

2021 Colorado Highway Safety Plan



Table of Contents

Introduction and Performance Report	1
Planning Process	7
Description of Highway Safety Problems	8
Methods for Project Selection	8
Description of Outcomes regarding SHSP and HSIP Coordination	9
Performance Measure Targets	11
Colorado Motor Vehicle Fatality Data	12
Safety Education and Enforcement Programs	13
Impaired Driving	14
Speed Management	43
Young Driver	50
Traffic Records	59
Child Passenger Safety/Occupant Protection	65
Motorcycle Safety	78
Communications	79
Non-Motorized	94
Older Driver	99
Distracted Driving	104
Planning and Administration	111

The Highway Safety Office (HSO), within the Office of Transportation Safety (OTS) at the Colorado Department of Transportation (CDOT), is responsible for developing and administering behavioral programs that improve the traffic safety environment in Colorado by reducing the number and severity of traffic crashes. The HSO's programs target specific high-risk driving behaviors, such as impaired driving, speeding, distracted driving and also focuses on populations at high risk for crash involvement, such as young drivers, motorcyclists, pedestrians and passenger vehicle occupants who do not use proper restraint devices. The Colorado Highway Safety Plan includes the State's goals, objectives and strategies for improving traffic safety, as well as performance measures to evaluate progress. It outlines specific highway safety projects and programs and respective funding for Federal Fiscal Year (FFY) 2021 and reports on progress towards meeting the performance measures identified in the 2020 Highway Safety Plan.

2020 Performance Report

Progress towards meeting State performance targets from the 2020 HSP

Performance Measure: C-1) Number of traffic fatalities (FARS)

Program-Area-Level Report

In 2020, the Colorado performance target for this performance measure was 618 traffic fatalities. In 2019, preliminary traffic fatalities totaled 596. This constitutes a 6% decrease from the 632 traffic fatalities in 2018. The HSO continues to address traffic safety challenges by aggressively seeking new and innovative projects and programs, utilizing problem identification to direct enforcement efforts, engaging with partners and stakeholders of underrepresented populations and high visibility enforcement of multiple traffic challenges, including impaired driving, speed, distracted driving and unrestrained passenger vehicle occupants.

Performance Measure: C-2) Number of serious injuries in traffic crashes (State crash data files)

Program-Area-Level Report

In 2020, the Colorado performance target for this performance measure was 3,271. In 2019 preliminary data indicates there were 2,878 serious injury crashes with 3,375 serious injuries. Even though the HSO office aggressively seeks new and innovative projects and programs, utilizing problem identification to direct enforcement efforts, engaging with partners and stakeholders of unrepresented populations and high visibility enforcement in multiple traffic challenges, the numbers of serious injuries increased. However, total fatality numbers were down.

Performance Measure: C-3) Fatalities/Vehicle Miles Traveled (VMT) (FHWA)

Program-Area-Level Report

In 2020, the Colorado performance target for this performance measure was 1.14. In 2019 the preliminary VMT was 1.09. The HSO continues to address traffic safety challenges by aggressively seeking new and innovative projects and programs, utilizing problem identification to direct enforcement efforts, engaging with partners and stakeholders of unrepresented populations and high visibility enforcement in multiple traffic challenges

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

Program-Area-Level Report

In 2020, the Colorado performance target for this performance measure was 208. In 2019, preliminary data indicates there were 189 unrestrained passenger vehicle occupant fatalities. This decrease is in part attributed to high visibility enforcement and multiple outreach and awareness efforts. The HSO continues to address this performance measure by participating in the 2020 CIOT Mobilization, supporting rural CIOT campaigns and supporting education about the importance of seatbelt usage for all passenger vehicle occupants.

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

Program-Area-Level Report

In 2020, the Colorado performance target for this performance measure was 155. In 2018 (2019 data not available), there were 188 alcohol-impaired fatalities with a driver or motorcycle operator having a BAC of .08+. The HSO continues to address this challenge through aggressive high-visibility enforcement campaigns based on problem identification, high level engagement from the Colorado Task Force on Drunk and Impaired Driving and innovative public awareness campaigns

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

Program-Area-Level Report

In 2020, the Colorado performance target for this performance measure was 208. In 2019, preliminary data indicates there were 239 speed related fatalities. The HSO continues to address this challenge through targeted speed enforcement activities, including night time enforcement and in areas identified through the problem identification process. The HSO solicited and encouraged new agencies, including urban and rural, to participate in speed enforcement initiatives. The HSO, utilizing the LEC/LELs and a data-driven approach, will continue to aggressively seek new law enforcement agencies, in areas of speed related fatalities and serious injury crashes, to participate in enhanced Speed enforcement utilizing HSO funding.

Performance Measure: C-7) Number of motorcyclist fatalities (FARS)

Program-Area-Level Report

In 2020, the Colorado performance target for this performance measure was 103. In 2019, preliminary data indicates there were 103 motorcyclist fatalities. The HSO attributes progress towards this measure to high level involvement of the Motorcycle Operator Safety Advisory Board, aggressive public awareness campaigns directed to motorcyclists and motorists and a decrease in unhelmeted motorcyclist fatalities.

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

Program-Area-Level Report

In 2020, the Colorado performance target for this performance measure was 57. In 2019, preliminary data indicates there 51 unhelmeted motorcyclist fatalities. The HSO attributes the decrease in unhelmeted motorcycle fatalities to high level engagement of the Motorcycle Operator Safety Advisory Board, aggressive public awareness campaigns directed to motorcyclists and state authorized basic motorcycle training which includes training on utilizing proper motorcycle gear to include helmets.

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

Program-Area-Level Report

In 2020, the Colorado performance target for this performance measure was 79. In 2019, preliminary data indicates there were 77 drivers aged 20 or younger were involved in fatal crashes. The HSO attributes this decrease in part to an aggressive GDL Education campaign and high level engagement of the Colorado Young Drivers Alliance (CYDA).

Performance Measure: C-10) Number of pedestrian fatalities (FARS)

Program-Area-Level Report

In 2020, the Colorado performance target for this performance measure was 88. In 2019, preliminary data indicates there were 76 pedestrian fatalities. The HSO continues to address all aspects of the pedestrian safety challenge through targeted high visibility enforcement of drivers and pedestrians that violate traffic safety laws, robust education of all roadway users, and involvement in Denver's Vision Zero Plan. The HSO, utilizing the LEC/LELs and a data-driven approach, will continue to aggressively seek new law enforcement agencies, in areas of pedestrian related fatalities and serious injury crashes, to participate in enhanced enforcement of pedestrian laws. In addition, the HSO will seek new partners across the State to engage in pedestrian related education.

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

Program-Area-Level Report

In 2020, the Colorado performance target for this performance measure was 19. In 2019, preliminary data indicates there were 20 bicyclist fatalities. The HSO attributes in part the lack of progress in this

measure to roadway congestion, population growth and the traffic safety culture of Colorado roadway users. The HSO continued to address all aspects of the bicyclist safety challenge through education of all roadway users and involvement in Denver's Vision Zero Plan.

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

Program-Area-Level Report

In 2020, the Colorado performance target for this performance measure was 54. In 2019, preliminary data indicates there were 39 fatalities involving a distracted driver. While this decrease is notable, the HSO recognizes the challenges associated with documenting distracted driving involvement in a fatal crash investigation.

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

Program-Area-Level Report

In 2020, the Colorado performance target for this performance measure was 88. In 2019, preliminary data indicates there were 82 drivers 65 or older involved in fatal crashes. The HSO attributes this decrease to enhanced educational and outreach efforts among this driving population and high level engagement of the Older Driver Coalition.

Performance Measure: C-14) Fatalities involving a driver testing positive for +> 5ng of Delta 9 THC (FARS)

Program-Area-Level Report

In 2020, the Colorado performance target for this performance measure was 31. In 2018, (2019 data not available) there were 37 fatalities involving a driver or motorcycle operator testing positive with a Delta 9 THC level of 5ng+. The HSO continues to address this challenge through high visibility enforcement of impaired drivers, increased law enforcement training in the detection of drugged drivers, robust partnerships with cannabis industries, increased educational outreach efforts and high level involvement of the Colorado Task Force on Drunk and Impaired Driving.

Performance Measure: Percentage of Crash Reports Electronically Submitted to DOR

Program-Area-Level Report

In 2020, the target for this performance measure was 49%. The percent of all crash records submitted to the DOR/DMV electronically was 52.5% this exceeded the target by 3.5 %. The Traffic and Safety Engineering (TSE) Branch of CDOT continue to address this target through strategic partnerships and the of work of the State Traffic Records Advisory Committee (STRAC).

Performance Measure: B-1) Observed Seat Belt Use for Passengers vehicles, front seat outboard occupants (Survey)

Program-Area-Level Report

In 2020, the Colorado performance target for this performance measure was 86. In 2019, the observed seat belt use rate was 88.3%. This increase is in part attributed to high visibility enforcement and multiple outreach and awareness efforts. The HSO continues to address this performance measure by participating in the CIOT May Mobilizations, 2 rural CIOT campaigns and supporting education about the importance of seatbelt usage for all passenger vehicle occupants.

2021 Planning Process

In order for the HSO to direct funds to the highest and best use, the HSO relies on the results of the annual Problem Identification report and the following data sources including: FARS Data, crash data, judicial impaired driving data, citation data, arrest data, annual seat belt survey, CDPHE BAC Data, blood analysis data, previous program performance data, population data, VMT, vehicle registration data, the behavioral risk surveys (Healthy Kids Colorado, Youth Risk Behavior Survey), the Colorado Health Information Dataset and the motorcycle safety training data. The HSO uses this data to answer the following key questions: Where are the State's most urgent behavioral traffic safety problems? Which roadway users are most likely to be involved in a crash? Are there particular segments of the roadway user population that are over-represented as in crashes? Where should the HSO direct crash and fatality prevention funds and for what types of activities? The HSO also utilizes the expertise of various State mandated task forces including the Colorado Task Force on Drunk and Impaired Driving, State Traffic Records Advisory Committee, the Motorcycle Operator Safety Advisory Board, the Emergency Medical Trauma Services Injury Prevention Group, the Colorado Young Driver's Alliance, the Persistent Drunk Driver Committee and the Marijuana Education Oversight Committee.

There are several groups and organizations that engage in various processes and programs that are designed to prevent and mitigate Colorado's roadway fatalities and serious injuries. From CDOT these include the Governor's Representative for Highway Safety, the Safety and Traffic Engineering Branch, the Office of Transportation Safety, the Regional Transportation Directors and other Headquarters staff. Other groups and organizations that are also involved include the Governor's office, the Colorado State Legislature, Colorado State Patrol, the Colorado Department of Public Health and Environment (CDPHE), Federal and other State agencies, political subdivisions, community groups, non-profits and the private sector. Stakeholder groups include various State mandated task forces including the Colorado Task Force on Drunk and Impaired Driving, the State Traffic Records Advisory Committee, the Motorcycle Operator Safety Advisory Board, the Emergency Medical Trauma Services Injury Prevention Group, the Colorado Young Driver's Alliance, the Persistent Drunk Driver Committee and the Marijuana Education Oversight Committee and members from the FHWA required Strategic

Transportation Safety Plan (STSP). All of these entities are vital in the ongoing mission to reduce crashes resulting in fatalities or serious injury on Colorado roadways.

Description of Highway Safety Problems

For the past two years Colorado experienced decreases in fatal crashes even though Colorado has experienced increases in population growth and vehicle miles traveled. After several consecutive years of increased traffic fatalities, in 2018 there were 632 traffic fatalities, which constitutes a 3% decrease from the 648 traffic fatalities in 2017. In 2019 preliminary data indicates there were 596 traffic fatalities, this is a 6% decrease from 2018.

Challenges to the highway safety environment include impaired driving, including alcohol and those associated with the availability of recreational cannabis, increased in-vehicle technology causing distractions, low gas prices, a secondary seat belt enforcement environment and increasing population density in the front range. While Colorado has experienced a decrease in fatalities over the past two years, the Colorado Highway Safety Office (HSO) continues to work with its safety partners to ensure a safer driving environment.

In order to effectively address the various highway safety challenges, CDPHE and CDOT coordinated analysis of the fatality and crash data in conjunction with other traffic data sources including citation data, the Public Safety's Lab data for blood analysis, CDPHE BAC data and judicial data, as the basis for setting performance targets, selecting countermeasure strategies and developing projects.

Methods for Project Selection

In order to address the traffic safety challenges identified, the HSO solicits applications and projects that are data driven, evidence based and employ countermeasure strategies, through a statewide Request for Proposal, in order to achieve performance targets. Extensive outreach efforts to the State and local traffic safety communities are utilized in order to target areas with persistent traffic safety issues. Applications are reviewed by panels of subject matter experts including representatives from the CDPHE, traffics stakeholders and partners and HSO staff. Applications are evaluated on their ability to impact statewide and local problem areas, as identified in the Problem Identification report and supported by local data; and their ability to meet goals and proposed program activities and evaluation measures. Applications are also evaluated on their ability to impact performance measures and

performance targets. In FY19, the HSO solicited projects for a three-year funding cycle. For FY21 the majority of projects are being funded for year three of the three-year funding cycle

Description of Outcomes Regarding SHSP and HSIP Coordination

In 2013, the State of Colorado adopted "Moving Towards Zero Deaths" as the State's bold new safety initiative and completed the Strategic Highway Safety Plan (SHSP). This plan was updated in 2020 and the newest revision is the STSP. The newest revision continues to provide guidance to all safety stakeholders in Colorado to reduce the incidence and severity of motor vehicle crashes and the human and economic losses that are associated with them. The STSP sets specific visionary goals for reducing fatality and serious injury rates, as well as the total number of crashes overall as compared to previous years.

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

Colorado 2020 Safety Targets 5-year Averages 2017-2021:

Fatalities - 603

Fatality Rate – 1.113

Serious Injuries – 3,161

To establish the targets for the following performance measures, the Colorado Department of Public Health and Environment and CDOT coordinated analysis of the crash data through various methods including Loess regression and a polynomial regression line to create best fit curves. These analyses assisted CDOT in establishing five-year performance measure targets for the three common performance measures and one year targets for the remaining performance measures. As part of CDOT's safety initiative, "Whole System, Whole Safety, which focuses on three safety pillars – Behavior – Organization - Built, CDOT has set an aggressive goal to reduce total vehicle crashes by 2%. While the HSO does not submit a total vehicle crashes performance target to NHTSA, the CDOT believes this new effort will contribute to overall traffic safety improvement.

Performance Measure Targets

Performance measure name	Target Metric Type	Target Period	Target Start Year	Target End Year	Target Value
C-1) Number of traffic fatalities (FARS)	Numeric	5 Year	2017	2021	603
C-2) Number of serious injuries in traffic crashes (State crash data files)	Numeric	5 Year	2017	2021	3,161
C-3) Fatalities/VMT (FARS, FHWA)	Numeric	5 Year	2017	2021	1.113
C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	Numeric	Annual	2020	2021	198
C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	Numeric	Annual	2020	2021	184
C-6) Number of speeding-related fatalities (FARS)	Numeric	Annual	2020	2021	225
C-7) Number of motorcyclist fatalities (FARS)	Numeric	Annual	2020	2021	103
C-8) Number of unhelmeted motorcyclist fatalities (FARS)	Numeric	Annual	2020	2021	55
C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)	Numeric	Annual	2020	2021	79
C-10) Number of pedestrian fatalities (FARS)	Numeric	Annual	2020	2021	80
C-11) Number of bicyclists fatalities (FARS)	Numeric	Annual	2020	2021	21
C-12) Fatalities involving a distracted driver (FARS)	Numeric	Annual	2020	2021	49
C-13) Drivers 65 or older involved in fatal crashes (FARS)	Numeric	Annual	2020	2021	106
C-14) Fatalities involving a driver or motorcycle operator testing positive for +> 5ng of Delta 9 THC (FARS)	Numeric	Annual	2020	2021	35
Percentage of DR3447 Crash Reports Submitted Electronically to DOR	Numeric	Annual	2020	2021	40%
B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (Survey)	Numeric	Annual	2020	2021	89%

Colorado Motor Vehicle Fatality Data

While motor vehicle crashes remain a leading cause of death in Colorado, the total number of motor vehicle fatalities decreased 6% from the 632 in 2018 to 596 motor vehicle fatalities in 2019. A similar decline occurred for fatalities related to unrestrained motor vehicle occupants, young drivers involved in fatal crashes and pedestrian fatalities, although fatalities related to other areas saw increases.

- In 2018 speeding was a factor in 33% of all fatalities, there were 210 speeding-related motor vehicle fatalities. However, in 2019 data indicates speeding was a factor in 40% of all fatalities, there were 239 speeding-related motor vehicle fatalities.
- In 2018 among the people who died in an occupant motor vehicle crash, 216, or 54%, were not wearing a seat belt. In 2019, data indicates that 189, or 51%, of people who died in an occupant motor vehicle crash were not wearing a seatbelt.
- Alcohol-impaired drivers were involved in 30% of all fatalities. In 2018, an estimated 188 motor vehicle deaths resulted from crashes that had an alcohol-impaired driver, a seven percent increase from 2017. 2019 data is not yet available.
- In 2018 and 2019 there were 103 motorcyclist fatalities. Half of the motorcyclists (50%) who died in 2019 were not wearing a helmet.
- The number of fatalities per vehicle miles traveled (VMT) in Colorado decreased 9% from 2018 to 2019, from 1.17 to 1.09.
- Fatalities in urban areas decreased 6%, from 373 in 2018 to 352 in 2019.
- Fatalities in rural areas decreased 6%, from 259 in 2018 to 243 in 2019. The counties with the highest number of traffic fatalities in 2019 were: Adams (70), El Paso (66), Denver (61), Weld (51), and Jefferson (51).
- The counties with the highest number of serious injuries in 2019 were: Denver (496), Arapahoe (365), Adams (305), El Paso (282) and Jefferson (234).

2021 Highway Safety Office
Safety Education and Enforcement Programs

The following pages detail the safety education and enforcement programs that are part of the 2021 HSO Highway Safety Plan.

The program areas include:

Impaired Driving

Speed Management

Young Driver

Traffic Records

Child Passenger Safety/Occupant Protection

Motorcycle Safety

Communications

Non-Motorized

Older Driver

Distracted Driving

Planning and Administration

Impaired Driving (Drug and Alcohol)

In 2018 (2019 data not finalized), there were 632 traffic fatalities in Colorado. There were 155 alcohol-impaired (BAC .08+) and 31 (5ng +) involved fatalities. 25% of all fatalities involved an alcohol impaired driver, and 7% of these fatalities involved a 5ng THC+ impaired driver. The HSO will address impaired driving related crashes and fatalities through enforcement, education and awareness activities.

In 2021, the planned activities include:

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

Task Number **21-01-01**
Program Name **DRE/SFST Training and LEL**
Contractor **LEAD Impairment Training**
Program Manager **Ferber**

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

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

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

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

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

Funding Source: 405D
Program Area: FDMDATR

Federal Funds \$114,000

Task Number 21-01-02
Program Name Colorado Task Force on Drunk and Impaired Driving (CTFDID)
Contractor Colorado State Patrol (CSP)
Program Manager Rocke

The CTFDID is a collaborative effort of senior leaders from government and other organizations that have an interest in reducing instances of impaired driving. Members of the CTFDID are designated by statute and represent various state agencies, the law enforcement and legal community, safety advocates, private businesses and citizens. The goal of this program is to provide administrative support to the CTFDID to increase its ability to accomplish its mission to increase traffic safety by reducing the number of drivers under the influence of drugs or alcohol.

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

Provide support to the CTFDID meetings by attending meetings, taking meeting minutes, and ensuring the meeting agendas and minutes are made available to the public.

Provide support to the CTFDID by assisting with the organization and publication of an annual report.

Provide support to the CTFDID workgroups, as requested, by attending work group meetings, and/or taking and distributing meeting notes, and/or organizing and incorporating work group contributions to the annual report.

Evaluation Measure: Meeting minutes are created and provided to CDOT for posting, annual report is finalized and distributed, working group meetings are attended and notes are taken, as requested.

Funding Source: 164
Program Area: 164AL

Federal Funds \$30,000

Task Number **21-01-03**
Program Name **Support for DUI Courts**
Contractor **Colorado Judicial Branch**
Program Manager **Rocke**

The goal of this program is to reduce impaired driving by providing support for newly implemented DUI Courts. DUI Courts provide intensive case supervision, full assessment of treatment needs, weekly or biweekly court appearances, and immediate responses to behavior and treatment adjustments for the high risk, high need persistent drunk driver in an effort to reduce recidivism, increase community safety, and support the individual in long term recovery. All DUI Courts adhere to the research based 10 Guiding Principles for DUI Courts, have received DUI Court specific training, and are focused on high risk and high need offenders that meet the criteria for persistent drunk drivers.

For FY21 the goals are:

- Host the CCJC statewide conference to provide training to DUI Court and treatment court professionals statewide and look to bring in NADCP team training for DUI Court tune-ups if offered in 2021.
- Conduct peer reviews and work with courts to achieve statewide accreditation, providing training and technical assistance based areas of need found in peer reviews or the NPC research coming out in July 2020.
- Partner with ITS in developing and building new database through input from stakeholders in programs through focus groups.
- Reach out to other states with DUI court programs to see if there are other best practices to incorporate to help programs increase fidelity to national and state fundamental practices.

Evaluation Measures: # of monthly transportation reports from each jurisdiction, # of census of all DUI Court teams registrations, # of court trainings provided, # of DUI trainings offered, # of facilitation and peer reviews completed, # of DUI courts applying for and receiving accreditation, # of programs completing evaluations, # of court database for comparisons for new database.

Funding Source: 405d
Program Area: M5CS

Federal Funds \$150,000

Task Number **21-01-04**
Program Name **Traffic Safety Resource Prosecutor (TSRP)**
Contractor **Colorado District Attorneys' Council (CDAC)**
Program Manager **Ferber**

The TSRP program provides subject matter expertise on impaired driving, traffic crash investigations, and courtroom testimony to Colorado law enforcement, and prosecutors statewide. The TSRP supports these constituencies and others by providing training and education, legal research, motions and trial support, and direct assistance in the form of special prosecutor appointment.

The TSRP identifies areas of impaired driving investigations and prosecutions that are challenged in the legal process and devises tactics and countermeasures to ensure the effective and fair enforcement of Colorado's impaired driving laws. In addition, the TSRP program develops and maintains technologically current methods for distribution of relevant training on impaired driving, and other traffic related subjects, in addition to live trainings.

Key Data

- Data from 2020 Colorado Problem Identification Dashboard
 - The motor vehicle fatality rate increased from 9.10 in 2013 to 11.10 in 2018.
 - Alcohol-impaired drivers accounted for 188 fatalities in 2018 with a 5-year percentage change of 17.50%, and a 5-year crude rate of 2.90.
 - Colorado Injury & Fatal Crash Contributing factor DUI = 21.40%

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

Funding Source: 402

Program Area: AL

Federal Funds \$342,281

Local Benefit \$342,281

Task Number **21-01-05**
Program Name **Don't be a Buzz Killer**
Contractor **Colorado Springs Police Department**
Program Manager **Rocke**

The focus of this project is to reduce the per capita impaired driving traffic fatality rate by September 30, 2021 by 5% compared to 2018 baseline data. These reductions will be achieved through targeted impaired driving enforcement.

During 2019, the number of impaired driving traffic related fatalities in Colorado Springs was 20% lower compared to the prior year. During the first three months of 2020, there has only been one impaired driving related traffic fatality that the Colorado Springs Police Department (CSPD) responded to, compared to seven during the same time period last year.

CSPD will utilize SFST-certified sworn personnel to conduct a minimum of four high visibility saturation patrols/deployments per month. Throughout the grant period, CSPD will also conduct ten large-scale deployments utilizing the CSPD Blood/ Breath Alcohol Testing (BAT) Vehicle, which will be staffed by sworn personnel and a phlebotomist.

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

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

Funding Source: 405D
Program Area: M5HVE

Federal Funds \$149,999

Task Number **21-01-06**
Program Name **Gunnison County Substance Abuse Prevention Pilot Project**
Contractor **Gunnison County**
Program Manager **Rocke**

Impaired driving data from the Colorado Department of Revenue 2018 Crash Report in Gunnison County indicated that drivers 16-34 are over represented in alcohol related crashes compared to the state average.

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

The NAS report enforcement of Minimum Legal Drinking Age laws including passing laws to permit compliance checks using underage decoy, conducting compliance checks, implementation of social host laws and other laws to limit adults from providing alcohol to underage persons, limiting or reducing alcohol availability, restrictions on the number of alcohol outlets, and the days and hours of alcohol sales, which are all listed as primary strategies in the Community Level Approaches to Alcohol-Impaired Driving Prevention.

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

Evaluation Measure: # of presentations to key stakeholders, # of focus groups conducted, # of youth, parent, and community education events, new draft of ordinance.

Funding Source: 405d

Program Area: M5OT

Federal Funds \$85,000

Task Number **21-01-07**
Program Name **High Visibility Impaired Driving Enforcement**
Contractor **Statewide Law Enforcement Agencies**
Program Manager **Rocke**

These funds are dedicated as S405d match from the State’s First Time Drunk Driver Fund which is funded from driver’s license reinstatement fees from suspended drivers. The high visibility impaired driving enforcement campaigns will be selected by problem identification to support the Highway Safety Office and the National Highway Traffic Safety Administration’s High Visibility Enforcement (HVE) periods. This will total a minimum of 16 HVE periods supported through the HSO.

The HSO will partner with the CDOT Public Relations Office and law enforcement agencies in cities and counties that were identified in the 2017 Problem Identification Report, as having high impaired driving related crashes and fatalities.

Program Area: MTCH

Match \$1,300,000

Task Number **21-01-08**
Program Name **Impaired Driving (ID) Tech Transfer**
Contractor **OTS**
Program Manager **Godfrey**

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

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

Evaluation Measure: # of people trained, summary of findings

Funding Source: 164
Program Area: 164AL

Federal Funds \$10,000
Local Benefit \$10,000

Task Number **21-01-09**
Program Name **Impaired Driving Enforcement**
Contractor **Colorado State Patrol (CSP)**
Program Manager **Rocke**

The goals of this project are to:

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

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

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

Allocate troopers to participate in high visibility enforcement waves to identify and remove impaired drivers from Colorado roads.

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

Evaluation Measure: # of motor vehicles contacts while on Impaired Driving grant overtime, # of impaired driving arrests while on Impaired Driving grant overtime

Funding Source: 164
Program Area: 164AL

Federal Funds \$400,164
Local Benefit \$400,164

Task Number **21-01-10**
Program Name **Checkpoint Colorado**
Contractor **Law Enforcement (TBD)**
Program Manager **Rocke**

Colorado law enforcement agencies selected through problem identification will target areas in the state identified as having high rates of impaired driving related crashes and fatalities. The National Highway Traffic Safety Administration (NHTSA) research shows that in areas where sobriety checkpoints are routinely practiced, the number of impaired driving related crashes and fatalities are reduced. The selected law enforcement agencies will conduct a minimum of two checkpoints, with two of those checkpoints to occur during holiday weekends. This project runs from Memorial Day through Labor Day.

This project addresses measures:

C-1. Reduce the number of traffic fatalities

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

Evaluation Measure: # of checkpoints, # of impaired driving arrests

Funding Source: 405D

Program Area: M5HVE

Federal Funds \$50,000

Task Number 21-01-11
Program Name 2021 DUI/ High Visibility Enforcement (HVE)/Checkpoints
Contractor Aurora Police Department (APD)
Program Manager Rocke

In 2018, there were 632 traffic fatalities in the State of Colorado, of which 188 or 30% of the drivers or motorcyclists involved were impaired.

The City of Aurora is made up primarily by Adams and Arapahoe counties. In 2018, Adams County experienced 15 impaired driving related fatalities. In 2018, Arapahoe County had 13 impaired driving related fatalities.

In reviewing all 5,174 crashes that occurred in the City of Aurora in 2018, 214 or 4% involved an impaired driver.

APD will utilize traffic officers to address impaired driving in the City of Aurora through high visibility enforcement and deployment at areas identified through problem identification.

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

Funding Source: 405D
Program Area: M5HVE

Federal Funds \$188,000

Task Number **21-01-12**
Program Name **Denver’s Comprehensive Impaired Driving Project**
Contractor **Denver Police Department**
Program Manager **Rocke**

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

Problem Area: Fatal crashes related to impaired driving accounted for 20.27% of all fatalities in the City and County of Denver in 2018. The following table demonstrates the continuing problem of impaired driving crashes in Denver.

Year	2015	2016	2017	2018
Impaired driving fatalities	19	22	11	13

To combat the ongoing issue of impaired driving in the City, DPD will conduct 6 checkpoints and 20 saturation patrols within Denver. By increasing contacts using tools such as checkpoints and saturation patrols, DPD’s goal is to educate the public on the dangers of impaired driving and take appropriate enforcement action against impaired drivers.

During the 2019 fiscal year, DPD officers conducted six checkpoints and 16 saturation patrols, 12 of which were done during high visibility campaigns. 2,680 vehicles were stopped at checkpoints and 775 drivers were arrested for impaired driving.

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

Funding Source: 405D
Program Area: M5HVE

Federal Funds \$294,016

Task Number 21-01-13
Program Name Regional Law Enforcement Liaison (LEL)
Contractor Erin Brannan
Program Manager Ferber

The Office of Transportation Safety (OTS) designates 4 Regional Law Enforcement Liaisons (3 part time and 1 full time) and one full time Law Enforcement Coordinator to coordinate all statewide training and activities for law enforcement agencies in their designated region. One of the part time LELs is dedicated to providing subject matter expertise in the area of drug impaired driving specifically. The Regional LELs will encourage partners and stakeholders within state and local organizations to work and collaborate with law enforcement, healthcare providers and media whenever possible to promote highway safety. The Regional LELs will serve as a link to promote the Highway Safety Offices programs; Impaired Driving, Occupant Protection, Speed, Distracted Driving, Pedestrian Safety, and Motorcycle Awareness.

Evaluation Measure: # of trainings, # of presentations, and # of agencies contacted, # agencies recruited, # of onsite monitoring visits conducted, # of capital equipment inspections conducted

Funding Source: 402
Program Area: AL

Federal Funds \$94,174
Local Benefit \$94,174

Task Number **21-01-14**
Program Name **DRE/SFST Update Training/School**
Contractor **OTS**
Program Manager **Ferber**

Utilizing the criteria adopted by the International Association of Chiefs of Police (IACP) and the National Highway Traffic Safety Administration (NHTSA), Colorado will continue to expand the program throughout the state by hosting a 2021 DRE School and continued training of existing DREs and SFST instructors, including update trainings. Currently Colorado has 208 DREs.

Many Colorado law enforcement officers have little or no training in the detection of impairment from drugs other than alcohol. This funding will ensure that there are trained officers, as subject matter experts in drug impaired driving, and available to evaluate drugged drivers for arrest and prosecution.

Colorado is also hosting a DRE One-Year Later school to provide supplemental training and support to law enforcement officers who became certified in 2019. The DRE One-Year Later school is a new concept that is only being offered in the State of Colorado.

Additional funding of \$20,000 added to cover any Drug Recognition Expert (DRE) call outs generated only from the Colorado State Patrol.

Evaluation Measure:	# of DRE's completing the training
Funding Source:	405D
Program Area:	FDMATR
Federal Funds	\$190,000

Task Number 21-01-15
Program Name Jefferson County Impaired Driving Enforcement Campaign
Contractor Jefferson County Sheriff's Office (JCSO)
Program Manager Rocke

The focus of this project is to reduce the number of fatalities and injuries that occur as a result of impaired driving crashes in unincorporated Jefferson County. The Jefferson County Sheriff's Office currently has one full time DUI car position. JCSO are making attempts to fill a second DUI car position. The two dedicated DUI car positions were created in 2018. This project will allow JCSO to supplement the two impaired driving cars with additional deputies with the sole focus to locate and stop impaired drivers. These additional resources will be used during High Visibility Enforcement periods.

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

In 2019, unincorporated Jefferson County had 180 impaired driving crashes. 2019 saw the same Forty-six injury and one fatal crash. JCSO made 286 impaired driving arrests in 2019.

JCSO will continue to make as many impaired driving arrests JCSO can using our two full time impaired driving enforcement deputies. JCSO will supplement their work with grant funded shifts.

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

Funding Source: 164
Program Area: 164AL

Federal Funds \$28,760
Local Benefit \$28,760

Task Number **21-01-16**
Program Name **DUI Countermeasures**
Contractor **Department of Revenue (DOR)**
Program Manager **Rocke**

These funds are used by DOR for the administrative personal services costs of appeal, judicial reviews, citation processing, express consent hearing section, interlock review, penalty assessment and the call center. The funds are state funds and are not used to match any other federal programs.

Program Area: MTCH

Agency Match \$875,000

Task Number **21-01-17**
Program Name **DUI Court Administration**
Contractor **Colorado Judicial Branch**
Program Manager **Rocke**

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

Program Area: MTCH

Agency Match \$875,000

Task Number 21-01-18
Program Name MADD Colorado Courtroom Monitoring Program
Contractor Mothers Against Drunk Driving (MADD)
Program Manager Holly

MADD Court Monitoring will establish the baseline conviction rates for DUI cases for the first time in the 1st (Gilpin and Jefferson) and 18th (Arapahoe, Douglas, Elbert and Lincoln) Judicial Districts, while continuing observations in the 2nd (Denver) and 4th (El Paso and Teller) Judicial Districts, focusing on Prosecutors and Judges. The court monitoring program will collect data to assist prosecutors, judges, and law enforcement in identifying systematic strengths and weaknesses and developing best practices. This process will assist in the development of community standards for DUI adjudication in each judicial district.

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

Strengthening the adjudication of DUI cases will reduce time and resources required of law enforcement for the court process.

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

Funding Source: 405D
Program Area: M5CS

Federal Funds \$94,046

Task Number **21-01-19**
Program Name **Portable Breath Testers (PBT) & Calibration Stations**
Contractor **OTS**
Program Manager **Godfrey**

This project will address the equipment and operating needs of those agencies participating in either the 2021 Checkpoint Colorado campaign, or routinely conducting Impaired Driving Enforcement. This equipment will consist of (PBT) and PBT Calibration Stations. A portion of these testers will be given to the top performing Impaired Driving agencies during the 2021 Traffic Safety Champions events.

Funding Source: 405D
Program Area: M5HVE

Federal Funds \$50,000

Task Number **21-01-20**
Contractor **Adams County Sheriff's Office (ACSO)**
Program Manager **Rocke**

In 2018, ACSO had 51 traffic fatalities, 15 of those fatalities or 29% were alcohol related. There were 319 crashes involving serious injury.

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

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

Funding Source: 405D
Program Area: M5HVE

Federal Funds \$228,801

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

Data from the 2018 CDOT Problem Identification indicates crashes in Eagle County increased from 1,113 in 2017 to 1,175 in 2018. In 2018, impaired driving contributed to 20% of injury and fatal crashes.

The Eagle River Valley Impaired Driving Prevention Pilot Project will continue efforts in FY21 to prevent impaired driving and reduce the rate of crashes from impaired drivers through community awareness campaigns, policy development, and enforcement efforts. Strategies include bar and compliance checks, and community awareness. Efforts will continue with: education to local community leaders regarding a local social host ordinance intended to reduce impaired driving, improving public event transportation programs and inclusion of safe transportation plans into the special event liquor permitting process, and raising awareness of all transportation offerings as well as increasing awareness of events that do not incorporate alcohol to offer an alternative to impaired driving.

The 2019 Mountain Youth parent survey included questions regarding youth alcohol laws, consumption, and parent driving behaviors. The results of this survey will be used to prioritize prevent efforts.

Evaluation Measure:	# of crashes with alcohol-impaired drivers ages 16-34 in the Eagle River Valley
Funding Source:	405d
Program Area:	M5OT
Federal Funds	\$85,000

Task Number 21-01-22
Program Name Chaffee County Youth Substance Abuse Prevention Pilot Project
Contractor Chaffee County Human Services
Program Manager Rocke

Rural areas are significantly affected by alcohol-impaired driving crashes. From 2017 to 2018, traffic fatalities in Chaffee County increased 50%. In 2018, 17% of traffic fatalities in Chaffee County were alcohol related.

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

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

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

Evaluation Measure: # of CTC meetings attended and facilitated, # of development of comprehensive countywide resolutions and ordinances to address underage drinking, # of engagements with youth advisory group, and community education programs.

Funding Source: 405d

Program Area: M6OT

Federal Funds \$90,000

Task Number **21-01-23**
Program Name **Northern Colorado R.A.I.D. Team**
Contractor **Loveland Police Department**
Program Manager **Ferber**

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

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

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

Funding Source: 402
Program Area: PT

Federal Funds \$281,248
Local Benefit \$281,248

Task Number **21-01-24**
Program Name **Northern Colorado R.A.I.D. Team**
Contractor **Windsor Police Department**
Program Manager **Ferber**

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

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

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

Funding Source: 402
Program Area: PT

Federal Funds \$109,242
Local Benefit \$109,242

Task Number 21-01-25
Program Name Northern Colorado R.A.I.D. Team
Contractor Larimer County Sheriff's Office
Program Manager Ferber

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

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

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

Funding Source: 402
Program Area: PT

Federal Funds \$108,678
Local Benefit \$108,678

Task Number **21-01-26**
Program Name **Enhanced Impaired Driving Enforcement**
Contractor **El Paso County Sheriff's Office**
Program Manager **Rocke**

The El Paso County Sheriff's Office will be coordinate ongoing increased patrols and saturation patrols utilizing multiple data sources, to include, but not limited to StatTrak™, regional crash data from Colorado State Patrol and local law enforcement partners, citizen tips and complaints, El Paso County Public Works, and the Sheriff's Office Criminal Intelligence Unit to asses and locate areas wherein impaired driving enforcement could have the greatest impact. Once those areas are assessed, the Sheriff's Office will conduct planned and tracked increased patrols and saturation patrols of varied numbers depending on necessity and force availability

Evaluation Measure: # of increased and saturation patrols, # of impaired driving arrests

Funding Source: 405D
Program Area: M5HVE

Federal Funds \$238,000

Task Number **21-01-27**
Program Name **Regional Law Enforcement Liaison (LEL)**
Contractor **Lee Birk**
Program Manager **Ferber**

The Office of Transportation Safety (OTS) designates 4 Regional Law Enforcement Liaisons (3 part time and 1 full time) and one full time Law Enforcement Coordinator to coordinate all statewide training and activities for law enforcement agencies in their designated region. One of the part time LELs is dedicated to providing subject matter expertise in the area of drug impaired driving specifically. The Regional LELs will encourage partners and stakeholders within state and local organizations to work and collaborate with law enforcement, healthcare providers and media whenever possible to promote highway safety. The Regional LELs will serve as a link to promote the Highway Safety Offices programs; Impaired Driving, Occupant Protection, Speed, Distracted Driving, Pedestrian Safety, and Motorcycle Awareness.

Evaluation Measure: # of trainings, # of presentations, and # of agencies contacted, # agencies recruited, # of onsite monitoring visits conducted, # of capital equipment inspections conducted

Funding Source: 402
Program Area: AL

Federal Funds \$40,164
Local Benefit \$40,164

Task Number 21-01-28
Program Name Regional Law Enforcement Liaison (LEL)
Contractor Mark Hunt
Program Manager Ferber

The Office of Transportation Safety (OTS) designates 4 Regional Law Enforcement Liaisons (3 part time and 1 full time) and one full time Law Enforcement Coordinator to coordinate all statewide training and activities for law enforcement agencies in their designated region. One of the part time LELs is dedicated to providing subject matter expertise in the area of drug impaired driving specifically. The Regional LELs will encourage partners and stakeholders within state and local organizations to work and collaborate with law enforcement, healthcare providers and media whenever possible to promote highway safety. The Regional LELs will serve as a link to promote the Highway Safety Offices programs; Impaired Driving, Occupant Protection, Speed, Distracted Driving, Pedestrian Safety, and Motorcycle Awareness.

Evaluation Measure: # of trainings, # of presentations, and # of agencies contacted, # agencies recruited, # of onsite monitoring visits conducted, # of capital equipment inspections conducted

Funding Source: 402
Program Area: AL

Federal Funds \$40,164
Local Benefit \$40,164

Speed Management

In 2019 there were 595 traffic fatalities in Colorado. Of that total, 239, or 40%, were speed-related. The HSO will address speed-related crashes and fatalities through high visibility enforcement, on targeted roadways identified in the Colorado Motor Vehicle Problem Identification Report.

In 2021, planned activities include:

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

Task Number **21-02-01**
Program Name **Focused Speed Enforcement**
Contractor **Denver Police Department**
Program Manager **Holly**

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

Problem Area: Denver continues to be in the top five counties for speed-related fatalities. Speed-related fatalities remain a major problem in Denver; from 2014 to 2018, there has been a 33.33% increase in speed related fatalities. In 2018, of the 60 traffic fatalities in Denver County, 16, or nearly 27%, were speed related. This is a 7% increase from 2017.

Year	2014	2015	2016	2017	2018
Speed Related Fatalities	12	27	22	15	16

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

During the 2019 fiscal year, DPD officers worked a total of 965 hours focusing solely on I-25 and I-70. 3,001 citations were issued, 8 drivers were arrested, and there were 3.1 speeding citations issued per hour.

Evaluation Measure: # of law enforcement officers engaged in HVE speed operations, # of hours worked, # of speeding citations, # of contacts

Funding Source: 402

Program Area: SE

Federal Funds \$83,000

Local Benefit \$83,000

Task Number **21-02-02**
Program Name **Aurora Highway Safety Campaign**
Contractor **Aurora Police Department**
Program Manager **Holly**

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

In 2018, in the six county Mile-High Regional Emergency Medical and Trauma Advisory Council (RETAC) region, which includes the City of Aurora, there were 179 motor vehicle fatalities. Of those, 60, or 33%, were speed related. The average number of speed related fatalities from 2014 to 2018 is 62. The 60 speed related fatalities in 2018 represents an increase of 5% over the prior 5-year average. Of the 11 RETAC regions, the Mile-High region had the most speed related fatalities.

The two counties that primarily make up the City of Aurora are Adams County and Arapahoe County. Adams County showed a 25% increase in speed related fatalities during the previous five-year period. Arapahoe County showed a 90% increase in speed related fatalities over the past 5 years. From 2014 to 2018, Aurora had a total of 136 traffic fatalities. Of those, 33 or 24% were speed related.

Evaluation Measure: # of speed-related fatalities, # of speed-related crashes, # of citations

Funding Source: 402
Program Area: SE

Federal Funds \$51,000
Local Benefit \$51,000

Task Number 21-02-03
Program Name Slow down, Colorado Springs – It’s the Law!
Contractor Colorado Springs Police Department (CSPD)
Program Manager Holly

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

Speeding-related crashes continue to be a concern throughout Colorado. Based on statewide data, speed plays a factor in approximately one third of all traffic fatalities. During 2019, the number of traffic fatalities in Colorado Springs decreased 12.5% compared to the prior year. During the same time, the number of injury crashes reported to the Colorado Springs Police Department increased 0.6%. However, through the end of March 2020, injury crashes decreased 12.3% while traffic fatalities decreased 60% compared to the same time last year.

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

Evaluation Measure: # of enforcement hours worked, # of traffic tickets issued, # of traffic violations cited, # and types of media communication

Funding Source: 402
Program Area: SE

Federal Funds \$79,257
Local Benefit \$79,257

Task Number **21-02-05**
Program Name **A Step Towards Reducing Traffic Fatalities**
Contractor **Pueblo Police Department**
Program Manager **Holly**

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

Excessive speed continues to be a contributing factor in serious injury and fatal crashes within the City of Pueblo. The City of Pueblo had 15 fatalities in 2017, 19 in 2018 and 15 in 2019. So far this year (2020) we have had 1 fatality.

Pueblo Police Department records indicate that over the three-year period from 2017 to 2019, speed was a factor in 36 % of fatal crashes. Over the three-year period from 2014 to 2016, speed was a factor in 53% of fatal crashes. Through grant funded enforcement the Pueblo Police Department has seen a dramatic increase in the number of citations being written for speed violations, which has a direct correlation to the reduction in the traffic fatalities related to speed over the past three years.

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

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

Funding Source: 402
Program Area: SE

Federal Funds \$78,000
Local Benefit \$78,000

Task Number 21-02-06
Program Name Hwy 93/285 Speed Reduction Campaign
Contractor Jefferson County Sheriff's Office (JCSO)
Program Manager Holly

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

In 2019, there were 230 crashes on Highway 285. Of those 230 crashes, 38 were injuries and one was a fatality. 11% of all injury crashes in unincorporated Jefferson County were on Highway 285. In 2019, inattentive driving was the leading cause of injury and fatal crashes on Highway 285, followed by speeding and impaired driving.

In 2019, Highway 93 had 53 total crashes. Eight of those crashes were injury crashes. There were not any fatal crashes on Highway 93 in 2019. JCSO has maintained sustained enforcement on Highway 93 since 2014. JCSO will continue speed enforcement on Highway 93.

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

Evaluation Measure:	# of citations, # of interagency events, # of motorists contacted, # of citations per hour
Funding Source:	402
Program Area:	SE
Federal Funds	\$82,100
Local Benefit	\$82,100

Task Number 21-02-07
Program Name City of Lakewood Speed Enforcement Campaign
Contractor Lakewood Police Department (LPD)
Program Manager Holly

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

In 2019, there were a total of 595 traffic related deaths in the State of Colorado, down from 648 the previous year. 210 of these (33%) being speed related. 38 of these crashes occurred in Jefferson County. Jefferson County had 12 fatal crashes where speed was related, down from 18 the previous year. Over the past 5 years, there has been an average of 44.8 fatalities a year in Jefferson County, with 17.8 of those being speed related over the same time period.

In 2018, in the six-county Mile-High Regional Emergency Medical and Trauma Advisory Council (RETAC) region, which includes the City of Lakewood, there were 63 traffic fatalities, with 18 (26%) of those being speed related. Over a five-year span there has been an average of 25 speed related fatalities in this region.

In 2018, crash data collected from the Lakewood Police Crime Analysts showed there were 5293 reported crashes, including 17 fatalities. In 2019, crash data showed 4,673 crashes within the City of Lakewood; including 20 fatal traffic crashes with 25 fatalities. The intersections with the most traffic crashes are all along the Highway 6th Avenue corridor; 6th & Wadsworth (139 crashes), followed by 6th & Simms/Union (98), 6th & Sheridan (53) and 6th & Indiana (37).

Evaluation Measure: # of hours spent on speed enforcement, identification of top 5 traffic locations, # of citations, # of publicity and education events

Funding Source: 402
Program Area: SE

Federal Funds \$82,987
Local Benefit \$82,987

Young Drivers

In 2019 there were 595 traffic fatalities in Colorado and of those, 77 were young drivers aged 20 and younger. Factors related to young driver fatalities include driver inexperience, careless driving and speeding. Urban young driver factors also include driving under the influence (either alcohol or drugs), while rural young driver factors include drowsy driving or falling asleep at the wheel. For drivers under 21 the highest likelihood of them being involved in a crash is during their first six months of licensure.

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

In 2021, Young Driver activities include:

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

Task Number 21-03-01
Program Name Aurora P.A.R.T.Y. Program
Contractor University of Colorado Hospital
Program Manager Holly

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

The P.A.R.T.Y. program partnered with the Denver Metro Teen Drivers workgroup through the Denver Metro Safe Kids Coalition to implement the High School Challenge. The High School Challenge is a peer-to-peer educational campaign that is led by high school students to engage teens at their school. By taking on the Challenge, students have the opportunity to serve as an advocate for safe driving by participating in several peer led activities throughout the year. Schools can participate at a bronze, silver or gold level. Activities are documented and turned into the workgroup as a final project that is reviewed to ensure all requirements have been met. Parking lot observational surveys are completed at the beginning and the end of the school year.

Additionally, the P.A.R.T.Y. program coordinator in the north will be implementing GDL educational sessions in the northern service area. The coordinator will work with the designated insurance partner and law enforcement to implement these programs.

Evaluation Measure: # of pre- and post-surveys, # of youth served. Survey data will be used to evaluate the effectiveness of the program and determine if certain aspects need to be modified or changed.

Funding Source: 402
Program Area: TSP

Federal Funds \$60,000
Local Benefit \$60,000

Task Number 21-03-02
Program Name Young Driver Traffic Safety Project
Contractor Weld County Department of Public Health and Environment
Program Manager Holly

In 2018, nine Weld County drivers 20 or younger were in fatal crashes. Weld County and El Paso County both had the highest count of young driver fatalities in 2018. Weld County had the second highest count of fatalities with 63 people having died in motor vehicle crashes in the county. Over the five years between 2014 and 2018, the number of fatal crashes involving drivers age 20 and younger decreased 25 percent in Weld County. However, the county experienced these deaths at a rate that is nearly three times higher than that of the state, 3.3 per 100,000 people in Weld County compared to 1.3 per 100,000 in Colorado. Distracted driving and inexperience were the top two most frequent contributing factors among drivers in injury and fatal crashes, factoring into nearly 4 in 10 (41%) of all crashes.

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

Evaluation Measure: # of pre- and post-surveys of young drivers and parents, increased attendance at GDL presentations, # of parent/young driver contracts, completion of online GDL coursework, and partnerships with local driving schools, community stakeholders, school districts and law enforcement agencies.

Funding Source: 402
Program Area: TSP

Federal Funds \$64,800
Local Benefit \$64,800

Task Number 21-03-03
Program Name Teens in the Driver Seat
Contractor Texas A&M Transportation Institute
Program Manager Holly

In 2018, 81 youth aged 15-20 lost their lives to fatal crashes and accounted for 9% of drivers involved in fatal crashes across the state of Colorado. In addition, while young driver involvement in crashes was decreasing from 2014-2016, wherein involvement increased drastically by 54% (59 to 91) and has remained high in 2018 (81). In 2018, the counties with the highest young driver fatalities include Denver, Weld, Pueblo, Jefferson, El Paso and Larimer Counties.

The Teens in the Driver Seat (TDS) program will address the main causes of crashes involving young drivers, which are well documented, including distractions, primarily cell phone use and other young passengers; driving at night/drowsy driving; speeding, lower seat belt use; and alcohol/drug impairment. Within the State of Colorado, young driver inexperience continues to be the top contributing factor for young driver crashes across the state (46%) followed by distracted driving, aggressive driving, and impaired driving.

Within the State, young drivers continue to be over-represented in distracted driving crashes (17.3%) highlighting the continued need to address this issue at schools across the state. Statewide, seat belt rates continue to remain below 90%, which highlight the importance of continued outreach and education focusing on key risk factors in high priority areas. In order to address these needs, TDS proposes to continue to focus on year around outreach at high school campuses, provide peer leadership training focused in and around traffic safety, assist with GDL outreach by repurposing existing materials, and implement more resources to address drugged driving throughout the state.

Evaluation Measure: # of actively participating schools, % of student participation in the activities, data from pre- and post-observations for each school related to seat belt and cell phone use, summaries of student knowledge surveys and knowledge gained in peer leadership workshops.

Funding Source: 402
Program Area: TSP

Federal Funds \$70,457
Local Benefit \$70,457

Task Number **21-03-05**
Program Name **Youth Coalition to Reduce Motor Vehicle Fatalities**
Contractor **Conejos County Public Health**
Program Manager **Holly**

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

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

Evaluation Measure: # of pre- and post-test knowledge awareness surveys. To evaluate long-term impact, baseline data from existing data collection sources such as the Healthy Kids Survey, CDOT, and child fatality reviews will be reviewed and monitored for change over time.

Funding Source: 402
Program Area: TSP

Federal Funds \$24,117
Local Benefit \$24,117

Task Number 21-03-06
Program Name A Comprehensive Approach to Reducing Teen Crashes
Contractor SADD, Inc.
Program Manager Holly

From 2013-2018, 519 youths between the ages of 15 and 20 lost their lives on the roadways of Colorado. In reviewing the age demographic, those between the ages of 15 and 24 represent the largest block of roadway fatalities of any age groups. Young drivers are over-represented in motor vehicle crashes for a number of reasons including behavior and lack of experience. As the brain develops, youth are more likely to engage in destructive behavior behind the wheel, as it relates to speed, distractions, impairment, and recklessness.

SADD has built a Statewide presence on the issues of traffic safety and is actively working to change the culture of young drivers. This change has started by mobilizing SADD students in Colorado and challenging them to create a network of thousands of students in Colorado working to bring change to their communities and reduce crashes, injuries and deaths involving young drivers. There has been success, but in year three, SADD will work achieve the final elements of reaching the goals of establishing chapters and increasing our student reach.

SADD will work to increase the number of chapters across the state, improve capacity to conduct traffic safety activities, and continue to grow the partnership base and reach in Colorado. We have proposed new and innovative practices that will increase that reach, including a training for law enforcement and prevention professionals.

Evaluation Measure: # of new SADD chapters across Colorado, # of events and activities in participating schools.

Funding Source: 402
Program Area: TSP

Federal Funds \$190,000
Local Benefit \$190,000

Task Number 21-03-07
Program Name Denver Teen Safe Streets
Contractor Denver Department of Transportation & Infrastructure (DOTI)
Program Manager Holly

The goal of this program is to reduce Denver young driver fatalities through the Denver Teen Safe Streets (TSS) program. Teen Safe Streets will be supported an Injury Prevention Program Administrator and led by five Denver youths. The program will: continue leading assessment work related to teen driving, assess perceived driving risks and behaviors in their school and community, conduct young driving and safe school zone outreach projects via TSS Youth Coalition in partnership with the Denver Community Active Living Coalition Youth Advisors, and use assessment data collected during grant year two and three to create education campaigns, materials, events relevant to Denver’s young drivers.

The need for the TSS program and the youth led coalition is supported by data from Colorado Motor Vehicle Crash Problem Identification Report, which shows a 50% increase in drivers under the age of 20 involved in fatal crashes in Denver County over the past five years. The Teen Safe Streets Coalition will also work to effect change within young driver behaviors through school and community engagement, education, and will build relationships between Denver teens, DOTI leadership, city leaders, policymakers, and other community organizations to encourage changes at the policy level.

Evaluation Measure: # of pre- and post-surveys to determine program outreach effectiveness of outreach, education, measurements of perceived risks and behavior change, and development of youth as young professionals. # of young drivers involved in serious injury and fatal crashes.

Funding Source: 402
Program Area: TSP

Federal Funds \$66,200
Local Benefit \$66,200

Task Number **21-03-08**
Program Name **ThinkFast Interactive Events - Colorado**
Contractor **TJohnE Productions, DBA Think Fast**
Program Manager **Holly**

ThinkFast Interactive will connect with high school youth via its school-wide interactive presentation. The hour-long presentation includes questions and facts on young driver behavior including Colorado’s GDL licensing laws, distracted driving, drunk and drugged driving, seat belt use, and other related safe driving topics in a game show like format. Audience members are divided into peer-to-peer teams and compete for prizes and recognition based on their knowledge of the above mentioned topics. This comprehensive approach continues to reinforce the young driver safety message throughout the school year.

Continuing this next year, ThinkFast will partner with SADD and Teens in the Driver Seat to coordinate with schools to continue a youth led young driving safety program throughout the school year. Schools with a peer led year-round program will have priority in scheduling a Think Fast presentation.

Evaluation Measure: # of participating schools.

Funding Source: 402

Program Area: TSP

Federal Funds \$131,100

Local Benefit \$131,100

Task Number **21-03-10**
Program Name **GDL Education**
Contractor **All About Insurance, LLC**
Program Manager **Holly**

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

The goal of the program is to increase seat belt usage, increase awareness of the GDL program for young drivers and their parents, decrease distracted driving, and inform all attendees on insurance coverage requirements in the overall GDL program. Continuing this year will be an increased number of presentations in previously lower represented areas of Colorado with the latest information and statistics to strengthen the program.

Evaluation Measure: # of participating youth and their parents, # of statewide GDL presentations. # of pre- and post-surveys.

Funding Source: 402
Program Area: TSP

Federal Funds \$18,000
Local Benefit \$18,000

Traffic Records

CDOT uses traffic records to develop engineering and enforcement solutions, promote education, and apply for funding to improve roadway safety. Problem identification, efficient allocation of resources, and measuring results all depend on available and accurate data.

The Problem ID Project forms part of the foundation determining project priorities, calculating funding, and allocating resources. Motor vehicle crash and driver records are an integral part of the process that binds the various elements of this foundation. The Problem ID is fundamental to Traffic and Safety Programs, assuring that CDOT and other agencies are expending resources in the most effective ways.

CDOT is a voting member of the Statewide Traffic Records Advisory Committee (STRAC). This is a committee formed as part of a federally-sponsored effort to collect, organize, analyze and utilize all types of information relating to accidents that occur on Colorado roadways. STRAC is composed of six major state agencies: Human Services, Public Health and Environment, Public Safety, Revenue, Transportation, and the Office of Information Technology. Its primary function is to help unify, link and organize Colorado's traffic records.

Colorado's Traffic Records Program was most recently assessed in April of 2015. STRAC, along with other partners and stakeholders are reviewing the recommendations from the assessment, and have revised the STRAC strategic plan to address these recommendations.

Proposed traffic records projects are evaluated by both CDOT and STRAC. CDOT collects the applications from various agencies and presents them to STRAC for approval and recommendations. The applications then go on to the National Highway Traffic Safety Administration (NHTSA) for final approval.

Efforts and activities to address Traffic Records include:

- Identify and fulfill user requirements for traffic safety information
- Provide analyses for decision making, policy formulation and resource allocation
- Establish a multi-agency data dictionary and common standards for data compatibility and comparability
- Effect a timely and accurate data collection and transfer among agencies and users;
- Promote linkage among agencies
- Develop strategies to consolidate data from disparate sources for analysis and reporting;
- Collaborate with state and local agencies to assess the impact of driver behavior on the number and severity of crashes, and to effect appropriate countermeasures
- Promote electronic reporting
- Address new solutions and technology

Task Number 21-04-01
Program Name OTS Data Analysis, Tech. Assistance, and Prevention Project
Contractor Colorado Department of Public Health and Environment (CDPHE)
Program Manager Janes

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

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

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

Funding Source: 402
Program Area: TR

Federal Funds \$214,998

Task Number	21-04-03
Program Name	Traffic Records Coordinator
Contractor	Traffic and Safety Engineering Branch
Program Manager	Babler / Bourget

Project Description:

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

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

Performance Measures and Measurement Formula:

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

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

Roadway / Accuracy - The percentage of locatable (lat. / long coordinates given) crashes using the roadway coding method by instituting an increase in law enforcement use of GIS technology

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

Evaluation Measure: C-T-1, C-T-2, R-A-1, C-X-1

Funding Source: 405C

Program Area: M3DA

Federal Funds \$297,845

Agency Match \$75,000

Task Number **21-04-04**
Program Name **Technology Transfer**
Contractor **Traffic and Safety Engineering Branch**
Program Manager **Bourget**

Project Description:

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

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

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

Performance Measures and Measurement Formula:

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

Evaluation Measure: Professional Development - All Performance Measures

Funding Source: 405C

Program Area: M3DA

Federal Funds \$15,000

Agency Match \$3,750

Task Number 21-04-05
Program Name FARS Program Support
Contractor Traffic and Safety Engineering Branch
Program Manager Babler / Bourget

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

Performance Measures:

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

Measurement Formula:

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

Evaluation Measure: C-A-1; C-T-1

Funding Source: 405C

Program Area: M3DA

Federal Funds \$12,000

Agency Match \$3,000

Task Number 21-41-06
Program Name Geocoding crash data
Contractor Traffic and Safety Engineering Branch
Program Manager Alisa Babler

Project Description:

Approximately 125,000 motor vehicle crashes take place every year on Colorado highways and city/rural streets. Pinpointing the exact location of those crashes is a key data-point in devising mitigating strategies to reduce future crashes. Highway crashes are easier to locate as their precise location can be ascertained by “walking” the distance of the crash site from a known mile marker. Off-highway (or, within city and county) crashes are significantly more difficult to pin-point as crashes often take place at, or near, an intersection that does not have known mile markers. Similarly, crashes taking place on rural county roads (unincorporated areas) are hard to locate as there aren’t enough known markers in those areas. CDOT currently is using a manual process to convert location data as transmitted on the crash reports into a set of geo-tags for highway locations (latitude/longitude). The manual process is lengthy, error-prone and expensive. CDOT contractors do not typically add geo-tags to the records for non-highway crashes.

CDOT will contract Cloudreach to build an effective process that extracts hard geospatial references from soft textual geospatial references. This process will provide for necessary downstream business objectives including but not limited to:

- Safety analysis
- Infrastructure planning
- Asset allocation

Performance Measures:

This project will improve the state-wide crash database by improving the completeness and accuracy of the crash database to be used by CDOT, DOR, CSP, CDPHE, local agencies, and other data users.

Measurement Formula:

Compute the number of crash location records requiring correction in the dataset. Calculate % of corrected records as a fraction of the original total number of records. Compare % of records without coordinates before geocoding to % of records with coordinates after geocoding.

Evaluation Measure: C-A-1; C-C-1

Funding Source: 405C
Program Area: M3DA

Federal Funds \$193,536
Agency Match \$48,384

Child Passenger Safety and Occupant Protection

In 2019 there were 369 passenger vehicle in Colorado and of those, 189 were unrestrained. The 189 unrestrained fatalities represent 51% of the 389 total passenger vehicle fatalities.

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

In 2021, planned activities include:

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

Task Number 21-05-01
Program Name Child Passenger Safety Team Colorado
Contractor Colorado State Patrol (CSP)
Program Manager Holly

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

The specific strategies CSP will use, and their related evaluation measures, are to provide NHTSA New Technician Certification Courses, Child Passenger Safety Technician Continuing Education Training Courses; Technician Certification Renewal Courses; Advocate Awareness Training Courses; provide Troopers to participate in safety programs and community outreach; provide customizable stock media for local and statewide use in conjunction with the Colorado Department of Transportation (CDOT) Office of Communications.

Evaluation measures: # of trainings, # of attendees, technician recertification rate, # of agencies requesting materials.

Funding Source: 402

Program Area: CR

Federal Funds \$300,000

Task Number 21-05-03
Program Name Swedish Medical Center's Car Seat Safety Program
Contractor Swedish Medical Center
Program Manager Holly

Colorado has a significant problem with improper child restraint safety in motor vehicles. According to CDOT's 2020 Problem ID Report, from 2017 to 2018 there was an 11.1% increase in unrestrained motor vehicle occupant fatalities aged 0-4 and there was a 5.6% increase in unrestrained motor vehicle occupant fatalities aged 5-8.

Swedish Medical Center will serve a significant percentage of the population in the top two counties with motor vehicle related injuries which are Denver and Arapahoe. With 508 serious injuries in Denver and 286 serious injuries in Arapahoe, the CDOT 2020 Problem ID Report identifies those two counties as having the greatest need to reduce the number of serious injuries in traffic crashes. Swedish Medical Center's goals for this program are to increase the number of properly installed car seats and fit for all Birth Place, Family Place and NICU patients prior to discharge, increase communication and outreach to children and parents about the importance of car seat safety, and increase communication and outreach to community members, schools and physician offices regarding our car seat inspection station.

Evaluation Measure: # of new parents educated and trained in the importance of using proper restraints, including car seats, and seat belt use prior to discharge using SMC's discharge checklist; # of car seats checked at SMC's car seat fit stations; # of schools reached regarding car seat safety; and # and frequency of communication on car seat safety via social media and various print publications to parents. # of pre/post surveys given to parents during car seat safety classes.

Funding Source: 402
Program Area: CR

Federal Funds \$24,945
Local Benefit \$24,945

Task Number 21-05-04
Program Name Summit County Child Passenger Safety Initiative
Contractor Summit County Public Health
Program Manager Holly

Summit County Public Health (SCPH) is committed to planning and executing activities that fill gaps within Summit County and the surrounding region through targeted, evidence-based intervention. Areas of need around child passenger safety (CPS) continue to be engaging law enforcement in the CPS regulations and best practices, high misuse rates of car seats and booster seats, and lower usage of child restraints in the Hispanic population compared to the non-Hispanic, white population.

Activities performed will target populations in and around Summit County who impact children from birth to age twelve including building and maintaining a CPS coalition, offering educational programming to Summit County law enforcement, developing a CPS media campaign residents and visitors, developing a school and childcare program targeting those who impact children birth to age twelve, increasing CPS fit station capacity, and developing resources and referral systems for CPS fit stations.

Evaluation Measure: Development of a sustainable child passenger safety coalition, development of a law enforcement curriculum, # of law enforcement trainings, # of pre- and post-surveys, increase in the number of CPS fit stations.

Funding Source: 402
Program Area: CR

Federal Funds \$49,665
Local Benefit \$49,665

Task Number 21-05-05
Program Name Denver Booster and Seatbelt Engagement
Contractor Denver Department of Transportation & Infrastructure (DOTI)
Program Manager Holly

Denver Booster and Seatbelt Engagement (BASE) Program will focus on neighborhoods in Northeast and Southwest Denver that rate higher on Denver’s Neighborhood Equity Index and schools that are near the High Injury Network (HIN) in these communities. Data from Colorado Motor Vehicle Crash Problem Identification Report revealed a five-year increase of 114% of unrestrained passenger vehicle occupant fatalities from 2014 to 2018 in Denver County. Data from child passenger observations at two elementary schools during FY20 indicated that 87% of students observed were unrestrained or improperly restrained in vehicles. The Denver BASE program will provide vehicle occupant safety education and help influence social norms for behavior change in efforts to decrease the number of unstrained passengers, contributing to a decrease in vehicle fatalities.

During FY20 child passenger observations of 166 students, showed that only 13% of students were properly restrained. Child passenger safety awareness and education are key components of the BASE program that will assist in increasing the number of children properly restrained in vehicles.

The Denver BASE program will engage schools and community members to identify factors that impact individual behavior, perceived risks of vehicle restraint devices and vehicle crashes, and will create messaging to increase knowledge and influence behavior of seat belt use and child passenger safety devices as well as address social norms. BASE will work with schools, community centers and registered neighborhood organizations to target children ages 5-12 and their caregivers. Messaging will be coordinated with statewide and local enforcement efforts. The Denver BASE program will also partner with Denver’s Vision Zero efforts and support policy initiatives such as a primary seat belt law.

Evaluation Measure: # of pre-post child passenger observations, survey data, education and training outcomes, and indicators of behavior change.

Funding Source: 402
Program Area: CR

Federal Funds \$60,000
Local Benefit \$60,000

Task Number 21-06-01
Program Name 2021 Click It or Ticket
Contractor Colorado State Patrol (CSP)
Program Manager Janes

The goals of this project are to:

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

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

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

Troopers will participate in high visibility enforcement waves and sustained enforcement to identify and deter driving or riding in a motor vehicle without the use of seatbelts on Colorado roadways.

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

Evaluation Measure:	# of citations issued, # of contacts, # of unrestrained fatalities/injury crashes statewide
Funding Source:	405B
Program Area:	M2HVE
Federal Funds	\$250,161

Task Number 21-06-02
Program Name Local Law Enforcement Agencies- Click It or Ticket (CIOT)
Contractor TBD
Program Manager Janes

CIOT has been the most successful seatbelt campaign developed, and has resulted in helping create the highest national seatbelt usage rate of >90%. Colorado remains below the national average at 88.3%. This year law enforcement agencies around the state will participate in the May Mobilization CIOT campaign and two additional enforcement periods, Rural CIOT Enforcement campaigns in March and July.

The goal of this project is to encourage all Colorado local law enforcement agencies to aggressively enforce the occupant protection laws through a combination of enforcement, education and awareness. This project supports overtime enforcement of occupant protection laws at the local level in conjunction with the “Click It or Ticket” high visibility enforcement campaigns.

Agencies are funded through an application process and the funding level is determined through problem identification, past performance and the agency's potential impact on the State's seat belt usage rate.

Evaluation Measure:	# of citations issued, # of contacts, # of unrestrained fatalities/injury crashes
Funding Source:	405B
Program Area:	M2HVE
Federal Funds	\$315,000

Task Number **21-06-03**
Program Name **OP Tech Transfer**
Contractor **OTS**
Program Manager **Godfrey**

The purpose of the occupant protection technology transfer funds is to provide training, community outreach and coalition building for traffic safety educational programs. The funds are also used to send CDOT partners and stakeholders to national conferences such as the Lifesavers Conference.

Evaluation Measure: # of people trained

Funding Source: 402
Program Area: OP

Federal Funds \$15,000
Local Benefit \$15,000

Task Number **21-06-04**
Program Name **Traffic Safety Champions Recognition Events**
Contractor: **TBD**
Program Manager **Ferber/Janes**

Three regional recognition events will be hosted in the spring of 2021. These recognition events will recognize law enforcement officers for their dedication and commitment to enforcing seat belt, impaired driving and speed enforcement in the State.

Funding Source: 402
Program Area: PT

Federal Funds \$25,000

Task Number **21-06-05**
Program Name **Seat Belt Survey**
Contractor **Atelior, LLC**
Program Manager **Holly**

Atelior will conduct the annual observational surveys of seat belt usage on Colorado roadways using trained traffic observers. Data will be gathered at the pre-determined sites by direct observations. The observers will count the number of front seat occupants of non-commercial passenger vehicles (cars and light trucks) and record the numbers who are wearing seat belts. Data will be recorded and translated into digital form for statistical analyses. Analyses will generate information for the counties included in the studies as well as statewide results for seat belt usage. Reports will be created that will identify usage rates and the statistical analyses that will include the standard errors as well as other critical information for making decisions and creating educational programs. Comparative data for the seat belt results of previous studies will be important components of the reports.

Evaluation Measure: Successful completion of seat belt surveys

Funding Source: 402

Program Area: OP

Federal Funds \$257,288

Task Number 21-06-07
Program Name High Visibility Enforcement and Child Passenger Safety Program
Contractor: Aurora Police Department (APD)
Program Manager Holly

The Colorado Department of Transportation’s 2019 Statewide Seat Belt Survey showed that the overall seat belt usage rate in Adams County was 89.2%. The seatbelt usage rate in Arapahoe County was 92.4%. Over the past 5 years, Adams County has experienced a 50% increase in unrestrained fatalities. Arapahoe County has had a 200% increase in unrestrained fatalities over the same period.

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

The APD’s goal was to reduce the number of unrestrained occupant fatalities in Aurora to 20% by September 30, 2019. The City of Aurora had 34 motor vehicle fatalities in 2019, with 7 being unrestrained. This met the goal of 20% in 2019. The goal of this project is unrestrained occupant fatalities will be reduced by an additional 1.5% by September 30, 2021.

These goals will be accomplished through several Short-Term, High-Visibility occupant protection enforcement campaigns supplemented by individual enforcement efforts. The APD will also conduct several car seat checkup events at various locations throughout the city while maintaining call-in service availability.

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

Funding Source: 405b
Program Area: M2HVE
Federal Funds \$95,000

Task Number **21-06-08**
Program Name **HSO Support - 2021 GHSA Annual Meeting**
Contractor **OTS**
Program Manager **Gould**

The HSO will provide support to the 2021 GHSA Annual Meeting being hosted in Denver, CO. The purpose of the conference is to gather highway safety professionals from around the United States to discuss what is being done to address highway safety issues, gap analysis and future plans. Expenses related to the hosting of the conference include costs, meeting space and scholarships for attendees.

Evaluation Measure: # of attendees

Funding Source: 402

Program Area: OP

Federal Funds \$75,000

Local Benefit \$75,000

Task Number 21-06-09
Program Name Buckle Up for Love, and Tween Seat Belt Safety
Contractor Rural Communities Resource Center
Program Manager Holly

This program aims to reduce the number of unrestrained passenger vehicle occupant fatalities, and serious injuries in traffic crashes by increasing knowledge and education about seat belt use in all seat positions. Of the 14,121 vehicles observed by RCRC for seat belt use, only 8,345 drivers used their seat belts which is 59%. The 2020 Colorado Motor Vehicle Problem Identification data shows that the motor vehicle fatality rate in Yuma County is improving at an all-time low at 9.96 in 2018 compared to Colorado overall of 11.1. While Washington County's motor vehicle fatality rate increased from 42.1 in 2017 to 106.2 in 2018 which is over a 60 point increase. Washington County did decrease their motor vehicle serious injury rate by almost 20 points from 2017 to 2018.

RCRC aims to improve the consistent and proper use of seat belts and child passenger restraints within their local communities. It is the intent of the program to increase seat belt use through increasing knowledge on seat belt laws to the local community through local seat belt usage surveys, and implementing that usage data in large local media campaigns. Collaboration with local law enforcement and other local agencies will further assist by providing safety events and family education throughout the grant year, and provide tween messaging campaigns in all school districts in Washington and Yuma counties. The ultimate goal is to educate local county commissioners and political representatives on seat belt usage rates and unrestrained fatalities within their counties.

Evaluation Measure: # of pre- and post- seat belt survey results. Dissemination of educational information and related activities. Reduction of traffic crashes, fatalities and injuries.

Funding Source: 402
Program Area: OP

Federal Funds \$40,000
Local Benefit \$40,000

Motorcycle Safety

In 2019, there were 595 traffic fatalities, of those there were 103 motorcyclist fatalities and of those fatalities 51 were unhelmeted. Motorcyclist fatalities represented 17% of Colorado's total traffic fatalities.

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

Communications

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

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

In 2021, planned activities include:

- Development and implementation of ongoing media and public relations campaigns for high-visibility enforcement, including DUI/drugged driving and seat belt enforcement; motorcycle safety, teen driving, child passenger safety, pedestrian safety, and distracted driving;
- Development and distribution of news releases and development of relationships with statewide media to encourage coverage of safety issues and execution of newsworthy special events and press conferences;
- Development and implementation of a comprehensive social media strategy through Facebook, Snapchat, Twitter and YouTube;
- Development of materials for Hispanic audience and Spanish language media and execution mass media messages and campaigns which are culturally relevant for minority audiences;
- Development and production of collateral materials, including brochures, fact sheets, posters, flyers, print ads, radio spots and videos;
- Fostering of positive relationships with media, grantees, task forces, coalitions and internal and external partners to expand safety education;
- Placement of paid media buys to reach campaign target audiences; and
- Evaluation of campaign elements, including developing a methodology for evaluating increases in public awareness.

Task Number 21-08-01
Program Name High Visibility DUI Enforcement – PR/Evaluation
Contractor Amelie Company, Communications Infrastructure Group and PRR
Program Manager Cole

According to the *Colorado Problem Identification Report (FY2020)*, in 2018, there were 188 motor vehicle deaths involving an alcohol-impaired driver. During 2017, there were 890 drivers involved in a fatal crash in Colorado. The percentage of alcohol-intoxicated drivers involved in a fatal crash increased from 14% in 2017 to 16% in 2018. From 2012 to 2018 the highest percentage of alcohol intoxicated drivers, defined as a BAC of 0.08 or higher, involved in a fatal crash were between the ages of 21 and 34 and more male drivers than female drivers were found to have a BAC of .08 or higher.

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

This project will conduct the mass media portion of the high visibility *The Heat Is On* enforcement campaign. Associated costs include public relations and creative consultants, along with a research report that measures statewide impaired driving knowledge, behaviors and campaign effectiveness.

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

Funding Source: 405D
Program Area: M5PEM

Federal Funds \$276,000

Task Number 21-08-02
Program Name High-Visibility DUI Enforcement – Paid Media
Contractor Vladimir Jones
Program Manager Cole

According to the *Colorado Problem Identification Report (FY2020)*, in 2018, there were 188 motor vehicle deaths involving an alcohol-impaired driver. During 2017, there were 890 drivers involved in a fatal crash in Colorado. The percentage of alcohol-intoxicated drivers involved in a fatal crash increased from 14% in 2017 to 16% in 2018. From 2012 to 2018 the highest percentage of alcohol intoxicated drivers, defined as a BAC of 0.08 or higher, involved in a fatal crash were between the ages of 21 and 34 and more male drivers than female drivers were found to have a BAC of .08 or higher.

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

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

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

Funding Source: 405D
Program Area: M5PEM
Federal Funds \$319,000

Task Number 21-08-03
Program Name High-Visibility DUI Enforcement – Hispanic
Contractor Hispanidad
Program Manager Cole

According to the *Colorado Problem Identification Report (FY2020)*, in 2018, there were 188 motor vehicle deaths involving an alcohol-impaired driver. During 2017, there were 890 drivers involved in a fatal crash in Colorado. The percentage of alcohol-intoxicated drivers involved in a fatal crash increased from 14% in 2017 to 16% in 2018. From 2012 to 2018 the highest percentage of alcohol intoxicated drivers, defined as a BAC of 0.08 or higher, involved in a fatal crash were between the ages of 21 and 34 and more male drivers than female drivers were found to have a BAC of .08 or higher.

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

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

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

Funding Source: 405D
Program Area: M5PEM

Federal Funds \$180,000

Task Number 21-08-04
Program Name Motorcycle Safety – Driver Awareness
Contractor R and R, Vladimir Jones
Program Manager Cole

According to the *Colorado Problem Identification Report (FY2020)*, of the 632 fatalities in 2018 in Colorado, 103 or 16 percent were motorcyclists yet motorcycles represent only three percent of registered vehicles in the state. A common crash involves inattentive motorists turning left in front of motorcyclists at intersections.

According to NHTSA's *Countermeasures That Work*, communication and outreach on driver awareness of motorcyclists is an identified strategy.

This project will help educate drivers on precautions to avoid motorcycle collisions and increase general awareness of importance of watching for motorcycles on the road.

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

Funding Source: 405F
Program Area: M9MA

Federal Funds \$75,000

Task Number 21-08-04
Program Name Motorcycle Safety – Motorcyclist Awareness
Contractor R and R, Vladimir Jones
Program Manager Cole

According to the *Colorado Problem Identification Report (FY2020)*, of the 632 fatalities in 2018, 103 were among motorcyclists. Almost 60% of the people who died were not wearing a helmet. Motorcyclists accounted for 16 percent of all fatalities in the state in 2018 yet motorcycles represent only three percent of registered vehicles. The age group who experienced the most motorcyclist fatalities and serious injuries was the 35 to 54 age group.

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

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

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

Funding Source: 402

Program Area: PM

Federal Funds \$75,000

Task Number 21-08-05
Program Name Click It or Ticket and Seat Belts – PR/ Evaluation/ Rural Outreach
Contractor Communications Infrastructure Group, Vladamire Jones, and PRR
Program Manager Cole

According to the *Colorado Problem Identification Report (FY2020)*, there were 216 unrestrained passenger vehicle occupant fatalities in 2018. Between 2014 and 2018, there was a 38% increase in unrestrained passenger fatalities in Colorado. In 2018, these 216 unrestrained fatalities represented 54% of the 402 passenger vehicle occupant fatalities in the state. In 2018, Colorado’s seat belt use rate was 86% and remained lower than the national rate of 90%. Two rural counties had the lowest usage rates (Cheyenne at 65.0% and Delta at 75.3%). Seventeen of the 23 rural counties had seat belt use rates below the state average.

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

This project will conduct the mass media portion of the high visibility the statewide *Click It Or Ticket* enforcement campaign. Associated work includes public relations and publicity during two rural CIOT campaigns, creative consultation, and a research report that measures statewide seat belt safety knowledge, behaviors and campaign effectiveness. The project will conduct significant outreach in rural Colorado utilizing a targeted approach in high risk areas.

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

Funding Source: 402
Program Area: PM

Federal Funds \$175,000

Task Number 21-08-06
Program Name CIOT / Seat Belts - Paid Media
Contractor Vladimir Jones
Program Manager Cole

According to the *Colorado Problem Identification Report (FY2020)*, there were 216 unrestrained passenger vehicle occupant fatalities in 2018. Between 2014 and 2018, there was a 38% increase in unrestrained passenger fatalities in Colorado. In 2018, these 216 unrestrained fatalities represented 54% of the 402 passenger vehicle occupant fatalities in the state. In 2018, Colorado's seat belt use rate was 86% and remained lower than the national rate of 90%.

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

This project will conduct the mass media buying portion for the high visibility statewide May Mobilization *Click It or Ticket* enforcement period.

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

Funding Source: 402
Program Area: M2PE

Federal Funds \$235,000

Task Number 21-08-07
Program Name Hispanic Occupant Protection
Contractor Hispanidad, Vladimir Jones
Program Manager Cole

According to the *Colorado Problem Identification Report (FY2020)*, there were 216 unrestrained passenger vehicle occupant fatalities in 2018. Between 2014 and 2018, there was a 38% increase in unrestrained passenger fatalities in Colorado. In 2018, these 216 unrestrained fatalities represented 54% of the 402 passenger vehicle occupant fatalities in the state. In 2018, Colorado's seat belt use rate was 86% and remained lower than the national rate of 90%. Hispanics represent about 21% of the state's population but are over-represented in unrestrained traffic fatalities.

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

This project will focus on Hispanic males 21-54 with a culturally- and linguistically-relevant message designed to remind this segment of the importance of proper occupant protection for everyone in a vehicle, especially during the *Click it or Ticket* statewide May Mobilization enforcement period.

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

Funding Source: 402
Program Area: PM

Federal Funds \$150,000

Task Number 21-08-08
Program Name GDL and Teen Driving Safety Communications
Contractor Amelie Company, Vladamire Jones
Program Manager Cole

According to the *Colorado Problem Identification Report (FY2020)*, the number of drivers ages 15-20 involved in a fatal motor vehicle crash increased 11% from 2014-2018. Also, the number of motor vehicle fatalities among people ages 15-20 increased 9% from 2014-2018, regardless of the age of the driver. Young drivers ages 15-20 accounted for 10% of the 940 drivers involved in fatal crashes in 2017 (N=91/940). That percentage decreased slightly to 9% in 2018 (N=81/890). More young males than females were involved in fatal crashes.

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

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

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

Funding Source: 402
Program Area: PM

Federal Funds \$75,000

Task Number 21-08-09
Program Name Child Passenger Safety
Contractor Communications Infrastructure Group, Vladamire Jones
Program Manager Cole

According to the *Colorado Problem Identification Report (FY2020)*, in 2017 and 2018 24 children aged 0 to 8 were killed in passenger vehicle crashes in Colorado. Among these, eight were not restrained by a car seat. According to the *Colorado Problem Identification Report (FY2015)*, observations of child (ages 0-4) restraint use in the front or rear of the vehicle varied between 83 and 95 percent for the past decade. Since 2005, child restraint use exceeded 90 percent only twice: in 2013 and 2014. Child booster restraint use, combining front and rear observations, was 66 percent when first observed in 2011. Since 2011 booster restraint use increased to 75 percent, but remains lower than other child restraint systems.

According to NHTSA's *Countermeasures That Work*, Communications and Outreach is a specified countermeasure, especially strategies that target older children 8 to 15 years old. This project will include a variety of communication and public relations tactics aimed at parents and caregivers to increase proper use of child passenger restraints.

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

Funding Source: 402
Program Area: PM

Federal Funds \$75,000

Task Number 21-08-10
Program Name Public Relations Program/ Media Support
Contractor Amelie, Communications Infrastructure Group
Program Manager Cole

According to the *Colorado Problem Identification Report (FY2020)*, there were 122,186 crashes in 2018 resulting in 632 deaths. Public awareness is a critical component to the success of traffic safety programs to reduce crashes. This project will support the communications senior staff with tactical program implementation in order to further maximize the reach and effectiveness of occupant protection, traffic-related impaired driving and other traffic safety programs. This includes managing materials, assets, and mailings; fielding questions from the public; gathering research; disseminating information; assisting CDOT grantees; attending meetings, and building relationships to further communications reach.

According to NHTSA's *Countermeasures That Work*, effective high-visibility communications and outreach are an essential part of successful strategies to reduce traffic deaths and injuries.

To successfully implement communications, public relations and media support to reduce deaths and injuries related to crashes, this project will support the communications senior staff with tactical program implementation in order to further maximize the reach and effectiveness of both occupant protection and traffic-related impaired driving programs.

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

Funding Source: 402
Program Area: PM

Federal Funds \$112,000

Task Number 21-08-11
Program Name Distracted Driving
Contractor Communications Infrastructure Group and Vladimir Jones
Program Manager Cole

According to the Colorado Problem Identification Report (FY2020), there are about 15,000 crashes each year attributed to distracted driving in Colorado. In 2018, there were 53 drivers involved in a fatal distracted driving crash, which resulted in 55 deaths. The number of drivers in a distracted driving fatal crash has increased each year from 2014 to 2017 but decreased in 2018. Overall, 53 (6%) of the 890 drivers in a fatal crashes were distracted in 2018. Seventeen percent of the 81 drivers ages 15-20 and in a fatal crash were distracted in 2018, the highest percentage of distracted drivers for any age group of drivers in a fatal crash.

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

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

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

Funding Source: 402
Program Area: PM

Federal Funds \$225,000

Task Number 21-08-12
Program Name Pedestrian Safety Communications
Contractor RR Partners, Vladimir Jones
Program Manager Cole

According to the *Colorado Problem Identification Report (FY2020)*, 89 pedestrians died from a motor vehicle collision in 2018. The fatalities accounted for 14% of all 632 motor vehicle fatalities for the year. The pedestrian fatalities increased by 41% from 2014-2018 and decreased 3% from 2017-2018. Most pedestrian fatalities occurred in the 35-54 and 55-64 age groups and among more males than females in 2018. In 2018, 65 males accounted for 73% of the 89 pedestrian fatalities.

According to NHTSA's *Countermeasures That Work*, communications and outreach are identified as a strategy for reducing pedestrian injuries and fatalities.

This project will provide outreach campaigns to help educate the public on the potential hazards and precautions to take to avoid pedestrian injuries and fatalities.

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

Funding Source: 402

Program Area: PM

Federal Funds \$200,000

Task Number 21-08-13
Program Name Occupant Protection - Communications
Contractor Amelie, Vladimir Jones
Program Manager Cole

According to the *Colorado Problem Identification Report (FY2020)*, there were 216 unrestrained passenger vehicle occupant fatalities in 2018. Between 2014 and 2018, there was a 38% increase in unrestrained passenger fatalities in Colorado. In 2018, these 216 unrestrained fatalities represented 54% of the 402 passenger vehicle occupant fatalities in the state. In 2018, Colorado's seat belt use rate was 86% and remained lower than the national rate of 90%.

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

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

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

Funding Source: 402
Program Area: PM

Federal Funds \$250,000

Non-Motorized

In 2019, there were 595 traffic fatalities, of which 76 or 13% were pedestrians. In addition, another 20 or 3% were bicyclists.

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

In 2021, planned activities include:

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

Task Number 21-09-01
Program Name Pedestrian Education and Safety Campaign
Contractor Aurora Police Department (APD)
Program Manager Rocke

The City of Aurora encompasses primarily Adams and Arapahoe counties. A total of 18 pedestrian fatalities occurred in those two counties (9 in Adams and 9 in Arapahoe). Pedestrian fatalities in the City of Aurora account for 33% of all Aurora fatal crashes in 2018.

In 2019, there were 34 traffic fatalities in the City of Aurora. Of those 34, 15 or 44% were pedestrians. Of the 15 pedestrian fatalities, the pedestrian was determined to be at fault in 6 or 40% of those crashes.

In reviewing all 8,849 crashes that occurred in the City of Aurora in 2019, 236 or 2.6% involved a pedestrian. Of those 236 pedestrian involved crashes, 112 or 47% of the pedestrians sustained some level of injury. Pedestrians are nearly 24 times more likely to be injured in a crash compared to vehicle occupants. In order to reduce the number of pedestrian related injuries and fatalities this project will educate pedestrians and motorists on pedestrian safety in the City of Aurora.

The Aurora Police Department will continue large and small scale enforcement operations and educational events.

Evaluation Measure: # of data crash reports, # of activity reports, # of summonses
Funding Source: 405H
Program Area: FHLE
Federal Funds \$75,000

Task Number **21-09-02**
Program Name **Addressing Denver Pedestrian Safety Issues**
Contractor **Denver Police Department (DPD)**
Program Manager **Rocke**

The number of crashes that resulted in pedestrian fatalities have increased significantly in Denver from 2017 to 2018 there was a 46% increase in pedestrian fatalities.

State-wide data shows a similar trend, with a 41% increase in pedestrian fatalities over a five-year period (2013-2018). Of these pedestrian fatalities, 21% occurred in the City and County of Denver.

The goal of this project is to increase the number of citations and contacts with both pedestrians and motorists at identified hot spot locations in the City and County of Denver.

To address this, DPD officers employ a targeted enforcement campaign focused on pedestrian safety. Targeted enforcement is designed through the bi-annual review process of auto-pedestrian crashes. DPD targets both pedestrians and drivers. Education materials are focused on different demographics and specific high-risk behaviors.

DPD officers issue verbal warnings/advisements to drivers and pedestrians who commit the following violations: turning on red, not using a crosswalk, crossing at intersections against signal when traffic is present.

DPD along with the Highway Safety Office (HSO) are main participants in the Vision Zero Initiative. The Vision Zero initiative focuses on strategies on crashes that affect pedestrians and bicyclist.

Evaluation Measure:	# of contacts made, # of citations written, # of advisements warnings issued
Funding Source:	405H
Program Area:	FHLE
Federal Funds	\$88,000

Task Number 21-09-03
Program Name Pedestrian Safety
Contractor Drive Smart Colorado (DSC)
Program Manager Rocke

The goal of this project is to reduce the number of pedestrian fatalities in El Paso and Pueblo Counties.

DRIVE SMART COLORADO (DSC) will specifically target pedestrian safety by 18-24 year olds and homeless/low income individuals. This will include college/university 18-24 year olds, as well as day centers/homeless shelters/low income housing for the homeless, more transient populations (many of whom are 18-24 years old as well).

El Paso and Pueblo Counties are experiencing a higher percentage of pedestrian fatalities. In 2018, pedestrian deaths represented 19% of all fatalities. Between 2014 – 2018, pedestrian fatalities went from 5 – 15. In Pueblo County, pedestrian fatalities represented 19% of total traffic fatalities in 2018.

DSC will continue to work with campus staff at the major sites in Colorado Springs and Pueblo. With the new students coming to campus each year, there will be opportunities to educate the students during events and activities. Additionally, DSC will continue to work with the Colorado Springs Homeless Outreach Coordinator to conduct educational outreach to transient populations in Colorado Springs. New opportunities for pedestrian safety education will occur at the center/shelters for youth aged 18-24.

DSC will continue to conduct pedestrian knowledge/attitudinal surveys of the youth on college and university campus's as well as the homeless centers for youth during hands-on pedestrian safety activities.

Evaluation Measures: # of meetings held, # of media placements, # of organizations contacted, # of survey conducted.

Funding Source: 402

Program Area: PS

Federal Funds \$44,789

Local Benefit \$44,789

Task Number **21-09-04**
Program Name **City of Lakewood (Police) Pedestrian Campaign**
Contractor **Lakewood PD**
Program Manager **Rocke**

The City of Lakewood selected Pedestrian Safety, Education and Enforcement as an emphasis area, with a focus on the performance measure C-10: Reduce the number of pedestrian-related fatalities. From 2015-2017 there were 182 traffic fatalities in Jefferson County (Home of the City of Lakewood) and approximately 21% (38) involved pedestrian fatalities. Specifically, in the City of Lakewood, there has been 26 pedestrian fatalities since 2015. In 2019, there were 10 pedestrian fatalities including an additional 29 pedestrians who received serious injury during traffic crashes. In 9 of the 10 fatal crashes involving a pedestrian, they were at fault.

For the FY 2021 Pedestrian Safety Grant (year 1), the Lakewood Police Department will focus on reducing pedestrian-related traffic injuries and fatalities through a combination of education, outreach and enforcement. Through the examination of crash statistics, the Lakewood Police Department will identify the areas where pedestrians have been at greatest risk. After identifying problem areas and training our patrol staff, the Lakewood Police Department will start the High Visibility Enforcement (HVE) campaign.

Education: Training of Lakewood Police Agents on State and Municipal laws applicable to pedestrian with some bicycle safety. Further, we will work with the Lakewood Traffic Engineering Department, including an Alternative Transportation Coordinator, along with Bicycle Colorado on training of staff.

Enforcement: Increased agent hours dedicated to pedestrian right of way enforcement at top accident locations, particularly during high-volume times of day.

Visibility and Publicity: The High Visibility Enforcement (HVE) campaign will involve targeted messaging via social media campaigns, local media news coverage, VMS signs and messaging partnerships with other agencies, including CDOT, Denver P.D. and Aurora P.D.

Evaluation Measure: # of hours spent on all aspects of the action plan; enforcement, education, visibility, publicity. Identification of top 5 traffic locations involving pedestrians, # of citations, # of contacts, # of publicity and education related events.

Funding Source: 405H

Program Area: FHLE

Federal Funds \$70,000

Older Drivers

In 2019, there were 595 traffic fatalities in Colorado. There were 82, or 14%, of fatalities involving a driver aged 65 years or older.

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

In 2021, planned activities include:

- Continuing CarFit education events;
- Continuation of the Yellow Dot Pilot Program; and
- Providing education and strategies to continue safe community mobility

Task Number **21-10-01**
Program Name **The Road Ahead – Older Driver Safety**
Contractor **Drive Smart Colorado (DSC)**
Program Manager **Rocke**

In El Paso County, there were 12,621 crashes, which resulted in 81 fatalities. Of the 81 fatalities, 15 involved drivers 65 years or older. In Teller County, in 2018 there were 380 crashes and 5 fatalities, of the 5 fatalities two were 65 years or older. In Pueblo County, in 2018 there were 3,888 crashes with 36 fatalities, of those fatalities, 7 were over 65 years or older.

The goal of this project is to reduce the number of passenger vehicle fatalities among drivers over 65 in El Paso, Pueblo and Teller Counties.

DRIVE SMART COLORADO (DSC) will target “senior rich” environments such as senior centers and residences to educate those over 65 on safe driving behaviors. The DSC will ensure that the Aging Driver Guide is current, printed and the Older Driver page on the DSC website for more information for seniors made available updated.

In 2020, the Yellow Dot Program that was developed. This program will be expanded in the region. A video will be created with the Colorado Springs Police Department for statewide distribution on how officers should use the newly created paper version of the law enforcement medical reevaluation form.

Evaluation Measure:	# of meetings held, #of media placements, # of organizations contacted, # of guides distributed, # of CarFits held etc.
Funding Source:	402
Program Area:	DE
Federal Funds	\$45,057
Local Benefit	\$45,057

Task Number **21-10-02**
Program Name **Older Driver Public Service Campaign**
Contractor **Red Hawk**
Program Manager **Rocke**

In Mesa County in 2018 there were 2 fatalities involving 65 years or older and Delta and Montrose Counties also showed increases in fatal crashes involving drivers 65 years or older.

The "Older and Wiser" Campaign educates and informs drivers about the medical and mobility issues that indicate a driver 65 years or older may need to adjust their driving habits and practices. The secondary target is drivers, and caretakers for older adults.

The goal for this project is to increase the use of Public Transit in Western Colorado by adults 65 and older by 10%. Red Hawk has developed partnerships with local media which includes TV and Radio stations, and Newspapers on the Western Slope.

In July 2020, Red Hawk will create a "How to Ride the Bus" video. The purpose of this video is to educate riders about using public transit in western Colorado. This video will be placed on the website of all transit services on the western slope. The video is part of the transit services, and Digital Media campaign for social outreach to seniors. The target completion of the video is July 30, 2020.

Evaluation Measures: # of PSA Campaign to ensure our Media Partners, # of "How to Ride" Transit Training Videos distributed, # of Radio PSAs

Funding Source 402
Program Area: DE

Federal Funds \$21,500
Local Benefit \$21,500

Task Number **21-10-03**
Program Name **Reaching Older Adult Drivers (ROAD)**
Contractor **Cordy & Company**
Program Manager **Rocke**

The 2018 CDOT Problem ID report shows that motor vehicle fatalities among Colorado drivers 65 and older increased by 65% between 2014 and 2018. The 65+ population increased by 26% during the same time period and is projected to grow 39% by 2030, according to the Colorado State Demography Office.

In 2014 and 2018, there have been noticeable percentage changes, for drivers 65+ in Colorado counties including, Adams 500%, Arapahoe 120%, and Denver -67.67%.

While 65+ drivers are more experienced and engage in safer driving behaviors, e.g., wearing seat belts and observing speed limits, if involved in a car crash, older drivers are more likely to sustain serious injuries.

Cordy & Company’s ROAD (Reaching Older Adult Drivers) program will address issues affecting older driver safety by implementing multi-pronged educational initiatives that promote safe driving behaviors, including “Keys to Driving Safer” presentations and interactive CarFit events in Adams, Arapahoe, and Denver counties. These programs are designed to keep 65+ drivers on the road longer and safer. During these events, we will continue to collect data to refine the strategies, channels of communication, and key messages for effective safe driving programs.

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

Funding Source: 402

Program Area: DE

Federal Funds \$67,000

Local Benefit: \$67,000

Task Number **21-10-04**
Program Name **Engaging Mobility Initiative**
Contractor **Health Promotions Partners, LLC**
Program Manager **Rocke**

Between 2014 and 2018, the number of drivers age 65 years or older involved in a fatal motor vehicle crash increased 65%. During this same period, the number of Coloradans aged 65 and older increased by 26% from 644,356 in 2014 to 808,702 in 2018. In 2018, there were 129 drivers ages 65 or older involved in a fatal motor vehicle crash, a 3% increase from 2017.

As people age, eyesight, flexibility, speed of processing and reaction time are affected. Medications and medical conditions exacerbate the challenges that the older driver faces. The key to ensuring the safety of the aging road user population is to help individuals realize their limitations, counsel them to place limitations on their driving, address underlying skill deficits, provide training and adaptive equipment, and connect seniors to alternate forms of transportation in preparation for driving retirement.

Activities for this project include:

Health Promotion: Assess the older adult driver and give education and strategies to continue safe community mobility and prevent driving disability

Prevention: Address issues already affecting driving skills and attempt to restore those skills through treatment and rehabilitation.

Intervention: Identify loss of driving skills for which there is no compensatory strategy and recommend alternatives to prevent harm to the older adult and others when driving is no longer an option.

Evaluation Measure: # of educated medical professionals about driving risk and reporting, # of clinicians who attend educational events
of professional/community events and survey data post event, # of podcast episodes downloaded, # of medical professionals who report understanding the new DMV medical reporting forms, # of blog posts on older driver safety

Funding Source: 402

Program Area: DE

Federal Funds \$63,912

Local Benefit \$63,912

Distracted Driving

In 2020, there were 595 traffic fatalities in Colorado. Of the 595 traffic fatalities, 39 involved a distracted driver. The HSO will address distracted driving related crashes and fatalities through enforcement and education related activities.

In 2021 the planned activities include:

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

Task Number 21-11-01
Program Name Data Driven Approach to Crime and Traffic Safety (DDACTS) Distracted Driving
Contractor Greeley Police Department (GPD)
Program Manager Rocke

The City of Greeley is the largest jurisdiction in Weld County. Greeley is the 12th largest city in Colorado by population, with over 107,000 residents. Greeley is also experiencing rapid growth with nearly 2,000 new residents per year. Weld County continues to have a motor vehicle fatality rate that is above the State average. In 2018, the number of fatalities in Weld County alone made up 10% of fatalities in the State of Colorado. The number of motor vehicle crashes per year in Weld County has also increased from 2017 to 2018, by approximately 300 incidents.

Distracted Driving was the highest contributing factor in injury and fatal crashes in Weld County in 2018, inexperience drivers was the second leading contributor. Considering those figures, the emphasis to reduce distracted drivers in Greeley remains consistent. Patrolling high traffic areas during peak driving times is still a priority.

Additionally, Greeley has a significant number of young drivers with seven high schools, and the University of Northern Colorado. Geographically, the areas around the schools have a substantial number of motor vehicle crashes; the target population will be younger drivers and focused on zones around schools. Fatal crashes involving young drivers 20 or younger significantly decreased between 2017 and 2018.

Greeley PD is requesting funding for focused enforcement activities, and for attendance at the for the 2021 Governors Highway Safety Association (GHSA) annual meeting in Denver, CO.

Evaluation Measure: # of citations, # of traffic contacts, # of distracted driving crashes

Funding Source: 402

Program Area: DD

Federal Funds \$80,900

Local Benefit \$80,900

Task Number 21-11-02
Program Name DD Awareness for Young Drivers 18-24
Contractor Drive Smart Colorado (DSC)
Program Manager Rocke

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

El Paso County - 2018 injury and fatal crash contributing factors show distracted driving to be 19% crashes, impaired driving 19% of crashes, and impaired driving at 25%. In El Paso county there has been a steady climb of total traffic fatalities since 2014 (53) up to 2018 (81).

Pueblo County - 2018 injury and fatal crash contributing factors show distracted driving to be 16 % crashes and impaired driving at 23% of crashes.

According to the Colorado Springs Police Department (CSPD) Traffic Summary, from 2014-2018, the Colorado Springs fatal crash numbers have climbed from 29 fatalities in 2014 to a record 48 fatalities in 2018. CSPDs contributing factor analysis for 2018 shows distracted driving with 655 and driver inexperience with 411 out of 11,002 total crashes. The 2018 age group analysis show that 21-25 -year-olds have the highest occurrence of traffic crashes, followed by 16-20 -year-old drivers.

DSC will continue to conduct surveys of military personnel and other involved parties, to determine the level of distracted driving awareness. Attitude and knowledge surveys will be conducted for college and university students.

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

Evaluation Measure: # of meetings held, # of organizations contacted, # of surveys conducted.

Funding Source: 402

Program Area: DD

Federal Funds \$51,865

Local Benefit \$51,865

Task Number **21-11-03**
Program Name **Distracted Driving**
Contractor **Colorado State Patrol (CSP)**
Program Manager **Rocke**

The goals of this project are to:

Reduce the Statewide fatality rate per ten thousand residents from a ratio of 1.14 in 2017 to a ratio of 1.08 by 2021 (Source: CSP 2019-2023 Strategic Plan); reduce the percent of injury and fatal crashes in which distracted driving was a contributing factor from 37% in 2017 to 32% or below by the end of the FY21 grant cycle (September 30, 2021) (Source: CDOT CO Motor Vehicle Crash Problem ID Report).

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

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

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

Evaluation Measure:	# vehicle contacts made on DD enforcement activities, # of distracted driving citations issued during DD enforcement activities, results of social media campaign addressing distracted driving
Funding Source:	402
Program Area:	DD
Federal Funds	\$155,000

Task Number 21-11-04
Program Name 2020 Distracted Driving Enforcement Campaign
Contractor Aurora Police Department (APD)
Program Manager Rocke

In 2018, Colorado Law Enforcement reported over 122,186 traffic crashes. Distracted Driving was a contributing factor in 22% of the injury and fatal crashes.

In 2018, in the six county Mile-High Regional Emergency Medical and Trauma Advisory Council (RETAC) region, which includes the City of Aurora, there were 56,268 total crashes, and 179 motor vehicle fatalities.

The City of Aurora is primarily in Adams County and Arapahoe County. In 2018, Adams County recorded 12,611 total crashes, 17% of the fatal and injury crashes had Distracted Driving a contributing factor. Arapahoe County had 13,518 total crashes, 20% of the fatal and injury crashes had Distracted Driving as a contributing factor.

A review of all 8,849 crashes that occurred in the City of Aurora during 2019, 1357 or 15% showed that distracted driving was a contributing factor.

The Aurora Police Department will continue focusing on enforcement, educational events, large-scale operations, and small-scale operations.

Evaluation Measure: # of citations issued, # of contacts and arrests, # of events, # of pledges signed and # of social media hits

Funding Source: 402

Program Area: DD

Federal Funds \$64,000

Local Benefit \$64,000

Task Number **21-11-05**
Program Name **Distracted Driving Enforcement**
Contractor **Denver Police Department (DPD)**
Program Manager **Rocke**

The focus of this project is to decrease distracted driving, injuries and fatalities in the City and County of Denver by 10%.

In 2018, 22% of fatal and injury crashes in the State of Colorado involved distracted driving. In the City and County of Denver, 20% of the fatal and injury crashes involved distracted driving. This translates to 115 deaths or injuries related to distracted driving.

To address this, the DPD targets areas identified as hot spots for a high number of distracted driving related crashes. Locations are selected based on visibility for spotter technique enforcement and the concentration of traffic where risk of crashes as a result of cell phone use and text messaging are prevalent. This is an ongoing process and will be completed by reviewing careless driving citations associated with crashes, which may include texting, eating, or other distractions.

Evaluation Measure:	# of citations issued, # of contacts, # of PSAs
Funding Source:	402
Program Area:	DD
Federal Funds	\$53,000
Local Benefit	\$53,000

Task Number 21-11-06
Program Name Eagle River Valley Safe Driving Efforts
Contractor Eagle River Youth Coalition (ERYC) dba Mountain Youth
Program Manager Rocke

The Eagle River Valley Safe Driving Efforts are designed to reduce and prevent distracted driving and include educating young drivers and parents/guardians about the Colorado Graduated Drivers Licensing Laws (GDL). The efforts include working with local law enforcement agencies to understand officer knowledge and current practices of enforcing GDL, and use of education referrals for violating young driver laws. In FY21, efforts will continue around improving community education and local enforcement practices to ensure young drivers are following state GDL laws. GDL presentations will be scheduled with school and community partners for youth and parents/guardians, delivered in English and Spanish.

In Eagle County, distracted driving contributed to 13% of the serious injury and fatal crashes in 2018. In 2018, 4% of distractions were caused by passengers, 3% by cell phone, and 7% by other distractions.

From the 2019 Mountain Youth parent survey, respondents were asked to mark all applicable GDL laws in CO. Fewest respondents marked state nighttime driving restrictions valid with 66%. When asked if they have texted, emailed, or conducted phone calls while driving, 86% reported some level of distracted driving.

Evaluation Measure: # of presentations; # of drivers age 20 or younger involved in crashes in Eagle County; Healthy Kids Colorado Survey texting and driving data

Funding Source: 402

Program Area: DD

Federal Funds \$30,000

Local Benefit \$30,000

Planning & Administration

Task Number **21-12-01**
Program Name **Planning and Administration**
Contractor **Highway Safety Office**
Program Manager **Gould**

The Office of Transportation Safety, as the designated state highway safety agency (Section 24-42-101, CRS) is responsible for the planning, coordinating and administering of the State's highway safety program authorized by the Federal Highway Safety Act 23 USC 402. Planning and Administration (P&A) costs are those expenses that are related to the overall management of the State's highway safety programs. Costs include salaries and related personnel costs for the Governors' Representatives for Highway Safety and for other technical, administrative, and clerical staff, for the State's Highway Safety Offices. P&A costs also include other office costs, such as travel, equipment, supplies, rent and utility expenses. Funds will also be utilized for development of an E Grants System.

Funding Source: 402
Program Area: PA

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

Task Number **21-12-02**
Program Name **Impaired Driving Program Support**
Contractor **Highway Safety Office**
Program Manager **Davis**

The Program staff will develop, plan, coordinate and provide technical assistance and support for the impaired driving enforcement and education activities.

Included in this project are external project audit costs, professional and program-specific staff training, and necessary operating equipment. Attendance at State and National conferences is also included in this project.

Evaluation Measure: 5,500 staff hours

Funding Source: 405D
Program Area: M6OT

Federal Funds \$255,000

Task Number **21-12-03**
Program Name **Occupant Protection Program Support**
Contractor **Office of Transportation Safety**
Program Manager **Gould**

The Highway Safety Office staff will develop, plan, coordinate and provide technical assistance and support for the activities in Occupant Protection, Child Passenger Safety, Young Drivers, Distracted Driving, Older Driving and Pedestrian and Bicycle Safety programs.

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

Evaluation Measure: 5,500 staff hours

Funding Source: 402

Program Area: OP

Federal Funds \$180,000

Task Number 21-12-04
Program Name TR Program Support
Contractor Traffic and Safety Engineering Branch
Program Manager Babler

Project Description:

The Traffic and Safety Engineering Branch will provide staff to manage the 405 C Traffic Records program. This staff will address statewide goals and objectives through a review of the 2019 Traffic Records Assessment Report, and will address implementation of the recommendations. Staff members will review and assess progress of the 2020 Statewide Traffic Records Advisory Committee Strategic Plan, and will outline the current state of the Traffic Records program. Staff members will also participate in the activities of the Statewide Traffic Records Advisory Committee (STRAC) who partner with local governments to implement statewide traffic records initiatives and improvements. This year, the 5-year assessment will be incorporated by CDOT and STRAC into our strategic planning to coordinate the traffic record systems, statewide. Staff members will assess the program management responsibilities with an emphasis on interface and coordination among CDOT Traffic and Safety Engineering Branch, Office of Transportation Safety (CDOT), DOR and CSP traffic records staff, and the Governor’s Office of Information Technology. This will include the sharing of expertise of other major stakeholders.

Activities include establishing resource requirements, departmental roles and responsibilities, assignment of tasks and schedules, and program management of the FY 2021 grants. Costs include external project audit costs, program-specific staff training, necessary operating expenses, and participation of the key staff (Traffic Records Unit) in 2021 International Traffic Records Forum. The Forum is hosted by the National Safety Council and sponsored by NHTSA, FHWA, FMCSA, and BTS (Bureau of Transportation Statistics). Topics will include traffic records, highway safety information systems and other function-related training and/or meetings.

Performance Measures and Measurement Formula:

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

Funding Source: 405C
Program Area: M3DA

Federal Funds \$120,000
Agency Match \$30,000

Task Number **21-12-05**
Program Name **Media Program Support – Impaired Driving**
Contractor **Office of Communications**
Program Manager **Cole**

Public awareness is a critical component to the success of traffic safety programs. The public relations senior support staff conducts strategic and tactical communications planning and manages activities designed to maximize the reach and effectiveness of traffic-related impaired driving programs.

Included in this project are external project audit costs, profession and program-specific staff training and necessary operating equipment. The Office personnel may be provided with computer upgrades, software and hardware. Attendance at State and National conferences is also included.

Evaluation Measure: 2,000 staff hours

Funding Source: 402

Program Area: AL

Federal Funds \$85,000

Task Number **21-12-06**
Program Name **Media Program Support – Occupant Protection**
Contractor **Office of Communications**
Program Manager **Cole**

Public awareness is a critical component to the success of traffic safety programs. The public relations senior support staff conducts strategic and tactical communications planning and manages activities designed to maximize the reach and effectiveness of occupant protection programs.

Included in this project are external project audit costs, profession and program-specific staff training and necessary operating equipment. The Office personnel may be provided with computer upgrades, software and hardware. Attendance at State and National conferences is also included.

Evaluation Measure: 2,000 staff hours

Funding Source: 402

Program Area: OP

Federal Funds \$85,000