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IN THIS NEWSLETTER...

Campaign Corner

The Heat Is On: Super Bowl
DUI Enforcement

2015 Traffic Fatalities

VMS Traffic Fatalities

Traffic Safety Corner

Car Seat Recycle Program

Colorado Teen Driving

CSP Marijuana DUI Device

Collateral Corner

Grantee Highlight - CSP-Distracted
Driving Grant

Staff Profile: Darrell S. Lingk

Announcements

How to Use This Newsletter

This monthly publication is intended to be a resource that keeps you informed on CDOT's traffic safety campaigns. Check the **Campaign Corner** for marketing and PR campaign updates and **Collateral Corner** for a list of campaign materials readily available for order from CDOT. The **Traffic Safety Corner** features additional news on emerging trends and research. And so much more! We'd enjoy hearing from you — so drop us a line at CDOTcollateral@gmail.com.

CAMPAIGN CORNER

The Heat Is On – Super Bowl DUI Enforcement



Colorado rejoiced when the Broncos were crowned Super Bowl 50 champions, but unfortunately, 263 fans were reckless in their celebrations and finished the night with a DUI. CDOT, Colorado State Patrol (CSP) and 70 local agencies conducted the annual Super Bowl DUI enforcement, which ran from Feb. 5 to Feb. 8.

The 263 arrests were an increase from 234 arrests during Super Bowl DUI enforcement in 2015. The Aurora Police Department led the charge with 44 DUI arrests over the championship weekend.

The Heat Is On campaign will continue in March for a weeklong St. Patrick's Day DUI enforcement. The enforcement will last from March 11 to March 18 and CDOT plans to launch community education efforts for the general public in addition to roadside enforcement.

Traffic Fatality Rises in 2015

The traffic fatality rate in Colorado has been below 500 deaths since 2008, but reports from 2015 reveal a shift in the trend. Preliminary records indicate traffic fatalities rose by 11.8 percent in 2015, growing to 547 deaths from the 488 tallied in 2014.

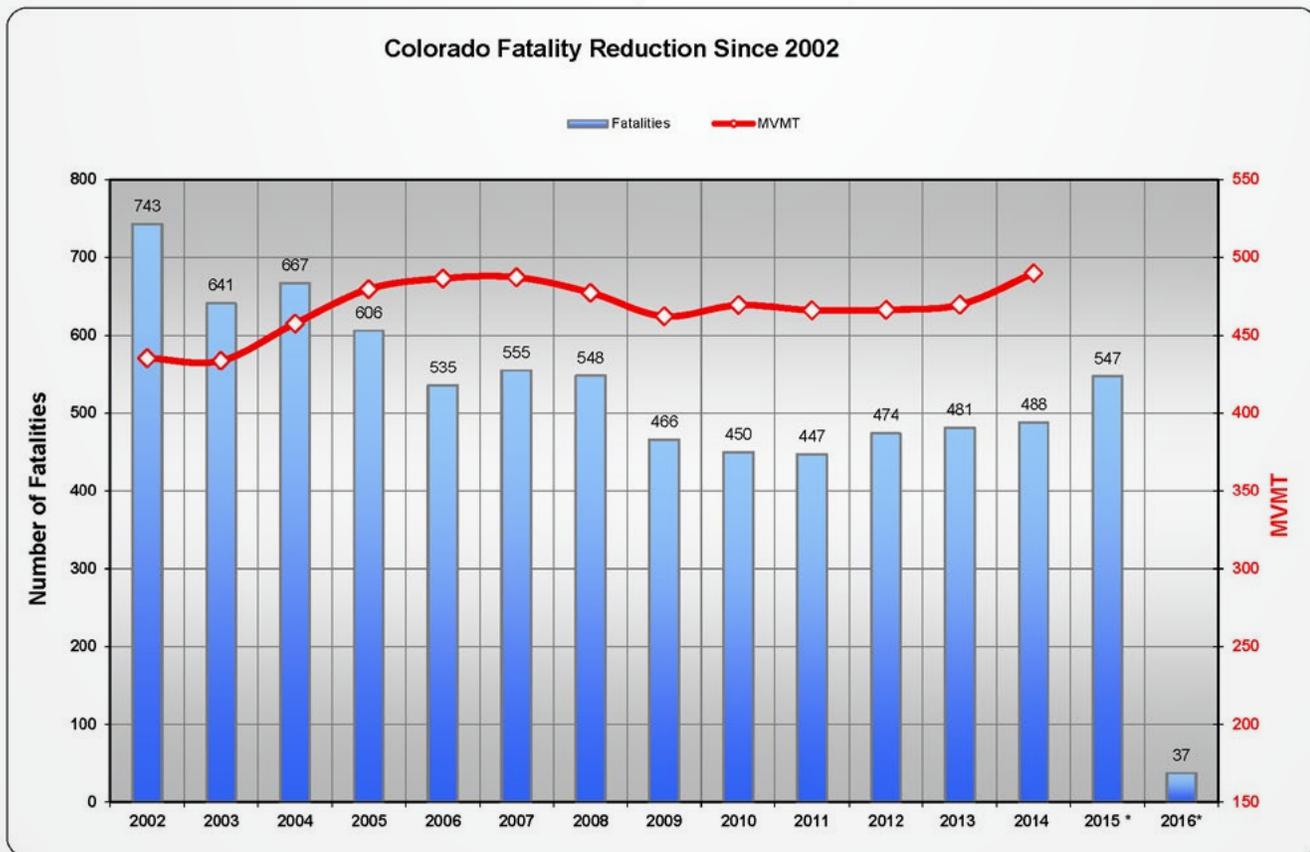
The exact cause of the rise will not be fully understood until later in the year. But certainly seat belt use, distracted driving and impaired driving are three key categories to target in order to reduce the traffic fatality total in 2016. Data shows 56 percent traffic fatalities in 2015 were unbelted, and 33 percent were alcohol related. 68 fatalities were related to distracted driving in 2015.

CDOT data shows the last time the fatality total rose over 500 was in 2008 when 548 traffic deaths were recorded. If trends continue, there is a 1 in 7,000 chance a driver could be victim of a traffic fatality.

Also of note is the increase in motorcycle fatalities. Reports show 104 motorcyclists were killed in 2015, an increase of nearly 11 percent from the 94 fatalities in 2014. No definite explanation is clear as to why the motorcycle fatality rate ascended so drastically, but CDOT says the use of helmets, sober riding and more caution on the part of motorists will help improve motorcycle safety in the future. CDOT is designating \$300,000 to motorcycle safety campaigns in 2016.

Additionally, a record 14 bicyclists were killed in 2015.

Colorado Historical Fatality Trends - Updated 2/22/2016



VMS Fatality Rate Signs

Variable-message signs (VMS) are commonly used to alert oncoming drivers of travel times, upcoming crashes and construction zones, typically ordinary and to the point. With traffic fatalities on the rise in Colorado, CDOT is now using the signs to indicate the total traffic deaths amassed since the start of the year.



The Wednesday Memorial program will update select VMS across the state each Wednesday to reflect the current traffic fatalities in 2016 to date. The intent for the signs is to not only serve as a memorial to the victims of traffic fatalities, but also as a blunt reminder of the human consequences of traffic fatalities. As of February 22 the total fatalities was 36.

TRAFFIC SAFETY CORNER

Colorado's Road Health Summit - "Moving Towards Zero Deaths"

The Colorado Department of Transportation and the Colorado Department of Public Health and Environment are pleased to announce the 2nd Annual Improving Colorado's Road Health Summit - "Moving Towards Zero Deaths", occurring from June 8–10, 2016 in Keystone, CO. This year the Summit will transition to "Moving Towards Zero Deaths" and will reconvene the Emphasis Area Teams created through the Strategic Highway Safety Plan (SHSP).

Registration will open in early March. There is no registration fee and complimentary hotel accommodations will be provided for Wednesday and Thursday night. The conference will be capped at 250 attendees. More details coming soon!



Plenary and breakout session topics include:

- Aging (Older) Road User
- Bicycle/Pedestrian Safety
- Data
- Impaired Driving
- Motorcycle
- Occupant Protection
- Young Drivers
- Distracted Driving

Car Seat Recycle Program

Parents are fully aware children grow and the clothes, toys and shoes they once used are no longer useful. Among the countless items children outgrow are car seats. But what happens when the safety seats become dispensable? In the spirit of Colorado's "green" reputation, Colorado State Patrol (CSP) is collaborating with All Recycle, Volunteers of America, and PackRat Storage to create a statewide recycled car seat program in Colorado.

Here is how it works:

Each quarter or on an as needed basis, the car-seat-full containers will be transported to All Recycle located in Englewood to begin the recycling process. All Recycle, a group of volunteers from Volunteers America will strip the seats to their basic elements - plastics, metals, and fabric. All Recycle will then either crush, bail, or shred the seats and sell the plastics to manufacturers that will revive the seats into new, functioning items. This process keeps the seats off the unregulated market and out of landfills.

An added bonus – there is no cost to recycle the seats!



Teen Driving

A recent nationwide poll indicates parents may need to be more diligent in preventing teen motorists from driving distracted. According to a recent article from Medical Xpress, the C.S. Mott Children's Hospital National Poll on Children's Health found that most parents do set safety restrictions for their teen drivers, yet teenagers often do not understand or obey the rules their parents outline.

The study concluded that parents play a critical role in ensuring the safety of their teen drivers. Clearer boundaries and more conversation between parents and teens were strategies the study found essential to limiting distractions for teenage drivers.

Additional data provided by the article is included below:

Parental limits on cell phone use include:

- Requiring teens to park to use their cell phones (86%)
- Forbidding texting while driving (73%)
- Having cell phone turned off or put away (62%)

Parental limits on passengers include:

- Allowing only 1-2 friends in the car (59%)
- Allowing only certain friends (54%)
- No teen passengers allowed (40%)

Parental limits on driving times/locations include:

- No driving after 10 p.m. (61%)
- Driving only to/from school, work, or activities (57%)
- No highway driving (36%)

For more information on this article, visit [link](#).

CSP Marijuana DUI Device

The legalization of marijuana in Colorado has created the need for CSP to employ a three-year trial program to equip troopers with DUI devices to orally test suspected marijuana impaired drivers.

The pilot period began in March 2015 and more than 125 troopers have been given one of five types an oral fluid testers. With consent from the driver, the devices are used to swab the

inside of the driver's cheek for saliva. Like a Breathalyzer for alcohol use, the electronic marijuana DUI devices will determine if the driver is below the legal THC limit of five nanograms and will also provide officers with grounds for arrest within five minutes. There are currently no roadside blood tests for marijuana impairment.

CSP will assess the results of the oral testing devices in March, but the trial period will continue until 2018.



Collateral Requests:

CDOT has streamlined the process for requesting hard copies of brochures, fact sheets, stickers, fliers and more. Send requests to CDOTcollateral@gmail.com. Once we receive your request we will check inventory and contact you about availability.

Interested in collateral from NHTSA? Visit: mcs.nhtsa.gov.

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 80222](http://4201.E.Arkanas.Ave.,Denver.CO.80222).

Campaign	Collateral
Child Passenger Safety	Bilingual Child Seat Guide Brochure
Child Passenger Safety	Booster Seat Spanish Brochure
Child Passenger Safety	Booster Seat English Brochure
Click It Or Ticket	2015 Campaign Posters
Click It Or Ticket	Rural Truck Safety Myth Table Tent
Click It Or Ticket	Occupant Protection Poster
"Click It Or Ticket / Child Passenger Safety"	Spanish Rack Card
Cone Zone	Slow for the Cone Zone Brochure
Distracted Driving	A Text is a Five Second Blindfold Static Poster
Distracted Driving	A Text is a Five Second Blindfold Interactive Poster
Distracted Driving	A Text is a Five Second Blindfold Spanish Brochure
Distracted Driving	Campaign Reveal Brochure
Distracted Driving	A Text is a Five Second Blindfold English Brochure
Drive High, Get A DUI	Dispensary Posters
Drive High, Get A DUI	Marijuana Law Prescription Pad
Drive High, Get A DUI	Marijuana Law Prescription Pad Spanish
Motorcycle Safety	Motorcycle Skill Rating Map
The Heat Is On	Don't Risk It Poster with BAC limits
The Heat Is On	If You Drink, Don't Drive Spanish Poster
The Heat Is On	R U Buzzed Card
The Heat Is On	Spanish Rack Card

CSP Strengthens Distracted Driving program in 2016

Distracted driving continues to be a major contributing factor in traffic accidents and fatalities, and after a successful trial program last year, the Colorado State Patrol is preparing for a more rigorous distracted driving program this year.

“Our goal for the program is to work collectively and collaboratively with not only its own members, but those of partnering agencies and community groups to decrease the total number of distraction-affected fatalities statewide by five percent by Sept. 30, 2016,” said JoAnna Pruitt, CSP Grant Manager.

Similar to DUI enforcement periods, statewide high visibility enforcement periods are planned to uphold distraction-free driving. Two enforcement periods are planned and various educational outreach efforts are on the calendar for the program, with three additional distracted driving simulators being added to the arsenal of educational tools.

The enforcement periods we will include 1152 hours to enforce Colorado’s distracted driving cell phone use and GDL laws. An additional 720 hours is being provided for educational outreach.

To further promote safe driving behaviors, CSP bought a [30 second advertising spot](#) in November that focused on texting while driving and other distracted driving behaviors. The spot aired in over 20 movie theatres in Colorado



during the peak-viewing season from November 22, 2015 through December 3, 2015, with estimates suggesting over 250,000 people viewed the public service announcement.

CSP has issued 887 distracted-related citations in the first quarter of the grant cycle. The citations include texting while driving, careless driving, reckless driving, following too close and lane violations.

STAFF SPOTLIGHT



Darrell S. Lingk
Director of the Office of
Transportation Safety

Meet Darrell S. Lingk, CDOT Director of the Office of Transportation Safety and Risk Management since 2012. Lingk, is a seasoned professional with over 25 years of experience leading and implementing occupational safety and health processes, environmental compliance programs, and Risk Management services in both the public and private sectors. Before his work with CDOT, Lingk worked as the Senior Director of Safety and Environmental Management and Disaster Preparedness for Qwest Corporation, and most recently as the Director of Environmental, Health, and Safety for Comcast Corporation. Lingk is also a two-time graduate from Colorado State University with both Bachelor and Master degrees in multiple safety-related disciplines.

ANNOUNCEMENTS

Upcoming Meetings & Events

Colorado Task Force on Drunk and Impaired Driving (CTFDID)

Date: Friday, March 25th
Time: 9:00 a.m. – 11:30 a.m.
Location: TBA

2nd Annual Improving Colorado's Road Health Summit — "Moving Towards Zero Deaths"

Date: June 8-10, 2016
Location: Keystone, CO

The conference will be capped at 250 attendees. There is no registration fee and complimentary hotel will be provided for Wednesday and Thursday night.

Registration will open early March. More details coming soon!