area through a combination of student and parent education and bicycle skills course work.

Strategies and Initiatives

The Denver Osteopathic Foundation (DOF) partners with Denver Public Schools to conduct safety programs in elementary and middle schools in the district. Additionally, programs are conducted at selective Douglas County Elementary Schools and Cherry Creek Elementary Schools. Teachers agree to complete a program evaluation survey giving us feedback about program materials, presentation and quality. Children complete pre- and post-surveys.

Parent Education

Each program has an accompanying parent education piece. Children attending the Buckle Up for Love and Pedestrian Safety Programs take home the Safe N' Smart Kids newsletter. The newsletter combines fun activities for the kids to complete with their parent

Continued >

Student education includes Buckle Up for Love, “Stop, Look, Listen” pedestrian safety, Tween passenger safety and Skills on Wheels.

on pedestrian and child passenger safety. The parents learn about safe pedestrian practices for children as well as the Colorado Child Passenger Safety law. A list of resources is included for parents to seek out additional information.

The Skills on Wheels take home workbook is designed for parents to observe and test the bicycle skills of their child. A series of training activities are outlined in the workbook including: riding out, intersections, bike handling, bike maintenance and helmet fit.

The Tween program parent newsletter is written in English and Spanish. The newsletter addresses injury statistics, tips to insure Tweens sit in the back seat with their seat belt, Colorado’s restraint laws, and describes possible injuries to tweens that are not buckled up properly. There is a parent survey inserted in the middle of the newsletter. Students that return the survey completed by their parent can win a prize for their school.

Student Education

Buckle Up for Love is a 30 minute interactive program that focuses on car seat safety using age-appropriate classroom activities.



Buckle Up for Love

- Students learn that it is important for them to sit in a car/booster seat and for them to ride in the back seat. Students learn the proper position of the lap and shoulder belts. Students see how the booster “lifts” them to the proper position for the safety belts to fit comfortably.
- Height measurements are taken for each child, and the presenter takes their picture in the “Little Red Car” which the student takes home. Students watch a video while individual pictures are being taken. Second graders learn the limbo to emphasize how tall they need to be to no longer require a car seat.
- Students take home the Safe N’ Smart Kids newsletter about the child passenger safety law in Colorado. The newsletter also speaks to parents/guardians about pedestrian safety and offers helpful hints about reinforcing safe behavior with children. Parents are asked to talk to their children about what they learned about child passenger safety and pedestrian safety.
- Each child receives a “zipper pull” Buddy the Buckle Up Bear to hang on their backpack or coat as a reminder.

Stop, Look, Listen—Pedestrian Safety is a 30 minute interactive program that focuses on pedestrian safety using age-appropriate classroom activities.

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- Students learn the steps (stop, look, listen, and then cross) through sequencing activities and story board. The children then have the opportunity to role play the actions of stopping, looking and listening before crossing the street, as well as learn a song to remind them of good safety practices.
- Students learn the “stop, look and listen” song/rhyme and make hand movements pointing to the eyes, ears as they recite the following, “Stop, Look and Listen before you cross the street. Use your eyes and use your ears before you use your feet.”
- Each child receives a “zipper pull” Tony the Pedestrian Safety Tiger to hang on their backpack or coat as a reminder.

Tween Passenger Safety is a 60 minute program conducted during Physical Education class educating students in grades 4-6 about the importance of this age group sitting in the back seat, belted—away from the front seat air bags. The DOF met with target schools principals and physical education teachers and Denver Public Schools (DPS) Risk Management staff to review program materials and timelines.



Tween PE Teacher gets ball bag for students

- Through a PowerPoint presentation, students learn about the physics of motion and what the dangers are of sitting in the front seat in a crash.
- Students learn about the dynamics of a car crash and what happens to the body when it is not belted in a crash as well as potential injuries and how they can possibly change their life permanently.
- Students take home an educational newsletter for parents. Students participate in a contest for their school to win a “ball locker” for their Physical Education class, by returning the greatest number of parent surveys.
- Students complete a survey about their attitudes and perceptions about riding buckled up and in the back seat. Students receive a prize.
- 12,000 Tween Parent Newsletters were distributed and paid for by DPS Risk Management.

Skills on Wheels is a 120 minute program conducted in two sections. The first hour is a PowerPoint presentation about the rules of the road and hand signals. Student view crash scenarios and

Continued >



Skills On Wheels Course

determine what could and should have been done differently. Following the presentations students practice what they have learned on a skills course. This section lasts 60 minutes or longer depending on the number of students participating.

- Students learn the rules of the road and hand signals, then practice them on the skills course.
- Students take a pre- and post-test to assess their knowledge about safe bicycling.
- Students take home a practice manual to advance their skills.
- Students receive an orange bracelet engraved with the words “ride right”. They wear this on their right wrist as a reminder that they should always ride on the right side of the road with traffic.



Skills On Wheels Course

Results

The DOF participated in several events throughout the year which focused on educating parents about Colorado’s Child Passenger Safety (CPS) Law. At most events, children had their picture taken in a “Little Red Car” to take home and show their parents, and are given Buddy Bear as a reminder to buckle up. At many events, parents also received the Safe N’ Smart Kids newsletter and a copy of the CPS Law Brochure.

- DOF distributed 750 newsletters at the All About Kids Expo. Children and their parents attended this event at the Denver Convention Center in February 2008.
- The DOF was a sponsoring partner in the Kids Health and Safety Expo at Lone Tree Recreation Center. This event attracted 1,000 parents with their children and was held on Saturday, June 6, 2008. Dora the Explorer was in attendance at this event which we attribute to the large attendance of families.
- The DOF participated in “Peace in the Streets” event this summer in July 2008 at Curtis Park. This event attracted 1,200 parents and their children.
- The first annual La Leche League parent event occurred this summer in August in Westminster. DOF distributed diaper bags filled with child passenger safety information to new and expectant



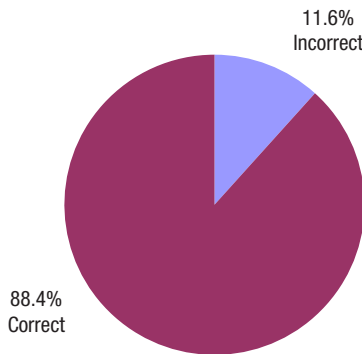
Peace N’ The Streets

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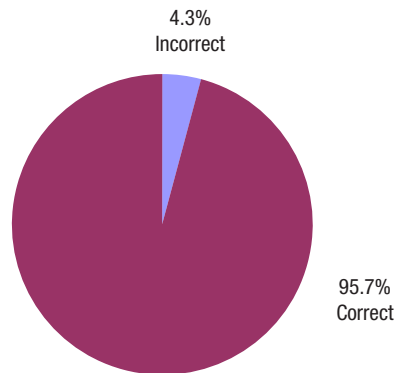
families. Diaper bags were donated by Burlington Baby Depot. A total of 400 families were in attendance.

- The DOF conducted an outdoor exhibit at the Denver Firefighters Museum in August. Approximately 750 parents and children participated in this one day event. Children got a chance to go through the museum and participate in many interactive exhibits.
- The DOF partnered with “Wish for Wheels” at Ellis Elementary School this year. Approximately 150 Kindergarten students received bicycles and bell helmets. DOF staff instructed the students in safety procedures, helmet fit and took the kids through a modified skills course.
- A parent presentation was conducted at Munroe Elementary in May for ECE-2nd grade families. There were over 200 parents in attendance. Sixty six booster seats were distributed to parents with children. A Spanish translator was provided by the school to assist us in educating the parents about Colorado’s laws.

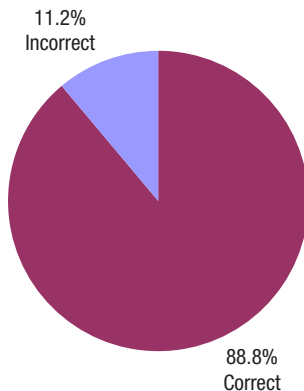
Pre-Test: Where do you need to ride in a car—front or back seat?



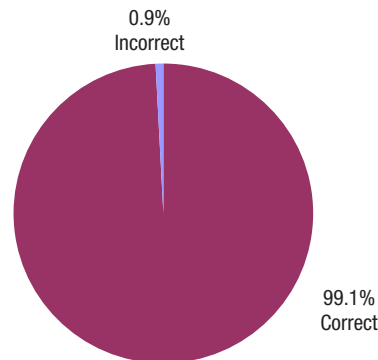
Post-Test: Where do you need to ride in a car—front or back seat?



Pre-Test: What do you need to ride in when in a car?



Post-Test: What do you need to ride in when in a car?



Project Number: 08-10
Task Number: 95-02
Planned Expenditures: \$13,658.77
Actual Expenditures: \$13,658.77

Cycle/Helmet Safety Program

Goal

To educate a total of 8,425 participants including students (K–12) and residents of Colorado about the importance of helmet use by using the most effective approach for each age group and for the general Museum visitor. The Denver Museum of Nature & Science (DMNS) outreach programs for K–12 students, portable health displays, and family helmet programs for Museum visitors and the community will emphasize the importance of protecting the brain and the role that helmets play in preventing unintentional injuries.

Strategies and Initiatives

Youth Programs

- Present Helmet Safety classes including Busy Brain, Mastermind, and Brain Power to approximately 525 students (K–12) statewide.
- Present the portable Brain and Helmet Health Youth/Community Health Fair display to approximately 1,200 students.
- Refresh and replace youth classroom program materials, health fair materials, and specimens.
- Update and revise health fair panels.

Adult/College Programs

- Present the portable Brain and Helmet Health Fair display to approximately 1,500 adult/corporate individuals.

Museum Visitors and Community

- Present the Family Helmet Program to approximately 200 children and adults.
- Conduct Helmet Safety activities at the Museum, serving approximately 5,000 visitors.
- Update and revise Parent/Child Helmet Safety Program.

Evaluation

- Develop and implement a questionnaire and family action plan for parents attending Parent/Child Helmet Programs.

- Conduct interviews with 10 families participating in Parent/Child Programs.
- Administer follow-up questionnaires to a sample of parents who attended Parent/Child Helmet Programs.

Results

During the grant period, DMNS served 13,530 participants with programs about the importance of helmet use. This figure exceeded our attendance goals by 161%, which we feel is a major accomplishment. We traveled to seven counties across Colorado offering hands-on classes and health displays at schools and organizations. In addition, we held three Family Helmet Days, one taught entirely in Spanish, at which more than twice the number of planned participants learned about the brain and helmet safety and received helmets to take home.

The Youth Health Fair Display was the most popular program, exceeding planned attendance by 283%, as shown in the graph below. The popularity of this topic drew larger-than-anticipated attendance at health fairs held in Denver and Adams County. At the community health fairs where parents accompanied their children, parents often used this helmet display as a way of reinforcing the importance of helmet use to their children.

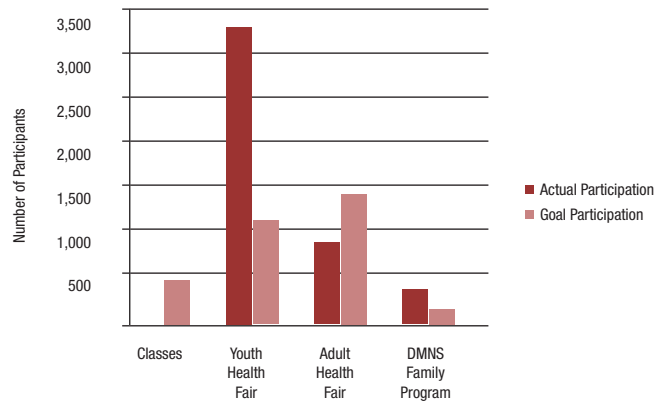
The Brain and Helmet Health Fair Displays were less popular when targeted towards adults only, as shown in the graph below. Attendance could have perhaps been improved for this display by focusing on specific strategies adults can employ when encouraging their children to wear helmets.

Another extremely successful part of this grant was the Family Helmet Program. During the grant period, this program was offered once at the Museum and twice in the community, where it served twice the number of our projected attendance goal. In this program, families learned about the brain and helmet safety at activity stations and each family member received a helmet to take home. A post-program evaluation, developed by JVA Consulting, found that participants changed their helmet use behavior after attending the program by almost always wearing a helmet while engaging in activities mentioned in the survey. Post-program interviews conducted by JVA also revealed positive comments about the program and learning that occurred as a result of the program. Interview and survey results showed that the Family Helmet Programs could be improved by offering more activities for very young children and increasing outreach to Hispanic/Latino communities.

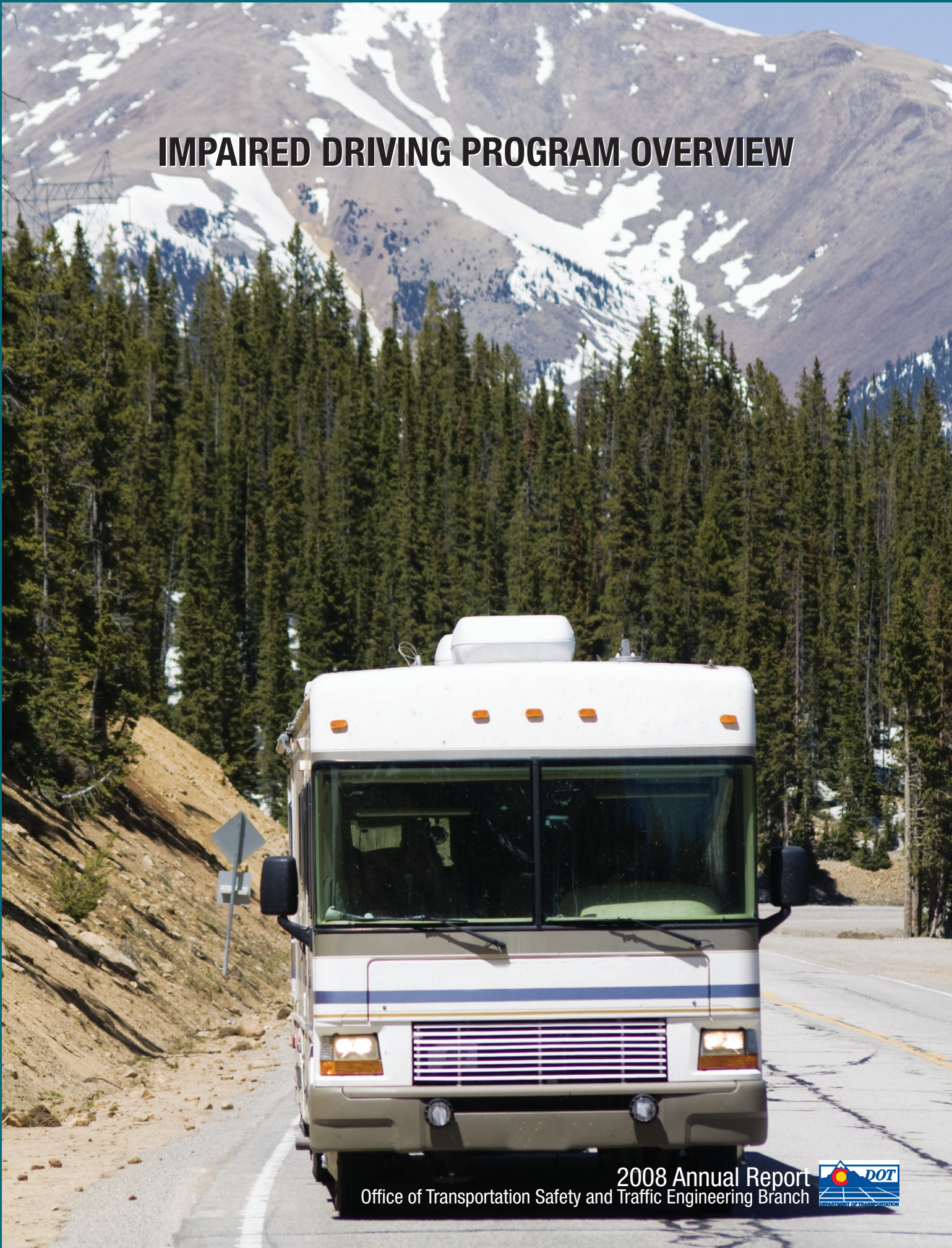
The Museum educated 13,530 participants about the importance of helmet use, exceeding attendance goals by 161%.

In addition, Helmet Safety Activities conducted at the Museum served 8,114 visitors, which is 162% of the projected attendance goal. These programs engaged Museum visitors with hands-on brain and helmet-related activities, including a demonstration sheep brain dissection. Activities also were held in the Museum’s Discovery Zone exhibit designed to reach young children and their caregivers.

Participation in Helmet Programs



IMPAIRED DRIVING PROGRAM OVERVIEW



Impaired Driving Overview

The Office of Transportation Safety's Impaired Driving Program funds projects that support CDOT's efforts to meet its impaired driving-related performance measures. Activities in the Impaired Driving Program include impaired driving enforcement, young drivers, community-based prevention programs, training and technical assistance. The Impaired Driving Program's projects are detailed on the following pages.

Program Administration

The Impaired Driving Program is administered by Glenn Davis, Program Manager, with assistance from his staff, Robin Rocke and Paul Peterson. This group, with the assistance from their Sub-Grantees, was responsible for 29 projects with a planned budget totaling over \$2.3 million. This project and budget total includes Cone Zone Safety, Motorcycle Safety and Prohibit Racial Profiling which are also managed by the Impaired Driving Program Staff.

Impaired Driving Enforcement

In FY-2008, the Impaired Driving Program supported law enforcement's overtime impaired driving enforcement effort, provided and coordinated Standard Field Sobriety Testing (SFST) and Drug Evaluation Classification training for law enforcement officers and purchased equipment to assist law enforcement efforts.

Community-Based Programs

An example of the Impaired Driving Program's support for community-based prevention programs is the Mothers Against Drunk Driving (MADD) youth coordinators. These MADD youth coordinators work with CDOT to promote safety initiatives through multimedia presentations.

Underage Drinking Drivers

The Impaired Driving Program supported several projects that focus on underage drinking drivers. These include the college and high school-based BACCHUS & GAMMA projects as well as projects to develop juvenile and teen prevention programs.

DUI Enforcement Training

Project Number:	08-01
Task Number:	11-01
Planned Expenditures:	\$50,000.00
Actual Expenditures:	\$41,333.91

The Office of Transportation Safety will administer and facilitate on-going impaired driving detection and judicial training.

Goal

To increase the knowledge and provide the tools necessary to the law enforcement community and education professionals to improve the effectiveness of the drug and alcohol awareness detection and Standardize Field Sobriety Testing program by offering operator and instructor programs statewide.

Strategies and Initiatives

- Conduct two Standard Field Sobriety Test (SFST) Instructor’s training sessions.
- Conduct two SFST Recertification training sessions.
- Conduct two Advanced Roadside Impaired Driving Enforcement (ARIDE) training sessions.
- Conduct two Drugs that Impair Driving (DUID) training sessions.

Results

DUID

In March 2008, a DUID training was held in Westminster Colorado. Ten officers from different surrounding areas were trained at this time.

In April 2008, Colorado State Patrol hosted a DUID class. Seventeen officers attended this training.

ARIDE

The first ARIDE training held in the state of Colorado was held in Westminster, CO on July 15, 2008. At that time eleven officers were trained.

Colorado Springs Police Department hosted an ARIDE training on October 17, 2008, training nine officers.

SFST Instructor

In April 2008, a SFST Instructor School was held in Fort Lupton training five officers.

This program included conducting several training sessions including SFST Instructors, SFST Recertification, ARIDE training and DUID training.

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Another SFST Instructor School was held in Fort Morgan in May 2008, where eight officers were trained.

Seven officers were trained in June 2008 at a SFST Instructor School held in Longmont, CO.

In June 2008, an SFST Instructor School was held in Colorado Springs, CO. Twenty officers were trained.

On September 15, an SFST Instructor School was held at in Grand Junction, CO where nine officers were trained.

SFST Practitioner

In May 2008, an SFST Practitioner school was held in Aurora, CO. At that time, two students were trained.

Littleton Impaired Crash Reduction

Project Number:	08-01
Task Number:	11-02
Planned Expenditures:	\$24,000.00
Actual Expenditures:	\$21,747.12

The Littleton Police Department completed a twelve month enforcement period on a grant provided by the Colorado Department of Transportation known as Littleton Impaired Crash Reduction (LICR). The LICR grant started on October 1, 2007 and concluded on September 30, 2008. The grant provided \$24,000.00 for impaired driving enforcement, speed enforcement, and occupant protection enforcement along the S. Santa Fe Drive corridor. The City of Littleton matched enforcement efforts with at least \$7,090.00 in impaired driving, speed and occupant protection efforts.

The Littleton Police Department arrested 382 alcohol or drug impaired drivers during the period. Littleton Police Department arrested 86.7% of impaired drivers before they crashed. There were 1,123 total crashes for the City of Littleton, 51 of which were alcohol related. There were 36 non-injury impaired crashes, 14 injury impaired crashes, and 1 fatal impaired crash. A total of 29.4% of the impaired crashes resulted in either injury or death and 4.5% of all crashes investigated involved an impaired driver.



The Littleton Police Department arrested 382 alcohol or drug impaired drivers during this period, also arresting 86.7% of impaired drivers before they crashed.

The average alcohol content for both breath and blood tests was 0.171%. The average female alcohol level was 0.173% and the average male alcohol level was 0.166%. Littleton Police Department arrested 44 impaired drivers that were under the age of 21.

Littleton Police Department issued 3,031 citations on S. Santa Fe Drive, of those, 2,045 citations were issued for speeding and 62 citations were issued for occupant protection violations.

The Littleton Police Department identified and set goals for achievement during this enforcement period. Littleton Police Department exceeded those goals and continues enforcement efforts in order to reduce impaired injury crashes on Littleton's roadways.

Goal

- Reduce injury impaired crashes by 2% from the current 9.8%, by focusing enforcement on speed and occupant protection

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violations, which will reduce economic and social impact to our community.

- Increase impaired driver arrests by 35% from 2006, targeting enforcement in the City of Littleton’s highest traffic corridor which accounts for 43.1% of impaired crashes.

Strategies and Initiatives

The LICR grant was structured to provide funding for overtime enforcement activities along the S. Santa Fe Drive corridor. Enforcement efforts focused on speed, occupant protection and impaired driving violations. The goal was to reduce the economic and social impact of impaired driver crashes in our community.

In 2006, 9.8% of Littleton’s crashed drivers were impaired, the highest among large cities in Colorado. The City of Littleton’s internal statistics showed that 43.1% of all impaired crashes in 2006 occurred on US HWY 85 which was an increase from 2005 with 36.7%, and 2004 with 23.6%. Additionally, according to 2006 LEAF grant data collected by the Littleton Police Department, 222 impaired arrests were made during 2006; however 62% of those arrests were post-crash.

Based on this information and in an effort to make the best use of the LICR funds, a plan was implemented in which officers were randomly deployed along the S. Santa Fe corridor from 2100 hours until 0300 hours. Officers were randomly deployed 36 times during the enforcement period.

During this period, Littleton Police Department participated in all but one of the Colorado Department of Transportation (CDOT) and National Highway Traffic Safety Administration (NHTSA) enforcement periods. Due to staffing shortages during the Democratic National Convention officers were not deployed during the Labor Day enforcement period.

Results

The chart shows the number of arrests by quarter for 2007/2008.

Quarter	Number of Arrests
4th quarter	81
1st quarter	102
2nd quarter	98
3rd quarter	101
Total	382

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The Littleton Police Department identified and set two project goals during this enforcement period. The first was to reduce the number of impaired injury crashes by 2% from the current 9.8%.



During the 2007/2008 enforcement period, Littleton investigated 14 injury and 1 fatal impaired crashes, dropping the percent of injury/fatal crashes to 1.3%. The total number of impaired crashes during the 2007/2008 enforcement period was 51; 4.5% of the total crashes investigated in the city. Lastly, 43.1% of impaired crashes in 2006 occurred along the S. Santa Fe Drive corridor between W. Chenango Ave. and C-470. During this enforcement period 17.6% of Littleton's impaired crashes occurred on S. Santa Fe Drive.

The second goal identified in the project was to increase the number of impaired driver arrests by 35% from 2006.

During 2007/2008 the combined total of impaired driver arrests by officers on patrol and officers assigned to this project was 382. Littleton Police Department increased impaired arrests by 72%. Littleton Police Department arrested 38% of impaired drivers post-crash compared to 62% in 2006.

As a result of this project, Sergeant Kim Steen of the Littleton Police Department was nominated as Colorado Law Enforcement Officer of the Year.

As a result of this project, Sergeant Kim Steen was nominated as Colorado Law Enforcement Officer of the Year.

Project Number:	08-01
Task Number:	11-03
Planned Expenditures:	\$288,141.00
Actual Expenditures:	\$288,141.00

Southwest Colorado DUI Courts

Goal

The main goals of the project are to continue operation of the Archuleta County DUI Court in Pagosa Springs, continue operations of the Southern Ute Indian Tribe DUI Wellness Court and begin operations of the Montezuma County DUI Court in Cortez.

Strategies and Initiatives

The State Court Administrator’s Office contracted with the Southern Ute Indian Tribe (sub-grantee) for funding to support their DUI Court. While this tribal court is a very small court, this grant funding provided them with the opportunity to process and treat their DUI/DWAI offenders differently.

This grant provided staffing resources for Archuleta and Montezuma counties for court and probation staff to operate DUI courts utilizing the ten guiding principles of DUI Courts.

This grant provided the State Courts with resources to develop a draft DUI Court staffing model that can be used to develop sustainability plans for these courts and to obtain funding for future courts.

This grant provided the State Courts with resources to develop an evaluation model that can be used to evaluate the effectiveness of DUI courts in Colorado.

There are an increasing number of communities interested in developing DUI courts in their communities and are looking to this project to gain information success of DUI courts.

Results

Currently, the Pagosa Springs DUI Court (Archuleta County) has been in operation for 18 months. During this grant cycle, they had their first program graduates. The Court is fully operational and is operating at the targeted capacity. The target population for this court is Persistent Drunk Drivers as defined in statute (first time offender with a high BAC or a repeat offender). Data on the participants continues to be gathered.

The Cortez (Montezuma County) Court began receiving funds from this grant project in February of this year. While they have not been in operations long enough for their first successful graduation, they are now operating at target capacity. This court is only targeting third time offenders so the overall target population is smaller. Early indicators are that the court is having a positive impact on these offenders.

Continued >

The Southern Ute Indian Tribe used this grant period to provide services to a small group of offenders. They developed policy and procedures and gained useful information about the overall operations of a DUI Wellness Court. They have elected not to continue with funding from this grant, but are anticipating continuation funding from the Bureau of Indian Affairs.

Data is being collected in a uniform manner for all offenders participating in the two state courts. This information is being collected at both the intake and discharge points. Once we have enough data collected for analysis, we will be able to talk about the characteristics of both the successful and unsuccessful participants of each of these DUI Courts.

There are currently an increasing number of communities who are interested in developing DUI courts in their communities. They are all looking to this project to gain information about the struggles and success of DUI courts.

Project Number: 08-01
 Task Number: 11-06
 Planned Expenditures: \$100,000.00
 Actual Expenditures: \$99,960.00

Mothers Against Drunk Driving (MADD)

The Youth Programs Specialists’ responsibilities include, but are not limited to: facilitating Youth In Action (YIA) programs by training interested youth and adult coordinators to complete both core and advanced strategies, such as Shoulder Tap Surveys, Compliance Checks, Alcohol Purchase Surveys, Roll Call Briefings, and Law Enforcement Recognition Events; facilitating and establishing UMADD chapters at area college campuses; presenting alcohol education/awareness and teen safe driving classes to Colorado youth; facilitating MADD multimedia school assembly shows; and working with community coalitions to prevent underage drinking.

Goal

MADD Colorado’s goals are to reduce underage consumption of alcohol and unsafe driving behaviors in Denver and Colorado Springs as measured by an increase in the number of students receiving MADD’s underage drinking educational programs and an increase in the number of students actively participating in Youth In Action and UMADD.



Strategies and Initiatives

MADD Colorado implemented many strategies and initiatives to complete the grant objective. In addition to the Core Youth In Action Strategies (Sticker Shock Surveys, Alcohol Purchase Surveys, Roll Call Briefings, Law Enforcement Recognition Events, Compliance Checks and Shoulder Tap Surveys) a set of Advanced Strategies for Underage Drinking Prevention were created by MADD Colorado including:

- Sobriety Check Point Assistance
- Legislative Efforts
- Special Project Assistance
- Special Event Assistance
- Fundraising Participation
- Youth-to-Youth Presentations

Continued >

- Parent Awareness Campaigns
- Community Awareness Campaigns

UMADD Chapters also launched Alcohol Awareness Campaigns on their campuses to educate about the dangers and risks associated with underage and high risk drinking. Efforts to engage the military youth have proven to be highly successful in limiting the



amount of alcohol-related incidents on Colorado's Military Bases. MADD Colorado also implemented over 200 youth education programs that focused on the dangers and risks associated with underage drinking and educated about current GDL Laws. Focus on

Social Host Liability and workings with community coalitions were considered a main strategy in gaining support.

Results

Under the support of the Colorado Department of Transportation Grant Project #08-01-11, the objectives/goals were met or exceeded during the October 2007 to September 2008 term. The Youth Programs Specialists (2) completed over 200 presentations to a total of 26,700 Colorado youth. The University of Denver UMADD was joined by three new UMADD chapters established at Colorado State University, University of Northern Colorado and University of Colorado at Boulder. Additional potential UMADD sites include Colorado College, Pikes Peak Community College, University of Colorado at Colorado Springs and Mesa State College. In the duration of this grant cycle, 15 Youth In Action teams have been established with 91 new youth volunteers recruited. To assist in limiting liquor licenses, both Youth In Action Groups and UMADD members participated in conducting a total of ten Compliance Checks, four Alcohol Purchase Surveys, eight Roll Call Briefings, nine Law Enforcement Recognition Events, twenty-six Sticker Shock Surveys, and over seventy-six Advanced Strategies for Underage Drinking Prevention.

There were a total of 18 Multimedia School Assembly Shows in the Denver Metro and Southern Colorado areas facilitated, evaluations of these shows were excellent and demonstrated a high level of impact for both students and administrators. MADD Colorado efforts were recognized at the 2008 MADD National Conference where they were awarded with the 2008 MADD Mickey Sadoff Award of Excellence in Underage Drinking Prevention.

Two Youth Program Specialists completed over 200 presentations to a total of 26,700 Colorado youth.

Project Number: 08-01
 Task Number: 11-07
 Planned Expenditures: \$100,000.00
 Actual Expenditures: \$71,596.02

Drug Recognition Expert (DRE) Training

This project will continue to expand the DRE training program by funding two in-service schools and a nine-day DRE school to train 25 new DREs.

Goal

Most law enforcement officers have no training in the detection of impairment from drugs other than alcohol. This project will ensure that there are trained officers available to evaluate drugged drivers for prosecution.

Strategies and Initiatives

- Select qualified law enforcement officers for DRE training.
- Present two in-service DRE trainings to current DREs.

Results

Twenty-five DRE candidates were selected for the 2008 Colorado DRE School. The 2008 DRE School was held at the Park Hyatt Beaver Creek Resort, Avon, Colorado from April 27 – May 8, 2008. The top student scored a 99 percent on the final exam. At this time, all of the students have taken all required testing and are awaiting the results of their toxicology reports.

Colorado Agencies with DRE School Attendees:

- Avon Police (5)
- Boulder County Sheriff's Office (2)
- Colorado State Patrol (5)
- Denver Police (2)
- Eagle County Sheriff's Office (2)
- Fort Lupton Police (1)
- Grand Junction Police Department (1)
- Lakewood Police Department (2)
- Mesa County Sheriff's Office (1)
- Palisade Police Department (1)
- Pueblo Police Department (2)
- Vail Police (1)

There were 25 DRE candidates selected to attend the 2008 Colorado DRE school. At this time, all of the students have taken all required testing.

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This year CDOT hosted one DRE in-service training at Colorado State Patrol's Academy. Another in-service training was held, where we combined both DRE and SFSTs. About fifty law enforcement officers attended these two trainings from agencies throughout the state of Colorado.



2008 DRE School

Project Number: 08-01
 Task Number: 11-08
 Planned Expenditures: \$20,000.00
 Actual Expenditures: \$10,458.48

Drug Recognition Expert (DRE) Technology Transfer

Each year, the International Association of Chiefs of Police (IACP), in correspondence with NHTSA, sponsors a national training conference for certified Drug Recognition Experts (DRE). Funding will cover registration and travel costs.

Goal

Officers selected will attend the conference and submit a summary of their findings, including how they will use the training at the local level. The training received at this conference is the most up-to-date information available about DRE issues. This training is brought back to Colorado by attendees and used in mandatory in-service training. Attendees will use the information learned at the conference to give law enforcement officers up-to-date information and methods in recognizing symptoms of drug use in the public.

Strategies and Initiatives

Select and send qualified professionals in the DRE field to attend the National DUI/DRE Conference.

Results

This year CDOT sent 14 qualified professionals to the annual IACP/DRE Conference in Indianapolis, Indiana. The attendees were required to provide a summary of the conference and how they would use what they learned at the local level.

Here are a few comments from attendees:

“The marketing Alcohol to Teens sections was so informative that several of our area instructors are already discussing the possibility of requesting Mrs. Brown-Taylor to come out to Colorado for a more complete presentation.”

“The DRE collision investigation session provided more of an insight into investigations when dealing with alcohol and drug-related accidents.”

Attendees:

Andrew Baker, Teller County Sheriff’s Office (DRE)
 Jose Barraza, Ft. Carson Police (DRE)

This year, CDOT sent 15 qualified professionals to the IACP/DRE Conference in Indianapolis, Indiana. The participants provided a summary of the conference at a local level.

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John Blea, Denver PD (DRE)
Jonathan Bomba, Lafayette Police (DRE)
Annette Dopplick, Vail Police (DRE)
Mark George, Boulder County SO (DRE)
Kenneth Gillette, Greeley Police (DRE)
Martin Herrera, Colorado Springs PD (DRE)
Jason Huff, Denver PD (DRE)
Brian Kozak, Avon Police (DRE)
Ralph Maher, Fountain Police (DRE)
Roger Meyers, CSP (DRE)
Glenn Thomas, Colorado Springs PD (DRE)
Doug Zurek, Teller County Sheriff's Office (DRE)

Project Number:	08-01
Task Number:	11-09
Planned Expenditures:	\$325,000.00
Actual Expenditures:	\$306,383.11

CSP Impaired Driving Enforcement

The Colorado State Patrol provides overtime hours for DUI/DUID enforcement using traffic crash prevention teams, saturation patrols and sobriety checkpoint/saturation points.

Goal

- Reduce alcohol-caused motor vehicle crashes by 5 percent.
- Increase the number of DUI/DUID citations by 5 percent statewide by September 30, 2008.

Strategies and Initiatives

Identify six target areas for increased DUI/DUID patrols and provide 2,500 hours of overtime on DUI/DUID enforcement using traffic crash prevention teams and participating in multi-agency sobriety checkpoints and saturation patrols.

Provide personnel as requested by CDOT to participate in public relations programs and media events through September 30, 2008.

Send two Colorado State Patrol representatives to the Eleventh IACP/DRE Training Conference on Drugs, Alcohol and Impaired Driving in 2007 and provide two reports to the Office of Transportation Safety summarizing findings and activities at this conference.

Results

During this grant year, two different strategies were employed. In 2007, efforts were focused on six highly dangerous target roads throughout Colorado. Additional non-target roads were selected for evaluation purposes. These roads include eight “highway safety zones” and all other highways located throughout Colorado.

During the 4th Quarter of 2007 (including January 1 and 2), 1,755 hours of saturation patrol overtime were provided, leading to 166 DUI citations. An additional 20 hours of DUI Checkpoint enforcement and DRE Callout services were provided.

Over the St. Patrick’s Day weekend, a total of 349 hours of overtime DUI/DUID saturation patrol enforcement were provided by 18 Field Troops in Colorado. A total of 441 vehicles were contacted and 23 DUI citations were written.


During the 4th Quarter of 2007, 1,755 hours of overtime were provided, leading to 166 DUI citations.

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In April of 2008, Troop Captains were asked to evaluate the most important DUI holidays and events within their perspective regions. Plans for enforcement during these times were submitted to CDOT for approval, and enforcement efforts were focused on the approved dates and locations.

Between May 15, 2008 and September 30, 2008, a total of 2,554 hours of overtime DUI/DUID saturation patrol enforcement have been provided in Colorado with 3,841 vehicles contacted and 299 DUI citations written. An additional 606 hours were provided to sobriety checkpoints, with over 60 DUI arrests made. (Statistics from Checkpoints are usually reported by the lead local law enforcement agency.) An additional two hours of DRE callout services were provided.

CSP Public Affairs personnel have participated in programs and events whenever requested. Troopers attended the IACP/DRE Training Conference on Drugs, Alcohol and Impaired Driving in 2007 and again in 2008.



Between May 15 and September 30, 2008, a total of 3,841 vehicles were contacted and 299 DUI citations were written.

Project Number: 08-01
Task Number: 11-10
Planned Expenditures: \$38,275.00
Actual Expenditures: \$37,721.45

Enhancing Capacity for DUI Enforcement

Goal

Reducing alcohol-related fatal injury and property damage crashes in Denver.

Strategies and Initiatives

The Denver Police Department (DPD) continues to participate in CDOT-sponsored Impaired Driving Enforcement Periods. The DPD continues to be the lead agency in the multi-jurisdictional DUI task force. The DPD continues to be dedicated to DUI enforcement by staffing two sergeants and sixteen officers for the sole purpose of impaired driving enforcement. The DPD DUI unit continues to conduct numerous DUI saturations and DUI checkpoints throughout the year.

During the 2008 fiscal year, the Denver Police Department made 4,376 impaired driving arrests.

Results

During the 2008 fiscal year, DPD made 4,376 impaired driving arrests.

For Task #1, we received the funds to purchase the supplies too late in the fiscal year to be able to measure the impact on enforcement activities.

For Task #2, the DPD Public Information Officer distributed press releases before and after major holidays. The DPD Public Information officer attended and video taped two DUI checkpoints.

For Task #3, the DPD DUI unit participated in all eight of CDOT's enforcement periods by increasing staff, conducting saturation patrols, and/or conducting checkpoints.

ID Technology Transfer

Project Number:	08-01
Task Number:	11-10
Planned Expenditures:	\$20,000.00
Actual Expenditures:	\$12,139.93

This task funds the attendance of traffic safety professionals at state, regional and national meetings and conferences related to DUI Enforcement and Prevention. This task also supports training for judges and prosecutors in DUI and traffic safety-related issues.

Goal

Traffic safety professionals will attend meetings and conferences and submit a summary of their findings, including how they will use the training at the local level. Colorado attendees will share the information gleaned from conference attendance through in-service training and other training opportunities. Conference and meeting attendance will provide Colorado professionals with up-to-date information and methods in traffic safety.

Strategies and Initiatives

Provide funding for selected attendees to attend selected meetings and conferences.

Results

In April 2008, traffic safety professionals were selected to attend The Lifesavers 2008 National Conference in Portland, Oregon. The attendees reported many areas of Colorado including Denver, Pueblo and Montrose and various disciplines including police departments, sheriff departments, healthcare organizations, and nonprofit and charity organizations.

CDOT assisted with travel costs for ten representatives to attend the training.

In April 2008, traffic safety professionals were selected to attend The Lifesavers 2008 National Conference in Portland, Oregon.

Project Number:	08-01
Task Number:	11-11
Planned Expenditures:	\$235,000.00
Actual Expenditures:	\$231,259.54

Checkpoint Colorado

Local law enforcement agencies targeted areas of the state identified as having a high rate of alcohol-related fatalities and crashes. NHTSA research shows that in areas where DUI checkpoints are routinely practiced, the number of alcohol-related traffic fatalities and crashes are reduced. Working cooperatively with law enforcement agencies funded through the Law Enforcement Assistance Fund (LEAF) and the Colorado State Patrol, the selected agencies will conduct routine DUI checkpoints, saturation patrols and participate in the statewide “Heat is On!” DUI enforcement campaign.

Goal

- Conduct DUI checkpoints and saturation patrols, between Memorial Day and Labor Day, with cooperation and assistance from LEAF agencies and the Colorado State Patrol at target locations.
- Document a 5% reduction in alcohol-related fatalities between Memorial Day and Labor Day from 2007 rates.

Strategies and Initiatives

The Police Departments of Aurora, Colorado Springs, Denver and Westminster and the Sheriff’s Departments of El Paso, Jefferson, Larimer, Pueblo and Weld counties were selected to participate in Checkpoint Colorado and will:

- Conduct at least five DUI Sobriety Checkpoints and provide DUI Saturation Patrols during the program.
- Be actively involved in CDOT’s DUI enforcement/Checkpoint Colorado 2008 public awareness campaign.
- Report all requested data to CDOT by the times specified. This includes entry of Enforcement Period Plans and Summer Checkpoint 2008 into the CDOT website.

In the 2008 Checkpoint Colorado campaign, there were 68 checkpoints around the state during a 123 day period and 32,306 vehicles were contacted.

Results

During a 123 day period in the 2008 Checkpoint Colorado campaign, there were 68 checkpoints around the state, where 32,306 vehicles were contacted. Overall, law enforcement dedicated approximately 4,644 hours to this DUI enforcement effort, resulting in 322 DUI arrests, numerous felony, drug, and warrant

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arrests including the apprehension of a deported felon, a cocaine distributor, and several persistent drunk drivers and habitual traffic offenders. Data is not available at this time to determine if a 5% reduction in alcohol-related fatalities occurred between Memorial Day and Labor Day from 2007 rates. This effort will continue in 2009.

Project Number:	08-01
Task Number:	11-13
Planned Expenditures:	\$80,000.00
Actual Expenditures:	\$79,929.80

Law Enforcement Coordinator

Goal

The Law Enforcement Coordinator's (LEC) function will be to assist and coordinate in the statewide training, grant management process, local enforcement activities for law enforcement agencies, support the Colorado State Patrol in their efforts to enforce the CDOT Safety Programs and campaigns, and to enhance the enforcement of traffic laws throughout Colorado.

Operating expenses include the use of a vehicle and related expenses to accommodate the statewide travel necessary to develop, implement and expand safety programs.

Strategies and Initiatives

- Mobilize 200-plus Colorado law enforcement agencies to participate in traffic safety campaigns.
- Administer and manage law enforcement grants.
- Offer assistance to grantees in submitting applications and fulfilling requirements.
- Develop, coordinate, and/or conduct training to law enforcement agencies regarding impaired driving, occupant protection, graduated drivers license laws, traffic stops and enforcement strategies.
- Speak at roll calls, departmental meetings and task forces to promote upcoming enforcement activities to promote coordination and maximum participation.
- Assist Fatal Accident Reporting System (FARS) analyst in completion of data.
- Develop and coordinate traffic safety recognition events.
- Assist in coordinating traffic safety enforcement media events and information dissemination to law enforcement.
- Develop news releases for the CDOT Public Relations Office and represent CDOT at media events.
- Analyze traffic and safety enforcement data to determine program

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direction and recommend the implementation of innovative projects.

- Assist traffic safety advocates and serve as a team member of the Office of Transportation Safety.
- Provide progress reports of activities conducted and develop a database for program support and reporting.

Results

A total of 52 city and county law enforcement agencies were under contract to participate in the eight impaired driving enforcement periods. This is down 29 agencies from last year, due to a decrease in enforcement funds and several agencies combining forces as a task force or coalition. Numerous other agencies, though not under contract, also participated and reported their activities to the CDOT Web site. During the Memorial Day *Click It or Ticket* enforcement period, 99 law enforcement agencies signed up to support the campaign. A total of 97 agencies supported the National Crackdown Labor Day campaign. The Democratic National Convention held in Denver played a large role in reducing the number of participating agencies in 2008.

The LEC participated in the selection of 47 law enforcement agencies to receive Law Enforcement Assistance Fund (LEAF) grants, and reviewed and processed statistical information, progress reports, and claims from those selected. A new data collection form for LEAF was created and implemented by the LEC, replacing a process that had cost over \$30,000 in the previous grant year.

The LEC attended Traffic Occupant Protection Strategies training in Oklahoma City in April, the Lifesavers Conference in Portland also in April, and the Drug Recognition Expert National Conference in Indianapolis in August. Information gained from these training opportunities was used to promote traffic safety tactics and best practices at the Safety Summit in May and during the *Click It or Ticket* campaign and the Teen Seat Belt Enforcement Pilot Project.

The LEC assisted in coordinating a recognition event honoring officers excelling in occupant protection and impaired driving enforcement and education. Innovative approaches to enforcement were presented by law enforcement agencies that were identified by the LEC as being active and successful during the Memorial Day *Click It or Ticket* campaign and during calendar year 2007. Five law enforcement agencies and two State Patrol field troops were awarded lasers for their outstanding performance during these time frames.

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The LEC has been extremely effective in coordinating traffic safety initiatives with Colorado's law enforcement community.

The LEC assisted with five media events that were conducted across the state for various safety campaigns. Although the LEC was unable to attend all of them, he coordinated the appearance of local law enforcement leaders and personnel to attend. Press releases from the PRO were forwarded to agencies across the state for the promotion of CDOT and NHTSA traffic safety campaigns.

Quarterly reports are submitted by the LEC prior to deadlines for processing by the CSP grant manager and approval of CSP Command Staff personnel.

In summary, many duties and tasks are being accomplished by the LEC that had previously been the responsibility of other OTS members, and were not given the attention and priority that the LEC is able to give. The LEC's relationship with local law enforcement and his ability to relate to them as an officer, as opposed to a civilian, has enhanced the efficiency of the newly reorganized Office of Transportation Safety, and has reduced the workload placed on its members.

Colorado Springs BAT Van

Project Number:	08-01
Task Number:	11-14
Planned Expenditures:	\$257,000.00
Actual Expenditures:	\$252,366.00

Purchase of Breath Alcohol Testing (BAT) Van to assist with DUI enforcement activities for Colorado Springs Police Department.

Goal

To increase officer efficiency on DUI arrests and redeploy officers faster by using a Blood/Breath Alcohol Testing Vehicle (BAT Van) to decrease suspect processing time. Additionally the BAT Van will be used at Sobriety Checkpoints and DUI Saturation Patrols in Colorado Springs and surrounding counties.

Strategies and Initiatives

07-01-11-14.01—Purchase and deploy a mobile BAT Van that conforms to Colorado Department of Public Health and Environment (CDPHE) specifications for chemical testing of suspected DUI drivers at Checkpoints and Saturation Patrols.

07-01-11-14.02—Conduct training classes to at least two Police Officers in the use and deployment of the BAT Van.

07-01-11-14.03—Conduct enforcement campaigns during CDOT approved high risk times that will utilize the van for chemical testing of DUI suspects.

07-01-11-14.04—Evaluate the use and success of utilizing the van at the checkpoints and saturation patrols.

07-01-11-14.05—Submit the required quarterly reports and a final report and claim for costs incurred by October 20, 2007.



Results

The grant contract was signed by the Colorado Springs City Manager in April 2007 and the State of Colorado in August 2007. The BAT Van was purchased and received in December 2007. Due to these unforeseen delays, the deployment of the BAT Van was delayed approximately one calendar year. The secondary effect of

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The BAT Van was deployed 16 times during the second and third quarters of 2008.



this delay was a shortened time period for the Colorado Springs Police Department to accumulate the required in-kind funds in the amount of \$171,214.80 by the original grant end date of September 30, 2007. We have requested an extension twice to ensure we meet the in-kind requirements.

The Colorado Springs Police Department sought and received an extension to allow deployments and accumulation of in-kind funds by September 30, 2009.

- The BAT Van was outfitted and certified for use in the chemical testing of DUI suspects in March 2008.
- The training of the minimum required two officers, plus six additional officers to deploy and operate the BAT Van was completed in February 2008.
- The BAT Van was deployed for testing of DUI suspects in March 2008 and additionally given a media introduction on St. Patrick's Day.
- Five deployments were done in the second quarter of 2008. Two deployments were for educational and community awareness purposes. Two deployments were during CDOT approved high risk times, one checkpoint, and one saturation patrol. One deployment was for in-kind officer use to reduce DUI suspect processing times. In-kind services were documented and reported in the second quarter of 2008.
- Eleven deployments were done in the third quarter of 2008. The van was deployed for the CDOT approved high risk times with the exception of Labor Day weekend due to equipment failure. The BAT Van was deployed for the July 4th weekend in support of a saturation patrol. The BAT Van was also deployed in support of a checkpoint conducted by CSPD. Five additional deployments were at various locations for in-kind officer use to reduce DUI suspect processing times. Two additional deployments were for one checkpoint in support of Pueblo PD and one in support of a saturation patrol in Woodland Park. Two deployments were done for educational and community awareness purposes. Approximately \$17,388.69 worth of in-kind services was accumulated in the second quarter of 2008.
- The BAT Van has experienced equipment malfunctions that have resulted in approximately two months of inability to deploy the van. The first malfunction was due to generator failure and replacement under warranty. The second malfunction was due to the Intoxilyzer failing and requiring shipment to the CDPHE for repair.

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- The feedback from officers regarding the efficiency of the BAT Van is that it reduces processing times significantly as opposed to taking suspects to a hospital or additional travel time to a substation.
- All quarterly reports have been completed and submitted as per the requirements of the grant contract.

Project Number:	08-01
Task Number:	11-16
Planned Expenditures:	\$26,800.00
Actual Expenditures:	\$26,800.00

Impaired Driving Prevention— Denver Museum of Nature and Science

Goal

To educate Colorado residents about the dangers of impaired driving through the most effective approach for each age group and for the general Museum visitor. Denver Museum of Nature and Science (DMNS) classroom programs, as well as portable health displays for school and community groups and the Drunk Driving Simulator in the Hall of Life exhibit, emphasize the effects of alcohol and other drugs on the brain and body to explain the dangers of impaired driving.

Strategies and Initiatives

Activities took place from June 22, 2007 through June 30, 2008.

Youth Programs

- K-6 classroom programs were offered throughout Colorado to give students hands-on opportunities to understand the effects of alcohol and drugs on the brain and the body. These activities highlighted the dangers of riding in a car with an impaired driver.
- Middle and high school-facilitated displays were offered throughout Colorado and focused on why and how to make healthy choices regarding alcohol and impaired driving.
- For the 2007-2008 year, the traveling health display was redeveloped to incorporate new methods in teaching about the effects of alcohol and how to make healthy choices.

Adult/College Programs

- College students and adult groups interacted with traveling displays that focused on the consequences of impaired driving and the biology of how alcohol affects the body and the brain.
- Upgrades to these traveling displays were made to improve their visual and educational impacts.

Museum Visitors

- The Hall of Life exhibit (closed April 2008) offered Museum visitors the opportunity to use two impaired driving simulators that demonstrated the physical effects of alcohol on the body and the results of impaired driving.

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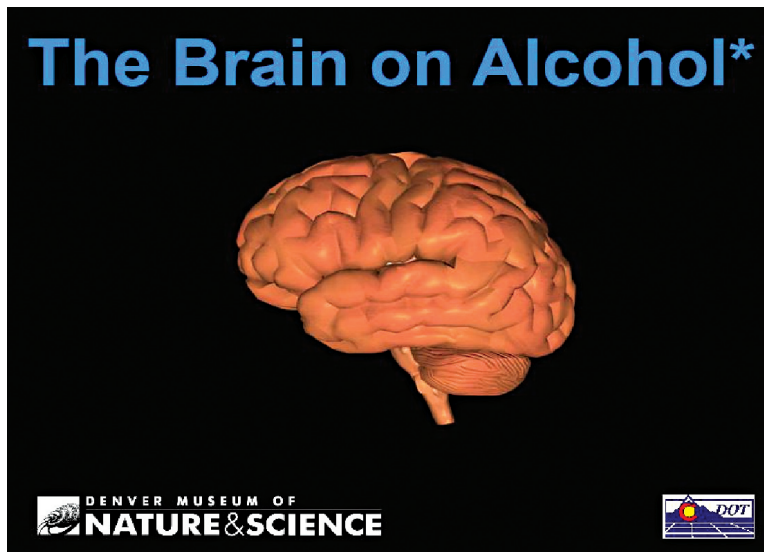
- In observance of Alcohol Awareness Month, the outreach traveling display geared towards middle and high school students was facilitated in the Hall of Life on April 11, 2008.

Bilingual Spanish

- Efforts were made to reach Spanish-speaking communities, and Spanish educators were offered upon request.

Evaluation

- Conducted a formative evaluation of the youth impaired driving health fair display.
- Conducted focus groups with middle school students and adults who visited the impaired driving health fair display.



Images from the youth traveling health display. The first is the backdrop of the display and the second is a book that was developed to educate students and adults about the effects of alcohol on the brain.

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During the grant period, 71,584 people were educated about the effects of alcohol and the dangers of impaired driving.

Results

During the grant period, 71,584 people were educated about the effects of alcohol and the dangers of impaired driving. This figure exceeded our budgeted attendance by 34%, and we are satisfied with this accomplishment. Five counties, including Weld, were served by our outreach programming. Museum visitors who interacted with the impaired driving simulator in the Hall of Life exhibit would include several counties, states, and even countries.

Of the total participation, 66,838 were Museum visitors who interacted with the impaired driving simulator in the Hall of Life. Even with the closing of exhibit in April 2008, this figure represents 134% of the planned attendance. Perhaps the closing of the exhibit drew in additional visitors who didn't want to miss one last opportunity to visit a long-time favorite part of the Museum.

Outreach programming reached 4,746 participants (147% of planned attendance), including children, youths and adults. Our success with outreach may be due in large part to higher-than-expected participation at health fairs where the traveling displays were facilitated. Additionally, outreach reservationists received more requests for classroom program scholarships than the original budget allowed for. With health display participation already high, we reallocated some of the grant funds to meet the demand for classes, thereby achieving higher attendance for classroom programs, as well. Demand for adult and college programming was not as strong. The vast majority of our current outreach programming is directed at schools and already has a large and strong customer base. In the future we may need to look at new and more effective ways of reaching adults.

The youth traveling health fair display was redeveloped and offered to middle schools, high schools and community groups throughout Colorado. While it was generally agreed that the new display was an improvement over the older, outdated display, the formal evaluation conducted by an outside contractor did make suggestions for further improvement. A trivia wheel often drew participants in, but facilitators needed to take that audience and engage them in other parts of display. Suggestions for doing this included creating a stronger tie between trivia questions and the information on the display, as well as providing training to the facilitators on how to create a captive audience. Using these suggestions, we have created a plan to improve upon this display to better serve our audiences' needs.

College DUI Prevention—BACCHUS

Project Number:	08-01
Task Number:	11-19
Planned Expenditures:	\$80,394.42
Actual Expenditures:	\$77,575.98

Goal

To support Colorado’s college and university peer education programs in the prevention of impaired driving.

Strategies and Initiatives

To assist selected college campuses with implementing impaired driving prevention and traffic safety programming to students by developing impaired driving prevention programs, providing training for students and advisors, acting as a resource in the community, and distributing materials for the campus populations.

Results

- A total of 121 prevention programs were conducted at four campuses impacting over 18,620 students and 1,350 parents. The four campuses represent the counties of Denver, La Plata, Sterling and Weld. Additional activities and training will continue to be provided to campuses in Boulder and El Paso counties. In addition, 16 students received Certified Peer Education Training

- BACCHUS students facilitated high profile events to target over 2,000 tailgaters prior to college football games in Denver and Greeley. The targeted games included the annual Rocky Mountain Showdown at Invesco Field in Denver, the popular rival game between Colorado State University and the University of Colorado—Boulder, and home football games at the University of Northern Colorado in Greeley. During these events safe ride information, scratch cards and prizes were handed out to remind tailgaters about designating a sober driver and safe ways to get home if they do not have a sober designated driver. These efforts were highlighted in the Fort Collins Coloradoan,



Six volunteer peer educators distributed safe-ride information, factual scratch cards and prizes to over 2,000 tailgaters prior to the Rocky Mountain Showdown football game between the University of Colorado and Colorado State University.

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the Rocky Mountain News and the Cheery Creek News, as well as in an interview with the 850 KOA radio station.

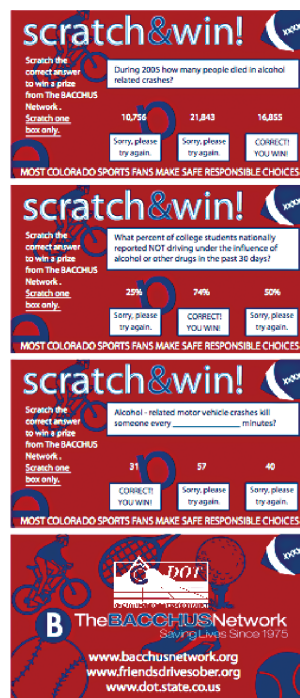
- A data collection tool focused on student behavior and attitudes on and around impaired driving and traffic safety was developed and implemented on the participating campuses. The data will facilitate the implementation of a social norms campaign at each campus during the extension period. Social norms campaigns have been identified as a proven practice for comprehensive impaired driving prevention programming by the National Highway Traffic Safety Administration (NHTSA).

- The 3rd Annual Collegiate Impaired Driving Prevention Conference for 35 students and advisors from the University of Northern Colorado, Naropa University, Regis University, Fort Lewis College and Northeastern Junior College. The training provided students with tools to effectively conduct impaired driving prevention programming. BACCHUS also trained 65 cadets at the Air Force Academy in the Certified Peer Educator Training in August 2007 to strengthen their efforts in impaired driving prevention.

The four Colorado campuses involved were Fort Lewis College, Regis University, University of Northern Colorado and Northeastern Junior College.

- Students and advisors also received training in social norms marketing in order to utilize campus data to develop and implement campaigns for their campuses. Campuses incorporated the following messages into their social norms marketing campaigns:

- Fort Lewis College: “Most FLC students (75%) repeatedly choose a designated driver.”
- Regis University: “Almost 70% of Regis students report designating a sober driver before going out” and “92% of Regis students report not drinking and driving in the past 30 days”.
- University of Northern Colorado: UNC implemented their social norms campaign under a grant from Colorado’s Alcohol and



As reported in Boulder’s Newspaper The Daily Camera, following the football game between the University of Colorado and Colorado State University, the authorities in Boulder County and across the Denver metro area stated, “But the drunken fighters and intoxicated drivers that police were bracing to book weren’t as prevalent as in years past.” Denver police arrested only 12 people compared with 22 in years past.

The Daily Camera Monday, September 3, 2007

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Drug Abuse Division and incorporated it into impaired driving prevention activities they completed under the CDOT project. The social norms messages they used included “70% of UNC students assign a designated driver before going out”.

- Northeastern Junior College: “80% of NJC students report that it is never okay to drive after using marijuana or other drugs”.
- Prevention programming efforts were provided during orientation and welcome back weeks on all of the participating campuses. Additional programming and media awareness took place during National Collegiate Alcohol Awareness Week, Halloween, and National Drunk and Drugged Driving Month.

Project Number:	08-01
Task Number:	11-20
Planned Expenditures:	\$54,849.39
Actual Expenditures:	\$35,554.77

“Courage to Live” Train the Trainer Program

Colorado Courage to Live has completed its fourth year as a grant project and overall has been viewed as successful.



Goal

Colorado Courage to Live is a judicial outreach program designed to positively impact prevention efforts geared towards reducing alcohol use in middle school populations. The intent has been to add the judicial perspective to the prevention discussion, and offer specific training and support to high-risk areas. The initial contract objective was two-fold:

- To conduct a *Train the Trainer* session with selected teams to focus on tools and strategies the teams could take to their communities to build or enhance prevention efforts.
- To provide support to the teams as they implemented the plans they developed as a result of the training.

Evaluation tools were developed to measure the effectiveness of both the training sessions and the subsequent action plans. In the final year of the grant, because of the limited time and funding, the effort was much less formal. The training session was made available to all interested parties with a focus on best practices as demonstrated by prior team experiences.

Strategies and Initiatives

The tasks associated with the original grant facilitated the creation of an effective *Train the Trainer* program to be implemented in high-risk areas of the state. These tasks included:

- Determining those areas of the state that were both high-risk and also had communities “ready” to participate in prevention efforts.
- Working with the selected communities to establish teams composed of law enforcement, judicial officers, coalition and/or community members, school personnel and students.
- Conduct a *Train the Trainer* session to provide strategies and encouragement to the teams.
- Evaluate the effectiveness of the training as well as those of the strategies that were implemented.

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Given the limited nature of the *Courage to Live* Program in 2008, specific benchmarks and program tasks were not formally identified. The tasks enumerated in the original contracts were modified to reflect the changed objective. Rather than identifying high-risk areas and recruiting teams accordingly, the program, titled *The Courage to Live* Symposium, was made available to all interested parties, and was advertised accordingly. Consequently, the tasks included establishing the agenda for the symposium, recruiting participants and conducting the training.

Results

Colorado Courage to Live has completed its fourth year as a grant project. While it was easy to measure the effectiveness of the three *Train the Trainer* sessions (July 2005, July 2007 and August 2007) at the time of each session, measurement of success at the community level was a more difficult task. Because of the abbreviated nature of the fourth training effort, formal evaluation was not completed.

Overall, the training efforts have been viewed as successful. The availability of crash data and alcohol-related restraint statistics from DMV made it easy to identify high-risk areas in the state. Lining up participants was a little more challenging. The greatest barrier consistently proved to be getting the schools involved. The same was true in this final year, even when there was no team recruitment or action plan requirement.

OMNI Research and Development was selected to perform the evaluation function of the three formal training sessions, and the results routinely found that participants reported increased confidence, familiarity, and readiness to implement an underage drinking prevention program. They generally appreciated the action plan process and were quite enthusiastic at the conclusion of the training program. Unfortunately, communication with the teams after the training remained a problem throughout the term of the grant. There was no formal or contractual requirement that the teams respond to inquiries after the training was concluded, and many of them were reluctant to do so. Some great successes were reported—but many participants did not respond to any inquiries, either from program leaders or from OMNI. This is one area that would need to be addressed for future efforts.



Colorado Courage to Live has completed its fourth year as a grant project and overall has been viewed as successful.

Project Number:	08-01
Task Number:	11-21
Planned Expenditures:	\$29,000.00
Actual Expenditures:	\$23,926.01

CDPHE—Intoxilyzer Motor Replacements

The goal of the project was to replace a critical component in the Intoxilizer 5000EN in all 194 instruments in use in Colorado.

The Evidential Breath Alcohol Testing (EBAT) Program is responsible for the certification, maintenance and repair of the Intoxilyzer 5000EN. This is the only instrument authorized in Colorado for the collection and testing of breath samples for alcohol content by law enforcement agencies for DUI enforcement.

Goal

The goal of the project was to replace a critical component in the Intoxilyzer 5000EN in all 194 instruments in use in Colorado. The replacement part consisted of the ‘Chopper Motor’ and the associated circuit board.

Strategies and Initiatives

The EBAT program strategy is to replace the motors in all the instruments in use throughout the state in the next 12 month period. The replacement will occur with each instrument during the annual certification procedure, unless the instrument is sent in before the annual certification is due.

Results

The manufacturer accommodated the EBAT program by being able to provide all of the replacement chopper motors and circuit boards by the specified grant deadline. The parts have been delivered and are now available for replacement. Also, the EBAT program was able to negotiate a reduced price for the parts due to the volume being ordered. This allowed the objectives to be achieved at a cost lower than what was projected, this allowing the program to return over \$5,100.00 to the grant source.

154 Funds/Law Enforcement for Safer Highways

Project Number: 08-01
 Task Number: 0154
 Planned Expenditures: \$17,803.42
 Actual Expenditures: \$17,803.42

Goal

The goal of these funds was to support the implementation of new, or enhancement of existing, DUI enforcement activities in rural judicial districts in Colorado. Rural judicial districts, for these funds, were defined as those districts whose counties only have populations of less than 100,000.

Strategies and Initiatives

Specific benchmarks and program tasks identified within the program goals and objective plan.

Results

In 2007, 14 agencies were granted up to \$4,950.00 to enhance their DUI enforcement efforts through the purchase of radars, preliminary breath test instruments (PBT), or overtime funding for officers. Results were 16,282 hours of enforcement, 11,836 traffic contacts, 501 DUI/DUID arrests, 2,980 speeding citations, and 165 occupant protection violation citations. With remaining funds in 2008, the Washington County Sheriff's Office and Logan County Sheriff's Office were each granted \$2,558.99 to purchase radars. Results from these two agencies have not yet been submitted.

In 2007, 14 agencies were granted up to \$4,950 to enhance their DUI enforcement efforts. In 2008, the remaining funds were used to purchase radars.

Project Number: 08-02
Task Number: 21-01
Planned Expenditures: \$99,267.00
Actual Expenditures: \$99,267.00

Enhancing Speed Limits on I-25

The posted speed limit was recently increased along the I-25 corridor in Denver County from 55 mph. This program tracked citations issued for speeding on I-25 in Denver.

Goal

The overall goal of this project was for there not to be an increase in accidents along the I-25 corridor in Denver County due to the increase of the posted speed limit.

Strategies and Initiatives

Specific benchmarks of this program included a 50% increase of speeding citations issued to drivers along I-25. This benchmark was reached in every month of the grant period with the exception of September, when the funds ran out mid-month.

Results

The program was successful. A total of 3,639 speeding citations were issued along the I-25 corridor in Denver County during this grant period. The enforcement effort had a direct impact on driving behavior. Partnering with CDOT and the media to get out the message, along with the educational brochure printed with permission from the National Safety Council proved to be an effective team effort in reaching strategic goals during this grant.

A total of 3,639 speeding citations were issued along the I-25 corridor in Denver County during this grant period.

College and University DUI Prevention

Project Number:	08-03
Task Number:	31-01
Planned Expenditures:	\$9,258.00
Actual Expenditures:	\$7,699.22

Goal

To reduce the number of traffic accidents caused by impaired drivers by educating the students and visitors to the campus of the risks of driving while impaired. Officers working overtime mainly focused on enforcement of DUI laws on campus.

Strategies and Initiatives

The Auraria Campus Police Department had a booth at the Fall Fling on campus. The booth was a safety booth educating the public on the dangers of driving while impaired. This gave students the opportunity to approach officers in a positive environment. During this contact officers informed the students of the dangers of driving while impaired. The strategy for the officers was to create an educational environment and to have equipment and information available for the students. Due to limited resources and not having



the tools to teach and reach the students, faculty and staff of the Auraria Campus, this has not been accomplished before by this Department.

Results

The results of the safety fair were outstanding. We had over 300 students sign the guest book and try the “fatal vision goggles”. The goggles gave them the illusion that they were intoxicated. With the goggles on the officers had the student try to walk the line to show how their motor skills are altered. The students were shocked on how poorly they had performed. The other tool was the intoxiclock. The officer would input the person’s information into the intoxiclock and then it would calculate how long it would take for the alcohol to process out of their system. This was a great success because the students had no idea that it took as long as it did. It showed them that even one drink would take hours to get out of their system, and that the myths



The Auraria Campus Police Department’s booth at the Fall Fling was a success. Over 300 students tried the “fatal vision goggles”.

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of eating, drinking coffee, or other solutions may help but it does not speed up the manner of which the body processes the alcohol. Both these areas were a great success in reaching the students.

There were some areas that need improvement. One would be more literature. The students would like to have more information on programs either on campus or around the area. The problem was that if the student was in a hurry and did not have the time to wait in line, we would at least be able to give them information to read at a later time. The lines did get long waiting to use the machines, however the officers did a great job try to talk to everyone and keeping the lines moving as best as they could.



High School Impaired Driving— BACCHUS

Project Number:	08-03
Task Number:	31-02
Planned Expenditures:	\$63,922.53
Actual Expenditures:	\$63,911.79

Goal

To assist in integrating impaired driving prevention programs into Denver area high schools and high schools throughout the state of Colorado to address the underage drinking, impaired driving and traffic safety problems associated with the 15-18 year old population.

Strategies and Initiatives

BACCHUS will reach this goal by utilizing evidence-based strategies, such as comprehensive programming, participant focused trainings and informational sessions, promotional and educational materials—all designed around positive messaging.

Results

- Approximately 11,000 high school students, for the 2007-2008 grant period, received prevention programming, trainings, presentations, materials and/or messaging. This prevention programming and messaging occurred through classroom presentations, a statewide peer educator traffic safety and leadership conference, advertisements placed in the designated high school campuses' newspapers during high risk times, and teen-parent after school activities.



Peer Educator facilitating impaired driving display at Montbello High School's Back to School Fair, August 24th, 2007

- The 2007-2008 Peer Educator Prevention Manual—Mailed to 283 schools in the state. The manual contains current information on traffic safety including Colorado Graduated Driver's License laws and a fully scripted teen friendly presentation curriculum that students or teachers can use to present a traffic safety class to teens.
- The Statewide Peer Educator Traffic Safety and Leadership Conference—Trained students from five counties (Weld, Denver, Boulder, Arapahoe, Broomfield) to effectively educate their peers on the importance of practicing traffic safety. After attending

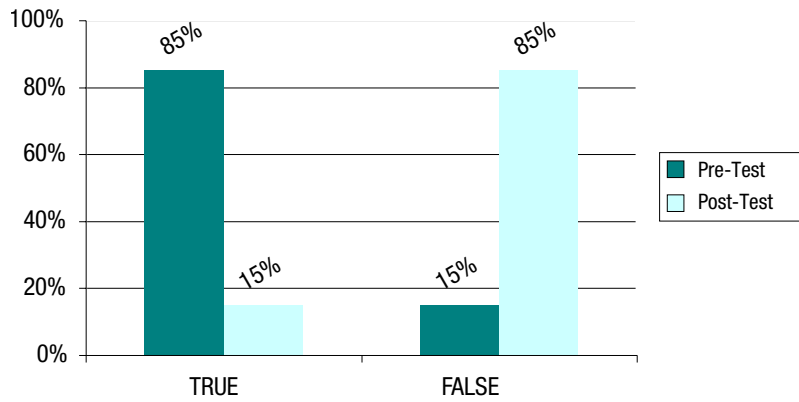
During the 2007-2008 grant period, approximately 11,000 high school students received prevention programming, trainings, presentations and materials on impaired driving prevention.

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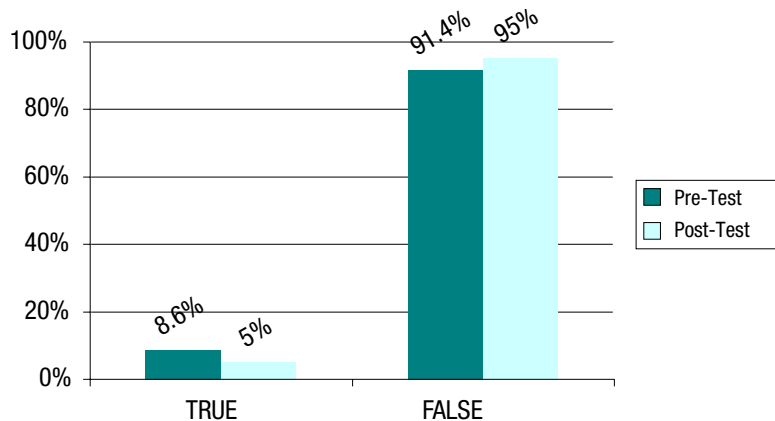
the conference, 97% of students felt more comfortable taking a leadership role with their school's underage drinking prevention and traffic safety efforts, 98% felt comfortable talking to a friend/student about not using alcohol, 97% felt comfortable speaking out at school about driving safety issues and 95% can confidently tell others why impaired driving is dangerous.

- Underage drinking prevention classroom presentation—Provided high school seniors with information on challenges that students may face in college with alcohol use and peer pressure. Students were given facts and figures, real life circumstances and ways to address peer pressure and practice refusal skills. Pre- and post-tests were given to students to assess their opinions and knowledge of alcohol issues:

QUESTION: Most college students drink

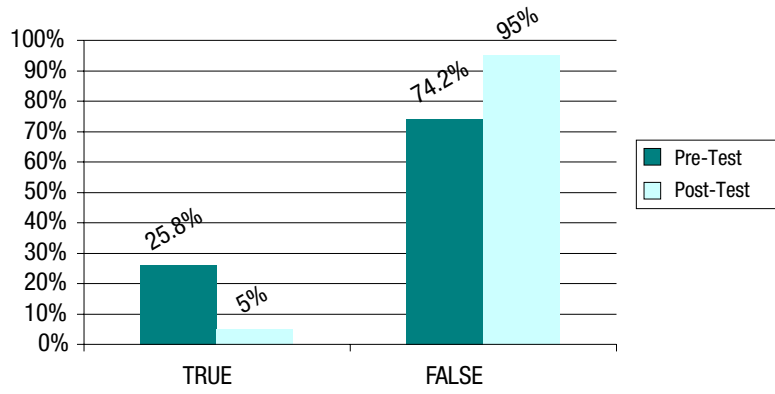


QUESTION: It's okay to let them drive if they are below the legal limit



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QUESTION: It's okay to let someone "sleep it off" if they pass out after drinking



Project Number:	08-03
Task Number:	31-03
Planned Expenditures:	\$66,000.00
Actual Expenditures:	\$62,500.43

TEAM Fort Collins

Goal

- Increase membership in Responsible Alcohol Retailers (RAR).
- Expand ACTUALITY® Social Norm Campaigns to new campuses in Poudre School District.

Strategies and Initiatives

- To increase membership in RAR, TEAM Fort Collins has worked to develop incentives for retailers. Incentives are identified as having a dual purpose. One, they accomplish the task of assisting current RAR members in their commitment to the safe sale and service of alcohol in Fort Collins. Secondly, incentives are selected because they are expected to attract new members.

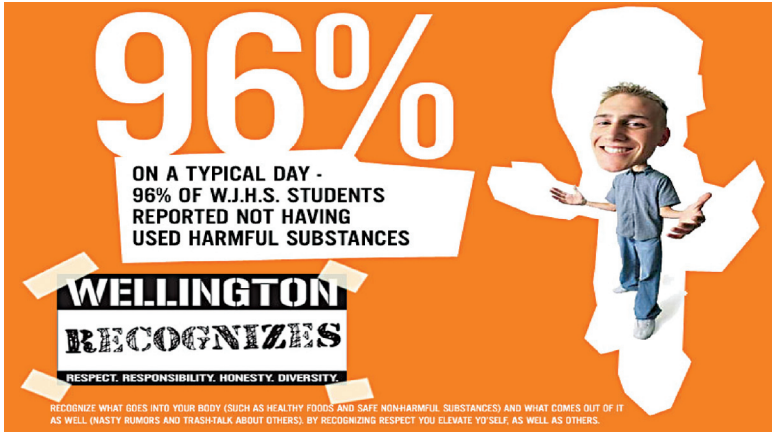


- TEAM Fort Collins is dedicated to sustaining current ACTUALITY® campaigns at three junior high schools. Efforts to expand ACTUALITY® have included two personalized letters to school counselors at all of the elementary, junior, and senior high school campuses in Poudre School District in the Spring of 2008 and Fall of 2008. Personal invitations, together with word-of-mouth, represent initial attempts for expansion.

Results

- In the last year, TEAM Fort Collins has organized two separate services for RAR members. The first has been an ID checking service, whereby a visit is made to each RAR establishment once a month to identify whether not staff is checking ID's before serving alcohol. RAR members check ID's 88% of the time, compared to the 61% rate of retailers city wide.
- The most recent accomplishment is the training of a TEAM Fort Collins staff member who will offer a nationally recognized server training to all staff at RAR establishments at no cost to either the establishment or the staff. The effect is that more staff

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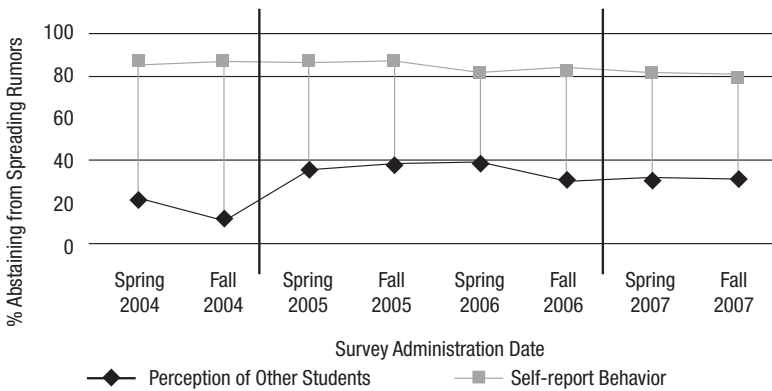


in Fort Collins will be knowledgeable on how to identify intoxicated patrons and avoid over-serving. It is expected that access to this free service, available only to RAR members, will attract other alcohol retailers and will increase RAR membership. The inaugural training is scheduled for November 2008.

- RAR membership has increased from 12 to 20 members in the last year.
- RAR has produced and distributed 25,000 Safe Ways Home Cards in an effort to reduce barriers that may exist to choosing a sober ride home.
- Two new ACTUALITY® social norm campaigns are underway at one junior high school and one elementary school.

Responsible Alcohol Retailers (RAR) membership has increased from 12 to 20 members in the last year.

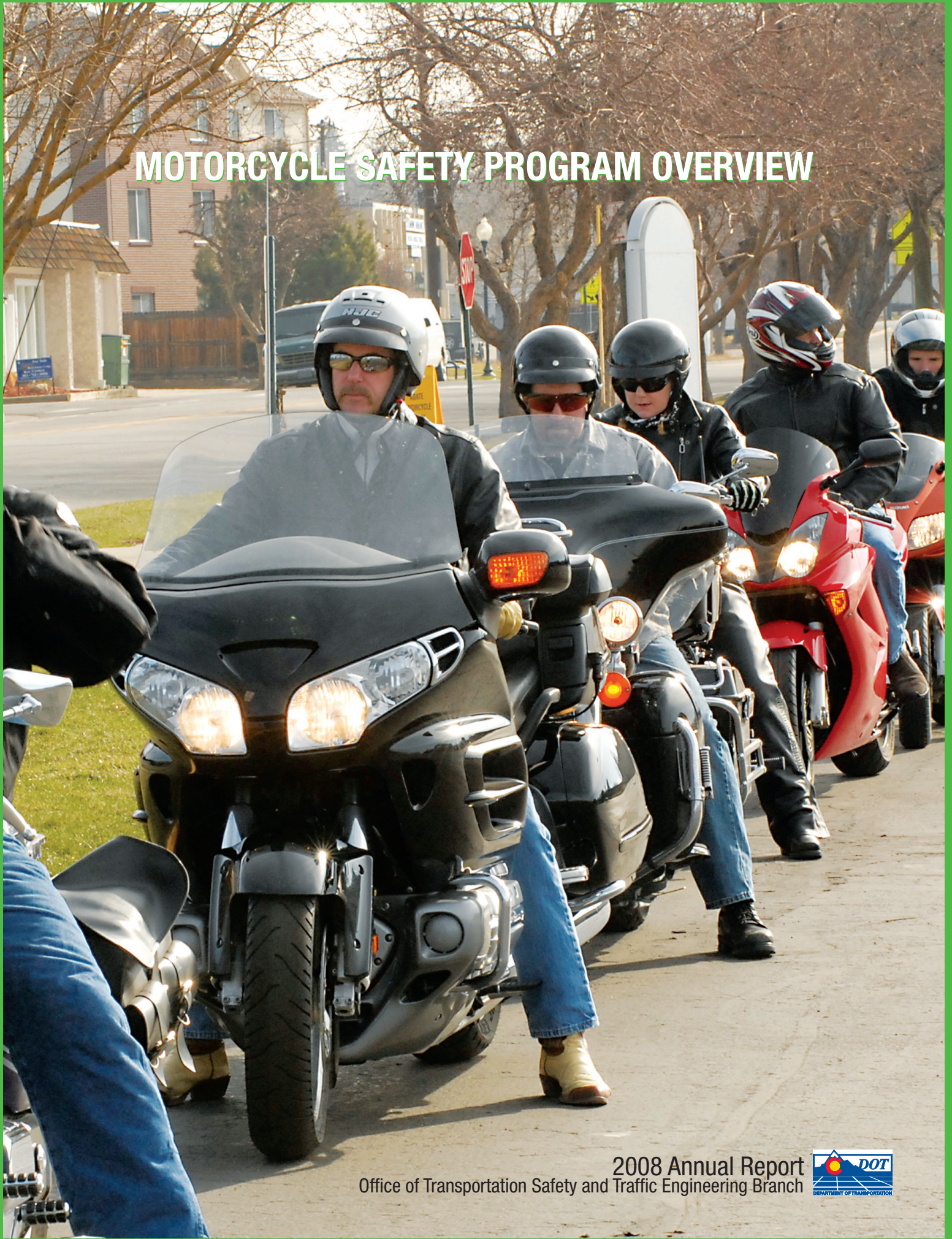
Figure 1. Actual Rumor Spreading Behavior Compared to Perceived Rumor Spreading Behavior as a Function of Survey Date



There was an immediate and drastic positive change in students' perception of how frequently they perceived other students at their school spread rumors, such that students were nearly four times more likely to believe that other students were spreading rumors less than once a month ($\chi^2 = 3.91, p < .01$) in Spring 2005 compared to the baseline perception in Fall 2004. This positive change in perception was maintained at significant levels throughout the years of the campaign and to present. There were no significant changes in actual typical rumor spreading behavior among students.

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MOTORCYCLE SAFETY PROGRAM OVERVIEW



Motorcycle Safety Overview

Projects in the Motorcycle Safety Program support the Office of Transportation's goals to reduce motorcycle injury and fatal crashes.

Program Administration

The Motorcycle Safety Program is administered by Program Manager Glenn Davis, with staff support from Paul Peterson and Robin Rocke. The projects in this program had planned expenditures of \$63,000.

Motorcyclist Safety

The Motorcycle Safety Program supported projects that increased motorists' awareness of motorcycles, educated drivers on safely sharing the road with motorcycles, and trained three-wheeled motorcycle instructors. In addition, the program supported efforts to prevent motorcyclists from riding while impaired.

Operation Save a Life/ABATE of Colorado

Project Number:	08-07
Task Number:	71-02
Planned Expenditures:	\$36,000.00
Actual Expenditures:	\$29,573.97

Goal

Perform presentations, distribute brochures, signs, etc., to make motorists more aware of motorcyclists and address drinking and riding to the motorcycling community.

Strategies and Initiatives

Conducted 22 presentations to various sectors of the public, as well as driving schools. The presentations included a 10 minute video titled "Share the Road". Brochures and bumper stickers concerning Motorist Awareness, Kids and Motorcycling and "Ride Straight" were distributed at four rallies, eight civic events, and Rider Education and Driving schools.

The purpose of Operation Save a Life is to:

- Increase driver understanding of how motorcycles interact with traffic and how that interaction is different from cars.
- Increase drivers' awareness of their responsibilities toward other vehicles on the road, particularly motorcycles.
- Increase awareness of the growing number of motorcyclists.
- Emphasize the need and importance of all drivers to share the road.
- Increase awareness of riding and drinking.
- Increase the importance of rider education.

Results

The program has been very successful with presentations at Union halls, Military Safety Days and with School District Bus Drivers. There have been presentations at only two High Schools in the Durango area. Ride Straight brochures have been distributed at bars and taverns in Aurora, Colorado Springs and many other towns across Colorado and we intend to continue covering these areas. Currently, we are working to gain access in Driver Education schools and are talking with Miller Brewing Company. We are still working with Miller on an anti-drinking and riding promotion throughout the state.

The presentations at Union halls, Military Safety Days and with School District Bus Drivers have been very successful.

Project Number: 08-07
 Task Number: 71-03
 Planned Expenditures: \$24,446.00
 Actual Expenditures: \$24,446.00

ABATE—Mobile Training

To date, 200 students have been trained in outlying regions of Colorado, such as Penrose, Buena Vista, Fort Morgan, LaJunta and Summit County.

Goal

ABATE’s mobile program is to provide training classes to outlying regions of Colorado.

Strategies and Initiatives

Advertise and maintain ranges to allow more convenient training locations in rural areas of Colorado. This is a continuing program where approximately 200 students are trained each year in the Basic Rider Course (BRC) and 24 are trained in the Experienced Rider Course (ERC).

Results

We purchased a closed-in trailer and supplies to haul eight bikes for the mobile program; this is to compliment our first mobile program which conducts classes in Summit County, Fort Morgan and LaJunta. We have contracted with the Buena Vista Airport as well as Penrose School District to conduct mobile classes. We ordered bikes for the mobile training that were delivered in January 2008 with training beginning in March. To date, we have conducted four classes (24 students) in Penrose and six classes in Buena Vista (36 students) with the second mobile unit. Between both units we have trained 200 students.



ABATE—Three Wheel Trike Training

Project Number: 08-07
 Task Number: 71-03
 Planned Expenditures: \$37,500.00
 Actual Expenditures: \$37,500.00

Goal

Provide safety training and testing for individuals choosing to ride three wheels.

Strategies and Initiatives

- Pass legislation in 2008 for a separate 3-wheel endorsement.
- Train and certify instructors in Colorado to teach the Evergreen Safety Councils S/TEP (Sidecar/Trike Education Program).
- Set up training and testing sites in the Denver Metro area and Colorado Springs.

Results

As a result of the partial funding, ABATE has reached its goals for a successful 3-wheel program. Legislation was passed allowing for a 3-wheel endorsement which became law July 1, 2008. We partnered with Colorado DOR to develop testing and include 3-wheels in the Colorado Motorcycle Handbook.

Ten instructors were trained and certified in the Sidecar/Trike Education Program (S/TEP) and have conducted seven S/TEP classes, training a total of 42 students. We have conducted 27 tests among five dates for license testing. We anticipate a larger number of classes being taught in the future to serve the needs of the citizens of Colorado. Three trikes and six sidecar rigs were purchased and we have painted three ranges to conduct the S/TEP program; two in Denver, one in Colorado Springs. We have been successful in all areas of this program and are very pleased thus far with the results.

Legislation was passed allowing for a separate 3-wheel endorsement which became law July, 2008

Ten instructors were trained and certified in S/TEP. To date, they have trained 42 students and conducted 27 tests for licenses.

Project Number: 08-07
 Task Number: 71-04
 Planned Expenditures: \$4,750.00
 Actual Expenditures: \$4,750.00

Motorcycle Safety Awareness Initiative

Nine Denver Metro motorcycle officers completed the course in September 2008. In the coming year, they will be utilized for various safety campaigns, talk shows and media events.

Goal

As part of the Motorcycle Safety Awareness Initiative, all motor officers of the Colorado State Patrol Motorcycle Unit will become certified MSF instructors.

Strategies and Initiatives

- Educate the motoring public with motorcycle rider education and training (to include equipment, licensing, riding under the influence and motorcycle rider/motorist awareness).
- By using the established national course, the motor officers will be able to speak the same language as other motorcycle safety instructors.
- Motor officers will use the course to assist in training new officers.



Results

Nine Denver Metro motorcycle officers completed the course in September 2008. In the coming year, they will be utilized for various safety campaigns, talk shows and media events.

CONE ZONE PROGRAM OVERVIEW

Cone Zone Overview

To increase awareness and improve work zone safety, every summer beginning in June and continuing through September, the Colorado Department of Transportation teams up with the Colorado State Patrol and other local agencies to conduct the “Slow for the Cone Zone” campaign, which entails overtime enforcement on highly-visible construction projects across Colorado.

Every year, the Colorado Department of Transportation (CDOT) embarks on numerous construction projects across the state as well as numerous maintenance activities that are conducted everyday to provide a reliable transportation system.

Every construction zone comes with equipment and workers. The alignment of travel may change daily. It is critical that the motorists of Colorado highways do their part to make the cone zones safe for themselves as well as construction and maintenance workers. Safe speed limits are established in each cone zone. Law enforcement reinforces the safe speed limit.

These projects were created to improve traffic safety on Colorado roadways by decreasing fatal and injury crash rates in Construction and Maintenance Cone Zone projects through public awareness and high visibility, aggressive enforcement.

Maintenance Cone Zone Enforcement

Project Number:	08-02
Task Number:	21-03
Planned Expenditures:	\$147,000.00
Actual Expenditures:	\$147,000.00

The Colorado State Patrol (CSP) provides overtime enforcement in designated maintenance work zones across Colorado.

Goal

Improve traffic safety on Colorado roadways by decreasing fatal and injury crashes in Maintenance Cone Zone projects.

Strategies and Initiatives

Identify maintenance projects needing overtime enforcement in cooperation with CDOT project engineers and maintenance supervisors.

Provide 2,500 hours of overtime in maintenance zones, providing aggressive enforcement, as appropriate, with zero-tolerance for speeding, impaired driving, and other identified primary crash causal factors or violations.

Over the past three years, CDOT Maintenance Supervisors and CSP Captains have forged partnerships in at least eleven offices in order to identify areas needing coverage and provide effective Uniformed Traffic Control (UTC) which protects CDOT maintenance crews while they work.

Results

In cooperation with CDOT, maintenance zones were identified and worked when requested.

CSP officers from 11 CSP Field Troops provided 2,961 hours of overtime enforcement in maintenance zones between September 13, 2007 and September 30, 2008.

This project began providing coverage of maintenance projects in 2005, and initially, coverage was only requested by one CDOT district office. Over the past three years, the project has grown to include more areas, and has allowed for greater cooperation between numerous CSP and CDOT offices.

Most importantly, there were no injuries to CDOT maintenance workers in zones that were protected by CSP maintenance enforcement.

There were no injuries to CDOT maintenance workers in zones that were protected by CSP maintenance enforcement.

Project Number:	08-02
Task Number:	21-04
Planned Expenditures:	\$118,217.00
Actual Expenditures:	\$118,217.00

Construction Cone Zone Enforcement

The Colorado State Patrol provides overtime enforcement in designated work zones across Colorado.

Goal

Improve traffic safety on Colorado roadways by decreasing fatal and injury crashes in Construction Cone Zone project areas.

Strategies and Initiatives

Identify construction projects needing overtime enforcement in cooperation with staff from CDOT’s project engineers and Public Relations Office.

Provide 2,000 hours (over two summer construction seasons) of overtime in designated work zones, providing aggressive enforcement, as appropriate, with zero-tolerance for speeding, impaired driving, and other identified primary crash causal factors or violations.

In total, 1,098 vehicles were contacted, resulting in seven DUI arrests, four felony arrests and over 636 citations were written.

Results

During the 2008 summer construction season, 10 construction zones were identified as top priorities, and hours of enforcement were allocated to these zones.

CSP officers provided over 1,072 hours of overtime enforcement in 10 construction zones between June 5 and September 30, 2008. In total, 1,098 vehicles were contacted, seven DUI arrests were made, four felony arrests were made, and over 636 citations were written, including 63 occupant protection citations.

Over the 2007 and 2008 construction seasons combined, CSP officers provided 2,260 hours of enforcement in 17 construction zones, contacting 2,243 vehicles.



POLICE

PROHIBIT RACIAL PROFILING PROGRAM OVERVIEW

Prohibit Racial Profiling Overview

Section 1906 of the Safe, Accountable, Flexible, Efficient Transportation Equity Act—A Legacy For Users (SAFETEA-LU) establishes an incentive grant program to prohibit racial profiling. The purpose of the grant program is to encourage states to enact and enforce laws that prohibit the use of racial profiling in traffic law enforcement and to maintain and allow public inspection of statistical information regarding the race and ethnicity of the driver and any passengers for each motor vehicle stop in the state. Section 1906 authorizes \$7.5 million in funding each year from FY 2006 through FY 2009. Of this funding Colorado has received \$1,138,965.00.

Colorado Racial Profiling funding for FY 2009 has been awarded to the Colorado State Patrol (CSP).

CSP has developed the Early Identification and Intervention System (EIIS) to note officers who might be behaving outside the trends seen in their peers' behavior. The System will also help identify agency-wide trends at each level within the agency. Twenty-three other police agencies in the county are using EIIS.

CSP is currently receiving funding for the following tasks:

- Collect and maintain data on traffic stops.
- Evaluate the results of the data.
- Develop and implement programs to reduce racial profiling (including law enforcement training programs).
- Undertake activities to comply with the basic requirements of the grant program.
- Undertake any activities relating to enacting and enforcing a law and collecting data on traffic stops.

Prohibit Racial Profiling/P.O.S.T.

Project Number: 08-13
Task Number: 01-01
Planned Expenditures: \$130,000.00
Actual Expenditures: \$127,394.19

Prohibit Racial
Profiling

Prohibit Racial Profiling/CSP

Project Number: 08-13
Task Number: 01-02
Planned Expenditures: \$513,300.00
Actual Expenditures: \$484,446.60

Prohibit Racial
Profiling

The primary 1906—Racial Profiling Project for the Colorado State Patrol is a project referred to as the Early Identification and Intervention System (EIIS). The focus of the EIIS project is to design, develop, test, implement, and monitor business processes and a data collection and business intelligence technology solution that will provide information to proactively identify, intervene, and provide avenues of continuous improvement for members who may exhibit racial profiling or bias-based policing. CSP determined the collection of Traffic Stop data, which would also incorporate additional data elements for gender and ethnicity, would provide the necessary information for the Patrol to develop a comprehensive program to provide statistical information for training, education, and personnel development purposes. With NHTSA's approval, the CSP launched a technological proof of concept project referred to as the Test-Trooper Information Management Exchange (T-TIME) with the purpose of using several Microsoft technologies, Microsoft Office SharePoint Server (MOSS) and Performance Point to collect and report on CSP Traffic Stop and Trooper Activity data elements.

The T-TIME project is a subproject of EIIS and follows the original scope of the EIIS project, but is focused specifically on performing a technology proof of concept to prove that the MOSS and performance technologies will support the original EIIS project scope; and provide a base technology footprint to build future CSP data collection forms and reports.

Goal

The ultimate goal of Project T-TIME was a 'Proof of Concept' to create a technological foundation in order to provide CSP with the tool set to collect and report current traffic stop data to include additional data elements of gender and ethnicity of the driver during

The ultimate goal was to create a technological foundation to provide CSP with the tool set to collect and report data including gender and ethnicity of a driver during a traffic stop.

a traffic stop. The base goals to accomplish this ‘Proof of Concept’ are listed below:

- Provide a Web-base client-user interface on a Microsoft Office SharePoint Server platform for the collection of CSP Traffic Stop data elements defined by the CSP business units. The collection of additional elements such as gender and ethnicity were included into the new collection form.
- Provide a Web-base client on a Microsoft Office SharePoint Server platform for CSP members to enter time data elements for their daily work activities using the trooper Mobil Data Computer (MDC).
- Provide a Microsoft Performance Point’s business intelligence technology for users to query and report on CSP Traffic Stop data elements. This will provide the means in which the new data elements (gender and ethnicity) to be included with the EIS project to implement and report on threshold indicators to the appropriate CSP personnel.
- Provide a technology solution to comply with the State of Colorado Cyber Security requirements and the FBI CJIS Security requirements.
- Project must be completed by September 30, 2008.

Strategies and Initiatives

The success of Project T-TIME relied on the following Strategies and Initiatives with the need to:

- Establish a Development Server Environment on the CDPS Domain for the integrated Microsoft SharePoint and Performance Point technology.
- Develop a Web-base client-user interface on a Microsoft Office SharePoint Server platform for the collection of CSP Traffic Stop data elements defined by the CSP business units, including the addition of data elements such as gender and ethnicity.
- Develop a Web-base client on a Microsoft Office SharePoint Server platform for CSP members to enter time data elements for their daily work activities.
- Demonstrate near real-time Microsoft Performance Point’s business intelligence technology for users to query and report on CSP Traffic Stop data elements including gender and ethnicity. The reports would provide the ability to set up indicators regarding thresholds and report against them.

Continued >

- Provide Virtual Private Network (VPN) technology solution that will comply with the State of Colorado Cyber Security requirements and the FBI CJIS Security requirements.
- Train CSP personnel in using the client interface and VPN access.

To effectively implement the 1906 – Racial Profiling Grant program, the CSP EIIS project and the ‘Proof of Concept’ project T-TIME, were integrated in with a larger, overarching Colorado Department of Public Safety project referred to as Microsoft Integrated Services and Technologies (MIST).

MIST Project Summary

The Microsoft Integrated Services and Technologies (MIST) project’s primary purpose is to align the Colorado Department of Public Safety (CDPS) agencies strategic visions with its Information Technology platforms, specifically its Microsoft applications, services and technologies. The project will enable the CDPS to standardize its Microsoft applications, services, and technology platforms to create a seamless CDPS information technology customer experience while allowing the Department’s agencies to develop and establish synergistic communication and collaboration with its members, the citizens of Colorado, and various public safety partners. The MIST project will consist of twelve phases as a result of the Microsoft applications, services and technologies procured under the CDPS Enterprise Licensing Agreement. Each Microsoft application, service and technology solution will be managed through a phased approach to include architecture design, standard build-out, customization, testing, training, and documentation.

MIST project’s primary purpose is to align the CDPS agencies strategic visions with its IT platforms, specifically its Microsoft applications, services and technologies

MIST Project Scope:

1. Microsoft application software licensing compliance for the CDPS.
2. Design, develop, test, and implement Microsoft’s Active Directory structure.
3. Design, develop, test, and implement Microsoft’s Identity Lifecycle Management structure.
4. Test and implement Microsoft’s Office Vista operating system structure to support CDPS’s Microsoft Window clients.
5. Test and implement Microsoft’s Office Professional architecture to support Word, Excel, PowerPoint, and Access applications and services.

6. Design, develop, test, and implement Microsoft's Exchange architecture to support Outlook email services.
7. Design, develop, test, and implement Microsoft's Office Share-Point Server (MOSS) architecture to support collaboration, enterprise document management and searching, and portal framework services.
8. Design, develop, test, and implement Microsoft's Project Server architecture to support Enterprise Project Management services.
9. Design, develop, test, and implement Microsoft's Performance Point architecture to support business intelligence services.
10. Design, develop, test, and implement Microsoft's Visual Studio Team Foundation architecture to support software development and change control services.
11. Design, develop, test, and implement Microsoft's Systems Center Operations Manager's architecture to support Microsoft client configuration services.
12. Design, develop, test, and implement Microsoft's Office Communications architecture to support web-based conferencing, instant messaging, telephone call management, mobile device communication, and peer-to-peer voice and video communication applications, services, and technologies.
13. Provide CDPS members with training

CSP and CDPS are committed to the success of all three projects (MIST, EIIS and T-TIME). Below is summary of the various CDPS, CSP, and Racial Profile Grant funds allocated in support of the three projects.

Results

The purpose of the Colorado State Patrol's Early Identification and Intervention System (EIIS) project is to design, develop, test, implement, and monitor business processes and a data collection and business intelligence technology solution that will provide information to proactively identify, intervene and provide avenues of continuous improvement for members who exhibit problematic conduct based upon designated criteria or identified weaknesses within policy, for training and education, and for consistency of strategic direction. The successfully implemented Early Identification and Intervention System (EIIS) will offer a comprehensive program that will provide statistical information for training, education and personnel development.

The Test-Trooper Information Management Exchange (T-TIME) is a subset of the Colorado State Patrol's Early Identification and Intervention System (EIIS) project. This subset project (T-TIME) follows the original scope of the EIIS project, but is focused on performing a technology proof of concept to prove that the technology identified for the project will support the original EIIS project scope. This project is funded by the National Highway Traffic Safety Administration and awarded by Colorado Department of Transportation to Colorado State Patrol (CSP) for \$513,000 to proceed with the T-TIME proof of concept project.

The technology regarding Microsoft Office SharePoint Server platform and Microsoft Performance Point needed additional expertise that currently is not available within the existing IT staff. To assist the IT Staff with needed expertise the documented quotation #CSPCQ0803PTI, for a SharePoint Developer was awarded to Adventos, LLC.

The project team focused on the collection points gathered by a Trooper during a Traffic Stop and daily work activities. Captains Colley and Fisher provided contact personnel from within their sections for the Patrol Technology Information (PTI) Unit to work with to define and document traffic stop business processes and data elements.

On March 17, 2008, Office of Information Technology (OIT) approval received for EIIS T-TIME proof of concept project and on March 18, 2008, Dr. Robert Weltzer with NHTSA approved the CSP's EIIS T-TIME proof of concept project and budget amendment.

The budget for T-TIME is summarized into the following categories: Software Costs = \$223,513.17, Hardware Costs = \$6,633.43 and Consulting Services = \$254,300.00. The Total Cost of Ownership is \$484,446.60. With the executed and signed CDPS Microsoft Enterprise Licensing Agreements, the project team was provide the access required for the licensing keys for various software to be used for the T-TIME project. Sponsors approved T-TIME Project Plan and Work Breakdown Structures. A project site audit was completed with Dr. Robert Weltzer with NHTSA and Robin Rocke with CDOT.

Standing up a Development Share Point environment involved many underlying issues regarding the network, domain access and security. This deliverable was accomplished with the collaboration of the project team and CDPS IT personnel. This objective need to be functional before development of the user interface could begin. The project team spent a fair amount of time researching

In September, a live demo was presented to the CSP Command Staff and other members in Glenwood Springs, CO. The demo received a positive response.



the methodology for using a Virtual Private Network (VPN) with the Mobile Data Computers (MDC) during this project. Many obstacles were resolved during the project.

Business details were reviewed with Captain Fisher and other CSP personnel. The project involved inviting CSP members to several Joint Application Design (JAD) sessions to review and make suggestions regarding the user interface development.

On July 22, 2008, the Project Managers held a successful live VPN wireless Demo for NHTSA and CDOT.

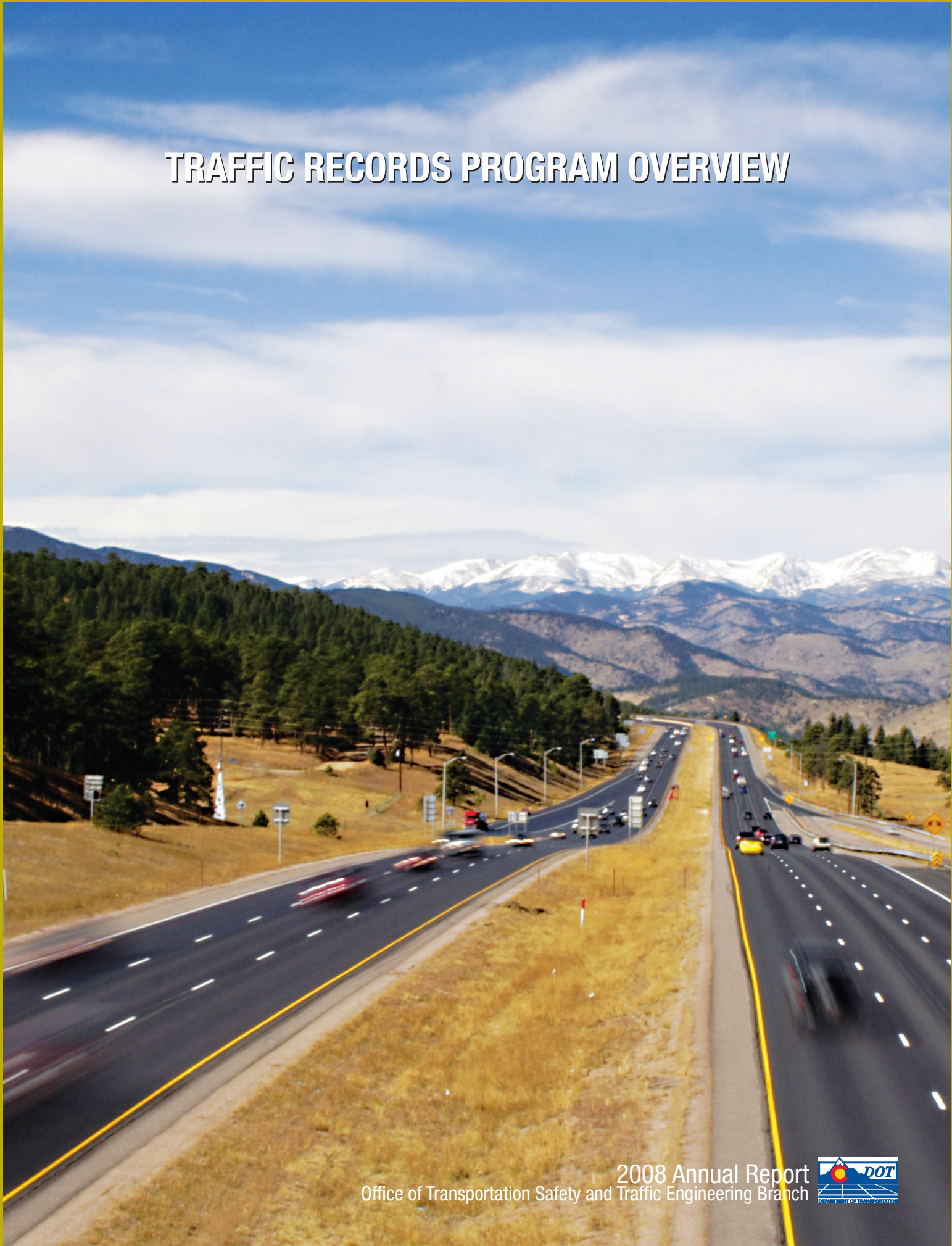
By mid August, the team had worked out additional configuration issues. The Training Plan processes were also started for Field Test User groups. This involved the setup of the CSP computer lab for training of the Field Test User. Other issues include locating personnel who had the access to the necessary MDC configuration, setting the users up on Active Directory on the Development server, User manuals, and the completion of necessary documentation for access to the VPN.

Two Field Test User groups were set up to test the Trooper activity data collection form. The first group was small and allowed us to maximize the amount of trouble shooting to get the forms up and functional on the MDCs. We trained up to 20 plus users and originally wanted to have a larger second test group. However, the Democratic National Convention (DNC) limited our training and trooper availability during the two Field Test User groups.

In September, a live demo was presented to the CSP Command Staff and other members in Glenwood Springs, CO. The demo received a positive response.

In summary, the Test-Trooper Information Management Exchange Project (T-TIME) solution was completed, on time and within budget.

TRAFFIC RECORDS PROGRAM OVERVIEW



Traffic Records Program Overview

It is CDOT's Office of Transportation Safety and Traffic Engineering Branch's goal to provide an "integrated, responsive, timely and accurate accident records system."

Program Administration

The Traffic Records program is administered by Rahim Marandi, PE, Traffic Records Program Manager, with assistance from his staff David Bourget, PE, Charles Keep, Kevin Dietrick, Carmen Gomez and Rick Davis. This group, with assistance from the Sub-Grantees, was responsible for seven projects with a planned budget of \$500,000.

Enhancing the Traffic Records System

CDOT continues to work with its data partners to improve the accident record system. Completed projects include expanding Colorado State Patrol's access to GPS, crash location enhancement for Denver, and implementation of a scanning system to reduce record processing time. Ongoing projects that will continue this year include the Health Department's EMS records system improvements and CDOT's Traffic Records System Enhancements. Projects scheduled to start in 2009 include the electronic transfer of accident data and transfer of judicial electronic citation records to DOR, and the establishment of a centralized data warehouse to improve access of the traffic records information.

Data Collection and Analysis

CDOT's Traffic Records activities include tasks designed to provide the Branch with timely and accurate data for measuring performance and more strategically allocating resources to address both persistent and emerging traffic safety problems which provide an innovative statistical analysis to identify high-risk drivers and communities.

Assessment

In 2004, the National Highway Traffic Safety Administration (NHTSA) performed an assessment of the Traffic Records Division of the Safety and Traffic Branch of CDOT. The review demonstrated that of the 98 recommendations made in 2004, 31 had been completed, 30 were in process, and 29 were planned. The eight remaining recommendations had no immediate plans to initiate, but will be considered in the future.

2008 Problem Identification

Project Number:	08-04
Task Number:	41-04
Planned Expenditures:	\$102,438.56
Actual Expenditures:	\$102,438.56

2008 Problem Identification

CDOT's Office of Transportation Safety uses the results of the Problem Identification report to strategically allocate its resources to address on-going and emerging traffic safety challenges across the State of Colorado.

Goal

Analyze traffic safety data to identify opportunities to improve traffic safety through enforcement, education and public information projects.

Strategies and Initiatives

Past Problem Identification projects have attempted to understand the crash experiences of Colorado drivers by constructing multiple cross-tabulations. These cross-tabulations are convenient for presentational purposes. However, they are unavoidably reductionist. Each focuses on a small number of crash and driver characteristics. The exclusion of other characteristics that may also be important could lead to false inferences from any or all of such cross-tabulations.

The 2008 Problem Identification project introduced a new way of interpreting the annual crash experiences of Colorado drivers and took a more comprehensive approach to the analysis of crash experiences. It characterized each resident with a Colorado driver's license based on all available information about that driver as of December 31, 2003. Then, it imputes the probability that each driver will be involved in a property damage-only (PDO) crash, injury or fatal crash during the year (2004).

These imputed probabilities were aggregated to identify demographic groups or geographic areas which contain high concentrations of at risk drivers. The foundation for these imputations is the data held by the Motor Vehicle Division in its various files regarding drivers licenses, traffic violations and sanctions. These files yield measures of age, sex, height, weight, county of residence, residential mobility, numbers and points from past adjudicated citations, duration since last adjudicated citation, numbers of DUI records, BAC test results, and test refusals. These measures, matched with actual 2004 crash experiences in an ordered probit analysis, yield estimates of how each measured characteristic affects the probability

The 2008 Problem Identification project characterized each Colorado driver with any available information and measured their probability of a crash.

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All but one of the top 10 most dangerous zip codes were in Pueblo County or Adams County.

of experiencing a crash of any given severity.

Results

The study team—Dr. Jeffrey Zax of the University of Colorado at Boulder, Jennifer Garner of Garner Insight LLC, and Glissen Rhode of Glissen LLC—completed the FY2008 Problem Identification using the approach outlined above. The resulting report identified the people and places in Colorado most at risk of being involved in a crash.

Based on the analyses, the study team recommended that CDOT pursue enforcement, education and public information programs in Adams, Pueblo, Elbert and Yuma counties.

Visual Accomplishments

The 10 Colorado counties whose residents have the greatest probability of crash involvement.

Rank	County	Percent
▶ 1	Elbert	4.13%
2	Adams	4.01%
3	Pueblo	3.94%
4	Broomfield	3.74%
5	Douglas	3.71%
6	Jefferson	3.69%
7	Moffat	3.66%
8	Park	3.64%
9	Arapahoe	3.56%
10	Weld	3.51%

▶ Counties in the Eastern Plains Region

Odds that a young driver (under age 21) would be involved in a crash by zip code of residence.

Rank	City	Zip Code	Odds of Crash
1	Pueblo	81004	7%
2	Pueblo	81001	7%
3	Lakewood/WR	80214	6%
4	Commerce City	80022	6%
5	Pueblo	81007	6%
6	Thornton	80260	6%
7	Thornton	80229	6%
8	Thornton	80223	6%
9	Pueblo	81006	6%
10	Pueblo	81005	6%

Electronic Citations

Project Number:	08-04
Task Number:	41-05
Planned Expenditures:	\$240,000.00
Actual Expenditures:	\$0.00

Goal

Move electronic ticket data from Colorado State Patrol to the statewide court case management system, statewide district attorney system, and Department of Motor Vehicle system.

Strategies and Initiatives

To reduce redundant data entry, increase the accuracy of the data, and reduce time between receipt of ticket and entry into the state court case management system. Reduce number of tickets dismissed due to untimely receipt of paper ticket. Elimination of paper tickets is part of the Judicial Branch strategic plan for paper on demand.

Results

The letter from CDOT to proceed on this project was not received until May 8, 2008, which only left 4.5 months to accomplish a year's worth of work on this project. Colorado State Patrol stated they were not ready to proceed on this project before October 1, 2008. Therefore, Judicial began meeting with the Department of Motor Vehicle and District Attorney Council to build the electronic and business foundation for electronic tickets regardless of what law enforcement agency wanted to send the data to our agencies. Weld County Sheriff was in the process of implementing electronic tickets for their records management system and asked if they could work with us to reach the ultimate goal of electronic submission.

Between May 2008 and September 30, 2008, both business and technical personnel from the above agencies met approximately eight times to document business flow, technical needs, identify data fields to exchange, and identify mandatory data needed on electronic citations. The vendor for Weld County agreed to write the NIEM compliant schema for electronic ticket exchange which would be non-proprietary so any other law enforcement agency could use it to send electronic ticket data.

During this time Judicial was working on an electronic time sheet for all personnel to use on grant projects which was not complete for use during this time period. Therefore, Judicial elected to absorb the costs of the work listed above due to no formal documentation of hours spent on the project. Judicial is ready to begin programming, testing, training and eventual deployment of electronic citations.

The Electronic Citations program had not commenced at the time of this report.

Project Number: 08-04
 Task Number: 41-06
 Planned Expenditures: \$100,000.00
 Actual Expenditures: \$100,000.00

Emergency Medical Services and Trauma Registry

Goal

A primary goal of the State Traffic Record Advisory Committee's (STRAC's) Strategic Plan is to develop a comprehensive integrated traffic records system in Colorado that is accurate, complete, timely and accessible. Currently, limited state funding is available for the development and maintenance of the EMS and Trauma data systems. The funding received from CDOT supports the work of the EMS/Trauma Data Coordinator who serves as the liaison between the CDPHE and CDOT on the integrated traffic records system.

Strategies and Initiatives

Specific tasks of the EMTS Data Coordinator include:

- Monitor downloads of EMS and Trauma data from the original sources on a monthly basis. Data is received from 30 designated trauma hospitals and more than 100 EMS transport agencies.
- Identify any modifications that need to be made to the existing EMS and Trauma data systems so they are fully compliant with national standards and with the standards required of participants in the integrated traffic records system.
- Identify when new software programming is needed.
- Maintain the code lists and data dictionaries for both the EMS and Trauma databases and assures that data formats are compatible with the requirements of the integrated traffic records system.
- Attend meetings of the State Traffic Records Advisory Committee (STRAC) and appropriate workgroups.

Colorado Trauma Registry should be migrated to SQL by December 2008.

Results

Colorado Trauma Registry

Each month, the CDPHE receives a download of trauma registry data from Clinical Data Management (CDM), the vendor for TraumaBase software, the software used by all Level I, II and III trauma centers in Colorado. The trauma centers submit their data to CDM; CDM then creates a single download file that is submitted to the state. From October 1, 2007 through September 30, 2008, an additional 23,943 records were processed and imported into the Colorado Trauma Registry. The Registry now contains data

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on more than 225,000 trauma patients (from July 1997 through September 2008). The last monthly download was received on October 14, 2008. Seven of the 30 hospitals that submit trauma registry data were delinquent with data submission. E-mails were sent to the hospitals requesting a plan of action for the hospital to become compliant with data submission.

Over the past year, the EMTS Data Coordinator updated the Colorado Trauma Registrar's Manual to reflect changes resulting from adapting the variables/response options outlined in the National Trauma Data Standards. The National Trauma Data Standards are the national standards created and supported by the American College of Surgeons, the Centers for Disease Control and Prevention (CDC) and NHTSA. An updated Trauma Registry Coding Manual was posted to the web in August 2008 (see <http://www.cdphe.state.co.us/em/trauma/Registry/index.html>). In July through September 2008, the EMTS Data Coordinator worked with Clinical Data Management to assist hospitals in upgrading their data collection software (TraumaBase) to accommodate the changes to the trauma registry.


CDPHE staff is in the process of migrating the Colorado Trauma Registry from an Access environment to SQL. This will facilitate future integration of the Trauma Registry and EMS data systems at the state health department. The migration to SQL should be completed by December 2008.

Starting in January 2008, quarterly volume reports are now being sent to each hospital and are posted to the web at <http://www.cdphe.state.co.us/em/traumareports/index.html>.

MATRIX (EMS Data Collection)

More than half of the EMS agencies in Colorado now routinely submit EMS data to the MATRIX (EMS Ambulance Trip Report Information Exchange, the state EMS database). In September 2007, 83 agencies were submitting data to the state database. From October 2007 to September 2008, technical assistance and support were provided to an additional 18 agencies. Currently 101 of 185 ground transport agencies (55%) are routinely submitting data. From October 1, 2007 through September 30, 2008, an additional 256,883 records were processed and imported into the state database. The Colorado MATRIX now contains data on more than 550,000 patient transports (from January 2006 through September 2008).

Over the past year, the EMTS Data Coordinator worked with the EMS Data Task Force to update the rules related to EMS data collection. The rules require all ground transport agencies to submit



The Colorado MATRIX now contains data on more than 550,000 patient transports.

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the National Elements subset of the National EMS Information System (NEMSIS) to the state database on a quarterly basis. The Colorado Board of Health passed the rules in May 2008. Additionally, Colorado-specific options for some of the NEMSIS variables have been identified and included in an updated variable code list.

Pre-hospital agencies submit data to the state database in one of three ways: 1) by using the online data entry system developed by the state health department, 2) by using a desktop version of the data entry system developed by the state health department, followed by XML download to the state database, or 3) by using third party vendor software with XML download to the state database. In July and August 2008, CDPHE staff completed an upgrade of the online and desktop data entry software. This upgrade allows for collection of more than the minimum required variables and provides more options for customization by the user.

Project staff has created automated data quality reports that are sent to each EMS agency and to Regional EMS and Trauma Advisory Council (RETAC) coordinators each quarter. The purpose of the reports is to identify problems in data collection and/or download to the state. These reports will be used to improve the quality and completeness of the EMS data.

Project staff routinely analyzes the EMS data and present the results to decision-makers. Analysis topics have included an evaluation of pre-hospital patient care times; the leading causes for pre-hospital care and transport for both adult and pediatric patients; the leading reasons for use of lights and sirens by ambulances both to and from the scene; the types of procedures performed by EMT-Intermediates, for decision-making about the scope of practice for this group of pre-hospital care providers; and an assessment of pre-hospital cardiac arrest. Presentations were made at the quarterly State EMS and Trauma Advisory Council meetings, the 2nd Annual Colorado EMS Data Conference, the annual statewide EMS Conference and at regional meetings.

The CDPHE plans to submit EMS data from 2007 and the first half of 2008 to the National EMS Information System (NEMSIS) by December 2008.

Traffic Record System Enhancement

Project Number:	08-04
Task Number:	41-07
Planned Expenditures:	\$30,000.00
Actual Expenditures:	\$20,800.00

Goal

To create and update application software (Summary Application) to automate and standardize CDOT's task of updating, managing and maintaining the Accident Data from the Department of Revenue (DOR).

Strategies and Initiatives

To affect this effort, we obtained assistance for programming the roadway program by the use of an expert. Two applications (EARS Summary & EARS Web) and two databases (EARS Oracle & CDOT-EARS Oracle, newly created) are affected by the changes.

Results

The programming delayed the download of crash data from DMV/DOR to CDOT's system for 2005 and part of 2006 crash data. To control this, the contractor had to resolve the data issues that arose from the failed attempts to upload Fairfax imaging data to the EARS database. The data that was initially uploaded had numerous errors which caused many hours of analysis, review and correction programming.

Due to a change in security protocols at DMV, access to the database was restricted in a way that made the previous application non-functional. To resolve this, a separate database was created which allowed CDOT to have the needed access. This resulted in the following changes:

- New tables were added to the database in order to make it functional;
- The EARS Summary application was redesigned to access the new database with the DR2447 data; and
- The application was converted to a newer version of the technology in order to keep pace with Microsoft support.

A separate database from DMV was created for CDOT access which included newer technology and redesign of EARS Summary application.

Project Number:	08-04
Task Number:	41-08
Planned Expenditures:	\$5,000.00
Actual Expenditures:	\$2,965.00

Traffic Records Tech Transfer

Two core STRAC members were sent to the 34th International Traffic Records Conference.

Goal

To fund the attendance of two core STRAC Members (DOR and CDPHE determined based on priority) attending the 34th International Traffic Records Conference hosted by National Safety Council and sponsored by NHTSA, FHWA, FMCSA, and BTS (Bureau of Transportation Statistics).

Strategies and Initiatives

Two core STRAC members, one from CDPHE and one from DOR, were sent to the Traffic Records Forum to learn about the data collection methods best practices.

The Traffic Records Forum is intended to be a valuable event where the users of crash records network with peers from other states, share the knowledge of practitioners from a variety of agencies, coordinate successful examples, train on new programs, learn challenges and successes of state agencies, lead research projects, and find applications of new technology.

Another strategy is to provide opportunities for Traffic Engineers to meet with Traffic Records software developers to discuss current and future needs, e.g., Usage, Collection, Analysis, Current and Emerging Technology, Current Systems and Programs, and Research.

Results

The results enable the attendees to learn the following:

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

Crash Location Enhancements

Project Number:	08-04
Task Number:	41-09
Planned Expenditures:	\$35,000.00
Actual Expenditures:	\$33,655.00

Denver has many “diagonal” streets that result in coding errors because the investigating officer must assign directions of travel for vehicles and location vectors for crashes not at the intersection. A variety of intersecting streets makes accurate and consistent direction coding a challenge. This project will use the unique intersection ID’s to produce direction vectors and form the basis for producing consistent results for non-intersection crash locations and vehicle directions.

Goals

Develop requirements and specifications for the proposed work and retain a competent contractor. Complete development of the software tool to enhance intersection information content. These improvements will increase the accuracy of the crash locations and the crash database, thus improving traffic safety analyses.

Strategies and Initiatives

The new in-vehicle accident reporting process will locate all crash locations using already available Denver GIS unique intersection ID’s. This will allow greater analysis accuracy because widely separated parkways and diagonal roadways superimposed on a street grid system, create multiple intersections. An ongoing inaccuracy that prevents implementing a more precise automated intersection crash analysis occurs when non-cardinal direction streets intersect cardinal direction (grid) streets. This project will use the unique intersection ID’s to produce direction vectors and form the basis for producing consistent results for non-intersection crash locations and vehicle directions.

Results

Requirements and specifications have been fully developed and a contractor retained to perform the work. Work was completed by the contractor (3/31/08) and implemented into Denver crash location system.

The new in-vehicle accident reporting process will locate all crash locations using Denver GIS unique intersection ID’s.

Project Number: 08-04
 Task Number: 41-10
 Planned Expenditures: \$204,140.00
 Actual Expenditures: \$171,523.66

Location Data on Crash Reports

Project Number: 08-04
 Task Number: 41-14
 Planned Expenditures: \$214,560.00
 Actual Expenditures: \$189,249.70

Colorado State Patrol Global Positioning System

The purpose of the GPS project is to accurately gather, store and report on accidents and traffic citations occurred on Colorado roadways.

The Colorado State Patrol's Patrol Location Solution (PaLS) and Global Positioning System (GPS) projects includes the design, development, and deployment of an integrated Global Positioning System (GPS) technology solution that accurately gathers, stores, and reports on motor vehicle accidents and traffic citations that occur on Colorado roadways. The technology solution will include a hardware component that will collect the latitude and longitude coordinates, and then communicate these coordinates to a Colorado State Patrol (CSP) Trooper's Mobile Data Computer (MDC) software for data storage, retrieval, reporting and exchange purposes.

Goals

- Provide accurate motor vehicle accidents and traffic citations GPS information for various State of Colorado agencies including CDOT, the Department of Revenue (DOR), and the CSP.
- Reduce data inconsistency by providing an authoritative system of record for the collection, storage and reporting of Colorado roadways motor vehicle accidents and traffic citations GPS coordinates.
- Improve upon the data elements collected for Colorado roadways motor vehicle accidents and traffic citations.
- Improve various State of Colorado agencies strategic portfolio management through the elimination of multiple data sources, systems and reports for Colorado roadways motor vehicle accidents and traffic citations.
- Improve various State of Colorado agencies ability to proactively plan for Colorado roadway traffic safety and engineering programs.

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Strategies and Initiatives

Key Success Factors

- Need to accurately and in a timely manner gather GPS coordinates for motor vehicle accidents and traffic citations that occur on Colorado roadways.
- Need to automate the data storage, retrieval, reporting and exchange of GPS coordinate data to improve the State of Colorado's traffic safety records systems.
- Need for real-time motor vehicle accidents and traffic citations GPS information to support Colorado's Department of Transportation (CDOT) traffic-engineering activities.
- Need for real-time motor vehicle accidents and traffic citations GPS information to support the Colorado State Patrol's traffic safety initiatives and crime mapping activities.
- Need for real-time motor vehicle accidents and traffic citations GPS information to support the Colorado State Patrol's and other Colorado Law Enforcement agencies crime mapping activities.
- Need for real-time information in support of CDOT and CSP strategic portfolio management activities.

In-Scope

- Provide an authoritative system of record for the data collection, storage, reporting, and exchange of Colorado roadways motor vehicle accidents and traffic citations GPS coordinates.
- Research, test, recommend, select, and deploy a hardware component that will collect the latitude and longitude coordinates for Colorado roadways motor vehicle accidents and traffic citations.
- Provide a physical interface that accurately communicates GPS coordinates from the approved hardware component to a Colorado State Patrol (CSP) Trooper's Mobile Data Computer (MDC) software program for data storage, retrieval, reporting and exchange purposes.
- Procurement of 260 BlueTree Wireless GPS modems with cellular and GPS antennas at an approximate cost of \$706.00 each.
- Installation of approximately 130 BlueTree Wireless GPS modems with cellular and GPS antennas at an approximate cost of \$200.00 each by September 30, 2008.



The purpose of these projects was to research, recommend, procure, install and train staff members on use of the GPS devices.

Continued >

- Provide Colorado roadways motor vehicle accidents and traffic citations summary and information for trend analysis and problem identification.
- Collaboration with various State of Colorado agencies to provide GPS coordinate information data transfer for reporting and planning purposes.
- CSP motor vehicle accidents and traffic citation business process re-engineering to include GPS coordinate data storage, retrieval, reporting and exchange.

Out-of-Scope

- Creation and implementation of a Colorado roadways motor vehicle accidents and traffic citations data warehouse for use by various State of Colorado agencies.
- Design, development, testing, and deployment of various State of Colorado agencies traffic record technology solutions to accommodate the GPS coordinate data.

Phase 1

Deliverables May 1 – July 31, 2007:

- CSP Technology and Information (PTI) Unit members to research various ruggedized, trunk mounted GPS modems as the project's hardware component.
- CSP PTI Unit members to test various ruggedized, trunk mounted GPS modems and their ability to accurately and in a real-time manner, collect latitude and longitude coordinates.
- CSP PTI Unit members to recommend a ruggedized, trunk mounted GPS modem for coordinate data storage, retrieval, reporting and exchange.
- Colorado State Patrol management to review the CSP PTI Unit's recommended ruggedized, trunk mounted GPS modems, and decide on how to proceed with the project.
- If CSP Management review and decision is to deploy the PTI recommended ruggedized, trunk mounted GPS modem, then the project will move into Phase 2.
- If CSP Management review and decision is not to deploy the PTI recommended ruggedized, trunk mounted GPS modem, Phase 1 of the project will be reinitiated, and the project will not move into Phase 2.

Continued ▷

Phase 2

Deliverables August 1 – December 31, 2007:

- CSP vendor, VisionTek, to design, build, test, and implement a physical interface that will accurately and in a real-time manner communicate GPS coordinates from the approved hardware component to a Colorado State Patrol (CSP) Trooper's Mobile Data Computer (MDC) software program for data storage, retrieval, reporting and exchange.
- CSP PTI Unit members to collaborate with the CSP Procurement Unit to procure 260 BlueTree Wireless GPS modems with cellular and GPS antennas.
- CSP PTI Unit members to collaborate with the CSP Fleet members to install 50% of the procured BlueTree Wireless GPS modems with cellular and GPS antennas in CPS vehicles by September 30, 2008.
- CSP PTI Unit members to update the CSP motor vehicle accidents data dictionary and schema to include the GPS coordinates for data storage, retrieval, reporting, and exchange.
- CSP PTI Unit members to provide user training to CSP Uniform staff members for the GPS coordinate data collection within the MDC software program.
- CSP PTI and Fleet Unit members to provide user support services once hardware and software components are in production.

Results

CDOT awarded the Colorado State Patrol (CSP) funds of \$309,950.00 to deploy an integrated hardware and software Global Positioning System (GPS) solution.

The Colorado Department of Transportation awarded the Colorado State Patrol (CSP) funds of \$214,560.00 to fund the procurement and deployment of an integrated GPS technology solution that accurately gathers, stores, and reports on motor vehicle traffic crashes that occur on Colorado roadways.

The GPS solution accurately gathers latitude and longitude coordinates of accidents and traffic citations covered by the CSP. The hardware technology solution included a BlueTree Wireless GPS modem and cellular and GPS antennas that reside within the CSP Trooper's vehicle. The BlueTree modem enables a Trooper using a Mobile Data Computer (MDC) and the CSP's Accident software, Frontline, to collect, store, and report GPS coordinates on motor vehicle accidents and traffic citations covered by the CSP.

Continued >

From the Grant, CSP procured and deployed a total of 340 BlueTree Wireless GPS modems and antennas.

Prior to deciding on the BlueTree Wireless GPS modem solution, the Patrol's Technology and Information Unit (PTI) project team members conducted testing of two Global Positioning Solutions. The study included two rugged wireless trunk mounted modems, two fixed cellular mounted antennas, two GPS antennas, two cellular providers, two Mobile Data Computers, and the use of two software programs.

As a result of the procurement and deployment limitations and the federal grant completion deadline of December 31, 2007, the CSP spent only \$277,333.66 of the \$309,950.00 grant funds. The CSP procured and deployed a total of 340 BlueTree Wireless GPS modems and antennas and maintains an inventory of the deployed BlueTree Wireless GPS modems. In addition, approval was received by CDOT to procure and assign six rugged hand-held computers with integrated GPS technology to the Accident Reconstruction Team (ART) Unit.

From the funds that CDOT awarded CSP, CSP procured 26-GPS technology solutions and as required by the CDOT grant as of September 30, 2008, the CSP successfully deployed 130 GPS technology solutions into CSP field vehicles. The CSP maintains an inventory of the deployed GPS technology solutions. The remaining procured GPS technology solutions will be deployed to CSP field vehicles within the next eight months.

In summary, the CSP successfully completed the projects and integrated hardware and software Global Positioning System (GPS) solution on time and within budget.

Electronic Accident Reporting System (EARS) Enhancement

Project Number:	08-04
Task Number:	41-11
Planned Expenditures:	\$98,600.00
Actual Expenditures:	\$98,600.00

Goal

To enable full data capture and recovery for the latest version of the Colorado's Accident Report.

Strategies and Initiatives

Increase scanning capacity with the purchase of an additional scanner and secure programming to capture and index data from paper submissions of Colorado's revised accident report by the end of the original grant period.

Results

Funds were delayed due to changes in CDOT's accounting functions. The scanner purchase was finalized on time, but due to the delay, the programming did not commence until just before close of the initial grant period. CDOT extended the grant. Programming was completed, tested and accepted by the close of the grant. DOR is in the process of moving the entire suite of data capture and electronic submission data into a production environment.

DOR is now able to capture data and build indices from paper submissions of the new accident reports for the Electronic Accident Reporting System.

An additional scanner was purchased and DOR is now able to capture data from paper submissions.

Project Number: 08-04
 Task Number: 41-13
 Planned Expenditures: \$30,000.00
 Actual Expenditures: \$28,105.00

2005 Traffic Records Enhancement

This project enabled CDOT to utilize the assistance of temporary individuals to work with CDOT Staff to expedite the processing of the most recently uploaded crash records.

Goal

To assist in processing (checking and editing) the most recently uploaded crash records (2005) to help make it available for use by improving the timeliness, accuracy, completeness, uniformity, integration, and accessibility of the state traffic safety data.

Strategies and Initiatives

Train three temporary full-time employees to assist the traffic records unit with the 2005 crash records in order to meet the requirements of the SAFETEA-LU. The 2005 crash records are needed for the 2009 Problem Identification Report and other safety studies.

Results

The work proceeded as planned and approximately 1,600 hours of temporary help were utilized. Approximately 25% of the 2005 crash records were checked and edited by September 30, 2008 and ready for use.

Three temporary employees assisted the traffic records unit to process approximately 25% of 2005 crash records by September 30, 2008.

2009 Problem Identification

Project Number:	08-04
Task Number:	41-15
Planned Expenditures:	\$99,559.00
Actual Expenditures:	\$98,500.89

CDOT's Office of Transportation Safety uses the results of the Problem Identification report to strategically allocate its resources to address on-going and emerging traffic safety challenges across the State of Colorado.

Goal

Analyze traffic safety data to identify opportunities to improve traffic safety through enforcement, education and public information projects.

Strategies and Initiatives

The 2009 Problem ID project expands on a new way of interpreting the annual crash experiences of Colorado drivers, first introduced in the 2008 Problem ID report. This project takes a more comprehensive approach to the analysis of crash experiences. It characterizes each Colorado resident with a Colorado driver's license based on all available information about that driver as of December 31, 2004. It then imputes the probability that each driver will be involved in a property-damage-only, possible injury, non-incapacitating injury, incapacitating injury or fatal crash during the year. These imputed probabilities can then be aggregated to identify demographic groups or geographic areas which contain high concentrations of at-risk drivers.

The 2009 model also includes neighborhood effects, which augment the individual characteristics obtained from the driver license file. These effects include household income, the percentage of minority residents in a zip code, vacancy rates and other socio-demographic characteristics. This report also includes results from the 2008 Statewide Seat Belt Survey, the 2008 Child/Juvenile Restraint Survey and the 2008 Neighborhood Seat Belt Survey. These observational surveys of occupant protection use were conducted by the Institute of Transportation Management at Colorado State University.

Results

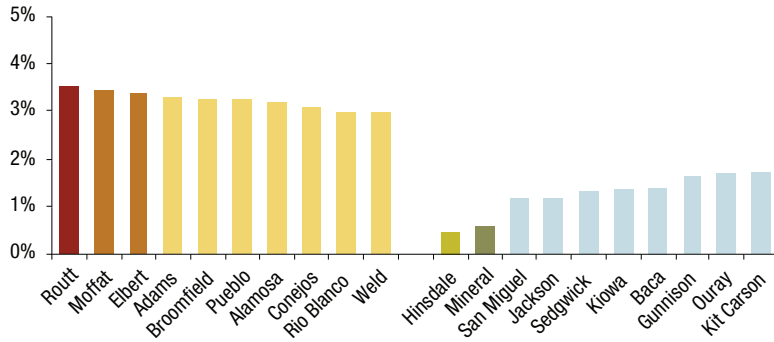
Based on the analyses, the study team recommended that CDOT continue to focus on the communities of Pueblo, Adams and Yuma counties. These communities, particularly Pueblo and Adams, have persistent, long-term traffic safety problems. Depending on resource

The study team recommended that CDOT continue to focus on the communities of Pueblo, Adams and Yuma counties.

Continued >

availability, the study team recommends that CDOT develop projects in Weld, Jefferson, Broomfield, Moffat and Routt counties.

Probability that a Colorado driver will be involved in a crash, based on the driver's county of residence. The counties with the highest and lowest odds of crash involvement are shown.



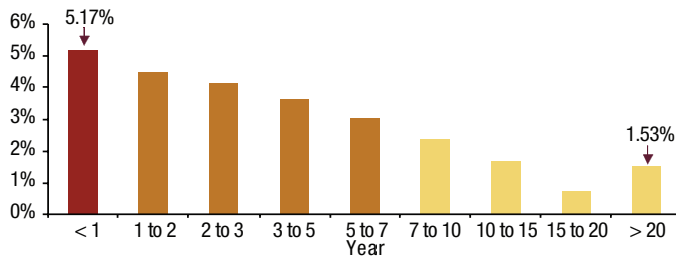
Drivers with one prior DUI have the highest predicted odds of future crash involvement.

Probability that a driver will be involved in a crash, based on the number of prior DUIs on the driver's record.

Number of DUI Records	Odds of PDO Crash	Odds of Injury Crash	Odds of Fatal Crash
0	2.20%	0.41%	0.01%
1	2.73%	0.54%	0.01%
2	2.59%	0.50%	0.01%
3	2.38%	0.44%	0.01%
4	2.10%	0.38%	0.00%
5	1.86%	0.32%	0.00%
6	1.62%	0.27%	0.00%
7	1.33%	0.21%	0.00%
8	1.12%	0.17%	0.00%
9	0.91%	0.13%	0.00%
10	0.87%	0.12%	0.00%

As shown, drivers who had a citation in the past year have a 5% chance of crash involvement.

Odds of crash involvement based on the number of years since a driver's last driving citation.



Drivers at Risk for Citations

Project Number:	08-04
Task Number:	41-16
Planned Expenditures:	\$21,750.00
Actual Expenditures:	\$21,750.00

The Analysis of 2004 Citations is inspired by the 2004 Crash Analysis reported in the FY2008 Problem Identification report. The immediate objective of the Crash Analysis is to identify individuals, areas and demographic groups that are at especially high risk of becoming involved in crashes. The larger goal is to enable CDOT to design effective programs for the purpose of discouraging risky driving behaviors thereby reducing the frequency and severity of crashes statewide.

Crashes are an obvious focus for these programs because they have such costly consequences. However, the Crash Analysis has three deficiencies:

- First, it ignores the bulk of risky driving behaviors because they do not result in crashes, due to fortuitous circumstances beyond the control of the driver.
- Second, an unknown fraction of individuals involved in crashes were not, themselves, engaged in risky behaviors. Rather these drivers were victims of another's behavior.
- Third, crash data are not available on a timely basis. Citations provide an alternative approach to understanding risky driving behaviors.

This analysis predicts the number of citations and citation points that a driver would expect to accumulate in 2004, based on that driver's characteristics and driving record as of the beginning of that year. These predictions would allow us to identify geographical areas and types of individuals that were particularly at risk for reckless driving.

Goal

Estimate the probability that Colorado drivers are cited for moving violation and compare the results to the FY2008 Problem Identification report.

Strategies and Initiatives

Specific benchmarks and program tasks are identified within the program goals and objective plan.

The Citation Analysis predicts the number of citations and points that a driver would accumulate based on traits and driving record.

Continued >

The analysis of citations has several advantages:

- First, engagement in a crash is rarely a “choice”. Drivers hardly ever embark on a trip with the intention of becoming involved in a crash. Virtually all prefer to avoid them. Quite the opposite, are drivers who regularly choose to exceed the speed limit, to drive vehicles that are not entirely roadworthy or to drive while intoxicated. To the extent that citations identify these risky behaviors, they identify the frequency and incidence of choices which may be subject to modification through appropriate programs.
- Second, citations identify a much larger range of risky behavior. In 2004, only 1.73% of all identifiable drivers licenses in the State of Colorado were involved in a crash. However, 8.92% of them received at least one citation.
- Third, while crashes can involve drivers who were not making risky choices themselves, the expectation is that drivers who are not making risky choices receive citations rarely. Consequently, an analysis of citations is less likely to confound responsible and irresponsible behaviors.
- Lastly, citations are available on a much timelier basis. This report analyzes citations in 2004 in order to serve as a complement to the crash analysis of the FY2008 Problem Identification Report. However, in principle, citations through the end of 2007 are currently available.

Results

The effects of driver characteristics on the numbers of new citations and new citation points accumulated during 2004 are, for the most part, estimated with greater precision than are the analogous effects on the probability of crash involvement. Moreover, some effects which appeared to be anomalous in predictions of the probability of crash involvement are reversed, and more readily explained, in the prediction of new citations and citation points. For all of these reasons, the Citations Analysis is at least as compelling as that for crash probabilities.

The Analysis of 2004 Citations was undertaken to expand CDOT’s understanding of unsafe driving behaviors beyond the traditional analyses of crashes and to test the hypothesis that analyses of citations would yield similarly insightful results to crash analyses.

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Compares unsafe driving risk factors identified in the crash analysis with the results of the citation analysis.

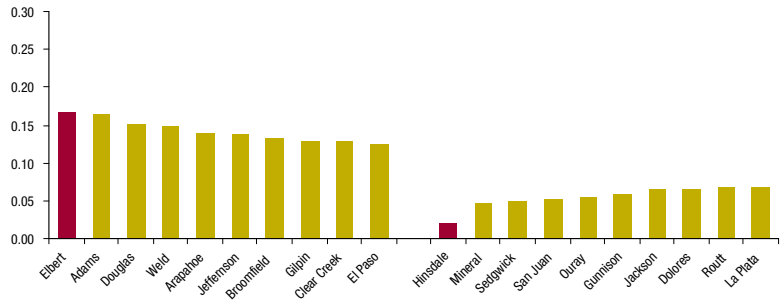
Risk Factors	2004 Outcomes Crash Analysis	2004 Outcome Citation Analysis
Gender	Men are riskier than women	Men are riskier than women
Driver age	21-22 years olds have highest risk	21-22 years olds have highest risk
One DUI on record	More likely than drivers with no DUIs to crash	Nearly twice as likely as drivers with no DUIs to get a citation
BAC from 0.0 to 0.10 on record	More likely than driver with no BAC record to crash	Nearly twice as likely as drivers with no BAC on record to get a citation
Years since last change of address	Drivers who have recent address changes are more like to crash	Drivers who have recent address changes are more likely to crash
Years since last citation	Increased risk of crashing	Increased risk of citation
County of Residence: 10 Highest Risk	Risk of Crash is higher based on where drivers live	Matched crash predictions in 7 out of 10 cases. Two counties (Pueblo, Moffat) dropped in rankings suggesting traffic enforcement levels are insufficient to deter risky driving behavior.

On every measure but one, the results of the citation analysis are the same or stronger than those found in the crash analysis.

On every measure but one, the results of the citation analysis are the same and are even stronger effects than those found in the crash analysis. The one measure that did not exactly match were the county-level analyses. The 2004 Citation Analysis model's predicted 10 Highest Risk Counties matched that of the crash analysis in seven of ten counties (Elbert, Adams, Douglas, Weld, Arapahoe, Jefferson, Broomfield). The other three counties in the Citations Top 10 were ranked 11th (Gilpin), 17th (El Paso) and 20th (Clear Creek) in the Crash Analysis. Three counties identified as highest risk in the Crash Analysis dropped in the Citation Analysis rankings significantly. In particular, Pueblo and Moffat counties fell from 3rd and 7th in rank to 38th and 37th. Citations depend on both the frequency of risky driving and the frequency with which it is observed. Pueblo and Moffat counties may have high crash rates precisely because they have low citation rates: enforcement levels are insufficient to deter risky driving behavior.

Continued >

The predicted number of citations, by county of residence, for the ten counties with the highest and lowest predicted number of citations.



PUBLIC RELATIONS PROGRAM OVERVIEW

COLORADO DEPARTMENT OF TRANSPORTATION



Public Relations Overview

The Public Relations Office (PRO) provides strategic communications efforts for the Colorado Department of Transportation's Office of Transportation Safety (OTS). Two positions are funded each year within the PRO for this purpose. In recent years, NHTSA has increased its requests for strategic communications surrounding safety programs to help reduce traffic deaths and injuries. This year, the PRO continued its role in helping Colorado reach its goals of fewer traffic deaths and injuries.

In FY 2008, the PRO provided a range of services to improve public understanding, achieve support for major safety issues and influence driver behavior.

Program Administration

The Public Relations Program is administered by Stacey Stegman, PRO Director, with assistance by her staff, Heather Halpape and Jeri Jo Johnson. Other assistance is provided by PRO staff whose salaries are state-funded. This group, with assistance from their sub-grantees, was responsible for eleven projects totaling a planned budget of \$1.9 million.

Summary of Strategic Communications Efforts

In FY 2008, the PRO engaged in public relations, media relations and paid media strategies to support high-visibility enforcement and community-based safety programs. In addition to mainstream outreach, the PRO continued to expand outreach to Colorado's growing Hispanic population with culturally-relevant Spanish campaigns regarding seat belts and impaired driving. The PRO launched a new *Live to Ride* motorcycle safety campaign to encourage riders to get trained, wear proper gear and ride sober. The PRO extended the *Driver's Seat* teen driving campaign. Also, the PRO successfully executed a teen *Click It or Ticket* campaign, which helped result in a significant decline in teen fatalities and a six percent increase in seat belt use.

The PRO's media relations efforts for *The Heat is On* impaired driving program generated 731 news stories, a 27 percent increase over last fiscal year. The PRO's work on teen *Click It or Ticket* and the May mobilization generated 330 news stories, more than doubling last year's seat belt news stories.

High-Visibility DUI Enforcement Public Relations & Evaluation

Project Number:	08-08
Task Number:	81-03
Planned Expenditures:	\$350,000.00
Actual Expenditures:	\$283,198.23

The Heat is On is a high-visibility DUI enforcement campaign that combines enforcement of the state's impaired driving laws, along with public education, paid advertising, earned media and public relations outreach. This task covers public relations and evaluation only.



Goal

To implement CDOT's high-visibility enforcement campaign by increasing awareness of DUI enforcement, laws and impacts of impaired driving.

Strategies and Initiatives

The PRO's activities to support high-visibility enforcement campaigns cover eight enforcement periods each year: Halloween, Office Party Weekend in December, New Year's Eve, St. Patrick's Day Weekend, Memorial Weekend, DUI Checkpoint Colorado, Fourth of July, and the National DUI Crackdown in August through Labor Day Weekend. The following describes activities for each period.

Halloween

No funding was available, but the PRO supported the enforcement period by distributing three news releases to statewide media, which generated more than two dozen stories.

Office Party Weekend & New Year's Eve

The PRO developed a theme of "The Heat is On. Plan Ahead!" for the Office Party Weekend enforcement period from Dec.



14-17, 2007 and New Year's Eve enforcement, Dec. 28-Jan 2, 2008. An emphasis was made on responsibility—encouraging partygoers to plan alternative transportation or a designated driver before going out. The campaign included media outreach statewide, as well as community outreach in the Denver market only. The campaign included providing the public with free taxi cab vouchers, which

The Public Relations Office activities to support high-visibility enforcement campaigns cover eight enforcement periods each year.

Continued ▷

were sponsored by CDOT and 14 downtown Denver businesses. The vouchers had a dual purpose: as collateral to spread the message of “The Heat is On! Plan Ahead!” and also as an incentive for consumers to take alternative transportation, instead of driving after celebrating over the holidays.

News events were held in Denver and Colorado Springs on December 13th in advance of Office Party Weekend to announce the voucher program and enforcement period. A radio PSA was distributed to stations statewide. Media outlets outside Denver were also pitched regarding tips for hosting holiday parties where alcohol is served. The PRO distributed eight news releases and media advisories for Office Party Weekend and New Year’s Eve, which generated 172 news stories.

St. Patrick’s Day Weekend

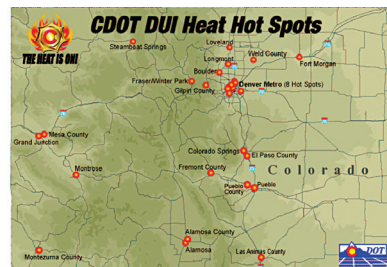
The PRO introduced a new message “Don’t Press Your Luck—The Heat is On!” for 2008 St. Patrick’s Day weekend DUI enforcement. The campaign theme served as a warning message for celebrants to enjoy the festivities, but arrange a sober ride home. Miss Colorado, Maggie Ireland, was campaign spokesperson and conducted statewide radio interviews and local TV interviews.



An “Irish Rover” (Land Rover) was decorated for the campaign and displayed in Denver’s St. Patrick’s Day parade. Street teams distributed beads, pins and stickers with the campaign message to thousands of parade-goers and patrons at several popular bars in Denver and the Tech Center. Variable message signs with the message “Don’t Press Your Luck—The Heat is On!” were posted on all available VMS boards across the state. The campaign generated 109 news stories.

Memorial Weekend

For the Memorial Day Weekend enforcement period, the PRO produced a map of 28 Hot Spots based on information provided by law enforcement. These Hot Spots were in areas where local law enforcement planned to step up DUI enforcement for the holiday weekend and were based on local statistics.



by law enforcement. These Hot Spots were in areas where local law enforcement planned to step up DUI enforcement for the holiday weekend and were based on local statistics. An animated “Hot Spots” map and b-roll of a sobriety checkpoint

were distributed to TV stations statewide. Localized news advisories were sent to 19 daily newspapers and 20 weekly newspapers

Continued ▷

announcing the relevant local “Hot Spot” and local enforcement plans. A tornado in Windsor consumed media coverage, but despite that crisis there were more than 63 news stories generated.

DUI Checkpoint Colorado—Checkpoint Dedications

The PRO continued its third year of sobriety checkpoint dedications, which help put a “human face” on the impaired driving statistics for the public and the media. This year, two sobriety checkpoint dedications were organized in Pueblo and Longmont in coordination with local agencies receiving funds for the DUI Checkpoint Colorado program. The Pueblo dedication was for 24-year-old Don Cortez who was killed by a drunk driver in 2005. The Longmont dedication was for Lee Miller, a 28-year-old newlywed killed by a drug-impaired driver the day after his wedding in 2007. Both dedications included a formal plaque presentation to the families, a sign displayed at the checkpoint, and flyers handed out to all drivers telling the story of the victim and dedication. The dedications resulted in extensive media coverage, generating 33 news stories.



Fourth of July

For the Fourth of July enforcement period, CDOT partnered with the Colorado Rockies, MillerCoors, RTD, cab companies, the Colorado State Patrol and local law enforcement agencies. A media event was held July 2, 2008 at Coors Field with a “Play it Safe” baseball theme. The event announced the DUI enforcement and emphasized finding safe, sober alternative transportation while celebrating during the July 4th weekend. The visual at the event was a display of 640 baseballs (representing the number of DUI arrests made during the 2007 Fourth of July enforcement period). A pitching machine pitched five balls a minute to represent the five DUI arrests made during each hour. Variable message signs about the enforcement were posted in and around Denver. Heat is On banners were displayed at six Independence Day celebrations. Street teams handed out public transportation vouchers. The event and four news releases resulted in 134 news stories.



Continued >

Media results that could be monitored showed news events, news releases, advisories and pitching generated 731 news stories.

National Crackdown & Labor Day Weekend

As an early kick-off to the national DUI crackdown, the PRO and Colorado State Parks held a media event to announce a new law of .08 for boating under the influence. The theme was “Roads to Reservoirs—The Heat is On!” and the visual for the news conference was the use of two amphicar, which are cars that can drive into and out of water. Vehicle trash bags were printed with the theme and handed out to drivers entering the parks over the weekend. The event and two news releases generated 40 news stories.



Due to the media frenzy with the Democratic National Convention being held in Denver, no additional media events were planned in the Denver metro area for the national DUI crackdown. Instead, a statewide media tour was conducted in Southern, Central and Western Colorado. The media tour was conducted August 13-15, 2008 in the following communities: Summit County, Avon, Eagle, Glenwood Springs, Rifle, Grand Junction, Alamosa, Pagosa Springs, Durango, Montezuma County and Montrose. Local law enforcement participated in each media visit. The media tour and a statewide news release generated 114 news stories.

An opinion-editorial from Col. Mark Trostel of the Colorado State Patrol was sent to all newspapers statewide in advance of the DUI crackdown. The topic focused on motorcycle fatalities, impaired riding and DUI enforcement. Approximately 10 newspapers published the Op Ed, including Your Hub, Park County Bulletin, Pueblo Chieftain, La Junta Tribune-Democrat, Rifle Citizen Telegram, and the Denver Post online.

Results

Media results that could be monitored showed news events, news releases, advisories and pitching generated 731 news stories. Actual earned media was likely much higher, but difficult to measure due to lack of reliable clipping service and monitoring available for statewide radio. No formal evaluation was conducted this year due to change in requirements; however, an awareness survey will be conducted next fiscal year.

High-Visibility DUI Enforcement Public Relations & Paid Media

Project Number:	08-08
Task Number:	81-04
Planned Expenditures:	\$276,900.00
Actual Expenditures:	\$266,272.75

The Heat is On is a high-visibility DUI enforcement campaign, which is heavily supported by paid media, especially during the summer months and the national mobilization in August. This task covers all costs for media buys, including planning and implementation by the media buying consultant.

Goal

To increase awareness of DUI enforcement and reduce alcohol-related traffic fatalities.

Strategies and Initiatives

This year's paid media for *The Heat is On* campaign covered the entire summer, which is typically when the highest number of alcohol-related fatalities occur. Due to lower television ratings during the summer, as well as the Democratic National Convention in Denver, the PRO turned to non-traditional advertising methods and radio to reach the target audience of men, ages 18 to 34. From June through Labor Day,



approximately 3,180 radio spots aired, and ads ran on 42 wrapped ice chests, 55 gas pump toppers, 50 convenience store windows, and 50 RTD buses.

Results

The total cost for the paid media campaign was \$263,707. The PRO achieved an additional \$53,959 or 21% of the total media buy in added value (free advertising).

From June through Labor Day, approximately 3,180 radio spots aired, and ads ran on 42 wrapped ice chests, 55 gas pump toppers, 50 convenience store windows, and 50 RTD buses.

Project Number:	08-08
Task Number:	81-05
Planned Expenditures:	\$130,000.00
Actual Expenditures:	\$115,820.62

High-Visibility DUI Enforcement—Latino

With the Hispanic community now comprising over 20 percent of Colorado’s population, this project expands the mainstream DUI enforcement campaign to reach the target audience of Spanish-speaking immigrants and semi-aculturated males, ages 21 to 34.

Goal

To increase awareness of Colorado’s DUI laws and enforcement campaigns among the Hispanic community, and to reduce the number of alcohol-related crashes and fatalities.

Strategies and Initiatives

This project includes outreach to the Hispanic population for each of the eight regular *The Heat is On* DUI enforcement periods throughout the year. In addition, specific community relations activities were conducted to reach the target audience at a grassroots level. The slogan for the Hispanic campaign is “Toma Control, Vive” (Take Control, Live). The program strategy was designed not

only to reach the target audience, but also their influencers.



To support the mainstream efforts for *The Heat is On* campaign, all news releases were translated and modified so that they were

culturally relevant. The Spanish media was invited to all media events and Spanish speaking officers were made available for interviews. This year, a Spanish Web page was developed, www.tomacontrolvive.com, to provide a resource for the Hispanic community to find out more about Colorado’s DUI laws and impacts of impaired driving. A Spanish brochure and Blood Alcohol Concentration (BAC) cards were distributed throughout the campaign. A survey was conducted to get feedback on the brochure to make updates.

Cinco de Mayo

The PRO sponsored a booth at Denver’s Cinco de Mayo, which is attended by an estimated 400,000 people over a 2-day period. The booth included a traditional Mexican game called “Loteria” which involved DUI questions. Materials in both English and Spanish

Continued >

The slogan for the Hispanic campaign is “Toma Control, Vive” (Take Control, Live).

were distributed, and prizes of a beaded necklace or sombreros with DUI messages were given out to winners of the game. Staffers of the booth interacted with visitors in both English and Spanish. The booth was purchased through KBNO radio, which included added value of radio tags, PSA and an interview with a Spanish-speaking police officer.

Radio Interview Series

The PRO partnered with La Buena Onda 1190 radio to conduct a series of Spanish talk show interviews covering topics related to impaired driving. The partnership included a radio link to www.tomacontrolvive.com, development of radio PSA, and DUI materials distributed by La Buena Onda street teams. There were six interview segments conducted on a variety of topics including: cultural differences in drinking alcohol, DUI laws in Colorado, law enforcement and DUI, and effects of a DUI on immigration status.

International Soccer League Games

This was a sponsorship with TV Azteca that included a booth at two ISL games and a PSA that ran for two weeks during the airing of soccer matches. Street teams handed out Spanish language information at the matches. A booth was also set up that included a Loteria game about impaired driving.



Colorado State Fair Fiesta

CDOT partnered with Crossroads in Pueblo to take part in the parade and hand out DUI informational materials to parade-goers.

Church Outreach

The “Toma Control, Vive” campaign messaging and Web site information was distributed to Spanish dominant churches in Alamosa, Carbondale, Basalt, Colorado Springs, Fort Collins, Lamar, Montrose and Steamboat Springs. The information was printed in church bulletins.



Adams County Hispanic Outreach

The OTS identified Adams County as a high-priority county for traffic safety education. Funding for this project was increased to accomplish this additional outreach. The PRO

developed outreach specifically for the Hispanic community, which comprises over 30% of the Adams County population.

Continued >

Media outreach garnered more than 50 news stories in Spanish language media outlets and more than 22,000 people attended community events.

- Commerce City: Radio remote with radio personality Fernando Sergio at the Hispanic-focused grocery store, Rancho Liborio. Media efforts included a radio PSA one week prior to remote and an interview with a Spanish speaking officer on KBNO. Remote also included a partnership with Adams County non-profits including: Community Health Services of Adams County and STRATE.
- Brighton: Booth participation at the Adams County Fair Charreada (Mexican Rodeo) where we handed out collateral materials and played an educational DUI game. A wrecked car was also on display. Media efforts included TV and radio PSAs one week prior to the event through Entravision.
- Thornton: Booth participation at the Thornton Harvest Fest event where we where we handed out collateral materials and played an educational DUI game.
- Commerce City, Rapids Soccer Game: Community outreach participation at the Dicks Sporting Goods Park Rapids game for Hispanic Heritage Day. This included booth participation, set-up of the Alive at 25 vehicle, LED messaging throughout game, PA announcements and half time participation with an on-field kick using Fatal Vision goggles.



Results

Media outreach resulted in more than 50 news stories in Spanish language media outlets. Community events reached more than 22,000 people. Paid media reached tens of thousands more of our target audience.

DUI Program Materials

Project Number:	08-08
Task Number:	81-06
Planned Expenditures:	\$25,000.00
Actual Expenditures:	\$14,244.64



This project supports the development and printing of materials aimed at educating the public about impaired driving laws and impacts.

Goal

To develop, produce, review and re-print materials addressing impaired driving prevention, Colorado laws and CDOT's DUI enforcement campaigns.

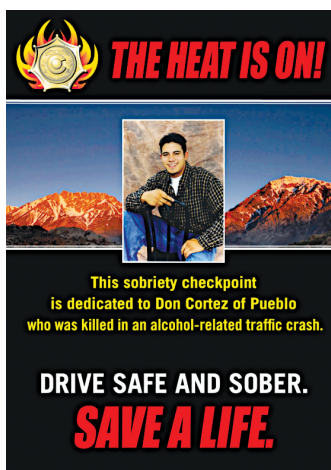
Strategies and Initiatives

The PRO developed and produced materials and reviewed and reprinted others to support public awareness of Colorado's impaired driving laws and CDOT's programs to prevent impaired driving.

Results

The following materials were printed and distributed this fiscal year:

- "Cost of a DUI" brochure—40,000
- St. Patrick's Day DUI posters —100
- Checkpoint Dedication Flyers —2,300
- Ride Sober posters—750
- Beer Helmet posters—750
- Beware Handcuff poster—500
- Beer Glass DUI poster—500
- BAC cards—37,000 English, 15,500 Spanish
- DUI Checkpoint banners —10
- DUI Checkpoint postcard flyers—10,000 English, 2,000 Spanish
- Ride Sober banners—5
- Sobriety Checkpoint Dedication signs—2



The PRO printed and distributed several materials in 2008 to support public awareness of Colorado's impaired driving laws and CDOT's programs to prevent impaired driving.

Project Number:	08-08
Task Number:	81-07
Planned Expenditures:	\$250,000.00
Actual Expenditures:	\$162,569.98

Click It or Ticket—Evaluation

Click It or Ticket is a national high-visibility seat belt enforcement campaign that combines enforcement of the state's seat belt and child passenger safety laws, along with public education, paid advertising, earned media and public relations outreach. This task covers public relations and evaluation elements only.

Goal

To implement CDOT's high-visibility seat belt enforcement campaign—in conjunction with the national mobilization—through public outreach, media relations and paid advertising.

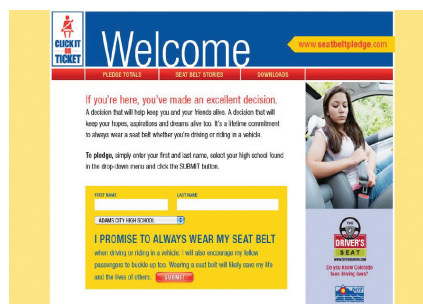


Strategies and Initiatives

The PRO developed a comprehensive campaign for the May mobilization of *Click It or Ticket*, including coordination of outreach to minority audiences and overseeing a paid media buy, both of which are included separately in this Annual Report. The campaign differed this year because an additional week of enforcement was added at the beginning as part of the teen *Click It or Ticket* demonstration project. Public relations tactics included the following:

Law Enforcement Tool Kits

In advance of the enforcement period, 100 law enforcement “tool kits” were produced and distributed for law enforcement agencies participating in *Click It or Ticket* law. The tool kit contained two sample news releases (one general and one teen specific), two sample Opinion-Editorials, a *Click It or Ticket* brochure, a key message grid sheet and 2007 fatalities by county.



High School Outreach

In conjunction with the teen *Click It or Ticket* demonstration project, the PRO continued its high school outreach with a seat belt pledge drive at 22 high schools. Students submitted seat belt pledges

Continued >

online at www.seatbeltpledge.com. PA announcements, fact sheets and posters were also distributed to high schools throughout the state.

Life-size Standees

To create a new visual element, a “life-size” standee was designed with a teenager wearing a seat belt with the line: “Everybody’s wearing one. Seatbelt enforcement time. Buckle up or get a ticket.” Four malls displayed



20 standees throughout the 3-week mobilization. The PRO also placed a paid media buy to place the standee in 22 movie theaters in 11 target counties.

Crashed Car Displays & Highway Message Signs

Crashed cars labeled with unbuckled statistics were displayed at 12 locations throughout metro Denver to create a buzz about the seat belt enforcement. The state’s Highway Variable Message Signs were also utilized during the campaign to warn of the enforcement.

News Events & Earned Media

Four news conferences were held during the campaign in Denver, Colorado Springs, Grand Junction and Fort Collins. News confer-



ences included a seat-belt display featuring 206 color-coded, ribbon-pinned seat belts that represented Colorado’s 2007 unbuckled fatalities. Volunteers wore t-shirts to represent unbuckled lives lost. Floral sprays were a tribute to the

206 unbuckled fatalities. Speakers included a seat belt survivor, trauma surgeon or nurse, and law enforcement.

Regional media tours were conducted to generate additional earned media. A series of news releases, media pitch emails and advisories were distributed to media in support of coalition activities and to support interesting story angles.



Coalition Support

The PRO provided collateral support for safety coalitions supporting *Click It or Ticket*. A single-panel flyer in both English and Spanish was created for distribution by coalitions. Posters, banners

Continued >

Seat belt use in Colorado increased from 81.1 in 2007 to 81.7 percent after the 2008 campaign.

and other giveaway materials promoting seat belt use were also provided to coalitions.

Results

The PRO issued nine news releases and advisories throughout the 3-week campaign. Media that could be monitored showed the media outreach resulted in 124 news stories. No formal evaluation was conducted due to that requirement being lifted by NHTSA. However, the PRO will conduct a formal evaluation of the *Click It or Ticket* campaign in the future. Seat belt use in Colorado increased from 81.1 in 2007 to 81.7 percent after the 2008 campaign.

Click It or Ticket—Paid Media

Project Number:	08-08
Task Number:	81-08
Planned Expenditures:	\$200,000.00
Actual Expenditures:	\$182,850.49

The national Click It or Ticket campaign is a high-visibility enforcement campaign that requires extensive paid media to support it.



Goal

To increase awareness of seat belt enforcement and to increase seat belt use.



Strategies and Initiatives

The paid media buy to support *Click It or Ticket* May mobilization was focused on men, ages 18 to 34. A media buy in the amount of \$177,929 included 1,296 television spots and 613 radio spots. Six Spanish

language billboards were also placed in Adams, Pueblo and Weld counties.

Results

The PRO also achieved an additional \$33,215 or 19% of the total media buy in added value (free advertising). No awareness surveys were conducted this year, however they will be done in the future. Observational seat belt surveys conducted after the campaign, show a 0.6% increase in the statewide use rate, which is now 81.7%.

The paid media buy to support Click It or Ticket included 1,296 television spots and 613 radio spots.



Project Number:	08-08
Task Number:	81-09
Planned Expenditures:	\$150,000.00
Actual Expenditures:	\$142,387.55

Click It or Ticket—Minority Focus

This project expands the *Click It or Ticket* May mobilization with specific outreach to Hispanic and African-American audiences in Colorado. The project also includes a seat belt campaign aimed at Spanish-speaking Hispanic males.

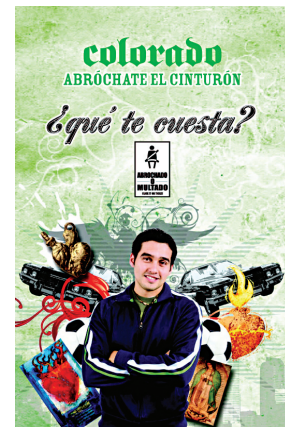
Goal

To increase seat belt use and awareness of seat belt enforcement and laws among Hispanic and African-American communities in Colorado.

Strategies and Initiatives

***Click It or Ticket*—Hispanic Initiative**

The focus of the Hispanic campaign for *Click It or Ticket* was aimed at Hispanic men, ages 18 to 34, who are Spanish speaking and may be less-aculturated into the American mainstream. News releases and materials were translated into Spanish. Bilingual police officers were trained to do Spanish interviews on seat belt safety and laws. The PRO created materials that were culturally relevant, including flyers, posters, radio PSA and billboards. The collateral was distributed via street teams in places frequented by the target audience, including convenience stores, bodegas, carnicerías, panaderías and restaurants.



A Spanish-language radio spot ran during the enforcement period that emphasized the need for change in behavior among the target audience. A Spanish language billboard was also designed and displayed in Denver, Pueblo and Greeley.

Grassroots outreach included development and distribution of a Spanish-language message for church bulletins and newsletters. Hispanic non-profit community partners were encouraged to support promotion of the *Click It or Ticket* campaign with the individuals and families they sustain.

***Click It or Ticket*—African-American Initiative**

The focus of the African-American *Click It or Ticket* campaign was primarily focused toward African-American males, ages 16 to

Continued >



34 in Denver and Colorado Springs. In addition to the “Click It or Ticket” slogan, the “Keep it Together” theme was used in keeping with the existing social marketing campaign.

Activities included enlisting grassroots support of the campaign by providing talking points and materials to key opinion leaders and community partners in the African-American community. A law enforcement officer with the Black Police Officers Association

made presentations at Boys & Girls Clubs in Denver and Aurora. Posters, hand fans and document folders were distributed in locations such as barber shops, recreation centers and churches.

Faith-based outreach included announcements for church bulletins and informational kits distributed to ministers in Denver. An informal seat belt survey was also coordinated at a Baptist church in Denver.

Cita Con La Vida—Lucha Libre

The Cita Con La Vida (Date with Life) Community Tour was the second phase of the Lucha Libre campaign, which was launched by the PRO and Hispanidad in 2006. The campaign uses lucha libre (Mexican freestyle wrestling) to draw attention to the importance of seat belt use among Hispanic men. The campaign’s spokesperson, El Hijo del Cinturón (Son of the Seat Belt), encourages men to buckle their seat belt every time they travel in a vehicle.



The Cita Con La Vida Community Tour included appearances by El Hijo del Cinturón and his nemesis, El Rudo sin Cinturón (the wrestler who never wears his seat belt) in addition to actual lucha libre matches performed by local and international lucha libre wrestlers. The objective of the tour was to place seat belt safety messaging in front of the target audience by hosting culturally relevant lucha libre events that draw in Hispanic men and their families. The tour included appearances or performances at ten events in 2008, which were also publicized at www.citaconlavida2008.org.

The campaign also includes grassroots outreach, including enlist-

Continued >

ing support through mini-grant recipients and law enforcement, as well as development and distribution of campaign materials, including tour posters and bumper stickers. To support the campaign, a paid media buy included radio spots on Spanish language radio stations, and small billboards in Denver neighborhoods with a high Hispanic population.

Results

There were no formal awareness surveys for *Click It or Ticket* this year, however those will be done in the future. Both the Hispanic and African-American initiatives for *Click It or Ticket* generated at least seven media stories.



To evaluate the Lucha Libre campaign, intercept surveys were conducted among the Spanish speaking community in Denver. Overall, 59% of survey respondents were aware of “El Hijo de Cinturon” and “Cita Con La Vida” campaigns. This was a dramatic improvement over the previous Lucha Libre campaign in 2006, in which only 29% of the target audience was aware of the campaign. A news release generated at least four earned media stories about the campaign.

Overall, 59% of survey respondents were aware of “El Hijo de Cinturon” and “Cita Con La Vida” campaigns. The 2006 Lucha Libre campaign only had an awareness rating of 29%.

Slow for the Cone Zone

Project Number:	08-08
Task Number:	81-10
Planned Expenditures:	\$125,000.00
Actual Expenditures:	\$92,909.61

Goal

To reduce the number of accidents in work zones across the state by focusing on unsafe driving practices in work zones. The campaign takes a two-fold approach with an educational element through paid media and a law enforcement element in order to reach a wide segment of motorists and those creating dangerous situations in work zones.

Strategies and Initiatives

As mentioned above, there were two elements to this campaign: paid media and law enforcement. The campaign targeted all drivers with special emphasis on males between the ages of 18 and 49. The primary goal was to put the message in the timeframe when the target audience was most likely to be receptive to it—just prior to or while a driver is in his or her vehicle. That is the moment when the message is most effective.

This year, funding for the entire work zone safety campaign was drastically reduced and the Public Relations Office (PRO) was only able to develop a minimal paid media plan that included radio and television spots in major markets across the state. The thirty second radio spot ran on radio stations in Denver, Fort Collins, Greeley, Colorado Springs, Pueblo and Grand Junction and a one minute television spot ran on Comcast cable channel in Denver and Durango. The paid advertising reached over 30 counties across Colorado.

The paid media plan included radio and television spots and reached over 30 counties across Colorado.

Radio Stations -

Denver, Fort Collins, Greeley Area:

KTCL
KBPI
KXPK
KMGG

Colorado Springs/Pueblo Area

KMGG
KILO
KKFM
KNKN

Grand Junction Area

KMGJ
KEXO



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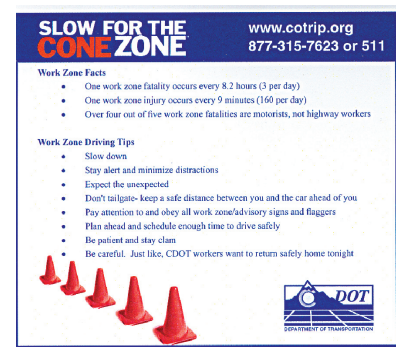
Television

Comcast Superconnect
Comcast Durango

- Kicked off the 2008 summer campaign on June 17th with two media events: Denver and Pueblo
 - Event focused on new safety device that CDOT maintenance crews will use to help protect them in a work zone.
 - \$88,000 paid advertising campaign from mid-August to the end of September
 - Radio spots in Grand Junction, Colorado Springs, Pueblo, Denver, Fort Collins, Greeley
 - Television spots—statewide



- Educational material
 - Posters distributed statewide to the following places:
 - Visitor Centers, Rest Stops, Chambers of Commerce, Truck Stops, Cities and Counties
 - Driving Schools
 - Motor Vehicle Offices
 - Law Enforcement Agencies



- Bumper Stickers
 - Distributed internally with a letter from the Chief Engineer asking employees to place on CDOT vehicles.

Results

- Only six projects received overtime enforcement as part of the campaign in June 2008. Funding was not available for the rest of the campaign.
- The Colorado State Patrol provided 897.5 hours of overtime enforcement between June 3rd and June 30th, 2008. No information was provided and how many citations were issued.
- Timely reporting from CSP was a problem.

Teen Driving and GDL Law

Project Number:	08-08
Task Number:	81-11
Planned Expenditures:	\$100,000.00
Actual Expenditures:	\$87,997.00

The Driver's Seat is a teen driving campaign to educate parents and teens about Colorado's Graduated Driver Licensing (GDL) law.

Goal

To increase public awareness of Colorado's GDL law and the risks associated with teen drivers and passengers, and to reduce teen traffic fatalities in Colorado.

Strategies and Initiatives

Driver's Seat Tool Kits

To keep the *Driver's Seat* campaign and teen driving issues at the forefront throughout the school year, the PRO developed seasonal "tool kits" for every high school in the state, which provided turn-key materials schools could use to reach teens and parents about teen driving issues. The tool kits were designed to give schools resources to educate teens about safe driving and GDL laws. During this fiscal year, more than 1,500 Winter, Spring, and Back-to-School '08 edition tool kits were developed and sent to high schools, school resource officers and coalitions involved with schools. The tool kit contents could also be downloaded at www.coteendriver.com.



Each tool kit contained drop-in articles for parent and student publications, a fact sheet, editorial, Web site banner ads, print ads for school newspapers, posters and a CD containing all of the materials. Topics focused on passenger restrictions, seat belts, distractions, winter driving, and driving under the influence of alcohol.



Big O Tires—Summer Drivin'

During the summer, Big O Tires launched a campaign called *Summer Drivin'* to reach out to teenagers about

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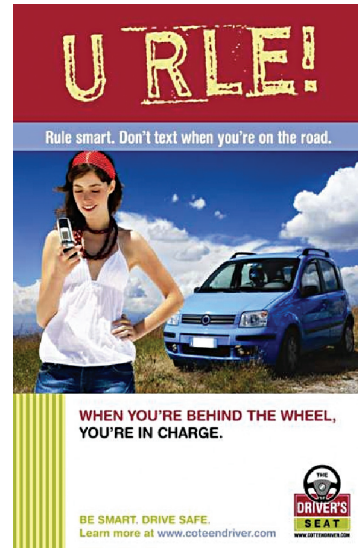
safe driving issues. CDOT partnered with Big O to help sponsor the campaign, which included an interactive semi-trailer display that traveled to venues throughout the summer. The campaign also included television and print advertising, as well as collateral materials. The campaign was so successful that it will continue year-round and the name has been changed to *Grounded for Life*.

Since the launch of the Driver's Seat campaign in January, 2007, teen traffic deaths have dropped 34% and seat belt use among teens has increased to 79.2%.

Results

After one full year of tool kit distribution, more high schools and key contacts are becoming aware of the resources available in the tool kit and are using them. A presentation about the tool kits was made to the Colorado Association of School Resource Officers during a conference this summer and increased awareness of its availability. However, it has been challenging to get feedback from the high schools. An online survey and postage paid survey were unsuccessful. We are researching other options for evaluating the tool kits.

Since the launch of the *Driver's Seat* campaign in January 2007, teen traffic deaths have dropped 34%. Seat belt use among teenagers has increased six percentage points to 79.2%.



Child Passenger Safety/Tween

Project Number:	08-08
Task Number:	81-12
Planned Expenditures:	\$100,000.00
Actual Expenditures:	\$48,475.75

This project supports child passenger safety education and promotes awareness of Colorado's child passenger safety laws.

Goal

To conduct a public awareness campaign about child car seat, booster seat and seat belts for children in Colorado and to reduce child passenger traffic fatalities.

Strategies and Initiatives

"Tweens"

During this fiscal year, planning and development began for a new campaign aimed at getting more "tweens" ages 8-12 to buckle up. Informal focus groups were held at two elementary schools to gather input from this age group on the type of messaging and tactics that might influence them to wear seat belts. Further development of the campaign will continue next fiscal year.

Child Passenger Safety Week

For Child Passenger Safety Week, Sept. 20-27, 2008 the PRO held a news event at St. Pius X School in Aurora. Members of their fifth



grade Cone Patrol participated and provided a visual demonstration for media. CDOT partnered with Denver Metro Safe Kids, the Colorado State Patrol and CPS Team Colorado for the event. Media interviews were arranged in Denver, Colorado Springs,

Durango and Cortez for members of the Child Passenger Safety Advisory Council to educate the public about proper safety seat fitting, the laws surrounding CPS and resources for more information. News releases were distributed in English and Spanish.

The PRO also coordinated with several Denver metro area schools during CPS Week. Posters and pencils were sent to 37 elementary schools in the Denver area, and announcements were also made at each school during CPS Week. Newslet-

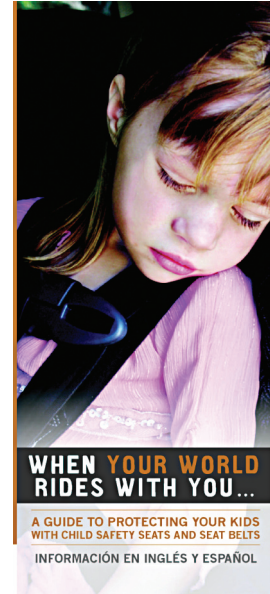


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ter announcements were also made in seven individual school districts including: Aurora Public Schools, Cherry Creek Schools, Denver Public Schools, Douglas County Schools, Englewood Schools, Jefferson County Schools and the Littleton School District.

Child Passenger Safety Brochure

A new brochure was developed on “best practices” for child passenger safety, and included information in both English and Spanish. The brochure was developed with input from the Office of Transportation Safety, the Colorado State Patrol, and members of the Child Passenger Advisory Council. Approximately 30,000 brochures were printed and distributed to CPS technicians and fit stations across the state prior to Child Passenger Safety Week.



Mesa County Health Department

The PRO supported a CDOT funded grant to the Mesa County Health Department for publicity for their child passenger safety fit stations. The PRO developed radio spots and a bus board advertisement. A media buy was conducted locally to support the program, and included radio PSAs and bus signs. The PRO also issued news releases for the fit stations.

Results

Media outreach during Child Passenger Safety week generated 22 broadcast stories and 10 print stories. Media relations for the Mesa County Health Department fit stations resulted in five media stories. The new CPS brochure was distributed late in the fiscal year, but demand has been great and we nearly out of stock and plan to print more.

Media outreach during Child Passenger Safety week generated 22 broadcast stories and 10 print stories.

Motorcycle Safety

Project Number:	08-08
Task Number:	81-13
Planned Expenditures:	\$128,264.00
Actual Expenditures:	\$127,742.55

In 2007, a record 90 motorcycle riders were killed in crashes in Colorado. *Live to Ride* is a campaign launched in 2008 to promote motorcycle safety among riders by emphasizing the importance of training, proper gear and sober riding.

Goal

To increase public awareness of motorcycle safety issues and reduce motorcycle fatalities in Colorado

Strategies and Initiatives

Live to Ride campaign

The CDOT PRO launched a motorcycle safety campaign called *Live to Ride*, on April 16, 2008 with a news event at CDOT headquarters. Participants included Motorcycle Operator Safety Training (MOST) providers, motorcycle dealers, insurance companies, the Colorado State Patrol Motors Unit, NHTSA, celebrity riders and many other safety advocates. The campaign was developed over several months with input from rider focus groups and a motorcycle advisory panel.



WWW.COMOTORCYCLESAFETY.COM



The *Live to Ride* campaign included the development of a campaign logo, a new web site, www.comotorcyclesafety.com, and campaign materials such as a tri-fold brochure, three posters, training flyer and banners. The collateral materials focused on three areas of motorcycle safety that had been identified through research: training, proper gear and sober riding. The materials were distributed to MOST trainers, partners and law enforcement agencies throughout the state.

Paid Media:

To support the campaign, Explore Communications executed a paid media buy totaling \$42,957. The buy included two weeks of radio traffic report sponsorships in Denver and Colorado Springs during the April launch, as well as an additional two weeks in

Continued >

September. Ads were also placed in restaurants and bars frequented by bikers, on coasters, napkins and in restrooms from Memorial Weekend through Labor Day. Print ads were placed in five motorcycle publications from April through August, and print ads ran in six editions of *Westword* over the summer. CDOT also paid for a sponsorship at the Rocky Mountain Motocross event. An ad was also placed in the Four Corners Bike Rally guide, and airtime was purchased from Four Corners Broadcasting to run radio PSAs during Bike Week.

Earned Media

The PRO held one media event and issued three news releases and advisories re motorcycle safety. A radio PSA was distributed to 138 radio stations statewide to encourage motorcycle training.



A television PSA was distributed to TV stations, which promoted looking out for motorcycles. Peter Boyles, host of *USA Biker Nation*, interviewed two CSP motors officers about the campaign and motorcycle safety. Motorcycle safety editorials were secured from riders and were published in motorcycle trade publications, including *ABATE of Colorado*, *Quick Throttle Magazine*, *Southwest Scooter News* and *Thunder Roads Colorado*. An opinion-editorial from Col. Mark Trostel, chief of the Colorado State Patrol was sent to all newspapers statewide. The topic focused on motorcycle fatalities, impaired riding and DUI enforcement.



Partnership Program

To encourage training and provide incentives, a partnership program was developed to offer discounts for riders who completed a class from a MOST trainer. Partners included motorcycle dealerships, retailers and insurance companies. Partners were given *Live to Ride* window clings to identify themselves as a discount partner. Their logos were also included on

the campaign website. The partnership program will be expanded in the next fiscal year.

Results

Through a news event and media outreach, the PRO garnered more than 13 television stories, three radio stories and 44 print

Continued >



in 29 biker bars. A formal awareness survey is planned for next fiscal year.

or online stories about motorcycle safety. The paid media buy to support the campaign included 572 radio traffic sponsorships, twenty-two print ads in motorcycle trade publications and advertising

The PRO garnered more than 13 television stories, 3 radio stories and 44 print or online stories about motorcycle safety.

Project Number:	08-08
Task Number:	81-14
Planned Expenditures:	\$32,203.25
Actual Expenditures:	\$31,642.27

Media Pool—Occupant Protection, Cordy

These funds supported occupant protection media activities for one of the Office of Transportation Safety’s grantees, Cordy & Company.

Goal

To manage media funds and activities to support seat belt education among African Americans, particularly males, ages 18 to 35.

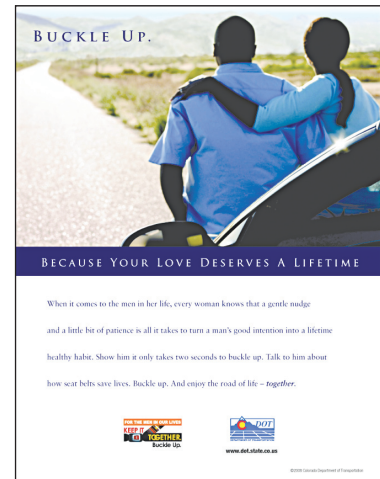
Strategies and Initiatives

The proposed seat belt program developed last fiscal year with the Denver Nuggets professional basketball team fell through due to lack of participation on their part. As a result, the PRO and Cordy & Company shifted gears to develop a new campaign called “Men in Our Lives.”

In 2007, 75% of African-Americans killed in Colorado car crashes were not wearing seatbelts, and the majority of those were men.

The Men in Our Lives

In 2007, 75% of African-Americans killed in Colorado car crashes were not wearing seat belts, and the majority of those were men. Cordy & Company, along with the PRO, developed a social marketing campaign called “The Men in Our Lives,” to reach out to African-American men via the women who influence them. The premise of the campaign was based on findings from 2003 focus groups, which showed men said it was the women in their lives who most influenced their decisions to wear safety equipment, get medical check-ups, exercise and follow doctors’ orders.



Campaign tactics included a kick-off event at Denver’s Juneteenth festival, with reporter TaRhonda Thomas as a spokesperson who encouraged attendees to buckle up. Campaign materials were distributed to festival goers and a banner was displayed at the event and during the parade.

The campaign also included \$6,243 for paid media, including print advertising in four publications and a sponsorship with KUVU

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Radio. The sponsorship included airing public service announcements and a contest for listeners who submitted entries telling the best advice they've received from women in their lives.

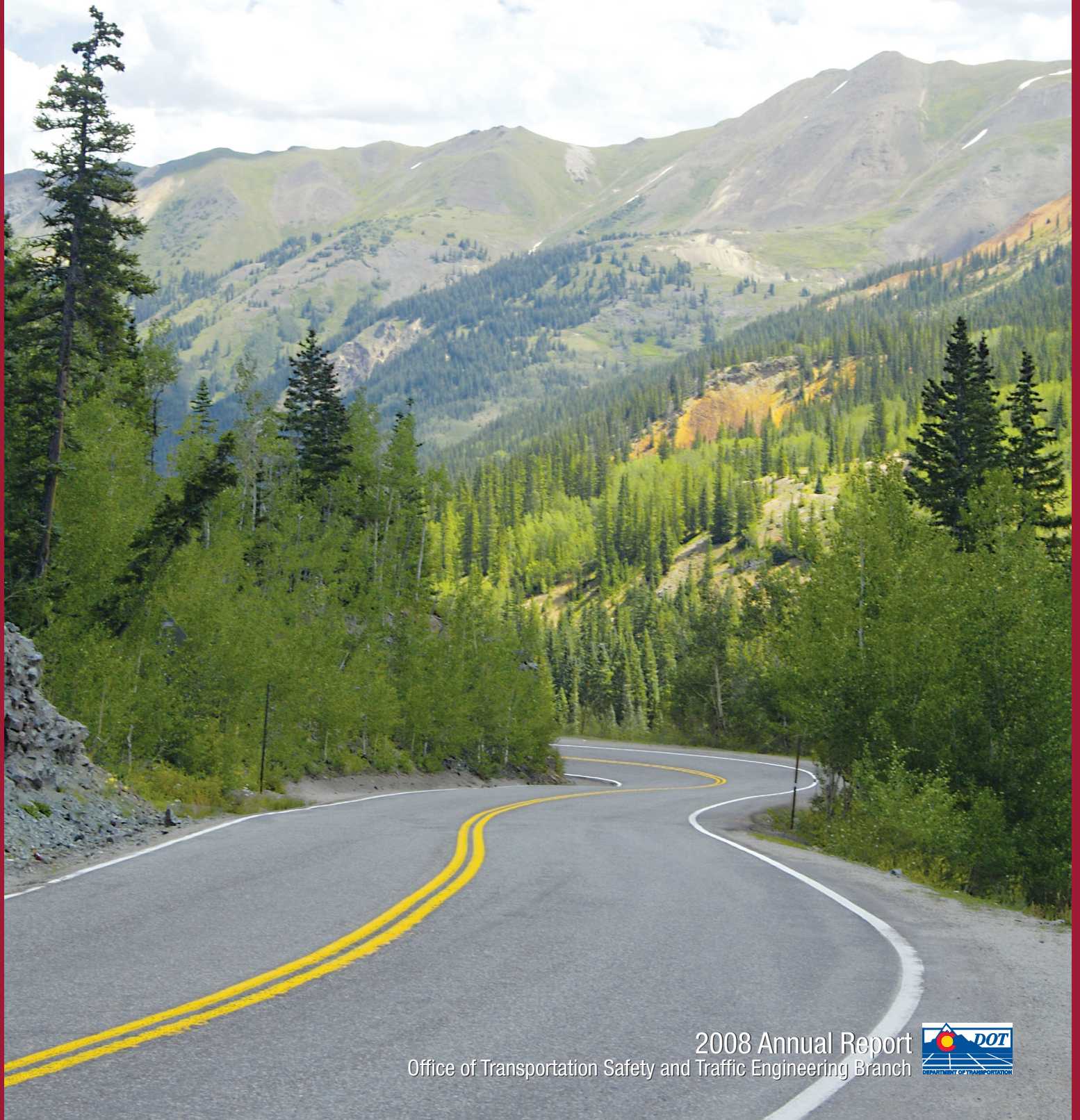
The campaign was supported at the grassroots level by the Epsilon Nu Omega chapter of the Alpha Kappa Alpha Sorority and Northeast Women's Center. Word of the campaign message was also sent through a viral campaign with the use of e-mail blast to 10,000 individuals and organizations representing women, the community, businesses and faith-based groups. Earned media included two news releases about the campaign, as well as interviews with campaign spokesperson, Cheryl Renee.

Results

The "Men in Our Lives" campaign and its grassroots efforts helped to target the buckle up message among the African-American audience in metro Denver. Due to the short duration of the campaign and limited funding, no formal awareness survey was conducted. This should be considered in the future. Earn media outreach resulted in five print stories and three radio interviews. Over 90 public service announcements aired on KUVO radio, and information was also disseminated through the station's newsletter and Web site.

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ROADWAY ENGINEERING SAFETY PROGRAM OVERVIEW



2008 Annual Report
Office of Transportation Safety and Traffic Engineering Branch



Roadway Engineering Safety Overview

CDOT's Roadway Engineering Safety Program supports the Safety and Traffic Engineering Branch's goals of reducing overall crash rates, as well as injury and fatal crash rates. Most of the program's resources are channeled to the small towns that most greatly need this assistance.

Program Administration

The Roadway Safety Program is administered by Dwayne Wilkinson, P.E., Program Manager, with assistance from his staff, George Atencio, Randy Reyes, P.E., and Manish Kumar, EIT. This group, with assistance from the Sub-Grantees, was responsible for nine projects with a planned budget of about \$376,200.

Enhancing Roadway Safety


Tasks that result in increased roadway safety in small communities support CDOT's efforts to reduce both overall crashes and the severity of crashes. In 2008, two Roadway Safety tasks enhanced roadway safety. Traffic Safety Engineering Studies were completed in five small Colorado towns and through the Signs for Small Communities task, more than 358 signs were posted in five small towns.

Technical Assistance

The Roadway Safety Program provided individuals responsible for traffic safety with updated materials regarding current engineering practices. More than 122 individuals from small towns received informational materials through the Informational Brochures and Technical Reference task.

Training

The Roadway Safety Program sponsored several training sessions for traffic safety professionals. For example, Traffic Engineering Seminars trained more than 120 individuals on the basics of traffic control and safety. Over 160 CDOT employees attended Traffic Control Supervisor Training.



Traffic Engineering Seminars trained more than 120 individuals on the basics of traffic control and safety. Over 160 CDOT employees attended Traffic Control Supervisor Training.

Traffic Safety Engineering Studies

Project Number: 08-05
 Task Number: 51-01
 Planned Expenditures
 FFY08 FHWA Flex Funds: \$24,000.00
 Actual Expenditures
 FFY07 FHWA Flex Funds: \$75,541.00

This task provides traffic safety engineering studies for approximately six towns with populations below 20,000.

Goal

Reduce statewide crash rates by evaluating and providing recommendations for improvements on local roads and roadsides.

Strategies and Initiatives

Towns are selected to participate in a study based upon crash history. Those towns with the greatest potential for accident reduction are requested to participate in the study. Specifically, the studies focus on problem identification and resolution in the following



Removal of non-standard signs

areas: signing, pavement markings, parking, traffic flow, school zones, speed zones, railroad crossings, construction work zones, accident history and roadside obstacles.

The study process begins with town officials providing input on what the traffic and safety issues are in their community through a “kickoff meeting”. Then the consultant or CDOT engineering team begins the analysis of local roadways.

The draft of the report is reviewed by local officials and CDOT staff. This review process allows CDOT to build on the relationship with the local officials. The interaction with the local agency results in a Traffic Safety Study with recommendations that are based upon accepted traffic engineering practices and principals that also have local support.



The need for proper construction zone signing

The interaction with the local agency results in a Traffic Safety Study with recommendations that are based upon accepted traffic engineering practices.

Continued >

Traffic Safety Engineering Studies were completed for five towns: Cherry Hills Village, Idaho Springs, Pagosa Springs, Steamboat Springs and Silverthorne.

Results

Traffic Safety Engineering Studies were completed for five towns: Cherry Hills Village, Idaho Springs, Pagosa Springs, Steamboat Springs and Silverthorne. The \$24,000 in FFY08 funds will be expended to FFY09. This will allow us to start the program in October and not have to wait for the FFY09 funds to go through the STIP process. All FFY07 funds have been expended.



The importance of providing for good Access Management

Project Number: 08-05
 Task Number: 51-02
 Planned Expenditures
 FFY08 FHWA Flex Funds: \$5,000.00
 Actual Expenditures
 FFY07 FHWA Flex Funds: \$20,976.00

Signs for Small Communities

As a complement to the traffic safety engineering town studies (Project 08-05, Task 51-02), CDOT encourages the communities who participated in the study to develop a list of essential regulatory and warning road signs. This program then provides those signs to the communities through the CDOT sign shop.

Goal

Replace essential regulatory and critical warning signs as an effort to reduce crashes within the community. Signs that are physically worn-out, in poor condition or are non-standard signs contribute to the degradation of roadway traffic safety.

Strategies and Initiatives

Fund the purchase of certain essential road signs based on the results of traffic and highway engineering studies. As part of the studies, conduct an evaluation of the condition and appropriateness of the signs within the towns studied. Allow signs that are determined to be deficient or required, to be eligible for replacement funds.

Results

Sign orders were completed for the following five towns: Cherry Hills Village, Idaho Springs, Pagosa Springs, Steamboat Springs and Silverthorne. Approximately 93 Regulatory signs, 240 Warning signs and 25 School signs were provided to these communities.

The remaining FFY07 funds were used to provide these signs. The FFY08 funds will be expended in FFY09 to provide signs.

Sign orders were completed for the following five towns: Cherry Hills Village, Idaho Springs, Pagosa Springs, Steamboat Springs and Silverthorne.



Signs like the above were provided

Project Number: 08-05
 Task Number: 51-03
 Planned Expenditures
 FFY08 FHWA Flex Funds: \$30,000.00
 Actual Expenditures
 FFY08 FHWA Flex Funds: \$18,548.00

Traffic Engineering Seminars

CDOT’s Traffic and Safety Engineering Seminars continue to provide education in the basics of traffic control and safety to individuals who are responsible for traffic decisions within their community. The traffic engineering seminars provide information to local agencies that may not ordinarily have access to the most current traffic and safety methods.

Goal

Reduce crash rates statewide, particularly on city streets and county roads, by training over 100 local agency officials who are responsible for traffic engineering decisions.

Strategies and Initiatives

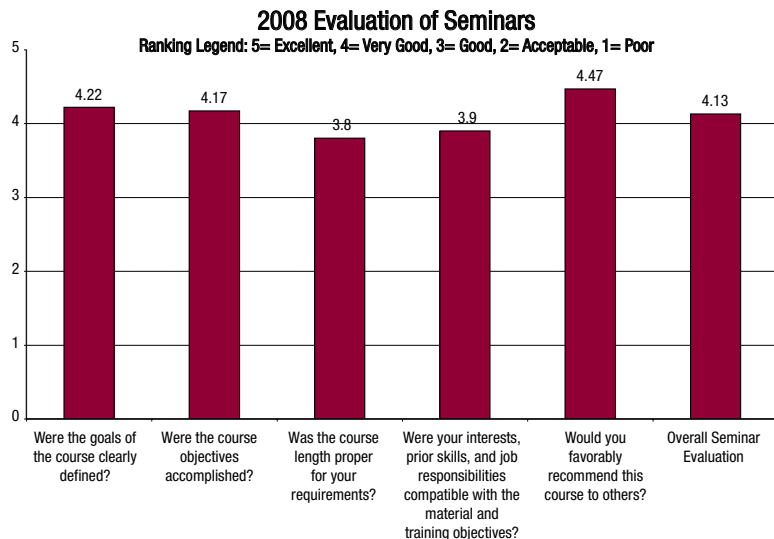
Perform local agency outreach by mailing out over 1,050 letters to local agencies within Colorado, notifying them of the upcoming seminars.

Conduct two (one-day) seminars each targeting two distinct and separate geographical areas of the state.

Approximately 125 local agency officials were trained by eight subject experts.

Results

Two (one-day) seminars were conducted: one in Grand Junction and one in Fort Collins. Approximately 125 local agency officials were trained by 8 subject experts. Participants also received technical manuals and brochures to aid in reducing the risk of crashes in their communities. Both seminars received an overall rating of “very good”.



Work Zone Seminars—CLTAP

Project Number: 08-05
 Task Number: 51-04
 Planned Expenditures
 FFY08 FHWA Flex Funds: \$11,000.00
 Actual Expenditures
 FFY07 FHWA Flex Funds: \$9,273.00

To improve traffic control in local roadway construction zones, CDOT contracts with the Colorado Local Technical Assistance Program (LTAP) to conduct workshops on work zone traffic control and to provide flagger certification. The sessions are offered in various locations throughout southern Colorado.

Goal

Conduct up to five workshops on work zone traffic control and provide flagger certification for those who successfully complete the flagger test. These workshops provide training to approximately 75 to 100 local entity personnel.

Strategies and Initiatives

By contracting with the Colorado LTAP, CDOT provides training at a low cost through an organization that the local governments are familiar with. The location of the workshops rotates between the northern and southern portions of the state every other year. This provides the training once every two years at locations convenient to those needing training.



Training in proper flagging techniques was provided

Results

Six (one-day) workshops were conducted in southern half of the state. Approximately 180 local agency officials were trained.

The FFY08 funding will be used to continue this program through FFY09.

Six (one-day) workshops were conducted in southern half of the state. Approximately 180 local agency officials were trained.

Project Number: 08-05
 Task Number: 51-05
 Planned Expenditures
 FFY08 FHWA Flex Funds: \$105,000.00
 Actual Expenditures
 FFY07 FHWA Flex Funds: \$74,274.00

Traffic and Highway Engineering Training

The rapid developments in the transportation and traffic engineering disciplines create a need for traffic and highway engineering training. In order to meet this need, at least nine transportation and traffic engineering courses will be provided.

Goal

To provide continuing education to transportation professionals to enhance their knowledge and skills so they can apply this to reduce the crash and mortality rates in Colorado.

Strategies and Initiatives

CDOT will contract with training vendors to provide:

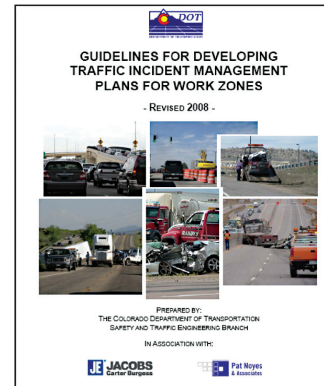
- Nine courses on Traffic Control Supervision (TCS).
- Updated Traffic Incident Management for Work Zones Guidelines and training materials.

A total of 166 individuals were trained at 9 different TCS classes. Feedback showed an overall satisfaction rating of 4.75/5.0 with 5.0 representing “excellent satisfaction”.

Results

A total of 166 individuals were trained at the 9 different TCS classes. Feedback showed an overall satisfaction rating of 4.75/5.0 with 5.0 representing “excellent satisfaction”.

Updated Guidelines for Developing Traffic Incident Management for Work Zones along with other training materials was developed. Classes are presently being scheduled.



Cover page from updated guidelines

The FFY08 funds will be used to provide FFY09 training in TCS and Traffic Incident Management for Work Zones.

Maintenance Incentive Program

Project Number: 08-05
 Task Number: 51-06
 Planned Expenditures
 FFY08 FHWA Flex Funds: \$3,500.00
 Actual Expenditures
 FFY08 FHWA Flex Funds: \$1,922.00

This incentive award program rewards CDOT maintenance patrols that have initiated and completed noteworthy safety improvements to the roadside that will lead to a reduction in the number and severity of run-off-the-road crashes. Criterion for selection is based upon roadway safety factors.

Goal

Select and reward the improvement that will contribute the most to reducing the severity of run-of-the-road crashes.

Strategies and Initiatives

Through recognition of work that addresses run-off-the-road crashes, we encourage CDOT Maintenance forces to address these roadside hazards. Removing these hazards and improving the roadside should result in a reduction of the severity and number of these crashes.



Before

This program provides the Roadway Safety Engineering Program staff the opportunity to educate maintenance forces on what improvements could be made to increase roadside safety. The program also helps build upon CDOT's Safety Culture. Upper-level management further encourages this program by allowing the awards ceremony to take place at a Transportation Commission Meeting.



After

Results

This year, Patrol 10, Maintenance Section 3, Region 5, received the 2008 Maintenance Incentive Award for work along SH 550A between Mileposts 8 to 16. Safety improvements in the corridor included eliminating pavement edge drop-offs, increasing the shoulder widths and removing hazards from the clear zone.

Patrol 10, Maintenance Section 3, Region 5, received the 2008 Maintenance Incentive Award for work along SH 550A between Mileposts 8 to 16.

Project Number: 08-05
 Task Number: 51-07
 Planned Expenditures
 FFY08 FHWA Flex Funds: \$24,200.00
 Actual Expenditures
 FFY08 FHWA Flex Funds: \$11,774.00

Informational Brochures and Technical Reference Materials

This task produces, acquires, updates and reprints roadway safety-related brochures and technical reference materials, which are distributed to those responsible for traffic control devices and operations in their communities.

Goal

To provide roadway safety related materials to small towns and communities.

Strategies and Initiatives

To distribute this program information to the individuals who are responsible for traffic control devices and operations, we enlist the following methods:

1. The CDOT Region Traffic Engineers and Headquarters Traffic Engineers inform local communities;
2. Inform attendees at Roadway Safety Engineering Training;
3. Other CDOT Safety Program Staff inform locals;
4. Inform local communities through the Roadway Engineering Safety Program – Traffic Safety Engineering (Town Study Program); and
5. CDOT Public Information also refers local community representatives to this program.

This year, 35 paper copies and over 100 CDs of Manuals on Uniform Traffic Control Devices were distributed to small communities via the Traffic and Safety Engineering Seminars.

Results

This year, 35 paper copies and over 100 CDs of Manuals on Uniform Traffic Control Devices were distributed to small communities via the Traffic and Safety Engineering Seminars, along with additional technical materials. This safety program also provided information to various CDOT Regions and the FHWA.



Copies of these and other traffic safety materials were distributed.

Construction Work Zone Incentive Program

Project Number: 08-05
Task Number: 51-08
Planned Expenditures
FFY08 FHWA Flex Funds: \$3,500.00
Actual Expenditures
FFY08 FHWA Flex Funds: \$0.00

This incentive award program would have rewarded the CDOT Region that received the highest overall score on the traffic control reviews for their construction traffic control in work zones.

Goal

To promote safe work zones by rewarding the region that achieved the highest overall score on construction and maintenance project traffic control reviews.

Strategies and Initiatives

The scoring system was not reinstated this year. Until the scoring system is reinstated or a new one is put in place, no additional funds will be requested for this program.

Results

This task will be dropped from the Roadway Engineering Safety Program.



*This task will be
dropped from the
Roadway Engineering
Safety Program.*

Project Number: 08-05
 Task Number: 51-09
 Planned Expenditures
 FFY08 FHWA Flex Funds: \$110,000.00
 Actual Expenditures
 FFY08 FHWA Flex Funds: \$80,450.00

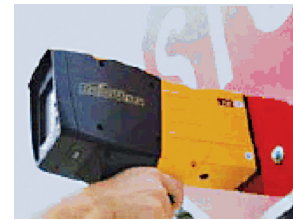
Retroreflectometers for the Region Traffic Sections and Staff Safety and Traffic

In order to better prepare the Region and Staff Traffic and Safety Sections to enforce minimum retroreflectivity requirements, seven sign retroreflectometers will be purchased and provided to these units. In addition, one retroreflectometer to measure pavement markings will be purchased for Staff Safety and Traffic to replace an existing meter.

Goal

To improve the nighttime visibility of signs and pavement markings on the state's roadways.

To provide a means to confirm the effectiveness of CDOT's blanket replacement method being used for signs.



The sign retroreflectometers purchased were Road Vista 922

Strategies and Initiatives

Provide the necessary equipment to the Region Traffic Sections and Staff to help ensure compliance with minimum retroreflectivity requirements for signs. Provide a replacement machine for Staff's old pavement marking retroreflectometer.

By using this equipment to spot check the retroreflectivity of signs and pavement markings, CDOT will be able to confirm compliance with the mandate and show the effectiveness of blanket replacement method.



The pavement marking retroreflectometer purchased was a Delta LTL-X

Results

Seven sign retroreflectometers were purchased and provided to these units. In addition, one retroreflectometer to measure pavement markings was purchased for Staff Safety and Traffic.

Seven sign retroreflectometers were purchased and provided to these units. In addition, one retroreflectometer to measure pavement markings was purchased for Staff Safety and Traffic.

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Safety Doesn't Happen By Accident

