

2015 Annual Report

Office of Transportation Safety and Traffic and Safety Engineering Branch





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Introduction and Accomplishments

The mission of the Highway Safety Office (HSO), within the CDOT Office of Transportation Safety (OTS) is to “reduce the incidence and severity of motor vehicle crashes and the associated human and economic loss.” One measurement of traffic safety performance is the number of fatalities that occur per 100 million vehicle miles traveled (VMT). In Colorado, the rate of fatal traffic crashes has declined from 1.15 fatalities per 100 million VMT in calendar year 2008 to 1.00 in 2014, a 14% reduction. However, Colorado has experienced an increase in the number of fatalities due to motor vehicle crashes over the past three years. In 2012 Colorado had 474 fatalities and in 2014 that increased to 488, a 3% increase. The HSO continues to address these challenges through a multi-pronged approach that includes engineering safer highways, educating the driving public, traffic safety legislative enhancements, and high-visibility enforcement of the State’s driving laws.

Transportation safety challenges include impaired driving due to alcohol and/or drugs, occupant protection compliance in a secondary enforcement environment, excessive speed, motorcycle safety and distracted driving. The HSO aggressively addresses these challenges by soliciting and supporting projects, through a Problem Identification process, enforcement activities and other countermeasures to educate the public and raise awareness. Public information programs and high-visibility enforcement have served to raise the awareness of the users of Colorado roadways and the public regarding their responsibilities as drivers. Colorado’s ending of marijuana prohibition created a unique traffic safety challenge. To address this, an innovative public awareness campaign “Drive High, Get a DUI!” was created. These countermeasures, along with a combination of partnerships with State and local stakeholders, allow Colorado and the HSO to proactively addresses current and emerging traffic safety challenges.

This report describes the HSO program goals and performance measures, provides an overview of each program area and provides a summary of each project, and shows how that project impacted specific performance measures in Federal Fiscal Year 2015.

Accomplishments

The HSO continued to make marked improvement toward their goals. Examples of this progress include:

- Distracted driving-related fatalities decreased 21% from 73 in 2013 to 58 in 2014
- Traffic fatalities in rural areas decreased 7% from 244 in 2013 to 228 in 2014
- Bicycle fatalities decreased 17% from 12 in 2013 to 10 in 2014
- Significant improvement continues to be made in the timeliness, availability and accuracy of Colorado vehicle crash data



Program Task Reports

Safety Education and Enforcement Programs

Performance Measures





Performance Measures

A-1. Number of seat belt citations issued during grant-funded enforcement activities (grant activity reporting)

Number of seat belt citations issued in 2014: 11,262

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

Number of impaired driving arrests made in 2014: 6,582

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

Number of speeding citations issued in 2014: 3,897

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

Observed seat belt use rate for passenger vehicles in 2014: 82.4%

Goal: Increase the observed seat belt use rate for passenger vehicles to 84% in 2014.

STATUS: 2014 performance measure not met.





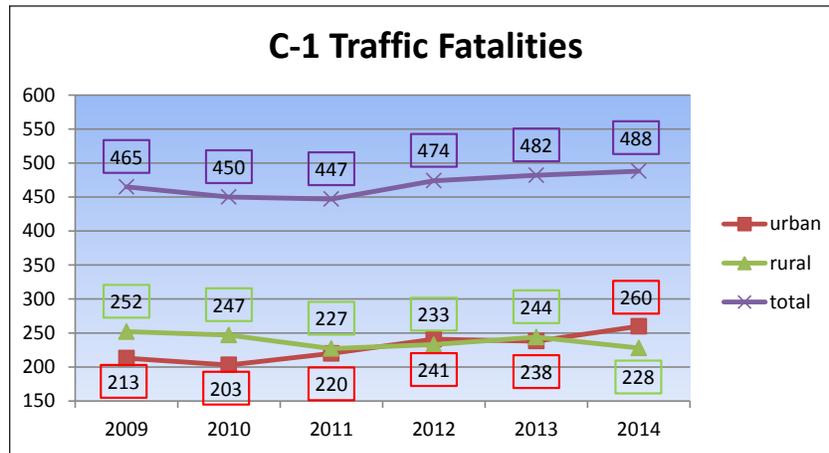
Performance Measures

C-1. Reduce the number of traffic fatalities

Goal: Reduce the number of traffic fatalities in 2014 to 463.

Number of traffic fatalities in 2014: 488

STATUS: 2014 performance measure not met.

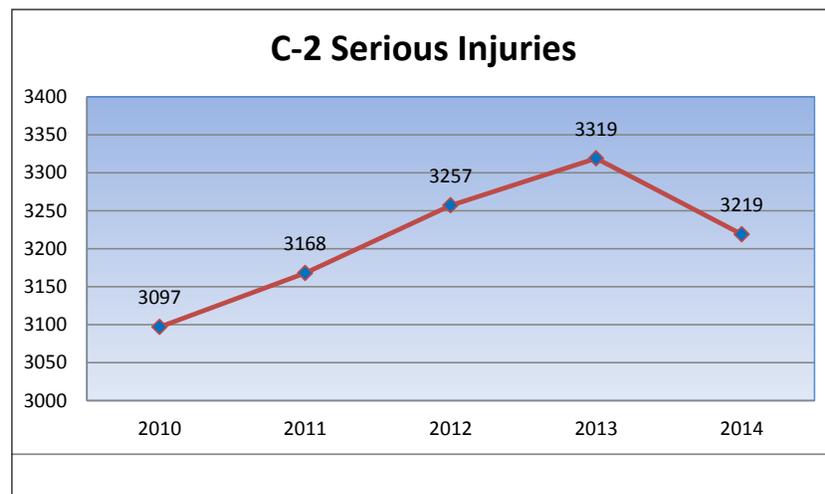


C-2. Reduce the number of serious injuries in traffic crashes

Goal: Reduce the number of serious injuries in traffic crashes in 2014 to 3,100.

Number of serious injuries in traffic crashes in 2014: 3,219

STATUS: Performance measure was not met.





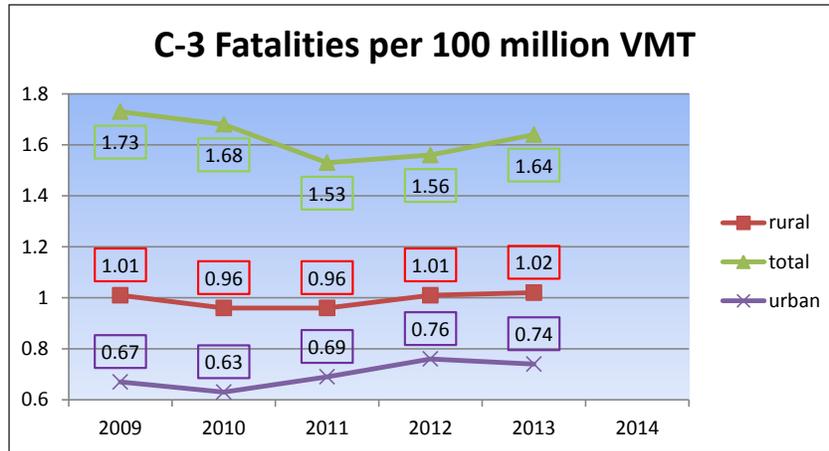
Performance Measures

C-3. Reduce the fatalities per Vehicle Miles Traveled (VMT)

Goal: Reduce the fatality rate per VMT in 2014 to 0.95.

Total fatalities per Vehicle Miles Traveled (VMT) in 2014: 1.00

STATUS: * 2013 is the latest year for which data is available at the time of this report for urban and rural breakout

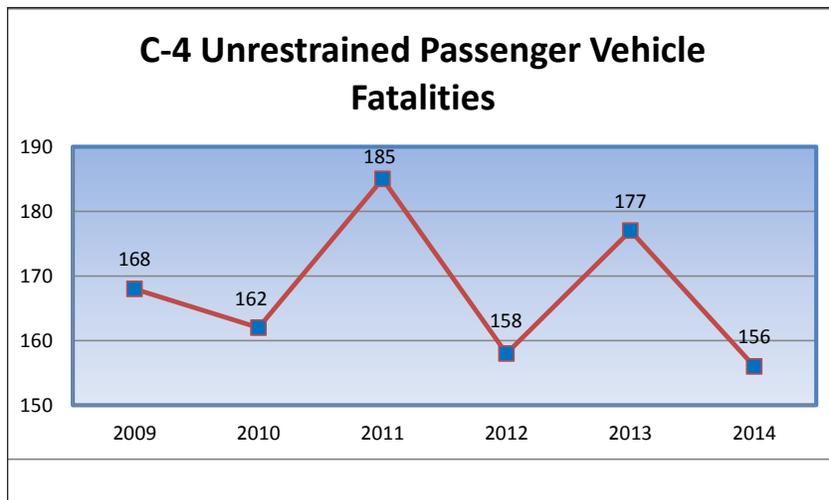


C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions

Goal: Reduce the number of unrestrained passenger vehicle occupant fatalities in 2014 to 160.

Number of unrestrained passenger vehicle occupant fatalities in 2014: 156

STATUS: 2014 performance measure exceeded.





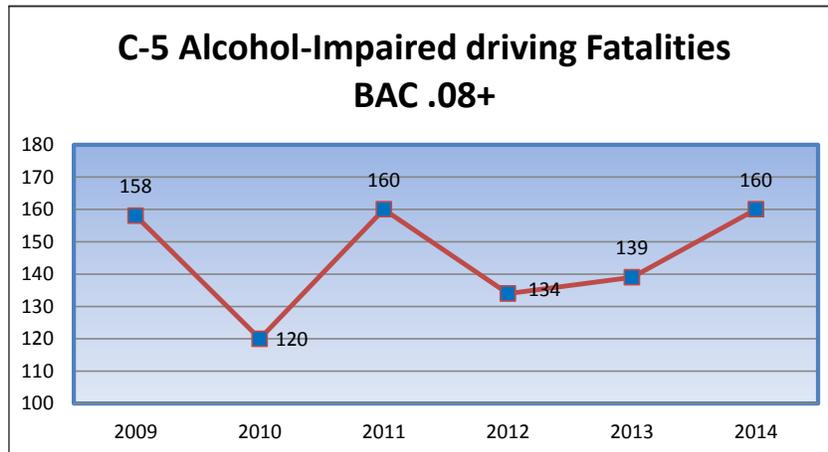
Performance Measures

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

Goal: Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above in 2014 to 160.*

Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above in 2014: 160

STATUS: 2014 performance measure was met.



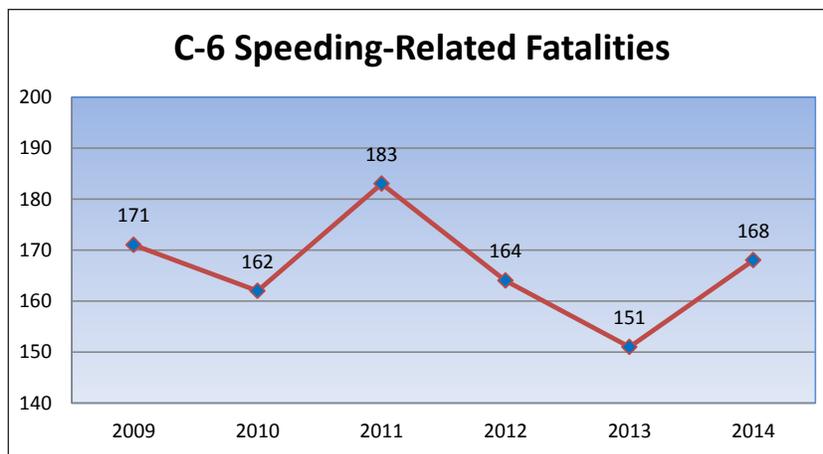
**This data is preliminary as of the date of this report*

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

Goal: Reduce the number of speeding-related fatalities in 2014 to 159.

Number of speeding-related fatalities in 2014: 168

STATUS: 2014 performance measure was not met.





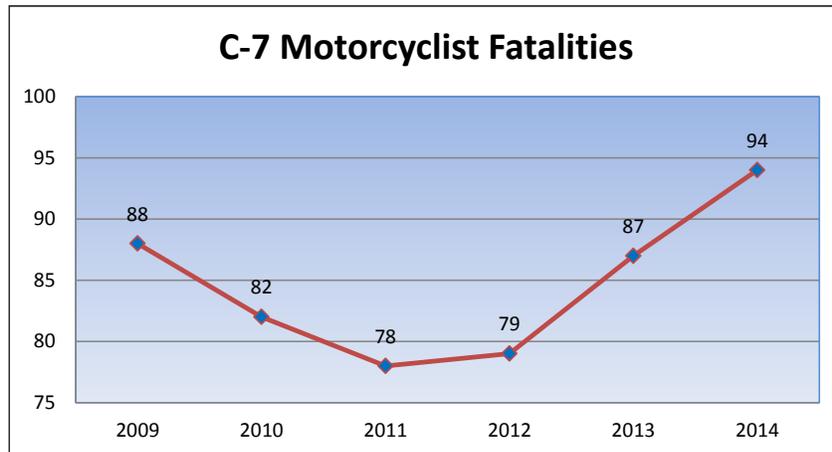
Performance Measures

C-7. Reduce the number of motorcyclist fatalities

Goal: Reduce the number of motorcyclist fatalities in 2014 to 79.

Number of motorcyclist fatalities in 2014: 94

STATUS: 2014 performance measure not met.

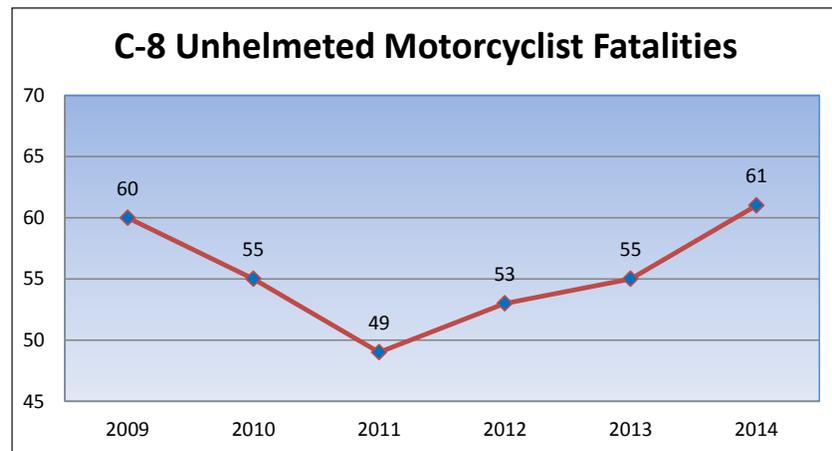


C-8. Reduce the number of unhelmeted motorcyclist fatalities

Goal: Reduce the number of unhelmeted motorcyclist fatalities in 2014 to 51.

Number of unhelmeted motorcyclist fatalities in 2014: 60

STATUS: 2014 performance measure not met.





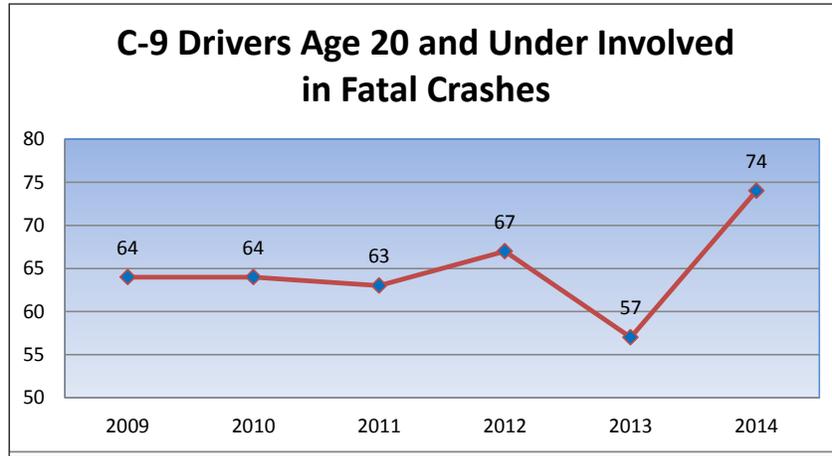
Performance Measures

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

Goal: Reduce the number of drivers age 20 or younger involved in fatal crashes in 2014 to 62.

Number of drivers age 20 or younger involved in fatal crashes in 2014: 74

STATUS: 2014 performance measure was not met.

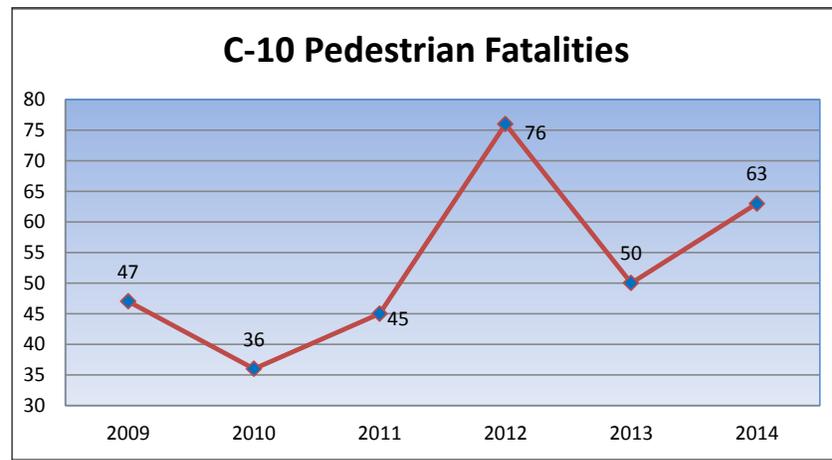


C-10. Reduce the number of pedestrian fatalities

Goal: Reduce the number of pedestrian fatalities in 2014 to 78.

Number of pedestrian fatalities in 2014: 63

STATUS: 2014 performance measure was exceeded.





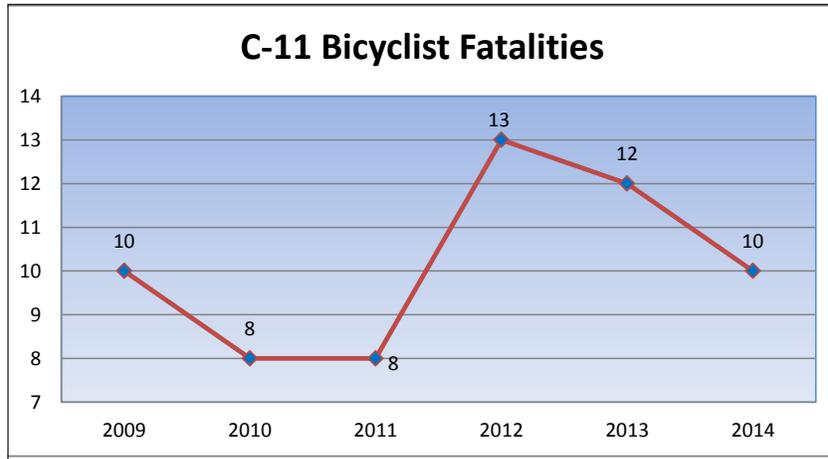
Performance Measures

C-11. Reduce the number of bicyclist fatalities

Goal: Maintain the number of bicyclist fatalities in 2014 at 12.

Number of bicyclist fatalities in 2014: 10

STATUS: 2014 performance measure was exceeded.

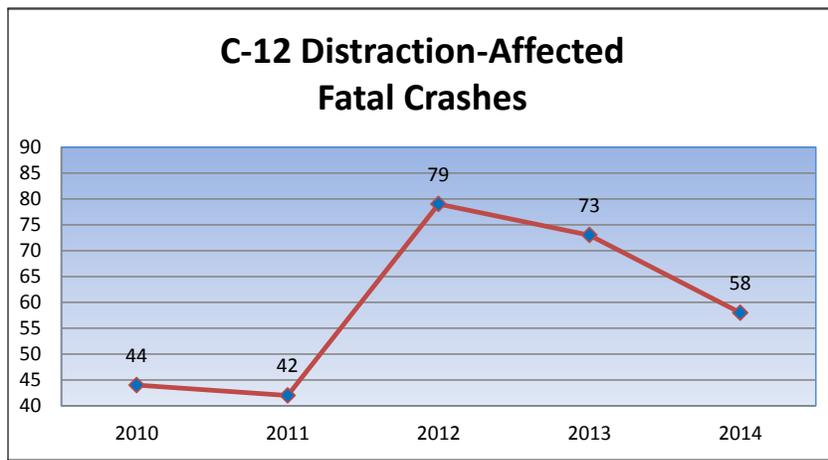


C-12. Reduce the number of distraction-affected fatal crashes

Goal: Maintain the number of distraction-affected fatal crashes in 2014 at 73.

Number of distraction-affected crashes in 2014: 58

STATUS: 2014 performance measure was exceeded.





Performance Measures

S-1. Conduct driver attitude and awareness survey of Highway Safety enforcement and communication activities, and self-reported driving behavior

Important Notes regarding the 2012-2014 driver attitude and awareness surveys:

1. All of the impaired driving and seat belt questions have been asked over a period of years with slightly different wording than the NHTSA wording. CDOT received permission to retain previous wording for longitudinal research reasons. The CDOT question wording is presented below each NHTSA question.
2. CDOT received permission to slightly modify the speeding-related questions. The CDOT question wording is presented below each NHTSA question.
3. CDOT has been gathering data on the impaired driving and seat belt questions for several years, but has not examined longitudinal trends, instead concentrating on annual progress between pre-program and post-program studies. It is possible to prepare a longitudinal analysis, however, that has not been done to date for budget reasons.

Impaired Driving

A-1: In the past 30-60 days, how many times have you driven a motor vehicle within 2 hours after drinking alcoholic beverages? _____ (number of times)

CDOT question version:

In the past 30 days, how many times have you driven a motor vehicle within 2 hours after drinking alcoholic beverages?

	April 2014	September 2014	November 2014*
1) None	90%	83%	72%
2) Between 1 and 2	7%	11%	16%
3) Between 3 and 7 days	2%	2%	8%
4) More Than 7 Days	1%	3%	3%

** After the September 2014 post-campaign survey on DUI, a change was made to the overall surveying strategy. A mail survey was conducted in November 2014, which included all the questions from past telephone surveys that were related to behavior (i.e., drinking and driving, seat belt use, etc.) The mail survey will be conducted annually in November to track any changes in behavior. The 2015 survey has not been conducted.*

A-2: In the past 30-60 days, have you read, seen or heard anything about alcohol impaired driving (or drunk driving) enforcement by police? ___Yes___No

CDOT question version:

In the past 30 days, have you seen or heard anything about police setting up increased enforcement or DUI checkpoints to catch drivers who were driving while under the influence of alcohol or driving drunk?

continued



Performance Measures

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

Seat Belt Use

B-1: How often do you use seat belts when you drive or ride in a car, van, sport utility vehicle or pick up?

___ Always ___ Most of the time ___ Half the time ___ Rarely ___ Never

CDOT question version:

When driving this vehicle, how often do you wear your seat belt?

	April 2014	June 2014	November 2014*
1) All of the time	84%	85%	85%
2) Most of the time	9%	8%	9%
3) Some of the time	3%	4%	3%
4) Rarely	2%	2%	2%
5) Never	1%	1%	1%
6) Don't know [DO NOT READ]	0%	0%	0%
7) Refused [DO NOT READ]	0%	0%	0%

**After the September 2014 post-campaign survey, a change was made to the surveying strategy. A mail survey was conducted in November 2014, which included all the questions from past telephone surveys that were related to behavior (i.e., drinking and driving, seat belt use, etc.) The mail survey will be conducted annually in November to track any changes in behavior. The 2015 survey has not been conducted.*

B-2: In the past 30-60 days, have you read, seen or heard anything about seat belt enforcement by the police ___ Yes ___ No

CDOT question version:

In the past 30 days, have you seen or heard of any special effort by police to ticket drivers in your community for seat belt violations?

	April 2015	June 2015
1) Yes	13%	24%
2) No	87%	76%
3) Don't know	0%	0%
4) Refused	0%	0%



Performance Measures

B-3: What do you think the chances are of getting a ticket if you don't wear your safety belt?

___ Always ___ Most of the time ___ Half the time ___ Rarely ___ Never

CDOT question version:

Assume that you do NOT use your seat belt AT ALL while driving over the next six months. How likely do you think you will be to receive a ticket for not wearing a seat belt?

	April 2014	June 2014	November 2014*
1) Very likely	30%	24%	22%
2) Somewhat likely	24%	29%	22%
3) Somewhat unlikely	23%	20%	22%
4) Very unlikely	21%	23%	23%
5) Don't know	2%	5%	11%
6) Refused	1%	0%	0%

** After the September 2014 post-campaign survey, a change was made to the surveying strategy. A mail survey was conducted in November 2014, which included all the questions from past telephone surveys that were related to behavior and attitudes (i.e., drinking and driving, seat belt use, etc.) The mail survey will be conducted annually in November to track any changes in behavior. The 2015 survey has not been conducted.*

Speeding

S-1a: On a local road with a speed limit of 30 mph, how often do you drive faster than 35 mph?

___ Always ___ Most of the time ___ Half the time ___ Rarely ___ Never

CDOT question version:

How often, if ever, do you drive over the speed limit when you are driving on a local or neighborhood road?

	June 2013	June 2014	November 2014*
1) All of the time	4%	6%	5%
2) Most of the time	11%	11%	25%
3) Some of the time	21%	33%	39%
4) Rarely	41%	37%	23%
5) Never	24%	13%	7%
6) Don't know [DO NOT READ]	0%	0%	0%
7) Refused [DO NOT READ]	0%	0%	0%

** After the September 2014 post-campaign survey, a change was made to the surveying strategy. A mail survey was conducted in November 2014, which included all the questions from past telephone surveys that were related to behavior and attitudes (i.e., drinking and driving, seat belt use, etc.) The mail survey will be conducted annually in November to track any changes in behavior. The 2015 survey has not been conducted.*



Performance Measures

S-1b: On a road with a speed limit of 65 mph, how often do you drive faster than 70 mph?

___ Always ___ Most of the time ___ Half the time ___ Rarely ___ Never

CDOT question version:

How often, if ever, do you drive over the speed limit when you are driving on a highway or interstate?

	June 2013	June 2014	November 2014*
1) All of the time	3%	8%	8%
2) Most of the time	7%	13%	26%
3) Some of the time	17%	33%	37%
4) Rarely	39%	28%	20%
5) Never	34%	17%	8%
6) Don't know [DO NOT READ]	0%	0%	0%
7) Refused [DO NOT READ]	0%	0%	0%

** After the September 2014 post-campaign survey, a change was made to the surveying strategy. A mail survey was conducted in November 2014, which included all the questions from past telephone surveys that were related to behavior and attitudes (i.e., drinking and driving, seat belt use, etc.) The mail survey will be conducted annually in November to track any changes in behavior. The 2015 survey has not been conducted.*

S-2: DMV-S15: In the past 30-60 days, have you read, seen or heard anything about speed enforcement by police? _____ Yes _____ No

Not asked in 2014 or 2015.

CDOT question version:

In the past 30 days, have you read, seen or heard anything about speed enforcement by police?

	June 2013
1) Yes	27%
2) No	73%
3) Don't know	0%
4) Refused	0%

continued



Performance Measures

S-3: What do you think the chances are of getting a ticket if you drive over the speed limit?

___ Always ___ Most of the time ___ Half the time ___ Rarely ___ Never

Not asked in 2015.

CDOT question version:

Suppose you drove your motor vehicle 5mph over the speed limit for the next 6 months. How likely is it that the police would stop you?

	June 2013	June 2014
1) Very Likely	16%	32%
2) Somewhat likely	27%	25%
3) Somewhat unlikely	26%	20%
4) Very unlikely	29%	20%
5) Don't know [DO NOT READ]	2%	2%
6) Refused [DO NOT READ]	0%	1%

Alternate asked in 2015.

S-3a: Suppose you drove your motor vehicle consistently 5-10 mph over the speed limit for the next 6 months. How likely or unlikely is it that the police would stop you at least once? Driving consistently over the speed limit on a local road where the speed limit is 30 mph.

	November 2014 (mail)
1) Very likely	34%
2) Somewhat likely	40%
3) Somewhat unlikely	13%
4) Very unlikely	9%
5) Don't know	4%

S-3b: Suppose you drove your motor vehicle consistently 5-10 mph over the speed limit for the next 6 months. How likely or unlikely is it that the police would stop you at least once? Driving consistently over the speed limit on a road where the speed limit is 65 mph.

	November 2014 (mail)
1) Very likely	17%
2) Somewhat likely	36%
3) Somewhat unlikely	28%
4) Very unlikely	15%
5) Don't know	3%

Program Task Reports

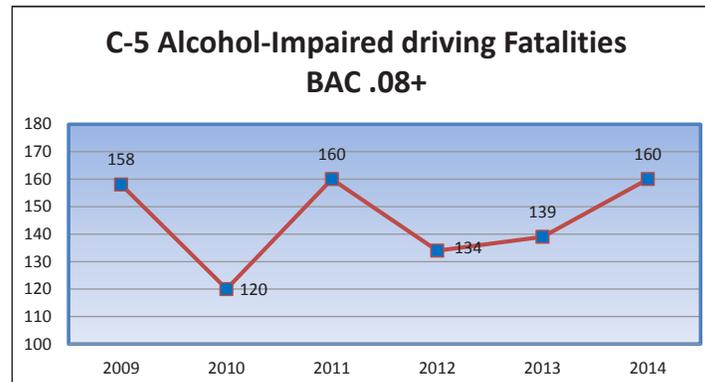
Safety Education and Enforcement Programs

Impaired Driving





Impaired Driving



In 2014 there were 488 traffic fatalities in Colorado. Preliminary data indicates that 160 of those fatalities involved a driver with a BAC (blood alcohol concentration) of .08 or greater.

The Highway Safety Office's (HSO) Impaired Driving program funds projects through a Problem Identification process that support CDOT's efforts to meet impaired driving-related performance measures. The Impaired Driving program included high-visibility impaired driving enforcement; impaired driving education; police traffic services; and community-based prevention programs, law enforcement training and technical assistance.

Program Administration

16 projects were managed with a planned budget of \$2,050,478.

Efforts and activities to decrease Impaired Driving included:

- Aggressive high-visibility enforcement
- Enforcing DUI laws on sections of roadways with a high incidence of alcohol-related crashes including statewide sobriety checkpoints through *Checkpoint Colorado*
- Training law enforcement officers in the detection of impairment in drivers
- Creating new and maintaining existing DUI Courts
- Focus on high-risk groups of drivers for impaired driving education and prevention programs
- Working with community groups throughout the state to develop and implement impaired driving programs appropriate to the needs of their populations





Impaired Driving

Drug Recognition Expert/Standardized Field Sobriety Testing ~ LEAD Impairment Training ~ 15-01-11-01

This project addressed performance measure C-1. Reduce the number of traffic fatalities and C-5. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above.

Project Description

The goal of this project was to provide yearly updated training to law enforcement officers (LEO's) to maintain CDOT training requirements for both Drug Recognition Experts and Standardized Field Sobriety Testing (SFST) practitioners.

Results

- The agencies trained in basic SFST instruction included:
 - Granby Police Department
 - Grand County Sheriff's Office
 - Kremmling Police Department
 - Thornton Police Department
 - Winter Park Police DepartmentWestminster Police Department hosted an SFST instructor school:
 - LEAD Impairment provided a class for the Horizon High School on the dangers of DXM abuse. This class was attended by 40 students and was led by a Police Explorer post.
 - LEAD Impairment provided assistance to the Traffic Safety Resource Prosecutor (TSRP) on redeveloping the LEO training programs.
-

Colorado Task Force on Drunk and Impaired Driving ~ Colorado State Patrol ~ 15-01-11-02

This project addressed performance measure C-1. Reduce the number of traffic fatalities and C-5. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above

Project Description

The goal of this project was to provide administrative support to the Colorado Task Force on Drunk and Impaired Driving (CTFDID) to increase its ability to accomplish its mission and increase traffic safety by working to reduce the number of drivers under the influence of drugs or alcohol.

continued



Impaired Driving

Results

- The Colorado State Patrol (CSP) provided administrative support to the CTFDID by assisting with documenting eight Task Force meetings and providing facilitation and documentation for 19 Task Force work groups.
 - The CSP compiled an analysis of activity, recommendations, and progress toward goals with documentation.
 - The CTFDID 2014 Annual Report was completed and presented to the Colorado Legislature in early January, 2015.
-

Support for DUI Courts ~ Colorado Judicial Branch ~ 15-01-11-03

This project addressed performance measure C-1. Reduce the number of traffic fatalities and C-5. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above.

Project Description

The goal of this project was to provide support for Colorado jurisdictions interested in starting or enhancing a DUI Court operation. Courts are accepted after submitting a request and are limited to three years of CDOT grant funding. All of the courts adhere to the ten key components for Problem Solving Courts (PSCs), have received DUI Court specific training, and are focused on higher risk offenders who meet the criteria for persistent drunk drivers.

Results

The project provided funding for the following in FFY 2015:

Lake and Eagle County DUI Courts (5th Judicial District)

- Funding was used to pay for offender drug testing. Lake County DUI Court celebrated its fifth year in operation.
- Eagle County has seen a graduation rate of 82% and Lake County has seen a graduation rate of 67%.

Las Animas County DUI Court (3rd Judicial District)

- Funding was used to pay for offender drug testing and incentives. Two individuals graduated from the Las Animas County DUI Court this year, with a combined 724 days of sobriety. The program works to increase community capacity through the addition of a drug testing facility and DUI Court dedicated treatment groups.

Training and education were provided for all DUI Courts statewide at the annual Colorado Collaborative Justice Conference and a DUI Court specific training regarding the new felony DUI legislation.



Impaired Driving

Traffic Safety Resource Prosecutor ~ Colorado District Attorneys' Council ~ 15-01-11-04

This project addressed performance measure C-1. Reduce the number of traffic fatalities and C-5. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above.

Project Description

The Traffic Safety Resource Prosecutor (TSRP) provides law enforcement and prosecutors throughout the state of Colorado with a subject matter expert on traffic safety matters with a specific emphasis on impaired driving.

The goal of this project was to increase the number of persons trained in live trainings, webinars, and website hits by 10% and to increase technical support by 5%.

Results

- The project provided live training to more than 2,000 people.
 - The TSRP received 1,200 webinar requests.
 - The website content www.cdacweb.com was upgraded by adding additional training videos for viewers.
 - Technical assistance was provided to more than 200 law enforcement officers and prosecutors.
 - The TSRP conducted seven two-day Comprehensive DUI classes; two in the Denver metro area and five in rural jurisdictions across the state.
 - Two classes on Crash Reconstruction were sponsored for prosecutors.
 - The Prosecutor's DUI/DUID manual was updated.
 - The TSRP acted as the technical resource for bill sponsors and legislators concerning the passage of HB 15-1043; Felony-4 DUI law.
-

Checkpoint Colorado ~ Local Law Enforcement Agencies ~ 15-01-11-05

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

Project Description

Six law enforcement agencies were selected to conduct four high-visibility sobriety checkpoints. These checkpoints took place between Memorial Day and Labor Day, with two of those checkpoints occurring during holiday weekends.

The purpose of sobriety checkpoints was to deter impaired driving by increasing the perceived risk of arrest. The National Highway Traffic Safety Administration (NHTSA) research shows that in areas where sobriety checkpoints are routinely practiced, the number of alcohol-related traffic fatalities and crashes are reduced.

continued



Impaired Driving

Results

- Adams County Sheriff's Office, Aurora Police Department, Denver Police Department, Jefferson County Sheriff's Office, Lakewood Police Department and Montezuma County Sheriff's Office participated in 2015 Checkpoint Colorado and received grant funds totaling \$215,195.00.
 - 472 officers worked 2,229 overtime hours and 24,203 vehicles were contacted.
 - 283 roadside checks were performed resulting in 93 DUI/DUID arrests.
-

Drug Recognition Expert/Impaired Driving Tech Transfer ~ Office of Transportation Safety ~ 15-01-11-08

This project addressed performance measure C-1. Reduce the number of fatalities and C-5. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above.

Project Description

The goal of this project was to continue to provide funding for registration and travel costs to conferences and events related to Drug Recognition Expert (DRE) training, including the International Association of Chiefs of Police (IACP) Impaired Driving Conference.

Results

- This project provided funding for traffic safety professionals involved in impaired driving enforcement and training to attend the Impaired Driving Conference held in Cincinnati, Ohio, from August 8 - August 13, 2015.
 - Conference attendees received the most current information on DRE issues. Attendees brought information back to Colorado for use at mandatory in-service trainings.
 - 2015 attendees represented the Governor's Office, the Avon Police Department, Colorado State Patrol, Denver Police Department, and the Traffic Safety Resource Prosecutor.
-

Impaired Driving Enforcement ~ Colorado State Patrol ~ 15-01-11-09

This project addressed performance measure C-3. Reduce the fatalities per Vehicle Miles Traveled (VMT) and C-5. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above

Project Description

The goal of this project was to reduce the number of DUI-related fatal and injury crashes investigated by the Colorado State Patrol (CSP) statewide by 25% over the period from 2013 to 2018. The objective for this year was to reduce by at least 10% the number of DUI-related fatal and injury crashes investigated by CSP statewide by September 30, 2015. continued



Impaired Driving

Results

- 5,894.50 hours of DUI overtime enforcement were provided.
- 292 DUI arrests were processed.
- 188.25 Drug Recognition Expert (DRE) hours were used to evaluate incidents of suspected impaired driving with drug usage.
- Six drug recognition experts were sent to the marijuana green lab training in Denver.
- 14 CSP employees attended the CDOT Traffic Safety Summit in Keystone and attended informational sessions on impaired driving.

Despite CSP participation in enforcement waves, the number of DUI/drug-related fatal and injury crashes increased by 1.2% in 2015 as compared to 2014.

Denver BAT Van ~ Denver Police Department ~ 15-01-11-10

Project Description

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

Project Description

The goal of this project was for the Denver Police Department (DPD) to purchase a new Blood Alcohol Testing (BAT) Van to replace its current vehicle.

Results

- The new BAT van was delivered to the Denver Police Department by LDV, Inc. on May 13, 2015. Prior to its certification by the Department of Public Health and Environment on June 18, 2015, DPD officers and mechanics were trained on the operational functions of the van.
 - The BAT van was used for two DUI checkpoints on July 5th and again for two DUI checkpoints on August 28th. During those four checkpoints, 30 individuals were processed using the van. The van allows DPD officers to be more efficient in processing DUIs and provides a safer environment for everyone involved.
 - Summit Graphics completed the logos and printing for the BAT van on September 28, 2015. DPD is currently working with CDOT to stage a public relations event to showcase the BAT Van and demonstrate its operation to the residents of Denver. The van is currently scheduled for use on future DUI saturation operations for the remaining 2015 high-visibility impaired driving enforcement periods.
-



Impaired Driving

2015 DUI/High-Visibility Enforcement/Checkpoint ~ Aurora Police Department ~ 15-01-11-11

This project addressed performance measure C-5. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above.

Project Description

The goal of this program was to reduce the number of fatal and injury crashes where DUI was a factor through the use of high-visibility enforcement and expanding public education efforts.

Results

- Five high-visibility DUI checkpoints were conducted. They were publicized through social media, and/or press releases.
- Two large scale high-visibility saturation patrols were conducted. They were preceded by press releases.
- Saturation events and checkpoints were conducted on the same weekend to send a strong message about enforcement efforts.
- Officers participated in a large saturation patrol with several other agencies in the south metro area over the St. Patrick's holiday weekend.
- The DUI Taxi was displayed at multiple colleges around the metro area in conjunction with officers speaking about the dangers of DUI.
- Messages were posted by officers to Facebook and Nextdoor about the dangers of impaired driving.
- 561 DUI arrests and 92 DUI/Drug arrests were made during enforcement efforts funded by this project.

A significant outcome of this project was a large reduction in DUI-related crashes in the city of Aurora from 22% in 2014 to 6% in 2015.

Denver DUI Enforcement and Capacity Enhancement ~ Denver Police Department ~ 15-01-11-12

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

Project Description

The goal of this project was to reduce the number of crashes related to impaired driving in Denver. The Denver Police DUI Unit participated in the following twelve high-visibility enforcement campaigns during this contract period:

continued



Impaired Driving

Fall Festivals
Halloween Weekend
Thanksgiving Weekend
Holiday Parties
New Year's Eve
Super Bowl Weekend

St. Patrick's Day
Spring Events
Memorial Day
Checkpoint Colorado
4th of July
Labor Day Crackdown.

In addition to the saturation operations, the DUI Unit completed six DUI checkpoints at various locations around the Denver metro area. Two checkpoints were conducted on the 4th of July weekend enforcement period and two more during the *Labor Day Crackdown* enforcement period.

Results

- 2,892 drivers were contacted at the checkpoints.
- 38 DUI arrests and one DUID arrest were made at the six checkpoint operations.
- 2,689 DUI arrests were made, an increase of 3.3% from 2014.
- There was also an increase of 1.5% in DUI accidents above 2014 figures.
- In addition to the enforcement periods, funds were used to supplement saturation operations and increased patrols throughout the contract period.
- Enforcement efforts produced 142 DUI arrests, 736 citations and 87 warrant/driving arrests. These numbers are in addition to the arrests and citations as recorded in the Enforcement Period table.
- The Denver Police Department also tracked DUID marijuana arrests. DUID arrests overall increased and the DUID arrests involving marijuana were also on the rise.
- 179 DUID arrests were made during the reporting period, of which 72 involved marijuana.

Law Enforcement Coordinator ~ Colorado State Patrol ~ 15-01-11-13

This project addressed performance measure C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions and C-5. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above.

Project Description

The goal of this project was for the Law Enforcement Coordinator (LEC) to coordinate statewide training and local activities, innovations and initiatives for local law enforcement agencies in support of their efforts to carry out Colorado's safety education and enforcement programs and campaigns.

continued



Impaired Driving

Results

The Law Enforcement Coordinator:

- Conducted multi-agency grant training presentations at eight locations around the state, attended by 133 representatives from 86 Sheriff's offices and police departments and ten State Patrol troops.
 - Attended the Law Enforcement Liaison Conference in Kansas City, MO in November 2014.
 - Recruited four new law enforcement agencies for high-visibility enforcement (HVE) participation.
 - Attended numerous departmental meetings and task force meetings to brief agencies on upcoming enforcement activities.
 - Recreated HVE, LEAF, and Checkpoint Colorado applications and claim forms.
-

Drug Recognition Expert School ~ Office of Transportation Safety ~ 15-01-11-14

This project addressed performance measure C-1. Reduce the number of traffic fatalities and C-5. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above.

Project Description

The goal of this project was to continue to expand the Drug Recognition Expert (DRE) training program by providing one or more DRE basic trainings and a DRE in-service training.

Results

- The Office of Transportation Safety and POST hosted the fourth annual Impaired Driving Conference in Denver. Dick Studdard, founder of the DRE Program, and Officer Jeramie Galloway with "Tall Cops Say Stop" were the keynote speakers. Officers from the metro and surrounding area attended this training to satisfy their DRE in-service training.
 - One DRE instructor school was hosted by the Loveland Police Department in Loveland on February 2-6, 2015. All five students successfully graduated from this school.
 - The first DRE School of the year was conducted at the Larimer County Sheriff's Department in Fort Collins, February 23 - March 5, 2015. 16 students from 13 different agencies were enrolled in the training. All 16 students successfully completed the DRE School, and 98% of the candidates have completed their certifications from the International Association of Chiefs of Police.
 - The second DRE School in 2015 was hosted by the Avon Police Department from June 1-11, 2015. 20 students from 17 different agencies attended the training. 90% of the candidates have completed their certifications from the International Association of Chiefs of Police.
-



Impaired Driving

Checkpoint Equipment ~ Local Law Enforcement Agencies ~ 15-01-11-15

This project addressed performance measure C-5. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above.

Project Description

The goal of this project was to provide agencies with equipment needed to conduct checkpoints. The National Highway Traffic Safety Administration (NHTSA) research shows that in areas where sobriety checkpoints are routinely practiced, the number of alcohol related traffic fatalities and crashes are reduced. The success of a sobriety checkpoint depends upon high visibility, extensive publicity, and smooth and efficient operations. This includes having the necessary equipment readily available to conduct the checkpoints.

Results

- The only expense this year was for printing *Checkpoint Colorado* informational cards that were handed out at the checkpoints.
 - No equipment was requested this year
-

Portable Breath Testers and Calibration Stations ~ Office of Transportation Safety ~ 15-01-11-19

This project addressed performance measure C-5. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above

Project Description

This project addressed the equipment needs of those agencies participating in any type of impaired driving enforcement.

Portable Breath Alcohol Testers (PBTs) are an important tool used by law enforcement agencies to increase roadside checkpoint effectiveness. Police use of portable fuel cell breath testers is known to result in higher and more accurate detection rates of impaired drivers than officer judgement alone.

Results

- 101 Portable Breath Testers, 10 Calibration Stations and 2,000 mouthpieces were purchased.
- 52 PBT's and five Calibration Stations were awarded to the top performing agencies at the Traffic Safety Champions recognition event in May 2015.
- 20 PBT's were awarded to *Checkpoint Colorado* agencies.
- 5 PBT's were awarded to agencies that participated in the OTS Survey Monkey on regional training and recognition events.

Program Task Reports

Safety Education and Enforcement Programs

Speed Enforcement

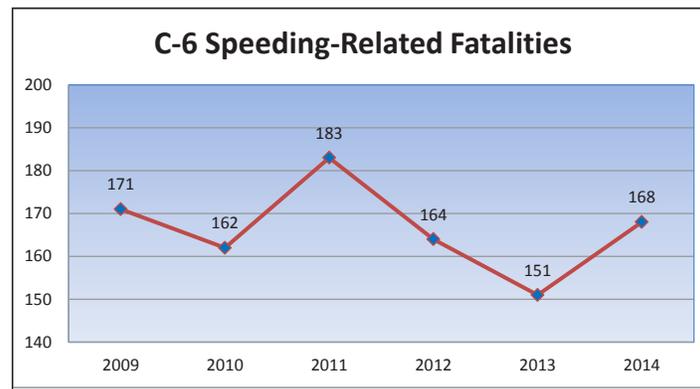




Speed Enforcement

SPEED ENFORCEMENT AND CONTROL

In 2014 in Colorado, of the 488 total traffic fatalities, 168, or 34% were speed-related. The 168 represent an 11% increase over the 151 speed-related fatalities in 2013.



The goal of the Highway Safety Office's (HSO) Speed Enforcement program is to assist law enforcement in establishing and maintaining successful and effective speed enforcement and control programs.

Program Administration

6 projects were managed with a planned budget of \$297,892.

Efforts and activities to increase Speed Enforcement and Control included:

- Continued, increased speed enforcement efforts on I-25, I-225 and I-70 and SH 93 throughout Denver, Pueblo, Aurora and Jefferson Counties
- Funding the purchase of speed measuring equipment for the Colorado State Patrol to be used in statewide speed enforcement campaigns
- Working with other local law enforcement agencies to improve their speed enforcement projects through a mini-grant program
- Enhanced nighttime enforcement





Speed Enforcement

Focused Speed Enforcement ~ Denver Police Department ~ 15-02-21-01

This project addressed performance measure C-6. Reduce the number of speeding-related fatalities.

Project Description

The goal of this project was to decrease traffic fatalities and serious bodily injury (SBI) crashes on Denver's roadways and maintain the low numbers of fatality and SBI crash data on Denver interstates and highways. Enforcement was primarily conducted on weekends as this is the prime time for speed-related crashes.

Results

- Officers provided 1,144 hours of enforcement and wrote 3,580 citations on I-70 and I-25 during the grant year. This is an average of 3.12 citations per funded hour. During this grant period, Denver had a total of 3,059 crashes on I-70 and I-25. There were 36 SBI crashes, of which nine were related to speed. There were 11 fatal crashes, of which four were related to speed.
 - Officers made 17 other arrests and eight DUI arrests.
 - Some of the challenges for the year included staffing issues due to more than 500 special events throughout the year and an increase in the number of arrests.
-

Aurora Highway Safety Campaign ~ Aurora Police Department ~ 15-02-21-02

This project addressed performance measure C-6. Reduce the number of speeding-related fatalities and C-2. Reduce the number of serious injuries in traffic crashes.

Project Description

The goal of this project was to reduce the number of fatalities, injuries, and crashes where speed was a contributing factor to the crash, and to educate both drivers and passengers about the dangers associated with excessive speed.

Results

- High-visibility enforcement operations and individual officer enforcement efforts were conducted on the interstate highways and surface streets within the city.
- Messages about the dangers of speeding and aggressive driving were posted on Facebook and Nextdoor.
- The Department coordinated and hosted a large traffic safety education and media event at a high school. The event was attended by representatives from the National Highway Traffic Safety Administration, Colorado Department of Transportation, Mothers Against Drunk Driving, the District Attorney for the 18th Judicial District, and numerous law enforcement agencies.

continued



Speed Enforcement

- Local media coverage was used to send the message about the dangers of speeding and aggressive driving.

A significant outcome of this program was a reduction in the percent of overall crashes where speed was a contributing factor every quarter this year. In the first quarter these crashes were reduced by 23%, second quarter by 22%, third quarter 20%, and fourth quarter by 17%.

Speed Trailers ~ Colorado State Patrol ~ 15-02-21-03

This project addressed performance measure C-2. Reduce the number of serious injuries in traffic crashes and C-6. Reduce the number of speeding-related fatalities.

Project Description

The goal of this project was to reduce by 10% the number of speed-caused fatal and injury crashes investigated by Colorado State Patrol troopers statewide through 2018 as compared to 2013. The objective was to reduce by at least 5% the number of speed-caused fatal and injury crashes investigated by troopers statewide through 2015 by September 30, 2015.

Results

- Five speed trailers were purchased and deployed to the following troop offices:
 - Adams County
 - Colorado Springs
 - Fort Collins
 - Craig
 - Alamosa
 - Data was collected to establish traffic patterns in problem areas and used to schedule troopers for patrolling operations more effectively.
 - An increase of 8% was experienced in the number of speed-caused fatal and injury crashes investigated by troopers statewide through 2015 as compared to 2014.
-



Speed Enforcement

Speed Mini-Grants ~ Local Law Enforcement Agencies ~ 15-02-21-04

This project addressed performance measure C-6. Reduce the number of speeding-related fatalities.

Project Description

The Highway Safety Office (HSO) offered Colorado law enforcement agencies the opportunity to apply for Speed Enforcement mini-grants to support enforcement efforts and to purchase speed measuring equipment. These agencies were eligible to apply for funding up to \$4,950 and were required to report on the progress of their speed enforcement grants using the period before the CDOT funding as a baseline.

The HSO selected seven Colorado law enforcement agencies to be the recipients of these mini-grants:

- | | |
|-----------------------------------|---|
| • Mancos Marshal’s Office | 1 Stalker Sam R Trailer with Speed Sign |
| • Kiowa County Sheriff’s Office | 2 Raptor R-1 Radar Units |
| • Baca County Sheriff’s Office | 2 Stalker Lidars |
| • Frederick Police Department | 1 Smart 650 Radar Speed Trailer |
| • Parachute Police Department | 1 Stalker Radar XLR |
| • Lakewood Police Department | Overtime Enforcement of Speed |
| • Prowers County Sheriff’s Office | 2 Kustom Signals Pro Lasars 4 |

These agencies committed to perform at least one nighttime speed enforcement event. All seven law enforcement agencies showed significant increases in speed enforcement activities.

A Step Toward Reducing Traffic Fatalities ~ Pueblo Police Department ~ 15-02-21-05

This project addressed performance measure C-6. Reduce the number of speeding-related fatalities.

Project Description

The goal of this project was to decrease the number of speed-related fatality crashes in the City of Pueblo from 21% to 18% by September 30, 2015.

Results

- 197.5 hours of special speed enforcement were performed over the year.
- 378 citations were issued while engaged in grant-related enforcement.
- Department wide, 1,248 speeding citations were issued.
- The traffic division dismantled an organized street racing activity.
- Several media interviews were done to educate the public about the dangers of speed and its direct impact on fatal traffic crashes.

continued



Speed Enforcement

During Fiscal Year 2015 the City of Pueblo experienced four traffic fatalities, a reduction of 56% compared to 2014 which had nine fatalities. The average rate of reduction for the previous four years was 9.5%.

In 2015 two of the four fatality crashes had speed as a factor, a reduction of 6% from 2014 in which five of the nine fatal crashes had speed as a factor.

This comparison indicated that the speed-related percentage of fatality crashes over the five year period from 2011-2015 actually increased by 3%, however the average number of fatality crashes dropped to 8.4, a drop of 12%.

Highway 93 Speed Reduction Campaign ~ Jefferson County Sheriff's Office ~ 15-02-21-06

This project addressed performance measure C-1. Reduce the number of traffic fatalities and C-2. Reduce the number of serious injuries in traffic crashes.

Project description

The primary goal of this project was to reduce accidents on State Highway 93 in which speed was a factor. Speed can exponentially increase fatalities, injuries and property damage in traffic accidents. The secondary goal was to educate the motoring public about the consequences of speeding as it relates to crashes and to gain voluntary compliance with the Model Traffic Code.

Results

- The media was contacted and the Denver Post wrote an article on the traffic enforcement measures being taken on Highway 93.
- The deputies who worked the Highway 93 assignment used each traffic stop to inform the motorist about the safety message.
- 1,760 summonses were issued on Highway 93 for speed enforcement. The majority were written in the 10-19 mph range over speed limits, while nearly 200 were written in the 25-39 mph range.

One significant outcome has been the fact that there were no fatal crashes during the grant period. In contrast there were two fatalities the previous year. Serious bodily injury crashes were reduced to three, down from four the previous year during the same time frame.

Program Task Reports

Safety Education and Enforcement Programs

Traffic Records





Traffic Records

The goal of CDOT's Office of Transportation Safety (OTS) and Traffic and Safety Engineering Branch is to provide an integrated, responsive, timely and accurate crash records system. In support of this goal, the Traffic and Safety Engineering Branch undertook several projects in FY 2014 - 2015.

Program Administration

The Traffic Records Program is administered by the Traffic Records Unit in the Traffic and Safety Engineering Branch in partnership with the OTS. Nine projects with a planned budget of \$481,307 were administered.

Enhancing the Traffic Records System

CDOT continues to work with its data partners to improve the crash record system. These projects included:

- Continued evaluation of a data sharing system, formally called Traffic Records Virtual Data Warehouse, exploring a variety of methods of data sharing
- Assessing Colorado's traffic records system (including an active role in the Statewide Traffic Records Advisory Committee (STRAC). NHTSA completed the five-year Traffic Records Assessment in April 2015. STRAC and CDOT will be working on implementing many of the recommendations from the assessment over the next five years
- Continued support of the Traffic Records Forum and other conferences and trainings to expand expertise on new methods and technologies to improve crash records reporting, collection, management and dissemination
- Continued electronic citations projects to replace paper reports
- Continued increasing electronic crash and citation reporting through grants and the guidance of STRAC to replace paper reports
- Utilizing a partnership with higher education for a geocoding project to examine ways to improve CDOT crash location data

CDOT Traffic Data Collection and Analysis

CDOT's Traffic Records activities include tasks designed to provide CDOT with timely and accurate data for measuring performance and more strategically allocating resources to address both persistent and emerging traffic safety problems. Data collection and analysis help provide the identification of high-risk drivers, communities and highways in new ways and emphasize saving lives, injuries and cost to the citizens of Colorado.

Evaluation Measures

The Federal MAP-21 statute uses the following four performance measures: a reduction in the number and rate of both traffic fatalities and serious injuries. Colorado defines a serious injury as an evident incapacitating injury.



Traffic Records

Problem Identification Report ~

Colorado Department of Public Health and Environment ~ 15-04-41-01

Project Description

The goal of this project was to produce the 2015 Problem Identification Report for the Colorado Department of Transportation (CDOT).

CDOT's Highway Safety Office is required to produce an annual Problem Identification Report to monitor trends in motor vehicle injuries and fatalities, as well as high-risk driving behaviors, including impaired driving, speeding, and distraction among a variety of populations (e.g. youth, seniors, motorcyclist, pedestrians, etc.) This project funded a motor vehicle epidemiologist position at the Colorado Department of Public Health and Environment to produce the 2015 Problem Identification Report, respond to ad hoc data requests, and serve as a data and evaluation resource for the State Traffic Records Advisory Committee (STRAC), the Colorado Teen Driving Alliance, the Colorado Task Force on Drunk and Impaired Driving (CTFDID), and the Motorcycle Operator Training Advisory Board.

Results

- Published the 2015 Problem Identification Report in February 2015
- Assisted agencies to using this report to identify the top motor vehicle problems in their areas and apply for CDOT's FY 2016 grant applications
- Provided technical reviews of all CDOT grant applications
- Responded to ad hoc data requests from CDOT and local and state partners
- Partnered with members of STRAC and the CTFDID to improve Colorado data systems
- Provided evaluation support for the Motorcycle Operator Training Advisory Board

The quality of the applications for CDOT's FY 2016 funding significantly improved.

Fatality Accident Reporting System (FARS) ~ Traffic and Safety Engineering Branch ~ 15-04-41-03

Project Description

The goal of this project was to help support the ongoing cooperative agreement with NHTSA/NCSA.

This project enabled 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.



Traffic Records

Results

\$8,511 was charged to this project (February salary for the FARS technician). Match was provided by the FARS supervisor salary (paid by the State).

Evaluation Measures:

- Meet or exceed the FARS quality control of timeliness, accuracy and consistency and completeness
 - Crash Timeliness (C-T-01B) - To maintain the timeliness and accuracy of CDOT fatal accident data
 - To provide fatal data for federal, state, local agencies and local municipalities
 - Roadway Accuracy (R-A-01)
-

Technology Transfer ~ Traffic and Safety Engineering Branch ~ 15-04-41-04

Project Description

The goal of this project was to fund the attendance costs for core STRAC members (to be determined based on priority) to attend the 40th International Traffic Records Conference hosted by the National Safety Council and sponsored by NHTSA, FHWA, FMCSA, and the Bureau of Transportation Statistics.

This project will enable the attendees to learn:

- The latest safety data collection methods and best practices by Departments of Transportation
- 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

Results

STRAC sent two members to the Conference, including the STRAC chairman. Budget expended was \$3,997. This project addressed all of traffic records' performance measures as it trained project managers to better handle the changing needs of traffic records and to better manage their projects.

The Traffic Records Forum was a valuable event where the users of crash records networked with peers from other states. They shared knowledge among practitioners from a variety of agencies, coordinated successful examples, trained on new programs, and learned about the challenges and successes of other state agencies. They also shared research projects and new applications of technology and resources.



Traffic Records

Ruggedized Tablets ~ Broomfield Police Department ~ 15-04-41-05

Project Description

The goal of this project was to increase accuracy and integration of traffic tickets through the use of technology and to reduce time for the issuance, recording, and court data entry processing. The Broomfield Police Department was awarded \$26,622 to purchase ruggedized tablets for its Traffic Unit.

Results

All eight of the requested tablets were purchased and deployed. Deployment was significantly complicated by the CJIS 2 Factor Authentication requirements, and statewide, jurisdictions are unable to connect to the State system. Once resolved, Broomfield feels it will be in position to submit reports electronically to the State. Total capital outlays for the tablets, accessories, and licenses for this project were \$32,996, and additional installation and ongoing data service fees have been, and will continue to be, paid by Broomfield. The difference between grant funds and actual expenses are paid through local agency matching funds, to date totaling \$8,567. Broomfield also provided in-kind personal services through Lieutenant, Officer, and Sergeant salaries and benefits for this project.

Broomfield's Traffic officers now use the tablets to complete the majority of traffic accident reports to which they respond. For accidents requiring anything more than a basic diagram, the officers use Crash Zone software to attach a diagram to the accident report. This project was beneficial in that Broomfield traffic officers will eventually be able to submit traffic accident reports to the State electronically via the tablets, and Broomfield's Law Enforcement Records Management System populates with the accident, vehicle, and driver information. The tablets will be used as part of the pilot project to evaluate their use in e-ticketing that will begin in the next few months.

The issues identified in this process were helpful in that they could be tested and resolved in a smaller unit environment before being considered for larger divisions such as Patrol. Ongoing reviews to improve the effectiveness and efficiency of the tablets will continue.

E-Citation ~ Loveland Police Department ~ 15-04-41-06

Project Description

The goal of the project was to improve efficiency and accuracy in writing traffic tickets to improve traffic safety and reduce traffic collisions. The objectives of the project were to:

- Decrease the amount of time needed to issue a ticket by 25%
- Decrease the amount of errors associated with handwritten tickets by 80%
- Decrease the amount of personnel time to enter the ticket into the Records Management System while improving the time to deliver charges to courts

continued



Traffic Records

Results

The result of the work is an increase in summonses issued and decrease on time taken on a traffic stop.

The awarded amount for this project was \$31,266. The total expenditures included \$74,044 for contractual services and hardware provided by Brazos Technologies. The difference was paid through local agency matching funds of \$42,778.

- The Police Department's year-to-date ticket numbers are up by 1,285 compared to the same period in 2014 (7,776 in 2014 compared to 9,061 in 2015). This is a 16.5% increase. The Traffic Unit was responsible for 40% of the tickets written same period in 2014 and has increased to 55% for 2015. Year to date the Traffic Unit is up 60% over last year. This amounts to 1,886 tickets above 2014 year to date.
 - Time on a traffic stop has decreased 40% for the Traffic Unit year to date. Stop time for patrol is flat compared to 2014, however there have been several new hires in training resulting in the need for them to use paper tickets.
 - Errors by officers have been greatly reduced, although not quantified due to statistics not being recorded prior to the implementation of this system. Time for data entry has been reduced by 30%.
 - Year-to-date crashes have increased above 2014 levels by 11%; however, in the high-crash corridor of East Eisenhower Boulevard there has been a 10% decrease in crashes.
-

Program Name: E-Citation ~ Eagle County ~ 15-04-41-07

Project Description

An Eagle County E-Citation Task Force was organized to support and commit resources to this project. The Task Force is a partnership between six law enforcement agencies, courts and the District Attorney. Their goal is to identify the technology and a process to streamline and automate the management of traffic-related information from the time an officer prints a ticket until the time a conviction is posted to a driver's history.

Results

- 30 hand-held devices/hardware/software licenses will be purchased for use by the six law enforcement agencies in Eagle County. There will be an additional purchase of software and hardware to interface to three court systems, COPLINK and to the Department of Revenue.
 - The awarded amount for this project was \$85,857. The total expenditures included \$68,686 for contractual services and hardware provided by Brazos Technologies. The difference was paid through local agency matching funds of \$17,171.
 - Work on this project was delayed at the beginning of the project due to contract negotiations. As a result the project was not able to be completed by September 30, 2015. The project will carry over into FY 2016.
-



Off System Crash Geocoding ~ Metropolitan State University ~ 15-04-41-09

Project Description

The goal of this project was to create a geoprocessing tool that the CDOT Traffic and Safety Engineering Branch can use to save time and effort typically spent geocoding off-system crash data.

The objectives of the project were to:

- Create a geocoding process using existing crash location attributes to programmatically generate and assign latitude and longitude coordinates to each crash record in the database
- Use the process to geocode five years of off-system crash data
- Assure that the preferred database format meets the agency's required data accuracy standards

Results

The result of the work is an ArcGIS toolbox which contains the four tools within the geocoding process, reference data, scripts, and user guides; as well as geocoded off-system crash data (2008-2012) in ESRI shapefile and table formats.

The contract amount for this project was \$79,329. All expenditures for the project totaled \$36,492; 46% of the total budget. Metropolitan State University of Denver (MSU) provided an in-kind agency match of \$9,183 in personal services and supplies. Of the 271,319 legacy off-system records processed, 33% were returned with latitude and longitude values assigned.

As a result of this effort the Colorado Department of Transportation Traffic and Safety Engineering Branch will be able to programmatically geocode batches of future off-system records using a geocoding process developed for use within ESRI's ArcMap saving both time and effort. In the course of this project, MSU Denver's three activities were not completed as proposed in the grant. Activities 4, 6, and 8 could not be completed due to unforeseen inconsistencies in the structure of the input data, the limited capabilities of the ArcGIS software suite, and the reasonable scope of the project. These issues were addressed and revisions suggested within a separate document submitted to CDOT and NHSTA. The proposed revisions were approved.



FoxPro Conversion ~ Plus Solutions, LLC ~ 15-04-41-11

Project Description

The goal of this project was to convert the existing FoxPro Crash Coding application to an ASP.NET application, and to import legacy data from both the Department of Revenue (DOR) and CDOT.

Results

The resulting application was delivered and the data was imported.

Tasks completed:

- FoxPro Conversion of DR2447 Editor, ULT, City/County Check, Edit Check, Super Edit Check
- FoxPro Conversion of Pre-Process
- FoxPro Legacy Import process
- CDOR Enhanced Sync process
- Expanded CDOT Raw data import
- DOR Legacy data import - 1/1/2000 - current
- CDOT Legacy data import - 1/1/1986-current
- CDOTEARS security model expansion
- CDOTEARS ad-hoc reporting and extract tool expansion

Expanded services:

- Time tracking of coder modifications

The project was brought in within the existing budget and is currently being used in production.



Program Task Reports

Safety Education and Enforcement Programs

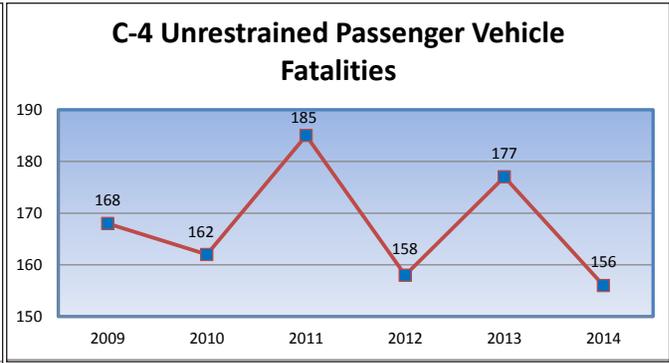
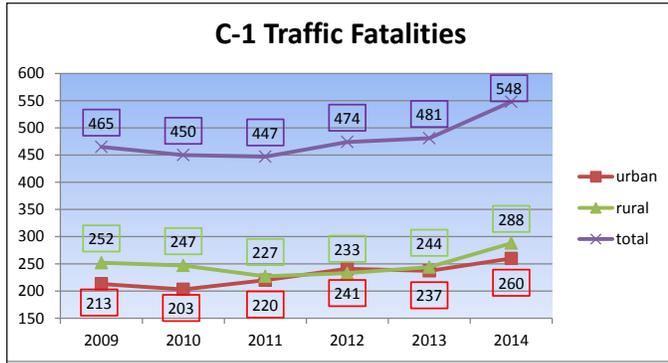
Occupant Protection
Child Passenger Safety
Young Driver and Distracted Driving
Older Drivers



COLORADO
Department of
Transportation



OCCUPANT PROTECTION, CHILD PASSENGER SAFETY, DISTRACTED DRIVING AND YOUNGER AND OLDER DRIVERS



In Colorado, unrestrained traffic fatalities decreased by 12% in 2014, although the statewide seat belt usage rate remains below the national average of 85%. Colorado also remains one of 15 states without a primary seat belt law.

Driver inattention is a contributing factor in many crashes, and cell phone use and texting are some of the most common driver distractions. Colorado has a law prohibiting texting for all drivers, and a law prohibiting cell phone use for drivers under 18. However, distracted driving continues to be a traffic safety challenge.

Fatalities among teen drivers have increased 22%, from 57 in 2013 to 73 in 2014. This represents the highest number of teen fatalities since the Graduated Drivers License law (GDL) was enacted in 2008. The likelihood of a teen driver being involved in a crash is still greatest in the first few years of driving.

The Highway Safety Office (HSO) has identified older drivers as a traffic safety emphasis area. Traffic fatalities involving older drivers age 55-69 have been on the increase since 2010.

The Highway Safety Office focused on establishing and enhancing Occupant Protection, Child Passenger Safety, Distracted and Teen Driving programs in several metro area locations including El Paso, Denver, Jefferson, Larimer, Mesa, Arapahoe and Pueblo counties; plus rural areas and the Southern Ute and Ute Mountain Ute tribes as well as numerous statewide efforts.

Program Administration

34 projects were managed with a planned budget of \$2,662,844.

Efforts and activities included:

- Providing support to law enforcement to enforce Colorado’s seat belt laws during three *Click It or Ticket* high-visibility campaigns including *Rural*, *May Mobilization* and *Nighttime*
- Targeting child passenger safety and booster seat usage
- Piloting new and supporting established distracted driving awareness, education and enforcement programs
- Educating teen drivers and their parents about seat belt use and other teen driving safety issues, including the GDL program
- Piloting older driver education and awareness programs

Program Task Reports

Safety Education and Enforcement Programs

Occupant Protection





Occupant Protection

2014 Click It or Ticket ~ Colorado State Patrol ~ 15-06-61-01

The project addressed performance measure C-3. Reduce the number of fatalities per Vehicle Miles Traveled and C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities; all seat positions.

Project Description

The goal of this project was to reduce the number of unrestrained or improperly restrained individuals, in all vehicle positions, resulting in fewer fatal and injury crashes on Colorado roadways.

Results

- The Colorado State Patrol (CSP) provided 3,619.25 hours of grant-funded enforcement including *Click It or Ticket* campaigns: *Rural*, *May Mobilization*, *July Nighttime* and “Extra” waves.
- These hours resulted in 5,825 total contacts, 3,065 seat belt citations, 1,555 penalty assessments, 23 DUI arrests, and 30 felony arrests.
- The CSP posted 130 safety messages on its Facebook and Twitter accounts resulting in over 300,000 views and nearly 10,000 “shares.” These messages helped ensure that audiences of all ages and ethnicities understand the dangers of unrestrained drivers and passengers.

FY 2015 brought an increase in fatal crashes statewide. Although the State did not successfully reach a 5% decrease in fatal crashes involving unrestrained occupants, the CSP continued to provide both education and enforcement with the expectation of changing behavioral patterns that will be observable in the future grant cycle.

Click It or Ticket ~ Local Law Enforcement Agencies ~ 15-06-61-02

This project addressed performance measure C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions.

Project Description

The goal of this project was to encourage local law enforcement agencies to aggressively enforce occupant protection laws through a combination of enforcement, education, and awareness. CDOT’s Law Enforcement Coordinator provided recruitment and coordination of local agencies.

Results

The goal was addressed by conducting three large-scale seatbelt enforcement campaigns. *Rural*, *May Mobilization* and *Nighttime* campaigns were held between March and July, 2015.

continued



Occupant Protection

- A total of 70 participating agencies including, 1,346 officers and deputies worked 10,262 hours and issued 9,270 seatbelt violations.
 - *Rural* enforcement consisted of 21 agencies, 89 officers and deputies working 752 hours and issuing 357 seatbelt violations.
 - *May Mobilization* consisted of 78 agencies, 699 officers and deputies working 5,386 hours and issuing 5,075 seatbelt violations
 - *Nighttime* enforcement consisted of 41 agencies, 211 officers and deputies working 1,359 hours and issuing 1,056 seatbelt violations
 - 11,774 “other violations” citations were issued. (Includes Colorado State Patrol data)
-

Occupant Protection Technology Transfer ~ Office of Transportation Safety ~ 15-06-61-03

This project addressed performance measure C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions and B-1. Increase the observed seatbelt use rate for passenger vehicles.

Project Description

This project was designed to increase local knowledge about occupant protection programs and practices through support of local partners by providing scholarships to attend the 2015 Lifesavers conference.

Results

- Funds from the Occupant Protection Technology Transfer were used to send seven Highway Safety Office (HSO) partners to the 2015 Lifesavers conference that was held in Chicago, Illinois on March 14-17, 2015.
 - These seven Colorado participants represented law enforcement, Regional Emergency Medical and Trauma Advisory Councils, Ute Mountain Ute Tribe, Children’s Hospital, Colorado District Attorney’s Council and Street-Smart.
 - Upon conclusion of the conference, recipients of these scholarships were required to submit a summary of their experience and how attending the conference would benefit their agencies.
-

Occupant Protection Education ~ Office of Transportation Safety ~ 15-06-61-04

This project addressed performance measure C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions and B-1. Increase the observed seatbelt use rate for passenger vehicles.

continued



Occupant Protection

Project Description

Mini-grants were offered to community coalitions and other agencies to help support traffic safety education efforts and enforcement campaigns in the areas of occupant protection, child passenger safety, motorcycle safety and impaired driving prevention programs.

Regional recognition events, called “Traffic Safety Champions,” were designed to honor the men and women of law enforcement for their commitment and dedication in enforcing impaired driving and occupant protection laws.

Results

- Two regional recognition events were held, one in Grand Junction and the other in Denver, honoring 62 individuals and 23 agencies.
 - Englewood Police Department, Fowler Police Department, Holyoke Police Department and Celebrating Healthy Communities were among the recipients of Occupant Protection Education mini-grants.
 - Eight regional law enforcement trainings were held around the state and were attended by 133 representatives from 86 Sheriff’s offices and police departments and ten State Patrol troops.
-

Seat Belt Surveys ~ Colorado State University ~ 15-06-61-05

This project addressed performance measure C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions.

Project Description

The goal of this project was to assess current seat belt usage in the state of Colorado.

The project involved three seat belt surveys conducted between May 3 and June 27, 2015, at predetermined observation sites throughout the state. The location and number of observation sites were selected by use of a statistical methodology that considered vehicle miles travelled, population of counties, and road types.

Results

A pre-mobilization survey was conducted from May 3 - May 9 in 29 counties immediately prior to the enforcement wave. A statewide survey followed the enforcement wave with observations in the same 29 counties from May 31-June 13. The rural survey portion of the project was conducted June 14-27 and focused on the secondary and local roads in 20 rural counties. Seat belt usage was observed for drivers and front seat outboard passengers. All vehicle types including commercial vehicles 10,000 pounds and under were included in the study.

continued



Occupant Protection

Results: Seat Belt Usage Rates

	Pre-Mobilization	Rural	Statewide
Cars	81.7%	85.6%	85.0%
Vans	85.1%	90.1%	89.2%
SUVs	86.9%	88.1%	89.9%
Trucks	74.6%	76.6%	77.6%
Commercial	72.1%	79.0%	73.9%
Overall usage	82.2%	83.8%	85.2%

The results of the three surveys were statistically consistent with low standard errors and demonstrated an improvement in overall seat belt usage in the statewide survey from 82.4% in 2014 to 85.2% in 2015.

Seat belt usage improved in 5 of the 6 studies. The exception was the Teen Study which was statistically the same rate for the last 2 years (84.2% and 84.8%). The data/performance measures from these surveys enable the Highway Safety Office to make critical decisions regarding education on seat belt usage and vehicle occupant safety.

Occupant Protection ~ SCRETAC ~ 15-06-61-06

This project addressed performance measure B-1. Increase the observed seat belt use for passenger vehicles, and C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions.

Project Description

The goal of this project was to reduce the number of unrestrained passenger vehicle occupant fatalities within the five counties in the Southern Colorado Regional Emergency Trauma Advisory Council (SCRETAC) by increasing the combined five counties' seat belt use rate.

Results

- SCRETAC held bi-monthly DRIVE SMART coalition meetings in four of the five counties served: Huerfano, Custer, Fremont and Las Animas. Pueblo County held quarterly meetings.
- Two seat belt observations were conducted in each of the five counties.
- 40 large banners focusing on seat belt use in pickup trucks were created and distributed.
- More than seven presentations on traffic safety were given at high schools.
- Five table-top displays for use at local events were created and one was given to each county, featuring customized traffic safety/pickup truck focused information.
- Five law enforcement agencies in Pueblo and Las Animas counties wrote 156 citations during *Click It or Ticket* campaigns.

continued



Occupant Protection

- More than 30 newspaper and/or radio advertisements focusing on seat belt use and pickup trucks were placed in each of the RETAC counties.
 - 5,000 business cards focusing on seat belt use were distributed to law enforcement agencies to use at traffic stops.
-

San Luis Valley RETAC ~ San Luis Valley RETAC ~ 15-06-61-07

This project addressed performance measure C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions and C-9. Reduce the number of drivers age 20 or younger involved in fatal crashes.

Project Description

The goals of this project were to reduce the number of injuries and fatalities suffered by motor vehicle occupants age 0-15; to increase seatbelt usage rates for teen drivers and passengers; and to increase occupant protection, safety, education and awareness in the San Luis Valley.

Results

- The overall unrestrained fatalities rate decreased. Of the ten fatalities, four were unrestrained, compared to 2013 when out of twelve fatalities, six were unrestrained.
 - Nine child passenger safety education classes were held, with 88 parent/caregivers learning correct installation. 125 seats were inspected and 57 seats were replaced.
 - Three fit station events were held. 48 seats were inspected and twelve seats were replaced.
 - There were 21 safety and education booths held where more than 1,500 persons (3-80+ years of age) visited the booth. More than 2,000 pamphlets were handed out.
 - During the *Click It or Ticket* campaigns, 925 informational pamphlets in both English and Spanish were distributed. 75 posters were distributed.
 - High school seat belt usage surveys were conducted in twelve schools at two different times during the grant period. The usage rate improved from 62% of student drivers wearing their seat belts as a daily practice to 75%.
 - Significant improvements continue to be made each year in the San Luis Valley.
-

High-Visibility Enforcement and Child Passenger Safety Program ~ Aurora Police Department ~ 15-06-61-08

This project addressed performance measure C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions.

continued



Occupant Protection

Project Description

The goal of this project was to increase seat belt use in Aurora from 80% to the state goal of 84%, and to increase the use and/or proper use of child safety restraint systems.

Results

- High-visibility enforcement operations and individual officer enforcement efforts were conducted throughout the year.
- Seven high-visibility enforcement periods were completed this year, two of which coincided with the statewide *Click It or Ticket* high-visibility enforcement periods.
- 23 child passenger safety check events were held.
- Officers posted messages on Facebook and Nextdoor about the importance of proper seat belt and child seat use.
- Two of the child passenger safety check events were held outside of the city, and were hosted by other agencies that didn't have the technicians and equipment to host an event on their own.
- 299 child seats were inspected and 29 seats were distributed.

A significant outcome of this program was an increase in seat belt usage over 2014 levels. During 2014, the seat belt usage in Aurora was 80%. During 2015, the seat belt usage rate increased to a quarterly average of 83%. The goal of 84% usage was achieved and surpassed in the 4th quarter of this program with data indicating an 85% usage rate for the quarter.

Western Regional Occupant Protection Coalition ~ Western Regional EMS Council ~ 15-06-61-09

This project addressed performance measure C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions and B-1. Increase observed seat belt use for passenger vehicles.

Project Description

The Coalition worked with two schools to hold a two-week competitive *Teen Seatbelt Challenge* focused on increasing seat belt use.

Results

- In April 2015, a *Teen Seat Belt Challenge* competition, sponsored by the Coalition, was conducted between Ouray and Ridgway high schools. During the two-week event, students participated in six activities including a roll-over simulator, posters, and messages.

continued



Occupant Protection

There was significant improvement in seat belt usage rates.

- Following the *Challenge*, Ridgway High School's seat belt usage increased from 50% to 79%.
 - Ouray High School's seat belt usage increased from 40% in 2014 to 84% in 2015.
-

Traffic Safety Initiatives Mini-grants ~ Local Agencies ~ 15-06-61-10

This project addressed performance measure C-1. Reduce the number of traffic fatalities and C-2. Reduce the number of serious injuries in traffic crashes.

Project Description

The goal of this project was to support traffic safety education efforts and traffic enforcement efforts. Funding provided resources, support, training and materials. This enabled agencies to better execute and support statewide occupant protection, child passenger safety, teen driving safety, distracted driving prevention, motorcycle safety and impaired driving prevention initiatives.

Results

- Five Colorado State Patrol troops presented the *Impact Teen Driver* program in the Gunnison and Hinsdale County School Districts, reaching close to 1,000 students.
 - Fort Lupton Police Department presented the *Every 15 Minutes* program to the Fort Lupton and Ault high schools.
 - Eagle River Youth Coalition used marketing outlets through social media to promote traffic safety messages to 37,000 community members and visitors along the I-70 corridor.
 - Cordy and Company promoted older drivers safety seminars in the Denver metro area.
 - Englewood Police Department conducted a distracted driving educational program at several high schools and young adult events.
-

Plains to Peaks RETAC Occupant Protection ~ Plains to Peaks RETAC ~ 15-06-61-11

This project addressed performance measure B-1. Increase the observed seat belt use for passenger vehicles and C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions.

Project Description

The goal of this project was to reduce the number of unrestrained passenger vehicle occupant fatalities within the five Plains to Peaks RETAC counties of Cheyenne, El Paso, Kit Carson, Lincoln, and Teller, by increasing the combined five counties' seat belt use rate.

continued



Occupant Protection

Results

- Two seat belt observations were conducted in each of the five counties.
 - A steady increase in seat belt use was shown after the second seat belt observation.
 - More than 53 presentations on traffic safety were given to high schools in the five counties.
 - Four law enforcement agencies in El Paso and Teller counties wrote 293 citations during *Click It or Ticket*.
 - More than 30 newspaper and/or radio advertisements focusing on seat belt use and pickup trucks were placed in each of the RETAC counties.
 - 5,000 business cards focusing on seat belt use were distributed to law enforcement agencies to use at traffic stops.
-

Safe Communities for SECRETAC ~ Southeastern RETAC ~ 15-06-61-12

This project addressed performance measure C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions and B-1. Increase the observed seatbelt use rate for passenger vehicles.

Project Description

The goal of this project was to increase seat belt use in southeastern Colorado through a variety of law enforcement and educational campaigns.

Results

- Supported local law enforcement agencies during the high-visibility enforcement campaign, including *Click It or Ticket*, and identified challenges to participation as well as possible mitigation options
 - Provided table top tents, incentives, and other printed materials to community settings including restaurants, gas stations and libraries throughout the region
 - Provided brochures and information regarding seat belt use to local agencies and businesses to promote the *Business Challenge*
 - Established a baseline of high-visibility and school efforts
 - Worked with school districts to obtain buy-in for a *Teen Seatbelt Challenge*
 - Provided incentive materials to all age groups at community events to promote belt use in rural and frontier Colorado
-



Occupant Protection

Montelores Occupant Protection Project ~ Montezuma County Health Department ~ 15-06-61-13

This project addressed performance measure C-9. Reduce the number of drivers age 20 or younger involved in fatal crashes and C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions.

Project Description

The goal of this project was to reduce the number of unrestrained injuries and fatalities among teen drivers and passengers in all seating positions from three to zero; and to reduce fatalities and severe injuries from two to zero within the age group of 0-15 years old in Montezuma and Dolores Counties by increasing observed seat belt usage and collaborating with Child Passenger Safety (CPS) Region 8 technicians to provide education to the public.

Results

- Provided education and outreach to local schools including Cortez, Dolores, Mancos, and Dove Creek
 - Provided resources and materials to local schools at Homecoming, Prom and Graduation
 - Supported the Colorado State Patrol and local coalitions in their outreach efforts to bring *Alive at 25* classes to local schools
 - Attended/supported community events in Montezuma and Dolores Counties to promote safe driving
 - Provided GDL educational information to schools and community businesses including law enforcement participation in outreach efforts
 - Obtained a certified CPS Technician and inspection station in Dolores County
 - Assisted local CPS Technicians and inspection stations in CPS Region 8 with check-up events including the Ute Mountain Ute CPS enforcement events
-

Regional Law Enforcement Coordinator ~ Colorado Law Enforcement Traffic Safety Coordination Services, Inc. ~ 15-06-61-14

This project addressed performance measure C-4. Reduce the number of unrestrained passenger vehicle occupant protection fatalities, all seat positions and C-5. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above.

Project Description

The goal of this project was for the Law Enforcement Coordinator (LEC) to coordinate statewide training and local activities for local law enforcement agencies in support of their efforts to enforce Colorado's safety education and enforcement programs and campaigns. The LEC coordinated initiatives and innovations to encourage participation by the law enforcement community.

continued



Occupant Protection

Results

- Conducted multi-agency grant training presentations at eight locations around the state, attended by 133 representatives from 86 Sheriff's offices and police departments and 10 State Patrol troops
 - Recruited 41 local law enforcement agencies and eight State Patrol troops to conduct one week of *Nighttime* occupant protection enforcement, which resulted in 1,299 citations
 - Recruited 78 local law enforcement agencies and 16 State Patrol troops to conduct three weeks of *May Mobilization* occupant protection enforcement, which resulted in 6,872 citations
 - Recruited 21 local law enforcement agencies and eight State Patrol troops to conduct *Rural* occupant protection enforcement which resulted in 1,099 citations
 - Provided funding to 88 local law enforcement agencies to participate in impaired driving high-visibility enforcement
 - Provided funding to 52 local law enforcement agencies in the Law Enforcement Assistance Fund to enforce Colorado's impaired driving laws on days not covered by the high-visibility enforcement grant
-

Improving Colorado's Road Health ~ Office of Transportation Safety ~ 15-06-61-15

Project Description

The goal of this project was to create an opportunity for highway safety professionals to explore and share information, plans, programs and practices in regional and statewide forums and to identify gaps in services.

Results

The CDOT Highway Safety Office (HSO) hosted the 2015 Improving Colorado's Road Health Highway Safety Conference June 3-5, 2015 at the Keystone Conference Center. The conference gathered highway safety professionals from around the State to participate in interactive panels and regionalized break-outs to discuss what is being done in Colorado to address highway safety issues, conduct a gap analysis and construct future plans. This was the first conference of this type to be hosted by the HSO and 156 stakeholders attended.

Program Task Reports

Safety Education and Enforcement Programs

Child Passenger Safety





Child Passenger Safety

Child Passenger Safety Team Colorado ~ Colorado State Patrol ~ 15-05-51-01

This project addressed performance measure C-1. Reduce the number of traffic fatalities and C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions.

Project Description

The goal of this project was to reduce the number of unrestrained passenger fatalities through proper use of child safety restraints and to educate caregivers about the proper use of child safety restraints in all vehicles while transporting children.

Results

- More than 700 events statewide provided education about proper installation of child passenger safety restraints for parents, providers, and caretakers.
- More than 6,275 child restraint systems were checked by Child Passenger Safety (CPS) Technicians and 2,159 new installations were assisted by CPS Technicians.
- 166 organizations requested and received 59,929 educational and promotional items from the program to increase awareness and education within their communities.
- At the end of FFY2015, Colorado reached a CPS Technician recertification rate of 62.4%, well above the national average of 58.5%. The program certified and deployed 114 new CPS Technicians. The technicians included nurses, caregivers, fire fighters, law enforcement officers and support staff.
- The program trained 171 CPS Technicians in CEU/ Refresher classes to complete their recertification requirements.

For CSP-investigated crashes, the average number of passenger deaths for children between the ages of 0-15 was 14 deaths in FFY2015 as compared to three deaths in FFY2014, reflecting a 366% increase.

Child Passenger Safety Program ~ Servicios de La Raza ~ 15-05-51-02

This project addressed performance measure C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions.

Project Description

The goal of this project was to reduce traffic fatalities and serious injuries to passengers 15 years old and under by providing a culturally and linguistically responsive Inspection Station specializing in child passenger safety education, inspection, installation, and outreach targeting Latino families.



Child Passenger Safety

Results

- 1,250 families received child passenger education materials during the yearly signature event, the 7th Annual Fiesta Cookout at Chaffee Park in north Denver.
- 75 families received child passenger education materials in Spanish at the Servicios de La Raza Brighton satellite office.
- 200 child passenger seats were installed and inspected at the Federal Heights Fair.
- 74 car seats were installed and inspected at Servicios de La Raza fit station.

A significant outcome was a self-reporting survey where 79% of families reported having used child passenger seats incorrectly. 75% of those families self-reported using correct seats and using seat belts at all times while traveling in 2014-2015.

Occupant Protection Mini-Grants ~ Rural Agencies ~ 15-05-51-03

This project addressed performance measure C-1. Reduce the number of traffic fatalities and C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions.

Project Description

Various rural organizations from high-risk counties, as identified in the 2014 Problem Identification Report, implemented occupant protection activities. These activities included, but were not limited to, purchasing and distributing child safety seats, conducting check-up events, running inspection stations by appointments, distributing safety materials, and conducting youth and adult safety classes.

Agencies within high-risk counties were sent information about how to apply for the mini-grants. This information was also posted on the CDOT safety website. Allowable costs included car seat purchases for distribution to low income families and costs to host inspection stations or car seat check-up events.

Results

- Approximately 15 new Child Passenger Safety Technicians from rural areas were trained.
 - Hundreds of car seats were replaced.
 - Several new inspection stations were established.
 - Numerous traffic safety presentations were conducted for families in underserved populations in both Spanish and English.
 - Thousands of brochures and other educational materials were disseminated.
-



Child Passenger Safety

“Each One Teach One” ~ African American Child Passenger Safety ~ Street-Smart, Inc. ~ 15-05-51-04

This project addressed performance measure C-1. Reduce the number of traffic fatalities and C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions.

Project Description

The “Each One Teach One” African American Child Passenger Safety (CPS) Program is a collaborative effort between Street-Smart, Inc. and the Injury Prevention Program at Children’s Hospital Colorado. The goals of the project were to increase the number of Denver County children ages birth to eight years old who were properly restrained, with special emphasis on increasing usage rates among at-risk African-American and Hispanic families.

Results

The goals were achieved by partnering with Denver Health to staff CPS inspection stations at the Eastside and Montbello Family Health Centers, and with MH Montessori Head Start Centers to conduct CPS education and distribution events in at-risk neighborhoods. Quarterly booster seat usage surveys in targeted neighborhoods were conducted, as well as evaluating progress toward increasing parent and caregiver knowledge, attitude, and skills through implementation of a CPS inspection station survey.

- 125 hours were staffed at inspection stations, where 481 child restraints were inspected and 408 were distributed to low-income families qualifying for federal entitlement programs and residing in targeted neighborhoods.
 - There was an observed increase of 2% in the number of booster-seat-sized children traveling in booster seats during the course of program.
 - Two focus groups, including one for Spanish-language participants, were conducted to better understand barriers that contribute to suboptimal use of child restraints in minority and low income neighborhoods.
 - An assessment of CPS awareness for more than 150 parents and caregivers was conducted. Results from these two qualitative measures have been incorporated into future CPS education and outreach efforts.
-



Child Passenger Safety

Motor Vehicle Child Passenger Safety and Occupant Protection Program ~ Ute Mountain Ute Tribe ~ 15-05-51-05

This project addressed performance measure C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions and B-1. Increase the observed seat belt use rate for passenger vehicles.

Project Description

The goal of this program was to promote vehicle occupant safety on the Ute Mountain Ute Reservation by increasing child restraint use and seat belt use for children ages 8-17 and adults.

Results

- 33 occupant protection presentations were offered throughout the community.
 - Four *Baby's Safety Comes First* classes were offered to expecting parents and provided a car seat prior the birth.
 - Five safety check-points were held in conjunction with the BIA and Tribal Law Enforcement. 1,625 vehicles came through the check-points with drivers receiving one-on-one education and resulting in 13 car seats distributed, 12 citations, 8 verbal warnings and 1 arrest for alcohol consumption.
 - Six newsletters with safety messages were distributed to the 66 departments, each Head Start parent, and community members utilizing the Tribal Complex and Indian Health Services Clinic and three newspaper articles regarding enforcement were published.
 - Two high-visibility enforcement campaigns were held in conjunction with BIA and Tribal Law Enforcement.
 - 128 car seats were distributed with education on correct installation through inspection stations that held ten check-up events
 - An observation survey for proper use of safety restraints rate showed no increase and stayed at 45% in 2015.
-



Child Passenger Safety

Child Passenger Safety Program ~ Drive Smart Evergreen/Conifer ~ 15-05-51-06

This project addressed performance measure C-1. Reduce the number of traffic fatalities and C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions.

Project Description

The goals of this program were to:

- Obtain reliable evaluation data to accurately measure and analyze intervention impacts
- Increase booster seat compliance among residents in Jefferson, Clear Creek, and Gilpin counties, increasing the average in Jefferson County from 76.8% in 2013 to at least 80% by 2015

Results

- Quantitative pre-and-post-intervention booster seat compliance surveys were conducted.
- Data collection and analysis protocols were established.
- Awareness was raised among leaders and parents regarding booster seat noncompliance in 22 schools and camps by delivering 170 presentations.
- Child Passenger Safety curriculum was delivered to 4,213 students, 255 staff, and 5,744 parents.
- Parent seat belt pledge forms went home to all families and were returned signed by 133 families.
- 11 law-enforcement-led activities took place with partnering schools and camps.

After Drive Smart interventions and presentations, children in the back seat appropriately restrained increased by 7.5%; children in the back seat inappropriately restrained decreased 7%; children in the front seat appropriately restrained increased 6%; children in the front seat without a seat belt decreased 7%; adult driver appropriately restrained increased 5%; and adult driver inappropriately restrained decreased 5%.

Program Task Reports

Safety Education and Enforcement Programs

Young Driver and Distracted Driving and Older Drivers





Young Driver and Distracted Driving and Older Drivers

Seat Belt Safety and Compliance Project ~ Central Mountains RETAC ~ 15-03-31-01

This project addressed performance measure C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions.

Project Description

The goal of this project was to address occupant safety among low-belt-use groups under the age of 20 in the Central Mountains region of Colorado.

Results

- More than 5,000 students from four high schools participated in the *High School Challenge* with the goal of increasing seat belt usage. Participating schools were: Eagle Valley High School in Gypsum; Salida High School in Salida; South Park High School in Fairplay; and Summit High School in Frisco.
- The data collected in the fall of 2014 was used at the starting point of the *Challenge*. Halfway through the event an observational study took place and another was conducted at the conclusion of the *Challenge*. The studies not only observed students, but parents and school staff as well.
- There was improvement in three of the four schools and the Central Mountains RETAC as a region increased seat belt usage to 88.3%, up from 80.4% last year.

School	Start	Final	Difference
Eagle Valley	84.1%	81.3%	-2.8%
Salida	60.8%	67.4%	6.6%
South Park	62.7%	93.1%	30.4%
Summit	94.2%	98.2%	4.0%
RETAC	80.4%	88.3%	7.9%

Aurora P.A.R.T.Y. Program ~ University of Colorado Hospital ~ 15-03-31-02

This project addressed performance measure C-9. Reduce the number of drivers age 20 or younger involved in fatal crashes.

Project Description

The goal of the Prevent Alcohol and Risk-Related Trauma in Youth (P.A.R.T.Y.) program is to promote injury prevention through reality education, enabling youth to recognize risk and make informed choices about activities and behaviors, and to increase knowledge of the importance of the Graduated Drivers License for both students and parents.

continued



Young Driver and Distracted Driving and Older Drivers

Results

- Conducted twelve full-day in-hospital P.A.R.T.Y. program presentations
 - Conducted five “P.A.R.T.Y. on the Road” programs which included lectures and hands-on stations at the participating schools
 - Participated in six interactive community events and educated participants (both teens and parents) on the dangers of distracted driving, drinking and driving and the importance of the Graduated Drivers License
 - Hired a new PARTY program research coordinator
 - Gained the relationships within schools and community partnerships to have a successful P.A.R.T.Y. program in Colorado Springs
 - Total participants in interactive programs and activities reached in fiscal year 2015 was approximately 2,200
-

Affect Driving Habits / Young Driver ~ Foothills RETAC ~ 15-03-31-03

This project addressed Performance Measure C-9. Reduce the number of drivers age 20 or younger involved in fatal crashes.

Project Description

The goal of this project was to reduce the number of traffic fatalities and serious injuries among young drivers by 3% in the counties of the Foothills RETAC by September 30, 2015.

Results

- Conducted teen motor vehicle safety programs and activities in three high schools including pre-and-post-program seat belt observations. There was improvement of approximately 10% for all three schools.
- Participated in “Project Start-Up” meetings with eight additional schools
- Manned a safety booth at seven Fire Department Safety fairs and events reaching approximately 3,000 people
- Participated in four community events such as Bandemeer Speedway and 9-Health Fairs with a “Virtual Driver” computer
- Worked with “Jade,” Foothills RETAC’s “Voice for Injury Prevention” for presentations around the region speaking to 1,000 participants
- Provided education to confused parents regarding Graduated Drivers License (GDL) requirements by providing 250 GDL brochures at each hospital, and handed out over 1,000 GDL cards to teens and parents at events and presentations

The most significant change was that traffic fatalities in the Foothills RETAC region decreased from nine in 2012 to two in 2013 and zero in 2014.



Young Driver and Distracted Driving and Older Drivers

Teen Traffic Safety and Occupant Protection Project ~ Mile-High RETAC ~ 15-03-31-04

This project addressed performance measure C-3. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions and C-9. Reduce the number of drivers age 20 or younger involved in fatal crashes.

Project Description

The goal of this project was to promote vehicle occupant safety within the Mile High RETAC by increasing child restraint use, increasing seat belt use among all ages and reducing the number of speeding and distracted driving fatalities, especially among young drivers.

The MH-RETAC provided occupant protection and teen seat belt safety programs in five of the six counties within the MH-RETAC which had the highest incidence of motor vehicle crashes. These counties included Adams, Arapahoe, Denver, Douglas and Elbert counties.

Results

- MH-RETAC distributed almost 5,000 educational printed materials and incentives with the printed safety message “Buckle Up” to almost 40,000 people who attended 27 community events.
 - Public education efforts were focused on seat belt usage, distracted driving, speeding, Graduated Drivers License laws and booster seats.
 - Students led efforts to increase awareness within their five high schools by implementing countermeasures proven to improve safe driving behaviors.
-

Young Driver Distracted Driving Campaign ~ Drive Smart Colorado ~ 15-03-31-05

This project addressed performance measure C-9 , Reduce the number drivers age 20 or younger in fatal crashes.

Project Description

The goal of this project was to reduce the number of traffic fatalities among drivers ages 20 and younger in El Paso and Teller counties.

Results

- The 26th Annual *High School Traffic Safety Challenge* was held October 20 - December. 5, 2014. A record 32 high schools attended the “Kick Off” event, and 26 completed all aspects of the *Challenge* campaign. 25,000 students, staff and parents were impacted by the peer-to-peer-led traffic safety campaign. The focus was on distracted driving as well as seat belt use.

continued



Young Driver and Distracted Driving and Older Drivers

- The teen seat belt use rate in El Paso County, at 85.7%, is higher than the Colorado use rate.
- The Colorado Springs Police Department and El Paso County Sheriff's Office were recruited to conduct cell phone observations off of school property. They noted a student cell phone use reduction during the *Challenge* time frame of 2%.
- 225 distracted driving radio spots were aired on nine southern Colorado radio stations during the *High School Challenge*. The distracted driving simulator was taken to Colorado College, University of Colorado at Colorado Springs, Pikes Peak Community College, the United States Air Force Academy, Peterson Air Force Base, Schriever Air Force Base and Fort Carson, educating an additional 1,000 young drivers.
- 2,100 flyers promoting the CDPHE/COTEEN DRIVER.COM free online parent class on Graduated Drivers License were distributed to three of the largest driver's education schools in El Paso and Teller counties.

2015 Distracted Driving ~ Colorado State Patrol ~ 15-03-31-06

This project addressed performance measure C-12. Reduce the number of distraction-affected fatal crashes.

Project Description

The goal of this project was to reduce the number of distracted driving occurrences, resulting in fewer fatal and injury crashes on Colorado roadways.

Results

- The Colorado State Patrol (CSP) provided 1,118 hours of distracted driving enforcement and 475 hours of distracted driving education.
- During these hours nearly 100 texting citations, 200 "other distraction" violations, and 76 careless violation citations were issued.
- Grant-funded hours also provided educational opportunities at county fairs, Operation Freebird, Pride Fest, Read with a Hero, the Canrig Drilling safety presentation, CSP Safety Fair, Office Depot Community Day, Take It to the Track, and high school distracted driving safety events.
- The purchased driving simulator has proven to be a great success for safety events statewide. Parents, educators and children alike have commented on how this has helped open the lines of communication. It presents the behavioral changes needed to decrease the number of crashes that involve distraction for all age groups.

With only one pilot year of the Distracted Driving program it is difficult to establish what, if any change, has been made over the past year. The CSP continues to provide both education and enforcement with the expectation of changing behavioral patterns in all age groups that will be witnessed in future grant cycles.



Young Driver and Distracted Driving and Older Drivers

2015 Distracted Driving Enforcement Campaign ~ Aurora Police Department ~ 15-03-31-07

This project addressed performance measure C-12. Reduce the number of distraction-affected fatal crashes and C-2. Reduce the number of serious injuries in traffic crashes.

Project Description

The goal of this program was to reduce the percentage of serious and fatal crashes caused in part by distracted drivers, and to educate the public about the dangers of distracted driving.

Results

- A large scale operation was conducted during *National Distracted Driving Week* that resulted in 505 drivers being contacted, 427 summonses being issued, 78 warnings being issued, and 288 drivers were determined to be distracted.
- 1,710 drivers were contacted during directed enforcement efforts funded by this project. Officers determined that 1,131 of the drivers contacted were distracted.
- Officers conducted numerous public educational presentations about the dangers of distracted driving, including a pledge event.
- Messages were posted to Facebook and Nextdoor by officers regarding the dangers associated with distracted driving.
- The Aurora Police Department coordinated and hosted a large traffic safety education and media event at a high school. The event was attended by representatives from the National Highway Traffic Safety Administration, Colorado Department of Transportation, Mothers Against Drunk Driving, the District Attorney for the 18th Judicial District, and numerous law enforcement agencies.

A notable outcome of this program was that even though crashes were up significantly in the city this year, the percentage of those crashes that were the result of distracted driving did not increase from FY2014.





Young Driver and Distracted Driving and Older Drivers

Distracted Driving Awareness Campaign ~ Swedish Medical Center ~ 15-03-31-09

The project addressed Performance Measure C-12. Reduce the number of distraction-affected fatal crashes.

Project Description

The goal of this project was to reduce distracted driving through educating employees, patients and parents individually and through use of print and social media.

Results

- Parking lot observations (pre/post) showed a decrease by 11% of employees driving distracted while coming to and leaving work through Swedish Medical Center's (SMC) employee parking garages.
- Distracted driving surveys given to SMC's employees (pre/post education) showed that:
 - 40.5% said they drive less distracted since April (beginning of program)
 - 10% increase in support for a distracted driving company policy
 - 96.5% of employees think that it's important that SMC provides distracted driving education.
- 30% of SMC's newborn and expecting parents received information regarding the dangers of distracted driving.
- 100% of SMC's parents received distracted driving information before being discharged from the hospital.
- Distracted driving information was distributed during the car seat fit stations.
- 42 physicians' offices received information regarding the distracted driving program.
- Information was distributed to the media and through social media. Participants at parent events were informed about the distracted driving program and dangers of distracted driving.

High-Visibility Enforcement Distracted Driving ~ Colorado Springs Police Department ~ 15-03-31-10

This project addressed performance measure C-12. Reduce the number of distraction-affected fatal crashes.

Project Description

The goal of this project was to reduce the incidence of distracted driving through enforcement, education and outreach campaigns.

Results

All of the goals and objectives of the project were met. The Colorado Springs Police Department (CSPD) witnessed a 21% reduction in traffic fatalities from 2013 to 2015, a 15% reduction in fatal crashes, and a 23% reduction in traffic accidents with distracted driving as a contributing factor across the same time frame.

continued



Young Driver and Distracted Driving and Older Drivers

- 26 deployment dates were implemented, exceeding the goal of 16 deployments.
- The enforcement/educational campaign reached more than 9,000 Facebook and Twitter followers, and was included on four television and news program spots.
- Development of the educational outreach video was implemented in the training campaign and reached more than 700 soldiers, airmen, students and other El Paso County residents.
- The CSPD Grants Unit developed an online survey and which was conducted five months ahead of schedule.

The online survey results indicated that the distracted driving campaign made a meaningful impact with more than 87% of respondents: participants stated that the information in the video was somewhat to very helpful, and 81% expressed that they believed that distracted driving is mostly to very dangerous. After watching the video, 42% of respondents indicated that they would definitely change their behaviors while driving.

Foothills School-Based Teen Motor Vehicle Program ~ Drive Smart Evergreen/Conifer ~ 15-03-31-11

This project addressed the following performance measure C-1. Reduce the number of traffic fatalities and C-9. Reduce the number of drivers age 20 or younger involved in fatal crashes.

Project Description

The goal of this project was to decrease the number of 16-20 year olds involved in fatal crashes and hospitalizations by increasing Graduated Drivers License Law (GDL) compliance and law enforcement knowledge of GDL in Jefferson, Clear Creek and Park counties, as well as support for the *Click It or Ticket May Mobilization* enforcement.

Results

- 20 law-enforcement-led activities were conducted at high schools.
- 69 peer-led monthly GDL educational and “Drive Smart Day” activities were held.
- Six presentations were made to law enforcement, including School Resource Officers, on GDL Laws.
- Twelve GDL and seat belt usage campaigns were extended to the community via social media.
- 2,875 GDL education packets were delivered to all parents of eighth through eleventh grade students in Clear Creek and Park Counties and the foothills of Jefferson County.

A seat belt observation survey for proper use of safety restraints was administered and showed an increase in driver compliance by 4% and passenger compliance by 7% from 2014 to 2015.



Young Driver and Distracted Driving and Older Drivers

High-Visibility Distracted Driving Enforcement ~ Thornton Police Department ~ 15-03-31-12

This project addressed performance measure C-1. Reduce the number of traffic fatalities and C-2. Reduce the number of serious injuries in traffic crashes.

Project Description

The goal of this project was to reduce the number of rear-end-related serious injury and property damage crashes by focusing enforcement activities in the top 20 accident locations within the city.

Results

- Officers conducted high-visibility distracted driving enforcement in the top 20 crash locations for a total of 565 hours.
- Officers issued 877 summonses for distracted driving and following-too-closely related offenses.
- Traffic fatalities remained the same for third quarter of 2015 compared to third quarter of 2014.

A significant outcome was that although overall accidents increased 6% citywide in the third quarter of 2015 compared to the third quarter of 2014, crashes in the top 20 locations increased only 4.38%, for a difference of 1.62%. Another significant outcome was that five of the top accident locations showed reductions in total accidents, and one location showed a reduction of 69%. The rate of injuries per accident was reduced by .2% citywide.





Young Driver and Distracted Driving and Older Drivers

Aging Road Users ~ Drive Smart Colorado ~ 15-10-01-01

This project addressed performance measure C-1. Reduce the number of traffic fatalities and C-2. Reduce the number of serious injuries in traffic crashes.

Project Description

The goal of this project was to reduce the number of passenger vehicle fatalities and serious injuries among older drivers in El Paso and Teller counties. This project was a first for Colorado and focused on educating citizens and traffic safety partners about issues facing the older driver.

Results

An Older Driver Coalition was formed and convened ten traffic safety meetings focusing on the older driver issue. Strategies were developed to promote safe driving and transportation for seniors. A mission statement was developed: Address safe driving and transportation needs of seniors by providing resources to support independence so they remain integral members of their community as they transition from drivers to passengers.

Drive Smart Colorado:

- Hired a consulting firm to conduct three focus groups: physicians of older individuals, older drivers, and adult children of older drivers.
 - Developed a year-long educational strategy based, in part, upon the outcomes of the focus groups.
 - Organized the older driver track at the “Improving Colorado’s Road Health Summit” in Keystone, Colorado where 156 were in attendance.
 - Trained 55 new “CarFit” Technicians in Keystone in order to hold more events throughout the state. This was the largest training of this type in Colorado.
 - Organized and participated in six “CarFit” events in El Paso, Teller, Fremont, Custer, and Denver counties educating nearly 50 older drivers.
 - Created, designed and printed 10,000 “Colorado’s Guide for Aging Drivers and Their Families” and distributed 3,000 in FY 2015.
 - Conducted an advertising campaign promoting AARP’s Smart Driver Program.
-

Program Task Reports

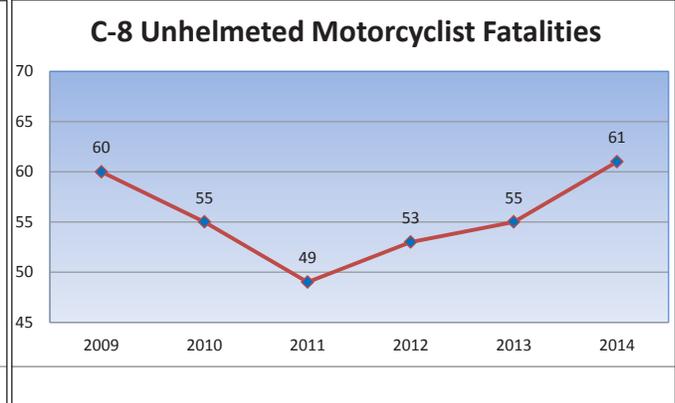
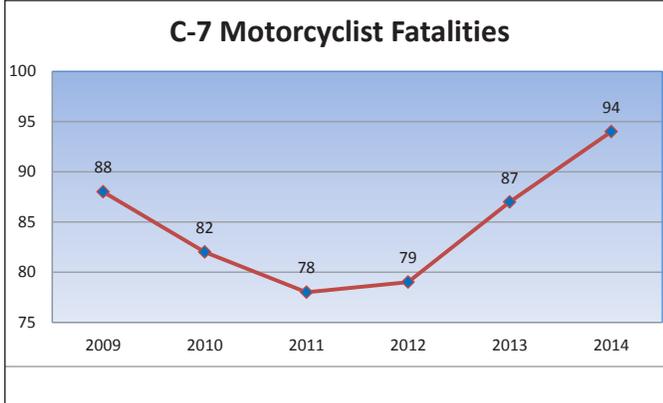
Safety Education and Enforcement Programs

Motorcycle Safety





Motorcycle Safety



Motorcyclist fatalities increased from 87 in 2013 to 94 in 2014, an increase of 8%. Unhelmeted motorcyclist fatalities increased by 9% from 55 in 2013 to 61 in 2014, and 65% of all motorcyclist fatalities were unhelmeted. Projects in the Motorcycle Safety program support the Highway Safety Office's goals to reduce motorcycle injury and fatal crashes. The Motorcycle Safety program supported projects that increased motorists' awareness of motorcycles; educated drivers on safely sharing the road with motorcycles; and encouraged motorcyclists to become trained and licensed, educated on the use of proper riding gear, and aware of the dangers of impaired riding.

Program Administration

2 projects were managed with a planned budget of \$76,714.

Efforts and activities to increase Motorcycle Safety included:

- Educating motorcyclists about the dangers of impaired riding
- Educating motorists to be more aware of motorcyclists
- Continued efforts to build partnerships with community coalitions and motorcycle organizations to develop outreach programs that focus on motorcycle safety issues





Motorcycle Safety

Jefferson County Motorcycle Rider Safety Education ~ Drive Smart Evergreen/Conifer ~ 15-07-71-03

This project addressed performance measure C-7. Reduce the number of motorcyclist fatalities and C-8. Reduce the number of unhelmeted motorcyclist fatalities.

Project Description

The goals of this project were to:

- Expand education to the staff of local taverns and restaurants about the misuses of alcohol
- Continue to coordinate a coalition of motorcycle safety stakeholders to fulfill the mission of reducing motorcycle rider crashes, injuries and fatalities, with special focus on the foothills of Jefferson County
- Educate the community about motorcycle safety

Results

- *Training for Intervention Procedures (T.I.P.S.)* training was presented to 70 tavern and restaurant staff members by Drive Smart, and the City of Golden trained 120 tavern and restaurant staff.
 - The *NHTSA Project Green-Yellow-Red, Free to Ride, Free to Choose, A Campaign to Reduce Impaired Motorcycle Riding* was presented and/or proposed to 23 taverns.
 - Continued to customize the NHTSA-funded project titled *Project Green-Yellow-Red, Free to Ride, Free to Choose, A Campaign to Reduce Impaired Motorcycle Riding* with three taverns.
 - Educated the community about motorcycle safety by delivering 32 activities with community partners.
 - Signs reading “Motorcycles - Use Extreme Caution” were placed in response to signage proposed by Drive Smart on Jefferson County roads and Colorado highways. These signage locations correlate with dangerous, high-crash areas for motorcycles in Jefferson County and the action was completed by Jefferson County Road and Bridge and the Colorado Department of Transportation in the summer of 2015.
-

Program Task Reports

Safety Education and Enforcement Programs

Communications





The Office of Communications (OC) provides strategic communications efforts for the Colorado Department of Transportation's Highway Safety Office (HSO). Two positions are funded each year within the OC for this purpose.

In FY 2015, the OC provided a range of services to increase public awareness and support of major transportation safety issues and to influence driver behavior. The program activities are detailed on the following pages.

Program Administration

The Communications Program is administered by the Director of the Office of Communications and staff. Other support is provided by OC staff whose salaries are State-funded. This group, with assistance from their contractors, was responsible for 15 projects with a planned budget of \$2,418,000.

Summary of Strategic Communications Efforts

In FY 2015, the OC engaged in public relations, media relations and paid advertising media strategies to support 12 high-visibility DUI enforcement periods as well as community-based safety programs. This year was the seventh summer-long public education campaign focused on increasing awareness of DUI enforcement periods. In addition, the DUI campaign promoted positive behavioral changes through a public relations program that encouraged the use of alternative transportation, smart-phone breathalyzers, and designated drivers. Paid advertising was also used to educate the public that having "just a few" alcoholic beverages could lead to a DUI. The OC reached out to Colorado's growing Hispanic population with a culturally-relevant Spanish DUI campaign targeting community events. Billboards, radio, and movie theater ads were also used to reach this population.

The OC supported three *Click It or Ticket* enforcement periods and launched a billboard and radio campaign to educate the public about the dangers of not buckling up. A crashed car exhibit and a partnership with Walmart in Pueblo helped bring additional seat belt awareness to a vulnerable area of the state. In addition, Spanish-language seat belt materials were developed and displayed in high-density Hispanic neighborhoods throughout the state to encourage seat belt use. The OC also supported the State's child passenger safety advocates with educational materials and a public relations campaign during *Child Passenger Safety Week*. To support teen driver safety, the OC launched a "Drop the Distraction" campaign in which a series of distraction-oriented games were featured at fairs and festivals during the summer. These campaigns were supplemented by a radio ad campaign.

The OC launched a motorcycle safety campaign statewide to remind drivers to look twice for motorcyclists using billboards and radio ads. A "Buckle Booth" at high schools helped start conversations about seat belt safety among teens and a pedestrian campaign leveraged the power of social media to warn pedestrians about the dangers of jaywalking.



High-Visibility DUI Enforcement – PR/Evaluation ~ Communications Infrastructure Group and National Research Center ~ 15-08-81-01

This project addressed performance measure C-5. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above and S-1. Conduct driver attitude and awareness surveys of Highway Safety enforcement and communications activities, and self-reported driving behavior.

Project Description

The goal of this project was to raise awareness of DUI enforcement and to reduce the number of statewide motor vehicle impaired driving fatalities and injury crashes.

Results

- Publicized twelve *The Heat Is On* high-visibility DUI enforcement periods via press releases and social media
- Provided DUI advertising and signage at 14 drinking festivals and all Rockies games
- Developed a print, radio, television, and online campaign called “A Few Can Still Be Dangerous,” raising awareness about the fact that even a few drinks can lead to a DUI
- Developed and distributed DUI educational materials to the public
- Launched a “Know Your Limit” campaign over Labor Day weekend, a series of events that focused on technology as a way to encourage responsible consumption of alcohol.
- Provided three presentations to the Colorado Task Force on Drunk and Impaired Driving

Significant outcomes included:

- 750 people used personal breathalyzers to know their BAC during three “Know Your Limit” events.
 - News stories about “Know Your Limit” events produced 2,234,903 earned media impressions indicating broad reach with the public.
 - A pre-and-post campaign survey of more than 550 Coloradans showed that 47% of Coloradans heard the message *The Heat Is On* and 49% heard the message *Drink and Don’t Drive*.
-

High-Visibility DUI Enforcement – Paid Media ~ Explore Communications ~ 15-08-81-02

This project addressed performance measure C-5. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above.

Project Description

The goal of this project was to raise awareness of DUI enforcement and to reduce the number of statewide motor vehicle impaired driving fatalities and injury crashes.



Results

- Supported the public education campaign, “A Few Can Still Be Dangerous,” with a paid media plan involving print, radio, television, and online components
- Supported *The Heat Is On* enforcement periods with an advertising campaign
- Increased recognition of the *Drink and Don’t Drive* and *The Heat Is On* messages
- Raised awareness that even “a few drinks” can lead to a DUI

Significant outcomes included:

- A total of 3,736,459 paid impressions were presented from the pre-roll internet videos with 2,486 clicks to the DUI landing page and 3,046,502 completed views (82% completion rate).
 - There were 611 cable TV PSA’s and 752 radio PSA’s in the Colorado Springs, Denver, Grand Junction and Ft Collins/Greeley media markets; 5,000 per week movie theater PSA’s; 213 bar bathroom posters statewide; and 50 bus tail PSA’s in urban markets.
 - Media buys produced an additional 39,265,375 paid media impressions ensuring wide coverage throughout the state. A pre-and-post campaign survey of more than 550 Coloradans showed that 47% of Coloradans heard the message *The Heat Is On* and 49% heard the message *Drink and Don’t Drive*.
-

High-Visibility DUI Enforcement – Latino and Paid Media ~ Hispanidad ~ 15-08-81-03

This project addressed performance measure C-5. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above.

Project Description

The goal of this project was to raise awareness of DUI enforcement and to reduce the number of statewide motor vehicle impaired driving fatalities and injury crashes, with specific focus on the Hispanic population in Colorado.

Results

- Created several new impaired driving messages for printed posters, billboards, and a 30-second Spanish radio PSA
- Supported grassroots messaging and collateral materials for high-visibility enforcement periods and distributed material to more than 20 law enforcement agencies and more than 50 retail locations in high-density Hispanic neighborhoods statewide
- Placed messaging and provided on-site outreach at five cultural festivals reaching more than 100,000 people
- Provided outreach to Latino communities on the “A Few Can Still Be Dangerous” campaign, including translated PSA videos in Hispanic theaters
- Partnered with Entravision to roll out an online interactive DUI educational quiz

continued



Communications

- Distributed DUI rack cards to 215 law enforcement agencies across the state and supported communications for the DUI task force
- Distributed 200 DUI perception surveys at festivals

Significant outcomes included:

- Placement of 375 radio spots and 20 billboards and posters with DUI messaging in Spanish dominant/Spanish preferred geographies. This resulted in a total of 19,071,022 paid media impressions, which ensured broad outreach into the target audience.
 - Placed impaired driving/designated driver billboards in heavily Hispanic neighborhoods, including piloting billboards focused on preventing driving while prescription-drug impaired (based on focus group findings).
 - To underscore the enforcement message, Colorado State Patrol Trooper, Ivan Alvarado, was featured in stories broadcast by Telemundo and Univision addressing impaired driving.
 - The Avon Police Department provided a bilingual officer for the Eagle County Fair and Rodeo.
-

Motorcycle Safety ~ Amelie Company and Explore Communications ~ 15-08-81-04 and 15-08-81-13

This project addressed performance measure C-7. Reduce the number of motorcyclist fatalities.

Project Description

The goal of this project was to raise awareness among drivers to watch for motorcycles

Results

- Developed an awareness campaign called “Look Twice” that included public and media relations tactics, development and distribution of collateral materials, and maintenance of the website, www.comotorcyclesafety.com, which includes specific tips for drivers
- Used a full slate of advertising tactics to drive the motorcycle safety message, including billboards, bus tails, web banners, Pandora radio, traffic radio, and gas station ads statewide.
- Created a humorous radio campaign in which a grizzly-voiced man introduces motorcycle safety messaging and drives home a serious safety message.

Significant outcomes included:

- 24,284,444 paid media impressions from the “Look Twice” advertising campaign providing a broad campaign reach
 - 2,973,892 earned media impressions garnered from five news stories about motorcycle safety on major TV news stations and newspapers in Colorado
-



Click It or Ticket and Seat Belts – PR Evaluation Amelie Company, Communication Infrastructure Group and National Research Center ~ 15-08-81-05

This project addressed performance measure C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions; B-1. Increase the observed seat belt use for passenger vehicles; and S-1. Conduct driver attitude and awareness surveys of highway safety enforcement and communication activities, and self-reported driving behavior.

Project Description

The goal of this project was to raise awareness of seat belt use enforcement and to reduce the number of unrestrained fatalities and injury crashes among vehicle occupants statewide.

Results

- Developed a PR campaign to support increased seat belt enforcement that could be used for all three *Click It or Ticket (CIOT)* enforcement periods (*Rural, Statewide* and *Nighttime*)
- Publicized three *CIOT* enforcement periods via press releases and social media
- Launched a creative billboard and radio campaign that focused on how seat belts can prevent bad outcomes in a crash using clever graphics for the following phrases: “Windshield Ejection,” “Brain Damage,” “Life or Death” and “Fatal Accident”
- Launched a targeted outreach campaign in Pueblo County, a low belt-use county, featuring “Ejection Exhibits,” showing the deadly consequences of not wearing a seat belt
- Developed and distributed educational materials to the public and law enforcement

Significant outcomes included:

- A pre-and-post campaign survey of 552 Coloradans showed that 24% of Coloradans heard information about the *CIOT* enforcement periods and 76% recalled seeing the *Click It Or Ticket* slogan.
- The creative billboard campaign produced 11,397,008 earned media impressions from news stories, indicating a broad public reach of the safety message.

Click It or Ticket and Seat Belts – Paid Media.~. Explore Communications ~ 15-08-81-06

This project addressed performance measure C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions and B-1. Increase the observed seat belt use for passenger vehicles.

Project Description

The goal of this project was to raise awareness of seat belt use enforcement and to reduce the number of unrestrained fatalities and injury crashes among vehicle occupants statewide.



Results

- Supported the *May Mobilization Click It or Ticket (CIOT)* enforcement period through a paid media campaign using billboards and radio ads that focused on how seat belts can prevent bad outcomes in crashes using clever graphics for the following phrases: “Windshield Ejection,” “Brain Damage,” “Life or Death” and “Fatal Accident”
 - 26,682,468 paid impressions resulted from the seat belt advertising campaign, as follows: radio (9,775,003); billboards (10,337,111); gas pump toppers (5,728,997); and window clings (841,357)
 - Pre-and-post campaign survey of 552 Coloradans showed that 24% of Coloradans heard information about the *CIOT* enforcement periods and 76% recalled seeing the *Click It or Ticket* slogan
-

Hispanic Occupant Protection ~ Hispanidad ~ 15-08-81-07

This project addressed performance measure C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions; C-9. Reduce the number of drivers age 20 or younger involved in fatal crashes; and B-1. Increase the observed seat belt use for passenger vehicles.

Project Description

The goal of this project was to raise awareness of the importance of seat belts, child passenger safety and all facets of occupant protection (OP) to prevent injury and death among Colorado’s Hispanic population.

Results

- Distributed Spanish posters promoting proper seat belt use in more than 50 retail locations within Spanish-dominant, Hispanic neighborhoods, more than 20 police departments/Sheriff’s offices/CSP Troop offices and RETACs.
- Produced and distributed a 30-second radio spot to Spanish radio stations with OP messages
- Targeted the Adams County Fair with OP messaging on collateral, focusing on in-language Hispanic community outreach in this low seat belt use county
- Created Spanish informational OP rack cards that were distributed to 215 law enforcement agencies throughout the state.
- Targeted Pueblo residents with OP posters for a crashed car exhibit
- Partnered with Univision and Telemundo to roll out child passenger safety campaigns targeting tweens
- Publicized three high-visibility *Click It or Ticket* enforcement periods (*Rural*, *May Mobilization* and *Nighttime*) to the Latino community through press releases, social media and community outreach

Significant outcomes included generating a total of 6,441,396 paid media impressions from radio and billboard PSA’s, which ensured widespread coverage in the target areas



GDL and Teen Driving Safety Communications ~ Amelie Company ~ 15-08-81-08

This project addressed performance measure C-9. Reduce the number of drivers age 20 or younger involved in fatal crashes.

Project Description

The goal of this project was to reduce the number of young people, under age 20, killed or injured in vehicle crashes by increasing awareness of safety issues, such as seat belt use.

Results

- Created a “Buckle Booth,” an open air photo booth stocked with seat belt safety messaging and props to serve as a fun way to engage teens and get them thinking about seat belt safety
- Featured the “Buckle Booth” at six football games around Colorado to remind kids to buckle up and targeted local media outlets with information about the events
- Spoke with more than 500 teens about the dangers of not buckling up during a “Buckle Booth” event
- Collected written pledges from teens to always buckle up during “Buckle Booth” events
- Displayed 35 black balloons tied to the stadium bleachers at “Buckle Booth” events - a somber reminder of the 35 teen lives lost in 2014 in motor vehicle crashes

Significant outcomes included:

- Ten media stories (e.g. 9-News, Univision, Greeley Tribune, and others) generated 3,019,447 earned media impressions and widespread safety messaging about seat belts to the public.
 - 512 pledges were signed by teens at six events committing them to buckling up, every trip, every time.
 - 26% of total pledges were shared via Facebook, Twitter, Instagram, or text.
-

Child Passenger Safety ~ Communication Infrastructure Group ~ 15-08-81-09

This project addressed performance measure C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions.

Project Description

The goal of this project was to reduce the number of children killed in motor vehicle crashes by increasing awareness of the importance of the proper child safety seat for every age and every stage.

continued



Results

- Implemented a communications plan during *Child Passenger Safety Week* to educate parents and caregivers statewide about using proper child safety restraints for every age and every stage
- Developed and distributed educational materials to grantees, RETACs, law enforcement and community-based organizations
- Maintained the www.carseatscolorado.com website
- Conducted research and interviews with community members and stakeholders to identify priorities for a new look and feel for the child passenger safety campaign, including a logo, updated collateral and website

Significant outcomes included:

- Promotion continued for 25 car seat check-up events continued across the state during September through a press release, social media posts and outreach to local media outlets.
 - Outreach to the media during *Child Passenger Safety Week* produced seven online stories, two print stories, and one TV story about child passenger safety generating 3,271,508 earned media impressions indicating broad reach with the public.
-

Media Program Support ~ Amelie Company and Communication Infrastructure Group ~ 15-08-81-10

Project Description

The goal of this project was to support the communications senior staff with tactical program implementation in order to maximize the reach and effectiveness of programming.

Results

- Provided current information and updates on campaigns to stakeholders
- Provided an efficient system for ordering printed campaign material in order for community groups to distribute throughout the community
- Performed a social audit and developed an Instagram strategy to create an additional mechanism to provide messaging on safety campaigns to the public
- Performed a website audit and update to provide the most current statistics and campaign material to the public and traffic safety stakeholders

Significant outcomes included:

- Production and distribution of eight newsletters providing campaign education material and updates to the traffic safety community, including all CDOT grantees
-



Distracted Driving ~ Amelie Company ~ 15-08-81-11

This project addressed performance measure C-1. Reduce the number of traffic fatalities and C-2. Reduce the number of serious injuries in traffic crashes.

Project Description

The goal of this project was to reduce the number of injury and fatal crashes due to distracted driving by increasing awareness of the types of distracted driving and Colorado's "No Texting" law.

Results

- Developed a "Drop the Distraction" campaign featuring "The Distraction Games," a series of community outreach events targeting teen drivers featuring a variety of games that related to distracted driving safety statistics to engage teen drivers who normally wouldn't pay attention to a safety message
- Distributed educational materials to grantees, RETACs, law enforcement and community-based organizations, and updated (in English and Spanish) the "Texting is a Five Second Blindfold" brochure
- Publicized *Distracted Driving Awareness Month* through press releases and social media and launched the "Drop the Distraction" radio ad
- Partnered with the Colorado State Patrol, AAA Colorado and government officials to hold a distracted driving awareness event at the State capitol featuring distracted driving simulators

Significant outcomes included:

- Generated 43 online stories, 42 TV stories, 8 print stories and 65 social posts producing over 35 million earned media impressions. The radio spots produced 4,770,320 paid media impressions and 22,354 people clicked through to the landing page.
 - Designed, hosted and staffed three "Distraction Games" events attracting an estimated 650 people and generating an extremely positive response from participants and partners.
 - Worked closely with the Colorado State Patrol during their enforcement campaigns. A new message, "Get Your Head Out of Your Apps," was displayed on VMS signs throughout the state resulting in extensive media coverage.
-

Pedestrian PR Evaluation ~ Amelie Company ~ 14-08-81-12

This project addressed performance measure C-1. Reduce the number of traffic fatalities; C-2. Reduce the number of serious injuries in traffic crashes; and C-10. Reduce the number of pedestrian fatalities.

Project Description

The goal of this project was to reduce the number of pedestrian injuries and fatalities by



increasing awareness of the hazards and precautions to take as a pedestrian.

Results

- Produced and distributed a satirical 90-second campaign video, “Hank’s How to Get Hit by a Car Video” series, accompanied by three supplemental 15-second videos offering digestible, yet unconventional, pedestrian safety tips tailored for social media
- Leveraged the severity of the topic to land local broadcast, print and online media coverage to accompany digital communication
- Utilized a mix of earned, social and owned media strategies and tactics
- Utilized local partnerships to extend campaign reach
- Installed sidewalk safety messages at intersections in urban areas where the majority of pedestrian crashes occur
- Engaged memes that were crafted with a hyper-focus on pedestrian safety tips, incorporating Colorado-based statistics and relevance as appropriate

Significant outcomes included:

- 10 media stories (8 online and 2 broadcast); 3,973,125 earned media impressions; 11,961 YouTube views; and 2,150 likes, shares, comments, and re-tweets.
- Millennials reacted to the campaign in a neutral-positive light and most targeted ad groups reacted favorably to the humorous but educational campaign.



Program Task Reports

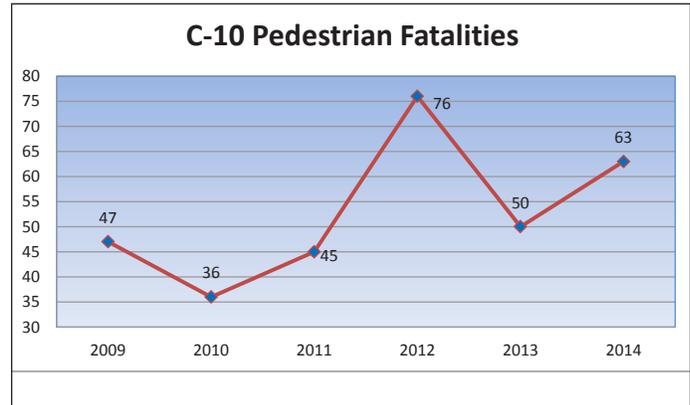
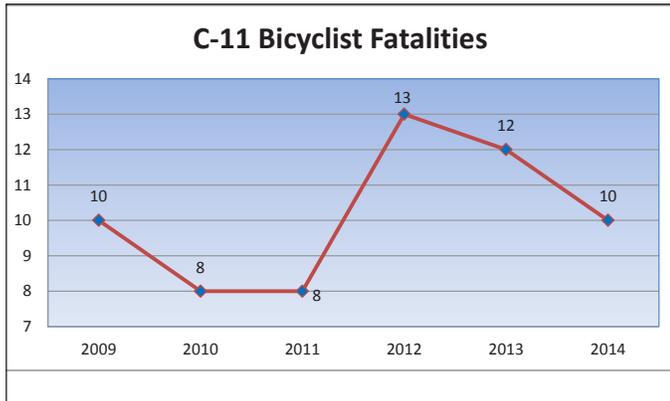
Safety Education and Enforcement Programs

Pedestrian and Bicycle Safety





Pedestrian and Bicycle Safety Overview



Colorado had 63 pedestrian fatalities in 2014, an increase of 26% above 2013. The Highway Safety Office's Pedestrian Safety program continued to support the goal of reducing pedestrian fatalities by educating the public about hazards and the precautions to take to avoid pedestrian injuries and fatalities. Enhanced enforcement efforts were also applied. The educational efforts included information about visibility as well as pedestrian and roadway user impairment.

Program Administration

5 projects were managed with a planned budget of \$284,091.

Efforts and activities included:

- Proactive enforcement of laws addressing pedestrian violations
- Public awareness and education campaigns
- Pedestrian safety educational programs at schools and other locations





Pedestrian and Bicycle Safety

Pedestrian Education and Safety Campaign ~ Aurora Police Department ~ 15-09-91-01

This project addressed performance measure C-10. Reduce the number of pedestrian fatalities and C-2. Reduce the number of serious injuries in traffic crashes.

Project Description

The goal of this project was to reduce pedestrian fatalities and injuries, and to educate pedestrians and drivers about pedestrian safety.

Results

- Both group and individual officer enforcement operations were conducted.
- Plain clothes officers were assigned to walk high pedestrian crash locations to spot and call out violations to uniformed officers.
- Multiple educational presentations were performed by officers in conjunction with Aurora Public Schools' Compass program and Aurora Youth for Success, focusing on elementary school students and ensuring their understanding of pedestrian and bicycle safety.
- Pedestrian safety messages were posted to Facebook and other social media outlets, and a pedestrian education and enforcement video was posted to the Aurora Police Department's YouTube page.
- The City of Aurora Forestry Department assisted with improving pedestrian safety at a pedestrian crossing. At an officer's request, they removed/trimmed vegetation that was creating a vision obstruction for both pedestrians and drivers.

A significant outcome of this project was a substantial reduction in the number of pedestrian fatalities from Fiscal Year (FY) 2014 to FY 2015. In FY 2014, 43% of fatal crashes in Aurora involved a pedestrian fatality. In FY 2015, 16% of fatal crashes in Aurora involved a pedestrian fatality.



Pedestrian and Bicycle Safety

Prevention of Pedestrian/Automobile Collisions ~ Denver Police Department ~ 15-09-91-02

This project addressed performance measure C-10. Reduce the number of pedestrian fatalities.

Project Description

The goal of this project was to:

- Reduce the number of citations written for dangerous violations related to pedestrian safety at targeted locations by 15%, indicating a decrease in dangerous behaviors
- Provide 100% of officers working on this pedestrian safety enforcement an abbreviated Pedestrian Safety Management (PSM) course
- Provide 90% of seniors trained in pedestrian safety with personalized action steps that they can take to improve walking safety.

Utilizing education and targeted enforcement, as well as the plain clothes officer “Decoy Pedestrian” program, this project was designed to change driver and pedestrian behavior to decrease the number of fatalities and serious bodily injuries (SBI) in auto/pedestrian crashes. Intersections with high numbers of auto/pedestrian crashes were identified and chosen as areas of concentration for “Decoy Pedestrian” operations. In addition, public outreach was provided as a result of the elderly education program and officers made appearances at various public events.

Results

- 553 contacts were made, and 394 received warnings.
- 105 contacts resulted in citations.
- 8 arrests were made.
- At public education events, 121 give-aways and 297 information cards were handed out.
- 27 presentations were made reaching 411 participants: of those, 295 were in the target age group of 55 and older.
- All officers working the grant received an abbreviated PSM course and both managers received the full PSM course.

Reductions took place in both auto/pedestrian fatalities and crashes. During the measurement period of January 1, through August 31, in both 2014 and 2015:

- 2014 auto/pedestrian fatalities: 11 compared to 10 in 2015, a reduction of 9.1%
 - 2014 auto/pedestrian crashes: 299, compared to 277 in 2015, a reduction of 7.4%
-



Pedestrian and Bicycle Safety

Boulder Safe Streets ~ City of Boulder ~ 15-09-91-03

This project addressed performance measure C10. Reduce the number of pedestrian fatalities and C11. Reduce the number of bicyclist fatalities.

Project Description

The goal of this project was to support community members in knowing their rights and responsibilities as users of Boulder's transportation system—particularly at crosswalks—through outreach/education, enforcement and evaluation to reduce bicycle and pedestrian injuries and fatalities.

Results

- City of Boulder and University of Colorado Police conducted more than 50 hours of enforcement activities at five top crosswalk accident locations in July and September, 2015. The focus was to make contact and engage transportation users. There were 70 warnings and five summons issued.
- 47 bike ambassador appearances were presented at high accident crosswalk locations between June and September, 2015, to engage community members and inform them of transportation users' rights and responsibilities at crosswalks, and to address safety concerns at crosswalks.
- Multi-media advertisements were produced and ran between July and September, 2015, which included ten interior bus board, six king tail and queen exterior ads, Also included were Boulder Daily Camera, Rooster Magazine and Boulder Weekly print ads, Daily Camera digital ads, CU Boulder University Memorial Center (UMC) table tents, posters and digital monitor ads, Boulder Recreation Center monitor ads, and social media channel posts. Seven tweets were sent to an audience of over 58,000.

A significant outcome was that the number of bike injuries, pedestrian collisions and serious injuries were reduced by 73%. There were five serious injuries in 2015. There were no bicycle or pedestrian fatalities during either time period.



Pedestrian and Bicycle Safety

Safe All Ways ~ West Metro Fire Rescue ~ 15-09-91-04

This project addressed performance measure C-2. Reduce the number of serious injuries in traffic crashes.

Project Description

The goal of this project was to reduce the number of calls run by West Metro Fire Rescue for serious injuries in traffic crashes (passenger vehicle, auto/pedestrian and bicycle crashes) for 5-20 year olds by delivering safety presentations in the schools, hosting a safety event and a Child Passenger Safety (CPS) fit station, and promoting traffic safety using social media.

Results

- Interactive bike, pedestrian and motor vehicle safety presentations were delivered to 3,749 elementary school students at 12 schools through physical education classes.
- Interactive bike, pedestrian and motor vehicle safety presentations were delivered to 876 middle school students at four schools through eighth grade science classes.
- Interactive traffic safety presentations were delivered to 175 high school students at two schools through Family and Consumer Science classes and through Safety and First Aid classes.
- Over 3,000 attendees learned about bike, helmet, pedestrian and motor vehicle safety while participating in interactive, hands-on activities at the Annual Family Fire Muster event.
- One-on-one education was delivered to parents at a weekly fit station staffed by a CPS technician.
- 265 car seats were checked and 16 low-cost child restraints were distributed.
- Traffic safety promoted via social media reached 23,230, plus 720 likes and 223 shares.

A significant outcome was a reduction in emergency calls run for 5-20 year olds during this grant period compared to the prior 12 months: There was a 30% decrease in bicycle crashes and a 17% decrease in crashes involving autos and pedestrians. However, there was a 15.84% increase in calls for crashes of passenger vehicles.



Pedestrian and Bicycle Safety

Arapahoe/Douglas Pedestrian Awareness Tri-County Health Department ~ 15-09-91-05

This project addressed performance measure C-10: Reduce the number of pedestrian fatalities.

Project Description

The goal of this project was to increase awareness among pedestrians about safe crossing behaviors through a media campaign.

Tri-County Health Department (TCHD), Swedish Medical Center, South Metro Fire Rescue Authority, and Littleton Fire Rescue partnered with CDOT to conduct a social marketing campaign in northern Douglas and western Arapahoe Counties to increase awareness of safe crossing behaviors. CDOT worked with a creative firm to create the campaign, and TCHD and partners utilized campaign materials to increase saturation in the target area. Due to the timing of the campaign, only process measures are available at this time.

Results

- A campaign was created and implemented in target areas. All materials directed the audience to a website maintained by CDOT.
 - Movie theater ads were placed in six theaters across the target area. Ads were played twice before every movie on every screen in the theaters (total of 86 screens) for six weeks. Total impressions are still being calculated.
 - 150 ads were placed in 75 buses (two per bus) for eight weeks. Total estimated impressions: 2,761,200.
 - 30 ads were placed in 30 bus shelters for eight weeks. Total estimated impressions: 10,511,939.
 - Sidewalk chalk was installed at seven high-risk intersections for four to six weeks each. Total impressions are unknown.
 - 100 posters were distributed to community locations around the target area. Total impressions are unknown.
-

Program Task Reports

Safety Education and Enforcement Programs

Grant Funding





Grant Funding

The Office of Transportation Safety (OTS), within the Colorado Department of Transportation, received funding from the National Highway Traffic Safety Administration (NHTSA) through the Moving Ahead for Progress In the 21st Century (MAP-21).

For Fiscal Year 2015 all projects were funded through MAP-21 and this legislation authorized funding for the following grant programs:

Section 402 - State and Community Highway Safety Grant Program

Purpose: Section 402 funds are used to support State highway safety programs designed to reduce traffic crashes and resulting deaths, injuries and property damage.

A State is eligible for these funds by submitting a Highway Safety Plan that:

- Includes GHSA-NHTSA performance measures
- Documents current safety levels for each measure
- Provides justification for each performance target
- Includes a strategy for programming funds to meet targets
- Includes a description of all funding sources
- Includes a description of the State's successes in the previous fiscal year

Section 405B - Occupant Protection Grants

Purpose: To encourage States to adopt and implement effective occupant protection programs to reduce highway deaths and injuries resulting from unrestrained or improperly restrained vehicle occupants.

Section 405C - State Traffic Safety Information System Improvements Grants

Purpose: To support the development and implementation of effective State programs that:

- Improve the timeliness, accuracy, completeness, uniformity, integration and accessibility of the State safety data that are needed to identify priorities for Federal, State and local highway and traffic safety programs
- Evaluate the effectiveness of efforts to make such improvements
- Link the State data systems, including traffic records, with other data systems within the State, such as systems that contain medical, roadway and economic data
- Improve the compatibility and interoperability of Colorado's data systems with national data systems and data systems of other States
- Enhance the ability of the Secretary to observe and analyze national trends in crash occurrences, rates, outcomes and circumstances

Section 405D - Impaired Driving Countermeasures Grants

Purpose: To encourage States to adopt and implement effective programs to reduce driving under the influence of alcohol, drugs or the combination of alcohol and drugs.

Section 405F - Motorcyclist Safety Grants

Purpose: To encourage States to adopt and implement effective programs to reduce the number of single and multi-vehicle crashes involving motorcyclists.



Grant Funding Overview

TASK NUMBER	FUNDING SOURCE/ PROGRAM AREA	AGENCY	PROGRAM NAME	FEDERAL FUNDS	EXPENDED AMOUNT
			01 - Impaired Driving		
15-01-11-01	405d/M6OT	LEAD Impairment Training	DRE/SFST Enforcement Training	\$ 45,000.00	\$ 32,745.49
15-01-11-02	405d/M6OT	CSP	Interagency Task Force on Drunk Driving	\$ 25,000.00	\$ 22,614.80
15-01-11-03	405d/M6OT	Colorado Judicial Branch	Support for DUI Courts	\$ 165,000.00	\$ 62,148.98
15-01-11-04	405d/M6OT	CDAC	TSRP	\$ 158,428.00	\$ 157,907.85
15-01-11-05	405d/M6OT	TBD	Checkpoint Colorado	\$ 150,000.00	\$ 57,021.14
15-01-11-06	402/AL	OTS	LEAF	Match	-
15-01-11-07	405d/M6OT	OTS	High Visibility Impaired Driving Enforcement	Match	-
15-01-11-08	405d/M6OT	OTS	DRE/ID Tech Transfer	\$ 25,000.00	\$ 12,208.87
15-01-11-09	405d/M6OT	CSP	Impaired Driving Enforcement	\$ 450,000.00	\$ 427,484.39
15-01-11-10	405d/M6OT	Denver PD	Denver BAT Van	\$ 49,969.58	\$ 2,825.58
15-01-11-10	410/K8	Denver PD	Denver BAT Van	\$ 300,030.32	\$ 300,030.32
15-01-11-11	405d/M6OT	Aurora PD	2015 DUI/HVE/Checkpoint	\$ 191,000.00	\$ 190,965.99
15-01-11-12	405d/M6OT	Denver PD	Denver DUI Enforcement and Capacity Enhan.	\$ 275,050.00	\$ 268,710.09
15-01-11-13	402/PT	OTS	LEC	\$ 99,000.00	\$ 43,450.84
15-01-11-14	405d/M6OT	OTS	DRE School	\$ 25,000.00	\$ 24,202.34
15-01-11-15	405d/M6OT	TBD	Checkpoint Equipment	\$ 25,000.00	\$ 511.51
15-01-11-16	410/K8	DOR	DUI Countermeasures	Match	-
15-01-11-17	405d/M6OT	Colorado Judicial Branch	DUI Court Administration	Match	-
15-01-11-18	405d/M6OT	OTS	Impaired Driving Training and Updates	\$ 50,000.00	-
15-01-11-19	405d/M6OT	OTS	PBT and Calibration Stations	\$ 50,000.00	\$ 50,000.00
			02 -Speed Enforcement		
15-02-21-01	402/SE	Denver PD	Focused Speed Enforcement	\$ 75,600.00	\$ 67,575.17
15-02-21-02	402/SE	Aurora PD	Aurora Highway Safety Campaign	\$ 60,255.25	\$ 60,243.42
15-02-21-03	402/SE	CSP	Speed Trailers	\$ 58,025.00	\$ 57,614.87
15-02-21-04	402/SE	TBD	Speed Mini Grants Program	\$ 35,000.00	\$ 26,432.31
15-02-21-05	402/SE	Pueblo PD	A Step Towards Reducing Traffic Fatalities	\$ 27,841.00	\$ 15,823.37
15-02-21-06	402/SE	Jeffco SO	Hwy 93 Speed Reduction Campaign	\$ 51,171.00	\$ 50,486.06



Grant Funding Overview

TASK NUMBER	FUNDING SOURCE/ PROGRAM AREA	AGENCY	PROGRAM NAME	FEDERAL FUNDS	EXPENDED AMOUNT
			03 - Young Driver and Distracted Driving		
15-03-31-01	402/TSP	Central Mtns RETAC	Seat Belt Safety and Compliance Project	\$ 55,000.00	\$ 52,219.85
15-03-31-02	402/TSP	University of Colorado Hosp.	Aurora PARTY Program	\$ 51,228.00	\$ 47,062.13
15-03-31-03	402/TSP	Foothills RETAC	Affect Driving Habits/Young Driver	\$ 50,000.00	\$ 38,583.58
15-03-31-04	402/TSP	Mile Hi RETAC	Teen Traffic Safety and OP Project	\$ 55,000.00	\$ 49,721.50
15-03-31-05	402/DD	DriveSmart Colorado	Young Driver DD Campaign	\$ 48,642.00	\$ 48,613.74
15-03-31-06	402/DD	CSP	2015 Distracted Driving	\$ 128,500.00	\$ 114,972.08
15-03-31-07	402/DD	Aurora PD	2015 Distracted Driving Enforcement Campaign	\$ 62,214.44	\$ 62,212.79
15-03-31-08	402/DD	Denver PD	Distracted Driving Enforcement	\$ 50,000.00	\$ 45,849.67
15-03-31-09	402/DD	Swedish Medical Center	Distracted Driving Awareness Campaign	\$ 40,100.00	\$ 35,244.18
15-03-31-10	402/DD	Colo Spgs PD	HVE Distracted Driving	\$ 36,372.00	\$ 36,372.00
15-03-31-11	402/TSP	Drive Smart EC	Foothills School-Based Teen MV Program	\$ 50,000.00	\$ 50,000.00
15-03-31-12	402/DD	Thornton PD	High Visibility DD Enforcement	\$ 31,512.00	\$ 31,490.77
			04 - Traffic Records		
15-04-41-01	402/TR	CDPHE	Problem ID	\$ 105,005.00	\$ 101,496.54
15-04-41-02		Action Staffing	Annual Report	\$ 22,000.00	\$ 22,000.00
15-04-41-03		TSE	FARS	\$ 10,000.00	\$ 8,510.63
15-04-41-04		TSE	Tech Transfer	\$ 5,000.00	\$ 3,996.56
15-04-41-05		Broomfield PD	Ruggedized Tabs	\$ 26,622.00	\$ 26,622.00
15-04-41-06		Loveland PD	E-Citation	\$ 31,266.00	\$ 31,266.00
15-04-41-07		Eagle County	E-Citation	\$ 151,840.00	\$ 69,909.75
15-04-41-08		Wheat Ridge PD	Project Canceled	-	-
15-04-41-09		MSU	Off-System Crash Geo Coding	\$ 79,329.00	\$ 36,766.51
15-04-41-11		Plus Solutions	FoxPro Conv.	\$ 57,250.00	\$ 57,250.00
			05 - Child Passenger Safety		
15-05-51-01	402/CR	CSP	CPS Team Colorado	\$ 300,000.00	\$ 285,542.44
15-05-51-02	402/CR	Servicos De La Raza	CPS Program	\$ 38,405.00	\$ 37,751.71



Grant Funding Overview

TASK NUMBER	FUNDING SOURCE/ PROGRAM AREA	AGENCY	PROGRAM NAME	FEDERAL FUNDS	EXPENDED AMOUNT
			06 - Occupant Protection		
15-06-61-01	405b/M2HVE	CSP	2015 Click It or Ticket	\$ 275,000.00	\$ 274,247.25
15-06-61-02	405b/M2HVE	TBD	Local LE Agencies/Click It or Ticket	\$ 400,000.00	\$ 365,969.26
15-06-61-03	402/OP	OTS	OP Tech Transfer	\$ 15,000.00	\$ 3,132.54
15-06-61-04	402/OP	TBD	OP Education	\$ 30,000.00	\$ 20,594.08
15-06-61-05	402/OP	CSU	Seat Belt Survey	\$ 222,711.00	\$ 178,406.83
15-06-61-06	402/OP	Southern Colorado RETAC	Southern CO RETAC Occupant Protection	\$ 50,312.00	\$ 50,298.45
15-06-61-07	402/OP	San Luis Valley RETAC	San Luis Valley RETAC	\$ 40,000.00	\$ 39,998.40
15-06-61-08	405b/M2HVE	Aurora PD	HVE and CPS Program	\$ 99,995.00	\$ 99,872.44
15-06-61-09	402/OP	Western Regional EMS Council	Western Regional Occupant Safety Coalition	\$ 35,000.00	\$ 34,040.87
15-06-61-10	402/OP	TBD	Traffic Safety Initiatives Mini Grants	\$ 40,000.00	\$ 36,461.07
15-06-61-11	402/OP	Plains to Peaks RETAC	Plains to Peaks RETAC Occupant Protection	\$ 50,312.00	\$ 50,287.66
15-06-61-12	402/OP	Southeastern RETAC	Safe Communities for SECRETAC	\$ 45,000.00	\$ 24,882.94
15-06-61-13	402/OP	Montezuma Health Dept.	Montelores OP Project	\$ 47,000.00	\$ 43,295.43
15-06-61-14	402/PT	OTS	Regional LEC	\$ 24,999.00	\$ 18,578.60
15-06-61-15	402/OP	OTS	Improving Colorado's Road Health	\$ 50,000.00	\$ 39,978.98
			07 - Motorcycle Safety		
15-07-71-01	402/MC	TBD	MOST	Match	
15-07-71-02	402/MC	ABATE	Project Canceled	-	-
15-07-71-03	402/MC	Drive Smart EC	Jeffco MC Rider Safety Education	\$ 54,614.00	\$ 54,614.00
15-07-71-04	402/MC	Full Throttle Riding Academy	Project Canceled	-	-



Grant Funding Overview

TASK NUMBER	FUNDING SOURCE/ PROGRAM AREA	AGENCY	PROGRAM NAME	FEDERAL FUNDS	EXPENDED AMOUNT
			08 - Public Relations		
15-08-81-01	405d/M6OT	CIG & NRC	High-Visibility DUI Enforcement PR/Eval	\$ 409,300.00	\$ 404,634.81
15-08-81-02	405d/M6OT	Explore Comm.	High-Visibility DUI Enforcement Paid Media	\$ 400,000.00	\$ 399,973.59
15-08-81-03	405d/M6OT	Hispanidad	High-Visibility DUI Enforcement - Latino & Paid Media	\$ 150,000.00	\$ 123,825.28
15-08-81-04/13	405f/M9MA	TBD/CDOC	Motorcycle Safety	\$ 151,012.00	\$ 149,805.02
15-08-81-05	405b/M2PE	CIG & NRC	Click It or Ticket & Seat Belts - PR/Eval	\$ 209,300.00	\$ 200,494.54
15-08-81-06	405b/M2PE	Explore Comm.	Click It or Ticket & Seat Belts - Paid Media	\$ 250,000.00	\$ 249,982.65
15-08-81-07	402/PM	Hispanidad	Hispanic Occupant Protection	\$ 100,000.00	\$ 64,984.09
15-08-81-08	402/PM	Amelie Company	GDL and Teen Driving Safety Communications	\$ 75,000.00	\$ 64,908.09
15-08-81-09	402/PM	Amelie Company	Child Passenger Safety	\$ 50,000.00	\$ 23,723.00
15-08-81-10	402/PM	TBD	PR Program/Media Support	\$ 100,000.00	\$ 69,536.37
15-08-81-11	402/PM	Amelie Company	Distracted Driving	\$ 150,000.00	\$ 97,873.08
15-08-81-12	402/PM	TBD	Pedestrian Safety Communications	\$ 210,000.00	\$ 206,948.08
15-08-81-13/04	2010/K6	TBD	Combined w/ 15-08-08-04	\$ 2,251.28	\$ 2,251.28
			09 - Pedestrian & Bicycle		
15-09-91-01		Aurora PD	Pedestrian Education and Safety Campaign	\$ 67,214.00	\$ 67,143.87
15-09-91-02	402/PS	Denver PD	Prevention of Ped/Auto Collisions	\$ 90,174.00	\$ 78,864.88
15-09-91-03	402/PS	City of Boulder	Boulder Safe Streets	\$ 47,500.00	\$ 47,326.36
15-09-91-04	402/PS	West Metro Fire Dept.	Safe All Ways	\$ 31,702.00	\$ 31,549.45
15-09-91-05	402/PS	Tri-County Health Dept.	Arap/Douglas Pedestrian Awareness	\$ 47,500.00	\$ 43,379.56
			10 - Older Driver		
15-10-01-01	402/DE	Drive Smart Colorado	Aging Road Users	\$ 55,314.00	\$ 55,289.43

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Promote and Apply Safe and Consistent Driving Behaviors



COLORADO

Department of Transportation

Office of Transportation
Safety & Risk Management