

# Colorado

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## 2016 Integrated Safety Plan



**COLORADO**

Department of  
Transportation



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## 2016 Integrated Safety Plan

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### Mission Statement:

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



# Table of Contents

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A Message from the Office of Transportation Safety and the Traffic and Safety Engineering Branch .....	ii
Office of Transportation Safety Organizational Chart .....	iii
Traffic and Safety Engineering Branch Organizational Chart.....	iv
Mission, Goals, and Objectives .....	1
How We Evaluate Safety Progress .....	1
<b>2016 Integrated Safety Plan</b>	
Introduction.....	1
Current Condition .....	2
Performance Measures .....	4
<b>2016 Traffic and Safety Engineering Branch~</b>	
Roadway Traffic Safety Programs .....	18
Hot Spot Program .....	20
Highway Safety Improvement Program .....	24
Rockfall Program .....	34
Rail Crossing Protection Program .....	37
Traffic Signals Program .....	40
<b>2016 Highway Safety Office ~</b>	
Safety Education and Enforcement Programs .....	44
Program Development Overview.....	45
Evidence-Based Traffic Safety Enforcement Plan .....	47
Program Administration and Support.....	49
Impaired Driving .....	61
Speed Enforcement.....	82
Young and Older Driver and Distracted Driving.....	91
Traffic Records.....	109
Traffic Records ~ Evaluation Measures .....	111
Child Passenger Safety and Occupant Protection .....	122
Occupant Protection.....	144
Motorcycle Safety .....	146
Office of Communications .....	150
Pedestrian and Bicycle Safety .....	165



## A Message from the Office of Transportation Safety and the Traffic and Safety Engineering Branch

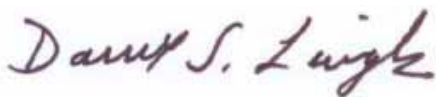
We are pleased to provide you with the 2016 Colorado Integrated Safety Plan (ISP). Each year, this document is updated to help focus limited resources on strategic projects statewide that can have an impact on reducing the number of fatalities and serious injuries due to motor vehicle crashes on Colorado highways. The ISP includes the state's goals, objectives and strategies for improving traffic safety, as well as performance measures to evaluate our progress. It outlines specific highway safety projects and programs and respective funding for 2016. This year the ISP reflects the recently completed Strategic Highway Safety Plan (SHSP) vision of Toward Zero Deaths (TZD) and articulated goals for fatality and serious injury crash reductions from 2015 through 2019.

Recent years in Colorado have seen a plateau in our crash and fatality incidents. While CDOT has become more strategic and data-driven in our programs and project selections, recent results remind us that we need to continue to be more comprehensive and responsive to contributing factors that are increasing crashes on our roadways. Fortunately, CDOT just completed coordinating a statewide, multi-disciplinary, and multi-stakeholder visioning effort to reduce crashes in Colorado - the Strategic Highway Safety Plan (SHSP). Colorado now embraces Toward Zero Deaths as our vision for transportation safety and has articulated goals to move forward starting this year. The Plan also articulates measures and specific action steps to monitor progress on our goals and ensure progress. Implementation of the SHSP through coordinated efforts of all the SHSP contributors will be CDOT's focus in the next year and up through 2019 to enact this plan and reduce fatalities and crashes on Colorado's roadways.

We will accomplish this by expanding our safety partnerships and by providing tools for safety advocates to work in partnership with us. We will continue our strong relationships with local governments and law enforcement to make traveling through Colorado safer than ever before.

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

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



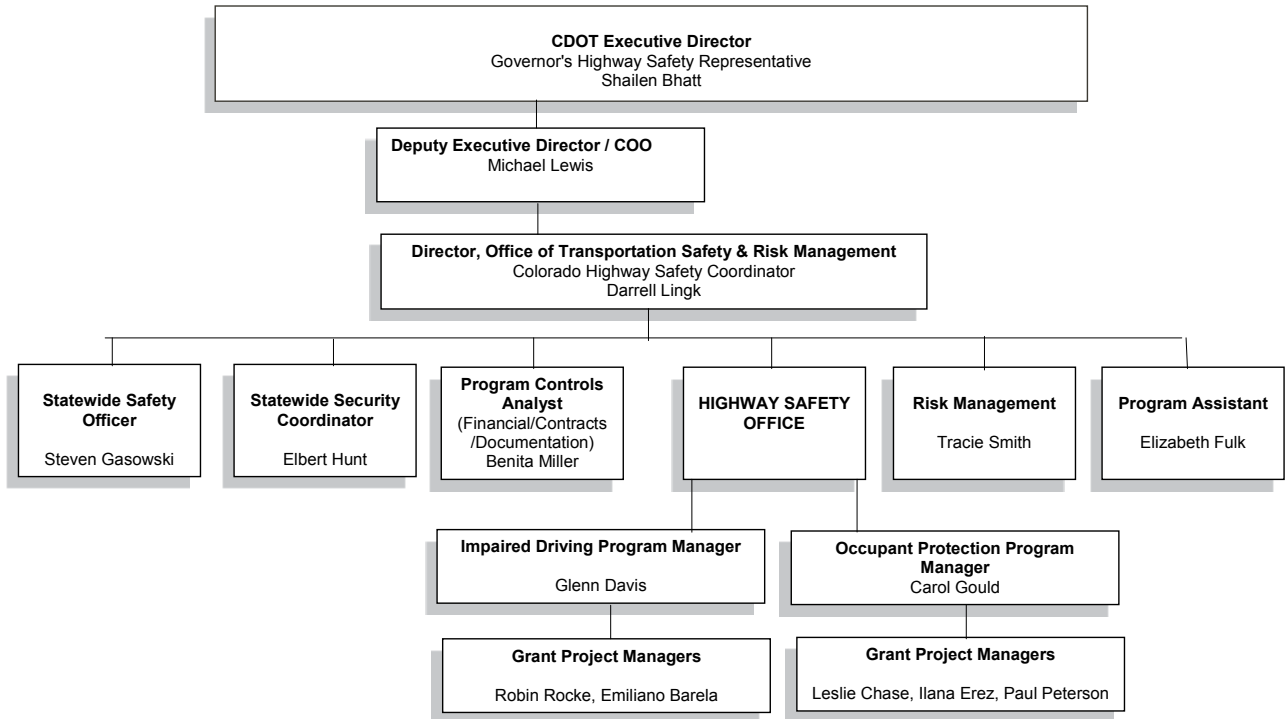
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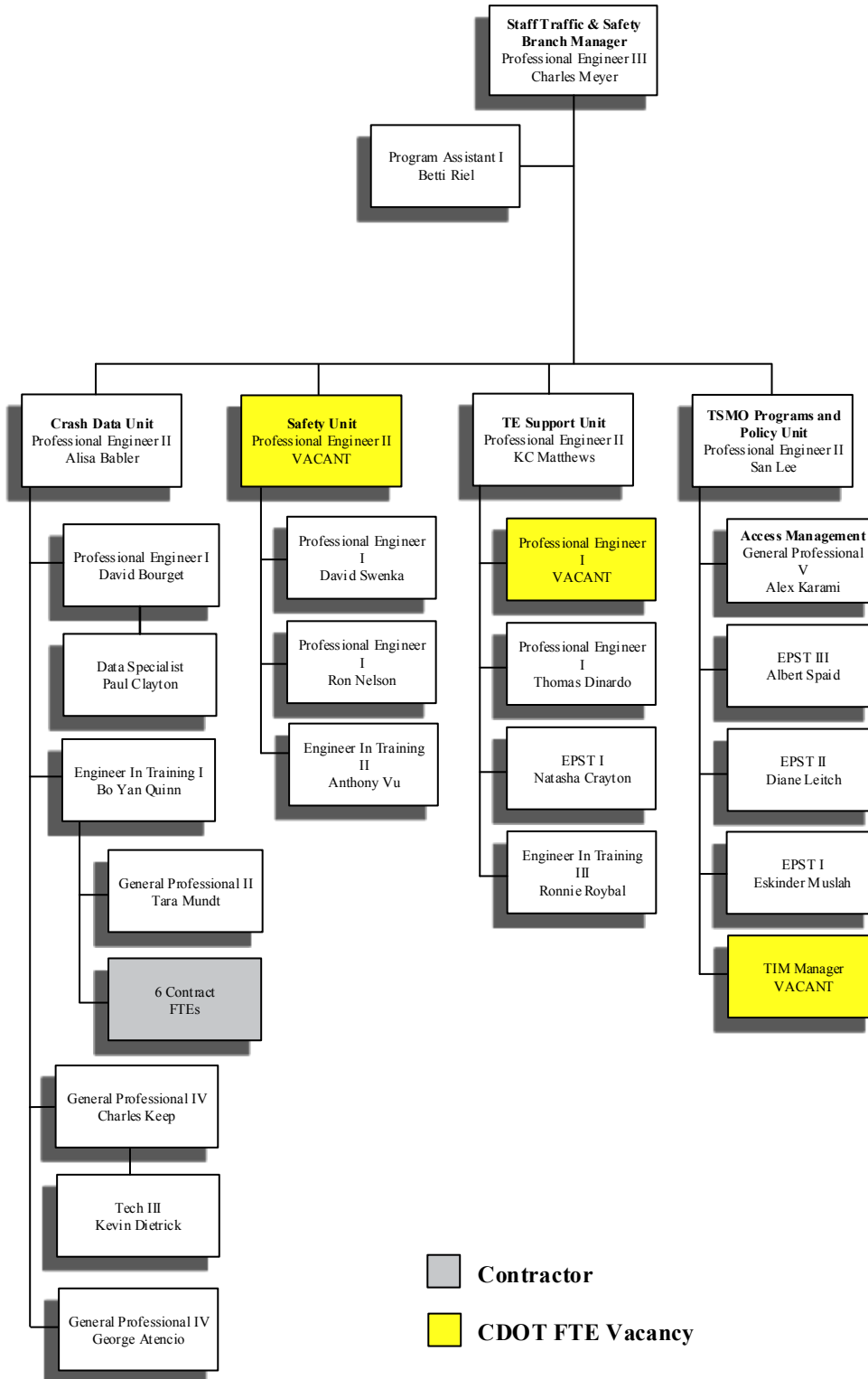


# Office of Transportation Safety Organizational Chart





# Traffic and Safety Engineering Branch Organizational Chart







# 2016 Integrated Safety Plan Introduction

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The 2016 Integrated Safety Plan (ISP) is built upon a foundation of traffic safety strategies that are proven to reduce the number and severity of traffic crashes in the State of Colorado. The ISP focuses on the three contributing factors to crashes: the roadway, the driver, and the vehicle. The crash sequence is examined and strategies are developed to reduce the likelihood of a crash occurring and to mitigate the effects of the crash once a crash sequence has been initiated. Many of these strategies involve joint efforts and cooperative programs at all levels of government and between the public and private sectors.

There are several groups and organizations that engage in a variety of 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. All of these entities are vital in the ongoing mission to reduce crashes resulting in fatalities or serious injury on Colorado roadways

## Mission, Goals, and Objectives

In 2015, the State 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 the CDOT Office of Transportation Safety and Safety and Traffic Engineering Branch's mission to reduce the incidence and severity of motor vehicle crashes and the human and economic losses that are associated with them. CDOT has set specific goals for reducing our fatality and serious injury rates, as well as the total number of crashes overall as compared to previous years. To help achieve this, four major goals have been established in the SHSP:

1. Reduce fatalities by an average of 12 per year, or approximately 2.5% per year from 548 fatalities in 2008 to 416 in 2019
2. Reduce serious injuries by 2.9% per year from 3,580 in 2008 to 2,578 in 2019.
3. Reduce the fatality rate from 1.15 in 2008 to 0.88 in 2019.
4. Reduce the serious injury rate from 6.5 in 2013 to 5.49 in 2019.

## How We Evaluate Safety Progress

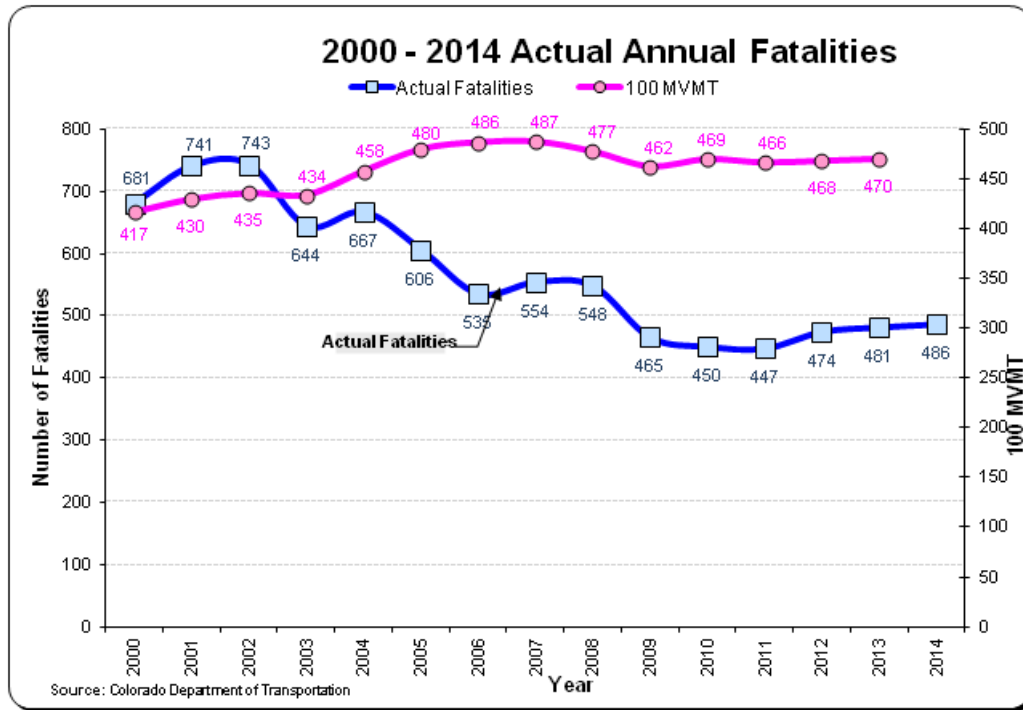
The statewide fatality rate is the primary means of measuring the Department's effectiveness in increasing safety for users of the state highway system. Providing a safe and secure transportation system is CDOT's highest priority. The fatality rate is the number of fatalities per 100 million Vehicle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





Data Review

Actual Annual Fatalities Compared to 100 MVMT - Colorado 2000 - 2014



Colorado has made significant progress over the last decade to reduce fatalities on our roadways. In 2002, Colorado had 1.71 fatalities per 100 MVMT. By 2013, the rate has declined to 1.024 per 100 MVMT. Cumulatively, CDOT estimates that more than 20,000 lives may have been saved as a result of our steady reduction in statewide fatalities since the late 1970's. Over the last three decades, the challenges have been impaired driving, the lack of use of occupant protection devices such as seat belts, young driver behaviors, distracted driving, roadway departure crashes, and aggressive driving. In urban areas, rear-end collisions, approach turns and broadside crashes were prevalent. In rural areas, running off the road, hitting fixed objects and overturning were prevalent. Finally, motorcycle and commercial vehicle safety, drugged driving, and distracted driving were identified by the SHSP stakeholders as areas of concern. Some of the successes we have seen over these last few decades are due to the passage of important traffic safety legislation such as lowering the blood alcohol content (BAC) threshold to 0.08 percent in 2004 (HB 04-1021) and the law requiring a helmet for motorcyclists under 18 years of age (HB 07-1117).

Fines for failure to comply with child restraint and booster seat requirements have helped, as well as legislation that increased the fines for seat belt violations (HB 08-1010). Laws were passed to increase penalties for impaired driving (HB 08-1010), to expand the use of interlock devices and to provide \$2 million annually for increased high-visibility DUI enforcement (HB 08-1194). In addition, a number of improvements have been made to the Graduated Driver's License law for teen drivers, as well as other legislative changes to improve safety across our



## 2016 Integrated Safety Plan Current Condition

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state. Grass roots organizations have had a significant impact, and public information programs have served to raise awareness of the risks and responsibilities of safe driving.

Additionally, through innovative engineering practices, Colorado has reduced crashes within available budgets by making safety improvements at roadway locations where higher rates of crashes than anticipated for the type of facility have been identified. Evaluation methodologies include pattern recognition analysis and roadway diagnostic safety assessments to provide best practices in targeting and prioritizing locations for safety improvements. These methodologies address:

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

Even though great strides have been made over the last several years in our efforts to reduce fatalities on Colorado roadways, more still needs to be done. To receive Federal Highway Administration (FHWA) and National Highway Traffic Safety Administration (NHTSA) Section 402 and Section 405 grant funds, states are required to prepare an annual Highway Safety Plan (HSP), or Integrated Safety Plan (ISP). This plan is based on a problem identification process, establishing performance goals and objectives based on identified problems, and providing countermeasures that will help the state reach its stated goals.



## 2016 Integrated Safety Plan Performance Measures

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The National Highway Traffic Safety Administration (NHTSA) and the Governors Highway Safety Association (GHSA) agreed on a minimum set of performance measures to be used by states in the development of Integrated Safety Plans, or State Highway Safety Plans, and in the implementation of programs. The measures cover the major areas common to Safety Plans and use existing data systems. The Performance Measures below include three Activity Measures (A-1. through A-3.), one Behavioral Measure (B-1.), thirteen Core Measures (C1. through C13.) and one Survey Measure (S-1.). The results of the Survey Measure conducted are detailed on the pages following S-1.

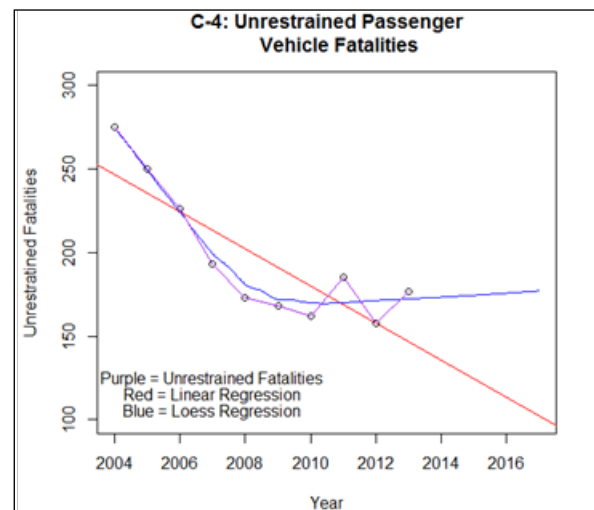
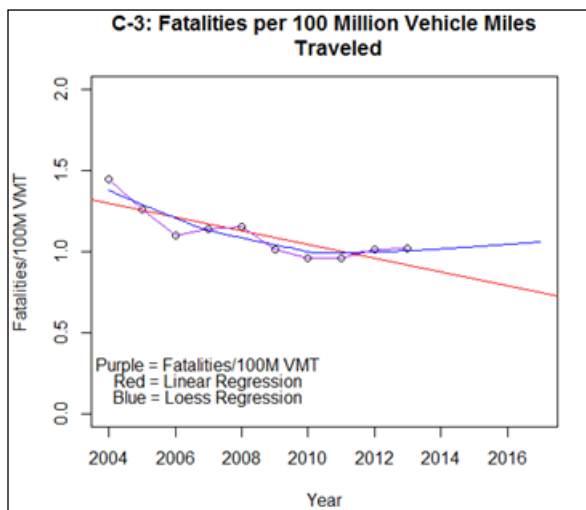
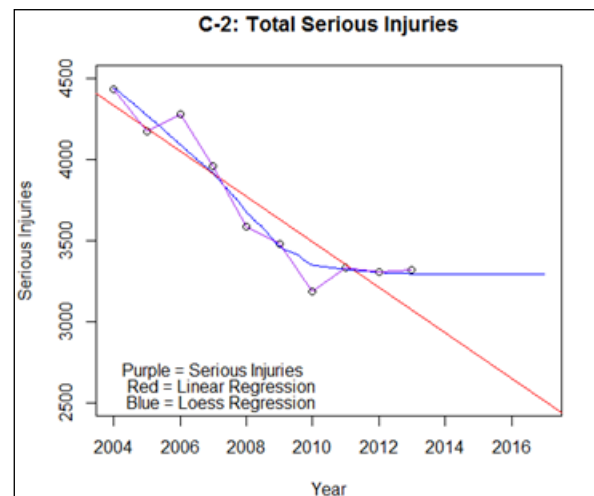
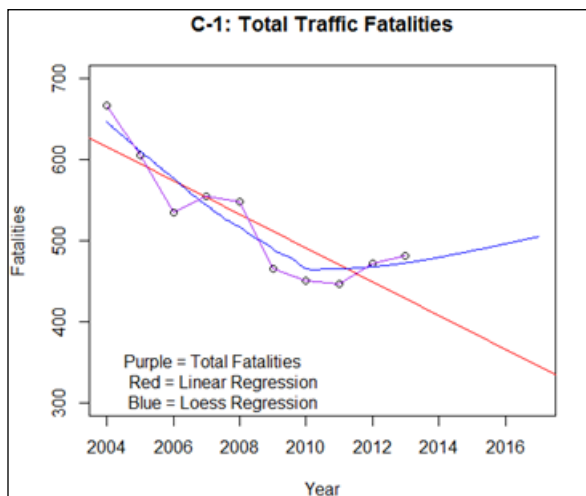
- A-1. Number of seat belt citations issued during grant-funded enforcement activities (grant activity reporting)  
Average number of seat belt citations written from 2012-2014: 12,400
- A-2. Number of impaired driving arrests made during grant-funded enforcement activities (grant activity reporting)  
Average number of impaired driving arrests from 2012-2014: 8,844
- A-3. Number of speeding citations issued during grant-funded enforcement activities (grant activity reporting)  
Average number of speeding citations written from 2012-2014: 4,622
- B-1. Increase the observed seat belt use for passenger vehicles  
Observed seat belt rate for passenger vehicles in 2014: 82.4%  
Goal: Increase the observed seat belt use for passenger vehicles to 84% in 2016



## 2016 Integrated Safety Plan Performance Measures

In order to determine the Highway Safety Office 2016 target performance measures, each of the fourteen performance measures were evaluated using ten years of data from 2004 to 2013. Attainable target performance measures take into account historical trends. Thus, predicted values for each measure were calculated using two regression techniques that follow disparate mathematical assumptions. The observed values during this time period were plotted and overlayed with the two different regression techniques to visually determine which regression method fit the observed data best. Based on a visual evaluation, linear and loess regression have similar trends for the following two performance measures: 1) C7: Reduce the number of motorcycle fatalities; and, 2) C8: Reduce the number of unhelmeted motorcycle fatalities. Thus, the predicted values for 2014, 2015, and 2016 for these measures are similar for either regression technique. The remaining twelve performance measures exhibit greater variability over the years, and a loess regression method to predict 2014, 2015, and 2016 values will better reflect the fluctuations that have historically occurred for these outcomes.

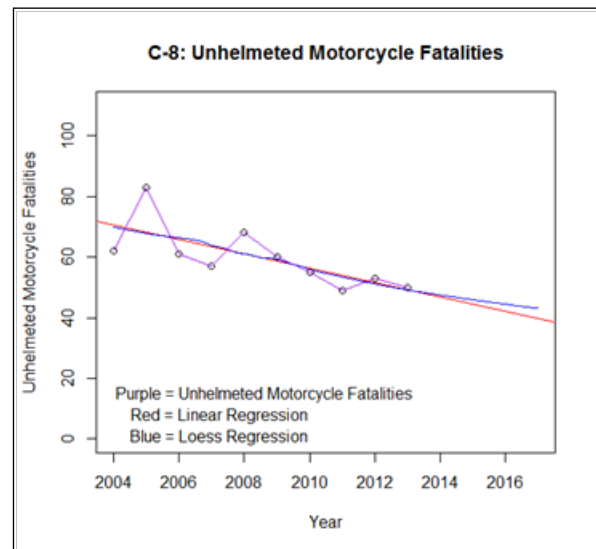
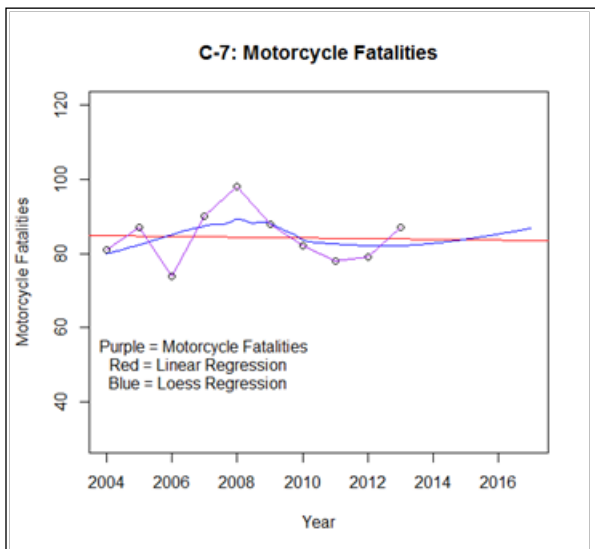
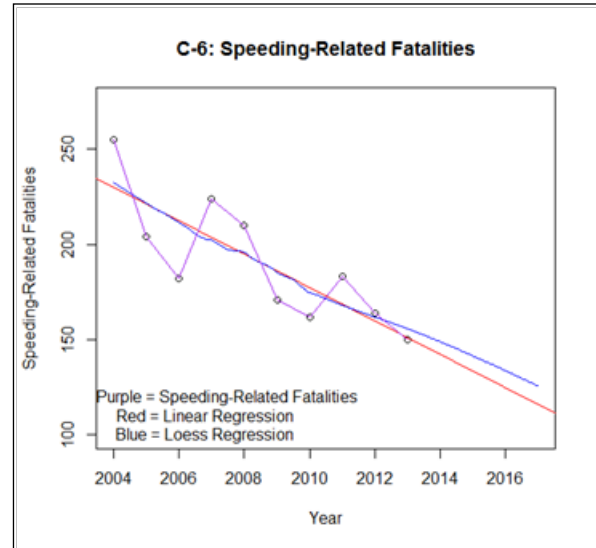
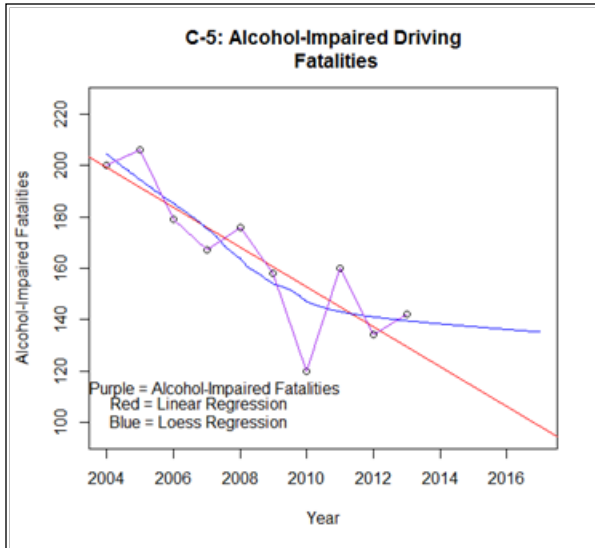
Below are plots of each performance measure observed counts and according to two regression methods. Years, 2014, 2015, and 2016 are the predicted values based on the two regression methods.





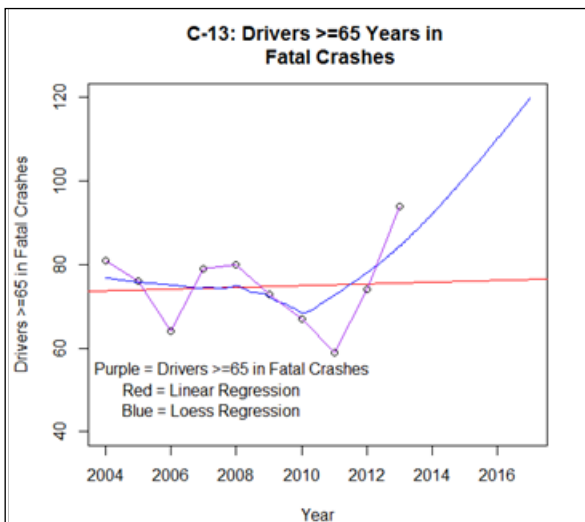
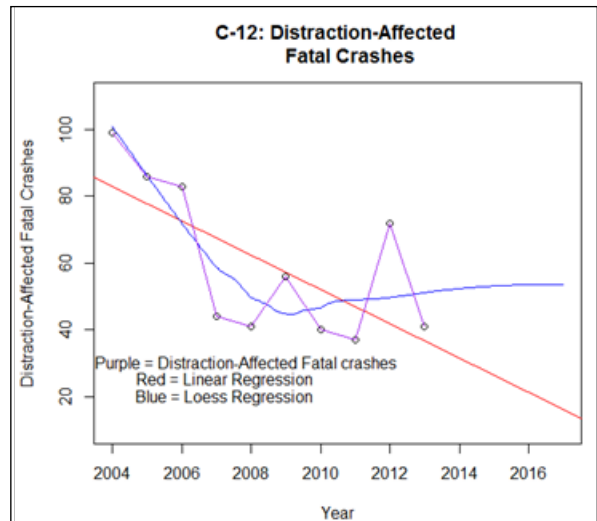
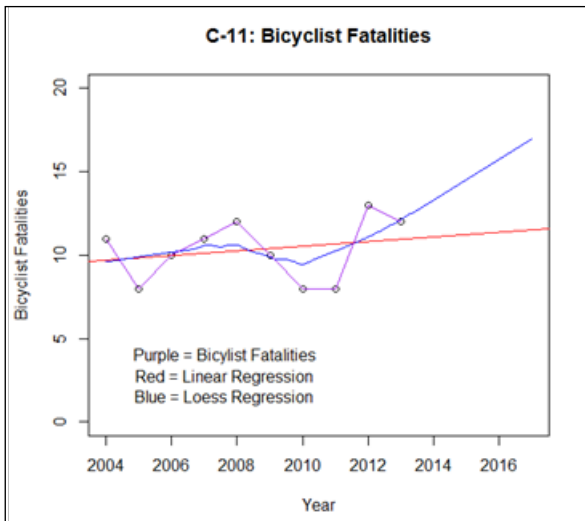
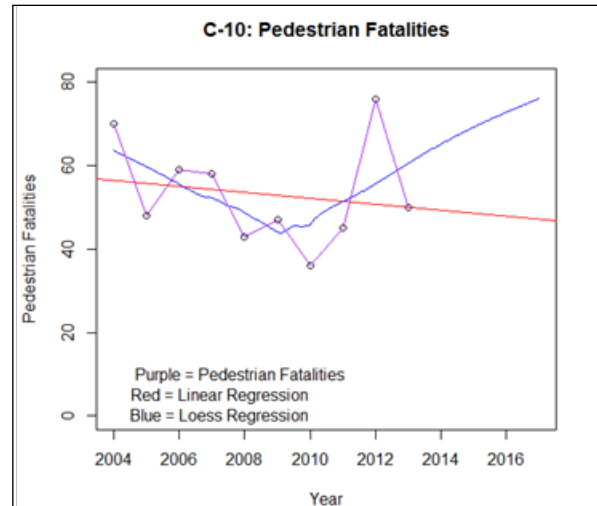
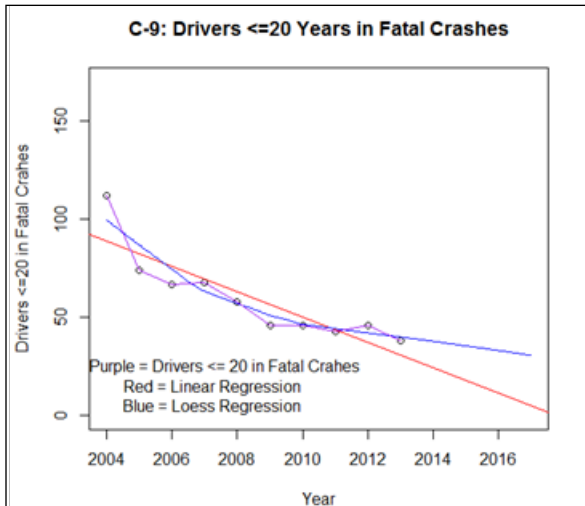


# 2016 Integrated Safety Plan Performance Measures





# 2016 Integrated Safety Plan Performance Measures





## 2016 Integrated Safety Plan Performance Measures

Additionally, to remain consistent with the methodology applied in the 2015 Integrated Safety Plan, the yearly percent change between 2009 and 2013, as well as the 5-year average percent change (Table 1) was calculated. The 5-year average percent change from 2009 to 2013 was applied to the 2013 actual data to predict each respective performance measure for 2016 (Table 2).

**Table 1. Percent change each year from 2009 to 2013 and 5-year average percent change for each Colorado Highway Safety Office Performance Measure**

	2009-2010	2010-2011	2011-2012	2012-2013	5-year Avg. %Δ
C-1. Traffic Fatalities	-3.22	-0.67	6.04	1.47	1.00
C-2. Serious Injuries	-8.31	4.61	-0.86	0.42	-1.00
C-3. Fatalities/100M VMT	-4.68	0.05	5.67	1.05	0.36
C-4. Unrestrained Fatalities	-3.57	14.20	-14.59	12.03	1.05
C-5. Alcohol-Impaired Driving Fatalities (BAC≥0.08)	-35.14	33.33	-16.25	5.97	-5.15
C-6. Speeding-Related Fatalities	-5.26	12.96	-10.38	-8.54	-2.59
C-7. Motorcycle Fatalities	-6.82	-4.88	1.28	10.13	-0.23
C-8. Unhelmeted Motorcycle Fatalities	-8.33	-10.91	8.16	-5.66	-3.58
C-9. Drivers ≤20 in Fatal Crashes	0.00	-6.52	6.98	-17.39	-3.75
C-10. Pedestrian Fatalities	-23.40	25.00	68.89	-34.21	1.25
C-11. Bicyclist Fatalities	-20.0	0.00	62.50	-7.69	3.71
C-12. Distracted Driving Fatal Crashes	-28.57	-7.50	94.59	-43.06	-6.05
C-13. Drives ≥65 in Fatal Crashes	-8.22	-11.94	25.42	27.03	5.19



## 2016 Integrated Safety Plan Performance Measures

Table 2 shows the estimated 2016 outcomes for the performance measures produced by the four methods described above: 1) 5-year rolling average; 2) linear regression; 3) loess regression; and, 4) 5-year average percent change. The Colorado Highway Safety Office reviewed these four data-driven methods, and in combination with their expertise of the content area, knowledge on the distribution of modifiable intervention and prevention factors, and an analysis using the preliminary 2013 data, formed the 2016 performance targets shown in Table 2.

**Table 2. 2016 Colorado Highway Safety Office performance measure estimates according to 5-year rolling average, linear and loess regression, and 5-year average percent change**

	2013 Data	5-year Rolling Avg.	Linear Regression	Loess Regression	5-year Avg. %Δ	2016 Performance Target
C-1. Traffic Fatalities	481	463	366	496	468	481
C-2. Serious Injuries	3,319	3,324	2,649	3,292	3,444	3,292
C-3. Fatalities/100M VMT	1.02	0.99	0.79	1.04	1.01	1.02
C-4. Unrestrained Fatalities	177	170	114	176	170	176
C-5. Alcohol-Impaired Driving Fatalities (BAC≥0.08)	142	148	106	136	175	136
C-6. Speeding-Related Fatalities	150	166	125	134	167	150
C-7. Motorcycle Fatalities	87	83	84	85	88	85
C-8. Unhelmeted Motorcycle Fatalities	50	53	42	44	58	50
C-9. Drivers ≤20 in Fatal Crashes	57	44	12	33	44	57
C-10. Pedestrian Fatalities	50	51	48	73	48	50
C-11. Bicyclist Fatalities	12	10	11	16	10	12
C-12. Distraction-Affected Fatal Crashes	41	49	21	54	53	41
C-13. Drives ≥65 in Fatal Crashes	94	73	76	110	77	94





## 2016 Integrated Safety Plan Performance Measures

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- C-1. Reduce the number of traffic fatalities**  
Number of traffic fatalities in 2013: 481  
Urban fatalities in 2013: 237  
Rural fatalities in 2013: 244  
**Target:** Maintain the number of traffic fatalities in 2016 at 481
  
- C-2. Reduce the number of serious injuries in traffic crashes**  
Number of serious injuries in traffic crashes in 2013: 3,319  
**Target:** Reduce the number of serious injuries in traffic crashes in 2016 to 3,292
  
- C-3. Reduce the fatalities per Vehicle Miles Traveled (VMT)**  
Total fatalities per Vehicle Miles Traveled (VMT) in 2013: 1.02  
Urban fatalities per Vehicle Miles Traveled (VMT) in 2013: 0.74  
Rural fatalities per Vehicle Miles Traveled (VMT) in 2013: 1.64  
**Target:** Maintain the fatality rate per VMT in 2016 at 1.02
  
- C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions**  
Number of unrestrained passenger vehicle occupant fatalities in 2013: 177  
**Target:** Reduce the number of unrestrained passenger vehicle occupant fatalities in 2016 to 176
  
- C-5. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above**  
Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above in 2013: 142  
**Target:** Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above in 2016 to 136
  
- C-6. Reduce the number of speeding-related fatalities**  
Number of speeding-related fatalities in 2013: 150  
**Target:** Maintain the number of speeding-related fatalities in 2016 at 150
  
- C-7. Reduce the number of motorcycle fatalities**  
Number of motorcycle fatalities in 2013: 87  
**Target:** Reduce the number of motorcycle fatalities in 2016 to 85
  
- C-8. Reduce the number of unhelmeted motorcycle fatalities**  
Number of unhelmeted motorcycle fatalities in 2013: 50  
**Target:** Maintain the number of unhelmeted motorcycle fatalities in 2016 at 50



## 2016 Integrated Safety Plan Performance Measures

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- C-9. Reduce the number of drivers age 20 or younger involved in fatal crashes**  
Number of drivers age 20 or younger involved in fatal crashes in 2013: 57  
**Target:** Maintain the number of drivers age 20 or younger involved in fatal crashes in 2016 at 57
- C-10. Reduce the number of pedestrian fatalities**  
Number of pedestrian fatalities in 2013: 50  
**Target:** Maintain the number of pedestrian fatalities in 2016 at 50
- C-11. Reduce the number of bicyclist fatalities**  
Number of bicyclist fatalities in 2013: 12  
**Target:** Maintain the number of bicyclist fatalities in 2016 at 12
- C-12. Reduce the number of fatal crashes involving a distracted driver**  
Number of distraction-affected fatal crashes in 2013: 41  
**Target:** Maintain the number of fatal crashes involving a distracted driver in 2016 at 41
- C-13. Reduce the number of fatal crashes involving a driver aged 65 years or older**  
Number of drivers aged 65 years and older involved in fatal crashes in 2013: 94  
**Target:** Maintain the number of fatal crashes involving a driver aged 65 years or older in 2016 at 94



## 2016 Integrated Safety Plan Performance Measures

### Performance Report

State of Colorado Performance Report to Date			
	CO Highway Safety Office 2013 Performance Target	2013 Finalized Data	CO Highway Safety Office 2016 Performance Target
C-1. Traffic Fatalities	435	481	481
C-2. Serious Injuries	11,000 (Old Definition)	12,052	3,292 (New Definition)
C-3. Fatalities/VMT	.94	1.02	1.02
C-4. Unrestrained	156	177	176
C-5. Alcohol -Impaired Driving Fatalities (BAC=.08+)	123	142	136
C-6. Speeding-Related Fatalities	157	150	150
C-7. Motorcyclist Fatalities	76	87	85
C-8. Unhelmeted Fatalities	47	55	50
C-9. Drivers 20 or Younger Involved in Fatal Crashes	62	57	57
C-10. Pedestrian Fatalities	35	50	50
C-11. Bicyclist Fatalities	13	12	12
C-12. Distracted Fatalities	NOT Set for 2013		41
C-13. Drivers 65 Or Older Involved in Fatal Crashes	Not Set for 2013		94



## 2016 Integrated Safety Plan Performance Measures

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

Important Notes regarding the 2012-2014 driver attitude and awareness surveys:

1. All of the impaired driving and seat belt questions have been asked over a period of years with slightly different wording than the NHTSA wording. CDOT received permission to retain previous wording for longitudinal research reasons. The CDOT question wording is presented below each NHTSA question.
2. CDOT received permission to slightly modify the Speeding-related questions. The CDOT question wording is presented below each NHTSA question.
3. CDOT has been gathering data on the impaired driving and seat belt questions for several years, but has not examined longitudinal trends, instead concentrating on annual progress between pre-program and post-program studies. It is possible to prepare a longitudinal analysis, however, that has not been done to date for budget reasons.





## 2016 Integrated Safety Plan Driver Attitude and Awareness Surveys - Impaired Driving

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

CDOT question version:

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

	April 2014	September 2014
1) None	90%	86%
2) Between 1 and 2	7%	12%
3) Between 3 and 7 days	2%	2%
4) More Than 7 Days	1%	0%

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

CDOT question version:

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

	April 2014	September 2014
1) Yes	22%	31%
2) No	77%	66%
3) Don't know	1%	3%
4) Refused	0%	0%



## 2016 Integrated Safety Plan Driver Attitude and Awareness Surveys - Seat Belt Use

**B-1: How often do you use seat belts when you drive or ride in a car, van, sport utility vehicle or pick up? \_\_\_Always \_\_\_Most of the time \_\_\_Half the time \_\_\_Rarely \_\_\_Never**

CDOT question version:

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

	April 2014	June 2014
1) All of the time	84%	85%
2) Most of the time	9%	8%
3) Some of the time	3%	4%
4) Rarely	2%	2%
5) Never	1%	1%
6) Don't know [DO NOT READ]	0%	0%
7) Refused [DO NOT READ]	0%	0%

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

CDOT question version:

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

	April 2014	June 2014
1) Yes	6%	23%
2) No	92%	75%
3) Don't know	2%	2%
4) Refused	0%	0%

**B-3: What do you think the chances are of getting a ticket if you don't wear your safety belt? \_\_\_ Always \_\_\_ Most of the time \_\_\_ Half the time \_\_\_ Rarely \_\_\_ Never**

CDOT question version:

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

	April 2014	June 2014
1) Very likely	30%	24%
2) Somewhat likely	24%	29%
3) Somewhat unlikely	23%	20%
4) Very unlikely	21%	23%
5) Don't know	2%	5%
6) Refused	1%	0%



## 2016 Integrated Safety Plan Driver Attitude and Awareness Surveys - Speeding

S-1a: On a local road with a speed limit of 30 mph, how often do you drive faster than 35 mph? \_\_\_\_\_ Always \_\_\_\_\_ Most of the time \_\_\_\_\_ Half the time \_\_\_\_\_ Rarely \_\_\_\_\_ Never

CDOT question version:  
No Change

	June 2014
1) All of the time	6%
2) Most of the time	11%
3) Some of the time	33%
4) Rarely	37%
5) Never	13%
6) Don't know [DO NOT READ]	0%
7) Refused [DO NOT READ]	0%

S-1b: On a road with a speed limit of 65 mph, how often do you drive faster than 70 mph? \_\_\_\_\_ Always \_\_\_\_\_ Most of the time \_\_\_\_\_ Half the time \_\_\_\_\_ Rarely \_\_\_\_\_

CDOT question version:  
No Change

	June 2014
1) All of the time	8%
2) Most of the time	13%
3) Some of the time	33%
4) Rarely	28%
5) Never	17%
6) Don't know [DO NOT READ]	0%
7) Refused [DO NOT READ]	0%



## 2016 Integrated Safety Plan Driver Attitude and Awareness Surveys - Speeding (Cont.)

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

Not asked in 2014.

CDOT question version:

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

	June 2013
1) Yes	27%
2) No	73%
3) Don't know	0%
4) Refused	0%

S-3: What do you think the chances are of getting a ticket if you drive over the speed limit?  
\_\_\_\_\_ Always \_\_\_\_\_ Most of the time \_\_\_\_\_ Half the time \_\_\_\_\_ Rarely \_\_\_\_\_ Never

CDOT question version:

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

	June 2014
1) Very Likely	32%
2) Somewhat likely	25%
3) Somewhat unlikely	20%
4) Very unlikely	20%
5) Don't know [DO NOT READ]	2%
6) Refused [DO NOT READ]	1%





# 2016 Traffic and Safety Engineering Branch~ Roadway Traffic Safety Programs

## Overviews and Task Descriptions

Hot Spots

Highway Safety Improvement

Rockfall

Rail Crossing Protection

Traffic Signals





# Program Task Descriptions

## 2016 Roadway Traffic Safety Programs

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### Hot Spot Program





## PROGRAM TASK DESCRIPTIONS

### Hot Spot Program ~ Introduction

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



## PROGRAM TASK DESCRIPTIONS

### Hot Spot Program

---

#### Region 1 "Hot Spot" Projects FY 2016

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

Requestor: A. Tesfaye

Cost Summary:

Federal Funds:	\$	-
State Funds:	\$	614,000
Local Funds:	\$	-
Total:	\$	614,000

#### Region 2 "Hot Spot" Projects FY 2016

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

Requestor: S. Delshad

Cost Summary:

Federal Funds:	\$	-
State Funds:	\$	-
Local Funds:	\$	-
Total:	\$	-

#### Region 3 "Hot Spot" Projects FY 2016

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

Requestor: S. Yeates

Cost Summary:

Federal Funds:	\$	-
State Funds:	\$	176,245
Local Funds:	\$	-
Total:	\$	176,245





## PROGRAM TASK DESCRIPTIONS

### Hot Spot Program

---

#### Region 4 "Hot Spot" Projects FY 2016

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

Requestor: L. Nguyen

Cost Summary:

Federal Funds:	\$	-
State Funds:	\$	322,000
Local Funds:	\$	-
Total:	\$	322,000

#### Region 5 "Hot Spot" Projects FY 2016

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

Requestor: M. McVaugh

Cost Summary:

Federal Funds:	\$	-
State Funds:	\$	248,000
Local Funds:	\$	-
Total:	\$	248,000

# Program Task Descriptions

2016 Roadway Traffic Safety Programs

.....  
Highway Safety Improvement Program





## PROGRAM TASK DESCRIPTIONS

### Highway Safety Improvement Program ~ Introduction

---

The Federal Highway Safety Improvement Program (HSIP) provides a blend of Federal and state/local funds for projects that seek to improve safety at high-crash locations. This state-managed program operates on a 3-year schedule and directs funds to eligible safety improvement projects that satisfy a competitive screening process.

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

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



## PROGRAM TASK DESCRIPTIONS

### Highway Safety Improvement Program

---

Project: I-70 EB Auxiliary Lane from US 6 to Herman's Gulch  
Requestor: Region 1  
Cost Summary:

Federal Funds: \$	1,350,000
State Funds: \$	150,000
Local Funds: \$	-
Total: \$	1,500,000

Project: I-76 at 88th Ave Ramps - Upgrade Traffic (3) Signals  
Requestor: Region 1  
Cost Summary:

Federal Funds: \$	945,000
State Funds: \$	105,000
Local Funds: \$	-
Total: \$	1,050,000

Project: I-70 at Kipling Continuous Lane from EB On Ramp  
Requestor: Region 1  
Cost Summary:

Federal Funds: \$	1,035,000
State Funds: \$	115,000
Local Funds: \$	-
Total: \$	1,150,000

Project: I-70, C470 to 32nd Avenue Median Cable Rail Barrier  
Requestor: Region 1  
Cost Summary:

Federal Funds: \$	1,551,460
State Funds: \$	169,684
Local Funds: \$	-
Total: \$	1,721,144



## PROGRAM TASK DESCRIPTIONS

### Highway Safety Improvement Program

---

Project: I-25 Ramp Meter Expansion First Phase  
Requestor: Region 1  
Cost Summary:

Federal Funds: \$	1,719,000
State Funds: \$	191,000
Local Funds: \$	-
Total: \$	1,910,000

Project: US 285 Schaffer's Crossing Median Barrier  
Requestor: Region 1  
Cost Summary:

Federal Funds: \$	90,000
State Funds: \$	10,000
Local Funds: \$	-
Total: \$	100,000

Project: I-70 EB Peoria to I-225 Operational Improvement  
Requestor: Region 1  
Cost Summary:

Federal Funds: \$	244,800
State Funds: \$	27,200
Local Funds: \$	-
Total: \$	272,000

Project: US 85 Sante Fe and Blakeland St Upgrade traffic signal  
Requestor: Region 1  
Cost Summary:

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



## PROGRAM TASK DESCRIPTIONS

### Highway Safety Improvement Program

---

Project: I-70 at Kipling Ramp Intersection Improvements (Design)  
Requestor: Region 1  
Cost Summary:

Federal Funds: \$	135,000
State Funds: \$	15,000
Local Funds: \$	-
Total: \$	150,000

Project: US 6 & SH 224 Intersection/Signal Rebuild (Design)  
Requestor: Region 1  
Cost Summary:

Federal Funds: \$	63,000
State Funds: \$	7,000
Local Funds: \$	-
Total: \$	70,000

Project: SH 224 @ Dalhi Mast Arm Upgrade (Design)  
Requestor: Region 1  
Cost Summary:

Federal Funds: \$	45,000
State Funds: \$	5,000
Local Funds: \$	-
Total: \$	50,000

Project: SH 224 at York Michigan Left Turn Signal Installation (Design)  
Requestor: Region 1  
Cost Summary:

Federal Funds: \$	180,000
State Funds: \$	20,000
Local Funds: \$	-
Total: \$	200,000





## PROGRAM TASK DESCRIPTIONS

### Highway Safety Improvement Program

---

Project: SH 224 Corridor Lighting (Design)  
Requestor: Region 1  
Cost Summary:

Federal Funds: \$	162,000
State Funds: \$	18,000
Local Funds: \$	-
Total: \$	180,000

Project: I-25 North Managed Lanes  
Requestor: Region 1  
Cost Summary:

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

Project: SH 96 / Grand Ave and Main St Signal Upgrades / Pedestrian bump outs  
Requestor: Region 2  
Cost Summary:

Federal Funds: \$	706,500
State Funds: \$	78,500
Local Funds: \$	-
Total: \$	785,000

Project: Intsx of SH50B and 36th Ln Install LT turn lane, modify alignment  
Requestor: Region 2  
Cost Summary:

Federal Funds: \$	1,154,696
State Funds: \$	-
Local Funds: \$	-
Total: \$	1,154,696



## PROGRAM TASK DESCRIPTIONS

### Highway Safety Improvement Program

---

Project: SH 96 (Lincoln St) and Abriendo Ave Upgrade Signals, Flashing Yellow Arrow  
Requestor: Region 2  
Cost Summary:

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

Project: I-70 Fiber Network MP 116-177.4  
Requestor: Region 3  
Cost Summary:

Federal Funds:	\$	1,215,000
State Funds:	\$	135,000
Local Funds:	\$	-
Total:	\$	1,350,000

Project: I-70 near MP 180-190 Vail Pass Guardrail-Barrier-Bridgerail Upgrades  
Requestor: Region 3  
Cost Summary:

Federal Funds:	\$	1,800,000
State Funds:	\$	200,000
Local Funds:	\$	-
Total:	\$	2,000,000

Project: SH 392 and CR 43 LED Embedded Stop Signs and Minor Geometric Improvements  
Requestor: Region 4  
Cost Summary:

Federal Funds:	\$	1,449,000
State Funds:	\$	161,000
Local Funds:	\$	-
Total:	\$	1,610,000



## PROGRAM TASK DESCRIPTIONS

### Highway Safety Improvement Program

---

Project: SH 14 Guardrail Improvements Guardrail Installation and Upgrades  
Requestor: Region 4  
Cost Summary:

Federal Funds: \$	3,045,600
State Funds: \$	338,400
Local Funds: \$	-
Total: \$	3,384,000

Project: US 24 217.5-219 Trout Creek Passing Lanes  
Requestor: Region 5  
Cost Summary:

Federal Funds: \$	1,170,000
State Funds: \$	130,000
Local Funds: \$	-
Total: \$	1,300,000

Project: SH2/Mississippi, SH2/Louisiana, I70/Steele, SH30/Girard Upgrade traffic signal  
Requestor: City of Denver  
Cost Summary:

Federal Funds: \$	880,569
State Funds: \$	97,841
Local Funds: \$	-
Total: \$	978,410

Project: SH30 Denver Sidewalk Project  
Requestor: City of Denver  
Cost Summary:

Federal Funds: \$	1,710,952
State Funds: \$	-
Local Funds: \$	190,106
Total: \$	1,901,058



## PROGRAM TASK DESCRIPTIONS

### Highway Safety Improvement Program

---

Project: SH2/Virginia, SH2/Ohio, SH2/Iowa, SH2/Mexico and SH2/Florida  
Upgrade traffic signals  
Requestor: City of Denver  
Cost Summary:

Federal Funds:	\$	1,117,800
State Funds:	\$	124,200
Local Funds:	\$	-
Total:	\$	1,242,000

Project: SH121A Wadsworth- Jefferson, Mansfield and Mississippi. Mississippi and Pierce St.  
Upgrade traffic signals  
Requestor: City of Lakewood  
Cost Summary:

Federal Funds:	\$	1,102,950
State Funds:	\$	102,600
Local Funds:	\$	19,950
Total:	\$	1,225,500

Project: Shields St - Drake Rd to Davidson Dr Various Geometric Improvements  
Requestor: City of Fort Collins  
Cost Summary:

Federal Funds:	\$	742,500
State Funds:	\$	-
Local Funds:	\$	82,500
Total:	\$	825,000

Project: Valmont and 29th St Add E-W left turn lanes, roadway widening, traffic signals  
Requestor: City of Boulder  
Cost Summary:

Federal Funds:	\$	2,605,500
State Funds:	\$	-
Local Funds:	\$	289,500
Total:	\$	2,895,000



## PROGRAM TASK DESCRIPTIONS

### Highway Safety Improvement Program

---

Project: 95th St (from Isabelle Rd to Valmont Rd) Add traffic signal / widen / LT and RT lanes  
Requestor: Boulder County  
Cost Summary:

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

Project: US 287 (Garfield Ave) and Orchards Shopping Center, Upgrade Signals  
Requestor: City of Loveland  
Cost Summary:

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

Project: SHSP Implementation  
Requestor: Statewide CDOT HQ  
Cost Summary:

Federal Funds:	\$	144,000
State Funds:	\$	16,000
Local Funds:	\$	-
Total:	\$	160,000

Project: Safety Assessment Support  
Requestor: Statewide CDOT HQ  
Cost Summary:

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

# Program Task Descriptions

## 2016 Roadway Traffic Safety Programs

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### Rockfall Program





## PROGRAM TASK DESCRIPTIONS

### Rockfall Program ~ Introduction

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





## PROGRAM TASK DESCRIPTIONS

### Rockfall Program

---

#### **Rockfall Mitigation: Annual Rockfall Program, FY 2016**

Description: To Reduce Rockfall along State Highway Corridors

Requestor: HQ Materials Lab

Cost Summary:

Federal Funds:	\$	-
State Funds:	\$	5,100,000
Local Funds:	\$	-
Total:	\$	5,100,000



# Program Task Descriptions

## 2016 Roadway Traffic Safety Programs

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### Rail Crossing Protection Program



## PROGRAM TASK DESCRIPTIONS

### Rail Crossing Protection Program ~ Introduction

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

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

Of the annual program funding available, at least half is available for the installation of protective devices at rail/highway at-grade crossings. The balance of funds may be applied, at CDOT's discretion, toward grade crossing protective devices or any other eligible project under this section. CDOT's goal has been to apply half of program funds toward grade crossing protective devices, and half of program funds toward a new grade separation structure. Under this strategy, CDOT is capable of constructing 6 to 8 grade crossing upgrades (e.g., installation of flashing lights, gates, and bells) each year on a continuing basis.

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



## PROGRAM TASK DESCRIPTIONS Rail Crossing Protection Program

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Hudson, Main St      DOT 057-209F

WBAPS Rank - 243

Improvements: Lights, gates and CWT circuitry

Cost estimate: \$320,000      100% Federal funds

Aurora, Peoria N/O Smith Rd      DOT 254-041G

WBAPS Rank - 360

Improvements: Grade separated structure

Cost estimate: \$1,674,437      90/10 Federal/State match



# Program Task Descriptions

## 2015 Roadway Traffic Safety Programs

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### Traffic Signals Program



## PROGRAM TASK DESCRIPTIONS

### Traffic Signals Program ~ Introduction

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



## PROGRAM TASK DESCRIPTIONS

### Traffic Signals Program

---

#### Region 1 "Traffic Signals" Projects, FY 2016

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

Requestor:

Cost Summary:

Federal Funds:	\$	-
State Funds:	\$	490,491
Local Funds:	\$	-
Total:	\$	490,491

#### Region 2 "Traffic Signals" Projects, FY 2016

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

Requestor:

Cost Summary:

Federal Funds:	\$	-
State Funds:	\$	245,471
Local Funds:	\$	-
Total:	\$	245,471

#### Region 3 "Traffic Signals" Projects, FY 2016

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

Requestor:

Cost Summary:

Federal Funds:	\$	-
State Funds:	\$	245,470
Local Funds:	\$	-
Total:	\$	245,470





## PROGRAM TASK DESCRIPTIONS

### Traffic Signals Program

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#### Region 4 "Traffic Signals" Projects, FY 2016

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

Requestor:

Cost Summary:

Federal Funds:	\$	-
State Funds:	\$	245,471
Local Funds:	\$	-
Total:	\$	245,471

#### Region 5 "Traffic Signals" Projects, FY 2016

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

Requestor:

Cost Summary:

Federal Funds:	\$	-
State Funds:	\$	245,470
Local Funds:	\$	-
Total:	\$	245,470



# 2016 Highway Safety Office ~ Safety Education and Enforcement Programs

## Overviews and Task Descriptions

Program Development Overview

Evidence-Based Traffic Safety Enforcement Plan

Impaired Driving

Speed Enforcement

Young and Older Driver and Distracted Driving

Traffic Records

Child Passenger Safety and Occupant Protection

Motorcycle Safety

Office of Communications

Pedestrian and Bicycle Safety



# Program Task Descriptions

Safety Education and Enforcement Programs

.....  
Program Development Overview  
Evidence-Based Traffic Safety Enforcement Plan





## PROGRAM TASK DESCRIPTIONS

### Program Development Overview

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The Highway Safety Office (HSO), within the Office of Transportation Safety at the Colorado Department of Transportation 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, and distracted driving, and focus 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 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, crash reports 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 solicits evidence-based, data-driven applications through a statewide Request for Proposal and extensive outreach efforts to state and local traffic safety communities. Outreach efforts are targeted to areas with persistent traffic safety issues. Applications are reviewed by panels of subject-matter experts including representatives from the Colorado Public Health and Environment and HSO staff. Applications are evaluated on their ability to impact statewide and local problem areas, as identified in the Problem Identification Report, and 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

Yearly Timelines:

Problem Identification Report and Request for Proposals Released: February 1

Applications Due: April 1

Integrated Safety Plan Submitted to NHTSA: July 1

Project Start Date: On or after October 1



## PROGRAM TASK DESCRIPTIONS

### Evidence-Based Traffic Safety Enforcement Plan

---

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

#### OCCUPANT PROTECTION ENFORCEMENT

Colorado's Highway Safety Office supports the *Click It or Ticket May Mobilization* and *Child Passenger Safety Week* national mobilizations. In 2014, there were 308 passenger vehicle occupant fatalities of which 156, or 51%, were unrestrained. In 2014, 82.4% of observed drivers and passengers were wearing seat belts, compared to 81.7% in 2008.

The Colorado State Patrol (CSP) provides statewide year-round enforcement in addition to the two weeks of enforcement during May. In addition to the CSP, local law enforcement agencies (on the average of 15 counties and 63 municipalities) are recruited and provided with overtime funding for *May Mobilization*. While all local law enforcement agencies are encouraged to apply for overtime enforcement funding, allocations are made through problem identification with consideration for the number of unrestrained fatalities and 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 a week of occupant protection enforcement in the rural areas of the state during the first week of April. In 2014, of the 156 unrestrained fatalities, 82 occurred in rural areas. Compliance rates are also generally lower than the state rate in these rural and frontier areas but historically, after an enforcement event, these areas show a significant increase in seat belt usage rates.

The Highway Safety Office also started a *Nighttime Seat Belt Enforcement* campaign in 2009, promoting occupant protection enforcement in the 12 most populated counties. Nighttime unbelted fatalities have dropped from 99 in 2009 to 75 in 2014.

#### IMPAIRED DRIVING ENFORCEMENT

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



## PROGRAM TASK DESCRIPTIONS

### Evidence-Based Traffic Safety Enforcement Plan (cont.)

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

#### SPEED ENFORCEMENT

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

Detailed summaries for Occupant Protection, Impaired Driving and Speed Enforcement projects are available in the Program Task Descriptions sections.

# Program Task Descriptions

Safety Education and Enforcement Programs

.....  
Program Administration and Support







# PROGRAM TASK DESCRIPTIONS

## Program Administration

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**Task Number** 16-11-97-01  
**Program Name** Planning and Administration  
**Contractor** Office of Transportation Safety  
**Program Manager** Miller

The Office of Transportation Safety, as the designated state highway safety agency (Section 24-42-101, CRS) is responsible for the planning, coordinating and administering of the state’s highway safety program authorized by the Federal Highway Safety Act 23 USC 402. Planning and Administration (P and 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 and 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	\$180,000
Agency Match	\$180,000
Local Benefit	



## PROGRAM TASK DESCRIPTIONS

### Program Support

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*Task Number*                    **16-12-98-01**  
*Program Name*                **Impaired Driving Program Support**  
*Contractor*                    **Office of Transportation Safety**  
*Program Manager*         **Miller**

The Impaired Driving Program staff will develop, plan, coordinate and provide technical assistance and support for impaired driving enforcement and education activities.

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

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

Federal Funds                 \$200,000  
Agency Match



## PROGRAM TASK DESCRIPTIONS

### Program Support

---

*Task Number*                    *16-12-98-02*  
*Program Name*                *Occupant Protection Program Support*  
*Contractor*                    *Office of Transportation Safety*  
*Program Manager*        *Miller*

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

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

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

Federal Funds                \$180,000  
Agency Match  
Local Benefit



## PROGRAM TASK DESCRIPTIONS

### Program Support

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**Task Number** 16-12-98-03  
**Program Name** Traffic Records Program Support  
**Contractor** Traffic and Safety Engineering Branch  
**Program Manager** Bourget

The Traffic and Safety Engineering Branch will provide staff to manage the 405C 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 2012 Traffic Records 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 program management responsibilities with an emphasis on interface and coordination among CDOT's Traffic and Safety Engineering Branch, CDOT's Office of Transportation Safety, the Colorado Department of Revenue, the Colorado State Patrol Traffic Records Staff, and the Governor's Office of Information Technology. This will include the sharing of expertise among major stakeholders.

Activities include establishing resource requirements, departmental roles and responsibilities, assignment of tasks and schedules, and program management of the FY 2016 grants. Costs include external project audit costs, program-specific staff training, necessary operating expenses, and participation of key staff from the Traffic Records Unit in the 41st International Traffic Records Forum. The Forum is hosted by the National Safety Council and sponsored by NHTSA, FHWA, FMCSA, and the Bureau of Transportation Statistics. Topics will include Traffic Records, Highway Safety Information Systems and other function-related training and/or meetings.

*This project addresses all of Traffic Record's performance measures.*

Funding Source: 405C  
Program Area: M3DA/Data Program

Federal Funds	\$120,000
Agency Match	\$40,000



## PROGRAM TASK DESCRIPTIONS

### Program Support

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**Task Number**            *16-12-98-04*  
**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, professional and program-specific staff training and necessary operating equipment. Office of Communications 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            \$81,000  
Agency Match  
Local Benefit



## PROGRAM TASK DESCRIPTIONS

### Program Support

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**Task Number**                    *16-12-98-05*  
**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, professional and program-specific staff training and necessary operating equipment. Office of Communications 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                 \$81,000  
Agency Match  
Local Benefit



## PROGRAM TASK DESCRIPTIONS

### Program Support

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**Task Number** 16-12-98-07  
**Program Name** Traffic Safety Initiatives Support  
**Contractor** Office of Transportation Safety  
**Program Manager** Gould

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

*This project addresses measures:*

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

**Funding Source:** 402  
**Program Area:** M2OP/Occupant Protection

Federal Funds	\$2,296,000
Agency Match	\$775,000
Local Benefit	\$920,000



## PROGRAM TASK DESCRIPTIONS

### Program Support

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**Task Number** 16-12-98-08  
**Program Name** Occupant Protection Initiatives Support  
**Contractor** Office of Transportation Safety  
**Program Manager** Gould

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

*This project addresses measures:*

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

**Funding Source:** 405B  
**Program Area:** M2X/OP Low

Federal Funds	\$718,000
Agency Match	\$240,000





## PROGRAM TASK DESCRIPTIONS

### Program Support

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**Task Number** 16-12-98-09  
**Program Name** Impaired Driving Initiatives Support  
**Contractor** Office of Transportation Safety  
**Program Manager** Davis

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

*This project addresses measures:*

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

**Funding Source:** 405D  
**Program Area:** M6OT/Low Other

Federal Funds	\$1,331,000
Agency Match	\$445,000



## PROGRAM TASK DESCRIPTIONS

### Program Support

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**Task Number** 16-12-98-10  
**Program Name** Motorcycle Safety Initiatives Support  
**Contractor** Office of Transportation Safety  
**Program Manager** Davis

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

*This project addresses measures:*

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

**Funding Source:** 405F  
**Program Area:** M9MA/Motorcyclist Awareness

Federal Funds \$10,000  
Agency Match



## PROGRAM TASK DESCRIPTIONS

### Program Support

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*Task Number*                    **16-12-98-11**  
*Program Name*                **Traffic Records Initiatives Support**  
*Contractor*                    **Traffic and Safety Engineering Branch**  
*Program Manager*          **Bourget**

The Traffic and Safety Engineering Branch will continue to solicit and review applications for projects throughout the year that support traffic records initiatives throughout the State.

Funding Source:                405C  
Program Area:                 M3DA/Data Program

Federal Funds	\$1,700,000
Agency Match	\$567,000

# Program Task Descriptions

## Safety Education and Enforcement Programs

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### Impaired Driving





## PROGRAM TASK DESCRIPTIONS

### Impaired Driving ~ Introduction

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In Colorado, alcohol-related fatalities (Blood Alcohol Concentration .08 or above) declined from 160 in 2011 to 142 in 2013 (2014 data is not finalized). While alcohol-related fatalities appear to be on the decline, the 142 alcohol-related fatalities represent 29% of the state's total of 481 fatalities for 2013.

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

Efforts and activities to address impaired driving include:

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



## PROGRAM TASK DESCRIPTIONS

### Impaired Driving

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**Task Number** 16-01-11-01  
**Program Name** Standard Field Sobriety Testing Enforcement Training  
**Contractor** LEAD Impairment Training  
**Program Manager** Davis/Gould

In 2013, Colorado recorded 481 statewide traffic-related fatalities. Of these, 142 were recorded as Alcohol Impaired Driving (BAC .08 and above) incidents. Alcohol-related fatalities represent 29.5% of all traffic fatalities in Colorado.

Lead Impairment Training will provide high-level training on Standardized Field Sobriety Testing (SFST) Practitioner and SFST Instructor training to Colorado law enforcement officers (LEOs), in both basic and advanced National Highway Traffic Safety Administration (NHTSA) Impaired Driving training programs in order to deter, detect and properly investigate impaired driving incidents.

Lead Impairment Training will provide 2-hour update trainings to Colorado LEOs to maintain their SFST Practitioner certification.

This project is supported in the Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices, Seventh Edition, 2013, Section 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 DRE/SFST recertification trainings, # of individuals who attend the trainings

Funding Source: 405D

Program Area: M6OT/Low Other

Federal Funds \$53,447  
Agency Match



## PROGRAM TASK DESCRIPTIONS

### Impaired Driving

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**Task Number** 16-01-11-02  
**Program Name** Colorado Task Force on Drunk and Impaired Driving  
**Contractor** Colorado State Patrol  
**Program Manager** Rocke

Impaired driving continues to be a problem in Colorado. In 2013, there were 142 fatalities related to a driver with a blood alcohol content (BAC)  $\geq 0.8$ . In 2014, the Colorado State Patrol (CSP) investigated 74 fatal crashes in which drugs or alcohol were involved. This reflected a 42% increase in the number of fatal crashes related to impaired driving that were investigated by the CSP in comparison with 2013 data.

The mission of the Colorado Task Force on Drunk and Impaired Driving (CTFDID) is to promote 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. 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 State Legislature, enabling it to consider more cohesive, well-thought-out proposals.

The task force has completed a statewide Impaired Driving Plan, and work groups have begun prioritizing and making progress on specific tasks, but that progress will need to be supported administratively.

This project is supported in the [Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices](#), Seventh Edition, 2013, Section 1. Alcohol-Impaired and Drugged 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: M6OT/Low Other

Federal Funds \$25,000  
Agency Match



## PROGRAM TASK DESCRIPTIONS

### Impaired Driving

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**Task Number** 16-01-11-03  
**Program Name** Support for DUI Courts  
**Contractor** Colorado Judicial Branch  
**Program Manager** Rocke

In 2013, there were 142 fatalities related to a driver with a BAC of .08 and above. In addition, it is estimated that Colorado saw a 6% increase in fatalities resulting from an impaired driver. This project focuses on the identified emphasis area of impaired driving in Colorado through the avenue of DUI Courts.

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

The State Court Administrator’s Office will continue providing funds for the operational DUI Courts in Park and Las Animas Counties.

This project is supported in the Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices, Seventh Edition, 2013, Section 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:** Continuation of established courts, use of established models, # of DUI Courts  
**Funding Source:** 405D  
**Program Area:** M6OT/Low Other

Federal Funds \$170,030  
 Agency Match





## PROGRAM TASK DESCRIPTIONS

### Impaired Driving

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**Task Number** 16-01-11-04  
**Program Name** Traffic Safety Resource Prosecutor  
**Contractor** Colorado District Attorneys' Council  
**Program Manager** Rocke

In 2013, Colorado recorded 481 traffic fatalities. Of these, 142 were alcohol-related (BAC of .08 and above). Alcohol-related fatalities represent 29.5% of all traffic fatalities in Colorado.

The Traffic Safety Resource Prosecutor (TSRP) program provides law enforcement and prosecutors throughout Colorado with a subject matter expert on traffic safety matters with a specific emphasis on impaired driving. The TSRP supports these constituencies and others by providing training and education, legal research, motions and trial support, and direct assistance in the form of special prosecutor appointment.

The TSRP 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, and provides live trainings. One of the primary functions of the TSRP is fielding a variety of technical assistance requests such as responding to a question associated with a traffic safety and/or impaired driving issue.

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

*This project addresses measures:*

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

**Evaluation Measure:** # of law enforcement officers and prosecutors trained, # of technical assistance requests fulfilled

**Funding Source:** 405D

**Program Area:** M6OT/Low Other

Federal Funds \$150,000  
 Agency Match



## PROGRAM TASK DESCRIPTIONS

### Impaired Driving

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**Task Number** 16-01-11-05  
**Program Name** Checkpoint Colorado  
**Contractor** To Be Determined  
**Program Manager** Chase

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. 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 3 checkpoints, with 2 of those checkpoints to occur during holiday weekends. This project runs from Memorial Day through Labor Day. Agency selection is based on 2014 crash and fatality data.

This project is supported in the Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices, Seventh Edition, 2013, Section 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 impaired driving arrests  
Funding Source: 405D  
Program Area: M6OT/Low Other

Federal Funds \$160,000  
Agency Match



## PROGRAM TASK DESCRIPTIONS

### Impaired Driving

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*Task Number*                    **16-01-11-06**  
*Program Name*                **Law Enforcement Assistance Fund**  
*Contractor*                    **Office of Transportation Safety**  
*Program Manager*          **Chase**

The goal of the Law Enforcement Assistance Fund is to increase and improve the enforcement of Driving Under the Influence of alcohol and/or drugs (DUI) laws, and to coordinate the efforts of law enforcement agencies in administering a DUI enforcement program. These funds provide state match for Section 402 federally funded activities and are not used to match any other federal programs.

Funding Source:                State Funds  
Program Area:                 AL/Alcohol

State Funds                    \$650,000  
Agency Match  
Local Benefit



## PROGRAM TASK DESCRIPTIONS

### Impaired Driving

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**Task Number** 16-01-11-07  
**Program Name** High-Visibility Impaired Driving Enforcement  
**Contractor** Office of Transportation Safety  
**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 Report data to support the Highway Safety Office (HSO) and the National Highway Traffic Safety Administration's *High-Visibility Enforcement* (HVE) periods. There will be a minimum of 12 HVE periods supported through the HSO.

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

**Funding Source:** State Funds  
**Program Area:** M6OT/Low Other

State Funds	\$ 1,500,000
Agency Match	
Local Benefit	



## PROGRAM TASK DESCRIPTIONS

### Impaired Driving

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**Task Number** 16-01-11-08  
**Program Name** Drug Recognition Expert Tech Transfer/2016 International Association of Chiefs of Police Conference  
**Contractor** Office of Transportation Safety  
**Program Manager** Davis/Gould

The Highway Safety Office (HSO) will be planning and hosting the 2016 International Association of Chiefs of Police (IACP) Training Conference on Drugs, Alcohol and Impaired Driving, August 13-15, 2016 at the Hyatt Regency, Denver, CO. The expenses related to hosting the conference include contracting with a planner to assist with coordination of the event.

These funds will provide registration and travel costs to conferences and events related to Drug Recognition Expert 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](#), Seventh Edition, 2013, Section 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 findings  
Funding Source: 405D  
Program Area: M6OT/Low Other

Federal Funds \$150,000  
Agency Match



## PROGRAM TASK DESCRIPTIONS

### Impaired Driving

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**Task Number** 16-01-11-09  
**Program Name** Impaired Driving Enforcement  
**Contractor** Colorado State Patrol  
**Program Manager** Chase

In Colorado in 2013, there were 142 fatalities involving a driver with a blood alcohol content  $\geq 0.8$ . Nearly 35% of impaired-driving-related crashes resulted in injuries or fatalities in accidents investigated by the Colorado State Patrol (CSP). The goal of this project is to reduce by 25% the number of Driving Under the Influence of alcohol and or drugs (DUI)-related fatal and injury crashes investigated by the CSP statewide through FFY 2019.

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. It will support the National Highway Traffic Safety Administration's *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 call-out evaluations as requested.

This project is supported in the [Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices](#), Seventh Edition, 2013, 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 impaired driving arrests

Funding Source: 405D  
Program Area: M6OT/Low Other

Federal Funds \$450,000  
Agency Match  
Local Benefit



## PROGRAM TASK DESCRIPTIONS

### Impaired Driving

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**Task Number** 16-01-11-10  
**Program Name** Enhancing Sobriety Checkpoints  
**Contractor** Department of Revenue  
**Program Manager** Rocke

The Problem Identification Report identifies El Paso and Jefferson as counties with high rates of alcohol-related fatalities, with 17 and 10 deaths, respectively. Counties that also have high rates of drivers age 20 or younger involved in fatal crashes include El Paso, with 11 fatalities, and Adams with 7. El Paso and Adams Counties accounted for 40% of the youth traffic fatalities and 35% of the alcohol-related fatalities in 2013.

Adams, El Paso and Jefferson Counties are the geographic targets for this project.

The Colorado Department of Revenue's Liquor Enforcement Division (LED) will coordinate operations with the Colorado State Patrol, local police and Sheriffs' departments in conducting sobriety checkpoints and saturation patrols. These operations will be conducted in areas identified as having high rates of alcohol-related fatalities and high rates of drivers age 20 or younger involved in fatal crashes. They will be conducted at times that are associated with higher rates of drinking and driving, specifically during the *Heat Is On* campaign.

This project is supported in the [Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices](#), Seventh Edition, 2013, Section 1. Alcohol-Impaired and Drugged Driving - 2.1 Publicized Sobriety Checkpoints.

*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 compliance check teams, # of compliance checks conducted, # of passes and failures recorded, # of Point of Last Drink interviews conducted, # of establishments contacted

Funding Source: 405D  
Program Area: M6OT/Low Other

Federal Funds \$43,219  
Agency Match



## PROGRAM TASK DESCRIPTIONS

### Impaired Driving

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**Task Number** 16-01-11-11  
**Program Name** 2016 DUI High-Visibility Enforcement/Checkpoints  
**Contractor** Aurora Police Department  
**Program Manager** Chase

In 2014, there were 19 traffic fatalities in the City of Aurora. Of those 19, there were 7, or 36%, where the driver or motorcycle operator had a Blood Alcohol Concentration (BAC) of .08 or above. In reviewing all 6,376 crashes that occurred in the City of Aurora in 2014, there were 228, or 3%, that involved an impaired driver.

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* (HVE) 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 with community outreach efforts.

This project is supported in the [Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices](#), Seventh Edition, 2013, Section 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 impaired driving arrests  
 Funding Source: 405D  
 Program Area: M6OT/Low Other

Federal Funds	\$172,891
Agency Match	





## PROGRAM TASK DESCRIPTIONS

### Impaired Driving

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**Task Number** 16-01-11-12  
**Program Name** Denver’s Comprehensive Impaired Driving Project  
**Contractor** Denver Police Department  
**Program Manager** Chase

In 2014 there were 850 alcohol-related crashes in the City of Denver. This is an increase from 2013 where there were 778 alcohol-related crashes. The goal of this project is to reduce the number of serious and fatal crashes related to impaired driving in Denver by increasing the number of impaired driving arrests.

This project will run 11 *High-Visibility Enforcement* campaigns throughout the year to address key periods and 6 sobriety checkpoint operations will be held on 3 different dates during peak summer months. The DUI Unit anticipates staging sobriety checkpoint operations on roadways most travelled by impaired drivers. Saturation efforts will be deployed 2 or 3 times per month and will typically double the reach of the DUI Unit on a given night. All enforcement locations are driven by data that indicates higher concentrations of impaired driving crashes. With 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](#), Seventh Edition, 2013, Section 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 impaired driving arrests, # of checkpoints  
 Funding Source: 405D  
 Program Area: M6OT/Low Other

Federal Funds \$288,490  
 Agency Match



# PROGRAM TASK DESCRIPTIONS

## Impaired Driving

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**Task Number** 16-01-11-13  
**Program Name** Regional Law Enforcement Coordinators  
**Contractor** Office of Transportation Safety  
**Program Manager** Chase

The Office of Transportation Safety designates 5 Regional Law Enforcement Coordinators (LEC) to coordinate all statewide training and local activities for local law enforcement agencies in their designated region. The Regional LECs 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 LECs will serve as a link to promote the Highway Safety Office’s 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, Seventh Edition, 2013.

*This project addresses measures:*

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

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

Federal Funds \$175,000  
Agency Match  
Local Benefit:



# PROGRAM TASK DESCRIPTIONS

## Impaired Driving

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**Task Number** 16-01-11-14  
**Program Name** Drug Recognition Expert Training/School  
**Contractor** Office of Transportation Safety  
**Program Manager** Davis/Gould

Utilizing the criteria adopted by the International Association of Chiefs of Police and the National Highway Traffic Safety Administration, Colorado will continue to expand the Drug Recognition Expert (DRE) program throughout the state, enhance the DRE Training program and increase the number of DREs within the state. Currently Colorado has 218 DREs.

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

This project is supported in the Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices, Seventh Edition, 2013, Section 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 law enforcement officers completing DRE training  
Funding Source: 405D  
Program Area: M6OT/Low Other

Federal Funds \$50,000  
Agency Match



## PROGRAM TASK DESCRIPTIONS

### Impaired Driving

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**Task Number** 16-01-11-15  
**Program Name** Checkpoint Equipment  
**Contractor** To Be Determined  
**Program Manager** Chase

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

This project will address the equipment and operating needs of those agencies participating in either the 2015 *Checkpoint Colorado* campaign, and/or routinely conducting checkpoints. This equipment may consist of flares and/or fuses, safety cones, permanent or portable lighting, signs, vests, flashlights and portable breath testers given to the top performing *Checkpoint Colorado* agencies. In addition to equipment, promotional items will be provided to participating agencies to promote and bring awareness of *Checkpoint Colorado* activities.

This project is supported in the [Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices](#), Seventh Edition, 2013, Section 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: M6OT/Low Other

Federal Funds \$25,000  
 Agency Match



## PROGRAM TASK DESCRIPTIONS

### Impaired Driving

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

These funds are used by the Colorado Department of Revenue 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:         AL/Alcohol

Federal Funds  
Agency Match         \$2,500,000



## PROGRAM TASK DESCRIPTIONS

### Impaired Driving

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*Task Number*                    *16-01-11-17*  
*Program Name*                *DUI Court Administration*  
*Contractor*                    *Colorado Judicial Branch*  
*Program Manager*        *Rocke*

These funds are used by the 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:            405D  
Program Area:              M6OT/Low Other

Federal Funds	
Agency Match	\$1,600,000



## PROGRAM TASK DESCRIPTIONS

### Impaired Driving

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**Task Number** 16-01-11-18  
**Program Name** Standard Field Sobriety Training and Updates  
**Contractor** Office of Transportation Safety  
**Program Manager** Davis/Gould

This project will provide yearly updated trainings to Colorado law enforcement officers for both Standardized Field Sobriety Testing (SFST) Instructors and Drug Recognition Experts (DRE).

CDOT's Office of Transportation Safety will conduct 3 SFST and 3 DRE updates. These in-service, recertification trainings will provide law enforcement with the highest level of education so that they can influence a positive change in their communities.

This project is supported in the Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices, Seventh Edition, 2013, Section 1. Alcohol-Impaired and Drugged Driving - 2.3 Preliminary Breath Test Devices, 6.2 Zero Tolerance Law Enforcement and 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 SFST updates conducted  
Funding Source: 405D  
Program Area: M6OT/Low Other

Federal Funds \$50,000  
Agency Match



## PROGRAM TASK DESCRIPTIONS

### Impaired Driving

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**Task Number** 16-01-11-19  
**Program Name** *Portable Breath Testers and Calibration Stations*  
**Contractor** *Office of Transportation Safety*  
**Program Manager** *Chase*

This project will address the equipment and operating needs of those agencies participating in either the 2016 *Checkpoint Colorado* campaign, or routinely conducting impaired driving enforcement. This equipment will consist of Portable Breath Testers (PBT) and PBT Calibration Stations. A portion of these testers will be given to the top-performing impaired driving agencies during 2016 *Traffic Safety Champions* events.

This project is supported in the Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices, Seventh Edition, 2013, Section 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:** M6OT/Low Other

Federal Funds \$50,000  
 Agency Match



# Program Task Descriptions

## Safety Education and Enforcement Programs

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### Speed Enforcement





## PROGRAM TASK DESCRIPTIONS

### Speed Enforcement ~ Introduction

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In Colorado in 2014 there were 167 speed-related fatalities (preliminary data). This constitutes an 11% increase from the 150 speed-related fatalities reported in 2013. Speeding is defined as exceeding posted speed limits, driving too fast for conditions, or racing. Speeding is a dangerous driving behavior and is a component of aggressive driving. Despite progress in other areas, such as increased seat belt use and lower traffic-related fatalities, speed-related fatalities are increasing.

Efforts and activities include:

- Continued, increased speed enforcement efforts on I-25, I-225 and I-70 throughout Arapahoe, Adams, Denver, Jefferson, El Paso and Pueblo Counties
- Working with other local law enforcement agencies to improve their speed enforcement projects through a mini-grant program
- Required nighttime enforcement



# PROGRAM TASK DESCRIPTIONS

## Speed Enforcement

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**Task Number** 16-02-21-01  
**Program Name** Focused Speed Enforcement  
**Contractor** Denver Police Department  
**Program Manager** Chase

Denver County often 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. During the 2009-2013 period, the rate of speed-related fatalities increased by 18.2%.

The target population for this project will be all drivers on Denver interstates where speed-related crashes are highly concentrated. These highways have the greatest volume of traffic in Colorado. This high-visibility enforcement campaign will help to reduce the number of speed-related crashes in the City and County of Denver. All enforcement will be based on the successful models cited in NHTSA research, including targeted, high-visibility speed enforcement efforts. Denver Police Department Traffic Operations officers will conduct operations over the course of approximately 10 months, concentrating their presence during key times (e.g. Fridays, Saturdays and Sundays) and at specific locations.

This project is supported in the [Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices](#), Seventh Edition, 2013, Section 3. Aggressive Driving and Speeding - 2.2 High-Visibility Enforcement.

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

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

Federal Funds	\$81,650
Agency Match	
Local Benefit	\$81,650



## PROGRAM TASK DESCRIPTIONS

### Speed Enforcement

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**Task Number** 16-02-21-02  
**Program Name** Aurora Highway Safety Campaign  
**Contractor** Aurora Police Department  
**Program Manager** Chase

In 2014, there were 6,376 crashes in Aurora. Of that number, 10% resulted in some type of injury. A review of all crashes showed that 12% of those crashes had speed as a factor, and 17% indicated that following too closely was a factor.

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

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

*This project addresses measures:*

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

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

Federal Funds	\$66,021
Agency Match	
Local Benefit	\$66,021



## PROGRAM TASK DESCRIPTIONS

### Speed Enforcement

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**Task Number** 16-02-21-03  
**Program Name** High-Visibility Enforcement of Speeding Drivers  
**Contractor** Colorado Springs Police Department  
**Program Manager** Chase

El Paso County experienced the highest number of speeding-related fatalities in the state in 2013, with 24 people killed in these crashes. Speeding-related fatalities in El Paso County had a 5-year percentage increase of 26%. According to Colorado Springs Police Department (CSPD) data, out of 9,665 total crashes in 2013, there were 331 attributed to speeding. Speeding is also a significant concern for Colorado Springs community members. At nearly every neighborhood meeting CSPD attends, traffic concerns are raised as a high priority for citizens. Of the citizen complaints about traffic received in 2014, over half were about speeding.

The Colorado Springs Police Department will reduce the number of traffic fatalities and serious injury crashes by implementing proven countermeasures to reduce speeding in Colorado Springs. The strategies that will be employed in this project include supporting the enforcement of existing laws through high-visibility enforcement, use of speed trailers and laser speed measurement guns, and communication and outreach supporting enforcement.

Deployments will be planned using a number of current data points, including crash data, community speeding complaints, and speed data from speed trailers, school schedules, and schedules for work zones. Deployment strategies will include the use of unmarked and marked vehicles, static and roving observational platforms, and radio-ahead officers identifying violators to stationed officers as applicable to the specific deployment. Officers will use speed measuring tools to assist in speed enforcement.

This project is supported in the [Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices](#), Seventh Edition, 2013, Section 3. Aggressive Driving and Speeding - 2.2 High-Visibility Enforcement.

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

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

Federal Funds	\$66,916
Agency Match	
Local Benefit	\$66,916



## PROGRAM TASK DESCRIPTIONS

### Speed Enforcement

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**Task Number** 16-02-21-04  
**Program Name** Speed Mini-Grants Program  
**Contractor** To Be Determined  
**Program Manager** Chase

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 1 nighttime speed enforcement element that addresses other violations encountered, such as DUI and failure to use safety belts. Selected law enforcement agencies will be required to report on their progress on speed enforcement control and enforcement activities using the period before CDOT funding as a baseline for comparison.

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

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

Evaluation Measure: # of speeding-related citations issued, other citations issued during contacts

Funding Source: 402  
Program Area: SE/Speed Enforcement

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



## PROGRAM TASK DESCRIPTIONS

### Speed Enforcement

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**Task Number** 16-02-21-05  
**Program Name** A Step Toward Reducing Traffic Fatalities  
**Contractor** Pueblo Police Department  
**Program Manager** Chase

In the past 3 years, the City of Pueblo has experienced a spike in the number of traffic-related fatality accidents. Several of these accidents resulted in the loss of lives and had speed- and alcohol-related factors. Between March 2012 and March 2015, there have been 25 fatality accidents resulting in 28 fatalities. The investigation of these 25 fatality accidents indicated that speed was a factor 44% of the time.

This project will focus on the issues of speed enforcement and the impact it has on reducing the number of fatality crashes in the City of Pueblo. The goal of reducing the fatality accidents through speed enforcement will be achieved through the use of increased solo and team enforcement using both regular-duty hours and overtime funds allotted through the grant. These enforcement efforts will be directed at identified problem areas in the community, such as the Interstate and State Highways, highly trafficked feeder streets, DDACTS zones, and other locations identified throughout the grant period.

This project is supported in the [Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices](#), Seventh Edition, 2013, Section 3. Aggressive Driving and Speeding - 2.2 High-Visibility Enforcement.

*This project addresses measures:*

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

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

Federal Funds	\$38,616
Agency Match	
Local Benefit	\$38,616



# PROGRAM TASK DESCRIPTIONS

## Speed Enforcement

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**Task Number** 16-02-21-06  
**Program Name** Highway 93 Speed Reduction Campaign  
**Contractor** Jefferson County Sheriff's Office  
**Program Manager** Chase

State Highway 93, located within unincorporated Jefferson County, continues to experience drivers traveling at high rates of speed. Between January 1, 2014 and March 31, 2015 there were 71 traffic-related crashes on Highway 93. 22% of all accidents that occur on the highway between mile marker 2 and mile marker 11 were speed-related.

High-visibility zero-tolerance enforcement of the speed limits on State Hwy 93 between mile marker 2 through 11 within unincorporated Jefferson County, will be conducted by Deputy Sheriff motor officers. In addition, Jefferson County Sheriff's officers will run larger operations with multiple motor officers, marked and unmarked cars and multiple jurisdictions, to include the Golden Police Department, Colorado State Patrol and Arvada Police Department.

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

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

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

Federal Funds	\$62,814
Agency Match	
Local Benefit	\$62,814





## PROGRAM TASK DESCRIPTIONS

### Speed Enforcement

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**Task Number** 16-02-21-07  
**Program Name** Operation Iron Horse/Speed High-Visibility Enforcement  
**Contracter:** El Paso County Sheriff's Office  
**Program Manager** Chase

El Paso County, Colorado, is the largest county in Colorado by population, and has a land size of over 2,150 square miles. Speed-related fatalities in El Paso County increased by 26% in 2013, and the county has the highest number of speed-related fatalities in Colorado.

This project will meet the goal of reducing fatal and serious injury accidents by using various techniques, equipment, and methods new to El Paso County to address the issue of speeding. The El Paso County Sheriff's Office traffic unit will dedicate specific days and times during the week to this high-visibility approach, utilizing LIDAR, moving radar, and a SMART trailer.

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

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

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

Federal Funds \$37,885  
Agency Match  
Local Benefit \$37,885

Capital Equipment: \$22,000  
Capital Equipment Description: 2 Speed Trailers

# Program Task Descriptions

Safety Education and Enforcement Programs

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Young and Older Driver and Distracted Driving





## PROGRAM TASK DESCRIPTIONS

### Young and Older Driver and Distracted Driving

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After several years of decline, fatalities among teen drivers increased in 2014 to 74. This constitutes a 23% increase from 2013 when there were 57 fatalities involving young drivers aged under 21. Young drivers tend to have the highest involvement in fatal crashes of any age group and the likelihood of a young driver being involved in a crash is still greatest in the first few years of driving. Education and awareness programs strategically targeted to high-risk populations, including young drivers, are essential to addressing serious injuries and fatalities in this age group.

The Colorado Department of Transportation has included the “older driver” as one of the emphasis areas for the 2016 Colorado Strategic Highway Safety Plan. In 2014, 60 fatalities involved an at-fault driver age 65 or older. To address this emerging issue, the Highway Safety Office will continue older driver education and awareness projects in selected areas of the state.

Fatalities involving a distracted driver constituted 11% of total fatalities in 2014. Driver inattention is a contributing factor in many crashes, and cell phone use and texting are some of the most common driver distractions. Colorado has a law prohibiting texting for all drivers, and a law prohibiting cell phone use for drivers under 18. However, distracted driving continues to be a traffic safety challenge.

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

Efforts and activities include:

- Educating teen drivers and their parents about seat belt use and other young driver safety issues, including Graduated Driver License (GDL) laws
- Development and distribution of GDL resource kits
- Implementation of *High School Seat Belt* and *Distracted Driving Challenge* campaigns in El Paso, Denver and Weld Counties and several mountain communities
- Older Driver awareness and education programs in El Paso and Jefferson Counties
- Enhanced enforcement of distracted driving laws statewide through the Colorado State Patrol and focused enforcement in Denver, El Paso, Arapahoe and Weld Counties



## PROGRAM TASK DESCRIPTIONS

### Young Driver and Distracted Driving

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**Task Number** 16-03-31-01  
**Program Name** *Data Driven Approaches to Crime and Traffic Safety/  
Distracted Driving*  
**Contractor** *Greeley Police Department*  
**Program Manager** *Rocke*

The City of Greeley experienced a 50% increase in fatal traffic crashes in 2014. There were 8 fatalities with 3 directly attributed to distracted driving. In 2013 distracted driving was a contributing factor in approximately 40% of Weld County’s crashes. In 2014, the number of injury crashes in Greeley increased by 8%, and the number of fatal crashes increased by 50%.

The Greeley Police Department (GPD) will implement a *Data Driven Approaches to Crime and Traffic Safety* project to deter distracted driving. This project will focus on education and enforcement efforts to reduce the number of distracted drivers within the targeted areas in Weld County. The GPD will deploy an extra law enforcement traffic presence during the hours of 2:00 - 6:00 pm to deter distracted driving among motorists.

This project is supported in the Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices, Seventh Edition, 2013, Section 4. Distracted and Drowsy Driving - 1.3 High-Visibility Cell Phone and Text Messaging Enforcement.

*This project addresses measure:  
C-12. Reduce the number of fatal crashes involving a distracted driver*

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

Federal Funds	\$54,015
Agency Match	
Local Benefit	\$54,015



## PROGRAM TASK DESCRIPTIONS

### Young Driver and Distracted Driving

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**Task Number** 16-03-31-02  
**Program Name** Aurora P.A.R.T.Y. Program  
**Contractor** University of Colorado Hospital  
**Program Manager** Erez

According to the Problem Identification Report, in 2013 there were 481 people killed in Colorado, with an additional 3,319 serious injuries from motor vehicle collisions. There were 64 drivers aged 16 to 20 involved in fatal traffic crashes and 57 were killed. Between 2009 and 2013 the fatality rates in ages 20 or younger increased 133.3% in Adams County and 22.2% in El Paso County. To address the serious problem of young drivers and passengers involved in fatal crashes, the University of Colorado Hospital will continue to host *Prevent Alcohol and Risk-Related Trauma in Youth (P.A.R.T.Y)* programs in the counties of El Paso, Adams and Arapahoe, with expansion to Metro Denver, Colorado Springs, and Weld and Larimer Counties in 2016.

The *P.A.R.T.Y.* program is a reality-education program presented to young drivers and pre-drivers to promote injury prevention and to enable youth to recognize risk so they can make informed choices about activities and behaviors while driving or as passengers. The *P.A.R.T.Y.* program incorporates both hospital staff and community partners Colorado State Patrol, Rural Metro Ambulance, American Medical Response, Memorial Star Transport and the Colorado Springs Fire Department into hospital and school programs that discuss high-risk areas for young drivers including impaired driving, distracted driving and the importance of Graduated Driver License (GDL) laws.

The program contains a research-based study that looks at both the attitudes of teens regarding high-risk behaviors while driving and an observation study that specifically emphasizes seat belt usage and distraction as students leave school parking lots. The research will be ongoing and data will be analyzed early in 2016. The *P.A.R.T.Y* program collaborates with law enforcement agencies to increase knowledge and enforcement of the GDL.

This project is supported in the [Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices](#), Seventh Edition, 2013, Section 6. Young Drivers - 1.1 Graduated Driver Licensing, 3.1 Parental Role in Teaching and Managing Young Drivers and 4.1 Enforcement of GDL.

*This project addresses measures:*

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

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

Evaluation Measure: # of events, # of students attending, and # of pre/post program surveys completed

Funding Source: 402

Program Area: TSP/Teen Safety Program

Federal Funds	\$68,481
Agency Match	
Local Benefit	\$68,481



## PROGRAM TASK DESCRIPTIONS

### Young Driver and Distracted Driving

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**Task Number** 16-03-31-03  
**Program Name** Young Driver Traffic Safety  
**Contractor** Weld County Public Health Department  
**Program Manager** Erez

According to the Problem Identification Report, Weld County is 1 of the 5 highest-risk counties with 35 motor vehicle deaths of in 2013. Weld County has had a high number of fatalities among unrestrained occupants (12), alcohol (7), speeding (16), and motorcycle-related (5) deaths. Young drivers in Weld County have the highest average annual fatality rate (21.6 per 100,000) and the second-highest average annual injury hospitalization rate (89.4 per 100,000) compared to any other Weld County age group. Motor vehicle crashes are the leading cause of death for all 15 to 20 year olds in Weld County, according to the 2013 dataset from the Colorado Department of Public Health and Environment. On average, 6 young drivers, aged 20 or younger, die in motor vehicle crashes and 20 teens are seriously injured every year in Weld County.

To decrease young driver/passenger fatalities and serious injuries, the *DRIVE SMART Weld County Young Driver Traffic Safety Project* will implement a multi-faceted program that will include:

- Educating young drivers about the Graduated Driver License (GDL) laws and the consequences of unsafe driving practices
- Strengthening local law enforcement’s knowledge and enforcement of GDL provisions
- Educating parents about their role in young driver GDL compliance
- Building coalition and community capacity to assist in educating high school students to make safer choices

The educational component of the program will instruct high school students (pre-drivers and early drivers) about GDL, seatbelt use, distracted driving, and impaired driving.

This project is supported in the Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices, Seventh Edition, 2013, Section 6. Young Drivers - 1.1 Graduated Driver Licensing, 3.1 Parental Role in Teaching and Managing Young Drivers and 4.1 Enforcement of GDL.

*This project addresses measures:*

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

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

Evaluation Measure: # of presentations, # of parents completing on-line course, # of schools participating, pre/post survey results, % of students reporting seat belt usage

Funding Source: 402

Program Area: TSP/Teen Safety Program

Federal Funds	\$85,748
Agency Match	
Local Benefit	\$85,748



## PROGRAM TASK DESCRIPTIONS

### Young Driver and Distracted Driving

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**Task Number** 16-03-31-05  
**Program Name** Young Driver Distracted Driving Campaign/Challenge  
**Contractor** Drive Smart Colorado  
**Program Manager** Erez

According to the Problem Identification Report, in 2013 there were 481 traffic fatalities and 3,319 serious traffic-related injuries in Colorado. Drivers 16 -17 years old were at fault 71% of the time in fatal crashes during 2011-2013. During the same time period, 80% of the drivers ages 18-20 were at fault. In serious injury crashes, from 2011-2013, 16-17 year-olds were at fault in 74% of the crashes and 18-20-year-old drivers were at fault in 20% of the crashes. The Colorado State Patrol reported that in 2014, young drivers 16-20 years old caused 423 crashes in El Paso and Teller Counties. In the City of Colorado Springs Police Department reported that in 2014, drivers ages 16-20 caused 1,232 crashes. In 2014, there were 2 fatal crashes involving 16-20 year olds in Colorado Springs.

Drive Smart Colorado (DSC) will address the issue by implementing proven strategies to decrease the incidence of distracted driving and increase Graduated Driver License (GDL) law awareness. The Problem Identification Report highlights being distracted as the main contributing crash factor in El Paso and Teller Counties. Enlisting parental support as the first line of GDL enforcement continues to be a primary challenge in young driver safety as well as getting young drivers to focus on their driving at all times. GDL education will be included and emphasized within the DSC *High School Traffic Safety Challenge*. This peer-to-peer, distracted-driving educational campaign will engage a minimum of 22 high schools within El Paso and Teller counties. Unannounced observational distracted-driving surveys will be a component of the *Challenge*. Colleges and military installations will be targeted with distracted driving education to help meet the goal of reducing the number of traffic fatalities among drivers ages 20 and younger in El Paso and Teller Counties.

This project is supported in the Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices, Seventh Edition, 2013, Section 4. Distracted and Drowsy Driving - 1.1 Graduated Driver Licensing Requirements for Beginning Drivers and 1.3 High-Visibility Cell phone/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 fatal crashes involving a distracted driver

Evaluation Measure: # of schools participating, pre/post program survey results,  
# of parents taking on-line parent course

Funding Source: 402

Program Area: DD/Distracted Driving

Federal Funds	\$52,999
Agency Match	
Local Benefit	\$52,999



## PROGRAM TASK DESCRIPTIONS

### Young Driver and Distracted Driving

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**Task Number** 16-03-31-06  
**Program Name** 2016 Distracted Driving  
**Contractor** Colorado State Patrol  
**Program Manager** Rocke

The Colorado State Patrol (CSP) issued a total of 722 texting-while-driving violations in 2014 as compared to 582 texting-while-driving violations in 2013. This equates to a 19% increase in texting violations in a single year. In addition, the CSP covered 3,491 crashes where distracted driving was cited as the primary causal factor. Of these crashes, 16 involved fatalities, 437 involved injury, and 3,038 involved property damage.

In this project, the CSP will provide high-visibility enforcement waves, proactive enforcement and ongoing public awareness campaigns throughout 2016 to combat distracted driving.

This project is supported in the Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices, Seventh Edition, 2013, Section 4. Distracted and Drowsy Driving - 1.2 Graduated Driver Licensing Requirements for Beginning Drivers and 1.3 High-Visibility Cell Phone and Text Messaging Enforcement.

*This project addresses measure:*

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

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

Federal Funds \$192,648  
Agency Match  
Local Benefit





## PROGRAM TASK DESCRIPTIONS

### Young Driver and Distracted Driving

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**Task Number** 16-03-31-07  
**Program Name** 2016 Distracted Driving Enforcement Campaign  
**Contractor** Aurora Police Department  
**Program Manager** Rocke

In 2014, there were 18 fatal crashes in the City of Aurora. In those 18 crashes, there were 2, or 11% of drivers recorded by the investigating officer as being distracted. This project will increase the number of Aurora Police Department officers who will employ established spotter techniques from high vantage points in targeted, high-traffic areas, in order to observe and contact drivers using electronic devices.

This project is supported in the Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices, Seventh Edition, 2013, Section 4. Distracted and Drowsy Driving - 1.3 High-Visibility Cell Phone and Text Messaging Enforcement.

*This project addresses measure:*  
*C-12. Reduce the number of fatal crashes involving a distracted driver*

Evaluation Measure: # of crash reports, # of activity reports  
Funding Source: 402  
Program Area: DD/Distracted Driving

Federal Funds	\$61,446
Agency Match	
Local Benefit	\$61,446



## PROGRAM TASK DESCRIPTIONS

### Young Driver and Distracted Driving

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**Task Number** 16-03-31-08  
**Program Name** Distracted Driving Enforcement  
**Contractor** Denver Police Department  
**Program Manager** Rocke

In Denver County, there were 18,624 crashes in 2013, involving 40 fatalities.

A 2013 survey of 24,022 vehicles at 88 sites in Colorado conducted by Colorado State University for CDOT indicated that, at any given time, approximately 15.6% of Colorado drivers are distracted (from many causes).

The Denver Police Department (DPD) Data Analysis Unit will work with Traffic Operations to determine the top 10 accident locations in Denver for distracted behavior. This will be done by reviewing a number of careless driving citations associated with crashes, which may include texting, eating, using an iPad, or other reasons. DPD will determine the 4 most frequent citations associated with distracted behaviors and geographically chart these citations to determine hot spots.

The DPD's Traffic Operations Bureau will launch a high-visibility enforcement campaign to target distracted driving over the next 3 years. DPD aims to rigorously enforce the state ban on manipulating an electronic device while driving in order to 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, Seventh Edition, 2013, Section 4. Distracted and Drowsy Driving - 1.3 High-Visibility Cell Phone and Text Messaging Enforcement.

*This project addresses measure:*

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

Evaluation Measure: # of contacts, # of citations written, # of public service announcements  
Funding Source: 402  
Program Area: DD/Distracted Driving

Federal Funds	\$53,030
Agency Match	
Local Benefit	\$53,030



# PROGRAM TASK DESCRIPTIONS

## Young Driver and Distracted Driving

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**Task Number** 16-03-31-09  
**Program Name** Distracted Driving Awareness Campaign  
**Contractor** Swedish Medical Center  
**Program Manager** Rocke

In 2013, according to EARS data, law enforcement agencies in Arapahoe County reported that 7% of the 2,119 drivers in injury or fatal crashes were distracted.

The goal of the Swedish Medical Center (SMC) is to reduce the number of traffic fatalities and reduce the number of serious injuries in traffic crashes caused by distracted driving. This project will focus on decreasing the distracted driving behaviors among hospital employees while implementing a distracted driving policy at SMC.

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

*This project addresses measures:*  
*C-12. Reduce the number of fatal crashes involving a distracted driver*

Evaluation Measure: # of pre/post project observations of employees' driving habits  
Funding Source: 402  
Program Area: DD/Distracted Driving

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



## PROGRAM TASK DESCRIPTIONS

### Young Driver and Distracted Driving

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**Task Number** 16-03-31-10  
**Program Name** Teen and Distracted Driving Education/Awareness  
**Contractor** Western Regional EMS Council  
**Program Manager** Erez

The Western region RETAC serves Delta, Gunnison, Hinsdale, Montrose, Ouray, and San Miguel Counties. According to the Problem Identification Report, in 2013 there were 20 fatalities in the region. Five were unrestrained and there were 65 serious injuries. The last year Gunnison County was surveyed for seat belt usage was in 2012 and that rate was 76.1%. The high number of unrestrained fatalities in car crashes may indicate that the seatbelt rate has not increased significantly since 2012. In 2014 there were 6 fatalities and more than 20 hospitalizations in those aged 20 and younger.

This project will focus on reducing the number of unrestrained passenger vehicle occupant fatalities and injuries by increasing seat belt usage for everyone, but specifically focusing on those ages 20 and younger. The current seat belt usage rate in the 6 county Western RETAC region is significantly below the goal for Colorado. The Western Regional Occupant Safety Coalition will work with law enforcement, first responders, and health departments to address the seat belt non-usage problem. The project’s components will include a *Teen Seat Belt Challenge*, a program for booster-seat age children, establishing new inspection stations and rewarding random drivers for wearing seat belts.

This project is supported in the Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices, Seventh Edition, 2013, Sections 2. Seat Belts and Child Restraints - 3.2: Communications and Outreach Strategies for Low-Belt-Use Groups, 6.1 Communication and Outreach Strategies for Booster Seat Use and 7.3 Inspection Stations and 6. Young Drivers - 1.1 Graduated Driver Licensing, 1.6 GDL Belt Use Requirements and 2.2 Pre-Licensure Driver Education.

*This project addresses measure:*

- 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/post program seat belt observational surveys at High Schools, # of new inspection stations, # of car seats distributed

**Funding Source:** 402

**Program Area:** TSP/Teen Safety Program

Federal Funds	\$50,159
Agency Match	
Local Benefit	\$50,159



# PROGRAM TASK DESCRIPTIONS

## Young Driver and Distracted Driving

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**Task Number** 16-03-31-11  
**Program Name** Foothills School-Based Teen Motor Vehicle Program  
**Contractor** Drive Smart Evergreen Conifer  
**Program Manager** Erez

According to the Problem Identification Report, in 2013 Jefferson County had 43 fatal crashes and 14 unrestrained fatalities, the second highest number of both unrestrained passenger and vehicle occupant fatalities in the state. At the same time, speeding-related fatalities increased 80% in the past 5 years. According to the Fatality Analysis Reporting System, 27 people ages 15-20 living in Jefferson County died as a result of motor vehicle crashes from 2011-2013, which accounts for nearly 7% of deaths in this age group statewide. According to the Colorado Health Information Dataset, 358 people ages 16-19 living in Jefferson County suffered motor vehicle injuries requiring hospitalization in 2003-2012. Clear Creek County had a significantly higher rate of motor vehicle injuries for the 15-19, 20-24 and 25-29 year old age groups from 2000 to 2013 than the state average.

This project will engage Clear Creek, Gilpin, Park and Jefferson County’ students and their parents. Drive Smart Evergreen/Conifer will implement several activities including:

- A program using peer centered coalitions strengthening the infrastructure needed to serve 4 foothills high schools in 4 high-risk counties
- Increasing the number of Jefferson County high schools implementing *Red-Yellow-Green* graduated parking permits
- *Battle of the Belt* peer-to-peer safety belt contest that will be conducted by students
- Law enforcement-led activities at schools to include positive reinforcement seat belt checks
- Creative peer-led monthly Graduated Driver License (GDL) educational activities
- Educating law enforcement (including School Resource Officers) on GDL Laws and seat belt usage campaigns
- Conducting pre/post surveys at the beginning and end of the school year

This project is supported in the Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Office, Seventh Edition, 2013, Sections 2. Seat Belts and Child Restraints - 3.1 Communication and Outreach Supporting Enforcement and 6. Young Drivers - 1.1 Graduated Driver Licensing.

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

**Evaluation Measure:** # of schools participating, pre/post program survey results, # of GDL related citations, # of teens and parents attending GDL seminars

**Funding Source:** 402  
**Program Area:** TSP/Teen Safety Program

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



## PROGRAM TASK DESCRIPTIONS

### Young Driver and Distracted Driving

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**Task Number** 16-03-31-12  
**Program Name** Teen Drive Safe  
**Contractor** Southwest RETAC  
**Program Manager** Erez

According to the Problem Identification Report, in crashes that caused serious injuries involving a driver age 20 or younger, the young driver was at fault at least two-thirds of the time. In 2013, Southwest RETAC (SWRETAC) had 6,622 drivers ages 16-20 and another 8,234 ages 9-15 current and/or upcoming drivers. The 2009-2013 SWRETAC trend analysis demonstrated increases in traffic fatalities, unrestrained passenger vehicle occupant fatalities in all seat positions and speed-related fatalities.

Although the SWRETAC trend analysis demonstrated a decrease in serious injury rates, it remains higher than the state average. In 2013, contributing factors noted in 874 crashes included 3 significant behavioral or influence factors that contributed to injury/fatal crashes or non-injury crashes: DUI/ DWAI/ DUID; distracted driving; and driver inexperience. These 3 were also significant factors in crashes involving young drivers.

Recognizing the regional gaps in young driver safety education, the SWRETAC project will focus on young drivers by providing safe driving programs and education. The SWRETAC young-driver safety program will include activities focused on providing/supporting new young driver education through community and evidenced-based programs such as a *Teen High School Challenge* and *Alive at 25*. In addition, education programs on distracted driving, GDL education, occupant protection, and impaired driving will be conducted. Projects will have cross-over messaging for other drivers and passenger populations. Due to the large regional area, SWRETAC will seek support from local partners in establishing various proposed activities.

This project is supported in the [Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices](#), Seventh Edition, 2013, Section 4. Distracted and Drowsy Driving - 1.1 Graduated Driver Licensing Requirements for Beginning Drivers and 6. Young Drivers - 1.1 Graduated Driver Licensing.

*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 fatal crashes involving a distracted driver*

**Evaluation Measure:** # of schools participating, pre/post program survey results, # of *Alive at 25* programs, # of *ThinkFast* presentations, # attending safety/county fairs

**Funding Source:** 402

**Program Area:** TSP/Teen Safety Program

Federal Funds	\$70,494
Agency Match	
Local Benefit	\$75,494



## PROGRAM TASK DESCRIPTIONS

### Young Driver and Distracted Driving

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**Task Number** 16-03-31-13  
**Program Name** Young Driver Seat Belt Campaign  
**Contractor** Safe Kids Larimer County  
**Program Manager** Erez

According to the Problem Identification Report, Larimer County is identified as being one of the top 5 counties for number of fatalities for drivers age 20 or younger (5 fatalities). Larimer County has also seen a 60% increase in unrestrained passenger vehicle occupant fatalities in all seating positions over a 5-year period. Seat belt usage data for drivers age 20 or younger, collected in May 2014 by Alexa’s Hugs, reported that approximately 77% of high school drivers in Larimer County are buckling up.

Safe Kids Larimer County (SKLC) will partner with a local non-profit organization that has expertise in educating the public on vehicle traffic safety. The organization, Alexa’s Hugs, has a mission to provide positive encouragement for seat belt compliance and vehicle safety. SKLC will address the number of young drivers and passenger fatalities and serious injuries by implementing proven strategies to increase seat belt usage rates and safe driving behaviors.

Efforts will be coordinated to partner with local law enforcement agencies including the Colorado State Patrol, City of Fort Collins Police Services, City of Loveland Police, Larimer County Sheriff’s Office, and Colorado State University Police to support and enhance their enforcement efforts around *Click It or Ticket* campaigns. The *Teen Seat Belt (TSB) Challenge*, modeled after Drive Smart Colorado, will be implemented by collaborating with Colorado State University and a minimum of 8 local groups (schools/fraternities/sororities, etc.) will be engaged. Unannounced observational seat belt surveys will be a component of the *TSB Challenges*. Social media, as well as traditional media, will be utilized to promote seat belt usage throughout the county.

This project is supported in the Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices, Seventh Edition, 2013, Section 2. Seat Belts and Child Restraints - 3.1 Communication and Outreach Supporting Enforcement, 3.2 Communication and Outreach Strategies for Low-Belt-Use Groups and 6. Young Drivers - 3.1 Parental Role in Teaching and Managing Young Drivers.

*This project addresses measure:*

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

Evaluation Measure: # of schools participating, pre/post program survey results, # of radio spots created, # of driving schools and DMVs promoting parents on-line courses, # of parents taking the on-line course

Funding Source: 402

Program Area: TSP/Teen Safety Program

Federal Funds	\$75,843
Agency Match	
Local Benefit	\$75,843





# PROGRAM TASK DESCRIPTIONS

## Young Driver and Distracted Driving

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**Task Number** 16-03-31-14  
**Program Name** Campaign for Young Drivers  
**Contractor** Foothills RETAC  
**Program Manager** Erez

The Foothills RETAC represents Boulder, Clear Creek, Gilpin, Grand, and Jefferson Counties. According to the Problem Identification Report, in 2013 Jefferson County had 43 traffic fatalities with 14 being unrestrained. In 2013 Clear Creek had 8 fatalities where 4 were unrestrained, and 1 driver age 20 and younger was involved in a fatal crash. In the same year Boulder County’s serious injuries went up by 38%. Unrestrained fatalities went up by 50% from 2009-2013. The 2014 overall seat belt use rate was only 74.5%. In 2013 in Gilpin County there were 17 serious traffic crashes, 1 fatality and 2 were unrestrained. In Grand county serious Injuries went up by almost 10% in 2009-2013.

The project will address the high rate of fatalities and injuries in the region by focusing on young drivers. The new *Hang Up, Buckle Up, and Drive* campaign will be implemented in the high schools to affect the driving habits of young drivers. The *Teen Seat Belt (TSB) Challenge* will be conducted at numerous schools while focusing on distracted driving, seat belt and GDL education. During the peer-to-peer campaigns, a revised tool kit will be distributed, presentations will be offered, *ThinkFirst* program activities will be implemented and *Alive at 25* programs will be presented at participating schools.

This project is supported in the Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices, Seventh Edition, 2013, Section 4. Distracted and Drowsy Driving - 1.1 Graduated Driver Licensing Requirements for Beginning Drivers and 6. Young Drivers - 1.1 Graduated Driver Licensing.

*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 fatal crashes involving a distracted driver*

**Evaluation Measure:** # of activities and presentations, pre/post program observational surveys, # of schools participating, # of students reached

**Funding Source:** 402

**Program Area:** TSP/Teen Safety Program

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





## PROGRAM TASK DESCRIPTIONS

### Young Driver and Distracted Driving

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**Task Number** 16-03-31-15  
**Program Name** Young Driver Seat Belt Safety and Compliance  
**Contractor** Central Mountains RETAC  
**Program Manager** Erez

The Central Mountains Regional Trauma and Advisory Council (CMRETAC) represents Chaffee, Eagle, Lake, Park, Pitkin, and Summit Counties. The region is primarily rural, stretching over 6,882 square miles in the mountainous Continental Divide area of Colorado. The region has unique traffic safety challenges that range from tens of thousands of travelers who do not reside in the region to a risk-taking teen population and a non-English-speaking service-working population. According to the Problem Identification Report, the 6 counties in the CMRETAC have experienced 14 traffic fatalities in 2013, of which 7 were unrestrained. In Eagle and Summit counties combined (the most populated counties) there were 5 fatalities and 13 hospitalizations for drivers ages 20 and below during 2011-2013. Although the overall total number of fatalities has decreased from years 2010 and 2011, the unrestrained percentage has increased. Compared to the Colorado State 5-Year Crude Rate of 9.1 traffic fatalities, the CMRETAC’s rate is 14.6.

To respond to these findings, the CMRETAC Prevention Coalition will address the seat belt usage rate in high schools in all 6 counties. The *Teen Seat Belt (TSB) Challenge* will be implemented in 8 or more high schools. A variety of activities including school and community-wide seat belt metal signage, kick-off events to include community stakeholders and parents, distracted driving and GDL education, tee-shirt design contests with safety message, and pledge banners will be implemented. The 6-week-long events will focus on influencing teens’ lifelong behaviors. In many counties, the effort at the high schools will expand to the middle and elementary schools. With 10 public high schools in the region, the Central Mountains RETAC will expand the *TSB Challenge* to reach out to private schools as well.

This project is supported in the Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices, Seventh Edition, 2013, 6. Young Drivers - 1.1 Graduated Driver Licensing and 3.1 Parental Role in Teaching and Managing Young Drivers.

*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 fatal crashes involving a distracted driver

**Evaluation Measure:** Pre/post program observational surveys, # of schools participating, # of students reached, # of activities and presentations

**Funding Source:** 402

**Program Area:** TSP/Teen Safety Program

Federal Funds	\$70,000
Agency Match	
Local Benefit	\$70,000



## PROGRAM TASK DESCRIPTIONS

### Older Driver

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**Task Number** 16-10-01-01  
**Program Name** Aging Road Users  
**Contractor** Drive Smart Colorado  
**Program Manager** Miller

The Colorado Department of Transportation has identified the aging road user as one of the emphasis areas in the October 2014 Colorado Strategic Highway Safety Plan. In El Paso County between 2011 and 2013, there were 32,282 crashes. During that same period, there were 20 motor vehicle fatalities and 154 hospitalizations in the 65 and older age group. In 2013, there were a total of 11,346 crashes in El Paso County. Out of those crashes, 9,716 took place in Colorado Springs, the second largest city in the state. Out of those 9,716 crashes, 748 were caused by drivers ages 66 and over.

Medical and transportation professionals agree that the focus of safety efforts should be on helping older drivers who are able to continue driving safely to do so, rather than focusing on restricting all older drivers regardless of ability. According to the AARP Colorado State Coordinator, with approximately 625,804 licensed drivers, ages 65+ in Colorado, only a fraction of those drivers - less than 1% - attend an AARP Safe Driver class.

Drive Smart, Colorado (DSC) will incorporate proven programs in a comprehensive, multifaceted educational approach, and *CarFit* Technician trainings and events will also be expanded to Custer, Larimer, Las Animas and Lincoln counties. A resource guide for older drivers will be distributed in all counties and the DSC Older Driver-focused website will be expanded and improved.

This project is supported in the [Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices](#), Seventh Edition, 2013, Section 7. Older Driver - 1.2: General Communications and Education.

*This project addresses measures:*

*C-13. Reduce the number of fatal crashes involving a driver aged 65 years or older*

Evaluation Measure: # of focus groups completed, # of older driver presentations, # of *CarFit* events

Funding Source: 402

Program Area: DE/Older Driver

Federal Funds \$74,158

Agency Match

Local Benefit \$74,158



## PROGRAM TASK DESCRIPTIONS

### Older Driver

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**Task Number**            **16-10-01-02**  
**Program Name**           **Aging Road User Safety**  
**Contractor**              **Drive Smart Evergreen Conifer**  
**Program Manager**      **Miller**

In 2013, Jefferson County’s rate of drivers over 65 hospitalized due to crash injuries was 51.4 (per 100,000 population), significantly higher than the state’s rate of 39.4 (Colorado Health Information Dataset, 2015). Not only is this rate high, Jefferson County’s aging population is large. According to the 2010 census, Jefferson County alone housed 60,411 people aged 65 and over— more than 12% of Colorado’s population.

Currently there are no *CarFit* stations in Jefferson County and courses for aging road users are in low demand according to an assessment performed by the Transportation Committee of the Aging Well Jeffco Coalition. This project will implement the evidence-based *CarFit* program using Drive Smart’s solid infrastructure and experienced staff, and will target the services to aging road users at highest risk. It will also support statewide initiatives and collaboratively develop referrals to and build the capacity of comprehensive resources for aging road users who want to drive safely for as long as possible, then have safe transportation options once they turn in their keys.

This project is supported in the [Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices](#), Seventh Edition, 2013, Section 7. Older Driver - 1.2: General Communications and Education.

*This project addresses measures:*

*C-13. Reduce the number of fatal crashes involving a driver aged 65 years or older*

Evaluation Measure: # of *CarFit* presentations, # of people trained  
Funding Source:       402  
Program Area:         DE/Older Driver

Federal Budget	\$50,000
Agency Match	
Local Benefit	\$50,000

# Program Task Descriptions

## Safety Education and Enforcement Programs

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Traffic Records





## PROGRAM TASK DESCRIPTIONS

### Traffic Records ~ Introduction

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

The Problem Identification project forms part of the foundation for determining project priorities, calculating funding and allocating resources. Motor vehicle crash and driver records are an integral part of the process that binds the various elements of this foundation. The Problem Identification project is fundamental to traffic and safety programs, assuring that CDOT and other agencies are expending resources in the most effective ways.

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

Colorado's Traffic Records program was most recently assessed in April of 2015. STRAC, along with other partners and stakeholders, are reviewing the recommendations from the assessment, and are working to revise the STRAC strategic plan to address these recommendations.

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

Efforts and activities to address traffic records include:

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



## PROGRAM TASK DESCRIPTIONS

### Traffic Records ~ Evaluation Measures

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The following performance measures are derived from the State Traffic Records Advisory Committee's (STRAC) 2012 Strategic Plan. The Traffic and Safety Engineering Branch will track these annually to demonstrate progress toward goals. With the recent completion of the federally mandated Traffic Records Assessment, the STRAC Strategic Plan will soon be updated, and this update could bring about future changes to these performance measures as well.

1. Increase the completeness of the state EMS database by increasing the percent of transport agencies reporting to the state EMS database (dropped from 84.9 % to 83.0% of agencies reporting this year).
2. Increase the percent of patient care report records submitted to the state EMS database within 90 days of the event (increased from 84.7% to 91.5%).
3. Maintain the Timeliness of the Crash system as measured in terms of percentage of crash reports posted within 30 days from the dates of the crash report until its posting ("the load") into EARS (increased from 72.8% to 85.8%).
4. Decrease the average number of days from the date of the crash report until its posting into the Department of Revenue's database (EARS) for review by qualified users (reduced from 26 to 22 days last year).



## PROGRAM TASK DESCRIPTIONS

### Traffic Records

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**Task Number**                    *16-04-41-01*  
**Program Name**                *Problem Identification Report*  
**Contractor**                    *Colorado Department of Public Health and Environment*  
**Program Manager**         *Gould*

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

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

Federal Funds                 \$105,990  
Agency Match  
Local Benefit



## PROGRAM TASK DESCRIPTIONS

### Traffic Records

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*Task Number*                    **16-04-41-02**  
*Program Name*                **Annual Report and OTS Publications**  
*Contractor*                    **Action Staffing**  
*Program Manager*          **Gould**

This project provides for production of the Highway Safety Program Annual Report that summarizes and evaluates the effectiveness of the activities in the 2016 Colorado Integrated Safety Plan and production of the annual Colorado Integrated Safety Plan.

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

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

Federal Funds                    \$25,000  
Agency Match  
Local Benefit





## PROGRAM TASK DESCRIPTIONS

### Traffic Records

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**Task Number** 16-04-41-03  
**Program Name** Expand Electronic Citation Program  
**Contractor** Greeley Police Department  
**Program Manager** Bourget

The Greeley Police Department uses an E-Citation system from Advanced Public Safety (APS) for its traffic unit and a few patrol vehicles. This project will purchase additional hardware and software licenses to outfit the remainder of their patrol fleet. Electronic citation will improve the accuracy of traffic citations, reduce the involvement of the police records section, reduce the number of persons involved in processing a citation, and increase the efficiency of the entire citation process. The system has a traffic accident report capability that mandates the completion of all fields, thereby minimizing officer errors and omissions. Less officer time on a contact reduces exposure time for the officers and citizens. Costs will include the purchase of 35 units, additional software licenses, mounting hardware, and battery eliminators. Matching funds will cover training and implementation expenses and 5 units. All citations will be electronically transmitted to records and the courts through the current process. The contractor will follow the judicial schema for future linkage.

*This project addresses measures:*

*The project will support the following task from the CDOT STRAC Strategic Plan: “Support projects to provide local law enforcement with electronic accident and citation reporting capabilities.” The project will address Performance Measure CO PM04-Citation/Adjudication/Timeliness: The system will improve the accuracy and timeliness of citation data submitted by the officers to the court system. Built into the system are safeguards that prevent incomplete citations from being submitted. Manually written citations currently take approximately 10 days from issuance to the court; APS citations are direct entry and are “in system” within hours at the records level and available within 24 hours to the municipal court.*

**Measurement Formula:**

Greeley PD will compare the number of electronically issued citations having no missing critical data elements for a 3-month period to the same period for the previous year with manually written citations, and calculate the difference. The project will review transfer records at the records section and the municipal court to confirm the data is being transferred in a timely manner after the e-citation system is fully operational for all patrol officers. It will compare average officer-time on traffic stops with manually written citations to those using the APS citation system.

**Funding Source:** 405C  
**Program Area:** M3DA/Data Program

Federal Funds	\$89,375
Agency Match	\$22,530



## PROGRAM TASK DESCRIPTIONS

### Traffic Records

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**Task Number** 16-04-41-04  
**Program Name** Electronic Ticketing Technology  
**Contractor** City of Lone Tree  
**Program Manager** Bourget

The Lone Tree Police Department will purchase an electronic ticketing system for public safety personnel which is designed to help improve the accuracy, completeness, and uniformity of citations written by law enforcement officers. It will also improve information flow and connectivity to the municipal court through electronic submission. The contractor will follow the judicial schema for future linkage.

Costs for the project will include purchase of the system, training and 1 year of maintenance expense. The match will be applied toward Lone Tree salaries for time to train and adapt to the system. The project will run October 1, 2015 through September 30, 2016.

*This project addresses measures to:*

- *Increase the percentage of citation records with no missing critical data elements*
- *Increase the number of citation reports with no unknowns or blanks in critical citation data elements for which unknown or blank is not an acceptable value*
- *Lone Tree PD will add a timeliness performance measure.*

Measurement Formula:

The percentage of citation records with no missing critical data elements will be calculated from October 1, 2015 through September 30, 2016. The calculation will be based upon closed files.

**Funding Source** 405C  
**Program Area** M3DA/Data Program

Federal Funds \$101,042  
 Agency Match \$26,149



## PROGRAM TASK DESCRIPTIONS

### Traffic Records

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**Task Number** 16-04-41-05  
**Program Name** E-Ticketing System for Traffic Unit  
**Contractor** Broomfield Police Department  
**Program Manager** Bourget

The goal of this project is to improve the efficiency, accuracy, accessibility, and integration of traffic records by implementing an e-ticketing system in the Broomfield Police Department’s Traffic Unit. Once the Traffic Unit perfects use of the software and hardware, the Department will expand the program to include others in patrol-related functions with the goal of eliminating the need for paper ticketing within 2 years.

Project costs will include the purchase of a 10-unit e-ticket system with implementation and training. Local match will include a portion of the capital equipment and contractual service costs. The contractor will follow the judicial schema for future linkage.

*This project addresses measures:*

*E-Ticketing will support the following goal from the STRAC Strategic Plan: “Support projects to provide law enforcement with electronic accident and citation reporting capabilities.” It will address Performance Measure CO PM04 - Citation/Adjudication/Timeliness. The system will streamline and make the entire process of issuing a ticket, records data entry, and courts data entry a quick and seamless process. The E-Ticketing system will allow an officer to produce an electronic version of the ticket when issued, which will automatically download to both the police records and courts tracking systems, thereby minimizing the need for data entry by records or court clerks. The bar code reader will record cars’ VIN numbers.*

Measurement Formula:

Once fully operational, the Traffic Unit will compare electronically issued citations for a 3-month period to the same 3-month period the prior year with manually written citations to detect missing critical data elements and/or other errors of both methods. The amount of time taken to transfer data from the Police Department to the Courts electronically versus manually will be compared for the same timeframe.

Funding Source: 405C  
 Program Area: M3DA/Data Program

Federal Funds	\$30,580
Agency Match	\$7,645



## PROGRAM TASK DESCRIPTIONS

### Traffic Records

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**Task Number** 16-04-41-06  
**Program Name** *Implement Integrated Electronic Crash Reporting*  
**Contractor** *Grand Junction Police Department*  
**Program Manager** *Bourget*

The Grand Junction Police Department (GJPD) will replace its current crash reporting system with an integrated electronic reporting system that will allow for electronic submission into the state’s traffic records system. Currently, accident forms are completed by an officer, printed and sent to records staff who then enter records manually and mail them to the courts. The new system will allow integration between crash and records systems and will improve both completeness and timeliness of records transfer.

*This project addresses measures:*

*This project will decrease the amount of time the records staff spend entering information into the records system. Forms will be submitted electronically reducing the amount of time it takes to get to the state and the courts. Crash reports will also be available to citizens more quickly.*

*This project will address the following goals from the STRAC Strategic Plan:*

*“Support projects to provide local law enforcement with electronic accident and citation reporting capabilities,” and “Monitor progress on e-transmission and ensure that STRAC has the information it needs to provide meaningful oversight and assistance.”*

*Grand Junction PD will add an accuracy performance measure.*

**Measurement Formula:**

GJPD will measure the number of days from crash to submission date to the state for 60 days after implementation of the new system and compare to the current rate of submission.

**Funding Source:** 405C  
**Program Area:** M3DA/Data Program

Federal Funds	\$127,175
Agency Match	\$88,475



## PROGRAM TASK DESCRIPTIONS

### Traffic Records

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**Task Number**                    *16-04-41-07*  
**Program Name**                *Improve Accessibility to Crash Files*  
**Contractor**                    *Colorado State Patrol*  
**Program Manager**         *Bourget*

The Colorado State Patrol (CSP) will contract through Integrated Document Solutions to scan and digitize statewide traffic crash records to improve accessibility to case files to end users. This will centralize access to case files through the newly established Records Management Unit. Each case file will be associated with a bar code. Quality control measures will be performed after scanning. Costs will be in acquiring contractual services and will include: preparing documents for scanning, indexing with barcodes, scanning, quality control measures, and destruction of records for case files from 2012-2015 for statewide field troop offices of the CSP. Match will be from personal services costs, salary and fringe benefits of the Records Management Unit manager and technician. The contract will run from October 1, 2015 to September 30, 2016.

*This project addresses measure:  
C-X-1: Improve the Accessibility of Crash Reports*

**Measurement Formula:**

The CSP will measure the satisfaction level of external users with improved accessibility to crash files by administering a random sampling survey of external users. This will be done at the beginning of the project and upon the conclusion of the project to determine if external users are experiencing an increased satisfaction level with more immediate access to records. The CSP will calculate the percentage of change in satisfaction level from the survey at the start of the project and at the end of the project.

**Funding Source:**                405C  
**Program Area:**                 M3DA/Data Program

Federal Funds	\$157,509
Agency Match	\$39,377



## PROGRAM TASK DESCRIPTIONS

### Traffic Records

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**Task Number** 16-04-41-08  
**Program Name** Technology Transfer  
**Contractor** Traffic and Safety Engineering Branch  
**Program Manager** Bourget

This project will fund the attendance costs for 2 core STRAC members (to be determined based on priority) to attend the 41st International Traffic Records Conference hosted by the National Safety Council and sponsored by NHTSA, FHWA, FMCSA, and the Bureau of Transportation Statistics. This project will enable the attendees to learn:

- The latest safety data collection methods and best practices by Departments of Transportation
- 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 practitioners' knowledge from a variety of agencies, coordinate successful examples, train on new programs, and learn about the 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 an opportunity for traffic engineers to meet with traffic records software developers to discuss current and future needs, ranging from usage, collection and analysis, to current and emerging technology, current systems and programs, research, current issues and emerging needs.

*This project addresses measures:*

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

**Funding Source:** 405C  
**Program Area:** M3DA/Data Program

Federal Funds \$5,000  
Agency Match



## PROGRAM TASK DESCRIPTIONS

### Traffic Records

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**Task Number** 16-04-41-09  
**Program Name** FARS Program Support  
**Contractor** Traffic and Safety Engineering Branch  
**Program Manager** Bourget

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

*This project addresses measures to:*

- *Maintain the timeliness and accuracy of CDOT fatal accident data*
- *Provide fatality data to federal, state, local agencies and local municipalities*

**Evaluation Measure:**

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

**Funding Source:** 405C  
**Program Area:** M3DA/Data Program

Federal Funds	\$10,000
Agency Match	\$2,500



## PROGRAM TASK DESCRIPTIONS

### Traffic Records

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**Task Number** 16-04-41-10  
**Program Name** Traffic Records Coordinator  
**Contractor** Traffic and Safety Engineering Branch  
**Program Manager** Babler/Bourget

This position serves as the Traffic Records Coordinator (TRC) and technical specialist for the Colorado Department of Transportation (CDOT). This position will work closely with the Statewide Traffic Records Advisory Committee (STRAC), CDOT, the Colorado Department of Revenue (CDOR), the Colorado State Patrol (CSP) and other agencies, including law enforcement, involved with traffic records, regarding traffic safety data programs at the state, regional and national level. The TRC 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 Strategic Highway Safety Plan (SHSP) and TR Assessment recommendations. The TRC assists with oversight of grant development with state and local agencies, and monitors, assists and evaluates TR grant projects. The TRC will report directly to the CDOT Program Administrator. The TRC will:

1. Provide direction, oversight and coordination of traffic crash data systems and support at the state, regional and national level; monitor the progress in the TR section of the SHSP and the 2015 TR Assessment; coordinate the development of the STRAC annual report and identify any roadblocks for TR systems development; and participate in the emphasis area team and other SHSP meetings.
2. Serve as the grant Project Coordinator for the Traffic Records program within the SHSP and TR Assessment recommendations; assist with the electronic transmission of crash reports and citations; and research and identify an alternative funding source to 405C.
3. Represent the Traffic Safety Maintenance and Operation Division and TR Unit as the TRC at training seminars and STRAC activities; and organize and implement the new Colorado Safety Data/TR Conference.
4. Manage and direct special projects as assigned by the TR Unit regarding traffic records issues; research and write the long range Strategic Vision and Plan for the Colorado Crash Data Users Database; and facilitate the development of the new state crash form.

*This project addresses measures:*

*Crash/Timeliness - The average number of days from the dates of the crash report until it's posted into EARS.*

*Crash/Timeliness - The number of reports posted into EARS within 30 days of crash.*

*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. This should increase as more agencies report electronically.*

*Crash Accessibility - The ability of legitimate users to successfully obtain desired crash data*

**Funding Source:** 405C  
**Program Area:** M3DA/Data Program

Federal Funds	\$140,000
Agency Match	\$35,000



# Program Task Descriptions

Safety Education and Enforcement Programs

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Child Passenger Safety and Occupant Protection





## PROGRAM TASK DESCRIPTIONS

### Child Passenger Safety and Occupant Protection

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The statewide seat belt usage rate in Colorado for 2014 was 82.4% and child safety seat use and seat belt usage for children ages 5-15 was 84.6%. The statewide seat belt usage rate remains below the national average of 87% and Colorado remains one of 15 states without a primary seat belt law. In 2014, preliminary data indicates that of the 308 passenger vehicle occupant fatalities in the state, 156, or 51%, were unrestrained.

Based on the CDOT Problem Identification Report and the 2014 statewide Seat Belt Use Survey, the Highway Safety Office will focus on establishing and enhancing occupant protection and child passenger safety programs in several metro area locations, rural areas and the Ute Mountain Ute tribe as well as numerous statewide efforts.

Efforts and activities include:

- Providing support to law enforcement agencies to enforce Colorado's seat belt laws during 3 *Click It or Ticket* high-visibility campaigns including *Rural*, *May Mobilization* and *Nighttime*
- Providing occupant protection and child passenger safety education to parents, to caregivers and to the general public
- Funding programs focusing on diverse populations and involving community organizations to educate adults and children
- Providing support to rural communities to address low seat belt usage rates for drivers on rural roadways and unrestrained nighttime drivers



# PROGRAM TASK DESCRIPTIONS

## Child Passenger Safety

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**Task Number** 16-05-51-01  
**Program Name** Child Passenger Safety Team Colorado  
**Contractor** Colorado State Patrol  
**Program Manager** Erez

According to local data collected by the Colorado State Patrol (CSP) in the last 5 years, over 30,000 children were involved in crashes. Over the last 5 years, more than 20% of children who were improperly restrained, ages zero to 15, were injured or killed as the result of a motor vehicle crash. According to NHTSA, car seats are being used improperly by 3 out of every 4 children. Currently, Colorado has over 100 car seat inspection stations. These stations serve as a resource for parents and caregivers. Trained Child Passenger Safety (CPS) technicians ensure child safety restraints are installed and used correctly and provide education for caregivers about proper use of child restraint systems. CPS Team Colorado began increasing the resources offered to CPS technicians and inspection stations in 2012 and since then there has been a dramatic increase in the number of seat checks in Colorado. However, there are currently 24 rural counties in Colorado (38%) without a CPS inspection station.

This program will provide the training for CPS technicians as well as resources for inspection stations. The program will provide education and/or support material to 25% of the law enforcement agencies in Colorado to increase consistent enforcement and reporting and will provide overtime hours to CSP for enforcement. CPS Team Colorado will encourage car seat distribution. The program maintains a statewide list of inspection stations. Colorado CPS technicians will provide education and outreach to booster seat and seat-belt-aged children by utilizing age specific curricula and media components. By leveraging and creating successful partnerships with public safety and community-based organizations, CPS Team Colorado will aid in establishing, maintaining and enhancing public education, technical training, and advocacy.

This project is supported in the Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices, Seventh Edition, 2013, Section 2. Seat Belts and Child Restraints - 4.1 Strengthening Child/Youth Occupant Restraint Laws, 5.1 Short-Term, High-Visibility Child Restraint/Booster Law Enforcement, 7.1 School Programs, 7.2 Child Restraint Distribution Programs and 7.3 Inspection Stations.

*This project addresses measures:*

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

**Evaluation Measure:** # of car seats distributed and to whom, # of students trained, # of seats checked misused and replaced, # of overtime hours of enforcement, # hours of education outreach, # of individuals reached

**Funding Source:** 402  
**Program Area:** CR/Child Restraint

Federal Funds \$300,000  
Agency Match  
Local Benefit



# PROGRAM TASK DESCRIPTIONS

## Child Passenger Safety

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**Task Number** 16-05-51-02  
**Program Name** Child Passenger Safety Program  
**Contractor** Servicios de La Raza  
**Program Manager** Erez

According to the Problem Identification Report, in 2013 there were 43 unrestrained fatalities in the 5 counties served by Servicios de La Raza (SDLR). The rate of occupants being placed correctly in front/rear booster seats in Arapahoe County was only 47%, in Douglas County 52% and in Denver 73%. A study by Martin M. Holden indicated that in motor vehicle crash injuries, the leading cause of death for Latino children in the United States can be reduced by the correct use of child safety seats. In the study, Holden evaluated the ability of a community health worker education program to improve proper child safety seat usage. The families that participated in the study were primarily Latino with low income, education, and acculturation levels.

Servicios de La Raza’s project will focus on child passenger safety education, inspection, installation, and outreach, targeting Latino families within the greater Denver metropolitan area which includes the counties of Adams, Arapahoe, Broomfield, Denver, and Jefferson. The majority of clients who will receive child passenger seats from Servicios de La Raza’s inspection station are Hispanic families. In line with major strategies and countermeasures, SDLR’s Child Passenger Safety Program will be conducted through the evidence-based strategies found within NHTSA’s Countermeasures that Work: Seat Belts and Child Restraints. Focusing on education and outreach for Hispanic target areas, SDLR will increase child passenger safety through proactive measures of outreach, education, and installation of child passenger seats by certified technicians. Servicios will continue to serve as a culturally responsive leader for members of the Hispanic community receiving life-saving information regarding seat belts and child passenger safety. Funding for this project will be used to maintain and enhance capacity within culturally and linguistically responsive inspection stations.

This project is supported in Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices, Seventh Edition, 2013, Section 2. Seat Belts and Child Restraints - 6.1 Communications and Outreach Strategies for Older Children, 6.2 Communications and Outreach Strategies for Booster Seat Use, 7.2 Child Restraint Distribution Programs and 7.3 Inspection Stations.

*This project addresses measures:*

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

Evaluation Measure: # of car seats checked, distributed and installed, # of families served, # of intake forms, # of families surveyed to measure behavior change

Funding Source: 402

Program Area: CR/Child Restraint

Federal Funds	\$44,282
Agency Match	
Local Benefit	\$44,282



# PROGRAM TASK DESCRIPTIONS

## Child Passenger Safety

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**Task Number** 16-05-51-03  
**Program Name** Occupant Protection Mini-Grants  
**Contractor** To Be Determined  
**Program Manager** Miller

Various rural organizations from the high-risk counties identified in the Problem Identification Report 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, Seventh Edition, 2013, Section 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 vehicles*
- C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions*

**Evaluation Measure:** # of seats installed, # of inspection stations, # of educational trainings/sessions

**Funding Source:** 402

**Program Area:** CR/Child Restraint

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



# PROGRAM TASK DESCRIPTIONS

## Child Passenger Safety

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**Task Number** 16-05-51-04  
**Program Name** Each One Teach One Minority CPS Outreach Program  
**Contractor** Children’s Hospital Colorado  
**Program Manager** Erez

According to CDOT’s Problem Identification Report, Denver County was identified as having the highest number of non-fatal serious injuries (597). Motor vehicle crashes are a leading cause of injury death for children ages 1-14 in Colorado, and the third leading cause of injury death for infants less than a year old. For the period dating 2011-2014, 838 Denver County children ages birth-8 years were seen in an emergency department for motor-vehicle-crash-related injuries. African American children ages 4 to 7 have the lowest rate of restraint use among children; an estimated 26% are unrestrained. Ethnic minority children have higher rates of inappropriate child safety seat use based on observational studies. The American Academy of Pediatrics has stated that efforts should be directed at eliminating racial disparities in age-appropriate child passenger restraint use for children less than 8 years of age.

This project will focus on child passenger safety education and outreach targeting low-income African-American and Latino families living in high-priority communities of Denver County, as identified by a unique injury data mapping metric. Children’s Hospital Colorado will collaborate with Street-Smart, Inc., a neighborhood nonprofit organization that serves as a community gatekeeper, to deliver occupant protection education for children while adhering to culturally relevant standards necessary to influence behavior change. A variety of approaches will be used to reduce the number of serious injuries among child passengers, including child safety seat distribution and education programs, and community-wide education efforts aimed at increasing child safety seat use. Evaluation measures to gauge the success of these interventions include several quantitative approaches designed to more accurately determine successful outcome measures among children residing in greatest-risk zip codes.

This project is supported in the Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices, Seventh Edition, 2013, Section 2. Seat Belts and Child Restraints - 6.1 Communications and Outreach Strategies for Older Children, 6.2 Communications and Outreach Strategies for Booster Seat Use, 7.2 Child Restraint Distribution Programs and 7.3 Inspection Stations.

*This project addresses measures:*

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

Evaluation Measure: # of inspection stations hours offered, # of car seats checked, distributed and installed, # of families served, # of partners established, booster seats pre/post survey results, # of families surveyed to measure CPS knowledge, beliefs, attitudes and practices

Funding Source: 402  
Program Area: CR/Child Restraint

Federal Funds	\$45,743
Agency Match	
Local Benefit	\$45,743



# PROGRAM TASK DESCRIPTIONS

## Child Passenger Safety

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**Task Number** 16-05-51-05  
**Program Name** CPS and Young Drivers Program  
**Contractor** Southern Ute Community Action Programs  
**Program Manager** Erez

According to the Problem Identification Report, there have been 5 fatalities among children ages 9-20 in years 2011-2013 and 11 serious injuries in ages 9-11 for the same period of time in La Plata County. There were 1,220 crashes in La Plata County in 2013 and the highest percentages of human contributing factors were 50% “inexperience” and 40% “distracted.” The population of La Plata County is small and widespread. What appear to have been trends toward fewer traffic fatalities in 2008 and 2010 were reversed in 2011 and 2013.

Southern Ute Community Action Programs, Inc. (SUCAP) is a human service agency providing programs for residents across southwest Colorado, but primarily for the population living within the boundaries of the Southern Ute Indian Reservation. SUCAP will strive to ensure the safety of children and passengers and younger drivers in vehicles on La Plata County roads. In reviewing the data, there have been fatalities due to occupants not being appropriately restrained. There is only 1 year in the 6 studied where there was not at least 1 fatality involving a young driver.

SUCAP will provide education and awareness activities for parents, a *High School Challenge* and a child safety seat distribution program to improve the incidence of children and drivers using safety restraints in motor vehicles. SUCAP will work with parents in the Southern Ute Head Start Program as well as educators in the Southern Ute Indian Montessori Academy and the Ignacio Elementary School, impacting the families of approximately 500 children attending school, preschool or Head Start in the Ignacio School District. This project will also implement the Ignacio *High School Challenge* reaching approximately 150 teen drivers.

This project is supported in the Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices, Seventh Edition, 2013, Section 2. Seat Belts and Child Restraints - 6.1 Communications and Outreach Strategies for Older Children, 7.1 School Programs, 7.2: Child Restraint Distribution Programs and 6. Young Drivers - 1.1 Graduated Driver Licensing.

*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: # of parents/staff attending events, # of families served, # of car seats distributed, # of restrained parents dropping children at school, pre/post seat belt surveys in high school, pre/post survey of event attendees to gauge knowledge and/or attitude change

Funding Source: 402  
Program Area: CR/Child Restraint

Federal Funds	\$55,876
Agency Match	
Local Benefit	\$55,876





# PROGRAM TASK DESCRIPTIONS

## Child Passenger Safety

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**Task Number** 16-05-51-06  
**Program Name** Communications and Outreach Supporting CPS  
**Contractor** Drive Smart Evergreen Conifer  
**Program Manager** Erez

According to the Problem Identification Report, the Foothills RETAC area served by Drive Smart Evergreen Conifer saw an alarming 71.4% increase in unrestrained vehicle occupant fatalities over the past 5 year period. In 2013, Jefferson County had the second-highest number of fatal crashes in the state and the second-highest number of unrestrained passenger fatalities in the state. According to the Colorado Public Health Information Dataset, Clear Creek and Park Counties’ motor vehicle hospitalization injury rates for juveniles aged 5-15 were 51.1% and 51.4% (per 100,000 population) respectively; orders of magnitude higher than the statewide rate of 15% for the same time period, 2008-2013.

Drive Smart Evergreen Conifer (Drive Smart EC) will reach out to children and parents enrolled in elementary schools and middle schools in Jefferson, Clear Creek, Gilpin and Park Counties. More than 30 established school-based partners of the Drive Smart EC Child Passenger Safety (CPS) Program will be engaged in a NHTSA 5-star countermeasure program supporting enforcement through communications and outreach. Schools, camp leaders and administrators will be engaged in supporting enforcement by creating transportation policies and procedures which will align with child passenger safety laws, particularly in the instance of carpooling to and from school or field trips. Law enforcement will be engaged to observe and provide corrective direction on campuses served and during *May Mobilization* collaborations. Students will be involved in creative peer-led monthly booster seat and seat belt interventions. Booster seat campaigns will be extended to local community members and include *May Mobilization*. Marketing outreach partnerships and outreach materials will be utilized.

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

*This project addresses measures:*

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

**Evaluation Measure:** # of seat belt and booster-seat-related citations issued, pre/post intervention surveys, parent surveys to gauge knowledge and/or attitude change

**Funding Source:** 402  
**Program Area:** CR/Child Restraint

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





# PROGRAM TASK DESCRIPTIONS

## Child Passenger Safety

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**Task Number** 16-05-51-07  
**Program Name** Swedish Medical Center Car Seat Safety Program  
**Contractor** Swedish Medical Center  
**Program Manager** Erez

Motor vehicle crashes are a leading cause of injuries and death for children in Colorado. According to the Problem Identification Report, in 2013, there were 409 people seriously injured in the 1,033 crashes that occurred in Arapahoe County. In 2014, overall usage of front/rear booster seats was only 47.7%. Over the 5 year period from 2009-2013, there was an increase of 71.1% in serious injuries in traffic crashes.

Swedish Medical Center (SMC) has 3 goals for this project:

- Implement a car seat discharge policy at Swedish Medical Center. This will be done by having staff talk to each family prior to discharge about the importance of car seat safety and the need for the whole family to buckle up, using a checklist as well as referring patients to the local car seat inspection station. SMC will also encourage physicians’ offices to recommend that their patients have their car seats checked 6 weeks before delivery.
- Increase communication and outreach to children and parents about the importance of car seat safety, especially targeting the booster age child, by 10%.
- Increase communications and outreach about SMC’s car seat safety program to community members, schools, and physicians’ offices by 5%. This outreach will target parents, teens, and children of all ages.

This project is supported in the Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices, Seventh Edition, 2013, Section 2. Seat Belts and Child Restraints - 6.1 Communications and Outreach Strategies for Older Children, 6.2 Communication and Outreach Strategies for Booster Seat Use and 7.3 Inspection Stations.

*This project addresses measures:*

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

Evaluation Measure: # of seat belt and booster seats checked, # of new parents trained on restraints, # of SMC employees trained in car seat required competencies, # of schools reached, # of packets distributed to physicians’ offices

Funding Source: 402  
Program Area: CR/Child Restraint

Federal Funds	\$35,000
Agency Match	
Local Benefit	\$35,000



# PROGRAM TASK DESCRIPTIONS

## Child Passenger Safety

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**Task Number** 16-05-51-08  
**Program Name** Safe Choices for Children  
**Contractor** Pagosa Pregnancy Support Center  
**Program Manager** Erez

According to the Problem Identification Report, Archuleta County’s 5-year crude rate for unrestrained passenger vehicle occupant fatalities is 8.3 per 100,000, which is 251% of the crude rate for the State of Colorado. Archuleta’s rate for serious injuries from traffic crashes is 136.2, which is 210% of the state rate and represents a 5-year increase of 35.3%. Of the serious injuries, 47% were unrestrained. Even though there have been no fatalities for children in these crashes, the 2,000 children under the age of 16 in Archuleta County are still at risk. Local observations by 2 CPS Technicians at separate sites have shown that 80% of local children are improperly restrained in vehicles. The CDC reported in 2010, “People who live in rural areas are 10% less likely to use seatbelts than those living in urban or suburban areas.” A recent nationwide study of children ages birth to 12 found that “Black and Hispanic children were less likely to be using restraints than white children, regardless of income or education.”

Pagosa Pregnancy Support Center (PPSC) is located in rural Southwest Colorado and will be providing parents with education and resources to make the best choices for their children as well as themselves. The program will include but will not be limited to:

- Increasing the observed proper installation and use of child restraint systems and adult seat belt use for parents/caregivers through education, resources and community outreach
- Establishing a new child passenger inspection station at Pagosa Pregnancy Center with 2 Child Passenger Safety Technicians
- Maintaining current collaborative relationships with Seeds of Learning, Head Start, Nurse Family Partnership, Department of Human Services, Fatherhood Initiative, and San Juan Basin Health, to promote health and safety of Archuleta County families
- Establishing community partnerships with law enforcement, courts and schools

This project is supported in the [Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices](#), Seventh Edition, 2013, Section 2. Seat Belts and Child Restraints - 3.2 Communications and Outreach Strategies for Low-Belt-Use Groups.

*This project addresses measure:*

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

Evaluation Measure: # of car seats distributed, # of clients assisted by inspection station, # of brochures distributed, # of attendees at events

Funding Source: 402

Program Area: CR/Child Restraint

Federal Funds	\$27,681
Agency Match	
Local Benefit	\$27,681



## PROGRAM TASK DESCRIPTIONS

### Occupant Protection

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**Task Number** 16-06-06-01  
**Program Name** 2016 Click It or Ticket  
**Contractor** Colorado State Patrol  
**Program Manager** Chase

Over the past 3 years, the Colorado State Patrol (CSP) has observed an increase in the number of fatalities and injuries involving unrestrained vehicle occupants. Statewide there was a 12% increase in the number of unrestrained occupant fatalities as compared to FFY 2012, and more than a 5% increase as compared to FFY 2009. The CSP is committed to protecting and preserving life and property within Colorado communities.

The CSP will accomplish this through participating in high-visibility enforcement waves, sustained enforcement, and working with social media outlets to provide communications and outreach supporting enforcement. The 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, Seventh Edition, 2013, Section 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  
 Funding Source: 405B  
 Program Area: M2HVE/Low HVE

Federal Funds	\$300,000
Agency Match	\$250,000
Local Benefit	



## PROGRAM TASK DESCRIPTIONS

### Occupant Protection

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**Task Number** 16-06-06-02  
**Program Name** Local Law Enforcement Agencies - Click It or Ticket  
**Contractor** To Be Determined  
**Program Manager** Chase

*Click It or Ticket (CIOT)* has been the most successful seatbelt campaign developed, and has helped create the highest national seatbelt usage rate of 86% for 2012. This year law enforcement agencies around the state will participate in the *May Mobilization CIOT* campaign and 2 additional enforcement periods - *Rural CIOT* enforcement and *Nighttime CIOT* enforcement.

The goal of this project is to encourage all Colorado local law enforcement agencies to aggressively enforce 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, Seventh Edition, 2013, Section 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  
 Funding Source: 405B  
 Program Area: M2HVE/Low HVE

Federal Funds \$380,000  
 Agency Match



## PROGRAM TASK DESCRIPTIONS

### Occupant Protection

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**Task Number** 16-06-06-03  
**Program Name** Occupant Protection Technology Transfer  
**Contractor** Office of Transportation Safety  
**Program Manager** Chase

The purpose of occupant protection technology transfer funds is to provide training, community outreach and coalition-building for traffic safety educational programs. The funds are also used to send 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, Seventh Edition, 2013, Section 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 protection fatalities, all seat positions*
- B-1. Increase the observed seat belt use for passenger vehicles*

**Evaluation Measure:** # of people trained  
**Funding Source:** 402  
**Program Area:** OP/Occupant Protection

Federal Funds	\$15,000
Agency Match	
Local Benefit	\$15,000.00



## PROGRAM TASK DESCRIPTIONS

### Occupant Protection

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**Task Number** 16-06-06-04  
**Program Name** High-Visibility Traffic Safety Campaigns/Mini-Grants  
**Contractor:** To Be Determined  
**Program Manager** Chase

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

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

This project is supported in the [Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices](#), Seventh Edition, 2013, Section 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/Occupant Protection

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



## PROGRAM TASK DESCRIPTIONS

### Occupant Protection

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**Task Number**            *16-06-61-05*  
**Program Name**         *Seat Belt Survey*  
**Contractor**            *Colorado State University*  
**Program Manager**    *Erez*

Colorado State University will conduct the annual observational surveys of seat belt usage in Colorado on roadways using traffic observers. Data will be gathered at pre-determined sites via 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 standard errors as well as other critical information for making decisions and creating educational programs. Comparative data for seat belt results from previous studies will be important components of the reports.

*This Project addresses measures:*

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

**Evaluation Measure:** Successful completion of seat belt surveys  
**Funding Source:** 405B  
**Program Area:** M2OP/Occupant Protection

Federal Funds            \$200,000  
 Agency Match



## PROGRAM TASK DESCRIPTIONS

### Occupant Protection

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**Task Number** 16-06-61-06  
**Program Name** Southern Colorado RETAC Occupant Protection  
**Contractor** Southern Colorado RETAC  
**Program Manager** Rocke

In 2013, there were 481 people killed in traffic fatalities, which includes pedestrians, bicyclists and motorcyclists. Of those 481 fatalities, 330 were occupants in passenger vehicles and 56% of those fatalities in passenger vehicle crashes were not wearing a seat belt. Rural roadways account for 25% of all crashes. However, 60% of fatalities occur on rural Colorado roadways. The Southern Colorado Regional Emergency and Trauma Advisory Council (SCRETAC) is comprised of a 6-county region that includes Baca, Bent, Crowley, Kiowa, Otero, and Prowers.

This project will focus on overall seat belt compliance for 4 special populations including rural motor vehicle occupants/drivers, and occupants/drivers under 20 years old. The project will utilize law enforcement to encourage *Click It or Ticket* activities, distribute print material, engage with the driving population at events and other community outreach activities.

This project is supported in the [Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices](#), Seventh Edition, 2013, Section 2. Seat Belts and Child Restraints - 3.1 Communications and Outreach Support Enforcement, 3.2 Communications 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*

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

Federal Funds	\$43,189
Agency Match	
Local Benefit	\$43,189





# PROGRAM TASK DESCRIPTIONS

## Occupant Protection

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**Task Number** 16-06-61-07  
**Program Name** San Luis Valley Regional Emergency Trauma Advisory Council  
**Contractor** San Luis Valley RETAC  
**Program Manager** Erez

According to the CDOT Problem Identification Report, the trend analysis 2009-2013 data shows that all 6 counties in the San Luis Valley (SLV), located in Region 5, continue to have an unstable rate of traffic fatalities and unrestrained passenger vehicle occupant fatalities. The traffic fatalities in SLV RETAC overall 5-year crude rate is 27.3 while Colorado’s overall is 9.1. The SLV RETAC unrestrained passenger vehicle occupant fatalities rate is 14.7 compared to 3.3 Colorado rate. Alamosa County’s 5-year crude rate of traffic fatalities is 24.4 compared to Colorado at 9.1. Conejos County shows a 5-year crude rate of 19.4. Rio Grande County’s traffic fatalities had a 33.3 percent increase in the 5-year analysis. Saguache County’s 5-year crude rate in serious injuries in traffic crashes was 202.8 compared to Colorado at 64.9. Mineral County’s 5-year rate shows 958.6 compared to Colorado’s 64.9. The 5-year crude rate for serious injuries in traffic crashes in Costilla County was 152.1. Unrestrained passenger data shows that all SLV counties’ 5-year crude rates are greater than the state’s rates.

The SLV RETAC program will focus on 3 target age groups: Child Passenger Safety (CPS), male drivers ages 21-24 seat belt campaign, and teen driver and passenger education and awareness. Several *CPS Checkup* events will be implemented and CPS education classes will be given to all caregivers requesting an inspection and replacement of car seats at the Inspection Station. The *Teen Seat Belt High School Challenge* will be implemented in several schools, where pre- and post-program surveys will be conducted. Peer-to-peer activities led by student councils will emphasizing the Graduated Driver License law. The *May Mobilization* will be supported throughout the Valley via marketing, enforcement, and the local State Patrol’s unannounced seat belt observations at high-usage rural roads targeting male drivers aged 21-24.

This project is supported in the Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices, Seventh Edition, 2013, Section 2. Seat Belts and Child Restraints - 3.1 Communication and Outreach Supporting Enforcement, 3.2 Communication and Outreach Strategies for Low-Belt-Use Group and 6. Young Drivers - 1.1 Graduated Driver Licensing, 3.1 Parental Role in Teaching and Managing Young Drivers and 4.1 Enforcement of GDL.

*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: # of car seats distributed and # of families educated, pre/post seat belt surveys at the schools, # of schools participating, seat belt observations on high-usage rural roads

Funding Source: 402  
 Program Area: OP/Occupant Protection

Federal Funds	\$41,000
Agency Match	
Local Benefit	\$41,000



## PROGRAM TASK DESCRIPTIONS

### Occupant Protection

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**Task Number** 16-06-06-08  
**Program Name** High-Visibility Enforcement and Child Passenger Safety Program  
**Contractor:** Aurora Police Department  
**Program Manager** Chase

In 2013, Adams County’s overall seat belt usage was shown to be 86.5%, which was an increase from 83.5% in 2012. Arapahoe County’s seat belt use was shown to be 83.7%, which was a decrease from 84.6% in 2012. Over the past 5 years, Adams County has experienced a 200% increase in unrestrained fatalities. Arapahoe County has had a 42.9% reduction in unrestrained fatalities over the same period.

In 2014, there were 19 total fatalities in the City of Aurora. Of those 19 fatalities, 4 (21%) were the result of an unrestrained occupant.

The Aurora Police Department’s (APD) goal is to reduce the number of unrestrained occupant fatalities in Aurora from the current 21% to 19% by September 30, 2018. During the first year of the project, unrestrained occupant fatalities will be reduced by 1%.

These goals will be accomplished through several short-term, high-visibility seat 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 Office, Seventh Edition, 2013, Section 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  
 Funding Source: 405B  
 Program Area: M2HVE/Low HVE

Federal Funds	\$99,989
Agency Match	\$99,989
Local Benefit	



## PROGRAM TASK DESCRIPTIONS

### Occupant Protection

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**Task Number** 16-06-61-09  
**Program Name** Highway Safety Office Traffic Safety Summit  
**Contractor** Office of Transportation Safety  
**Program Manager** Gould

The CDOT Highway Safety Office will host the 2016 Highway Safety Summit in the summer of 2016. 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, meal costs and scholarships for attendees.

*This Project addresses measures:*  
*C-1. Reduce the number of traffic fatalities*

Evaluation Measure: # of attendees  
Funding Source: 402  
Program Area: OP/Occupant Protection

Federal Funds	\$50,000
Agency Match	
Local Benefit	\$50,000



## PROGRAM TASK DESCRIPTIONS

### Occupant Protection

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**Task Number** 16-06-61-10  
**Program Name** Traffic Safety Initiatives Mini-Grants  
**Contractor** To Be Determined  
**Program Manager** Miller

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, support, 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, Seventh Edition, 2013

*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	
Local Benefit	\$25,000



## PROGRAM TASK DESCRIPTIONS

### Occupant Protection

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**Task Number** 16-06-61-11  
**Program Name** Plains to Peaks RETAC Occupant Protection  
**Contractor** Plains to Peaks RETAC  
**Program Manager** Rocke

In 2013, within the counties in the Plains to Peaks Regional Emergency Medical and Trauma Advisory Council (RETAC), there were 37 unrestrained passenger vehicle occupant fatalities. Statewide in 2013 there were 177 unrestrained fatalities, with 59% occurring on rural roadways.

The Plains to Peaks RETAC consists of 5 counties: Cheyenne, El Paso, Kit Carson, Lincoln and Teller. All of these counties have rural populations including El Paso County which is also home to Colorado’s second largest city, Colorado Springs.

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

This project is supported in the Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices, Seventh Edition, 2013, Section 2. Seat Belts and Child Restraints - 3.2 Communications 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*

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

Federal Funds: \$68,672  
 Agency Match:  
 Local Benefit: \$68,672



## PROGRAM TASK DESCRIPTIONS

### Occupant Protection

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**Task Number** 16-06-61-12  
**Program Name** Seatbelt Compliance Project  
**Contractor** Southeastern RETAC  
**Program Manager** Rocke

From 2012 to 2013, seat belt use increased by 7% within the Southeastern Colorado Regional Emergency Trauma Advisory Council (SECRETAC) region.

According to a CDOT statewide seatbelt survey, the seat belt use compliance rate for 2013 was 67% for Baca County. Nine of the 12 fatal crashes (75%) investigated by the Colorado State Patrol were unrestrained.

This project will focus on working with law enforcement to increase participation in the *Rural Click It or Ticket* campaign, and collaborate with law enforcement on increased campaign materials to get the message across.

This project is supported in the Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices, Seventh Edition, 2013, Section 2. Seat Belts and Child Restraints - 3.1 Communications and Outreach Support Enforcement, 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*

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

Federal Funds	\$50,000
Agency Match	
Local Benefit	\$50,000



## PROGRAM TASK DESCRIPTIONS

### Occupant Protection

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**Task Number** 16-06-61-13  
**Program Name** Montelores Occupant Protection Project  
**Contractor** Montezuma Health Department  
**Program Manager** Erez

According to the Problem Identification Report, Montezuma County has a 5-year crude rate of traffic fatalities at 17.3, where the state rate is at 9.1. The rate for drivers age 20 or younger in fatal crashes in Montezuma County is 20.4 compared to the state level of 14.9. The unrestrained passenger fatalities in all seating positions for Montezuma County were 5.5 compared to the 3.3 state rate. Data shows that Dolores County has a 5-year crude rate of traffic fatalities at 29.6 while the state rate is at 9.1. The serious injury 5-year crude rate for Dolores County is 256.6, compared to the state rate of 64.9. Although higher than the state, this represents a 5-year decrease of 73.3%. In 2013, neither of the 2 motor vehicle occupant fatalities were using seat belts or other restraints.

The Montelores OP Project will conduct a *High School Challenge* in all 5 high schools in the area. The campaign will cover Graduated Driver License education, law enforcement participation, high school social events, newsletters, local crash-survivor presentations, and education at other events frequented by teens such as the Ute Mountain Roundup Rodeos and Mancos Days. Partnering with the Colorado State Patrol, the program will also host a booth at the AG Expo in March where attendance is high, reaching thousands of teens and their parents.

This project will also implement a rural seat belt campaign targeting drivers and passengers ages 21-34 by attending specific events (such as the Pick n Hoe, the AG Expo and local rodeos) and manning an educational booth and other media resources to reach that audience. The third objective of this project will be to maintain zero fatalities and serious injuries with the age group of 0-16 by supporting the 8 Child Passenger Safety (CPS) technicians in their effort to provide education, run inspection stations in the area, conduct checkup events and partner with the Ute Mountain Ute Tribe CPS enforcement events.

This project is supported in the [Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices](#), Seventh Edition, 2013, Section 2. Seat Belts and Child Restraints - 3.2: Communications and Outreach Strategies for Low-Belt-Use Groups, 6.1 Communications and Outreach Strategies for Older Children, 7.1 School Programs, 7.3 Inspection Stations 6. Young Drivers - 1.1 Graduated Driver Licensing.

*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: # of students participating, # of events attended, # of check-up events  
 Funding Source: 402  
 Program Area: OP/Occupant Protection

Federal Funds	\$60,000
Agency Match	
Local Benefit	\$60,000



## PROGRAM TASK DESCRIPTIONS

### Occupant Protection

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**Task Number** 16-06-61-14  
**Program Name** Ute Mountain Ute Motor Vehicle Occupant Safety Program  
**Contractor** Ute Mountain Ute  
**Program Manager** Erez

According to local data and the Problem Identification Report, too many Ute Mountain Ute (UMU) Tribal community members and employees do not use restraint systems. From 2012-2014 the Tribe’s Emergency Medical team responded to 30 crashes. In 2014 there were 9 crashes; 2 tribal members were involved in these crashes and there was 1 fatality and 1 serious injury. In Montezuma County from 2009-2013, the number of traffic fatalities rose from 4 to 9, a 5-year increase of 125%. Montezuma County’s 5-year crude rate of traffic fatalities was 17.3 per 100,000 people. This is well above the state’s 5-year crude rate of 9.1. Over the last 5 years, Montezuma County had a 200% increase in unrestrained passenger vehicle occupant fatalities. The unrestrained passenger vehicle occupant fatality rate for the county was 5.5 per 100,000 people which is above the state average of 3.3 per 100,000 people. Between the years of 2010-2013, Montezuma County had 21 fatalities due to motor vehicle crashes.

The Ute Mountain Ute project will increase collaboration among the Vehicle Occupant Safety Awareness Coalition to support the implementation of evidenced-based program strategies. The program will partner with the Tribal Council, Bureau of Indian Affairs, and Tribal law enforcement officers to create and enforce policies that support vehicle occupant safety. In collaboration with law enforcement, the project will conduct short-term high-visibility seat belt, child restraint and booster seat law enforcement on the Ute Mountain Ute Reservation. The project will also partner with Tribal leaders, and Tribal departments to conduct short-term high-visibility restraint awareness campaigns focused on Tribal vehicles. In addition, communication and outreach campaigns will be conducted targeting Tribal community members and employees regarding seat belt usage policies while in Tribal vehicles. The program will maintain a child restraint distribution program and increase collaboration with Tribal Head Start to provide their staff and children with education on restraint laws and use. The program will also target the “tween” population by determining parents’ attitudes towards restraint usage so the program can implement appropriate interventions to increase compliance.

This project is supported in the Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices, Seventh Edition, 2013, Section 2. Seat Belts and Child Restraints - 3.2: Communications and Outreach Strategies for Low-Belt-Use Groups, 7.1 School Programs, 7.2 Child Restraint Distribution Programs, 7.3 Inspection Stations.

*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: # of citations issued, # of car seats distributed, # of educational trainings  
 Funding Source: 402  
 Program Area: OP/Occupant Protection

Federal Funds	\$80,000
Agency Match	
Local Benefit	\$80,000



# Program Task Descriptions

## Safety Education and Enforcement Programs

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### Motorcycle Safety





## PROGRAM TASK DESCRIPTIONS

### Motorcycle Safety ~ Introduction

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In Colorado in 2014 there were 92 (preliminary data) motorcyclist fatalities; this is a 6% increase from 87 motorcyclist fatalities in 2013. The Highway Safety Office (HSO) will continue efforts to educate motorcyclists about the need for proper training, licensing, riding sober and the use of protective gear. The HSO will also continue to educate the motoring public about the importance of motorcyclist awareness.

Efforts and activities to address motorcycle safety include:

- Administering the state-funded Motorcycle Operator Safety Training (MOST) program
- Educating motorcyclists about the dangers and consequences of impaired riding
- Continuing efforts to build partnerships with community coalitions and motorcycle organizations to develop outreach programs that focus on motorcycle safety issues
- Conducting media events in conjunction with partners and stakeholders to promote motorcycle training classes, especially for age groups over-represented in motorcycle crashes and fatalities
- Continuing to promote the *Live to Ride* motorist awareness of motorcyclists program



## PROGRAM TASK DESCRIPTIONS

### Motorcycle Safety

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**Task Number** 16-07-71-01  
**Program Name** Motorcycle Operator Safety Training  
**Contractor** To Be Determined  
**Program Manager** Barela

These funds are dedicated from CDOT and are used as match for 405F State and Community Highway Safety Program funds.

During FY 2016 the Highway Safety Office will continue the statewide motorcycle rider education program that was established by statute in 1990. The program is funded through a \$2 surcharge on motorcycle license endorsements and \$4 surcharge on motorcycle license registrations. The program trains approximately 10,000 students per year through vendors at training sites statewide.

**Funding Source:** 405F  
**Program Area:** M9MT/Motorcycle Training

Federal Funds	
Agency Match	\$100,000



# PROGRAM TASK DESCRIPTIONS

## Motorcycle Safety

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**Task Number** 16-07-71-02  
**Program Name** Ride Smart Foothills Motorcycle Safety  
**Contractor** Drive Smart Evergreen Conifer  
**Program Manager** Barela

In Jefferson County, motorcyclist fatalities rose by 28.6% and unhelmeted motorcyclist fatalities rose 75% during the last 5-year period. According to the Problem Identification Report, in 2013, Jefferson County had the second highest number of fatalities (10) in crashes involving a driver or motorcycle operator with a blood alcohol concentration  $\geq 0.08$ . Jefferson County speeding-related fatalities increased an alarming 180% in the past 5 years. This is particularly relevant to motorcycle safety because “speeding is more prevalent in fatal crashes involving motorcycle operators than among other types of motor vehicle operators. Thirty-five percent of all motorcycle riders involved in fatal crashes in 2009 were speeding, compared to 23% of passenger car drivers.” (NHTSA Countermeasures that Work, 2013). According to the Fatality Analysis Reporting System, in 2013, half of Jefferson County motorcyclist fatalities were alcohol-impaired, almost twice as high as the statewide 27% of motorcyclist fatalities affected by alcohol impairment

This project will utilize both the *Training Intervention Procedures for Servers (TIPS®)* as well as the *Project Green-Yellow-Red* program.

*TIPS®* is a skills-based training program that is designed to prevent intoxication, underage drinking, and drunk driving. “A field evaluation reveals that TIPS-trained servers initiated more server interventions than untrained personnel. Moreover, patrons served by trained personnel reached substantially lower BAC’s than those served by untrained servers.” (TIPS Case Studies and Credentials, 2014)

*Project Green-Yellow-Red* is a social marketing campaign designed to reduce impaired motorcycle riding and the resulting motorcycle crashes, injuries and fatalities. This program identifies and reduces barriers to choosing not to ride impaired and was shown to reduce fatalities and injuries when compared to non-intervention counties (NHTSA *Project Green-Yellow-Red*, 2009).

This project is supported in the Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices, Seventh Edition, 2013 Section 5. Motorcycle Safety - 2.1 Alcohol Impairment.

*This project addresses measures:*

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

Evaluation Measure: # of TIPS trainings, # people trained  
Funding Source: 402  
Program Area: MC/Motorcycle Safety

Federal Funds	\$74,800
Agency Match	
Local Benefit	\$74,800

# Program Task Descriptions

Safety Education and Enforcement Programs

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Office of Communications





## PROGRAM TASK DESCRIPTIONS

### Office Of Communications ~ Introduction

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

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

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

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



## PROGRAM TASK DESCRIPTIONS

### Office Of Communications

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**Task Number** 16-08-81-01  
**Program Name** High-Visibility DUI Enforcement - PR/Evaluation  
**Contractor** Communications Infrastructure Group and National Research Center  
**Program Manager** Cole

According to the Problem Identification Report, the number of drivers with a reported BAC of 0.08 and above in fatal crashes and drivers suspected of alcohol involvement in serious injury crashes decreased between 2009-2010 and 2011-2013. However, among drivers age 55 and older, the number increased in 2011-2013. There were 314 drivers with BAC of 0.08 and above in fatal crashes between 2011-2013.

According to NHTSA's Countermeasures That Work, the most effective strategies to reduce driving while impaired by drugs or alcohol include high-visibility enforcement and saturation patrols paired with mass media campaigns.

This project will conduct the mass media portion of the high-visibility *The Heat Is On* enforcement campaign. Associated costs include public relations and advertising consultants, along with a research report that measures statewide impaired driving knowledge, behaviors and campaign effectiveness.

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

*This project addresses measures:*

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

Evaluation Measure: Increase in public awareness, # of media stories  
Funding Source: 405D  
Program Area: M6OT/Low Other

Federal Funds \$450,000  
Cash Match



# PROGRAM TASK DESCRIPTIONS

## Office Of Communications

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**Task Number** 16-08-81-02  
**Program Name** High-Visibility DUI Enforcement - Paid Media  
**Contractor** Explore Communications  
**Program Manager** Cole

According to the Problem Identification Report, the number of drivers with a reported BAC of 0.08 and above in fatal crashes and drivers suspected of alcohol involvement in serious injury crashes decreased between 2009-2010 and 2011-2013. However, among drivers age 55 years and older, the number increased in 2011-2013. There were 314 drivers with BAC of 0.08 or above in fatal crashes between 2011-2013.

According to NHTSA’s Countermeasures That Work, the most effective strategies to reduce driving while impaired by drugs or alcohol include high-visibility enforcement and saturation patrols paired with mass media campaigns.

This project will conduct the mass media portion of the high-visibility *The Heat Is On* enforcement campaign. Associated costs include media buys and media-buying consultants.

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

*This project addresses measure:*

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

**Evaluation Measure:** Increase in public awareness; maximize buy with “added value;” gathering and analyzing ratings and impressions; FARS data

**Funding Source:** 405D

**Program Area:** M6OT/Low Other

Federal Funds \$400,000  
Cash Match





## PROGRAM TASK DESCRIPTIONS

### Office Of Communications

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**Task Number** 16-08-81-03  
**Program Name** High-Visibility DUI Enforcement - Latino and Paid Media  
**Contractor** Hispanidad  
**Program Manager** Cole

According to fatality data (FARS), of an estimated 189 alcohol-related fatalities in 2013, approximately 31% (or 58 cases) involved a driver of Hispanic origin, despite representing 21% of the state's population. According to the Problem Identification Report, drivers suspected of being impaired by drugs in serious injury crashes increased slightly overall and for all age groups 16 and older. Also, with the passage of Amendment 64 legalizing recreational marijuana use, there is increased access and opportunity for impaired driving.

According to NHTSA's Countermeasures That Work, the most effective strategies to reduce driving while impaired by drugs or alcohol include high-visibility enforcement and saturation patrols paired with mass media campaigns.

This project will focus on Hispanic males ages 21-54 with culturally and linguistically relevant The *Heat is On* and other messages designed for mass media and public relations campaigns to remind this segment of the importance of not driving after drinking alcoholic beverages.

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

*This project addresses measure:*

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

Evaluation Measure: Increase in public awareness, # of earned media stories placed in Spanish media outlets, # of impressions through paid media buys in Spanish media outlets

Funding Source: 405D

Program Area: M6OT/Low Other

Federal Funds \$250,000  
Agency Match



# PROGRAM TASK DESCRIPTIONS

## Office Of Communications

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**Task Number** 16-08-81-04  
**Program Name** Motorcycle Safety  
**Contractor** To Be Determined  
**Program Manager** Cole

According to the Problem Identification Report, of the 481 fatalities in 2013, 87 (18%) were among motorcyclists, corresponding to a 10.1% increase from 2012. Injured motorcyclists accounted for 17% of all individuals seriously injured while riding in/on a motor vehicle in in 2013. In 2013, 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 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, 2013, Section 5. Motorcycle Safety - 4.2 Communications and Outreach: Other Driver Awareness of Motorcyclists.

*This project addresses measures:*

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

Evaluation Measure: Material distributed, media coverage, public awareness, # of motorcycle injuries, crashes, and fatalities

Funding Source: 405F

Program Area: M9MA/Motorcyclist Awareness

Federal Funds \$70,000  
Agency Match



## PROGRAM TASK DESCRIPTIONS

### Office Of Communications

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**Task Number** 16-08-81-05  
**Program Name** *Click It or Ticket and Seat Belts - PR/Evaluation*  
**Contractor** *Communications Infrastructure Group and National Research Center*  
**Program Manager** *Cole*

According to the Problem Identification Report, in 2013, 56% of the 317 passenger vehicle occupant fatalities were not using a restraint system and 26% of motor vehicle occupants seriously injured in a crash were not using restraints. In 2014, Colorado's seat belt use rate was 82.4%, similar to recent years. In 2013, the counties with the highest number of unrestrained passenger vehicle occupant fatalities were: El Paso (24), Jefferson (14), Adams (12), Weld (12), and Pueblo (8).

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 3 high-visibility *Click It or Ticket* enforcement periods (*Rural, Statewide and Nighttime*), along with a more targeted communications approach to 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, 2013, Section 2. Seat Belts and Child Restraints - 3.1 Communications and Outreach Supporting Enforcement.*

*This project addresses measures:*

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

**Evaluation Measure:** Increase in public awareness, # of earned media stories placed in media outlets, FARS data

**Funding Source:** 405B

**Program Area:** M2PE/Public Education

Federal Funds \$100,000  
Agency Match



## PROGRAM TASK DESCRIPTIONS

### Office Of Communications

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**Task Number** 16-08-81-06  
**Program Name** Click It or Ticket and Seat Belts - Paid Media  
**Contractor** Explore Communications  
**Program Manager** Cole

According to the Problem Identification Report, in 2013, 56% of the 317 passenger vehicle occupant fatalities were not using a restraint system and 26% of motor vehicle occupants seriously injured in a crash were not using restraints. In 2014, Colorado's seat belt use rate was 82.4%, similar to recent years. In 2013, the counties with the highest number of unrestrained passenger vehicle occupant fatalities were: El Paso (24), Jefferson (14), Adams (12), Weld (12), and Pueblo (8).

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, 2013, Section 2. Seat belts and Child Restraints - 3.1 Communications and Outreach Supporting Enforcement.

*This project addresses measures:*

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

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

Federal Funds \$100,000  
Agency Match



## PROGRAM TASK DESCRIPTIONS

### Office Of Communications

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**Task Number** 16-08-81-07  
**Program Name** Hispanic Occupant Protection  
**Contractor** Hispanidad  
**Program Manager** Cole

According to the Problem Identification Report, in 2013, 56% of the 317 passenger vehicle occupant fatalities were not using a restraint system and 26% of motor vehicle occupants seriously injured in a crash were not using restraints. Of those unrestrained fatalities, approximately 26% were of Hispanic origin, despite only representing 21% of the state's population. In 2014, Colorado's seat belt use rate was 82.4%, similar to 2012.

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. In addition, 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 ages 21-54 with culturally- and linguistically-relevant messages designed to remind this segment of the importance of proper occupant protection for everyone in a vehicle during the *Click It or Ticket* statewide *May Mobilization* and other times of the year.

This project is supported in the Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices, Seventh Edition, 2013, Section 2. Seat belts and Child Restraints - 3.2 Communications 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*
- C-9. Reduce the number of drivers age 20 or younger involved in fatal crashes*
- B-1. Increase the observed seat belt use for passenger vehicles*

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

Federal Funds \$200,000  
Agency Match



## PROGRAM TASK DESCRIPTIONS

### Office Of Communications

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**Task Number** 16-08-81-08  
**Program Name** GDL and Teen Driving Safety Communications  
**Contractor** Amelie Company  
**Program Manager** Cole

According to the Problem Identification Report , since 2008, the number of drivers age 20 and younger involved in a fatal crash declined. Thirty percent fewer drivers, age 20 or younger, were involved in a fatal crash in 2013 compared to 2008. From 2008 to 2013, the number of fatalities in people 20 or younger decreased by 24%. Drivers aged 20 or younger involved in a fatal crash decreased slightly in 2013. However, 10 more persons 20 or younger died in a crash in 2013, compared to 2012 and motor vehicles continue to be the leading cause of death for teenagers in the United States. With 11 fatalities, El Paso county had the highest number of young drivers involved in fatal 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 public relations and advertising for educating teens and parents on GDL laws and younger driver safety issues in Colorado.

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

*This project addresses measure:*

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

Evaluation Measure: Increase in public awareness, # of earned media stories, social media outreach and materials distributed

Funding Source: 402

Program Area: PM/Paid Advertising

Federal Funds \$75,000  
Agency Match



# PROGRAM TASK DESCRIPTIONS

## Office Of Communications

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**Task Number** 16-08-81-09  
**Program Name** Child Passenger Safety  
**Contractor** Amelie Company  
**Program Manager** Cole

According to the Problem Identification Report, observations of child (ages 0-4) restraint use in the front or rear seat of the vehicle varied between 83% and 95% for the past decade. In 2014, the estimated combined front/rear child restraint use hit a high of 95%. This is 11 percentage points higher than in 2012. Since 2005, child restraint use exceeded 90% only twice: in 2013 and 2014. Child booster restraint use, combining front and rear seat observations, was 66% when first observed in 2011. Since 2011 booster restraint use increased to 75%, but remains lower than other child restraint systems. Juvenile (ages 5-15) front/rear seat belt use was 85% in 2014, an increase from 78% in 2013. Seat belt use for this age group was 80% 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, 2013, Section 2. Seat Belts and Child Restraints - 6.2 Communications and Outreach Strategies for Older Children.

*This project addresses measure:*

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

**Evaluation Measure:** Increase in public awareness, # of earned media stories, materials distributed, earned media coverage, social media coverage, increases in restraint use among children and/or observed decrease in child passenger motor vehicle injuries and fatalities

**Funding Source:** 402  
**Program Area:** PM/Paid Advertising

Federal Funds \$50,000  
Agency Match



## PROGRAM TASK DESCRIPTIONS

### Office Of Communications

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**Task Number** 16-08-81-10  
**Program Name** Public Relations Program/Media Support  
**Contractor** To Be Determined  
**Program Manager** Cole

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

This project is supported by several components of the Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices, Seventh Edition, 2013.

*This project addresses measures:*

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

Evaluation measure: Increase in public awareness  
Funding Source: 402  
Program Area: PM/Paid Advertising

Federal Funds \$100,000  
Agency Match





# PROGRAM TASK DESCRIPTIONS

## Office Of Communications

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**Task Number** 16-08-81-11  
**Program Name** Distracted Driving  
**Contractor** Amelie Company  
**Program Manager** Cole

According to the Problem Identification Report, there were 108,238 crashes in Colorado in 2013 involving 203,827 drivers. Law enforcement reported a human contributing factor for 58,802 (29%) of all drivers involved in all crashes. In 2013, 19% of drivers in injury and/or fatal crashes were noted to be distracted. Overall, the number of distracted drivers increased 9% in recent years. The number of distracted drivers increased between 2008-2010 and 2011-2013 for all other age groups except 16 to 20 years old.

According to NHTSA’s Countermeasures That Work, the most effective strategies to reduce distracted driving include laws and enforcement of 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.

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

*This project addresses measures:*

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

**Evaluation Measure:** Increase in public awareness, materials distributed, earned media coverage, social media coverage, and/or observed decrease in motor vehicle injuries and fatalities

**Funding Source:** 402  
**Program Area:** PM/Paid Advertising

Federal Funds \$250,000  
Agency Match



## PROGRAM TASK DESCRIPTIONS

### Office Of Communications

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**Task Number** 16-08-81-12  
**Program Name** Pedestrian Safety Communications  
**Contractor** To Be Determined  
**Program Manager** Cole

According to the Problem Identification Report, of the 481 fatalities in 2013, there were 50, or about 10%, who were pedestrians. Pedestrian fatalities and serious injuries increased in 2011-2013. The number and percent of pedestrian fatalities increased for age groups 5-8, 16-20, and 35-64 years. The number and percent of serious injuries to pedestrians increased for nearly all age groups. Pedestrian fatalities increased 43% for males and decreased 18% for females. In 2013, 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, 2013, Section 8. Pedestrians - 4. All Pedestrians.

*This project addresses measures:*

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

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

Federal Funds \$210,000  
Agency Match



## PROGRAM TASK DESCRIPTIONS

### Office Of Communications

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**Task Number** 16-08-81-13  
**Program Name** Occupant Protection - Communications  
**Contractor** To Be Determined  
**Program Manager** Cole

According to the Problem Identification Report, in 2013, 56% of the 317 passenger vehicle occupant fatalities were not using a restraint system and 26% of motor vehicle occupants seriously injured in a crash were not using restraints. In 2014, Colorado's seat belt use rate was 82.4%, similar to recent years. In 2013, the counties with the highest number of unrestrained passenger vehicle occupant fatalities were: El Paso (24), Jefferson (14), Adams (12), Weld (12), and Pueblo (8).

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.

2016 marks the 50th anniversary of the Motor Vehicle Safety Act, which required seat belts and other safety equipment in automobiles. In recognition of that anniversary, 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, 2013, Section 2. Seat Belts and Child Restraints - 3.2 Communications 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*

**Evaluation Measure:** Earned media coverage, social media coverage, increases in safety awareness among motorists

**Funding Source:** 402

**Program Area:** PM/Paid Advertising

Federal Funds \$450,000  
Agency Match

# Program Task Descriptions

## Safety Education and Enforcement Programs

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### Pedestrian and Bicycle Safety





## PROGRAM TASK DESCRIPTIONS

### Pedestrian and Bicycle Safety ~ Introduction

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In Colorado in 2014 there were 65 pedestrian fatalities and 10 bicyclist fatalities (preliminary data). Fatalities involving pedestrians and bicyclists each decreased 17% from 2012 numbers. While this represents a significant decrease in the number of pedestrian and bicyclist fatalities, the Highway Safety Office continues to address the issue by funding programs and projects intended to further reduce the number of fatalities and serious injuries associated with crashes involving pedestrians and bicyclists.

The Highway Safety Office will focus on establishing and enhancing projects that will help educate the public about the potential hazards and precautions to take to avoid pedestrian and bicyclist injuries and fatalities and will provide funding to enforce traffic safety laws.

Efforts and activities to increase pedestrian safety include:

- Continuing public awareness through the *Awkward Eye* pedestrian safety campaign
- High-visibility enforcement of traffic safety laws focusing on both drivers and pedestrians in Denver, Arapahoe and Adams Counties
- Implementing pedestrian and bicyclist safety educational programs
- Increasing the number of people reached through educational training



# PROGRAM TASK DESCRIPTIONS

## Pedestrian and Bicycle Safety

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**Task Number** 16-09-91-01  
**Program Name** Pedestrian Education and Safety Campaign  
**Contractor** Aurora Police Department  
**Program Manager** Rocke

In 2013, of the 50 pedestrian fatalities in Colorado, 12 occurred in Adams and Arapahoe Counties. Three of the 12 fatalities occurred in the City of Aurora. The focus of this project is to reduce the number of fatalities and injuries that occur as a result of crashes.

The Aurora Police Department (APD) will work with partner and stakeholder groups of pedestrians, bicyclists and drivers to create an environment where those groups are more cognizant of the transportation safety needs of everyone, regardless of the mode of transportation. This will be accomplished through education-based programs within the schools and community outreach efforts. Officers at APD will actively enforce current traffic laws specific to pedestrian safety.

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

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

Evaluation Measure: # of data crash reports, # of activity reports  
Funding Source: 402  
Program Area: PS/Pedestrian and Bicycle Safety

Federal Funds	\$68,532
Agency Match	
Local Benefit	\$68,532



# PROGRAM TASK DESCRIPTIONS

## Pedestrian and Bicycle Safety

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**Task Number** 16-09-91-02  
**Program Name** Prevention of Pedestrian/Auto Collisions  
**Contractor** Denver Police Department  
**Program Manager** Rocke

In 2014 there were 63 Pedestrian Serious Bodily Injury (SBI) crashes in Denver. From 2012 to 2013, pedestrian fatalities increased by 40% in the City and County of Denver. From 2011 to 2013, fatalities increased 36%.

This project will seek to decrease the number of pedestrian fatalities in Denver through education, targeted enforcement, publicity and outreach, making pedestrians more conspicuous, and providing advanced training to the Denver Police Department.

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

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

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

Federal Funds	\$95,000
Agency Match	
Local Benefit	\$95,000



# PROGRAM TASK DESCRIPTIONS

## Pedestrian and Bicycle Safety

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**Task Number** 16-09-91-03  
**Program Name** Boulder Safe Streets  
**Contractor** City of Boulder  
**Program Manager** Rocke

From 2012-2014, bicycle and pedestrian injuries increased by 49% in the City of Boulder. There were 187 serious injury crashes, with 69 of those crashes involving bicycles and 23 involving pedestrians.

This project will create an outreach campaign in the City of Boulder using advertising, bicycle ambassadors and law enforcement to raise awareness of the benefits of wearing and equipping pedestrians and bicyclists with retro-reflectivity items to increase their conspicuity when traveling at night. Law enforcement will issue warnings and summonses to traffic violators.

The City of Boulder Transportation division will lead a multi-department and agency effort to introduce a restorative justice process for crosswalk-related traffic violations. These cases presented in municipal court will be referred to the City’s Community Mediation Services and/or the CU-Boulder Restorative Justice programs for consideration.

This project is supported in the Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices, Seventh Edition, 2013, Section 8. Pedestrians - 4.1 Pedestrian Safety Zones 8-22, 4.4 Targeted Enforcement 8-27.

*This project addresses measures:*

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

*C-11. Reduce the number of bicyclist fatalities*

**Evaluation Measure:** Pre- and post-program observations of pedestrians and bicyclists, # of enforcement contacts

**Funding Source:** 402

**Program Area:** PS/Pedestrian and Bicycle Safety

Federal Funds	\$47,500
Agency Match	
Local Benefit	\$47,500





## PROGRAM TASK DESCRIPTIONS

### Pedestrian and Bicycle Safety

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**Task Number** 16-09-91-04  
**Program Name** Safe All Ways  
**Contractor** West Metro Fire Rescue  
**Program Manager** Rocke

In 2014, West Metro Fire Rescue (WMFR) responded to 1,221 trauma incidents. In 2013, 221 people were seriously injured in crashes that occurred in Jefferson County. Of those injured, 23% were pedestrians or bicyclists. Pedestrian crashes increased by 6.4% from 2009-2013.

West Metro Firefighters will deliver pedestrian and bicycle safety presentations to elementary, middle and high school students. Elementary school programs will be delivered through Physical Education Classes. Grades K and 4 will receive pedestrian safety training and Grades 2 and 6 will receive bicycle skills/bike helmet training. Middle school programs will be delivered through 8th grade science classes and will address seat belt use, crash dynamics, auto vs. pedestrian crashes, and dangerous distractions, including cell phone use, that lead to motor vehicle versus pedestrian crashes. One firefighter presenter will visit 7 schools for 2 days at each school. High school programs will be delivered through Family and Consumer Science classes and address distracted driving, distracted walking, and bike and pedestrian safety.

This project is supported in the [Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices](#), Seventh Edition, 2013, Section 8. Pedestrians - 2.1 Elementary-Age Child Pedestrian Training.

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

Evaluation Measure: # of students, staff, and children who attend presentations  
 Funding Source: 402  
 Program Area: PS/Pedestrian and Bicycle Safety

Federal Funds	\$33,669
Agency Match	
Local Benefit	\$33,669



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# People and Programs Working to Save Lives



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Transportation