

MAY 2015

IN THIS NEWSLETTER...

Campaign Corner

Click It or Ticket May Mobilization Enforcement

MOST Keeps Riders Safe

Drop the Distraction

The Heat Is On Enforcement

Collateral Corner

Traffic Safety Corner

Utah Gets Tougher Seat Belt Laws

Grantee Highlight

Staff Profile

Announcements

Welcome to CDOT's 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

Click It or Ticket May Mobilization Enforcement



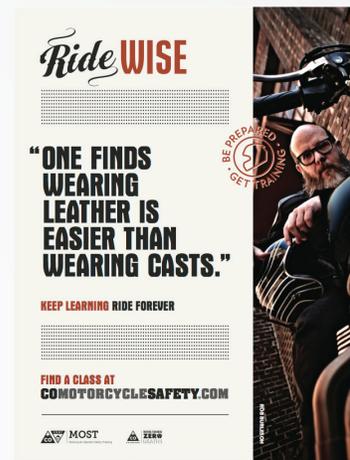
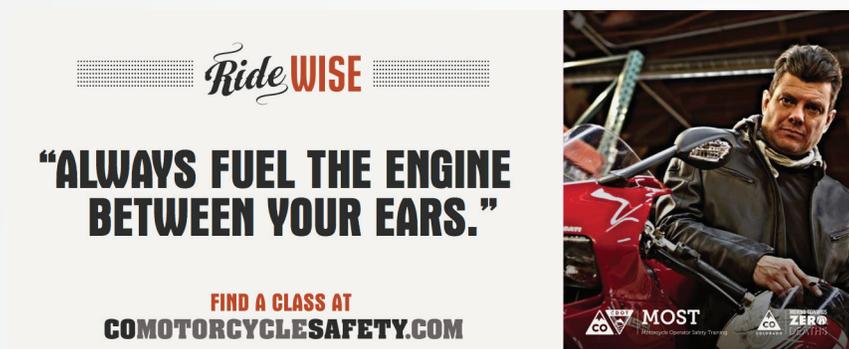
May 11 marked the beginning of the statewide Click It or Ticket May Mobilization seat belt enforcement, coinciding with the National Highway Traffic Safety Administration's (NHTSA) enforcement period.

During the enforcement period, CDOT worked to reignite the seat belt conversation, putting up mysterious billboards with ambiguous language about crash scenarios, such as "Windshield Ejection," "Brain Damage," "Life or Death" and "Fatal Accident." The billboards were updated a week later with seat belts crossing out "ejection," "damage," "death" and "accident" to convey the lifesaving message.

The billboards serve as a reminder that by simply buckling up, drivers and passengers can prevent the worst from happening in a crash. In addition to the 15 billboards throughout the state, CDOT launched a radio campaign and included seat belt messaging on gas pumps at 60 gas stations.

Last year, 156 people in Colorado that lost their lives in passenger vehicle crashes weren't wearing a seat belt. Those lives account for more than half of the 308 passenger vehicle fatalities that occurred on Colorado roadways in 2014. In 2013, seat belts saved an estimated 12,584 lives nationwide. An additional 2,800 lives could have been saved if all unrestrained passenger vehicle occupants aged five and older involved in fatal crashes had been properly restrained.

MOST Keeps Riders Safe



CDOT's Ride Wise campaign is in full effect, utilizing billboards, print advertisements, dealership tactics and video content to target older, male motorcycle riders who have hundreds of miles on their bikes, yet little to no hours of formal training.

To resonate with the biking community, the campaign features real Colorado riders, who rely on safety training to hone the skills needed to ride safe. Ride Wise showcases those rider's heart-stopping stories to illustrate the value of safety training — even for the most experienced rider. Of the 92 riders killed in 2014, 97 percent were male and 55 percent were above the age of 45.

Visit CDOT's [YouTube](#) channel to view videos of these real riders as they tell their harrowing tales. Please share on your social media platforms to help CDOT raise awareness about the importance of motorcycle operator safety training. Learn more at [COMotorcycleSafety.com](#).

Colorado's Motorcycle Operator Safety Training (MOST) program is comprised of 13 independent vendors across the state that provide motorcycle training courses for various rider abilities. The curriculum incorporates classroom education with real-life application on controlled courses, so riders can develop safe riding habits over time. In doing so, riders are better prepared to react quickly in dangerous situations. The number of riders participating in training has increased by 28 percent between 2010–2013.

Drop the Distraction



Using a cell phone while driving increases the risk of getting into a crash by three times, and sending or receiving a text diverts a driver's eyes for an average of 4.6 seconds — enough time to drive the length of a football field at 55 MPH, blindfolded. CDOT is ramping up their new *Drop The Distraction* campaign, targeting teen drivers this summer.

At the end of April, CDOT, Colorado State Patrol, members of the Colorado senate and other partner organizations gathered at the Colorado Capitol to voice the need for distracted driving education and enforcement. The event provided an up close and personal look at high-tech vehicle simulators that can be used as education tools to target teen drivers in Colorado.

Throughout June, CDOT is reminding all Coloradans to *Drop The Distraction!* CSP and law enforcement agencies are preparing for a distracted driving enforcement period from Tuesday, June 2 through Friday, June 5. CDOT will also be bringing a series of educational activities titled “The Distraction Games” to events throughout June — look for The Distraction Games at the Colorado State Patrol Academy for the CSP Safety Fair on Saturday, June 6!

The Heat Is On



Despite Colorado's recent weeks of rain and cooler temperatures, CDOT, Colorado State Patrol (CSP) and statewide law enforcement agencies turned up the spring heat — arresting 1,643 drivers for impaired driving during the Spring Events *The Heat Is On* enforcement period.

Immediately following the end of the Spring Events enforcement, CDOT and law enforcement launched into Memorial Day weekend enforcement, which coincides with the launch of Checkpoint Colorado, a 100-plus day summer enforcement period. Checkpoint Colorado runs from Memorial Day weekend through Labor Day, with participating law enforcement agencies conducting three DUI checkpoints during the period.

The Heat Is On campaign runs throughout the year with 12 specific high visibility impaired driving enforcement periods centered on national holidays and large public events. Enforcement periods can include sobriety checkpoints, saturation patrols and additional law enforcement on duty dedicated to impaired driving enforcement. More details about the campaign, including impaired driving enforcement plans, arrest totals and safety tips can be found at HeatIsOnColorado.com.

Collateral Requests

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

Interested in collateral from NHTSA? The link for ordering NHTSA materials is <http://mcs.nhtsa.gov/>. This site is where you or your partners can order NHTSA publications and brochures.

Collateral Inventory

Limited quantities of the following materials are available. Large collateral requests will need to be picked up directly from CDOT Headquarters — 4201 E. Arkansas Ave., Denver, CO.

Campaign	Collateral
Child Passenger Safety	Bilingual Child Seat Guide Brochure
Child Passenger Safety	Booster Seat English Brochure
Child Passenger Safety	Booster Seat Spanish Brochure
<i>Click It or Ticket</i>	2015 Campaign Posters
<i>Click It or Ticket</i>	Rural Truck Safety Myth Table Tent
Cone Zone	Slow for the Cone Zone Brochure
Distracted Driving	A Text is a Five Second Blindfold English Brochure
Distracted Driving	A Text is a Five Second Blindfold Interactive Poster
Distracted Driving	A Text is a Five Second Blindfold Spanish Brochure
Distracted Driving	A Text is a Five Second Blindfold Static Poster
Distracted Driving	Campaign Reveal Brochure
<i>Drive High, Get a DUI</i>	Dispensary Posters
<i>Drive High, Get a DUI</i>	Marijuana Law Prescription Pad
Motorcycle Safety	Motorcycle Skill Rating Map
<i>The Heat Is On</i>	Don't Risk It Poster with BAC Limits
<i>The Heat Is On</i>	R U Buzzed Card
<i>The Heat Is On</i>	The Real Last Call Sticker

TRAFFIC SAFETY CORNER

Utah Gets Tougher Seat Belt Law

Utah Governor Gary Herbert recently signed House Bill 79 into effect, creating a three-year pilot program that makes not wearing a seat belt a primary offense, meaning law enforcement can stop drivers for the offense alone. Previously — and similar to Colorado's current seat belt laws — drivers could be cited for not wearing seat belts only when an officer stops the vehicle for another reason.

Under the new pilot program, drivers 16 years and older can be issued a warning on first offense, and a \$45 citation on second offense. Utah Rep. Lee Perry, who sponsored the bill and also works as a Utah Highway Patrol lieutenant, pushed for the bill's passage after seeing firsthand the difference seat belts can make in a crash. Statistics show seat belts save lives.

GRANTEE HIGHLIGHT

Drive Smart Awards 13 Teenagers Driver Education Training Scholarships

Serving the foothills of Jefferson County, Platte Canyon and Clear Creek County schools, Drive Smart awarded 13 soon-to-be teenage drivers scholarships for driver education courses in partnership with DriveSafe Driving Schools. Drive Smart awards driver education scholarships annually to those who, due to financial or other circumstances, would not otherwise have the opportunity to take a driving course - also awarding scholarships to kids in the community with challenges.



While parents have an important role to play in teaching their children to drive, driver education is an important support tool. Foothills schools have a unique challenge with teenage drivers - in Colorado's urban areas, teenage drivers may not have to drive faster than 35 MPH to get school, whereas students in the foothills often drive at highway speeds in their daily school commutes. In addition, statistics show that even though less people live in rural areas, more than half of Colorado's total traffic fatalities occur on rural roads.

Drive Smart believes when it comes to transportation safety, "It takes a generation to make a change," and that these scholarships not only benefit the teenage drivers, but the community as a whole. Starting with child passenger safety education, all the way through older driver education, safe driving habits take a lifetime to learn, and good habits are passed down through the generations.

For more information, visit drive-smart.org.

STAFF PROFILE



Benita Miller
Highway Safety Office

Benita Miller focuses on the fiscal responsibilities related to the federal National Highway Traffic Safety Administration (NHTSA) grant dollars. She works to ensure that everyone from the Highway Safety Office, as well as CDOT grantees, are aware of important procedural and policy changes, while also working to make sure that results of the NHTSA Management Review validate everyone's efforts.

Benita is an excellent resource for any CDOT fiscal questions and inquiries concerning the modification of grant forms - she always welcomes any recommendations for procedures that will improve reporting and timely reimbursements. Not sure how or where CDOT appropriates their federal grant

dollars? Benita will help answer the "can we" type of questions related to purchases made with federal dollars. In addition, Benita manages the Aging Road Users grant program, an emphasis area of the Strategic Highway Safety Plan and key concern in Moving Colorado Towards Zero Deaths.

ANNOUNCEMENTS

Upcoming Meetings & Events

Colorado Task Force on Drunk and Impaired Driving (CTFDID)

Dates: No meeting in June. Next meeting July 17, 2015
Time: 9 a.m. - 12 p.m.
Location: CDOT Headquarters, Auditorium Conference Room
4201 E. Arkansas Ave.
Denver, CO 80222

Improving Colorado's Road Health Summit

Dates: June 3-5, 2015
Time: To view the agenda, [click here](#).
Location: Keystone, CO. For more info, [click here](#).

Any questions about this newsletter please contact: CDOTcollateral@gmail.com