

2020 Colorado Highway Safety Plan



Introduction

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, distracted driving and also focuses on populations at high risk for crash involvement, such as young drivers, motorcycle riders, pedestrians and vehicle occupants who do not use proper restraint devices.

In order for the HSO to direct funds to the highest and best use, the HSO relies on the results of the annual Problem Identification report and other data sources to answer the following key questions:

1. Where are the State's most urgent behavioral traffic safety problems?
2. Which roadway users (including pedestrians and bicyclists) are most likely to be involved in a crash? Are there particular segments of the population that are over-represented as roadway users in crashes?
3. 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, the Department of Revenue's Crash Record file 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 also utilizes the expertise of various State mandated task forces including the Colorado Task Force on Drunk and Impaired Driving, State Traffic Records Advisory Committee, the Motorcycle Operator Safety Advisory Board and the Emergency Medical Trauma Services Injury Prevention Group. Other data sources include Judicial Impaired Driving Data, Citation Data, Arrest Data, CDPHE BAC Data, previous program performance data, Population Data, VMT and Vehicle Registration Data.

In addition to the core performance measures established by NHTSA, the HSO developed three additional performance measures, specific to Colorado traffic safety challenges. These performance measures were developed utilizing in depth problem identification analyses.

To establish performance targets, the Colorado Department of Public Health and Environment and CDOT coordinated analysis of the crash data through various methods including Loess regression and a polynomial regression line to create best fit curves. Other models were examined including straight line but the polynomial and

loess regressions appeared to be the best fit model for the existing crash data. These analyses assisted CDOT in establishing five year targets for the three mandated common performance measures and one-year performance measure targets for the remaining performance measures.

In order to address the traffic safety challenges identified, the HSO solicits applications and projects that are data driven, evidence based and employ countermeasure strategies, through a statewide Request for Proposal, in order to achieve performance targets. Extensive outreach efforts to the State and local traffic safety communities are utilized in order to target areas with persistent traffic safety issues. Applications are reviewed by panels of subject matter experts including representatives from the CDPHE, traffic stakeholders and partners 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 aged 65 years and older
- C-14) Reduce the # of fatalities in crashes involving a driver or motorcycle operator testing positive for +> 5ng of Delta 9 THC

For FY20 the HSO is in the second year of a three year funding cycle and anticipates the majority of projects will remain unchanged from those selected in FY19. However, the HSO has actively engaged and sought new projects that address emerging traffic safety challenges. These include a traffic safety task force in Larimer County and three

community based alcohol related projects.

CDOT is also engaging in a broad Statewide planning process, which includes conducting meetings and listening sessions in all 64 counties around the State's most pressing transportation challenges. This integrated planning effort will assist in identifying, and forming, future priority efforts.

For the past several years Colorado experienced increases in fatal and serious injury crashes. Colorado has also experienced increases in population growth and vehicle miles traveled. With the legalization of marijuana, more and more technology causing distractions, low gas prices, a thriving local economy, and increasing population density in front range counties, there are many factors which play a part in the increased fatal crashes. While none of these factors alone can explain the increase, it is assumed that these and other factors all contributed to the increases Colorado experienced. After 6 consecutive years of increased traffic fatalities, in 2018, preliminary data indicates there were 630 traffic fatalities, which constitutes a 3% decrease from the 648 traffic fatalities in 2017.

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 Safety and Traffic Engineering Branch, the Office of Transportation Safety, Highway Safety Office, the Regional Transportation Directors and other Headquarters staff. 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. Stakeholder groups include the task forces and members from the Strategic Highway Safety Plan's Emphasis Area teams. All of these entities are vital in the ongoing mission to reduce crashes resulting in fatalities or serious injury on Colorado roadways

In 2013, the State of Colorado adopted "Moving Towards Zero Deaths" as the State's bold new safety initiative and completed the new Strategic Highway Safety Plan (SHSP). This new vision and plan guide all safety stakeholders in Colorado to reduce the incidence and severity of motor vehicle crashes and the human and economic losses that are associated with them. The SHSP set specific visionary goals for reducing our fatality and serious injury rates, as well as the total number of crashes overall as compared to previous years. The SHSP is currently being updated.

Colorado has experienced recent increases in population growth and vehicle miles traveled. The legalization of marijuana, technology related distractions, a thriving local economy, and increasing population density in front range counties, were factors which played a part in the increased fatal crashes Colorado saw up until 2018, when fatalities began to decline. Though the decline of 3% is minimal, contributing factors include robust traffic

enforcement, partnerships with traffic safety advocates and enhanced awareness based on aggressive education and awareness campaigns.

Of the five measures, three must be identically set for NHTSA's Highway Safety Plan and FHWA's Highway Safety Improvement Plan - Number of Fatalities, Fatality Rate per 100 Million VMT, Number of Serious Injuries. This was done through collaborative statistical analysis by CDOT's HSO and Traffic and Safety Engineering Branch. The current proposed targets are as follows and will be finalized upon reporting to NHTSA in July and FHWA in August of 2020.

Colorado 2020 Safety Targets 5-year Averages 2016-2020:

Fatalities – 618

Fatality Rate – 1.14

Serious Injuries – 3,271

State of Colorado Performance Report to Date

Performance Measure: C-1) Number of traffic fatalities

In 2019, the Colorado performance target for this performance measure was 644 traffic fatalities. Colorado continued to see an increase in overall traffic fatalities in 2017 with traffic fatalities totaling 648. In 2018, preliminary traffic fatalities totaled 632. While this constitutes a 3% decrease, the HSO continues to address traffic safety challenges by aggressively seeking new and innovative projects and programs, utilizing problem identification to direct enforcement efforts, engaging with partners and stakeholders of underrepresented populations and high visibility enforcement in multiple traffic challenges, including impaired driving, speed, distracted driving and unrestrained passenger vehicle occupants.

Performance Measure: C-2) Number of serious injuries in traffic crashes

In 2019, the Colorado performance target for this performance measure was 2,909. In 2018, there were 3,221 (preliminary) serious injury crashes. Even though the HSO office aggressively seeks new and innovative projects and programs, utilizing problem identification to direct enforcement efforts, engaging with partners and stakeholders of unrepresented populations and high visibility enforcement in multiple traffic challenges, the numbers of serious injuries is increasing. However, total fatality numbers were down.

Performance Measure: C-3) Fatalities/VMT (FARS, FHWA)

In 2019, the Colorado performance target for this performance measure was 1.21. In 2018, the VMT was 1.17. The HSO continued to address traffic safety challenges by aggressively seeking new and innovative projects and programs, utilizing problem identification to direct enforcement efforts, engaging with partners and stakeholders of unrepresented populations and high visibility enforcement in multiple traffic challenges.

Performance Measure: C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions

In 2019, the Colorado performance target for this performance measure was 200. In 2018, there were 216 unrestrained passenger vehicle occupant fatalities. The HSO continued to address this challenge by participating in the 2018 CIOT May Mobilization, 2 rural CIOT campaigns and supporting education about the importance of seatbelt usage for all passenger vehicle occupants.

Performance Measure: C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above

In 2019, the Colorado performance target for this performance measure was 170. In 2018, preliminary data indicates there were 155 alcohol-impaired fatalities with a driver or motorcycle operator having a BAC of .08+. The HSO attributes the decrease in alcohol-impaired traffic fatalities to aggressive high-visibility enforcement campaigns based on problem identification, high level engagement from the Colorado Task Force on Drunk and Impaired Driving, and innovative public awareness campaigns.

Performance Measure: C-6) Number of speeding-related fatalities

In 2019, the Colorado performance target for this performance measure was 230. In 2018, there were 210 speed related fatalities. The HSO attributed this decrease to targeted speed enforcement activities, including night time enforcement, and in areas identified through the problem identification process. The HSO solicited and encouraged new agencies, including urban and rural, to participate in speed enforcement initiatives. The HSO, utilizing the LEC/LELs and a data-driven approach, will continue to aggressively seek new law enforcement agencies, in areas of speed related fatalities and serious injury crashes, to participate in enhanced Speed enforcement utilizing HSO funding.

Performance Measure: C-7) Number of motorcyclist fatalities

In 2019, the Colorado performance target for this performance measure was 125. In 2018, there were 103 motorcyclist fatalities. The HSO attributed this decrease to high level involvement of the Motorcycle Operator Safety Advisory Board, aggressive public awareness campaigns directed to motorcyclists and motorists, and a decrease in unhelmeted motorcyclist fatalities.

Performance Measure: C-8) Number of unhelmeted motorcyclist fatalities

In 2019, the Colorado performance target for this performance measure was 82. In 2018, there 57 unhelmeted motorcyclist fatalities. The HSO attributed the decrease in unhelmeted motorcycle fatalities to high level engagement of the Motorcycle Advisory Board, aggressive public awareness campaigns directed to motorcyclists and motorists and state authorized basic motorcycle training which includes training on utilizing proper motorcycle gear to include helmets.

Performance Measure: C-9) Number of drivers age 20 or younger involved in fatal crashes

In 2019, the Colorado performance target for this performance measure was 75. In 2018, there were 81 drivers aged 20 or younger were involved in fatal crashes. The HSO attributed this increase in part to an increase in roadway congestion and population growth in this specific demographic.

Performance Measure: C-10) Number of pedestrian fatalities

In 2019, the Colorado performance target for this performance measure was 90. In 2018, there were 90 pedestrian fatalities. The HSO continues to address all aspects of the pedestrian safety challenge through targeted high visibility enforcement of drivers and pedestrians that violate traffic safety laws, robust education of all roadway users, involvement in the pedestrian safety emphasis group of the Strategic Highway Safety Plan and involvement in Denver's Vision Zero Plan. The HSO, utilizing the LEC/LELs and a data-driven approach, will continue to aggressively seek new law enforcement agencies, in areas of pedestrian related fatalities and serious injury crashes, to participate in enhanced enforcement of pedestrian laws. In addition, the HSO will seek new partners across the State to engage in pedestrian related education.

Performance Measure: C-11) Number of bicyclists fatalities (FARS)

In 2019, the Colorado performance target for this performance measure was 16. In 2018, there were 22 bicyclist fatalities. The HSO office attributed in part the lack of progress in this measure to roadway congestion, population growth and the traffic safety culture of Colorado roadway users. The HSO continues to address all aspects of the bicyclist safety challenge through education of all roadway users and involvement in Denver's Vision Zero Plan.

Performance Measure: C-12) Fatalities Involving a Distracted Driver

In 2019, the Colorado performance target for this performance measure was 70. In 2018, there were 54 fatalities involving a distracted driver. The HSO, in part, attributed this decline to high visibility enforcement and educational campaigns. However, most distracted driving crashes are self-report and crashes attributed to distracted driving are under reported.

Performance Measure: C-13) Drivers 65 or Older Involved in Fatal Crashes

In 2019, the Colorado performance target for this performance measure was 90. In 2018, there were 88 drivers 65 or older involved in fatal crashes. The HSO continues educational and outreach efforts among this driving population.

Performance Measure: C-14) Fatalities Involving a Driver or Motorcycle Operator Testing Positive with a Delta 9 THC level of 5ng+

In 2019, the Colorado performance target for this performance measure was updated to 49. In 2018, there were 29 fatalities involving a driver or motorcycle operator testing positive with a Delta 9 THC level of 5ng+. The HSO attributed in part this decrease to high visibility enforcement of impaired drivers, increased law enforcement training in the detection of drugged drivers, robust partnerships with the cannabis industries, increased educational outreach efforts and high level involvement of the Colorado Task Force on Drunk and Impaired Driving.

Performance Measure: B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)

In 2019 the performance target was 85%. In 2018 the rate was 86.3%. This target was exceeded, despite that in secondary law states achievement of higher seat belt usage rates requires considerable investment in order to maintain current levels and to make even small gains.

Performance Measure: Percentage of Crash Reports Electronically Submitted to DOR

Colorado Traffic Records System continues to make improvements and is on par with many other states across the nation, but significant problems remain. Most databases still function as islands of information with limited data sharing and integration. Data remains inconsistent from one dataset to another. The quality of some data is questionable and accessibility is limited. State agencies continue to change and build databases with limited input from other state partners. While the State Traffic Records Advisory Committee (STRAC) continues to work to solve these issues, they are often limited by resources, involvement, support, and understanding of STRAC at the higher department levels. Today more than ever, it remains vital for stakeholders to have reliable traffic records data upon which to make decisions concerning policy formulation and allocation of resources. Continuous improvements in data collection, accessibility, and quality are required to keep pace with changing needs and technology.

2020 Performance plan

In order for the HSO to direct funds to the highest and best use, the HSO relies on the results of 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, the Department of Revenue's Crash Record file 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 also utilizes the expertise of various State mandated task forces including the Colorado Task Force on Drunk and Impaired Driving, State Traffic Records Advisory Committee, the Motorcycle Operator Safety Advisory Board and the Emergency Medical Trauma Services Injury Prevention Group. To establish the target for this performance measure, the Colorado Department of Public Health and Environment and CDOT coordinated analysis of the crash data through various methods including Loess regression and a polynomial regression line to create best fit curves. These analyses assisted CDOT in establishing five-year performance measure targets for the three common performance measures and one year targets for the remaining performance measures.

As part of CDOT's bold new safety initiative, "Whole System, Whole Safety", which focuses on three safety pillars – Behavior – Organization - Built, CDOT has set an aggressive goal to reduce total vehicle crashes by 2%. While the HSO does not submit a total vehicle crashes performance target to NHTSA, CDOT believes this new effort will contribute to overall traffic safety improvements.

Performance measure name	Target Period	Target Start Year	Target End Year	Target Value
C-1) Number of traffic fatalities (FARS)	5 Year	2016	2020	618
C-2) Number of serious injuries in traffic crashes (State crash data files)	5 Year	2016	2020	3271
C-3) Fatalities/VMT (FARS, FHWA)	5 Year	2016	2020	1.14
C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	Annual	2020	2020	208
C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	Annual	2020	2020	155
C-6) Number of speeding-related fatalities (FARS)	Annual	2020	2020	208
C-7) Number of motorcyclist fatalities (FARS)	Annual	2020	2020	103
C-8) Number of unhelmeted motorcyclist fatalities (FARS)	Annual	2020	2020	57
C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)	Annual	2020	2020	79
C-10) Number of pedestrian fatalities (FARS)	Annual	2020	2020	88
C-11) Number of bicyclists fatalities (FARS)	Annual	2020	2020	19
B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	Annual	2020	2020	86
C-12) Fatalities Involving a Distracted Driver	Annual	2020	2020	54
C-13) Drivers 65 or Older Involved in Fatal Crashes	Annual	2020	2020	88
C-14) Fatalities Involving a Driver or Motorcycle Operator Testing Positive for > 5ng of Delta 9 THC	Annual	2020	2020	31
Percentage of Crash Reports Submitted Electronically to DOR	Annual	2020	2020	49.00

2020 Highway Safety Office – Safety Education and Enforcement Programs

Impaired Driving (Drug and Alcohol)

In 2018, there were 632 traffic fatalities in Colorado. There were 155 alcohol-impaired (BAC .08+) (preliminary data) and 29 5ng THC+ drug-impaired fatalities. 25% of all fatalities involved an alcohol impaired driver, and 5% of these fatalities involved a 5ng THC+ impaired driver. The HSO will address impaired driving related crashes and fatalities through enforcement, education and awareness activities.

In 2020, the planned activities include:

- Colorado law enforcement agencies, both State and local, participating in 16 High Visibility Enforcement events (HVE). The HVE events includes media campaigns before, during and after the enforcement events to inform the public about the upcoming enforcement activities and the outcomes post event. The enforcement activities are designed by the participating agencies using problem identification and include strategies such as saturation patrols, increased patrols, multi-jurisdictional task for activities and checkpoints;
- The Colorado Task Force on Drunk and Impaired Driving 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 organization;
- Providing DRE/SFST practitioner and instructor training and updates to law enforcement officers in basic and advanced impaired driving programs;
- Supporting of DUI Courts to provide intensive treatment, monitoring and supervision of high risk impaired-driving offenders;
- Providing support for a Traffic Safety Resource Prosecutor (TSRP) and a Traffic Safety Resource Investigator (TSRI) to provide training and technical assistance to prosecutors and law enforcement;
- Strategies to increase public support for enhanced local underage compliance checks and other enforcement efforts that prohibit alcohol sales to minors; and increase public support for social host ordinances and educating the community about the ordinances;
- Law Enforcement Liaisons (LECL's) coordinating all statewide training and local activities for law enforcement agencies;
- Expanding the Drug Recognition Expert (DRE) Training/School, enhancing the current training program and increasing the number of DRE's within the State; and
- Supporting Mothers Against Drunk Driving (MADD) Court Monitoring which involves implementation of a court monitoring focusing on Prosecutors and Judges;

Task Number 20-01-01
Program Name DRE/SFST Training and LEC
Contractor LEAD Impairment Training
Program Manager Ferber

LEAD Impairment Training will provide Drug Recognition Expert (DRE) and Standardized Field Sobriety Testing (SFST) updates and instructor training to Colorado Law Enforcement in basic and advanced National Highway Traffic Safety Administration (NHTSA) Impaired Driving training programs.

LEAD Impairment Training will provide statewide annual update training, coordinate DRE certification nights statewide and implement a web-based communications solution for the DRE/SFST community. Monthly communication will be completed using online industry tools.

LEAD Impairment Training will continue to maximize the effectiveness of Mentoring and Coaching new DRE trained personnel. Implementation of the One Year Later training concept will continue to maximize training retention and proactive behaviors.

Mark Ashby is being hired as as a Law Enforcement Liaison in the HSO and will serve as a subject matter expert on impaired driving topics. His expertise will be used to further enhance law enforcement training statewide and provide instruction to the organizations internal and external partners.

Evaluation Measure: # of SFST recertification and SFST updates, # of new DRE's, # of new DRE Instructors, # of Monthly Communications

Funding Source: 405D
Program Area: FDMDATR/MTCF

Federal Funds \$35,000
State Funds \$90,000
Agency Match \$0

Task Number 20-01-02
Program Name Colorado Task Force on Drunk and Impaired Driving (CTFDID)
Contractor Colorado State Patrol (CSP)
Program Manager Rocke

The goal this program is to provide administrative support to the CTFDID to increase its ability to accomplish its mission to increase traffic safety by reducing the number of drivers under the influence of drugs and or alcohol.

The CTFDID is a collaborative effort of senior leaders from government and other organizations that have an interest in reducing instances of impaired driving. Members of the CTFDID are designated by statute and represent various state agencies, the law enforcement and legal community, safety advocates, private businesses and citizens.

The CSP will provide support to the CTFDID meetings by attending meetings, taking meeting minutes, and ensuring the meeting agendas and minutes are made available to the public.

The CPS will continue to provide support to the CTFDID by assisting with the organization and publication of the annual report.

CSP will provide support to the CTDID workgroups, as requested, by attending work group meetings, and/or taking and distributing meetings notes, and/or organizing and incorporating work group contributions to the annual report.

Evaluation Measures: # of task force activities completed, completion of Annual Report

Funding Source: 164
Program Area: AL
Federal Funds \$30,000
Agency Match \$0

Task Number 20-01-03
Program Name Support for DUI Courts
Contractor Colorado Judicial Branch
Program Manager Rocke

The focus of this project is to continue to identify the emphasis area of impaired driving in Colorado and through the avenue of DUI Courts.

The DUI Courts are intended to target the multiple DUI offender who is assessed at a high risk to recidivate and has a high need for treatment, as assessed by a licensed clinician with moderate to severe substance use disorder. These are individuals who are not successful with traditional probation level supervision and services and require more intensive supervision, intervention by means of immediate responses to behavior, and a holistic approach to treatment needs, guided by validated assessments and ongoing, frequent staffing of the offenders needs by the multi-disciplinary court team.

In 2020, it is the intent of the State Court Administrator's Office (SCAO) to further strengthen Colorado's DUI Court through the implementation of a new database, increased oversight and support in fidelity to this research based model, and in providing intensive technical assistance and training local programs.

The State Court Administrator's Office is piloted an Accreditation program in 2017. The goal of accreditation is to provide state level oversight and review of all DUI Courts to ensure programs are operating with fidelity to the model and functioning in a manner which is shown through research to produce successful outcomes and increase safety to the community. In 2018, state Accreditation for DUI Courts is now available to all DUI Court programs in the state. There are currently five operational courts under this grant: Arapahoe, Huerfano, Denver, Morgan and Alamosa Counties,

Evaluation Measure:	# of registration/census of all DUI Court teams, # of trainings offered, # of follow-up surveys
Funding Source:	405D
Program Area:	M5CS
Federal Funds	\$150,000
Agency Match	\$0

Task Number 20-01-04
Program Name Traffic Safety Resource Prosecutor (TSRP)
Contractor Colorado District Attorney’s Council (CDAC)
Program Manager Ferber

The TSRP program provides subject matter expertise on impaired driving, traffic crash investigations and courtroom testimony to Colorado law enforcement and prosecutors statewide. 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, in addition to live trainings.

In 2019, the TSRP program will expand to include a full time Traffic Safety Resource Investigator.

Key Data

- Data from 2019 Colorado Problem Identification Dashboard
 - The motor vehicle fatality rate increased from 9.10 in 2013 to 11.60 in 2017.
 - Alcohol-impaired drivers accounted for 177 fatalities in 2017 with a 5-year percentage change of 79.00% (I believe this is a miscalculation and the actual number should be 26.43%) and a 5-year crude rate of 2.60.
 - Colorado Injury & Fatal Crash Contributing factor DUI = 20.69%

Evaluation Measure: # of officers trained, # of prosecutors trained

Funding Source: 402

Program Area: AL

Federal Funds \$333,431

Agency Match \$0

Local Benefit \$333,431

Task Number 20-01-05
Program Name Don't Be a Buzz Killer
Contractor Colorado Springs Police Department
Program Manager Chase

The goals of this project are to:

Attain a 5% reduction in the per capita alcohol and/or drug related traffic fatality rate compared to 2018 baseline data by the end of the grant period September 30, 2021.

Colorado Springs Police Department (CSPD) plans to deploy officers to work overtime to conduct targeted impaired driving enforcement.

Deployments will be high saturation patrols conducted a minimum of four per month.

CSPD will utilize their Blood Alcohol Testing (BAT) Vehicle, which will be staffed by officers and a phlebotomist.

CSPD will provide ongoing public awareness and education campaigns to the citizens of Colorado Springs through a variety of media platforms to maximize the outreach to a wide age range of drivers.

Evaluation measure:	# of motor vehicles stopped and checked, # of impaired driving arrests, # of drivers evaluated using SFST
Funding Source:	402
Program Area:	PT
Federal Funds	\$133,850
Agency Match	\$0
Local Benefit	\$133,850

Task Number 19-01-06
Program Name Gunnison County Substance Abuse Prevention Pilot Project
Contractor Gunnison County
Program Manager Rocke

Impaired driving data from the Colorado Department of Revenue 2016 Crash Report in Gunnison county can be found below. Highlighted areas have rates equal to or higher than the state rate for that measure.

County	Crashes with Alcohol Suspected in Drivers aged 16 to 20	Total Crashes among Driver 16 to 20	Crashes with Alcohol Suspected in Drivers aged 16 to 20	2016 Population (ages 16-20)	Rate of suspected alcohol crashes per population
Gunnison County	5	51	9.8%	1682	3.0
Colorado Total	787	33998	2.3%	36,9549	2.1

County	Crashes with Alcohol Suspected in Drivers aged 16 to 34	Total Crashes among Driver 16 to 34	Percent	2016 Population (ages 16-34)	Rate of suspected alcohol crashes per population
Gunnison County	11	168	6.5%	5048	2.2
Colorado Total	3041	72791	4.2%	151,4320	2.0

The National Academies of Sciences - Engineering - Medicine, Consensus Study Report, Getting to Zero Alcohol-Impaired Driving Fatalities, A Comprehensive Approach to a Persistent Problem, states, “historically, the enactment of effective policies and laws has been the impetus for reductions in alcohol-impaired driving fatalities”.

The NAS report recommends “[improving] enforcement of Minimum Legal Drinking Age laws including passing laws to permit compliance checks using underage decoys and conducting those compliance checks”, the implementation of “strong social host laws and other laws to limit adults from providing alcohol to underage persons”, and “[limiting] or [reducing] alcohol availability, including restrictions on the number of on- and off-premises alcohol outlets, and the days and hours of alcohol sales”, which are all listed as primary strategies in the Community Level Approaches to Alcohol-Impaired Driving Prevention RFA [NAS *Getting to Zero* Recommendations 3-2 and 3-3].

Gunnison County will utilize the NAS recommendations by building public support for social hosting ordinances, increasing support for enforcement of ordinances, and educating the community about the ordinances.

Evaluation Measure: # of focus groups conducted, # of community education events, creation of impaired driving committee.
Funding Source: 405d
Program Area: M5OT
Federal Funds: \$84,150
Agency Match: \$0

Task Number 20-01-07
Program Name High Visibility Impaired Driving Enforcement
Contractor Statewide Law Enforcement Agencies
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 to support the Highway Safety Office and the National Highway Traffic Safety Administration’s High Visibility Enforcement (HVE) periods. This will total a minimum of 14 HVE periods supported through the HSO.

The HSO will partner with the CDOT Public Relations Office and law enforcement agencies in cities and counties that were identified in the 2018 Problem Identification Report, as having high impaired driving related crashes and fatalities.

Funding Source 405D
Program Area M6OT/M5HVE
Match \$350,000/\$750,000

Task Number 20-01-08
Program Name Impaired Driving (ID) Tech Transfer
Contractor OTS
Program Manager Roche

Funds provide registration and travel costs to conferences and events related to DRE training, including the (IACP) Impaired Driving Conference. Law enforcement officers and other traffic safety partners selected to attend will be required to submit a summary of their findings. Attendees will use the information they learned at the conference to give law enforcement officers up-to-date information and methods in recognizing symptoms of drug use in the motoring public

Funds may also be used to cover travel and registration costs to other impaired driving training and countermeasure events.

Evaluation Measure: # of people trained, summary of findings

Funding Source: 164

Program Area: AL

Federal Funds \$10,000

Agency Match \$0

Task Number 20-01-09
Program Name Impaired Driving Enforcement
Contractor Colorado State Patrol (CSP)
Program Manager Chase

The goals of this project are to:

1. reduce the statewide fatality rate per ten thousand residents from a ratio of 1.14 in 2017 to a ratio of 1.08 by 2021 (Source: CSP 2019-2023 Strategic Plan); and to
2. reduce the total number of alcohol- or drug-impaired driver-related fatalities statewide from 270 in 2017 to 257 or below by the end of the FFY21 grant cycle (September 30, 2021) (Source: CDOT CO Motor Vehicle Crash Problem ID Report).

CSP will accomplish this by using high visibility enforcement waves, Drug Recognition Experts (DREs), and social media campaigns.

The specific strategies CSP will use, and their related evaluation measures, are included below:

Provide overtime pay for troopers to participate in high visibility enforcement waves and to conduct sobriety checkpoints to identify and remove alcohol- or drug-impaired drivers from Colorado roads.

Provide DRE (Drug Recognition Experts) assessments statewide performed by off-duty DRE officers.

Implement a statewide social media campaign to support the High Visibility Enforcement Waves and Sobriety Checkpoints.

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

Funding Source: 164

Program Area: AL

Federal Funds \$399,048

Agency Match \$0

Task Number 20-01-10
Program Name Border Wars
Contractor Local Law Enforcement agencies within Larimer County
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 around 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 Ft. Collins, Colorado to Laramie, Wyoming, October of 2019 (06:00- 2400). Agencies involved in Colorado will be Larimer County SO, Fort Collins PD, Loveland PD, CSU PD, and the Colorado State Patrol. These agencies will be covering approximately 35 miles on Highway 287.

The other agencies in Wyoming will be the Wyoming Highway Patrol, Laramie PD, Albany CO SO, 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 crashes, traffic violations and reduce impaired driving on the target highway.

Evaluation Measure: # of impaired driving arrests

Funding Source: State/MCTF
State Funds \$3,000

Task Number 20-01-11
Program Name 2020 DUI/ High Visibility Enforcement (HVE)/Checkpoints
Contractor Aurora Police Department (APD)
Program Manager Chase

In 2017, there were 648 traffic fatalities in the State of Colorado, in which 270 or 42 percent of the drivers or motorcycle operators who were DUI or DUID. This was a 4 percent increase from 2016.

According to the Mile-High Regional Emergency Medical and Trauma Advisory Council (RETAC) section of the 2017 Problem Identification Report there were 185 traffic fatalities in the six county Mile-High region, which includes the City of Aurora. In the 185 fatalities, 87 or 47 percent of the drivers or motorcycle operators who were DUI or DUID. Over the past five years, the Mile-High RETAC area experienced an increase in DUI/D related fatalities within that region. Of the 11 RETAC regions, unfortunately the Mile-High region had a significantly higher number of DUI/D related fatalities than any other region.

The City of Aurora is made up primarily by Adams and Arapahoe counties. In 2017, Adams County experienced 30 DUI/D related fatalities. This reflects a 26 percent increase over the previous 4 years. In 2017, Arapahoe County had 25 DUI/D related fatalities. This represents a 20 percent increase over the past 4 years. Of those 55 DUI/D fatalities in those two counties in 2017, 10 or 18 percent occurred in the City of Aurora.

In 2018, there were 33 traffic fatalities in the City of Aurora. Of those, 4 or 12 percent were DUI or DUID related.

In reviewing all 5174 crashes that occurred in the City of Aurora in 2018, 214 or 4 percent involved an impaired driver.

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: M5HVE/MTCF

Federal Funds \$54,921
State Funds \$130,000
Agency Match \$0

Task Number 20-01-12
Program Name Denver's Comprehensive Impaired Driving Project
Contractor Denver Police Department
Program Manager Chase

The goal of this project is to further reduce the number of serious and fatal crashes related to impaired driving in Denver by increasing the number of impaired driving arrests.

At least 12 of the 16 High Visibility Enforcement Campaigns will be run throughout the year to address key periods, and six sobriety checkpoints will be conducted with three of them to occur during high visibility enforcement dates. The DPD DUI Unit anticipates staging the sobriety checkpoint operations on roadways most travelled by impaired drivers. The DPD DUI Unit will also conduct 12 DUI/D saturation patrols in lower downtown Denver during high visibility enforcement events, and it will conduct eight DUI saturation patrols in lower downtown Denver during special events held outside of the High Visibility Enforcement Campaign. Saturation efforts will typically double the reach of the DUI Unit on a given night. All enforcement locations are driven by data that indicate higher concentrations of impaired driving crashes.

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.

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: M5HVE/MTCF

Federal Funds \$ 91,016
State Funds \$200,000
Agency Match \$0

Task Number 20-01-13
Program Name Regional Law Enforcement Liaisons (LEL)
Contractor Retired Law Enforcement Officers
Program Manager Ferber

The Office of Transportation Safety (OTS) designates 3 Regional Law Enforcement Coordinators to coordinate all statewide training and local activities for local law enforcement agencies in their designated region. The Regional LEC's 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 LEC's will serve as a link to promote the Highway Safety Offices programs; Impaired Driving, Occupant Protection, Speed, Distracted Driving, Pedestrian Safety, and Motorcycle Awareness.

Evaluation Measure: # of trainings, # of presentations, and # of agencies contacted, # agencies recruited

Funding Source: 402
Program Area: AL

Federal Funds \$175,000
Agency Match \$ 0
Local Benefit: \$175,000

Task Number 19-01-14
Program Name DRE Training/School/One-Year Later
Contractor OTS
Program Manager Ferber

Utilizing the criteria adopted by the International Association of Chiefs of Police (IACP) and the National Highway Traffic Safety Administration (NHTSA), Colorado will continue to expand the program throughout the state by hosting a 2019 DRE School and continued training of existing DREs, including update trainings. Currently Colorado has 229 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.

Colorado is also hosting a DRE One-Year Later school to provide supplemental training and support to law enforcement officers who became certified in 2017. The DRE One-Year Later school is a new concept that is only being offered in the State of Colorado.

Evaluation Measure: # of DRE's completing the training

Funding Source: 405D
Program Area: FDMDATR/MTCF

Federal Funds \$35,000
State Funds \$115,000
Agency Match \$0

Task Number 20-01-15
Program Name Jefferson County Impaired Driving Campaign
Contractor Jefferson County Sheriff's Office
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 unincorporated Jefferson County. The Jefferson County Sheriff's Office created two full time Impaired Driving car positions in January 2018. This was in response to a document published by the Colorado Department of Transportation reporting that Jefferson County ranked first in the State for impaired driving crashes and injuries. This project will allow JCSO to supplement the two impaired driving cars with additional deputies with the sole focus to locate and stop impaired drivers. These additional resources will be used during High Visibility Enforcement periods.

In 2017, unincorporated Jefferson County had 212 impaired driving crashes. Forty of them resulted in injury and two were fatal. We made 362 impaired driving arrests in 2017.

In 2018, unincorporated Jefferson County had 207 impaired driving crashes. Forty-six of them resulted in injury and one was fatal. We made 323 impaired driving arrests in 2018.

We will continue to make as many impaired driving arrests we can using our two full time impaired driving enforcement deputies. We will supplement their work with grant funded shifts. We will deploy during strategic times based upon impaired driving crash data and relevant local social activities likely to encourage illicit alcohol or drug use.

Evaluation Measure:	# of motor vehicles stopped and checked, # of impaired driving arrests, # of drivers evaluated using SFST
Funding Source:	164
Program Area:	AL
Federal Funds	\$50,000
Agency Match	\$0

Task Number 20-01-16
Program Name DUI Countermeasures
Contractor Department of Revenue (DOR)
Program Manager Roche

These funds are used by DOR 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: DL

Federal Funds \$0
Agency Match \$875,000

Task Number 20-01-17
Program Name DUI Court Administration
Contractor Colorado Judicial Branch
Program Manager Roche

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: 402
Program Area: AL

Federal Funds \$0
Agency Match \$875,000

Task Number 20-01-18
Program Name MADD Colorado Courtroom Monitoring Program
Contractor Mothers Against Drunk Driving (MADD)
Program Manager Holly

The court monitoring program will collect data to assist prosecutors, judges, and law enforcement in identifying systematic strengths and weaknesses and developing best practices. This process will assist in the development of community standards for DUI adjudication in each judicial district.

Court monitoring increases the probability that DUI offenders will receive the appropriate sentence—making it more likely that they will receive the treatment, education, and other countermeasures needed to prevent recidivism and reduce fatalities.

Strengthening the adjudication of DUI cases will likely reduce time and resources required of law enforcement for the court process—freeing them up for increased DUI enforcement.

Evaluation Measure: # of volunteer court monitors trained, # of observations, # of community partner meetings, # of continuing education sessions held, annual report, # of notable stakeholder roundtable events

Funding Source: 405D
Program Area: M5CS

Federal Funds \$61,980
Agency Match \$0

Task Number 20-01-19
Program Name Portable Breath Testers (PBT) & Calibration Stations
Contractor OTS
Program Manager Chase

This project will address the equipment and operating needs of those agencies participating in either the 2020 Checkpoint Colorado campaign, or routinely conducting Impaired Driving Enforcement. This equipment will consist of (PBT) and PBT Calibration Stations. A portion of these testers will be given to the top performing Impaired Driving agencies during the 2020 Traffic Safety Champions events.

Funding Source 405D
Program Area M5HVE

Federal Funds \$25,000
Agency Match \$0

Task Number **20-01-20**
Contractor **Adams County Sheriff's Office**
Program Manager **Chase**

In 2017, there were 60 fatal crashes, resulting in 64 deaths in Adams County. Of the 64 fatalities, 21 (35%) involved at least one driver with a BAC (Blood Alcohol Concentration) above the legal limit of .08% and 9 (15%) involved a driver that was drug-impaired. There were also 316 accidents involving serious injury.

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

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:	M5HVE
Federal Funds	\$45,000
Agency Match	\$0

Task Number 20-01-21
Program Name Eagle River Valley Impaired Driving Prevention Pilot Project
Contractor Eagle River Youth Coalition (ERYC)
Program Manager Rocke

The local 2017 Healthy Kids Colorado Survey (HKCS) noted the percentage of youth who rode with someone who had been drinking increased to 19.5% (up from 18% in 2015), and 8.2% of high school students who are of driving age drove a vehicle after drinking alcohol in 2015, and 8.9% in 2017 (an increase from 5.5% on the 2013 HKCS). Those who drove after using marijuana increased from 7.4% in 2015 to 12% in 2017 (HKCS). Additionally, according to the Colorado Department of Transportation (CDOT), Eagle County experienced 6 fatalities from alcohol related crashes in 2014, 2 in 2015 and 4 in 2016.

The National Academies of Sciences - Engineering - Medicine, Consensus Study Report, Getting to Zero Alcohol-Impaired Driving Fatalities, A Comprehensive Approach to a Persistent Problem, states, “historically, the enactment of effective policies and laws has been the impetus for reductions in alcohol-impaired driving fatalities”.

The NAS report recommends “[improving] enforcement of Minimum Legal Drinking Age laws including passing laws to permit compliance checks using underage decoys and conducting those compliance checks”, the implementation of “strong social host laws and other laws to limit adults from providing alcohol to underage persons”, and “...[limiting] or [reducing] alcohol availability, including restrictions on the number of on- and off-premises alcohol outlets, and the days and hours of alcohol sales”, which are all listed as primary strategies in the Community Level Approaches to Alcohol-Impaired Driving Prevention RFA [NAS *Getting to Zero* Recommendations 3-2 and 3-3].

To address these issues the ERYC will employ strategies to increase public support for enhanced local underage compliance checks for both on- and off-premises sales environments or other enforcement efforts that prohibit alcohol sales to minors; and increase public support for social host ordinances.

Evaluation Measure:	# of social host ordinance policies introduced, # of compliance and bar checks, # of youth and family focus groups.
Funding Source:	405D
Program Area:	M50T
Federal Funds	\$84,995
Agency Match	\$0

Task Number 20-01-22
Program Name Chaffee County Youth Substance Abuse Prevention Pilot Project
Contractor Chaffee County Human Services
Program Manager Rocke

Rural areas are disproportionately affected by alcohol-impaired driving crashes and Chaffee is no exception to this trend with 25% of serious injuries and fatal crashes involving impaired driving in 2017. Chaffee has also had a higher than state motor vehicle fatality rate every year since 2014 and a significantly higher than state average of motor vehicle serious injury rate with a 36.44 higher rather than the state in 2017.

The National Academies of Sciences - Engineering - Medicine, Consensus Study Report, Getting to Zero Alcohol-Impaired Driving Fatalities, A Comprehensive Approach to a Persistent Problem, states, “historically, the enactment of effective policies and laws has been the impetus for reductions in alcohol-impaired driving fatalities”.

The NAS report recommends “[improving] enforcement of Minimum Legal Drinking Age laws including passing laws to permit compliance checks using underage decoys and conducting those compliance checks”, the implementation of “strong social host laws and other laws to limit adults from providing alcohol to underage persons”, and “...[limiting] or [reducing] alcohol availability, including restrictions on the number of on- and off-premises alcohol outlets, and the days and hours of alcohol sales”, which are all listed as primary strategies in the Community Level Approaches to Alcohol-Impaired Driving Prevention RFA [NAS *Getting to Zero* Recommendations 3-2 and 3-3].

Family and Youth Initiatives (FYI) seeks to prevent alcohol impaired driving crashes. FYI will utilize the NAS recommendations by building upon the Communities that Care coalition 'Ease of Access' strategy work group, building public support for enforcement of social host laws; increasing communication to the community on local youth substance use data; increasing communication with local government bodies; and increasing youth input into the strategy group action plan.

Evaluation Measure: # of CTC meetings attended, development of action plans, logo development and dissemination, engagement with youth advisory group.

Funding Source: 405D
Program Area: M50T

Federal Funds \$85,000
Agency Match \$0

Task Number 20-01-23
Program Name Northern Colorado R.A.I.D. Team
Contractor Loveland Police Department
Program Manager Ferber

The Northern Colorado Impaired Driving Task Force is a multi-jurisdictional team comprised of Loveland Police Department, Larimer County Sheriff's Office and the Windsor Police Department. These agencies will work in collaboration to identify and apprehend impaired drivers in northern Colorado by utilizing high visibility and saturation patrols in identified locations of concern. In addition to impaired driving enforcement efforts, the team will also utilize funding to enforce occupant protection, speeding and distracted driving violations.

Reimbursement for hours of eligible activity includes compensation for time spent on the traffic safety activity and a corresponding proportional share of fringe benefits (i.e., those fringe benefits earned during the hours performing activity under a NHTSA-funded grant).

Evaluation Measure: # of contacts, # of citations (broke down by citations type) # of misdemeanor impaired driving arrests, # of felony impaired driving arrests, education, outreach and surveying

Funding Source: 402
Program Area: PT

Federal Funds \$279,548
Agency Match \$0
Local Benefit \$279,548

Task Number 20-01-24
Program Name Northern Colorado R.A.I.D. Team
Contractor Windsor Police Department
Program Manager Ferber

The Northern Colorado Impaired Driving Task Force is a multi-jurisdictional team comprised of Loveland Police Department, Larimer County Sheriff's Office and the Windsor Police Department. These agencies will work in collaboration to identify and apprehend impaired drivers in northern Colorado by utilizing high visibility and saturation patrols in identified locations of concern. In addition to impaired driving enforcement efforts, the team will also utilize funding to enforce occupant protection, speeding and distracted driving violations.

Reimbursement for hours of eligible activity includes compensation for time spent on the traffic safety activity and a corresponding proportional share of fringe benefits (i.e., those fringe benefits earned during the hours performing activity under a NHTSA-funded grant).

Evaluation Measure: # of contacts, # of citations (broke down by citations type) # of misdemeanor impaired driving arrests, # of felony impaired driving arrests, education, outreach and surveying

Funding Source: 402
Program Area: PT

Federal Funds \$105,636
Agency Match \$0
Local Benefit \$105,636

Task Number 20-01-25
Program Name Northern Colorado R.A.I.D. Team
Contractor Larimer County Sheriff's Office
Program Manager Ferber

The Northern Colorado Impaired Driving Task Force is a multi-jurisdictional team comprised of Loveland Police Department, Larimer County Sheriff's Office and the Windsor Police Department. These agencies will work in collaboration to identify and apprehend impaired drivers in northern Colorado by utilizing high visibility and saturation patrols in identified locations of concern. In addition to impaired driving enforcement efforts, the team will also utilize funding to enforce occupant protection, speeding and distracted driving violations.

Reimbursement for hours of eligible activity includes compensation for time spent on the traffic safety activity and a corresponding proportional share of fringe benefits (i.e., those fringe benefits earned during the hours performing activity under a NHTSA-funded grant).

Evaluation Measure: # of contacts, # of citations (broke down by citations type) # of misdemeanor impaired driving arrests, # of felony impaired driving arrests, education, outreach and surveying

Funding Source: 402
Program Area: PT

Federal Funds \$121,719
Agency Match \$0
Local Benefit \$121,719

Speed Management

In 2018 there were 632 traffic fatalities in Colorado. Of that total, 210, or 33%, were speed-related. The HSO will address speed-related crashes and fatalities through high visibility enforcement, on targeted roadways identified in the 2018 Colorado Motor Vehicle Problem Identification Report.

In 2020, planned activities include:

- High Visibility Enforcement (HVE) of speed-related traffic violations at designated times and on roadways identified through problem identification as being over represented in speed-related crashes and fatalities.

Task Number 20-02-01
Program Name Focused Speed Enforcement
Contractor Denver Police Department
Program Manager Chase

The focus of this project is to reduce the number of speeding-related fatalities. These reductions will be achieved through sustained high visibility speed enforcement.

Denver County ranks as one of Colorado's top 5 counties with the most fatalities from motor vehicle crashes. Speed-related fatalities remain a major problem in Denver, as during the 2014 to 2016 period, the total rate of speed-related fatalities has increased by 83%. In 2017, there were 15 speed-related fatalities. This represents a 10% decrease in speed-related fatalities from 2017.

In Denver, it is known that speed-related crashes are highly concentrated in one area: interstates. These roadways are the most trafficked in Colorado; the target population for this effort is drivers on these roadways that are speeding. According to CDOT data, the top 14 locations for speed-related crashes in Denver (as revealed in CDOT data provided to DPD) are on Interstate 70 (between Sheridan and Peoria) and Interstate 25 (between I-70 and south to Hampden Avenue). CDOT data further show that the largest number of speed-related crashes occur on Fridays, Saturdays, and Sundays. The Denver Police Department will implement speed enforcement every weekend.

Evaluation Measure: # of law enforcement officers signed up for HVE speed operations, # of hours worked, type of technique used (lidar, radar, "leap frog"), # of speeding citations, # of contacts

Funding Source: 402

Program Area: SE

Federal Funds \$70,000

Agency Match \$0

Local Benefit \$70,000

Task Number 20-02-02
Program Name Aurora Highway Safety Campaign
Contractor Aurora Police Department
Program Manager Chase

The focus of this project is to reduce the number of speeding-related fatalities. These reductions will be achieved through sustained high visibility speed enforcement.

In 2017, in the six county Mile-High Regional Emergency Medical and Trauma Advisory Council (RETAC) region, which includes the City of Aurora, there were 185 motor vehicle fatalities. Of those 65, or 35 percent, were speed related. The average number of speed related fatalities from 2013 to 2017 is 57. The 65 speed related fatalities in 2017 represents an increase of 13% over the prior 5-year average. Of the 11 RETAC regions, the Mile-High region had the most speed related fatalities.

The two counties that primarily make up the City of Aurora are Adams County and Arapahoe County. Adams County showed a 150 percent increase in speed related fatalities during the previous five-year period. Arapahoe County showed a 325 percent increase in speed related fatalities over the past 5 years. From 2013 to 2017, Aurora had a total of 111 fatal crashes. Of those, 31 or 28 percent were speed related.

Evaluation Measure:	# of speed-related fatalities, # of speed-related crashes, # of citations, equipment techniques
Funding Source:	402
Program Area:	SE
Federal Funds	\$50,891
Agency Match	\$0
Local Benefit	\$50,891

Task Number 20-02-03
Program Name Slow down, Colorado Springs – It’s the Law!
Contractor Colorado Springs Police Department (CSPD)
Program Manager Chase

The focus of this project is to reduce the number of speeding-related fatalities. These reductions will be achieved through sustained high visibility speed enforcement and media communication to the motoring public.

Speeding-related crashes are prevalent throughout El Paso County; in 2017, speeding-related fatalities increased by 32% compared to the prior year. Colorado Springs experienced an all-time record number of 48 traffic fatalities during 2018 – a 23% increase compared to the prior year. On average, 30% of all traffic fatalities in Colorado Springs have speed as a contributing factor. However, injury crashes decreased 0.6% in 2018 compared to the prior year. Through the end of March 2019, injury crashes decreased 2.3% CSPD compared to the same time last year.

CSPD will utilize current traffic crash data to create “heat maps” displaying injury crash locations; CSPD will target its speed enforcement efforts in areas with high frequencies of injury crashes. These “heat maps” will be updated periodically and deployment locations adjusted as necessary.

Evaluation Measure:	# of enforcement hours worked, # of traffic tickets issued, # of traffic violations cited, number and types of media communication
Funding Source:	402
Program Area:	SE
Federal Funds	\$67,892
Agency Match	\$0
Local Benefit	\$67,892

Task Number 20-02-04
Program Name Speed Mini-Grants
Contractor Law Enforcement TBD
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 night-time 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.

Evaluation Measure: # of speeding citations, # of other citations

Funding Source: 402

Program Area: SE

Federal Funds \$35,000

Agency Match \$0

Local Benefit \$35,000

Task Number 20-02-05
Program Name A Step Towards Reducing Traffic Fatalities
Contractor Pueblo Police Department
Program Manager Chase

The focus of this project is to reduce the number of speeding-related fatalities. These reductions will be achieved through sustained high visibility speed enforcement and communications and outreach.

Excessive speed continues to be a contributing factor in serious injury and fatal crashes within the City of Pueblo, Colorado. While 2016 saw a dramatic decline of 45% (5 fatalities) of fatal crashes, we had 15 fatalities in 2017 and 19 in 2018. According to Pueblo Police Department records, over the three-year period between January 1, 2016 and December 31, 2018, speed was a factor in an average of 36% of the fatal traffic crashes.

Additionally, the use of communications and outreach supporting the speed enforcement efforts will be utilized. Using the assistance of the Pueblo Police Department's Public Information Officer, press releases and social media, high visibility speed enforcement efforts will be publicized to the motoring public.

Evaluation Measure: # of enforcement hours, # of traffic citations issued, # of violations cited, # and type of media communications

Funding Source: 402
Program Area: SE

Federal Funds \$75,000
Agency Match \$0
Local Benefit \$75,000

Task Number 20-02-06
Program Name Hwy 93/285 Speed Reduction Campaign
Contractor Jefferson County Sheriff's Office (JCSO)
Program Manager Chase

The focus of this project is to reduce the number of speeding-related injuries and fatalities. These reductions will be achieved through sustained high visibility speed enforcement.

In 2018, there were 222 total crashes on Highway 285. There were 24 injury and 2 fatal crashes on Highway 285. Seven percent of all injury crashes in unincorporated Jefferson County were on Highway 285. In 2018, speed was the leading cause of injury and fatal crashes on Highway 285.

In 2018, Highway 93 had 49 total crashes. Eight of those crashes were injury crashes. There were not any fatal crashes on Highway 93 in 2018. JCSO has maintained sustained enforcement on Highway 93 since 2014.

The JCSO will conduct high visibility enforcement on State Highway 93 and U.S. Highway 285 within Jefferson County which have been identified as high accident roadways. JCSO will partner with other law enforcement jurisdictions to maximize high visibility enforcement and education efforts in the identified areas.

Evaluation Measure:	# of citations, # of interagency events, # of motorists educated, # of summonses per hour worked
Funding Source:	402
Program Area:	SE
Federal Funds	\$85,000
Agency Match	\$0
Local Benefit	\$85,000

Task Number 20-02-07
Program Name City of Lakewood Speed Enforcement Campaign
Contractor Lakewood Police Department (LPD)
Program Manager Chase

The focus of this project is to reduce the number of speeding-related fatalities. These reductions will be achieved through sustained high visibility speed enforcement.

In 2017, there were a total of 648 traffic related deaths in the State of Colorado, with 230 of these (35 percent) being speed related. The counties with the highest number of speed related fatalities in 2017 included Jefferson County (18), home to the City of Lakewood. Over the past 5 years, there has been an average of 18.2 speed-related fatalities a year in Jefferson County.

In 2017, in the six-county Mile-High Regional Emergency Medical and Trauma Advisory Council (RETAC) region, which includes the City of Lakewood, there were 79 traffic fatalities, with 28 (35 percent) of those being speed-related. Over a five-year span there has been 26.8 speed related fatalities in this region.

In 2018, crash data collected from the Lakewood Police Crime Analysts showed there were 5293 reported crashes, including 17 fatalities. The intersections with the most traffic collisions are all along the HWY 6th Avenue corridor; 6th & Wadsworth (153 crashes), followed by 6th & Simms/Union (98), 6th & Sheridan (70) and to a lesser degree, 6th & Indiana (51).

Evaluation Measure:	# of hours spent on speed enforcement, identification of top 5 traffic locations, # of citations, # of publicity and education events
Funding Source:	402
Program Area:	SE
Federal Funds	\$58,000
Agency Match	\$0
Local Benefit	\$58,000

Young Drivers

In 2018 there were 632 traffic fatalities in Colorado and of those, 81 were young drivers aged 20 and younger. Factors related to young driver fatalities include driver inexperience, careless driving and speeding. Urban young driver factors also include driving under the influence (either alcohol or drugs), while rural young driver factors include drowsy driving or falling asleep at the wheel. For drivers under 21 the highest likelihood of them being involved in a crash is during their first six months of licensure.

The HSO will address young driver related crashes and fatalities through peer-to-peer program activities and parent/young driver GDL education.

In 2020, Young Driver activities include:

- Supporting student led peer-to-peer programs, groups or clubs, such as SADD, Inc. (Students Against Destructive Decisions) or Teens in the Driver Seat (TDS), who are responsible for developing and promoting safe teen driving messages in their schools. Students are in charge of delivering the intervention(s) and participating in activities involving their peers based on identification of the problems within their specific school;
- Supporting events such as ThinkFast Interactive and University Hospital's P.A.R.T.Y. (Prevent Alcohol and Risk Related Trauma in Youth Program), for schools who have strong, on-going program throughout the school year; and
- Establishing and supporting county wide youth coalitions and creation of the Teen Safe Streets (TSS) program.

Task Number 20-03-01
Program Name Aurora P.A.R.T.Y. Program
Contractor University of Colorado Hospital
Program Manager Holly

The Prevent Alcohol and Risk Related Trauma in Youth (P.A.R.T.Y.) program will be utilized to reduce the number of drivers age 20 or younger involved in fatal crashes. The P.A.R.T.Y. program is an interactive five-hour, in-hospital injury awareness and prevention program for high school students. The goal of the program is to provide young people with information about traumatic injury which will enable them to recognize potential injury producing situations, make safer choices and adopt behaviors that reduce risk. The program takes students through the path of a trauma focusing on dangerous driving behaviors, decision making, and current Graduated Driver’s License laws.

Additionally, the P.A.R.T.Y. program partnered with the Denver Metro Teen Drivers workgroup through the Denver Metro Safe Kids Coalition to implement the High School Challenge. The High School Challenge is a peer-to-peer educational campaign that is led by high school students to engage all teens. By taking on the Challenge, students have the opportunity to serve as an advocate for safe driving by participating in several peer led activities throughout the year.

Evaluation Measure: Pre- and post-surveys are implemented immediately prior to and after the program consisting of five knowledge based questions on youth driving habits and behaviors while driving: answering and making cell phone calls, reading or ending a text, utilizing social media, programming navigation systems, and drinking and eating. Program evaluation looks at an increase and retention of knowledge on the 5 questions across the surveys, and whether there is a reduction in distracted driving behaviors on the 4-6 week and 3-month post surveys. Survey data will be used to evaluate the effectiveness of the program and determine if certain aspects need to be modified or changed.

Funding Source: 402
Program Area: TSP

Federal Funds \$60,000
Agency Match \$0
Local Benefit \$60,000

Task Number 20-03-02
Program Name Young Driver Traffic Safety Project
Contractor Weld County Public Health Department and Environment
Program Manager Holly

Weld County has the second highest fatal crash count for 2019 with 10 crashes. Weld County and El Paso County both have the highest count of fatalities with 12 people having died in motor vehicle crashes in each county. Over the five years between 2011 and 2015, the number of fatal crashes involving drivers age 20 and younger increased 50 percent in Weld County. The county experiences these deaths at a rate that is double that of the state, 2.5 per 100,000 people in Weld County compared to 1.3 per 100,000 in Colorado. Inexperience was the third most frequent contributing factors among drivers in injury and fatal crashes, factoring into nearly 1 in 5 (18%) of all crashes.

Weld County wants to reduce the number of car crashes for drivers 20 and younger by education through GDL classes, participation in peer-to-peer safe driving programs in high schools throughout the school year, and partnerships with community leaders and organizations.

Evaluation Measure: Evaluation of program success is through pre- and post-surveys of teens and parents, increased attendance at GDL presentations, number of parent/teen driving contracts, completion of online GDL coursework, and partnerships with local driving schools, community stakeholders, school districts and law enforcement agencies.

Funding Source: 402
Program Area: TSP
Federal Funds \$60,000
Agency Match \$0
Local Benefit \$60,000

Task Number 20-03-03
Program Name Teens in the Driver Seat
Contractor Texas A&M Transportation Institute
Program Manager Holly

During 2017, 61 youth ages 15-20 lost their lives to fatal crashes and an additional 34 were seriously injured in the state of Colorado. While the number of drivers, ages 15-20 years old, involved in a fatal motor vehicle crash decreased in 2016 (by 12%), the number of motor vehicle fatalities among people of this age group, regardless of the driver's age, increased by 22% compared to 2015. Some of the counties with the highest teen driver fatalities include Adams, Arapahoe, Douglas, Jefferson, Weld, Montezuma, and Logan.

The Teens in the Driver Seat (TDS) program proposes to continue to address the main causes of teen crashes, which are well documented, including: a lack of driving experience; distractions, primarily cell phone use and other young passengers; driving at night; speeding, lower seat belt use; and alcohol/drug impairment. Within the state of Colorado, the top contributing factors in fatal crashes are similar, including driver inexperience, careless driving, speeding, and driving under the influence.

Young drivers continue to be over-represented in distracted driving crashes (8%) highlighting the continued need to address this issue at schools across the state. In addition, 20% of urban teens and 27% of rural teens involved in fatal crashes were unbelted at the time. These stats highlight the importance of continued outreach and education focusing on key risk factors in high priority areas. In order to address these needs, TDS proposes to continue to focus on year around outreach at high school campuses, provide peer leadership training focused in and around traffic safety and produce more resources to address drugged driving throughout the state.

Evaluation Measure: Evaluation will be the number of actively participating schools, student participation in the activities including pre- and post-observations for each school and their respective activities, and summaries of pre- and post- activities statewide. Evaluation of knowledge gained in peer leadership workshops.

Funding Source: 402
Program Area: TSP

Federal Funds \$68,000
Agency Match \$0
Local Benefit \$68,000

Task Number 20-03-05
Program Name Youth Coalition to Reduce Motor Vehicle Fatalities
Contractor Conejos County Public Health
Program Manager Holly

The proposed project aims to reduce the number of drivers age 20 years or younger involved in fatal motor vehicle crashes, through the establishment and support of a county wide youth coalition. Conejos County has a higher than state average of serious injuries in traffic crashes and motor vehicle fatalities for drivers younger than 20, thus making motor vehicle safety a crucial and appropriate focus of youth prevention efforts. The use of youth-driven, strengths-based initiatives has shown to have positive impact on decreasing risk behaviors.

As part of the proposed project, teenage youth will be recruited from all school districts throughout Conejos County to join the youth led group which would be a subset committee of the larger Conejos County Prevention Coalition, called the youth ambassadors as prevention partners. A public health youth prevention coordinator will guide and support youth members through the process. The youth team will then use this information to develop a plan to implement strengths-based activities within their schools and county wide. The project will implement strategies that address all levels of the social ecological model to have an effective and long lasting positive impact for our teen population.

Evaluation Measure: Evaluation mechanisms will be utilized by youth member surveys which will be completed throughout the project. Pre- and post-test knowledge awareness surveys will be utilized for trainings. To evaluate long-term impact, baseline data from existing data collection sources such as the Healthy Kids Survey, CDOT, and child fatality reviews will be reviewed and monitored for change over time. Rates of motor vehicle accidents, injuries and other traffic occurrences involving youth will be monitored to evaluate outcomes, along with youth risk behavior and protective factor data will also be used as long term impact evaluation.

Funding Source: 402
Program Area: TSP

Federal Funds \$20,000
Agency Match \$0
Local Benefit \$20,000

Task Number 20-03-06
Program Name A Comprehensive Approach to Reducing Teen Crashes
Contractor SADD, Inc.
Program Manager Holly

From 2013-2017, 405 teenagers between the ages of 15 and 20 lost their lives on the roadways of Colorado. In reviewing the age demographic, those between the ages of 15 and 24 represent the largest block of roadway fatalities of any age groups. Across all ages, Colorado has seen a consistent increase in roadway fatalities since 2013. Teens are over-represented in motor vehicle crashes for a number of reasons including behavior and lack of experience. As the teen brain develops, teens are more likely to engage in destructive behavior behind the wheel, as it relates to speed, distractions, impairment, and recklessness. Combine this with inexperience, and it is clear to see that Colorado needs a comprehensive approach to reducing teen fatalities.

Students Against Destructive Decisions (SADD) was started by students in the wake of a series of alcohol related crashes. For almost four decades, SADD has served as the nation's premier youth health and safety organization and are uniquely qualified to help change the culture of teen driving in Colorado. This change starts by mobilizing the hundreds of SADD students in Colorado and challenging them to create a network of thousands of students in Colorado working to bring change to their communities and reduce teen car crashes, injuries and deaths. As a national network, SADD has thousands of schools and community-based chapters across the United States, with over 200 in Colorado. SADD's approach is to empower teens, engage parents, mobilize communities, and change lives. SADD would use this framework in a comprehensive manner to reduce teen crashes in Colorado.

SADD will build upon the success of our year 1 grant with the Colorado Department of Transportation. Specifically, we will work to increase the number of chapters across the state, improve their capacity to conduct traffic safety activities, and continue to grow our partnership base and reach in Colorado.

Evaluation Measure: Evaluation will be through a multi-faceted approach of increasing reach of SADD chapters across Colorado by creating and maintaining a database, collect and evaluate information from the events and activities of participating schools, identify communities with high crash rates for targeted intervention, evaluate effectiveness in improving teen driving, and measure progress of on-going youth leadership training.

Funding Source: 402
Program Area: TSP

Federal Funds \$190,000
Agency Match \$0
Local Benefit \$190,000

Task Number 20-03-07
Program Name Denver Teen Safe Streets
Contractor Denver Department of Public Health and Environment
Program Manager Holly

Denver Department of Public Health and Environment (DDPHE) proposes to reduce Denver teen driver fatalities through the creation of the Teen Safe Streets (TSS) program. Teen Safe Streets will be supported by a 0.5 FTE Injury Prevention Program Administrator and led by five Denver teens between the ages of 15 and 19 hired part-time by DDPHE to: 1) Lead assessment work related to teen driving, focused on perceived and actual risks and behaviors in the Denver community, 2) form a Teen Safe Streets Coalition that will be a part of and supported by the Denver Vision Zero Coalition, 3) use assessment data collected to create education campaigns, materials, and events most needed by and relevant to Denver’s teen drivers. The need for this work and the teen led coalition is supported by data from Colorado Motor Vehicle Crash Problem ID Report, which shows a 200% increase over the last 5 years in motor vehicle fatalities involving drivers under 20 in Denver County and an increase of deaths in the most recent year (2017) from 3 to 9 fatalities of those 20 and under in Denver County. The Teen Safe Streets Coalition will also work to build relationships between Denver teens, policymakers, decision makers, and other community organizations to effect changes at the policy level for reducing teen driver fatalities, to effect change at an environmental level by providing input on traffic related city plans, and to effect change within their communities through education and advocacy.

Evaluation Measure: Evaluation will be through collection of data on youth and community members involved in TSS and on outreach lists to track overall program reach, as well as diversity of that reach. TSS program staff will administer pre- and post-surveys to determine effectiveness of education, encouragement, of training programs, measuring confidence and knowledge levels of youth and trainees, and to measure development as young professionals, a major Positive Youth Development goal. Staff will also track the inclusion of youth into the culture of DDPHE, City and County of Denver (CCoD), and general environment and community engagement circles.

Key outcome evaluation will include annual review of teen-related traffic fatalities to monitor overall reduction, as well as evaluate system and policy changes related to traffic safety.

Funding Source:	402
Program Area:	TSP
Federal Funds	\$64,000
Agency Match	\$0
Local Benefit	\$64,000

Task Number 20-03-08
Program Name ThinkFast Interactive Events - Colorado
Contractor TJohnE Productions, DBA Think Fast
Program Manager Holly

ThinkFast Interactive will connect with high school youth via its school-wide interactive presentation. The hour-long presentation includes questions and facts on teen driving behaviors including GDL licensing, distracted driving, drunk and drugged driving, seat belt use, and other related safe driving topics in a game show like format. Teen audience members are divided into peer-to-peer teams and compete for prizes and recognition based on their knowledge of the above mentioned topics. Because of ThinkFast's capability to capture audience results, they can incorporate a championship among all participating schools. This comprehensive approach continues to reinforce the teen driver safety message throughout the school year.

Evaluation Measure: Evaluation of the program is via the number of participating schools, their team's results and continued requests for the program from year to year. New this year will be the number of schools who continue to provide a peer led teen safe driving program throughout the school year in conjunction to hosting the ThinkFast Interactive program. Schools without a peer led year-round program will not be considered.

Funding Source: 402
Program Area: TSP

Federal Funds \$85,500
Agency Match \$0
Local Benefit \$85,500

Task Number 20-03-09
Program Name Peer to Peer and GDL
Contractor Drive Smart of the Rockies
Program Manager Holly

Drive Smart of the Rockies is a non-profit organization established in 1993 with a mission to prevent transportation related crashes, injuries and fatalities. This is done through education of all generations of drivers, riders and passengers to change attitudes, behaviors and practices leading to cultural change with safer roads and saved lives.

Drive Smart of the Rockies has successfully implemented and delivered safe driving programs via car seat safety inspections, teen driving programs in local high schools and clubs, Graduated Driver’s License (GDL) classes for parents and teens. This is accomplished with consistent safety messaging working with our community partners in law enforcements, first responders, schools, community centers and health care organizations.

Evaluation Measure: Pre- and post-surveys on GDL knowledge by teen drivers and their parents, the number of GDL presentations and locations, and GDL seminar partners developed and implemented across the state. Development of a training/monitoring/reporting model for use with volunteer presenters of the GDL seminar. Position paper authored and published emphasizing the value of GDL education for parents and parental involvement. With partners, develop a method for identifying a vehicle being operated by a driver who is a permit holder or a provisional license holder.

Funding Source: 402
Program Area: TSP
Federal Funds \$52,845
Agency Match \$0
Local Benefit \$52,845

Task Number 20-03-10
Program Name GDL Education
Contractor All About Insurance, LLC
Program Manager Holly

All About Insurance, LLC (AAI) works in tandem with other young driver programs to educate young drivers and their parents on Colorado’s current Graduated Driver’s License laws, safety on the roads and in vehicles, decision making and choices while operating a vehicle, and the insurance ramifications of those choices.

The goal of the program is to increase seat belt usage, increase awareness of the GDL program for youthful drivers and their parents, decrease distracted driving, and inform all attendees on how proper insurance coverages play a role in the overall GDL program.

New this year will be an increased number of presentations in previously lower represented areas of Colorado with the latest information and statistics to strengthen the program.

Evaluation Measure: Evaluation of the program is via the attendance of participating youth and their schools they represent, number of statewide GDL presentations, and correcting misinformation on insurance related issues regarding teen drivers. Pre- and post-survey participation is gathered at each presentation, which consistently proved the value and helpfulness of the information presented.

Funding Source: 402
Program Area: TSP

Federal Funds \$18,000
Agency Match \$0
Local Benefit \$18,000

TRAFFIC RECORDS

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 ID Project forms part of the foundation 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 ID 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 six major state agencies: Human Services, Public Health and Environment, Public Safety, Revenue, Transportation, and the Office of Information Technology. Its primary function is to help unify, link and organize Colorado's traffic records.

Colorado's Traffic Records Program was most recently assessed in April of 2015. STRAC, along with other partners and stakeholders are reviewing the recommendations from the assessment, and have 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 a 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
- Promote electronic reporting
- Address new solutions and technology

Task Number 20-04-01
Program Name OTS Data Analysis, Tech. Assistance, and Prevention Project
Contractor Colorado Department of Public Health and Environment (CDPHE)
Program Manager Kim Ferber

Due to the comprehensive nature of the proposed projects and support provided to the Colorado Department of Transportation (CDOT), the Colorado Department of Public Health and Environment (CDPHE) will address all of the CDOT traffic safety performance measures.

The proposed project will fund 2.0 FTE at the Colorado Department of Public Health and Environment (CDPHE) to provide epidemiological and program support to the Colorado Department of Transportation's Office of Highway Safety. The specific approach will include three strategies: 1) analyze and disseminate motor vehicle crash data and injury/fatality data to produce the Problem Identification Report and Dashboard and support the data needs for traffic safety programming and evaluation; 2) provide technical assistance to CDOT grantees and staff about motor vehicle best practices and project evaluation; 3) support implementation and evaluation of community approaches to alcohol impaired driving prevention pilot project.

Evaluation Measure: FY19 Problem ID and Dashboard content and completion, analyze data sets, # of Dashboard viewings, # of meetings, # of presentations, # of requests fulfilled, # of technical assistance sessions provided, trainings facilitated, resources created, evaluations created, technical assistance systems updated

Funding Source: 402
Program Area: TR

Federal Funds \$199,990
Agency Match \$0

Task Number	20-04-03
Program Name	Traffic Records Coordinator
Contractor	Traffic and Safety Engineering Branch
Program Manager	Babler / Bourget

Project Description:

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 (CDOR), 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 Program Manager and STRAC chairperson, Alisa Babler, with oversight from the STRAC vice-chair-person, Major David Santos (CSP) and STRAC secretary and project manager, David Bourget (CDOT).

Duties will include monitoring the work done on projects relating to developing a statewide crash database. Also, working with stakeholders to facilitate the roll-out of a new state crash form and crash manual, expand data collection as well as distribution, establishing requirements (IT, business rules, confidentiality/security, etc.) for new projects, especially those related to data sharing, and helping manage or monitor TR projects. Other duties will include participation in STRAC and promoting participation in projects by stakeholders, promoting e-crash transmission into DOR, helping with related projects, soliciting new agencies to transmit their crash reports electronically, and working to institute a state e-citation platform to promote a uniform citation format.

Performance Measures and Measurement Formula:

Crash/Timeliness - The average number of days from the dates of the crash report until it is 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 (lat. / long coordinates given) crashes using the roadway coding method by instituting an increase in law enforcement use of GIS technology

Crash / Accessibility – The ability of legitimate users to successfully obtain desired crash data

Evaluation Measure:	C-T-1, C-T-2, R-A-1, C-X-1
Funding Source:	405C
Program Area	M3DA

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

Task Number 20-04-04
Program Name Technology Transfer
Contractor Traffic and Safety Engineering Branch
Program Manager Bourget

Project Description:

To fund the attendance of six core STRAC Members (to be determined based on priority) to attend the International Traffic Records Conference hosted by National Safety Council and sponsored by NHTSA, FHWA, FMCSA, and BTS (Bureau of Transportation Statistics). This task will enable the attendees to learn:

- The latest safety data collection methods and best practices by DOTs.
- How to best utilize more accurate traffic records and highway safety data.
- How to plan and participate in a successful Traffic Records Coordinating Committee (TRCC), similar to Colorado’s STRAC.
- Network with a variety of transportation and highway safety professionals.
- Discover how better data can help save lives.

The Traffic Records Forum is a valuable event where the users of crash records network with peers from other states. They share knowledge of practitioners from a variety of agencies, coordinate successful examples, train on new programs, and learn challenges and successes of other state agencies. They also share research projects, and new applications of technology and resources that are available. The Forum provides opportunity for Traffic Engineers to meet with Traffic Records software developers to discuss current and future needs, (e.g., usage, collection, analysis, current and emerging technology, current systems and programs, research, current issues and emerging needs, etc.)

Performance Measures and Measurement Formula:

This project addresses all of traffic record’s performance measures as it trains Project Managers to handle the changing needs of traffic records better and to manage their projects better. It does not target any particular measure.

Evaluation Measure:	Professional Development - All Performance Measures
Funding Source	405C
Program Area	M3DA
Federal Funds	\$15,000
Agency Match	\$3,750

Task Number 20-04-05
Program Name FARS Program Support
Contractor Traffic and Safety Engineering Branch
Program Manager Babler / 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 just supplemental funding.

Performance Measures:

To maintain the timeliness and accuracy of CDOT fatal accident data.
To provide fatal data for federal, state, local agencies and local municipalities.

Measurement Formula:

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

Evaluation Measure:	C-A-1; C-T-1
Funding Source	405C
Program Area	M3DA
Federal Funds	\$12,000
Agency Match	\$3,000

Child Passenger Safety and Occupant Protection

In 2018 there were 632 traffic fatalities in Colorado and of those, 216 were unrestrained. The 216 unrestrained fatalities represent 54% of the 410 total passenger vehicle fatalities.

The HSO will address occupant protection related crashes and fatalities through high visibility enforcement and education and awareness of Child Passenger Safety and Occupant Protection related laws and best practice.

In 2020, planned activities include:

- High Visibility Traffic Safety mini grants that will be offered to community coalitions and other agencies to help support traffic safety education efforts and enforcement campaigns;
- Supporting traffic safety campaigns including: three Click It or Ticket Enforcement campaigns and Child Passenger Safety week;
- Year round enforcement of Colorado occupant protection laws;
- Outreach and communication in local communities to increase the amount of infants and young children using the correct restraint for their size and age.
- Increasing the number of certified car seat technicians, Child Passenger Safety (CPS) awareness, education and enforcement activities to all State Patrol districts statewide, and engaging statewide organizations such as CO Community Health Network.
- Offering educational programming to schools and daycares on the importance of using proper restraints for children in vehicles; and
- Targeting Denver communities and schools near the High Injury Network (HIN) with lower restraint compliance through partnership with Denver Vision Zero with messaging to support policy initiatives

Task Number 20-05-01
Program Name Child Passenger Safety Team Colorado
Contractor Colorado State Patrol (CSP)
Program Manager Holly

The goals of this project are to reduce the statewide fatality rate per ten thousand residents from a ratio of 1.14 in 2017 to a ratio of 1.08 by 2021; and to reduce the total number of fatalities under the age of 15 from 18 in 2017 to 17 or below (reduction of 5%) by the end of the FFY21 grant cycle (September 30, 2021).

The specific strategies CSP will use, and their related evaluation measures, are to provide NHTSA New Technician courses, Child Passenger Safety Technician training courses and Child Passenger Safety Technician continuing education training courses; provide overtime pay for troopers to participate in safety programs and enforcement; provide customizable stock media for local and statewide use in conjunction with the Colorado Department of Transportation (CDOT) Public Relations office; and host a conference that brings together CPS stakeholders from throughout the state.

Evaluation measure: These will include the number of trainings throughout the year and number of attendees at each training; amount of overtime hours supported through the CPS grant; number of agencies requesting materials; number of technicians and/or government entities attending the conference and satisfaction with the conference content as measured through the conference post-evaluations.

Funding Source: 402
Program Area: CR
Federal Funds \$295,085
Agency Match \$0

Task Number 20-05-02
Program Name OP Mini Grants
Contractor TBD
Program Manager Rocke

Various rural organizations from the high risk counties identified in the 2018 Problem ID will be identified, sent information, and contacted on how to apply for the mini grant funds. This information will also be posted on the CDOT Safety website. This outreach effort will strive to develop and implement occupant protection activities. These activities include, but are not limited to, purchasing and distributing child safety seats, conducting check-up events, running fit stations by appointments, distributing safety materials, and conducting youth and adult safety classes.

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

Funding Source: 402

Program Area: CR

Federal Funds \$30,000

Agency Match \$0

Local Benefit \$30,000

Task Number 20-05-03
Program Name Swedish Medical Center's Car Seat Safety Program
Contractor Swedish Medical Center
Program Manager Holly

Motor vehicle crashes are a leading cause of injuries and death for children in the state of Colorado. Arapahoe and Denver counties rank in the top two for traffic related serious injury and fatality. In 2017, 364 people were seriously injured in the 13,119 crashes that occurred in Arapahoe County. Over the last five years (2013-2017), there has been a decrease of 4.17% in serious injuries in traffic crashes. However, the fatality rate remains unchanged from 2016. Unrestrained passenger vehicle occupant fatalities also remain unchanged from 2016. Swedish Medical Center's goals for this program are to increase the number of properly installed car seats and fit for all Birth Place, Family Place and NICU patients prior to discharge, increase communication and outreach to children and parents about the importance of car seat safety, and increase communication and outreach to community members, schools and physician offices regarding their car seat stations.

Evaluation Measure: Number of new parents educated and trained in the importance of the whole family using proper restraints, including car seats, and seat belt use prior to discharge using SMC's discharge checklist; the number of car seats checked at SMC's car seat fit stations in the grant year vs. prior years; number of schools reached regarding car seat safety; and number and frequency of communication on car seat safety via social media and various print publications to new parents. Additional evaluation will be through pre/post surveys given to parents during car seat safety classes.

Funding Source: 402
Program Area: CR

Federal Funds \$20,730
Agency Match \$0
Local Benefit \$20,730

Task Number 20-05-04
Program Name Summit County Child Passenger Safety Initiative
Contractor Summit County Public Health
Program Manager Holly

Summit County Public Health (SCPH) is committed to planning and executing activities that fill gaps within Summit County (SC) and the surrounding region through targeted, evidence-based intervention. Areas of need around child passenger safety (CPS) continue to be: 1). low levels of knowledge within law enforcement of CPS regulations and best practice; 2). low levels of the correct application of CPS which are encumbered by technical barriers in car seats and knowledge barriers in booster seats; and 3). lower usage of child restraints in the Hispanic or Latino population compared to the non-Hispanic, white population.

Activities performed will target populations in and around SC who impact children from birth to age twelve including: 1). building and maintaining a CPS coalition, 2). offering educational programming to SC law enforcement, 3). developing a CPS media campaign targeting SC residents and visitors, 4). developing a school and childcare program targeting those who impact children birth to age twelve, 5). increasing CPS fit station capacity, and 6). developing a SC resource and referral system for CPS fit stations. All activities aim to reduce inequities and advance maternal, child, and family health.

Evaluation Measure: 1). Development of a sustainable child passenger safety coalition (CPSC) that effectively plans and implements the CPS strategies; 2). Development of a CPS law enforcement curriculum; 3). Delivery of law enforcement training; 4). Development and implementation of pre- and post-surveys to measure shifts in attitudes, behaviors, and knowledge within law enforcement / parents / guardians / teachers related to CPS; 5). Increase in CPS fit stations; 7). Development of a resource/referral system for fit stations; 6). Implementation of a high visibility media campaign targeted to the Summit County community; 7). Develop a school / childcare CPS education program.

Funding Source: 402
Program Area: CR

Federal Funds \$34,450
Agency Match \$0
Local Benefit \$34,450

Task Number 20-05-05
Program Name Denver Booster and Seatbelt Engagement
Contractor Denver Department of Public Health and Environment
Program Manager Holly

Denver Booster and Seatbelt Engagement Program (BASE) will reach all Denver communities, but will intensively target the communities and schools that are near the High Injury Network (HIN) and with lower age-appropriate restraint compliance. Many fatalities are preventable: 54% motor vehicle occupant fatalities and 26% of the serious injuries were not using seat belts or other restraints in 2015.

Age appropriate child restraints are critical because there is a trend of increasing in hospitalization and emergency department visits children get older. Traffic injuries are the leading cause of injury death for children ages 5-9. In Denver, from 2012-2015, the hospitalization rate for traffic injuries for ages 1-4 was 18.1 (95% confidence interval (CI) 10.6, 25.5) and ages 5-9 was 19.3 per 100,000 population (95% CI: 12.1 and 26.5). Additionally, over the last year there has been data collected to support the Denver BASE project as all 4 Denver schools where messaging is ongoing had improper or unrestrained use at 50% prior to messaging efforts, which is nearly double the Colorado state rate of children improperly or unrestrained at 26%.

The Denver BASE project will engage the community to identify factors that impact the individual behavior and create messaging to increasing the knowledge of seat belt use and enforcement as well as address social norms. BASE will work with community members, schools, and community centers to target children ages 5-12 and their caregivers. Messaging will be coordinated with statewide and local enforcement efforts. Denver BASE will partner with Denver's Vision Zero effort and support policy initiatives such as a primary seat belt law.

Evaluation Measure: The BASE project will evaluate the project on an ongoing basis through process measures, pre-post messaging outcome measures, and through regular survey data.

Funding Source: 402
Program Area: CR

Federal Funds \$60,000
Agency Match \$0
Local Benefit \$60,000

Task Number 20-06-01
Program Name 2019 Click It or Ticket
Contractor Colorado State Patrol (CSP)
Program Manager Chase

The goals of this project are to:

3. reduce the statewide fatality rate per ten thousand residents from a ratio of 1.14 in 2017 to a ratio of 1.08 by 2021 (Source: CSP 2019-2023 Strategic Plan); and to
4. reduce the total number of unrestrained occupant fatalities statewide from 222 in 2017 to 211 or below by the end of the FFY21 grant cycle (September 30, 2021) (Source: CDOT CO Motor Vehicle Crash Problem ID Report).

CSP will accomplish this by using high visibility enforcement waves, sustained enforcement, and social media campaigns.

The specific strategies CSP will use, and their related evaluation measures, are included below:

Provide overtime pay for troopers to participate in high visibility enforcement waves and sustained enforcement to identify and deter driving or riding in a motor vehicle without the use of seatbelts on Colorado roadways.

Implement a statewide social media campaign to support the High Visibility Enforcement Waves and importance of wearing seatbelts.

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

Funding Source: 405B
Program Area: M2HVE

Federal Funds \$250,000
Agency Match \$250,000

Task Number 20-06-02
Program Name Local Law Enforcement Agencies- Click It or Ticket (CIOT)
Contractor TBD
Program Manager Chase

CIOT has been the most successful seatbelt campaign developed, and has resulted in helping create the highest national seatbelt usage rate of 87%. Colorado remains below this national average at 86.3% usage rate. 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 the 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.

Evaluation Measure:	# of citations issued, # of contacts, # of unrestrained fatalities/injury crashes
Funding Source:	405B
Program Area:	M2HVE
Federal Funds	\$300,000
Agency Match	\$0

Task Number **20-06-03**
Program Name **OP Tech Transfer**
Contractor **OTS**
Program Manager **Rocke**

The purpose of the 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.

Evaluation Measure: # of people trained

Funding Source: 402

Program Area: OP

Federal Funds \$15,000

Agency Match \$0

Local Benefit \$15,000

Task Number 20-06-04
Program Name High Visibility Traffic Safety Campaigns-Mini Grants
Contractor: TBD
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 task will support the National Highway Traffic Safety Administration (NHTSA) and the HSO 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 2019. These recognition events will recognize law enforcement officers for their dedication and commitment to enforcing seat belt and impaired driving laws in the State.

Funding Source:	402
Program Area:	OP
Federal Funds	\$20,000
Agency Match	\$0
Local Benefit	\$20,000

Task Number 20-06-05
Program Name Seat Belt Survey
Contractor Atelier
Program Manager Holly

Atelier 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 by direct observations by trained observers. The observers will count the number of front seat occupants of non-commercial passenger vehicles (cars and light trucks) and record the numbers who are wearing seat belts. Data will be recorded and translated into digital form for statistical analyses. Analyses will generate information for the counties included in the studies as well as statewide results for seat belt usage. Reports will be created that will identify usage rates and the statistical analyses that will include the 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.

Evaluation Measure:	Successful completion of seat belt surveys
Funding Source:	402
Program Area:	OP
Federal Funds	\$245,466
Agency Match	\$0

Task Number 20-06-06
Program Name Traffic Safety Initiatives Mini Grants
Contractor TBD
Program Manager Rocke

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 and support and training and materials. This will enable agencies to better execute and support statewide occupant protection, child passenger safety, and teen driving safety, distracted driving prevention, motorcycle safety and impaired driving prevention initiatives.

Evaluation Measure:	# of trainings, # of events
Funding Source:	402
Program Area:	OP
Federal Funds	\$25,000
Agency Match	\$0
Local Benefit	\$25,000

Task Number 20-06-07
Program Name High Visibility Enforcement and Child Passenger Safety Program
Contractor: Aurora Police Department (APD)
Program Manager Chase

The Colorado Department of Transportation’s 2018 Statewide Seat Belt Survey showed that the overall seat belt usage rate in Adams County’s was shown to be 77.9%, which was a decrease from 82.6% in 2017. Arapahoe County’s seat belt use was shown to be 92.2%, which was an increase from 89.8 % in 2017. Over the past 5 years, Adams County has experienced a 50% increase in unrestrained fatalities. Arapahoe County has had a 200% increase in unrestrained fatalities over the same period.

In 2018, there were 33 total fatalities in the City of Aurora. Of those 33 fatalities, 6 or 18% involved an unrestrained occupant.

The APD’s goal was to reduce the number of unrestrained occupant fatalities in Aurora to 20% by September 30, 2019. We exceeded that goal with a reduction to 18% in 2018. During the second year of the project, unrestrained occupant fatalities will be reduced by an additional 1.5%.

These goals will be accomplished through several Short-Term, High-Visibility 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.

Evaluation Measure: # of seat belt citations, # of drivers contacted, pre and post survey results, # of unrestrained fatalities/injury crashes

Funding Source: 405b
Program Area: M2HVE

Federal Funds \$94,964
Agency Match \$94,964

Task Number 20-06-08
Program Name Transportation Matters Summit
Contractor TBD
Program Manager Gould

The HSO will co-host the 2020 Transportation Matters Summit in the Fall of 2020. 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 and meal costs and scholarships for attendees.

Evaluation Measure: # of attendees

Funding Source: 402
Program Area: OP
Federal Funds \$75,000
Agency Match \$0
Local Benefit \$75,000

Task Number 20-06-09
Program Name Buckle Up for Love, and Tween Seat Belt Safety
Contractor Rural Communities Resource Center
Program Manager Holly

This program aims to reduce the number of unrestrained passenger vehicle occupant fatalities, and serious injuries in traffic crashes by increasing knowledge and education about seat belt use in all seat positions. In 2016 and 2017 there were 223 citations for unrestrained vehicle occupants including drivers in Washington and Yuma counties. Data shows that even though seat belt use is improving there are still many Coloradans who do not buckle up. The 2017 State of Colorado Rural Seat Belt Survey shows that on average in rural Colorado, seat belt use is 84.6% whereas Washington county data shows seat belt use at only 71.6%. Although there is no specific data for Yuma county’s seat belt use, the 2018 Colorado Motor Vehicle Problem Identification data shows the motor vehicle fatality rate in Yuma County was 29.78 in 2017 compared to Colorado overall of 11.6. Washington County’s motor vehicle serious injury rate increased from 123.1 in 2016 to 168 in 2017 compared to Colorado’s overall of 51.42 which is a shocking 116.58 difference.

Regular seat belt use is the single most effective way to prevent serious injuries and save people from dying in motor vehicle crashes. RCRC aims to improve the consistent and proper use of seat belts and child passenger restraints within their local communities. It is the intent of the program to increase seat belt use through increasing knowledge on seat belt laws to the local community through local seat belt usage surveys, and implementing that usage data in large local media campaigns. Collaboration with local law enforcement and other local agencies will further assist by providing safety events and family education throughout the grant year, and provide tween messaging campaigns in all school districts in Washington and Yuma counties. The ultimate goal is to push for a primary seat belt law via ongoing meetings with local county commissioners and political representatives.

Evaluation Measure: Program evaluation will be ongoing throughout the grant year and will involve input and feedback from community members, advocates and project directors. A data entry system is in place to record data gleaned from satisfaction surveys, pre- and post- seat belt survey results and outcomes. Dissemination of educational information and related activities will show increases in knowledge and use of proper restraints to change awareness of drivers and passengers to become more safety conscious to help reduce traffic crashes, fatalities and injuries in this rural area.

Funding Source: 402
Program Area: OP

Federal Funds \$40,000.00
Agency Match \$0
Local Benefit \$40,000

Motorcycle Safety

In 2018, there were 632 traffic fatalities, of those there were 103 motorcyclist fatalities and of those fatalities 57 were unhelmeted. Motorcyclist fatalities represented 16% of Colorado's total traffic fatalities (103 of 632).

Colorado has a legislatively mandated Motorcycle Operator Safety Advisory Board (MOSAB) which includes a Highway Safety Office (HSO) member. The MOSAB membership provides input and direction on motorcycle safety training, awareness, media and funding. The HSO also utilizes funding to support media campaigns designed to increase motorists awareness of motorcycles on Colorado roadways. The campaigns are developed through problem identification and disseminated to the public during peak motorcycle riding activity.

Task Number 20-07-01
Program Name Motorcycle Operator Safety Training (MOST)
Contractor Motorcycle Safety Foundation (MSF)
Program Manager Rocke

These funds are dedicated from CDOT and are used as match for 405f Motorcycle Safety Grant funds.

The Colorado State Patrol 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 license and \$4 on motorcycle license registrations. The program trains approximately 10,000 students per year through vendors at training sites state-wide. MSF will perform contractual duties under the direction of the CSP MOST Program Coordinator who oversees and administers the program.

Funding Source:	State
Program Area:	M9MT
Federal Funds	\$0
Agency Match	\$50,000

Communications

Motor vehicle crashes are among the leading causes of death across the nation and in Colorado. Motor vehicle fatalities were on the decline and reached a low of 447 deaths in 2011. Since 2011 Colorado's fatalities from motor vehicle crashes have continually increased, reaching a high of 648 fatalities in 2017 before dropping to 632 fatalities in 2018.

The HSO incorporates data from the Fatality Analysis Reporting System (FARS), annual observed seat belt use survey results, the Department of Revenue's Crash Record file and Vehicle Miles Traveled (VMT), in order to fund public relations campaigns that address the most serious behavioral traffic safety challenges.

Communications and outreach campaigns for the general public are designed to educate, inform and provide resources to the public regarding the behavioral traffic safety challenges on Colorado's roadways and efforts to address them. These campaigns also provide information regarding numerous high visibility enforcement campaigns. These strategies are part of a comprehensive, overall traffic safety program and are designed to reduce fatalities and serious injuries on Colorado roadways.

In 2020, planned activities include:

- Development and implementation of ongoing media and public relations campaigns for high-visibility enforcement, including DUI/drugged driving and seat belt enforcement; motorcycle safety, teen driving, child passenger safety, pedestrian safety, and distracted driving.;
- Development and distribution of news releases and development of relationships with statewide media to encourage coverage of safety issues and execution of newsworthy special events and press conferences;
- Development and implementation of a comprehensive social media strategy through Facebook, Snapchat, Twitter and YouTube;
- Development of materials for Hispanic audience and Spanish language media and execution 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;
- Placement of paid media buys to reach campaign target audiences.
- Evaluation of campaign elements, including developing a methodology for evaluating increases in public awareness.

Task Number 20-08-01
Program Name High Visibility DUI Enforcement – PR/Evaluation
Contractor Amelie Company, Communications Infrastructure Group and PRR
Program Manager Cole

According to the *Colorado Problem Identification Report (FY2019)*, in 2017, there were 177 motor vehicle deaths involving an alcohol-impaired driver. This represents a 26 percent increase over five years. From 2011 to 2017 the highest percentage of alcohol intoxicated drivers, defined as a BAC of 0.08 or higher, involved in a fatal crash were between the ages of 21 and 34 and more male drivers than female drivers were found to have a BAC of .08 or higher.

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

This project will conduct the mass media portion of the high visibility *The Heat Is On* enforcement campaign. Associated costs include public relations and creative consultants, along with 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.

Evaluation Measure:

Project evaluation will be based on process and outcome measurements. This will include amount of materials distributed, paid media coverage, earned media coverage, social media activity, increases in safety awareness among drivers, and /or observed decrease in motor vehicle injuries and fatalities. Outcomes will be based on number of media impressions produced by the campaign. Data will be recorded within one month after the end of the campaign. Such numbers are tracked by month on a spreadsheet, which allows for further analysis. Data on fatalities comes from FARS and data on self-reported drunk driving comes from CDOT’s annual driver survey. This outcome directly addresses the objective for this project.

Funding Source: 405D
Program Area: M6OT

Federal Funds \$300,000
Agency Match \$0

Task Number 20-08-02
Program Name High-Visibility DUI Enforcement – Paid Media
Contractor Vladimir Jones
Program Manager Cole

According to the *Colorado Problem Identification Report (FY2019)*, in 2017, there were 177 motor vehicle deaths involving an alcohol-impaired driver. This represents a 26 percent increase over five years. From 2011 to 2017 the highest percentage of alcohol intoxicated drivers, defined as a BAC of 0.08 or higher, involved in a fatal crash were between the ages of 21 and 34 and more male drivers than female drivers were found to have a BAC of .08 or higher. For crashes resulting in a serious injury, the alcohol results are based on the law enforcement officer’s opinion at time of crash, not lab values. As seen with fatalities, the age group of 21-34 year olds had the highest percentage of suspected of alcohol impairment in serious injury crashes compared to the other age groups.

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

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

Evaluation Measure: Project evaluation will be based on process and outcome measurements, including paid media coverage, increases in safety awareness among drivers, and /or observed decrease in motor vehicle injuries and fatalities. Outcomes will be based on number of media impressions produced by the campaign. Data will be recorded within one month after the end of the campaign. Such numbers are tracked by month on a spreadsheet, which allows for further analysis. Data on fatalities comes from FARS and data on self-reported impaired driving comes from CDOT’s annual driver survey. This outcome directly addresses the objective for this project.

Funding Source: 405D
Program Area: M60T

Federal Funds \$290,000
Agency Match \$0

Task Number 20-08-03
Program Name High-Visibility DUI Enforcement – Hispanic and Paid Media
Contractor Hispanidad
Program Manager Cole

According to the *Colorado Problem Identification Report (FY2019)*, in 2017, there were 177 motor vehicle deaths involving an alcohol-impaired driver. This represents a 26 percent increase in the last five years. From 2011 to 2017 the highest percentage of alcohol intoxicated drivers, defined as a BAC of 0.08 or higher, involved in a fatal crash were between the ages of 21 and 34 and more male drivers than female drivers were found to have a BAC of .08 or higher. For crashes resulting in a serious injury, the alcohol results are based on the law enforcement officer’s opinion at time of crash, not lab values. As seen with fatalities, the age group of 21-34 year olds had the highest percentage of suspected of alcohol impairment in serious injury crashes compared to the other age groups.

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 21-54 with a culturally- and linguistically-relevant *Heat is On* and other messages designed for mass media and public relations campaigns to remind this segment of the importance of not driving impaired.

Evaluation Measure: Project evaluation will be based on process and outcome measurements. This will include amount of materials distributed, paid media coverage, earned media coverage, social media activity, and /or observed decrease in motor vehicle injuries and fatalities. Outcomes will be based on number of media impressions produced by the campaign. Data will be recorded within one month after the end of the campaign. Such numbers are tracked by month on a spreadsheet, which allows for further analysis. Data on fatalities comes from FARS. This outcome directly addresses the objective for this project.

Funding Source: 405D
Program Area: M60T

Federal Funds \$180,000
Agency Match \$0

Task Number 20-08-04
Program Name Motorcycle Safety – Motorcyclist Awareness
Contractor R and R, Vladimir Jones
Program Manager Cole

According to the *Colorado Problem Identification Report (FY2019)*, of the 648 fatalities in 2017, 103 were among motorcyclists, which is an 18 percent increase over the last five years. Motorcyclists accounted for 16 percent of all fatalities in the state in 2017 yet motorcycles represent only three percent of registered vehicles. The age group who experienced the most motorcyclist fatalities and serious injuries was the 35 to 54 age group. Over two-thirds of the people who died were not wearing a helmet.

According to NHTSA’s *Countermeasures That Work*, communication and outreach on conspicuity and protective clothing is an identified strategy. Specifically promoting helmet use is another identified strategy.

This project will help educate motorcyclists on the benefits of protective gear, helmet use and conspicuity.

Evaluation Measure: Project evaluation will be based on process and outcome measurements. This will include amount of materials distributed, earned media coverage, social media activity, increases in safety awareness among motorcyclists, and /or observed decrease in motorcycle injuries and fatalities. FARS data will be used to identify changes in motorcycle fatalities. Impression data will be tracked monthly to identify campaign reach. The outcomes directly address the objective for this project.

Funding Source: 402/405F
Program Area: MC/M9MA

Federal Funds \$75,000/\$75,000
Agency Match \$0

Task Number 20-08-05
Program Name Click It or Ticket and Seat Belts – PR/Evaluation
Contractor Communications Infrastructure Group and PRR
Program Manager Cole

According to the *Colorado Problem Identification Report (FY2019)*, in 2017, there were 222 unrestrained passenger vehicle occupant fatalities. In the last five years there has been a 25 percent increase in unrestrained deaths in Colorado. In 2017, the 222 unrestrained fatalities represented 54 percent of the 410 passenger vehicle occupant fatalities. In 2017, Colorado’s seat belt use rate was 84 percent, below the nationwide use of 90 percent.

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, along with a more targeted communications approach a low-belt-use or high fatality county.

Evaluation Measure: Project evaluation will be based on process and outcome measurements. This will include amount of materials distributed, earned media coverage, social media activity, increases in safety awareness among drivers, and /or observed decrease in motor vehicle injuries and fatalities. Data will be recorded within one month after the end of the campaign. The earned media impressions will be tracked by month on a spreadsheet, which allows for further analysis. Fatality data will come from NHTSA and behavioral data will come from CDOT’s annual driver survey and its annual seat belt use study. These outcomes directly address the objective for this project

Funding Source: 402
Program Area: PM
Federal Funds \$150,000
Agency Match \$0

Task Number 20-08-06
Program Name CIOT / Seat Belts - Paid Media
Contractor Vladimir Jones
Program Manager Cole

According to the *Colorado Problem Identification Report (FY2019)*, in 2017, there were 222 unrestrained passenger vehicle occupant fatalities. In the last five years there has been a 25 percent increase in unrestrained deaths in Colorado. In 2017, the 222 unrestrained fatalities represented 54 percent of the 410 passenger vehicle occupant fatalities. In 2017, Colorado's seat belt use rate was 84 percent, below the nationwide use of 90 percent.

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.

Evaluation Measure: Project evaluation will be based on process and outcome measurements. This includes developing a strategic direction for paid ads and launching the ads in a manner that allows for maximum exposure. Outcomes will be based on number of media impressions produced by the campaign. Data will be recorded within one month after the end of the campaign. Such numbers are tracked by month on a spreadsheet, which allows for further analysis. This outcome directly addresses the objective for this project.

Funding Source: 402
Program Area: PM

Federal Funds \$155,000
Agency Match \$0

Task Number 20-08-07
Program Name Hispanic Occupant Protection
Contractor Hispanidad, Vladimir Jones
Program Manager Cole

According to the *Colorado Problem Identification Report (FY2019)*, in 2017, there were 222 unrestrained passenger vehicle occupant fatalities. In the last five years there has been a 25 percent increase in unrestrained deaths in Colorado. In 2017, the 222 unrestrained fatalities represented 54 percent of the 410 passenger vehicle occupant fatalities. In 2017, Colorado's seat belt use rate was 84 percent, below the nationwide use of 90 percent. Hispanics represent about 21% of the state's population but are over-represented in the fatality data.

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 focus on Hispanic males 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, especially during the *Click it or Ticket* statewide May Mobilization enforcement period.

Evaluation Measure: Project evaluation will be based on process and outcome measurements. This could include amount of materials distributed, paid media coverage, earned media coverage, social media activity, increases in safety awareness among drivers, and /or observed decrease in motor vehicle injuries and fatalities. Data will be recorded within one month after the end of the campaign. The earned media impressions will be tracked by month on a spreadsheet, which allows for further analysis. Fatality data will come from NHTSA and behavioral data will come from CDOT's annual driver survey and its annual seat belt use study. These outcomes directly address the objective for this project.

Funding Source: 402
Program Area: PM
Federal Funds \$180,000
Agency Match \$0

Task Number 20-08-08
Program Name GDL and Teen Driving Safety Communications
Contractor Amelie Company
Program Manager Cole

According to the Colorado Problem Identification Report (FY2019), there were 93 drivers aged 15-20 years old involved in a fatal motor vehicle crashes in 2017. This represents a 63% increase over five years. In addition, there were 69 fatalities in 2017 among people aged 15-20 years old, regardless of the age of the driver. Drivers aged 15 to 20 accounted for approximately 15% of all fatal crashes in 2017. The majority of young drivers in fatal crashes were in the 18-20 year old age group. More males than females were involved in fatal and serious injury crashes.

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

This project will conduct the public relations and advertising for educating teens and parents on GDL laws and other traffic safety issues affecting young drivers in Colorado.

Evaluation Measure: Project evaluation will be based on process and outcome measurements. This will include amount of materials distributed, earned media coverage, social media activity, increases in safety awareness among drivers, and /or observed decrease in motor vehicle injuries and fatalities. Media impressions will be tracked monthly measure the project's reach. FARS data will be analyzed to identify changes in teen driver-involved fatalities. The outcomes directly address the objective for this project.

Funding Source: 402
Program Area: PM
Federal Funds \$75,000
Agency Match \$0

Task Number 20-08-09
Program Name Child Passenger Safety
Contractor Communications Infrastructure Group
Program Manager Cole

According to data from the Colorado Department of Transportation and FARS data (2017), over the past 5 years (2013-2017), 30 children aged 0 to 8 were killed in passenger vehicle crashes in Colorado. Among these, more than half (53%) were in improperly used/installed car seat or no car seat at all. According to the Colorado Problem Identification Report (FY2015), observations of child (ages 0-4) restraint use in the front or rear of the vehicle varied between 83 and 95 percent for the past decade. Since 2005, child restraint use exceeded 90 percent only twice: in 2013 and 2014. Child booster restraint use, combining front and rear observations, was 66 percent when first observed in 2011. Since 2011 booster restraint use increased to 75 percent, but remains lower than other child restraint systems.

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 proper use of child passenger restraints.

Evaluation Measure: Project evaluation will be based on process and outcome measurements. This will include amount of materials distributed, earned media coverage, social media activity, increases in safety awareness among drivers, and /or observed decrease in motor vehicle injuries and fatalities. The outcomes directly address the objective for this project.

Funding Source: 402
Program Area: PM

Federal Funds \$75,000
Agency Match \$0

Task Number 20-08-10
Program Name Public Relations Program/ Media Support
Contractor Amelie, Communications Infrastructure Group
Program Manager Cole

According to the *Colorado Problem Identification Report (FY2019)*, there were 118,842 crashes in 2017 resulting in 648 deaths. Public awareness is a critical component to the success of traffic safety programs to reduce crashes. This project will support the communications senior staff with tactical program implementation in order to further maximize the reach and effectiveness of occupant protection, traffic-related impaired driving and other traffic safety 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.

According to NHTSA's *Countermeasures That Work*, effective high-visibility communications and outreach are an essential part of successful strategies to reduce traffic deaths and injuries. To successfully implement communications, public relations and media support to reduce deaths and injuries related to crashes, 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. In addition, funds will be used to further enhance the CDOT Website and Social Media Support efforts.

Evaluation Measure: Project evaluation will be based on process and outcome measurements. This will include amount of materials distributed, number and size of assets developed, social media activity, and /or observed decrease in motor vehicle injuries and fatalities. The outcomes directly address the objective for this project.

Funding Source: 402
Program Area: PM

Federal Funds \$112,000
Agency Match \$0

Task Number 20-08-11
Program Name Distracted Driving
Contractor Communications Infrastructure Group and Vladimir Jones
Program Manager Cole

According to the Colorado Problem Identification Report (FY2019), there were 118,842 crashes in 2017 involving 200,428 drivers. There were 61 drivers involved in fatal crashes in which distracted driving was a factor. In 2017, law enforcement officers reported a human contributing factor in 29% of drivers involved in non-injury crashes and 47% of injury and fatal crashes. Among crashes where a distraction was reported, 3% of non-injury crashes and 2% in injury/fatal crashes were attributed to being distracted by a cell phone.

According to NHTSA's *Countermeasures That Work*, the most effective strategies to reduce distracted driving include laws and enforcement on GDL requirements for beginning drivers and high visibility cell phone/text messaging enforcement.

This project will help educate the public about the laws and enforcement periods regarding distracted driving and the dangers posed by distracted driving overall. It will also help motivate and foster change among drivers who engage in distracted driving, especially involving use of cell phones.

Evaluation Measure: Project evaluation will be based on process and outcome measurements. This will include amount of materials distributed, paid media coverage, earned media coverage, social media activity, increases in safety awareness among drivers, and /or observed decrease in motor vehicle injuries and fatalities. The outcomes directly address the objective for this project.

Funding Source: 402
Program Area: PM
Federal Funds \$225,000
Agency Match \$0

Task Number 20-08-12
Program Name Pedestrian Safety Communications
Contractor RR Partners, Vladimir Jones
Program Manager Cole

According to the *Colorado Problem Identification Report (FY2019)*, in 2017 there were 92 pedestrian fatalities, an 85% increase over the last five years. This accounted for 14% of all fatalities in 2017. Most pedestrian fatalities and injuries occurred in the 21-34 and 35-54 year old age groups and among more males than females.

According to NHTSA's *Countermeasures That Work*, communications and outreach are identified as a strategy for reducing pedestrian injuries and fatalities. This project will provide outreach campaigns to help educate the public on the potential hazards and precautions to take to avoid pedestrian injuries and fatalities.

Evaluation Measure: Project evaluation will be based on process and outcome measurements. This will include amount of materials distributed, earned media coverage, paid media impressions, social media activity, increases in safety awareness among drivers, and /or observed decrease in motor vehicle injuries and fatalities. The outcomes directly address the objective for this project.

Funding Source: 402
Program Area: PM

Federal Funds \$200,000
Agency Match \$0

Task Number 20-08-13
Program Name Occupant Protection - Communications
Contractor Amelie, Vladimir Jones
Program Manager Cole

According to the *Colorado Problem Identification Report (FY2019)*, in 2017, there were 222 unrestrained passenger vehicle occupant fatalities. In the last five years there has been a 25 percent increase in unrestrained deaths in Colorado. In 2017, the 222 unrestrained fatalities represented 54 percent of the 410 passenger vehicle occupant fatalities. In 2017, Colorado's seat belt use rate was 84 percent, below the nationwide use of 90 percent.

According to NHTSA's *Countermeasures That Work*, effective high-visibility communications and outreach directed at low-belt-use groups have been demonstrated to be effective strategy for increasing seat belt use and decreasing injuries and fatalities. In addition, communication and outreach countermeasures targeting children and youth have also been effective.

This project will conduct a marketing, advertising and public relations campaign to increase seat belt use in Colorado. This campaign will include a targeted communications approach towards low-belt-use or high fatality counties or groups.

Evaluation Measure: Project evaluation will be based on process and outcome measurements. This will include amount of materials distributed, paid media coverage, earned media coverage, social media activity, increases in safety awareness among drivers, and /or observed decrease in motor vehicle injuries and fatalities. Impression data will be gathered within a month of the campaign end. It will be recorded monthly on a spreadsheet, so as to allow for further evaluation. Changes in seat belt use will be measured via CDOT's annual seat belt use study. Fatality data will be tracked through the FARS database. The outcomes directly address the objective for this project.

Funding Source: 402
Program Area: PM
Federal Funds \$250,000
Agency Match \$0

Non-Motorized

In 2018, there were 632 traffic fatalities, of which 90 or 14 percent were pedestrians. In addition, another near 2.5% (or 16) were bicyclists.

The HSO will address pedestrian and bicyclist crashes and fatalities through high visibility enforcement and education and awareness of Child Passenger Safety and Occupant Protection related laws and best practice.

In 2020, planned activities include:

- Conducting High Visibility Targeted Enforcement, coupled with education focused on pedestrian safety. Traffic officers will conduct directed operations, issue citations, warnings, contact pedestrians, motorist and bicyclist to educate these individuals about violations;
- Providing pedestrian safety education outreach to homeless shelters and day centers;
- Focusing on Pedestrian Safety Zones

Task Number **20-09-01**
Program Name **Pedestrian Education and Safety Campaign**
Contractor **Aurora Police Department (APD)**
Program Manager **Rocke**

In 2017, there were 648 traffic fatalities in the State of Colorado, of which 92 or 14 percent were pedestrians, and another nearly 2.5 percent were bicyclists. This reflects a significant increase from the prior year’s total of 79 Pedestrian fatalities. Per the Mile-High Regional Emergency Medical and Trauma Advisory Council (RETAC) section of the 2017 Problem Identification Report, there were 185 traffic fatalities in the six county Mile-High region, which includes the City of Aurora. Of the 185 fatalities, 39 or 21 percent were pedestrians. Over the past four years, the Mile-High RETAC region has experienced a steady increase in pedestrian fatalities with a slight decrease in the fifth year.

The City of Aurora is made up primarily by Adams and Arapahoe counties. A total of 26 pedestrian fatalities occurred in those two counties (16 in Adams and 10 in Arapahoe). Of those 26 pedestrian fatalities, 6 or 23 percent occurred in the City of Aurora. Pedestrian fatalities in the City of Aurora account for 23 percent of all Aurora fatal crashes. That is down from 2016’s 36 percent and up from 2015’s 12 percent of pedestrian related fatal crashes.

In reviewing all 5,174 crashes that occurred in the City of Aurora in 2018, 134 or 3 percent involved a pedestrian. Of those 134 pedestrian involved crashes, 81 or 60 percent of the pedestrians sustained some level of injury. That means that pedestrians are 10 times more likely to be injured in a crash compared to vehicle occupants (6 percent of vehicle occupants were injured). There continues to be a need to further educate pedestrians and motorists on pedestrian safety in the City of Aurora to help reduce the number of pedestrian related incidents and injuries.

In 2018, there were 23 traffic fatalities in the City of Aurora. Of those 23, 6 or 26 percent were pedestrians. Of the 6 pedestrian fatalities, the pedestrian was determined to be at fault in 3 or 50 percent of those crashes. Clearly, there is a need to continue to reduce the number of pedestrian fatalities in the city.

Evaluation Measure:	# of data crash reports, # of activity reports
Funding Source:	402
Program Area:	PS
Federal Funds	\$75,000
Agency Match	\$0
Local Benefit	\$75,000

Task Number 20-09-02
Program Name Addressing Denver Pedestrian Safety Issues
Contractor Denver Police Department (DPD)
Program Manager Roche

The goal of this project is to further reduce the number of auto-pedestrian fatalities through increased enforcement, which will result in an increase in contacts, advisement warnings, and citations.

In 2017, there were a total of 118,842 motor vehicle crashes in Colorado. During that same year, there were 648 motor vehicle fatalities in Colorado, or 5.45%. Denver County, in 2017, reported 22,129 motor vehicle crashes, or 18.62% of the state's total. Additionally, Denver County reported 49 motor vehicle fatalities that same year, which accounted for 0.22% of all crashes in Denver County in 2017.

Of the mode of fatalities in Denver County in 2017, 26.53% were pedestrian-related. State-wide, during the same year, pedestrian-related crashes accounted for 14.20% of all modes of traffic fatalities, which is less than Denver County.

DPD officers will increase the number of citations and contacts with both pedestrians and motorists at identified hot spot locations in the City and County of Denver between October 1, 2018 and September 30, 2019. An increase in contacts and citations will result in improved education and heightened awareness for auto-pedestrian safety among motorists and pedestrians in Denver. During this project, the officers will report on: 1) the number of contacts made; 2) total hours worked; 3) scale of operation; 4) number of uniformed officers versus plainly clothed officers; 5) time of day; and 6) day of week.

Denver anticipates a 15% increase in the number of contacts made, from 9,470 to 10,891; a 15% increase in the number of driver citations, from 368 to 423; and a 10% increase in the number of pedestrian citations, from 7 to 8.

Evaluation Measure:	# of contacts made, # of citations written, # of advisement warnings issued
Funding Source:	402
Program Area:	PS
Federal Funds	\$85,000
Agency Match	\$0
Local Benefit	\$85,000

Task Number 20-09-03
Program Name Pedestrian Safety
Contractor Drive Smart Colorado (DSC)
Program Manager Rocke

In the next two years, Drive Smart Colorado (DSC) will work directly with University of Colorado-Colorado Springs, Colorado College, and Colorado State University – Pueblo, student groups, college staff and security/police in order to create culturally relevant programs, campaigns, and media messages to reduce risky and unsafe walking behavior.

DSC will conduct walkability surveys and/or observational surveys with the Colleges and Universities to determine if the pedestrian safety awareness has increased on the campuses.

DSC will partner with the City of Colorado Springs Homeless Prevention and Response Coordinator to provide pedestrian safety education outreach to five of the city’s homeless shelters/day centers.

DSC will collaborate with Greccio Housing, a low-income community housing development organization, to provide pedestrian safety education outreach to their residents.

Evaluation Measure: # of presentations, # of people served, # of surveys conducted on attitudes/knowledge/opinions/transportation

Funding Source: 402
Program Area: PS

Federal Funds \$40,442
Agency Match \$0
Local Benefit \$40,442

Older Drivers

In 2018, there were 632 traffic fatalities in Colorado. There were 88 fatalities involving a driver aged 65 years or older.

The HSO will address older crashes and fatalities through education, public awareness, collaboration and partnerships with State and local agencies, law enforcement training and providing information on alternative rides to caregivers and older drivers.

In 2020, planned activities include:

- Continuing CarFit education events ;
- Implementation of a Yellow Dot Pilot Program; and
- Assess the older adult driver and providing education and strategies to continue safe community mobility

Task Number 20-10-01
Program Name The Road Ahead – Older Driver Safety
Contractor Drive Smart Colorado (DSC)
Program Manager Roche

Drive Smart Colorado (DSC) will continue to build on existing communications and education for older drivers and caregivers. DSC will continue to establish and maintain partnerships to enhance older driver’s safety efforts.

DSC will incorporate proven programs in a comprehensive, multifaceted educational approach and CarFit Technician trainings and events will also be expanded to El Paso, Pueblo and Teller Counties. A resource guide on Older Drivers will be distributed in all counties and the DSC Older Driver-focused website will be expanded and improved.

DSC will incorporate a pilot project in partnership with American Medical Response in Colorado Springs to implement the Yellow Dot Program for Seniors.

Evaluation Measure: # of individuals and technicians, who participate in CarFits, # of Law Enforcement Officers (LEO’s) who issue medically-at-risk forms/citations
of Yellow Dot/File for Life distributed
Yellow Dots distributed and used

Funding Source: 402
Program Area: DE

Federal Funds \$41,758
Agency Match \$0
Local Benefit \$41,758

Task Number 19-10-02
Program Name Older Driver Public Service Campaign
Contractor Red Hawk
Program Manager Rocke

The goal of this program is to educate drivers and their caregivers, the need to give up driving when health and mobility issue are present.

The "Older and Wiser" Campaign will educate and inform Drivers about the medical and mobility issues that indicate it is time to stop driving. The Primary Target will be Drivers 65 years and Older. The Public Service Campaign will be a well-rounded plan providing an educational web-page sighting available research that lists the health and mobility issues Drivers need to be aware of when evaluating if it is time to stop driving. It will also list public transportation options in Western Colorado with links to their web-sites, including travel to the Denver Metro area. One of Red Hawk's strategies is to study the Older Driver traffic statics to compare to previous years looking for any changes, with the goal to have less traffic fatalities involving Older Drivers.

This project will broadcast public service announcements asking that drivers consider difficult transportation choices as their driving ability declines with age.

Red Hawk will collaborate with surrounding communities to provide resources for public and private transit agencies.

Funding Source:	402
Program Area:	DE
Federal Funds	\$20,000
Agency Match	\$0
Local Benefit	\$20,000

Task Number 20-10-03
Program Name Reaching Older Adult Drivers (ROAD)
Contractor Cordy & Company
Program Manager Rocke

The Reaching Older Adult Drivers (R.O.A.D.) Program is an outreach initiative designed to educate Aging Road Users 65+, their families, friends and caregivers about programs to enable these drivers to remain mobile and continue safe travels as long as possible. This program will continue to incorporate research, the CarFit program, partnering with AARP and AAA in developing collaborative CarFit events throughout the Denver, Adams County and Arapahoe County area. ROAD program will continue addressing older driver safety in Adams, Denver and Arapahoe counties, by building on the momentum of its prior work in these locations.

The ROAD program will continue to collaborate with community groups and medical providers who are willing to share information including the Colorado Older Driver guide and the website developed by Drive Smart Colorado, with older drivers and their families to help them make more informed decisions about driver safety.

Evaluation Measure: # of CarFit presentations, # of CarFit events,
of technicians trained

Funding Source: 402
Program Area: DE

Federal Funds \$62,000
Agency Match \$0
Local Benefit \$62,00

Task Number 20-10-04
Program Name Engaging Mobility Initiative
Contractor Health Promotions Partners, LLC
Program Manager Rocke

The goal of the Engaging Mobility initiative is to reduce fatalities and serious injuries among drivers aged 65 and older. The key ensuring the safety of the aging road user population is to help individuals realize their deficits, provide training and adaptive equipment, and connect seniors to alternate forms of transportation in preparation for driving retirement.

These services require advanced knowledge of gerontology, medicine, and driver rehabilitation, and the responsibility falls to more than one profession. Occupational therapists are distinctly qualified to assess the driving risk of older adults. In addition, education and buy-in amongst a variety of medical professionals is essential to identifying and providing driving related services to this population.

Engaging Mobility will focus on aging road users who are medically at risk for driving disability.

Engaging Mobility will conduct an Older Driver Safety podcast to educate the medical professionals about driving risk,

Evaluation Measure: # of educated medical professionals about driving risk and reporting
of clinicians who attend educational events
of professional/community events and survey data post event
of podcast episodes downloaded
of CarFit Station days offered

Funding Source: 402
Program Area: DE

Federal Funds \$64,353
Agency Match \$0
Local Benefit \$64,353

Task Number 20-10-05
Program Name Senior Seminar and Car Fit
Contractor Drive Smart of the Rockies
Program Manager Holly

Drive Smart of the Rockies is a non-profit organization established in 1993 with a mission to prevent transportation related crashes, injuries and fatalities. This is done through education of all generations of drivers, riders and passengers to change attitudes, behaviors and practices leading to cultural change with safer roads and saved lives.

Drive Smart of the Rockies has successfully implemented and delivered safe driving programs via car seat safety inspections, teen driving programs in local high schools and clubs, Graduated Driver's License (GDL) classes for parents and teens, CarFit checks for older drivers and development of a seminar for older drivers 'Planning For My Driving Retirement'. This is accomplished with consistent safety messaging working with our community partners in law enforcements, first responders, schools, community centers and health care organizations.

Evaluation Measure: Measures will include the number of CarFit stations, one-to-one fits and events. Use of a 3 month follow up survey will be implemented to gain effects over time of the CarFit activity. In addition, evaluation will include survey results and the number of 'Planning For My Driving Retirement' seminars and locations, partners developed and engaged.

Funding Source: 402
Program Area: DE

Federal Funds \$49,400
Agency Match \$
Local Benefit \$49,400

Distracted Driving

In 2018, there were 632 traffic fatalities in Colorado. Of the 632 traffic fatalities, 54 involved a distracted driver. The HSO will address distracted driving related crashes and fatalities through enforcement and education related activities.

In 2020 the planned activities include:

- High visibility enforcement waves to identify and deter distracted driving on Colorado roadways and continue to provide Distracted Driving education and training to the motoring public;
- Provide culturally relevant distracted driving outreach campaigns targeting distracted driving by 18-24 year olds;
- Reducing distracted driving with strategies focused on young drivers aged 16-35, parents, and seasonal travelers while complimenting other safe driving efforts;
- Use of the Data Driven Approaches for Crime and Traffic Safety (DDACTS) to deploy officers to specific zones, known for increased motor vehicle crashes and fatalities.

Task Number 20-11-01
Program Name Data Driven Approach to Crime and Traffic Safety (DDACTS) Distracted Driving
Contractor Greeley Police Department (GPD)
Program Manager Rocke

The City of Greeley is the largest jurisdiction in Weld County. Greeley is the 12th largest city in Colorado by population, with over 105,000 residents. Greeley is also experiencing exponential growth at over 2% annually which equates to nearly 2,000 new residents per year. This rapid growth is contributing to the increase in traffic accidents and fatalities. Weld County continues to have a motor vehicle fatality rate that is well above the state average. Between 2014 and 2016 the fatality rate remained consistent at 55 per year, however in 2017 it jumped to 66 fatalities. The number of motor vehicle crashes per year in Weld County has also increased from 2016 to 2017, by approximately 200 incidents.

Distracted Driving was the highest contributing factor in injury and fatal crashes in Weld County in 2017, inexperience was the second leading contributor. Also, drivers 20 or younger in fatal crashes doubled between 2016 and 2017. Considering those figures, the emphasis to reduce distracted drivers in Greeley remains consistent. Patrolling high traffic areas during peak driving times is still a priority.

Additionally, Greeley has a significant number of young drivers with seven high schools, and the University of Northern Colorado. Geographically, the areas around the schools have a substantial number of motor vehicle crashes, therefore our target population continues to be younger drivers and focused on zones around schools, to reduce the number of inexperienced young drivers getting into an accident.

We are still requesting a total of 1,152 hours of grant overtime during year two. We are also taking into consideration our officers annual merit increases in 2019, the average hourly OT rate is now \$64.07.

Evaluation Measure:	# of citations, # of traffic contacts, # of reduced distracted driving collisions
Funding Source:	402
Program Area:	DD
Federal Funds	\$79,700
Agency Match	\$0
Local Benefit	\$79,700

Task Number 20-11-02
Program Name DD Awareness for Young Drivers 18-24
Contractor Drive Smart Colorado (DSC)
Program Manager Rocke

The goal of this project is to reduce the number of driver at fault fatalities amongst 18-24 years.

Drive Smart Colorado will specifically target distracted driving by 18-24 year olds in areas where high concentrations of this age group are known to be in El Paso and Pueblo Counties including military installations and college/university campuses.

In 2018, El Paso County had 665 crashes; 424 distracted by other, 140 distracted by phone and 73 distracted by passenger.

DSC will continue to conduct surveys of military personnel and their spouses, to determine if distracted driving awareness has increased on the base.

In conjunction with the military and college students, DSC will expand the culturally relevant distracted driving outreach campaign in El Paso County.

Evaluation Measure:	# of participating groups participating, # of activities conducted, # of students attending each activity
Funding Source:	402
Program Area:	DD
Federal Funds	\$51,188
Agency Match	\$0
Local Benefit	\$51,188

Task Number 20-11-03
Program Name Distracted Driving
Contractor Colorado State Patrol (CSP)
Program Manager Rocke

The goal of this project is to work collectively and collaboratively with not only its own members, but those of partnering agencies and community groups to decrease by five percent the total number of distracted driving fatalities statewide.

CSP will accomplish this by using high visibility enforcement waves and ongoing public awareness campaigns, including educational events. These countermeasures are supported in *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Ninth Edition, 2017, Section 2. Seat Belts and Child Restraints - 2.3 Sustained Enforcement.

The specific strategies CSP will use, and their related evaluation measures, are included below:

Provide overtime pay for troopers to participate in high visibility enforcement waves to identify and deter distracted driving on Colorado roadways.

Implement a statewide social media campaign to support the high visibility waves and increase public awareness of the dangers of distracted driving.

Evaluation Measures: # vehicle contacts made on DD grant overtime
of distracted driving citations issued during DD grant overtime
posts made to Twitter and Facebook addressing distracted driving

Funding Source: 402
Program Area: DD

Federal Funds \$155,000
Agency Match \$0

Task Number 20-11-04
Program Name 2020 Distracted Driving Enforcement Campaign
Contractor Aurora Police Department (APD)
Program Manager Rocke

In 2017, Colorado Law Enforcement reported over 118,842 traffic crashes in the state. Distracted Driving was a contributing factor in as many as 37 percent of those crashes.

In 2017, in the six county Mile-High Regional Emergency Medical and Trauma Advisory Council (RETAC) region, which includes the City of Aurora, there were 54,447 total crashes, and 185 motor vehicle fatalities.

The City of Aurora is primarily in Adams County and Arapahoe County. In 2017, Adams County recorded that of their 12,217 total crashes, 36 percent of their fatal and injury accidents had Distracted Driving as a contributing factor. Arapahoe County had 13,119 total crashes, 44 percent of their fatal and injury accidents had Distracted Driving as a contributing factor.

A review of all 5,174 crashes that occurred in the City of Aurora during 2018, 667 or 13 percent showed that distracted driving was a contributing factor in the causation. This is lower than the state average but still unacceptable.

In 2018, there were 33 fatal crashes in the city. Of those 33 crashes, none of the drivers were recorded as being distracted by the investigating officer.

Evaluation Measure:	# citations issued, # of contacts and arrests, # of events, # of pledges signed and # of social media hits
Funding Source:	402
Program Area:	DD
Federal Funds	\$64,000
Agency Match	\$0
Local Benefit	\$64,000

Task Number 20-11-05
Program Name Distracted Driving Enforcement
Contractor Denver Police Department (DPD)
Program Manager Roche

The goal of this project is to further reduce the number of distracted driving incidents in Denver by increasing the number of distracted driving citations.

In 2017, there were a total of 118,842 motor vehicle crashes in Colorado. During that same year, there were 648 motor vehicle fatalities in Colorado, or 5.45%. Denver County, in 2017, reported 22,129 motor vehicle crashes, or 18.62% of the state's total. Additionally, Denver County reported 49 motor vehicle fatalities that same year, which accounted for 0.22% of all crashes in Denver County in 2017.

Of the mode of fatalities in Denver County in 2017, 35.26% were distracted-driving related crashes. Distracted driving, at the state-level, accounted for 37.06%, which is slightly higher than that seen in Denver County.

Hot spots with higher rates of distracted driving will be identified through available data from the Denver Police Department's Data Analysis Unit. This information will help to increase the total number of educational materials, warnings, and citations given to Denver motorists. To accomplish this, at least one high visibility cell phone/text messaging enforcement will be conducted per month. During this enforcement, the DPD officers will document model traffic code violations where distraction is a causation, while also educating the motoring public about distracted driving violations and public safety.

Denver has predicted an increase in the number of citations given involving a distracted driver in the City and County of Denver by 10%, from 2,126 to 2,339.

Evaluation Measure: # of citations issued, # of contacts, # of PSA's

Funding Source: 402

Program Area: DD

Federal Funds \$50,000

Agency Match \$0

Local Benefit \$50,000

Task Number 20-11-06
Program Name Eagle River Valley Safe Driving Efforts
Contractor Eagle River Youth Coalition (ERYC)
Program Manager Roche

The Eagle River Youth Coalition, with local partners, will focus on reducing distracted driving on these roadways with strategies focused on young drivers aged 16-35, parents, and seasonal travelers on our major roadways, complimenting other safe driving efforts.

The ERYC, will continue to conduct presentations, which will include the Colorado's Graduated Driving Licensing and distracted driving.

Evaluation Measure: # of presentations

Funding Source: 402

Program Area: DD

Federal Funds \$30,000

Agency Match \$0

Local Benefit \$30,000

Planning & Administration

Task Number **20-12-01**
Program Name **Planning and Administration**
Contractor **Office of Transportation Safety**
Program Manager **Meermans**

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&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&A costs also include other office costs, such as travel, equipment, supplies, rent and utility expenses. Funding increase to be used for development of an E Grants System.

Funding Source: 402
Program Area: PA

Federal Funds \$275,000
Agency Match \$275,000

Task Number 20-12-02
Program Name Impaired Driving Program Support
Contractor Office of Transportation Safety
Program Manager Meermans

The Program staff will develop, plan, coordinate and provide technical assistance and support for the 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

Federal Funds \$200,000
Agency Match \$0

Task Number 20-12-03
Program Name Occupant Protection Program Support
Contractor Office of Transportation Safety
Program Manager Meermans

The Office 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, profession and program-specific staff training and necessary operating equipment. The Office personnel will be provided with computer upgrades, software, hardware and peripherals. Attendance at State and National conferences is also included

Evaluation Measure: 5,500 staff hours

Funding Source: 402

Program Area: OP

Federal Funds \$180,000

Agency Match \$0

Task Number	20-12-04
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 2018 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 5-year assessment will be incorporated by CDOT and STRAC into our strategic planning to coordinate the traffic record systems, statewide. Staff members will assess the program management responsibilities with an emphasis on interface and coordination among CDOT Traffic and Safety Engineering Branch, Office of Transportation Safety (CDOT), DOR and CSP traffic records staff, and the Governor’s Office of Information Technology. This will include the sharing of expertise of other major stakeholders. This year, Colorado will begin to prepare for the next Traffic Records Assessment. In addition, Colorado has a new, revised crash form and is planning to implement the form statewide in 2019.

Activities include establishing resource requirements, departmental roles and responsibilities, assignment of tasks and schedules, and program management of the FFY 2019 grants. Costs include external project audit costs, program-specific staff training, necessary operating expenses, and participation of the key staff (Traffic Records Unit) in 45th International Traffic Records Forum. The Forum is hosted by the National Safety Council and sponsored by NHTSA, FHWA, FMCSA, and BTS (Bureau of Transportation Statistics). Topics will include traffic records, highway safety information systems and other function-related training and/or meetings.

Performance Measures and Measurement Formula:

This project addresses all of traffic record’s performance measures as it helps project managers to better handle the changing needs of traffic records and to better manage the projects. It does not target any particular measure.

Evaluation Measure:	All performance measures
Funding Source:	NHTSA 405C
Program Area	M3DA
Federal Funds	\$120,000
Agency Match	\$30,000

Task Number 20-12-05
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, profession and program-specific staff training and necessary operating equipment. The Office 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

Federal Funds \$85,000
Agency Match \$0

Task Number 20-12-06
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, profession and program-specific staff training and necessary operating equipment. The Office 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

Federal Funds \$85,000

Agency Match \$0