



COLORADO

Department of
Transportation

Colorado

2015 Integrated Safety Plan





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Department of
Transportation

2015
Integrated Safety Plan

Mission Statement:

Reduce the incidence and severity of motor vehicle crashes and the human and economic losses that are associated with them.



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Application for Section 405 Grant Programs and Appendices

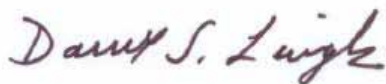
A MESSAGE FROM THE OFFICE OF TRANSPORTATION SAFETY AND THE TRAFFIC AND SAFETY ENGINEERING BRANCH

We are pleased to provide you with the 2015 Colorado Integrated Safety Plan (ISP). Each year, this document is updated to help focus limited resources on strategic projects statewide that can have an impact on reducing the number of fatalities and serious injuries due to motor vehicle crashes on Colorado highways. The ISP includes the state's goals, objectives and strategies for improving traffic safety, as well as performance measures to evaluate our progress. It outlines specific highway safety projects and programs and respective funding for 2015.

The state has made great strides in traffic safety over the past several years, resulting in a 40% reduction in motor vehicle-related fatalities since 2002. We can attribute much of this success to the engineering of safer highways, driver education, enhancements in traffic safety laws and enhanced enforcement of those laws. Despite our successes, traffic crashes remain one of the leading causes of death and serious injury in the state of Colorado. As the population grows and driver behavior changes, we must also address emerging issues such as distracted driving and drug-impaired driving, and continue to look for new tools and technologies to improve our roadways and prevent crashes. We will accomplish this by expanding our safety partnerships and by providing tools for safety advocates to work in partnership with us. We will continue our strong relationships with local governments and law enforcement to make traveling through Colorado safer than ever before.

CDOT's Office of Transportation Safety and Traffic and Safety Engineering Branch, will continue to partner with the National Highway Traffic Safety Administration (NHTSA), Federal Highway Administration (FHWA), CDOT's Office of Communications, our CDOT Regions, and our local transportation safety partners, to move our Integrated Safety Plan forward. In so doing, we will save lives and reduce injuries and crashes, and reduce the associated economic impact.

And finally, we wish to thank our stakeholders, partners and employees who contributed to this report and who assisted with the selection process for establishing these important safety projects. It is through this collaboration and the development of innovative safety programs that we will continue to reduce future roadway deaths and injuries within the State of Colorado.



Darrell S. Lingk

Director, Office of Transportation Safety



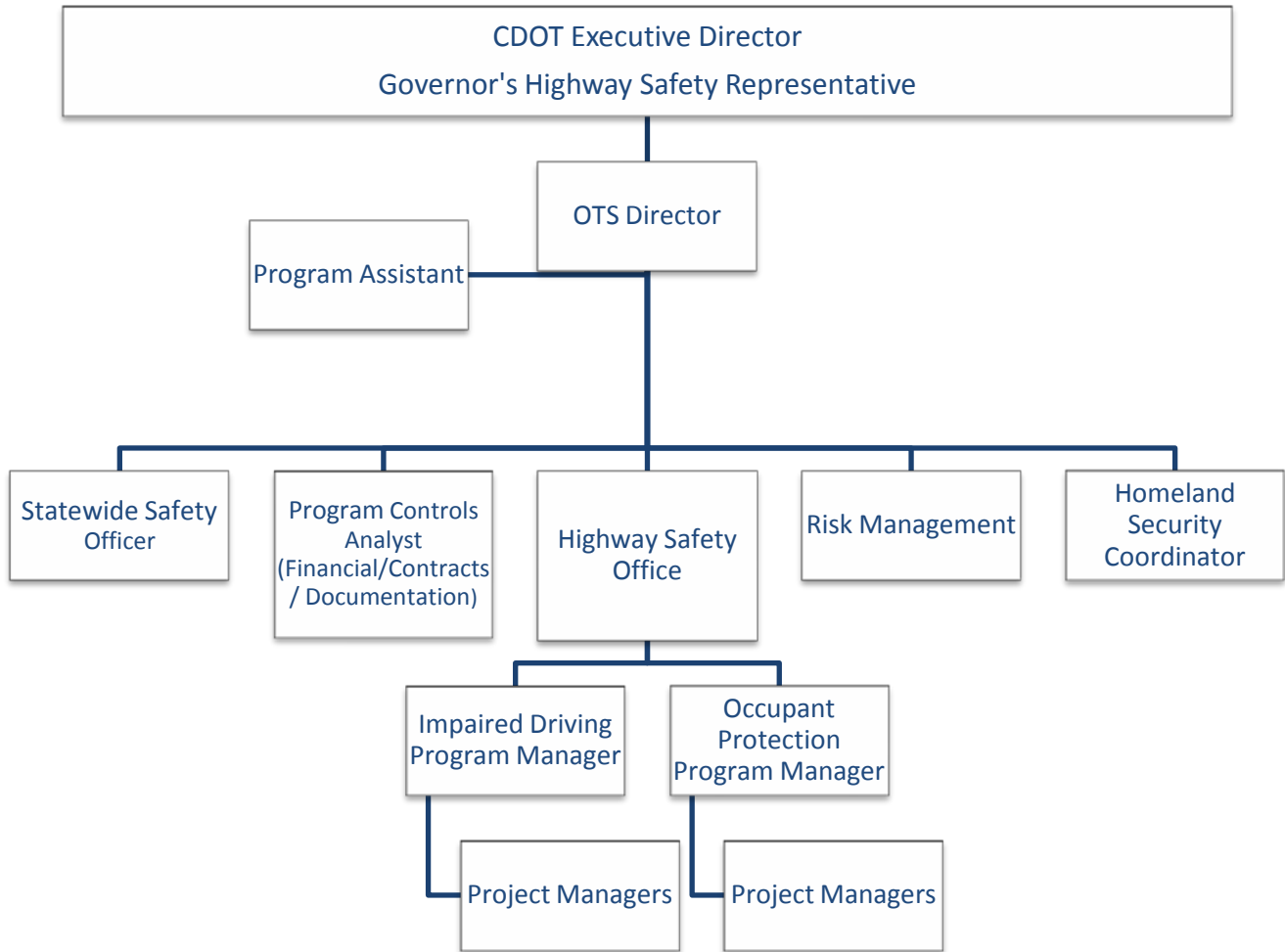
Charles E. Meyer

Manager, Traffic and Safety Engineering Branch



Office of Transportation Safety Organizational Chart

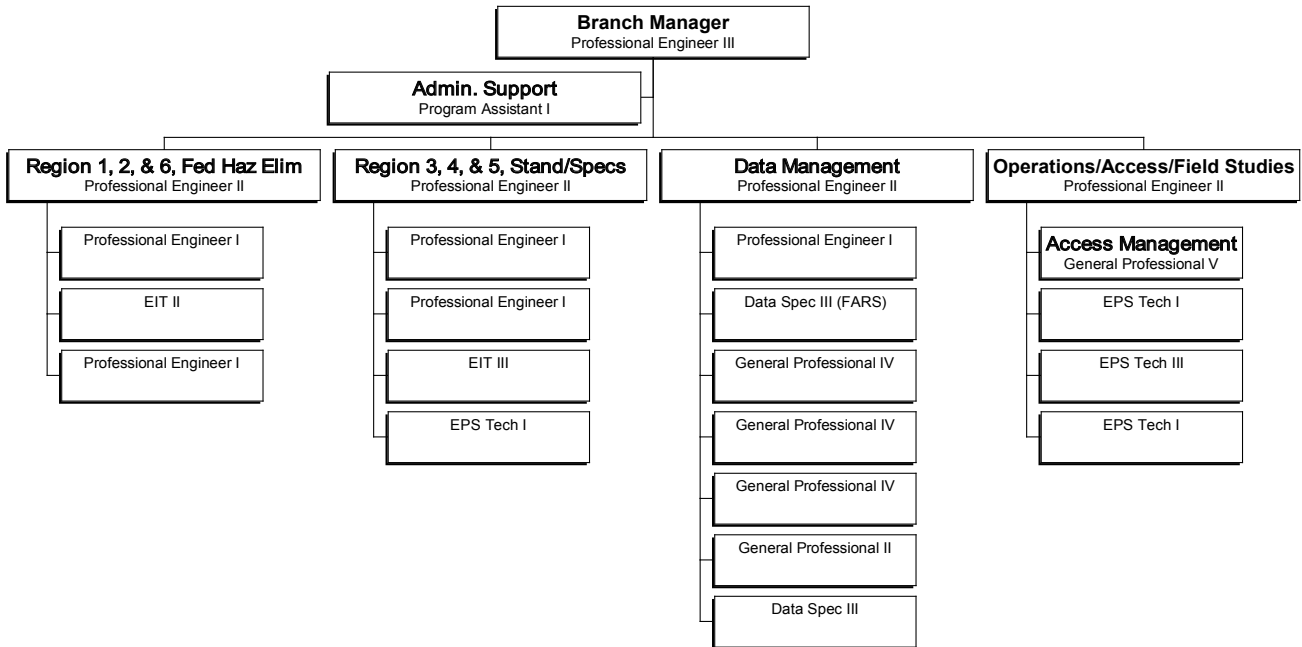
Office of Transportation Safety





Traffic and Safety Engineering Branch Organizational Chart

Division of Transportation Systems Management and Operations: Traffic and Safety Engineering Branch



15 May 2014





2015 Integrated Safety Plan Introduction

The 2015 Integrated Safety Plan (ISP) is built upon a foundation of traffic safety strategies that are proven to reduce the number and severity of traffic crashes in the state of Colorado. The ISP focuses on the four contributing factors to crashes: the roadway, the driver, the roadway user (pedestrian and cyclists) and the vehicle. The crash sequence is examined and strategies are developed to reduce the likelihood of a crash from occurring and to mitigate the effects of the crash once a crash sequence has been initiated. Many of these strategies involve joint efforts and cooperative programs at all levels of government and between the public and private sectors.

There are several organizations and groups who engage in various processes and programs that are designed to prevent and mitigate Colorado's fatalities and serious injuries on the roadways. From CDOT these include the Governor's Representative for Highway Safety, the Traffic and Safety Engineering Branch, the Office of Transportation Safety, the five Transportation Regional Directors, Region staff, Headquarters staff, and Staff Branches. Other groups and organizations that are also involved include the Governor's office, the Colorado State Legislature, federal agencies, state agencies, political subdivisions, law enforcement agencies, community groups and the private sector. All of these entities are vital in our ongoing mission to reduce crashes resulting in fatalities or serious injury on Colorado roadways.

MISSION, GOALS, AND OBJECTIVES

The mission of the CDOT Traffic and Safety Engineering Branch and the Office of Transportation Safety is to reduce the incidence and severity of motor vehicle crashes and the human and economic losses that are associated with them. Furthermore, CDOT has supported resolutions by the American Association of State Highway and Transportation Officials (AASHTO) to adopt "Halving Fatalities by 2030" and "Toward Zero Death as a National Strategy".

CDOT has set specific targets for reducing our fatality and serious injury rates, as well as the total number of crashes overall as compared to previous years. A detailed analysis of historical data was conducted using statistical methodologies, and evidence-based performance targets were established for 2015. These performance targets are described in detail on pages 4-13 of the ISP. CDOT is also participating in the MAP-21 and FHWA rule making process for establishment and coordination of safety performance measures as an update is completed to the Strategic Highway Safety Plan (SHSP).

HOW WE EVALUATE SAFETY PROGRESS

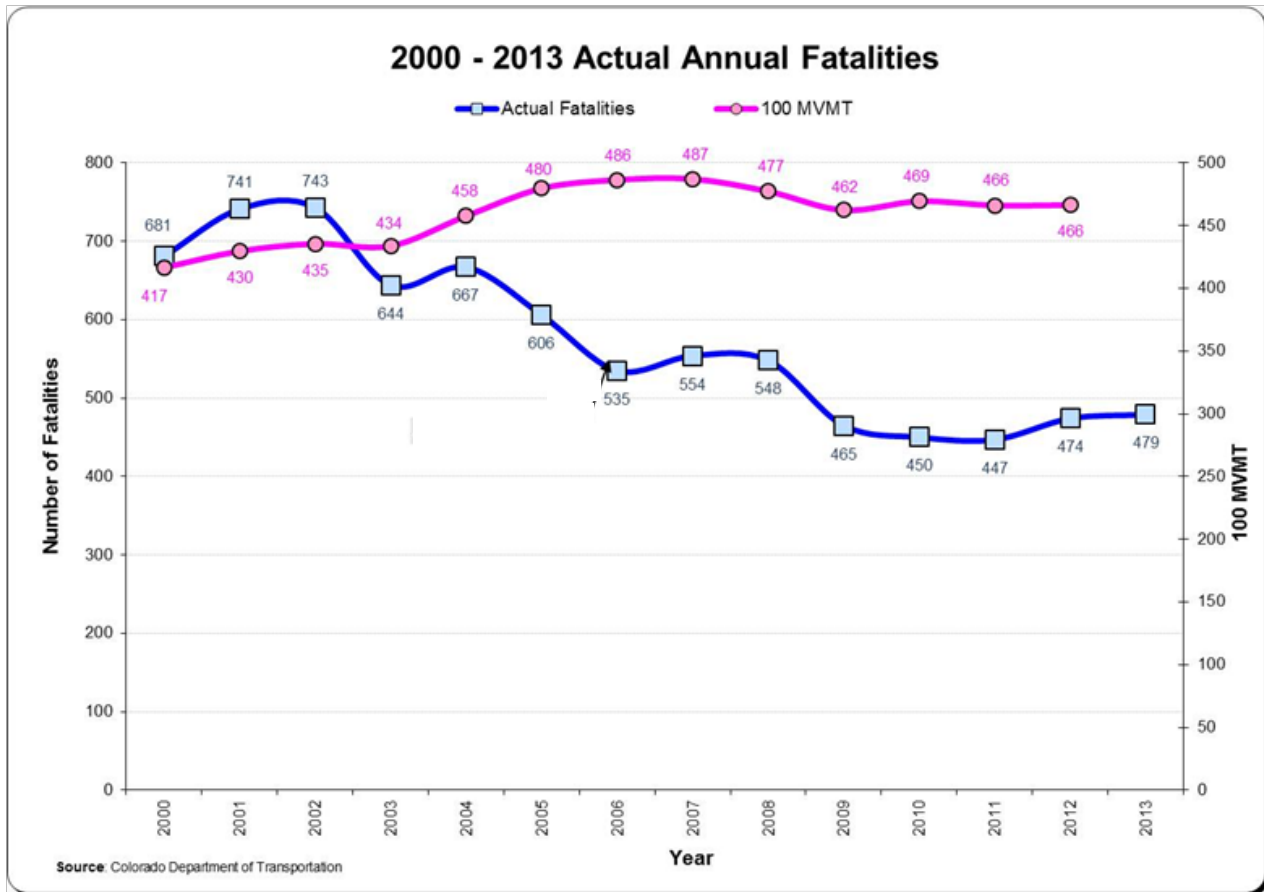
The statewide fatality rate is the primary means of measuring the Department's effectiveness in increasing safety for users of the state highway system. Providing a safe and secure transportation system is CDOT's highest priority. The fatality rate is the number of fatalities per 100 million Vehicle Miles Traveled (VMT) on Colorado highways.



2015 Integrated Safety Plan Current Condition

DATA REVIEW

Actual Annual Fatalities compared to 100 Million Vehicle Miles Traveled (100 MVMT) - Colorado 2000 - 2013



Colorado has made significant progress over the last decade in reducing fatalities on our roadways. In 2002, Colorado had 1.7 fatalities per 100 million VMT. By 2012, the rate had declined to 1.01 per 100 million VMT. Cumulatively, CDOT estimates that more than 20,000 lives may have been saved as a result of our steady reduction in statewide fatalities since the late 1970's. Over the last three decades, the most serious challenges have been impaired driving, the lack of use of occupant protection devices such as seat belts, young driver behaviors and excessive speed. In urban areas, rear-end collisions, approach turns and broadside crashes were most prevalent. In rural areas, running off the road, hitting fixed objects and overturning were the most prevalent. Finally, the legalization of marijuana for recreational use in Colorado raises a new set of concerns with regard to impaired driving.

Some of the success we have seen over these last few decades is due to the passage of important traffic safety legislation such as lowering the blood-alcohol content (BAC) threshold to 0.08 percent in 2004 (HB 04-1021) and the law requiring a helmet for motorcyclists under 18 years of age (HB 07-1117). Fines for failure to comply with child restraint and booster seat requirements have helped as well as legislation that increased the fines for seat belt violations



2015 Integrated Safety Plan Current Condition

(HB 08-1010). Laws were passed to increase penalties for impaired driving (HB 08-1010), to expand the use of interlock devices and to provide \$2 million annually for increased high-visibility DUI enforcement (HB 08-1194). The definition of “DUI per se” was expanded to include driving when the driver’s blood contains 5 nanograms or more of delta 9-tetrahydrocannabinol per milliliter in whole blood (SB12-1005).

The definition of a persistent drunk driver (PDD) changed (HB13-1240) with the PDD BAC threshold being changed from 0.17 to 0.15. A person who refuses to submit to chemical testing after a DUI arrest is now classified as a PDD. In addition, a number of improvements have been made to the Graduated Driver License law for teen drivers, as well as other legislative changes to improve safety across our State. Grassroots organizations have had a significant impact, and public information programs have served to raise awareness of the risks and responsibilities of safe driving.

Additionally, through innovative engineering practices, Colorado has reduced crashes within available budgets by making safety improvements at roadway locations where higher rates of crashes have been identified. Evaluation methodologies such as pattern recognition analysis and roadway diagnostic safety assessments provide the current best practice in targeting appropriate locations for safety improvements.

These methodologies address:

- Reducing the frequency of roadway departure-type crashes and mitigating the effects of leaving the road
- Reducing crashes at intersections
- Selecting qualified sites for safety improvement projects through such programs as Federal Hazard Elimination and High Risk Rural Roads

Even though great strides have been made over the last several years in our efforts to reduce fatalities on Colorado roadways; more still needs to be done. To receive Federal Highway Administration (FHWA) and National Highway Traffic Safety Administration (NHTSA) funds, States are required to prepare an annual Highway Safety Plan, or Integrated Safety Plan (ISP). This plan is based on a problem identification process, establishes performance targets and objectives based on identified problems, and includes countermeasures that will assist the State in reaching its stated performance targets.

Over the past year the Office of Transportation Safety (OTS) and the Traffic and Safety Engineering Branch (TSE) have also been working to update the State Strategic Highway Safety Plan (SHSP). This process includes representation from the OTS Director on the SHSP Executive and Strategic Planning Committees, the identification of several behavioral-based emphasis areas, and formation of emphasis area teams with local and statewide partners and stakeholders. This coordinated effort unifies the State’s approach to highway safety and promotes comprehensive transportation and safety planning and program efficiency. The SHSP update will renew and refresh Colorado’s vision, mission and goals to improve transportation safety in Colorado. The update to the SHSP will be adopted in the summer of 2014 and Colorado will then proceed to the implementation phase.



2015 Integrated Safety Plan Performance Measures

PERFORMANCE MEASURES

The National Highway Traffic Safety Administration (NHTSA) and the Governors Highway Safety Association (GHSA) agreed on a minimum set of performance measures to be used by States in the development of Integrated Safety Plans, or State Highway Safety Plans, and in the implementation of programs. The measures cover the major areas common to Safety Plans and use existing data systems. The Performance Measures below include three Activity Measures (A-1. through A-3.), one Behavioral Measure (B-1.), twelve Core Measures (C1. through C12.) and one Survey Measure (S-1.). The results of the Survey Measure conducted are detailed on the pages following S-1.

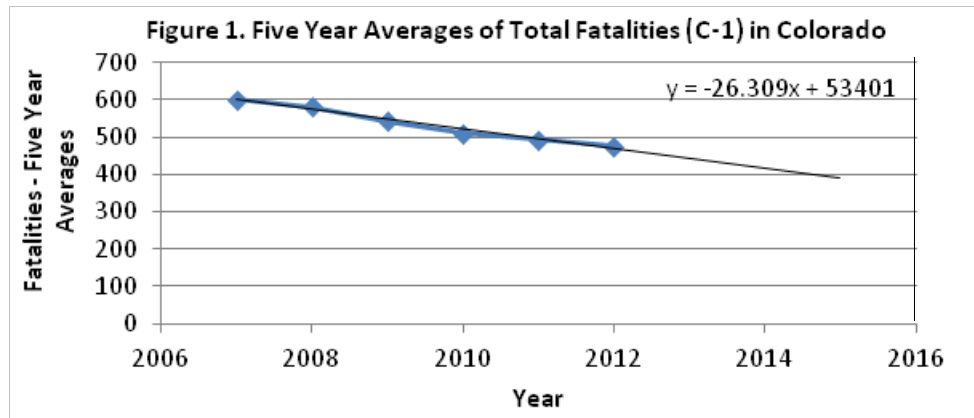
- A-1. Number of seat belt citations issued during grant-funded enforcement activities (grant activity reporting)
Average number of seat belt citations written from 2011-2013: 12,993
- A-2. Number of impaired driving arrests made during grant-funded enforcement activities (grant activity reporting)
Average number of impaired driving arrests from 2011-2013: 9,300
- A-3. Number of speeding citations issued during grant-funded enforcement activities (grant activity reporting)
Average number of speeding citations written from 2011-2013: 5,484
- B-1. Increase the observed seat belt use for passenger vehicles
Observed seat belt rate for passenger vehicles in 2013: 82.1%
Goal: Increase the observed seat belt use for passenger vehicles to 84% in 2015



2015 Integrated Safety Plan Performance Measures

In order to determine the 2015 Highway Safety Office performance measure targets, the performance measures were analyzed for the past ten years (2003-2012) in a variety of ways.

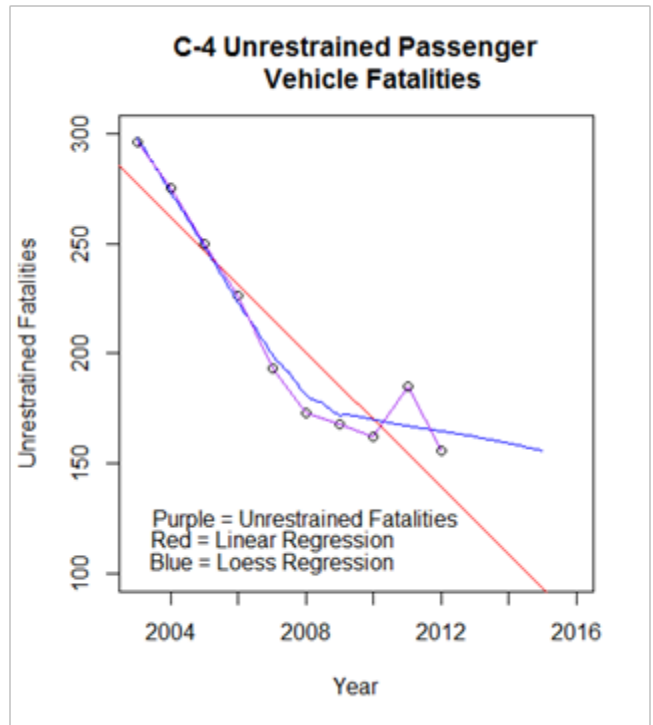
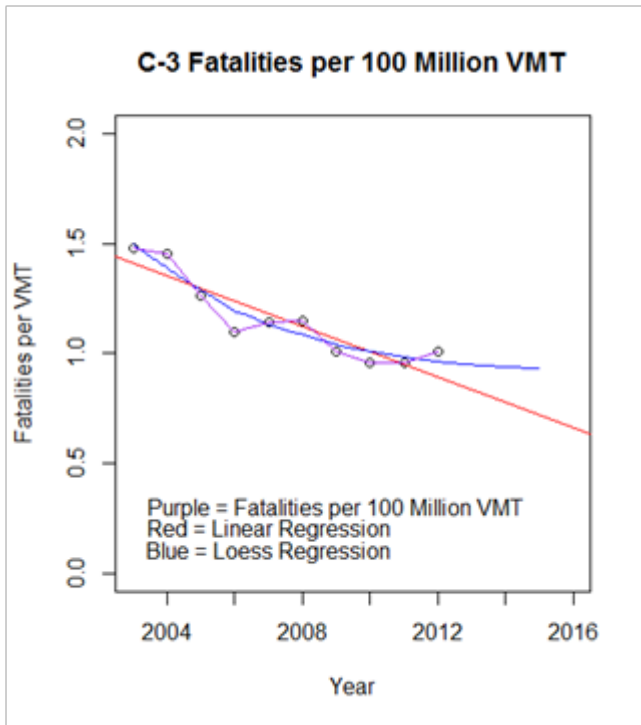
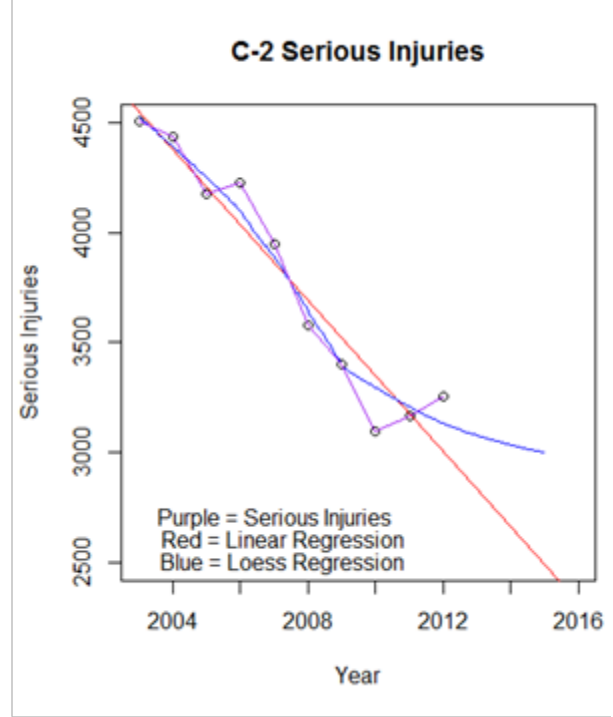
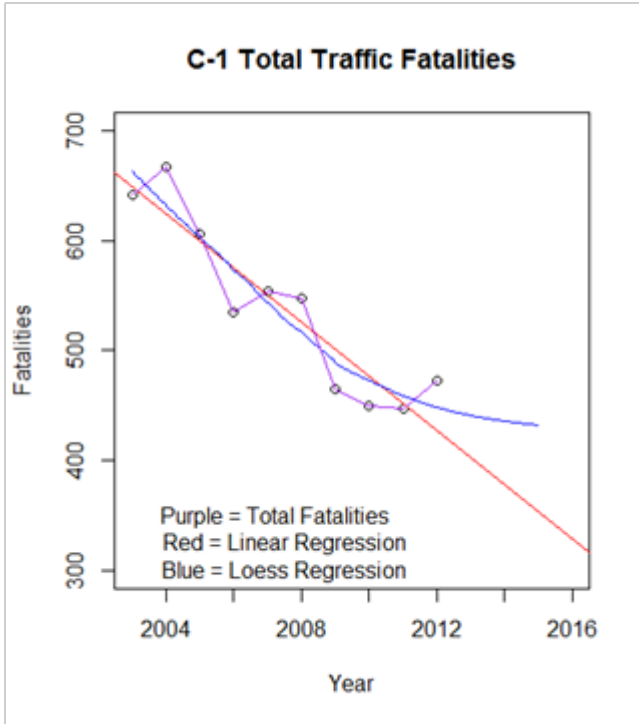
Initially, the statistician followed the methodology proposed by the Federal Highway Administration's Notice of Proposed Rule Making for National Performance Measures, plotting five year rolling averages for each performance measure and then using a linear regression model to estimate the predicted five year rolling average for 2015 (shown for total fatalities in Figure 1). This approach resulted in aggressive decreases in fatality numbers for Colorado. The estimated five year average of fatalities for 2015 is 389. Knowing there were 447 fatalities in 2011 and 472 in 2012 means Colorado needs to average 342 fatalities each year between 2013 and 2015 to meet the predicted five year average. Though ideal, this seems unrealistic.



Rather than utilizing five year rolling averages, the statistician plotted the actual data (shown in graphs C1-C11 as purple lines) for each of the ten performance measures over the previous ten years. A linear regression model was added to each graph, based upon the yearly data (red line) and used to estimate the performance measure outcome in 2015. An assumption in using a linear regression model is that the relationship between the dependent and independent variables is linear. In addition to linear regression, a loess regression model was added to each graph (blue line) that also estimated the performance measure outcome in 2015. The loess regression does not make the assumption that the relationship of the data points is represented by a straight line and instead is able to produce a smooth curve that moves with the data. The smooth curve is good because it changes direction and steepness with the data and often produces more conservative estimates for 2015 than the linear regression approach.

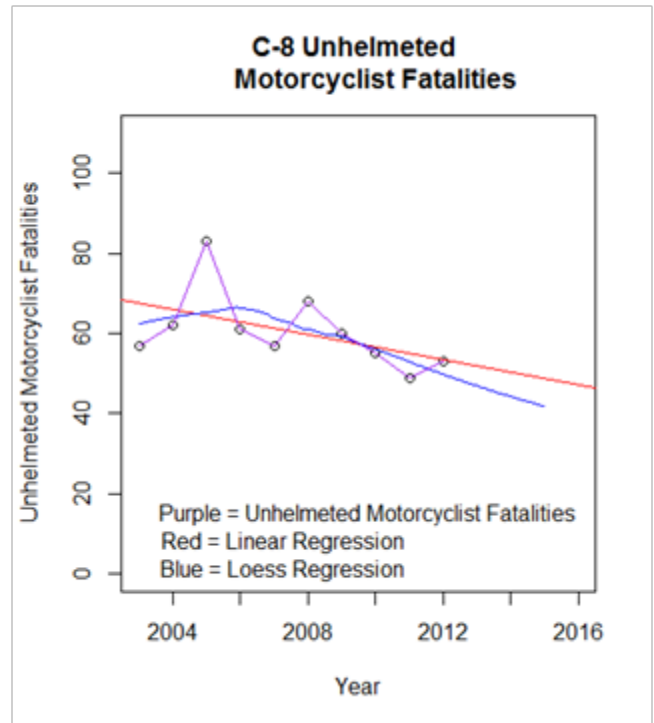
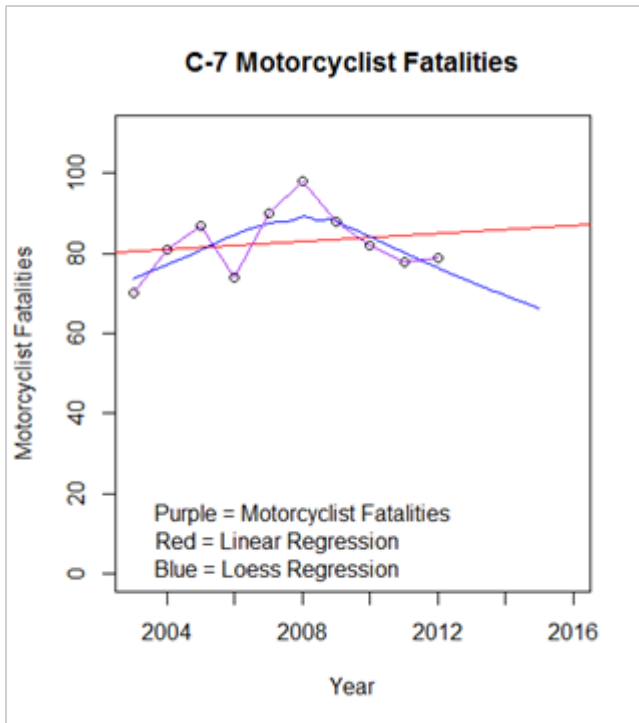
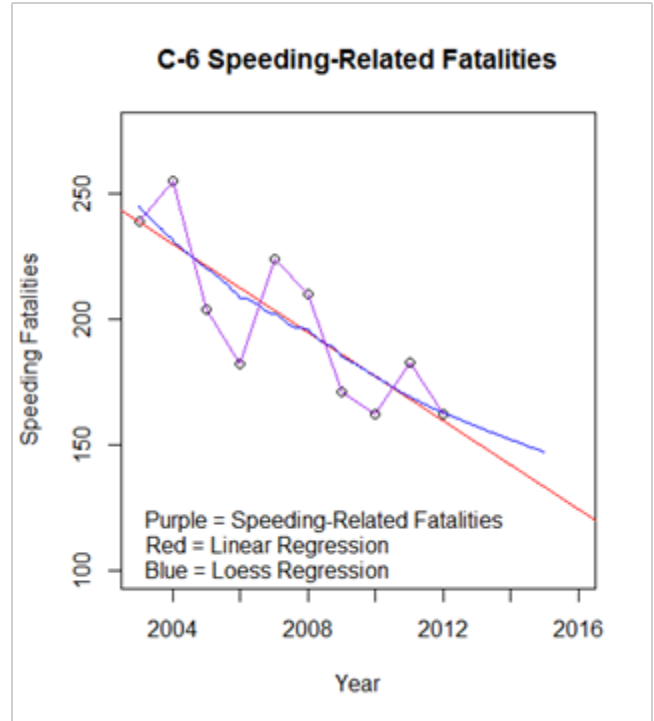
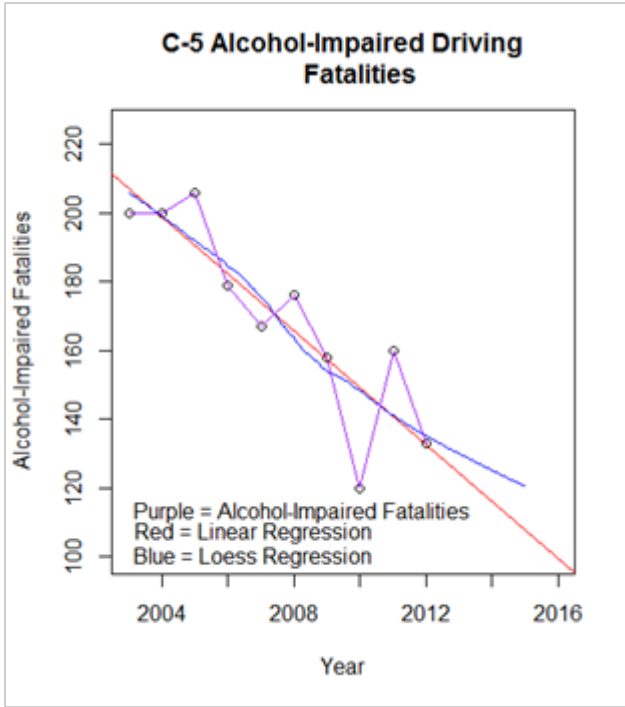


2015 Integrated Safety Plan Performance Measures



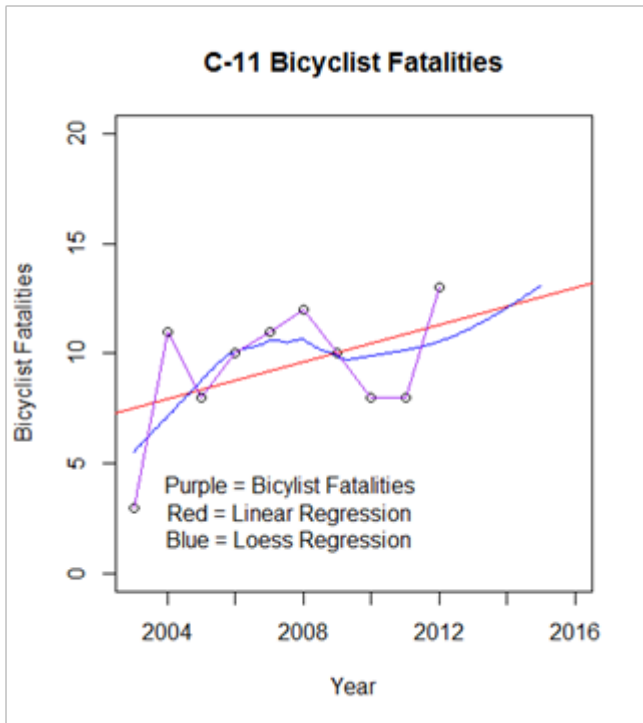
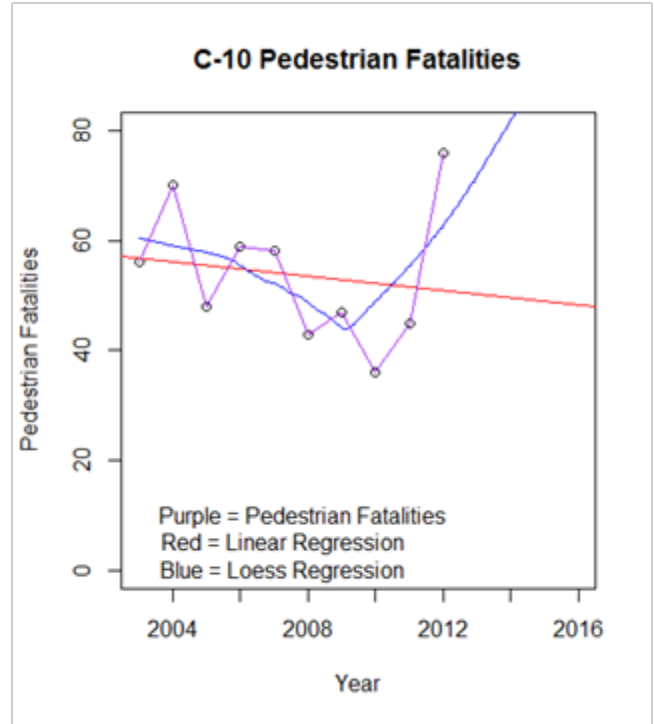
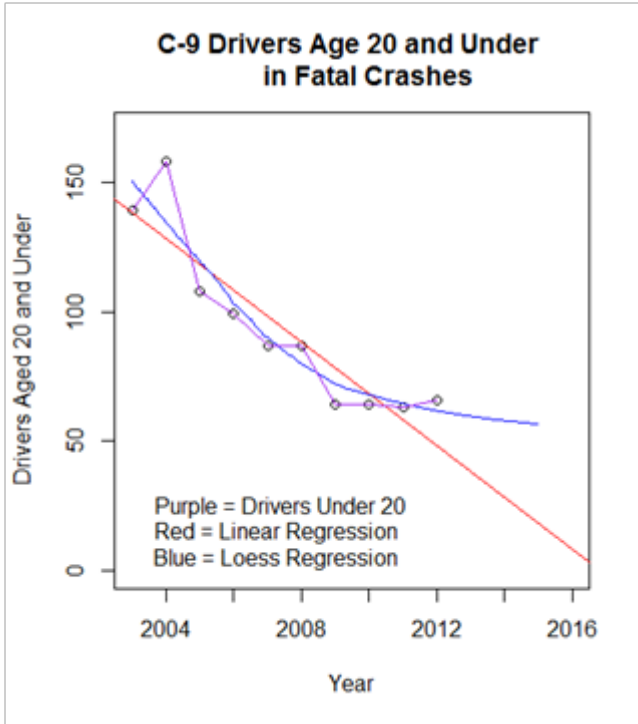


2015 Integrated Safety Plan Performance Measures





2015 Integrated Safety Plan Performance Measures





2015 Integrated Safety Plan Performance Measures

Additionally, to remain consistent with the methodology utilized in the 2014 Integrated Safety Plan, the statistician calculated the percent change from one year to the next, for years 2006 through 2012, and averaged the resulting six percentage changes (Table 1). The average percent change from 2006 to 2012 was applied to the 2012 actual data to estimate the outcomes in 2015 (Table 2).

Table 1. Percent change per year and average percent change over prior 7 years

| | 2006-2007 | 2007-2008 | 2008-2009 | 2009-2010 | 2010-2011 | 2011-2012 | Average change 2006-2012 |
|---|-----------|-----------|-----------|-----------|-----------|-----------|--------------------------|
| C-1. Traffic Fatalities | 3.55 | -1.08 | -15.15 | -3.23 | -0.67 | 5.59 | -1.83 |
| C-2. Serious Injuries | -6.60 | -9.30 | -5.06 | -8.88 | 2.29 | 2.81 | -4.12 |
| C-3. Fatalities/VMT | 3.64 | 0.88 | -12.17 | -4.95 | 0.00 | 5.21 | -1.23 |
| C-4. Unrestrained Fatalities | -14.60 | -10.36 | -2.89 | -3.57 | 14.20 | -15.68 | -5.48 |
| C-5. Alcohol - Impaired Driving Fatalities (BAC=.08+) | -6.70 | 5.39 | -10.23 | -24.05 | 33.33 | -16.88 | -3.19 |
| C-6. Speeding - Related Fatalities | 23.08 | -6.25 | -18.57 | -5.26 | 12.96 | -11.48 | -0.92 |
| C-7. Motorcyclist Fatalities | 21.62 | 8.89 | -10.20 | -6.82 | -4.88 | 1.28 | 1.65 |
| C-8. Unhelmeted Fatalities | -6.56 | 19.30 | -11.76 | -8.33 | -10.91 | 8.16 | -1.68 |
| C-9. Drivers 20 or Younger Involved in Fatal Crashes | -12.12 | 0.00 | -26.44 | 0.00 | -1.56 | 4.76 | -5.89 |
| C-10. Pedestrian Fatalities | -1.69 | -25.86 | 9.30 | -23.40 | 25.00 | 68.89 | 8.70 |
| C-11. Bicyclist Fatalities | 10.00 | 9.09 | -16.67 | -20.0 | 0.00 | 62.50 | 7.49 |



2015 Integrated Safety Plan Performance Measures

Table 2 shows the estimated 2015 outcomes for the performance measures produced by the four methods described above: 1.) five-year rolling average linear regression, 2.) linear regression using yearly data 3.) loess regression, and 4.) average percent change. The Colorado Highway Safety Office reviewed these four data-driven methods, and in combination with their judgment and an analysis using the preliminary 2013 data, formed the 2015 performance targets shown in Table 2.

Table 2. Performance measure estimates for 2015 utilizing 4 methodologies: linear regression with 5-year rolling averages and yearly data, loess regression and the average percent change

| | 2012 Data | Estimated 2015 Performance Target Utilizing: | | | | CO Highway Safety Office 2015 Performance Target |
|--|-----------|--|---------------------------------|------------------|-------------------------------|--|
| | | Linear Regression* (5-year Rolling Averages) | Linear Regression (Yearly data) | Loess Regression | Average Percent Change Method | |
| C-1. Traffic Fatalities | 472 | 342.50 | 353.78 | 432.28 | 446.56 | 460 |
| C-2. Serious Injuries | 3257 | 2324.28 | 2491.95 | 3000.42 | 2870.51 | 3100 |
| C-3. Fatalities/VMT | 1.01 | 0.72 | 0.72 | 0.93 | 0.97 | 0.98 |
| C-4. Unrestrained | 156 | 75.03 | 93.67 | 155.86 | 131.72 | 145 |
| C-5. Alcohol -Impaired Driving Fatalities (BAC=.08+) | 133 | 104.04 | 107.76 | 120.45 | 120.68 | 120 |
| C-6. Speeding-Related Fatalities | 162 | 137.53 | 133.11 | 147.13 | 157.57 | 147 |
| C-7. Motorcyclist Fatalities | 79 | 96.70 | 86.56 | 66.32 | 82.97 | 79 |
| C-8. Unhelmeted Fatalities | 53 | 51.82 | 48.73 | 41.8 | 50.37 | 49 |
| C-9. Drivers 20 or Younger Involved in Fatal Crashes | 66 | 11.83 | 18.64 | 56.58 | 55.01 | 57 |
| C-10. Pedestrian Fatalities | 76 | 25.54 | 48.98 | 92.57 | 97.63 | 49 |
| C-11. Bicyclist Fatalities | 13 | 11.12 | 12.58 | 13.09 | 16.14 | 13 |

* FHWA proposed methodology utilizing linear regression of the five year averages. The data shown is the average number of fatalities per year between 2013 and 2015 in order to meet the predicted 2015 five year average, since the number of fatalities is known for 2011 and 2012.



2015 Integrated Safety Plan Performance Measures

Additionally, though not currently a NHTSA performance measure, the statistical analyst reviewed the total number of distraction-affected fatal crashes that occurred on Colorado roadways and set a performance target for the year 2015. It is important to note that there are inherent limitations in the data for distraction-affected crashes and due to a change in FARS data coding, distraction-affected crash data beginning in 2010 cannot be compared to previous years of data. As a result, the statistical analyst could not employ the same prediction methods utilized for performance targets C-1 through C-11 because there were not enough years of data to analyze. Instead, the analyst plotted the data, as shown in graph C-12 and reviewed Table 3 to create the following target:

In 2015, Colorado will maintain the number of distraction-affected fatal crashes at 72.

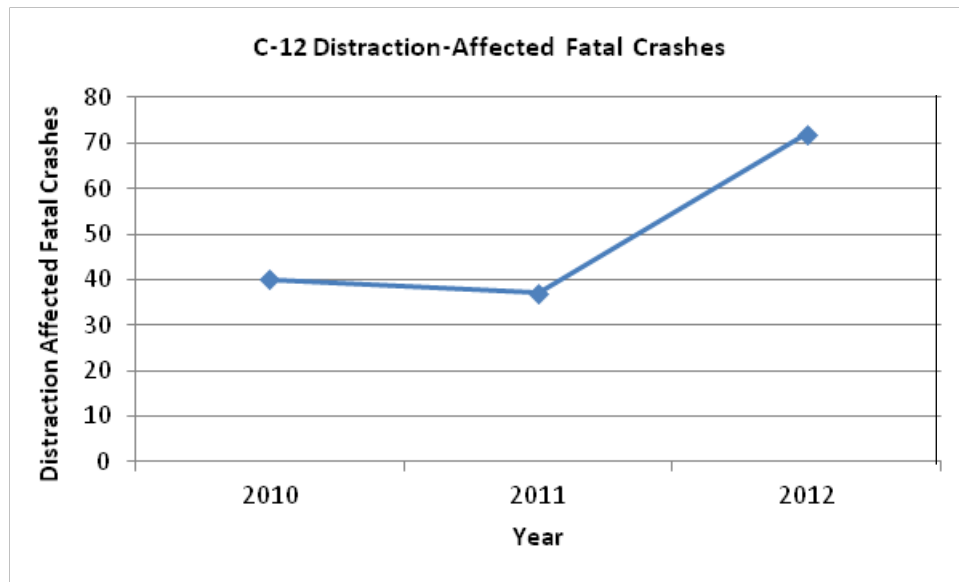


Table 3. Fatal Crashes and Fatalities in Colorado, 2010-2012

| | 2010 | | 2011 | | 2012 | |
|--|---------|------------|---------|------------|---------|------------|
| | Crashes | Fatalities | Crashes | Fatalities | Crashes | Fatalities |
| Total | 411 | 450 | 407 | 447 | 433 | 472 |
| Distraction-Affected | 40 | 44 | 37 | 42 | 72 | 79 |
| Percent of Total Crashes or Fatalities | 9.73% | 9.78% | 9.09% | 9.40% | 16.63% | 16.74% |



2015 Integrated Safety Plan Performance Measures

C-1. Reduce the number of traffic fatalities

Number of traffic fatalities in 2012: 472

Target: Reduce the number of traffic fatalities in 2015 to 460

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

Number of serious injuries in traffic crashes in 2012: 3257

Target: Reduce the number of serious injuries in traffic crashes in 2015 to 3100

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

Total fatalities per Vehicle Miles Traveled (VMT) in 2012: 1.01

Urban fatalities per Vehicle Miles Traveled (VMT) in 2012: 0.76

Rural fatalities per Vehicle Miles Traveled (VMT) in 2012: 1.56

Target: Reduce the fatality rate per VMT in 2015 to 0.98

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

Number of unrestrained passenger vehicle occupant fatalities in 2012: 156

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

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

Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above in 2012: 133

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

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

Number of speeding-related fatalities in 2012: 162

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



2015 Integrated Safety Plan Performance Measures

C-7. Reduce the number of motorcyclist fatalities

Number of motorcyclist fatalities in 2012: 79

Target: Maintain the number of motorcyclist fatalities in 2015 at 79

C-8. Reduce the number of unhelmeted motorcyclist fatalities

Number of unhelmeted motorcyclist fatalities in 2012: 53

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

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

Number of drivers age 20 or younger involved in fatal crashes in 2012: 66

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

C-10 Reduce the number of pedestrian fatalities

Number of pedestrian fatalities in 2012: 76

Target: Reduce the number of pedestrian fatalities in 2015 to 49

C-11. Reduce the number of bicyclist fatalities

Number of bicyclist fatalities in 2012: 13

Target: Maintain the number of bicyclist fatalities in 2015 at 13

C-12. Reduce the number of distraction-affected fatal crashes

Number of distraction-affected fatal crashes in 2012: 72

Target: Maintain the number of distraction-affected fatal crashes in 2015 at 72

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

Important notes regarding the 2013 driver attitude and awareness surveys:

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

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

3. CDOT has been gathering data on the impaired driving and seat belt questions for several years, but has not examined longitudinal trends, instead concentrating on annual progress between pre-program and post-program studies. It is possible to prepare a longitudinal analysis, however, that has not been done to date for budget reasons.



2015 Integrated Safety Plan Driver Attitude and Awareness Surveys - 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:

In the past 30 days, how many times have you driven a motor vehicle within 2 hours after drinking alcoholic beverages?

| | March 2013 | September 2013 |
|-------------------------|------------|----------------|
| 1) None | 90% | 87% |
| 2) Between 1 and 2 | 7% | 8% |
| 3) Between 3 and 7 days | 3% | 4% |
| 4) More Than 7 Days | 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?

| | March 2013 | September 2013 |
|---------------|------------|----------------|
| 1) Yes | 20% | 39% |
| 2) No | 80% | 67% |
| 3) Don't know | 0% | 0% |
| 4) Refused | 0% | 0% |



2015 Integrated Safety Plan Driver Attitude and Awareness Surveys - 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?

| | March 2013 | June 2013 |
|-----------------------------|------------|-----------|
| 1) All of the time | 86% | 84% |
| 2) Most of the time | 9% | 10% |
| 3) Some of the time | 3% | 3% |
| 4) Rarely | 0% | 1% |
| 5) Never | 2% | 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?

| | March 2013 | June 2013 |
|---------------|------------|-----------|
| 1) Yes | 11% | 23% |
| 2) No | 89% | 77% |
| 3) Don't know | 1% | 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?

| | March 2013 | June 2013 |
|----------------------|------------|-----------|
| 1) Very likely | 21% | 30% |
| 2) Somewhat likely | 26% | 35% |
| 3) Somewhat unlikely | 30% | 20% |
| 4) Very unlikely | 23% | 15% |
| 5) Don't know | 0% | 0% |
| 6) Refused | 0% | 0% |



2015 Integrated Safety Plan Driver Attitude and Awareness Surveys - 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

| | June 2013 |
|-----------------------------|-----------|
| 1) All of the time | 4% |
| 2) Most of the time | 11% |
| 3) Some of the time | 21% |
| 4) Rarely | 41% |
| 5) Never | 24% |
| 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 ___ Never

CDOT question version:
No Change

| | June 2013 |
|-----------------------------|-----------|
| 1) All of the time | 3% |
| 2) Most of the time | 7% |
| 3) Some of the time | 17% |
| 4) Rarely | 39% |
| 5) Never | 34% |
| 6) Don't know [DO NOT READ] | 0% |
| 7) Refused [DO NOT READ] | 0% |

Continued



2015 Integrated Safety Plan Driver Attitude and Awareness Surveys - Speeding (Cont.)

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?

| | June 2013 |
|---------------|-----------|
| 1) Yes | 27% |
| 2) No | 73% |
| 3) Don't know | 0% |
| 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?

| | June 2013 |
|-----------------------------|-----------|
| 1) Very Likely | 16% |
| 2) Somewhat likely | 28% |
| 3) Somewhat unlikely | 26% |
| 4) Very unlikely | 29% |
| 5) Don't know [DO NOT READ] | 1% |
| 6) Refused [DO NOT READ] | 0% |



2015 Traffic and Safety Engineering Branch~ Roadway Traffic Safety Programs Task Descriptions

- Hot Spots Program
- Highway Safety Improvement Program
- Rockfall Program
- Rail Crossing Protection Program
- Traffic Signals Program



Program Task Descriptions

2015 Roadway Traffic Safety Programs

Hot Spot Program





PROGRAM TASK DESCRIPTIONS

Hot Spot Program

HOT SPOT PROGRAM

The Hot Spot program provides an available State funding source and evaluation process for high-priority or urgent highway safety demands or safety-related needs on other projects. The need for attention may arise from citizen requests, engineering or maintenance concerns or accidental damage among other, generally, unanticipated origins. This program, administered by the Traffic and Safety Engineering Branch, distributes funding equally among the CDOT Regions to assist with safety-related construction and improvement costs generated in addressing these demands.



PROGRAM TASK DESCRIPTIONS

Hot Spot Program

Region 1 "Hot Spot" Projects FY 2015

Provide funding for Region priority locations that need immediate attention to alleviate a potential or existing crash problem.

Requestor:

Cost Summary:

| | |
|-------------------|---------|
| Federal Funds: \$ | - |
| State Funds: \$ | 433,042 |
| Local Funds: \$ | - |
| Total: \$ | 433,042 |

Region 2 "Hot Spot" Projects FY 2015

Provide funding for Region priority locations that need immediate attention to alleviate a potential or existing crash problem.

Requestor:

Cost Summary:

| | |
|-------------------|---------|
| Federal Funds: \$ | - |
| State Funds: \$ | 433,043 |
| Local Funds: \$ | - |
| Total: \$ | 433,043 |

Region 3 "Hot Spot" Projects FY 2015

Provide funding for Region priority locations that need immediate attention to alleviate a potential or existing crash problem.

Requestor:

Cost Summary:

| | |
|-------------------|---------|
| Federal Funds: \$ | - |
| State Funds: \$ | 433,042 |
| Local Funds: \$ | - |
| Total: \$ | 433,042 |



PROGRAM TASK DESCRIPTIONS

Hot Spot Program

Region 4 "Hot Spot" Projects FY 2015

Provide funding for Region priority locations that need immediate attention to alleviate a potential or existing crash problem.

Requestor:

Cost Summary:

| | |
|-------------------|---------|
| Federal Funds: \$ | - |
| State Funds: \$ | 433,043 |
| Local Funds: \$ | - |
| Total: \$ | 433,043 |

Region 5 "Hot Spot" Projects FY 2015

Provide funding for Region priority locations that need immediate attention to alleviate a potential or existing crash problem.

Requestor:

Cost Summary:

| | |
|-------------------|---------|
| Federal Funds: \$ | - |
| State Funds: \$ | 433,042 |
| Local Funds: \$ | - |
| Total: \$ | 433,042 |

Program Task Descriptions

2015 Roadway Traffic Safety Programs

Highway Safety Improvement Program





PROGRAM TASK DESCRIPTIONS

Highway Safety Improvement Program

FEDERAL HIGHWAY SAFETY IMPROVEMENT PROGRAM

The Federal Highway Safety Improvement Program (HSIP) provides a blend of Federal and State/Local funds for projects that seek to improve safety at high-crash locations. This State-managed program operates on a three-year schedule and directs funds to eligible safety improvement projects that satisfy a competitive screening process.

The projects are selected and prioritized following the CDOT Traffic Engineering Branch's nationally recognized and Federal Highway Administration-approved methodology. State highway improvement projects as well as local county and city projects are eligible to receive these funds. In addition to a detailed statistical analysis of crash history, the screening procedure incorporates a benefit/cost evaluation which aids in normalizing cost impact, thus allowing projects of divergent budgets to compete for the limited funding resources on a fair basis.

Typical projects involve intersection improvements, guardrail installation, lighting upgrades, pedestrian and bicycle improvements associated with roadways, shoulder and lane widening for safety, intelligent transportation systems (ITS), curve flattening and other geometric modifications, as well as sign and pavement marking upgrades.



PROGRAM TASK DESCRIPTIONS

Highway Safety Improvement Program

HSIP Project: SH70A 215.3-218.85 (Construction) (FY 15)

Description: EB Auxilliary Lane from US 6 to Herman's Gulch

Requestor: Region 1

Evaluation Measure: FHWA Benefit/Cost Analysis of Accident Reduction

Cost Summary:

| | |
|-------------------|-----------|
| Federal Funds: \$ | 2,700,000 |
| State Funds: \$ | 300,000 |
| Local Funds: \$ | - |
| Total: \$ | 3,000,000 |

HSIP Project: I-25 and I-70 (FY 15)

Description: Pavement Marking Retroreflectivity Upgrade

Requestor: Region 1

Evaluation Measure: FHWA Benefit/Cost Analysis of Accident Reduction

Cost Summary:

| | |
|-------------------|-----------|
| Federal Funds: \$ | 4,972,500 |
| State Funds: \$ | 552,500 |
| Local Funds: \$ | - |
| Total: \$ | 5,525,000 |

HSIP Project: SH85B 200.07-200.15 (FY 15)

Description: Upgrade Traffic Signal at Santa Fe & Blakeland

Requestor: Region 1

Evaluation Measure: FHWA Benefit/Cost Analysis of Accident Reduction

Cost Summary:

| | |
|-------------------|---------|
| Federal Funds: \$ | 450,000 |
| State Funds: \$ | 50,000 |
| Local Funds: \$ | - |
| Total: \$ | 500,000 |

HSIP Project: I-25/Cimarron Interchange (FY 15)

Description: SPUI Ramp Intersection Improvements

Requestor: Region 1

Evaluation Measure: FHWA Benefit/Cost Analysis of Accident Reduction

Cost Summary:

| | |
|-------------------|-----------|
| Federal Funds: \$ | 2,325,600 |
| State Funds: \$ | 258,400 |
| Local Funds: \$ | - |
| Total: \$ | 2,584,000 |



PROGRAM TASK DESCRIPTIONS

Highway Safety Improvement Program

HSIP Project: SH21B 142-148 (Construction) (FY 15)

Description: Powers Blvd. Accel/Decel Lanes Various Locations

Requestor: Region 2

Evaluation Measure: FHWA Benefit/Cost Analysis of Accident Reduction

Cost Summary:

| | |
|-------------------|-----------|
| Federal Funds: \$ | 1,180,444 |
| State Funds: \$ | 131,160 |
| Local Funds: \$ | - |
| Total: \$ | 1,311,604 |

HSIP Project: SH165A 28.56-36.89 (Construction) (FY 15)

Description: Shoulder & CL Rumble Strips, Guardrail, Flatten Sideslopes

Requestor: Region 2

Evaluation Measure: FHWA Benefit/Cost Analysis of Accident Reduction

Cost Summary:

| | |
|-------------------|---------|
| Federal Funds: \$ | 675,000 |
| State Funds: \$ | 75,000 |
| Local Funds: \$ | - |
| Total: \$ | 750,000 |

HSIP Project: SH96A 55.84-56.01 (FY 15)

Description: SH 96 / Grand Ave and Main St Signal Upgrades

Requestor: Region 2

Evaluation Measure: FHWA Benefit/Cost Analysis of Accident Reduction

Cost Summary:

| | |
|-------------------|---------|
| Federal Funds: \$ | 765,000 |
| State Funds: \$ | 85,000 |
| Local Funds: \$ | - |
| Total: \$ | 850,000 |

HSIP Project: SH50B 324.03-324.43 (FY 15)

Description: US 50 and 36th Ln Intersection Improvements

Requestor: Region 2

Evaluation Measure: FHWA Benefit/Cost Analysis of Accident Reduction

Cost Summary:

| | |
|-------------------|-----------|
| Federal Funds: \$ | 900,000 |
| State Funds: \$ | 100,000 |
| Local Funds: \$ | - |
| Total: \$ | 1,000,000 |



PROGRAM TASK DESCRIPTIONS

Highway Safety Improvement Program

HSIP Project: SH96A 56.49-56.74 (FY 15)

Description: SH 96 Pueblo Construct Pedestrian Bump Outs

Requestor: Region 2

Evaluation Measure: FHWA Benefit/Cost Analysis of Accident Reduction

Cost Summary:

| | |
|-------------------|-----------|
| Federal Funds: \$ | 900,000 |
| State Funds: \$ | 100,000 |
| Local Funds: \$ | - |
| Total: \$ | 1,000,000 |

HSIP Project: SH133A 67.78-67.82 (FY 15)

Description: Construct Main Street Roundabout

Requestor: Region 3

Evaluation Measure: FHWA Benefit/Cost Analysis of Accident Reduction

Cost Summary:

| | |
|-------------------|---------|
| Federal Funds: \$ | 360,000 |
| State Funds: \$ | 40,000 |
| Local Funds: \$ | - |
| Total: \$ | 400,000 |

HSIP Project: SH70A 29.5-31.5 (FY 15)

Description: Shoulder Cable Rail; Guardrail End Sec. Upgrades MP 0-130

Requestor: Region 3

Evaluation Measure: FHWA Benefit/Cost Analysis of Accident Reduction

Cost Summary:

| | |
|-------------------|---------|
| Federal Funds: \$ | 652,500 |
| State Funds: \$ | 72,500 |
| Local Funds: \$ | - |
| Total: \$ | 725,000 |

HSIP Project: SH6E 165.19-165.39 (FY 15)

Description: SH 6 at Lake Creek Rd WB LT Decel Lane

Requestor: Region 3

Evaluation Measure: FHWA Benefit/Cost Analysis of Accident Reduction

Cost Summary:

| | |
|-------------------|--------|
| Federal Funds: \$ | 58,500 |
| State Funds: \$ | 6,500 |
| Local Funds: \$ | - |
| Total: \$ | 65,000 |



PROGRAM TASK DESCRIPTIONS

Highway Safety Improvement Program

HSIP Project: SH14B 61-121.7 (FY 15)

Description: Guardrail Improvements

Requestor: Region 4

Evaluation Measure: FHWA Benefit/Cost Analysis of Accident Reduction

Cost Summary:

| | |
|-------------------|-----------|
| Federal Funds: \$ | 3,600,000 |
| State Funds: \$ | 400,000 |
| Local Funds: \$ | - |
| Total: \$ | 4,000,000 |

HSIP Project: SH172A 21.9-22.4

Description: SH 172 at CR 307 Intersection Improvements

Requestor: Region 5

Evaluation Measure: FHWA Benefit/Cost Analysis of Accident Reduction

Cost Summary:

| | |
|-------------------|---------|
| Federal Funds: \$ | 498,915 |
| State Funds: \$ | 55,435 |
| Local Funds: \$ | - |
| Total: \$ | 554,350 |

HSIP Project: SH151A 0.33-0.73

Description: SH 151 at CR 521 Intersection Improvements

Requestor: Region 5

Evaluation Measure: FHWA Benefit/Cost Analysis of Accident Reduction

Cost Summary:

| | |
|-------------------|---------|
| Federal Funds: \$ | 498,915 |
| State Funds: \$ | 55,435 |
| Local Funds: \$ | - |
| Total: \$ | 554,350 |

HSIP Project: SH121A 10.56-10.6 (FY 15)

Description: Upgrade Traffic Signal at Wadsworth Blvd. & Mississippi Ave

Requestor: City of Lakewood

Evaluation Measure: FHWA Benefit/Cost Analysis of Accident Reduction

Cost Summary:

| | |
|-------------------|---------|
| Federal Funds: \$ | 265,500 |
| State Funds: \$ | 29,500 |
| Local Funds: \$ | - |
| Total: \$ | 295,000 |



PROGRAM TASK DESCRIPTIONS

Highway Safety Improvement Program

HSIP Project: Mississippi Ave and Pierce St (FY 15)

Description: Upgrade Traffic Signal at Mississippi Ave & Pierce St

Requestor: City of Lakewood

Evaluation Measure: FHWA Benefit/Cost Analysis of Accident Reduction

Cost Summary:

| | |
|-------------------|---------|
| Federal Funds: \$ | 179,550 |
| State Funds: \$ | - |
| Local Funds: \$ | 19,950 |
| Total: \$ | 199,500 |

HSIP Project: SH2A 3.72-3.76 (FY 15)

Description: Upgrade Traffic Signal at Colorado Blvd & Virginia Ave

Requestor: City of Denver

Evaluation Measure: FHWA Benefit/Cost Analysis of Accident Reduction

Cost Summary:

| | |
|-------------------|---------|
| Federal Funds: \$ | 247,500 |
| State Funds: \$ | 27,500 |
| Local Funds: \$ | - |
| Total: \$ | 275,000 |

HSIP Project: SH2A 3.35-3.39 (FY 15)

Description: Upgrade Traffic Signal at Colorado Blvd & Ohio Ave

Requestor: City of Denver

Evaluation Measure: FHWA Benefit/Cost Analysis of Accident Reduction

Cost Summary:

| | |
|-------------------|---------|
| Federal Funds: \$ | 247,500 |
| State Funds: \$ | 27,500 |
| Local Funds: \$ | - |
| Total: \$ | 275,000 |

HSIP Project: SH2A 2.36-2.40 (FY 15)

Description: Upgrade Traffic Signal at Colorado Blvd & Iowa Ave

Requestor: City of Denver

Evaluation Measure: FHWA Benefit/Cost Analysis of Accident Reduction

Cost Summary:

| | |
|-------------------|---------|
| Federal Funds: \$ | 247,500 |
| State Funds: \$ | 27,500 |
| Local Funds: \$ | - |
| Total: \$ | 275,000 |



PROGRAM TASK DESCRIPTIONS

Highway Safety Improvement Program

HSIP Project: SH2A 2.24-2.28 (FY 15)

Description: Upgrade Traffic Signal at Colorado Blvd & Mexico Ave

Requestor: City of Denver

Evaluation Measure: FHWA Benefit/Cost Analysis of Accident Reduction

Cost Summary:

| | |
|-------------------|---------|
| Federal Funds: \$ | 247,500 |
| State Funds: \$ | 27,500 |
| Local Funds: \$ | - |
| Total: \$ | 275,000 |

HSIP Project: SH2A 2.48-2.52 (FY 15)

Description: Upgrade Traffic Signal at Colorado Blvd & Florida Ave

Requestor: City of Denver

Evaluation Measure: FHWA Benefit/Cost Analysis of Accident Reduction

Cost Summary:

| | |
|-------------------|---------|
| Federal Funds: \$ | 247,500 |
| State Funds: \$ | 27,500 |
| Local Funds: \$ | - |
| Total: \$ | 275,000 |

HSIP Project: SH6A 15.13-15.13 (FY 15)

Description: SH 6 and SH 139 Intersection Improvements

Requestor: Mesa County

Evaluation Measure: FHWA Benefit/Cost Analysis of Accident Reduction

Cost Summary:

| | |
|-------------------|---------|
| Federal Funds: \$ | 112,500 |
| State Funds: \$ | 12,500 |
| Local Funds: \$ | - |
| Total: \$ | 125,000 |

HSIP Project: Valmont Rd and 29th St (FY 15)

Description: New Traffic Signal and Intersection Improvements

Requestor: City of Boulder

Evaluation Measure: FHWA Benefit/Cost Analysis of Accident Reduction

Cost Summary:

| | |
|-------------------|-----------|
| Federal Funds: \$ | 2,713,500 |
| State Funds: \$ | - |
| Local Funds: \$ | 301,500 |
| Total: \$ | 3,015,000 |



PROGRAM TASK DESCRIPTIONS

Highway Safety Improvement Program

HSIP Project: 95th St from Isabelle Rd to Valmont Rd (FY 15)

Description: Intersection Improvements

Requestor: Boudler County

Evaluation Measure: FHWA Benefit/Cost Analysis of Accident Reduction

Cost Summary:

| | |
|-------------------|-----------|
| Federal Funds: \$ | 949,500 |
| State Funds: \$ | - |
| Local Funds: \$ | 105,500 |
| Total: \$ | 1,055,000 |

HSIP Project: SH287C 335.35-335.35 (FY 15)

Description: Upgrade Traffic Signal at Orchards Shopping Center

Requestor: City of Loveland

Evaluation Measure: FHWA Benefit/Cost Analysis of Accident Reduction

Cost Summary:

| | |
|-------------------|---------|
| Federal Funds: \$ | 270,000 |
| State Funds: \$ | 30,000 |
| Local Funds: \$ | - |
| Total: \$ | 300,000 |

HSIP Project: Traffic Records (FY 15)

Description: Traffic Record Improvements

Requestor: CDOT HQ

Evaluation Measure: FHWA Benefit/Cost Analysis of Accident Reduction

Cost Summary:

| | |
|-------------------|---------|
| Federal Funds: \$ | 297,000 |
| State Funds: \$ | 33,000 |
| Local Funds: \$ | - |
| Total: \$ | 330,000 |

HSIP Project: Vision Zero Suite (FY 15)

Description: Crash Data Analysis Software

Requestor: CDOT HQ

Evaluation Measure: FHWA Benefit/Cost Analysis of Accident Reduction

Cost Summary:

| | |
|-------------------|--------|
| Federal Funds: \$ | 67,500 |
| State Funds: \$ | 7,500 |
| Local Funds: \$ | - |
| Total: \$ | 75,000 |

Program Task Descriptions

2015 Roadway Traffic Safety Programs

Rockfall Program





PROGRAM TASK DESCRIPTIONS

Rockfall Program

ROCKFALL PROGRAM

Rockfall is recognized in Colorado as a significant natural hazard that is sporadic and unpredictable. On a statewide basis, more than 750 locations are recognized as potential rockfall areas. Rockfall mitigation is a proven and effective means to protect highway users and transportation assets. The intent of implementing rockfall mitigation measures is to reduce the risk of rockfall at specific locations.



PROGRAM TASK DESCRIPTIONS

Rockfall Program

Rockfall Mitigation: Annual Rockfall Program, FY 2015

Description: To Reduce Rockfall along State Highway Corridors

Requestor: HQ Materials Lab

Cost Summary:

| | | |
|----------------|----|-----------|
| Federal Funds: | \$ | - |
| State Funds: | \$ | 5,174,164 |
| Local Funds: | \$ | - |
| Total: | \$ | 5,174,164 |

Program Task Descriptions

2015 Roadway Traffic Safety Programs

Rail Crossing Protection Program





PROGRAM TASK DESCRIPTIONS

Rail Crossing Protection Program

RAIL CROSSING PROTECTION PROGRAM

The Federal Section 130 program earmarks funds for individual grade crossing safety projects on Colorado's public streets, highways and bike and pedestrian paths. Section 130 projects are identified and prioritized based on a crash-prediction analysis and benefit/cost ratio. The CDOT Traffic and Safety Engineering Branch administers the Section 130 program and is CDOT's point of contact with railroads, the Colorado Public Utilities Commission, and/or local agencies on all CDOT/railroad contracts.

Each year, the Federal Highway Administration apportions funds to help improve roadway/rail safety, pursuant to 23 U.S.C. (United States Code) Section 130 and related federal law. These funds must be applied toward projects for the elimination of hazards at highway/rail crossings, including the separation or protection of grades at crossings, the reconstruction of existing railroad grade crossing structures and the relocation of highways to eliminate grade crossings.

Of the annual program funding available, at least half will be available for the installation of protective devices at rail/highway at-grade crossings. The balance of funds may be applied, at CDOT's discretion, toward grade crossing protective devices or any other eligible project under this section. CDOT's goal has been to apply half of program funds toward grade crossing protective devices, and half of program funds toward a new grade separation structure. Under this strategy, CDOT is capable of constructing six to eight grade crossing upgrades (e.g., installation of flashing lights, gates, and bells) each year on a continuing basis.

Projects often involve the installation of active warning devices which generally consist of automatic gates, flashing lights and bells at locations that only have passive warning devices or inadequate active warning devices.



PROGRAM TASK DESCRIPTIONS

Rail Crossing Protection Program

FY 2014 Highway/Rail Crossing Projects

| | |
|-------------------------|-------------|
| At-Grade expenditures - | \$1,550,000 |
| Grade Separated - | \$1,220,000 |

Pueblo County, Vision Lane

DOT 003-471A

WBAPS Rank - 292
 Improvements: Lights, gates and CWT circuitry
 Cost estimate: \$350,000 100% Federal funds

Colorado Springs, Royer N/O Las Vegas

DOT 253-109P

WBAPS Rank - 48
 Improvements: Lights, gates and CWT circuitry
 Cost estimate: \$450,000 100% Federal funds

Loveland, Garfield St

DOT 245-044D

WBAPS Rank - 189
 Improvements: Lights, gates and CWT circuitry
 Cost estimate: \$250,000 100% Federal funds

Loveland, Monroe Ave S/O 11th

DOT 872-130D

WBAPS Rank - 322
 Improvements: Lights, gates and CWT circuitry
 Cost estimate: \$250,000 100% Federal funds

Morgan County, Co Rd U

DOT 057-570X

WBAPS Rank - 235
 Improvements: Lights, gates and CWT circuitry
 Cost estimate: \$250,000 100% Federal funds

Aurora, Peoria N/O Smith Rd

DOT 804-605J

WBAPS Rank - 27
 Improvements: Grade separated structure
 Cost estimate: \$1,220,000 90/10 Federal/State match

Program Task Descriptions

2015 Roadway Traffic Safety Programs

Traffic Signals Program





PROGRAM TASK DESCRIPTIONS

Traffic Signals Program

TRAFFIC SIGNALS FUNDING PROGRAM

CDOT's Traffic Signals Funding Program delivers funding to each Engineering Region on an annual basis. These funds are designated specifically for traffic signal construction, signal replacement or signal system enhancement. The Region's rely on these funds to address, on a priority basis, safety and operational needs at locations with existing traffic signals or where signals are warranted but not yet constructed. In a typical application, these dollars are directed to activities such as traffic signal rebuilding, new signal installation, equipment updating, signal expansion due to intersection widening, signal interconnection and operational improvements including hardware and software upgrades to facilitate safety and improved operations on a corridor level.



PROGRAM TASK DESCRIPTIONS

Traffic Signals Program

Region 1 "Traffic Signals" Projects, FY 2015

Provide funding for regional traffic signals from a priority waiting list of warranted locations, or locations that need additional or replacement equipment to enhance safety and operations.

Requestor:

Cost Summary:

| | |
|-------------------|---------|
| Federal Funds: \$ | - |
| State Funds: \$ | 490,502 |
| Local Funds: \$ | - |
| Total: \$ | 490,502 |

Region 2 "Traffic Signals" Projects, FY 2015

Provide funding for regional traffic signals from a priority waiting list of warranted locations, or locations that need additional or replacement equipment to enhance safety and operations.

Requestor:

Cost Summary:

| | |
|-------------------|---------|
| Federal Funds: \$ | - |
| State Funds: \$ | 245,251 |
| Local Funds: \$ | - |
| Total: \$ | 245,251 |

Region 3 "Traffic Signals" Projects, FY 2015

Provide funding for regional traffic signals from a priority waiting list of warranted locations, or locations that need additional or replacement equipment to enhance safety and operations.

Requestor:

Cost Summary:

| | |
|-------------------|---------|
| Federal Funds: \$ | - |
| State Funds: \$ | 245,250 |
| Local Funds: \$ | - |
| Total: \$ | 245,250 |



PROGRAM TASK DESCRIPTIONS

Traffic Signals Program

Region 4 "Traffic Signals" Projects, FY 2015

Provide funding for regional traffic signals from a priority waiting list of warranted locations, or locations that need additional or replacement equipment to enhance safety and operations.

Requestor:

Cost Summary:

| | |
|-------------------|---------|
| Federal Funds: \$ | - |
| State Funds: \$ | 245,251 |
| Local Funds: \$ | - |
| Total: \$ | 245,251 |

Region 5 "Traffic Signals" Projects, FY 2015

Provide funding for regional traffic signals from a priority waiting list of warranted locations, or locations that need additional or replacement equipment to enhance safety and operations.

Requestor:

Cost Summary:

| | |
|-------------------|---------|
| Federal Funds: \$ | - |
| State Funds: \$ | 245,250 |
| Local Funds: \$ | - |
| Total: \$ | 245,250 |



2015 Highway Safety Office ~ Safety Education and Enforcement Programs Task Descriptions

Program Administration and Support
Impaired Driving
Speed Enforcement
Young and Older Drivers and Distracted Driving
Traffic Records
Child Passenger Safety and Occupant Protection
Motorcycle Safety
Office of Communications
Pedestrian and Bicycle Safety



Program Task Descriptions

Safety Education and Enforcement Programs

Program Administration and Support





PROGRAM TASK DESCRIPTIONS

Program Administration and Support

PROGRAM DEVELOPMENT OVERVIEW

The Highway Safety Office (HSO), within the Office of Transportation Safety (OTS) at the Colorado Department of Transportation (CDOT), is responsible for developing and administering behavioral programs that improve traffic safety in Colorado by reducing the number and severity of traffic crashes. HSO programs target specific high-risk driving behaviors, such as impaired driving, speeding and distracted driving, and also focus on populations at high risk for crash involvement such as teenagers, motorcycle riders and vehicle occupants who do not use seat belts.

In order to direct its funds to the highest and best use, the HSO relies on the results of the annual Problem Identification Report and other data sources to answer the following key questions:

- Where are the State's most urgent traffic safety problems?
- Who are the drivers most likely to be involved in a crash? Are there particular segments of the population that are over-represented as drivers in crashes?
- Where should the HSO direct its crash prevention funds and for what types of activities?

The Problem Identification Report incorporates Fatality Analysis Reporting System (FARS) data, annual observed seat belt use survey results, crash data and Vehicle Miles Traveled (VMT) data. Other data sources include behavioral risk surveys (Healthy Kids Colorado, Youth Risk Behavior Survey) and the Colorado Health Information Dataset.

The HSO solicits evidence-based, data-driven grant applications through a Statewide Request for Proposals and extensive outreach efforts to the State and local traffic safety communities. Outreach efforts are targeted to areas with persistent traffic safety issues. Applications are reviewed by panels of subject matter experts including representatives from Colorado State Patrol, Colorado Public Health and Environment, Colorado Department of Human Services, CDOT's Division of Transportation Development, local law enforcement and local traffic safety coalition members. Applications are reviewed against statewide and local problem areas, as identified in the Problem Identification Report, supporting local data, goals and proposed program activities and evaluation measures.



PROGRAM TASK DESCRIPTIONS

Program Administration and Support

Applications are also evaluated on their ability to impact the following core outcome measures:

- C-1. Reduce the number of traffic fatalities
- C-2. Reduce the number of serious injuries in traffic crashes
- C-3. Reduce the number of fatalities per Vehicle Miles Traveled (VMT)
- C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions
- C-5. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above
- C-6. Reduce the number of speeding-related fatalities
- C-7. Reduce the number of motorcyclist fatalities
- C-8. Reduce the number of unhelmeted motorcyclist fatalities
- C-9. Reduce the number of drivers age 20 or younger involved in fatal crashes
- C-10. Reduce the number of pedestrian fatalities

Yearly Timelines:

Problem Identification Report and Request for Proposals released: February 1

Applications due: March-April

Application Evaluation: Mid-May

Integrated Safety Plan submitted to NHTSA: July 1

Project start date: On or after October 1



PROGRAM TASK DESCRIPTIONS

Program Administration and Support

STATEWIDE ENFORCEMENT PLAN

The Colorado Department of Transportation, Office of Transportation Safety, Highway Safety Office (HSO) Enforcement Plan for Occupant Protection, Impaired Driving and Speed is based on problem identification to identify areas of the state that are over-represented in crashes and fatalities involving impaired driving, occupants not using proper restraints and excessive speed. When the areas are identified, the HSO contacts law enforcement in the identified areas to form enforcement partnerships. Working with the enforcement partners, the HSO's Office of Communications (OC) develops outreach and awareness programs to make the public aware of the enforcement.

OCCUPANT PROTECTION ENFORCEMENT

Colorado's Highway Safety Office supports the "Click It or Ticket May Mobilization" and "Child Passenger Safety Week" national mobilizations. In 2013, there were 327 passenger occupant vehicle fatalities of which 180, or 55%, were unrestrained.

The Colorado State Patrol (CSP) provides statewide enforcement year-round, plus the 2 weeks of enforcement during May. In addition to the CSP, local law enforcement agencies (among the 16 counties and 53 municipalities) are recruited and provided with overtime funding for "May Mobilization." While all local law enforcement agencies are encouraged to apply for overtime enforcement funding, allocations are made through problem identification with consideration for the number of unrestrained fatalities and seat belt compliance rate of an area, along with the past performance of the agency during the campaign.

In addition to "May Mobilization," Colorado supports a week of occupant protection enforcement in the rural areas of the state during the first week of April. In 2013, of the 180 unrestrained fatalities, 105 occurred in rural areas. Compliance rates are also generally lower than the state rate in these rural and frontier areas but historically, after an enforcement event, these areas show a significant increase in seat belt usage rates.

The Highway Safety Office also started a "Nighttime Seat Belt Enforcement" campaign in 2009, promoting occupant protection enforcement in the 12 most populated counties. Nighttime unbelted fatalities have dropped from 99 in 2009 to 93 in 2013.



PROGRAM TASK DESCRIPTIONS

Program Administration and Support

IMPAIRED DRIVING ENFORCEMENT

Colorado law enforcement agencies participate in all 7 national high-visibility enforcement (HVE) campaigns as well as 5 other statewide HVE campaigns during the year. The State-specific HVE campaigns that the Highway Safety Office (HSO) promotes include Spring Events (6 weeks), Memorial Day Weekend (4 days), Checkpoint Colorado (16 weeks), Fall Festivals (6 weeks), and New Year's Eve (4 to 6 days). These 5 HVE enforcement campaigns were created to address events in the State that have an impact on impaired-driving-related motor vehicle crashes and fatalities.

Law enforcement agencies apply for HVE funding and are selected using FARS and other data sources to identify the areas with a high number of impaired-driving-related crashes and fatalities. Agencies deploy their resources at their discretion during the enforcement periods, using local data to determine enforcement strategies as to location, day of week, time of day, etc. Law enforcement agencies report their activity through narrative reports and also report arrest and citation data on the readily-available CDOT "Heat Is On!" website.

SPEED ENFORCEMENT

Law enforcement agencies participating in Colorado's HSO Speed Enforcement programs are identified through a problem identification analysis. Law enforcement agencies in the Speed Enforcement program work closely with the HSO Law Enforcement Coordinator (LEC) to create enforcement plans that include officer performance standards, project baselines and goals, an evaluation plan and a nighttime speed enforcement element.



PROGRAM TASK DESCRIPTIONS

Program Administration and Support

Task Number 15-11-97-01
Program Name *Planning and Administration*
Contractor *Office of Transportation Safety*
Program Manager *Miller*

The Office of Transportation Safety, as the designated state highway safety agency (Section 24-42-101, CRS) is responsible for the planning, coordinating and administering of the State’s highway safety program authorized by the Federal Highway Safety Act 23 USC 402. Planning and Administration (P&A) costs are those expenses that are related to the overall management of the State’s highway safety programs. Costs include salaries and related personnel costs for the Governors’ Representatives for Highway Safety and for other technical, administrative, and clerical staff for the State’s Highway Safety Offices. P&A costs also include other office costs, such as travel, equipment, supplies, rent and utility expenses.

Funding Source 402/State Funds
Program Area PA - Planning and Administration

Cost Summary

| | | |
|----------------------|----|-------------------|
| Personal Services | \$ | 144,000.00 |
| Operating Expenses | \$ | 18,000.00 |
| Travel | \$ | 18,000.00 |
| Contractual Services | | |
| Other (indirects) | | |
| <u>Total</u> | \$ | <u>180,000.00</u> |
| | | |
| Federal Funds | \$ | 180,000.00 |
| State/Local Match | \$ | 180,000.00 |
| <u>Total</u> | \$ | <u>360,000.00</u> |



PROGRAM TASK DESCRIPTIONS

Program Administration and Support

Task Number 15-12-98-01
Program Name *Impaired Driving Program Support*
Contractor *Office of Transportation Safety*
Program Manager *Miller*

The OTS program staff will develop, plan, coordinate and provide technical assistance and support for impaired-driving enforcement and education activities.

Included in this project are external project audit costs, professional and program-specific staff training, and necessary operating equipment. Attendance at State and National conferences is also included.

Evaluation Measure 6,050 staff hours
Funding Source 405d
Program Area M6OT - Low Other

Cost Summary

| | | |
|----------------------|-----------|-------------------|
| Personal Services | \$ | 162,000.00 |
| Operating Expenses | \$ | 9,000.00 |
| Travel | \$ | 9,000.00 |
| Contractual Services | | |
| Other (indirects) | | |
| <u>Total</u> | <u>\$</u> | <u>180,000.00</u> |
| | | |
| Federal Funds | \$ | 180,000.00 |
| Agency Match | | |
| <u>Total</u> | <u>\$</u> | <u>180,000.00</u> |



PROGRAM TASK DESCRIPTIONS

Program Administration and Support

Task Number 15-12-98-02
Program Name Occupant Protection Program Support
Contractor Office of Transportation Safety
Program Manager Miller

The OTS staff will develop, plan, coordinate and provide technical assistance and support for activities in Occupant Protection, Child Passenger Safety, Teen Driving, Distracted Driving and Safe Communities programs.

Included in this project are external project audit costs, profession and program-specific staff training and necessary operating equipment. OTS personnel will be provided with computer upgrades, software, hardware and peripherals. Attendance at State and National conferences is also included.

Evaluation Measure 7,500 staff hours
Funding Source 402
Program Area OP - Occupant Protection

Cost Summary

| | | |
|----------------------|----|-------------------|
| Personal Services | \$ | 178,000.00 |
| Operating Expenses | \$ | 11,000.00 |
| Travel | \$ | 11,000.00 |
| Contractual Services | | |
| Other (indirects) | | |
| <u>Total</u> | \$ | <u>200,000.00</u> |
| | | |
| Federal Funds | \$ | 200,000.00 |
| Agency Match | | |
| <u>Total</u> | \$ | <u>200,000.00</u> |



PROGRAM TASK DESCRIPTIONS

Program Administration and Support

Task Number 15-12-98-03
Program Name *Traffic Records Program Support*
Contractor *Traffic and Safety Engineering Branch*
Program Manager *Marandi*

The CDOT Traffic and Safety Engineering Branch will provide staff to manage the 405 C Traffic Records program. Staff will address statewide goals and objectives through review of the scheduled 2015 Traffic Records Assessment Report and will address implementation of the recommendations. Staff will review and assess progress of the 2012 Traffic Records Strategic Plan, and will outline the current state of the Traffic Records program. Staff will also participate in the activities of the Statewide Traffic Records Advisory Committee (STRAC) who partner with local governments to implement statewide traffic records initiatives and improvements. This year, the 5-year assessment will take time and effort from CDOT to coordinate the information gathered from the STRAC members. Staff will assess the program management responsibilities with emphasis on interface and coordination among CDOT's Traffic and Safety Engineering Branch, the Office of Transportation Safety, the Department of Revenue and the Colorado State Patrol Traffic Records Staff, and the Governor's Office of Information Technology, including sharing expertise among other major stakeholders.

Activities include establishing resource requirements, departmental roles and responsibilities, assignment of tasks and schedules, and program management of the FY 2015 grants. Costs include external project audit costs, program-specific staff training, necessary operating expenses, and participation by key staff (Traffic Records Unit) in the 40th International Traffic Records Forum. The Forum is hosted by the National Safety Council and sponsored by NHTSA, FHWA, FMCSA, and the Bureau of Transportation Statistics. Topics include traffic records, highway safety information systems and other function-related training and/or meetings.

Evaluation Measure 2,080 hours
 Funding Source 408
 Program Area K9 - Data Incentive

Cost Summary

| | | |
|----------------------|-----------|-------------------|
| Personal Services | \$ | 100,000.00 |
| Operating Expenses | \$ | 20,000.00 |
| Travel | | |
| Contractual Services | | |
| Other (indirects) | | |
| <u>Total</u> | <u>\$</u> | <u>120,000.00</u> |
| | | |
| Federal Funds | \$ | 120,000.00 |
| State/Local Match | \$ | 40,000.00 |
| <u>Total</u> | <u>\$</u> | <u>160,000.00</u> |



PROGRAM TASK DESCRIPTIONS

Program Administration and Support

Task Number 15-12-98-04
Program Name Media Program Support - Impaired Driving
Contractor CDOT Office of Communications
Program Manager Wilfong

Public awareness is a critical component in the success of traffic safety programs. CDOT's Office of Communications senior support staff conducts strategic and tactical communications planning and manages activities designed to maximize the reach and effectiveness of traffic-related impaired-driving programs.

This project addresses measures:

- C-1. Reduce the number of traffic fatalities*
- C-2. Reduce the number of serious injuries in traffic crashes*
- C-3. Reduce the fatalities per Vehicle Miles Traveled (VMT)*
- C-5. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above*

Evaluation Measure Increase in public awareness
Funding Source 402
Program Area AL - Alcohol

Cost Summary

| | |
|----------------------|---------------------|
| Personal Services | \$ 76,000.00 |
| Operating Expenses | \$ 5,000.00 |
| Travel | |
| Contractual Services | |
| Other (indirects) | |
| <u>Total</u> | <u>\$ 81,000.00</u> |
| | |
| Federal Funds | \$ 81,000.00 |
| Agency Match | |
| <u>Total</u> | <u>\$ 81,000.00</u> |



PROGRAM TASK DESCRIPTIONS

Program Administration and Support

Task Number 15-12-98-05
Program Name Media Program Support - Occupant Protection
Contractor CDOT Office of Communications
Program Manager Wilfong

Public awareness is a critical component in the success of traffic safety programs. CDOT's Office of Communications senior support staff conducts strategic and tactical communications planning and manages activities designed to maximize the reach and effectiveness of occupant protection programs.

This project addresses measures:

- C-1. Reduce the number of traffic fatalities*
- C-2. Reduce the number of serious injuries in traffic crashes*
- C-3. Reduce the fatalities per Vehicle Miles Traveled (VMT)*
- C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions*
- C-7. Reduce the number of motorcycle fatalities*
- C-8. Reduce the number of unhelmeted motorcycle fatalities*
- C-9. Reduce the number of drivers age 20 or younger involved in fatal crashes*
- B-1. Increase the observed seat belt use for passenger vehicles*

Evaluation Measure Increase in public awareness
Funding Source 402
Program Area OP - Occupant Protection

Cost Summary

| | | |
|----------------------|-----------|------------------|
| Personal Services | \$ | 76,000.00 |
| Operating Expenses | \$ | 5,000.00 |
| Travel | | |
| Contractual Services | | |
| Other (indirects) | | |
| Total | \$ | 81,000.00 |
| <hr/> | | |
| Federal Funds | \$ | 81,000.00 |
| Agency Match | | |
| Total | \$ | 81,000.00 |



PROGRAM TASK DESCRIPTIONS

Program Administration and Support

Task Number 15-12-98-06
Program Name Speed Enforcement Program Support
Contractor Office of Transportation Safety
Program Manager Miller

The OTS staff will develop, plan, coordinate and provide technical assistance and support for activities in Speed Enforcement programs.

Included in this project are external project audit costs, professional and program-specific staff training, and necessary operating equipment. Office personnel will be provided with computer upgrades, software, hardware and peripherals. Attendance at State and National conferences is also included.

Evaluation Measure 1,750 staff hours
Funding Source 402
Program Area SE - Speed Enforcement

Cost Summary

| | | |
|----------------------|-----------|------------------|
| Personal Services | \$ | 40,000.00 |
| Operating Expenses | \$ | 5,000.00 |
| Travel | \$ | 5,000.00 |
| Contractual Services | | |
| Other (indirects) | | |
| <u>Total</u> | <u>\$</u> | <u>50,000.00</u> |
| | | |
| Federal Funds | \$ | 50,000.00 |
| State/Local Match | | |
| <u>Total</u> | <u>\$</u> | <u>50,000.00</u> |



PROGRAM TASK DESCRIPTIONS

Program Administration and Support

Task Number 15-12-98-07
Program Name Traffic Safety Initiatives Support
Contractor Office of Transportation Safety
Program Manager Gould

The Office of Transportation Safety will continue to solicit and review applications for projects throughout the year that support traffic safety initiatives throughout the State.

This project addresses measures:

- C-1. Reduce the number of traffic fatalities*
- C-2. Reduce the number of serious injuries in traffic crashes*

Funding Source 402
Program Area OP - Occupant Protection

Cost Summary

| | |
|----------------------|------------------------|
| Personal Services | \$ 1,000,000.00 |
| Operating Expenses | \$ 454,600.00 |
| Capital Equipment | |
| Contractual Services | |
| Other (indirects) | |
| <u>Total</u> | <u>\$ 1,454,600.00</u> |
| | |
| Federal Funds | \$ 1,454,600.00 |
| Agency Match | \$ 365,000.00 |
| <u>Total</u> | <u>\$ 1,819,600.00</u> |
| | |
| <u>Local Benefit</u> | <u>\$ 750,000.00</u> |



PROGRAM TASK DESCRIPTIONS

Program Administration and Support

Task Number 15-12-98-08
Program Name Occupant Protection Initiatives Support
Contractor Office of Transportation Safety
Program Manager Gould

The Office of Transportation Safety will continue to solicit and review applications for projects throughout the year that support occupant protection initiatives throughout the State.

This project addresses measures:

- B-1. Increase the observed seat belt use for passenger vehicles*
- C-4. Reduce the number of unrestrained passenger vehicle occupant protection fatalities, all seat positions*

Funding Source 405B
Program Area M2X - OP Low

Cost Summary

| | | |
|----------------------|-----------|-------------------|
| Personal Services | \$ | 400,000.00 |
| Operating Expenses | \$ | 265,000.00 |
| Capital Equipment | | |
| Contractual Services | | |
| Other (indirects) | | |
| Total | \$ | 665,000.00 |
| | | |
| Federal Funds | \$ | 665,000.00 |
| Agency Match | \$ | 175,000.00 |
| Total | \$ | 840,000.00 |



PROGRAM TASK DESCRIPTIONS

Program Administration and Support

Task Number 15-12-98-09
Program Name Impaired Driving Initiatives Support
Contractor Office of Transportation Safety
Program Manager Davis

The Office of Transportation Safety will continue to solicit and review applications for projects throughout the year that support impaired-driving prevention initiatives throughout the State.

This project addresses measures:

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

Funding Source 405D
Program Area M6OT - Low Other

Cost Summary

| | |
|----------------------|------------------------|
| Personal Services | \$ 1,000,000.00 |
| Operating Expenses | \$ 310,000.00 |
| Capital Equipment | |
| Contractual Services | |
| Other (indirects) | |
| <u>Total</u> | <u>\$ 1,310,000.00</u> |
| | |
| Federal Funds | \$ 1,310,000.00 |
| Agency Match | \$ 330,000.00 |
| <u>Total</u> | <u>\$ 1,640,000.00</u> |

Program Task Descriptions

Safety Education and Enforcement Programs

Impaired Driving





PROGRAM TASK DESCRIPTIONS

Impaired Driving

IMPAIRED DRIVING

In Colorado, alcohol-related fatalities (Blood Alcohol Concentration .08 or above) declined from 160 in 2011 to 133 in 2012 (2013 data is not finalized). While alcohol-related fatalities appear to be on the decline, the 133 alcohol-related fatalities represent 28% of the State's total of 472 fatalities for 2012.

Based on the CDOT Problem Identification Report, the Highway Safety Office within the Office of Transportation Safety will continue focusing on enhancing and expanding impaired-driving prevention programs statewide, through enhanced efforts by Colorado State Patrol, and at several metro area locations including Denver, Arapahoe and Adams counties.

In Colorado, Impaired Driving includes operating a vehicle while impaired by or under the influence of alcohol and/or drugs.

Efforts and activities to decrease Impaired Driving will include:

- Aggressive high-visibility enforcement
- Public awareness through “The Heat is On!” media campaigns
- Focusing impaired-driving enforcement on sections of roadways with high incidences of impaired-driving crashes
- Statewide sobriety checkpoints through “Checkpoint Colorado”
- Increasing the number of Drug Recognition Experts (DRE) and providing recertification trainings
- Providing recertification training for law enforcement officers in Standard Field Sobriety Testing (SFST)
- Creating and maintaining DUI Courts
- Statewide coordination of Impaired Driving Enforcement and Education efforts through a dedicated Law Enforcement Coordinator and a Traffic Safety Resource Prosecutor
- Participation and collaboration with the Interagency Task Force of Drunk Driving including implementation of the Statewide Impaired-driving Plan
- Targeting high-risk groups of drivers with impaired-driving education and prevention programs



PROGRAM TASK DESCRIPTIONS

Impaired Driving

Task Number 15-01-11-01
Program Name DRE/SFST Enforcement Training
Contractor LEAD Impairment Training
Program Manager Rocke

This project will provide high-level training to Colorado Law Enforcement Officers (LEOs), in both basic and advanced NHTSA training programs, to deter, detect and properly investigate impaired-driving incidents. Colorado LEOs will be trained in impaired-driving detection techniques to reduce the number of DUI-related traffic fatalities as related to Drugged Driving Enforcement and Zero Tolerance Law Enforcement.

This project supports the law enforcement training programs that offer Standardized Field Sobriety Testing (24 hour), SFST Instructor School (32 hour), SFST Instructor Update (8 hour) and Drug Recognition Expert Update (8 hour).

This project is supported in the Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices Seventh Edition, 2013 7.1 Enforcement of Drugged Driving 1-63.

This project addresses measures:

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

Evaluation Measure # of DRE/SFST in service, recertification trainings, # of individuals who attend the trainings
Funding Source 405d
Program Area M6OT - Low Other

Cost Summary

| | | |
|----------------------|-----------|------------------|
| Personal Services | \$ | 20,000.00 |
| Operating Expenses | \$ | 6,288.00 |
| Travel | \$ | 2,121.00 |
| Contractual Services | \$ | 16,591.00 |
| Other (indirects) | | |
| Total | \$ | 45,000.00 |
| | | |
| Federal Funds | \$ | 45,000.00 |
| Agency Match | | |
| Total | \$ | 45,000.00 |



PROGRAM TASK DESCRIPTIONS

Impaired Driving

Task Number 15-01-11-02
Program Name *Interagency Task Force on Drunk Driving*
Contractor *Colorado State Patrol*
Program Manager *Rocke*

The mission of the Interagency Task Force on Drunk Driving (ITFDD) is to support the prevention, awareness, enforcement and treatment of drunk and impaired driving in Colorado through strong partnerships with public, private and non-profit organizations. The ITFDD brings community and government organizations together, creating a forum for victims and advocates to access many subject matter experts and resources in one place. It provides a formal mechanism to leverage resources in order to create a multi-faceted approach to solving a problem which is often minimized and understated in our community. The ITFDD acts as a resource for the Legislature, enabling it to consider more cohesive, well-thought-out proposals.

The goal of this project is to provide administrative support to the ITFDD 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.

This project is supported in the Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices Seventh Edition, 2013 1.5 Alcohol-Impaired Driving Law Review 1-18.

This project addresses measures:

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

Evaluation Measure # of task force activities completed, completion of Annual Report
Funding Source 405d
Program Area M6OT - Low Other

Cost Summary

| | | |
|----------------------|-----------|------------------|
| Personal Services | \$ | 22,472.00 |
| Operating Expenses | \$ | 2,528.00 |
| Travel | | |
| Contractual Services | | |
| Other (indirects) | | |
| <u>Total</u> | <u>\$</u> | <u>25,000.00</u> |
| | | |
| Federal Funds | \$ | 25,000.00 |
| Agency Match | | |
| <u>Total</u> | <u>\$</u> | <u>25,000.00</u> |



PROGRAM TASK DESCRIPTIONS

Impaired Driving

Task Number 15-01-11-03
Program Name Support for DUI Courts
Contractor Colorado Judicial Branch
Program Manager Roche

According to the National Highway Traffic Safety Administration (NHTSA), more than 10,000 people died in alcohol-impaired-driving crashes in 2012. Additionally, alcohol-impaired crashes are estimated to cost more than \$37 billion annually (<http://www.nhtsa.gov/Impaired>). Colorado’s alcohol-impaired driving fatality rate is 28%.

This project is designed to consolidate multiple applications from those county courts interested in starting or enhancing a DUI Court operation. All of the funded and prospective courts have completed DUI court training and are well equipped to deliver the necessary services to this population. All of the courts adhere to the 10 Key Components for Problem Solving Courts and are focused on higher-risk offenders who meet the criteria for persistent drunk drivers. Because the courts come on board as they become ready, new courts are able to be added each year

This project is supported in the Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices Seventh Edition, 2013 3.1 DWI Courts 1-25.

This project addresses measures:

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

Evaluation Measure Continuation of established courts, use of established models, # of DUI Courts
Funding Source 405d
Program Area M6OT - Low Other

Cost Summary

| | |
|----------------------|----------------------|
| Personal Services | |
| Operating Expenses | \$ 107,500.00 |
| Travel | \$ 40,000.00 |
| Contractual Services | \$ 2,500.00 |
| Other (indirects) | \$ 15,000.00 |
| <u>Total</u> | <u>\$ 165,000.00</u> |
| Federal Funds | \$ 165,000.00 |
| Agency Match | |
| <u>Total</u> | <u>\$ 165,000.00</u> |



PROGRAM TASK DESCRIPTIONS

Impaired Driving

Task Number 15-01-11-04
Program Name Traffic Safety Resource Prosecutor
Contractor Colorado District Attorneys' Council
Program Manager Roche

The Traffic Safety Resource Prosecutor (TSRP) program provides law enforcement and prosecutors throughout the state of Colorado with a subject matter expert on traffic safety matters, with a specific emphasis on impaired driving. The TSRP supports these constituencies and others by providing training and education, legal research, motions and trial support and direct assistance in the form of special prosecutor appointment. The TSRP also identifies areas of impaired-driving investigations and prosecutions that are challenged in the legal process and devises tactics and countermeasures to ensure the effective and fair enforcement of Colorado's impaired-driving laws.

This project is supported in the Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices Seventh Edition, 2013 3.2 Limits on Diversion and Plea Agreements 1-27.

This project addresses measure:

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

Evaluation Measure # of law enforcement officers and prosecutors trained, # of technical assistance requests fulfilled and the overall reduction of impaired-driving fatalities and incidents of serious bodily injury
Funding Source 405d
Program Area M6OT - Low Other

Cost Summary

| | | |
|----------------------|-----------|-------------------|
| Personal Services | \$ | 100,526.00 |
| Operating Expenses | \$ | 18,030.00 |
| Travel | \$ | 7,952.00 |
| Contractual Services | \$ | 22,920.00 |
| Other (indirects) | | |
| Total | \$ | 149,428.00 |
| Federal Funds | \$ | 149,428.00 |
| Agency Match | | |
| Total | \$ | 149,428.00 |



PROGRAM TASK DESCRIPTIONS

Impaired Driving

Task Number 15-01-11-05
Program Name Checkpoint Colorado
Contractor Law Enforcement Agencies
Program Manager Chase

Law enforcement agencies selected through the Problem Identification Report will target areas in the state identified as having high rates of impaired-driving-related crashes and fatalities. The National Highway Traffic Safety Administration research shows that in areas where sobriety checkpoints are routinely practiced, the number of impaired-driving-related crashes and fatalities are reduced. The selected agencies will be required to conduct a minimum of 5 checkpoints, with 2 of those checkpoints to occur during holiday weekends. This project runs from Memorial Day through Labor Day. Agency selection is based on 2013 crash and fatality data.

This project is supported in the Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices Seventh Edition, 2013 2.1 Publicized Sobriety Checkpoint Programs 1-19.

This project addresses measures:

- C-2. Reduce the number of serious injuries in traffic crashes*
- C-5. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)*

Evaluation Measure # of checkpoints conducted, # of impaired-driving arrests
Funding Source 405d
Program Area M6OT - Low Other

Cost Summary

| | | |
|----------------------|----|-------------------|
| Personal Services | \$ | 140,000.00 |
| Operating Expenses | \$ | 10,000.00 |
| Travel | | |
| Contractual Services | | |
| Other (indirects) | | |
| <u>Total</u> | \$ | <u>150,000.00</u> |
| | | |
| Federal Funds | \$ | 150,000.00 |
| Agency Match | | |
| <u>Total</u> | \$ | <u>150,000.00</u> |



PROGRAM TASK DESCRIPTIONS

Impaired Driving

Task Number 15-01-11-06
Program Name Law Enforcement Assistance Fund
Contractor OTS
Program Manager Rocke

This project will increase and improve the enforcement of DUI laws, and will coordinate the efforts of law enforcement agencies in administering a DUI enforcement program. These funds provide State match for Section 402 federally funded activities and are not used to match any other federal programs.

Funding Source State Funds
Program Area AL - Alcohol

Cost Summary

| | |
|----------------------|----------------------|
| Personal Services | |
| Operating Expenses | |
| Travel | |
| Contractual Services | \$ 650,000.00 |
| Other (indirects) | |
| <u>Total</u> | <u>\$ 650,000.00</u> |
| | |
| Federal Funds | |
| Agency Match | \$ 650,000.00 |
| <u>Total</u> | <u>\$ 650,000.00</u> |



PROGRAM TASK DESCRIPTIONS

Impaired Driving

Task Number 15-01-11-07
Program Name *High-Visibility Impaired Driving Enforcement*
Contractor *Statewide Law Enforcement Agencies*
Program Manager *Chase*

These funds are dedicated as S405d match from the State’s First Time Drunk Driver Fund which is funded from driver’s license reinstatement fees from suspended drivers. The high-visibility impaired-driving enforcement campaigns will be selected by problem identification to support the Highway Safety Office and the National Highway Traffic Safety Administration’s High-Visibility Enforcement (HVE) periods. This will total a minimum of 12 HVE periods supported through the Highway Safety Office (HSO).

The HSO will partner with the CDOT Office of Communications and law enforcement agencies in cities and counties that were identified in the Problem Identification Report, as having high rates of impaired-driving-related crashes and fatalities.

Funding Source State Funds
Program Area M6OT - Low Other

Cost Summary

| | |
|----------------------|------------------------|
| Personal Services | \$ 1,500,000.00 |
| Operating Expenses | |
| Travel | |
| Contractual Services | |
| Other (indirects) | |
| <u>Total</u> | <u>\$ 1,500,000.00</u> |

| | |
|---------------|------------------------|
| Federal Funds | |
| Agency Match | \$ 1,500,000.00 |
| <u>Total</u> | <u>\$ 1,500,000.00</u> |



PROGRAM TASK DESCRIPTIONS

Impaired Driving

Task Number 15-01-11-08
Program Name DRE/ID Tech Transfer
Contractor OTS
Program Manager Rocke

This project will provide funding for registration and travel costs to conferences and events related to Drug Recognition Expert (DRE) training, including the International Association of Chiefs of Police (IACP) Impaired Driving Conference. Funds will also be used to cover travel and registration costs to other impaired-driving training and countermeasure events. Law enforcement officers and other traffic safety partners selected to attend will be required to submit a summary of their findings. This includes how the training will be used at a local level. This training will be brought back to Colorado by attendees and used in mandatory in-service training sessions.

Attendees will use the information they learn at the conference to give law enforcement officers up-to-date information and methods for recognizing symptoms of drug use by the motoring public.

This project is supported in the Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices Seventh Edition, 2013 7.1 Enforcement of Drugged Driving 1-63.

This project addresses measures:

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

Evaluation Measure # of people trained, summary findings
Funding Source 405d
Program Area M6OT - Low Other

Cost Summary

| | | |
|----------------------|-----------|------------------|
| Personal Services | \$ | |
| Operating Expenses | \$ | |
| Travel | \$ | 25,000.00 |
| Contractual Services | \$ | |
| Other (indirects) | \$ | |
| <u>Total</u> | <u>\$</u> | <u>25,000.00</u> |
| | | |
| Federal Funds | \$ | 25,000.00 |
| Agency Match | | |
| <u>Total</u> | <u>\$</u> | <u>25,000.00</u> |



PROGRAM TASK DESCRIPTIONS

Impaired Driving

Task Number 15-01-11-09
Program Name *Impaired-Driving Enforcement*
Contractor *Colorado State Patrol*
Program Manager *Chase*

In Colorado in 2012, there were an estimated 133 fatalities due to a fatal crash related to a driver with a blood alcohol content (BAC) > 0.8. Nearly 32% of impaired-driving-related crashes resulted in injuries or fatalities in accidents investigated by the Colorado State Patrol (CSP). The goal of this project is to increase traffic safety by reducing the numbers of drivers under the influence of drugs or alcohol.

To address this, the CSP, in conjunction with the Highway Safety Office (HSO), will identify target areas for additional impaired-driving enforcement hours, based on the Problem Identification Report, to support the National Highway Traffic Safety Administration’s high-visibility enforcement campaigns. The CSP will provide overtime hours at multi-agency sobriety checkpoints and saturation patrols and will provide personnel as requested by the HSO to participate in public information programs and media events. The project will also provide overtime enforcement funding for Drug Recognition Expert (DRE) call-out evaluations as requested.

This project is supported in the Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices Seventh Edition, 2013 2.2 Publicized Saturation Patrol Programs 1-21.

This project addresses measures:

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

Evaluation Measure # of impaired-driving arrests
Funding Source 405d
Program Area M6OT - Low Other

Cost Summary

| | |
|----------------------|----------------------|
| Personal Services | \$ 445,000.00 |
| Operating Expenses | |
| Travel | \$ 5,000.00 |
| Contractual Services | |
| Other (indirects) | |
| <u>Total</u> | <u>\$ 450,000.00</u> |
| | |
| Federal Funds | \$ 450,000.00 |
| Agency Match | |
| <u>Total</u> | <u>\$ 450,000.00</u> |



PROGRAM TASK DESCRIPTIONS

Impaired Driving

Task Number 15-01-11-10
Program Name *Breath Alcohol Testing Van*
Contractor *Denver Police Department*
Program Manager *Chase*

In 2013, there were 777 alcohol-related crashes in the City of Denver. The goal of this project is to increase officer efficiency on impaired-driving arrests and redeploy officers faster by using a Blood/Breath Alcohol Testing Vehicle (BAT Van). The Denver Police Department (DPD) will purchase a Breath Alcohol Testing (BAT) Van to assist with impaired-driving enforcement activities.

The BAT van will be used to assist with sobriety checkpoints and saturation operations throughout the year. DPD conducts approximately 6 checkpoints and 12 saturation operations yearly. The BAT van will be used at all 18 operations to process the impaired-driving arrests generated by the operation. The BAT van will be a central processing point for those arrests, providing an “in and out” processing environment. During the operations, the BAT van will also be a collection point for all impaired-driving arrests made in other sections of the city.

This project is supported in the Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices Seventh Edition, 2013 2.1 Publicized Sobriety Checkpoint Programs 1-19.

This project addresses measures:

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

Evaluation Measure # of impaired-driving arrests
Funding Source 410AL/405d
Program Area K8/M6OT - Alcohol/Low Other

Cost Summary

| | |
|----------------------|----------------------|
| Personal Services | |
| Operating Expenses | |
| Travel | |
| Contractual Services | |
| Capital Equipment | \$ 350,000.00 |
| Total | \$ 350,000.00 |
| | |
| Federal Funds | \$ 350,000.00 |
| Agency Match | |
| Total | \$ 350,000.00 |



PROGRAM TASK DESCRIPTIONS

Impaired Driving

Task Number 15-01-11-11
Program Name 2015 High-Visibility Checkpoints
Contractor Aurora Police Department
Program Manager Chase

In 2012 there were 15 traffic fatalities in the City of Aurora and 4, or 26%, involved a driver or motorcycle operator with a BAC of .08 or higher. The goal of this project is to maintain the aggressive enforcement of DUI laws by increasing the number of impaired-driving arrests on Aurora’s roadways, thereby reducing the number of impaired-driving- related crashes and fatalities.

This project will address impaired driving through use of high-visibility sobriety checkpoints and saturation patrols. The Aurora Police Department’s (APD) Traffic Section will conduct sobriety checkpoints throughout the year at various locations on major city thoroughfares. The checkpoints will generally be conducted on and around major holidays and will also be supplemented with high-visibility saturation patrols and participation in CDOT’s enforcement campaign periods.

The APD will conduct 5 sobriety checkpoints during the period between Saint Patrick’s Day and Labor Day and will also conduct individual high-visibility saturation patrols. Aurora will continue to work with the media to make the public aware of their aggressive enforcement of impaired-driving laws, and will continue to offer educational presentations to local groups, businesses and schools.

This project is supported in the Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices Seventh Edition, 2013 2.2 Publicized Saturation Patrol Programs 1-21.

This project addresses measures:

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

Evaluation Measure # of alcohol-related crashes, # of DUI arrests
Funding Source 405d
Program Area M6OT - Low Other

Cost Summary

| | |
|----------------------|----------------------|
| Personal Services | \$ 167,000.00 |
| Operating Expenses | |
| Travel | |
| Capital Equipment | |
| Contractual Services | |
| Other (indirects) | |
| Total | \$ 167,000.00 |
| <hr/> | |
| Federal Funds | \$ 167,000.00 |
| Agency Match | |
| Total | \$ 167,000.00 |



PROGRAM TASK DESCRIPTIONS

Impaired Driving

Task Number 15-01-11-12
Program Name Denver’s Comprehensive Impaired-Driving Project
Contractor Denver Police Department
Program Manager Chase

In 2013 there were 777 alcohol-related crashes in the City of Denver. Although Denver experiences some of the highest numbers of impaired-driving-related crashes of any Colorado city, the numbers are decreasing. The goal of this project is to further reduce the number of serious and fatal crashes related to impaired driving in Denver by increasing the number of impaired-driving arrests.

Eleven high-visibility enforcement campaigns will be run throughout the year to address key periods and 6 sobriety checkpoint operations will be held on 3 different dates during peak summer months. The DUI Unit anticipates staging the sobriety checkpoint operations on roadways most travelled by impaired drivers. Saturation efforts will be deployed 2 or 3 times per month and will typically double the reach of the DUI Unit on a given night. All enforcement locations are driven by data that indicates higher concentrations of impaired-driving crashes.

This project is supported in the Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices Seventh Edition, 2013 2.2 Publicized Saturation Patrol Programs 1-21.

This project addresses measures:

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

Evaluation Measure # of impaired-driving arrests
Funding Source 405d
Program Area M6OT - Low Other

Cost Summary

| | |
|----------------------|----------------------|
| Personal Services | \$ 275,050.00 |
| Operating Expenses | |
| Travel | |
| Contractual Services | |
| Other (indirects) | |
| Total | \$ 275,050.00 |
| | |
| Federal Funds | \$ 275,050.00 |
| Agency Match | |
| Total | \$ 275,050.00 |



PROGRAM TASK DESCRIPTIONS

Impaired Driving

Task Number 15-01-11-13
Program Name Law Enforcement Coordinator
Contractor Colorado State Patrol
Program Manager Chase

OTS designates a Law Enforcement Coordinator (LEC) to coordinate all statewide training and local activities for local law enforcement agencies in support of their efforts to enforce Colorado’s safety education and enforcement programs and campaigns. This project will coordinate, within the law enforcement community, program initiatives and innovations for their participation.

This project is supported in the Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices Seventh Edition, 2013 3.2 Communication and Outreach strategies for Low-Belt-Use Groups 2-23.

This project addresses measures:

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

Evaluation Measure # of trainings, # of presentations, # of agencies contacted
Funding Source 402
Program Area PT - Police Traffic Services

Cost Summary

| | |
|----------------------|----------------------|
| Personal Services | \$ 135,000.00 |
| Operating Expenses | |
| Travel | |
| Contractual Services | |
| Other (indirects) | |
| <u>Total</u> | <u>\$ 135,000.00</u> |
| | |
| Federal Funds | \$ 135,000.00 |
| Agency Match | |
| <u>Total</u> | <u>\$ 135,000.00</u> |



PROGRAM TASK DESCRIPTIONS

Impaired Driving

Task Number 15-01-11-14
Program Name Drug Recognition Expert School
Contractor OTS
Program Manager Roche

Utilizing the criteria adopted by the International Association of Chiefs of Police (IACP) and the National Highway Traffic Safety Administration (NHTSA), Colorado will continue to expand the Drug Recognition Expert (DRE) program throughout the state, enhance the DRE Training program and increase the number of DREs within the state. Currently Colorado has 192 DREs.

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

This project is supported in the Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices Seventh Edition, 2013 7.1 Enforcement of Drugged Driving 1-63.

This project addresses measures:

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

Evaluation Measure # of law enforcement officers completing DRE training
Funding Source 405d
Program Area M6OT - Low Other

Cost Summary

| | |
|----------------------|----------------------|
| Personal Services | |
| Operating Expenses | \$ 65,000.00 |
| Travel | \$ 35,000.00 |
| Contractual Services | |
| Other (indirects) | |
| <u>Total</u> | <u>\$ 100,000.00</u> |
| | |
| Federal Funds | \$ 100,000.00 |
| Agency Match | |
| <u>Total</u> | <u>\$ 100,000.00</u> |



PROGRAM TASK DESCRIPTIONS

Impaired Driving

Task Number 15-01-11-15
Program Name Checkpoint Equipment
Contractor To Be Determined
Program Manager Chase

Research shows that in areas where sobriety checkpoints are routinely practiced, the number of impaired-driving-related traffic crashes and fatalities are reduced. The success of a sobriety checkpoint depends greatly upon smooth and efficient operations. This includes having the necessary equipment readily available to conduct the checkpoints.

This project will address the equipment and operating needs of those agencies participating in either the 2014 “Checkpoint Colorado” campaign, or routinely conducting checkpoints. This equipment may consist of flares and/or fuses, safety cones, permanent or portable lighting, signs, vests, flashlights and portable breath testers given to the top performing “Checkpoint Colorado” agencies. In addition to equipment, promotional items will be provided to participating agencies to promote and bring awareness to “Checkpoint Colorado” activities.

This project is supported in the Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices Seventh Edition, 2013 2.1 Publicized Sobriety Checkpoint Programs 1-19.

This project addresses measures:

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

Evaluation Measure # of sobriety checkpoints conducted, # of impaired-driving arrests
Funding Source 405d
Program Area M6OT - Low Other

Cost Summary

| | | |
|----------------------|-----------|------------------|
| Personal Services | | |
| Operating Expenses | \$ | 17,500.00 |
| Travel | | |
| Contractual Services | \$ | 7,500.00 |
| Other (indirects) | | |
| <u>Total</u> | <u>\$</u> | <u>25,000.00</u> |
| | | |
| Federal Funds | \$ | 25,000.00 |
| Agency Match | | |
| <u>Total</u> | <u>\$</u> | <u>25,000.00</u> |



PROGRAM TASK DESCRIPTIONS

Impaired Driving

Task Number 15-01-11-16
Program Name DUI Countermeasures
Contractor Department of Revenue
Program Manager Rocke

These funds are used by the Department of Revenue for the administrative personal services costs of appeals, judicial reviews, citation processing, express consent hearing sections, interlock reviews, penalty assessments and the call center. The funds are state funds and are not used to match any other federal programs.

Funding Source State Funds
Program Area K8 - Alcohol

Cost Summary

| | |
|----------------------|------------------------|
| Personal Services | \$ 2,000,000.00 |
| Operating Expenses | \$ 500,000.00 |
| Travel | |
| Contractual Services | |
| Other (indirects) | |
| <u>Total</u> | <u>\$ 2,500,000.00</u> |

| | |
|---------------|------------------------|
| Federal Funds | |
| Agency Match | \$ 2,500,000.00 |
| <u>Total</u> | <u>\$ 2,500,000.00</u> |



PROGRAM TASK DESCRIPTIONS

Impaired Driving

Task Number 15-01-11-17
Program Name DUI Court Administration
Contractor Colorado Judicial Branch
Program Manager Rocke

These funds are used by Colorado Judicial Branch for the administrative personal services costs of the DUI Court Process. The funds are state funds and are not used to match any other federal programs.

Funding Source State Funds
Program Area M6OT - Low Other

Cost Summary

| | |
|----------------------|------------------------|
| Personal Services | \$ 1,500,000.00 |
| Operating Expenses | |
| Travel | |
| Contractual Services | |
| Other (indirects) | |
| <u>Total</u> | <u>\$ 1,500,000.00</u> |

| | |
|---------------|------------------------|
| Federal Funds | |
| Agency Match | \$ 1,500,000.00 |
| <u>Total</u> | <u>\$ 1,500,000.00</u> |

Program Task Descriptions

Safety Education and Enforcement Programs

Speed Enforcement





PROGRAM TASK DESCRIPTIONS

Speed Enforcement

SPEED ENFORCEMENT

In 2013 there were 132 speed-related fatalities (preliminary data) in Colorado. This constitutes an 18% decrease from the 162 speed-related fatalities reported in 2012. Speeding is defined as exceeding posted speed limits, driving too fast for conditions, or racing. Speeding is a dangerous driving behavior and is a component of aggressive driving.

Efforts and activities will include:

- Continuing increased speed enforcement efforts on I-25, I-225 and I-70 throughout Denver, Arapahoe, Adams and Pueblo counties
- Funding the purchase of speed trailers for the Colorado State Patrol (CSP) to be used in Statewide Speed enforcement campaigns
- Working with other local law enforcement agencies to improve their speed enforcement projects through a mini-grant program
- Enhanced nighttime enforcement



PROGRAM TASK DESCRIPTIONS

Speed Enforcement

Task Number 15-02-21-01
Program Name Focused Speed Enforcement
Contractor Denver Police Department
Program Manager Peterson

In 2012, Denver ranked first in the State in speed-related crash fatalities and had a total of 1,896 speed-related crashes. The National Highway Traffic Safety Administration’s (NHTSA) most recent speed research found that 31% of crash fatalities were speed-related. The target population for this project will be all drivers on Denver interstate highways where speed-related crashes are highly concentrated. These highways are the most trafficked in Colorado. This high-visibility enforcement campaign will help to reduce the number of speed-related crashes in the City and County of Denver.

This project is supported in the Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices Seventh Edition, 2013 2.2 High-Visibility Enforcement 3-16.

This project addresses measures:
 C-6. *Reduce the number of speeding-related fatalities*

Evaluation Measure # of speeding citations; # of enforcement activities
 Funding Source 402
 Program Area SE - Speed Enforcement

Cost Summary

| | | |
|----------------------|-----------|------------------|
| Personal Services | \$ | 75,600.00 |
| Operating Expenses | | |
| Travel | | |
| Contractual Services | | |
| Other (indirects) | | |
| Total | \$ | 75,600.00 |
| | | |
| Federal Funds | \$ | 75,600.00 |
| Agency Match | | |
| Total | \$ | 75,600.00 |
| | | |
| Local Benefit | \$ | 75,600.00 |



PROGRAM TASK DESCRIPTIONS

Speed Enforcement

Task Number 15-02-21-02
Program Name Aurora Highway Safety Campaign
Contractor Aurora Police Department
Program Manager Peterson

In 2013, there were 5,382 crashes in Aurora. Of that number, 2,302 or 42 %, resulted in some type of injury. A review of all crashes showed that 12% of those crashes had speed as a factor.

This project will include strict enforcement of laws that pertain to speeding and aggressive driving habits, such as following too closely. The Aurora Police Department will utilize standard police equipment such as police motorcycles, unmarked vehicles, hand-held speed laser devices and lasers that measure distance between vehicles. Educational programs will also be presented to all demographics of the community.

This project is supported in the Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices Seventh Edition, 2013 2.2 High-Visibility Enforcement 3-16.

This project addresses measure:
 C-6. Reduce the number of speeding-related fatalities

Evaluation Measure # of speed enforcement activities, # of citations issued
Funding Source 402
Program Area SE - Speed Enforcement

Cost Summary

| | | |
|----------------------|-----------|------------------|
| Personal Services | \$ | 50,003.25 |
| Operating Expenses | \$ | 10,252.00 |
| Travel | | |
| Contractual Services | | |
| Other (indirects) | | |
| Total | \$ | 60,255.25 |
| Federal Funds | \$ | 60,255.25 |
| Agency Match | | |
| Total | \$ | 60,255.25 |
| Local Benefit | \$ | 60,255.25 |



PROGRAM TASK DESCRIPTIONS

Speed Enforcement

Task Number 15-02-21-03
Program Name Speed Trailers
Contractor Colorado State Patrol
Program Manager Peterson

In Colorado in 2012 there were 472 motor-vehicle fatalities of which 162, or 33%, were speed-related. In FY 2013, among crashes investigated by the Colorado State Patrol (CSP), nearly 20% of speed-related crashes resulted in injuries or fatalities. The CSP will utilize funds to purchase 5 Mobile Speed Monitoring Units, called speed trailers. The CSP will increase the effectiveness of speed enforcement efforts by using traffic speed data collected by the monitoring units. The speed trailers will be deployed in high-risk areas including school and construction zones.

This project is supported in the Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices Seventh Edition, 2013 2.3 Other Enforcement Methods 3-19.

This project addresses measures:

- C-2. Reduce the number of serious injuries in traffic crashes*
- C-6. Reduce the number of speeding-related fatalities*

Evaluation Measure # of speed-related crashes
 Funding Source 402
 Program Area SE - Speed Enforcement

Cost Summary

| | | |
|----------------------|-----------|------------------|
| Personal Services | | |
| Operating Expenses | | |
| Travel | | |
| Contractual Services | | |
| Capital Equipment | \$ | 58,025.00 |
| Total | \$ | 58,025.00 |
| <hr/> | | |
| Federal Funds | \$ | 58,025.00 |
| Agency Match | | |
| Total | \$ | 58,025.00 |
| <hr/> | | |
| Local Benefit | \$ | 58,025.00 |



PROGRAM TASK DESCRIPTIONS

Speed Enforcement

Task Number 15-02-21-04
Program Name Speed Mini-Grants Program
Contractor Colorado Law Enforcement Agencies
Program Manager Peterson

The Highway Safety Office (HSO) supports law enforcement agencies by providing funds to help in speed enforcement efforts. The HSO will require agencies selected for mini-grants to focus on at least one nighttime speed enforcement element that addresses other violations encountered, such as DUI and failure to use safety belts. Selected law enforcement agencies will be required to report on their progress on speed enforcement control and enforcement activities, using the period before CDOT funding as a baseline.

This project is supported in the Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices Seventh Edition, 2013 2.2 High-Visibility Enforcement 3-16.

This project addresses measure:
 C-6. Reduce the number of speeding-related fatalities

Evaluation Measure # of speeding-related citations issued, other citations issued during contacts
Funding Source 402
Program Area SE - Speed Enforcement

Cost Summary

| | | |
|----------------------|-----------|------------------|
| Personal Services | | 12,500.00 |
| Operating Expenses | \$ | 12,500.00 |
| Travel | | |
| Contractual Services | | |
| Other (indirects) | | |
| Total | \$ | 25,000.00 |
| <hr/> | | |
| Federal Funds | \$ | 25,000.00 |
| Agency Match | | |
| Total | \$ | 25,000.00 |
| <hr/> | | |
| Local Benefit | \$ | 25,000.00 |



PROGRAM TASK DESCRIPTIONS

Speed Enforcement

Task Number 15-02-21-05
Program Name A Step Toward Reducing Traffic Fatalities
Contractor Pueblo Police Department
Program Manager Peterson

Speed was a factor in 21% of all crashes in the City of Pueblo. This project will focus on speed enforcement and on reducing the number of fatality crashes in Pueblo. Increased enforcement efforts in Pueblo have already demonstrated a decrease in the fatality rate and general crash rate. This project will add radar equipment to police department motorcycles and will enhance other efforts that are currently in place.

This project is supported in the Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices Seventh Edition, 2013 2.2 High Visibility Enforcement 3-16.

This project addresses measure:
 C-6. Reduce the number of speeding-related fatalities

Evaluation Measure # of speeding citations issued, # of speed-related crashes
Funding Source 402
Program Area SE - Speed Enforcement

Cost Summary

| | | |
|----------------------|-----------|------------------|
| Personal Services | \$ | 22,911.00 |
| Operating Expenses | \$ | 4,930.00 |
| Travel | | |
| Contractual Services | | |
| Other (indirects) | | |
| Total | \$ | 27,841.00 |
| Federal Funds | \$ | 27,841.00 |
| Agency Match | | |
| Total | \$ | 27,841.00 |
| Local Benefit | \$ | 27,841.00 |



PROGRAM TASK DESCRIPTIONS

Speed Enforcement

Task Number 15-02-21-06
Program Name Hwy 93 Speed Reduction Campaign
Contractor Jefferson County Sheriff's Office
Program Manager Peterson

There were 18 crashes on Highway 93 in Jefferson County between January 1 and March 31, 2014. Of those crashes, 4, or 22%, were speed-related.

This project will conduct high-visibility, zero tolerance enforcement of the speed limits on State Highway 93 throughout Jefferson County. Speed enforcement activities will be carried out by pairs of Deputy Sheriff Motor Officers. In addition, larger operations involving multiple Motor Officers, marked and unmarked cars and multiple jurisdictions will be conducted.

This project is supported in the Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices Seventh Edition, 2013 2.2 High Visibility Enforcement 3-16.

This project addresses measure:
C-6. Reduce the number of speeding-related fatalities

Evaluation Measure # of speeding citations, # of enforcement activities
Funding Source 402
Program Area SE - Speed Enforcement

Cost Summary

| | | |
|----------------------|-----------|------------------|
| Personal Services | \$ | 46,971.00 |
| Operating Expenses | \$ | 4,200.00 |
| Travel | | |
| Contractual Services | | |
| Other (indirects) | | |
| Total | \$ | 51,171.00 |
| Federal Funds | \$ | 51,171.00 |
| Agency Match | | |
| Total | \$ | 51,171.00 |
| Local Benefit | \$ | 51,171.00 |

Program Task Descriptions

Safety Education and Enforcement Programs

Young and Older Driver and Distracted Driving





PROGRAM TASK DESCRIPTIONS

Young and Older Driver and Distracted Driving

Fatalities among teen drivers have been on the decline since the Graduated Driver Licensing Law (GDL) was enacted in 1999. In 2013 there were 56 fatalities (preliminary data) involving young drivers under age 21. However, young drivers tend to have the highest involvement in fatal crashes of any age group and the likelihood of a young driver being involved in a crash is still greatest in the first few years of driving. Education and awareness programs strategically targeted to high-risk populations, including young drivers, are essential to the continued reduction of serious injuries and fatalities in this age group.

The Colorado Department of Transportation has included the “older driver” as one of the emphasis areas for the 2014 Colorado Strategic Highway Safety Plan (SHSP). Based on the CDOT Problem Identification Report, the 55-69 age category was the only category that saw an increase in fatalities between 2010-2012. To address this emerging issue the Highway Safety Office (HSO) will begin piloting older driver projects in selected areas of the state.

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

Based on the CDOT Problem Identification Report, the Highway Safety Office will be focusing on establishing and enhancing Young and Older Driver and Distracted Driving programs in several metro area locations.

Efforts and activities will include:

- Educating teen drivers and their parents on seat belt use and other young driver safety issues, including the Graduated Driver License (GDL)
- Development and distribution of GDL resource kits
- Implementation of high school seat belt and distracted driving challenge campaigns in El Paso and Denver counties and several mountain communities
- Piloting new older driver awareness and education programs in El Paso county
- Enhanced enforcement of distracted-driving laws statewide through the Colorado State Patrol and focused enforcement in Denver, El Paso, Adams and Arapahoe counties



PROGRAM TASK DESCRIPTIONS

Young and Older Driver and Distracted Driving

Task Number 15-03-31-01
Program Name *Seat Belt Safety and Compliance Project*
Contractor *Central Mountains RETAC*
Program Manager *Erez*

According to the CDOT Problem Identification Report, the 6 counties in the Central Mountains RETAC have experienced 18 traffic fatalities in 2012, with 8 of those being unrestrained for a rate of 44%. The total number of fatalities has decreased from the 2010 and 2011 data but the unrestrained percentage has increased.

This CM RETAC project will continue to assist students in conducting the “High School Challenge” in each of the 6 counties (Chaffee, Eagle, Lake, Park, Pitkin, and Summit). There are 10 public high schools in the region; the CM RETAC will expand its service from 6 schools to 8 of those schools.

This project is supported in the Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices Seventh Edition, 2013 3.2 Communications and Outreach Strategies for Low-Belt-Use Groups 2-23.

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

Evaluation Measure Pre/post seatbelt observations, # of schools participating, # of outreach contacts
Funding Source 402
Program Area TSP - Teen Safety Program

Cost Summary

| | | |
|----------------------|----|-----------|
| <hr/> | | |
| Personal Services | | |
| Operating Expenses | \$ | 10,000.00 |
| Travel | | |
| Contractual Services | \$ | 45,000.00 |
| Other (indirects) | | |
| <hr/> | | |
| Total | \$ | 55,000.00 |
| <hr/> | | |
| Federal Funds | \$ | 55,000.00 |
| Agency Match | | |
| <hr/> | | |
| Total | \$ | 55,000.00 |
| <hr/> | | |
| Local Benefit | \$ | 55,000.00 |
| <hr/> | | |



PROGRAM TASK DESCRIPTIONS

Young and Older Driver and Distracted Driving

Task Number 15-03-31-02
Program Name Aurora P.A.R.T.Y Program
Contractor University of Colorado Hospital
Program Manager Erez

In Adams County, since 2010, serious injury crashes involving individuals between the ages of 14 and 24 have increased by 46% among cases seen at the University of Colorado Hospital. The number one cause is distracted driving. The third highest cause of serious crashes is driver inexperience.

The Aurora Prevent Alcohol and Risk- Related Trauma in Youth Program (PARTY) at the University of Colorado Hospital is a dynamic, interactive injury prevention and health promotion program for youth. A recent analysis of 10 years of follow-up data on students found that former PARTY participants had fewer and less severe traumatic injuries than a control group of non-participants.

The program is a reality-education program, presented to young drivers and pre-drivers. It promotes injury prevention by enabling youth to recognize risk and make informed choices about activities and behaviors while driving or as a passenger. The program incorporates both hospital staff and community partners (Colorado State Patrol, Rural Metro Ambulance) into hospital and school programs that discuss high risk areas for young drivers, which include impaired driving, distracted driving and the importance of the Graduated Driver License. This project will collaborate with parent groups and law enforcement agencies in the communities served in order to increase knowledge and enforcement of the Graduated Driver License laws.

This project addresses measures:

- C-1. Reduce the number of traffic fatalities*
- C-9. Reduce the number of drivers age 20 or younger involved in fatal crashes*

Evaluation Measure: # of events, # of student contacts, # of pre- and post-surveys completed
Funding Source 402
Program Area TSP- Teen Safety Program

Cost Summary

| | | |
|----------------------|-----------|------------------|
| Personal Services | \$ | 20,822.00 |
| Operating Expenses | \$ | 21,190.00 |
| Travel | | |
| Contractual Services | \$ | 9,216.00 |
| Other (indirects) | | |
| Total | \$ | 51,228.00 |
| <hr/> | | |
| Federal Funds | \$ | 51,228.00 |
| Agency Match | | |
| Total | \$ | 51,228.00 |
| <hr/> | | |
| Local Benefit | \$ | 51,228.00 |



PROGRAM TASK DESCRIPTIONS

Young and Older Driver and Distracted Driving

Task Number 15-03-31-03
Program Name *Affect Driving Habits / Young Drivers*
Contractor *Foothills RETAC*
Program Manager *Erez*

According to the Problem Identification Report, in the 5 counties of the Foothills RETAC region, (Boulder, Clear Creek, Gilpin, Grand and Jefferson) there were 60 traffic fatalities in 2013, of which 15 were unrestrained. There were 2,070 serious injuries and 9 fatal crashes involving drivers 20 or younger.

This program will focus on Graduated Driver License and distracted driving programs and campaigns. The Foothills RETAC Coalition is comprised of 10 hospitals, Public Health departments, EMS, and private and public injury prevention groups within the 5-county region in the foothills and central mountains. It will work to reduce unrestrained fatalities and serious injuries. The Coalition will collaborate with law enforcement and distribute GDL materials at community events.

This project is supported in the Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices Seventh Edition, 2013 3.2 Communications and Outreach Strategies for Low-Belt-Use Groups 2-23.

This project addresses measure:

C-4. Reduce the number of drivers age 20 or younger involved in fatal crashes

Evaluation Measure # of GDL presentations, # of contacts at events
Funding Source 402
Program Area TSP - Teen Safety Program

Cost Summary

| | | |
|----------------------|-----------|------------------|
| Personal Services | \$ | 8,000.00 |
| Operating Expenses | \$ | 12,000.00 |
| Travel | | |
| Contractual Services | \$ | 30,000.00 |
| Other (indirects) | | |
| Total | \$ | 50,000.00 |
| Federal Funds | \$ | 50,000.00 |
| Agency Match | | |
| Total | \$ | 50,000.00 |
| Local Benefit | \$ | 50,000.00 |



PROGRAM TASK DESCRIPTIONS

Young and Older Driver and Distracted Driving

Task Number 15-03-31-04
Program Name Teen Traffic Safety and Occupant Protection Project
Contractor Mile High RETAC
Program Manager Erez

According to the Problem Identification Report, the Mile-High RETAC region, which includes Adams, Arapahoe, Broomfield, Denver, Douglas, Elbert, Adams and Arapahoe counties, was among the areas with 6 or more unrestrained passenger fatalities. There was a 3% increase from 2011 to 2012 in unrestrained fatalities among persons ages 20 or younger in the RETAC region.

This project will focus on seat belt compliance within the area served by the Mile-High Regional Emergency Medical and Trauma Advisory Council. The goal will be to reach out to the schools that have a low seat belt compliance rate. “High School Challenge” campaigns will be conducted. The community outreach educational strategies will correlate with the identified problems in each county, in order to best support the traffic laws and provide educational material to parents, teens and children.

This project is supported in the Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices Seventh Edition, 2013 3.2 Communications and Outreach Strategies for Low-Belt-Use Groups 2-23.

This project addresses measures

- C-9. Reduce the number of drivers age 20 or younger involved in fatal crashes*
- B-1. Increase the observed seat belt use for passenger vehicles*

Evaluation Measure # of participating schools, # of people trained, # of school programs
Funding Source 402
Program Area TSP - Teen Safety Program

Cost Summary

| | | |
|----------------------|-----------|------------------|
| Personal Services | | |
| Operating Expenses | \$ | 15,000.00 |
| Travel | | |
| Contractual Services | \$ | 40,000.00 |
| Other (indirects) | | |
| Total | \$ | 55,000.00 |
| Federal Funds | \$ | 55,000.00 |
| Agency Match | | |
| Total | \$ | 55,000.00 |
| Local Benefit | \$ | 55,000.00 |



PROGRAM TASK DESCRIPTIONS

Young and Older Driver and Distracted Driving

Task Number 15-03-31-05
Program Name Young Driver Distracted Driver Campaign
Contractor Drive Smart Colorado
Program Manager Peterson

According to the Colorado Springs Police Department, out of 9,716 total crashes in 2013, driver distraction was the number one contributing factor accounting for 724 crashes, and driver inexperience was the third leading contributing factor accounting for 495 crashes. In addition, 16 to 20 year olds were the second-highest crash-causing age group.

The goal of Drive Smart Colorado (DSC) is to reduce the number of drivers age 20 or younger involved in fatal crashes, which occur at much higher rates in this age group than among other age groups. One challenge is getting drivers to focus on their driving at all times and manage the many distractions as they drive. The 2 most effective countermeasures for decreasing distracted driving in teens are Graduated Driver Licensing (GDL); and high-visibility cell phone/text messaging enforcement. DSC will enlist the support of local law enforcement to implement high-visibility cell phone/text messaging enforcement campaigns and will organize parent awareness groups to show parents that teens mimic parental behavior.

This project is supported in the Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices Seventh Edition, 2013 2.2 Communications and Outreach on Distracted Driving 4-18.

This project addresses measures:

- C-12. Reduce the number of distraction-affected fatal crashes*
- C-9. Reduce the number of drivers age 20 or younger involved in fatal crashes*

Evaluation Measure # of cell phone use observation checks, # of parent awareness classes
Funding Source 402
Program Area DD - Distracted Driving

Cost Summary

| | | |
|----------------------|----|-----------|
| Personal Services | \$ | 23,808.00 |
| Operating Expenses | \$ | 24,834.00 |
| Travel | | |
| Contractual Services | | |
| Other (indirects) | | |
| Total | \$ | 48,642.00 |
| | | |
| Federal Funds | \$ | 48,642.00 |
| Agency Match | | |
| Total | \$ | 48,642.00 |
| | | |
| Local Benefit | \$ | 48,642.00 |



PROGRAM TASK DESCRIPTIONS

Young and Older Driver and Distracted Driving

Task Number 15-03-31-06
Program Name 2015 Distracted Driving
Contractor Colorado State Patrol
Program Manager Peterson

The Colorado State Patrol (CSP) cited 582 drivers for texting-while-driving violations in calendar year 2013, and has responded to 5,120 crashes that involved distracted driving. Of these crashes, 63 were fatal, 663 caused injury, and 4,394 caused property damage. The number of distracted-driving fatal crashes accounts for 24% of all fatal crashes handled by the CSP in calendar year 2013.

In this project, the CSP will provide high-visibility enforcement waves, proactive enforcement, and ongoing public awareness campaigns throughout the fiscal year 2015 grant cycle to combat the increase in distracted driving occurrences. The CSP also plans to integrate an internal educational piece for its members, further promoting the decrease in distracted-driving occurrences. CSP will use distracted-driving simulators for demonstrating educational and awareness values to students and others.

This project is supported in the Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices Seventh Edition, 2013 2.2 Communications and Outreach on Distracted Driving 4-18.

This project addresses measure:
 C-12. Reduce the number of distraction-affected fatal crashes

Evaluation Measure # of distracted-driving citations, # of students and others contacted
Funding Source 402
Program Area DD - Distracted Driving

Cost Summary

| | | |
|----------------------|-----------|-------------------|
| Personal Services | \$ | 96,865.00 |
| Operating Expenses | \$ | 3,135.00 |
| Travel | | |
| Contractual Services | | |
| Capital Equipment | \$ | 23,000.00 |
| Total | \$ | 123,000.00 |
| <hr/> | | |
| Federal Funds | \$ | 123,000.00 |
| Agency Match | | |
| Total | \$ | 123,000.00 |
| <hr/> | | |
| Local Benefit | \$ | 123,000.00 |



PROGRAM TASK DESCRIPTIONS

Young and Older Driver and Distracted Driving

Task Number 15-03-31-07
Program Name 2015 Distracted Driving Enforcement Campaign
Contractor Aurora Police Department
Program Manager Peterson

The City of Aurora is primarily in Adams County and Arapahoe County. In 2013, in Adams County, 8% of the 1,495 drivers involved in injury or fatal crashes were driving while distracted. Arapahoe County was similar with 7% being distracted. A review of all 5,382 crashes that occurred in Aurora during 2013 showed that distracted driving was a contributing factor 15% of the time.

This project will increase the number of officers Aurora Police Department has on the streets to address the problem of distracted drivers. The project will focus on increased zero-tolerance enforcement of the current distracted-driving laws. Incentive cards and thumb rings will be given out to those who are observed obeying the traffic laws.

This project is supported in the Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices Seventh Edition, 2013 2.2 Communications and Outreach on Distracted Driving 4-18.

This project addresses measure:
C-12. Reduce the number of distraction-affected fatal crashes

Evaluation Measure # of citations issued, # of pre- and post- distracted-driving surveys
Funding Source 402
Program Area DD - Distracted Driving

Cost Summary

| | | |
|----------------------|-----------|------------------|
| Personal Services | \$ | 60,214.44 |
| Operating Expenses | \$ | 2,000.00 |
| Travel | | |
| Contractual Services | | |
| Other (indirects) | | |
| Total | \$ | 62,214.44 |
| | | |
| Federal Funds | \$ | 62,214.44 |
| Agency Match | | |
| Total | \$ | 62,214.44 |
| | | |
| Local Benefit | \$ | 62,214.44 |



PROGRAM TASK DESCRIPTIONS

Young and Older Driver and Distracted Driving

Task Number 15-03-31-08
Program Name *Distracted Driving Enforcement*
Contractor *Denver Police Department*
Program Manager *Peterson*

In Denver County, there were 17,186 crashes in 2012. Denver contains 12% of the state population and yet accounts for 17% of all crashes. A 2013 survey of 24,022 vehicles at 88 sites conducted for CDOT by Colorado State University indicated that, at any given time, approximately 15.6% of Colorado drivers were distracted. Cell phone use (both talking and texting) distracts 7-8% of drivers at any given time, meaning this activity accounts for approximately 50% of distractions.

In this project, the Denver Police Department will employ the use of the established spotter techniques from high vantage points on targeted, high traffic areas, in order to observe and contact drivers who are using an electronic device while driving. The officers will issue warnings and citations, and will provide educational materials to offenders.

This project is supported in the Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices Seventh Edition, 2013 2.2 Communications and Outreach on Distracted Driving 4-18.

This project addresses measure:
C-12. Reduce the number of distraction-affected fatal crashes

Evaluation Measure # of citations, # of contacts made
Funding Source 402
Program Area DD - Distracted Driving

Cost Summary

| | | |
|----------------------|-----------|------------------|
| Personal Services | \$ | 48,195.00 |
| Operating Expenses | \$ | 1,805.00 |
| Travel | | |
| Contractual Services | | |
| Other (indirects) | | |
| Total | \$ | 50,000.00 |
| | | |
| Federal Funds | \$ | 50,000.00 |
| Agency Match | | |
| Total | \$ | 50,000.00 |
| | | |
| Local Benefit | \$ | 50,000.00 |



PROGRAM TASK DESCRIPTIONS

Young and Older Driver and Distracted Driving

Task Number 15-03-31-09
Program Name *Distracted Driving Awareness Campaign*
Contractor *Swedish Medical Center*
Program Manager *Peterson*

Distracted driving is becoming an epidemic, according to the U.S. Department of Transportation. Distracted driving is any activity that diverts a person’s attention away from the primary task of driving. All distractions endanger drivers’, passengers’, and bystanders’ safety. Engaging in visual-manual subtasks (such as reaching for a phone, dialing, and texting) associated with the use of hand-held phones, and other portable devices increase the risk of getting into a crash by 3 times. Headset cell phone use is not substantially safer than hand-held use because of the cognitive component of talking on the phone.

One of the goals of The Swedish Medical Center is to decrease distracted driving behaviors among hospital employees by implementing an employee distracted-driving policy at SMC. The goal of this project is for SMC to see a decrease in employee distracted-driving within this grant period.

This project is supported in the Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices Seventh Edition, 2013 3.1 Employer Programs 4-20.

This project addresses measure:
C-12. Reduce the number of distraction-affected fatal crashes

Evaluation Measure Complete pre- and post-project observations of employee driving habits
Funding Source 402
Program Area DD - Distracted Driving

Cost Summary

| | | |
|----------------------|-----------|------------------|
| Personal Services | | |
| Operating Expenses | \$ | 40,100.00 |
| Travel | | |
| Contractual Services | | |
| Other (indirects) | | |
| Total | \$ | 40,100.00 |
| | | |
| Federal Funds | \$ | 40,100.00 |
| Agency Match | | |
| Total | \$ | 40,100.00 |
| | | |
| Local Benefit | \$ | 40,100.00 |



PROGRAM TASK DESCRIPTIONS

Young and Older Driver and Distracted Driving

Task Number 15-03-31-10
Program Name HVE Distracted Driving
Contractor Colorado Springs Police Department
Program Manager Peterson

The Colorado Springs Police Department (CSPD) has identified distracted driving as the number one contributing factor to crashes in Colorado Springs and El Paso County. CSPD will conduct distracted driving enforcement in teams that work 4-hour shifts, 2 shifts a week for 8 weeks during May through September 2015.

CSPD will accomplish this through a partnership with Drive Smart Colorado, a community coalition dedicated to educating the community about traffic safety issues. This project's goal is to reduce the number of traffic fatalities and reduce serious injury crashes compared to the previous year's data.

This project is supported in the Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices Seventh Edition, 2013 2.2 Communication and Outreach on Distracted Driving 4-18.

This project addresses measure:
 C-12. Reduce the number of distraction-affected fatal crashes

Evaluation Measure # of traffic contacts, # of citations
Funding Source 402
Program Area DD - Distracted Driving

Cost Summary

| | | |
|----------------------|-----------|------------------|
| Personal Services | \$ | 27,028.00 |
| Operating Expenses | \$ | 6,400.00 |
| Travel | | |
| Contractual Services | \$ | 2,944.00 |
| Other (indirects) | | |
| Total | \$ | 36,372.00 |
| Federal Funds | \$ | 36,372.00 |
| Agency Match | | |
| Total | \$ | 36,372.00 |
| Local Benefit | \$ | 36,372.00 |



PROGRAM TASK DESCRIPTIONS

Young and Older Driver and Distracted Driving

Task Number 15-03-31-11
Program Name Foothills School-Based Teen Motor Vehicle Safety Program
Contractor Drive Smart EC TMV
Program Manager Erez

According to the Problem Identification Report, during 2010-2012 Jefferson County residents ages 16-20 suffered 8 fatalities and 98 hospitalizations resulting from motor vehicle crashes. Nearly half of these fatalities occurred in the mountain areas surrounding Conifer.

This project will focus on high-risk mountain schools in Conifer, Jefferson, Park, and Clear Creek counties. Peer-centered coalitions will be developed in 4 high schools in high-risk counties to deliver a comprehensive safety campaign. The project will sustain safety behavior through consistent GDL law enforcement on school grounds. In addition, the reach of the campaigns will extend to local community members and will include the “Click It Or Ticket - May Mobilization.”

This project is supported in the Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices Seventh Edition, 2013 7.1 School Programs 2-33.

This project addresses measures:

- C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions*
- C-9. Reduce the number of drivers age 20 or younger involved in fatal crashes*

Evaluation Measure Pre- and post- seat belt surveys, # teens and parents participating, GDL educational activities, # GDL citations
Funding Source 402
Program Area TSP - Teen Safety Program

Cost Summary

| | | |
|----------------------|----|-----------|
| Personal Services | \$ | 8,000.00 |
| Operating Expenses | \$ | 12,000.00 |
| Travel | | |
| Contractual Services | \$ | 30,000.00 |
| Other (indirects) | | |
| Total | \$ | 50,000.00 |
| | | |
| Federal Funds | \$ | 50,000.00 |
| Agency Match | | |
| Total | \$ | 50,000.00 |
| | | |
| Local Benefit | \$ | 50,000.00 |



PROGRAM TASK DESCRIPTIONS

Young and Older Driver and Distracted Driving

Task Number 15-10-01-01
Program Name Aging Road Users
Contractor Drive Smart Colorado
Program Manager Erez

CDOT has identified the “older driver” as one of the emphasis areas in the 2014 Colorado Strategic Highway Safety Plan update under “Safer Travelers.” From 2007 - 2009, more than one quarter, or 26% of all traffic fatalities occurred in the 55 - 70+ age category. That number increased in 2010 - 2012 when 30% of traffic fatalities in Colorado were sustained by drivers aged 55 - 70+. This represents a 4% increase in traffic fatalities among those 55 and over, which is a higher rate of increase than the national rate of 3%

DRIVE SMART COLORADO (DSC) will address 2 of CDOT’s Core Performance Measures, targeting passenger vehicle drivers over the age of 55. DSC will utilize proven programs in a comprehensive, educational approach to reduce fatalities and serious injuries in older drivers of passenger vehicles in El Paso and Teller counties. This project will: educate and train older drivers to assess their driving capabilities; help drivers adapt to medical or functional conditions through medical treatment or vehicle adaptations; identify older drivers who are unsafe and restrict or revoke their licenses; and increase seat belt use.

This project is supported in the Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices Seventh Edition, 2013 1.1 Formal Courses for Older Drivers 7-9.

This project addresses measures:

- C-1. reduce the number of traffic fatalities*
- C-2. reduce the number of serious injuries in traffic crashes*

Evaluation Measure # of media placements, # of attendees in CarFit, # of older drivers’ coalitions
Funding Source 402
Program Area DE - Driver Education

Cost Summary

| | | |
|----------------------|-----------|------------------|
| Personal Services | \$ | 26,040.00 |
| Operating Expenses | \$ | 24,599.00 |
| Travel | | |
| Contractual Services | \$ | 4,675.00 |
| Other (indirects) | | |
| Total | \$ | 55,314.00 |
| Federal Funds | \$ | 55,314.00 |
| Agency Match | | |
| Total | \$ | 55,314.00 |
| Local Benefit | \$ | 55,314.00 |

Program Task Descriptions

Safety Education and Enforcement Programs

Traffic Records





PROGRAM TASK DESCRIPTIONS

Traffic Records

TRAFFIC RECORDS

CDOT uses traffic records to develop engineering and enforcement solutions, promote education, and apply for funding to improve roadway safety. Problem identification, efficient allocation of resources and measuring results all depend on the availability and accuracy of data provided by traffic records.

The Problem Identification (ID) Project forms part of the foundation for determining project priorities, calculating funding and allocating resources. Motor vehicle crash and driver records are an integral part of the process that binds the various elements of this foundation. The Problem ID is fundamental to Traffic and Safety Programs. It assures that CDOT and other agencies are expending resources in the most effective ways.

CDOT is a voting member of the Statewide Traffic Records Advisory Committee (STRAC). This is a committee formed as part of a federally-sponsored effort to collect, organize, analyze and utilize all types of information relating to accidents that occur on Colorado roadways. STRAC is composed of 7 major state agencies: Human Services, Public Health and Environment, Public Safety, Revenue, Transportation, Judicial and Office of Information Technology. Its primary function is to help unify and organize Colorado's traffic records.

Colorado's Traffic Records Program was most recently assessed in October of 2009 and is scheduled for a new assessment in January, 2015. Along with its other partners and stakeholders, STRAC has reviewed the recommendations from the assessment and is working on the strategic plan to address them.

Proposed traffic records projects are evaluated by both CDOT and STRAC. CDOT collects the applications from various agencies and presents them to STRAC for approval and recommendations. They then go on to the National Highway Traffic Safety Administration (NHTSA) for final approval.

Efforts and activities to address traffic records issues include:

- Identifying and fulfilling user requirements for traffic safety information
- Providing analyses for decision making, policy formulation and resource allocation
- Establishing a multi-agency data dictionary and common standards for data compatibility and comparability
- Effecting the timely and accurate data collection and transfer among agencies and users
- Developing strategies to consolidate data from disparate sources for analysis and reporting
- Collaborating with state and local agencies to assess the impact of driver behavior on the number and severity of crashes, and to effect appropriate countermeasures
- Addressing new situations and technology



PROGRAM TASK DESCRIPTIONS

Traffic Records

Task Number 15-04-41-01
Program Name 2015 Problem Identification Report
Contractor CDPHE
Program Manager Gould

This project continues the ongoing effort necessary to support program and project development and evaluation. Project activities will include data analyses and identification of candidates for targeted highway safety programs, and analysis to support communities implementing targeted programs. This will enable the Office of Transportation Safety to work better with identified areas and develop programs to address needs.

Evaluation Measure Timely and accurate completion of reports, # of data requests completed
Funding Source 402
Program Area TR - Traffic Records

Cost Summary

| | |
|----------------------|----------------------|
| Personal Services | \$ 80,929.00 |
| Operating Expenses | 4,650.00 |
| Travel | |
| Contractual Services | |
| Other (indirects) | \$ 19,426.00 |
| <u>Total</u> | <u>\$ 105,005.00</u> |
| | |
| Federal Funds | \$ 105,005.00 |
| Agency Match | |
| <u>Total</u> | <u>\$ 105,005.00</u> |



PROGRAM TASK DESCRIPTIONS

Traffic Records

Task Number 15-04-41-02
Program Name *OTS Annual Report and OTS Publications*
Contractor *To Be Determined*
Program Manager *Gould*

The project supports production of the Highway Safety Program Annual Report that summarizes and evaluates the effectiveness of the activities in the 2014 Colorado Integrated Safety Plan and production of the annual Colorado Integrated Safety Plan.

The process of developing these reports will incorporate audit processes, graphic design, formatting, data interpretation, report writing and editing.

Evaluation Measure Timely and accurate completion of reports
Funding Source 402
Program Area TR - Traffic Records

Cost Summary

| | | |
|----------------------|----|------------------|
| Personal Services | | |
| Operating Expenses | | |
| Travel | | |
| Contractual Services | \$ | 22,000.00 |
| Other (indirects) | | |
| <u>Total</u> | \$ | <u>22,000.00</u> |
| | | |
| Federal Funds | \$ | 22,000.00 |
| Agency Match | | |
| <u>Total</u> | \$ | <u>22,000.00</u> |



PROGRAM TASK DESCRIPTIONS

Traffic Records

Task Number 14-04-41-03
Program Name FARS Program Support
Contractor Traffic and Safety Engineering Branch
Program Manager Marandi

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

This project addresses measures:
Maintain the timeliness and accuracy of CDOT fatal accident data
Provide fatality data for federal, state, local agencies and local municipalities

Evaluation Measure Meet or exceed the FARS quality control of timeliness, accuracy and consistency and completeness
 CO_PM11 (C-T-01B) Crash Timeliness
 CO_PM13 (R-A-01) Roadway Accuracy
Funding Source 405C
Program Area M3DA - Data Program

Cost Summary

| | |
|----------------------|---------------------|
| Personal Services | \$ 10,000.00 |
| Operating Expenses | |
| Capital Equipment | |
| Contractual Services | |
| Other (indirects) | |
| <u>Total</u> | <u>\$ 10,000.00</u> |
| | |
| Federal Funds | \$ 10,000.00 |
| Agency Match | \$ 2,500.00 |
| <u>Total</u> | <u>\$ 12,500.00</u> |



PROGRAM TASK DESCRIPTIONS

Traffic Records

Task Number 15-04-41-04
Program Name Technology Transfer
Contractor Traffic and Safety Engineering Branch
Program Manager Marandi

This project will fund attendance by two core STRAC Members (to be determined based on priority) to the 40th International Traffic Records Conference hosted by National Safety Council and sponsored by NHTSA, FHWA, FMCSA, and BTS (Bureau of Transportation Statistics). This project will enable the attendees to:

- Identify the latest safety data collection methods and best practices by DOT’s
- Learn how to best utilize more accurate traffic records and highway safety data
- Learn how to plan and participate in a successful Traffic Records Coordinating Committee (TRCC), similar to Colorado’s STRAC
- Network with a variety of transportation and highway safety professionals
- Discover how better data can help save lives

The Traffic Records Forum is a valuable event where the users of crash records network with peers from other states. They share the knowledge of practitioners from a variety of agencies, coordinate successful examples, train on new programs, and learn challenges and successes of other state agencies. They also share research projects as well as new applications of technology and resources that are available. The Forum provides an opportunity for Traffic Engineers to meet with Traffic Records software developers to discuss current and future needs, (e.g., usage, collection, analysis, current and emerging technology, current systems and programs, research, current issues and emerging needs, etc.)

This project addresses all of traffic record’s performance measures as it trains Project Managers to better handle the changing needs of traffic records and to better manage their projects.

Evaluation Measure Professional Development
 All PM
Funding Source 405C
Program Area M3DA - Data Program

Cost Summary

| | | |
|----------------------|----|----------|
| Personal Services | | |
| Operating Expenses | | |
| Travel | \$ | 5,000.00 |
| Contractual Services | | |
| Other (indirects) | | |
| Total | \$ | 5,000.00 |
| | | |
| Federal Funds | \$ | 5,000.00 |
| Agency Match | | |
| Total | \$ | 5,000.00 |



PROGRAM TASK DESCRIPTIONS

Traffic Records

Task Number 15-04-41-05
Program Name Ruggedized Tablets for Motor Officers
Contractor Broomfield Police Department
Program Manager Marandi

The Broomfield Police Department is currently in the process of implementing a new Information Management System (IMS). A key component of this system will be electronic accident form completion and automated submission to the State.

Broomfield’s objective is completion of accident reports directly into the Information Management System via electronic tablets in the field, electronic submission of accident reports to the State, and verification of officer location (AVL) for officer safety.

AVL has been tested in test units, and unit locations are visible through the mapping software. New World (Broomfield’s software vendor) provides a standard software solution for the electronic completion of accident reports, and driver and vehicle information populates master name and vehicle files. This is a task which is currently completed by Records staff. New World’s solution also allows for electronic submission of accident data to the State.

This project addresses measure:

Crash/Accuracy - improving the completeness, uniformity, and accuracy of crash records

Evaluation Measure Ability of Broomfield’s 8 motorcycle officers to complete and submit accident reports in the field, ability of staff working in Broomfield’s Combined Communications Center to locate motorcycle officers throughout the City and County via AVL
 CO_PM12 (C-C-01) Crash Completeness
 CO_PM11 (C-T-01B) Crash Timeliness
 CO_PM16 C-X-01 Crash Accessibility
 CO_PM13 (R-A-01) Roadway Accuracy
 Funding Source 405C
 Program Area M3DA - Data Program

Cost Summary

| Personal Services | | |
|----------------------|----|-----------|
| Operating Expenses | \$ | 23,550.00 |
| Travel | | |
| Contractual Services | \$ | 3,072.00 |
| Capital Equip | | |
| Total | \$ | 26,622.00 |
| Federal Funds | \$ | 26,622.00 |
| Agency Match | \$ | 6,655.00 |
| Total | \$ | 33,277.00 |



PROGRAM TASK DESCRIPTIONS

Traffic Records

Task Number 15-04-41-06
Program Name E-Citation Program Phase Two
Contractor Loveland Police Department
Program Manager Marandi

The Loveland Police Department is currently working with a vendor to implement an E-Citation system. Implementation will be conducted in 2 phases. Phase 1, currently in process, will provide the E-Citation technology for the Traffic Unit and Community Service Officers. Phase 2 will expand this technology to the remaining officers in the Patrol Division. The vendor is currently working with the Records Division to provide electronic and automated submission to the State.

The system will calculate fines, court dates and times and reduce officer error or handwriting issues.

This project addresses measure:

Improve the timeliness and completeness of Citation data and increase the number of citations issued by 5%

Evaluation Measure Decrease the amount of time to issue a ticket by 25%; decrease the errors on citations by 80%, decrease the amount of personnel time to enter the citation into the Records Management System while improving the time to deliver charges to the courts
 CO_PM12 (C-C-01) Crash Completeness
 CO_PM11 (C-T-01B) Crash Timeliness

Funding Source 405C
Program Area M3DA - Data Program

Cost Summary

| | | |
|----------------------|-----------|------------------|
| Personal Services | | |
| Operating Expenses | | |
| Travel | | |
| Contractual Services | \$ | 31,266.00 |
| Capital Equip | | |
| Total | \$ | 31,266.00 |
| | | |
| Federal Funds | \$ | 31,266.00 |
| Agency Match | \$ | 10,422.00 |
| Total | \$ | 41,688.00 |



PROGRAM TASK DESCRIPTIONS

Traffic Records

Task Number 15-04-41-07
Program Name *Eagle County TR Improvement and Road Safety Initiative*
Contractor *City of Vail*
Program Manager *Marandi*

An Eagle County E-Citation Task Force was organized to support and commit resources to this project. The task force is a partnership among 6 law enforcement agencies, courts and the District Attorney. Their goal is to identify the technology and a process to streamline and automate the management of traffic-related information from the time an officer prints a ticket until the time a conviction is posted to a driver’s history.

This project will purchase 30 hand-held devices/hardware/software licenses for use by the 6 law enforcement agencies in Eagle County. There will be an additional purchase of software and hardware to interface to 3 court systems, COPLINK and to the Department of Revenue.

Court interfaces will also allow for seamless integration between law enforcement and the courts by electronically submitting citations to municipal and county courts without delay. Pending the State Judicial “go-live” on the E-Citation-to-Judicial interface, the third interface will be implemented.

This project addresses measures:

Quarterly measurement based on formulas for time saving, degree of timeliness, degree of uniformity, level of accuracy and level of completeness; monthly measurement of level of integration and degree of traffic data user satisfaction

Evaluation Measures

| | |
|----------------|-------------------------------------|
| | CO_PM12 (C-C-01) Crash Completeness |
| | CO_PM11 (C-T-01B) Crash Timeliness |
| | CO_PM16 C-X-01 Crash Accessibility |
| | CO_PM13 (R-A-01) Roadway Accuracy |
| Funding Source | 405C |
| Program Area | M3DA - Data Program |

Cost Summary

| | |
|--------------------------|---------------|
| <u>Personal Services</u> | |
| Operating Expenses | \$ 73,289.00 |
| Travel | |
| Contractual Services | \$ 78,551.00 |
| <u>Capital Equip</u> | |
| Total | \$ 151,840.00 |
| | |
| Federal Funds | \$ 151,840.00 |
| Agency Match | \$ 37,960.00 |
| Total | \$ 189,800.00 |



PROGRAM TASK DESCRIPTIONS

Traffic Records

Task Number 15-04-41-08
Program Name E-Citation Program
Contractor Wheat Ridge Police Department
Program Manager Marandi

The Wheat Ridge Police Department will purchase an Electronic Ticketing System. It is designed for use by public safety personnel and is intended to help improve the completeness, uniformity, and accuracy of citations written by law enforcement agents. This project will also improve information flow and connectivity to the municipal court through electronic submission. The funds will be used for the purchase of the system, training, and one year of maintenance expenses.

Evaluation Measure # of electronically issued citations compared to manually written citations and evaluating missing data elements, average # of days required to transfer the data from the Police Department to county and state traffic record systems
 CO_PM12 (C-C-01) Crash Completeness
 CO_PM11 (C-T-01B) Crash Timeliness
 CO_PM16 C-X-01 Crash Accessibility
 CO_PM13 (R-A-01) Roadway Accuracy

Funding Source 405C
Program Area M3DA - Data Program

Cost Summary

| | | |
|----------------------|-----------|------------------|
| Personal Services | | |
| Operating Expenses | | |
| Travel | | |
| Contractual Services | \$ | 19,912.00 |
| Capital Equip | | |
| <u>Total</u> | <u>\$</u> | <u>19,912.00</u> |
| | | |
| Federal Funds | \$ | 19,912.00 |
| Agency Match | \$ | 6,638.00 |
| <u>Total</u> | <u>\$</u> | <u>26,550.00</u> |



PROGRAM TASK DESCRIPTIONS

Traffic Records

Task Number 15-04-41-09
Program Name Off-System Crash Geocoding Project
Contractor Metropolitan State University of Denver
Program Manager Marandi

In order to create a logic model for geocoding crash sites along Colorado off-system roadways, this project will identify standard GIS datasets including a statewide road network, a linear reference method, and other support procedures. An ArcGIS geodatabase will be created for the project. A tool to automate crash data geocoding will be developed using the integrated geoprocessing framework and the intuitive and self-documenting ModelBuilder interface embedded in ESRI's ArcGIS desktop software.

The CDOT geoprocessing toolset will incorporate information to document the geocoding process within the model structure. The model inputs, processes, outputs, and documentation will be presented to CDOT for review and comment. A graphical user interface will be developed incorporating the geoprocessing model. The interface also will include functions to manage user preference settings and system information queries and management. After on-campus testing, the user interface will be presented to CDOT staff for review and comment.

After the geocoding tool and pilot crash data location testing meet required standards, the 2012 crash data for the state will be geocoded. For quality assurance and quality control of the geocoded data, 2% of 2012 Denver city-county crash records and 5% of other crash records will be randomly selected and X-Y coordinates reviewed to ensure horizontal spatial data accuracy is greater than 95%. In addition, using the ID attribute, the geocoded data in Excel format will be joined to an Excel file containing other 2012 crash records. The joined Excel file will be checked against the original 2012 crash data available at CDOT. The records in the 2 files must match exactly. This process will be repeated for crash data from 2008, 2009, 2010, and 2011.

The geocoded crash data, metadata, the geocoding tool, and a user guide will be submitted to CDOT by external or flash drive.

*This project addresses performance measures:
 Improve the accuracy, completeness, consistency and efficient delivery of crash data*

Funding Source 405C
Program Area M3DA - Data Program

Cost Summary

| | | |
|----------------------|-----------|------------------|
| Personal Services | \$ | 57,598.00 |
| Operating Expenses | \$ | 2,500.00 |
| Travel | | |
| Contractual Services | | |
| Other (indirects) | \$ | 19,231.00 |
| Total | \$ | 79,329.00 |
| <hr/> | | |
| Federal Funds | \$ | 79,329.00 |
| Agency Match | \$ | 19,788.00 |
| Total | \$ | 99,117.00 |



PROGRAM TASK DESCRIPTIONS

Traffic Records

Task Number 15-04-41-10
Program Name Traffic Records Initiative Projects
Contractor Traffic and Safety Engineering Branch
Program Manager Marandi

The Traffic and Safety Engineering Branch, Traffic Records (TR) unit, will continue to research projects, that will enhance, improve and modernize statewide TR systems. This project responds to the understanding that the State’s residents are looking for more data, and faster access to it.

Projects may include:

- Data Sharing System - This will establish direct links between state agencies, then municipalities and, eventually, to citizens for data queries. This will involve several projects and will be a modernized and phased version of the Virtual Data Warehouse project that was never initiated.
- Hire a full time, dedicated TR Coordinator - This will help to facilitate and monitor multi-agency projects, including those listed here. Also, the coordinator can investigate new options for projects.
- E-Crash Transmission - This includes offering help to the Department of Revenue (DOR) for the in-flux on e-crashes and later for conversion of municipalities to DOR’s future system.
- E- Citation Transmission - This may include the Colorado State Patrol (CSP) as a pilot to the State Judicial Branch and make enhancements to GIS and mapping systems.
- Higher Education Partnership - There are several projects in the works involving Metro State University including an off-system geocoding project.

*This project addresses measures:
 Numerous Performance Measures - to be determined*

Funding Source 405C
Program Area M3DA - Data Program

Cost Summary

| | | |
|----------------------|----|-------------------|
| Personal Services | \$ | 315,000.00 |
| Operating Expenses | \$ | 300,000.00 |
| Capital Equipment | | |
| Contractual Services | | |
| Other (indirects) | | |
| <u>Total</u> | \$ | <u>615,000.00</u> |
| Federal Funds | \$ | 615,000.00 |
| Agency Match | \$ | 154,000.00 |
| <u>Total</u> | \$ | <u>769,000.00</u> |



PROGRAM TASK DESCRIPTIONS

Traffic Records

Task Number 15-04-41-11
Program Name Data Integration/FoxPro Conversion
Contractor Traffic and Safety Engineering Branch
Program Manager Marandi

This project will upgrade the statewide user crash database at CDOT from FoxPro to Oracle to make it more efficient, functional, stable, and prepared for future system conversion integration. It will improve the system’s completeness, consistency, timeliness and integration. By Colorado statute, CDOT is the custodian of the raw crash data (DR2447 police forms) and statewide user crash data. Under MAP-21, FHWA and NHTSA stress addressing traffic safety (including behavioral and infrastructure problems and opportunities) on all public roads. FHWA now recommends that preparation be made for crash data linkage to EMS/Hospital injury data by 2020. The Statewide Traffic Records Coordinating Committee (STRAC) has identified that upgrading the current statewide user crash data system is mission-critical in meeting the new challenges and future vision. This project will:

- Expand the database to include all fields and attributes currently available in the EARS, converting 29 years user crash data to Oracle database
- Prepare the database to expand to accommodate more fields as links are built to other agencies as part of an enterprise system
- Automate the current statewide user crash data upload and editing process
- Upgrade the statewide user crash database to streamline data editing, management, and dissemination
- Create an ad-hoc reporting function to allow easier query and improve the data structure for reporting
- Provide up-to-date documentation to allow internal staff to manage and maintain the applications using CDOTEARS User Guide and CDOTEARS Technical Documentation

*This project addresses Performance Measure:
 CO_PM16 (C-X-01) Crash Accessibility - The ability of legitimate users to successfully obtain desired crash data*

Funding Source 405C
Program Area M3DA - Data Program

Cost Summary

| | | |
|----------------------|-----------|------------------|
| Personal Services | | |
| Operating Expenses | | |
| Capital Equipment | | |
| Contractual Services | \$ | 57,250.00 |
| Other (indirects) | | |
| Total | \$ | 57,250.00 |
| Federal Funds | \$ | 57,250.00 |
| Agency Match | \$ | 12,000.00 |
| Total | \$ | 69,250.00 |



PROGRAM TASK DESCRIPTIONS

Traffic Records

Task Number 15-04-41-12
Program Name Traffic Records Coordinator
Contractor Traffic and Safety Engineering Branch
Program Manager Marandi

CDOT & STRAC will hire a full-time, dedicated Traffic Records Coordinator (TRC) whose job description is to improve statewide traffic records. A one-year review of the EARS database has been conducted to establish the values for timeliness of crash records.

The TRC will:

- Monitor the work done on projects relating to a statewide crash database or Data Sharing System (DSS)
- Work with stakeholders to expand data collection as well as distribution
- Establish requirements (IT, business rules, confidentiality/security, etc.) for new projects, especially those related to DSS, and help manage or monitor TR projects
- Participate in STRAC and promote participation in projects by stakeholders
- Promote e-crash transmission into DOR
- Help with related projects
- Solicit new agencies to transmit their crash reports electronically

This project addresses measures:

CO_PM11 (C-T-01B) Crash-Timeliness - Average # of days from the dates of the crash report until its posting into EARS, # of reports posted into EARS within 30 days of crash

CO_PM13 (R-A-01) Roadway-Accuracy - Increase in percentage of locatable (latitude/longitude) crashes using the roadway coding method, increase in # of law enforcement agencies using GIS technology

CO_PM16 (C-X-01) Crash Accessibility - Ability of legitimate users to successfully obtain desired crash data

Funding Source 405C
Program Area M3DA - Data Program

Cost Summary

| | | |
|----------------------|-----------|-------------------|
| Personal Services | \$ | 100,000.00 |
| Operating Expenses | \$ | 10,000.00 |
| Capital Equipment | | |
| Contractual Services | | |
| Other (indirects) | \$ | 10,000.00 |
| <u>Total</u> | <u>\$</u> | <u>120,000.00</u> |
| | | |
| Federal Funds | \$ | 120,000.00 |
| Agency Match | \$ | 30,000.00 |
| <u>Total</u> | <u>\$</u> | <u>150,000.00</u> |

Program Task Descriptions

Safety Education and Enforcement Programs

Child Passenger Safety and Occupant Protection





PROGRAM TASK DESCRIPTIONS

Child Passenger Safety and Occupant Protection

CHILD PASSENGER SAFETY and OCCUPANT PROTECTION

The Statewide seat belt usage rate in Colorado for 2013 was 82.1%, and child safety seat use and seat belt usage for children ages 5-15 was 78%. The Statewide seat belt usage rate remains below the national average of 86% and Colorado remains one of 17 States without a primary seat belt law. In 2013, preliminary data indicates that of the 327 total passenger motor vehicle fatalities in the State, 180, or 55%, were unrestrained.

Based on the CDOT Problem Identification Report and the 2013 Statewide Seat Belt Use Survey, the Highway Safety Office will be focusing on establishing and enhancing Occupant Protection and Child Passenger Safety programs in several metro area locations, rural areas and the Ute Mountain Ute tribe, as well as numerous statewide efforts.

Efforts and activities include:

- Providing support to law enforcement agencies to enforce Colorado's seat belt laws during 3 "Click It or Ticket" high-visibility campaigns including Rural, May Mobilization and Nighttime campaigns.
- Evaluating, with partners and stakeholders, possible implementation of recommendations from the 2014 National Highway Safety Administration (NHTSA) assessment of Colorado's Occupant Protection program
- Providing Occupant Protection and Child Passenger Safety education to parents, caregivers and the general public
- Funding programs focusing on diverse populations and involving community organizations to educate adults and children
- Providing support to rural communities to address low seat belt usage rates



PROGRAM TASK DESCRIPTIONS

Child Passenger Safety and Occupant Protection

Task Number 15-05-51-01
Program Name *Child Passenger Safety Team Colorado*
Contractor *Colorado State Patrol*
Program Manager *Erez*

According to the 2013 Juvenile Seatbelt Survey, the combined front and rear seat belt usage by juveniles (5-15 years) was down to 78.0%, from 80.4% in 2012; this is the lowest number in the last 3 years. While proper restraint use for children ages 5 -15 is decreasing, so is the number of child passenger safety contacts conducted by Colorado State Patrol troopers. The potential for greater injury exists unless enforcement and education efforts increase.

The Child Passenger Safety (CPS) Team Colorado will provide an environment where every child is properly secured in an approved and appropriate restraint system while riding in a motor vehicle. By creating successful partnerships with public safety and community-based organizations, CPS Team Colorado will aid in establishing, maintaining and enhancing public education, technical training, and advocacy.

This project is supported in the Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices Seventh Edition, 2013 5 Child Restraint/Booster Law Enforcement 2-28, and 6.1 Communications and Outreach Strategies for Older Children 2-30.

This project addresses measures:

- C-2. Reduce the number of serious injuries in traffic crashes*
- C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions*

Evaluation Measure # of inspection stations, # of trainings, # of people trained
Funding Source 402
Program Area CR - Child Restraint

Cost Summary

| | | |
|----------------------|-----------|-------------------|
| Personal Services | \$ | 70,000.00 |
| Operating Expenses | \$ | 100,000.00 |
| Travel | | |
| Contractual Services | \$ | 130,000.00 |
| Other (indirects) | | |
| <u>Total</u> | <u>\$</u> | <u>300,000.00</u> |
| | | |
| Federal Funds | \$ | 300,000.00 |
| Agency Match | \$ | 200,000.00 |
| <u>Total</u> | <u>\$</u> | <u>500,000.00</u> |



PROGRAM TASK DESCRIPTIONS

Child Passenger Safety and Occupant Protection

Task Number 15-05-51-02
Program Name *Child Passenger Safety Program*
Contractor *Servicios de la Raza*
Program Manager *Erez*

According to the Problem Identification Report, child booster restraint use observations (both front and rear seats) reported 66% compliance when first observed in 2011. Since 2011 booster restraint use increased slightly to approximately 72%, but remains much lower than other child restraint systems. In the 5 counties served by Servicios de la Raza there were 30 unrestrained fatalities and an average of only 63% usage of booster seats.

This project will focus on Child Passenger Safety education, inspection, installation, and outreach; targeting Latino families within the Greater Denver Metropolitan Area including Adams, Arapahoe, Broomfield, Denver, and Jefferson counties. Servicios will serve as a culturally responsive leader for members of the Hispanic community who receive life-saving information regarding seat belts and child passenger safety.

This project is supported in the Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices Seventh Edition, 2013 6.2 Strategies for Booster Seat Use 2-31 and 7.3 Inspection Stations 2-35.

This project addresses measure:

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

Evaluation Measure # of seat installed/replaced, # of people served
Funding Source 402
Program Area CR - Child Restraint

Cost Summary

| | |
|----------------------|---------------------|
| Personal Services | \$ 28,089.00 |
| Operating Expenses | \$ 5,297.00 |
| Travel | |
| Contractual Services | |
| Other (indirects) | \$ 5,019.00 |
| Total | \$ 38,405.00 |
| | |
| Federal Funds | \$ 38,405.00 |
| Agency Match | |
| Total | \$ 38,405.00 |
| | |
| Local Benefit | \$ 38,405.00 |



PROGRAM TASK DESCRIPTIONS

Child Passenger Safety and Occupant Protection

Task Number 15-05-51-03
Program Name Occupant Protection Mini-Grants
Contractor To Be Determined
Program Manager Erez

Various rural organizations from high-risk counties identified in the Problem Identification Report will be implementing occupant protection activities. These activities include, but are not limited to, purchasing and distributing child safety seats, conducting check-up events, running fit stations by appointment, distributing safety materials, and conducting youth and adult safety classes.

Agencies identified within high-risk counties will be sent information on how to apply for the mini-grants. This information will also be posted on the CDOT Safety website. Funds may be used for car seat purchases for distribution to low-income families and costs related to host fitting stations or car seat check-up events.

This project addresses measures:

- C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions*
- B-1. Increase the observed seat belt use for passenger vehicles*

Evaluation Measure # of seats installed, # of inspection stations, # of educational trainings/sessions
Funding Source 402
Program Area CR - Child Restraint

Cost Summary

| | |
|----------------------|--------------|
| Personal Services | \$ 60,000.00 |
| Operating Expenses | \$ 15,000.00 |
| Travel | |
| Contractual Services | |
| Other (indirects) | |
| Total | \$ 75,000.00 |
| | |
| Federal Funds | \$ 75,000.00 |
| Agency Match | |
| Total | \$ 75,000.00 |
| | |
| Local Benefit | \$ 75,000.00 |



PROGRAM TASK DESCRIPTIONS

Child Passenger Safety and Occupant Protection

Task Number 15-05-51-04
Program Name Each One Teach One African American CPS Program
Contractor Street-Smart, Inc
Program Manager Erez

According to the Problem Identification Report, the booster seat usage rate is at low of 72%. Studies have suggested that childcare centers need support and assistance to increase their knowledge of booster seats and to reduce the financial costs of compliance with state laws. The goals of this project are to increase communities’ knowledge of proper restraint installation and conduct CPS education and outreach in the Northeast Denver, Park Hill, and Montebello communities where approximately 754 residents are under the age of 11. Street-Smart will also work with childcare centers to review and improve their organizational policies that relate to the safe transportation of children under their care, targeting more than 500 African-American and Latino families.

This project is supported in the Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices Seventh Edition, 2013 3.2 Communications and Outreach Strategies for Low-Belt-Use Groups 2-23.

This project addresses measures:

- C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions*
- B-1. Increase the observed seat belt use for passenger vehicles*

Evaluation Measure # of seats installed, # of educational sessions in communities, # of inspection stations
Funding Source 402
Program Area CR - Child Restraint

Cost Summary

| | | |
|----------------------|----|-----------|
| Personal Services | \$ | 35,228.00 |
| Operating Expenses | \$ | 15,000.00 |
| Travel | | |
| Contractual Services | | |
| Other (indirects) | | |
| Total | \$ | 50,228.00 |
| | | |
| Federal Funds | \$ | 50,228.00 |
| Agency Match | | |
| Total | \$ | 50,228.00 |
| | | |
| Local Benefit | \$ | 50,228.00 |



PROGRAM TASK DESCRIPTIONS

Child Passenger Safety and Occupant Protection

Task Number 15-05-51-05
Program Name Motor Vehicle Child Passenger Safety and Occupant Protection Program
Contractor Ute Mountain Ute
Program Manager Erez

According to the Problem Identification Report, adults living in rural areas like the Ute Mountain Ute (UMU) Reservation, are 10% less likely to wear seat belts than adults living in urban and suburban areas. The UMU Reservation’s restraint use is 54.6%, less than that observed in Arapahoe County. A local observation survey at Head Start showed the total number of children improperly restrained in all seat positions was 77.8%. Over the 5-year period of 2008-2013, child restraint use rose from 2.6% to 61.5%.

The program will partner with the Bureau of Indian Affairs and Tribal law enforcement officers to increase the number of law enforcement officers enforcing the restraint laws. A short-term high-visibility restraint awareness campaign will be conducted targeting Tribal employees in Tribal vehicles. The program will maintain a child restraint distribution program and increase collaboration with Tribal Head Start to provide Head Start staff and children with education about restraint laws and use.

This project is supported in the Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices Seventh Edition, 2013 3.2 Communications and Outreach Strategies for Low-Belt-Use Groups 2-23 and 7.3 Inspection Stations 2-35.

This project addresses measures:

- C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions*
- B-1. Increase the observed seat belt use for passenger vehicles*

Evaluation Measure Pre- and post- surveys, # of seats installed, # school sessions
Funding Source 402
Program Area CR - Child Restraint

Cost Summary

| | | |
|----------------------|----|-----------|
| Personal Services | \$ | 40,000.00 |
| Operating Expenses | \$ | 15,000.00 |
| Travel | | |
| Contractual Services | | |
| Other (indirects) | | |
| Total | \$ | 55,000.00 |
| | | |
| Federal Funds | \$ | 55,000.00 |
| Agency Match | | |
| Total | \$ | 55,000.00 |
| | | |
| Local Benefit | \$ | 55,000.00 |



PROGRAM TASK DESCRIPTIONS

Child Passenger Safety and Occupant Protection

Task Number 15-05-51-06
Program Name *Child Passenger Safety Program*
Contractor *Drive Smart Evergreen Conifer CPS*
Program Manager *Erez*

According to the Problem Identification Report, juvenile (ages 5-15) front and rear seat belt use was 78% in 2013, 2.4% lower than in 2012. This marks the first time the use rate has been lower than 80% since 2010. In Jefferson County, this indicator measures even lower at 76.8% for the same time period. In Jefferson, Clear Creek, Gilpin, and Park counties, 102 children ages 5-15 were seriously injured in car crashes from 2008-2012, according to Colorado Health Information Dataset.

Drive Smart aims to decrease juveniles’ injuries and deaths by reversing the downward trend in restraint use among this age group in these 4 counties through a 3-pronged approach addressing policy, student participation, and parent involvement with its robust and established network of more than 30 school-based CPS partners who serve this age group.

This project is supported in the Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices Seventh Edition, 2013 3.2 Communications and Outreach Strategies for Low-Belt-Use Groups 2-23.

This project addresses measure:

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

Evaluation Measure Pre- and post-program booster compliance surveys, # schools sessions
Funding Source 402
Program Area CR - Child Restraint

Cost Summary

| | | |
|----------------------|----|-----------|
| Personal Services | \$ | 30,000.00 |
| Operating Expenses | \$ | 10,000.00 |
| Travel | | |
| Contractual Services | | |
| Other (indirects) | | |
| Total | \$ | 40,000.00 |
| | | |
| Federal Funds | \$ | 40,000.00 |
| Agency Match | | |
| Total | \$ | 40,000.00 |
| | | |
| Local Benefit | \$ | 40,000.00 |



PROGRAM TASK DESCRIPTIONS

Child Passenger Safety and Occupant Protection

Task Number 15-06-61-01
Program Name 2015 Click It or Ticket
Contractor Colorado State Patrol
Program Manager Chase

“Click It or Ticket” (CIOT) has been the most successful seatbelt campaign developed and has helped create the highest-ever national seatbelt usage rate of 86% for 2012.

The Colorado State Patrol (CSP) will provide 4,008 hours of overtime enforcement of Colorado’s occupant protection restraint laws during 3 “Click It or Ticket” enforcement campaigns: “Rural Enforcement”, “May Mobilization” and “Nighttime Enforcement”. The CSP will also target enforcement throughout the year in low-compliance areas and at peak travel times.

The CSP will collaborate and coordinate program activity information with the CDOT Office of Communications and coordinate data collection and reporting efforts, including pre- and post-enforcement safety belt usage surveys, with CDOT staff.

The CSP allocates funding to all 19 Troops Offices. The compliance rate in each of the troops, and the specific troop goals, will determine the amount of funds allocated. Additional enforcement will be conducted year-round in low-compliance areas and during peak travel times.

This project is supported in the Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices Seventh Edition, 2013 2.3 Sustained Enforcement 2-21.

This project addresses measures:

- C-3. *Reduce the fatalities per Vehicle Miles Traveled (VMT)*
- C-4. *Reduce the number of unrestrained passenger vehicle occupant protection fatalities, all seat positions*

Evaluation Measure # of seat belt citations
 Funding Source 405b
 Program Area M2HVE - Low HVE

Cost Summary

| | |
|----------------------|----------------------|
| Personal Services | \$ 275,000.00 |
| Operating Expenses | |
| Travel | |
| Contractual Services | |
| Other (indirects) | |
| Total | \$ 275,000.00 |
| | |
| Federal Funds | \$ 275,000.00 |
| Agency Match | \$ 200,000.00 |
| Total | \$ 475,000.00 |



PROGRAM TASK DESCRIPTIONS

Child Passenger Safety and Occupant Protection

Task Number 15-06-61-02
Program Name Local Law Enforcement Agencies/Click It or Ticket
Contractor Local Law Enforcement Agencies
Program Manager Chase

“Click It or Ticket” (CIOT) has been the most successful seatbelt campaign developed and has helped create the highest ever national seatbelt usage rate of 86% for 2012. This year, law enforcement agencies around the State will participate in the “May Mobilization CIOT” campaign and two additional CIOT enforcement periods - “Rural Enforcement” and “Nighttime Enforcement”.

The goal of this project is to encourage all Colorado local law enforcement agencies to aggressively enforce the occupant protection laws through a combination of enforcement, education and awareness. This project supports overtime enforcement of occupant protection laws at the local level in conjunction with “Click It or Ticket” high-visibility enforcement campaigns.

Agencies will request funds through an application process and the funding level is determined through performance and the agency’s potential impact on the State’s seat belt usage rate.

This project is supported in the Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices Seventh Edition, 20132.3 Sustained Enforcement 2-21.

This project addresses measures:

- B-1. Increase the observed seat belt use for passenger vehicles*
- C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions*

Evaluation Measure # of seat belt citations
Funding Source 405b
Program Area M2HVE - Low HVE

Cost Summary

| | |
|----------------------|---------------|
| Personal Services | \$ 360,000.00 |
| Operating Expenses | |
| Travel | |
| Contractual Services | |
| Other (indirects) | |
| Total | \$ 360,000.00 |
| | |
| Federal Funds | \$ 360,000.00 |
| Agency Match | |
| Total | \$ 360,000.00 |



PROGRAM TASK DESCRIPTIONS

Child Passenger Safety and Occupant Protection

Task Number 15-06-61-03
Program Name *Occupant Protection Technology Transfer*
Contractor *To Be Determined*
Program Manager *Chase*

The purpose of occupant protection technology transfer funds is to provide training, community outreach and coalition building for traffic safety educational programs. The funds are also used to send non-CDOT employees to national conferences such as the Lifesavers Conference.

This project is supported in the Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices Seventh Edition, 2013 3.2 Communication and Outreach strategies for Low-Belt-Use Groups 2-23.

This project addresses measures:

- C-4. Reduce the number of unrestrained passenger vehicle occupant protection fatalities, all seat positions*
- B-1. Increase the observed seat belt use for passenger vehicles*

Evaluation Measure # of people trained
Funding Source 402
Program Area OP - Occupant Protection

Cost Summary

| | | |
|----------------------|-----------|------------------|
| Personal Services | \$ | 9,000.00 |
| Operating Expenses | | |
| Travel | \$ | 6,000.00 |
| Contractual Services | | |
| Other (indirects) | | |
| Total | \$ | 15,000.00 |
| | | |
| Federal Funds | \$ | 15,000.00 |
| Agency Match | | |
| Total | \$ | 15,000.00 |
| | | |
| Local Benefit | \$ | 15,000.00 |



PROGRAM TASK DESCRIPTIONS

Child Passenger Safety and Occupant Protection

Task Number 15-06-61-04
Program Name *Occupant Protection Education*
Contractor *To Be Determined*
Program Manager *Chase*

The Highway Safety Office (HSO) will offer mini-grants to community coalitions and other agencies to help support traffic safety education efforts and enforcement campaigns. Funding will provide the coalitions with support, resources, training and materials. This will enable agencies to better execute and support statewide occupant protection, child passenger safety, motorcycle safety and impaired-driving prevention programs.

This project will support National Highway Traffic Safety Administration and HSO traffic safety campaigns including: 3 “Click It or Ticket” enforcement campaigns, “Impaired Driving National Enforcement Labor Day Crackdown”, “Motorcycle Awareness Week”, and “Child Passenger Safety Week”. Four regional recognition events will also be hosted in the spring of 2015. These recognition events will reward law enforcement officers for their dedication and commitment to enforcing seat belt and impaired-driving laws in the State.

This project is supported in the Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices Seventh Edition, 2013 3.2 Communication and Outreach strategies for Low-Belt-Use Groups 2-23.

This project addresses measures:

- C-5. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above*
- B-1. Increase the observed seat belt use for passenger vehicles*

Evaluation Measure # of trainings provided, # of educational programs developed
Funding Source 402
Program Area OP - Occupant Protection

Cost Summary

| | | |
|----------------------|----|-----------|
| Personal Services | \$ | 10,000.00 |
| Operating Expenses | \$ | 20,000.00 |
| Travel | | |
| Contractual Services | | |
| Other (indirects) | | |
| Total | \$ | 30,000.00 |
| | | |
| Federal Funds | \$ | 30,000.00 |
| Agency Match | | |
| Total | \$ | 30,000.00 |
| | | |
| Local Benefit | \$ | 30,000.00 |



PROGRAM TASK DESCRIPTIONS

Child Passenger Safety and Occupant Protection

Task Number 15-06-61-05
Program Name Seat Belt Survey
Contractor Colorado State University
Program Manager Erez

Colorado State University will conduct the annual observational surveys of seat belt usage in Colorado. The studies will be conducted throughout Colorado on roadways using traffic observers. Data will be gathered at pre-determined sites by direct observations by trained observers. The observers will count the number of front seat occupants of non-commercial passenger vehicles (cars and light trucks) and record the numbers who are wearing seat belts. Data will be recorded and translated into digital form for statistical analyses. Analyses will generate information for the counties included in the studies as well as statewide results for seat belt usage.

Reports will be created that will identify usage rates and the statistical analyses including the standard errors as well as other critical information for making decisions and creating educational programs. Comparative data for the seat belt results of previous studies will be important components of the reports.

Evaluation Measure Successful completion of seat belt surveys
Funding Source 402
Program Area OP - Occupant Protection

Cost Summary

| | | |
|----------------------|----|------------|
| Personal Services | \$ | 80,000.00 |
| Operating Expenses | \$ | 70,000.00 |
| Travel | \$ | 25,000.00 |
| Contractual Services | | |
| Other (indirects) | | |
| Total | \$ | 175,000.00 |
| | | |
| Federal Funds | \$ | 175,000.00 |
| Agency Match | | |
| Total | \$ | 175,000.00 |



PROGRAM TASK DESCRIPTIONS

Child Passenger Safety and Occupant Protection

Task Number 15-06-61-06
Program Name Southern Colorado RETAC - Occupant Protection
Contractor Southern Colorado RETAC
Program Manager Rocke

The Southern Colorado Regional Emergency Trauma Advisory Council (RETAC) consists of 5 counties: Custer, Fremont, Huerfano, Las Animas and Pueblo. Rural roadways account for 25% of all crashes; however, 60% of fatalities take place in rural Colorado. In 2012, 472 people were killed in traffic fatalities; of those, 287 were occupants in passenger vehicles and 54% of those killed were unrestrained. 231 people were killed in passenger vehicle crashes on rural roadways, representing 49% of the state’s 472 fatalities.

This project focuses on increasing seat belt use through education geared toward all age groups by stressing the importance of seat belt use. This will be accomplished by implementing community awareness campaigns.

This project is supported in the Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices Seventh Edition, 2013 3.1 Communications and Outreach Supporting Enforcement 2-22 and 3.2 Communications and Outreach Strategies for Low-Belt-Use Groups 2-23.

This project addresses measures:

- B-1. Increase the observed seat belt use for passenger vehicles*
- C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions*

Evaluation Measure # of observational surveys, # of contacts at events
Funding Source 402
Program Area OP - Occupant Protection

Cost Summary

| | | |
|--------------------------|-----------|------------------|
| <u>Personal Services</u> | | |
| Operating Expenses | \$ | 24,520.00 |
| Travel | | |
| Contractual Services | \$ | 25,792.00 |
| <u>Other (indirects)</u> | | |
| Total | \$ | 50,312.00 |
| | | |
| Federal Funds | \$ | 50,312.00 |
| <u>Agency Match</u> | | |
| Total | \$ | 50,312.00 |
| | | |
| <u>Local Benefit</u> | <u>\$</u> | <u>50,312.00</u> |



PROGRAM TASK DESCRIPTIONS

Child Passenger Safety and Occupant Protection

Task Number 15-06-61-07
Program Name San Luis Valley RETAC
Contractor San Luis Valley RETAC
Program Manager Erez

According to the Problem Identification Report, unrestrained passenger vehicle occupant fatalities show the 5 year crude fatality rate for all 6 San Luis Valley counties is greater than the statewide rate. According to local data by CSP Troop B5, in 2013 there were 6 fatal crashes in the San Luis Valley.

The goal of the San Luis Valley RETAC is to increase seat belt usage to reduce the number of unrestrained passenger vehicle occupant fatalities in all seat positions. A primary focus will be reducing the number of drivers age 20 or younger involved in fatal crashes. The project will address the population in the 6 counties of Alamosa, Conejos, Costilla, Mineral, Rio Grande and Saguache, where the poverty rate is high and there are many people who are non-English speaking. The project will continue its partnership with the Colorado State Patrol in increasing awareness and education by participating in events, supporting the “Click It or Ticket” campaigns and distributing CDOT-approved materials.

This project is supported in the Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices Seventh Edition, 2013 3.23 Communication and Outreach strategies for Low-Belt-Use Groups 2-23.

This project addresses measures:

- C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions*
- C-9. Reduce the number of drivers age 20 or younger involved in fatal crashes*

Evaluation Measure Pre- and post-program seatbelt observations in each region’s county, # of presentations conducted, # seats distributed
Funding Source 402
Program Area OP - Occupant Protection

Cost Summary

| | | |
|----------------------|-----------|------------------|
| <hr/> | | |
| Personal Services | | |
| Operating Expenses | \$ | 5,000.00 |
| Travel | | |
| Contractual Services | \$ | 35,000.00 |
| Other (indirects) | | |
| Total | \$ | 40,000.00 |
| <hr/> | | |
| Federal Funds | \$ | 40,000.00 |
| Agency Match | | |
| Total | \$ | 40,000.00 |
| <hr/> | | |
| Local Benefit | \$ | 40,000.00 |
| <hr/> | | |



PROGRAM TASK DESCRIPTIONS

Child Passenger Safety and Occupant Protection

Task Number 15-06-61-08
Program Name *High-Visibility Enforcement and Child Passenger Safety Program*
Contractor *Aurora Police Department*
Program Manager *Chase*

Seatbelt compliance and usage in the state of Colorado has increased from approximately 80% to approximately 82% in the past year. Though that is a modest improvement, it still falls short of the state goal of 84% .

In this project, the Aurora Police Department (APD) will be conducting strict enforcement of the current seat belt and child restraint laws.

The Traffic Section of the APD will conduct 7 short-term, high-visibility enforcement campaigns, including 2 nighttime campaigns, which will run in conjunction with statewide and nighttime campaigns. The APD will conduct 18 Child Passenger Safety checkup and educational events at various locations throughout the city of Aurora and will conduct training and education at local businesses, schools, churches, and other community settings. The department will also collaborate and coordinate program activity information with the local media to educate the public about the importance of proper use of seat belts.

This project is supported in the Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices Seventh Edition, 2013 2.3 Sustained Enforcement 2-21.

This project addresses measures:

- C-3. Reduce the fatalities per Vehicle Miles Traveled (VMT)*
- C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions*

Evaluation Measure # of seat belt citations
Funding Source 405b
Program Area M2HVE - Low HVE

Cost Summary

| | | |
|----------------------|----|------------|
| Personal Services | \$ | 99,995.00 |
| Operating Expenses | | |
| Travel | | |
| Contractual Services | | |
| Other (indirects) | | |
| Total | \$ | 99,995.00 |
| | | |
| Federal Funds | \$ | 99,995.00 |
| Agency Match | \$ | 104,500.00 |
| Total | \$ | 204,495.00 |



PROGRAM TASK DESCRIPTIONS

Child Passenger Safety and Occupant Protection

Task Number 15-06-61-09
Program Name Western Regional Occupant Safety Coalition
Contractor Western Regional EMS Council, Inc.
Program Manager Chase

In the 6 counties that comprise the Western Regional Occupant Safety Coalition (WROSC), more than 58% of fatalities were unrestrained in 2012. The 3 counties included in the statewide Seat Belt Survey were below the 2013 State usage rate of 82.1%. The WROSC will continue to work to increase seat belt use in the counties of Delta, Gunnison, Hinsdale, Montrose, Ouray, and San Miguel to reduce the number of unrestrained fatalities.

WROSC will work with law enforcement to increase participation in the “Rural Click It or Ticket” campaign; with businesses to target low-seat-belt-use populations; and target 2 high schools with a “Teen Seat Belt Challenge,” which has proven to help increase seat belt usage.

The Coalition is comprised of representatives from the following agencies: Colorado State Patrol, local law enforcement, fire protection districts, schools, Health and Human Services, area hospitals and local citizens. The Coalition meets monthly to coordinate events and discuss community needs. Activities and costs include providing educational information, media campaigns, and high school seat belt challenges.

This project is supported in the Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices Seventh Edition, 2013 3.2 Communication and Outreach strategies for Low-Belt-Use Groups 2-23.

This project addresses measures:

- C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions*
- B-1. Increase observed seat belt use for passenger vehicles*

Evaluation Measure # of programs implemented
Funding Source 402
Program Area OP - Occupant Protection

Cost Summary

| | | |
|----------------------|----|-----------|
| Personal Services | \$ | 29,000.00 |
| Operating Expenses | \$ | 6,000.00 |
| Travel | | |
| Contractual Services | | |
| Other (indirects) | | |
| Total | \$ | 35,000.00 |
| | | |
| Federal Funds | \$ | 35,000.00 |
| Agency Match | | |
| Total | \$ | 35,000.00 |
| | | |
| Local Benefit | \$ | 35,000.00 |



PROGRAM TASK DESCRIPTIONS

Child Passenger Safety and Occupant Protection

Task Number 15-06-61-10
Program Name Traffic Safety Initiatives Mini-Grants
Contractor To Be Determined
Program Manager Chase

The Highway Safety Office will offer mini-grants to community organizations and other agencies to help support traffic safety education and traffic enforcement efforts. Funding will provide resources, support, training and materials. This will enable agencies to better execute and support statewide occupant protection, child passenger safety, teen driving safety, distracted-driving prevention, motorcycle safety and impaired-driving prevention initiatives.

This project addresses measures:

- C-1. Reduce the number of traffic fatalities*
- C-2. Reduce the number of serious injuries in traffic crashes*

Evaluation Measure # of program activities
Funding Source 402
Program Area OP - Occupant Protection

Cost Summary

| | | |
|----------------------|-----------|------------------|
| Personal Services | \$ | 12,500.00 |
| Operating Expenses | \$ | 12,500.00 |
| Travel | | |
| Contractual Services | | |
| Other (indirects) | | |
| Total | \$ | 25,000.00 |
| | | |
| Federal Funds | \$ | 25,000.00 |
| Agency Match | | |
| Total | \$ | 25,000.00 |
| | | |
| Local Benefit | \$ | 25,000.00 |



PROGRAM TASK DESCRIPTIONS

Child Passenger Safety and Occupant Protection

Task Number 15-06-61-11
Program Name Plains to Peaks RETAC Occupant Protection
Contractor Plains to Peaks RETAC
Program Manager Rocke

The Plains to Peaks Regional Emergency Medical and Trauma Advisory Council (RETAC) consists of 5 counties: Cheyenne, El Paso, Kit Carson, Lincoln and Teller. All of these counties have rural populations and a low rate of seat belt use is common in all 5 counties. County-specific, crash data from the Colorado State Patrol indicates that 58.6% of the 29 motor vehicle fatalities within the Plains to Peaks RETAC were not wearing seat belts.

This project focuses on increasing seat belt use through education, geared towards all citizens of all ages, by stressing the importance of seat belt use and the consequences of not buckling up. The goal of this project will be to see a measurable increase in seat belt use and a reduction in unrestrained crashes and/or fatalities in each of the 5 counties.

This project is supported in the Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices Seventh Edition, 2013 3.2 Communications and Outreach Strategies for Low-Belt-Use Groups 2-23.

This project addresses measures:

- B-1. Increase the observed seat belt use for passenger vehicles*
- C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions*

Evaluation Measure # of observational surveys, # of contacts at events
Funding Source 402
Program Area OP - Occupant Protection

Cost Summary

| | | |
|--------------------------|-----------|------------------|
| <u>Personal Services</u> | | |
| Operating Expenses | \$ | 24,520.00 |
| Travel | | |
| Contractual Services | \$ | 25,792.00 |
| <u>Other (indirects)</u> | | |
| Total | \$ | 50,312.00 |
| | | |
| Federal Funds | \$ | 50,312.00 |
| <u>Agency Match</u> | | |
| Total | \$ | 50,312.00 |
| | | |
| <u>Local Benefit</u> | <u>\$</u> | <u>50,312.00</u> |



PROGRAM TASK DESCRIPTIONS

Child Passenger Safety and Occupant Protection

Task Number 15-06-61-12
Program Name Safe Communities for SECRETAC
Contractor Southeastern RETAC
Program Manager Rocke

The Southeastern Colorado RETAC (SECRETAC) Safe Communities/Safe Kids Coalition continues to work to increase seat belt use in the counties of Baca, Bent, Crowley, Kiowa, Otero, and Prowers. According to CDOT’s statewide seatbelt survey, the seat belt use compliance rate for 2013 was 67% for Baca County. According to Colorado State Patrol, 9 of the 12 fatal crashes were due to not wearing seat belts or had improper seat belt use.

This project will focus on working with law enforcement to increase participation in the “Rural Click It or Ticket” campaign, and collaborate with them on increasing campaign materials in order to get the seatbelt message delivered widely.

This project is supported in the Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices Seventh Edition, 2013 3.2 Communications and Outreach Strategies for Low-Belt-Use Groups 2-23.

This project addresses measures:

- B-1. Increase the observed seat belt use for passenger vehicles*
- C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions*

Evaluation Measure # of contacts at events, # of law enforcement agencies participating in the “Rural Click it or Ticket” campaign, # of people visiting the booths at various county events
Funding Source 402
Program Area OP - Occupant Protection

Cost Summary

| | |
|----------------------|--------------|
| Personal Services | \$ 9,900.00 |
| Operating Expenses | \$ 13,600.00 |
| Travel | |
| Contractual Services | \$ 21,500.00 |
| Other (indirects) | |
| Total | \$ 45,000.00 |
| | |
| Federal Funds | \$ 45,000.00 |
| Agency Match | |
| Total | \$ 45,000.00 |
| | |
| Local Benefit | \$ 45,000.00 |

Program Task Descriptions

Safety Education and Enforcement Programs

Motorcycle Safety





PROGRAM TASK DESCRIPTIONS

Motorcycle Safety

MOTORCYCLE SAFETY PROGRAM

In 2013 there were 86 motorcycle fatalities in Colorado (preliminary data), an 8% increase from the 79 motorcycle fatalities in 2012. The Highway Safety Office (HSO) will continue efforts to educate motorcyclists on the need for proper training, licensing, use of protective gear and riding sober. The HSO will also continue to educate the motoring public on the importance of motorcyclist awareness.

Efforts and activities to address Motorcycle Safety will include:

- Administering the Motorcycle Operator Safety Training (MOST) Program
- Evaluating, with partners and stakeholders, possible implementation of recommendations for from the 2014 National Highway Safety Administration (NHTSA) assessment of Colorado’s Motorcycle Safety program
- Educating motorcyclists about the dangers and consequences of impaired riding
- Continuing efforts to build partnerships with community coalitions and motorcycle organizations to develop outreach programs that focus on motorcycle safety issues
- Conducting media events in conjunction with partners and stakeholders to promote motorcycle training classes especially for age groups over-represented in motorcycle crashes and fatalities
- Continuing to promote the “Live to Ride” motorist awareness of motorcyclists program



PROGRAM TASK DESCRIPTIONS

Motorcycle Safety

Task Number 15-07-71-01
Program Name *Motorcycle Operator Safety Training (MOST)*
Contractor *MOST Vendors*
Program Manager *Barela*

MOST funds are dedicated from CDOT and are used as match for 402 State and Community Highway Safety Program funds.

During FY2015 the Highway Safety Office will continue the statewide motorcycle rider education program that was established by statute in 1990. The program is funded through a \$2 surcharge on motorcycle drivers' license endorsements and \$4 on motorcycle license registrations. The program trains approximately 10,000 students per year through vendors at training sites located throughout Colorado.

Funding Source State Funds
Program Area MC - Motorcycle Safety

Cost Summary

| | | |
|----------------------|-----------|-------------------|
| Personal Services | \$ | 120,000.00 |
| Operating Expenses | | |
| Travel | | |
| Contractual Services | \$ | 680,000.00 |
| Other (indirects) | | |
| <u>Total</u> | <u>\$</u> | <u>800,000.00</u> |

| | | |
|---------------|-----------|-------------------|
| Federal Funds | | |
| Agency Match | \$ | 800,000.00 |
| <u>Total</u> | <u>\$</u> | <u>800,000.00</u> |



PROGRAM TASK DESCRIPTIONS

Motorcycle Safety

Task Number 15-07-71-02
Program Name Operation Save A Life
Contractor ABATE of Colorado
Program Manager Barela

Motorcyclist fatalities in Colorado are 17% of all traffic fatalities even though motorcycles represent only 3% of all vehicles on the roadways. The goal of this program is to reduce all motorcycle crashes, fatalities and injuries and have a larger percentage of motorcyclists properly educated and licensed. Promoting further education and proper endorsement for riders will decrease at fault risks. ABATE’s goal is to reach several hundred riders and a few thousand of the general public with a comprehensive program. ABATE’s Operation Save A Life (OSAL) program addresses motorcycle safety in Colorado and addresses CDOT’s performance measure aimed at reducing the number of motorcyclist fatalities in Colorado.

This project is supported in the Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices Seventh Edition, 2013 1.2 Helmet Use Promotion Programs 5-10, 3.1 Motorcycle Rider Licensing 5-17.

This project addresses measures:

- C-5. *Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above*
- C-7. *Reduce the number of motorcyclist fatalities*

Evaluation Measure # of presentations, # of people contacted
Funding Source 402
Program Area MC - Motorcycle Safety

Cost Summary

| | | |
|----------------------|-----------|------------------|
| Personal Services | \$ | 20,501.00 |
| Operating Expenses | \$ | 18,713.00 |
| Travel | | |
| Contractual Services | \$ | 17,277.00 |
| Other (indirects) | | |
| Total | \$ | 56,491.00 |
| Federal Funds | \$ | 56,491.00 |
| Agency Match | | |
| Total | \$ | 56,491.00 |
| Local Benefit | \$ | 56,491.00 |



PROGRAM TASK DESCRIPTIONS

Motorcycle Safety

Task Number 15-07-71-03
Program Name Jeffco Motorcycle Rider Safety Education
Contractor Drive Smart Evergreen/Conifer
Program Manager Barela

Jefferson County historically ranks high in the number of motorcycle crashes and fatalities, and motorcyclists gather in and around taverns located in the foothills communities of Morrison, Evergreen, and Conifer from spring to fall. In 2012, according to the CDOT Problem Identification Report, 28% of motor vehicle fatalities in Jefferson County were motorcyclists.

Drive Smart Evergreen/Conifer will continue to customize the “Project Green-Yellow-Red”, “Free to Ride, Free to Choose”, and “Campaign to Reduce Impaired Motorcycle Riding” projects. These projects allow riders who have had too much to drink to leave their bikes safely at the bars and take alternative transportation home.

This project is supported in the Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices Seventh Edition, 2013 2.2 Alcohol Impaired Motorcyclists Communication and Outreach 5-15.

This project addresses measures:

- C-5. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above*
- C-7. Reduce the number of motorcyclist fatalities*

Evaluation Measure # of motorcycle injuries, crashes, and fatalities
Funding Source 402
Program Area MC - Motorcycle Safety

Cost Summary

| | | |
|----------------------|-----------|------------------|
| Personal Services | \$ | 15,444.00 |
| Operating Expenses | \$ | 18,270.00 |
| Travel | | |
| Contractual Services | \$ | 20,900.00 |
| Other (indirects) | | |
| Total | \$ | 54,614.00 |
| | | |
| Federal Funds | \$ | 54,614.00 |
| Agency Match | | |
| Total | \$ | 54,614.00 |
| | | |
| Local Benefit | \$ | 54,614.00 |



PROGRAM TASK DESCRIPTIONS

Motorcycle Safety

Task Number 15-07-71-04
Program Name *The Seasoned Rider - Helmets 101*
Contractor *Full Throttle Riding Academy*
Program Manager *Barela*

The goal of this project is to reduce the number of motorcycle fatalities, injuries and crashes by conducting the Motorcycle Safety Foundation (MSF) “Seasoned Rider” class.

A seasoned rider is defined as a motorcyclist 40 years of age and older. Statistics show that riders over the age of 40 account for a large percentage of riders involved in motorcycle crashes and fatalities.

The “Seasoned Ride” class is part of the larger MSF Rider Education and Training System (RETS). RETS courses, programs and training opportunities are designed to provide motorcyclists with lifelong learning opportunities for safety renewal.

This project is supported in the Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices Seventh Edition, 2013 1.2 Helmet Use Promotion Programs 5-10.

This project addresses measures:

- C-7. Reduce the number of motorcyclist fatalities*
- C-8. Reduce the number of unhelmeted motorcyclist fatalities*

Evaluation Measure # of unhelmeted motorcycle injuries, crashes, and fatalities
Funding Source 402
Program Area MC - Motorcycle Safety

Cost Summary

| | | |
|----------------------|-----------|------------------|
| Personal Services | \$ | 6,100.00 |
| Operating Expenses | \$ | 16,000.00 |
| Travel | | |
| Contractual Services | | |
| Other (indirects) | | |
| Total | \$ | 22,100.00 |
| | | |
| Federal Funds | \$ | 22,100.00 |
| Agency Match | | |
| Total | \$ | 22,100.00 |
| | | |
| Local Benefit | \$ | 22,100.00 |

Program Task Descriptions

Safety Education and Enforcement Programs

Office of Communications





PROGRAM TASK DESCRIPTIONS

Office Of Communications

OFFICE OF COMMUNICATIONS

Communications plays a critical role in addressing numerous traffic safety issues identified in the Problem Identification Report and goals set out in the Colorado Integrated Safety Plan. Communications includes media relations, community relations, marketing, paid advertising and development of strategic partnerships that expand CDOT's goal of furthering safety education and reducing fatalities.

CDOT's Office of Communications (OC) supports the Office of Transportation Safety (OTS), its grantees and partners with specialized assistance related to projects addressing occupant protection and impaired-driving education and outreach. The OC conducts the high-visibility aspect of enforcement campaigns aimed at reducing fatalities including the "Click It or Ticket" seat belt campaign and "The Heat Is On" impaired-driving campaign. Other major communications initiatives center on teen driving, child passenger safety, motorcycle safety, distracted driving, drugged driving, pedestrian safety and speed. The projects included in the Communications section of the ISP were chosen based on problem identification and requests from the Office of Transportation Safety.

Communications activities to address occupant protection and impaired driving problems will include:

- Development and implementation of ongoing media and public relations campaigns for high-visibility enforcement, including DUI/drugged driving and seat belt enforcement
- Development and implementation of safety education campaigns for motorcycle safety, teen driving, child passenger safety, pedestrian safety, distracted driving and speed
- Development and distribution of news releases
- Development of relationships with statewide media to encourage news coverage of safety issues
- Development and implementation of a comprehensive social media strategy through Facebook, Twitter and YouTube
- Execution of newsworthy media and special events
- Development of materials for Hispanic audiences and Spanish-language media
- Execution of media events and special events which are culturally relevant for minority audiences
- Development and production of collateral materials, including brochures, fact sheets, posters, flyers, print ads, radio spots and videos
- Fostering of positive relationships with media, grantees, task forces, coalitions and internal and external partners to expand safety education
- Development and maintenance of campaign websites
- Placement of paid media buys to reach campaign target audiences
- Evaluation of campaign elements, including developing a methodology for evaluating increases in public awareness



PROGRAM TASK DESCRIPTIONS

Office Of Communications

Task Number 15-08-81-01
Program Name High-Visibility DUI Enforcement - PR/Evaluation
Contractor Amelie Company, Communications Infrastructure Group and National Research Center
Program Manager Wilfong

In 2012, there were 133 estimated fatalities where a driver had a BAC of .08 or greater. For drivers 16 years of age or older, there were 24,742 DUI and DWAI cases filed in 2012 throughout the state of Colorado. With the passage of Amendment 64 legalizing recreational marijuana use, there is increased access and opportunity for impaired driving.

According to NHTSA's Countermeasures That Work, the most effective strategies to reduce driving while impaired by drugs or alcohol include high-visibility enforcement and saturation patrols paired with mass media campaigns. This project will conduct the mass media portion of the high-visibility "The Heat Is On" enforcement campaign. Associated costs include public relations and advertising consultants, along with a research report that measures statewide impaired-driving knowledge, behaviors and campaign effectiveness.

This project is supported in the Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices Seventh Edition, 2013 5.2 Mass Media Campaigns 1-44.

This project addresses measures:

- C-5. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above*
- S-1. Conduct driver attitude and awareness survey of Highway Safety enforcement and communications activities, and self-reported driving behavior*

Evaluation Measure Increase in public awareness, # of media stories placed
Funding Source 405d
Program Area M6OT - Other

Cost Summary

| | | |
|----------------------|-----------|-------------------|
| Personal Services | \$ | 4,500.00 |
| Operating Expenses | \$ | 4,500.00 |
| Travel | \$ | 1,000.00 |
| Contractual Services | \$ | 390,000.00 |
| Other (indirects) | | |
| Total | \$ | 400,000.00 |
| Federal Funds | \$ | 400,000.00 |
| Agency Match | | |
| Total | \$ | 400,000.00 |



PROGRAM TASK DESCRIPTIONS

Office Of Communications

Task Number 15-08-81-02
Program Name High-Visibility DUI Enforcement - Paid Media
Contractor Explore Communications
Program Manager Wilfong

In 2012, there were 133 estimated fatalities where a driver had a BAC of .08 or greater. For drivers 16 years of age or older, there were 24,742 DUI and DWAI cases filed in 2012 throughout the state of Colorado. With the passage of Amendment 64 legalizing recreational marijuana use, there is increased access and opportunity for impaired driving.

According to NHTSA’s Countermeasures That Work, the most effective strategies to reduce driving while impaired by drugs or alcohol include high-visibility enforcement and saturation patrols paired with mass media campaigns. This project will conduct the mass media portion of the high-visibility “The Heat Is On” enforcement campaign. Associated costs include media buys and media-buying consultants.

This project is supported in the Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices Seventh Edition, 2013 5.2 Mass Media Campaigns 1-44.

This project addresses measure:

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

Evaluation Measure Increase in public awareness, maximize buy with “added value,” gathering and analyzing ratings and impressions
Funding Source 405d
Program Area M5PEM - Paid Media

Cost Summary

| | | |
|----------------------|-----------|-------------------|
| Personal Services | \$ | 5,000.00 |
| Operating Expenses | \$ | 5,000.00 |
| Travel | | |
| Contractual Services | \$ | 390,000.00 |
| Other (indirects) | | |
| <u>Total</u> | <u>\$</u> | <u>400,000.00</u> |
| | | |
| Federal Funds | \$ | 400,000.00 |
| Agency Match | | |
| <u>Total</u> | <u>\$</u> | <u>400,000.00</u> |



PROGRAM TASK DESCRIPTIONS

Office Of Communications

Task Number 15-08-81-03
Program Name High-Visibility DUI Enforcement - Latino and Paid Media
Contractor Hispanidad, Explore Communications
Program Manager Wilfong

In 2012, there were 133 estimated fatalities where a driver had a BAC of .08 or greater. Of an estimated 190 alcohol-related fatalities, 34% of those involved a driver of Hispanic origin, despite representing only 20% of the State’s population. With the passage of Amendment 64 legalizing recreational marijuana use, there is increased access and opportunity for impaired driving.

According to NHTSA’s Countermeasures That Work, the most effective strategies to reduce driving while impaired by drugs or alcohol include high-visibility enforcement and saturation patrols paired with mass media campaigns. This project will conduct the public relations and advertising portions of the high-visibility “The Heat Is On” enforcement campaign. Associated costs include public relations and advertising consultants.

This project is supported in the Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices Seventh Edition, 2013 5.2 Mass Media Campaigns 1-44.

This project addresses measure:

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

Evaluation Measure Increase in public awareness, # of earned media stories placed in Spanish media outlets, # of impressions through paid media buys in Spanish media outlets
Funding Source 405d
Program Area M5PEM - Paid Media

Cost Summary

| | | |
|----------------------|-----------|-------------------|
| Personal Services | \$ | 2,500.00 |
| Operating Expenses | \$ | 2,500.00 |
| Travel | \$ | |
| Contractual Services | \$ | 145,000.00 |
| Other (indirects) | | |
| Total | \$ | 150,000.00 |
| Federal Funds | \$ | 150,000.00 |
| Agency Match | | |
| Total | \$ | 150,000.00 |



PROGRAM TASK DESCRIPTIONS

Office Of Communications

Task Number 15-08-81-04
Program Name Motorcyclist Safety
Contractor Colorado Department of Corrections
Program Manager Barela

The Highway Safety Office (HSO) will purchase a used/surplus motorcycle from a state agency. The motorcycle will be refurbished and modified by the Colorado Department of Corrections, Correctional Industry Program so it can be used at events to promote the HSO's Motorcyclist Awareness Program. The motorcycle will also be used to promote the use of proper motorcycling protective clothing, including helmets.

This project is supported in the Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices Seventh Edition, 2013 4.1 Communications and Outreach: Conspicuity and Protective Clothing 5-22 and 4.2 Communications and Outreach: Other Driver Awareness of Motorcyclists 5-24.

This project addresses measures:

- C-7. *Number of motorcyclist fatalities*
- C-8. *Number of unhelmeted motorcyclist fatalities*

Evaluation Measure Increase in public awareness of motorcycle safety
Funding Source 405 (f)
Program Area M9MA - Motorcycle Awareness

Cost Summary

| | | |
|--------------------|----|-------------------|
| Personal Services | | |
| Operating Expenses | \$ | 90,000.00 |
| Travel | \$ | 10,000.00 |
| Capital Equipment | \$ | 42,000.00 |
| Other (indirects) | | |
| <u>Total</u> | \$ | <u>142,000.00</u> |
| | | |
| Federal Funds | \$ | 142,000.00 |
| Agency Match | | |
| <u>Total</u> | \$ | <u>142,000.00</u> |



PROGRAM TASK DESCRIPTIONS

Office Of Communications

Task Number 15-08-81-05
Program Name Click It or Ticket and Seat Belts - PR/Evaluation
Contractor Amelie Company, Communications Infrastructure Group and National Research Center
Program Manager Wilfong

In 2012, 156 (54%) of the 287 motor vehicle occupants who died in a fatal crash in Colorado were not using seat belts or other restraints. In addition, 19% of motor vehicle occupants who were injured in a crash in 2012 were not using seat belts or other restraints. The estimated overall statewide seat belt usage for all vehicle types in 2013 was 82.1%. Of the 29 counties evaluated in the 2013 Statewide Seat Belt Survey, 12 counties had seat belt usage rates below the overall statewide average.

According to NHTSA’s Countermeasures That Work, effective high-visibility communications and outreach are an essential part of successful seat belt law high-visibility enforcement programs. Communications and outreach campaigns directed at low-belt-use groups have been demonstrated to be effective for targeted programs that support and are supported by enforcement. This project will conduct the public relations and advertising portion of the 3 high-visibility “Click It or Ticket” enforcement periods, along with a more targeted communications approach at a low-belt-use county.

This project is supported in the Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices Seventh Edition, 2013 3.1 Communications and Outreach Supporting Enforcement 2-22.

This project addresses measures:

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

Evaluation Measure Increase in public awareness, # of earned media stories placed in media outlets
Funding Source 402
Program Area PM - Paid Advertising

Cost Summary

| | | |
|----------------------|-----------|-------------------|
| Personal Services | \$ | 4,500.00 |
| Operating Expenses | \$ | 4,500.00 |
| Travel | \$ | 1,000.00 |
| Contractual Services | \$ | 190,000.00 |
| Other (indirects) | | |
| Total | \$ | 200,000.00 |
| Federal Funds | \$ | 200,000.00 |
| Agency Match | | |
| Total | \$ | 200,000.00 |



PROGRAM TASK DESCRIPTIONS

Office Of Communications

Task Number 15-08-81-06
Program Name Click It or Ticket and Seat belts - Paid Media
Contractor Explore Communications
Program Manager Wilfong

In 2012, 156 (54%) of the 287 motor vehicle occupants who died in a fatal crash in Colorado were not using seat belts or other restraints. In addition, 19% of motor vehicle occupants who were injured in a crash in 2012 were not using seat belts or other restraints. The estimated overall statewide seat belt usage for all vehicle types in 2013 was 82.1%. Of the 29 counties evaluated in the 2013 Statewide Seat Belt Survey, 12 counties had seat belt usage rates below the overall statewide average.

According to NHTSA’s Countermeasures That Work, effective high-visibility communications and outreach are an essential part of successful seat belt law high-visibility enforcement programs. Communications and outreach campaigns directed at low-belt-use groups have been demonstrated to be effective for targeted programs that support and are supported by enforcement. This project will conduct the mass media buying portion of the 3 high-visibility “Click It or Ticket” enforcement periods.

This project is supported in the Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices Seventh Edition, 2013 3.1 Communications and Outreach Supporting Enforcement 2-22.

This project addresses measures:

- C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions*
- B-1. Increase the observed seat belt use for passenger vehicles*

Evaluation Measure Increase in public awareness, maximize buy with “added value,” gathering and analyzing ratings and impressions
Funding Source 405b
Program Area M2PE - Public Education

Cost Summary

| | | |
|----------------------|-----------|-------------------|
| Personal Services | \$ | 5,000.00 |
| Operating Expenses | \$ | 5,000.00 |
| Travel | \$ | |
| Contractual Services | \$ | 240,000.00 |
| Other (indirects) | | |
| <u>Total</u> | <u>\$</u> | <u>250,000.00</u> |
| | | |
| Federal Funds | \$ | 250,000.00 |
| Agency Match | | |
| <u>Total</u> | <u>\$</u> | <u>250,000.00</u> |



PROGRAM TASK DESCRIPTIONS

Office Of Communications

Task Number 15-08-81-07
Program Name Hispanic Occupant Protection
Contractor Hispanidad, Explore Communications
Program Manager Wilfong

In 2012, 156 (54%) of the 287 motor vehicle occupants who died in a fatal crash in Colorado were not using seat belts or other restraints. Of those unrestrained fatalities, 35% were of Hispanic origin, despite representing only 20% of the State’s population. The estimated overall statewide seat belt usage for all vehicle types in 2013 was 82.1%. Of the 29 counties evaluated in the 2013 Statewide Seat Belt Survey, 12 counties had seat belt usage rates below the overall statewide average. In addition, there were 15 motor vehicle occupants between the ages of 0-15 who died in a motor vehicle fatality. Of those, 73% were of Hispanic Origin.

According to NHTSA’s Countermeasures That Work, effective high-visibility communications and outreach are an essential part of successful seat belt law high-visibility enforcement programs. Communications and outreach campaigns directed at low-belt-use groups have been demonstrated to be effective for targeted programs that support and are supported by enforcement. This project will conduct the public relations and advertising portion of Latino occupant protection outreach.

This project is supported in the Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices Seventh Edition, 2013 3.2 Communications and Outreach Strategies for Low-Belt-Use Groups 2-23.

This project addresses measures:

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

Evaluation Measure Increase in public awareness, # of earned media stories in Spanish media
Funding Source 402
Program Area PM - Paid Advertising

Cost Summary

| | | |
|----------------------|-----------|-------------------|
| Personal Services | \$ | 500.00 |
| Operating Expenses | \$ | 500.00 |
| Travel | | |
| Contractual Services | \$ | 99,000.00 |
| Other (indirects) | | |
| Total | \$ | 100,000.00 |
| | | |
| Federal Funds | \$ | 100,000.00 |
| Agency Match | | |
| Total | \$ | 100,000.00 |



PROGRAM TASK DESCRIPTIONS

Office Of Communications

Task Number 15-08-81-08
Program Name GDL and Teen Driving Safety Communications
Contractor Amelie Company, Explore Communications
Program Manager Wilfong

Motor vehicles are the leading cause of death for teenagers in the United States. In 2012, there were 66 drivers age 20 or younger involved in fatal crashes, representing a 4.76% increase from 2011. In 2012, Weld County (8) and Pueblo County (6) had the greatest numbers of 15 to 19 year-old drivers involved in a fatal crash.

According to NHTSA’s Countermeasures That Work, strategies to reduce crashes involving younger drivers include Graduated Drive License laws, driver’s education and parental involvement in the process. The State’s teen driving laws are complicated and require extensive communications and media outreach.

This project will conduct public relations and advertising for educating teens and parents on GDL laws and younger-driver safety issues in Colorado.

This project is supported in the Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices Seventh Edition, 2013 3.1 Parental Role in Teaching and Managing Young Drivers 6-20.

This project addresses measure:

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

Evaluation Measure Increase in public awareness, # of earned media stories
Funding Source 402
Program Area PM - Paid Advertising

Cost Summary

| | | |
|----------------------|-----------|------------------|
| Personal Services | \$ | 1,500.00 |
| Operating Expenses | \$ | 1,500.00 |
| Travel | \$ | 72,000.00 |
| Contractual Services | | |
| Other (indirects) | | |
| <u>Total</u> | <u>\$</u> | <u>75,000.00</u> |
| | | |
| Federal Funds | \$ | 75,000.00 |
| Agency Match | | |
| <u>Total</u> | <u>\$</u> | <u>75,000.00</u> |



PROGRAM TASK DESCRIPTIONS

Office Of Communications

Task Number 15-08-81-09
Program Name Child Passenger Safety
Contractor Communications Infrastructure Group and Amelie Company
Program Manager Wilfong

Observations of child (age 0-4) restraint use in the front or rear of the vehicle has varied between 83% and 89% for the past decade. In 2013, the estimated combined front/rear child restraint use hit a high of 92.7%. Child booster restraint use has only increased slightly to 72% in 2012 and remains lower than other child restraint systems. Juvenile (age 5-15) front/rear seat belt use was 78% in 2013, 2.4% lower than in 2012.

According to NHTSA's Countermeasures That Work, there is beginning to be more of an emphasis on developing and implementing programs targeting children age 8-15, and these programs are successful in changing knowledge and attitudes among parents and children.

This project will include a campaign to educate parents and caregivers statewide about the proper use of restraints for children at every age and every stage.

This project is supported in the Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices Seventh Edition, 2013 6. Communications and Outreach 2-30.

This project addresses measure:

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

Evaluation Measure Increase in public awareness, # of earned media stories
Funding Source 402
Program Area PM - Paid Advertising

Cost Summary

| | | |
|----------------------|-----------|------------------|
| Personal Services | \$ | 1,000.00 |
| Operating Expenses | \$ | 1,000.00 |
| Travel | \$ | 48,000.00 |
| Contractual Services | | |
| Other (indirects) | | |
| Total | \$ | 50,000.00 |
| Federal Funds | \$ | 50,000.00 |
| Agency Match | | |
| Total | \$ | 50,000.00 |



PROGRAM TASK DESCRIPTIONS

Office Of Communications

Task Number 15-08-81-10
Program Name Public Relations Program/ Media Support
Contractor To Be Determined
Program Manager Wilfong

Public awareness is a critical component to the success of traffic safety programs. This project will support the communications senior staff with tactical program implementation in order to further maximize the reach and effectiveness of both occupant protection and traffic-related impaired-driving programs. This includes managing materials, assets, and mailings; fielding questions from the public, CDOT grantees, and others; attending meetings; and building relationships to further communications reach.

This project addresses measures:

- C-1. Reduce the number of traffic fatalities*
- C-2. Reduce the number of serious injuries in traffic crashes*
- C-3. Reduce the fatalities per Vehicle Miles Traveled (VMT)*
- C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions*
- C-5. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above*
- C-7. Reduce the number of motorcycle fatalities*
- C-8. Reduce the number of unhelmeted motorcycle fatalities*
- C-9. Reduce the number of drivers age 20 or younger involved in fatal crashes*
- B-1. Increase the observed seat belt use for passenger vehicles*

Evaluation Measure Increase in public awareness
Funding Source 402
Program Area PM - Paid Advertising

Cost Summary

| | | |
|----------------------|-----------|-------------------|
| Personal Services | | |
| Operating Expenses | | |
| Travel | | |
| Contractual Services | \$ | 100,000.00 |
| Other (indirects) | | |
| <u>Total</u> | <u>\$</u> | <u>100,000.00</u> |
| | | |
| Federal Funds | \$ | 100,000.00 |
| Agency Match | | |
| <u>Total</u> | <u>\$</u> | <u>100,000.00</u> |



PROGRAM TASK DESCRIPTIONS

Office Of Communications

Task Number 15-08-81-11
Program Name *Distracted Driving*
Contractor *Amelie Company and Explore Communications*
Program Manager *Wilfong*

There were 101,533 crashes in Colorado in 2012 involving 187,489 drivers. Law enforcement reported a human contributing factor for 54,543 of the drivers involved in these crashes. Distraction is a common contributor to crashes. In a distracted driver study conducted by Colorado State University in 2013, of the 24,000 drivers observed, 15.6% were distracted. Talking on a cell phone was the most common distraction, followed by drinking/eating and texting. Women were more likely to drive distracted than men.

This project will help educate the public about the dangers of distracted driving and about Colorado’s law banning cell phones for teen drivers under age 18 and prohibiting texting for drivers 18 and older.

This project is supported in the Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices Seventh Edition, 2013 2.2 Communications and Outreach on Distracted Driving 4-18.

This project addresses measures:

- C-1. Reduce the number of traffic fatalities*
- C-2. Reduce the number of serious injuries in traffic crashes*

Evaluation Measure Increase in public awareness
Funding Source 402
Program Area PM - Paid Advertising

Cost Summary

| | | |
|----------------------|-----------|-------------------|
| Personal Services | \$ | 2,500.00 |
| Operating Expenses | \$ | 2,500.00 |
| Travel | | |
| Contractual Services | \$ | 145,000.00 |
| Other (indirects) | | |
| <u>Total</u> | <u>\$</u> | <u>150,000.00</u> |
| | | |
| Federal Funds | \$ | 150,000.00 |
| Agency Match | | |
| <u>Total</u> | <u>\$</u> | <u>150,000.00</u> |



PROGRAM TASK DESCRIPTIONS

Office Of Communications

Task Number 15-08-81-12
Program Name Pedestrian Safety Communications
Contractor Amelie Company
Program Manager Wilfong

Pedestrian fatalities increased 70% from 2011 to 2012, accounting for 16% of all motor vehicle fatalities. In 2012, 6% of the motor-vehicle-related serious injuries happened to pedestrians. Many of these fatalities and injuries are at the fault of the pedestrian, often attributed to jaywalking or intoxication.

This project will help educate the public about the potential hazards and precautions to take to avoid pedestrian injuries and fatalities.

This project addresses measures:

- C-1. Reduce the number of traffic fatalities*
- C-2. Reduce the number of serious injuries in traffic crashes*
- C-10. Reduce the number of pedestrian fatalities*

Evaluation Measure Increase in public awareness, # of earned media stories
Funding Source 402
Program Area PM - Paid Advertising

Cost Summary

| | | |
|----------------------|-----------|-------------------|
| Personal Services | \$ | 4,500.00 |
| Operating Expenses | \$ | 4,500.00 |
| Travel | | |
| Contractual Services | \$ | 201,000.00 |
| Other (indirects) | | |
| <u>Total</u> | <u>\$</u> | <u>210,000.00</u> |
| | | |
| Federal Funds | \$ | 210,000.00 |
| Agency Match | | |
| <u>Total</u> | <u>\$</u> | <u>210,000.00</u> |

Program Task Descriptions

Safety Education and Enforcement Programs

Pedestrian and Bicycle Safety





PROGRAM TASK DESCRIPTIONS

Pedestrian and Bicycle Safety

PEDESTRIAN and BICYCLE SAFETY

In 2013, pedestrian fatalities decreased from a record high of 76 in 2012 to 51 (preliminary data) in 2013, with the majority of pedestrian fatalities occurring in urban areas, at non-intersection locations. While this represents a significant decrease in the number of pedestrian fatalities, the Highway Safety Office (HSO) continues to address the issue by funding programs and projects intended to further reduce the number of fatalities and serious injuries associated with pedestrian crashes.

The Highway Safety Office will be focusing on establishing and enhancing projects that will help educate the public on the potential hazards and precautions to take to avoid pedestrian injuries and fatalities, including impairment, and also providing funding to enforce traffic safety laws.

While there are no specific bicycle safety projects included in this year's plan, the Colorado Department of Transportation (CDOT) promotes transportation mode choice by enhancing safety and mobility for bicyclists on or along the state highway system by defining the policies related to education and enforcement, planning, programming, design, construction, operation and maintenance of bicycle facilities and their usage. CDOT is committed to keeping all road users safe on Colorado roadways. To help address this CDOT developed a statewide public awareness campaign, "Share the Road, Friend," to encourage everybody to uphold their mutual responsibility to share the road.

Efforts and activities to increase Pedestrian Safety include:

- High-Visibility Enforcement of traffic safety laws focusing on both drivers and pedestrians in Denver, Arapahoe, Adams and Boulder counties
- Implementing pedestrian safety educational programs
- Increasing the number of people reached through educational training



PROGRAM TASK DESCRIPTIONS

Pedestrian and Bicycle Safety

Task Number 15-09-91-01
Program Name Pedestrian Education and Safety Campaign
Contractor Aurora Police Department
Program Manager Peterson

In 2012, there were 472 traffic fatalities in Colorado, of which 76, or 16%, were pedestrians. This was a 68% increase from 2011, and a 76% increase over a 5-year period. The City of Aurora is made up primarily by Adams and Arapahoe counties. Adams County and Arapahoe County were 2 of the top 3 counties in the state that had a high number of pedestrian fatality incidents in 2012. A total of 19 of the 76 pedestrian fatalities occurred in those 2 counties (10 in Adams and 9 in Arapahoe). Of those 19 pedestrian fatalities 8, or 42%, occurred in the City of Aurora.

The focus of this project is to reduce the number of deaths and injuries that occur as a result of auto-versus-pedestrian crashes. This will be accomplished through education based programs within the schools and community outreach efforts. This grant will allow Aurora Police Department to deploy additional officers for education and enforcement-based initiatives.

This project is supported in the Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices Seventh Edition, 2013 4.4 Targeted enforcement 8-27.

This project addresses measure:
C-10. Reduce the number of pedestrian fatalities

Evaluation Measure Statistical data review to compare after educational events occur
Funding Source 402
Program Area PS - Pedestrian and Bicycle Safety

Cost Summary

| | | |
|----------------------|-----------|------------------|
| Personal Services | \$ | 64,214.70 |
| Operating Expenses | \$ | 3,000.00 |
| Travel | | |
| Contractual Services | | |
| Other (indirects) | | |
| Total | \$ | 67,214.70 |
| | | |
| Federal Funds | \$ | 67,214.70 |
| Agency Match | | |
| Total | \$ | 67,214.70 |
| | | |
| Local Benefit | \$ | 67,214.70 |



PROGRAM TASK DESCRIPTIONS

Pedestrian and Bicycle Safety

Task Number 15-09-91-02
Program Name *Prevention of Pedestrian/Auto Collisions*
Contractor *Denver Police Department*
Program Manager *Peterson*

Pedestrian fatalities are on the rise statewide with a 77% percent increase from 2008 - 2012. In 2012, Denver saw a 130% increase in these fatalities. Out of the 76 statewide fatalities in 2012, 30% occurred in Denver.

This project will seek to decrease the number of pedestrian fatalities in Denver through targeted enforcement, publicity and outreach, making pedestrians more conspicuous, providing advanced training to Denver Police Department officers, and educating senior citizens in Denver about how to walk safely.

This project is supported in the Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices Seventh Edition, 2013 4.4 Targeted Enforcement 8-27.

*This project addresses measure:
 C-10. Reduce the number of pedestrian fatalities*

Evaluation Measure # of citations, # of DPD officers trained
Funding Source 402
Program Area PS - Pedestrian and Bicycle Safety

Cost Summary

| | | |
|----------------------|-----------|------------------|
| Personal Services | \$ | 78,874.00 |
| Operating Expenses | \$ | 11,300.00 |
| Travel | | |
| Contractual Services | | |
| Other (indirects) | | |
| Total | \$ | 90,174.00 |
| | | |
| Federal Funds | \$ | 90,174.00 |
| Agency Match | | |
| Total | \$ | 90,174.00 |
| | | |
| Local Benefit | \$ | 90,174.00 |



PROGRAM TASK DESCRIPTIONS

Pedestrian and Bicycle Safety

Task Number 15-09-91-03
Program Name Boulder Safe Streets
Contractor City of Boulder
Program Manager Peterson

In 2012, the City of Boulder published the Safe Streets Boulder Report, a 40-month study of motor vehicle collisions involving a bicyclist or pedestrian. This study analyzed collisions that occurred in Boulder from January 2008 through April 2011, including a review of types of collisions, behaviors that caused them, and locations where collisions most frequently occur. Crosswalks were the most common locations for collisions involving bicyclists or pedestrians and motor vehicles. A turning vehicle was the most common behavior in collisions involving a bicyclist or pedestrian and 1 in 4 pedestrian collisions involved a motorist turning at an intersection and a pedestrian within the crosswalk. 27% of bicycle collisions involved a motorist turning at an intersection and a bicyclist traveling parallel.

An outreach campaign will raise awareness about crosswalk-related ordinances, law enforcement will conduct targeted enforcement at top accident locations and a before/after compliance evaluation of crosswalk-related ordinances will demonstrate the success of these efforts. Boulder will coordinate these efforts with the CDOT Office of Communications to utilize the best practices of both CDOT and Boulder’s experience with pedestrian safety issues.

This project is supported in the Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices Seventh Edition, 2013 41. Pedestrian Safety Zones 8-22, 4.4 Targeted Enforcement 8-27.

This project addresses measures:

- C-2. Reduce the number of serious injuries in traffic crashes*
- C-10. Reduce the number of pedestrian fatalities*

Evaluation Measure Pre- and post-program observations of pedestrian
Funding Source 402
Program Area PS - Pedestrian and Bicycle Safety

Cost Summary

| | | |
|----------------------|-----------|------------------|
| Personal Services | \$ | 5,000.00 |
| Operating Expenses | \$ | 30,000.00 |
| Travel | | |
| Contractual Services | \$ | 12,500.00 |
| Other (indirects) | | |
| Total | \$ | 47,500.00 |
| Federal Funds | \$ | 47,500.00 |
| Agency Match | | |
| Total | \$ | 47,500.00 |
| Local Benefit | \$ | 47,500.00 |



PROGRAM TASK DESCRIPTIONS

Pedestrian and Bicycle Safety

Task Number 15-09-91-04
Program Name Safe All Ways
Contractor West Metro Fire Rescue District
Program Manager Peterson

West Metro Fire Rescue District’s 2013 call data indicates an increase in motor vehicle crashes involving pedestrians and bicycles within the fire protection district. Further analysis of these crashes indicated that most of the auto-versus-pedestrian crashes occurred between 3-5:00 pm during the week, affecting teens averaging age 15 and adults. Bicycle crashes occurred most frequently on the weekends between 12-2 pm, with more adults than children experiencing traumatic injuries. Motor vehicle crash data indicates the most dangerous times to be 1:00 pm and 5-6:00 pm, with drivers ages 16-25 involved in over 28% of crashes.

West Metro Firefighters will deliver pedestrian and bicycle safety presentations to elementary, middle and high school students. Elementary school programs will be delivered through the physical education classes. Grades K and 4 will receive pedestrian safety training and grades 2 and 6 will receive bicycle skills/bike helmet training. Middle school programs will be delivered through 8th grade science classes and will address seat belt use, crash dynamics, motor vehicle-verses-pedestrian crashes, and dangerous distractions (cell phone use) that lead to motor vehicle-versus-pedestrian crashes. One firefighter/presenter will visit 7 schools for 2 days at each school. High school programs will be delivered through family and consumer science classes and address distracted driving, distracted walking, and bike and pedestrian safety.

This project is supported in the Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices Seventh Edition, 2013 2.1 Elementary Age Child Pedestrian Training 8-13.

This project addresses measure:
 C-10. Reduce the number of pedestrian fatalities

Evaluation Measure # of students, staff, and children presented to, # of data searches
 Funding Source 402
 Program Area PS - Pedestrian and Bicycle Safety

Cost Summary

| | | |
|----------------------|-----------|------------------|
| Personal Services | \$ | 31,702.00 |
| Operating Expenses | | |
| Travel | | |
| Contractual Services | | |
| Other (indirects) | | |
| Total | \$ | 31,702.00 |
| <hr/> | | |
| Federal Funds | \$ | 31,702.00 |
| Agency Match | | |
| Total | \$ | 31,702.00 |
| <hr/> | | |
| Local Benefit | \$ | 31,702.00 |



PROGRAM TASK DESCRIPTIONS

Pedestrian and Bicycle Safety

Task Number 15-09-91-05
Program Name Arapahoe/Douglas Pedestrian Awareness
Contractor Tri-County Health Department
Program Manager Peterson

From 2010-2012, in Arapahoe and Douglas counties, pedestrian fatalities accounted for 20% and 12.5% of all traffic fatalities, respectively. Pedestrian fatalities have increased in recent years in Arapahoe and Douglas counties, as they have statewide in Colorado. Arapahoe County had the fourth-highest number of pedestrian fatalities in the state in 2012.

Staff from Tri-County Health Department, Swedish Medical Center, Littleton Fire Rescue, and South Metro Fire Rescue Authority will collect, map, and analyze ambulance response data for pedestrian-related motor vehicle crashes to identify high-risk areas for pedestrian-related crashes. This project will focus on pedestrian safety by using conspicuity enhancement strategies to reduce the number of pedestrian-related crashes in targeted locations in the 2 counties. Following analysis, a public awareness campaign will be targeted to 4-6 high-risk locations with messages designed to encourage pedestrians to make themselves more visible to drivers.

This project is supported in the Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices Seventh Edition, 2013 4.3 Conspicuity Enhancement 8-26.

This project addresses measure:
C-10. Reduce the number of pedestrian fatalities

Evaluation Measure # of people contacted, # of observed pedestrian behavior changes, other pre- and post-program observations
Funding Source 402
Program Area PS - Pedestrian and Bicycle Safety

Cost Summary

| | | |
|----------------------|-----------|------------------|
| Personal Services | \$ | 9,000.00 |
| Operating Expenses | \$ | 6,000.00 |
| Travel | | |
| Contractual Services | \$ | 32,500.00 |
| Other (indirects) | | |
| Total | \$ | 47,500.00 |
| Federal Funds | \$ | 47,500.00 |
| Agency Match | | tbd. |
| Total | \$ | 47,500.00 |
| Local Benefit | \$ | 47,500.00 |



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