

MARCH 2015

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Welcome to CDOT's Monthly Traffic Safety Newsletter!

CDOT's Traffic Safety Pulse is intended to be a resource that keeps you informed of the agency's initiatives and gives you all the support you need for your own community outreach by:

- Allowing you to download or order printed collateral as available
- Alerting you to the status and timeline for various traffic safety campaigns
- Sharing new and exciting research and data
- Providing reminders about grant application deadlines and other requirements

CAMPAIGN CORNER

Moving Towards Zero Deaths campaign launches



MOVING TOWARDS
ZERO
DEATHS

CDOT has launched a new statewide initiative, Moving Towards Zero Deaths, that creates a shared vision for transportation safety in Colorado. The future for Colorado is zero deaths, so all travelers - whether they drive, walk, ride or bike - arrive at their destinations

safely. [Colorado's Strategic Highway Safety Plan \(SHSP\)](#) provides a framework for reducing fatalities and leveraging the success of safety programs to make measurable change by using data driven approaches aimed at decreasing fatalities, serious injuries and crashes overall. Moving Towards Zero Deaths is the vision that will guide this effort. In 2013, there were 481 fatalities on Colorado's roadways. To demonstrate and measure progress, Moving Towards Zero Deaths sets realistic interim goals to reducing fatalities from 548 in 2008, to 416 by 2019.



■ Dan Grunig, Executive Director of Bicycle Colorado, addresses the audience at the launch of Moving Towards Zero Deaths at the Capitol on March 16

Moving Towards Zero Deaths Certification

CDOT is excited to announce a new partner certification program to provide an official Moving Towards Zero Deaths seal to any organization that meets the following criteria:

1. Conduct outreach or a program in Colorado that addresses at least one SHSP emphasis area (Aging Road Users, Bicyclists and Pedestrians, Impaired Driving, Infrastructure - Rural and Urban, Motorcyclists, Occupant Protection, Young Drivers, Data, Distracted Driving Task Force)
2. Commit to supporting the SHSP throughout its lifecycle
3. Has the capacity to gather and report data and other outcomes to the campaign

In return for their participation, partners will receive:

1. A badge to place on all materials, websites, etc., that shows the organization is an approved partner of the Moving Towards Zero Deaths program.
2. Acknowledgement as a Moving Towards Zero Deaths partner on CDOT's website
3. Promotional opportunities on CDOT's Facebook and Twitter pages, receiving exposure to more than 50,000 followers
4. Recognition of the partner's efforts through an annual Moving Towards Zero Deaths press release

To apply for your partner certification, download the application [here](#).

The Heat Is On - St. Patrick's Day



In conjunction with Colorado State Patrol and law enforcement agencies across the state, CDOT successfully distributed posters and coasters with Drink & Don't Drive messaging to nearly 70 bars throughout the state and carried out heightened DUI enforcement from Friday, March 13, to Wednesday, March



18, coinciding with St. Patrick's Day celebrations. Statewide,

550 people were arrested on suspicion of DUI during the increased enforcement period. CDOT also held an exciting awareness event at The Abbey Tavern, on East Colfax in Denver, distributing Uber ride vouchers and treating responsible patrons like stars - walking them down the Green Carpet and giving them their own souvenir “celebrity” photo.

The next The Heat Is On enforcement is the Spring Events enforcement period, beginning Saturday, April 4, and ending Sunday, May 17.

Click It or Ticket



The 2015 Click It Or Ticket campaign kicks off with a focus on enforcement in rural Colorado counties from Monday, March 30, through Sunday, April 5. In 2013, 177 unrestrained fatalities occurred, an increase of 21 deaths from 2012. Additionally, 56 percent of the 317 passenger vehicle occupant fatalities were not using a restraint system and 26 percent of motor vehicle occupants seriously injured in a crash were not using restraints. In addition to the increased enforcement, CDOT will be running radio spots within 14 rural counties that are participating in the enforcement period. The radio spots and press releases are posted [here](#).

The next Click It Or Ticket enforcement is statewide, beginning Monday, May 11, and ending Sunday, May 24.

Drive High, Get a DUI



The Drive High, Get a DUI campaign ramps up again in April for its second year. The majority of the campaign will focus on the run-up to the 4/20 weekend with focused outreach at marijuana-friendly events across the state. In addition to rerunning the television commercials developed last year (think crashing TV and BBQ grill spots!), CDOT will have a presence at Cannabis Cup. There will be partnerships with Lyft and YellowCab in an exciting and unique way to distribute educational and safety messages. CDOT is also distributing information to dispensaries throughout the state to provide them with key messages about the DUI laws surrounding marijuana impairment.

In addition, CDOT will be implementing grassroots initiatives to generate earned media coverage throughout the state. This includes partnering with key dispensaries in the Front Range who will host a custom designed arcade game with a clever scheme to highlight the Drive High, Get a DUI message. Finally, CDOT will be branding special cars that will be strategically placed around the Front Range throughout the summer using an eye-catching PR stunt. Stay tuned!

Collateral Requests

CDOT has streamlined the process for requesting hard copies of brochures, fact sheets, stickers, flyers and more. Complete the [request form here](#) and send to CDOTCollateral@gmail.com for submittal to CDOT. Once we receive your request we will check inventory and contact you about availability.

Collateral Inventory

Limited quantities of the following materials are available. Large collateral requests will need to be picked up directly from CDOT headquarters, 4201 E. Arkansas Ave., Denver, CO 80222.

Collateral

Child Passenger Safety English Brochure

Boost Seat Big Kids Spanish Brochure

Drive High, Get a DUI Dispensary Posters

A Text is a Five Second Blindfold Static Poster

Marijuana Law Prescription Pad

Rural Click It Or Ticket Truck Myth Table Tent

Don't Risk It (yellow poster with BAC limits)

A Text is a Five Second Blindfold Interactive Poster

A Text is a Five Second Blindfold Spanish Brochure

The Real Last Call Sticker

Distracted Driving Reveal Brochure

R U Buzzed Card

A Text is a Five Second Blindfold English Brochure

Motorcycle Skill Rating Map

Slow for the Cone Zone Brochure

Parent Brochure

Improving Colorado's Road Health Summit Registration Now Open

CDOT and the Colorado Department of Public Health and Environment are pleased to announce that registration for the Improving Colorado's Road Health Summit is now open. Please join other traffic safety partners in Keystone on June 3-5 to discuss current and emerging traffic safety issues including older driver safety, distracted driving, and marijuana impaired driving. Participants will have the opportunity to hear various presentations, participate in interactive panels and discuss evidence-based policies to improve Colorado's road health. Scholarships are available for room costs. Details are in the registration section.

Please visit <http://vipreventionnetworkco.com/p/road-safety-summit.html> to register. The preliminary agenda, CarFit pre-summit materials, and logistic information can also be found on this site and will be updated as new information becomes available.

Grantee Highlight - Each One, Teach One

Street-Smart, Inc.



Child Passenger Safety Project



In partnership with



The Each One, Teach One program, carried out by Street-Smart, Inc. focuses on child passenger safety education and outreach targeting low income African-American and Latino families living in the Northeast Denver, Park Hill and Montbello communities. Street-Smart will use a variety of approaches to reduce the number of serious injuries among child passengers involved in traffic crashes including collaborating with child care centers and distributing child safety seats. Additionally, the organization is making community-wide education efforts aimed at increasing child safety seat use and more accurately identifying factors that contribute to child restraint use and non-use among ethnic minority residents of these communities.

Staff Profile - Carol Gould

Highway Safety Manager with the Highway Safety Office, Office of Transportation Safety at CDOT



My position interprets rules and regulations and administers federal and state funds for various highway safety programs including National Highway Traffic Safety Administration (NHTSA) highway safety program funds. I oversee a variety of traffic safety issues including Occupant Protection, Child Passenger Safety, Distracted Driving, Pedestrian/Bicycle Safety and Older Driver programs. I develop key Highway Safety Office deliverables including the NHTSA required annual Highway Safety Plan/Integrated Safety Plan (ISP), the NHTSA Annual Report and the Problem Identification report.

I also coordinate the grant solicitation process for Highway Safety funds, forecast budgets, ensure timely distribution of all Highway Safety funds and track and monitor project spending. Beyond my day-to-day duties,

I chair the Injury Community Planning Group, am the CDOT representative for the Statewide Emergency Medical Trauma Advisory Council, have served on the Prevention Leadership Council and am an Occupant Protection assessor for NHTSA.

In my role, I can assist with information about Federal and State grants, programmatic and fiscal management and best practices in traffic safety.

ANNOUNCEMENTS

- **April is Distracted Driving Awareness Month - New Study Underscores Problem**

The AAA Foundation for Traffic Safety released a report on Wednesday, March 25 that examines data from crashes and near crashes involving thousands of teen drivers. The report finds that distracted driving contributes to 58% of teen driver vehicle crashes and shows that distracted driving is more than just texting. It also highlights the importance of GDL laws and passenger restrictions for young drivers. You can find a link to the report and associated materials here: <https://www.aaafoundation.org/using-naturalistic-data-assess-teen-driver-crashes>

- **Colorado Teen Driving Alliance**

[MADD is Hiring a Part-Time Victim Advocate.](#) Click the link to find out more!

- **New Study in Seat Belts**

Seat belt use has been steadily increasing since 1995, accompanied by a decline in the percentage of unrestrained passenger vehicle occupant fatalities. Has the trend continued? The National Highway Traffic Safety Administration recently released updated seat belt use information for 2014. The results can be viewed here: <http://www.nrd.nhtsa.dot.gov/Pubs/812113.pdf>

Upcoming Meetings & Events

Colorado Task Force on Drunk and Impaired Driving (CTFDID)

Date: April 17
Time: 9 a.m.-noon
Location: Colorado State Patrol Academy
15055 South Golden Road, Building 100
Golden, CO

Improving Colorado's Road Health Summit

Dates: June 3-5
Time: TBD
Location: Keystone, CO
For more information, visit
<http://vipreventionnetworkco.com/p/road-safety-summit.html>

Any questions about this newsletter please contact: CDOTcollateral@gmail.com