

MARCH 2016

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How to Use This Newsletter

This monthly publication is intended to be a resource that keeps you informed on CDOT's traffic safety campaigns. Check the Campaign Corner for marketing and PR campaign updates and Collateral Corner for a list of campaign materials readily available for order from CDOT. The Traffic Safety Corner features additional news on emerging trends and research. And so much more! We'd enjoy hearing from you—so drop us a line at CDOTcollateral@gmail.com.

CAMPAIGN CORNER

The Heat Is On: St. Patrick's Day Event Tests BAC's

St. Patrick's Day celebrations were plentiful in Colorado, and many parties celebrated at their local Irish watering hole. On March 12, CDOT representatives took to the Irish Snug, a Denver Irish pub, to interact with bar patrons and perform voluntary smartphone-breathalyzer tests. The breathalyzer results showed more than 100 partiers their blood-alcohol content (BAC) and demonstrated how only a few drinks can push some past the legal driving limits of .05 (DWA) and .08 (DUI) percent.



To further display the range of impairment drinkers experience, CDOT enlisted four volunteers to participate in a drinking experiment. Each volunteer was required to consume four alcoholic drinks in a



span of two hours and, between each drink, their BAC was calculated using a police-grade breathalyzer. The results were scattered, proving various levels of impairment affect individuals based on gender, food intake and body mass, among other factors. CDOT also reminded bar patrons that regardless of a driver's BAC, they could still be arrested based on their roadside sobriety test and overall impairment level.



| | 1 | 2 | 3 | 4 |
|-----------|------|------|------|------|
| TAMARA | .030 | .083 | .101 | .143 |
| KATIE | .043 | .096 | .111 | .141 |
| PAUL | .021 | .052 | .066 | .113 |
| Jessamine | .018 | .047 | .056 | .057 |

Collateral Requests:

CDOT has streamlined the process for requesting hard copies of brochures, fact sheets, stickers, flyers and more. Send requests to CDOTCollateral@gmail.com. Once we receive your request we will check inventory and contact you about availability.

Interested in collateral from NHTSA? Visit: mcs.nhtsa.gov

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.

| Campaign | Collateral |
|---|--|
| Child Passenger Safety | Bilingual Child Seat Guide Brochure |
| Child Passenger Safety | Booster Seat English Brochure |
| Child Passenger Safety | Booster Seat Spanish Brochure |
| Click It or Ticket | 2015 Campaign Posters |
| Click It or Ticket | Rural Truck Safety Myth Table Tent |
| Click It or Ticket | Spanish Occupant Protection Poster |
| Click It or Ticket/ Child Passenger Safety | Spanish Rack Card |
| Cone Zone | Slow for the Cone Zone Brochure |
| Distracted Driving | A Text is a Five Second Blindfold English Brochure |
| Distracted Driving | A Text is a Five Second Blindfold Interactive Poster |
| Distracted Driving | A Text is a Five Second Blindfold Spanish Brochure |
| Distracted Driving | A Text is a Five Second Blindfold Static Poster |
| Distracted Driving | Campaign Reveal Brochure |
| Drive High, Get a DUI | Dispensary Posters |
| Drive High, Get a DUI | Marijuana Law Prescription Pad |
| Drive High, Get a DUI | Marijuana Law Prescription Pad Spanish |
| Motorcycle Safety | Motorcycle Skill Rating Map |
| The Heat Is On | Don't Risk It Poster (with BAC limits) |
| The Heat Is On | R U Buzzed Card |
| The Heat Is On | If You Drink, Don't Drive Spanish Poster |
| The Heat Is On | Spanish Rack Card |

2015 NRC Report Summary: Distracted Driving

In support of CDOT's traffic safety campaigns, a mail survey of Colorado adults was conducted to assess their current attitudes and driving behaviors related to seat belt use, speeding, distracted driving and alcohol, marijuana and prescription medicine use. Below is a summary of the "Distracted Driving" high-level survey results.

There are many ways a driver might be distracted while driving, and survey respondents were asked whether they had engaged in any of a number of potential distracted driving behaviors in the week before the survey.

In the 2015 survey, most respondents (63%) reported at least sometimes selecting entertainment on an iPod, CD player, radio or other device while driving in the week prior to the survey and many had talked on a hand-held cell phone (38%), eaten food (41%) or talked on a hands-free phone (41%) while driving. About one-quarter read a message via text, email or social media at least sometimes while driving. This was similar to 2014.

Many (44%) also said they were sometimes (or more often) distracted by something else when driving. When asked to describe this distraction, 28% mentioned wildlife or scenery and 21% said accidents or bad drivers on the road and 20% mentioned finding something in the car or recovering something they dropped or spilled. Others mentioned smoking or lighting a cigarette, adjusting the temperature or mirrors in the car or looking for addresses or signs.

Keep an eye out for more NRC survey summaries in the following newsletters.

Pedestrian Fatalities Projected to Spike 10% in 2015



The Governors Highway Safety Association (GHSA) projected a national 10% increase in the number of people on foot killed in traffic crashes in 2015, compared with the prior year. However, despite this projection Colorado saw no change in pedestrian fatalities between 2014 (65) and 2015 (65 — preliminary number).

States reported a wide range of increases and decreases in the number of pedestrian fatalities over the first six months of 2015. Twenty-one states had decreases; 26 states and the District of Columbia reported increases; and three states had no change — Colorado included in this category.

"GHSA and our member states will continue to make pedestrian safety a priority," said Jonathan Adkins, GHSA Executive Director. "The recently passed federal surface transportation bill, the FAST Act, will give states more resources and flexibility to address their most pressing pedestrian safety problems. We look forward to working with NHTSA and our other partners to drive down these numbers and move toward zero deaths."

In addition to collecting the state data, GHSA also asked its state members to share examples of strategies underway to reduce pedestrian and motor vehicle collisions. Some of the most promising approaches include: targeted traffic enforcement coupled with public information campaigns; data analysis and mapping to identify high-risk zones; community-based pedestrian safety assessments and road safety audits; and strategic partnerships with universities or other organizations. The report provides examples of these efforts in 28 states.

Access the full report at www.ghsa.org

GRANTEE HIGHLIGHT:

Montezuma County Public Health

Montelores (Montezuma and Dolores counties) OP Project

According to the CDOT 2015 Problem ID, Montezuma County has a five-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 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 rates. Data from Dolores County is equally troubling. Dolores County has a five-year crude rate of Traffic fatalities at 29.6 while the state rate is at 9.1. The serious injury five-year crude rate for Dolores County is 256.6, compared to the state rate of 64.9. Although higher than the state it is actually a five year decrease of 73.3%.

To address seat belt use in these counties, the Montelores OP Project is conducting the high school challenge in all five high schools in the area. The campaign covers GDL education, law enforcement participation, high school social events, newsletter, local crash survivor presentations, and education at other events frequented by teens such as the Ute Mountain Roundup Rodeos and Mancos Days. Partnering with 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 also includes 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) 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 years by supporting the eight CPS technicians in their effort to provide education, running Inspection Stations in the area, conducting checkup events and partnering with the Ute Mountain Ute Tribe CPS enforcement events.

For more information, contact Alma Ross: aross@co.montezuma.co.us

STAFF SPOTLIGHT:



Paul Peterson

Technician IV

Safety area focus:
High Visibility Enforcement

CDOT's Paul Petersen assists the High Visibility Enforcement (HVE) Coordinator, the Law Enforcement Assistance Fund (LEAF) Project Manager and the Law Enforcement Coordinator (LEC) with requisitions in support of HVE campaigns, Checkpoint Colorado, LEAF projects and other law enforcement activities.

Paul reviews and processes claims related to these enforcement activities and resolves any related issues. Paul also conducts capital equipment inspections and ensures retention of equipment meets federal guidelines.

Contact information: paul.peterson@state.co.us

ANNOUNCEMENTS:



Glenn Davis: Recognition of Leadership and Service Award

Glenn Davis received the Colorado Task Force on Drunk and Impaired Driving (CTFDID) Recognition of Leadership and Service Award for serving as CTFDID Vice-Chair for the past three and a half years. Glenn has also been the Colorado Department of Transportation's Executive Director's designated representative to the CTFDID's since its inception in 2006, and served as the CTFDID Secretary and Acting Chair.

Captain Ray Fisher: Founding member award



Captain Ray Fisher received a founding member award from the Colorado Task Force on Drunk and Impaired Driving. Captain Fisher was commended for his ten years as a member of the board and for his leadership towards ensuring stopping impaired driving through innovative and effective strategies.

Captain Fisher is shown receiving the award from Glenn Davis from CDOT and Chief Robert Ticer from the Avon Police Department.

MEETINGS AND EVENTS:

2nd Annual Improving Colorado's Road Health Summit

This year the Summit theme will transition to "Moving Towards Zero Deaths" and will reconvene the Emphasis Area Teams created through Strategic Highway Safety Plan (SHSP).

Dates: June 8–10, 2016 — Keystone, CO

Locations: Keystone Resort and Conference Center

Session topics include:

- Aging (Older) Road User
- Motorcycle
- Bicycle/Pedestrian Safety
- Occupant Protection
- Data
- Young Drivers
- Impaired Driving
- Distracted Driving

Register here: RegOnline.com/ImprovingCORoadHealth

Children's Hospital — Teens Take the Wheel

This free 2-hour event will help you and your teen start a meaningful dialogue about safe driving.

You and your teen will:

- Learn about Colorado's Graduated Driver's Licensing Law
- Participate in distracted driving simulations and games
- Take part in the "What Do You Consider Lethal" presentation
- Witness a mock teen crash trauma scenario
- Hear the compelling story of teen crash survivor, Jacob Smith
- Sign the distracted driving pledge and be entered to win prizes including gift cards and driver's education tuition

Date: Monday, April 18

Time: 6:00pm – 8:00pm

Location: Parker Adventist Hospital
(Ground floor conference rooms)
9395 Crown Crest Blvd.
Parker, CO 80138

Date: Monday, May 2

Time: 6:00pm – 8:00pm

Location: Swedish Medical Center
(2nd floor conference rooms)
501 E Hampden Ave
Englewood, CO 80113

Date: Tuesday, May 3

Time: 6:00pm – 8:00pm

Location: The Medical Center of Aurora
1501 S Potomac St.
Aurora, CO 80012

Pre-register: southmetrofoundation.org

(Select class registration)

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