

# Colorado

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## 2017 Integrated Safety Plan



**COLORADO**  
Department of  
Transportation



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**Department of  
Transportation**

**2017  
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.



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

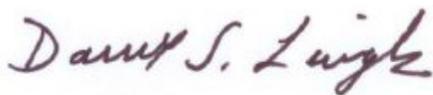
We are pleased to provide you with the 2017 Colorado Integrated Safety Plan (ISP). Each year, this document is updated to help focus limited resources on strategic projects statewide that can have an impact on reducing the number of fatalities and serious injuries due to motor vehicle crashes on Colorado 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 2017. As a carry-over from last 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 an unfortunate increase 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. In 2016, CDOT will bring together all of the stakeholders who originally participated in a statewide, multidisciplinary, and multi-stakeholder visioning effort to create 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 in the coming years. 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 Public Relations Office, 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 is 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.



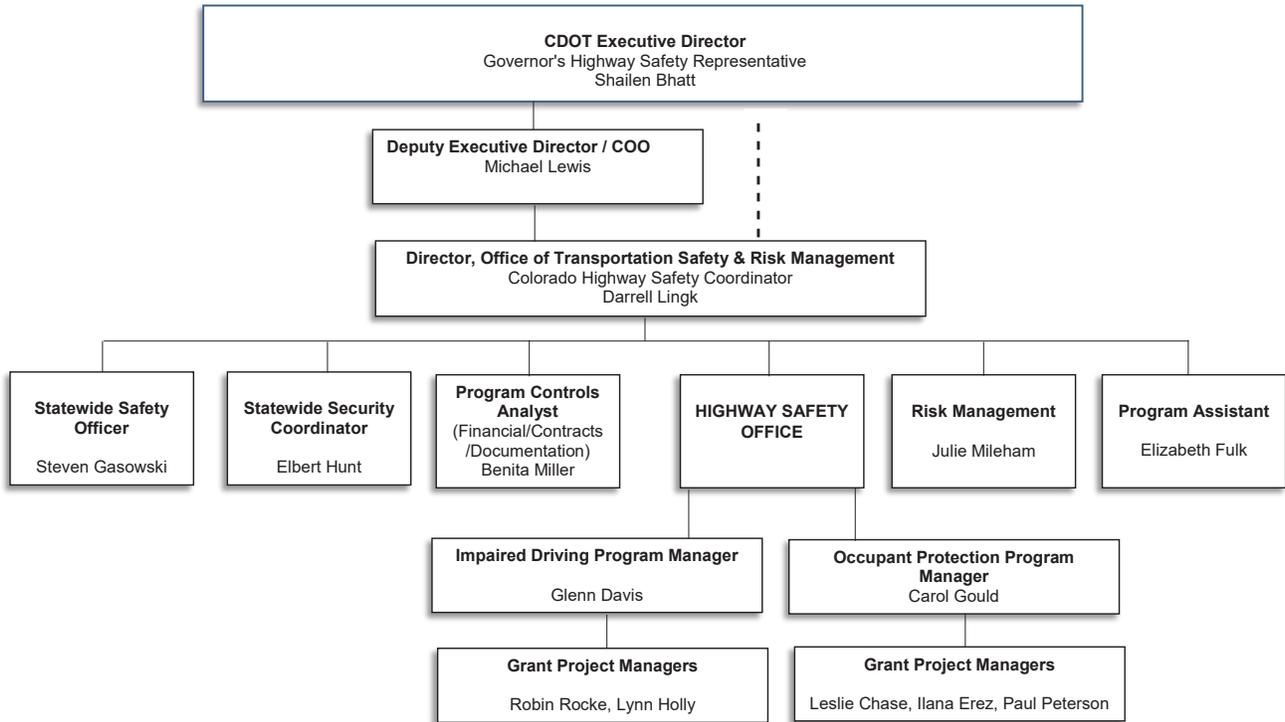
Darrell S. Lingk  
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Manager, Traffic and Safety Engineering Branch

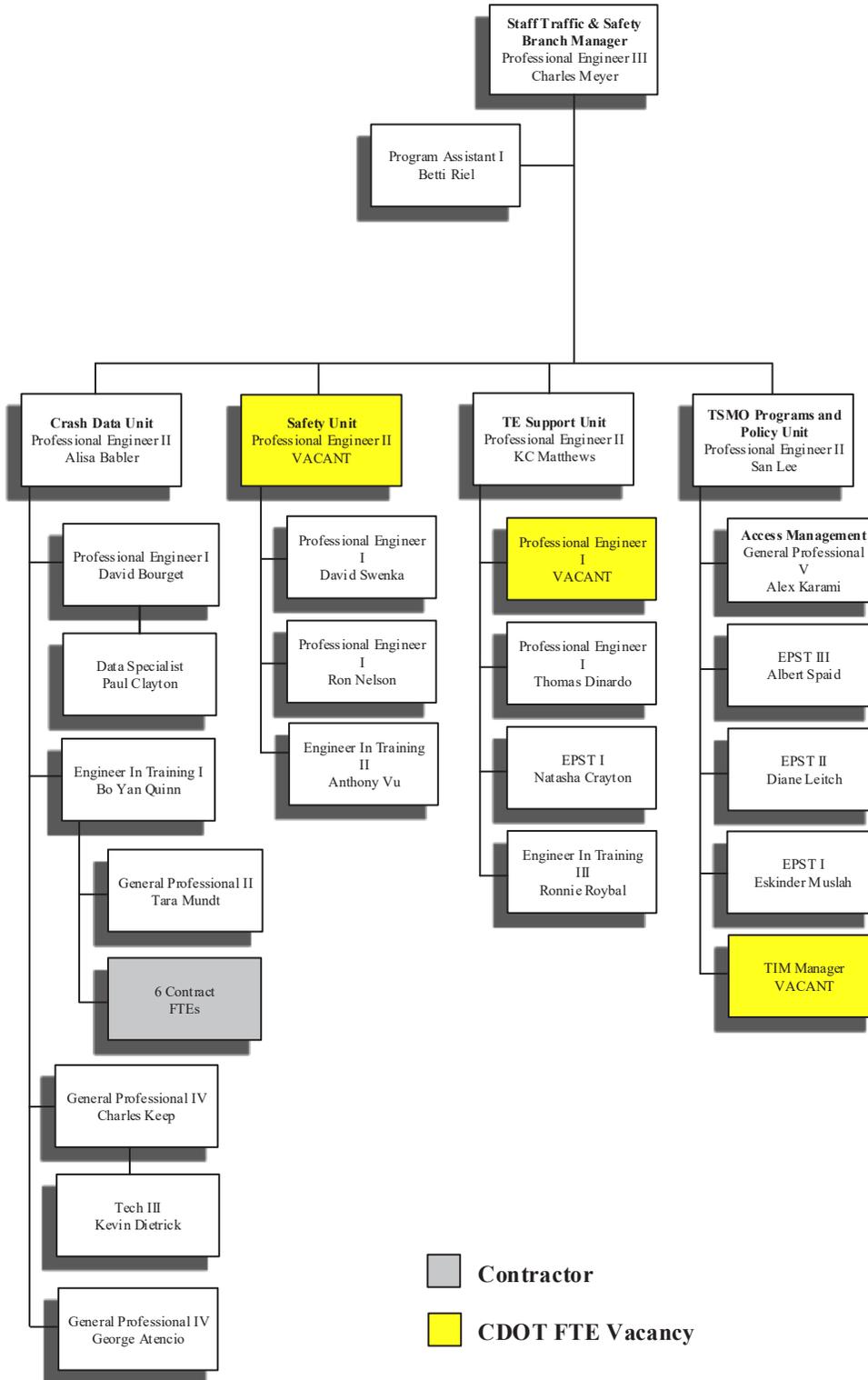


# Office of Transportation Safety Organizational Chart





# Traffic and Safety Engineering Branch Organizational Chart







## 2017 Integrated Safety Plan Introduction

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The 2017 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 various processes and programs that are designed to prevent and mitigate Colorado's highway fatalities and serious injuries. From CDOT these include the Governor's Representative for Highway Safety, the Traffic and Safety 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 Toward 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 Traffic and Safety 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

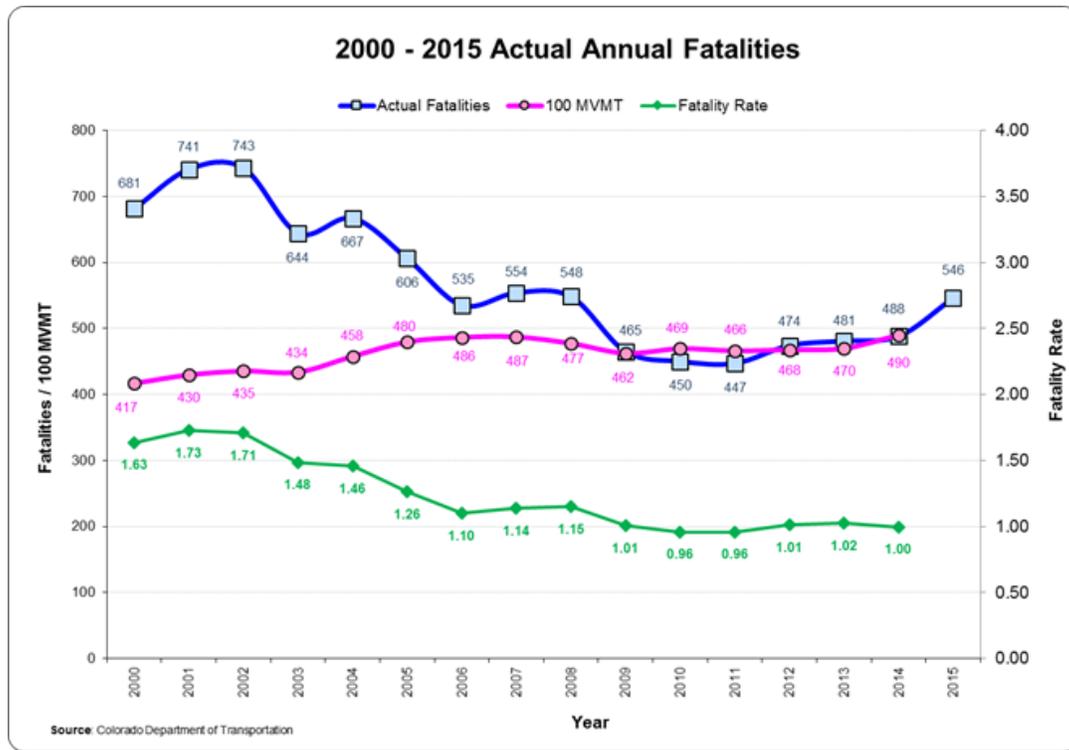
The statewide fatality rate is the primary means of measuring the Department's effectiveness in increasing safety for users of the state highway system. Providing a safe transportation system is CDOT's highest priority. The fatality rate is the number of fatalities per 100 million Vehicle Miles Traveled (100 MVMT) on Colorado highways. While it is only one of dozens of other more specific measures of safety on our highways, it is the accepted national measure for roadway safety, and now one of five FHWA nationally mandated measures, and one of the many NHTSA nationally mandated measures of roadway safety.



# 2017 Integrated Safety Plan Current Condition

## Data Review

Actual Annual Fatalities Compared to 100 MVMT - Colorado 2000 - 2015



Colorado has made significant progress since 2000 to reduce fatalities on our roadways. In 2002, Colorado had 1.71 fatalities per 100 MVMT. By 2014, the rate had declined to 1.00 per 100 MVMT. Cumulatively, CDOT estimates that more than 20,000 lives may have been saved as a result of this steady reduction in statewide fatalities since the late 1970's. However, since 2009, the reduction in the number of fatalities and fatality rate has plateaued and unfortunately in 2015 showed a concerning increase. This increase will require safety partners, and CDOT as leaders, to be ever-more focused and strategic in our visioning, target setting, resourcing, and strategy selection and delivery.

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).



## 2017 Integrated Safety Plan Current Condition

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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), 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 Drivers License law for teen drivers, as well as other legislative changes to improve safety across our 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 practice 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.



## 2017 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.), fourteen Core Measures (C1. through C14.) 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 2013-2015: 11,176

A-2. Number of impaired driving arrests made during grant-funded enforcement activities (grant activity reporting)

Average number of impaired driving arrests from 2013-2015: 8,348

A-3. Number of speeding citations issued during grant-funded enforcement activities (grant activity reporting)

Average number of speeding citations written from 2013-2015: 4,593

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

Observed seat belt rate for passenger vehicles in 2015: 85%

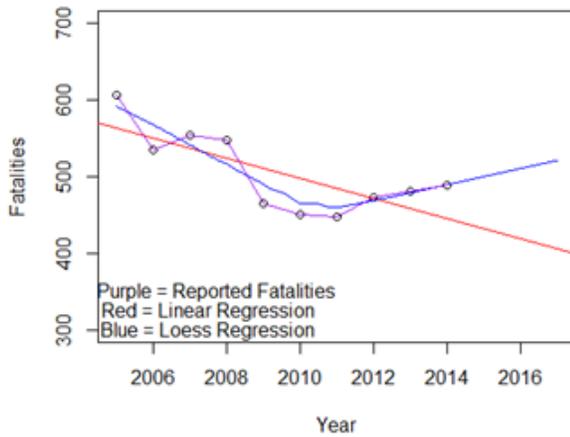
Goal: Increase the observed seat belt use for passenger vehicles to 87% in 2017



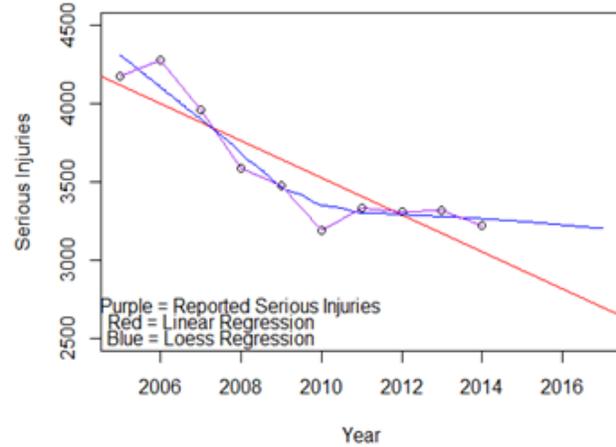
## 2017 Integrated Safety Plan Performance Measures

In order to determine the Highway Safety Office 2017 target performance measures, each of the 14 performance measures were evaluated using ten years of data from 2005 to 2014. 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 overlaid with the two different regression techniques to visually determine which regression method fit the observed data best. Below are plots of each performance measure for the reported outcomes and according to each regression technique used.

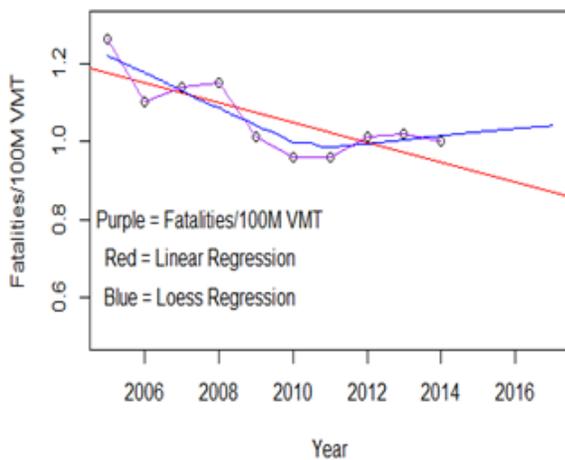
**C-1: Total Traffic Fatalities**



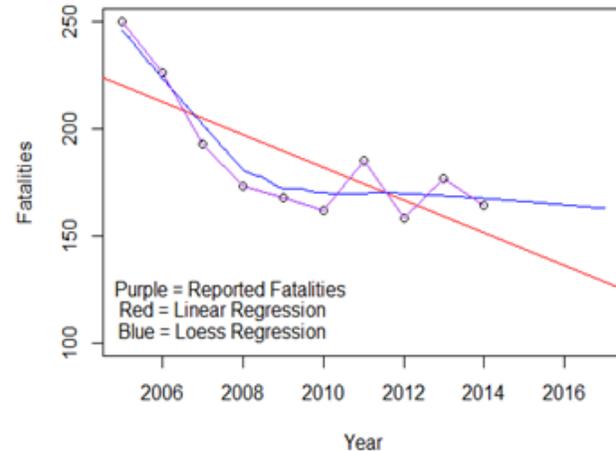
**C-2: Total Serious Injuries**



**C-3: Fatalities per 100 Million Vehicle Miles Traveled**



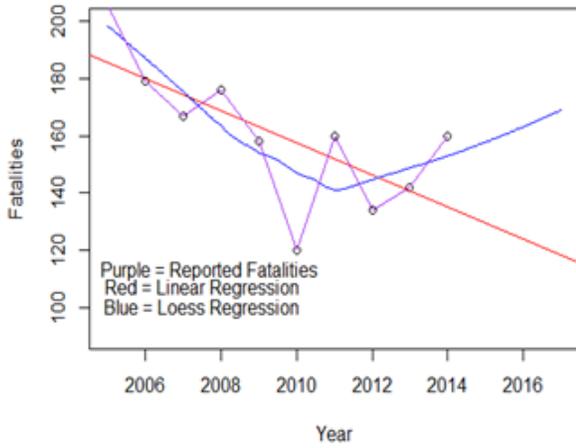
**C-4: Unrestrained Passenger Vehicle Fatalities**



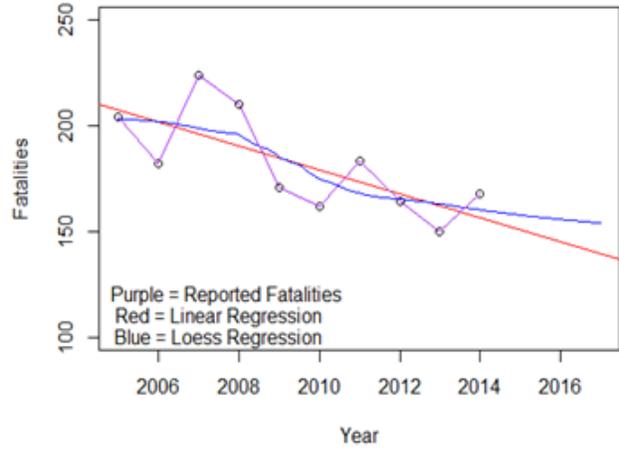


# 2017 Integrated Safety Plan Performance Measures

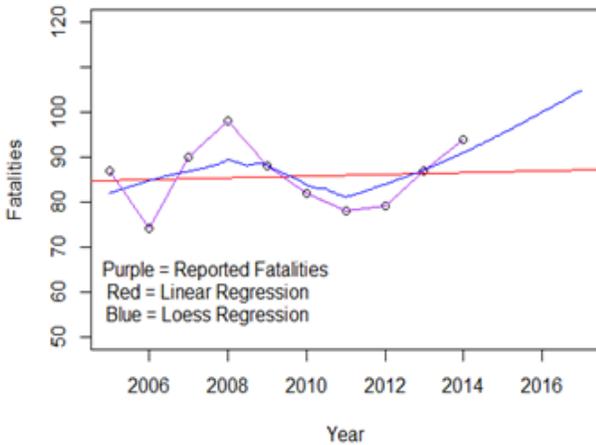
**C-5: Fatalities in Alcohol-Impaired Driver Crashes**



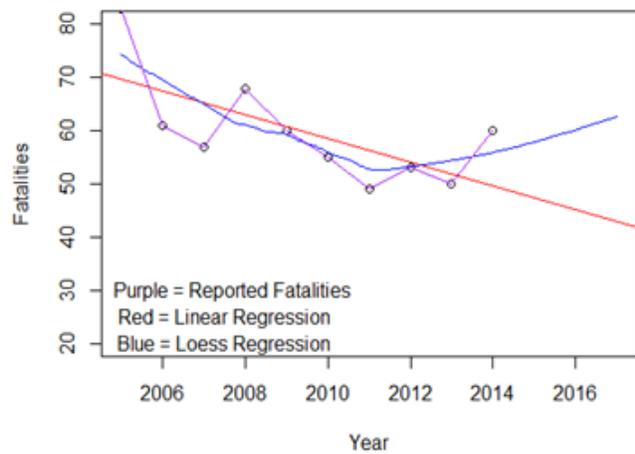
**C-6: Fatalities in Speeding-Related Crashes**



**C-7: Motorcyclist Fatalities**



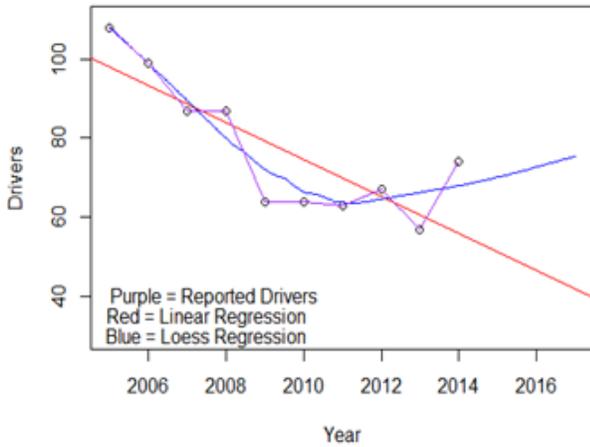
**C-8: Unhelmeted Motorcyclist Fatalities**



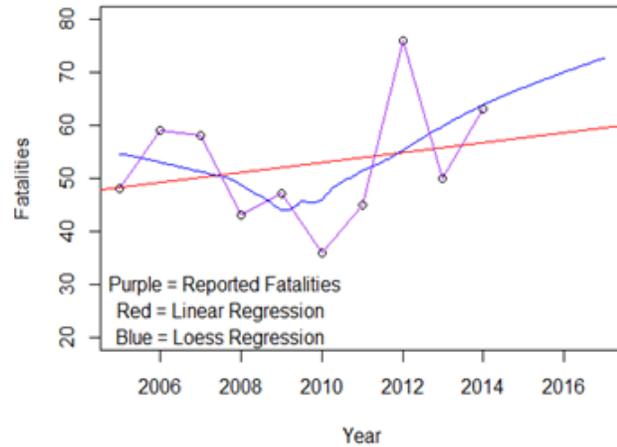


# 2017 Integrated Safety Plan Performance Measures

**C-9: Drivers <=20 years in fatal crashes**



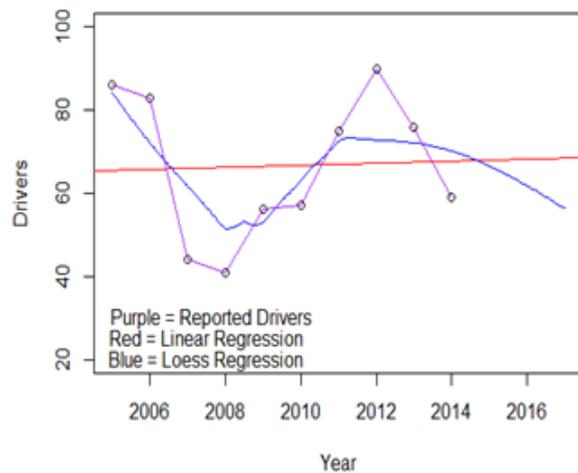
**C-10: Pedestrian Fatalities**



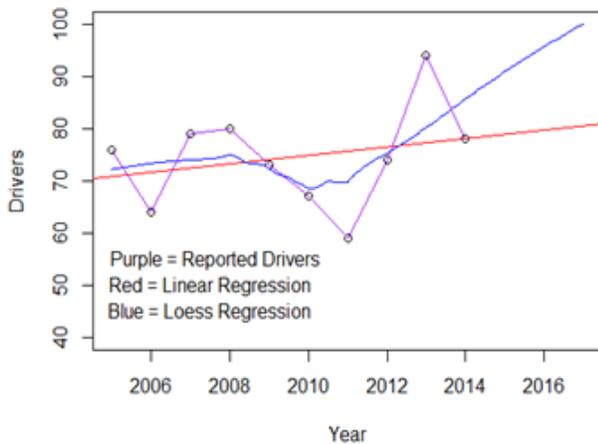
**C-11: Bicyclist Fatalities**



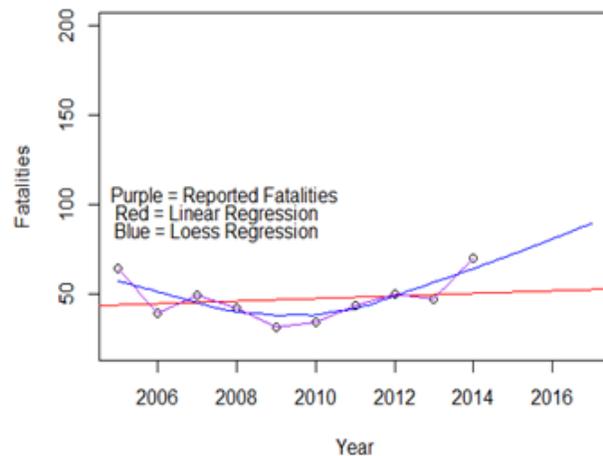
**C-12: Distracted Drivers in fatal crashes**



**C-13: Drivers >= 65 years in fatal crashes**



**C-14: Fatalities in Drug-Impaired Driver Fatal Crashes**





## 2017 Integrated Safety Plan Performance Measures

In addition to the regression predicted values, the yearly percent change between 2010 and 2014, as well as the 5-year average percent change (Table 1) was calculated.

Table 1. Percent change each year from 2009 to 2013 and 5-year average percent change for each Colorado Highway Safety Office Performance Measure					
	2010-2011	2011-2012	2012-2013	2013-2014	5-year Avg. %Δ
C-1. Traffic Fatalities	(↓)0.67	(↑) 6.04	(↑) 1.48	(↑) 1.46	(↑) 2.05
C-2. Serious Injuries in traffic crashes	(↑) 4.61	(↓) 0.87	(↑) 0.42	(↓) 2.86	(↑) 0.29
C-3. Fatalities/100M VMT	0.00	(↑) 5.21	(↑) 0.99	(↓) 1.96	(↑) 1.03
C-4. Unrestrained Fatalities,all seat positions	(↑) 14.20	(↓) 14.59	(↑) 12.03	(↓) 7.34	(↑) 0.31
C-5. Fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above	(↑) 33.33	(↓) 16.25	(↑) 5.97	(↑) 12.68	(↑) 7.46
C-6. Speeding-Related Fatalities	(↑) 12.96	(↓) 10.38	(↓) 8.54	(↑) 12.00	(↑) 0.91
C-7. Motorcycle Fatalities	(↓) 4.88	(↑) 1.28	(↑) 10.13	(↑) 8.05	(↑) 3.47
C-8. Unhelmeted Motorcycle Fatalities	(↓) 10.91	(↑) 8.16	(↓) 5.66	(↑) 20.00	(↑) 2.20
C-9. Drivers ≤20 in Fatal Crashes	(↓) 1.56	(↑) 6.35	(↓) 14.93	(↑) 29.82	(↑) 3.70
C-10. Pedestrian Fatalities	(↑) 25.00	(↑) 68.89	(↓) 34.21	(↑) 26.00	(↑) 15.02
C-11. Bicyclist Fatalities	0.00	(↑) 62.50	(↓) 7.69	(↓) 16.67	(↑) 5.74
C-12. Distracted Driving Fatal Crashes	(↑) 31.58	(↑) 20.00	(↓) 15.56	(↓) 22.37	(↑) 0.87
C-13. Drivers ≥65 in Fatal Crashes	(↓) 11.94	(↑) 25.42	(↑) 27.03	(↓) 17.02	(↑) 3.87
C-14. Fatalities in crashes involving driver or motorcycle operator testing positive for drugs	(↑) 26.47	(↑) 16.28	(↓) 6.00	(↑) 48.94	(↑) 19.79



## 2017 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, and knowledge on the distribution of modifiable intervention and prevention factors formed the 2017 performance targets shown in Table 2.

**Table 2. 2017 Colorado Highway Safety Office performance measure estimates according to 5-year rolling average, predictions by linear and loess regression using 10 years, and 5-year average percent change**

	2014 Data	5-year Rolling Avg.	Linear Regression	Loess Regression	5-year Avg. %Δ	2017 Performance Target
C-1. Traffic Fatalities	488	468	406	521	(↑) 2.05	488
C-2. Serious Injuries	3,224	3,274	2,695	3,201	(↑) 0.29	3,201
C-3. Fatalities/100M VMT	1.00	0.99	0.87	1.04	(↑) 1.03	0.99
C-4. Unrestrained passenger vehicle occupant fatalities, all seat positions	164	169	128	163	(↑) 0.31	163
C-5. Alcohol-Impaired Driving Fatalities (BAC≥0.08)	160	143	118	169	(↑) 7.46	160
C-6. Speeding-Related Fatalities	168	165	139	154	(↑) 0.91	162
C-7. Motorcycle Fatalities	94	84	87	105	(↑) 3.47	94
C-8. Unhelmeted Motorcycle Fatalities	60	53	43	63	(↑) 2.20	60
C-9. Drivers ≤20 in Fatal Crashes	74	65	42	75	(↑) 3.70	74
C-10. Pedestrian Fatalities	63	54	60	73	(↑)15.02	60
C-11. Bicyclist Fatalities	10	10	11	12	(↑) 5.74	10
C-12. Distracted Drivers involved in fatal crashes	59	71	68	56	(↑) 0.87	59
C-13. Drives ≥65 in Fatal Crashes	78	74	80	100	(↑) 3.87	74
C-14. Fatalities in crashes involving driver or motorcycle operator testing positive for drugs	70	49	52	89	(↑)19.79	70



## 2017 Integrated Safety Plan Performance Measures

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- C-1. Reduce the number of traffic fatalities**  
Number of traffic fatalities in 2014: 488  
Urban fatalities in 2014: 237  
Rural fatalities in 2014: 244  
**Target:** Maintain the number of traffic fatalities in 2017 at 488
- C-2. Reduce the number of serious injuries in traffic crashes**  
Number of serious injuries in traffic crashes in 2014: 3,224  
**Target:** Reduce the number of serious injuries in traffic crashes in 2017 to 3,201
- C-3. Reduce the fatalities per Vehicle Miles Traveled (VMT)**  
Total fatalities per Vehicle Miles Traveled (VMT) in 2014: 1.00  
Urban fatalities per Vehicle Miles Traveled (VMT) in 2014: 0.74  
Rural fatalities per Vehicle Miles Traveled (VMT) in 2014: 1.64  
**Target:** Maintain the fatality rate per VMT in 2017 at .99
- C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions**  
Number of unrestrained passenger vehicle occupant fatalities in 2014: 164  
**Target:** Reduce the number of unrestrained passenger vehicle occupant fatalities in 2017 to 163
- 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 2014: 160  
**Target:** Maintain the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above in 2017 at 160
- C-6. Reduce the number of speeding-related fatalities**  
Number of speeding-related fatalities in 2014: 150  
**Target:** Reduce the number of speeding-related fatalities in 2017 at 162
- C-7. Reduce the number of motorcycle fatalities**  
Number of motorcycle fatalities in 2014: 87  
**Target:** Reduce the number of motorcycle fatalities in 2017 to 85
- C-8. Reduce the number of unhelmeted motorcycle fatalities**  
Number of unhelmeted motorcycle fatalities in 2014: 50  
**Target:** Maintain the number of unhelmeted motorcycle fatalities in 2017 at 60



## 2017 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 2014: 74  
**Target:** Maintain the number of drivers age 20 or younger involved in fatal crashes in 2017 at 74
- C-10. Reduce the number of pedestrian fatalities**  
Number of pedestrian fatalities in 2014: 63  
**Target:** Reduce the number of pedestrian fatalities in 2017 to 60
- C-11. Reduce the number of bicyclist fatalities**  
Number of bicyclist fatalities in 2014: 10  
**Target:** Maintain the number of bicyclist fatalities in 2017 at 10
- C-12. Reduce the number of fatal crashes involving a distracted driver**  
Number of distraction-affected fatal crashes in 2014: 59  
**Target:** Maintain the number of fatal crashes involving a distracted driver in 2017 at 59
- C-13. Reduce the number of fatal crashes involving a driver age 65 years or older**  
Number of drivers age 65 years and older involved in fatal crashes in 2014: 78  
**Target:** Reduce the number of fatal crashes involving a driver age 65 years or older in 2017 at 74
- C-14. Reduce the number of fatal crashes involving a driver or motorcycle operator, testing positive for drugs**  
Number of fatal crashes involving drivers testing positive for drugs in 2014: 70  
**Target:** Maintain the number of fatal crashes involving drivers testing positive for drugs in 2017 at 70



## 2017 Integrated Safety Plan Performance Measures

### Performance Report

State of Colorado Performance Report to Date			
	CO Highway Safety Office 2016 Performance Target	2014 Finalized Data	CO Highway Safety Office 2017 Performance Target
C-1. Traffic Fatalities	481	488	488
C-2. Serious Injuries	3,292	3,224	3,201
C-3. Fatalities/VMT	1.02	1.00	.99
C-4. Unrestrained	176	164	163
C-5. Alcohol -Impaired Driving Fatalities (BAC=.08+)	136	160	160
C-6. Speeding-Related Fatalities	150	168	162
C-7. Motorcyclist Fatalities	85	94	94
C-8. Unhelmeted Fatalities	50	60	60
C-9. Drivers 20 or Younger Involved in Fatal Crashes	57	74	74
C-10. Pedestrian Fatalities	50	63	60
C-11. Bicyclist Fatalities	12	10	10
C-12. Distracted Fatalities	41	59	59
C-13. Drivers 65 Or Older Involved in Fatal Crashes	94	78	74
C-14. Fatal Crashes Involving Drivers Positive for Drugs	NA	70	70



## 2017 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:

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.



## 2017 Integrated Safety Plan Driver Attitude and Awareness Surveys - Impaired Driving

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**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:

Out of the past 30 days, on about how many days did you do the following? Drove a motor vehicle within 2 hours after drinking alcoholic beverages

	November 2014 (mail survey)	November 2015 (mail survey)
1) None	70%	69%
2) Between 1 and 2	16%	21%
3) Between 3 and 5 days	7%	5%
4) Between 6 and 10 days	2%	2%
5) 11 or more days	1%	0%
6) Missing	3%	3%

**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 2015	September 2015
1) Yes	34%	35%
2) No	63%	64%
3) Don't know	2%	2%
4) Refused	0%	0%



## 2017 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?

	November 2014 (mail survey)	November 2014 (mail Survey)
1) All of the time	85%	91%
2) Most of the time	9%	6%
3) Some of the time	3%	3%
4) Rarely	2%	1%
5) Never	1%	0%
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 (phone survey)	June 2014 (phone survey)
1) Yes	13%	23%
2) No	86%	74%
3) Don't know	2%	3%
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	23%	15%
2) Somewhat likely	22%	26%
3) Somewhat unlikely	22%	21%
4) Very unlikely	22%	25%
5) Don't know	11%	12%
6) Refused	23%	15%



## 2017 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 in June 2014**

**November 2014 and 2015:** How often, if ever, do you drive over the speed limit? On a neighborhood road (speed limit of 25-30 mph)

	November 2014 (mail survey)	November 2015 (mail survey)
1) All of the time	2%	3%
2) Most of the time	8%	11%
3) Some of the time	20%	20%
4) Rarely	46%	42%
5) Never	23%	24%

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 in June 2014**

**November 2014 and 2015:** How often, if ever, do you drive over the speed limit? On a main highway/interstate (speed limit of 65 mph)

	November 2014 (mail survey)	November 2015 (mail survey)
1) All of the time	8%	7%
2) Most of the time	26%	27%
3) Some of the time	37%	41%
4) Rarely	20%	19%
5) Never	8%	6%

continued...



## 2017 Integrated Safety Plan Driver Attitude and Awareness Surveys - Speeding

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 or 2015.

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 your motor vehicle consistently 5-10 mph over the speed limit for the next 6 months. How likely or unlikely is it that the police would stop you at least once?

Driving consistently over the speed limit on a local road where the speed limit is 30 mph

	November 2014 (mail survey)	November 2015 (mail survey)
1) Very Likely	34%	26%
2) Somewhat likely	40%	43%
3) Somewhat unlikely	13%	16%
4) Very unlikely	9%	11%
5) Don't know	4%	4%

Suppose you drove your motor vehicle consistently 5-10 mph over the speed limit for the next 6 months. How likely or unlikely is it that the police would stop you at least once?

Driving consistently over the speed limit on a road where the speed limit is 65 mph

	November 2014 (mail survey)	November 2015 (mail survey)
1) Very Likely	17%	15%
2) Somewhat likely	36%	34%
3) Somewhat unlikely	28%	26%
4) Very unlikely	15%	21%
5) Don't know	3%	4%



# 2017 Traffic and Safety Engineering Branch~ Roadway Traffic Safety Programs

## Overviews and Task Descriptions

2017 Engineering Funding Summary

FASTER Safety Mitigation

Hot Spots

Highway Safety Improvement

Rockfall

Rail Crossing Protection

Traffic Signals



## FY2017 Integrated Safety Program Budget Summary

Pool Name	Program	Planned Allocation
FSA	FASTER Safety Mitigation	\$ 57,853,157
HAZ	Highway Safety Improvement Program (HSIP)	\$ 30,299,407
SGN	Traffic Signals	\$ 16,900,000
RFM	Rockfall Mitigation	\$ 10,000,000
HOT	Hot Spots	\$ 2,167,154
RGS	Highway Railway Crossings - Grade Separated	\$ 1,699,974
RAG	Highway Railway Crossings - At Grade	\$ 1,575,876

## FY2017 - FY2020 Faster Safety Mitigation Program

Region	Description	Total
1	I-25 Lincoln to County Line	\$ 8,773,111
1	EJMT Fire Suppression System	\$ 1,080,000
1	I-25 Santa Fe Alameda Interchange Recons	\$ 15,957,462
1	C-470 Tolled Express Lanes Segment 1	\$ 11,572,000
1	I-70: EB US 6 Entrance Chain Station Improvement	\$ 300,000
1	I76 Superelevation Adjustment and Concre	\$ 6,604,528
1	Wadsworth Right Turn Lane Extensions	\$ 861,008
1	US285 SAFETY IMPROVEMENTS	\$ 393,000
1	EJMT Fire Suppression MTCE	\$ 500,000
1	SH 40: Raised Median in Town of Empire	\$ 190,086
1	SH 75: Mineral Rd Bike/Ped Crossing Improvement	\$ 200,000
1	SH 83: Mississippi Ave Bike/Ped Path Grade Separation	\$ 3,201,600
1	SH 121: Signal Improvements, Girton to Yale	\$ 2,000,000
1	SH 86: Crowfoot Valley Rd Intersection Improvements	\$ 1,602,000
1	US 85: I-76 to 168th Ave Cable Median Barrier	\$ 2,650,000
1	SH 121 at Waterton Road - Jefferson Co	\$ 276,338
1	I-70 @ Kipling - on ramp extension	\$ 3,193,159
2	I25A Pueblo ILEX DB - NON-BE	\$ 5,407,138
2	Region 2 FY14 Signal Improvements	\$ 739,948
2	RAMP ID 2-33 US 50 - Purcell to Wills	\$ 8,195,266
2	SH 16 & SH 21 Syracuse to Bradley	\$ 375,000
2	WE50A WB from Wills to Purcell	\$ 14,000,000
2	I25 NB Acceleration Lane Extension at South Academy	\$ 500,000
2	US24A at 21st Street WB Left-Turn Lane Extension	\$ 1,500,000
2	SH96A at ChesterSignal Upgrade and ADA Ramp	\$ 650,000
2	US287A Passing Lane	\$ 5,000,000
2	US285D Passing Lane	\$ 5,000,000
2	Intersection Improvements at US285D and SH9	\$ 1,000,000
2	SH160 Passing Lane	\$ 4,000,000
2	US24G Passing Lane between Elbert and Calhan	\$ 3,725,000
2	US50B Passing Lane between MP 354.45 ~357.45	\$ 5,300,000
2	US24G Overlay (Garrett Rd to Constitution)	\$ 1,700,000
2	US 50 Passing Lane	\$ 3,500,000
3	SH 9 Roundabout at 4 o'clock Rd	\$ 800,000
3	SH 13 N Rifle to Rio Blanco Cty Line PE	\$ 3,000,000
3	SH 82 Grand Avenue Bridge	\$ 2,100,000
3	SH 13 North of Piceance Creek	\$ 196,000
3	SH 40 & Elk River Road	\$ 3,668,205
3	I-70 Eagle County Game Fence	\$ 1,300,000
3	I-70 Exit 49	\$ 1,000,000
3	US 50 Windy Point	\$ 1,800,000
3	SH 92 Rogers Mesa	\$ 400,000
3	SH 13 Wyoming South	\$ 2,100,000
3	SH 131 Yampa River South Corridor through Oak Creek Canyon	\$ 2,000,000
3	I-70 B Widening Rimrock East	\$ 6,300,000
3	US 6 Clifton to Palisade PE	\$ 700,000
3	SH 133 Steven Gulch Road	\$ 200,000
4	SH 7 Safety Imp. S. of Estes Park PH II	\$ 2,003,224

4	SH 14C Sterline S Curve	\$	2,000,000
4	SH7: Shoulder Gaps & Safety (Flood)	\$	1,610,000
4	US 36: Estes Park -Boulder Rumble Strips	\$	200,000
4	SH119: Safety Improvements	\$	2,000,000
4	SH 14B Shoulder Improvements	\$	2,500,000
4	SH 402 at LCR 9E Construct Left Turn Lane and Geometric Improvements	\$	2,000,000
4	US34: Shoulder Gaps & Safety (Flood)	\$	3,303,000
4	US 85 & SH 392 Intersection	\$	1,100,000
4	SH 14 Poudre Canyon Guardrail Safety	\$	600,000
4	I-25 Median Cable N/O Ft Collins	\$	7,200,000
4	US 34 & Boyd Lake Ave Intersection Improvements	\$	517,027
4	US 85 & WCR 44 Intersxn Signal	\$	4,500,000
4	119A 11th St PedSignal	\$	1,000,000
4	SH 66 & WCR 21 Intersxn Signal	\$	2,000,000
4	263A Resurfacing	\$	1,000,000
4	US 34 & MacGregor Roundabout	\$	2,000,000
4	US 385 Centerline Mumble Stripe	\$	300,000
4	US 6 Centerline Mumble Stripe	\$	175,000
4	SH 14 Centerline Mumble Stripe	\$	200,000
4	US 40H Centerline Mumble Stripe	\$	300,000
4	Safety Assessment Improvement Set Aside	\$	1,900,000
4	Intersection Safety Improvement Set Aside	\$	9,000,000
<b>Subtotal</b>			
5	US 160 Dry Creek Passing Lane	\$	2,200,000
5	US 50 Passing Lane	\$	1,500,000
5	US 285 Nathrop Passing Lane/CR 301 Int. Turn Lane	\$	3,250,000
5	US 491 and MCR S	\$	1,000,000
5	US 491 and MCR BB	\$	850,000
5	US 24 and Crossman Intersection Priority	\$	600,042
5	SH 160 and SH 17	\$	1,652,000
5	US 550 Ouray to Ridgway Shoulder Imp.	\$	1,150,000
5	SH 145 Passing Lane	\$	695,000
<b>Subtotal</b>			

FY2017 - FY2020 Highway Safety Improvement Program			
Region	Description		Total
1	C-470 Managed Lanes	\$	6,300,000
1	I-25 / Arapahoe interchange improvements - signal, off ramp improvements, lighting	\$	1,250,000
1	I-25 North Managed Lanes	\$	4,500,000
1	US 85 Sante Fe and Blakeland St Upgrade traffic signal	\$	500,000
1	SH2/Mississippi, SH2/Louisiana, I70/Steele, SH30/Girard Upgrade traffic signal	\$	978,410
1	84th and Grant St Intersection Re-alignment	\$	1,868,563
1	SH2/Virginia, SH2/Ohio, SH2/Iowa, SH2/Mexico and SH2/Florida Upgrade traffic signals	\$	1,242,000
1	HAWK ped signal - SH 88, MP 5.3 (Federal Blvd. between Bates Ave & Cornell Ave)	\$	360,000
1	I-70 at Kipling Ramp Intersection Improvements	\$	1,500,000
1	US 6 & SH 224 Intersection/Signal Rebuilt	\$	700,000
1	SH 224 at Dalhi Mast Arm Upgrade	\$	500,000
1	SH 224 at York Michigan Left Turn Signal Installation	\$	2,000,000
1	SH 224 Corridor Lighting	\$	1,800,000
<b>Subtotal</b>			
2	US 24 MP 253-254.5 Widen Shoulders Install CL + Shoulder Rumble Strips	\$	3,000,000
2	SH 21 at Bradley. Install traffic signal	\$	600,000
2	SH 96 MP 85.3 - 86.4 Upgrade Guardrail to Cable Rail	\$	1,000,000
2	SH 96 (Lincoln St) at Abriendo Ave Upgrade Signals, Flashing Yellow Arrow	\$	750,000
2	SH 83 at County Line Rd Roundabout	\$	1,750,000
2	US 24 at 31st Ave Signal upgrades / EB protected LT and bay extension	\$	1,750,000
2	SH 96 MP 54.32-54.70 continuous painted median w/LT lanes at (4) unsignal. intersections	\$	1,800,000
2	SH 94 at Peyton Highway intersection. Add left turn lanes & decel lanes	\$	2,000,000
2	SH 83 at Walker Rd. intersection. Install traffic signals	\$	450,000
2	I-25 128.70-135.20 Median Cable Rail	\$	850,000
<b>Subtotal</b>			
3	SH 340 at Redlands Pkwy Roundabout	\$	3,600,000
3	I-70 MP 158.5-168.0 Guardrail & bridge rail upgrade	\$	2,600,000
<b>Subtotal</b>			
4	95th St (from Isabelle Rd to Valmont Rd) Add traffic signal / widen / LT and RT lanes	\$	1,055,000
4	US 287 (Garfield Ave) at Orchards Shopping Center, Upgrade Signals	\$	300,000
4	US 85 & SH 392 Intersection Improvements	\$	7,300,000

# Program Task Descriptions

## 2017 Roadway Traffic Safety Programs

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### FASTER Safety Mitigation Program





## PROGRAM TASK DESCRIPTIONS

### FASTER Safety Mitigation Program ~ Overview

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The FASTER Safety Mitigation (FSM) Program provides State funds for projects that seek to improve safety at high-crash locations. This State-managed program directs funds annually to eligible safety improvement projects that satisfy a competitive screening process.

The projects are selected and prioritized following the CDOT Traffic Engineering Branch's nationally recognized methodology. In addition to a detailed statistical analysis of crash history, the screening procedure incorporates a benefit/cost evaluation which 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, shoulder widening, ITS, curve flattening and other geometric modifications, as well as sign and pavement marking upgrades.

Administrator: David Swenka, TSM and O, Traffic and Safety Engineering Branch

FY 2017 Statewide Planned Allocation: \$57,853,157

# Program Task Descriptions

## 2017 Roadway Traffic Safety Programs

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### Hot Spot Program





## PROGRAM TASK DESCRIPTIONS

### Hot Spot Program ~ Overview

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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, generally, unanticipated origins. This program, administered by Traffic and Safety Engineering, now under Transportation Systems Management and Operations (TSM and O), distributes funding among the CDOT Regions to assist with safety-related construction and improvement costs generated in addressing these demands.

Administrator: San Lee, TSM and O, Traffic and Safety Engineering Branch

FY 2017 Statewide Planned Allocation: \$2,167,154

# Program Task Descriptions

2017 Roadway Traffic Safety Programs

.....  
Highway Safety Improvement Program





## PROGRAM TASK DESCRIPTIONS

### Highway Safety Improvement Program ~ Overview

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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 directs funds annually to eligible safety improvement projects that satisfy a competitive screening process.

The projects are selected and prioritized following the CDOT Traffic 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 which 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, shoulder widening, ITS, curve flattening and other geometric modifications, as well as sign and pavement marking upgrades.

Administrator: David Swenka, TSM and O Traffic and Safety Engineering Branch

FY 2017 Statewide Planned Allocation: \$30,299,407

#### SECTION 164 PENALTIES

In FY 2016, for noncompliance with the section 164 of title 23, U.S.C. requirements, Colorado was subject to a reservation of 2.5% derived from the National Highway Performance Program (NHPP) or the Surface Transportation Block Grant Program. CDOT elected to shift 100% of the penalty amount from the NHPP and assigned all of those funds to the HSIP program. This funding is to be used for eligible activities under the HSIP.

FY 2017 Statewide Planned Allocation: 2.5% of NHPP Funding (not included above)

# Program Task Descriptions

## 2017 Roadway Traffic Safety Programs

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### Rockfall Program





## PROGRAM TASK DESCRIPTIONS

### Rockfall Program ~ Overview

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Rockfall is recognized in Colorado as a significant natural hazard that is sporadic and unpredictable. On a statewide basis, more than 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.

Administrator: HQ Materials Branch

FY 2017 Statewide Planned Allocation: \$10,000,000



# Program Task Descriptions

## 2017 Roadway Traffic Safety Programs

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### Rail Crossing Protection Program



## PROGRAM TASK DESCRIPTIONS

### Rail Crossing Protection Program ~ Overview

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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 shall be 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 six to eight 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.

Administrator: Scott Hoftiezer, HQ Project Development Branch

FY 2017 Statewide Planned Allocation:	\$3,275,850
Grade Separated Crossings:	\$1,699,974
At-Grade Crossings:	\$1,575,876



# Program Task Descriptions

## 2015 Roadway Traffic Safety Programs

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### Traffic Signals Program



## PROGRAM TASK DESCRIPTIONS

### Traffic Signals Program ~ Overview

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CDOT's Traffic Signals Funding Program delivers funding to each 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.

Administrator: Nitin Deshpande, TSM and O, ITS Branch

FY 2017 Statewide Planned Allocation: \$16,900,000



# 2017 Highway Safety Office ~ Safety Education and Enforcement Programs

## Overviews and Task Descriptions

Program Development Overview

Evidence-Based Traffic Safety Enforcement Plan

2017 Project Page Summary

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



**COLORADO**  
Department of  
Transportation



## PROGRAM TASK DESCRIPTIONS

### Program Development Overview

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The Highway Safety Office (HSO), within the Office of Transportation Safety (OTS) at the Colorado Department of Transportation (CDOT) is responsible for developing and administering behavioral programs that improve the traffic safety environment in Colorado by reducing the number and severity of traffic crashes. The HSO's programs target specific high-risk driving behaviors, such as impaired driving, speeding, 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.

The HSO is in the second year of a three-year funding cycle. The majority of projects funded will be continuation projects. Outreach will occur in areas identified in the Problem Identification Report (Problem ID) with significant traffic safety issues that do not currently have projects, in order to solicit additional projects.

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 and 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 the 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, 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 age 65 years and older
- C-14) Reduce the # of fatalities in crashes involving a driver or motorcycle operator testing positive for drugs



## PROGRAM TASK DESCRIPTIONS

### Evidence-Based Traffic Safety Enforcement Plan

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The Colorado Department of Transportation, Office of Transportation Safety, Highway Safety Office (HSO) Traffic Safety Enforcement Plan for Occupant Protection, Impaired Driving and Speed is based on problem identification to identify 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 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 2015, there were 346 passenger vehicle occupant fatalities of which 188, or 54%, were unrestrained. In 2015, 85% of observed drivers and passengers were wearing seat belts, compared to 81.7% in 2008.

The Colorado State Patrol (CSP) provides statewide enforcement year-round, in addition to the two weeks of enforcement during May. In addition to the CSP, local law enforcement agencies (on an average of 18 counties and 66 municipalities annually) 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 seat belt compliance rate of an area, along with the past performance of the agency during the campaign.

In addition to *May Mobilization*, Colorado supports two weeks of occupant protection enforcement in the rural areas of the state during March and April. Compliance rates are also generally lower than the state rate in these rural and frontier areas but historically, after an enforcement event, these areas show a significant increase in seat belt usage rates.

#### IMPAIRED DRIVING ENFORCEMENT

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

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## PROGRAM TASK DESCRIPTIONS

### Evidence-Based Traffic Safety Enforcement Plan

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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

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Program Administration and Support





# PROGRAM TASK DESCRIPTIONS

## Program Administration

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**Task Number** 17-11-97-01  
**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**            *17-12-98-01*  
**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

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**Task Number**            *17-12-98-02*  
**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, Older Driving and Pedestrian and Bicycle Safety programs.

Included in this project are external project audit costs, professional and program-specific staff training and necessary operating equipment. OTS 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



## PROGRAM TASK DESCRIPTIONS

### Program Support

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**Task Number** 17-12-98-03  
**Program Name** Traffic Records Program Support  
**Contractor** Traffic and Safety Engineering Branch  
**Program Manager** Babler / Bourget

The Traffic and Safety Engineering Branch will provide staff to manage the 405 C Traffic Records program. This staff will address statewide goals and objectives through a review of the 2015 Traffic Records Assessment Report, and will address implementation of the recommendations. Staff members will review and assess progress of the 2016 Statewide Traffic Records Advisory Committee Strategic Plan, and will outline the current state of the Traffic Records program. Staff members will also participate in the activities of the Statewide Traffic Records Advisory Committee (STRAC) who partner with local governments to implement statewide traffic records initiatives and improvements. This year, the five-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 the CDOT Traffic and Safety Engineering Branch, the CDOT Office of Transportation Safety, Department of Revenue, and Colorado State Patrol traffic records staff, and the Governor's Office of Information Technology. This will include sharing expertise among major stakeholders.

Activities include establishing resource requirements, departmental roles and responsibilities, assignment of tasks and schedules, and program management of the FY 2017 grants. Costs include external project audit costs, program-specific staff training, necessary operating expenses, and participation by key staff (Traffic Records Unit) in the 43rd 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	\$30,000



## PROGRAM TASK DESCRIPTIONS

### Program Support

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**Task Number** 17-12-98-04  
**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. The 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 \$85,000  
Agency Match



## PROGRAM TASK DESCRIPTIONS

### Program Support

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**Task Number**            *17-12-98-05*  
**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. The 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            \$85,000  
Agency Match



## PROGRAM TASK DESCRIPTIONS

### Program Support

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**Task Number** 17-12-98-06  
**Program Name** *Distracted Driving Enforcement 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:** 405E  
**Program Area:** M8X/Distracted Driving

Federal Funds	\$325,000
Agency Match	\$82,000



## PROGRAM TASK DESCRIPTIONS

### Program Support

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**Task Number** 17-12-98-07  
**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	\$785,000
Agency Match	\$197,000
Local Benefit	\$785,000



## PROGRAM TASK DESCRIPTIONS

### Program Support

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**Task Number** 17-12-98-08  
**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	\$40,000
Agency Match	\$10,000



## PROGRAM TASK DESCRIPTIONS

### Program Support

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**Task Number** 17-12-98-09  
**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 measure:*

*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	\$75,000
Agency Match	\$20,000



## PROGRAM TASK DESCRIPTIONS

### Program Support

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**Task Number** 17-12-98-10  
**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	\$2,500



## PROGRAM TASK DESCRIPTIONS

### Program Support

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*Task Number*                    **17-12-98-11**  
*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	\$845,000
Agency Match	\$215,000

TASK NUMBER	FUNDING SOURCE/ PROGRAM AREA	AGENCY	PROGRAM NAME	FEDERAL FUNDS	MATCH	PROJECT MANAGER
<b>01 - Impaired Driving</b>						
17-01-11-01	405d/M6OT	LEAD Impairment Training	SFST Training	\$ 55,471.00		Rocke
17-01-11-02	405d/M6OT	CSP	Colorado Task Force on Drunk and Impaired Driving	\$ 25,000.00		Rocke
17-01-11-03	405d/M6OT	Colorado_Judicial Branch	Support for DUI Courts	\$ 170,030.00		Rocke
17-01-11-04	405d/M6OT	CDAC	TSRP	\$ 210,000.00		Rocke
17-01-11-05	405d/M6OT	TBD	Checkpoint Colorado	\$ 150,000.00		Chase
17-01-11-06	402/AL	OTS	LEAF		Match \$ 700,000.00	Chase
17-01-11-07	405d/M6OT	OTS	High Visibility Impaired Driving Enforcement		Match \$ 2,000,000.00	Chase
17-01-11-08	405d/M6OT	OTS	DRE Tech Transfer	\$ 25,000.00		Gould/Davis
17-01-11-09	405d/M6OT	CSP	Impaired Driving Enforcement	\$ 445,221.00		Chase
17-01-11-10	405d/M6OT	TBD	Multi-Jurisdictional "Border Wars"	\$ 10,000.00	\$ -	Chase
17-01-11-11	405d/M6OT	Aurora PD	2017 DUI/HVE/Checkpoint	\$ 198,676.00		Chase
17-01-11-12	405d/M6OT	Denver PD	Denver's Comprehensive Impaired Driving Project	\$ 288,490.00		Chase
17-01-11-13	402/PT	OTS	LEC's	\$ 250,000.00	\$ -	Chase
17-01-11-14	405d/M6OT	OTS	DRE Training/School	\$ 50,000.00	\$ -	Gould/Davis
17-01-11-15	405d/M6OT	TBD	Checkpoint Equipment	\$ 25,000.00	\$ -	Chase
17-01-11-16	402/AL	DOR	DUI Countermeasures		Match \$ 2,500,000.00	Rocke
17-01-11-17	405d/M6OT	Colorado_Judicial Branch	DUI Court Administration		Match \$ 1,600,000.00	Rocke
17-01-11-18	405d/M6OT	OTS	DRE/SFST F4Updates	\$ 50,000.00		Davis
17-01-11-19	405d/M6OT	OTS	PBT and Calibration Stations	\$ 50,000.00		Chase
17-01-11-20	405d/M6OT	Adams County SO	HVE Impaired Driving	\$ 200,000.00		Chase
<b>02 - Speed Enforcement</b>						
17-02-21-01	402/SE	Denver PD	Focused Speed Enforcement	\$ 70,000.00		Chase
17-02-21-02	402/SE	Aurora PD	Aurora Highway Safety Campaign	\$ 70,290.00		Chase
17-02-21-03	402/SE	Colorado Sprinos PD	HVE of Seeding Drivers	\$ 74,993.00		Chase
17-02-21-04	402/SE	TBD	Speed Mini Grants Program	\$ 30,000.00		Chase
17-02-21-05	402/SE	Pueblo PD	A Step Towards Reducing Traffic Fatalities	\$ 44,520.00		Chase
17-02-21-06	402/SE	Jeffco SO	Hw 93 Speed Reduction Campaign	\$ 99,176.00		Chase
<b>03 - Young Driver and Distracted Driving</b>						
17-03-31-01	402/DD	Greely PD	DDACTS Distracted Driving	\$ 54,015.00		Rocke
17-03-31-02	402/TSP	University of Colorado Hospital	Aurora PARTY Program	\$ 49,659.00		Erez
17-03-31-03	402/TSP	Weld County Public Health Dept.	Young Driver Traffic Safety	\$ 75,750.00		Erez
17-03-31-04	402/TSP	TBD	Interactive High School Teen Kickoff Program	\$ 150,000.00		Erez
17-03-31-05	402/DD	DriveSmart Colorado	Young Driver DD Campaign/Challenge	\$ 48,151.00		Rocke
17-03-31-06	402/DD	CSP	Distracted Driving	\$ 192,648.00		Rocke
17-03-31-07	402/DD	Aurora PD	2016 Distracted Driving Enforcement Campaign	\$ 63,128.00		Rocke
17-03-31-08	402/DD	Denver PD	Distracted Driving Enforcement	\$ 53,030.00		Rocke
17-03-31-09	402/DD	Swedish Medical Center	Distracted Driving Awareness Campaign	\$ 50,000.00		Erez
17-03-31-10	402/TSP	Children's Hospital Colorado	Teen Driver Safety Awareness Program	\$ 58,545.00		Erez
17-03-31-11	402/TSP	Drive Smart EC	Foothills School-Based Teen MV Program	\$ 65,230.00		Holly
17-03-31-12			Project Cancelled	\$ -		-
17-03-31-13	402/TSP	Safe Kids Larimer County	Young Driver Seat Belt Campaign	\$ 72,342.00		Erez
17-03-31-14	402/TSP	Foothills RETAC	Campaign for Young Drivers	\$ 45,000.00		Erez
17-03-31-15	402/TSP	Central Mountain RETAC	Seat Belt Safety and Compliance	\$ 60,000.00		Erez
<b>04 - Traffic Records</b>						
17-04-41-01	402/TR	CDPHE	2017 Problem ID	\$ 105,114.00		Gould
17-04-41-02	402/TR	Action Staffing	OTS Annual Reports/Publications	\$ 25,000.00		Gould
17-04-41-03	405c/M3DA	NorthGlenn PD	Electronic Ticket Writer System	\$ 14,552.00	\$ 3,638.00	Bourget
17-04-41-04	405c/M3DA	Alamosa PD	Electronic Citation Equipment Purchase	\$ 88,575.00	\$ 40,205.00	Bourget
17-04-41-05	405c/M3DA	Fl. Lupton PD	Ticket Writer/Upgrades	\$ 85,400.00	\$ 21,920.00	Bourget
17-04-41-06	405c/M3DA	Arapahoe County	Crash Records Improvements	\$ 52,900.00	\$ 13,330.00	Bourget
17-04-41-07	405c/M3DA	Douglas County	Geocoding of Crashes/Creat LRS	\$ 50,000.00	\$ 12,500.00	Bourget
17-04-41-08	405c/M3DA	TSE Branch	Traffic Records Coordinator	\$ 297,845.00	\$ 75,000.00	Babler/Bourget
17-04-41-09	405c/M3DA	TSE Branch	FARS Program Support	\$ 12,000.00	\$ 3,000.00	Babler/Bourget
17-04-41-10	405c/M3DA	CSP	Improve Accessibility to Crash Files	\$ 157,509.00	\$ 30,377.00	Bourget
<b>05 - Child Passenger Safety</b>						
17-05-51-01	402/CR	CSP	CPS Team Colorado	\$ 300,000.00		Erez
17-05-51-02	402/CR	Senicos De La Raza	CPS Program	\$ 50,437.00		Erez
17-05-51-03	402/CR	TBD	OP Mini Grants	\$ 75,000.00		Holly
17-05-51-04	402/CR	Children's Hospital Colorado	Each One Teach One Minority CPS Outreach Program	\$ 57,270.00		Erez
17-05-51-05	402/CR	SUCAP	CPS and Young Driver Program	\$ 50,000.00		Erez
17-05-51-06	402/CR	Drive Smart EC	Communications and Outreach Supporting CPS LE	\$ 70,305.00		Holly
17-05-51-07	402/CR	Swedish Medical Center	SMC's Car Seat Safety Program	\$ 35,000.00		Erez
17-05-51-08	402/CR	Paposa Pregnancy Support	Safe Choices for Children	\$ 29,906.00		Erez
<b>06 - Occupant Protection</b>						
17-06-61-01	405b/M2HVE	CSP	2017 Click It or Ticket	\$ 300,000.00	\$ 250,000.00	Chase
17-06-61-02	405b/M2HVE	TBD	Local LE Agencies/Click It or Ticket	\$ 400,000.00		Chase
17-06-61-03	402/OP	OTS	OP Tech Transfer	\$ 15,000.00		Chase
17-06-61-04	402/OP	TBD	HV Traffic Safety Campaigns-Mini Grants	\$ 30,000.00		Chase
17-06-61-05	402/OP	GSU	Seat Belt Survey	\$ 200,000.00		Erez
17-06-61-06	402/OP	Southern Colorado RETAC	San Luis Valley RETAC Occupant Protection	\$ 48,137.00		Rocke
17-06-61-07	402/OP	San Luis Valley RETAC	San Luis Valley RETAC	\$ 53,000.00		Erez
17-06-61-08	405b/M2HVE	Aurora PD	HVE and CPS Program	\$ 99,966.00	\$ 99,966.00	Chase
17-06-61-09	402/OP	TBD	HSO Traffic Safety Summit	\$ 75,000.00		Gould
17-06-61-10	402/OP	TBD	Traffic Safety Initiatives Mini Grants	\$ 25,000.00		Holly
17-06-61-11	402/OP	Plains to Peaks RETAC	Plains to Peaks RETAC Occupant Protection	\$ 55,000.00		Rocke
17-06-61-12			Project Cancelled	\$ -		-
17-06-61-13	402/OP	Montezuma Health Dept.	Montezuma OP Project	\$ 78,105.00		Erez
17-06-61-14	402/OP	Ute Mountain Ute	UMU MV Occupant Safety Program	\$ 75,000.00		Erez
<b>07 - Motorcycle Safety</b>						
17-07-71-01	405b/M9MT	TBD	MOST		Match \$ 100,000.00	Holly
17-07-71-02	402/MC	Drive Smart EC	Ride Smart Foothills MC Safety	\$ 63,230.00		Holly
<b>08 - Office of Communications</b>						
17-08-81-01	405d/M6OT	Amelie, CIG, NRC	High-Visibility DUI Enforcement PR/Eval	\$ 450,000.00		Cole
17-08-81-02	405d/M6OT	Explore	High-Visibility DUI Enforcement Paid Media	\$ 400,000.00		Cole
17-08-81-03	405d/M6OT	Hispanidad	High-Visibility DUI Enforcement - Latino & Paid Media	\$ 250,000.00		Cole
17-08-81-04	405b/M9MA	Amelie, Explore	Motorcycle Safety	\$ 71,000.00		Cole
17-08-81-04	402/MC	Amelie, Explore	Motorcycle Safety	\$ 79,000.00		Cole
17-08-81-05	405b/M2PE	Amelie, CIG, Explore	Click It or Ticket & Seat Belts - PR/Eval	\$ 150,000.00		Cole
17-08-81-06	405b/M2PE	Explore	Click It or Ticket & Seat Belts - Paid Media	\$ 175,000.00		Cole
17-08-81-07	402/PM	Hispanidad, Explore	Hispanic Occupant Protection	\$ 200,000.00		Cole
17-08-81-08	402/PM	Amelie	GDL and Teen Driving Safety Communications	\$ 75,000.00		Cole
17-08-81-09	402/PM	CIG and Explore	Child Passenger Safety	\$ 50,000.00		Cole
17-08-81-10	402/PM	Amelie, CIG	PR Program/Media Support	\$ 100,000.00		Cole
17-08-81-11	402/PM	CIG and Explore	Distracted Driving	\$ 250,000.00		Cole
17-08-81-12	402/PM	Amelie	Pedestrian Safety Communications	\$ 210,000.00		Cole
17-08-81-13	402/PM	Amelie, CIG, Explore	Occupant Protection Communications	\$ 275,000.00		Cole
<b>09 - Pedestrian &amp; Bicycle</b>						
17-09-91-01	402/PS	Aurora PD	Pedestrian Education and Safety Campaign	\$ 75,059.00		Rocke
17-09-91-02	402/PS	Denver PD	Prevention of Ped/Auto Collisions	\$ 95,000.00		Rocke
17-09-91-03	402/PS	City of Boulder	Boulder Safe Streets	\$ 52,758.00		Rocke
17-09-91-04	402/PS	West Metro Fire Rescue	Safe All Ways	\$ 52,020.00		Rocke
<b>10 - Older Driver</b>						
17-10-01-01	402/DE	Drive Smart Colorado	Aging Road Users	\$ 47,955.00		Holly
17-10-01-02	402/DE	Drive Smart EC	Increasing Aging Road User Safety	\$ 53,205.00		Holly
17-10-01-03	402/DE	Cordy & Company	Reaching Older Adult Drivers (ROAD )	\$ 45,978.00		Holly
<b>11 - Program Administration/Support</b>						
17-11-97-01	402/PA	OTS	P & A	\$ 180,000.00		Miller
17-12-98-01	405d/M6OT	OTS	Impaired Driving Program Support	\$ 200,000.00		Miller
17-12-98-02	402/OP	OTS	Occupant Protection Program Support	\$ 180,000.00		Miller
17-12-98-03	405c/M3DA	OTS	Traffic Records Program Support	\$ 120,000.00	\$ 30,000.00	Babler/Bourget
17-12-98-04	402/AL	PRO	Media Program Support - Impaired Driving	\$ 85,000.00		Cole
17-12-98-05	402/OP	PRO	Media Program Support - OP	\$ 85,000.00		Cole
17-12-98-06	405e/M8X	TBD	Distracted Driving Enforcement Initiatives Support	\$ 325,000.00	\$ 82,000.00	Gould
17-12-98-07	402/OP	TBD	Traffic Safety Initiatives Support	\$ 785,000.00	\$ 197,000.00	Gould
17-12-98-08	405b/M2X	TBD	Occupant Protection Safety Initiatives Support	\$ 40,000.00	\$ 10,000.00	Gould
17-12-98-11	405c/M3DA	TBD	Traffic Records Safety Initiatives	\$ 845,000.00	\$ 215,000.00	Bourget
17-12-98-09	405d/M6OT	TBD	Impaired Driving Initiatives Support	\$ 75,000.00	\$ 20,000.00	Davis
17-12-98-10	405b/M9X	TBD	Motorcycle Safety Initiatives Support	\$ 10,000.00	\$ 2,500.00	Davis

# Program Task Descriptions

## Safety Education and Enforcement Programs

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### Impaired Driving





## PROGRAM TASK DESCRIPTIONS

### Impaired Driving ~ Overview

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In Colorado, alcohol-related fatalities (Blood Alcohol Concentration .08 or above) increased from 134 in 2012 to 160 in 2014 (2015 data is not finalized). Alcohol-related fatalities represent 32% of the State's total of 488 fatalities for 2014.

Based on the 2016 CDOT Problem Identification Report, the Highway Safety Office within the Office of Transportation Safety will continue focusing on enhancing and expanding impaired driving prevention and enforcement programs Statewide. This will be accomplished through continued efforts by Colorado State Patrol, multi-jurisdictional enforcement efforts and specific targeted enforcement in Denver, Arapahoe and Adams counties.

Efforts and activities to address impaired driving include:

- Twelve 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*, including multi-jurisdictional “border wars”
- 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** 17-01-11-01  
**Program Name** Standard Field Sobriety Testing Enforcement Training  
**Contractor** LEAD Impairment Training  
**Program Manager** Rocke

CDOT has approved funding for this project for a second year. Lead Impairment Training will continue to provide high level training on Standard 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, to deter, detect and properly investigate impaired driving incidents.

Lead Impairment Training will provide five basic SFST, four SFST Instructor and twelve two-hour update trainings to Colorado LEOs to maintain their SFST practitioner certifications.

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	\$55,471
Agency Match	



## PROGRAM TASK DESCRIPTIONS

### Impaired Driving

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**Task Number** 17-01-11-02  
**Program Name** Colorado Task Force on Drunk and Impaired Driving  
**Contractor** Colorado State Patrol  
**Program Manager** Rocke

CDOT has approved funding for this project for a second year. The Colorado Task Force on Drunk and Impaired Driving (CTFDID) will continue to support the prevention, awareness, enforcement and treatment of drunk and impaired driving in Colorado through strong partnerships with public, private and non-profit organizations.

The CTFDID brings community and government organizations together, creating a forum for victims and advocates to access many subject matter experts and resources in one place. 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.

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** 17-01-11-03  
**Program Name** Support for DUI Courts  
**Contractor** Colorado Judicial Branch  
**Program Manager** Rocke

CDOT has approved funding for this project for a second year. This project will continue to focus on identifying the emphasis area of impaired driving in Colorado through the avenue of DUI Courts.

The DUI Courts program is designed to consolidate multiple applications from those county courts interested in starting or enhancing a 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 State Court Administrator’s Office (SCAO) will continue providing funds for the operation of DUI Courts in Alamosa, Las Animas and Park counties. The SCAO will provide funding for the new courts in Denver, La Plata and Morgan 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** 17-01-11-04  
**Program Name** Traffic Safety Resource Prosecutor  
**Contractor** Colorado District Attorneys' Council  
**Program Manager** Rocke

The Traffic Safety Resource Prosecutor (TSRP) program will continue to provide law enforcement and prosecutors throughout the state of 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 presents live trainings. One of the primary functions of the TSRP is fielding technical assistance requests which are simply requests for assistance or a request to answer 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	\$210,000
Agency Match	



## PROGRAM TASK DESCRIPTIONS

### Impaired Driving

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**Task Number** 17-01-11-05  
**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 three checkpoints, with two of those checkpoints to occur during holiday weekends. This project runs from Memorial Day through Labor Day. Agency selection is based on 2015 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 \$150,000  
 Agency Match



## PROGRAM TASK DESCRIPTIONS

### Impaired Driving

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**Task Number**            *17-01-11-06*  
**Program Name**        *Law Enforcement Assistance Fund*  
**Contractor**            *Office of Transportation Safety*  
**Program Manager**    *Chase*

The goal of the Law Enforcement Assistance Fund (LEAF) 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 Match                \$700,000



## PROGRAM TASK DESCRIPTIONS

### Impaired Driving

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**Task Number**                    *17-01-11-07*  
**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. This will total a minimum of 17 HVE periods supported through the HSO.

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

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

State Funds                    \$ 2,000,000



## PROGRAM TASK DESCRIPTIONS

### Impaired Driving

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**Task Number** 17-01-11-08  
**Program Name** Drug Recognition Expert Tech Transfer  
**Contractor** Office of Transportation Safety  
**Program Manager** Davis/Gould

These funds provide registration and travel costs to conferences and events related to Drug Recognition Expert (DRE) training, including the International Association of Chiefs of Police 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 for recognizing symptoms of drug use by the motoring public

Funds may also be used to cover travel and registration costs for 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 \$25,000  
Agency Match



## PROGRAM TASK DESCRIPTIONS

### Impaired Driving

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**Task Number** 17-01-11-09  
**Program Name** Impaired Driving Enforcement  
**Contractor** Colorado State Patrol  
**Program Manager** Chase

The goal of this project is to reduce by 25% the number of Driving Under the Influence of alcohol and or drugs (DUI)-related fatal and injury crashes investigated by Colorado State Patrol (CSP) Troopers statewide through FFY 2019 compared to FFY 2014.

To address this, the CSP, in conjunction with the Highway Safety Office (HSO), will identify target areas for additional impaired driving enforcement hours, based on the Problem Identification Report, to support the National Highway Traffic Safety Administration's (NHTSA) high-visibility enforcement campaigns. The CSP will also provide overtime hours at multi-agency sobriety checkpoints and saturation patrols and provide personnel as requested by the HSO to participate in public information programs and media events. The project will also provide overtime enforcement funding for Drug Recognition Expert (DRE) call-out evaluations as requested.

This project is supported in the Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices, 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 checkpoints conducted, # of motor vehicles stopped and checked, # of impaired driving arrests, # of drivers evaluated using SFST

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

Federal Funds \$445,221  
Agency Match



# PROGRAM TASK DESCRIPTIONS

## Impaired Driving

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**Task Number** 17-01-11-10  
**Program Name** Multi-jurisdictional “Border Wars”  
**Contractor** To Be Determined  
**Program Manager** Chase

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

This will be a multi-jurisdictional-directed zero-tolerance traffic enforcement that will occur on Highway 287 from Fort Collins, Colorado to Laramie, Wyoming on November 7, 2016. Agencies involved in Colorado will be Larimer County Sheriff’s Office, Fort Collins Police Department (PD), Loveland PD, CSU PD, and the Colorado State Patrol. These agencies will be covering approximately 35 miles on Highway 287.

The agencies participating in Wyoming will be the Wyoming Highway Patrol, Laramie PD, Albany County Sheriff’s Office, Cheyenne PD, Wyoming PD, Wyoming State Parks and the Wyoming Campus Police.

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

This project is supported in the Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices, Seventh Edition, 2013, 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 \$10,000  
Agency Match



## PROGRAM TASK DESCRIPTIONS

### Impaired Driving

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**Task Number** 17-01-11-11  
**Program Name** 2017 DUI High-Visibility Enforcement/Checkpoints  
**Contractor** Aurora Police Department  
**Program Manager** Chase

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

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

Federal Funds \$198,676  
Agency Match



# PROGRAM TASK DESCRIPTIONS

## Impaired Driving

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**Task Number** 17-01-11-12  
**Program Name** Denver’s Comprehensive Impaired Driving Project  
**Contractor** Denver Police Department  
**Program Manager** Chase

In 2015 there were 815 alcohol-related crashes in the City of Denver. This is a decrease from 2014 where there were 850 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.

Seventeen *High-Visibility Enforcement* (HVE) campaigns will be run throughout the year to address key periods and five sobriety checkpoint operations will be held during special events outside of HVE dates. The DUI Unit anticipates staging the sobriety checkpoint operations on roadways most travelled by impaired drivers. Saturation efforts will be deployed two or three times per month and will typically double the reach of the DUI Unit on a given night. All enforcement locations are driven by data that indicates higher concentrations of impaired driving crashes.

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

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** 17-01-11-13  
**Program Name** Law Enforcement Coordinators  
**Contractor** Office of Transportation Safety  
**Program Manager** Chase

The Office of Transportation Safety (OTS) designates five Regional Law Enforcement Coordinators (LEC) to coordinate all statewide training and local activities for local law enforcement agencies in their designated regions. 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, # of agencies recruited

**Funding Source:** 402

**Program Area:** PT/Police Traffic Services

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



## PROGRAM TASK DESCRIPTIONS

### Impaired Driving

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**Task Number** 17-01-11-14  
**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 (IACP) and the National Highway Traffic Safety Administration (NHTSA), CDOT will continue to expand and enhance the Drug Recognition Expert (DRE) Training program throughout the state, and will increase the number of DREs. Currently Colorado has 252 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** 17-01-11-15  
**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 2017 *Checkpoint Colorado* campaign, 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 increase 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*            **17-01-11-16**  
*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*            *17-01-11-17*  
*Program Name*         *DUI Court Administration*  
*Contractor*            *Colorado Judicial Branch*  
*Program Manager*    *Rocke*

The funds are used by Colorado Judicial Branch for the administrative personal services costs of the DUI Court process. The funds are state funds and are not used to match any other federal programs.

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

Federal Funds  
Agency Match         \$1,600,000



## PROGRAM TASK DESCRIPTIONS

### Impaired Driving

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**Task Number** 17-01-11-18  
**Program Name** Standard Field Sobriety Testing 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 three SFST and three 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 DRE/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** 17-01-11-19  
**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 2017 *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 the 2017 *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

### Impaired Driving

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**Task Number** 17-01-11-20  
**Program Name** High-Visibility Enforcement Impaired Driving  
**Contractor** Adams County Sheriff's Office  
**Program Manager** Chase

In 2014, there were 32 fatal crashes in Adams County. Of the 32 fatalities, 12 (38%) involved at least one driver with a Blood Alcohol Concentration (BAC )above the legal limit of .08%.

The Adams County Sheriff's Office will conduct three highly-publicized DUI checkpoints at various locations in the county, participate in all 17 *High-Visibility Enforcement* campaigns, and conduct five high-visibility saturation patrols involving numerous personnel and resources. Throughout the year, individual enforcement will be conducted in areas where Adams County has experienced high volumes of DUI crashes.

*This project addresses measures:*

- C-2. *Reduce the number of serious injuries in traffic crashes*
- C-5. *Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above*

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

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

Federal Funds \$200,000  
 Agency Match

# Program Task Descriptions

## Safety Education and Enforcement Programs

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### Speed Enforcement





## PROGRAM TASK DESCRIPTIONS

### Speed Enforcement ~ Overview

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In Colorado in 2015 there were 216 speed-related fatalities (preliminary data). This constitutes a 23% increase from the 167 speed-related fatalities reported in 2014 - the highest level of speed-related fatalities since 2007. 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** 17-02-21-01  
**Program Name** Focused Speed Enforcement  
**Contractor** Denver Police Department  
**Program Manager** Chase

Denver County ranks as one of Colorado’s top five counties for fatalities involving motor vehicle crashes. Speed-related fatalities remain a significant problem in Denver. During the 2009-2013 period the total number of speed-related fatalities increased by 18.2%.

The target population for this project is all drivers on Denver interstate highways 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 (DPD) Traffic Operations officers will execute operations over the course of approximately ten months each year, 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, # of contacts, # of speed-related fatalities

Funding Source: 402

Program Area: SE/Speed Enforcement

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



## PROGRAM TASK DESCRIPTIONS

### Speed Enforcement

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**Task Number** 17-02-21-02  
**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 (APD) will utilize standard police equipment, including 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 measure:  
 C-6. Reduce the number of speeding-related fatalities*

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

Federal Funds	\$70,290
Agency Match	
Local Benefit	\$70,290



## PROGRAM TASK DESCRIPTIONS

### Speed Enforcement

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**Task Number** 17-02-21-03  
**Program Name** High-Visibility Enforcement of Speeding Drivers  
**Contractor** Colorado Springs Police Department  
**Program Manager** Chase

In El Paso County, 34% of all traffic fatalities are speed-related. 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 measure:*

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

**Evaluation Measure:** # of speeding citations; # of enforcement activities, # of speed-related fatalities, # of traffic contacts, # of days speed trailers deployed

**Funding Source:** 402

**Program Area:** SE/Speed Enforcement

Federal Funds	\$74,993
Agency Match	
Local Benefit	\$74,993



## PROGRAM TASK DESCRIPTIONS

### Speed Enforcement

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**Task Number** 17-02-21-04  
**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 one 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 measure:  
C-6. Reduce the number of speeding-related fatalities*

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

Funding Source: 402  
Program Area: SE/Speed Enforcement

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



## PROGRAM TASK DESCRIPTIONS

### Speed Enforcement

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**Task Number** 17-02-21-05  
**Program Name** A Step Toward Reducing Traffic Fatalities  
**Contractor** Pueblo Police Department  
**Program Manager** Chase

In 2014, 9% of injury and fatal crashes and 5% of non-injury crashes in Pueblo involved speeding drivers. In the past three years, the City of Pueblo has experienced a spike in the number of traffic-related fatality crashes. Several of which had speed and alcohol as causative factors.

This project will focus on the issue of speed enforcement and the impact they have on reducing the number of fatality crashes in the City of Pueblo. The goal of reducing fatality crashes 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 measure:  
 C-6. Reduce the number of speeding-related fatalities*

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

Federal Funds	\$44,520
Agency Match	
Local Benefit	\$44,520



## PROGRAM TASK DESCRIPTIONS

### Speed Enforcement

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**Task Number** 17-02-21-06  
**Program Name** Highway 93 Speed Reduction Campaign  
**Contractor** Jefferson County Sheriff's Office  
**Program Manager** Chase

In 2014, 7% of injury and fatal crashes and 5% of non-injury crashes in Jefferson County involved speeding drivers.

State Highways 93 and 285, located within unincorporated Jefferson County, continue to experience drivers traveling at high rates of speed. High-visibility zero-tolerance enforcement of the speed limits on State Highway 93 between mile marker two through eleven, and Highway 285 within unincorporated Jefferson County, will be conducted by the Jefferson County Sheriff's Office. In addition, Jefferson County will coordinate larger speed enforcement operations including the Golden Police Department, Colorado State Patrol and Arvada Police Department utilizing marked and unmarked cars and motorcycle units.

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, # of speed-related fatalities, # of contacts

Funding Source: 402  
 Program Area: SE/Speed Enforcement

Federal Funds	\$99,176
Agency Match	
Local Benefit	\$99,176

# 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 Overview

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Fatalities among young drivers decreased from 74 in 2014 to 67 in 2015, representing a 10% decline. Young drivers remain over-represented in fatality crashes and the likelihood of a young driver being involved in a crash is still greatest in the first year 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 “older driver” defined as a driver over the age of 65, is one of the emphasis areas in the Colorado Strategic Highway Safety Plan (SHSP). In 2015, 82 fatalities involved an at-fault driver age 65 or older. This represents a 26% increase from 2014. As this population continues to grow, the Highway Safety Office, utilizing focus groups and outreach, will continue to identify countermeasures to address this emerging issue.

Fatalities involving a distracted driver constituted 15% of total fatalities in 2015. 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 the Graduated Drivers License (GDL)
- 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
- Developing Older Driver awareness and education programs in El Paso and Jefferson counties
- Enhanced enforcement of distracted driving laws statewide through 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** 17-03-31-01  
**Program Name** Data-Driven Approaches to Crime and Traffic Safety/  
Distracted Driving  
**Contractor** Greeley Police Department  
**Program Manager** Rocke

CDOT has approved funding for this project for year two of the three-year grant cycle. The Data Driven Approaches to Crime and Traffic Safety (DIDACTS) Distracted Driving project will continue to focus on education and enforcement efforts to reduce the number of distracted drivers within the targeted areas in Weld County. The Greeley Police Department (GPD) will maintain deployment of additional law enforcement presence during the hours of 2:00 - 6:00 pm to deter distracted driving among motorists.

In 2015, GPD made 543 traffic stops and issued 408 citations. Of these citations, 224 (55%) were issued for distracted-driving-related violations.

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** 17-03-31-02  
**Program Name** Aurora P.A.R.T.Y. Program  
**Contractor** University of Colorado Hospital  
**Program Manager** Erez

CDOT has approved funding for year two of the three-year grant cycle for the Aurora P.A.R.T.Y Program. Between 2009 and 2013, the fatality rates for drivers and passengers age 20 or younger increased 133.3% in Adams County and 22.2% in El Paso County. To address the serious problem affecting young drivers and passengers, 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 Weld and Larimer in 2017.

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 and 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, which includes impaired driving, distracted driving and the importance of the Graduated Drivers License (GDL) laws.

The program is a researched-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. Research will be ongoing and data will be analyzed early in 2017. In FY17 current programs will be expanded in the metro Denver and Colorado Springs areas, and will be expanded to Weld and Larimer Counties. 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 and post program surveys completed

Funding Source: 402

Program Area: TSP/Teen Safety Program

Federal Funds	\$49,659
Agency Match	
Local Benefit	\$49,659



# PROGRAM TASK DESCRIPTIONS

## Young Driver and Distracted Driving

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**Task Number** 17-03-31-03  
**Program Name** Young Driver Traffic Safety  
**Contractor** Weld County Public Health Department  
**Program Manager** Erez

CDOT has approved funding for year two of the three-year grant cycle for the Young Driver Traffic Safety project in Weld County. Weld County is one of the top five high-risk counties with 35 motor vehicle deaths in 2013. Weld County has had a high number of fatalities in the following categories; unrestrained occupants (12), alcohol (7), speeding (16), and motorcycle (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) when compared to any other Weld County age group. On average, six young drivers (age 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 Drivers 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 young driver component of the program will instruct high school students (pre-drivers and early drivers) about GDL, seatbelt use, distracted driving, and impaired driving. The law enforcement component will work with law enforcement officers to increase their knowledge of GDL provisions and increase their willingness to issue citations. The parent component will consist of parents of teen drivers meeting in small groups and on-line classes to encourage parents to initiate parent/teen driving contracts. The coalition component will identify and recruit stakeholders to work with high school students focusing on 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 presentations, # of parents completing on-line course, # of schools participating, pre and post survey results, % of students reporting seat belt usage

**Funding Source:** 402

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

Federal Funds	\$75,750
Agency Match	
Local Benefit	\$75,750



## PROGRAM TASK DESCRIPTIONS

### Young Driver and Distracted Driving

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**Task Number** 17-03-31-04  
**Program Name** Interactive High School Safety Programs  
**Contractor** To Be Determined  
**Program Manager** Erez

CDOT has approved funding for year two of the three-year grant cycle for the Interactive High School Safety Programs. Young drivers remain over represented in fatality crashes and the likelihood of a young driver being involved in a crash is greatest the first year of driving. Unrestrained passengers accounted for 52% of all passenger vehicle fatalities in 2015.

This program will focus on the 15-to-20 year old population and will operate in conjunction with the currently funded *Teen Seat Belt Challenge* program. The all-state *Getting It to Click* research confirms that crashes are the leading cause of death in the 15-20 year old age group. The research also found that addressing teen driving behavior requires multiple strategies. Communicating with teens is a new game, and many have found that incentives or competition encourage participation. The current *Teen Seat Belt Challenge* has been in most of the schools for 20+ years and the impact may have plateaued. This program is intended to be a new “kick start” to the *Challenge*. CDOT will partner with groups like ThinkFast Interactive, Impact Teen Drivers, and Teens in the Driver Seat to schedule multi-school kickoff events to involve students, parents, and school staff in education and communication about 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, Section 6. Young Drivers - 1.1 Graduated Driver Licensing - 3.2 Communications and Outreach Strategies for Low-Belt-Use Groups.

*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 observational surveys, # of contacts at events

Funding Source: 402

Program Area: TSP/Teen Safety Program

Federal Funds: \$150,000

Agency Match:

Local Benefit: \$150,000



## PROGRAM TASK DESCRIPTIONS

### Young Driver and Distracted Driving

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**Task Number** 17-03-31-05  
**Program Name** Young Driver Distracted Driving Campaign/Challenge  
**Contractor** Drive Smart Colorado  
**Program Manager** Rocke

CDOT has approved funding for this project for a second year. Drive Smart Colorado (DSC) will continue to address the issues by implementing proven strategies to decrease the incidence of distracted driving and increase Graduated Drivers License (GDL) law awareness. CDOT’s Problem Identification Report highlights being distracted as the main factor contributing to crashes 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 continue to 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 age 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 and Text Messaging Enforcement.

*This project addresses measures:*

- C-9. Reduce the number of drivers age 20 or younger involved in fatal crashes*
- C-12. Reduce the number of fatal crashes involving a distracted driver*

Evaluation Measure: # of schools participating, pre and post program survey results,  
 # of parents taking on-line parent course  
 Funding Source: 402  
 Program Area: DD/Distracted Driving

Federal Funds	\$48,151
Agency Match	
Local Benefit	\$48,151



## PROGRAM TASK DESCRIPTIONS

### Young Driver and Distracted Driving

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**Task Number** 17-03-31-06  
**Program Name** 2017 Distracted Driving  
**Contractor** Colorado State Patrol  
**Program Manager** Rocke

The Colorado State Patrol (CSP) issued 722 texting-while-driving violations in 2014 compared to 582 texting-while-driving violations in 2013. CDOT has approved funding for this project for a second year. The CSP will continue to provide high-visibility enforcement waves, proactive enforcement and ongoing public awareness campaigns throughout the grant period to combat distracted driving.

In 2015, CSP covered 3,491 crashes where distracted driving was cited as the primary causal factor.

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** 17-03-31-07  
**Program Name** 2017 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, 2 or 11 % of the drivers were recorded by the investigating officer as driving distracted.

CDOT has approved funding for this project for the second year of the three-year grant cycle. The Aurora Police Department will continue to increase the numbers of officers deployed, by using the established spotter techniques from high vantage points in targeted and high-traffic areas. This procedure will be used to observe and contact drivers who are exhibiting distracted driving behaviors.

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	\$63,128
Agency Match	
Local Benefit	\$63,128



## PROGRAM TASK DESCRIPTIONS

### Young Driver and Distracted Driving

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**Task Number** 17-03-31-08  
**Program Name** Distracted Driving Enforcement  
**Contractor** Denver Police Department  
**Program Manager** Rocke

CDOT has approved funding for this project for the second year of the three-year grant cycle. The Aurora Police Department will continue to increase the numbers of officers deployed by using the established spotter techniques from high vantage points in targeted and high-traffic areas. This procedure will be used to observe and contact drivers who are exhibiting distracted driving behaviors.

In 2015, the DPD Traffic Operations Bureau launched a high-visibility enforcement campaign, which will focus on distracted drivers over the next two years. DPD aims to maintain and 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** 17-03-31-09  
**Program Name** *Distracted Driving Awareness Campaign*  
**Contractor** *Swedish Medical Center*  
**Program Manager** *Erez*

CDOT has approved funding for year two of the three-year grant cycle for the Distracted Driving Awareness Campaign program. In 2015, 15% of all traffic fatalities involved a distracted driver. 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 increasing education by implementing a “Just Drive Program” to employees in at least eight companies and hospitals. It will also implement safety programs for teens and their parents in at least three high schools in the Metro area conducting the *Teens Take the Wheel* (Impact Teen Drivers) event.

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

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

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



# PROGRAM TASK DESCRIPTIONS

## Young Driver and Distracted Driving

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**Task Number** 17-03-31-10  
**Program Name** Teen and Distracted Driving Education/Awareness  
**Contractor** Children’s Hospital Colorado  
**Program Manager** Erez

Employing injury informatics developed by Children’s Hospital Colorado, and from Colorado Hospital Association data where all statewide Emergency Department visits for unintentional injuries were mapped by zip code (using Tableau Software), Children’s has identified ten priority zip codes in the Denver metro area where the volume of motor vehicle crash injuries sustained by children age 15-19 represent the highest counts in Colorado.

CDOT has approved funding for year two of the three-year grant cycle for the Teen Driver Safety Awareness program. This project will conduct focused work in two counties, Adams and Arapahoe, which are over represented in fatal crashes for drivers age 20 or younger. This project will also conduct activities in Denver, Jefferson and Douglas counties in zip codes identified in the data mapping efforts completed by Children’s.

This project will promote increased awareness of both Colorado’s GDL law and parental abilities to confidently participate in their teen’s driving experience. Children’s Hospital Colorado will utilize the Denver Metro Safe Kids coalition, which it leads, to deliver this Teen Driver Safety Awareness program. The project will collaborate with coalition member organizations to institute school-based and community-based teen-focused events and peer-to-peer programs. Activities include parent-teen events, peer-to-peer programs, mass media messaging and interactive educational booths at high-profile events attended by teens in targeted neighborhoods. A variety of evaluation measures will be employed to gauge the success of these interventions, including quantitative approaches designed to more accurately determine successful impact measures among teens in zip codes at greatest risk for motor vehicle crash injuries.

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, 2.1: 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:** # of schools participating, pre and post program survey results, # of teens and parents reached, increase in knowledge and awareness  
**Funding Source:** 402  
**Program Area:** TSP/Teen Safety Program

Federal Funds	\$58,545
Agency Match	
Local Benefit	\$58,545



# PROGRAM TASK DESCRIPTIONS

## Young Driver and Distracted Driving

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**Task Number** 17-03-31-11  
**Program Name** Foothills School-Based Teen Motor Vehicle Program  
**Contractor** Drive Smart Evergreen/Conifer  
**Program Manager** Holly

CDOT has approved funding for year two of the three-year Drive Smart Evergreen/Conifer’s Teen Motor Vehicle program. Jefferson County remains in the top five over-represented counties in Colorado for traffic fatalities and serious injury crashes, as well as unrestrained passenger vehicle occupant fatalities. According to the Fatality Analysis Reporting System, people age 15-20 living in Jefferson County account for nearly 7% of deaths in this age group statewide. According to the Colorado Health Information Dataset, people age 16-19 living in Jefferson County suffered motor vehicle injuries requiring hospitalization. In addition, Clear Creek County had significantly higher (than the state average) rates of motor vehicle injuries for the 15-19, 20-24 and 25-29 age groups.

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 four foothills high schools in four 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 and post program 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 and 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	\$65,230
Agency Match	
Local Benefit	\$65,230



# PROGRAM TASK DESCRIPTIONS

## Young Driver and Distracted Driving

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**Task Number** 17-03-31-13  
**Program Name** Young Driver Seat Belt Campaign  
**Contractor** Safe Kids Larimer County  
**Program Manager** Erez

CDOT has approved funding for year two of the three-year grant cycle for the Young Drivers Seat Belt Campaign. Larimer County has seen a 60% increase in unrestrained passenger vehicle occupant fatalities over a five-year period. Seat belt usage data for drivers age 20 or younger, collected in May, 2014, by Alexa’s Hugs, a Loveland, Colorado based non-profit, reported that 77% of high-school-age drivers in Larimer County were buckled up.

Safe Kids Larimer County (SKLC) will partner with a local 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 passengers’ 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, 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 eight 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 and post program survey results, # of radio spots created, # of driving schools and DMVs promoting parent on-line courses, # of parents taking the on-line course

Funding Source: 402

Program Area: TSP/Teen Safety Program

Federal Funds	\$72,342
Agency Match	
Local Benefit	\$72,342



# PROGRAM TASK DESCRIPTIONS

## Young Driver and Distracted Driving

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**Task Number** 17-03-31-14  
**Program Name** Campaign for Young Drivers  
**Contractor** Foothills RETAC  
**Program Manager** Erez

CDOT has approved funding for year two of the three-year grant cycle for the *Hang Up, Buckle Up, and Drive* campaign for young drivers. The Foothills RETAC represents Boulder, Clear Creek, Gilpin, Grand, and Jefferson Counties. In 2013, Jefferson County had 43 traffic fatalities of which 32%, or 14, were unrestrained. Clear Creek had eight fatalities, of which four were unrestrained. One driver age 20 and younger was involved in a fatal crash. In the same year Boulder County’s serious injuries went up by 38% and unrestrained fatalities went up by 50% from 2009 to 2013. Overall seat belt usage was only 74.5%. In Gilpin County there were 17 serious traffic crashes, one fatality, and two were unrestrained. In Grand county serious Injuries went up by almost 10% between 2009 and 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 and 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

**Task Number** 17-03-31-15  
**Program Name** Young Driver Seat Belt Safety and Compliance  
**Contractor** Central Mountains RETAC  
**Program Manager** Erez

CDOT has approved funding for year two of the three-year grant cycle for the Young Driver Seat Belt Safety and Compliance program. The Central Mountains Regional Trauma and Advisory Council (CMRETAC) region 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 six counties in the CMRETAC have experienced 14 traffic fatalities in the last five years, of which seven were unrestrained. In Eagle and Summit counties combined (the most populated counties) there were five fatalities and 13 hospitalizations for drivers age 20 and below during the last five years. Although the overall number of fatalities has decreased from years 2010 and 2011, the unbelted percentage has increased.

CMRETAC Prevention Coalition will address the seat belt usage in high schools in all six counties. *The Teen Seat Belt (TSB) Challenge* will be implemented in eight or more high schools. It will include a variety of activities such as school and community-wide seat belt metal signage, kick-off events which include community stakeholders and parents, distracted driving and GDL education, tee-shirt design contests with safety messages, and pledge banners. The eight-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. There are ten 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 and 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	\$60,000
Agency Match	
Local Benefit	\$60,000



## PROGRAM TASK DESCRIPTIONS

### Older Driver

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**Task Number** 17-10-01-01  
**Program Name** Aging Road Users  
**Contractor** Drive Smart Colorado  
**Program Manager** Miller

The Colorado Department of Transportation (CDOT), having identified the “aging road user” as one of the emphasis areas in the October 2014 Colorado Strategic Highway Safety Plan, has continued funding for year two of the three-year funding cycle for Drive Smart Colorado’s (DSC) Aging Road Users program in El Paso County. The problems identified in the 2016 application continue to exist in this region and CDOT agrees the DSC program will improve aging driver’s safety in El Paso County and other target areas.

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, there are approximately 625,804 licensed drivers age 65 and older in Colorado, but less than one percent of those drivers attend an AARP Safe Driver class.

Drive Smart Colorado (DSC) will incorporate proven programs in a comprehensive, multifaceted educational approach. *CarFit* Technician trainings and events will also be expanded to Custer, Larimer, Las Animas and Lincoln counties. A resource guide about 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 measure:*

*C-13. Reduce the number of fatal crashes involving a driver age 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	\$47,955
Agency Match	
Local Benefit	\$47,955



## PROGRAM TASK DESCRIPTIONS

### Older Driver

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**Task Number** 17-10-01-02  
**Program Name** Aging Road User Safety  
**Contractor** Drive Smart Evergreen/Conifer  
**Program Manager** Miller

The Colorado Department of Transportation (CDOT) has approved funding for year two of the three-year Drive Smart Evergreen/Conifer’s Aging Road User program. The problems identified in the 2016 application for Jefferson County’s drivers over age 65 who are hospitalized due to crash injuries remains significantly higher than the state’s rate of 39 per 100,000. Not only is this rate high; Jefferson County’s aging population is also large. According to the 2010 census, Jefferson County housed 60,411 people age 65 and over – 12% of Colorado’s population for this age group.

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 for, 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 measure:*

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

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

Federal Budget	\$53,205
Agency Match	
Local Benefit	\$53,205



## PROGRAM TASK DESCRIPTIONS

### Older Driver

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**Task Number** 17-10-01-03  
**Program Name** ROAD -- Reaching Older Adult Drivers  
**Contractor** Cordy and Company  
**Program Manager** Miller

Both Denver and Adams Counties are identified as being among Colorado’s top five counties for high levels of fatalities and serious injuries. Residents age 65 and older made up slightly more than 11% of the Denver County population. This age group made up 9% of the population in Adams County. CDOT has approved continued funding for year two of the three-year funding cycle for Cordy and Company’s ROAD program, which proposes to address older driver safety by conducting an Aging Road User 65+ initiative in Denver and Adams Counties.

The Reaching Older Adult Drivers (ROAD) program is an outreach initiative designed to educate road users age 65 and older, their families, friends and caregivers about programs to enable these drivers to remain mobile and continue safe travels for as long as possible. The program will incorporate research, the *CarFit* program, targeted messaging, an annual safety fair, and appropriate communications platforms accessed by the target population. The program proposes collaboration with community groups and medical providers who are willing to share information, including the Colorado Older Driver booklet and web site developed by Drive Smart Colorado, with older drivers and their families to help them make more informed decisions about driver safety.

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

*This project addresses measure:*  
 C-13. Reduce the number of fatal crashes involving a driver age 65 years or older

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

Federal Budget	\$45,978
Agency Match	
Local Benefit	\$45,978

# Program Task Descriptions

## Safety Education and Enforcement Programs

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Traffic Records





## PROGRAM TASK DESCRIPTIONS

### Traffic Records ~ Overview

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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 Report 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 Report 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 is a committee formed as 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 seven major State agencies: Human Services, Public Health and Environment, Public Safety, Revenue, Transportation, Judicial and the Office of Information Technology.

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 have recently revised 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:

- Identify and fulfill user requirements for traffic safety information
- Provide analyses for decision making, policy formulation and resource allocation
- Establish a multi-agency data dictionary and common standards for data compatibility and comparability
- Effect timely and accurate data collection and transfer among agencies and users
- Promote linkage among agencies
- Develop strategies to consolidate data from disparate sources for analysis and reporting
- Collaborate with state and local agencies to assess the impact of driver behavior on the number and severity of crashes, and to effect appropriate countermeasures
- Address 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 has recently been updated, which could bring about changes to the performance measures.

- 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 85.8% to 99.15%)
- Decrease the average number of days from the date of the crash report until its posting into the Department of Revenue’s (DOR) database (EARS) for review by qualified users (reduced from 22.14 days to 19.83 days last year)

The Colorado State Traffic Records Advisory Committee (STRAC) has updated their Strategic Plan. This updated document will serve a guideline to improving Colorado’s traffic records from 2016 through 2019. The goals and objectives outlined in the Strategic Plan are based on recommendations from the 2015 Traffic Records Assessment which was conducted by the National Highway Traffic Safety Administration (NHTSA). While STRAC’s purpose is still to further initiatives that help to reduce the number and severity of crashes on Colorado’s roads, the updated Strategic Plan will help to focus STRAC’s efforts in several key areas.

Strategic Goals identified for Colorado’s statewide traffic records system:

1. *Traffic Records Coordinating Committee Management:* Provide a sustainable, ongoing, dynamic mechanism for strategic decision making for traffic records improvements, for project coordination, and for project implementation.
2. *Strategic Planning:* Develop and maintain performance measures based on recommendations from the Traffic Records Assessment.
3. *Crash Data:* Identify and implement improvements to crash records based on recommendations from the Traffic Records Assessment.
4. *Vehicle Data:* Improve integration of vehicle records into the traffic records system.
5. *Driver Data:* Improve integration of driver records into the traffic records system.
6. *Roadway Data:* Improve integration and linkage of roadway data with traffic records.
7. *Citation/Adjudication Data:* Institute electronic citation projects to facilitate the development of statewide citation data and provide linkage to traffic records.
8. *EMS/Injury Surveillance Data:* Pursue integration of EMS/Hospital files with crash and other traffic records files.
9. *Data Use and Integration:* Improve data linkage between traffic records data systems.



## PROGRAM TASK DESCRIPTIONS

### Traffic Records

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**Task Number** 17-04-41-03  
**Program Name** Electronic Ticket Writer System  
**Contractor** Northglenn Police Department  
**Program Manager** Bourget

In 2014, the Northglenn Police Department purchased the Brazos eTicket Writer system to implement traffic enforcement operations. The Brazos eTicket Writer is a system that allows officers to complete summonses on a mobile data terminal and print out each summons, on scene for the violating driver. The information for each summons is maintained in cloud storage and later downloaded into the municipal court’s computer system. The efficiency and accuracy of this system supports expanding its use in operations.

Officers using the eTicket Writer system reduced their time spent writing traffic summonses by approximately 50% or five minutes per summons. Over the past five years Northglenn averaged 10,120 municipal traffic summonses per year. The time savings per year equates to 843 hours. In addition, officers using the eTicket Writer system are capturing data electronically with 100% accuracy and therefore improving the data and data transfer for state traffic reporting. By expanding the use of the eTicket Writer system in operations the Northglenn Police Department will not only increase efficiency and accuracy of data but will also increase education opportunities through aggressive enforcement of traffic laws to ultimately prevent traffic accidents and reduce the severity of crash-related injuries. Northglenn has the potential to reach thousands of drivers due to the high traffic volume. The average daily traffic count in I-25 segment 220.32 to 223.24, which is within Northglenn’s boundaries, is 142,000 vehicles, with daily vehicle miles of travel at 285,278.

The Northglenn Police Department is seeking funding to expand the use of the Brazos eTicket system to 10 additional mobile data terminals. The 20% match funds are available as a cash match from current personnel cost savings.

*This project addresses measures:*

*The project will support the following task from the CDOT STRAC Strategic Plan: “Support To improve the completeness of information in the citation database, and to increase “The percentage of citation records with no missing critical data elements” by increasing the number of electronic citations.*

*The Northglenn Police Department will provide the municipal court complete and accurate data to meet the standards established and published for local courts. (Page 113 State of Colorado Traffic Records Assessment)*

Evaluation Measure: C/A-C-1  
 Funding Source: 405C  
 Program Area: M3DA/Data Program

Federal Funds	\$14,552
Agency Match	\$3,638



# PROGRAM TASK DESCRIPTIONS

## Traffic Records

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**Task Number** 17-04-41-04  
**Program Name** Electronic Citation Equipment Purchase  
**Contractor** Alamosa Police Department  
**Program Manager** Bourget

The Alamosa Police Department will purchase electronic citation equipment and software to streamline the process of issuing citations, transferring them to court systems, and generating reports. The goal of this program is to reduce the number of officer errors on citations and reports, as well as reduce the transfer time from the issuance of the citation to reception by the appropriate court. The system will be integrated with electronic equipment already in use by the Alamosa Police Department. Moving to electronic citation software will reduce the number of errors that are commonly seen in our current paper-ticketing method. Match will consist of the Alamosa Police Department’s time for training and system adaptation, as well as I.T. match for additional personnel to manage the system at startup. This project will run concurrent with the City of Alamosa’s budget year 10/1/16 – 9/30/17.

### Performance Measures:

Evaluation for this project will be based on an error rate assessment, time spent on traffic stops, officer productivity, officer efficiency, and processing efficiency. Reports will be generated by the software. Administrators will be able to track the number and type of errors detected in the electronic citation on a far more efficient level than what is currently in place using hard copy citations. Officer safety will be increased by reducing time spent on stops, and officers’ exposure to traffic and other hazards.

### Measurement Formula:

Time from citation issuance until court reception can be calculated and compared against data from the previous year of using the paper ticket method. Accuracy of information can be calculated as an error percentage and compared to reported errors from the previous year. Length of stop times can be calculated using CAD logs provided by Colorado State Patrol to determine officer efficiency and the difference in the length of the stop. Officer productivity can be calculated by comparing officer statistics from electronic ticketing versus statistics from the prior year using paper ticketing.

Evaluation Measure: C/A-A-1  
 Funding Source 405C  
 Program Area M3DA/Data Program

Federal Funds	\$88,575
Agency Match	\$40,205



## PROGRAM TASK DESCRIPTIONS

### Traffic Records

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**Task Number** 17-04-41-05  
**Program Name** Ticket Writer Upgrades  
**Contractor** Ft Lupton Police Department  
**Program Manager** Bourget

This project will replace eleven-year-old electronic (DROID) ticket writers with updated and more compatible writers. The writers will be vehicle-based rather than hand-held checked-out units. Internal data transfer through the patrol vehicle wireless system will allow transfer of driver's license and registration data from state resources directly into the ticket writer. Municipal court software from a common vendor will allow seamless data transfer from the ticket writers to the court software and to the police department records management (RMS).

**Performance Measures:**

- Decrease ticket writing time and improve accuracy of data transfer from MDT sources using updated ticket writing hardware and software.
- Improve data transfer from ticket writer to departmental RMS and Municipal Courts by allowing transfer from patrol vehicle wireless rather than docking transfer.
- Decrease the number of docking transfer errors through auto-reporting from the wireless system in the vehicle.
- Streamline data electronic transfer from ticket writers to same-vendor court software reducing transfer errors.
- Decrease transfer time and employee time in data transfer process also decreasing data errors.

**Measurement Formula:**

Compare the number of tickets with data errors and missing data before and after installation. Compare the data transfer faults (docking errors) and transfer delays before and after installation.

Compare time required to complete tickets in the field before and after installation.

All measurements will be done for 3 months in 2015 and 3 months after the equipment installation. The same 3 month period will be used in both comparisons.

**Evaluation Measure:** C/A-A-1, C/A-C-1  
**Funding Source:** 405C  
**Program Area:** M3DA/Data Program

Federal Funds	\$85,400
Agency Match	\$21,920



# PROGRAM TASK DESCRIPTIONS

## Traffic Records

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**Task Number** 17-04-41-06  
**Program Name** Crash Records Improvements  
**Contractor** Arapahoe County  
**Program Manager** Bourget

The intent of the Crash Records Improvements project is to improve accuracy, uniformity and completeness of the off-system crash records in Arapahoe County. This project will:

- Develop a linear referencing system for county roads in Arapahoe County for the functional class of collector and above
- Geocode crashes that have no coordinate information for 2010 - 2014
- Code (snap) crash data to newly developed linear referencing system
- Develop a geoprocessing model for future updates to crash data
- Document the process for encoding off-system crash data to newly developed linear referencing system to be used by Arapahoe County going forward
- Work in close cooperation with law enforcement officials reporting crashes in Arapahoe County to ensure that coordinates or locations such as mile-post-based crash locations on off-system roads are reported going forward

Frequently, accident reports do not report location of crashes on off-system roads in Arapahoe County with sufficient accuracy and specificity. This is partially attributed to the lack of linear referencing system on off-system roads. Incomplete or missing crash location information in crash data often obscures crash causality and leads to the construction of inappropriate counter-measures. Implementation of this project is expected to substantially improve the quality, uniformity and completeness of crash records in Arapahoe County. Throughout this process Arapahoe County will work in close cooperation with law enforcement officials reporting crashes in Arapahoe County to ensure that coordinates or locations such as mile-post-based crash locations on off-system roads are consistently reported going forward. Following the completion of this project, the Arapahoe County will provide corrected crash records to the CDOT Traffic and Safety Engineering Branch to be included in the state’s permanent crash records file. This work will provide sustainable methodology to ensure reliable quality of off-system traffic records going forward.

### Performance Measures:

At present approximately 200 miles of county roads in unincorporated Arapahoe County (collectors and above that are not city streets) do not have a linear referencing system and more than 3,000 crash records (2010-2014) on county roads in Arapahoe County do not have coordinates. Following completion of this project at least 99% of these records will be assigned coordinates and a linear location such as a mile-post on the newly created linear referencing system

### Measurement Formula:

Measure the exact number of miles of county roads in Arapahoe County without linear referencing system and the number of crashes (2010-2014) without coordinates. Calculate percent of records without coordinates and linear location such as a mile-post at completion of work.

**Evaluation Measure:** C-A-1, C-C-1  
**Funding Source:** 405C  
**Program Area:** M3DA/Data Program

Federal Funds	\$52,900
Agency Match	\$13,330



# PROGRAM TASK DESCRIPTIONS

## Traffic Records

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**Task Number** 17-04-41-07  
**Program Name** Geocoding of Crashes and Creating LRS  
**Contractor** Douglas County  
**Program Manager** Bourget

The intent of this project is to improve accuracy, uniformity and completeness of the off-system crash records in Douglas County. This project will:

- Develop a linear referencing system for county roads in Douglas County for the functional class of collector and above
- Geocode Crashes that have no coordinate information for 2010 - 2014
- Code (snap) crash data to the newly developed linear referencing system
- Develop geoprocessing model for future updates to crash data
- Document the process for encoding off-system crash data to newly developed linear referencing system to be used by Douglas County going forward
- Work in close cooperation with law enforcement officials reporting crashes in Douglas County to ensure that coordinates or locations such as mile-post-based crash locations on off-system roads are reported going forward

Frequently, accident reports do not report location of crashes on off-system roads in Douglas County with sufficient accuracy and specificity. This is partially attributed to the lack of linear referencing system on off-system roads. Incomplete or missing crash location information in crash data often obscures crash causality and leads to the construction of inappropriate counter-measures. Implementation of this project is expected to substantially improve the quality, uniformity and completeness of crash records in Douglas County. Throughout this process Douglas County will work in close cooperation with law enforcement officials reporting crashes in Douglas County to ensure that coordinates or locations such as mile-post-based crash locations on off-system roads are consistently reported going forward. Following the completion of this project, Douglas County will provide corrected crash records to the CDOT Traffic and Safety Engineering Branch to be included in the state’s permanent crash records file. This work will provide sustainable methodology to ensure reliable quality of off-system traffic records going forward.

*This project addresses measure:*

At present approximately 210 miles of county roads in unincorporated Douglas County (collectors and above that are not city streets) do not have a linear referencing system and over 3,000 crash records (2010-2014) on county roads in Douglas County do not have coordinates. Following completion of this project at least 99% of these records will be assigned coordinates and a linear location such as a mile post on the newly created linear referencing system.

**Measurement Formula:**

Measure the exact number of miles of county roads in Douglas County without linear referencing system and the number of crashes (2010-2014) without coordinates. Calculate the percentage of records without coordinates and linear location such as a mile-post following completion of work.

**Evaluation Measure:** C-A-1, C-C-1  
**Funding Source:** 405C  
**Program Area:** M3DA/Data Program

Federal Funds \$50,000  
 Agency Match \$12,500



## PROGRAM TASK DESCRIPTIONS

### Traffic Records

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**Task Number** 17-04-41-08  
**Program Name** Traffic Records Coordinator  
**Contractor** Traffic and Safety Engineering Branch  
**Program Manager** Bourget

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

Duties will include monitoring the work done on projects relating to developing a statewide crash database. The traffic records coordinator will work with stakeholders to facilitate the roll-out of a new State crash form, expand data collection as well as distribution, establish requirements (IT, business rules, confidentiality/security, etc.) for new projects, especially those related to data sharing, and help manage or monitor TR projects. Other duties will include participating in STRAC and promoting participation in projects by stakeholders, promoting e-crash transmission into DOR, helping with related projects, and soliciting new agencies to transmit their crash reports electronically.

*This project addresses measures:*

*Crash/Timeliness – The average number of days from the dates of the crash report until its posting into EARS. A one year review of the EARS database was conducted to establish the values for timeliness of crash records.*

*Crash/Timeliness – The number of reports posted into EARS within 30 days of crash. A one year review of the EARS database was conducted to establish the values for timeliness of crash records.*

*Roadway/Accuracy – The percentage of locatable (latitude and longitude 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*

Evaluation Measure: C-T-1, C-A-1, C-X-1  
 Funding Source: 405C  
 Program Area: M3DA/Data Program

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



## PROGRAM TASK DESCRIPTIONS

### Traffic Records

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**Task Number** 17-04-41-09  
**Program Name** FARS Program Support  
**Contractor** Traffic and Safety Engineering Branch  
**Program Manager** Baber/Bourget

This project is necessary to support the ongoing cooperative agreement with NHTSA/NCSA. It will enable Colorado to provide an overall measure of highway safety, to help identify traffic safety problems and to suggest solutions to those problems. It will also facilitate an objective basis to evaluate the effectiveness of motor vehicle safety standards and highway safety programs. Most of the costs are funded by FARS (NHTSA); this is supplemental funding.

*This project addresses measures:*

*Maintain the timeliness and accuracy of CDOT fatal accident data.*

*Provide fatality data for federal, state, local agencies and local municipalities.*

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

**Funding Source:** 405C

**Program Area:** M3DA/Data Program

Federal Funds	\$12,000
Agency Match	\$3,000



## PROGRAM TASK DESCRIPTIONS

### Traffic Records

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**Task Number** 17-04-41-10  
**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 in order to improve accessibility to case files by 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.

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

**Measurement Formula:**

The CSP will measure external users' satisfaction level with the improved accessibility to crash files by administering a random sampling survey of external users. This will be done at the beginning and the conclusion of the project. The CSP will calculate the percentage of change in satisfaction level using data from the surveys.

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

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

# 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 2015 was 85%, which is below the national average of 87%. Colorado remains one of 15 States without a primary seat belt law. In 2015, preliminary data indicates that of the state's 346 passenger vehicle occupant fatalities, 181 or 52%, were unrestrained.

Based on the CDOT Problem Identification Report and the 2015 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 three *Click It or Ticket* high-visibility campaigns including *May Mobilization* and two rural campaigns in March and July
- 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** 17-05-51-01  
**Program Name** Child Passenger Safety Team Colorado  
**Contractor** Colorado State Patrol  
**Program Manager** Erez

CDOT has approved funding for year two of the three-year grant cycle for the Child Passenger Safety (CPS) Team Colorado program. According to local data collected by the Colorado State Patrol (CSP) in the last five years, over 30,000 children were involved in crashes. Over the last five years, more than 20% of children age zero to 15 who were improperly restrained became injured or killed as the result of a motor vehicle crash. Currently, Colorado has over 100 car seat inspection stations. These stations serve as a resource for parents and caregivers. Trained CPS technicians ensure child safety restraints are installed properly and used correctly. They also 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 as a result 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 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. The program will also provide overtime to CSP law enforcement. CPS Team Colorado will encourage car seats distribution, and will continue to support organizations conducting Inspection Stations. The program maintains the statewide list of inspection stations and offers training and resources. Colorado CPS technicians will provide education and outreach for booster seat and seat belt age children. Age-specific curricula and media components will be offered. 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** 17-05-51-02  
**Program Name** Child Passenger Safety Program  
**Contractor** Servicios de La Raza  
**Program Manager** Erez

CDOT has approved funding for year two of the three-year grant cycle for the Child Passenger Safety Program.

Unrestrained fatalities remain high in the five counties served by Servicios de La Raza (SDLR). The percentage of children placed correctly in safety seats in Arapahoe County was 47%; in Douglas County 52%; and in Denver County 73%. A study by Martin M. Holden revealed the leading cause of death for Latino children in the United States was injuries caused by motor vehicle accidents. Fatalities would 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 who participated in the study were primarily Latino, with low levels of income, education, and acculturation.

This project will focus on Child Passenger Safety education, inspection, installation and outreach, targeting Latino families within the Greater Denver Metropolitan Area, which includes the following counties: Adams, Arapahoe, Broomfield, Denver, and Jefferson. The majority of clients who will receive child passenger seats from Servicios de la Raza’s inspection stations are Hispanic families. By focusing on Child Passenger Safety education and outreach for Hispanic families in the Greater Denver Metropolitan Area, SDLR will increase child passenger safety through proactive measures of outreach and education. All installations of child passenger seats will be performed by certified technicians. SDLR will continue to serve as a culturally responsive leader for members of the Hispanic community by offering life-saving information regarding seat belts and child passenger safety. Funding will go toward maintaining and enhancing capacity within the inspection station that is geared to overcome cultural and linguistic barriers.

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 measure:*

*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	\$50,437
Agency Match	
Local Benefit	\$50,437



## PROGRAM TASK DESCRIPTIONS

### Child Passenger Safety

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**Task Number** 17-05-51-03  
**Program Name** Occupant Protection Mini-Grants  
**Contractor** To Be Determined  
**Program Manager** Holly

Rural organizations from counties named as high-risk in the Problem Identification Report will be contacted and sent information on how to apply for Occupant Protection 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 safety classes for youths as well as adults.

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** 17-05-51-04  
**Program Name** Each One Teach One, Child Passenger Safety Outreach Program  
**Contractor** Children’s Hospital Colorado  
**Program Manager** Erez

CDOT has approved funding for year two of the three-year grant cycle for the Each One Teach One Child Passenger Safety (CPS) Outreach Program. Denver County has been identified as having the highest number of non-fatal serious injuries (597). Motor vehicle crashes are a leading cause of injury death for children age one to fourteen in Colorado, and the third leading cause of death due to injury for infants less than a year old. African American children age four to seven 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.

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 involved in traffic crashes, including; child safety seat distribution and education programs, and community-wide educational efforts aimed at increasing child safety seat use. The project will employ a variety of evaluation measures to gauge the success of these interventions, including several quantitative approaches designed to more accurately determine successful outcomes measures among children residing in zip codes with the greatest risk zfor motor vehicle crash injuries.

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 measure:*

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

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

Funding Source: 402  
 Program Area: CR/Child Restraint

Federal Funds	\$57,270
Agency Match	
Local Benefit	\$57,270



## PROGRAM TASK DESCRIPTIONS

### Child Passenger Safety

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**Task Number** 17-05-51-05  
**Program Name** Child Passenger Safety and Young Drivers Program  
**Contractor** Southern Ute Community Action Programs  
**Program Manager** Erez

CDOT has approved funding for year two of the three-year grant cycle for the Child Passenger Safety and Young Drivers Program. In La Plata County, unrestrained passenger vehicle fatalities increased by 18.9% over the past 5 years.

The Southern Ute Community Actions Program (SUCAP) will provide education and awareness activities for parents, a High School Challenge and a child safety seat distribution program to increase the rate 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. This would impact 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 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 and staff attending events, # of families served, # of car seats distributed, # of restrained parents dropping children at school, pre and post seat belt surveys in high school, pre and post survey of events attendees to gauge knowledge and/or attitude change

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

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



## PROGRAM TASK DESCRIPTIONS

### Child Passenger Safety

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**Task Number** 17-05-51-06  
**Program Name** Communications and Outreach Supporting CPS  
**Contractor** Drive Smart Evergreen/Conifer  
**Program Manager** Holly

CDOT has approved funding for year two of the three-year grant cycle for the Drive Smart Evergreen’s child passenger safety program. The foothills area served by Drive Smart Evergreen/ Connifer (EC) saw an increase in unrestrained vehicle occupant fatalities over the past five year period. Jefferson County remains in the top five over-represented counties in Colorado for fatal crashes and unrestrained passenger fatalities in the state. According to the Colorado Public Health Information Dataset, motor vehicle hospitalization injury rates for juveniles age five to fifteen in Clear Creek and Park Counties is orders of magnitude higher than the statewide rate.

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 program will be approached for participation in NHTSA countermeasure-recommended programs supporting enforcement and compliance 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 seats related citations issued, pre and post program intervention surveys, parent surveys to gauge knowledge and/or attitude change

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

Federal Funds	\$70,305
Agency Match	
Local Benefit	\$70,305



## PROGRAM TASK DESCRIPTIONS

### Child Passenger Safety

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**Task Number** 17-05-51-07  
**Program Name** Swedish Medical Center Car Seat Safety Program  
**Contractor** Swedish Medical Center  
**Program Manager** Erez

CDOT has approved funding for year two of the three-year grant cycle for the Swedish Medical Center’s Car Seat Safety program. Motor vehicle crashes are the leading cause of injuries and death for children in the state of Colorado. In Arapahoe County, serious injuries occurrences are high and overall seat belt usage for front and rear booster use is low. Over the last five years, there has been an increase of 71.1% in serious injuries in traffic crashes.

Swedish Medical Center (SMC) has three 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 six weeks before delivery.
- Increase communication and outreach to children and parents by 10% about the importance of car seat safety, especially targeting the booster age child.
- 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** 17-05-51-08  
**Program Name** Safe Choices for Children  
**Contractor** Pagosa Pregnancy Support Center  
**Program Manager** Erez

CDOT has approved funding for year two of the three-year grant cycle for the Safe Choices for Children program. Archuleta County’s traffic fatalities increased 41.5% over the past five years. In 2014, 25% of serious injury crashes involved unrestrained vehicle occupants. Local observations by two Child Passenger Safety (CPS) technicians, at separate sites, showed that 80% of local children were improperly restrained in vehicles.

Pagosa Pregnancy Support Center is located in rural Southwest Colorado and will provide 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
- Running the new child passenger inspection station at Pagosa Pregnancy Support Center with two 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	\$29,906
Agency Match	
Local Benefit	\$29,906



## PROGRAM TASK DESCRIPTIONS

### Occupant Protection

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**Task Number** 17-06-61-01  
**Program Name** 2017 Click It or Ticket  
**Contractor** Colorado State Patrol  
**Program Manager** Chase

Over the past three years, the Colorado State Patrol (CSP) has observed an increase in the number of unrestrained fatalities and injured vehicle occupants. The statewide perspective reports 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.

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

This project is supported in the [Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices](#), Seventh Edition, 2013, Section 2. Seat Belts and Child Restraints - 2.3 Sustained Enforcement.

*This project addresses measure:*

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

**Evaluation Measure:** # of citations issued, # of contacts, # of unrestrained fatalities/injury crashes

**Funding Source:** 405B

**Program Area:** M2HVE/Low HVE

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



## PROGRAM TASK DESCRIPTIONS

### Occupant Protection

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**Task Number** 17-06-61-02  
**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 resulted in the highest national seatbelt usage rate of 87%. Colorado remains below this national average at 85%. This year, law enforcement agencies around the state will participate in the *May Mobilization CIOT* campaign and two additional enforcement periods – *Rural CIOT* enforcement campaigns in March and July.

The goal of this project is to encourage all Colorado local law enforcement agencies to aggressively enforce 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, # of contacts, # of unrestrained fatalities/injury crashes

Funding Source: 405B

Program Area: M2HVE/Low HVE

Federal Funds \$400,000  
Agency Match



## PROGRAM TASK DESCRIPTIONS

### Occupant Protection

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**Task Number**            *17-06-61-03*  
**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



## PROGRAM TASK DESCRIPTIONS

### Occupant Protection

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**Task Number** 17-06-61-04  
**Program Name** Occupant Protection Education  
**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 Highway Safety Office traffic safety campaigns including: three *Click It or Ticket* enforcement campaigns, impaired driving national enforcement *Labor Day Crackdown*, *Motorcycle Awareness Week*, and *Child Passenger Safety Week*. Two regional recognition events will also be hosted in the spring of 2017. 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**            *17-06-61-05*  
**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 the 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 number of passengers who wear seat belts.

Data will be recorded and translated into digital form for statistical analyses. These 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 will include standard errors as well as other critical information for making decisions and creating educational programs. Comparative data for the seat belt results of previous studies will be important components of the reports.

*This Project addresses measure:*

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

**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** 17-06-61-06  
**Program Name** Southern Colorado RETAC Occupant Protection  
**Contractor** Southern Colorado RETAC  
**Program Manager** Rocke

The Southern Colorado RETAC represents a six-county region that includes Baca, Bent, Crowley, Kiowa, Otero, and Prowers. In these counties, in 2014, 13 of 24 (54%) motor vehicle occupant fatalities and 14 of 65 (22%) motor vehicle occupants seriously injured in a crash did not utilize seat belts or other restraints.

This project will continue to focus on overall seat belt compliance for four special populations and the intersection which includes rural motor vehicle occupants/drivers and occupants/drivers under 20 years old. The project utilizes law enforcement to encourage *Click It or Ticket* activities, distribution of print materials, engagement 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 measure:*

*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	\$46,137
Agency Match	
Local Benefit	\$46,137



# PROGRAM TASK DESCRIPTIONS

## Occupant Protection

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**Task Number** 17-06-61-07  
**Program Name** San Luis Valley Regional Emergency Trauma Advisory Council  
**Contractor** San Luis Valley RETAC  
**Program Manager** Erez

CDOT has approved funding for year two of the three-year grant cycle for the San Luis Valley (SLV) RETAC program. All six counties in the San Luis Valley are over-represented, by population, in unrestrained passenger vehicle occupant fatalities. In 2014, 44% of motor vehicle fatalities and 46% of motor vehicle occupant serious injuries were unrestrained.

The SLV RETAC program focuses on three target age groups including a child passenger safety (CPS) initiative, a male drivers age 21-24 seat belt campaign, and teen driver and passenger education and awareness campaigns. 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 inspection stations across the SLV.

The *Teen Seat Belt (TSB) Challenge* program will continue to be implemented in high schools, with pre and post program surveys conducted and a variety of presentations delivered. Peer-to-peer activities will be led by student councils emphasizing the Graduated Drivers License (GDL) law. Creation of print materials and other seat belt/distracted driving campaigns will be executed at the schools. The *May Mobilization* will be supported throughout the SLV via marketing, enforcement, and the local State Patrol’s unannounced seat belt observations at high-usage rural roads targeting male drivers age 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 and 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	\$53,000
Agency Match	
Local Benefit	\$53,000



## PROGRAM TASK DESCRIPTIONS

### Occupant Protection

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**Task Number** 17-06-61-08  
**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%, which was an increase from 83.5% in 2012. Arapahoe County’s seat belt use rate was shown to be 83.7%, which was a decrease from 84.6% in 2012. Over the past five 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 fatalities in the City of Aurora. Of those, four (21%) involved 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 this second 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, # of drivers contacted, pre and post program survey results, # of unrestrained fatalities/injury crashes

**Funding Source:** 405B

**Program Area:** M2HVE/Low HVE

Federal Funds	\$99,966
Agency Match	\$99,966
Local Benefit	



## PROGRAM TASK DESCRIPTIONS

### Occupant Protection

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**Task Number** 17-06-61-09  
**Program Name** Highway Safety Office Traffic Safety Summit  
**Contractor** Office of Transportation Safety  
**Program Manager** Gould

The CDOT Highway Safety Office will host the 2017 Highway Safety Summit in the summer of 2017. 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 measure:  
C-1. Reduce the number of traffic fatalities*

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

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



## PROGRAM TASK DESCRIPTIONS

### Occupant Protection

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**Task Number**                *17-06-61-10*  
**Program Name**             *Traffic Safety Initiatives Mini-Grants*  
**Contractor**                 *To Be Determined*  
**Program Manager**        *Holly*

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, 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** 17-06-61-11  
**Program Name** Plains to Peaks RETAC Occupant Protection  
**Contractor** Plains to Peaks RETAC  
**Program Manager** Rocke

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 will continue to focus 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. Plains to Peaks RETAC's objective is to maintain a measurable increase in seat belt use and a reduction in unrestrained crashes and fatalities in each of the five 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 measure:*

*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: \$55,000  
Agency Match:  
Local Benefit: \$55,000



## PROGRAM TASK DESCRIPTIONS

### Occupant Protection

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**Task Number** 17-06-61-13  
**Program Name** Montelores Occupant Protection Project  
**Contractor** Montezuma Health Department  
**Program Manager** Erez

This project will continue to focus 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. Plains to Peaks RETAC’s objective is to maintain a measurable increase in seat belt use and a reduction in unrestrained crashes and fatalities in each of the five counties.

The Montelores OP Project will conduct the *High School Challenge* campaign in all five area high schools. The campaign will cover Graduated Drivers 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. In partnership with the Colorado State Patrol, the program will also host a booth at the AG-Expo in March where attendance reaches thousands of teens and their parents.

Additional goals of this project include:

- Implementing a rural seat belt campaign targeting drivers and passengers age 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.
- Supporting the eight local 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’s 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	\$78,105
Agency Match	
Local Benefit	\$78,105



## PROGRAM TASK DESCRIPTIONS

### Occupant Protection

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**Task Number** 17-06-61-14  
**Program Name** Ute Mountain Ute Motor Vehicle Occupant Safety Program  
**Contractor** Ute Mountain Ute  
**Program Manager** Erez

CDOT has approved funding for year two of the three-year grant cycle for the Ute Mountain Ute (UMU) Motor Vehicle Safety Program. In 2014, in the UMU tribal community, there were nine crashes, two of which involved tribal members. There was one fatality and one serious injury. The UMU seat belt usage rate is 46%, which is significantly lower than the statewide usage rate of 85%.

The Ute Mountain Ute Tribe’s 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 continue to 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 toward restraints 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	\$75,000
Agency Match	
Local Benefit	\$75,000

# Program Task Descriptions

## Safety Education and Enforcement Programs

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### Motorcycle Safety





## PROGRAM TASK DESCRIPTIONS

### Motorcycle Safety ~ Overview

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In Colorado in 2015 there were 106 (preliminary data) motorcyclist fatalities; this is a 12% increase from 94 motorcyclist fatalities in 2014. The Highway Safety Office (HSO) will continue efforts to educate motorcyclists on the need for proper training, licensing, riding sober and the use of protective gear. The HSO will also continue to educate the motoring public on 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**            *17-07-71-01*  
**Program Name**        *Motorcycle Operator Safety Training*  
**Contractor**            *Motorcycle Safety Foundation*  
**Program Manager**    *Holly*

Motorcycle Operator Safety Training (MOST) funds are dedicated from CDOT and are used as match for 405f Motorcycle Safety Grant funds.

During FY 2017 the Highway Safety Office will continue to administer the statewide motorcycle rider education program that was established by statute in 1990. The program is funded through a \$2 surcharge on motorcycle endorsements on Colorado driver's licenses and \$4 on motorcycle license registrations. The program trains approximately 10,000 students per year through vendors at training sites statewide. The Motorcycle Safety Foundation will perform contractual duties under the direction of the MOST Program Coordinator who oversees and administers the program.

**Funding Source:**        State  
**Program Area:**        M9MT/Motorcycle Training

Federal Funds	
Agency Match	\$100,000



## PROGRAM TASK DESCRIPTIONS

### Motorcycle Safety

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**Task Number** 17-07-71-02  
**Program Name** Ride Smart Foothills Motorcycle Safety  
**Contractor** Drive Smart Evergreen/Conifer  
**Program Manager** Holly

CDOT has approved continuation funding for year two of the three-year grant funding cycle for the Drive Smart Evergreen/Conifer's *Ride Smart* program. In Jefferson County, motorcyclist fatalities have increased. Jefferson County is in the top five counties for the number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of 0.08 or above. In Jefferson County, speeding-related fatalities have also increased in the past five 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 (FARS), half of Jefferson County motorcyclist fatalities were alcohol-impaired, almost twice the statewide rate of 27% of motorcyclist fatalities affected by alcohol impairment.

This project will consist of the following educational programs:

- A Safety Run in which riders will sign-up for a free guided ride through some of the more hazardous roads in and around the Evergreen mountain area, to educate riders so they can identify hazards and learn how to navigate them
- The *Green, Yellow, Red* program which offers pods to store bikes of impaired riders safely will continue but with donated pods instead of leased ones: the storage areas will be dual-use with advertising space for motorcycle safety messaging
- A suggestion box will be placed in participating establishments to get riders' input on what programs they feel may be effective in promoting use of safety gear, responsible drinking and riding, and how to communicate messages to drivers to "share the road"
- A "ride safe" message contest in which the winning message will be used on banners and other signage is planned during the summer months when riding is the heaviest
- Continued participation in events, fairs, and similar venues to foster one-on-one educational opportunities with motorcycle riders

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 pods placed, # of events attended, # of motorcyclists participating in guided ride  
 Funding Source: 402  
 Program Area: MC/Motorcycle Safety

Federal Funds	\$63,230
Agency Match	
Local Benefit	\$63,230

# Program Task Descriptions

Safety Education and Enforcement Programs

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Office of Communications





## PROGRAM TASK DESCRIPTIONS

### Office Of Communications ~ Overview

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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. 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 (OTS), 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 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 special events and press conferences
- Development of materials for Hispanic audiences and Spanish language media
- Execution of mass media messages and campaigns 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** 17-08-81-01  
**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, in 2014 there were an estimated 160 fatalities where a driver had a blood alcohol content of 0.08 and above, corresponding to a 13% increase from 2013. In 2014, there were 5,256 motor vehicle crashes involving a driver that law enforcement officers believed was drug or alcohol-impaired. A total of 11,378 people were impacted by a crash involving an impaired driver. The percentage of people who were injured as a result of being in this type of crash was higher compared to crashes not involving an impaired driver.

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

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

This project is supported in the Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices, Seventh Edition, 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 as measured by paid media impressions, earned media impressions, survey data, and FARS data.

**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** 17-08-81-02  
**Program Name** High-Visibility DUI Enforcement – Paid Media  
**Contractor** Explore Communications  
**Program Manager** Cole

According to the Problem Identification Report, in 2014, there were an estimated 160 fatalities where a driver had a blood alcohol content of 0.08 and above, corresponding to a 13% increase from 2013. In 2014, there were 5,256 motor vehicle crashes involving a driver that law enforcement officers believed was impaired. A total of 11,378 people were impacted by a crash involving an impaired driver. The percentage of people who were injured as a result of being in this type of crash was higher compared to crashes not involving an impaired driver.

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 *Heat Is On* enforcement campaign. Associated costs include media buys and media buying consultants to employ the best strategy to reach the target audience.

This project is supported in the Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices, Seventh Edition, 2013, Section 5.2 Mass Media Campaigns 1-44.

*This project addresses measure:*

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

Evaluation Measure: Increase in public awareness as measured by media impressions and 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** 17-08-81-03  
**Program Name** High-Visibility DUI Enforcement – Hispanic and Paid Media  
**Contractor** Hispanidad, Explore Communications  
**Program Manager** Cole

According to the Problem Identification Report, in 2014, there were an estimated 160 fatalities where a driver had a blood alcohol content of 0.08 and above, corresponding to a 13% increase from 2013. Of those fatalities, approximately 30% involved a driver of Hispanic origin, despite representing 21% of the state’s population. Also in 2014, there were 5,256 motor vehicle crashes involving a driver that law enforcement officers believed was impaired. A total of 11,378 people were impacted by a crash involving an impaired driver. The percentage of people who were injured as a result of being in this type of crash was higher compared to crashes not involving an impaired driver.

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 age 21-54 with a culturally and linguistically relevant *Heat Is On* campaign 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 5.2 Mass Media Campaigns 1-44.

*This project addresses measure:*

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

**Evaluation Measure:** Increase in public awareness as measured by # of earned media stories placed in Spanish media outlets, # paid or earned media impressions 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** 17-08-81-04  
**Program Name** Motorcycle Safety  
**Contractor** Amelie Company, Explore Communications  
**Program Manager** Cole

According to the Problem Identification Report, of the 488 fatalities in 2014, 94 were among motorcyclists, corresponding to an 8.05% increase from 2013. Motorcyclists accounted for 19.3% of the 488 fatalities in 2014. Of the motorcyclists killed in 2014, 63.8% were not wearing helmets, representing a 20% increase from 2013. In 2014, there were 517 seriously injured motorcyclists.

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

*This project addresses measure:*

*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 (\$70,000)/402 (\$80,000)

**Program Area:** M9MA/Motorcyclist Awareness

Federal Funds \$150,000  
Agency Match



## PROGRAM TASK DESCRIPTIONS

### Office Of Communications

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**Task Number** 17-08-81-05  
**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, 164 of the 319 (51%) motor vehicle occupants who died in a fatal crash in 2014 were not using seat belts or other restraints. Among the 1,941 motor vehicle occupants who were seriously injured in a crash in 2014, there were 530 (27%) who were not using seat belts or other restraints. The estimate of overall statewide seat belt usage for all vehicle types in 2014 was 82.4%, a slight increase from 82.1% in 2013.

According to NHTSA's Countermeasures That Work, effective high-visibility communications and outreach are an essential part of successful seat belt law high-visibility enforcement programs. Additionally, communications and outreach campaigns directed at low-belt-use groups have been demonstrated to be effective for targeted programs that support and are supported by enforcement.

This project will conduct the public relations portion of the three high-visibility *Click It or Ticket* enforcement periods (two rural and one statewide), along with a more targeted communications approach for 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 7.3.1 Communications and Outreach Supporting Enforcement 2-22.*

*This project addresses measures:*

- C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions*
- B-1. Increase the observed seat belt use for passenger vehicles*
- S-1. Conduct driver attitude and awareness survey of Highway Safety enforcement and communication activities, and self-reported driving behavior*

**Evaluation Measure:** Increase in public awareness as measured by # of earned media stories from media outlets; media impressions; and FARS data.

**Funding Source:** 405B

**Program Area:** M2PE/Public Education

Federal Funds \$150,000  
Agency Match



## PROGRAM TASK DESCRIPTIONS

### Office Of Communications

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**Task Number** 17-08-81-06  
**Program Name** Click It or Ticket and Seat Belts – Paid Media  
**Contractor** Explore Communications  
**Program Manager** Cole

According to the Problem Identification Report, 164 of the 319 (51%) motor vehicle occupants who died in a fatal crash in 2014 were not using seat belts or other restraints. Among the 1,941 motor vehicle occupants who were seriously injured in a crash in 2014, there were 530 (27%) who were not using seat belts or other restraints. The estimate of overall statewide seat belt usage for all vehicle types in 2014 was 82.4%, a slight increase from 82.1% in 2013.

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 3.1 Communications and Outreach Supporting Enforcement 2-22.

*This project addresses measures:*

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

**Evaluation Measure:** Increase in public awareness as measured by media impressions and survey results

**Funding Source:** 405B

**Program Area:** M2PE/Public Education

Federal Funds \$175,000  
Agency Match



## PROGRAM TASK DESCRIPTIONS

### Office Of Communications

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**Task Number** 17-08-81-07  
**Program Name** Hispanic Occupant Protection  
**Contractor** Hispanidad  
**Program Manager** Cole

According to the Problem Identification Report, 164 of the 319 (51%) motor vehicle occupants who died in a fatal crash in 2014 were not using seat belts or other restraints. Among the 1,941 motor vehicle occupants who were seriously injured in a crash in 2014, there were 530 (27%) who were not using seat belts or other restraints. The estimate of overall statewide seat belt usage for all vehicle types in 2014 was 82.4%, a slight increase from 82.1% in 2013. Of those unrestrained fatalities, approximately 25% were of Hispanic origin, despite only representing 21% of the state's population.

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 age 21-54 with a culturally and linguistically relevant message designed to remind this segment of the importance of proper occupant protection for everyone in a vehicle 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 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*
- 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 as measured by the # of earned media stories and media impressions 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** 17-08-81-08  
**Program Name** Graduated Drivers License and Teen Driving Safety Communications  
**Contractor** Amelie Company  
**Program Manager** Cole

According to the Problem Identification Report, 73 of the 684 drivers involved in fatal crashes in 2014 were 15-20 years old (10.7%), a 14% increase from 2013. Also in 2014, there were 28 of the 321 drivers fatally injured in crashes who were young drivers, age 15-20.

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

This project will conduct the public relations and messaging campaign to educate teens and parents about 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 3.1 Parental Role in Teaching and Managing Young Drivers 6-20.

*This project addresses measure:*

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

**Evaluation Measure:** Increase in public awareness as measured by the # of earned media stories, media impressions, social media outreach and material 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** 17-08-81-09  
**Program Name** Child Passenger Safety  
**Contractor** Communications Infrastructure Group  
**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 eleven percentage points higher than in 2012. Since 2005, child restraint use exceeded 90% only in 2013 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 6. Communications and Outreach 2-30.

*This project addresses measure:*

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

**Evaluation Measure:** Increase in public awareness as measured by the # of earned media stories, materials distributed, social media activity, 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** 17-08-81-10  
**Program Name** Public Relations Program/Media Support  
**Contractor** Amelie Company, Communications Infrastructure Group  
**Program Manager** Cole

Public awareness is a critical component in 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:** Amount of material distributed, grantees and others assisted, increases in safety awareness among drivers, and/or observed decrease in motor vehicle injuries and fatalities

**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** 17-08-81-11  
**Program Name** *Distracted Driving*  
**Contractor** *Communications Infrastructure Group, Explore Communications*  
**Program Manager** *Cole*

According to the Problem Identification Report, in 2014 there were 214,065 drivers involved in a motor vehicle crash in Colorado. Law enforcement officers reported a human contributing factor for 61,820 (28.9%) of drivers involved. Distraction is one of the specified human contributing factors and was recorded as the human contributing factor for 30,929 drivers; corresponding to 50% of those crashes.

According to NHTSA's Countermeasures That Work, the most effective strategies to reduce distracted driving include laws and enforcement of Graduated Drivers License requirements for beginning drivers and high-visibility enforcement of laws prohibiting cell phone use and text messaging.

This project will help educate the public about the laws and enforcement periods regarding distracted driving and the overall dangers posed by 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 2.2 Communications and Outreach on Distracted Driving 4-18.

*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 as measured by quantity of materials distributed, earned media coverage, social media coverage, paid media impressions, 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** 17-08-81-12  
**Program Name** Pedestrian Safety Communications  
**Contractor** Amelie Company  
**Program Manager** Cole

According to the Problem Identification Report, of the 488 fatalities in 2014, 63 were pedestrians; reflecting a 26% increase over 2013. In 2014, the counties with the highest number of pedestrian fatalities were primarily urban counties: Denver (13), Adams (8), Arapahoe (8), Jefferson (7), and El Paso (5). The 63 pedestrian fatalities in 2014 account for 13% of all fatalities. That year there were 824 of 12,570 (7%) motor vehicle-related injuries that involved pedestrians. This constituted 10% of serious injuries.

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 and safety messaging to help educate the public about the potential hazards and the precautions to take in order 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,

*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 as measured by the # of earned media stories, activity on social networks and/or media impressions.

**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** 17-08-81-13  
**Program Name** Occupant Protection Communications  
**Contractor** Amelie Company, Communications Infrastructure Group, Explore Communications  
**Program Manager** Cole

According to the Problem Identification Report, 164 of the 319 (51%) motor vehicle occupants who died in a fatal crash in 2014 were not using seat belts or other restraints. Among the 1,941 motor vehicle occupants who were seriously injured in a crash in 2014, 530 (27%) were not using seat belts or other restraints. The estimate of overall statewide seat belt usage for all vehicle types in 2014 was 82.4%, a slight increase from 82.1% in 2013.

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 strategies for increasing seat belt use and decreasing injuries and fatalities. Communication and outreach countermeasures targeting children and youth have also been effective.

This project will conduct a marketing, advertising and public relations campaign to increase seat belt use in Colorado. This campaign will include a targeted communications approach toward 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 3.2 Communications and Outreach Strategies for Low-Belt-Use Groups 2-23.

*This project addresses measure:*

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

**Evaluation Measure:** Earned media coverage, media impressions, social media coverage, increases in safety awareness among motorists, seat belt usage rates

**Funding Source:** 402

**Program Area:** PM/Paid Advertising

Federal Funds \$275,000  
 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 ~ Overview

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In Colorado in 2015 there were 64 pedestrian fatalities and 13 bicyclist fatalities (preliminary data). Fatalities involving pedestrians decreased from 65 in 2014 and bicyclist fatalities increased from ten in 2014. The Highway Safety Office (HSO) continues to address these issues 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 on the potential hazards, and the 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:

- 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** 17-09-91-01  
**Program Name** Pedestrian Education and Safety Campaign  
**Contractor** Aurora Police Department  
**Program Manager** Rocke

In 2014 in Arapahoe County, there were eight pedestrian traffic fatalities. Over the past five years pedestrian fatalities have increased 28.7%. This project will continue to focus on reducing the number of pedestrian fatalities and injuries that occur as a result of crashes. CDOT has approved funding for this project for the second year of a three-year grant cycle.

The Aurora Police Department (APD), along with partners and stakeholders, will educate pedestrians, bicyclists and drivers to be more cognizant of the transportation safety needs of everyone, regardless of the mode of transportation. This program has been progressing since 2015, through educationally-based programs within the schools, and through 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	\$75,059
Agency Match	
Local Benefit	\$75,059



## PROGRAM TASK DESCRIPTIONS

### Pedestrian and Bicycle Safety

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**Task Number** 17-09-91-02  
**Program Name** Prevention of Pedestrian/Auto Collisions  
**Contractor** Denver Police Department  
**Program Manager** Rocke

In 2015 there were 42 Pedestrian Serious Bodily Injury (SBI) crashes in Denver. There were 13 pedestrians and three bicyclists killed in 2014. There has been a 12.9% increase in pedestrian fatalities over the past five years.

CDOT approved funding for this project for the second year of the three-year grant cycle. This project will continue to seek to decrease the number of pedestrian fatalities in Denver through education, targeted enforcement, publicity and outreach, by making pedestrians more conspicuous, and by providing advanced training to the Denver Police Department (DPD).

DPD will continue to conduct operations at selected intersections identified as high-auto/pedestrian crash intersections utilizing the “Decoy Pedestrian” program. These intersections were identified with causation factors and utilized during the initial roll out of the “Decoy Pedestrian” program. DPD used crash data which was obtained from 2015 findings to determine these crossings.

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** 17-09-91-03  
**Program Name** Boulder Safe Streets  
**Contractor** City of Boulder  
**Program Manager** Rocke

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

CDOT has approved funding for this project for the second year of the three-year grant cycle. In 2015, the City of Boulder created an outreach campaign. This campaign utilizes 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 continue to issue warnings and summonses to traffic violators.

The City of Boulder’s Transportation Division will continue to lead multi-departmental and agency efforts to promote the restorative justice process for crosswalk-related traffic violations. The 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	\$52,758
Agency Match	
Local Benefit	\$52,758



# PROGRAM TASK DESCRIPTIONS

## Pedestrian and Bicycle Safety

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**Task Number** 17-09-91-04  
**Program Name** Safe All Ways  
**Contractor** West Metro Fire Department  
**Program Manager** Rocke

In 2014, seven pedestrians and one bicyclist were killed in Jefferson County, and West Metro Fire-Rescue Department (WMFR) reported 1,221 trauma incidents. In 2013, there were 221 people seriously injured in crashes that occurred in Jefferson County; 23% of those injured were pedestrians or bicyclists. Over the past five years pedestrian fatalities have increased 8.8% in Jefferson County.

CDOT has approved funding for this project for the second year of the three-year grant cycle. West Metro firefighters will continue to deliver pedestrian and bicycle safety presentations to elementary, middle and high school students. Elementary school programs are delivered through the Physical Education Classes. Grades kindergarten and four will retain pedestrian safety training; grades two and six will maintain their bicycle skills/bike helmet training. Middle school programs are delivered through eighth-grade science classes, addressing seat belt use, crash dynamics, auto-versus-pedestrian crashes, and dangerous distractions (such as cell phone use) that lead to motor vehicle and auto-versus-pedestrian crashes. One firefighter will present to seven schools and spend two days at each school. High school programs are conveyed through the Family and Consumer Science classes and address distracted driving, distracted walking, and bicycle 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	\$52,020
Agency Match	
Local Benefit	\$52,020



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# People and Programs Working to Save Lives



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