

FEBRUARY 2015

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## Welcome to CDOT's New Traffic Safety Newsletter!

CDOT's Traffic Safety Pulse is intended to be a resource that keeps you informed of the agency's initiatives and gives you all the support you need for your own community outreach by:

- Allowing you to download or order printed collateral as available
- Alerting you to the status and timeline for various traffic safety campaigns
- Sharing new and exciting research and data
- Providing reminders about grant application deadlines and other requirements

## CAMPAIGN CORNER

Welcome to Campaign Corner! Information presented here allows you to stay up-to-speed on CDOT's traffic safety campaigns and ways we can work together to promote safety communications across Colorado.

Every CDOT safety campaign is designed and implemented in conjunction with community partners, along with a dynamite team from public relations, advertising and marketing firms. Tremendous planning – and some good fun – goes into creating the campaigns. But it's serious business. The goal of each campaign is to identify the most at-risk drivers – depending on the location and demographics – as well as the most effective tactics to reach them.

Campaigns are evaluated for changes in behavior, fatality rates and awareness of messaging. Based on this information, materials, tactics and messaging may be altered each year. In addition, CDOT's multicultural partner, Hispanidad, ensures the campaigns reach a wide audience.

In each issue of this newsletter, we will update you on which of the following campaigns are coming next, what materials are available to you and how you can access them: High Visibility DUI Enforcement; Drugged Driving; Click it or Ticket / Seatbelts; Distracted Driving; Teen Driving; Child Passenger Safety; Motorcycle Safety; Motorcycle Operator Safety Training; and Pedestrian Safety.

**DRINK & DON'T DRIVE**

 **CLICK IT OR TICKET**

*Ride* **WISE**



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## Meet Sam Cole: CDOT's new Communications Manager of Traffic Safety



**Sam Cole** is the newest addition to the CDOT team as the Communications Manager of Traffic Safety.

Sam has more than 20 years of experience working in the public sector at the national, state and local levels as a director, spokesperson, trainer, liaison and strategist. For the past seven years he served as Director of Community Relations for an academic center located at the School of Public Affairs, University of Colorado Denver. In this position he created a full range of communication tools for the university. Prior to that he served as a spokesperson on auto safety issues for a national non-profit in Washington, D.C. and worked extensively with the media and community leaders to promote traffic safety. Mr. Cole earned his Master's in Public Administration from the University of Colorado Denver and his Bachelor of Arts in Sociology from the University of Vermont.

## DUI Enforcement: Super Bowl Wrap-Up and St. Patrick's Day Look Ahead

The 2015 Heat Is On campaign kicked off with the Super Bowl enforcement period from January 30 - February 2. During this time, 71 law enforcement agencies arrested 234 impaired drivers. The highest number of arrests were by Denver Police (36), Aurora Police (24) and Colorado Springs (24), and the Colorado State

Patrol (CSP) was responsible for 20 of the total arrests. “Throughout the year there are many holidays and events that are major celebrations — the Super Bowl is just one of those,” said Darrell Lingk, Director of CDOT’s Office of Transportation Safety. “A DUI for those 234 people is an unfortunate way to end the football season.”

As the Super Bowl enforcement period ends, CDOT and CSP are planning for the next DUI crackdown over St. Patrick’s Day weekend, March 13 -18. During the enforcement period CDOT will have new posters available for your distribution, will be distributing coasters to bars statewide, and will be distributing a press release that can be easily shared with your constituents. Both the release and the posters will be available on Dropbox in the “DUI – The Heat Is On” folder for your use!



## COLLATERAL CORNER

### New Communication Tools Available

CDOT is launching a new suite of resources, along with this newsletter, to provide you with the most recent traffic safety materials. To get copies of the materials, you can either download and print them or submit a request form to CDOT to have them shipped to you directly (as quantities allow).

#### A new way to request collateral

To download your own materials – including ready-to-print collateral, the latest data and press releases – [click here](#) to access a Dropbox folder. As new files are created in 2015, they will be uploaded to this folder and organized by campaign and piece. Most material currently on Dropbox are from the 2014 campaigns. Each file on Dropbox is dated and a prefix identifies the type of piece. See the chart below for the file prefixes.

ban = banner (printed)

bil = billboard

bro = brochure

car = card

dir = direct mail piece

doc = document

fct = fact sheet

gr = infographic

fly = flyer

img = image/photo

log = logo

onl = online banner ad

pos = poster

stk = sticker

ten = table tent

## A new way to get information

Additionally, CDOT has streamlined the process for requesting hard copies of brochures, fact sheets, stickers, flyers and more. Complete the [request form here](#) and press send for submittal to CDOT. Once we receive your request we will check inventory and contact you about availability.

## Collateral Inventory

CDOT is updating and replacing collateral pieces for all safety campaigns on an ongoing basis. Below are the quantities of our most popular communication pieces available for your use:

Collateral	Quantity
Distracted Driving Red Thumb Bands	45
Child Passenger Safety English Brochure	60
Boost Seat Big Kids Spanish Brochure	100
Drive High, Get a DUI Dispensary Posters	120
A Text is a Five Second Blindfold Static Poster	124
Marijuana Law Prescription Pad	170
Put Down The Phone Window Cling	210
The Heat Is On Chapstick	216
"Get a Lyft. Bring Your Appetite, Leave Your Car" Sticker	290
The Heat Is On Sunscreen	304
Rural Click It Or Ticket Truck Myth Table Tent	400
Don't Risk It (yellow poster with BAC limits) Poster	500
A Text is a Five Second Blindfold Interactive Poster	559
A Text is a Five Second Blindfold Spanish Brochure	1,000
The Real Last Call Sticker	600
Distracted Driving Reveal Brochure	1,010
R U Buzzed Card	3,518
A Text is a Five Second Blindfold English Brochure	3,950
Motorcycle Skill Rating Map	4,800
Slow for the Cone Zone Brochure	5,000
Parent Brochure	6,000

## TRAFFIC SAFETY CORNER

Welcome to Traffic Safety Corner! In upcoming issues, this section will provide updates and information on the exciting work of the Highway Safety Office (HSO) at CDOT. HSO partners with traffic safety stakeholders like you to reduce the number and severity of traffic crashes in Colorado, as well as the economic and human loss associated with crashes. HSO grants state and federal funds to partners, including law enforcement, safety coalitions, nonprofit organizations, health professionals, and others to develop and implement safety education and enforcement programs.



### **OTS Grants Available**

The CDOT Office of Transportation Safety (OTS) is offering grants to agencies, organizations, and tribal governments within Colorado that provide programs, projects, services, and strategies intended to reduce deaths and injuries on Colorado roads. Grant applications are due April 1. Priority funding is given for projects that address key traffic safety issues in the state, including impaired driving and occupant protection.

Different from previous years, the grant period will be three years instead of one. The first year grant cycle will begin on or after October 1. Funding for the second and third years will be based on satisfactory performance, adherence to the program specifications, the availability of funding and the submission of required second and third year application and budget updates.

Detailed information, including the applications and the FY15 Problem Identification Report, is available at: <https://www.codot.gov/business/grants/safetygrants/ots-fy-2016-funding-opportunities>

### **Teen Driving: Colorado's GDL Laws & Parent Training Course**

Graduated Driver Licensing or GDL laws are designed to help Colorado's teenage drivers develop important driving skills, while adhering to important restrictions in their first years of driving. GDL laws are designed with safety in mind.

#### **For more information on GDL visit:**

<https://www.codot.gov/programs/colorado-teen-drivers/Teens>

Parents have more influence than they think when it comes to safe driving habits of their teens. The Colorado Teen Driving Alliance has developed a GDL Parent Course that provides step-by-step instruction on how to support their teen through Colorado's GDL laws.

#### **Please view the course here:**

<http://www.teendrivingallianceco.com/p/parent-online-gdl-course.html>

Encourage parents in your community to visit the site, take the course and review other important teen driving resources.

## Teen Alliance:

To learn more about the Colorado Teen Driving Alliance visit [www.teendrivingallianceco.com](http://www.teendrivingallianceco.com). If you are interested in this initiative, this blog has upcoming meeting information, meeting minutes and materials are listed under the “Meeting Info” Tab.

## ANNOUNCEMENTS

- DRIVE SMART COLORADO (DSC) has received a grant from CDOT for a project entitled “Reducing Passenger Vehicle Fatalities and Serious Injuries in Colorado’s Older Drivers (Aging Road Users.)” This pilot project is taking place in El Paso and Teller counties and focus groups are under way to identify traffic safety educational campaigns targeting older drivers. Findings will also be used to help create an older driver resource guide.
- AAA Colorado is featuring a year-long series of articles in its member magazine, *EnCompass*, on a wide range of topics related to substance-impaired driving. Check it out at <http://www.colorado.aaa.com/encompass>
- MADD Colorado will host its annual Law Enforcement Recognition event in June. Attendees come from across the state to recognize law enforcement for their dedication to ending impaired driving and underage drinking. Nominations are open until March 15 and can be found at <http://bit.ly/1wDngBR>.

### The Denver Fifty

CDOT has some exciting news to share: Our 2014 **Rise Wise** campaign was recently nominated in the Denver Fifty. The Fifty is a unique advertising event that recognizes Colorado’s 50 top breakthrough ideas within the advertising world.

The campaign’s objective was to promote the importance of motorcycle training for male riders (45+) in Colorado. These riders are starting to hop on their bikes again, after years of not riding. These are the riders who are more likely to be involved in crashes and fatalities. The campaign featured real motorcyclists telling their stories about how motorcycle training saved their lives while out on the road.

### Upcoming Meetings & Events

#### Drive Smart: Free Seminar on Teen Driving Safety

**Date:** March 2, 2015  
**Time:** 7:00 PM  
**Location:** Conifer High School Cafeteria  
10441 County Road 73, Conifer, CO 80433

#### Colorado Task Force on Drunk and Impaired Driving (CTFDID)

**Dates:** March 20, 2015  
**Time:** 9:00am – 12:00p  
**Location:** Colorado State Patrol Academy  
15055 South Golden Road, Building 100  
Golden, CO

#### Improving Colorado’s Road Health Summit

**Dates:** June 3-5, 2015  
**Time:** TBD  
**Location:** Keystone, CO. More details to follow.

Any questions about this newsletter please contact: [CDOTcollateral@gmail.com](mailto:CDOTcollateral@gmail.com)