

CDOT | Speeding Toolkit



Speeding remains a leading factor in Colorado traffic deaths. Preliminary data shows that 236 people were killed on Colorado roads in 2024 in speed-related crashes, surpassing impaired driving and unbuckled crash fatalities. Driving at unsafe speeds not only endangers the speeding driver but also puts everyone around them at risk, including pedestrians, bicyclists and motorcyclists.

We're inviting stakeholders and safety partners to use the resources in this toolkit to encourage your audiences to slow down and make Colorado roads safer for everyone.

Feel free to use or adapt these materials as you see fit. For any questions or other support, please reach out to Sam Cole, CDOT communications manager, at sam.cole@state.co.us.

[Click here to access the toolkit materials.](#)

Talking Points and Campaign Facts

- According to CDOT's 2024 Driver Behavior Report, more than 69% of Colorado drivers said they drove over the speed limit on highways at least some of the time. Drivers aged 18 to 34 were more likely to say they drive over the speed limit than those aged 35 and older.
- Drivers tend to overestimate the time saved by speeding. According to a [study conducted by AAA Colorado](#), a motorist moving at 80 mph instead of 75 mph would have to travel 100 miles to save roughly five minutes. The average driver only saves 26 seconds per day by speeding.
- In 2024, Colorado State Patrol troopers issued more than 47,000 speeding citations.
- Speed was a leading factor in traffic deaths in Colorado in 2024, claiming more lives than both impaired driving (210) and unbuckled crashes (186).

Newsletter & Website Articles

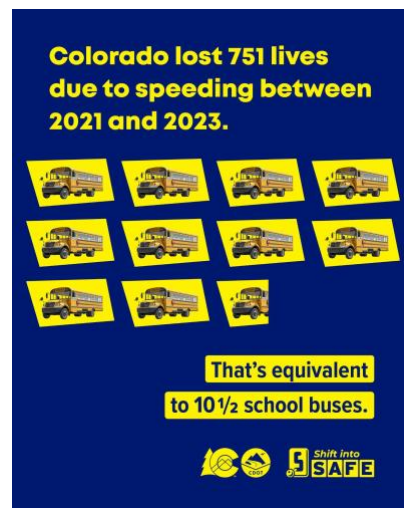
No need for speed: the fatal consequences of driving too fast

Speeding is inherently dangerous and remains a leading factor in Colorado traffic deaths. Preliminary data shows that in 2024, Colorado lost 236 lives in speed-related crashes, surpassing impaired driving and unbuckled crash fatalities. Furthermore, Colorado State Patrol troopers investigated over 560 fatal and injury crashes in 2024 that involved a speeding driver.

Last year, CDOT transformed Red Rocks Amphitheatre into a powerful memorial for speeding victims by marking 257 seats – the number of speed-related fatalities in 2023 – with signs and handwritten notes. After the installation at Red Rocks, the signs were distributed throughout Denver and the state's top counties for speed-related fatalities (El Paso, Jefferson and Weld).

CDOT hopes to spark a meaningful conversation about traffic safety and encourage drivers to slow down by creating a series of sobering comparisons that put speed-related fatality statistics into perspective.

[To read and reshare the full newsletter articles onto your own platform, visit the toolkit materials document.](#)



Social Media Posts

You are welcome to share the following social media posts on your own platforms to help spread the word. [You can download graphics to accompany these posts here.](#)

Post 1:

Speeding is inherently dangerous and remains a leading factor in #Colorado traffic deaths. In 2023, over 35% of fatal crashes involved a speeding driver, resulting in 257 deaths.

There's no need for speed. Obey posted speed limit signs or face the consequences. Fines for speeding typically range from \$15 to \$100 but can reach up to \$1,000.

Learn more here: codot.gov/safety/speeding. #NoNeedForSpeed

Post 2:

Studies show that drivers who listen to songs with fast tempos are more likely to speed. Drive to the beat of a different tune and take it easy with CDOT's #NoNeedForSpeed calm driving playlist on @Spotify. Listen here: <https://spoti.fi/3WWKSXT>.

Post 3:

#Colorado lost 751 lives to speeding between 2021 and 2023, which is the capacity of 10 ½ school buses.

Take it easy with CDOT's #NoNeedForSpeed calm driving playlist on @Spotify. Listen here: <https://spoti.fi/3WWKSXT>.

Post 4:

In 2024, @CSP_News issued more than 47,000 speeding citations and investigated over 560 fatal and injury crashes that involved a speeding driver.

Slow down! Take it easy with CDOT's #NoNeedForSpeed calm driving playlist on @Spotify. Listen here: <https://spoti.fi/3WWKSXT>.

Post 5:

Speeding is a thrill 'til it kills. Just a 1% increase in speed can heighten your fatality risk as much as 12%.

Do your part to prevent a crash by keeping our roadways free of speed. Learn more here: codot.gov/safety/speeding. #NoNeedForSpeed



Resources

Website: codot.gov/safety/speeding

Campaign Contacts: [Sam Cole](#), CDOT Safety Communications Manager