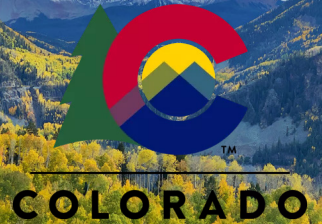


ADVANCING TRANSPORTATION SAFETY PROGRAM



What is the ATSP?

The Advancing Transportation Safety Program (ATSP) is a statewide collaborative effort led by a team of state and local agencies, advocacy groups, academic institutions, and private entities. The program was developed as part of the implementation efforts for the 2020-2023 Strategic Transportation Safety Plan, required by the Highway Safety Improvement Program (HSIP). The ATSP and its many partners endeavor to make a long-term investment in and commitment to transportation safety across Colorado, to cultivate a stronger transportation safety culture and ultimately achieve the vision of zero fatalities and serious injuries for all users on Colorado roadways.

Mission

The ATSP aims to build a unified approach to transportation safety through the integrated implementation of **education, engineering, enforcement, emergency response, equity, and evaluation** to reduce fatalities and serious injuries for all users on Colorado roadways. Implementation will be driven by data, best practices, and research.

Vision

The future of Colorado is zero deaths and serious injuries so all people using any transportation mode arrive at their destination safely.

EMPHASIS AREAS

Safety Culture

Transportation Safety Culture is foundational to achieving zero fatalities and serious injuries on Colorado roadways. The U.S. Department of Transportation defines safety culture as “the shared values, actions, and behaviors that demonstrate a commitment to safety over competing goals and demands.” For Colorado, a Safety Culture means that state leadership embraces and champions safety at all levels and the public actively practices and encourages safe driving behavior.

This Emphasis Area will focus on strategies that related to legislation and policy, data management, and Equity Diversity, and Inclusion to help cultivate and strengthen Colorado’s transportation safety culture.

Safe Roads

Identifies best practices to update the built environment with infrastructure and designs that facilitate safe trips for all modes.

Safe People

Focuses on strategies that protect vulnerable roadway users, including bicycles/pedestrians, motorcyclists, young and elderly drivers, roadway crews work zones, and first responders

Safe Driving

Works to employ strategies that influence better driver behavior and addresses key issues such as impaired, distracted, aggressive driving, speeding, and occupant protection.

Post Crash Care

Addresses strategies that will increase the survivability of crash victims enhance traffic incident response.