

2019 Colorado Highway Safety Plan



Introduction

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 the traffic safety environment in Colorado by reducing the number and severity of traffic crashes. The HSO's programs target specific high-risk driving behaviors, such as impaired driving, speeding, distracted driving and also focuses on populations at high risk for crash involvement, such as young drivers, motorcycle riders and vehicle occupants who do not use seat belts.

In order for the HSO to direct 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 behavioral traffic safety problems?
- Which drivers are 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 crash prevention funds and for what types of activities?

The Problem Identification report incorporates data from the Fatality Analysis Reporting System (FARS), annual observed seat belt use survey results, the Department of Revenue's Crash Record file and Vehicle Miles Traveled (VMT). Other data sources include behavioral risk surveys (Healthy Kids Colorado, Youth Risk Behavior Survey) and the *Colorado* Health Information Dataset. The HSO also utilizes the expertise of various State mandated task forces including the Colorado Task Force on Drunk and Impaired Driving, State Traffic Records Advisory Committee, the Motorcycle Operator Safety Advisory Board and the Emergency Medical Trauma Services Injury Prevention Group.

In addition to the core performance measures established by NHTSA, the HSO developed three additional performance measures, specific to Colorado traffic safety challenges. These performance measures were developed utilizing in depth problem identification analyses.

To establish performance targets, the Colorado Department of Public Health and Environment (CDPHE) and CDOT coordinated analysis of the crash data through various methods including Loess regression and a polynomial regression line to create best fit curves. Other models were examined including straight line, exponential, linear, logarithmic, and power, but the polynomial and loess regressions appeared to be the best fit model for the existing crash data. These analyses assisted CDOT in establishing one year performance measure targets and future targets. These models all

predict significant increases in the crash numbers.

In order to address the traffic safety challenges identified, the HSO solicits applications and projects that are data driven, evidence based and employ countermeasure strategies, through a statewide Request for Proposal, in order to achieve performance targets. Extensive outreach efforts to the State and local traffic safety communities are utilized in order to target areas with persistent traffic safety issues. Applications are reviewed by panels of subject matter experts including representatives from the CDPHE, traffics stakeholders and partners and HSO staff. Applications are evaluated on their ability to impact statewide and local problem areas, as identified in the Problem Identification report, support local data, goals and proposed program activities and evaluation measures. Applications are also evaluated on their ability to impact the following core outcome measures:

C-1) Reduce the # of traffic fatalities

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

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

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

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

C-6) Reduce the # of speeding-related fatalities

C-7) Reduce the # of motorcyclist fatalities

C-8) Reduce the # of unhelmeted motorcyclist fatalities

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

C-10) Reduce the # of pedestrian fatalities

C-11) Reduce the # of bicyclist fatalities

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

C-13) Reduce the # of fatal crashes involving a driver aged 65 years and older

C-14) Reduce the # of fatalities in crashes involving a driver or motorcycle operator testing positive for +> 5ng of Delta 9 THC

There are several groups and organizations that engage in various processes and programs that are designed to prevent and mitigate Colorado's highway fatalities and serious injuries. From CDOT these include the Governor's Representative for Highway Safety, the Safety and Traffic Engineering Branch, the Office of Transportation Safety, the Transportation Regional Directors, 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, community groups and the private sector. Stakeholder groups include the task forces mentioned previously and members from the Strategic Highway Safety Plan's Emphasis Area teams. All of these entities are vital in the ongoing mission to reduce crashes resulting in fatalities or serious injury on Colorado roadways

In 2016 and 2017 Colorado experienced increases in fatal crashes, which after adopting Moving Towards Zero Deaths in 2013, is a disconcerting statistic. Colorado has experienced recent increases in population growth and vehicle miles traveled. With the legalization of marijuana, more and more technology causing distractions, climate change, low gas prices, a thriving local economy, and increasing population density in front range counties, there are many factors which play a part in the increased fatal crashes. While none of these factors alone can explain the increase, it is assumed that these and other factors all contribute to the increases Colorado is experiencing. It is anticipated that all of these factors will continue to increase, leading to continued increases in fatalities and serious injuries. The fatalities trend in 2018 does not indicate any reductions in traffic fatalities.

CDPHE and CDOT coordinated analysis of the fatality and crash data through various methods including Loess regression and a polynomial regression line in Excel to create best fit curves. Other models were examined including straight line, exponential, linear, logarithmic, and power, but the polynomial regression appeared to be the best fit model for the existing crash data. Using this data, in conjunction with other traffic data sources including citation data, arrest data, CDPHE BAC data and judicial data, was used as the basis for setting performance targets, selecting countermeasure strategies and developing projects.

In order to address the traffic safety challenges identified, the HSO solicits applications and projects that are data driven, evidence based and employ countermeasure strategies, through a statewide Request for Proposal, in order to achieve performance targets. Extensive outreach efforts to the State and local traffic safety communities are utilized in order to target areas with persistent traffic safety issues. Applications are reviewed by panels of subject matter experts including representatives from the CDPHE, traffic stakeholders and partners and HSO staff. Applications are evaluated on their ability to impact statewide and local problem areas, as identified in the Problem Identification report, support local data, goals and proposed program activities and evaluation measures. Applications are also evaluated on their ability to impact performance measures and performance targets.

In 2015, the Stat of Colorado adopted "Moving Towards Zero Deaths" as the State's bold new safety

initiative and completed the new Strategic Highway Safety Plan (SHSP). This new vision and plan guide all safety stakeholders in Colorado to reduce the incidence and severity of motor vehicle crashes and the human and economic losses that are associated with them. The SHSP set specific visionary goals for reducing our fatality and serious injury rates, as well as the total number of crashes overall as compared to previous years.

Colorado has experienced recent increases in population growth and vehicle miles traveled. With the legalization of marijuana, technology related distractions, a thriving local economy, and increasing population density in front range counties, there are many factors which play a part in increased fatal crashes. While none of these factors alone can explain the increase, it is anticipated that all of these factors will continue and lead to increases in fatalities and serious injuries. The fatalities trend continued in 2017, with a 6% increase in fatalities, from 608 in 2016 to 648 in 2017. CDPHE and CDOT coordinated analysis of the crash data through various methods including Loess regression and a polynomial regression line to create best fit curves. Other models were examined including straight line, exponential, linear, logarithmic, and power, but the polynomial regression appeared to be the best fit model for the existing crash data. These graphs represent several potential values for future crash numbers in the state and all predict significant increases in the crash numbers.

Of the five measures, three must be identically set for NHTSA's Highway Safety Plan and FHWA's Highway Safety Improvement Plan - Number of Fatalities, Fatality Rate per 100 Million VMT, Number of Serious Injuries. This was done through collaborative statistical analysis by CDOT's HSO and Traffic and Safety Engineering Branch. The current proposed targets are as follows:

Colorado 2019 Safety Targets

5-year Averages 2015-2019:

Fatalities - 644

Fatality Rate - 1.21 Serious

Injuries – 2,909

State of Colorado Performance Report to Date

C-1) Number of traffic fatalities (FARS)

In 2018, the Colorado performance target for this performance measure was 610 traffic fatalities. Colorado continued to see an increase in overall traffic related fatalities. In 2016 there were 608 traffic related fatalities, in 2017 that number increased to 648, which is a 6% increase. This was the 6th consecutive year that traffic fatalities had increased, which in part was attributable to the information outlined in the highway safety planning process, the lack of a primary seat belt law, lack of a motorcycle helmet law and changes to the distracted driving statute. However, the HSO continued to address these challenges by aggressively seeking new and innovative projects and programs, utilizing problem identification to direct enforcement efforts, engage with partners and stakeholders of unrepresented populations and high visibility enforcement in multiple traffic challenges.

C-2) Number of serious injuries in traffic crashes

In 2018, the Colorado performance target for this performance measure was 3,350. Colorado experienced a decrease in serious injury crashes from 2,938 in 2016 to 2,909 in 2017. The HSO office attributed this in part to aggressively seeking new and innovative projects and programs, utilizing problem identification to direct enforcement efforts, engaging with partners and stakeholders of unrepresented populations and high visibility enforcement in multiple traffic challenges.

C-3) Fatalities/VMT

In 2018, the Colorado performance target for this performance measure was 1.20. Colorado continued to see an increase in fatalities/100M VMT. In 2017 the VMT was 1.21. This was the 3rd consecutive year of increases in VMT, which in part was attributable to the information outlined in the highway safety planning process, including increases in population growth and roadway congestion. However, the HSO continued to address these challenges by aggressively seeking new and innovative projects and programs, utilizing problem identification to direct enforcement efforts, engaging with partners and stakeholders of unrepresented populations and high visibility enforcement in multiple traffic challenges.

C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)

In 2018, the Colorado performance target for this performance measure was 186. In 2016, there were 186 unrestrained passenger vehicle occupant fatalities and in 2017, there were 220 which was an increase of 29%. This was attributed in part to the lack of a primary seat belt law. However, the HSO continued to address this challenge by participating in the 2018 CIOT May Mobilization, 2 rural CIOT campaigns and

supporting a primary seat belt task force that provided testimony on a failed primary seat belt law initiative.

C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)

In 2018, the Colorado performance target for this performance measure was 150. In 2016, there were 137 and in 2017, there were 142 preliminary alcohol-impaired fatalities with a driver or motorcycle operator having a BAC of .08+. The HSO attributed the decrease in alcohol-impaired traffic fatalities to aggressive high-visibility enforcement campaigns based on problem identification, high level engagement from the Colorado Task Force on Drunk and Impaired Driving, and innovative public awareness campaigns.

C-6) Number of speeding-related fatalities (FARS)

In 2018, the Colorado performance target for this performance measure was 211. In 2016, there were 211 and in 2017, there were 230 speed-related fatalities. The HSO attributed this increase to population growth and roadway congestion. The HSO continued to address this performance measure through targeted speed enforcement activities, including night time enforcement, and in areas identified through the problem identification process. The HSO solicited and encouraged new agencies, including urban and rural, to participate in speed enforcement initiatives.

C-7) Number of motorcyclist fatalities (FARS)

In 2018, the Colorado performance target for this performance measure was 125. In 2016, there were 125 and in 2017, there were 103 motorcyclist fatalities. The HSO attributed this decrease to high level involvement of the Motorcycle Operator Safety Advisory Board, aggressive public awareness campaigns directed to motorcyclists and motorists, and a decrease in unhelmeted motorcycle fatalities.

C-8) Number of unhelmeted motorcyclist fatalities (FARS)

In 2018, the Colorado performance target for this performance measure was 77. In 2016, there were 77 and in 2017, there were 67. The HSO attributed the decrease in unhelmeted motorcycle fatalities to high level engagement of the Motorcycle Advisory Board, aggressive public awareness campaigns directed to motorcyclists and motorists and state authorized basic motorcycle training which includes training on utilizing proper motorcycle gear to include helmets.

C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)

In 2018, the Colorado performance target for this performance measure was 59. In 2016, there were 59 and in 2017, 91 drivers aged 20 or younger were involved in fatal crashes. The 91 drivers was the highest total over a 10 year period. The HSO attributed this increase in part to an increase in roadway congestion, population growth in this specific demographic and VMT.

C-10) Number of pedestrian fatalities (FARS)

In 2018, the Colorado performance target for this performance measure was 77. In 2016, there were 84 and in 2017, there were 92 pedestrian fatalities. This was the highest number of pedestrian fatalities in the past 10 years. The HSO office attributed this increase in part to roadway congestion, population growth and the traffic safety culture of high risk pedestrian behavior. The HSO continued to address all aspects of the pedestrian safety challenge through targeted high visibility enforcement of drivers and pedestrians that violate traffic safety laws, robust education of all roadway users, involvement in the pedestrian safety emphasis group of the Strategic Highway Safety Plan and involvement in Denver's Vision Zero Plan.

C-11) Number of bicyclists fatalities (FARS)

In 2018, the Colorado performance target for this performance measure was 15. In 2016, there were 16 and in 2017, there were 16 bicyclist fatalities. The HSO office attributed in part the lack of progress in this measure to roadway congestion, population growth and the traffic safety culture of Colorado roadway users. The HSO continued to address all aspects of the bicyclist safety challenge through education of all roadway users and involvement in Denver's Vision Zero Plan.

C-12) Fatalities Involving a Distracted Driver

In 2018, the Colorado performance target for this performance measure was 67. In 2016, there were 67 and in 2017, there were 70 fatalities involving a distracted driver. The HSO attributed the lack of progress in this performance measure in part to roadway congestion, population growth, the culture of acceptability in using technological devices while driving and the changes in Colorado statute making enforcement of the law challenging. The HSO addressed these challenges through high visibility enforcement and educational efforts.

C-13) Drivers 65 or Older Involved in Fatal Crashes

In 2018, the Colorado performance target for this performance measure was 92. In 2016, there were 92 and in 2017, there were 89. The HSO continued educational and outreach efforts among this driving population.

C-14) Fatalities Involving a Driver or Motorcycle Operator Testing Positive with a Delta 9 THC level of 5ng+

In 2018, the Colorado performance target for this performance measure was updated to 50. In 2016, there were 52 and in 2017, there were 35 fatalities involving a driver or motorcycle operator testing positive with a Delta 9 THC level of 5ng+. The HSO attributed in part this decrease to high visibility enforcement of impaired drivers, increased law enforcement training in the detection of drugged drivers, robust partnerships with cannabis industries, increased educational outreach efforts and high level involvement of the Colorado Task Force on Drunk and Impaired Driving.

B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)

In 2018, the Colorado performance target for this performance measure was 86%. In 2016, the rate was 84% and in 2017, the rate was 83.8%. These small fluctuations in usage rates are, at least in part, due to the vagaries of vehicle occupant behaviors in a secondary law state. It should be noted that in order for secondary law states to achieve a higher seat belt usage rate requires considerable investment in media and educational efforts must be significant in order to maintain current levels and to make even small gains. The HSO continued educational, outreach and enforcement. efforts through 3 CIOT campaigns and accompanying media efforts. Until Colorado achieves primary seat belt status the investment needed to gain a higher seatbelt usage rate is not justified.

2019 Performance plan

In order for the HSO to direct 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:

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- Which drivers are most likely to be involved in a crash? Are there particular segments of the population that are over-represented as drivers in crashes?
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The Problem Identification report incorporates data from the Fatality Analysis Reporting System (FARS), annual observed seat belt use survey results, the Department of Revenue's Crash Record file and Vehicle Miles Traveled (VMT). Other data sources include behavioral risk surveys (Healthy Kids Colorado, Youth Risk Behavior Survey) and the *Colorado* Health Information Dataset. The HSO also utilizes the expertise of various State mandated task forces including the Colorado Task Force on Drunk and Impaired Driving, State Traffic Records Advisory Committee, the Motorcycle Operator Safety Advisory Board and the Emergency Medical Trauma Services Injury Prevention Group. To establish the target for this performance measure, the CDPHE and CDOT coordinated analysis of the crash data through various methods including Loess

regression and a polynomial regression line to create best fit curves. Other models were examined including straight line, exponential, linear, logarithmic, and power, but the polynomial and loess regressions appeared to be the best fit model for the existing crash data. These analyses assisted CDOT in establishing one year performance measure targets and future targets.

Performance Measure Name	Target Period(Performance Target)	Target Start Year (Performance Target)	Target End Year (Performance Target)	Target Value(Performance Target)
C-1) Number of traffic fatalities (FARS)	5 Year	2015	2019	644.0
C-2) Number of serious injuries in traffic crashes (State crash data	5 Year	2015	2019	2,909.0
C-3) Fatalities/VMT (FARS, FHWA)	5 Year	2015	2019	1.210
C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	Annual	2019	2019	200.0
C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	Annual	2019	2019	170.0
C-6) Number of speeding-related fatalities (FARS)	Annual	2019	2019	230.0
C-7) Number of motorcyclist fatalities (FARS)	Annual	2019	2019	125.0
C-8) Number of unhelmeted motorcyclist	Annual	2019	2019	82.0
C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)	Annual	2019	2019	75.0
C-10) Number of pedestrian fatalities (FARS)	Annual	2019	2019	90.0
C-11) Number of bicyclists fatalities (FARS)	Annual	2019	2019	16.0

B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants	Annual	2019	2019	85.0
C-12) Fatalities Involving a Distracted Driver	Annual	2019	2019	70.0
C-13) Drivers 65 or Older Involved in Crashes	Annual	2019	2019	90.0
-14) Fatalities Involving a Driver or Motorcycle Operator Testing Positive with a Delta 9 THC level of 5ng+	Annual	2019	2019	40.0
Percentage of Crash Reports Electronically Submitted to DOR	Annual	2019	2019	49.0

Evidence-based Traffic Safety Enforcement Program (TSEP)

In 2016 there were:

- 128,009 motor vehicle crashes, a four percent increase from 2015.
- 558 fatal crashes; a 10 percent increase from 2015.
- 608 fatalities; an 11 percent increase from 2015.
- 211 speeding-related fatalities; comprising 35 percent of all fatalities.
- 9,936 motor vehicle injury crashes, a three percent decrease from 2015.
- 11,786 persons were injured by those 9,936 motor vehicle injury crashes, an 8 percent decrease from 2015.
- 2,956 had injuries that were classified as serious (incapacitating), an 8 percent decrease from 2015.

The counties with the highest number of traffic fatalities in 2016 were: Adams (60), Weld (55), Denver, (54), El Paso (48), Jefferson (48).

The counties with the highest number of serious injuries in 2016 were: Denver (486), Arapahoe (388), Adams (339), Jefferson (203) and Boulder (202).

The Colorado Department of Transportation, Office of Transportation Safety, Highway Safety Office (HSO) Traffic Safety Enforcement Plan for Occupant Protection, Impaired Driving and Speed is based on problem identification that identifies areas of the State that are over represented in crashes and fatalities involving impaired driving, unrestrained occupants and excessive speed. The Colorado Department of Transportation sets targets in their Highway Safety Plan (HSP) every year to reduce the number of fatalities and serious injuries from motor vehicle crashes for the state of Colorado. Based on the crashes that took place on Colorado public roadways during 2016, the following factors comprised the majority of fatalities:

- 211 Speeding fatalities (35 percent of all fatalities)
- 186 Unrestrained fatalities (51 percent of all passenger vehicle occupant fatalities)
- 213 fatalities involving an alcohol and/or drug (5ng THC+) impaired driver. 35% of all fatalities involved an impaired driver, 26% of these fatalities involved an alcohol-impaired driver and 8% involved an 5ng THC+ impaired driver. This is a 20% increase from the impaired driving fatalities in 2015.

OCCUPANT PROTECTION

Unrestrained passenger vehicle occupant fatalities decreased by only two fatalities from 2015 to 2016 from 188 to 186 and still exceeded the 2016 State goal of 176 unrestrained fatalities. 186 of the 362 (51 percent) motor vehicle occupants who died in a fatal crash in 2016 were not using seat belts or other restraints. 511 of the 1,956 (26 percent) motor vehicle occupants who were seriously injured in a crash in 2016 were not using seat belts or other restraints.

- The estimate of overall statewide seat belt usage for all vehicle types in 2016 was 84.0 percent, a 1.4 percent decrease from 85.2 percent in 2015.
- In 2016, the counties with the highest number of unrestrained passenger vehicle occupant fatalities were: Adams (20), Weld (20), El Paso (16), Jefferson (12), Larimer (12).
- Of the 29 counties in the 2016 Statewide Seat Belt Survey, observed seat belt use was below the 2016 state goal of 84.0 percent for the following twelve counties: Adams (83.1%), Baca (63.9%), Delta (77.8%), Denver (78.3%), Eagle (82.9%), El Paso (83.0%), Fremont (83.2%), Huerfano (80.1%), La Plata (81.5%), Lincoln (81.3%), Montezuma (81.6%), Montrose (83.8%), Morgan (76.8%), Pueblo (70.8%) and Weld (82.2%).

Colorado's Highway Safety Office supports the Click It or Ticket May Mobilization and Child Passenger Safety Week national mobilizations.

IMPAIRED DRIVING

- In 2016, there were 161 fatalities where a driver had a blood alcohol content (BAC) \geq 0.08; corresponding to a six percent increase from 2015, and 52 fatalities involving an impaired driver with 5ng THC+.
- In 2016, the counties with the highest number of fatalities in crashes involving a driver or motorcycle operator with a BAC \geq 0.08 were: Denver (22), El Paso (20), Arapahoe (14), Larimer (14) and Weld (13).

SPEED ENFORCEMENT

- In 2016, there were 211 speeding related fatalities, corresponding to a 2 percent decrease from 2015.
- Law enforcement officers indicated that speeding was the driver action, or specific law violation, leading to a crash in 33 percent of all motor vehicle fatalities and 9 percent of all serious injuries in 2016.

- In 2016, the counties with the highest number of speeding related fatalities were: Denver (22), El Paso (22), Jefferson (20), Adams (19) and Arapahoe (19).

When locations are identified that are over represented in these areas, the HSO High Visibility Enforcement Coordinator, through the Law Enforcement Coordinator and the Local Law Enforcement Liaisons, contact law enforcement in the identified areas to form enforcement partnerships.

The Colorado State Patrol (CSP) provides statewide enforcement year round, in addition to the two weeks of enforcement during May. In addition to the CSP, local law enforcement agencies 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 to the number of unrestrained fatalities, serious injuries and the 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 two weeks of occupant protection enforcement in the rural areas of the state during March and April. 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.

Colorado law enforcement agencies participate in all seven national high visibility enforcement (HVE) campaigns as well as five other Statewide HVE campaigns during the year. The State specific HVE campaigns that the Highway Safety Office promotes include Spring Events (six weeks), Memorial Day Weekend (four days), Checkpoint Colorado (16 weeks), Fall Festivals (six weeks), and New Year's Eve (four to six days). These five 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. 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 night-time speed enforcement element.

The LEC and LEL monitor performance on all HVE grants including data entry that includes number of citations/arrests. Regular monitoring of all HVE activities, including cost per ticket, overtime activity, etc. is completed by the LEC and LEL and recommendations for continued funding are based on these factors. Adjustments to funding are made after examination of each HVE event to ensure funds are utilized in a cost efficient manner. If agencies are not meeting specified expected performance targets the LEC and LELs work with the local agencies to make adjustment to, and provide suggestions on how to improve performance. Working with the enforcement partners the HSO's Public Relations Office (PRO) develops outreach and awareness programs to make the public aware of the enforcement and to track effectiveness of the outreach (media impressions, surveys, etc).

2019 Highway Safety Office - Safety Education and Enforcement Programs

Impaired Driving

In 2016, there were 608 traffic fatalities in Colorado. There were 213 fatalities involving an alcohol and/or drug (5ng THC+) impaired driver. There were 161 alcohol-impaired and 52 5ng THC+ drug-impaired fatalities. 35% of all fatalities involved an impaired driver, 26% of these fatalities involved an alcohol-impaired driver and 8% involved a 5ng THC+ impaired driver. This is a 20% increase from the impaired driving fatalities in 2015.

The HSO will address impaired driving related crashes and fatalities through, high visibility enforcement, on targeted roadways identified in the 2018 Colorado Department of Transportation Problem Identification Report.

Adams County has the fifth highest population in the state of Colorado and consists of many large metro cities to include, Aurora, Westminster, Thornton, Commerce City and Brighton. In 2016 Adams County had 12 fatal crashes in which 14 individuals lost their lives. 6 or 50% of those crashes were impaired related.

The City of Aurora includes Adams and Arapahoe counties. In 2016, Adams County had 12 impaired driving related fatalities. This reflects a 32% increase over the previous 5 years. In 2016, Arapahoe County had 14 impaired driving related fatalities. This represents a 15% increase over the past 5 years. Of those 26 impaired driving fatalities in those two counties in 2016, 7 or 27% occurred in the City of Aurora.

The Colorado State Patrol enforces traffic laws of the state of Colorado on approximately 8,483 miles of state highways and more than 57,000 miles of county roads. In 2016, 317 individuals were killed in crashes investigated by Colorado State Patrol Troopers, a 0.6% increase over the 315 fatalities in CY 2015. In 2016, CSP Troopers responded to a total of 4,103 fatal and injury crashes, 563 or 13.7% were impaired related.

The City and County of Denver, with a growing population of more than 690,000, saw a 100% increase in the number of fatalities with an impaired driver from 2015 to 2016, with 11 fatalities and 22 fatalities, respectively. With the high concentration of sporting/event centers, dance clubs, and bars in central downtown-paired with the special events and fairs that take place in Denver-make the city an environment that it is constantly at risk for having impaired drivers on the road.

The total estimated population of Jefferson County in 2016 is 571,837; and the population of unincorporated Jefferson County directly served by the Jefferson County Sheriff's Office is 200,130. In 2016, impaired driving was the largest individual contributor to crashes resulting in

injuries and fatalities in Jefferson County (22.78%). Jefferson County was ranked number 2 in the State of Colorado for impaired driving caused crashes.

Checkpoint Colorado-Colorado 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 (NHTSA) research shows that in areas where sobriety checkpoints are routinely practiced, the number of impaired driving related crashes and fatalities are reduced. The selected law enforcement agencies will conduct a minimum of three checkpoints, with two of those checkpoints to occur during holiday weekends. This project runs from Memorial Day through Labor Day. Agency selection is based on 2016 crash and fatality data.

Of the 64 counties in the state of Colorado, 56 counties contributed to the 608 fatal crashes in 2016. 31.36% were impaired related crashes.

Used in law enforcement environments, portable breath alcohol test systems are lightweight and ideal for evidential testing applications, printing results, and in many cases mobile data collection. In 2016 the Colorado Department of Transportation distributed 103 Lifeloc and/or Intoximeters to approximately 51 law enforcement agencies. These agencies were participating in High Visibility Impaired Driving Enforcement, Law Enforcement Assistance Fund (L.E.A.F.) overtime enforcement and/or the Checkpoint Colorado campaigns.

The Colorado Task Force on Drunk and Impaired Driving (CTFDID) will continue 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 CTFDID brings community and government organizations together, creating a forum for victims and advocates to access many subject matter experts and resources in one place. The CTFDID 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. The CTFDID acts as a resource for the legislature, enabling it to consider more cohesive, well-thought-out proposals.

Task Number **19-01-01**
Program Name **DRE/SFST Training and LEC**
Contractor **LEAD Impairment Training**
Program Manager **Ferber**

LEAD Impairment Training will provide Drug Recognition Expert (DRE) and Standardized Field Sobriety Testing (SFST) updates and instructor training to Colorado Law Enforcement in basic and advanced National Highway Traffic Safety Administration (NHTSA) Impaired Driving training programs.

LEAD Impairment Training will provide statewide annual update training, coordinate DRE certification nights statewide and implement a web-based communications solution for the DRE/SFST community.

Mark Ashby is being hired as as a Law Enforcement Coordinator in the HSO and will serve as a subject matter expert on impaired driving topics. His expertise will be used to further enhance law enforcement training statewide and provide instruction to the organizations internal and external partners.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices Ninth Edition, 2017*

1. Alcohol-and-Drugged Driving – 7.1 Enforcement of Drug-Impaired Driving

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 SFST recertification and SFST updates, # of new DRE’s, # of new DRE Instructors

Funding Source: 405D

Program Area: FDLDATR

Federal Funds \$125,000

Agency Match \$0

Local Benefit \$0

Task Number 19-01-02
Program Name Colorado Task Force on Drunk and Impaired Driving (CTFDID)
Contractor Colorado State Patrol (CSP)
Program Manager Rocke

The goal of this program is to provide administrative support to the CTFDID 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.

The CTFDID 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 CTFDID acts as a resource for the legislature, enabling it to consider more cohesive, well-thought-out proposals.

The CSP provides assistance to the CTFDID by producing and distributing the Annual Report, Statewide Impaired Driving Action plan, minutes of the meetings and scheduling and facilitating CTFDID committee meetings.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Ninth Edition, 2017

Section 1. Alcohol and Drug Impaired Driving 1.5 Alcohol-Impaired-Driving Law Review.

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: FDLHVE

Federal Funds \$30,000
Agency Match \$0
Local Benefit \$0

Task Number 19-01-03
Program Name Support for DUI Courts
Contractor Colorado Judicial Branch
Program Manager Rocke

The focus of this project is to continue to identify the emphasis area of impaired driving in Colorado and through the avenue of DUI Courts.

The DUI Courts are intended to target the multiple DUI offender who is assessed at a high risk to recidivate and has a high need for treatment, as assessed with a moderate to severe substance use disorder. These are individuals who are not successful with traditional probation level supervision and services and require more intensive supervision, intervention by means of immediate responses to behavior, and a holistic approach to treatment needs, guided by validated assessments and ongoing, frequent staffing of the offenders needs by the multi-disciplinary court team.

The State Court Administrator's Office piloted an Accreditation program in 2017. The goal of accreditation is to provide state level oversight and review of all DUI Courts to ensure programs are operating with fidelity to the model and functioning in a manner which is shown through research to produce successful outcomes and increase safety to the community. In 2018, state Accreditation for DUI Courts is now available to all DUI Court programs in the state. There are currently five operational courts under this grant: Arapahoe, Huerfano, Denver, Morgan and Alamosa Counties,

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Ninth Edition, 2017

1. Alcohol-Impaired and Drugged Driving – 3.1 DWI Courts

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 registration/census of all DUI Court teams, # of trainings offered, # of follow-up surveys,
Funding Source:	405D
Program Area:	FDLCS
Federal Funds	\$150,000
Agency Match	\$0
Local Benefit	\$0

Task Number **19-01-04**
Program Name **Traffic Safety Resource Prosecutor (TSRP)**
Contractor **Colorado District Attorney’s Council (CDAC)**
Program Manager **Ferber**

The TSRP program provides subject matter expertise on impaired driving, traffic crash investigations and courtroom testimony to Colorado law enforcement and prosecutors statewide. 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 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. In addition, the TSRP program develops and maintains technologically current methods for distribution of relevant training on impaired driving and other traffic related subjects, in addition to live trainings.

In 2019, the TSRP program will expand to include a second TSRP who will work approximately 30 hours per week.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices Ninth Edition, 2017*

1. Alcohol-and-Drug Impaired Driving – 7.1 Enforcement of Drug-Impaired Driving

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 officers training, # of prosecutors trained

Funding Source: 405D
Program Area: FDLCS

Federal Funds \$300,000
Agency Match \$62,096
Local Benefit \$0

Task Number 19-01-05
Program Name Checkpoint Colorado
Contractor Law Enforcement (TBD)
Program Manager Ferber

Colorado law enforcement agencies selected through problem identification will target areas in the state identified as having high rates of impaired driving related crashes and fatalities. The National Highway Traffic Safety Administration (NHTSA) research shows that in areas where sobriety checkpoints are routinely practiced, the number of impaired driving related crashes and fatalities are reduced. The selected law enforcement agencies will conduct a minimum of three checkpoints, with two of those checkpoints to occur during holiday weekends. This project runs from Memorial Day through Labor Day.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices Ninth Edition, 2017*

1. Alcohol-and Drug Impaired Driving - 2.1 Publicized Sobriety Checkpoint Programs

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 checkpoints, # of impaired driving arrests

Funding Source: 405D

Program Area: FDLHVE

Federal Funds \$30,000.00

Agency Match \$0

Local Benefit \$0

Task Number 19-01-07
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 14 HVE periods supported through the HSO.

The HSO will partner with the CDOT Public Relations Office and law enforcement agencies in cities and counties that were identified in the 2017 Problem Identification Report, as having high impaired driving related crashes and fatalities.

Funding Source 405D
Program Area FDLHVE

Match/MOE \$1,200,000

Task Number 19-01-08
Program Name Impaired Driving (ID) Tech Transfer
Contractor OTS
Program Manager Rocke

Funds provide registration and travel costs to conferences and events related to DRE training, including the (IACP) Impaired Driving Conference. Law enforcement officers and other traffic safety partners selected to attend will be required to submit a summary of their findings. Attendees will use the information they learned at the conference to give law enforcement officers up-to-date information and methods in recognizing symptoms of drug use in the motoring public

Funds may also be used to cover travel and registration costs to other impaired driving training and countermeasure events.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Ninth Edition, 2017

1. Alcohol-Impaired and Drugged Driving - 7.1 Enforcement of Drugged Driving.

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 of findings

Funding Source: 405D
Program Area: M60T

Federal Funds \$25,000
Agency Match \$0
Local Benefit \$0

Task Number 19-01-09
Program Name Impaired Driving Enforcement
Contractor Colorado State Patrol (CSP)
Program Manager Chase

The goal of this project is to reduce by 25% the number of Driving under the influence of alcohol and or drugs (DUI)-related fatal and injury crashes investigated by the Colorado State Patrol (CSP) Troopers statewide through FFY 2021 compared to FFY 2016.

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 (NHTSA) high visibility enforcement campaigns. The CSP will also provide overtime hours at multi-agency sobriety checkpoints and saturation patrols and 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* Ninth Edition, 2017
Section 2.1 Publicized Sobriety Checkpoints, 2.2 Publicized Saturation Patrol Programs, and 7.1 Enforcement of Drugged Driving.

This project addresses measures:

- C-1. Reduce the number of traffic fatalities**
- 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 checkpoints conducted, # of motor vehicles stopped and checked, # of impaired driving arrests, # of drivers evaluated using SFST
Funding Source:	405D
Program Area:	FDLHVE
Federal Funds	\$400,000
Agency Match	\$0
Local Benefit	\$0

Task Number 19-01-10
Program Name Border Wars
Contractor Local Law Enforcement agencies within Larimer County
Program Manager Chase

The Border War is the name of a college rivalry between the Colorado State University Rams and the University of Wyoming Cowboys football teams. The two campuses are around 65 miles apart via U.S. Route 287.

This will be a multi- jurisdictional directed zero tolerance traffic enforcement that will occur on Highway 287 from Ft. Collins, Colorado to Laramie, Wyoming, October 26, 2018 (06:00- 2400). Agencies involved in Colorado will be Larimer County SO, Fort Collins PD, Loveland PD, CSU PD, and the Colorado State Patrol.

These agencies will be covering approximately 35 miles on Highway 287.

The other agencies in Wyoming will be the Wyoming Highway Patrol, Laramie PD, Albany CO SO, Cheyenne PD, Wyoming PD, Wyoming State Parks and the Wyoming Campus Police.

The goal of this operation is for law enforcement to decrease the number of traffic crashes, traffic violations and reduce impaired driving on the target highway.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Ninth Edition, 2017

2.1 Publicized Sobriety Checkpoints, 2.2 Publicized Saturation Patrol Programs, and 7.1 Enforcement of Drugged Driving

This project addresses measures:

C-1. Reduce the number of traffic fatalities

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: FDLHVE

Federal Funds \$5,000

Agency Match \$0

Task Number 19-01-11
Program Name 2018 DUI/ High Visibility Enforcement (HVE)/Checkpoints
Contractor Aurora Police Department (APD)
Program Manager Chase

The focus of this project is to reduce the number of deaths and injuries that occur as a result of impaired driving crashes in Aurora. These reductions will be achieved through an aggressive High Visibility Enforcement campaign including checkpoints, saturation patrols, and adding additional HVE shifts for individual officers to focus solely on impaired driving enforcement. The Aurora Police Department will also supplement the enforcement efforts with education based programs within the schools, through social media, and community outreach efforts.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Ninth edition, 2017

1. Alcohol-Impaired and Drugged Driving - 2.1 Publicized Sobriety Checkpoint Programs.

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 checkpoints conducted, # of motor vehicles stopped and checked, # of impaired driving arrests, # of drivers evaluated using SFST

Funding Source: 405D

Program Area: FDLHVE

Federal Funds \$185,000

Agency Match \$0

Task Number 19-01-12
Program Name Denver’s Comprehensive Impaired Driving Project
Contractor Denver Police Department
Program Manager Chase

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.

Fourteen high visibility enforcement campaigns will be run throughout the year to address key periods and five sobriety checkpoint operations will be conducted with four of them to occur during high visibility enforcement dates. The DUI Unit anticipates staging the sobriety checkpoint operations on roadways most travelled by impaired drivers. Saturation efforts will be deployed two or three 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.

The addition of a new Breath/Blood Alcohol Testing (BAT) Van, Denver predicts a 10% increase in the number of DUI arrests per checkpoint operation.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Ninth Edition, 2017

1. Alcohol-Impaired and Drugged Driving - 2.2 Publicized Saturation Patrol Programs.

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 checkpoints conducted, # of motor vehicles stopped and checked, # of impaired driving arrests, # of drivers evaluated using SFST
Funding Source:	405D
Program Area:	FDLHVE
Federal Funds	\$ 300,000
Agency Match	\$0

Task Number 19-01-13
Program Name Regional Law Enforcement Coordinator's (LEC)
Contractor Retired Law Enforcement Officers
Program Manager Chase

The Office of Transportation Safety (OTS) designates five Regional Law Enforcement Coordinators to coordinate all statewide training and local activities for local law enforcement agencies in their designated region. The Regional LEC's will encourage partners and stakeholders within State and local organizations to work and collaborate with law enforcement, healthcare providers and media whenever possible to promote highway safety. The Regional LEC's will serve as a link to promote the Highway Safety Offices programs; Impaired Driving, Occupant Protection, Speed, Distracted Driving, Pedestrian Safety, and Motorcycle Awareness.

This project is supported by numerous areas in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Ninth Edition, 2017

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, and # of agencies contacted, # agencies recruited

Funding Source: 402
Program Area: PT
Federal Funds \$ 202,500
Agency Match \$ 0
Local Benefit: \$ 202,500

Task Number **19-01-14**
Program Name **DRE Training/School/DRE One-Year Later**
Contractor **OTS**
Program Manager **Ferber**

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 program throughout the state by hosting a 2019 DRE School and continued training of existing DREs, including update trainings. Currently Colorado has 229 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.

Colorado is also hosting a DRE One-Year Later school to provide supplemental training and support to law enforcement officers who became certified in 2017. The DRE One-Year Later school is a new concept that is only being offered in the State of Colorado.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices Ninth Edition, 2017*

1. Alcohol-and-Drug Impaired Driving – 7.1 Enforcement of Drug-Impaired Driving

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’s completing the training

Funding Source: 405D

Program Area: FDLDATR

Federal Funds \$100,000

Agency Match \$0

Local Benefit \$0

Task Number 19-01-15
Program Name Jefferson County Impaired Driving Campaign
Contractor Jefferson County Sheriff's Office
Program Manager Chase

The focus of this project is to reduce the number of deaths and injuries that occur as a result of impaired driving crashes in unincorporated Jefferson County. The Jefferson County Sheriff's Office has created two full time Impaired Driving car positions. This was in response to a document published by the Colorado Department of Transportation reporting that Jefferson County ranked first in the State for impaired driving crashes and injuries. This project will allow JCSO to supplement the two impaired driving cars with additional deputies with the sole focus to locate and stop impaired drivers. These additional resources will be used during High Visibility Enforcement periods and while participating with the Metropolitan DUI Task Force.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Ninth edition, 2017

1. Alcohol-Impaired and Drugged Driving - 2.1 Publicized Sobriety Checkpoint Programs.

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 motor vehicles stopped and checked, # of impaired driving arrests, # of drivers evaluated using SFST
Funding Source:	405D
Program Area:	FDLHVE
Federal Funds	\$50,000
Agency Match	\$0

Task Number 19-01-16
Program Name DUI Countermeasures
Contractor Department of Revenue (DOR)
Program Manager Rocke

These funds are used by DOR for the administrative personal services costs of appeal, judicial reviews, citation processing, express consent hearing section, interlock review, penalty assessment and the call center. The funds are state funds and are not used to match any other federal programs.

Funding Source: 402
Program Area: DL

Federal Funds \$0
Agency Match \$2,500,000

Task Number 19-01-17
Program Name DUI Court Administration
Contractor Colorado Judicial Branch
Program Manager Roche

The 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: 402
Program Area: AL

Federal Funds \$0
Agency Match \$1,600,000

Task Number **19-01-18**
Program Name **MADD Colorado Courtroom Monitoring Program**
Contractor **Mothers Against Drunk Driving (MADD)**
Program Manager **Ferber**

The court monitoring program will collect data to assist prosecutors, judges, and law enforcement in identifying systematic strengths and weaknesses and developing best practices. This process will assist in the development of community standards for DUI adjudication in each judicial district.

Court monitoring increases the probability that DUI offenders will receive the appropriate sentence—making it more likely that they will receive the treatment, education, and other countermeasures needed to prevent recidivism and reduce fatalities.

Strengthening the adjudication of DUI cases will likely reduce time and resources required of law enforcement for the court process—freeing them up for increased DUI enforcement.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices Ninth Edition, 2017*

1. Alcohol-and Drug-Impaired Driving - 3. Deterrence – 3.3 – Court Monitoring

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 volunteer court monitors trained, # of observations, # of community partner meetings, # of continuing education sessions held, annual report, # of notable stakeholder roundtable events

Funding Source: 405D
Program Area: FDLCS

Federal Funds \$45,000
Agency Match \$15,000
Local Benefit \$0

Task Number **19-01-19**
Program Name **Portable Breath Testers (PBT) & Calibration Stations**
Contractor **OTS**
Program Manager **Chase**

This project will address the equipment and operating needs of those agencies participating in either the 2019 Checkpoint Colorado campaign, or routinely conducting Impaired Driving Enforcement. This equipment will consist of (PBT) and PBT Calibration Stations. A portion of these testers will be given to the top performing Impaired Driving agencies during the 2019 Traffic Safety Champions events.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Ninth edition, 2017

1. Alcohol-Impaired and Drugged Driving - 2.1 Publicized Sobriety Checkpoint Programs.

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 # of sobriety checkpoints conducted, # of impaired driving arrests

Funding Source 405D
 Program Area FDLHVE

 Federal Funds \$25,000
 Agency Match \$0

Task Number 19-01-20
Program Name 2019 HVE Impaired Driving
Contractor Adams County Sheriff's Office
Program Manager Chase

In 2017, there were 60 fatal crashes, resulting in 64 deaths in Adams County. Of the 64 fatalities, 24 (35%) involved at least one driver with a BAC (Blood Alcohol Concentration) above the legal limit of .08%.

The Adams County Sheriff's Office will conduct three highly publicized DUI checkpoints at various locations in the county, participate in all fourteen High Visibility enforcement campaigns, conduct five high visibility saturation patrols involving numerous personnel and resources, and throughout the year individual enforcement will be conducted in areas where Adams County has experienced high volumes of DUI crashes.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Ninth Edition, 2017 Section 2.1 Publicized Sobriety Checkpoints, 2.2 Publicized Saturation Patrol Programs, and 7.1 Enforcement of Drugged Driving.

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 checkpoints conducted, # of motor vehicles stopped and checked, # of impaired driving arrests, and # of drivers evaluated using SFST
Funding Source:	405D
Program Area:	FDLHVE
Federal Funds	\$125,000
Agency Match	\$0

Speed Management

In 2016 there were 608 traffic fatalities in Colorado. There were 211 speed-related fatalities which comprised 35% of the total. This is a 3% decrease from the 217 speed-related fatalities in 2015.

The HSO will address speed-related crashes and fatalities through, high visibility enforcement, on targeted roadways identified in the 2018 Colorado Motor Vehicle Problem Identification Dashboard.

In 2016 City of Aurora had 8,328 traffic crashes involving 21,318 roadway users. Of the roadway users a total of 658 or 3 percent reported some type of injury. A review of all 2016 crashes indicated that 10% of had speed as a contributing factor and 8 percent had following too closely as a factor. Following too closely violations can be directly associated with speeding and aggressive driving behaviors.

The City of Aurora is located in Arapahoe and Adams Counties;

Adams County had 60 traffic fatalities. There were 19 speed-related fatalities which comprised 32 percent of the total.

Arapahoe County had 46 traffic fatalities. There were 19 speed-related fatalities which comprised 41 percent of the total.

In 2016 City of Colorado Springs issued 40,370 traffic citations. Forty two percent or over 17, 027 were citations for speeding. Seventy Five percent of the citations issued for speeding were for speed in excess of 10 miles over the posted limit and 14 percent were for speed in excess of 20 miles over the posted limit.

The City of Colorado Springs is located in El Paso County;

El Paso County had 48 traffic related fatalities. There were 22 speed related fatalities which comprised 45 percent of the total.

In 2016 City of Pueblo issued 5,262 traffic citations for speeding. Twenty percent of fatality crashes in in Pueblo involved excessive speed.

The City of Pueblo is located in Pueblo County. Pueblo County had 20 traffic fatalities. There were 4 speed-related fatalities which comprised 20% of the total.

In 2016 City and County of Denver ranks as one of Colorado's top 5 counties with the most fatalities from motor vehicle crashes. Speed-related fatalities remain a major traffic safety problem in Denver. There were 486 traffic crashes in Denver resulting in serious bodily injury.

Denver County had 54 traffic fatalities. There were 22 speed-related fatalities which comprised 40% of the total.

From 2015 to 2017 City of Lakewood which is located in Jefferson County had a total of over 11,000 crashes

and 38 traffic fatalities analysis of these crashes by Lakewood Police indicates that excessive speed is a contributing factor in the majority of crashes.

In 2015 in Jefferson County in 2015, 6 percent of injury and fatal crashes and 5 percent of non-injury crashes involved speeding. The portion of Highway 285 in Jefferson County has consistently been third highest in total crashes. In 2017, there were 211 total crashes on Highway 285, 219 crashes on Interstate 70 and 251 crashes on C-470. Excessive speed is overrepresented as a contributing factor in these crashes.

Jefferson County had 48 traffic fatalities. There were 20 speed-related fatalities which comprised 42% of the total.

These six counties (Arapahoe, Adams, El Paso, Pueblo, Denver and Jefferson) counties had 134 speed related fatalities or 22% of all speed related fatalities in 2016.

Task Number **19-02-01**
Program Name **Focused Speed Enforcement**
Contractor **Denver Police Department**
Program Manager **Ferber**

The focus of this project is to reduce the number of speeding-related fatalities. These reductions will be achieved through sustained high visibility speed enforcement.

Denver County ranks as one of Colorado’s top 5 counties with the most fatalities from motor vehicle crashes. Speed-related fatalities remain a major problem in Denver, as during the 2014 to 2016 period, the total rate of speed-related fatalities has increased by 83%.

In Denver, it is known that speed-related crashes are highly concentrated in one area: interstates. These roadways are the most trafficked in Colorado; the target population for this effort is drivers on these roadways that are speeding. According to CDOT data, the top 14 locations for speed-related crashes in Denver (as revealed in CDOT data provided to DPD) are on Interstate 70 (between Sheridan and Peoria) and Interstate 25 (between I-70 and south to Hampden Avenue). CDOT data further show that the largest number of speed-related crashes occur on Fridays, Saturdays, and Sundays. The Denver Police Department will implement speed enforcement every weekend.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Ninth Edition, 2017

3. Speeding and Speed Management – 2. Enforcement - 2.2 High Visibility Enforcement.

This project addresses measures:

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

Evaluation Measure: # of law enforcement officers signed up for HVE speed operations, # of hours worked, type of technique used (lidar, radar, “leap frog”), # of speeding citations, # of contacts

Funding Source: 402

Program Area: SE

Federal Funds \$70,000

Agency Match \$36,000

Local Benefit \$70,000

Task Number 19-02-02
Program Name Aurora Highway Safety Campaign
Contractor Aurora Police Department
Program Manager Ferber

The focus of this project is to reduce the number of speeding-related fatalities. These reductions will be achieved through sustained high visibility speed enforcement.

In 2016, in the six county Mile-High Regional Emergency Medical and Trauma Advisory Council (RETAC) region, which includes the City of Aurora, there were 190 motor vehicle fatalities. Of those 73, or 38 percent, were speed related. The average number of speed related fatalities from 2011 to 2015 is 45. The 73 speed related fatalities in 2016 represents an increase of 38% over the prior average. Of the 11 RETAC regions, the Mile-High region had the most speed related fatalities.

The two counties that primarily make up the City of Aurora are Adams County and Arapahoe County. Adams County showed a 33 percent increase in speed related fatalities during the previous five-year period. Arapahoe County also showed a 33 percent increase in speed related fatalities over the past 5 years, including significant increases over past 3 years. From 2011 to 2016, Aurora had a total of 133 fatal crashes. Of those, 50 or 37 percent were speed related.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Ninth Edition, 2017

3. Speeding and Speed Management – 2. Enforcement - 2.2 High Visibility Enforcement.

This project addresses measures:

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

Evaluation Measure:	# of speed-related fatalities, # of speed-related crashes, # of citations, equipment techniques
Funding Source:	402
Program Area:	SE
Federal Funds	\$50,990
Agency Match	\$0
Local Benefit	\$50,990

Task Number 19-02-03
Program Name Slow down, Colorado Springs – It’s the Law!
Contractor Colorado Springs Police Department (CSPD)
Program Manager Ferber

The focus of this project is to reduce the number of speeding-related fatalities. These reductions will be achieved through sustained high visibility speed enforcement and media communication to the motoring public.

Speeding-related accidents are prevalent throughout El Paso County; in 2016, speeding-related fatalities increased by 47% and speeding-related serious injury accidents increased by 95% compared to the prior year. On average, 30% of all traffic fatalities in Colorado Springs have speed as a contributing factor. During 2017, injury accidents in Colorado Springs increased by 15.7% compared to the prior year. Through the end of May 2018, CSPD filed 190 injury accident reports, which represents a 22.6% increase compared to the same time last year.

CSPD will utilize current traffic accident data to create “heat maps” displaying injury accident locations; CSPD will target its speed enforcement efforts in areas with high frequencies of injury accidents. These “heat maps” will be updated periodically and deployment locations adjusted as necessary.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Ninth Edition, 2017

3. Speeding and Speed Management – 2. Enforcement - 2.2 High Visibility Enforcement

This project addresses measures:

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

Evaluation Measure:	# of enforcement hours worked, # of traffic tickets issued, # of traffic violations cited, number and types of media communication
Funding Source:	402
Program Area:	SE
Federal Funds	\$65,000
Agency Match	\$0
Local Benefit	\$65,000

Task Number 19-02-04
Program Name Speed Mini-Grants
Contractor Law Enforcement TBD
Program Manager Ferber

The Highway Safety Office (HSO) supports law enforcement agencies by providing funds to help support speed enforcement efforts. The HSO will require the agencies selected to focus on at least one night-time 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* Ninth Edition, 2017

3. Speeding and Speed Management 2. Enforcement - 2.2 High Visibility Enforcement.

This project addresses measures:

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

Evaluation Measure: # of speeding citations, # of other citations

Funding Source: 402

Program Area: SE

Federal Funds \$35,000

Agency Match \$0

Local Benefit \$0

Task Number 19-02-05
Program Name A Step Towards Reducing Traffic Fatalities
Contractor Pueblo Police Department
Program Manager Ferber

The focus of this project is to reduce the number of speeding-related fatalities. These reductions will be achieved through sustained high visibility speed enforcement and communications and outreach.

Excessive speed continues to be a contributing factor in Serious Injury and Fatal Accidents within the City of Pueblo, Colorado. While 2015 saw a dramatic decline of 45% (5 fatalities) in fatal accidents over 2014 (9 fatalities) and that number remained consistent in 2016, 2017 saw an increase of over 300%. According to Pueblo Police Department records, over the three-year period between January 1, 2015 and December 31, 2017, speed was a factor in an average of 40 % of the fatal traffic accidents, with speed as a factor in 60 % of the fatal accidents in 2015.

Additionally, the use of communications and outreach supporting the high visibility enforcement efforts will be utilized. Using the assistance of the Pueblo Police Department’s Public Information Officer, press releases and social media, the high visibility enforcement efforts will be publicized to the motoring public.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Ninth Edition, 2017

3. Speeding and Speed Management 2. Enforcement - 2.2 High Visibility Enforcement

This project addresses measures:

- C-1. Reduce the number of traffic fatalities**
- C-6. Reduce the number of speeding-related fatalities**

Evaluation Measure: # of enforcement hours, # of traffic citations issued, # of violations cited, # and type of media communications

Funding Source:	402
Program Area:	SE
Federal Funds	\$65,000
Agency Match	\$0
Local Benefit	\$65,000

Task Number **19-02-06**
Program Name **Hwy 93 Speed Reduction Campaign**
Contractor **Jefferson County Sheriff's Office (JCSO)**
Program Manager **Ferber**

The focus of this project is to reduce the number of speeding-related fatalities. These reductions will be achieved through sustained high visibility speed enforcement.

In 2017, there were 211 total crashes on Highway 285. Five percent of all injury crashes in unincorporated Jefferson County were on Highway 285. In 2017, speed was listed as the second highest causal factor for crashes at 38.

The Jefferson County Sheriff's Office will conduct high visibility enforcement on State Highway 93 and U.S. Route 285 within Jefferson County which have been identified as high accident roadways. JCSO will partner with other law enforcement jurisdictions to maximize high visibility enforcement and education efforts in the identified areas.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Ninth Edition, 2017

3. Speeding and Speed Management 1. Laws – 1.1 Speed Limits and 2. Enforcement - 2.2 High Visibility Enforcement.

This project addresses measures:

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

Evaluation Measure: # of citations, # of interagency events, # of motorists educated

Funding Source: 402

Program Area: SE

Federal Funds \$85,000

Agency Match \$0

Local Benefit \$85,000

Task Number 19-02-07
Program Name City of Lakewood Speed Enforcement Campaign
Contractor Lakewood Police Department (LPD)
Program Manager Ferber

The focus of this project is to reduce the number of speeding-related fatalities. These reductions will be achieved through sustained high visibility speed enforcement.

In 2015, there were a total of 546 traffic related deaths in the State of Colorado, with 216 of these (40 percent) being speed related. The counties with the highest number of speed related fatalities in 2015 included Jefferson County (22), home to the City of Lakewood, where speed related fatalities were up by 29 percent.

In 2015, in the six-county Mile-High Regional Emergency Medical and Trauma Advisory Council (RETAC) region, which includes the City of Lakewood, there were 149 traffic fatalities, with 68 (46 percent) of those being speed-related, up 12.8 percent over the five-year span of 2011-2015. From 2013-2015 speed related fatalities in the Mile High RETAC region increased sharply, up 119 percent, reversing a declining trend from 2011-2013.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Ninth Edition, 2017

3. Speeding and Speed Management 2. Enforcement - 2.2 High Visibility Enforcement

This project addresses measures:

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

Evaluation Measure:	# of hours spent on speed enforcement, identification of top 5 traffic locations, # of citations, # of publicity and education events
Funding Source:	402
Program Area:	SE
Federal Funds	\$58,000
Agency Match	\$0

Young Drivers

The number of drivers aged 15-20 years old involved in a fatal motor vehicle crash decreased by 12 percent from 2015 – 2016. However, from 2015 to 2016 the number of motor vehicle fatalities among people aged 15-20 years old, regardless of the age of driver, increased by 22 percent. Young drivers had a higher percentage of speeding, lane violations and reckless driving compared to those drivers aged 21 and older when involved in an injury or fatal crash. Other contributing factors in descending order include inexperience, distraction and impairment (drugs and/or alcohol). For drivers under 21 the highest likelihood of them being involved in a crash is their first six months of licensure.

Task Number 19-03-01
Program Name Aurora P.A.R.T.Y. Program
Contractor University of Colorado Hospital
Program Manager Holly

The Prevent Alcohol and Risk Related Trauma in Youth (P.A.R.T.Y.) program will be utilized to reduce the number of drivers age 20 or younger involved in fatal crashes. The P.A.R.T.Y. program is an interactive five-hour, in-hospital injury awareness and prevention program for high school students. The goal of the program is to provide young people with information about traumatic injury which will enable them to recognize potential injury producing situations, make safer choices and adopt behaviors that reduce risk. The program takes students through the path of a trauma focusing on dangerous driving behaviors, decision making, and current Graduated Driver’s License laws. Additionally, the P.A.R.T.Y. program partnered with the Denver Metro Teen Drivers workgroup through the Denver Metro Safe Kids Coalition to implement the High School Challenge. The High School Challenge is a peer-to-peer educational campaign that is led by high school students to engage all teens. By taking on the Challenge, students have the opportunity to serve as an advocate for safe driving by participating in several peer led activities throughout the year.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Ninth Edition, 2017
2. Seat Belts and Child Restraints.

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-surveys are implemented immediately prior to and after the program consisting of five knowledge based questions on youth driving habits and behaviors while driving: answering and making cell phone calls, reading or ending a text, utilizing social media, programming navigation systems, and drinking and eating. Program evaluation looks at an increase and retention of knowledge on the 5 questions across the surveys, and whether there is a reduction in distracted driving behaviors on the 4-6 week and 3-month post surveys. Survey data will be used to evaluate the effectiveness of the program and determine if certain aspects need to be modified or changed.

Funding Source:	402
Program Area:	TSP
Federal Funds	\$60,000
Agency Match	\$0
Local Benefit	\$60,000

Task Number 19-03-02
Program Name Young Driver Traffic Safety Project
Contractor Weld County Public Health Department and Environment
Program Manager Holly

The DRIVE SMART Weld County (DSWC) – Young Driver Traffic Safety Project will use a multi-faceted approach to reduce traffic fatalities amongst young drivers by: 1) intensely educating young drivers about GDL and consequences of unsafe driving practices, 2) strengthening local law enforcement’s knowledge and enforcement of GDL provisions, 3) educating parents about their role in young driver GDL compliance, and 4) coalition and community capacity building. The **multi-faceted** young driver component will educate and motivate high school’s students (pre-drivers and early drivers) about GDL, seatbelt use, distracted driving, and impaired driving. The **parent component** will consist of Parent of Teen Driver small groups and on-line classes, and encourage parents to initiate parent/teen driving contracts. The **law enforcement component** will work with law enforcement officers to increase their knowledge of GDL provisions and increase their willingness to issue citations. The **coalition component** will identify and recruit stakeholders with a focus on GDL. The program will educate the community on current GDL laws and on what a more comprehensive program would entail. The program will survey teens and parents to gauge their support for GDL laws and share this data with the media and other community partners. Ultimately, this project will reduce young driver fatalities in Weld County by implementing a comprehensive sustainable program that aligns best practices.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Ninth Edition, 2017

2. Seat Belts and Child Restraints.

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: Evaluation of program success is through pre- and post-surveys of teens and parents, increased attendance at GDL presentations, number of parent/teen driving contracts, completion of online GDL coursework, and partnerships with local driving schools.

Funding Source:	402
Program Area:	TSP
Federal Funds	\$60,000
Agency Match	\$0
Local Benefit	\$60,000

Task Number 19-03-03
Program Name Teens in the Driver Seat
Contractor Texas A&M Transportation Institute
Program Manager Holly

The Texas A&M Transportation Institute (TTI) proposes to continue implementation of the Teens in the Driver Seat (TDS) program®, a nationally recognized, grassroots peer influence program, within the state of Colorado for up to 35 schools throughout the state. These efforts will continue to amplify existing efforts aimed at decreasing the number of teen drivers age 20 or younger involved in traffic safety crashes.

TDS programs utilize positive, grassroots peer-to-peer influence to encourage teens to be safer drivers. Such effectiveness requires a large assortment of easy-to-implement, teen-friendly messaging tools/resources and capable technical support. These are some of the reasons the TDS program has made an impact within schools in many states across the nation. TTI, alongside Colorado partners, will continue to work towards enhancing traffic safety outreach in the state.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Ninth Edition, 2017

2. Seat Belts and Child Restraints.

This project addresses measures:

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

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

Evaluation Measure: Year round peer-to-peer activities will be created and implemented in participating schools with ongoing safety messaging to encourage behavioral change in driving attitudes and practices. Evaluation will be the number of actively participating schools, student participation in the activities including pre- and post-observations for each school and their respective activities, and summaries of pre- and post- activities statewide.

Funding Source:	402
Program Area:	TSP
Federal Funds	\$67,000
Agency Match	\$0
Local Benefit	\$67,000

Task Number 19-03-05
Program Name Youth Coalition to Reduce Motor Vehicle Fatalities
Contractor Conejos County Public Health
Program Manager Holly

The proposed project aims to reduce the number of drivers age 20 years or younger involved in fatal motor vehicle crashes, through the establishment and support of a county wide youth coalition. Conejos County has a higher than state average of serious injuries in traffic crashes and motor vehicle fatalities for drivers younger than 20, thus making motor vehicle safety a crucial and appropriate focus of youth prevention efforts. The use of youth-driven, strengths-based initiatives has shown to have positive impact on decreasing risk behaviors.

As part of the proposed project, teenage youth would be recruited from all school districts throughout Conejos County to join the youth led group which would be a subset committee of the larger Conejos County Prevention Coalition. A public health youth prevention coordinator will guide and support youth members through the process. The youth team will then use this information to develop a plan to implement strengths-based activities within their schools. The project will implement strategies that address all levels of the social ecological model to have an effective and long lasting positive impact for our teen population.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Ninth Edition, 2017

2. Seat Belts and Child Restraints.

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: Youth member surveys which will be completed throughout the project. Pre- and post-test knowledge awareness surveys will be utilized for trainings. To evaluate long-term impact, baseline data from existing data collection sources such as the Healthy Kids Survey, CDOT, and child fatality reviews will be reviewed and monitored for change over time. Rates of motor vehicle accidents, injuries and other traffic occurrences involving youth will be monitored to evaluate outcomes, along with youth risk behavior and protective factor data.

Funding Source:	402
Program Area:	TSP
Federal Funds	\$20,000
Agency Match	\$0
Local Benefit	\$20,000

Task Number 19-03-06
Program Name A Comprehensive Approach to Reducing Teen Crashes
Contractor SADD, Inc.
Program Manager Holly

Students Against Destructive Decisions (SADD) was started by students in the wake of a series of alcohol related crashes. For almost four decades, SADD has served as the nation’s premier youth health and safety organization and are uniquely qualified to help change the culture of teen driving in Colorado.

This change starts by mobilizing the hundreds of SADD students in Colorado and challenging them to create a network of thousands – thousands of students in Colorado working to bring change to their communities and reduce teen car crashes, injuries and deaths. As a national network, SADD has thousands of schools and community-based chapters across the United States, with over 200 in Colorado. Our student leaders have the capacity and expertise to expand their influence throughout the schools and communities of which they are a part by engaging traditional and non-traditional stakeholders. SADD’s approach is to empower teens, engage parents, mobilize communities, and change lives. SADD would use this framework in a comprehensive manner to reduce teen crashes in Colorado.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Ninth Edition, 2017
2. Seat Belts and Child Restraints.

This project addresses measures:

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

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

Evaluation Measure: Evaluation will be through a multi-faceted approach of increasing reach of SADD chapters across Colorado by creating and maintaining a database, collect and evaluate information from the events and activities of participating schools, identify communities with high crash rates for targeted intervention, evaluate effectiveness in improving teen driving, and measure progress of on-going youth leadership training.

Funding Source:	402
Program Area:	TSP
Federal Funds	\$190,000
Agency Match	\$0
Local Benefit	\$190,000

Task Number 19-03-07
Program Name Denver Teen Safe Streets
Contractor Denver Department of Public Health and Environment
Program Manager Holly

Denver Department of Public Health and Environment (DDPHE) proposes to reduce Denver teen driver fatalities through the creation of the Teen Safe Streets (TSS) program. Teen Safe Streets will be supported by a 0.5 FTE Injury Prevention Program Administrator and led by five Denver teens between the ages of 15 and 19 hired part-time by DDPHE to: 1) Lead assessment work related to teen driving, focused on perceived and actual risks and behaviors in the Denver community, 2) form a Teen Safe Streets Coalition that will be a part of and supported by the Denver Vision Zero Coalition, 3) use assessment data collected to create education campaigns, materials, and events most needed by and relevant to Denver’s teen drivers. The Teen Safe Streets Coalition will also work to build relationships between Denver teens, policymakers, decision makers, and other community organizations to effect changes at the policy level for reducing teen driver fatalities, to effect change at an environmental level by providing input on traffic related city plans, and to effect change within their communities through education and advocacy.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Ninth Edition, 2017
2. Seat Belts and Child Restraints.

This project addresses measures:

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

Evaluation Measure: Data on youth and community members involved in TSS and on outreach lists to track overall program reach, as well as diversity of that reach. Pre- and post-surveys to determine effectiveness of education, encouragement, of training programs, measuring confidence and knowledge levels of youth and trainees, and to measure development as young professional. Staff will also track the inclusion of youth into the culture of DDPHE, City and County of Denver (CCoD), and general environment and community engagement circles.

Key outcome evaluation will include annual review of teen-related traffic fatalities to monitor overall reduction, as well as evaluate system and policy changes related to traffic safety.

Funding Source:	402
Program Area:	TSP
Federal Funds	\$64,000
Agency Match	\$0
Local Benefit	\$64,000

Task Number 19-03-08
Program Name ThinkFast Interactive Events - Colorado
Contractor TJohnE Productions, DBA Think Fast
Program Manager Holly

ThinkFast Interactive will connect with high school youth via its school-wide interactive presentation. The hour-long presentation includes questions and facts on teen driving behaviors including GDL licensing, distracted driving, drunk and drugged driving, seat belt use, and other related topics in a game show like format. Teen audience members are divided into peer-to-peer teams and compete for prizes and recognition based on their knowledge of the above mentioned topics. Because of ThinkFast's capability to capture audience results, they can incorporate a championship among all participating schools. This comprehensive approach continues to reinforce the teen driver safety message throughout the school year.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Ninth Edition, 2017

2. Seat Belts and Child Restraints.

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: Evaluation of the program is via the number of participating schools, their team's results and continued requests for the program from year to year.

Funding Source:	402
Program Area:	TSP
Federal Funds	\$82,500
Agency Match	\$0
Local Benefit	\$82,500

Task Number 19-03-09
Program Name Transportation Education for All Generations
Contractor Drive Smart Evergreen/Conifer
Program Manager Holly

Drive Smart Evergreen/Conifer is a non-profit organization established in 1993 with a mission to prevent transportation related crashes, injuries and fatalities. This is done through education of all generations of drivers, riders and passengers to change attitudes, behaviors and practices leading to safer roads and saved lives.

Drive Smart has successfully implemented safe driving programs via car seat safety inspection stations, teen driving programs in local high schools, CarFit safety checks for older drivers and Graduated Driver's License (GDL) classes. This is done by creating consistent safety messaging with their community partners of law enforcements, schools, community centers and health care organizations.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Ninth Edition, 2017

2. Seat Belts and Child Restraints.

This project addresses measures:

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

C-13. Reduce the number of older driver related fatalities

Evaluation Measure: Evaluation of the program consists of pre- and post-surveys on GDL knowledge by teen drivers and their parents, the number of GDL presentations and new locations, and GDL instructors across the state.

Measures will also include the number of CarFit stations, events and follow-up appointments, and educational resources provided to older drivers and/or their caregivers, with overall behavior changes in older adult driving practices.

Funding Source:	402
Program Area:	OP
Federal Funds	\$94,936
Agency Match	\$0
Local Benefit	\$94,936

Traffic Records

Colorado Traffic Records System continues to make improvements and is on par with many other states across the nation, but significant problems remain. Most databases still function as islands of information with limited data sharing and integration. Data remains inconsistent from one dataset to another. The quality of some data is questionable and accessibility is limited. State agencies continue to change and build databases with limited input from other state partners. While the State Traffic Records Advisory Committee (STRAC) continues to work to solve these issues, we are often limited by resources, involvement, support, and understanding of STRAC at the higher department levels. Today more than ever, it remains vital for stakeholders to have reliable traffic records data upon which to make decisions concerning policy formulation and allocation of resources. Continuous improvements in data collection, accessibility, and quality are required to keep pace with changing needs and technology.

Task Number 19-04-01
Program Name OTS Data Analysis, Tech. Assistance, and Prevention Project
Contractor Colorado Department of Public Health and Environment (CDPHE)
Program Manager Ferber

Due to the comprehensive nature of the proposed projects and support provided to the Colorado Department of Transportation (CDOT), the Colorado Department of Public Health and Environment (CDPHE) will address all of the CDOT traffic safety performance measures.

The proposed project will fund 2.0 FTE at the Colorado Department of Public Health and Environment (CDPHE) to provide epidemiological and program support to the Colorado Department of Transportation's Office of Highway Safety. The specific approach will include three strategies: 1) data analysis and dissemination; 2) technical assistance to CDOT grantees and staff about motor vehicle best practices and program evaluation; and 3) development of a pilot project to fund county-level comprehensive prevention strategies.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices Ninth Edition, 2017*

1. Alcohol- and Drug-Impaired Driving – 6. Underage Driving and Driving – 6.5 Youth Programs. 2. Seat Belts and Child Restraints – 1. Seat Belt Laws – 1.1 State Primary Enforcement Seat Belt Use Laws

This project addresses measures:

C-1. Reduce the number of traffic fatalities

Evaluation Measure:	FY19 Problem ID and Dashboard content and completion, analyze data sets, # of Dashboard viewings, # of meetings, # of presentations, # of requests fulfilled, # of technical assistance sessions provided, trainings facilitated
Funding Source:	402
Program Area:	TR
Federal Funds	\$199,000
Agency Match	\$0

Task Number 19-04-03
Program Name Mobile Data Computers and Printers
Contractor Lakewood Police Department
Program Manager Bourget

Project Description:

The Lakewood Police Department will be purchasing updated mobile data computers (MDCs) and in-car printers to facilitate the accurate and timely entry of both crash and citation data. The new MDCs will facilitate the entry of data directly into the RMS, rather than via a third-party application (APS/Report Beam) and hardware. The printers will allow printing of the citation in a typical 8.5" x 11" format for the citizen and submission to the courts. Ideally, that electronic citation will be able to be transmitted directly to DOR or the courts, as appropriate, but those details have not yet been worked out. Crash data will be submitted electronically to DOR.

Due to the errors currently created by APS, Records staff must correct every citation. The direct entry will eliminate the need to touch every citation and will minimize the number of errors.

The initial anticipated expense for this project was set at \$750,000, and that amount was approved in the City of Lakewood's 2018 budget. Unfortunately, that figure has proven to be too low, resulting in the project being postponed until a budget exception can be granted. The RFP for the project showed the shortfall to be \$284,928. These funds will be used on new units and not replacements.

Performance Measures:

Crash-Timeliness: "The median or mean number of days from (a) the crash date to (b) the date the crash report is [submitted to the Colorado Department of Revenue]."

Citation/Adjudication-Accuracy: "The percentage of citation records with no errors in critical data elements."

Measurement Formula:

Compare the average number of days between the crash and the receipt of crash data by DOR per three-month period from October 1, 2017 to September 30, 2018 to the same months in 2018-2019.

Compare the percentage of citation records that records must correct per three-month period from October 1, 2017 to September 30, 2018 to the same months in 2018-2019.

Evaluation Measure – C-T-1, C/A-A-1

Funding Source: 405C
Program Area: M3DA

Federal Funds \$284,928
Agency Match \$163,763

Task Number 19-04-04
Program Name Traffic Records Coordinator
Contractor Traffic and Safety Engineering Branch
Program Manager Babler / Bourget

Project Description:

This project will be an extension of the 2016 contract signed 1/12/16 with Cambridge Systematics. This position serves as the Traffic Records Coordinator and technical specialist for the Statewide Traffic Records Advisory Committee (STRAC). This position will work closely with STRAC, The Colorado Department of Transportation (CDOT), The Colorado Department of Revenue (CDOR), The Colorado State patrol (CSP) and other agencies (including police departments) involved with traffic records, regarding traffic safety data programs at the state, regional and national level. This position serves as a professional specialist with advanced knowledge of traffic safety data systems and has the ability to work independently in assisting with the development of the statewide Traffic Records (TR) program area of the State Highway Safety Plan (SHSP) and TR Assessment recommendations. It will also assist with oversight of grant development with state and local agencies, and monitor, assist and evaluate TR grant projects. This position will report directly to the CDOT Project Manager and STRAC chair-person, Alisa Babler, with oversight from the STRAC vice-chair-person, Major David Santos (CSP) and STRAC secretary, David Bourget (CDOT).

Duties will include monitoring the work done on projects relating to developing a statewide crash database. Also, working with stakeholders to facilitate the roll-out of a new state crash form and crash manual, expand data collection as well as distribution, establishing requirements (IT, business rules, confidentiality/security, etc.) for new projects, especially those related to data sharing, and helping manage or monitor TR projects. Other duties will include participation in STRAC and promoting participation in projects by stakeholders, promoting e-crash transmission into DOR, helping with related projects, soliciting new agencies to transmit their crash reports electronically, and working to institute a state e-citation platform to promote a uniform citation format.

Performance Measures and Measurement Formula:

Crash/Timeliness - The average number of days from the dates of the crash report until it's posting into EARS. A one year review of the EARS database was conducted to establish the values for timeliness of crash records.
Crash/Timeliness - The number of reports posted into EARS within 30 days of crash. A one year review of the EARS database was conducted to establish the values for timeliness of crash records.
Roadway / Accuracy - The percentage of locatable (lat. / long coordinates given) crashes using the roadway coding method by instituting an increase in law enforcement use of GIS technology
Crash / Accessibility – The ability of legitimate users to successfully obtain desired crash data

Evaluation Measure – C-T-1, C-T-2, R-A-1, C-X-1

Funding Source: 405C
Program Area: M3DA

Federal Funds \$297,845
Agency Match \$75,000

Task Number 19-04-05
Program Name Technology Transfer
Contractor Traffic and Safety Engineering Branch
Program Manager Bourget

Project Description:

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

- The latest safety data collection methods and best practices by DOTs.
- How to best utilize more accurate traffic records and highway safety data.
- How to plan and participate in a successful Traffic Records Coordinating Committee (TRCC), similar to Colorado’s STRAC.
- 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 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, and new applications of technology and resources that are available. The Forum provides 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.)

Performance Measures and Measurement Formula:

This project addresses all of traffic record’s performance measures as it trains Project Managers to handle the changing needs of traffic records better and to manage their projects better. It does not target any particular measure.

Evaluation Measure – Professional Development - All Performance Measures

Funding Source:	405C
Program Area:	M3DA
Federal Funds	\$15,000
Agency Match	\$3,750

Task Number 19-04-06
Project Name: CSP Niche Records Management System Implementation
Sponsor Agency: Colorado State Patrol (CSP)
Project Manager: Bourget

Project Description:

CSP is requesting three full time individuals to support the implementation of the Niche Records Management System (RMS). The below activities are specific to Phase II of the Niche RMS implementation planning, analysis and initial design.

- Business process mapping and narratives, both current and future state to identify any additional data, system or business process changes that will be a direct result of the changes.
- Review and development of Functional Requirements Documents - these documents outline field by field the data required and any associated business rules or lists of values to ensure the integrity and accuracy of the data.
- Review of current test plans and scripts and development of thorough test plans and draft test scripts to support the implementation.
- Conducting data audits, which will result in recommendations for system enhancements, system corrections or business process improvements.
- Review of the current CSP system configuration and permissions and definition of requirements and proof of concepts for the future configuration and permissions, to accommodate the DR 3447 changes and improve the quality of data.
- Catalog and store all project documentation to ensure the integrity of the project and the end product.
- Plan, coordinate and monitor smaller initiatives to ensure the work is completed and remains on schedule.
- Other duties as assigned to support the implementation of the changes for Phase II and any other enhancements to improve the quality of the data/ system.

The match for this funding will be accomplished through CSP personnel hours assigned to the project.

Performance Measures:

Improve the Accuracy of Crash Reporting:

C-A-1: Reduce the percentage of rejected DR 2/3447 reports from DOR.

C-C-1: Reduce the percentage of crash records with no missing critical data elements.

C-C-3: Reduce the percentage of unknowns or blanks in critical data elements for which unknown is not an acceptable value.

Measurement Formula:

CSP will measure the percentage of DOR rejected DR 2447/3447 reports by quarter and will compare this data to the previous quarter as well as the same period the prior year. CSP will also measure this data compared to the average of all statewide submissions to DOR for the same periods.

Evaluation Measure - C-A-1, C-C-1, & C-C- 3

Funding Source: 405C
Program Area: M3DA

Federal Funds \$326,000
Agency Match \$ 81,500

Task Number 19-04-07
Program Name FARS Program Support
Contractor Traffic and Safety Engineering Branch
Program Manager Babler / Bourget

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. Most of the costs are funded by FARS (NHTSA); this is just supplemental funding.

Performance Measures:

To maintain the timeliness and accuracy of CDOT fatal accident data.
To provide fatal data for federal, state, local agencies and local municipalities.

Measurement Formula:

Meet or exceed the FARS quality control of timeliness, accuracy and consistency and completeness for the Colorado FARS system.

Evaluation Measure - C-A-1; C-T-1

Funding Source:	405C
Program Area:	M3DA
Federal Funds	\$12,000
Agency Match	\$3,000

Task Number 19-04-08
Program Name Cañon City Mobile Data Computer (MDC) Project
Contractor Cañon City Police Department (CCPD)
Program Manager Bourget

Project Description:

Using the City’s purchasing approval process, CCPD purchased components and installed all of the hardware in the FFY 2018 phase of the project. Software companies were solicited for bids to comply with the program goals and Apteon, APS Solutions was chosen as the software vender. Apteon will finalize the database and transmission link to DOR for crash reports and the Cañon City Police Patrol Division will begin beta testing the crash reporting system in early 2019. The electronic citation database is still in the final stages of construction and will need time to be completed. Outstanding components needed to complete the project are all software related.

The Activities for the 2019 phase the project will be:

- The CCPD will work with its RMS vendor to develop a state approved traffic accident form to upload directly into the state system.
- The CCPD will purchase the necessary cellular connections to enable data to move between the RMS and the Mobil Data Computers (MDC) installed in all marked patrol units.

Performance Measures:

Compare data collected during the six months prior to the implementation of this project to data collected in the six months after the project is fully implemented:

- CCPD will audit traffic crashes for critical data elements and “unknowns” both before and after implementation of this project.
- CCPD will audit traffic crashes for time to upload the crash data into the RMS and submit to DOR, and a comparison made between the time before and after the project.

Measurement Formula:

Data from the audit preceding project implementation will be compared to data collected after the project is fully implemented. It is anticipated that the error rate for citations and traffic crash report critical data elements and “unknowns” will be reduced to .02% or less.

Evaluation Measure – C-A-1, C-C-1, C-T-1

Funding Source: 405C
Program Area: M3DA

Federal Funds \$34,078
Agency Match \$8,520

Task Number 19-04-09
Program Name E-Crash: Niche RMS to DOR Interface
Contractor Records Management System Consortium (RMSC)-LPD as lead agency
Program Manager Bourget

Project Description: RMSC: Arvada Police, Edgewater Police, Golden Police, Lakewood Police (fiscal agent), Mountain View Police, Wheat Ridge Police.

Currently all crash data for the RMSC is submitted manually using the paper version of the DR 2447. The Colorado State Patrol (CSP) has recently gone live with a separate implementation of the NicheRMS software and has spent considerable time and money developing an interface between NicheRMS and DOR that allows crash data to be sent electronically. CSP has shared their resulting interface work with the RMSC, so we have a jump-start on the process. The involvement of multiple agencies and a cloud-based application, however, complicates matters, so there will be additional work and testing required to make it functional for all the RMSC agencies.

Funding for this project was approved for the 2018 grant period. However, due to limited technical resources, the Colorado Department of Revenue was unable to facilitate the connection of our interface or testing. RMSC made a partial claim against the 2018 grant. This phase of the project will expend the remainder of the initial budget; there is no increase to the overall budget. The RMSC will implement an interface between their shared police records management system and DOR, in order to improve the completeness, accuracy, and timeliness of crash data through electronic submission.

This project is a one-time effort that will allow six separate police agencies to begin submitting crash data electronically. Golden and Wheat Ridge PDs are already actively using the crash input within the NicheRMS. When this interface is completed, the individual agencies will start electronically submitting their crashes. By April of 2019, all agencies are expecting to be, at least, in test mode.

Performance Measures:

Crash-Timeliness: The median or mean number of days from (a) the crash date to (b) the date the crash report is submitted to the DOR.

Crash-Completeness: The percentage of crash records submitted to DOR with no missing critical data elements.

Measurement Formula:

Compare the average number of days between the crash and the receipt of crash data by DOR for the months of June through August 2018 to the same months in 2019.

Compare the average number of reports with no missing critical data elements for the months of June through August 2018 to the same months in 2019.

Evaluation Measures - C-T-1 / C-C-1

Funding Source: 405C
Program Area: M3DA

Federal Funds \$34,000
Agency Match \$8,500

Child Passenger Safety

There were 186 unrestrained motor vehicle occupant fatalities in 2016, a 1% decrease from 2015. These 186 unrestrained fatalities represented 52% of the 352 passenger vehicle occupant fatalities. Of those 186 unrestrained fatalities, there were 5 in the 0-4 age group and 7 in the 5-8 age group.

Motor vehicle crashes are the leading cause of death for children 4 years of age and older and the second leading cause of death for children under 4.

Task Number 19-05-01
Program Name Child Passenger Safety Team Colorado
Contractor Colorado State Patrol
Program Manager Holly

Car Seats Colorado is a grant funded program, overseen by the Colorado State Patrol that is working to decrease serious injuries and fatalities by providing educational and training opportunities statewide. The goal is to ensure that all passengers are being transported in the safest manner possible by being properly secured in an appropriate restraint.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Ninth Edition, 2017

2. Seat Belts and Child Restraints.

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: The tools used in process evaluation will determine whether the program activities have been implemented as intended and result in the expected outputs. Process evaluation results will be used to strengthen the CPS program and improve program delivery in FY20 and FY21.

Evaluation tools include the increased number of trainings in underserved areas, new technician trainings, recertification trainings, and the comparison of pass/fail rates in Colorado vs. nationally. Additionally, there will be increased child passenger safety awareness, education and enforcement in all five CSP Districts by September 30, 2019.

Funding Source:	402
Program Area:	CR
Federal Funds	\$275,000
Agency Match	\$0
Local Benefit	\$275,000

Task Number 19-05-02
Program Name OP Mini Grants
Contractor TBD
Program Manager Holly

Various rural organizations from the high risk counties identified in the 2018 Problem ID will be identified, sent information, and contacted on how to apply for the mini grant funds. This information will also be posted on the CDOT Safety website. This outreach effort will strive to develop and implement 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 appointments, distributing safety materials, and conducting youth and adult safety classes.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Eighth Edition, 2015

2. Seat Belts and Child Restraints, 6. Communications and Outreach - 6.1 Communications and Outreach Strategies for Older Children, 6.2 Communications and Outreach Strategies for Booster Seat Use, 7. Other Strategies - 7.2: Child Restraint Distribution Programs.

This project addresses measures:

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

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

Evaluation Measure:	# of seats installed, # of Inspection stations, # of educational trainings/sessions
Funding Source:	402
Program Area:	CR
Federal Funds	\$50,000
Agency Match	\$0
Local Benefit	\$50,000

Task Number 19-05-03
Program Name Swedish Medical Center's Car Seat Safety Program
Contractor Swedish Medical Center
Program Manager Holly

Motor vehicle crashes are a leading cause of injuries and death for children in the state of Colorado. Arapahoe and Denver counties rank top two for traffic related serious injury and fatality. In 2016, 388 people were seriously injured in the 14,144 crashes that occurred in Arapahoe County. Over the last five years (2011-2016), there has been an increase of 0.19% in serious injuries in traffic crashes and an increase of 12.23% in traffic fatalities. Swedish Medical Center's goals for this program are to increase the number of properly installed car seats and fit for all Birth Place, Family Place and NICU patients prior to discharge, increase communication and outreach to children and parents about the importance of car seat safety, and increase communication and outreach to community members, schools and physician offices regarding their car seat stations.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Ninth Edition, 2017
2. Seat Belts and Child Restraints.

This project addresses measures:

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

Evaluation Measure: Evaluation of the program will be based on number of new parents educated and trained in the importance of the whole family using proper restraints, including car seats, and seat belt use prior to discharge using SMC's discharge checklist; the number of car seats checked at SMC's car seat fit stations in the grant year vs. prior years; number of schools reached regarding car seat safety; and number and frequency of communication on car seat safety via social media and various print publications to new parents. Additional evaluation will be through pre/post surveys given to parents during car seat safety classes.

Funding Source:	402
Program Area:	CR
Federal Funds	\$20,230
Agency Match	\$0
Local Benefit	\$20,230

Task Number 19-05-04
Program Name Summit County Child Passenger Safety Initiative
Contractor Summit County Public Health
Program Manager Holly

Summit County Public Health (SCPH) is committed to plan and execute activities that fill gaps in Summit County (SC) and the surrounding region through targeted, evidence-based intervention. Through a review of evidence, three major gaps in need of intervention have been identified. 1. While local law enforcement agencies participate in Short-Term, High Visibility Safety Campaigns such as Click It or Ticket, their knowledge of Child Passenger Safety (CPS) is low. 2. While appropriate child restraint is the single most effective way to save lives and reduce injuries in crashes, booster seat use is low. 3. The Hispanic population has lower restraint use than non-Hispanic populations.

Activities performed will target populations living in or visiting SC who impact children from birth to age twelve including: 1. building and maintaining a CPS coalition, 2. offering educational programming to SC law enforcement officers, 3. developing a CPS media campaign targeting SC residents and visitors, 4. developing a school and childcare program targeting those who impact children birth to age twelve, and 5. developing a SC referral and resource system for CPS fit stations. All activities aim to reduce inequities and advance health.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Ninth Edition, 2017

2. Seat Belts and Child Restraints.

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: Development and success of a sustainable child passenger safety coalition (CPSC) that effectively plans and implements the above mentioned CPS strategies; pre- and post-surveys to measure Summit County law enforcement’s shifts in attitudes, behaviors and knowledge of child passenger safety seats; increased numbers of parents and staff who report increased levels of knowledge from CPS campaigns; and implementation of a high visibility media campaign targeted to the Summit County community.

Funding Source:	402
Program Area:	CR
Federal Funds	\$20,000
Agency Match	\$0
Local Benefit	\$20,000

Task Number 19-05-05
Program Name Denver Booster and Seatbelt Engagement
Contractor Denver Department of Public Health and Environment
Program Manager Holly

Denver Booster and Seatbelt Engagement Program (BASE) will reach all Denver communities, but will intensively target the communities and schools that are near the High Injury Network (HIN) and with lower age-appropriate restraint compliance. Many fatalities are preventable: 54% motor vehicle occupant fatalities and 26% of the serious injuries were not using seat belts or other restraints in 2015.

Age appropriate child restraints are critical because there is a trend of increasing in hospitalization and emergency department visits children get older. Traffic injuries are the leading cause of injury death for children ages 5-9.¹ In Denver, from 2012-2015, the hospitalization rate for traffic injuries for ages 1-4 was 18.1 (95% confidence interval (CI) 10.6, 25.5) and ages 5-9 was 19.3 per 100,000 population (95% CI: 12.1 and 26.5).

The Denver BASE project will engage the community to identify factors that impact the individual behavior and create messaging to increasing the knowledge of seat belt use and enforcement as well as address social norms. BASE will work with community members, schools, and community centers to target children ages 5-12 and their caregivers. Messaging will be coordinated with statewide and local enforcement efforts. Denver BASE will partner with Denver's Vision Zero effort and support policy initiatives such as a primary seat belt law.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Ninth Edition, 2017

2. Seat Belts and Child Restraints.

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: The BASE project will evaluate the project on an ongoing basis through process measures, pre-post messaging outcome measures, and through regular survey data.

Funding Source:	402
Program Area:	CR
Federal Funds	\$60,000
Agency Match	\$0
Local Benefit	\$60,000

Occupant Protection

Lower than average seat belt use rates and high unbelted occupant fatality rates continue to be a challenge for many counties, both urban and rural, throughout Colorado. The statewide average seat belt compliance rate for 2017 was 83.8% and preliminary 2017 unrestrained passenger motor vehicle fatalities averaged 51%. The Statewide seat belt usage rate is below the national average of 90% and Colorado remains one of the few States without a primary seat belt law.

Based on the 2018 CDOT Problem Identification and the 2017 Statewide Seat Belt Use Survey, the Colorado Department of Transportation's (CDOT) Highway Safety Office (HSO) will be focusing on establishing and enhancing Occupant Protection and Child Passenger Safety programs in several metro area locations including Denver, Arapahoe, Jefferson and El Paso counties; rural areas with high unrestrained fatalities and where seat belt usage rates are lower than the Statewide rate and numerous state-wide efforts.

In 2016, the State of Colorado experienced 608 motor vehicle fatalities. Of the 608, 186 or 31% of the fatalities involved an unrestrained occupant. The 186 unrestrained fatalities represent 52% of the 362 passenger vehicle occupant fatalities. Colorado is a secondary enforcement State and the Statewide Seat Belt observed usage rate hovers around 84%.

The HSO will address occupant protection related crashes and fatalities through, high visibility enforcement, on targeted roadways identified in the 2018 Colorado Department of Transportation Problem Identification Report.

The City of Aurora is comprised of Adams and Arapahoe Counties. In 2016, Adams County had 60 fatal crashes in which there were 20 or 33% unrestrained occupants. That is double the unrestrained fatalities over the prior five years. Arapahoe County had 46 fatal crashes in which 11 had unrestrained passengers which is 24% of their fatalities. Over the past 5 years, Arapahoe County has had a 12% increase in unrestrained fatalities over the same period.

The State of Colorado has a secondary seatbelt law under which Colorado State Patrol Troopers issue citations for drivers or passengers not wearing a seatbelt. Of the 239 crash fatalities where seatbelts were available, 119 or 49.8 % of these individuals were not wearing their seatbelt at the time of their crash. This is a 9.1 % decrease in the number of unrestrained fatalities compared to CY 2015, when the Patrol investigated 131 unrestrained fatalities.

Task Number 19-06-01
Program Name 2019 Click It or Ticket
Contractor Colorado State Patrol (CSP)
Program Manager Chase

Over the past three years, the CSP has observed an increase in the number of unrestrained fatalities and injured vehicle occupants. The Statewide perspective reports a 23.2% increase in the number of unrestrained occupant fatalities in FFY 2017 (278) as compared to FFY 2016 where the Patrol investigated 119 unrestrained occupant fatalities. The CSP is committed to protecting and preserving life and property within Colorado communities.

CSP will accomplish this through participating in high visibility enforcement waves, sustained enforcement, and working with social media outlets to further provide communications and outreach supporting enforcement. CSP will continue its efforts to decrease the number of unrestrained passenger vehicle occupant fatalities in all seat positions.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Ninth Edition, 2017

2. Seat Belts and Child Restraints - 2.3 Sustained Enforcement.

This project addresses measures:

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

Evaluation Measure:	# of citations issued, # of contacts, # of unrestrained fatalities/injury crashes
Funding Source:	405B
Program Area:	M2HVE
Federal Funds	\$250,000
Agency Match	\$284,375
Local Benefit	\$0

Task Number 19-06-02
Program Name Local Law Enforcement Agencies- Click It or Ticket (CIOT)
Contractor TBD
Program Manager Chase

CIOT has been the most successful seatbelt campaign developed, and has resulted in helping create the highest national seatbelt usage rate of 87%. Colorado remains below this national average at 86.3% usage rate. This year law enforcement agencies around the State will participate in the May Mobilization CIOT campaign and two additional enforcement periods – Rural CIOT Enforcement campaigns in March and July.

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 the “Click It or Ticket” high visibility enforcement campaigns.

Agencies 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* Ninth Edition, 2017

2. Seat Belts and Child Restraints - 2.3 Sustained Enforcement.

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, # of contacts, # of unrestrained fatalities/injury crashes
Funding Source:	405B
Program Area:	M2HVE
Federal Funds	\$425,000
Agency Match	\$0

Task Number 19-06-03
Program Name OP Tech Transfer
Contractor OTS
Program Manager Rocke

The purpose of the 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 CDOT partners and stakeholders 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 Ninth Edition, 2017

2. Seat Belts and Child Restraints - 3.2 Communication and Outreach strategies for Low-Belt-Use Groups.

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 people trained

Funding Source: 402

Program Area: OP

Federal Funds \$15,000

Agency Match \$0

Local Benefit \$15,000

Task Number 19-06-04
Program Name High Visibility Traffic Safety Campaigns-Mini Grants
Contractor: TBD
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 task will support the National Highway Traffic Safety Administration (NHTSA) and the HSO traffic safety campaigns including: three Click It or Ticket Enforcement Campaigns, Impaired Driving National Enforcement Labor Day Crackdown, Motorcycle Awareness week, and Child Passenger Safety week. Two regional recognition events will also be hosted in the spring of 2019. These recognition events will recognize 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* Ninth Edition, 2017

2. Seat Belts and Child Restraints - 3.2 Communication and Outreach strategies for Low-Belt-Use Groups.

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

Federal Funds \$20,000

Agency Match \$0

Local Benefit \$20,000

Task Number 19-06-05
Program Name Seat Belt Survey
Contractor Atelier
Program Manager Ferber

Atelier will conduct the annual observational surveys of seat belt usage in Colorado on roadways using traffic observers. Data will be gathered at the 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 that will include 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.

This project addresses measures:

B-1. Increase the observed seat belt use for passenger vehicles to 84%

Evaluation Measure:	Successful completion of seat belt surveys
Funding Source:	402
Program Area:	OP
Federal Funds	\$200,000
Agency Match	\$0

Task Number **19-06-06**
Program Name **OP Assessment**
Contractor **OTS**
Program Manager **Gould**

The objective for this project is to assess Colorado’s Occupant Protection Program:

- To determine its capabilities for supporting the State of Colorado’s needs;
- To identify the state’s safety problems and challenges;
- To manage the countermeasures applied to reducing or eliminating the problems and challenges; and
- To evaluate those programs for their effectiveness.

Recommendations from the assessment will be addressed by the Office of Transportation Safety and various stakeholders.

Federal Funds \$40,000
Agency Match \$0

Task Number 19-06-07
Program Name High Visibility Enforcement and Child Passenger Safety Program
Contractor: Aurora Police Department (APD)
Program Manager Chase

The Colorado Department of Transportation’s 2017 Statewide Seat Belt Survey showed that the overall seat belt usage rate in Adams County’s was shown to be 80.3%, which was a decrease from 83.1 %in 2016. Arapahoe County’s seat belt use was shown to be 85.7%, which was a decrease from 85.9 %in 2016. Over the past 5 years, Adams County has experienced a 200% increase in unrestrained fatalities. Arapahoe County has had a 12% increase in unrestrained fatalities over the same period.

In 2017, there were 27 total fatalities in the City of Aurora. Of those 27 fatalities, 7 or 26% involved an unrestrained occupant.

The APD’s goal is to reduce the number of unrestrained occupant fatalities in Aurora from the current 26% to 20 % by September 30, 2019. During the second year of the project, unrestrained occupant fatalities will be reduced by 1%.

These goals will be accomplished through several Short-Term, High-Visibility belt law enforcement campaigns supplemented by individual enforcement efforts. The APD will also conduct several checkup events at various locations throughout the city while maintaining call-in service availability.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Ninth Edition, 2017

2. Seat Belts and Child Restraints - 2.3 Sustained Enforcement.

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, # of drivers contacted, pre and post survey results, # of unrestrained fatalities/injury crashes
Funding Source:	402
Program Area:	OP
Federal Funds	\$95,000
Agency Match	\$95,000

Task Number 19-06-08
Program Name HSO Traffic Safety Summit
Contractor TBD
Program Manager Gould

The HSO will host the 2019 Highway Safety Summit in the Summer of 2019. The purpose of the conference is to gather highway safety professionals from around the State to discuss what is being done in Colorado to address highway safety issues, gap analysis and future plans. Expenses related to the hosting of the conference include contracting with a planner to assist with coordination of the event, speaker costs, meeting space and meal costs and scholarships for attendees.

Evaluation Measure: # of attendees

Funding Source: 402
Program Area: OP

Federal Funds \$75,000
Agency Match \$0
Local Benefit \$75,000

Task Number 19-06-09
Program Name Buckle Up for Love, and Tween Seat Belt Safety
Contractor Rural Communities Resource Center
Program Manager Holly

RCRC aims to improve the consistent and proper use of seat belts and child passenger restraints within their local communities. It is the intent of the program to increase seat belt use through increasing knowledge on seat belt laws to the local community through local seat belt usage surveys, and implementing that usage data in large local media campaigns. Collaboration with local law enforcement and other local agencies will further assist by providing safety events and family education throughout the grant year, and provide tween messaging campaigns in all school districts in Washington and Yuma counties. The ultimate goal is to push for a primary seat belt law via ongoing meetings with local county commissioners and political representatives.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Ninth Edition, 2017

2. Seat Belts and Child Restraints.

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: Program evaluation will be ongoing throughout the grant year and will involve input and feedback from community members, advocates and project directors. A data entry system is in place to record data gleaned from satisfaction surveys, pre- and post- seat belt survey results and outcomes. Dissemination of educational information and related activities will show increases in knowledge and use of proper restraints to change awareness of drivers and passengers to become more safety conscious to help reduce traffic crashes, fatalities and injuries in this rural area.

Funding Source:	402
Program Area:	OP
Federal Funds	\$40,000
Agency Match	\$0
Local Benefit	\$40,000

Task Number 19-06-10
Program Name Traffic Safety Initiatives Mini Grants
Contractor TBD
Program Manager Ferber

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

This project is supported by numerous areas in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Eighth Edition, 2017

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 trainings, # of events
Funding Source:	402
Program Area:	OP/Occupant Protection
Federal Funds	\$25,000
Agency Match	\$0
Local Benefit	\$25,000

Motorcycle Safety

In 2016, there were 608 traffic fatalities. There were 125 motorcyclist fatalities and of those fatalities 77 were unhelmeted. Motorcyclist fatalities represented 20.6% of Colorado's total traffic fatalities (125 of 608). Motorcyclist fatalities increased from 106 in 2015 to 125 in 2016, a 17.9% increase. The 17.9% increase in motorcyclist fatalities is a greater change than observed for overall traffic fatalities, which increased by 11.2% (547 to 608) in 2016. Additionally, 89 (78%) motorcycle operators involved in fatal crashes were determined to be "at fault" and 50 (42%) fatal crashes involved only the motorcycle and no other vehicle.

In 2016, the Counties representing the highest annual motorcyclist fatalities included; Adams (13), Arapahoe (11), Denver (14), Douglas (10), El Paso (10), Jefferson (15) and Larimer (11). These Counties represent 67% of all Colorado motorcyclist fatalities.

Statewide in 2016, there were 118,780 total recorded vehicle crashes and 2,273 (1.9%) of those crashes involved motorcycles. Though motorcyclists were involved in 2% of all crashes, when they did crash, 62.5% of the time (1,420/2,273) the motorcyclist was at fault.

In 2016, among all motorcycle operators involved in a crash, 48% (1,124/2,356) were properly wearing helmets.

Colorado has a legislative mandated Motorcycle Operator Safety Advisory Board (MOSAB) which includes a Highway Safety Office (HSO) member. The member holds an executive leadership position and through this involvement provides input and direction on motorcycle safety training, awareness, media and funding. A member from the HSO management team represents Colorado motorcycle safety interests on the State Motorcycle Safety Administrators organization. The HSO utilizes funding to support media campaigns designed to increase motorists awareness of motorcycles on Colorado roadways. The campaigns are developed through problem identification and disseminated to the public during peak motorcycle riding activity.

Task Number 19-07-01
Program Name Motorcycle Operator Safety Training (MOST)
Contractor Motorcycle Safety Foundation (MSF)
Program Manager Rocke

These funds are dedicated from CDOT and are used as match for 405f Motorcycle Safety Grant funds.

During FY 2019 the Colorado State Patrol will continue to administer the statewide motorcycle rider education program that was established by statute in 1990. The program is funded through a \$2 surcharge on motorcycle endorsements on Colorado driver's license and \$4 on motorcycle license registrations. The program trains approximately 10,000 students per year through vendors at training sites state-wide. MSF will perform contractual duties under the direction of the CSP MOST Program Coordinator who oversees and administers the program.

Funding Source:	State
Program Area:	M9MT/Motorcyclist Training
Federal Funds	\$0
Agency Match	\$100,000

Communications

Motor vehicle crashes are among the leading causes of death across the nation and in Colorado. Motor vehicle fatalities were on the decline and reached a low of 447 deaths in 2011. Since 2011 Colorado's fatalities from motor vehicle crashes have continually increased, reaching 608 fatalities reported in 2016.

In 2016 there were:

- 128,009 motor vehicle crashes, a four percent increase from 2015.
- 558 fatal crashes; a 10 percent increase from 2015.
- 608 people were fatally injured; an 11 percent increase from 2015.
- 211 speeding-related fatalities; comprising 35 percent of all fatalities.
- 9,936 motor vehicle injury crashes, a three percent decrease from 2015.
- 11,786 persons were injured by those 9,936 motor vehicle injury crashes, an 8 percent decrease from 2015.
- 2,956 had injuries that were classified as serious (incapacitating), an 8 percent decrease from 2015.

In 2016 there were:

186 Unrestrained fatalities (51 percent of all passenger vehicle occupant fatalities) 161 Alcohol-impaired driver fatalities (26 percent of all fatalities)
52 5ng THC+ impaired driver fatalities (9 percent of all fatalities) 211
Speed related fatalities (35 percent of all fatalities)
Motorcyclist fatalities (20 percent of all fatalities), and 82 unhelmeted motorcyclist fatalities
59 drivers under the age of 21 involved in a fatal motor vehicle crash
79 pedestrian fatalities (13 percent of all fatalities)
77 distracted drivers involved in a fatal crash
131 drivers aged 65 years or older involved in a fatal crash

The HSO incorporates data from the Fatality Analysis Reporting System (FARS), annual observed seat belt use survey results, the Department of Revenue's Crash Record file and Vehicle Miles Traveled (VMT), in order to fund public relations campaigns that address the most serious behavioral traffic safety challenges.

Task Number 19-08-01
Program Name High Visibility DUI Enforcement – PR/Evaluation
Contractor Amelie Company, Communications Infrastructure Group and PRR
Program Manager Sam Cole

According to the *Colorado Problem Identification Report (FY2018)*, in 2016, there were 161 motor vehicle deaths involving an alcohol-impaired driver. This represents a six percent increase from 2015 and 26 percent of all fatalities for the year. From 2010 to 2016 the highest percentage of alcohol intoxicated drivers, defined as a BAC of 0.08 or higher, involved in a fatal crash were between the ages of 21 and 34 and more male drivers than female drivers were found to have a BAC of .08 or higher. For crashes resulting in a serious injury, the alcohol results are based on the law enforcement officer’s opinion at time of crash, not lab values. 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 creative consultants, along with a research report that measures statewide impaired driving knowledge, behaviors and campaign effectiveness.

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 is supported in the Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices Seventh Edition, 2015 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

Evaluation Measure:

Project evaluation will be based on process and outcome measurements. This will include amount of materials distributed, paid media coverage, earned media coverage, social media activity, increases in safety awareness among drivers, and /or observed decrease in motor vehicle injuries and fatalities. Outcomes will be based on number of media impressions produced by the campaign.

Funding Source: 405D
Program Area: M6OT

Federal Funds \$305,000
Agency Match \$0

Task Number 19-08-02
Program Name High-Visibility DUI Enforcement – Paid Media
Contractor Vladimir Jones
Program Manager Sam Cole

According to the *Colorado Problem Identification Report (FY2018)*, in 2016, there were 161 motor vehicle deaths involving an alcohol-impaired driver. This represents a six percent increase from 2015 and 26 percent of all fatalities for the year. From 2010 to 2016 the highest percentage of alcohol intoxicated drivers, defined as a BAC of 0.08 or higher, involved in a fatal crash were between the ages of 21 and 34 and more male drivers than female drivers were found to have a BAC of .08 or higher. For crashes resulting in a serious injury, the alcohol results are based on the law enforcement officer's opinion at time of crash, not lab values. As seen with fatalities, the age group of 21-34 year olds had the highest percentage of suspected of alcohol impairment in serious injury crashes compared to the other age groups.

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, 2015
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: Project evaluation will be based on process and outcome measurements, including paid media coverage, increases in safety awareness among drivers, and /or observed decrease in motor vehicle injuries and fatalities. Outcomes will be based on number of media impressions produced by the campaign

Funding Source: 405D
Program Area: M60T

Federal Funds \$285,000
Agency Match \$0

Task Number 19-08-03
Program Name High-Visibility DUI Enforcement – Hispanic and Paid Media
Contractor Hispanidad, Vladimir Jones
Program Manager Sam Cole

According to the *Colorado Problem Identification Report (FY2018)*, in 2016, there were 161 motor vehicle deaths involving an alcohol-impaired driver. This represents a six percent increase from 2015 and 26 percent of all fatalities for the year. From 2010 to 2016 the highest percentage of alcohol intoxicated drivers, defined as a BAC of 0.08 or higher, involved in a fatal crash were between the ages of 21 and 34 and more male drivers than female drivers were found to have a BAC of .08 or higher. For crashes resulting in a serious injury, the alcohol results are based on the law enforcement officer's opinion at time of crash, not lab values. As seen with fatalities, the age group of 21-34 year olds had the highest percentage of suspected of alcohol impairment in serious injury crashes compared to the other age groups.

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 focus on Hispanic males 21-54 with a culturally- and linguistically-relevant *Heat is On* and other messages designed for mass media and public relations campaigns to remind this segment of the importance of not driving impaired.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Seventh Edition, 2015
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: Project evaluation will be based on process and outcome measurements. This will include amount of materials distributed, paid media coverage, earned media coverage, social media activity, and /or observed decrease in motor vehicle injuries and fatalities. Outcomes will be based on number of media impressions produced by the campaign.

Funding Source: 405D
Program Area: M6OT

Federal Funds \$180,000
Agency Match \$0

Task Number 19-08-04
Program Name Motorcycle Safety – Motorcyclist Awareness
Contractor R and R, Vladimir Jones
Program Manager Sam Cole

According to the *Colorado Problem Identification Report (FY2018)*, of the 608 fatalities in 2016, 125 were among motorcyclists, a 12 percent increase over the last five years. This represents the highest number of motorcycle deaths in the state’s history. Motorcyclists accounted for 21 percent of all fatalities in the state in 2016. Motorcyclists also accounted for 16 percent of all individuals seriously injured in traffic crashes that same year. The age group who experienced the most motorcyclist fatalities and serious injuries was the 35 to 54 age group. Almost two-thirds of the people who died were not wearing a helmet and a less than half (47%) of those seriously injured were not wearing a helmet at the time of the crash.

According to NHTSA’s *Countermeasures That Work*, communication and outreach on conspicuity and protective clothing is an identified strategy. Specifically promoting helmet use is another identified strategy.

This project will help educate motorcyclists on the benefits of protective gear, helmet use and conspicuity.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Seventh Edition, 2015

4.2 Communications and Outreach: Other Driver Awareness of Motorcyclists 5-24.

This project addresses performance measure:

C-8. Reduce the number of unhelmeted motorcycle fatalities

Evaluation Measure: Project evaluation will be based on process and outcome measurements. This will include amount of materials distributed, earned media coverage, social media activity, increases in safety awareness among motorcyclists, and /or observed decrease in motorcycle injuries and fatalities. FARS data will be used to identify changes in motorcycle fatalities. Impression data will be tracked monthly to identify campaign reach. The outcomes directly address the objective for this project.

Funding Source: 402
Program Area: MC
Federal Funds \$75,000
Agency Match \$0

Task Number 19-08-04
Program Name Motorcycle Safety – Driver Awareness
Contractor R and R, Vladimir Jones
Program Manager Sam Cole

According to the *Colorado Problem Identification Report (FY2018)*, of the 608 fatalities in 2016, 125 were among motorcyclists, a 12 percent increase over the last five years. This represents the highest number of motorcycle deaths in the state’s history. Motorcyclists accounted for 21 percent of all fatalities in the state in 2016. Motorcyclists also accounted for 16 percent of all individuals seriously injured in traffic crashes that same year. The counties with the highest number of motorcycle fatalities were: El Paso (12), Jefferson (9), Mesa (7), Arapahoe (6), and Larimer (6).

According to NHTSA’s *Countermeasures That Work*, communication and outreach on driver awareness of motorcyclists is an identified strategy.

This project will help educate drivers on precautions to avoid motorcycle collisions and increase general awareness of importance of watching for motorcycles on the road.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Seventh Edition, 2015

4.2 Communications and Outreach: Other Driver Awareness of Motorcyclists 5-24.

This project addresses measures:

C-7. Reduce the number of motorcyclist fatalities

Evaluation Measure: Project evaluation will be based on process and outcome measurements. This will include amount of materials distributed, earned media coverage, social media activity, increases in safety awareness among motorcyclists, and /or observed decrease in motorcycle injuries and fatalities. FARS data will be used to identify changes in motorcycle fatalities. Impression data will be tracked monthly to identify campaign reach. The outcomes directly address the objective for this project.

Funding Source: 405f

Program Area: M9MA

Federal Funds \$75,000

Agency Match \$20,000

Task Number 19-08-05
Program Name Click It or Ticket and Seat Belts – PR/Evaluation
Contractor Communications Infrastructure Group and PRR
Program Manager Sam Cole

According to the *Colorado Problem Identification Report (FY2018)*, in 2016, there were 186 unrestrained passenger vehicle occupant fatalities. Between 2011 and 2016, the trend in the number of unrestrained fatalities fluctuated from year to year. In 2016, these 186 unrestrained fatalities represented 52 percent of the 362 passenger vehicle occupant fatalities. In contrast, 28 percent of motor vehicle occupants seriously injured in a crash were not using restraints. In 2016, Colorado’s seat belt use rate was 84 percent, a slight drop from the previous year (85%), and still below the nationwide use of 87 percent.

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. Additionally, 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 portion of the three high visibility *Click It or Ticket* enforcement periods (Rural, Statewide and Nighttime), along with a more targeted communications approach a low-belt-use or high fatality county.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Seventh Edition, 2015

7. 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 vehicle

Evaluation Measure: Project evaluation will be based on process and outcome measurements. This will include amount of materials distributed, earned media coverage, social media activity, increases in safety awareness among drivers, and /or observed decrease in motor vehicle injuries and fatalities.

Funding Source: 402

Program Area: PM

Federal Funds \$135,000

Agency Match \$0

Task Number 19-08-06
Program Name CIOT / Seat Belts - Paid Media
Contractor Vladimire Jones
Program Manager Sam Cole

According to the *Colorado Problem Identification Report (FY2018)*, in 2016, there were 186 unrestrained passenger vehicle occupant fatalities. Between 2011 and 2016, the trend in the number of unrestrained fatalities fluctuated from year to year. In 2016, these 186 unrestrained fatalities represented 52 percent of the 362 passenger vehicle occupant fatalities. In contrast, 28 percent of motor vehicle occupants seriously injured in a crash were not using restraints. In 2016, Colorado's seat belt use rate was 84 percent, a slight drop from the previous year (85%), and still below the nationwide use of 87 percent.

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. Additionally, 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 for the high visibility statewide May Mobilization *Click It or Ticket* enforcement period.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Seventh Edition, 2015

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: Project evaluation will be based on process and outcome measurements. This includes developing a strategic direction for paid ads and launching the ads in a manner that allows for maximum exposure. Outcomes will be based on number of media impressions produced by the campaign.

Funding Source: 402

Program Area: PM

Federal Funds \$155,000

Agency Match \$0

Task Number 19-08-07
Program Name Hispanic Occupant Protection
Contractor Hispanidad, Vladimire Jones
Program Manager Sam Cole

According to the *Colorado Problem Identification Report (FY2018)*, in 2016, there were 186 unrestrained passenger vehicle occupant fatalities. Between 2011 and 2016, the trend in the number of unrestrained fatalities fluctuated from year to year. In 2016, these 186 unrestrained fatalities represented 52 percent of the 362 passenger vehicle occupant fatalities. In contrast, 28 percent of motor vehicle occupants seriously injured in a crash were not using restraints. In 2016, Colorado's seat belt use rate was 84 percent, a slight drop from the previous year (85%), and still below the nationwide use of 87 percent. Hispanics represent about 21% of the state's population but are over-represented in the fatality data.

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. Additionally, 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 focus on Hispanic males 21-54 with a culturally- and linguistically-relevant message designed to remind this segment of the importance of proper occupant protection for everyone in a vehicle, especially during the *Click it or Ticket* statewide May Mobilization enforcement period.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Seventh Edition, 2015

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: Project evaluation will be based on process and outcome measurements. This could include amount of materials distributed, paid media coverage, earned media coverage, social media activity, increases in safety awareness among drivers, and /or observed decrease in motor vehicle injuries and fatalities.

Funding Source: 402

Program Area: PM

Federal Funds \$180,000

Agency Match \$0

Task Number 19-08-08
Program Name GDL and Teen Driving Safety Communications
Contractor Amelie Company
Program Manager Sam Cole

According to the Colorado Problem Identification Report (FY2018), The number of drivers aged 15-20 years old involved in a fatal motor vehicle crash decreased by 12 percent from 2015 to 2016. However, from 2015 to 2016 the number of motor vehicle fatalities among people aged 15-20 years old, regardless of the age of the driver, increased by 22 percent. Drivers aged 15 to 20 accounted for less than ten percent of all fatal crashes and serious injury crashes. The majority of young drivers in fatal and serious injury crashes were in the 18-20 year old age group. More males than females were involved in fatal and serious injury crashes.

According to NHTSA's *Countermeasures That Work*, strategies to reduce crashes involving younger drivers include GDL laws, driver's education and parental involvement in the process. Colorado's teen driving laws are complicated and require extensive communications and media outreach.

This project will conduct the public relations and advertising for educating teens and parents on GDL laws and other traffic safety issues affecting young drivers in Colorado.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Seventh Edition, 2015

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: Project evaluation will be based on process and outcome measurements. This will include amount of materials distributed, earned media coverage, social media activity, increases in safety awareness among drivers, and /or observed decrease in motor vehicle injuries and fatalities.

Funding Source: 402
Program Area: PM

Federal Funds \$75,000
Agency Match \$0

Task Number **19-08-09**
Program Name **Child Passenger Safety**
Contractor **Communications Infrastructure Group**
Program Manager **Sam Cole**

According to data from the Colorado Department of Transportation and FARS data (2016), 40 children aged 0 to 8 were killed in passenger vehicle crashes in Colorado between 2010 to 2016. Among these more than half the children were in an improperly used/installed car seat or in no car seat at all. According to the Colorado Problem Identification Report (FY2015), observations of child (ages 0-4) restraint use in the front or rear of the vehicle varied between 83 and 95 percent for the past decade. Since 2005, child restraint use exceeded 90 percent only twice: in 2013 and 2014. Child booster restraint use, combining front and rear observations, was 66 percent when first observed in 2011. Since 2011 booster restraint use increased to 75 percent, but remains lower than other child restraint systems. Juvenile (ages 5-15) front/rear seat belt use was 85 percent in 2014, an increase from 78 percent in 2013. Seat belt use for this age group was 80 percent or more in 2011, 2012, and 2014.

According to NHTSA’s *Countermeasures That Work*, Communications and Outreach is a specified countermeasure, especially strategies that target older children 8 to 15 years old. This project will include a variety of communication and public relations tactics aimed at parents and caregivers to increase use of child passenger restraints.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Seventh Edition, 2015

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: Project evaluation will be based on process and outcome measurements. This will include amount of materials distributed, earned media coverage, social media activity, increases in safety awareness among drivers, and /or observed decrease in motor vehicle injuries and fatalities

Funding Source: 402
 Program Area: PM

 Federal Funds \$75,000
 Agency Match \$0

Task Number 19-08-10
Program Name Public Relations Program/ Media Support
Contractor Amelie, Communications Infrastructure Group
Program Manager Sam Cole

According to the *Colorado Problem Identification Report (FY2018)*, there were 128,009 crashes in 2016 involving 230,544 drivers. Public awareness is a critical component to the success of traffic safety programs to reduce crashes. 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; gathering research; disseminating information; assisting CDOT grantees; attending meetings, and building relationships to further communications reach.

According to NHTSA's *Countermeasures That Work*, effective high-visibility communications and outreach are an essential part of successful strategies to reduce traffic deaths and injuries. To successfully implement communications, public relations and media support to reduce deaths and injuries related to crashes, 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 project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Seventh Edition, 2015

This project addresses measures:

C-1. Reduce the number of traffic fatalities

Evaluation Measure: Project evaluation will be based on process and outcome measurements. This will include amount of materials distributed, number and size of assets developed, social media activity, and /or observed decrease in motor vehicle injuries and fatalities. The outcomes directly address the objective for this project.

Funding Source: 402
Program Area: PM

Federal Funds \$90,000
Agency Match \$0

Task Number 19-08-11
Program Name Distracted Driving
Contractor Communications Infrastructure Group and Vladimire Jones
Program Manager Sam Cole

According to the *Colorado Problem Identification Report (FY2018)*, there were 128,009 crashes in 2016 involving 230,544 drivers. In 2016, law enforcement officers reported a human contributing factor in 29 percent of drivers involved in non-injury crashes and 48 percent of injury and fatal crashes. Among crashes where a distraction was reported, 12 percent of non-injury crashes and 15 percent in injury/fatal crashes were attributed to being distracted by a cell phone. Overall, the number of distracted drivers increased eight percent between 2013-2014 and 2015-2016. The age group with the largest increase in distracted drivers was the 21-34 year old age group at 13 percent.

According to NHTSA's *Countermeasures That Work*, the most effective strategies to reduce distracted driving include laws and enforcement on GDL requirements for beginning drivers and high visibility cell phone/text messaging enforcement.

This project will help educate the public about the laws and enforcement periods regarding distracted driving and the dangers posed by distracted driving overall. It will also help motivate and foster change among drivers who engage in distracted driving, especially involving use of cell phones.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Seventh Edition, 2015

2.2 Communications and Outreach on Distracted Driving 4-18.

This project addresses measures:

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

Evaluation Measure: Project evaluation will be based on process and outcome measurements. This will include amount of materials distributed, paid media coverage, earned media coverage, social media activity, increases in safety awareness among drivers, and /or observed decrease in motor vehicle injuries and fatalities.

Funding Source: 402
Program Area: PM

Federal Funds \$225,000
Agency Match \$0

Task Number 19-08-12
Program Name Pedestrian Safety Communications
Contractor Amelie Company
Program Manager Sam Cole

According to the *Colorado Problem Identification Report (FY2018)*, in 2016 there were 657 motor vehicle crashes involving a pedestrian resulting in 79 deaths and 302 pedestrians seriously injured. The 79 pedestrian fatalities accounted for 13 percent of all motor vehicle fatalities. The pedestrian fatalities increased by 34 percent between 2015 and 2016. Most pedestrian fatalities and injuries occurred in the 21-34 and 35-54 year old age groups and among more males than females. In 2016, the counties with the highest number of pedestrian fatalities were: Denver (14), Adams (7), El Paso (6), Arapahoe (5), and Pueblo (5).

According to NHTSA's *Countermeasures That Work*, communications and outreach are identified as a strategy for reducing pedestrian injuries and fatalities. This project will provide outreach campaigns to help educate the public on the potential hazards and precautions to take to avoid pedestrian injuries and fatalities.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Seventh Edition, 2015

This project addresses measures:

C-10. Reduce the number of pedestrian fatalities

Evaluation Measure: Project evaluation will be based on process and outcome measurements. This will include amount of materials distributed, earned media coverage, paid media impressions, social media activity, increases in safety awareness among drivers, and /or observed decrease in motor vehicle injuries and fatalities. The outcomes directly address the objective for this project.

Funding Source: 402
Program Area: PM
Federal Funds \$190,000
Agency Match \$0

Task Number 19-08-13
Program Name Occupant Protection - Communications
Contractor Amelie, CIG, Vladimire Jones
Program Manager Sam Cole

According to the *Colorado Problem Identification Report* (FY2018), in 2016, there were 186 unrestrained passenger vehicle occupant fatalities. Between 2011 and 2016, the trend in the number of unrestrained fatalities fluctuated from year to year. In 2016, these 186 unrestrained fatalities represented 52 percent of the 362 passenger vehicle occupant fatalities. In contrast, 28 percent of motor vehicle occupants seriously injured in a crash were not using restraints. In 2016, Colorado’s seat belt use rate was 84 percent, a slight drop from the previous year (85%), and still below the nationwide use of 87 percent.

According to NHTSA’s *Countermeasures That Work*, effective high-visibility communications and outreach directed at low-belt-use groups have been demonstrated to be effective strategy for increasing seat belt use and decreasing injuries and fatalities. In addition, communication and outreach countermeasures targeting children and youth have also been effective.

This project will conduct a marketing, advertising and public relations campaign to increase seat belt use in Colorado. This campaign will include a targeted communications approach towards low-belt-use or high fatality counties or groups.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Seventh Edition, 2015

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 observed seat belt use rates for passenger vehicles

Project evaluation: Project evaluation will be based on process and outcome measurements. This will include amount of materials distributed, paid media coverage, earned media coverage, social media activity, increases in safety awareness among drivers, and /or observed decrease in motor vehicle injuries and fatalities.

Funding Source: 402
 Program Area: PM

Federal Funds \$250,000
 Agency Match \$0

Pedestrians

In 2016, there were 608 traffic fatalities in the State of Colorado, of which 79 or 13% were pedestrians, and 16 or 3% were bicyclists. The pedestrian total fatalities is up from 33% in 2015.

The Mile High Regional Emergency Medical and Trauma Advisory Council (MHRETAC) reports that there were 190 traffic fatalities in the six county Mile High region, which serves: Adams, Arapahoe, Broomfield, Denver, Douglas and Elbert Counties.

The City of Aurora had 8,328 traffic crashes, which involved 21,318 roadway users.

The City of Aurora is in Adams County and Arapahoe County. A total of 21 pedestrian fatalities occurred in those two counties (13 in Adams and 8 in Arapahoe). Of those 21 pedestrian fatalities, 12 or 57% occurred in the City of Aurora. Pedestrian fatalities in the City of Aurora account for 37% of all fatal crashes. That is up from 2015's 12%.

Aurora Police Department (APD) reported 7,635 crashes that occurred in the City of Aurora in 2017, 194 or 3% involved a pedestrian.

In 2017, there were 27 traffic fatalities in the City of Aurora. Of those 27 or 7% involved pedestrians.

In 2016, the City of Denver had 19,360 crashes and 54 traffic fatalities and 19 of the traffic fatalities involved pedestrians.

The City and County of Denver, launched the Denver Vision Zero initiative, which is the coordination of multiple city agencies to collaborate on best practices for reducing fatal crashes in Denver to zero by 2030.

In Colorado Springs, the second largest city in Colorado and the largest population center in El Paso County, pedestrian deaths accounted for six of the 34 motor vehicle fatalities in 2016.

There were 10 pedestrian fatalities and 3 bicycle fatalities out of a record of 39 traffic fatalities.

Major road arterials run directly through, or immediately next to the University of Colorado, Colorado Springs (UCCS) and Colorado College (CC) campuses in Colorado Springs. Austin Bluffs Parkway runs immediately to the south of the UCCS campus, with large youth residential area.

El Paso County has 32,501 college and university students. The UCCS has more than 12,400 undergraduate students on campus. CC has 2,101 students and Colorado State University (CSU-Pueblo) has 4,500 students. Drive Smart Colorado (DSC) will focus on these institutions, because many students walk to and from the campuses.

From 2016-17, Colorado Springs PD data indicates that 75 crashes occurred on Austin Bluffs Parkway. There are three pedestrian crosswalks on Austin Bluffs parkway, which connect to campuses.

Colorado College reported that 50 crashes on or near campus, 10 involved students pedestrian and or bicycle crashes with vehicles.

Among the 18-24 age group, 17% of pedestrian fatalities occurred in El Paso County.

Pueblo had 20 traffic and 2 Pedestrian fatalities in 2016.

Task Number 19-09-01
Program Name Pedestrian Education and Safety Campaign
Contractor Aurora Police Department (APD)
Program Manager Rocke

The focus of this project is to reduce the number of deaths and injuries that occur as a result of auto vs. pedestrian crashes. This program will increase safety for pedestrians within the City of Aurora.

The APD will pursue and educate pedestrians, bicyclists, and drivers that are more cognizant of the transportation safety needs of everyone, regardless of the mode of transportation. This will be accomplished through educational based programs within the schools, and community outreach efforts. Officers at APD, will actively enforce current traffic laws specific to pedestrian and bicyclist safety.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Ninth Edition, 2017

8. Pedestrians – 4.4 Targeted Enforcement.

This project addresses measures:

- C-1. Reduce the number of traffic fatalities**
- C-10. Reduce the number of pedestrian fatalities**

Evaluation Measure:	# of data crash reports, # of activity reports
Funding Source:	402
Program Area:	PS
Federal Funds	\$75,000
Agency Match	\$0
Local Benefit	\$75,000

Task Number 19-09-02
Program Name Addressing Denver Pedestrian Safety Issues
Contractor Denver Police Department (DPD)
Program Manager Rocke

The goal of this project is to increase the number of citations and contacts with both pedestrians and motorists at identified hot spot locations in the City and County of Denver.

To address this, DPD officers will employ a targeted enforcement campaign focused on pedestrian safety. Targeted enforcement will be designed through the bi-annual review process of auto-pedestrian crashes. DPD will target both pedestrians and drivers. Education materials will be focused different demographics and specific high-risk behaviors.

DPD officers will issue verbal warnings/advisements to drivers and pedestrians who commit the following violations: turning on red, not using a crosswalk, crossing at intersections against signal when traffic is present.

DPD along with the Highway Safety Office (HSO) are main participants in the Vision Zero Initiative. The Vision Zero initiative focuses on strategies on crashes that affect pedestrians and bicyclist.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Ninth Edition, 2017

8. Pedestrians – 4.4 Targeted Enforcement.

This project addresses measures:

C-1. Reduce the number of traffic fatalities

C-10. Reduce the number of pedestrian fatalities

Evaluation Measure: # of contacts made, # of citations written, # of advisements warnings issued

Funding Source: 402

Program Area: PS

Federal Funds \$85,000

Agency Match \$0

Local Benefit \$85,000

Task Number **19-09-03**
Program Name **Pedestrian Safety**
Contractor **Drive Smart Colorado (DSC)**
Program Manager **Rocke**

In the next three years, Drive Smart Colorado (DSC) will work directly with University of Colorado-Colorado Springs, Colorado College, and Colorado State University – Pueblo, student groups, college staff and security/police in order to create culturally relevant programs, campaigns, and media messages to reduce risky and unsafe walking behavior.

DSC will conduct walkability surveys and/or observational surveys with the Colleges and Universities to determine if the pedestrian safety awareness has increased on the campuses.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Ninth Edition, 2017

8. Pedestrian Safety – 4.1 Pedestrian Safety Zones, 3.1 Impaired Pedestrians: Communications and Outreach.

This project addresses measures:

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

C-10. Reduce the number of pedestrian fatalities

Funding Source: 402
 Program Area: PS

Federal Funds \$41,500
 Agency Match \$0
 Local Benefit \$41,500

Older Drivers

In 2016, there were 608 traffic fatalities in Colorado. There were 92 fatalities involving an at fault driver that was 65 years of age or older. This is an 11% increase from the at fault driver 65 years of age or older fatalities in 2015.

The HSO will address at fault driver 65 years of age or older fatalities through education, public awareness, collaboration and partnerships with State and local agencies, law enforcement training and providing information on alternative rides to caregivers and older drivers.

The City of Aurora is in Adams and Arapahoe County. In 2016, Adams County had 12 fatalities and Arapahoe County had 7 fatalities , which involved a driver 65 or older.

The City of Denver is located in Denver County. Denver County had 6 fatalities, which involved a driver 65 or older.

El Paso County is located in the City of Colorado Springs. In El Paso County there were 11 fatalities, which involved a driver 65 or older.

Task Number 19-10-01
Program Name The Road Ahead – Older Driver Safety
Contractor Drive Smart Colorado (DSC)
Program Manager Rocke

Drive Smart Colorado (DSC) will build on existing communications and education for older drivers and caregivers. DSC will establish and maintain partnerships to enhance older driver’s safety efforts.

DSC will incorporate proven programs in a comprehensive, multifaceted educational approach and CarFit Technician trainings and events will also be expanded to El Paso, Pueblo and Teller Counties. A resource guide on Older Drivers will be distributed in all counties and the DSC Older Driver-focused website will be expanded and improved. A final facet of the program will be development of a training video for law enforcement encouraging the “write the ticket” mentality.

DSC is currently working with the Department of Revenue to update the Medically at Risk form. This form is for Law Enforcement to refer medically at risk individuals to be re-evaluated by the Department of Motor Vehicle (DMV).

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Ninth Edition, 2017

7. Older Drivers - 1.2 General Communications and Education and 2.2 Referring Older Drivers to Licensing Agencies.

This project addresses measures:

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

C-13. Reduce the number of older driver related fatalities

Evaluation Measure: # of individuals and technicians, who participate in CarFits, # of Law Enforcement Officers (LEO’s) who issue medically-at-risk forms/citations

Funding Source: 402

Program Area: DE

Federal Funds \$42,000

Agency Match \$0

Local Benefit \$42,000

Task Number 19-10-02
Program Name Older Driver Public Service Campaign
Contractor Red Hawk
Program Manager Rocke

The goal of this program is to educate drivers and their caregivers, the need to give up driving when health and mobility issue are present.

The "Older and Wiser" Campaign will educate and inform Drivers about the medical and mobility issues that indicate it is time to stop driving. The Primary Target will be Drivers 65 years and Older. The Public Service Campaign will be a well-rounded plan providing an educational web-page sighting available research that lists the health and mobility issues Drivers need to be aware of when evaluating if it is time to stop driving. It will also list public transportation options in Western Colorado with links to their web-sites, including travel to the Denver Metro area. One of Red Hawk's strategies is to study the Older Driver traffic statics to compare to previous years looking for any changes, with the goal to have less traffic fatalities involving Older Drivers.

This project will broadcast public service announcements asking that drivers consider difficult transportation choices as their driving ability declines with age.

Red Hawk will collaborate with surrounding communities to provide resources for public and private transit agencies.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Ninth Edition, 2017

7. Older Drivers - 1.2 General Communications and Education.

This project addresses measures:

- C-2. Reduce the number of serious injuries in traffic crashes**
- C-13. Reduce the number of older driver related fatalities**

Evaluation Measure: # of individuals reached
of individuals

Funding Source: 402
Program Area: DE

Federal Funds \$20,000
Agency Match \$0
Local Benefit \$20,000

Task Number 19-10-03
Program Name Reaching Older Adult Drivers (ROAD)
Contractor Cordy & Company
Program Manager Rocke

The R.O.A.D. (Reaching Older Adult Drivers) Program is an outreach initiative designed to educate Aging Road Users 65 +, their families, friends and caregivers about programs to enable these drivers to remain mobile and continue safe travels as long as possible. The program will incorporate research, the CarFit program, partnering with AARP and AAA in developing collaborative CarFit events throughout the Denver, Adams County and Arapahoe County area. ROAD will develop targeted messaging and appropriate communications platforms accessed by the target population.

The program proposes collaboration with community groups and medical providers who are willing to share information including the Colorado Older Driver Booklet and web site developed by Drive Smart Colorado, with older drivers and their families to help them make more informed decisions about driver safety.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Ninth Edition, 2017

7. Older Drivers - 1.2 General Communications and Education

This project addresses measures:

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

C-13. Reduce the number of older driver related fatalities

Evaluation Measure: # of CarFit presentations, # of techs trained, #booklets distributed

Funding Source: 402

Program Area: DE

Federal Funds \$58,000

Agency Match \$0

Local Benefit \$58,000

Task Number 19-10-04
Program Name Engaging Mobility Initiative
Contractor Health Promotions Partners, LLC
Program Manager Rocke

The goal of the Engage Mobility initiative is to reduce fatalities and serious injuries among drivers aged 65 and older. Research has emphasized that medical team members can play a more active role in preventing motor vehicle crashes by assessing and counseling older adult drivers regarding their fitness to drive, recommending safe driving practices, referring older adults to driver rehabilitation specialists, advising or recommending driving restrictions, and referring older adults to State licensing authorities when appropriate (AGS & A. Pomidor, 2016). Occupational therapy practitioners are an important link; however, many therapists do not currently address driving with their older adult clients.

The Engage Mobility initiative expects to build capacity of occupational therapy practitioners in Colorado to address driving and community mobility through seminars and professional development study groups. In addition, we will build connections with other medical professionals to increase their knowledge and comfort with the topic of driver safety and medical reporting to licensing agencies. This increase in capacity of providers will increase the level of services offered regarding driving wellness, risk identification, and community mobility opportunities.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Ninth Edition, 2017

7. Older Drivers – 2.2 Referring Older Drivers to Licensing Agencies

This project addresses measures:

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

C-13. Reduce the number of older driver related fatalities

Evaluation Measure: # of educated medical professionals about driving healthy
 # of clinicians who attend educational events
 # of professional/community events and survey data post event

Funding Source: 402
 Program Area: DE

Federal Funds \$56,268
 Agency Match \$0
 Local Benefit \$56,268

Distracted Driving

In 2016, there were 608 traffic fatalities in Colorado. Of the 608 traffic fatalities 98 were distracted driving related which comprised 16% of the total.

In 2016, Adams County had 60 traffic fatalities. There were 9 distracted driving related fatalities which comprised 15% of the total.

In 2016, Arapahoe County had 46 traffic fatalities. There were 7 distracted driving related fatalities which comprised 17% of the total.

The City of Aurora is in Adams County and Arapahoe County. In 2016, Adams County recorded that 24 % of the 12,304 crashes in Adams County had distracted driving as a contributing factor.

Arapahoe County had 24% of the 14,444 crashes that occurred in the county. The 3,466 or 24% of the crashes were distracted driving related. A review of all 7,635 crashes that occurred in the City of Aurora during 2017, 1,353 or 18% showed that distracted driving was a contributing factor in the causation.

In 2017, there was a total of 27 fatal crashes in the City of Aurora. Of those 27 crashes, 5 or 19 % the driver was recorded as being distracted by the investigating officer.

In 2017, Aurora Police Department (APD) officers wrote 11,517 summonses. Aurora PD issued 3,455 distracted driving summonses which was 30% of the total.

In 2016, the City and County of Denver had 19,360 crashes. Fifty-four crashes were fatalities and 6 of the traffic fatalities were distracted driving related.

The City of Greeley is the largest jurisdiction in Weld County.

Within the last four years, the City of Greeley, had 783 crashes within 13 major intersections. One hundred and thirty nine of those crashes were distracted driving related. The majority of the drivers were preoccupied at 123 or 89%, the 15 or 11% were distracted by their passengers. Greeley has a significant number of young drivers, with seven high schools and the University of Northern Colorado.

The Data-Driven Approaches to Crime and Traffic Safety (DDACTS), has been used by Greeley Police Department (GPD) for three years. There has been a 1% decrease in the rate of motor vehicle fatalities since DDACTs was introduced in 2014.

In 2016, Weld County had 55 traffic fatalities, 11 of those crashes were distracted driving related.

El Paso County had 48 traffic fatalities, 11 or 23% of those fatalities were attributed distracted driving related. Five percent of the fatal crashes involved a driver 20 years or younger.

In the City of Pueblo, there were 20 traffic fatalities in 2016, 2 or 14% of the crashes involved distracted driving. Two percent of those fatalities involved a driver 20 years or younger.

Eagle County had 1,241 crashes, 5 or 14% were traffic fatalities were distracted driving related.

The Eagle River Valley portion of Eagle County is a major thoroughfare through the state with I-70 running 60 miles through the heart of the valley. the Eagle River Youth Coalition, (EYRC) conducted a parent survey, 497 parents completed the survey. There were 422 or 85% of the parents responded that they had used their phones while driving.

Task Number 19-11-01
Program Name Data Driven Approach to Crime and Traffic Safety (DDACTS) Distracted Driving
Contractor Greeley Police Department (GPD)
Program Manager Rocke

The goal of this project is to reduce the number of distracted driving fatalities and serious injuries in the City of Greeley from 21.26% to 18% by September 30, 2019.

Greeley PD (GPD) will use the Data Driven Approach to Crime and Traffic Safety (DDACTS) project to deploy Law Enforcement Officers (LEOs) to specific zones, known for increased motor vehicle crashes and fatalities. GPD will maintain deployment of additional law enforcement presence during the hours when law enforcement officers have the most impact on driving behavior of distracted driving amongst motorists.

GPD will provide high visibility enforcement to focus primarily on school’s zones and enforce Graduated Driving Licensing (GDL) requirements and cell phone laws with young drivers.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Ninth Edition, 2017

4. Distracted and Drowsy Driving - 1.3 High-Visibility Cell Phone and Text Messaging Enforcement

This project addresses measures:

- C-2. Reduce the number of serious injuries in traffic crashes**
- C-12. Reduce the number of distraction-affected fatal crashes**

Evaluation Measure: # of citations, # of traffic contacts, # of reduced distracted driving collisions

Funding Source: 402

Program Area: DD

Federal Funds \$67,000

Agency Match \$0

Local Benefit \$67,000

Task Number 19-11-02
Program Name DD Awareness for Young Drivers 18-24
Contractor Drive Smart Colorado (DSC)
Program Manager Rocke

The goal of this project is to reduce the number of driver at fault fatalities amongst 18-24 years.

DSC will partner with local military installations US Army, US Air Force, Colleges and Universities located in El Paso and Pueblo counties in effort to reduce distracted driving among 18-24 year olds.

DSC will conduct surveys of military personnel and their spouses, to determine if distracted driving awareness has increased on the base.

In conjunction with the military and college students, DSC will develop and launch a culturally relevant distracted driving outreach campaign targeting El Paso County.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Ninth Edition, 2017

4. Distracted and Drowsy Driving – 2.2 Communications and Outreach on Distracted Driving and 3.1 Employer Programs.

This project addresses measures:

- C-2. Reduce the number of serious injuries in traffic crashes**
- C-12. Reduce the number of distraction-affected fatal crashes**

Evaluation Measure:	# of participating groups participating, # of activities conducted, # of students attending each activity
Funding Source:	402
Program Area:	DD
Federal Funds	\$51,500
Agency Match	\$0
Local Benefit	\$51,500

Task Number 19-11-03
Program Name Distracted Driving
Contractor Colorado State Patrol (CSP)
Program Manager Rocke

The goal of this project is to work collectively and collaboratively with not only its own members, but those of partnering agencies and community groups to decrease by five percent the total number of distracted driving fatalities statewide.

To address this the CSP will conduct high visibility enforcement waves statewide for enforcement of distracted driving laws. The CSP will purchase social media buys to educate the public and prevent distracted driving. The CSP will continue the usage of the driving simulators in community and school presentations.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Ninth Edition, 2017

4. Distracted and Drowsy Driving – 1.1 Graduated Driver Licensing Requirements for Beginning Drivers and 1.3 High Visibility Cell Phone and Text Messaging Enforcement

This project addresses measures:

C-1. Reduce the number of traffic fatalities

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

Federal Funds \$155,000

Agency Match \$0

Local Benefit \$0

Task Number 19-11-04
Program Name 2018 Distracted Driving Enforcement Campaign
Contractor Aurora Police Department (APD)
Program Manager Rocke

The focus of this project is to reduce distracted driving within the City of Aurora from the current 18 percent to 14 percent.

The Aurora Police Department (APD) will continue to increase the number of officers deployed, by using the established spotter techniques from high vantage points targeted, and high traffic areas. This procedure will be used to observe and contact drivers who are exhibiting distracted driving behaviors.

APD will provide education to new drivers, young drivers, and their parents about the state’s Graduated Driver’s License laws and restrictions.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Ninth Edition, 2017

4. Distracted and Drowsing Driving – 1.3 High-Visibility Cell Phone and Text Messaging Enforcement

This project addresses measures:

C-1. Reduce the number of traffic fatalities

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

Evaluation Measure:	# citations issued, # of contacts and arrests, # of events, # of pledges signed and # of social media hits
Funding Source:	402
Program Area:	DD
Federal Funds	\$64,000
Agency Match	\$0
Local Benefit	\$64,000

Task Number 19-11-05
Program Name Distracted Driving Enforcement
Contractor Denver Police Department (DPD)
Program Manager Rocke

The focus of this project is to decrease distracted driving, injuries and fatalities in the City and County of Denver by 10%.

To address this the DPD will identify target areas which are identified as hot spots for a high number of distracted driving related crashes. Locations are selected based on visibility for spotter technique enforcement and the concentration of traffic where risk of accidents as a result of cell phone use and text messaging are prevalent. This is an ongoing process and will be completed by reviewing a number of careless driving citations associated with crashes, which may include texting, eating, or using an iPad, for example.

DPD aims to maintain and enforce the state ban on manipulating an electronic device while driving, and change the public perception of the risks and consequences of such activity.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Ninth Edition, 2017

4. Distracted and Drowsy Driving - 1.3 High-Visibility Cell Phone and Text Messaging Enforcement

This project addresses measures

C-1. Reduce the number of traffic fatalities

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

Evaluation Measure: # of citations issued, # of contacts, # of PSA's

Funding Source: 402

Program Area: DD

Federal Funds \$50,000

Agency Match \$0

Local Benefit \$50,000

Task Number 19-11-06
Program Name Eagle River Valley Safe Driving Efforts
Contractor Eagle River Youth Coalition (ERYC)
Program Manager Rocke

The Eagle River Youth Coalition (ERYC) will be focused on educating youth and parents on GDL laws and other safe driving behaviors to prevent distracted driving in the Eagle River Valley. Along with education, ERYC will be working with youth to create long-term awareness signs in our community to have continuous reminders of driving distracted free.

The ERYC, will conduct several presentations, which will include Colorado’s Graduated Driving Licensing and distracted driving.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Ninth Edition, 2017

4. Distracted and Drowsy Driving – 1.3 High-Visibility Cell Phone and Text Messaging Enforcement.

This project addresses measures:

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

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

Evaluation Measure:	# of presentations
Funding Source:	402
Program Area:	DD
Federal Funds	\$30,000
Agency Match	\$0
Local Benefit	\$30,000

Planning & Administration

Task Number 19-12-01
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
Program Area: PA/Planning and Administration

Federal Funds \$200,000
Agency Match \$200,000
Local Benefit \$0

Task Number **19-12-02**
Program Name **Impaired Driving Program Support**
Contractor **Office of Transportation Safety**
Program Manager **Miller**

The Program staff will develop, plan, coordinate and provide technical assistance and support for the 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 in this project.

Evaluation Measure: 6,050 staff hours
Funding Source: 405D
Program Area: M6OT/Low Other

Federal Funds \$200,000
Agency Match \$0
Local Benefit \$0

Task Number **19-12-03**
Program Name **Occupant Protection Program Support**
Contractor **Office of Transportation Safety**
Program Manager **Miller**

The Office staff will develop, plan, coordinate and provide technical assistance and support for the activities in Occupant Protection, Child Passenger Safety, Teen Driving, Distracted Driving, Older Driving and Pedestrian and Bicycle Safety programs.

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

Evaluation Measure: 5,500 staff hours
Funding Source: 402
Program Area: OP/Occupant Protection

Federal Funds \$180,000
Agency Match \$0
Local Benefit \$0

Task Number 19-12-04
Program Name Traffic Records Program Support
Contractor Traffic and Safety Engineering Branch
Program Manager Babler / Bourget

Project Description:

The Traffic and Safety Engineering Branch will provide staff to manage the 405 C Traffic Records program. This staff will address statewide goals and objectives through a review of the 2015 Traffic Records Assessment Report, and will address implementation of the recommendations. Staff members will review and assess progress of the 2018 Statewide Traffic Records Advisory Committee Strategic Plan, and will outline the current state of the Traffic Records program. Staff members 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 be incorporated by CDOT and STRAC into our strategic planning to coordinate the traffic record systems, statewide. Staff members will assess the program management responsibilities with an emphasis on interface and coordination among CDOT Traffic and Safety Engineering Branch, Office of Transportation Safety (CDOT), DOR and CSP traffic records staff, and the Governor's Office of Information Technology. This will include the sharing of expertise of other major stakeholders. This year, Colorado will begin to prepare for the next Traffic Records Assessment. In addition, Colorado has a new, revised crash form and is planning to implement the form statewide in 2019.

Activities include establishing resource requirements, departmental roles and responsibilities, assignment of tasks and schedules, and program management of the FFY 2019 grants. Costs include external project audit costs, program-specific staff training, necessary operating expenses, and participation of the key staff (Traffic Records Unit) in 45th International Traffic Records Forum. The Forum is hosted by the National Safety Council and sponsored by NHTSA, FHWA, FMCSA, and BTS (Bureau of Transportation Statistics). Topics will include traffic records, highway safety information systems and other function-related training and/or meetings.

Performance Measures and Measurement Formula:

This project addresses all of traffic record's performance measures as it helps project managers to better handle the changing needs of traffic records and to better manage the projects. It does not target any particular measure.

Evaluation Measure:	All performance measures
Funding Source:	NHTSA 405C
Program Area	M3DA/Data Program
Federal Funds	\$120,000
Agency Match	\$30,000

Task Number 19-12-05
Program Name Media Program Support – Impaired Driving
Contractor Office of Communications
Program Manager Cole

Public awareness is a critical component to the success of traffic safety programs. The public relations 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.

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

Evaluation Measure: 2,000 staff hours
Funding Source: 402
Program Area: AL/Alcohol

Federal Funds \$85,000
Agency Match \$0

Task Number 19-12-06
Program Name Media Program Support – Occupant Protection
Contractor Office of Communications
Program Manager Cole

Public awareness is a critical component to the success of traffic safety programs. The public relations senior support staff conducts strategic and tactical communications planning and manages activities designed to maximize the reach and effectiveness of occupant protection programs.

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

Evaluation Measure: 2,000 staff hours
Funding Source: 402
Program Area: OP/Occupant Protection

Federal Funds \$85,000
Agency Match \$0