

# Annual Report 2011

Colorado Department of Transportation

**Office of Transportation Safety  
and Traffic Engineering Branch**



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# Introduction and Accomplishments

The mission of the Colorado Department of Transportation (CDOT) Office of Transportation Safety (OTS) is to “reduce the incidence and severity of motor vehicle crashes and the associated human and economic loss.” One measurement of traffic fatalities is the number of fatalities that occur per 100 million vehicle miles traveled (VMT). Colorado continues to see a decrease in the number of fatalities and serious injuries due to motor vehicle crashes over time. The OTS attributes much of this success to engineering of safer highways, education of the driving public, traffic safety legislative enhancements, and high visibility enforcement of the State’s driving laws. While Colorado has been successful at reducing its traffic fatality rate, the OTS still believes every traffic fatality is a tragedy and seriously considers its effects. In Colorado, the rate of fatal traffic accidents has declined from 1.26 fatalities per 100 million VMT in Calendar Year 2005 to 1.01 in 2009, a 20% reduction. In addition, total traffic fatalities fell from a high of 606 in 2005 to an all-time low of 448 in 2010, a reduction of 26%.

The most serious transportation safety challenges continue to be impaired driving, the lack of occupant protection compliance (seat belts, child safety seats), young drivers, motorcycle safety, and distracted driving. The OTS aggressively addresses these challenges by supporting projects, programs, and other countermeasures to educate the public and raise awareness. Public information programs and high visibility enforcement have served to raise the awareness of the public of the risks of driving and their responsibilities as drivers. Grass-roots organizations, such as Mothers Against Drunk Driving (MADD), State partnerships, and local community efforts have also had a significant impact.

This report describes the OTS programs’ goals and performance measures, provides an overview of each program area, and provides a summary of each project that was implemented in FY 2011.



## Accomplishments

The OTS continued to make marked improvement toward their goals. Examples of this progress include:

- The observed seat belt usage rate reached an all-time high of 82.9% in 2010
- Through enhanced high-visibility enforcement efforts, the impaired driving arrests for the 2010 *Heat Is On!* campaign reached an all-time high of 9,763
- Young driver (under age 21) fatalities decreased 39%, from 108 in 2005 to 66 in 2010
- Colorado hosted 3 seat belt enforcement campaigns, 12 high-visibility impaired driving enforcement periods, and several Front Range speed enforcement projects
- Significant improvement was made in the timeliness of Colorado vehicle crash data availability
- Through regionalization efforts, the OTS has developed partnerships with the 6 CDOT Regions, and has assigned an OTS Project Manager to collaborate with each region

# Performance Measures

Performance Measure data is based on the most current data available at the time of this publication.

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

Average number of seat belt citations issued 2006 – 2008: 16,808

Number of seat belt citations issued in 2009: 17,205

Number of seat belt citations issued in 2010: 14,462

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

Average number of impaired driving arrests 2006 - 2008: 5,055

Number of impaired driving arrests made in 2009: 7,980

Number of impaired driving arrests made in 2010: 9,763

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

Average number of speeding citations issued 2006 - 2008: 14,053

Number of speeding citations issued in 2009: 7,467

Number of speeding citations issued in 2010: 7,271

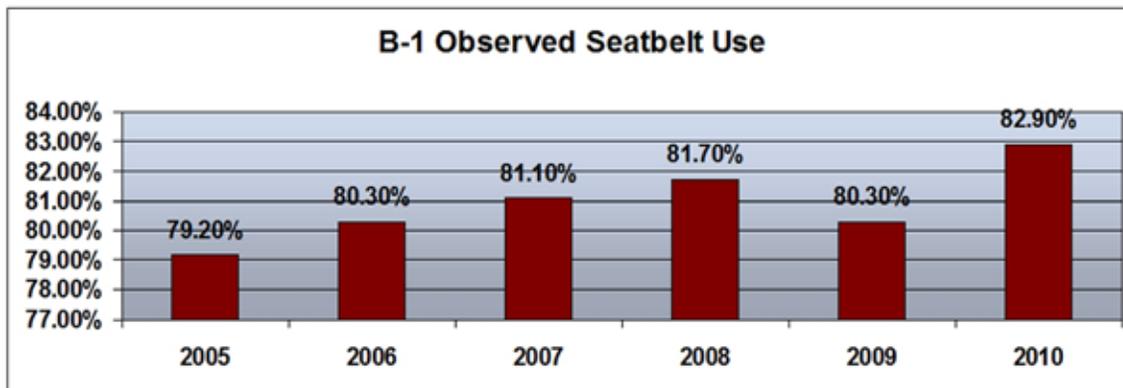
**B-1. Increase the observed seat belt use for passenger vehicles**

Observed seat belt use for passenger vehicles in 2008: 81.7%

Goal: Increase the observed seat belt use for passenger vehicles by 1% in 2011.

Observed seat belt use for passenger vehicles in 2009: 80.3%

Observed seat belt use for passenger vehicles in 2010: 82.9%



**Status:** 2009 performance measure not met; in 2010 exceeded performance measure. The methodology for the seat belt use survey will be changing in 2011; previous years' data will be not compared.

## Performance Measures

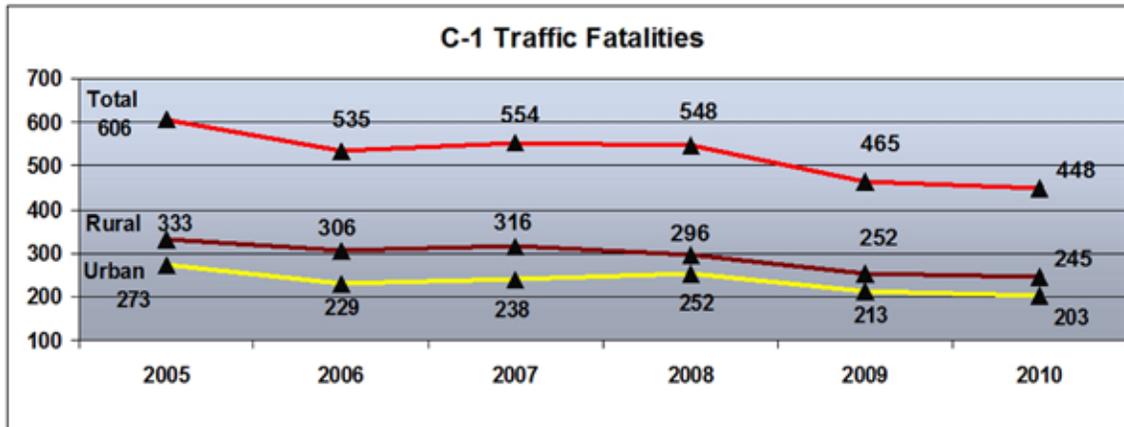
### C-1. Reduce the number of traffic fatalities

Average number of traffic fatalities 2006 - 2008: 546

Goal: Reduce the number of traffic fatalities by 3% to 530 in 2011.

Number of traffic fatalities in 2009: 465

Number of traffic fatalities in 2010: 448



**Status:** 2009 and 2010 exceeded performance measure; preliminary data indicates this performance measure will be exceeded in 2011.

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

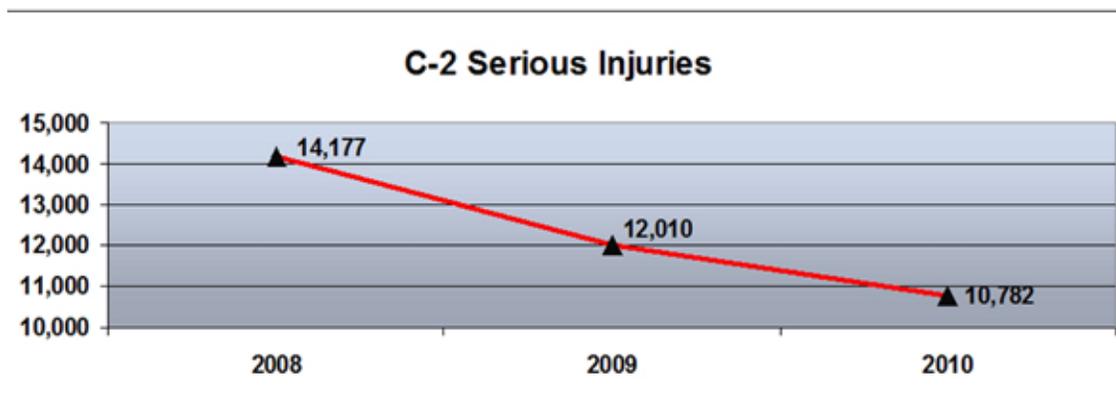
(redefining of injury definition for crash data resulted in unusable data for 2006 – 2007).

Number of serious injuries in traffic crashes in 2008: 14,177

Goal: Reduce the number of serious injuries in traffic crashes by 3% to 13,752 in 2011.

Number of serious injuries in traffic crashes in 2009: 12,010

Number of serious injuries in traffic crashes in 2010: 10,782



**Status:** 2009 and 2010 exceeded performance measure; preliminary data indicates this performance measure will be exceeded in 2011.

## Performance Measures

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

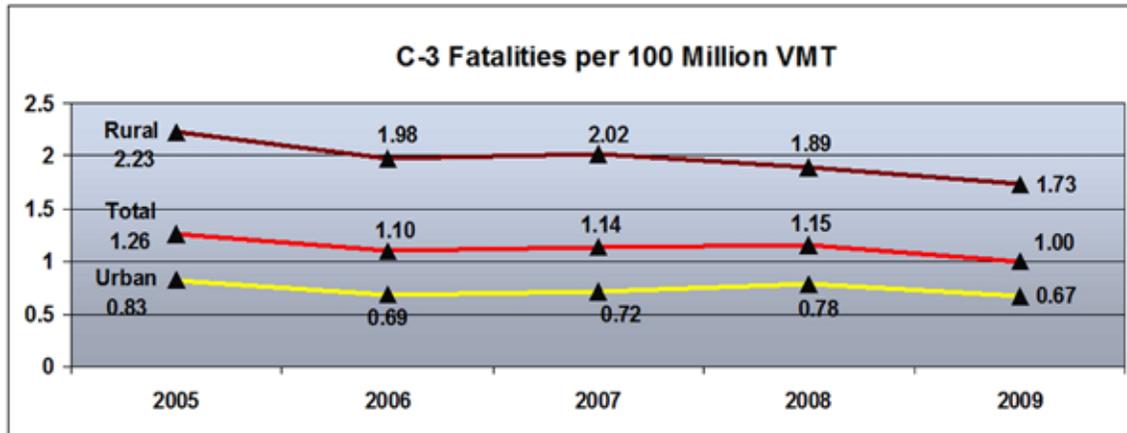
Average total fatalities per VMT 2006 - 2008: 1.13

Average urban fatalities per VMT 2006 - 2008: .73

Average rural fatalities per VMT 2006 - 2008: 1.96

Goal: Reduce the total fatalities per VMT by 3% in 2011.

Total fatalities per VMT in 2009: 1.00



Status: 2009 exceeded performance measure.

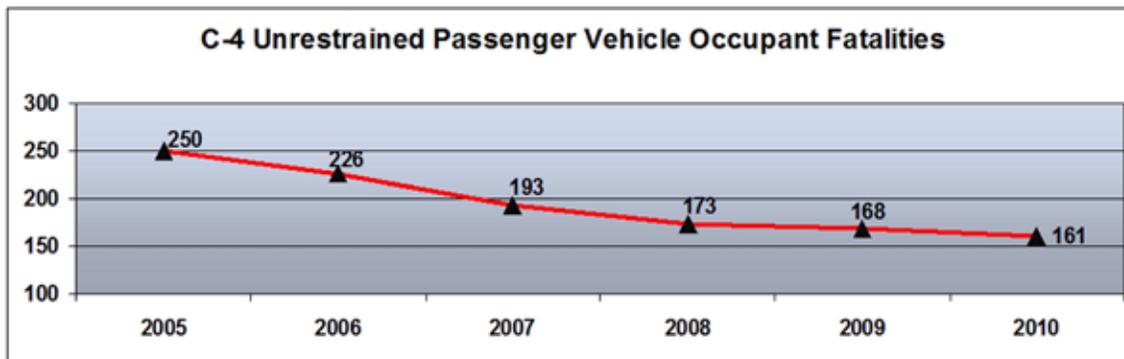
### C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions

Average number of unrestrained passenger vehicle occupant fatalities 2006 - 2008: 197

Goal: Reduce the number of unrestrained passenger vehicle occupant fatalities by 3% to 191 in 2011.

Number of unrestrained passenger vehicle occupant fatalities in 2009: 168

Number of unrestrained passenger vehicle occupant fatalities in 2010: 161



Status: 2009 and 2010 exceeded performance measure; preliminary data indicates this performance measure will be exceeded in 2011.

## Performance Measures

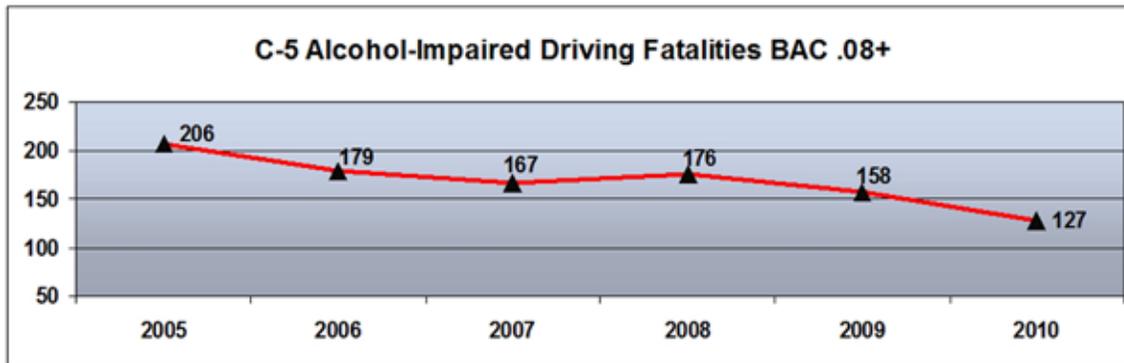
### C-5. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a Blood Alcohol Concentration (BAC) of .08 and above

Average number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above 2006 - 2008: 174

Goal: Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above by 3% to 168 in 2011.

Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above in 2009: 158.

Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above in 2010: 127.



Note:

Based on the BAC of all involved drivers and motorcycle riders only

Status: 2009 and 2010 exceeded performance measure.

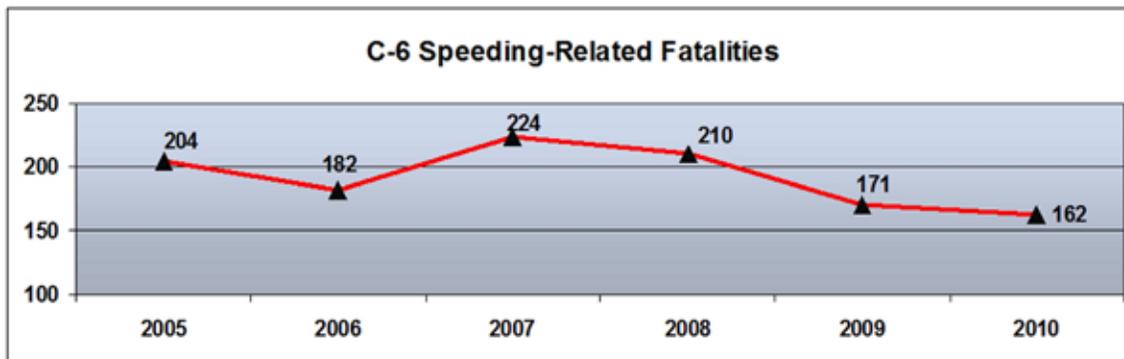
### C-6. Reduce the number of speeding-related fatalities

Average number of speeding-related fatalities 2006 - 2008: 205

Goal: Maintain the average number of speeding-related fatalities by 3% to 199 in 2011.

Number of speeding-related fatalities in 2009: 171

Number of speeding-related fatalities in 2010: 162



Status: 2009 and 2010 exceeded performance measure; preliminary data indicates this performance measure will be exceeded in 2011.

## Performance Measures

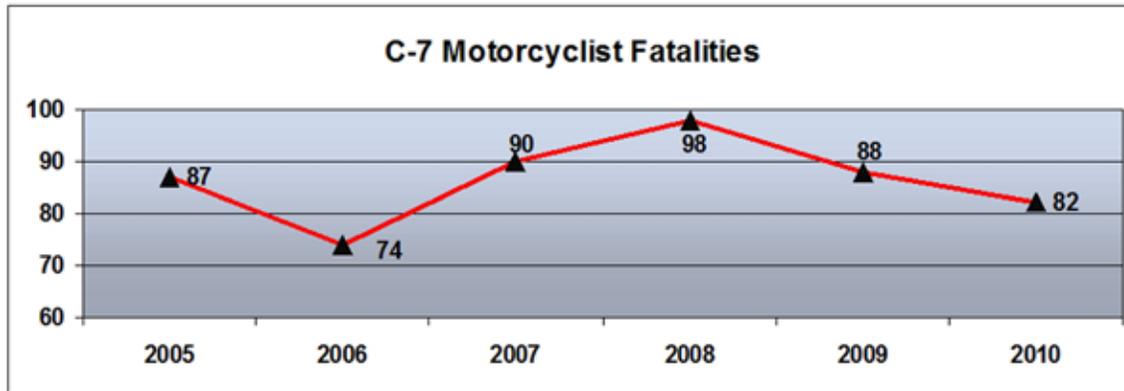
### C-7. Reduce the number of motorcyclist fatalities

Average number of motorcyclist fatalities 2006 - 2008: 87

Goal: Maintain the average number of motorcyclist fatalities in 2011.

Number of motorcyclist fatalities in 2009: 88

Number of motorcyclist fatalities in 2010: 82



**Status:** 2009 performance measure not met, in 2010 exceeded performance measure. Preliminary data indicates this performance measure may not be maintained in 2011.

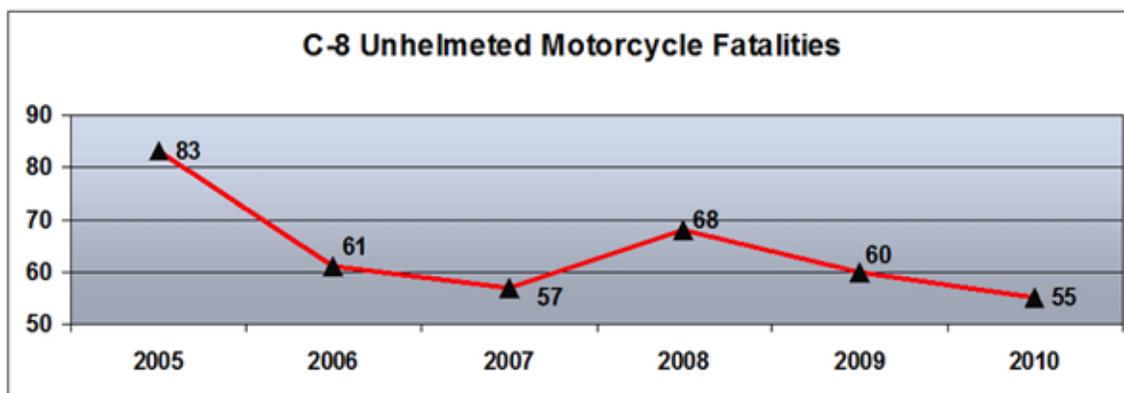
### C-8. Reduce the number of unhelmeted motorcyclist fatalities

Average number of unhelmeted motorcyclist fatalities 2006 - 2008: 62

Goal: Reduce the number of unhelmeted motorcyclist fatalities by 3% to 60 in 2011.

Number of unhelmeted motorcyclist fatalities in 2009: 60

Number of unhelmeted motorcyclist fatalities in 2010: 55



**Status:** 2009 performance measure met, in 2010 exceeded performance measure. Preliminary data indicates this performance measure will be exceeded in 2011.

## Performance Measures

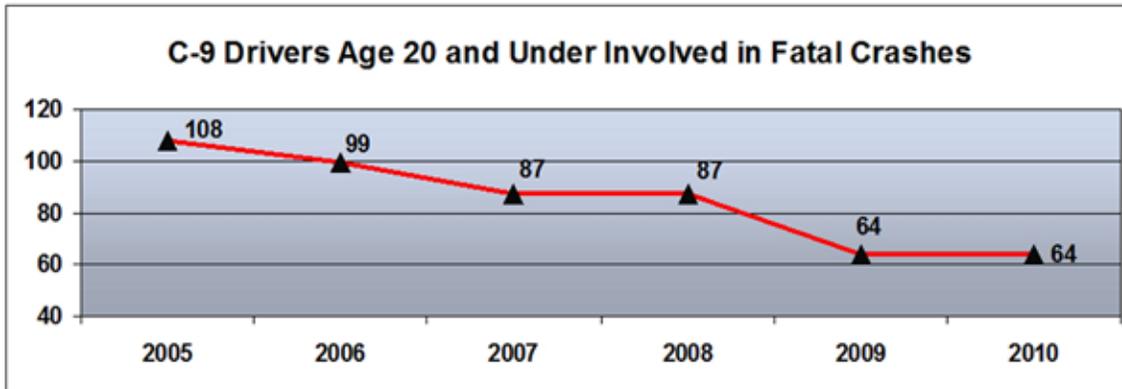
### C-9. Reduce the number of drivers age 20 or younger involved in fatal crashes

Average number of drivers age 20 or younger involved in fatal crashes 2006 - 2008: 91

Goal: Reduce the number of drivers age 20 or younger involved in fatal crashes by 3% to 88 in 2011.

Number of drivers age 20 or younger involved in fatal crashes in 2009: 64

Number of drivers age 20 or younger involved in fatal crashes in 2010: 64



**Status:** 2009 and 2010 exceeded performance measure; preliminary data indicates this performance measure will be exceeded in 2011.

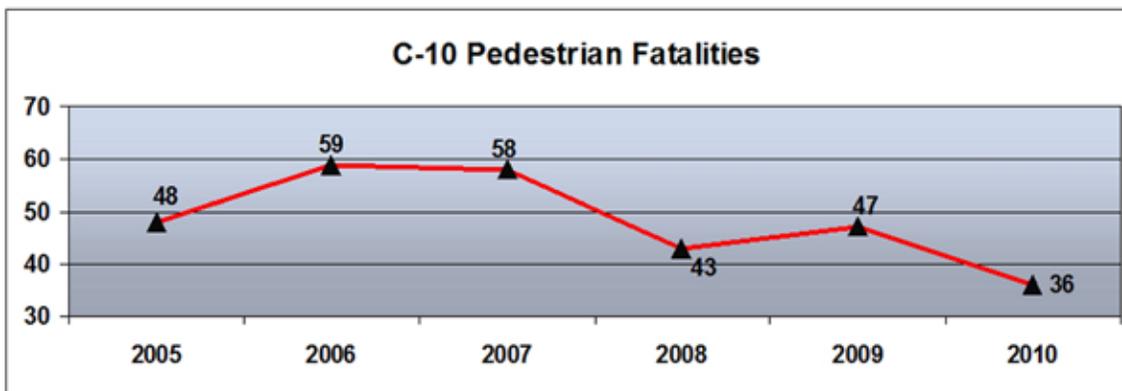
### C-10. Reduce the number of pedestrian fatalities

Average number of pedestrian fatalities 2006 - 2008: 53

Goal: Reduce the number of pedestrian fatalities by 3% to 51 in 2011.

Number of pedestrian fatalities in 2009: 47

Number of pedestrian fatalities in 2010: 36



**Status:** 2009 and 2010 exceeded performance measure; preliminary data indicates this performance measure will be exceeded in 2011.

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

Important notes regarding the 2011 driver attitude and awareness surveys:

All of the impaired driving and seat belt questions have been asked over a period of years with slightly different wording than the National Highway Traffic Safety Administration (NHTSA) wording. CDOT received permission to retain previous wording for longitudinal research purposes. The CDOT question wording is presented below each NHTSA question.

CDOT received permission to slightly modify the speeding-related questions. The CDOT question wording is presented below each NHTSA question.

**Impaired Driving**

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

CDOT question version: No Change

	<b>March 2011</b>	<b>September 2011</b>
1) None	75%	77%
2) One	11%	8%
3) Two	7%	9%
4) Three	3%	1%
5) Four or More	4%	4%
6) Refused	0%	1%

**A-2: In the past 30-60 days, have you read, seen or heard anything about alcohol-impaired driving (or drunk driving) enforcement by police? \_\_\_\_ Yes \_\_\_\_ No**

CDOT question version:

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

	<b>March 2011</b>	<b>September 2011</b>
1) Yes	25%	53%
2) No	72%	45%
3) Don't know	3%	2%
4) Refused	0%	0%

**A-3: What do you think the chances are of someone getting arrested if they drive after drinking? \_\_\_\_\_ Always \_\_\_\_\_ Most of the time \_\_\_\_\_ Half the time \_\_\_\_\_ Rarely \_\_\_\_\_ Never \_\_\_\_\_ (if applicable indicate prior results and date \_\_\_\_\_)**

CDOT question version:

Suppose you drove a motor vehicle after drinking alcohol and the amount of alcohol in your body was more than what the law allows for drivers. How likely is it that the police would stop you?

	<b>March 2010</b>	<b>September 2010</b>
1) Very likely	26%	30%
2) Somewhat likely	43%	39%
3) Somewhat unlikely	13%	17%
4) Very unlikely	10%	7%
5) Don't know	8%	7%
6) Refused	0%	0%

**Seat Belt Use**

**B-1: How often do you use seat belts when you drive or ride in a car, van, sport utility vehicle or pick up? \_\_\_ Always \_\_\_ Most of the time \_\_\_ Half the time \_\_\_ Rarely \_\_\_ Never**

CDOT question version:

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

	<b>March 2011</b>	<b>June 2011</b>
1) All of the time	87%	88%
2) Most of the time	7%	7%
3) Some of the time	3%	2%
4) Rarely	2%	1%
5) Never	1%	2%
6) Don't know [DO NOT READ]	0%	0%
7) Refused [DO NOT READ]	0%	0%

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

CDOT question version:

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

	<b>March 2011</b>	<b>June 2011</b>
1) Yes	5%	31%
2) No	93%	67%
3) Don't know	3%	2%
4) Refused	0%	0%

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

**\_\_\_ Always \_\_\_ Most of the time \_\_\_ Half the time \_\_\_ Rarely \_\_\_ Never**

CDOT question version:

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

	<b>March 2011</b>	<b>June 2011</b>
1) Very likely	18%	28%
2) Somewhat likely	29%	28%
3) Somewhat unlikely	27%	26%
4) Very unlikely	24%	15%
5) Don't know	2%	3%
6) Refused	0%	0%

**Speeding**

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

\_\_\_\_\_ Always \_\_\_\_\_ Most of the time \_\_\_\_\_ Half the time \_\_\_\_\_ Rarely \_\_\_\_\_ Never

CDOT question version: No Change

	<b>June 2011</b>
1) All of the time	7%
2) Most of the time	11%
3) Some of the time	25%
4) Rarely	39%
5) Never	18%
6) Don't know [DO NOT READ]	0%
7) Refused [DO NOT READ]	0%

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

\_\_\_\_\_ Always \_\_\_\_\_ Most of the time \_\_\_\_\_ Half the time \_\_\_\_\_ Rarely

CDOT question version: No Change

	<b>June 2011</b>
1) All of the time	2%
2) Most of the time	8%
3) Some of the time	23%
4) Rarely	36%
5) Never	31%
6) Don't know [DO NOT READ]	0%
7) Refused [DO NOT READ]	0%

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

CDOT question version:

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

	<b>June 2011</b>
1) Yes	35%
2) No	65%
3) Don't know	1%
4) Refused	0%

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

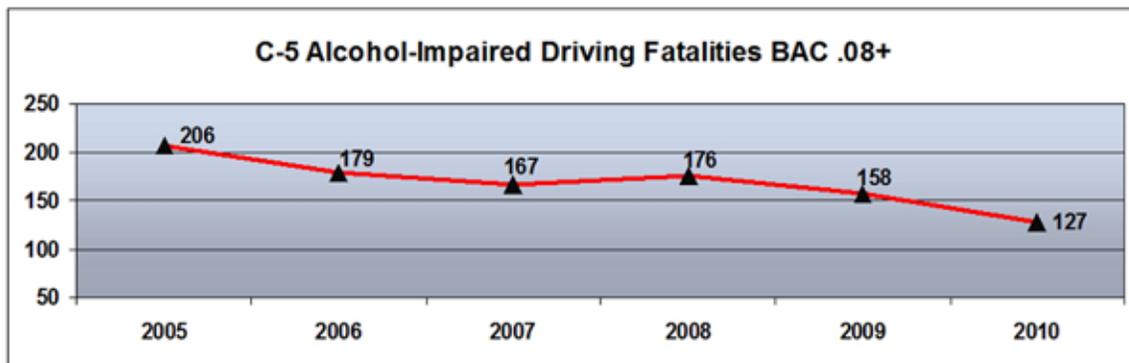
\_\_\_\_\_ Always \_\_\_\_\_ Most of the time \_\_\_\_\_ Half the time \_\_\_\_\_ Rarely \_\_\_\_\_ Never

CDOT question version:

Suppose you drove your motor vehicle 5mph over the speed limit for the next 6 months. How likely is it that the police would stop you?

	<b>June 2011</b>
1) Very Likely	12%
2) Somewhat likely	26%
3) Somewhat unlikely	32%
4) Very unlikely	27%
5) Don't know [DO NOT READ]	2%
6) Refused [DO NOT READ]	0%

# Impaired Driving



In 2009, there were 465 total fatalities, of which 178, or 38%, were alcohol related. Alcohol-related fatalities have consistently declined.

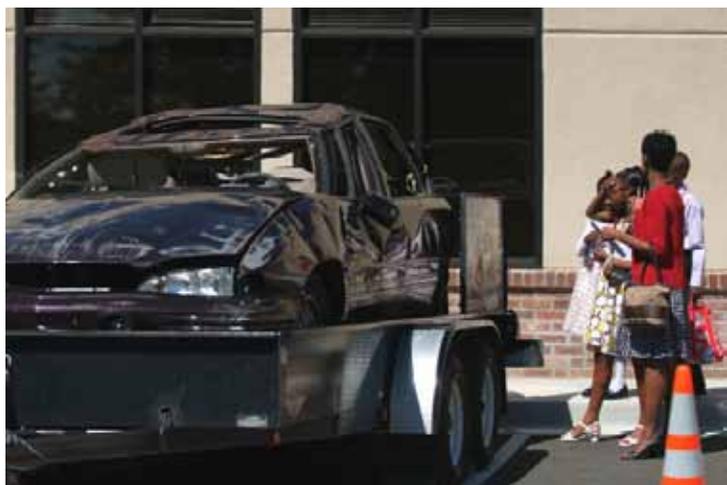
The OTS Impaired Driving program funds projects that support CDOT's goal of meeting its impaired driving-related performance measures. Activities in the Impaired Driving program included high visibility impaired driving enforcement; impaired driving education for young drivers and their parents; police traffic services; and community-based prevention programs, training, and technical assistance.

Activities to decrease Impaired Driving included:

- Impaired driving education programs
- Aggressive high-visibility enforcement
- Public awareness through *The Heat Is On* media campaigns
- Enforcing DUI laws on sections of roadway with high incidence of alcohol-related crashes
- Statewide sobriety checkpoints through *Checkpoint Colorado*
- Training law enforcement officers in the detection of impairment in drivers
- Creating new and maintaining existing DUI Courts
- Focusing on high-risk groups of drivers for impaired driving education and prevention programs
- Working with community groups throughout the state to develop and implement impaired driving programs appropriate to the needs of their populations

## Program Administration

The Impaired Driving program is administered by Program Manager Glenn Davis with the assistance of OTS Project Managers Robin Rocke, Paul Peterson, Gina Guerrero, Ilana Erez, and Leslie Chase. There were 18 projects in the program, and a planned budget of over \$1.9 million.



### **DUI/DRE Enforcement Training ~ LEAD Impairment Training ~ 11-01-11-01**

#### **Program Description**

The Driving Under the Influence/Drug Recognition Expert Enforcement Training program provides training to numerous agencies across the State. Primary classes include: Advanced Roadside Impaired Driving Enforcement (ARIDE), Standardized Field Sobriety Testing (SFST) Instructor School, SFST Practitioner School, State DUI/DRE updates, and Drug Impairment Training for Educational Professionals (DITEP).

#### **Results**

- 15 ARIDE classes were conducted with 181 Officers attending
- 2 SFST Instructor Schools were held with 29 Officers attending
- 2 SFST Practitioner Schools were held, training 28 Officers
- The State DUI Instructor and DRE In-Service conducted a total of 2 one-day conferences, training a total of over 250 Officers

### **Interagency Task Force on Drunk Driving ~Colorado State Patrol ~ 11-01-11-02**

#### **Program Description**

The goal of this program is to provide administrative support to the Interagency Task Force on Drunk Driving in order to increase its ability to accomplish its mission, and increase traffic safety by reducing the number of drivers under the influence of drugs or alcohol.

#### **Results**

- Provided staff to arrange meetings, take notes, and update plan based on discussion and suggestions
- Provided meeting minutes for the October 15, November 19, January 21, February 18, March 18, April 15, May 20, July 15, and September 16 meetings
- Assisted the drafting of revisions to the bylaws in response to new members and meeting schedules

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

#### **Program Description**

The goal of this project is to bring DUI courts online in counties throughout the state in a manner that ensures the adoption of the guiding principles of problem-solving courts and in a manner that the courts can continue after the initial start-up funding runs out.

#### **Results**

- Aggregate success rate for all courts was 59.6% and the percentage that did not complete the program was 40.4%
- All courts focused on high-risk, high-need defendants, in accordance with the 10 Key Components for Drug Courts
- All of the new courts quickly reached, and in many cases exceeded, capacity in service delivery
- Retention levels of participants remained at a high level in all courts

### **Traffic Safety Resource Prosecutor (TSRP) ~ Colorado District Attorneys' Council ~ 11-01-11-04**

#### **Program Description**

The primary purpose of the TSRP program is to provide education and training to law enforcement and prosecutors in order to improve the quality of impaired driving investigations and prosecutions. During the 2010/2011 grant cycle, 590 people received training, including prosecutors from all 22 District Attorney's Offices in the State, and personnel from over 50 different law enforcement agencies.

#### **Results**

- Expanded the use of technology for both training and communications by implementing the use of webinars and video conferencing
- Delivered information and knowledge via the Colorado District Attorneys' Council (CDAC) website, cdacweb.com, with over 1,600 registered users
- Received and responded to over 150 technical assistance requests from law enforcement and prosecutors around the state

### **Decrease Impaired Driving Among College Students ~ BACCHUS ~ 11-01-11-05**

#### **Program Description**

With the goal of decreasing impaired driving in the student population, this project worked with 4 campuses in Colorado: Aims Community College, Colorado Mountain College – Spring Valley, Colorado State University – Pueblo, and Fort Lewis College. The project facilitated 8 DUI awareness events on the campuses that engaged each campus' local law enforcement to conduct field sobriety tests as well as to connect campus prevention staff with law enforcement for future collaboration.

#### **Results**

- Collected pledges from students to not drink and drive; not ride with a driver who has been drinking; not text and drive; and always wear a safety belt, whether a driver or passenger
- Collected 560 pledges from the campuses
- Trained 133 students to be empowered bystanders who are more likely to intervene
- Bystander intervention training also was provided to the campuses in the form of a train-the-trainer call

### **MADD Colorado Underage Drinking Prevention ~ Mothers Against Drunk Driving ~ 11-01-11-06**

#### **Program Description**

The program goal is to prevent underage drinking and drunk driving by providing alcohol education.

### Results

- Completed 200 alcohol education presentations to middle schools, high schools, colleges, at-risk facilities, driving schools, the military, and other community partners
- Reached 18,096 youth, parents, and community members with MADD's life-saving mission
- 19 officers and agencies throughout the state were honored at a youth-led dinner and award ceremony for their commitment to MADD's mission to stop drunk driving and prevent underage drinking

### **DUI Reduction and Prevention ~ Grand Futures Prevention Coalition (GFPC) ~ 11-01-11-07**

#### **Program Description**

GFPC serves residents in Grand (GC), Routt (RC) and Moffat (MC) counties. Both RC and MC are identified within the "top 10 worst counties" according to FY2010 CDOT Problem Identification Report. The program goal is to reduce the number of fatalities in crashes by implementing a comprehensive marketing campaign within the 14th Judicial District focused on impaired driving and youth and adult alcohol usage.

#### **Results**

- Created coalition ad campaigns targeting high-risk alcohol holidays and events
- Developed and disseminated over 65 Responsible Alcohol Retailer toolkits which included ID guides
- Collaborated with the school art programs to involve youth in the creation of media campaigns around drunk driving, riding with impaired parties, and the effect of alcohol in general
- Launched Text-A-Tip, a texting hotline used to anonymously report crimes, including DUI reporting

### **Impaired Driving Enforcement ~ Colorado State Patrol (CSP) ~ 11-01-11-09**

#### **Program Description**

The goal of this program is to increase traffic safety by reducing the number of drivers under the influence of drugs or alcohol. This will be achieved by providing 5,570 hours of overtime on DUI enforcement using traffic crash prevention teams, multi-agency sobriety checkpoints, and other innovative approaches proposed by CSP troops.

#### **Results**

- 6,118.6 hours were performed, resulting in 535 DUI arrests
- 3 ARIDE trainings were supported by grant funds, providing training to 57 troopers
- Overall impaired driving crashes were reduced by almost 5% over the past year
- Fatality and injury rates have fluctuated during the past year, but they have declined steadily over a 4 year period

### Checkpoint Colorado ~ OTS ~ 11-01-11-11

#### Program Description

The purpose of sobriety checkpoints is to deter driving after drinking by increasing the perceived risk of arrest. To do this, checkpoints should be highly visible, publicized extensively, and conducted regularly. NHTSA research shows that in areas where DUI checkpoints are routinely practiced, the number of alcohol-related traffic fatalities and crashes are reduced. The OTS uses the Problem ID Report, which is based on 2010 crash and fatality data, to select law enforcement agencies to participate in Checkpoint Colorado. The targeted agencies are required to conduct a minimum of 5 DUI checkpoints, with 2 of those checkpoints occurring during holiday weekends.

#### Results

- 8 agencies participated in the 2011 Checkpoint Colorado and received grant funds totaling \$159,075
- Combined hours worked during enforcement periods totaled 2,639
- The total number of DUI arrests for the 8 agencies was 203

### Law Enforcement Coordinator ~ Colorado LE Traffic Safety Services, Inc. ~ 11-01-11-13

#### Program Description

The goal of the Law Enforcement Coordinator program is to enhance the enforcement of Colorado traffic laws by assisting with and coordination of statewide training, grant processes, and local enforcement activities.

#### Results

- Assisted in facilitating the International Association of Directors of Law Enforcement Standards and Training (IADELEST) Enforcement of Motorcycle Laws course at the Colorado State Patrol Academy
- Recruited 63 police departments and 24 sheriff's offices to work impaired driving enforcement during 7 high visibility enforcement periods
- Participated in 2 of the 3 *Click It or Ticket* occupant protection enforcement campaigns, resulting in over 11,000 citations

### Denver DUI Enforcement ~ Denver Police Department ~ 11-01-11-14

#### Program Description

The Colorado Fatality Analysis Reporting System (FARS) Fatal Tracker lists Denver as the city with the third highest number of traffic fatalities in the State from 2006 through 2008. In 2008 Denver ranked number 2 of the top 10 counties for traffic fatalities and in 2008, 30% of traffic fatalities in Denver were alcohol related. The program will use funds to support impaired driving enforcement episodes, including sobriety checkpoints and saturation blitzes, in coordination with CDOT enforcement activities.

### Results

- Denver Police DUI Unit conducted several large and small scale saturation patrols targeting the downtown area
- Larger scale saturation patrols had as many as 17 solo units assigned to increase visibility and effectiveness
- DUI saturation patrols resulted in 62 DUI arrests, 1 DUID arrest, 318 citations, and 29 other arrests

### Smart Roads ~ Crossroads Turning Points, Inc. ~ 11-01-11-15

#### Program Description

The goal of this program is to reduce the number of fatalities in DUI crashes for drivers age 20 or younger in Pueblo, San Luis Valley, Huerfano, and Las Animas Counties. The program will provide increased safe driving education through youth programs in the Pueblo community and develop Students Against Destructive Decisions (SADD) chapters in 8 Pueblo city schools. Enhancing community coalitions and assisting law enforcement efforts with DUI sobriety checkpoints and *Click It or Ticket* campaigns are key initiatives that will be used to help achieve these goals.

#### Results

- Provided 12 drug- and alcohol-free alternative activities for teens and families
- SADD/YIA (Youth in Action) Chapters were developed in 8 Pueblo city schools, 1 Huerfano high school, and a community YIA group which met in Pueblo promoting the message “21 Means 21”
- 8 parent education night events were organized for 800 teens and their families
- Fatal impaired driving crashes with BAC .08+ declined in Pueblo and Las Animas from 2008 to 2009: Pueblo 9 to 7, Las Animas 2 to 1, Alamosa stayed at 1, and Huerfano went from 0 to 3 fatalities

### Impaired Driving Prevention Programs ~ Auraria Police Department ~ 11-01-11-16

#### Program Description

The program goal is to reduce the number of traffic accidents and fatalities among the college student population caused by impaired drivers by educating students and visitors to the Auraria campus on the risks of driving while impaired. The objective of the DUI educational booth at campus safety fairs is to increase awareness of the DUI laws and BAC levels. The information pamphlets that are handed out explain how the number of alcoholic drinks consumed affect BAC and motor skills.

### Results

- Added mobile Alcohol Awareness booths and set up tables with informational pamphlets and giveaways all over the campus
- Formed working relationships with 2 smaller campuses and held numerous safety fairs educating their students
- Officers talked to over 3,000 students, staff, and faculty on and off this campus and received over 100 pledge cards

### **Drug Recognition Expert (DRE) Training ~ Office of Transportation Safety ~ 11-01-11-18**

#### **Program Description**

The goal of the program is to ensure that there are trained DREs available to law enforcement agencies statewide to apprehend and evaluate drivers impaired by drugs for prosecution. The process includes selecting qualified law enforcement officers for DRE and DRE instructor training, presenting DRE classroom and field training, and evaluating drug evaluations from trained DREs.

#### **Results**

- Continued to expand the DRE training program by funding 2 in-service schools
- 19 DRE candidates attended a 9-day DRE School in Loveland, CO
- 75% of the candidates have completed their required testing and evaluations and are awaiting their certifications from the International Association of Chiefs of Police
- Auraria Police Department hosted the first annual Impaired Driving Conference

### **Denver Sobriety Court ~ City of Denver ~ 11-01-11-21**

#### **Program Description**

The Denver Sobriety Court's mission is to provide an efficient, judicially-supervised, accountable and systemic process to address addiction, and offender success and recovery. The goals of the Sobriety Court are: to provide a comprehensive, expedited and coordinated judicial response to repeat impaired drivers; to increase community safety through efficient and effective jail to community treatment and monitoring; and to reduce recidivism for previous DUI offenders through effective treatment and recovery services.

#### **Results**

- Out of 110 offenders deemed eligible, 69 agreed to participate in Sobriety Court and have been sentenced
- A criminal record check has been completed on the 69 Sobriety Court clients and none have reoffended with a DUI or a new criminal offense since their entry into the program
- The Denver County Jail's R.I.S.E. (Recovery in a Secure Environment) unit was opened on July 5, 2011 to provide treatment services to Sobriety Court offenders

### **Checkpoint Equipment ~ Local Law Enforcement Agencies ~ 11-01-11-22**

#### **Program Description**

The goal of the Checkpoint Equipment program is to provide law enforcement agencies with the required equipment to run a safe and operational DUI checkpoint.

#### **Results**

- Flares and/or fuses, safety cones, permanent and portable lighting, signs, vests, flashlights and Portable Breath Testers (PBTs) were provided to the Aurora Police Department, Jefferson County Sheriff's Office, and Lakewood Police Department
- 15 checkpoints were conducted

### **Portable Breath Testers for Specialized Enforcement Projects ~ Local Law Enforcement Agencies ~ 11-01-11-23**

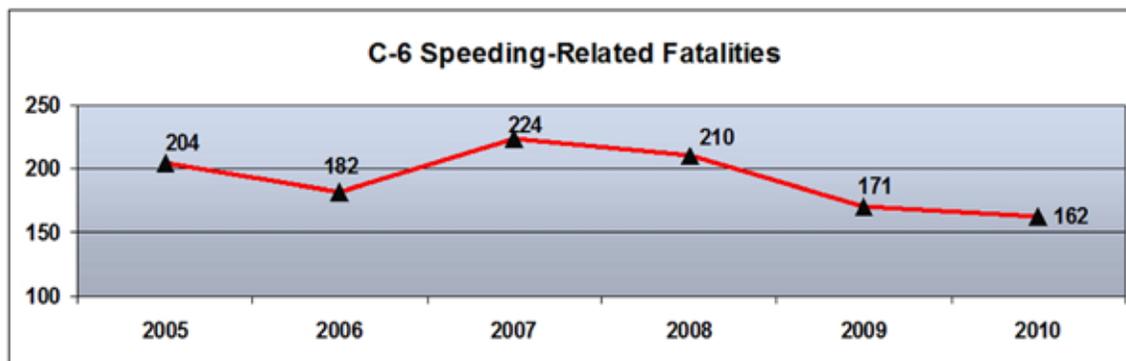
#### **Program Description**

The PBTs are an effective tool in law enforcement. PBTs can detect alcohol in drivers who have been contacted in traffic offenses and 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.

#### **Results**

- 170 PBTs were purchased
- 58 PBTs have been issued to various law enforcement agencies throughout Colorado

# Speed Enforcement



In Colorado in 2010, 153, or 33%, of 448 total fatalities were speed related.

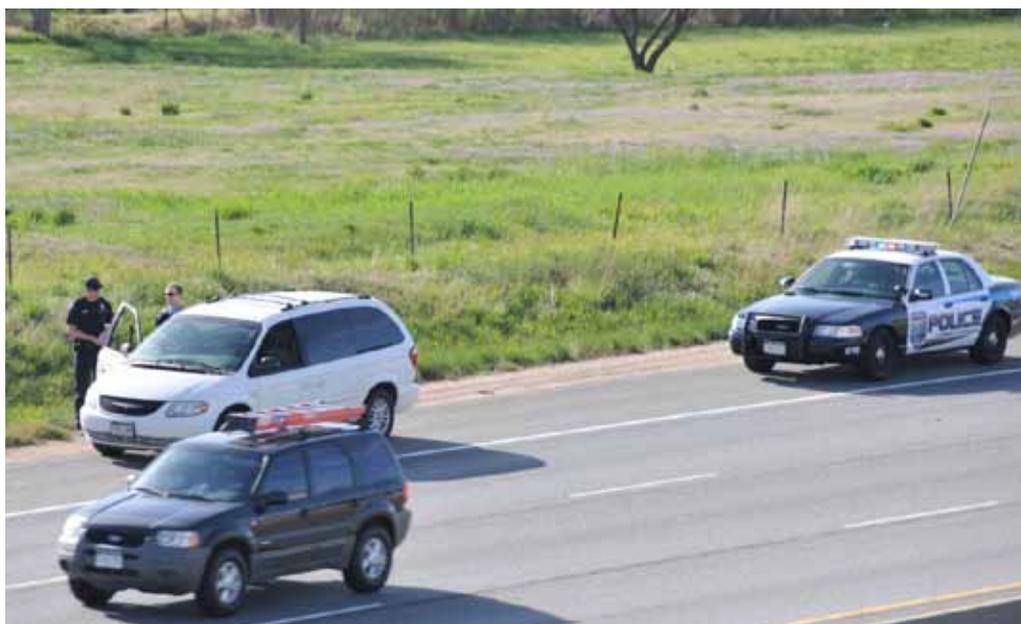
The goal of the OTS Speed Enforcement program is to assist law enforcement and community stakeholders in establishing and maintaining successful and effective speed enforcement and control programs.

Activities to increase speed enforcement and control included:

- Speed enforcement efforts on I-25 through the Denver Metro area
- Collaborating with local law enforcement agencies to improve their speed enforcement and control projects
- Monitoring and evaluation of past projects
- Increasing the number of speed enforcement and control projects

## Program Administration

The Speed Enforcement and Control program is administered by Program Manager Glenn Davis with support from Project Manager Terry Huddleston. There were 4 projects in this program with a planned budget of \$187,900.



### **Focused Speed Enforcement ~ Denver Police Department ~ 11-02-21-01**

#### **Program Description**

The goal of this program is to reduce the number of traffic fatalities and serious bodily injury crashes on Denver roadways, by enforcing speed violation laws in areas that have a high number of speed-related crashes. Overtime pay for officers was used to provide concentrated, repetitive, high-visibility enforcement. The main areas of focus were the I-25 and I-70 corridors.

#### **Results**

- 1,681 hours of enforcement were conducted by 54 officers
- 5,324 speeding citations were issued, as well as citations for seat belt use, aggressive driving, and motorcycle safety-related issues
- 9 DUI and 24 other arrests were made

### **Aurora Highway Safety Campaign ~Aurora Police Department ~ 11-02-21-02**

#### **Program Description**

The goal of this program is to reduce the number of accidents and the number of speed-related accidents in Aurora, with a focus on the I-225 and I-70 highways that run through it. Overtime officer pay was combined with local matching funds to provide ongoing, repetitive, and high-visibility enforcement of speeding violations. One successful measure of the campaign is that officers were able to work fewer hours due to a reduction in number of violaters per hour, and were still able to maintain reductions in speeding violations.

#### **Results**

- 4,965 summonses were issued
- 95% of citations were issued for speeding violations
- Violations were reduced from 1 per minute to 1 per 12 – 15 minutes due to motorists knowing officers “were always out there” on the highways
- Since 2009, the total number of accidents was down 26%, accidents with speed as a factor were down 22%, and injuries were down 16%

### **Reducing the Number of Speed-Related Fatalities ~ Thornton Police Department ~ 11-02-21-03**

#### **Program Description**

This program's goal is to reduce the number of speed-related and fatal crashes within the City of Thornton through nighttime speed enforcement. Efforts focused on I-25 and Highway 7. The program provided both speed enforcement and education through high-visibility and contacts with motorists. Two motorcycle officers, with assistance from patrol officers, were deployed and used the Distance Between Cars (DBC) laser devices.

### Results

- 5,805 citations were issued during 488 hours of enforcement
- 2 fatalities on I-25 and no fatalities on Highway 7 were reported
- 454 accidents were reported
- A measurable decline in speeding was observed

### Weekend Crash Reduction ~ Northglenn Police Department ~ 11-02-21-04

#### Program Description

The goal of this program is to reduce the number of serious injury and fatal accidents within the City of Northglenn on the I-25 highway. Grant funding was used to purchase a TruCam laser, and videos from the laser were made available to defendants when they made their court appearances. These proved to be an eye-opener for the defendant who was seeing his/her driving behaviors from a new perspective. Several defendants commented that they didn't realize the issues their behaviors caused until they saw it on tape. The grant also provided an opportunity to build partnerships with other agencies and government entities.

#### Results

- The number of serious injuries and fatalities decreased to 0
- Only 1 vehicular assault and 1 fatality on I-25 were investigated
- During the time periods officers were working the interstate, there were no reported accidents at all
- Colorado State Patrol and Thornton Police Department both actively participated in the enforcement periods, and 1 enforcement operation was conducted with a county-wide DUI saturation event involving over 40 officers from agencies throughout Adams County

### Speed Enforcement Mini-Grants ~ Local Law Enforcement Agencies ~ 11-02-21-05

#### Program Description

The goal of this program is to reduce speed, reduce impaired driving, and increase seat belt use. Two agencies, the Cortez Police Department and Park Officers at Cherry Creek State Park, were selected to receive mini-grants to purchase updated speed measuring and/or control equipment.

#### Results

- 3 speed measuring units were installed in new vehicles in Cortez, where 3 enforcement periods were held on Main Street and Highway 160 for zero-tolerance enforcement of speed, alcohol, and seat belt laws
- Radar and Light Detection and Ranging (LIDAR) equipment purchased by the Cherry Creek State Park was used to enforce speed-related laws during commuter traffic hours and during high-use periods within the park

# Traffic Records

The goal of CDOT's Office of Transportation Safety and Traffic Engineering Branch is to provide an integrated, responsive, timely and accurate accident records system. The Traffic Engineering Branch undertook two major activities to support this goal: enhancing the traffic records system; and traffic data collection and analysis.

## Enhancing the Traffic Records System

CDOT continues to work with its data partners to improve the accident record system. These projects include:

- Developing and maintaining comprehensive Emergency Medical Services and Trauma Registries at the Colorado Department of Public Health and Environment
- Updating and maintaining software to automate and standardize CDOT's crash record data received from the Department of Revenue
- Updating 2007 - 2011 crash records
- Continued evaluation of a Traffic Records Virtual Data Warehouse
- Assessing Colorado's Traffic Records System, including taking an active role in the Statewide Traffic Records Advisory Committee (STRAC)
- Coding Crash Location Data
- Designing and building a GPS application that will pinpoint latitudes and longitudes

## Traffic Data Collection and Analysis

Traffic Records activities include tasks designed to provide CDOT with timely and accurate data for measuring performance and more strategically allocating resources to address both persistent and emerging traffic safety problems. Data collection and analysis help provide the identification of high-risk drivers and communities in new ways and include the integration of citation records which were used in the Problem Identification Report.

## Program Administration

The Traffic Records program is administered by the Traffic Records Unit in Traffic Engineering Branch in partnership with the OTS, and includes staff members Rahim Marandi, PE, Traffic Records Program Manager, with assistance from David Bourget, PE, George Atencio, Charles Keep, BoYan Quinn, and Kevin Dietrick. Tara Mundt provided technical assistance, budgeting, technical financial processes, reporting, file maintenance, contracting and project management. Bryan Allery, PE, Traffic Engineer, added oversight assistance. This group, with assistance from the sub-grantees, was responsible for 8 projects with a planned budget of \$543,380.



### Enhancing EMS and Trauma Registry Systems ~ Colorado Department of Public Health and Environment ~ 11-04-41-03

#### Program Description

The goal of this program is to develop and maintain comprehensive Emergency Medical Services (EMS) and Trauma Data Systems at the Colorado Department of Public Health and Environment (CDPHE) in order to successfully provide health information to the integrated traffic records system.

Improvement was achieved by increasing the number of EMS agencies that routinely download patient care report information to the State EMS database, and by monitoring downloads from the original sources to improve data quality and completeness in the State EMS database and the State Trauma Registry. The program also explored the use of Linksoolv software to link traffic accident reports to health data.

#### Results

- 159 (79%) of the ground transport agencies in the state are currently download to the State database
- 5 of the 9 licensed in-state air transport agencies are submitting data
- Approximately 79% of the records are received within 90 days
- As of October 1, 2010, the Trauma Registry contained data on more than 271,000 trauma patients (since 1997)

### 2011 Traffic Records Enhancement ~ 11-04-41-05

#### Program Description

The goal of this project is to hire and train temporary staff to work with CDOT staff to expedite the processing of the most recently uploaded crash records and to help make the records available for use. Proper training is needed to help the project meet the SAFETEA-LU requirements, improving the timeliness, accuracy, completeness, uniformity, integration, and accessibility of the State traffic safety data. The temporary staff conducted data quality assurance and other tasks, including aiding in the training of other crash coders.

#### Results

- 4 temporary employees were hired on December 6, 2010
- 6,171 hours (70%) were logged of the 8,000 planned hours of data cleansing and location identification for 2006 through 2010 traffic crash records
- All of the 2010 crash records had been reviewed, including the first check, called coding the record
- All the 2009 crash records were edited, including the second and final comprehensive check, by September 30, 2011

### CDOTEARS Phase 3 ~ Colorado Department of Transportation ~ 11-04-41-06

#### Program Description

The goal of the CDOTEARS program is to reduce the time needed to summarize and cleanse crash data; the ultimate goal being 24-48 hours from the time it is loaded into the EARS server to when it is available to CDOT. An additional goal is to provide easy-to-access, summarized data for use by other agencies and municipalities. The current process, although functional, needs modification to bring it to a more accurate, timely process that saves time and resources.

#### Results

- Re-engineered the Sync program
- Re-engineered the Summary program
- Re-engineered the Query program
- Re-engineered the Request program
- Modified program to accommodate different latitude/longitude values for ArcGIS

### ArcGIS Web Service Development ~ 11-04-41-07

#### Program Description

The goal of the program is to greatly improve the accuracy of location data for both CDOT and outside law enforcement agencies. The ArcGIS Environmental Systems Research Institute (ESRI) software process currently working in the EARS to CDOT transfer process needs to have expanded availability via web service to other CDOT processes. The possibility of publishing the ArcGIS web service for use by authenticated agencies needs to be investigated and implemented, if approved.

#### Results

- Research was done on the new objects produced by ArcGIS
- Modifications to the EARS Summary program was done in their access to and approach of ArcGIS due to changes made at DMV
- Met with Division of Transportation Development (DTD) staff to discuss the delay on the development environment where it was decided that using the existing environment at Traffic Engineering would suffice
- Created framework for Web Service application

### CDOTEARS Maintenance ~ 11-04-41-08

#### Program Description

The process of synchronizing crash reports from the Department Of Revenue to CDOT, summarizing them, and reporting the results to traffic engineers has incredible value to both CDOT and other Colorado municipalities. The current process, although functional, needs modification to bring it to a more accurate, timely process that saves time and resources. The goal is to provide timely and accurate adjustments for transfer, summary and road coding programming to compensate for changes in IT systems at DOT/DMV and CDOT. On-going service and maintenance will be provided as the system at Department of Revenue changes and affects the CDOT processes.

### Results

- Provided data counts to verify DMV data loads
- Created extracts for June – August
- Evaluated reason for not receiving records from DMV starting June 28, 2010 and resolved the issue.
- Overcame the blockage of loading the DateKey field by DMV

### Traffic Records Tech Transfer ~ 11-04-41-09

#### Program Description

The goal of this program is to provide opportunities to learn about traffic records collection methods, best practices, and advances in technology by funding attendance at conferences, training, and events. Funding was provided for 2 core STRAC members to attend the 37th International Traffic Records Conference hosted by National Safety Council and sponsored by NHTSA. Traffic engineers were given the opportunity to meet with Traffic Records software developers to discuss current and future needs in areas such as usage, collection, analysis, current and emerging technologies, current systems and programs, and research.

#### Results

- Provided an avenue to learn about U.S. Department of Transportation programs that impact the effort to improve safety of our highways
- Created an opportunity to meet with vendors to examine new products that may have a positive impact on the effort to achieve transportation safety

### GPS and SharePoint ~ 11-04-41-10

#### Program Description

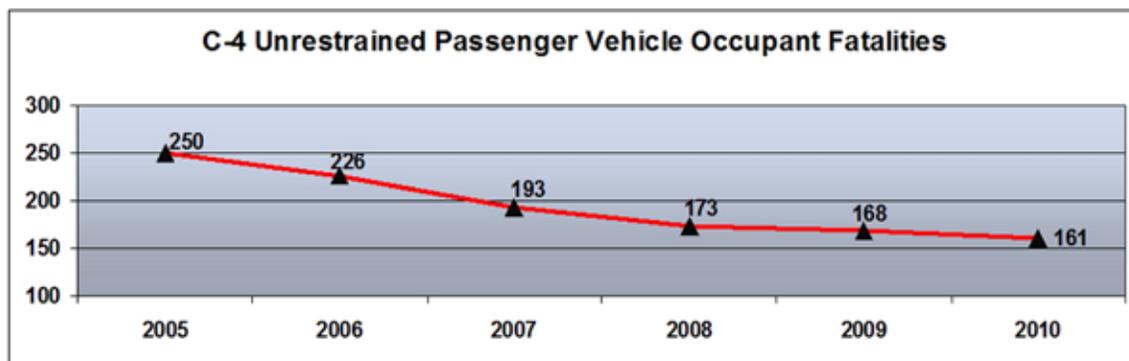
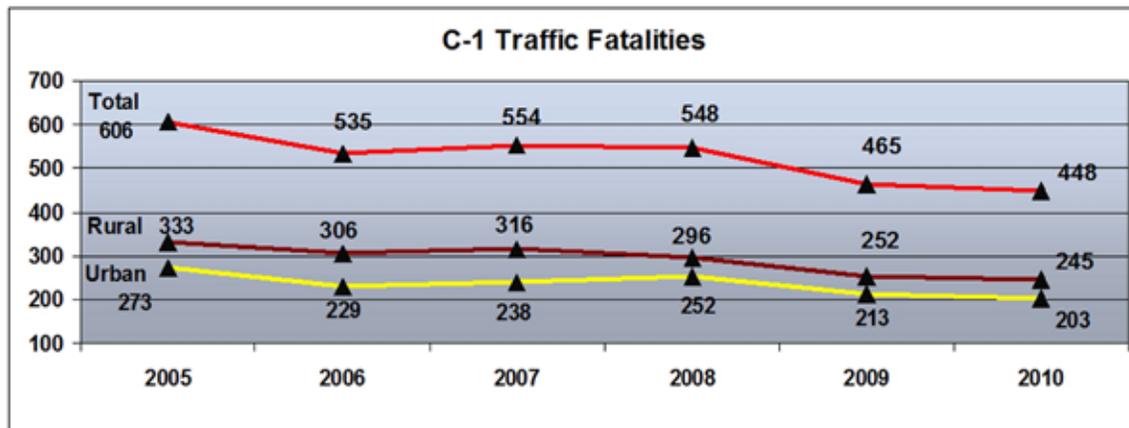
The goal of this project is to enable the CSP to meet its traffic safety goals and further its efforts to enhance and streamline traffic records. This was accomplished by:

Designing, developing and deploying a custom integrated Global Positioning System (GPS) Microsoft.NET application to collect the latitude and longitude coordinates for existing CSP Microsoft Infopath forms; and designing, developing, and deploying a secure, electronic workspace to collaborate and conduct business operations with federal, state, and local business partners, including the Colorado Departments of Revenue and Transportation, District Attorneys, and other law enforcement agencies.

#### Results

- The CSP designed, built, and deployed a GPS application that will enable accurate and timely geospatial data to be developed into metadata for future forecast
- Traffic and accident modules are currently being utilized in the field by CSP personnel
- 1 Forefront Unified Access Gateway 2010 server license, 1 Forefront Unified Access Gateway External Connector license, and 1010 Forefront Unified Access Gateway Client Access licenses were purchased, and all were installed on the designated CSP extranet servers
- An extranet has been developed that will enable the CSP to effectively manage business partner access to traffic records

# Occupant Protection



The OTS Occupant Protection program supports the goals of: increasing seat belt and child passenger restraint system use, both state wide and among key segments of the driving population, and reducing the number of unrestrained fatalities and the number of young drivers involved in fatal crashes. This year, the Occupant Protection program focused on establishing and enhancing projects in several metro area locations including Jefferson, Denver, Larimer, and Pueblo counties; rural areas including 10 Regional Emergency Medical and Trauma Advisory Councils (RETACs); and the Southern Ute Tribe, as well as numerous state-wide efforts.

Activities to address Occupant Protection included providing:

- Support to rural communities to address high unrestrained fatality and low seat belt usage rates
- Occupant Protection education to parents, caregivers and to the general public on the appropriate use, installation and requirements of child passenger safety restraints
- Educational material to raise public awareness of the types and hazards of distracted driving

## Program Administration

The Occupant Protection program is administered by Program Manager Carol Gould with assistance from OTS Project Managers: Leslie Chase, Ilana Erez, Terry Huddleston, and Gina Guerrero. There were 24 projects in the program with a planned budget of over \$1.8 million.

### Southwest Colorado Child and Adolescent Safety ~ SUCAP ~ 11-06-61-01

#### Program Description

The goals of this program are to increase correct usage of child safety seats and to increase safe driving practices among teens. The program focused on parents transporting children under 4'9" tall and on children with special health care needs.

Programs to reduce distracted driving among teens included partnerships with high schools, educational events, and maintaining strong community collaborations. Pre- and post-education seat belt surveys documented progress toward child passenger safety (CPS) and teen safe-driving goals.

#### Results

- 15 new CPS Technicians were trained and 149 child safety seats were checked. 3 families were loaned special needs seats
- A new CPS referral system with 3 Health Departments connected 38 CPS referrals to other local agencies
- Pre- and post-education surveys at Ignacio High School showed an increase from 31% to 43% wearing seat belts. Surveys at Bayfield High School showed seat belt usage at 79%, up from 70% in 2008
- While children riding in back seats were restrained 72% of the time, this was down from a pre-education survey rate of 88%

### Child Passenger Safety Team Colorado ~ Colorado State Patrol ~ 11-06-61-02

#### Program Description

The goal of this program is to reduce unrestrained passenger fatalities through proper safety restraint use by children, and to educate caregivers and health organizations on the proper use of child restraints. A trooper was assigned to manage the statewide Child Passenger Safety Team Colorado Advisory Council and its programs, which provide education, coordination, resources, and training. Strengthening relationships with RETAC and focus groups in the San Luis Valley helped identify key issues and areas needing improvement.

#### Results

- 43 educational events were held for technicians and caregivers resulting in 90 new technicians certified, 37 certifications renewed, and 96 non-technician caregivers educated
- The Advisory Council met and distributed program materials to over 100 organizations
- A pre- and post-survey showed significant increases in favorable ratings for both the State's CPS education programs and statewide communication
- Statewide training coordination was demonstrated through creating a contract with Children's Hospital Colorado and activities such as a *Booster Seat Blitz* and planning training for EMS personnel on transportation of non-critical patients

### **Teen Motor Vehicle Safety and Child Passenger Safety Project – Phase 3 ~ Mesa County Health Department ~ 11-06-61-03**

#### **Program Description**

The goal of this program is to provide education about the proper use of child safety restraints to parents, and to provide education to teens about the Graduated Drivers License (GDL) laws. Initiatives include continuous appointments for inspection and installation of child safety seats at fit stations, *Teaching Your Teen to Drive* classes, and a multi-media educational campaign using radio and television ads, print media and billboards. Pre-education and post-education surveys were conducted to identify knowledge levels about infant car seat installation and about GDL laws.

#### **Results**

- 334 seats were checked at 15 fit stations, and 81 seats were distributed to families who could not afford to buy an appropriate seat
- Survey results of 30% and 33% indicate a low level of understanding of how to install and use rear-facing infant car seats.
- A multi-media campaign was launched to promote fitting and education stations
- 157 participants attended *Teaching Your Teen to Drive* classes, resulting in an increase among participants from 68.1% to 100% in knowledge of the new laws

### **Hispanic Teen Driving Initiative ~ Hispanidad ~ 11-06-61-04**

#### **Program Description**

This program reaches the Spanish-speaking and bilingual community with education about the importance of using seat belts, child passenger safety and the Colorado GDL laws. The program focuses on teens and their parents, as well as teenage mothers, in the Denver metropolitan area. Campaign outreach through collaborations with community partners, paid media, and grassroots special events reinforced the safety message. Multi-media events and partnerships with Spanish-speaking radio station KS 1075 increased awareness.

#### **Results**

- The video contest received 114 entries which were viewed 66,256 times on YouTube
- 40 families, 75% of whom were Hispanic, attended a car seat check-up event for teen parents, where 56 car seats were checked
- Education sessions addressing child passenger safety were held for teen pregnancy groups

### **African American Occupant Protection Program ~ BurksComm ~ 11-06-61-05**

#### **Program Description**

The goal of this project is to increase usage of both child and passenger restraint systems among African American men (ages 18-24) and the African American communities. Collaborations with community organizations and sports groups continued.

## Results

- 2 car seat fitting stations checked 70 cars and replaced 53 seats
- A 20-minute live puppet show, *Make It Click* designed to empower preschoolers to take responsibility for their own vehicle safety was presented at 4 inner-city Head Start schools
- 2 videos were produced and presented: *Choice of a Lifetime*, aimed at African American male teens, and *A Car Seat Conversation*, tailored to speak to parents, extended family, and caregivers about the selection and correct usage of child safety seats
- Over 600 worshippers were reached at *Safety Sunday*

## Buckle Up For Love ~ Denver Osteopathic Foundation ~ 11-06-61-06

### Program Description

*Buckle Up For Love* is a 30-minute interactive student program that focuses on car seat safety using age-appropriate classroom activities. Students, including low-income teen mothers at 2 high schools, learned that it is important for children to sit in a car seat or booster seat, with the proper position of the lap and shoulder belts.

### Results

- 2,332 students received the *Buckle Up For Love* program and all 144 teachers surveyed about quality and effectiveness of the program rated it good or excellent
- Pre- and post-program survey results showed great improvement:

Observational studies	Pre-test	Post-test
Child rides in back seat	66% of time	100% of time
Do you need to ride in a booster seat?	64% say yes	100 % say yes
2 elementary schools showed children riding in booster seats	30% of time	90% of time
2 elementary schools showed children riding in back seats	88% of time	99% of time

## Save A Friend Save Yourself ~

## Denver Osteopathic Foundation (DOF) ~ 11-06-61-07

### Program Description

*Save A Friend Save Yourself Passenger Safety* is a 60-minute program conducted as an assembly by grade level. It educates students in 3rd-8th grade about the importance of this age group sitting in the back seat, belted and away from the front seat air bags. DOF has begun work on creating classroom curriculum and packaging the program as a classroom video.

### Results

- 652 students received this program
  - 79% stated they wore their seat belt most or all of the time
  - Only 50.3 % rode in the back seat
  - 54% of parents decided where the child would ride, and 50.4% of children decided where they would sit
- Pre- and post-program survey results at 1 elementary school showed improvement with:
  - Children riding in the back seat went from 63% pre-test to 80% post-test
  - Children using a seat belt went from 43% pre-test to 68% post-test

### Occupant Protection Technology Transfer ~ Community Agencies ~ 11-06-61-08

#### Program Description

The goal of this project is to provide training, community outreach, and coalition building for traffic safety education programs by sending community representatives to conferences and meetings. This allows staff and local resources to stay aware of developments in the field, to update skills and knowledge, and to have the opportunity to learn best practices.

#### Results

- Occupant Protection Technology Transfer funds were used to send 7 non-CDOT employees to the Lifesavers conference held in Phoenix, Arizona
- Tracks offered at the conference included Adult Occupant Protection, Criminal Justice, Data and Research, Distracted Driving, Impaired Driving, Native American Issues, Occupant Protection for Children, Other Highway Safety Priorities, Pedestrians, Bicyclist, Motorcycle Safety, Older Drivers, Social Media, Roadway Safety, and Teen Traffic Safety

### Latino Community Seat Belt Safety ~ Crossroads Turning Points ~ 11-06-61-09

#### Program Description

The goal of the program is to address seat belt usage rates and occupant safety in Pueblo, the San Luis Valley, and Las Animas/Huerfano counties, with a focus on the Latino community. Initiatives included expanding occupancy protection, providing educational programs, increasing partnerships, sharing resources, offering CPS technician certification and recertification, Special Health Care Needs Training, volunteer opportunities, distributing special health care needs restraints, and increasing collaboration with state and local agencies.

#### Results

- Of 26 certified or recertified technicians, 11 were bilingual
- Weekly fit stations in 5 locations served over 400 individuals
- At 15 check-up events 492 seats were checked and 354 seats replaced or newly installed
- Over 50,000 individuals were exposed to occupant protection messages through a variety of media

### Lead The Click, Drive for Life ~ City of Woodland Park ~ 11-06-61-10

#### Program Description

This project addresses teen distracted and impaired driving and the low rate of seat belt use, between 40% to 52%, in Teller County, a rural area west of Colorado Springs. The project conducted seat belt surveys and assessed attitudes of students, parents, and community members. Based on these results the campaign targeted parents and gave incentives to students to buckle up.

#### Results

- Following the education efforts, seat belt observations at the high school found an increase in passenger seat belt use of 6%
- 21 social norm ads and 1 online news educational ad were placed that related to drugged and distracted driving and seat belt use
- A drugged- and distracted-driving curriculum was purchased for the School Resource Officer to use in teaching health classes and for the Student Council Drive Smart Campaign

### Click It or Ticket ~ Colorado State Patrol ~ 11-06-61-11

#### Program Description

The goal of the *Click It or Ticket* program is to reduce the number of unrestrained fatalities in all vehicle positions. The Colorado State Patrol provides overtime enforcement of occupant protection laws.

#### Results

- During the rural enforcement wave, 11 of the Patrol's field troops provided a total of 1,535.5 hours of enforcement, writing 1,190 seat belt citations
- During May Mobilization, 19 of the Patrol's field troops provided a total of 3,001.25 hours of enforcement, writing 2,885 seat belt citations
- During the nighttime enforcement wave, the Patrol's field troops provided a total of 657.75 hours of enforcement, writing 374 seat belt citations
- Troop 5B (Alamosa) conducted a pilot program of ongoing seat belt enforcement resulting in both the number of fatal crashes and the number of people killed declining by at least 20%, and the rate of seat belt non-compliance in fatal crashes declining from 78% to 50%

### Click It or Ticket - Local Law Enforcement ~ Various Law Enforcement Agencies ~ 11-06-61-12

#### Program Description

The goal of this project is to recruit and encourage all Colorado law enforcement agencies to strictly enforce occupant protection laws through a combination of enforcement, education, and awareness. Local agencies apply for grant funding to conduct 3 *Click It or Ticket* enforcement campaigns: Rural, May Mobilization, and Nighttime. Grant funds pay for officer overtime hours throughout the state.

### **Results** (excluding Colorado State Patrol which is funded under another project)

- A total of 8,645 citations were given during 7,085 hours of overtime
- The largest effort was the May Mobilization, with 1,959 citations issued over 1,533 hours and included 596 officers from 75 departments
- The Nighttime enforcement issued 1,959 citations over 1,533 hours and included 257 officers from 42 agencies
- The Rural enforcement issued 637 citations over 994 hours and included 148 officers from 34 agencies

### **P.A.R.T.Y. Program ~ University of Colorado Hospital ~ 11-06-61-13**

#### **Program Description**

The *Prevent Alcohol- and Risk-Related Trauma in Youth (P.A.R.T.Y.)* program is an interactive injury prevention and health promotion program for teenagers. Students ages 13-19 experience a full day session; following the path of an injury survivor and meeting the professionals who would care for them in a trauma situation, including paramedics, emergency room physicians and nurses, and learning the impact on everyone around them.

#### **Results**

- There were 534 participants through the University Hospital program, and additional grant funds allowed the program to go on the road.
- The P.A.R.T.Y. message was delivered to 2,500 youth in their high schools and to 600 more at community events
- The data from the FY 2011 year survey showed a statistically significant change in how often students wore a seat belt 1 month after the program
- Statistically significant increases show in the number of students wearing seat belts at 1 month after the program

### **Occupant Protection Mini-Grants ~ Local Law Enforcement Agencies ~ 11-06-61-14**

#### **Program Description**

In FY 2011 19 various rural/urban organizations from high-risk counties identified in the CDOT FY 2010 Problem ID have implemented occupant protection activities. These activities included purchasing and distributing child safety seats to low income families, conducting check-up events, running fit stations by appointments, and conducting youth and adult safety classes.

#### **Results**

- Ute Mountain Ute Tribe purchased 200 posters to be displayed at the tribe in public locations, in addition to conducting check-up events and operating their fit station
- Jefferson High School students produced a seat belt safety video that is being shown on a regular basis to teen and tween students
- Students configured 2 remote-control vehicles for use in belted and unbelted crash simulations

### **Foothills School-Based Teen Driver Safety ~ Drive Smart Elbert County ~ 11-06-61-15**

#### **Program Description**

The goal of this program is to reduce crashes, serious injuries, and fatalities among young drivers in foothills communities where they face exceptional driving challenges. The target audience is students attending Clear Creek, Conifer, Evergreen, and Platte Canyon High Schools and their parents.

#### **Results**

- Each school held between 16 and 25 peer-led safe-driving activities, including a driving trivia contest which had 3,500 questions submitted
- 4 unannounced and supervised seat belt surveys were held at each school, with seat belt use increasing each month
- 22 Drivers Education scholarships were awarded and 2,200 educational packets mailed out
- Pre-prom Drive Smart days were conducted at all high schools

### **Safe Kids Larimer County CPS Program ~ Poudre Valley Hospital ~ 11-06-61-16**

#### **Program Description**

This program provides increased access to child restraints in all vehicles and education on how to use them properly. A team of 8 Nationally Certified CPS Technicians is in place at Poudre Valley Hospital to teach proper seat installation and to recycle unusable seats. The program distributes car seats to low income families and partners with fire departments to make car and booster seats available 24/7 for emergencies. Team members provide consultations with families of newborns before release from Poudre Valley Hospital.

#### **Results**

- Distributed more than 440 car seats to low income families, including 38% Spanish-speaking only families
- Provided 808 car seat consultations and educated 1,200 families
- 25 new CPS Technicians were certified and new fit stations were established in Loveland and at a Fort Collins car repair shop
- A *Get Dumped on Valentine's Day* event "dumped" (recycled) more than 100 car seats

### **Seat Belt Survey ~ Colorado State University ~ 11-06-61-17**

#### **Program Description**

The goal of this program is to determine the overall State's seat belt usage rate, the pre-mobilization usage rate, and the usage rates for teens, juveniles, and children under the age of 5 using child safety restraint systems.

### Results

- Teen drivers and passengers show an upward trend in seat belt usage with the rate at 82.4%
- The absolute number of children being placed in the front seat continues to decline
- Seat belt usage among young people improved, with a juvenile rate of 81.8%, compared to 75.5% last year
- Over the past several years, improvement in teen and juvenile seat belt usage in pickups represents the most dramatic turnaround for any age group and vehicle type
- The studies demonstrate the effectiveness of the educational efforts of the OTS, other agencies, and not-for-profit organizations

### **Teen Motor Vehicle Safety ~ Drive Smart Colorado ~ 11-06-61-18**

#### Program Description

Drive Smart Colorado held its 31st annual event this year with a record 29 high schools participating in the 6-week long challenge program. The schools completed 3 unannounced seat belt observations and at least 1 school-wide event, using ideas from the Drive Smart manual or one created by the school's challenge committee. Students documented their progress and were judged by representatives from CDOT, law enforcement, and community leaders.

#### Results

- El Paso county now has the highest teen seat belt usage rate in the state at 89%
- 29 High Schools completed the *Drive Smart Challenge*, of 32 attending the kick-off event - the highest rate of completion in the 31 years of the event
- Over 1,200 Fort Carson soldiers returning from Iraq saw the drivers safety video *No 2nd Chances*
- Drivers permit violations were the largest number of ticketed violations, followed by passenger restrictions and cell phones

### **Teen Motor Vehicle Safety Project - Phase 3 ~ Pueblo City-County Health Department ~ 11-06-61-19**

#### Project Description

The goal of this project is to increase knowledge of teen driving safety practices in Pueblo. Classes for parents and teens were offered for free, and pre- and post-class tests showed increases in knowledge. A community wide event for teens and parents featuring videos and handouts was well attended. Community partnerships included college, law enforcement, medical community colleges, driving schools and insurance representatives.

#### Results

- 61 parents attended 6 free classes on *Teaching Your Teen to Drive*
- 219 teens attended 8 free classes on driver safety
- 225 teens and 100 parents attended the educational *Teen Maze*

### **CPS Program Expansion to the Underserved ~ Drive Smart EC ~ 11-06-51-20**

#### **Program Description**

The goal of this program is to reduce the number of injuries and fatalities suffered by motor vehicle occupants ages 0-15 years old in Clear Creek, Jefferson, and Park counties. Drive Smart Evergreen-Conifer performed car seat checks, held training for CPS technicians, and offered the *Buckle Bear* presentations. *Buckle Bear* materials were translated into Spanish. Education and outreach strategies included pediatricians, law enforcement, media, schools, and community organizations.

#### **Results**

- 2 new CPS technicians were certified and 2 were recertified
- 98 car seat and booster seats were checked and 19 distributed
- 1,525 students attended *Buckle Bear* presentations
- Reduced expenses by 30% due to increased in-kind donations from local businesses

### **Teen Traffic Campaign ~ Mile-High RETAC ~ 11-06-61-21**

#### **Program Description**

The goal of this program is to reduce traffic crashes, injury and death among teens by increasing the rate of seat belt use by 5% in Adams, Arapahoe, Broomfield, Denver, Douglas, and Elbert counties. A RETAC steering committee made up of 4 level one trauma hospitals sponsored 4-week long campaigns at high schools. Both fall and spring peer-to-peer activities were held for the fifth year in a row. The RETAC provided volunteers, "Champions," and resources.

#### **Results**

- 18,693 high school students were exposed to the seat belt campaigns
- 9 returning and 4 new schools participated in campaigns, representing every county in the RETAC
- Seat belt use improved by 12.8% during the 4-week Challenge

### **Occupant Protection Program Assessment ~ Office of Transportation Safety ~ 11-06-61-22**

#### **Program Description**

The purpose of the Occupant Protection program assessment is to provide CDOT's OTS with a review of its occupant protection program through identification of the program's strengths and accomplishments, identification of challenging areas, and to offer recommendations for improvement. The assessment can be used as a tool for occupant protection program planning purposes and for deciding how to allocate existing and new resources and determining programmatic focus.

#### **Results**

- The assessment was completed in Denver, CO on July 11-15, 2011
- Copies of the assessment report were distributed to safety partners statewide

### **Cortez Buckle Up ~Cortez Police Department ~11-06-61-23**

#### **Program Description**

The goal of this program is to increase observed seat belt usage by establishing weekly dedicated seat belt enforcement shifts and conducting quarterly seat belt observation points.

#### **Results**

- Dedicated seat belt enforcement averaged 28.9 hours per month
- 280 citations were issued, of which 143 were seat belt or child restraint related
- Seat belt usage increased from 69.6% to 70%, an improvement but still short of goal

### **Traffic Safety Initiatives - Mini-Grants ~ Local Community Agencies ~ 11-06-61-24**

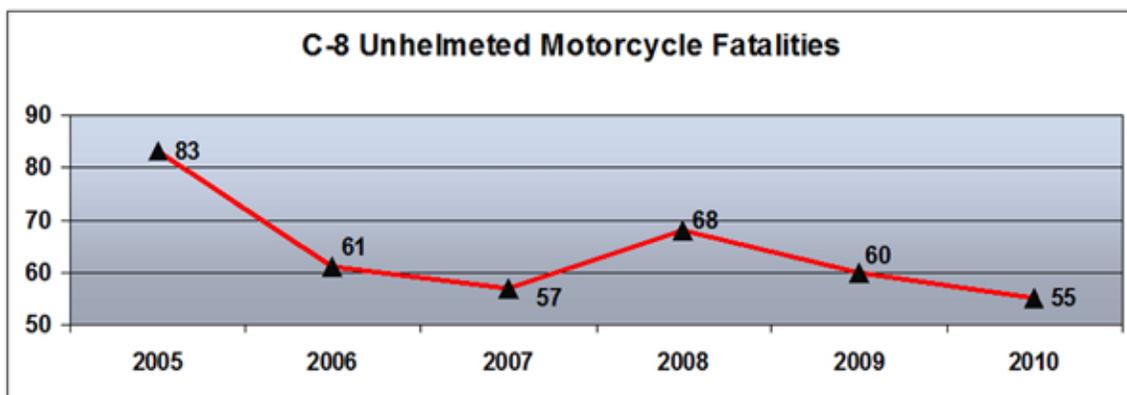
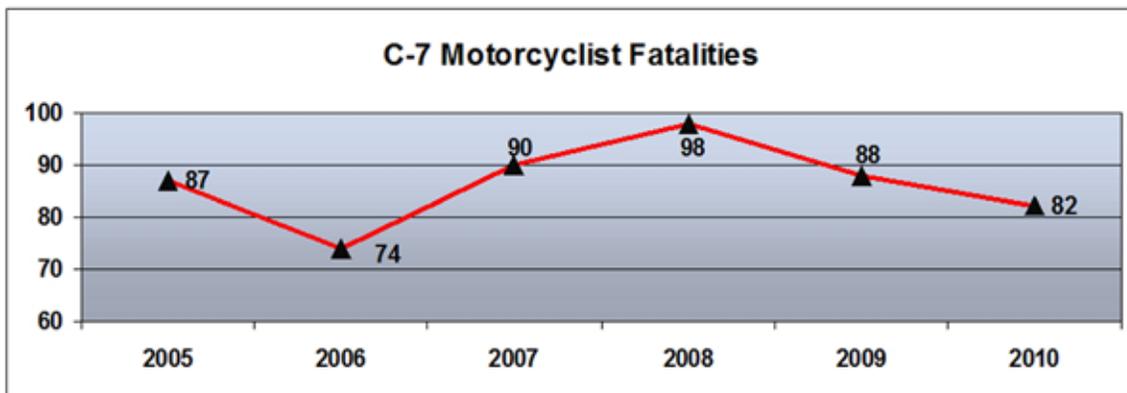
#### **Program Description**

The OTS offers mini-grants to community organizations to help support traffic safety education efforts and traffic enforcement efforts. Funding provides training and materials to better execute and support statewide goals in areas of occupant protection, child passenger safety and teen driving safety, distracted driving initiatives, educating parents on Colorado's Graduated Driver's Licensing laws (GDL), motorcycle safety, speed enforcement, and impaired driving prevention programs. Agencies are selected within high risk counties as identified in the CDOT 2010 Problem ID Report. Agencies are eligible to apply for mini-grants up to \$4,950.

#### **Results**

- Initial funding of \$20,000 from OTS was increased to \$45,000 due to the large number of applicants
- 10 grants totaling \$35,297 were made statewide

# Motorcycle Safety



Projects in the Motorcycle Safety program support the OTS goals to reduce motorcycle injury and fatal crashes. The Motorcycle Safety program supported projects that increased motorists' awareness of motorcycles, educated drivers on safely sharing the road with motorcycles, and encouraged motorcyclists to be trained, licensed, and educated on the dangers of impaired riding and the use of proper riding gear. The outreach included educational programs to law enforcement, the public, and communities throughout Colorado.

## Program Administration

The Motorcycle Safety program is administered by Program Manager Glenn Davis with assistance from OTS Project Manager Paul Peterson. There were four projects in this program with a planned budget of \$107,000.



### **Increasing Motorcycle Safety in El Paso County ~ El Paso County Public Health ~ 11-07-71-02**

#### **Program Description**

The goal of El Paso County Public Health's (EPCPH) Increasing Motorcycle Safety program is to reduce the number of motorcycle fatalities in El Paso County through motorcycle training and by increasing awareness of the importance of proper safety gear.

#### **Results**

- EPCPH staff worked with the advisory committee and a consultant to develop safety messages for target demographics
- A media strategy was developed and implemented for radio, television, outdoor advertisement, and social media
- EPCPH coordinated earned (free) media stories and interviews in daily, weekly and monthly print publications and via television and radio outlets
- EPCPH brought representatives from partner agencies together to create a motorcycle safety advisory committee

### **Jeffco Motorcycle Rider Safety Education ~ Drive Smart Evergreen-Conifer ~ 11-07-71-03**

#### **Program Description**

The program's goal is to coordinate a coalition of motorcycle safety stakeholders, with the mission of reducing motorcycle rider crashes, injuries, and fatalities, focusing on the foothills of Jefferson County matriculation area.

#### **Results**

- Provided Training for Intervention Procedures (T.I.P.S) training to 4 local taverns for a total of 27 servers and employees
- Hosted 3 peer-led motorcycle safety education activities at local taverns, with a July 4th event that was covered by 4 Colorado television stations
- Expenses for FY 2010-2011 were down 30% due to in-kind donations from local businesses
- Motorcycle storage pods were placed at 3 local taverns and were used a total of 26 times during the riding season

### Operation Save A Life ~ ABATE ~ 11-07-71-04

#### Program Description

The goal of the *Operation Save A Life* program is to perform presentations; distribute brochures, signs, and bumper stickers to make motorists more aware of motorcyclists; educate motorcyclists for better riding skills; and to address impaired riding. Initiatives include promoting motorist awareness, kids and motorcycling, and present *Ride Straight* at rallies, civic events, and rider education and driving schools.

#### Results

- Made successful booth presentations at Military Safety Days and bike nights
- Trained 2,675 students and presented impaired riding programs to them
- Distributed *Ride Straight* brochures at bars and taverns in Aurora and Colorado Springs
- Presented 5 *Bystander Assistance* classes - Accident Scene Management Inc. (ASMI)

### Smart Trainer ~ MOST and CDOT Public Relations Office ~ 11-07-71-05

#### Program Description

A new addition to the *Live to Ride* and Motorcycle Operator Safety Training (MOST) booth presentations is the Smart Trainer, a mechanical device that replicates riding a motorcycle. The Smart Trainer has enhanced booth presentations sponsored by CDOT and has been offered to the individual MOST program sponsors at various motorcycle events along the Front Range. The OTS, in conjunction with the CDOT Public Relations Office (PRO), used the Smart Trainer presentation at community outreach motorcycle events throughout Colorado.

#### Results

- The Smart Trainer incorporates the safety concepts and messages from the Basic Rider Course and the Motorcycle Safety Foundation RiderCoach Guide
- The Colorado Motorcycle Show and Swap drew more than 10,000 people and it was estimated more than 300 participants tried the Smart Trainer
- An additional 4 motorcycle shows in the Colorado Springs area and the annual Pueblo Bike Fest demonstrated the drawing power of the Smart Trainer

# Public Relations

## Public Relations Program Overview

The Public Relations Office (PRO) provides strategic communications efforts for the Colorado Department of Transportation's Office of Transportation Safety. Two positions are funded each year within the PRO for this purpose. These programs have had succeeded in contributing to a record low number of traffic fatalities in Colorado.

In FY 2011, 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, Public Relations Office Director, with assistance from Heather Halpape and Jeri Jo Johnson. Other assistance is provided by PRO staff whose salaries are state-funded. This group, with assistance from their contractors, was responsible for 12 programs, totaling a planned budget of \$1.7 million in federal funding.

## Summary of Strategic Communications Efforts

In FY 2011, the PRO engaged in public relations, media relations and paid media strategies to support 12 high-visibility DUI enforcement periods, as well as community-based safety programs. This year marked the launch of the state's first anti-drugged-driving campaign, which included outreach regarding driving under the influence of prescription medication, as well as medical marijuana.



This year was the third summer for the *100 Days of Heat* DUI campaign, which continued to raise awareness of summer DUI crackdowns. CDOT expanded its effort to reach the target audience through a continued partnership with the Colorado Rockies and Denver Broncos, with designated driver programs and advertising. In addition to mainstream outreach, the PRO continued to expand outreach to Colorado's growing Hispanic population with culturally-relevant Spanish DUI materials, including development of a Spanish Blood Alcohol Content (BAC) app on Android.

The PRO supported three *Click It or Ticket* enforcement periods and continued to build grassroots participation to increase seat belt use

through support of the state's RETACs. The PRO also continued to support the state's child passenger safety advocates with educational materials and supplies.

This year also marked the fourth year of the *Live to Ride* motorcycle safety campaign, and included the development of new creative aimed at encouraging riders to get training. The state's first *Colorado Motorcycle Skill Rating* map was also produced and distributed to over 45,000 riders.

## High-Visibility DUI Enforcement – PR/Evaluation ~

CDOT PRO Office ~ 11-08-81-01

### Program Description

The PRO and its contractor, Webb PR, supported 12 *Heat Is On* high-visibility DUI enforcement periods throughout FY2011. Activities included development of a drugged-driving campaign and sponsorships with the Denver Broncos and Colorado Rockies on their designated driver programs. College campuses were involved in promoting *Heat Is On* enforcement periods. Public Relations materials were distributed extensively via businesses and campuses, and at baseball, football, and basketball games.

### Results

- Extensive public relations outreach included designated driver campaigns, parade floats, television and radio spots, and partnerships with law enforcement and professional sports teams
- Earned media included 4 news conferences, 16 news releases, 128 broadcast stories, 23 radio stories, and 72 print and online stories
- An awareness survey showed respondents who had heard or seen information about enforcement increased from 20% to 49%

## High-Visibility DUI Enforcement –Paid Media ~

Explore Communications ~ 11-08-81-02

### Program Description

The PRO and its contractor, Explore Communications, used paid media buys to support 8 *Heat Is On* high-visibility DUI enforcement periods. Major highlights included a media buy with KCNC-TV to run TV spots during Broncos games and during March Madness basketball playoffs. The PRO executed a media buy during the National DUI Crackdown with an emphasis on drug-impaired driving, particularly targeted at medical marijuana and prescription drug users. Paid media tactics included billboards, gas pump toppers, bus tails and web banner ads. The buys were supplemented with state funding.

### Results

- 432 TV spots and broadcast billboards produced 12 million impressions, with 106% added value in the fall and winter campaigns
- 4,270 radio spots, 222 Hispanic TV billboards, plus gas pump toppers, billboards, web ads and print ads were produced, with 36% added value in the summer campaigns

## High-Visibility DUI Enforcement – Latino and Paid Media ~ Webb PR Latino ~ 11-08-81-03

### Program Description

The PRO worked with Webb PR Latino to continue the *Toma Control, Vive* DUI campaign for the Hispanic market. This campaign included grassroots marketing and limited advertising. The target audience remained traditional (Spanish dominant/usually in the U.S. five years or less) to semi-accultured Latino men in Colorado ages 21 to 34. The program strategy was designed to reach not only this target audience, but also their influencers, such as mothers, wives and children. Major accomplishments included: a new holiday campaign called *Yo Prometo* or *I Pledge*; a series of radio segments featuring DUI experts and victims; and the development of a Spanish BAC app for Android, called *Estas Tomado?*.

### Results

- Created the first television commercial with Telemundo, featuring people voicing their pledge to designate a sober driver
- PRO participated in Cinco de Mayo and Central American Festivals
- The Android app was launched with an earned media approach that generated international, national and local coverage
- Created radio station partnerships featuring live remote broadcasts and interviews

## Motorcycle Safety ~ Amelie Company ~ 11-08-81-04

The *Live to Ride* motorcycle safety education campaign's third year focused on the need for rider training. The campaign included community relations, earned media, paid advertising, website updates, and the development of a popular Motorcycle Safety Skill Rating map. The campaign was supplemented with state funding from the Motorcycle Operator Safety Training (MOST) program and used Federal funding for motorist awareness outreach.

### Results

- Website updates led to a 163% increase in site visits
- 45,000 Colorado Motorcycle Skill Rating maps were developed and distributed
- Paid media generated 66% in added value in billboards, radio spots, and biker bar bathroom posters

## Click It or Ticket and Seat Belts – PR and Evaluation ~ Webb PR ~ 11-08-81-05

### Program Description

The PRO supported three high-visibility seat belt enforcement periods in FY 2011 – rural, nighttime, and May mobilizations. The target audience for each campaign was males age 15 to 34, including teens and pickup truck drivers. During the May mobilization, there was a secondary target audience of Spanish-speaking males. The rural campaign, called *Real Colorado Clicks* was supported through the state's RETACs and a new *Future Self* themed campaign was created for the May mobilization.

### Results

- Awareness surveys showed 31% of respondents after the campaign believed that enforcement had “increased a lot” compared to 8% in the pre-campaign survey
- The new *Future Self* campaign distributed 10,000 flyers

### **Click It or Ticket (CIOT) and Seat Belts – Paid Media ~ Explore Communications ~ 11-08-81-06**

#### **Program Description**

The PRO and its contractor, Explore Communications, supported 3 high-visibility seat belt enforcement periods in FY 2011 with paid media. The target audience for each campaign was males age 15 to 34, including teens and pickup truck drivers. During the May mobilization, there was a secondary target audience of Spanish-speaking males. Innovative advertising tactics included a wall-scape billboard on a downtown Denver high-rise, which remained up for several months as added value. Paid media included newspaper, radio, TV, billboards, bus, gas pump, and print ads.

#### **Results**

- Rural *CIOT* included daily and weekly newspaper ads and an added value of 20%
- May *CIOT* included 2,474 radio spots and an added value of 71%
- Nighttime *CIOT* had 1,045 radio spots and an added value of 6%

### **Click It or Ticket – Hispanic ~ CDOT Public Relations Office ~ 11-08-81-07**

#### **Program Description**

Working with Hispanidad, a Hispanic marketing and public relations grantee, the PRO created Spanish materials and advertising campaigns aimed at increasing seat belt use and child passenger safety among urban Hispanic teens. Grassroots outreach, community events, radio and print advertising, along with expanded relationships with minority media and community leaders, carried out culturally appropriate messages.

#### **Results**

- May mobilization of *Click It or Ticket* and a seat belt paid media campaign targeted at urban Hispanic teens called *Su Vida Depende de Ello (Your Life Depends on It)*, featured a partnership with a popular hip hop radio station and a seat belt video contest
- Spanish-speaking police officers, firefighters, and community leaders were briefed and/or featured in print, radio, and television advertising
- Messages were printed on paleta carts in west Denver

## Teen Driving and GDL Law ~ Amelie Company ~ 11-08-81-08

### Program Description

The goal of this communications program is to reach new teen drivers and their parents with messaging about distracted driving and the new Graduated Driving Laws and other safe driving issues. Expanding community partnerships was key to promoting outreach and media purchases.

### Results

- Expanded partnership with the Colorado Department of Revenue to increase education and distribution of materials through all driver's license offices in the state
- Created a partnership with the Denver Broncos for promotion at 6 High School Games of the Week
- Distributed 90,000 teen, parent, and Spanish parent GDL informational brochures
- Coordinated efforts through CDOT's participation in the Colorado Teen Driving Alliance

## Child Passenger Safety ~ Amelie Company ~ 11-08-81-09

### Program Description

The goal of this communications project is to communicate child passenger safety tips and advice, as well as the booster seat law change that took effect in August 2010 and become a ticketable offense in August 2011. The PRO worked with CPS Team Colorado, the Colorado State Patrol, and RETACs to distribute educational materials to the State's fit stations and coalitions.

### Results

- Conducted outreach at Denver's Boo at the Zoo and Kid Spree in Aurora
- Redesigned the CPS Team Colorado website and received 34,000 visitors in 3 months
- Distributed 37,000 English and Spanish booster seat brochures, 25,000 CPS Technician cards, and 50,000 Emergency ID stickers

## Slow for the Cone Zone ~ Explore Communications ~ 11-08-81-10

### Program Description

The PRO worked with Explore Communications to execute a paid media buy to educate the public about the importance of slowing down in construction work zones. The *Slow for the Cone Zone* message was focused on the summer construction period and National Work Zone Awareness Week.

### Results

- 1,000 cone zone bumper stickers were developed and distributed
- Statewide media buys included front range billboards and radio sponsorships, and radio spots in Grand Junction and Montrose
- Paid media campaigns generated 23% added value

## Distracted Driving ~ Amelie Company ~ 11-08-81-11

### Program Description

This new program focused its efforts on research and campaign development of distracted driving messages. Multi-media efforts were designed to reach young drivers who are most at risk for distracted driving.

### Results

- Website banner ads included animated scrolling of potential things drivers can hit when distracted, with the tagline of *Millions of Scenarios, One Result*.
- 3,156,490 online impressions were viewed
- 276 radio traffic sponsorships in Denver/Boulder, Colorado Springs/Pueblo and Fort Collins/Greeley DMAs were created

## RETAC Seat Belt Support ~ CDOT Public Relations Office ~ 11-08-81-12

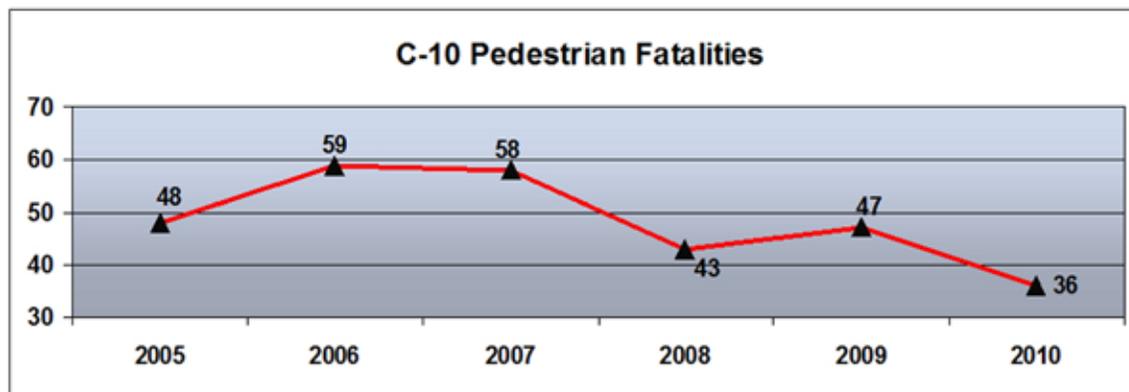
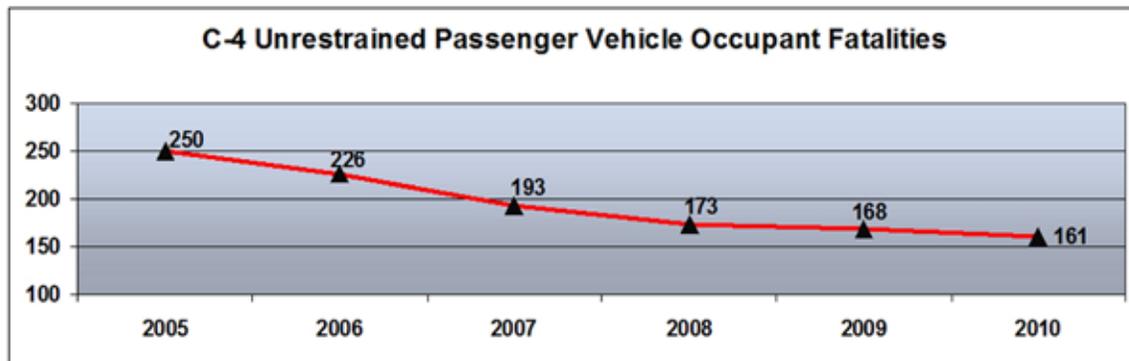
### Program Description

The goal of this program is to develop promotional materials for Regional Emergency Medical and Trauma Advisory Councils (RETACS). The PRO provided support to the RETACs to increase occupant protection and seat belt use across the state.

### Results

- 5,000 child passenger safety educational brochures were printed and distributed
- A parking lot stencil was designed and produced
- Child passenger safety height chart banners were produced and distributed
- 18 *Got Seat Belt?* roadway signs were distributed

# Safe Communities and Bicycle and Pedestrian Safety



The OTS Safe Communities and Bicycle and Pedestrian Safety programs support CDOT's goals of reducing serious injuries in traffic crashes; increasing seat belt and child passenger restraint system use statewide and among key segments of the driving population, as well as reducing pedestrian fatalities. A Safe Community promotes injury prevention at the local level using a "bottom up" approach, involving local citizens to address key injury problems.

Activities to promote Safe Communities and Pedestrian and Bicycle Safety included:

- Bicycle safety programs, including the importance of using helmets
- Pedestrian safety educational programs at schools and other locations
- Supporting eleven Regional Emergency Trauma Advisory Councils (RETACs) encompassing all 64 counties within Colorado
- Providing education and awareness regarding child passenger safety, teen traffic safety and adult seat belt usage

## Program Administration

Projects in the Safe Communities and Bicycle and Pedestrian Safety program are administered by Program Manager Carol Gould with assistance from OTS Project Managers: Leslie Chase, Ilana Erez, Terry Huddleston, and Gina Guerrero. There were sixteen projects in the program with a planned budget of over \$822,200.



### **Reducing Injury Through Prevention, Education, Awareness and Traffic Safety (R.I.P.E.A.T.S.) ~ Rural Communities Resource Center ~ 11-09-91-01**

#### **Program Description**

The goals of the R.I.P.E.A.T.S. program include increasing the use of approved and appropriate child passenger safety seats, and reducing fatalities and injuries among young drivers.

#### **Results**

- Provided educational information at health and safety fairs in schools throughout Washington and Yuma counties, including a *Surviving the Summer* event
- Promoted extensive media campaigns with educational information dissemination focusing on young drivers, child passenger safety, occupant protection, and pedestrian and bicycle safety
- Worked with law enforcement on enforcing the new texting/cell phone use ban for students less than 18 years old
- Implemented a Tween occupant protection program for 3rd-5th and 6th-8th graders in county schools

### **Occupant Protection Education ~ Local Health and Law Enforcement Agencies ~ 11-09-91-02**

#### **Program Description**

The program goal is to increase seat belt usage rates, reduce alcohol related fatalities, and increase motorcycle awareness through education and enforcement. Mini-grants are provided to community coalitions and other agencies to help support traffic safety education efforts and enforcement campaigns.

#### **Results**

- \$12,089.38 in mini-grants were awarded to numerous coalitions and agencies to educate and enforce occupant protection, impaired driving, and motorcycle laws
- Awarded mini-grants to the following coalitions and/or agencies: Englewood Police Department, American Medical, SERETAC, SWRETAC, Swedish Medical, SWCCOP, Colorado Emergency Nurses Association, Exempla Healthcare, Mnt. San Rafael, and CH2MHILL

### **Increasing Seat Belt Compliance ~ Western/NW RETAC ~ 11-09-91-03**

#### **Program Description**

The Western Regional Occupant Safety Coalition has accomplished many objectives to reach its goal of reducing the number of deaths and accidents related to car crashes in Delta, Gunnison, Hindsdale, Montrose, Ouray, and San Miguel counties. The Coalition participated in more than 40 events from October 1, 2010 to September 30, 2011. During these events, more than 200 paid hours, and almost 150 volunteer hours, were logged distributing brochures.

### Results

- Talked to more than 2,000 people about the importance of buckling up and proper installation of car seats
- Educated parents about while distributing 240 car and booster seats within the 6 counties
- Recertified 5 and trained 9 new Child Passenger Safety Technicians
- Participated in several school presentations, including *Alive at 25* in conjunction with the Colorado State Patrol

### **Increasing Seat Belt Compliance ~ Northeast RETAC ~ 11-09-91-04**

#### **Program Description**

The goal of this regional program is to increase seat belt compliance in Weld, Larimer, Morgan, Washington, Logan, Yuma, Jackson, Phillips, and Sedgwick counties.

#### **Results**

- Created a Teen Safety Coalition in Morgan County to serve and mentor all NE counties with resources and team building to educate high school students and their parents with safety education
- Recruited and engaged participation from law enforcement, first responders, medical personnel, insurance agencies, educators, and several area businesses
- Supported *Click It or Ticket* campaigns in all counties with displays of the State's promotional materials, paid media, and news features
- Hosted 9 Weld and 2 Morgan County classes and worked with 114 parents and their teens providing resources and guidelines for new drivers
- Provided nearly 240 discounted car seats and booster seats to families

### **Increasing Seat Belt Compliance ~ SECRETAC ~ 11-09-91-05**

#### **Program Description**

The goal of the Southeastern Colorado RETAC (SECRETAC) is to continue to grow the existing Safe Communities Coalition to address the traffic safety issues in the counties of Otero, Crowley, Bent, Kiowa, Baca, and Prowers. This will be achieved through a multi-county, multi-agency coalition with representation from all 6 counties, working to bring awareness of the importance of using seat belts to the general population and to targeted groups within the region.

#### **Results**

- Worked with CU School of Public Health, The Children's Hospital, Safe Kids Colorado, and Safe Kids Southeast Colorado on a needs assessment of our 8 to 14 year olds and seat belt usage
- Awarded 55 scholarships to young drivers aged 15 - 25, funded by the Colorado State Patrol Family Foundation
- Attended the Life Saver's conference in Phoenix and provided feedback on the experience and other programs being used across the U.S. to the SECRETAC Council and HR/IP Committee
- Added 3 Child Passenger Safety Technicians, for a total of 24 technicians in Southeastern Colorado

### **Increasing Seat Belt Compliance ~ Southern Colorado RETAC ~ 11-09-91-06**

#### **Program Description**

The goal of this regional program is to increase seat belt awareness and compliance in Huerfano, Fremont, Custer, and Las Animas counties. The counties each formed coalitions including members from state and local law enforcement, public health, public schools, early childhood care centers, regional hospitals, EMS, municipal and county government, private industry, other non-profits, and the military.

#### **Results**

- 60 booster and 15 convertible seats per county were distributed by elementary schools, Head Start classrooms, parent education nights, and local county public health departments
- Each of the counties held free community child safety seat checks
- A regional training educated EMS providers on safe transport of children during emergency situations
- The teen market in the rural counties were targeted with various media/displays in high school newspapers, at sports events, and in yearbooks

### **Increasing Seat Belt Compliance ~ Southwest RETAC ~ 11-09-91-07**

#### **Program Description**

The goal of this program is to increase overall seat belt usage among vehicle occupants in Southwestern Colorado, particularly targeting populations who drive trucks. Counties within the Southwest RETAC include Archuleta, Dolores, La Plata, Montezuma, and San Juan. The 3 main areas of focus were in Child Passenger Safety Seats and Technician support (CPST), public outreach, and coalition and regional development.

#### **Results**

- Distributed 96 safety seats at car safety inspection events and to agencies in the region
- Delivered 30-second radio ads and reached in excess of 200,000 readers in several publications throughout the Four Corners region
- Seat belt surveys conducted in counties within the region demonstrated an increase in safety belt use in every county
- Grew the stakeholder list to nearly double that of the first period

### **Increasing Seat Belt Compliance ~ Plains to Peaks RETAC ~ 11-09-91-08**

#### **Program Description**

The Plains to Peaks RETAC includes Teller, El Paso, Lincoln, Kit Carson, and Cheyenne counties. The goal of this program is to increase set belt compliance throughout the 5 county region through activities directed by coalitions within each county.

### Results

- County coalitions include state and local law enforcement, public health, public schools and early childhood care, regional hospitals, EMS, municipal and county government, private industry, other non-profits, and the military
- 60 booster and 15 convertible seats per county were distributed by elementary schools, Head Start classrooms, parent education nights, and local county public health departments
- Each of the counties held free community child safety seat checks
- Educational materials, such as brochures, key chains, drink koozies, pens, lanyards, and bracelets, were distributed at local health fairs, dances, and other teen-focused events

### Increasing Seat Belt Compliance ~ Mile High RETAC ~ 11-09-91-09

#### Program Description

The goal of the Mile High RETAC (MHRETAC) is to increase seat belt compliance within the 6 RETAC cities/counties, including Adams, Arapahoe, Broomfield, Denver, Douglas, and Elbert. A steering committee was organized and includes participation from all 6 counties. Membership in the steering committee includes trauma nurse coordinators, injury prevention coordinators, county sheriffs, fire chiefs, and community partners.

#### Results

- 11 public awareness campaigns were conducted throughout the 6 county region of the MHRETAC
- There were a total of 8,486 educational messages regarding seat belt usage distributed, including bilingual booth participation
- *Booster Seat Blitz* height charts for booster seats, foot prints, and *5-Step Seat Belt Test* were ordered and will be distributed and displayed at a total of 40 local trauma centers
- *County Clicks* signs were ordered for each county to be displayed at visible locations within each county

### Increasing Seat Belt Compliance ~ Central Mountains RETAC (CMRETAC) ~ 11-09-91-10

#### Program Description

CMRETAC is a regional prevention coalition with a goal of increasing seat belt compliance in the central mountains area. CMRETAC is working to build a coalition of local hospitals, schools, civic organizations, businesses and Law Enforcement. CDOT-approved informational materials that promote the use of seat belts were distributed in the region and initial observational seat belt use data was collected for the following target populations: teen drivers, teen parents, pickup truck drivers, and special populations.

### Results

- 750 students attended the Summit County Distracted Driver Presentation held March 24, 2011
- 300 students signed a contract committing not to talk or text while driving
- All 6 counties within the Central Mountains RETAC conducted observational studies at local high schools
- Assessments in the 6 counties revealed a lack of resources and understanding of current State of Colorado seat belt programs and resulted in 72 car seats being purchased and distributed to county agencies

### **Increasing Seat Belt Compliance ~ Foothills RETAC (FRETAC) ~ 11-09-91-11**

#### **Program Description**

The goals of this program include increasing the seat belt usage rate for drivers and passengers and reducing the number of injuries and fatalities suffered by motor vehicle occupants ages 0-15 years old. Observed seat belt use in the region ranged from 71% to 85%. RETAC coalition members include county public health nurses, hospital trauma coordinators, EMTs, FRETAC Director, Drive Smart BODs, and FRETAC IP committee members.

#### **Results**

- Buckle up street signs, brochures, and posters were distributed throughout the FRETAC region to schools, hospitals, county roads, fire departments, sheriff's offices, health departments, and businesses
- FRTEAC members distributed *Buckle Up & Prevent the Ouches* band-aid dispensers to distribute to families of young children
- FRETAC recruited additional car seat technicians in the region
- A FRETAC/DRIVE SMART logo was created and is promoted on all material

### **Increasing Seat Belt Compliance ~ San Luis Valley RETAC ~ 11-09-91-12**

#### **Program Description**

The San Luis Valley RETAC Seat Belt Occupant Protection program combines the counties of Alamosa, Conejos, Costilla, Mineral, Rio Grande, and Saguache. The goal of this regional program is to educate San Luis Valley residents about seat belt usage issues and laws, and to reduce the number of seat belt-related injuries and deaths in the general population, with a special focus on 0-15 year old motor vehicle occupants.

#### **Results**

- Created a coalition consisting of local business owners, school administrators, local law enforcement, public health representatives, and local community members
- Supported the Rural Colorado Seat Belt *Click-It or Ticket* and *National May Mobilization* campaigns
- Provided language-appropriate educational materials to non-English speaking residents
- 2 post-campaign observations in high-traffic areas showed a 20% increase in seat belt usage

### Stop•Look•Listen ~ Denver Osteopathic Foundation ~ 11-10-95-01

#### Program Description:

*Stop, Look, Listen – Pedestrian Safety* is a 30-minute interactive classroom program that focuses on pedestrian safety for young children, using role play, music, and other age-appropriate classroom activities. It is often paired with the *Buckle Up For Love* child passenger safety program.

#### Results

- 2,901 students participated in the Pedestrian program
- 100% of 144 teachers surveyed rated the program either good or excellent
- Students' knowledge of the first thing to do before crossing the street rose from 27% correct pre-program to 100% correct post-program

### Using Your Mind to Protect Your Body ~ Vail Valley Medical Center ~ 11-10-95-02

#### Program Description:

The goal of this program is to deliver the *ThinkFirst* curriculum to educate youth on how to protect their bodies, especially their heads, from traumatic injury. *ThinkFirst* is a national injury prevention program established in 1986. Over the last 10 years, *ThinkFirst – VVMC* has reached 58,625 individuals, including 10,905 in FY2010-11. *ThinkFirst for Kids* and *ThinkFirst for Teens* have a basic head/spine anatomy lesson followed by more detailed age-appropriate information.

#### Results

- 7,583 children and youth received the *ThinkFirst* program, including 1,632 in the teen program and 3,406 in the kids program and 2,545 children of all ages were reached through community events
- Bilingual English/ Spanish materials were available including brochures, helmet fittings, car seat safety checks and outreach
- 805 bike helmets were distributed to children in need
- Special programs were presented for pre-prom, teen mothers, and for 750 VV Medical Center employees and physicians

### Crosswalk Awareness ~ Cortez Police Department ~ 11-10-95-03

#### Program Description

The goal of this program is to reduce the number of pedestrian fatalities and injuries and increase pedestrian and bicycle safety and awareness in Cortez. By informing the public and law enforcement officers about crosswalk violations, both were more aware of and educated about the need for safety in crosswalks.

#### Results

- Two crosswalk operations totaling 38.5 hours were held, and officers wrote 12 crosswalk-related citations and 2 other citations
- Time spent in court due to crosswalk violations was reduced after educational operations
- Short staffing resulted in spending only 31% of allocated grant funds

### Colorado Adult Crossing Guard Program - Phase II ~ Sprinkle Consulting ~ 11-10-95-04

#### Program Description

The goal of this program was to translate the Colorado Adult Crossing Guard Guidelines (developed during Phase I) into a train-the-trainer training and provide two sessions of training. The material was then packaged into a presentation that can be posted on line for crossing guard training. A video presentation showing proper crossing techniques was developed and the Crossing Guard Guidelines were revised as a result.

#### Results

- An annotated Power Point presentation for training classes was developed
- A video with examples of good crossing procedures was created to be used for training statewide
- 2 train-the-trainer sessions were held in Grand Junction and Lafayette for crossing guards, trainer candidates, and law enforcement representatives

# Maintenance Cone Zone

To protect highway maintenance workers and the traveling public, every summer the OTS partners with the Colorado State Patrol and local law enforcement to conduct the *Slow for the Cone Zone* campaign. This project involves highly visible and aggressive enforcement of traffic safety laws in maintenance project work zones.

## Program Administration

The Maintenance Cone Zone program is administered by Program Manager Glenn Davis with assistance from OTS Project Manager Robin Rocke. There was one project in this program with a planned budget of \$270,100.



### Maintenance Cone Zone ~ Colorado State Patrol ~ 17852.10.01

#### Program Description

The goal of this program is to improve traffic safety on Colorado roadways by decreasing fatal and injury crashes in Maintenance Cone Zone projects. Maintenance projects needing overtime enforcement were identified in cooperation with CDOT project engineers and maintenance supervisors. This project began providing coverage of maintenance projects in 2005, and has grown to include partnerships with at least 11 CDPT and CSP offices.

The program was designed to provide 4,500 hours of overtime in maintenance zones, providing aggressive enforcement, with zero-tolerance for speeding, impaired driving, and other identified primary crash causal factors or violations. CSP field management teams were notified by CDOT project engineers when overtime enforcement was needed on any maintenance projects. Uniformed Traffic Control troopers protected CDOT maintenance crews from dangerous driving while they worked, not stopping vehicles unless a dangerous driver needed to be stopped.

#### Results

- No fatal or injury accidents were reported while enforcement efforts were underway
- CSP officers from 16 CSP Field Troops provided 4,464 hours of overtime enforcement

# Grant Funding Overview

The Office of Transportation Safety (OTS), within the Colorado Department of Transportation (CDOT), receives funding from the National Highway Traffic Safety Administration (NHTSA) through the **Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users** (SAFETEA-LU). SAFETEA-LU was authorized through September 2009 and is now operating under continuing resolutions until new legislation is enacted.

SAFETEA-LU authorizes funding for the following grant programs:

## **Section 402 - State and Community Highway Safety Programs**

Section 402 supports state highway safety programs designed to reduce traffic crashes and resulting deaths, injuries, and property damage. A state is eligible for these formula grants by submitting a Performance Plan, which establishes goals and performance measures to improve highway safety in the state, and a Highway Safety Plan that describes activities to achieve those goals. SAFETEA-LU amends Section 402 to require assurances from states that they will implement activities in support of national highway safety goals, including national law enforcement mobilizations; sustained enforcement of statutes addressing impaired driving, occupant protection, and speed; annual safety belt use surveys; and development of timely and effective statewide data systems.

## **Section 405 – Occupant Protection Incentive Grants**

Section 405 encourages states to adopt and implement effective programs to reduce deaths and injuries from riding unrestrained or improperly restrained in motor vehicles. A state may use these grant funds only to implement and enforce occupant protection programs.

## **Section 408 – State Traffic Safety Information System Improvements Grants**

Section 408 encourages states to adopt and implement effective programs to improve the timeliness, accuracy, completeness, uniformity, integration, and accessibility of state data that is needed to identify priorities for national, state, and local highway and traffic safety programs; to evaluate the effectiveness of efforts to make such improvements; to link these state data systems, including traffic records, with other data systems within the state; and to improve the compatibility of the state data system with national data systems and data systems of other states to enhance the ability to observe and analyze national trends in crash occurrences, rates, outcomes, and circumstances. A state may use these grant funds only to implement such data improvement programs.

### **Section 410 - Alcohol Impaired Driving Countermeasures**

Section 410 encourages states to adopt and implement effective programs to reduce traffic safety problems resulting from individuals driving while under the influence of alcohol. A state is allowed to use these funds in a variety of ways. They may implement the 8 impaired driving programmatic grant criteria as well as costs for high-visibility enforcement. Allowable costs also include training and equipment for law enforcement. Educational campaigns that publicize checkpoints, saturation patrols or other law enforcement traffic maneuvers can be funded. States may increase law enforcement efforts and target impaired drivers under the age of 34, and may elect to fund the costs of a statewide impaired-operator information system and the costs of vehicle or license plate impoundment.

### **Section 2010 – Motorcyclist Safety Grants**

Section 2010 encourages states to adopt and implement effective programs to reduce the number of single- and multi-vehicle crashes involving motorcyclists. A state may use these grants funds only for motorcyclist safety training and motorcyclist awareness programs, including improvement of training curricula, delivery of training, recruitment or retention of motorcyclist safety instructors, and public awareness and outreach programs.

# Grant Funding Overview

TASK NUMBER	FUNDING SOURCE/ PROGRAM AREA	AGENCY	PROGRAM NAME	FUNDED AMOUNT	EXPENDED AMOUNT
<b>01 - Impaired Driving</b>					
11-01-11-01	410/K8	LEAD Impairment Training	DUI/DRE Enforcement Training	\$ 50,000.00	\$ 49,521.24
11-01-11-02	410/K8	CSP	Interagency Task Force on Drunk Driving	\$ 45,000.00	\$ 30,713.38
11-01-11-03	410/K8	Colorado Judicial Branch	Support for DUI Courts	\$ 250,000.00	\$ 187,126.50
11-01-11-04	402/AL	CDAC	TSRP	\$ 140,000.00	\$ 130,549.00
11-01-11-05	410/K8	BACCHUS	Decrease Impaired Driving Among College Students	\$ 40,000.00	\$ 21,035.83
11-01-11-06	410/K8	MADD	MADD CO Underage Drinking Prevention	\$ 85,000.00	\$ 76,558.28
11-01-11-07	410/K8	Grand Futures Prev.	DUI Reduction and Prevention	\$ 50,000.00	\$ 50,000.00
No Project	-	-	-	-	-
11-01-11-09	410/K8	CSP	Impaired Driving Enforcement	\$ 335,000.00	\$ 313,569.84
11-01-11-10	410/K8	OTS	ID Tech Transfer	\$ 20,000.00	No Activity
11-01-11-11	410/K8	OTS	Checkpoint Colorado	\$ 270,000.00	\$ 61,685.26
11-01-11-12	State Funds	OTS	Enhanced Drunk Driving Enforcement (HUTF)	MATCH	
11-01-11-13	402/PT	CO LE Traffic Safety Services, Inc.	LEC	\$ 60,000.00	\$ 16,368.00
11-01-11-14	410/K8	Denver PD	Denver DUI Enforcement	\$ 32,000.00	\$ 31,991.03
11-01-11-15	410/K8	Crossroads	Smart Roads	\$ 50,000.00	\$ 48,702.85
11-01-11-16	410/K8	Auraria PD	Impaired Driving Prevention Programs	\$ 20,000.00	\$ 18,910.44
11-01-11-17	State Funds	TBD	HVE - Drunk Driving	MATCH	
11-01-11-18	410/K8	OTS	DRE Training	\$ 50,000.00	\$ 38,816.66
11-01-11-19	State Funds	CDPHE	Evidentiary Blood (Breath) Alcohol Testing Program	MATCH	
11-01-11-20	State Funds	DOR	DUI Countermeasures	MATCH	
11-01-11-21	402/AL	City of Denver	Denver Sobriety Court	\$ 400,000.00	\$ 153,799.50
11-01-11-22	402/AL	TBD	Checkpoint Equipment	\$ 10,000.00	\$ 4,884.10
11-01-11-23	410/AL	TBD	PBTs for Specialized Enforcement Projects	\$ 75,000.00	\$ 52,530.00
<b>02 - Speed Enforcement</b>					
11-02-21-01	402/SE	Denver PD	Focused Speed Enforcement	\$ 93,000.00	\$ 92,528.54
11-02-21-02	402/SE	Aurora PD	Aurora Highway Safety Campaign	\$ 54,900.00	\$ 54,884.90
11-02-21-03	402/SE	Thornton PD	Reduce the # of Speed Related Fatalities	\$ 15,000.00	\$ 13,404.49
11-02-21-04	FLEX FUNDS	Northglenn PD	Weekend Crash Reduction	\$ 23,058.00	\$ 23,058.00
11-02-21-05	402/SE	ILLES	Speed Enforcement Mini-Grants	\$ 25,000.00	\$ 9,739.00

# Grant Funding Overview

TASK NUMBER	FUNDING SOURCE/ PROGRAM AREA	AGENCY	PROGRAM NAME	FUNDED AMOUNT	EXPENDED AMOUNT
<b>04 - Traffic Records</b>					
11-04-41-01	402/TR	OTS	Problem ID Report	\$ 75,000.00	\$ 73,349.57
11-04-41-02	402/TR	OTS	OTS Reports and Publications	\$ 20,000.00	\$ 19,986.99
11-04-41-03	408/K9	CDPHE	Enhancing EMS and Trauma Registry Data Systems	\$ 96,012.00	\$ 93,399.73
No Project	-	-	-	-	-
11-04-41-05	408/K9	OTS	2011 Traffic Records Enhancement	\$ 200,000.00	\$ 159,482.76
11-04-41-06	408/K9	Plus Solutions, LLC	CDOT/EARS Phase 3	\$ 19,500.00	\$ 19,125.00
11-04-41-07	408/K9	Plus Solutions, LLC	ARCGIS Web Service Development	\$ 24,400.00	\$ 9,625.00
11-04-41-08	408/K9	Plus Solutions, LLC	CDOT/EARS Maintenance	\$ 10,000.00	\$ 10,000.00
11-04-41-09	408/K9	OTS	Traffic Records Tech Transfer	\$ 5,000.00	\$ 1,446.96
11-04-41-10	408/K9	CSP	GPS and Sharepoint	\$ 68,467.00	\$ 68,274.29
<b>06 - Occupant Protection</b>					
11-06-61-01	402/OP	SUCAP	SW Colo Child and Adolescent Safety	\$ 65,000.00	\$ 65,000.00
11-06-61-02	405/K2	CSP	CPS Team Colorado	\$ 175,000.00	\$ 172,338.19
11-06-61-03	402/OP	Mesa County Health Dept	Teen MV Safety and CPS Project - Phase 3	\$ 40,000.00	\$ 39,163.93
11-06-61-04	402/OP	Hispanidad	Hispanic Teen Driving Initiative	\$ 89,000.00	\$ 88,995.76
11-06-61-05	402/OP	BurksComm	African American Occupant Protection Program	\$ 75,000.00	\$ 74,997.70
11-06-61-06	402/OP	Denver Osteopathic	Buckle up for Love	\$ 32,718.00	\$ 22,221.45
11-06-61-07	402/OP	Denver Osteopathic	Save a Friend Save Yourself	\$ 26,250.00	\$ 26,105.24
11-06-61-08	402/OP	TBD	OP Tech Transfer	\$ 10,000.00	\$ 5,119.61
11-06-61-09	405/K2	Crossroads	Latino Community Seat Belt Safety Program	\$ 75,000.00	\$ 74,780.93
11-06-61-10	402/OP	City of Woodland Park	Lead the Click, Drive for Life	\$ 42,000.00	\$ 28,366.42
11-06-61-11	405/K2	CSP	Click It or Ticket	\$ 300,000.00	\$ 286,341.93
11-06-61-12	402/OP	TBD	CLOT Local Law Enforcement	\$ 275,000.00	\$ 271,118.32
11-06-61-13	402/OP	University of CO Hospital	Aurora P.A.R.T.Y.	\$ 15,025.00	\$ 13,855.27
11-06-61-14	402/OP	TBD	OP Mini Grants	\$ 70,000.00	\$ 75,720.02
11-06-61-15	402/OP	Drive Smart EC	Foothills School-Based Teen Driver Safety	\$ 46,500.00	\$ 42,646.17
11-06-61-16	402/OP	Poudre Valley Hospital	Safe Kids Larimer County CPS Program	\$ 45,000.00	\$ 44,835.78
11-06-61-17	402/OP	CSU	Seat Belt Survey	\$ 225,000.00	\$ 217,140.29
11-06-61-18	402/OP	Drive Smart Colorado	Teen MV Safety	\$ 41,000.00	\$ 40,949.12
11-06-61-19	402/OP	Pueblo Health Dept	Teen MV Safety Project - Phase 3	\$ 25,000.00	\$ 28,006.90
11-06-61-20	402/OP	Drive Smart EC	CPS Program Expansion to the Underserved	\$ 58,000.00	\$ 48,252.76

# Grant Funding Overview

TASK NUMBER	FUNDING SOURCE/ PROGRAM AREA	AGENCY	PROGRAM NAME	FUNDED AMOUNT	EXPENDED AMOUNT
<b>06 - Occupant Protection (Continued)</b>					
11-06-61-21	402/OP	MHRETAC	Teen Traffic Campaign	\$ 50,000.00	\$ 49,994.25
11-06-61-22	402/OP	OTS	Occupant Protection Program Assessment	\$ 30,000.00	\$ 26,693.72
11-06-61-23	402/OP	Cortez PD	Cortez Buckle Up	\$ 10,000.00	\$ 10,000.00
11-06-61-24	402/OP	TBD	Traffic Safety Initiatives - Mini Grants	\$ 20,000.00	\$ 35,080.08
<b>07 - Motorcycle Safety</b>					
11-07-71-01	State Funds	TBD	MOST	MATCH	
11-07-71-02	402/JMC	El Paso County Dept of Health	Increasing MC Safety in El Paso County	\$ 45,000.00	\$ 44,804.92
11-07-71-03	402/JMC	Drive Smart EC	Jeffco MC Rider Safety Education	\$ 30,000.00	\$ 21,153.53
11-07-71-04	402/JMC	ABATE	Operation Save a Life	\$ 24,500.00	\$ 23,355.92
11-07-71-05	402/JMC	OTS	Smart Trainer	\$ 7,500.00	\$ 7,362.02
<b>08 - Public Relations</b>					
11-08-81-01	410/K8PM	Webb PR	High-Visibility DUI Enforcement PR/Eval	\$ 325,000.00	\$ 273,870.16
11-08-81-02	410/K8PM	Explore Comm.	High-Visibility DUI Enforcement Paid Media	\$ 250,000.00	\$ 286,580.81
			High-Visibility DUI Enforcement - Latino & Paid Media		
11-08-81-03	410/K8PM	Webb PR	Media	\$ 75,000.00	\$ 179,352.00
11-08-81-04	2010/K6	Amelie Company	Motorcycle Safety	\$ 101,000.00	\$ 105,106.56
11-08-81-05	402/PM	Webb PR	Click It or Ticket & Seat Belts - PR/Eval	\$ 150,000.00	\$ 130,432.42
11-08-81-06	402/PM	Explore Comm.	Click It or Ticket & Seat Belts - Paid Media	\$ 265,000.00	\$ 261,968.77
11-08-81-07	402/PM	Henrich Marketing	Click It or Ticket - Hispanic	\$ 60,000.00	\$ 58,563.31
11-08-81-08	402/PM	Amelie Company	Teen Driving and GDL	\$ 100,000.00	\$ 90,525.23
11-08-81-09	402/PM	Amelie Company	Child Passenger Safety	\$ 100,000.00	\$ 99,052.23
11-08-81-10	402/PM	Expore	Cone Zone	\$ 100,000.00	\$ 62,205.39
11-08-81-11	402/PM	Amelie Company	Distracted Driving	\$ 75,000.00	\$ 58,982.33
11-08-81-12	402/PM	TBD	RETAC Seat Belt Support	\$ 50,000.00	\$ 11,935.06
<b>09 - Safe Communities</b>					
11-09-91-01	402/SA	RCRC	R.I.P.E.A.T.S	\$ 47,000.00	\$ 46,397.62
11-09-91-02	402/SA	Various Local Agencies	OP Education	\$ 25,000.00	\$ 11,589.38
11-09-91-03	405/K2	Western/NW RETAC	Increasing Seat Belt Compliance	\$ 95,000.00	\$ 95,000.00
11-09-91-04	402/SA	Northeast RETAC	Increasing Seat Belt Compliance	\$ 65,000.00	\$ 64,465.95
11-09-91-05	402/SA	Southeastern RETAC	Increasing Seat Belt Compliance	\$ 65,000.00	\$ 47,888.12
11-09-91-06	402/SA	Southern RETAC	Increasing Seat Belt Compliance	\$ 65,000.00	\$ 64,998.56
11-09-91-07	402/SA	Southwest RETAC	Increasing Seat Belt Compliance	\$ 65,000.00	\$ 64,831.90

# Grant Funding Overview

TASK NUMBER	FUNDING SOURCE/ PROGRAM AREA	AGENCY	PROGRAM NAME	FUNDED AMOUNT	EXPENDED AMOUNT
			<b>09 - Safe Communities (Continued)</b>		
11-09-91-08	402/SA	Plains to Peaks	Increasing Seat Belt Compliance	\$ 65,000.00	\$ 4,998.89
11-09-91-09	402/SA	Mile Hi RETAC	Increasing Seat Belt Compliance	\$ 65,000.00	\$ 64,982.54
11-09-91-10	402/SA	Central Mountains RETAC	Increasing Seat Belt Compliance	\$ 65,000.00	\$ 65,000.00
11-09-91-11	402/SA	Foothills RETAC	Increasing Seat Belt Compliance	\$ 65,000.00	\$ 32,500.00
11-09-91-12	402/SA	SLV RETAC	Increasing Seat Belt Compliance	\$ 65,000.00	\$ 36,486.61
			<b>10 - Pedestrian &amp; Bicycle</b>		
11-10-95-01	402/PS	Denver Osteopathic	STOP-LOOK-LISTEN	\$ 20,775.00	\$ 20,322.22
11-10-95-02	402/PS	ThinkFirst	Using Your Mind to Protect Your Body	\$ 23,680.00	\$ 23,680.00
11-10-95-03	402/PS	Cortez PD	Crosswalk Awareness	\$ 3,780.00	\$ 3,780.00
11-10-95-04	402/PS	Sprinkle Consulting	CO Adult Crossing Guard Program - Phase II	\$ 22,000.00	\$ 22,000.00
			<b>Maintenance Cone Zone</b>		
1785.10.01	FLEX FUNDS	Colorado State Patrol	Maintenance Cone Zone	\$ 270,099.00	\$ 216,045.27
<b>TOTAL</b>				\$7,402,164.00	\$6,483,008.70

Expenditures are for Federal FY 2011 - October 1, 2010 - September 30, 2011.

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**For more information, please contact:**

Carol Gould  
Colorado Dept of Transportation  
Office of Transportation Safety, Acting Director

4201 E. Arkansas Ave., 3rd Floor

Denver, CO 80222

303-757-9468

Fax: 303-757-9078

Email: [Carol.Gould@dot.state.co.us](mailto:Carol.Gould@dot.state.co.us)

**Report prepared by:**

Action Staffing Solutions

1409 West 29th Street

Loveland, CO 80538

970-667-4202

Lorrie Wolfe

Steve Wolfe

Wolfe Unlimited, LLC

Technical and Creative Writing

1015 Cottonwood Drive

Windsor, CO 80550

970-689-1980

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# Safety Doesn't Happen By Accident



**Colorado Department of Transportation  
Office of Transportation Safety  
and Traffic Engineering Branch**