*Safety Doesn't Happen By Accident*

**COLORADO DEPARTMENT**
*of* **TRANSPORTATION**
*Office of Transportation Safety and Traffic Engineering Branch*

2009 Annual Report

Office of Transportation Safety and Traffic Engineering Branch

CDOT

Office of Transportation Safety and Traffic Engineering Branch

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DEPARTMENT OF TRANSPORTATION

2009 Annual Report

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# Introduction

The mission of the CDOT Office of Transportation Safety and the Traffic Engineering Branch is to "reduce the incidence and severity of motor vehicle crashes and the associated human and economic loss." (Integrated Safety Plan, 2010-2014). The traffic safety community measures and tracks fatalities by the number of traffic fatalities that occur per 100 million vehicle miles traveled (VMT). Although every traffic fatality is a tragedy, Colorado has been successful at reducing its traffic fatality rate in recent years. As of 2007, Colorado had the 13th-lowest traffic fatality rate among all states, a significant improvement from its 29th ranking in 2000. In Colorado, the rate of fatal traffic accidents has declined from 1.63 fatalities per 100 million VMT in Calendar Year 2000 to 1.14 in 2007, a 30 percent reduction. During that same time period, the national traffic fatality rate fell from 1.53 to 1.36 fatalities per 100 million VMT, an 11 percent decline.

Over time, the most serious transportation safety challenges have been impaired driving, the lack of use of occupant protection devices such as seat belts, young driver behaviors and aggressive driving. Much of this success is due to the passage of important traffic safety legislation, particularly those statutes which address occupant protection, impaired driving, young drivers and motorcycle safety. Grass roots organizations such as Mothers Against Drunk Driving (MADD) have also had a significant impact. Public information programs have served to raise the awareness of the public to the risks of driving, their responsibilities as drivers, and the dangers of not using appropriate restraint devices.

This report describes the Office of Transportation Safety Programs goals and performance measures, provides an overview of each Program Area, and describes in detail each project that was implemented in FY 2009.

## Accomplishments

In FY 2008, the Office of Transportation Safety and the Traffic Engineering Branch continued to make marked improvement toward their goals. Examples of this progress include:

Statewide teen seat belt use in 2009 rose to an all time high of 80.6%. This represents a 7.7% increase from the 2007 rate of 72.9%.

The 2009 Click It or Ticket May Mobilization included 100 participating law enforcement agencies along with the Colorado State Patrol.

In 2009 Colorado hosted two new seat belt enforcement periods – Rural Click It or Ticket and Nighttime Click It or Ticket.

Overtime Impaired Driving enforcement and sobriety checkpoints, as well as successful community-based Impaired Driving prevention programs such as DUI Courts, are examples of approaches to decreasing alcohol-involved crashes.

Significant improvement was made in improving the timeliness of Colorado vehicle crash data.

**Introduction**

# Performance Goals and Trends

All of the organizations working to improve the safety of Colorado's roadways strive to reduce crash rates and the severity of crashes. The following exhibits present trends in overall crash rates, injury and fatal crash rates as well as the Office of Transportation Safety and Traffic Engineering Branch's performance goals for each. Within the Safety and Traffic Engineering Branch, these performance measures relate to every one of the Transportation Safety program areas and projects.

**Goal** | **Reduce the total number of crashes per 100 million VMT from a high of 307.1 in 2002 to 283.7 by 2008 and maintain through 2010.**

Note: 2005-2007 crash data incomplete. Revised VMT's per DTD affected 2003 and 2004 rates.

Source: Colorado Integrated Safety Plan, 2009-2014.
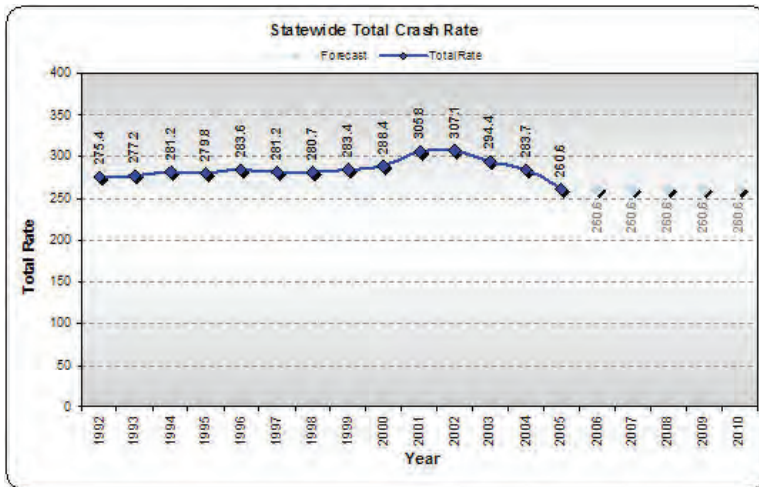
*CDOT reached its 2009 goal by 2005, and continues to reduce the rate of crashes per vehicle miles travelled.*



Statewide Total Crash Rate

*Colorado's fatal crash rate has significantly dropped each year since 2002, and is on target to reach its goal by 2010.*

**Goal** **Reduce the fatal crash rate from 1.62 per 100 million VMT in 1995 to 1.00 and maintain through 2010**

Note:     Fatal crash rate of 1.0 is a US DOT goal for 2010.

Source:   Colorado Integrated Safety Plan, 2009-2014.



Statewide Fatal Crash Rate

*The injury crash rate has dropped each year since 2001. The goal for 2010 was met by 2005.*
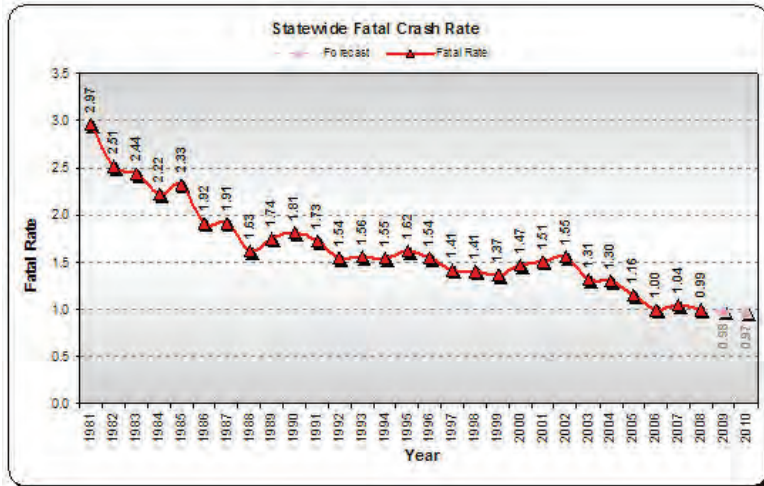
**Goal** **Reduce the injury crash rate from 87.3 per 100 million VMT in 1995 to 66.6 by 2008 and 65.3 in 2010.**

Source:   Colorado Integrated Safety Plan, 2009-2014.



Statewide Injury Crash Rate
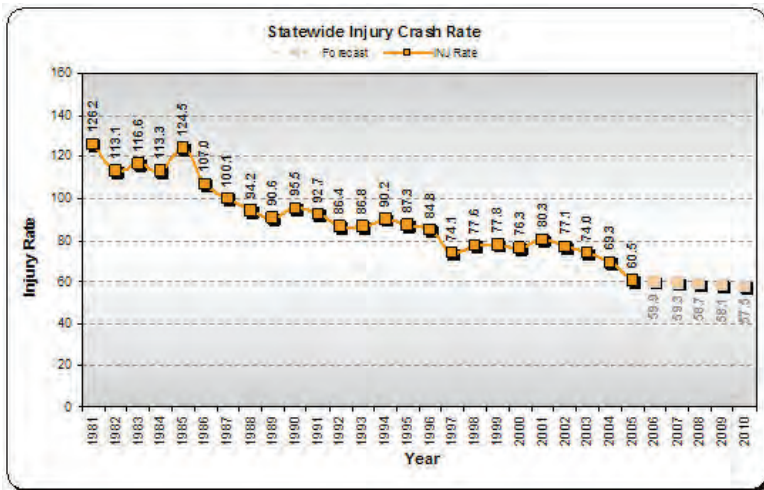
**Goal** Reduce the fatality rate from 1.83 per 100 million VMT in 1995 to 1.00 by 2008 and maintain through 2010.

Source: Colorado Integrated Safety Plan, 2009-2014.



Statewide Fatality Rate
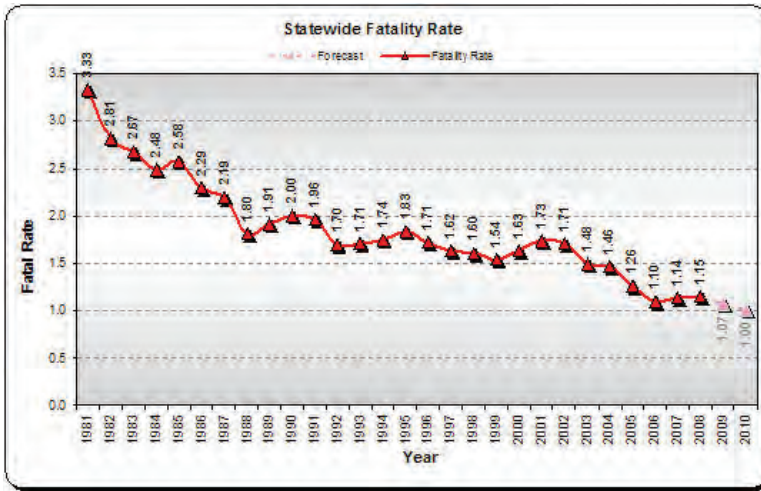
*The five-year trend in fatality rates shows steady decline, and CDOT is on track to reach its 2010 goals.*

**Goal** Increase the statewide overall seat belt use rate from 55.5% in 1995 to 82.5% by 2008 and 85.0% by 2010.

Note: Based on CSU annual seat belt survey.
Source: Colorado Integrated Safety Plan, 2009-2014.



Observed Overall Seat Belt Use in Colorado
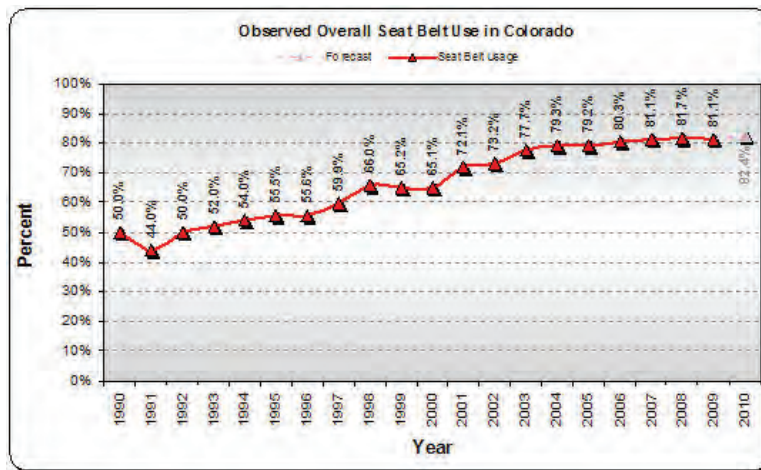
*Seatbelt use continues at a steady, high rate, and CDOT is on track to reach its 2010 goals.*

*Overall rural seat belt use continues to increase. 2009 saw rural seat belt use in the eastern plains surpass the western slope for the first time since 2009.*

**Goal** **Increase seat belt usage in rural Colorado from 50% in 1995 to 79.1% in 2008 and 81.0% by 2010.**

Source: Colorado Integrated Safety Plan, 2009-2014.
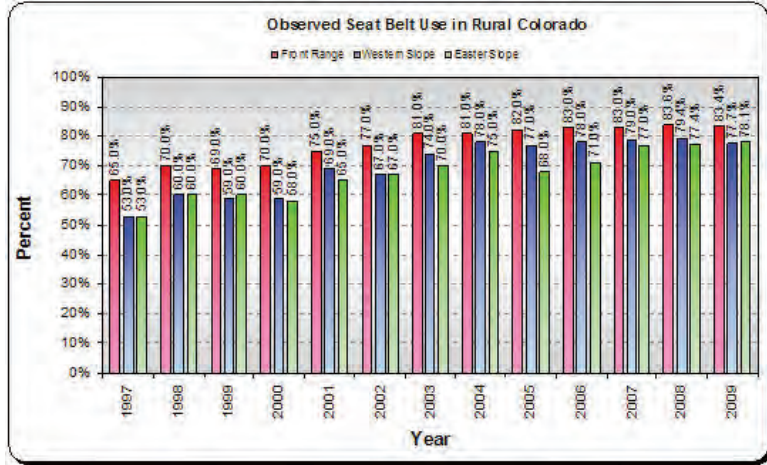


*Front seat passenger seat belt use remained steady and the 2010 goal remains within reach.*

**Goal** **Increase the use of seat belts by front seat occupants of passenger cars from 61.0% in 1995 to 86.1% by 2008 and 88.0% by 2010.**

Source: Colorado Integrated Safety Plan, 2009-2014.
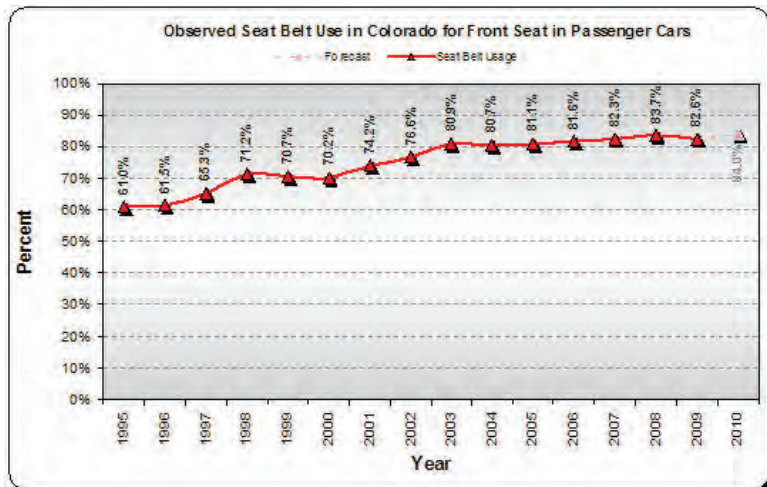
**Goal** **Increase the use of seat belts by front seat occupants of light trucks from 36.1% in 1995 to 70.1% by 2008 and 72.0% by 2010.**

Source: Colorado Integrated Safety Plan, 2009-2014.



Observed Seat Belt Use in Colorado for Light Trucks
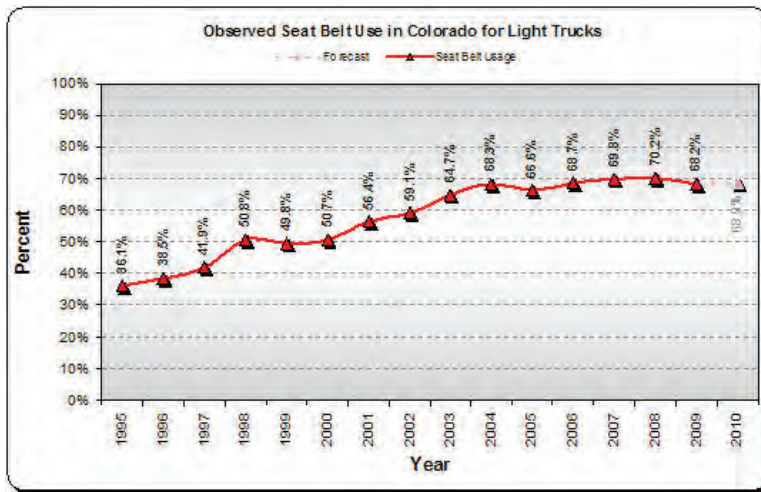
*The five-year trend in seat belt use in light trucks has increased, and the 2010 goal is attainable.*

**Goal** **Increase the car seat use for children <5 from 79.0% in 1997 to 90.0% by 2008 and 92.0% by 2010.**

Source: Colorado Integrated Safety Plan, 2009-2014.
Note: 1999 data incomplete.



Observed Seat Belt Use in Colorado for Children in Car Seats
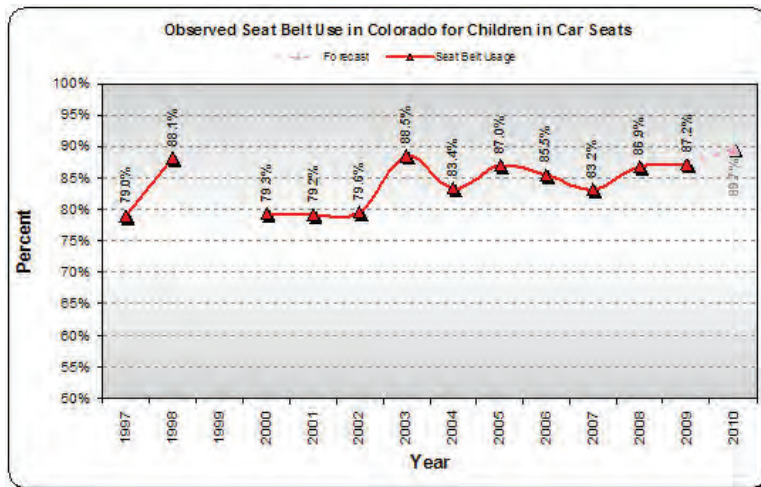
*Observed seat belt use for children continues to rise, and CDOT is on track to meet its 2010 goal.*

*Seat belt use by children aged 5 -15 rose from 69.7% to 73.7% – a 4% increase in 2 years. CDOT is on track to reach its goal by 2010.*

**Goal** **Increase seat belt use by children ages 5 to 15 from 48.8% in 1997 to 76.5% by 2008 and 80.0% by 2010.**

Source:   Colorado Integrated Safety Plan, 2009-2014.
Note:       1999 data incomplete.



Observed Seat Belt Use in Colorado for Children Ages 5-15
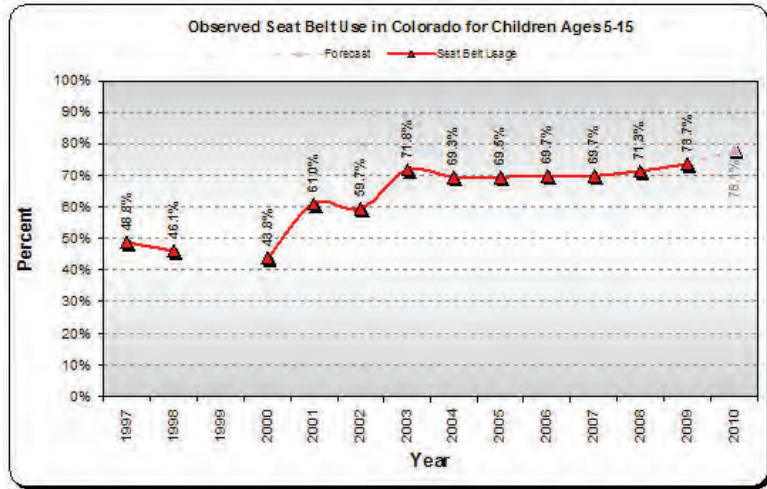
*2009 seat belt use among young drivers increased for cars, SUVs, and overall.*

**Goal** **Increase seat belt use in young drivers ages 16-20.**

Source:   2008 Colorado Department of Transportation Annual Report.
Note:       2006 data incomplete.



Observed Seat Belt Use in Colorado for Young Drivers - Ages 16-20
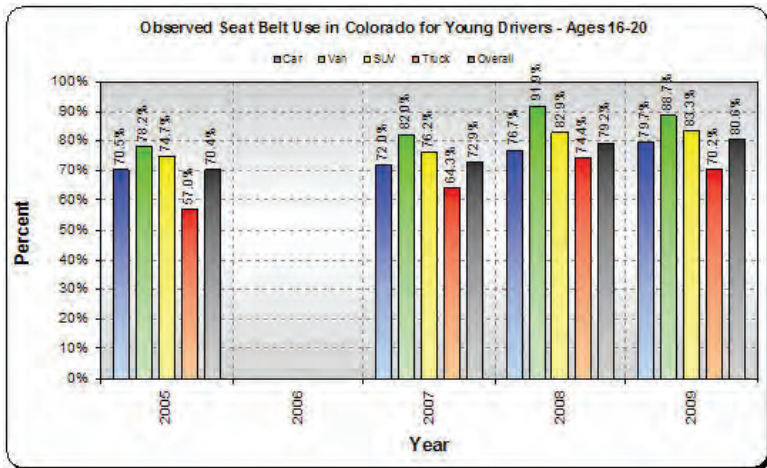
**Goal**

**Reduce the percentage of alcohol-related fatal crashes from 44.6% in 1995 to 29.5% by 2008 and 29.0% by the year 2010.**

Source: Colorado Integrated Safety Plan, 2009-2014..
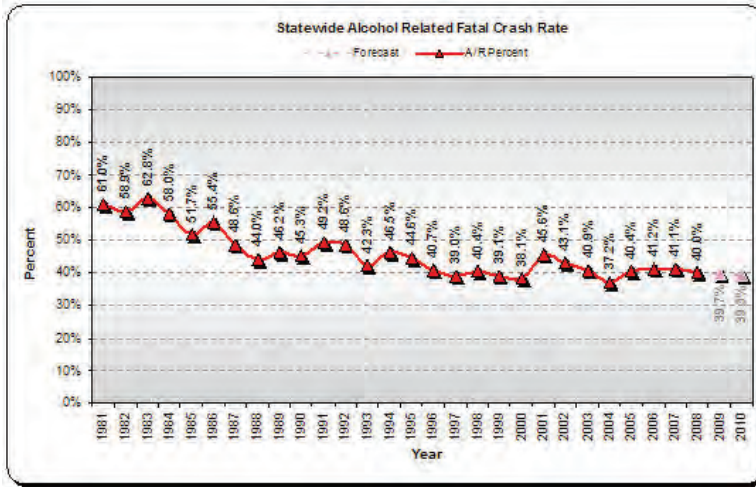


*Despite an increase in the number of drivers, the rate of crashes remains steady and CDOT is on track to reduce the target number next year.*

**Goal**

**Reduce the average BAC at the time of arrest from 0.155 in 1995 to 0.095 in 2008 and 0.090 by 2010.**

Source: Colorado Department of Public Health and Environment.
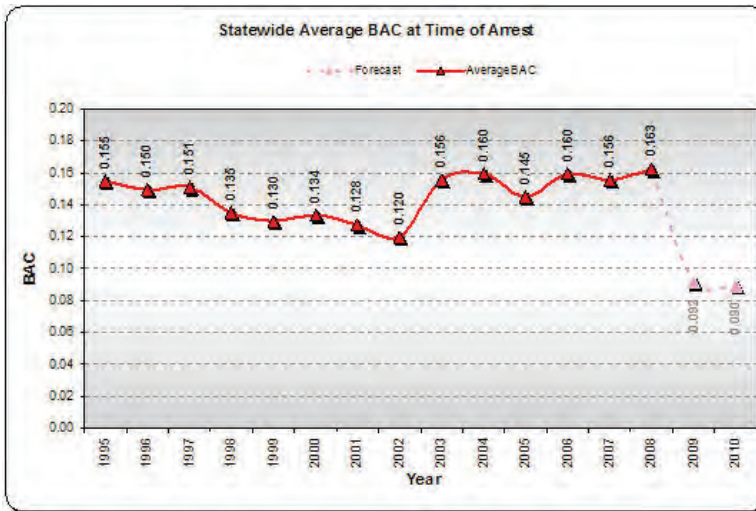


*Blood alcohol content at time of arrest continues to be high, and will be a target of increased efforts by CDOT.*

*Over the past five
years, rates overall
continue to show
fewer fatal crashes
each year*

**Goal** **Reduce the percent of underage (ages <21) drinking drivers that are involved in a fatal crash to all A/R fatal crashes.**

Note:      2005 – FARS reporting code change. 2006 – Data not yet complete.
Source:   FARS data.



*There is a gradual
and ongoing reduction
in the rate of fatal
crashes among drivers
aged 21-34.*
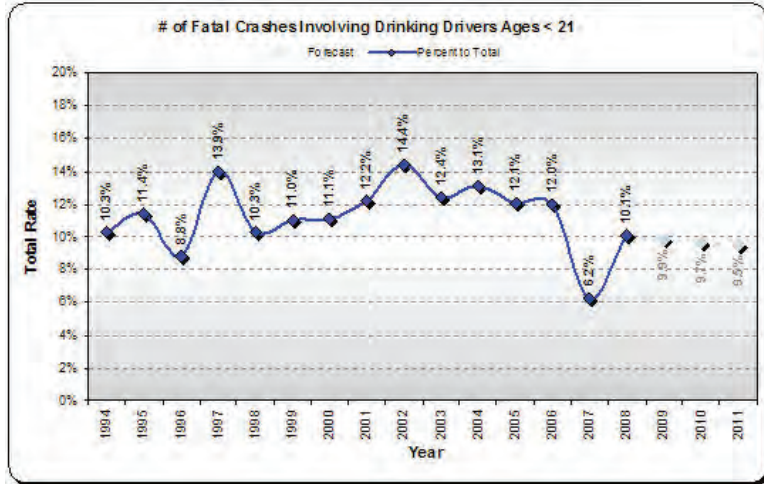
**Goal** **Reduce the percentage of drinking drivers (ages 21-34) that are involved in a fatal crash to all A/R fatal crashes.**

Note:      2005 – FARS reporting code change. 2006 – Data not yet complete.
Source:   FARS data.
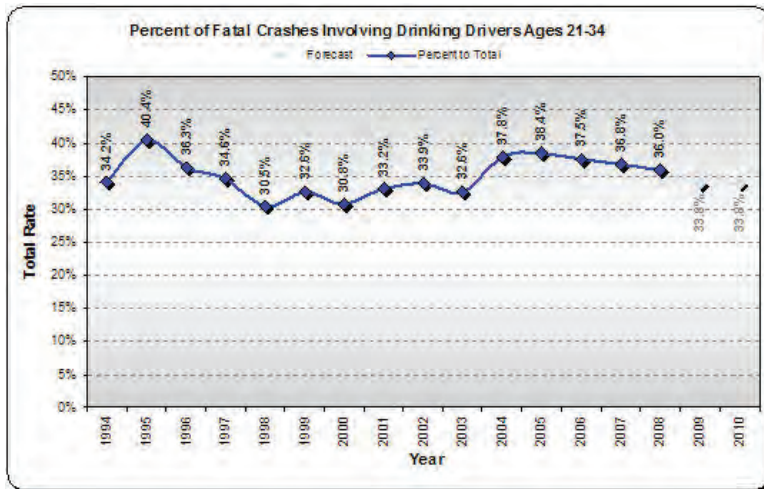
**Goal** Reduce the number of motorcycle crashes per 1,000 motorcycle registrations from 19.0 in 2002 to 15.0 by 2008 and maintain at 15.0 through 2010.

Source: Colorado Integrated Safety Plan, 2009-2014.



Number of Motorcycle Crashes per 1,000 Registrants
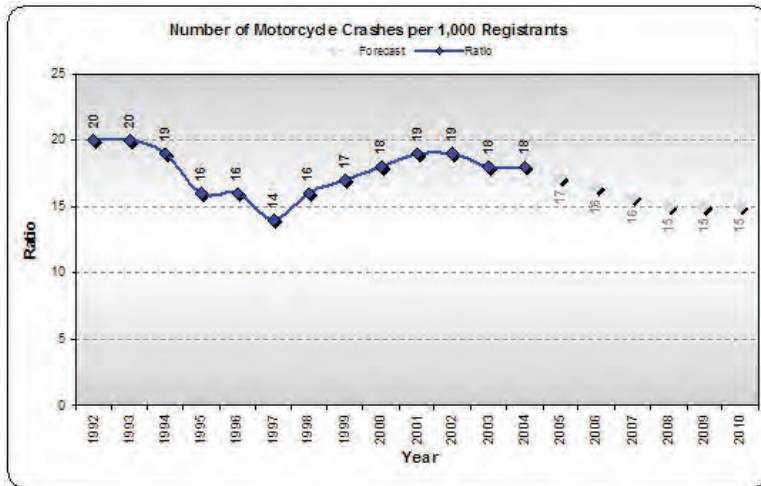
*The number of motorcycle crashes per 1,000 registrations has declined slightly since 2002.*

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# OCCUPANT PROTECTION PROGRAM OVERVIEW

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# Occupant Protection Overview

The Office of Transportation's Safety's Occupant Protection Program funds programs to support CDOT's goals of increasing seat belt use both statewide and among key segments of the driving population. To help CDOT meet its goals, the Occupant Protection Program supported several types of tasks, including enforcement, education and training. Many of the program activities were conducted in both English and Spanish. The tasks supported by the Occupant Protection Program are detailed on the following pages. The Annual Statewide Seat Belt Surveys is also conducted on a yearly basis.

## Program Administration

The Occupant Protection Program is administered by Program Manager Carol Gould with assistance from OTS staff: Leslie Chase, Ilana Erez, Terry Huddleston, Gina Guerrero, and Captain Bruce Sheetz - CDOT Law Enforcement Coordinator. This group, with assistance from the sub-Grantees, was responsible for 18 projects and numerous mini grants with a planned budget of over $1.8 million.

## Enforcement Activities

The Occupant Protection Program supported the Click It or Ticket May Mobilization from May 18-31, 2009. The Colorado Department of Transportation, Colorado State Patrol and 100 local law enforcement agencies statewide conducted an intensive public awareness and enforcement campaign to increase seat belt use and save lives. 12,859 seat belt citations were issued.

*Rural Click It or Ticket* was conducted February 11-17th to improve seat belt use rates and reduce fatalities in rural areas of Colorado. The Colorado State Patrol and law enforcement agencies in 17 rural counties participated and a total of 1,576 seat belt citations were issued.

*Nighttime Click It or Ticket* was conducted April 1-7 in Colorado's 11 most populated counties. Agencies in Adams, Arapahoe, Boulder, Denver, Douglas, El Paso, Jefferson, Larimer, Mesa, Pueblo and Weld worked overtime between 6 p.m. and 6 a.m. each night .

## Community-Based Programs

The Occupant Protection Program continues to support several community based programs that included both adult, teen, and child passenger safety components. Programs included a new Drive Smart Program in El Paso County, a Latino Occupant Protection Program in Pueblo and the San Luis Valley, and a Western Rural Traffic Safety Program.

# La Plata East Occupant Protection

Project Number: 09-06
Task Number: 61-01
Planned Expenditures: $97,000.00
Actual Expenditures: $82,898.55

## Goal

Increase the rate of use of appropriate passenger restraints among drivers and passengers in private and commercial vehicles, including children in car seats, teenagers, and drivers of pickup trucks in the Southwest Colorado region.

## Strategies and Initiatives
## Administration:

• Implement program strategies by attending both Injury prevention and Occupant Protection coalitions in the region

• Provide information and materials at community events

• Collaborate with community partners and law enforcement agencies throughout the region

• Make presentations to established parent groups, pre-schools, and Head Start Programs in the region

• Conduct check up events and provide fitting station services

• Promote Teen programs for occupant protection and safe driving by partnering with school organizations

• Coordinate media coverage of events and advertizing campaigns with CDOT Public Relation Office

• Generate earned media at events

## Results

The Coordinator and Assistant attended coalitions and the Community Action Team meetings which are sponsored by Southern Ute Head Start. The Coordinator is also involved with the La Plata County Injury Prevention Coalition through email minutes and provided this group with information on distracted driving.

The Coordinator attended the Durango Kid's Fair, a popular event with approximately 200 in attendance. "Booster Seat Banner" and training seat with dolls were displayed to show correct installation and encourage booster seat usage. Special Needs seats were on display and drew interest from parents and hospital personnel.

*Multiple partnerships across southern Colorado help deliver safe driving messages in small communities to promote use of passenger restraints.*

The OP Coordinator and Assistant attended the Archuleta County Safety Expo with a booth set up on Child Passenger Safety and Seat Belt promotion. This booth was partnered with the San Juan Basin Health Department Child Passenger Safety Technician from Pagosa Springs.

Both coalitions have representatives from Law Enforcement. The Pagosa Springs Chief of Police and an Archuleta County Deputy partnered with the Southern Ute Community Action Program (SUCAP) at the "Buckle up for Love" program. The Colorado State Patrol and La Plata County Sheriff's office participated in the Injury Prevention field trip. The OP Coordinator presented information on Child Passenger Safety and what it means to be a CPS Technician at the Colorado State Patrol meeting.

A Child Passenger Safety presentation was given to prenatal parents at the San Juan Basin Health Dept. There were 8 expectant parents in this group. It started with a 15 minute presentation and then checked attendants' car seats. The "Boost for Love" program was held at the Bayfield Early Education Program. Throughout the year, 236 children were reached. A picture of children in a booster seat and in the little red car was sent home to parents along with copies of the brochure WHEN YOUR WORLD RIDES WITH YOU. SUCAP partnered with the Pagosa Springs Police, Archuleta Sheriff and the San Juan Basin Health Department.

A checkup event in Mancos was conducted. SUCAP participated at the request of Montezuma County Health Department; this was the first Safety Day event that this town has had. The organizers of the event hope to expand and make this a yearly event. Mancos is a small rural community of about 1,119 in town and 3,000 in the county.

Fitting station services are ongoing with about 30 seats checked and installed correctly.

SUCAP partnered with Bayfield and Ignacio High Schools. The OP Program, Colorado State Patrol and Los Pinos Fire Department held a "Teens Driving Safely" presentation for Pine River Community Learning Center. All of the teens from the PRCLC attended this presentation.

SUCAP attended the Durango Kids Fair. A booth was set up with a variety of child safety seats. A Demo chair was used to demonstrate installation and to show parents and children the importance of booster seats. A Booster Boy banner supplied by CPS Team Colorado was on display. Approximately 300 parents and children attended this event. The Archuleta Safety Expo was also attended

by SUCAP as well as the Annual Family Walk & Run sponsored by the Southern Ute Tribe. This event is for Native Americans families and SUCAP supplied 175 "Buckle Up" water bottles for the event.

Eight fire department employees signed up for the CPS class scheduled in July. Contact was made with the OB nurse supervisor at Mercy Medical Center to offer a car bed for preemie babies. The OP Coordinator was requested to give a presentation to the Colorado State Patrol Troop on Child Passenger Safety and what it means to be a Technician.

At the Injury Prevention Day Field Trip for second graders there were 437 students throughout La Plata County with approximatly70 teachers and parent chaperones. At the event, safety stations consisted of: Seat Belt & Booster Seats, Poison, Pedestrian, Helmet, Fire, Water, Outdoor/camping, 911, and gun. Between 17 and 20 volunteers each day ran the safety stations.

Materials were supplied by CDOT public relations for the May Click it or Ticket campaign, Teen projects, and PSAs for radio and news print. The local CDOT PR employee is on the Southwest Colorado Coalition. A Newspaper article on the Injury Prevention field trip was included in Pine River Times. PSAs "poor excuse Bruce" continues to run on Four Corners Broadcasting and KWUF. All were created by SWCCOP coalition members. A three hour radio remote was sponsored by the Fun Center and the topic was motorcycle safety and buckling up – Click It or Ticket. PSAs for the Mancos car-seat event played on three radio stations.

Project Number: 09-06
Task Number: 61-02
Planned Expenditures: $168,000.00
Actual Expenditures: $143,626.00

# Child Passenger Safety Seat Education and Outreach

## Goal

Increase proper safety restraint use by children ages 0-4 to 90% and ages 5-15 to 70% by September 30, 2009.

Manage and execute the statewide Child Passenger Safety (CPS) program.

## Strategies and Initiatives

### Administration:

- Maintain the statewide CPS Team Colorado Advisory Council to assist in determining program training needs and activities

- Provide training and education resources to the council members for dissemination to various statewide CPS Advisory Regions

- Coordinate a statewide child passenger safety conference training for all current CPS Instructors, to include new CPS curriculum, re-certification processes, and any other important CPS issue

- Provide program materials for events and fitting stations that are coordinated by other child passenger safety programs, caregivers, and health organizations

- Develop and implement Special Needs program strategies and execute with designated and approved partners

- Develop a yearly CPS Program training

### Training:

- Coordinate and support up to nine statewide NHTSA Child Safety Technician training courses in areas of need across the state

- Coordinate and support a minimum of 20 8-hour child passenger safety technician update, fitting station, and refresher training courses statewide



- Coordinate and support no more than thirty-five advocate-training courses to included professional groups, caregivers, and health organizations

- Coordinate and support no more than 10 law enforcement training courses to educate Colorado Law Enforcement Agencies (LEA) during seatbelt enforcement waves

### Information and Access:
- Develop and post program information on the CPS Team Colorado website

- Maintain the toll-free CPS Team Colorado telephone line and website

- Collect appropriate usage/distribution data from the toll-free telephone line and website

- Maintain the CPS Team network; identify events and locations of fitting stations that are coordinated with other child passenger safety programs, caregivers, and health organizations

- Collaborate and coordinate the Child Passenger Safety program media activities and program information with the Public Relations Office of the Colorado Department of Transportation

- Provide program material for events and fitting stations that are coordinated by other child passenger safety programs, caregivers, and health organizations

### Results
Three (3) Advisory Council Board meeting were held. New CPS brochures and program materials continued to be provided for CPS events and to fitting stations statewide. 610 Evenflo seats were delivered to 12 locations. A Statewide Special Needs Program remains a challenge, however, CPS has partnered with Children's Hospital in support of a grant to implement a Statewide Special Needs Program.

Occupant Protection

*740 participants received Child Passenger Safety training, and about 15,000 brochures were distributed.*

43 total classes with 740 participants were completed. Only one Law Enforcement Training was completed due to low enrollment. The website has been a challenge due to having technical problems throughout the year, however, CPS Team Colorado continued to maintain the website, updating current information. CPS Team Colorado worked with CDOT and Amelie PR company to launch a new Tween campaign. Materials continued to be provided (approximately 15,000 CPS brochures have been distributed) to fitting stations, caregivers, and health organizations upon request.

**Occupant Protection**

# Occupant Protection for Mesa County Youth

Project Number:      09-06
Task Number:         61-03
Planned Expenditures: $60,000.00
Actual Expenditures:  $57,320.92

## Goal

Reduce deaths and serious injuries that result from traffic crashes involving young drivers and child passengers, as measured by crash, injury, and fatality data.

Increase safety belt and child restraint use in Mesa County youth, age 0-19, as measured by current and existing surveys.

## Strategies and Initiatives

• Conduct and enhance monthly fitting and education station

• Provide community-wide information via multiple media strategies

• Work with at least two Mesa County high schools to implement seat belt-promoting activities and policies

• Support parental monitoring of teen driving/present "Teaching Your Teen to Drive" classes

• Participate in local and state coalitions to help inform the public about traffic safety issues

## Results
### Child Passenger Safety

Drop-in child passenger safety fit stations were held 11 out of 12 months during the grant period (total of 40 hours). Paid radio ads prior to each fit station publicized the events. Of the 438 child restraints inspected, over 80% were misused. During the fit stations, we distributed 116 child restraints to low-income families for a minimum donation. Follow-up surveys and anecdotal reports in the community indicate that the service is highly valued and satisfaction among attendees at the fit station is high. Fit station attendance was up in FY 2009 compared to FY 2008, and about the same when compared to FY 2007.

Limited availability of Child Passenger Safety technicians due to time and budget constraints has been an ongoing challenge and will continue to influence the model for delivering these services in Mesa County. We will meet with other stakeholders in 2010 to

*Of 438 child restraints inspected, over 80% required refitting, repair, or replacement.*

develop strategies to improve access to services between monthly fit stations and to plan for program sustainability.

### Teen Motor Vehicle

Four "Teaching Your Teen to Drive" classes were held, with a total of 101 participants. Seat belt use was promoted in county high schools by various activities and paid media products. Whether the seat-belt-use activities will continue in FY 2010 is doubtful, due to budget constraints.



**High School Poster Set**





**High School Key Chains**

# Denver Latino Occupant Protection

Project Number: 09-06
Task Number: 61-04
Planned Expenditures: $160,000.00
Actual Expenditures: $159,677.59

## Goal

Address occupant safety issues within the Latino community in the Denver Metro area by increasing child restraint and seat belt use, through coalition building and community outreach.

Identify strategies that will educate and modify behavior.

## Strategies and Initiatives

During the 2008—2009 fiscal year, the following activities were the basis of the program:

• Collaborate and build partnerships with community organizations

• Conduct educational community sessions

• Hold community car seat check-up events

• Coordinate media efforts

• Collect data

## Results

### Collaboration and partnerships with community organizations

Partnerships with community organizations are vital to CDOT's success because they ensure that services directly reach members of the Hispanic community who are unable to obtain correct restraint information due to financial and cultural barriers. During the course of this contract, and with Hispanidad's guidance, the impact these organizations have made is immense. Members of the Hispanic community across the state travel to these organizations to receive culturally relevant education and instruction on the importance of child restraints and how to correctly use and install them in their vehicles.

FY 2009 Mini-grant partners:
- Clínica Tepeyac

- Commerce City Community Health Services

- Servicios de la Raza

- West Metro Fire & Rescue

Based on the final reports received from the mini-grant recipients, we estimate at least 8,200 people received information on the importance of seat belts and child passenger safety and/or instruction on how to properly install a car seat.

### Educational Community Sessions

Direct contact with members of the community is invaluable in reaching this audience. Many Spanish-speaking families rely on these organizations to receive important information affecting their community. As such, providing these sessions in an environment that is familiar is reassuring, which helps them to interact freely with each other and the bilingual presenter and openly ask questions.

Community education sessions during the grant period were broken down into three groups: those hosted by mini-grantees, those targeting Adams County specifically, and those that were hosted across the state. In total, 20 community sessions were held, and an estimated 200 people attended.

### Community Car Seat Check-up Events

Hispanidad hosted two car seat check-up events: one in Greeley and another in Denver in conjunction with Día del Padre (Father's Day). Forty-two car seats were installed during these events and $103.00 in donations were collected and given to Servicios de la Raza to supplement its Fit Station.



In addition to these car seat checks, mini-grant partners held several smaller car seat check-up events, along with individualized appointments through their Fit Stations.

### Coordination of Media Efforts

To support CDOT's and NHTSA's efforts to provide fit stations staffed with bilingual CPS technicians across the state of Colorado, Hispanidad developed and executed a comprehensive,

fully integrated marketing campaign to increase the number of bilingual CPS technicians in specific areas across the state including Greeley, Montrose, Pueblo and Summit County.

Media included posters and flyers, a 60-second Spanish radio spot, full-page print inserts in local newspapers, and an Internet link for more information. During the campaign, which began in March 2009, Hispanidad received 15 phone calls and 8 emails from individuals requesting additional information. In addition, the link on carseatscolorado.com received 361 hits. Of the phone calls and emails, each person said they would love to be involved; however the 40-hour training was too much of a commitment.

### Click It or Ticket/Abrochado o Multado

Hispanidad oversaw outreach to Spanish-language media to announce the 2009 Click It or Ticket enforcement period. To create awareness of the campaign:

- Flyers and posters were posted in Hispanic neighborhoods across the Denver metro area, including on paleta or "popsicle" carts;

- a 60-second radio PSA ran on Spanish-language radio; and

- messaging was posted in local church bulletins.

### Data Collection

In 2004, Corona Research conducted an observational survey of seat belt use rates among Hispanics in the Denver metro area. In 2009, the study data was repeated in an identical manner to assess any changes in seat belt use. Simultaneous data was gathered for other populations (non- Hispanic white and other racial groups collectively) for comparison purposes.

Data was gathered at 30 sites during each observational survey in the form of 15 matched pairs of major and minor intersections. Each pair represented a region of the metro area that had roughly equal and (to the extent possible) demographically similar Hispanic populations. Data were weighted according to estimated traffic volume in the region, apportioned by the population of each race/ethnic group.

*From 2005 to 2009, total observed seat belt use rates rose for each of the three race and ethnic groups studied and rose 3.3% overall.*

**Occupant Protection**

Key findings over the course of the five-year project include:

- For comparative purposes, total observed seat belt use rates for the entire population rose from 75% to 78.3% during the study period. Rates rose 4.7 percentage points for men (70.6 to 75.3) and 1.6 percentage points for women (81.5 to 83.1).

- Total observed seat belt use rates rose for each of the three race and ethnic groups studied. Rates rose from 76.6% to 82.6% among non-Hispanic whites, 71.5% to 81.2% for nonwhite populations (other than Hispanics), and from 75.9% to 76.8% for Hispanics.

(Because the study focused on the Hispanic population, observations were more concentrated in areas with higher Hispanic populations. Therefore, the margins of error of estimates for non-Hispanic populations are larger in areas where Hispanic populations are not dense, leading to larger overall margins of error. As such, figures for non-Hispanic populations should be considered for comparative purposes in this study only, and figures should be subordinate to other studies that are not focused on the Hispanic population.)

# African-American Occupant Protection Program

Project Number: 09-06
Task Number: 61-05
Planned Expenditures: $72,875.00
Actual Expenditures: $63,995.46

In the African American community, safety belt use remains lower than the population as a whole. Motor vehicle crashes are the leading cause of death for blacks through the age of 14. They are the second leading cause of death between the ages of 15 and 24, surpassed only by homicides. The African American population is expected to increase by 13% by 2010–10% more growth than their white counterparts–which will increase their exposure to traffic crashes and fatalities.

## Goal

Reduce deaths, injuries, and economic losses resulting from motor vehicle crashes by increasing the usage of both child and general passenger restraint systems among African American men (ages 18-24) and the African American communities of Colorado.

## Strategies and Initiatives

• Increase community coalitions and relationship building with appropriate community organizations

• Conduct an evaluation of CDOT's past outreach efforts and community partner relationships

• Research and conduct interviews with potential community partners

• Provide recommendations for CDOT partners in addition to action plans that will effectively reach African American communities in metropolitan Denver, Colorado Springs and Pueblo

• Create clear and open channels of communication between CDOT, BurksComm and its African American community partners

## Results

BurksComm conducted interviews and evaluations of CDOT's six current community partners. In addition, BurksComm interviewed seven potential partners. After careful review and evaluation, action plans were solicited from the following organizations:

- The Prodigal Son

- Mile High Montessori

- Colorado State University – Pueblo/Black Student Organization

- The Chi Eta Phi Nursing Sorority – Colorado Springs

- Inner City Health

- Denver Safe City

**Mini Grant Partner**
BurksComm also teamed with Denver's Street-Smart to present six workshops through their Fatherhood Initiative for a Seat Belt Safety & Education Program. Forum presenters included representatives from Children's Hospital, a retired hospital administrator from Denver Health, a Safety Driving Instructor from the U.S. Postal Service, a licensed psychologist, and two community advocates.

BurksComm used several outdoor events during the spring and summer that included resource tables, give-away items, parade participation, the Little Red Car photo exhibit and/or crashed car exhibits as mechanisms for increasing awareness of the need for occupant safety for African Americans.

Events included:
• 6th Annual Five Points Jazz Festival

• 2009 Juneteenth Festival

• Starlites Safety Picnic

• National Night Out

• Cole Community Back to School Fair

**Big Green Rabbit Pre-School Safety Program**
The goal of the program is to educate preschoolers about the need for buckling up in a fun and entertaining way and to have those children help carry the message to their parents.

Mile High Montessori (MHM) Early Learning Centers is Denver's oldest and largest provider of subsidized early childhood care and education. BurksComm selected the six full-day MHM early learning centers as the program pilot sites.


Students and teachers at Mile High Montessori's Lowry site wave with a buckled-up Charlie and his pal Isabelle.

BurksComm employed the talent of Boulder-based Big Green Studios and Charlie, its 7 foot tall Big Green Rabbit icon, to present a short but powerful

program with memorable messages for children, teachers and parents about the importance of seatbelts.

### Safety Sunday

The event, presented on September 20th, was developed to create an opportunity for BurksComm to effectively reach African Americans through the use of a collection of five unified North East Denver churches committed to saving lives.

The consortium of churches included: Shorter A.M.E. Episcopal, King Baptist Church, House of Joy Miracle Deliverance Church, Jordan A.M.E. Episcopal Church, St. Ignatius Loyola Catholic Church

### Actions:

• Car seat and buckle up posters were provided to each church in advance of the event

• Crashed car exhibits were parked at the entrance of each participating church

• Orange safety ribbons were handed to each worshipper

• A Church fan with a buckle up message was provided to each worshipper

• An African American law enforcement officer delivered the seat belt and car seat safety message from the pulpit at each church

• Law enforcement officers presented the pastor of each church with a framed proclamation issued by Governor Ritter declaring September 20th as "Safety Sunday" and honoring their church

• A Car Seat Technician checked installations following the morning service at King Baptist, the largest participating church

The occupant safety presentation for the adult congregations during the main services was supplemented for children in Sunday Schools at Jordan A.M.E., Shorter A.M.E. and St. Ignatius Loyola.

A car seat safety presentation was conducted during the King Baptist Child Development Center's Back To School Night. BurksComm also provided the House of Joy's Christian Learning Center preschool with *Do Kangaroos Wear Seat Belts?* and backpacks with Buckle Up Bears for their students.

### Community Education Sessions

With the goal of educating elementary and middle school inner-city students about the need for buckling up and to help carry the message to their parents, BurksComm coordinated classroom presentations with eight inner-city Denver Public Schools principals and Recreation Center administrators. In addition, parents were reached through several Back To School Night presentations.

### Collaborations & Partnerships

Over 240 men and their families attended the Seat Belt Safety sessions conducted through the Street Smart Father's Initiative. BurksComm recommends continuing the relationship with the organization.

### Community Outreach

Based upon crowd estimations, BurksComm reached nearly 19,000 attendees through the five outdoor events in which we participated over the summer.

### Big Green Rabbit Pre-School Safety Program

Based upon school attendance records, 242 preschoolers and their parents were reached with our occupant safety messages. An additional 50 parents were reached during Mile High Montessori's Back to School Night.

### Safety Sunday

BurksComm reached over 2,000 African American worshippers through our coordinated effort with the five participating churches. An additional 245 students and parents were reached through occupant and car seat safety presentations at Sunday Schools, church pre-schools and elementary schools, and Back-to-School nights.

### Community Education Sessions

Nearly 300 elementary and middle school children and parents were reached through BurksComm's outreach to inner-city schools and recreation centers.



Al LaCabe, Denver's Manager of Safety, presents the Governor's Proclamation declaring "Safety Sunday" to Pastor Terrance Hendricks of King Baptist Church.

*Working through churches and community organizations, this program reached over 2,800 people with education encouraging seat belt use*

# Think First – Vail Valley

Project Number:        09-06
Task Number:           61-06
Planned Expenditures:  $15,000.00
Actual Expenditures:   $14,991.75

ThinkFirst is a national injury prevention program designed to educate youth on how to protect their bodies, especially their heads, from brain injury, to reduce deaths, serious injuries, and economic losses that result from traffic/bike crashes. ThinkFirst also provides helmets to children and teens in elementary, middle, and high school in order to reduce head injuries. ThinkFirst targets high-risk populations (e.g. young people) and high-risk behaviors.

## Goal

Educate youth on how to protect their bodies, to reduce deaths, serious injuries, and economic losses that result from traffic and bike crashes.

Provide outreach and education efforts targeting young people in order to increase safety belt and child restraint use; teach young people how to exercise greater caution as they learn to drive; educate about drinking and driving and aggressive driving; and teach about bicycle safety.

## Strategies and Initiatives

- Conduct ThinkFirst for Teens in middle and high schools, and ThinkFirst for Kids in 2nd grade

- Partner and collaborate with the Eagle County EMS Prevention Committee to provide community Car Seat Checkup Events, monthly Fit Stations, and Camp 911 in Avon and Gypsum.

- Conduct the Teen Seatbelt Challenge Project

- Collect data on results of the Think First programs

## Results

ThinkFirst provided the ThinkFirst for Teens program to 13 middle and high schools in a 4 county region of Eagle, Summit, Park and Lake Counties reaching 1,180 teens and providing 99 bike helmets to youth who did not already own a bike helmet or were in need of a new helmet.

Thinkfirst provided ThinkFirst for Kids programming to 18 elementary schools in the same counties reaching 805 2nd graders and providing 290 helmets to kids in need of a new helmet. This

program featured bicycle safety and included a "Bring Your Helmet to School Day" so that each child has a helmet that has been adjusted and fitted properly.

Partnership and collaboration with the Eagle County EMS Prevention Committee resulted in 3 Car Seat Checkup events in Edwards, CO where a total of 79 seats were checked. In addition to the events there were a total of 164 seats checked at a monthly fit station at Eagle County Ambulance District in Edwards, CO.

Camp 911 in Gypsum, CO was held on June 10, 2009. 82 kids aged 9-11 attended this free camp and a second one in Avon on July 15th, 2009. 7 presentations provided information on how helmets can prevent brain injury. ThinkFirst provided 10 helmets to kids who were in need at Gypsum and 6 helmets were provided at the Avon camp.

One of the biggest challenges faced during this period was developing a teen seatbelt challenge. Out of 2 major public high schools, one school did not want to participate this year due to construction at their school. Work was done with one private and one public school to have teen driving projects that consisted of assemblies and distracted-driving activities at both schools. CDOT materials were utilized at both school projects. The Wii Mario Kart distracted-driving activity was very successful at both events.

*Over 9,300 young people and their families learned how to be safer this year by using seat belts, child restraints, and helmets.*

ThinkFirst provided outreach and education to increase safety belt use, child restraint use, and helmet use. ThinkFirst reached over 9,300 young people and their families this year in the counties of Eagle, Lake, Park and Summit through presentations, school functions, community events and car seat checkup events. ThinkFirst provided a total of 1,038 bike helmets to youth who were in need of a new helmet or did not previously own a bike helmet.

# Ute Mountain Ute Tribe Occupant Protection

Project Number: 09-06
Task Number: 61-07
Planned Expenditures: $20,000.00
Actual Expenditures: $12,699.18

## Goal

Promote occupant protection within the targeted population in the Towaoc, Colorado and White Mesa, Utah communities.

Increase the rate of correct installation and usage of child safety seats and seatbelts by educating the population on the importance of traffic safety.

Hold child safety seat inspection clinics to demonstrate the proper installation of the child safety seat.

## Strategies and Initiatives

• Conduct Passenger Safety and Car Seat Check Events and presentations in the target areas

• Purchase Child safety seats and a shed to store the seats

• Establish a new fit station on the Ute Mountain Ute tribal property

• Distribute child safety seats to community members

• Collect donations for the car seats to be returned back into the program

• Purchase a total of 5 canopies

• Conduct Check-up Events

• Distribute safety materials throughout the community in Towaoc and White Mesa, and conduct one-on-one education with people in both communities

• Distribute flyers and other advertisement around the community to promote Check-up and other events

## Results

### Pre-Program Visual Survey

At a presentation at Head Start, of the 13 drivers and 5 passengers observed, none were wearing their seat belts. To obtain a larger number of vehicles observed, a second survey was conducted and 32 vehicles were observed. Only two (2) drivers (6%) were wearing

their seat belts. There were 30 passengers, both adults and children, none of whom were wearing safety restraints.

In Towaoc, 168 vehicles were observed. Only ten (10) drivers (6%) were wearing their seat belts. In White Mesa 33 vehicles were observed and nine (9) drivers out of 33 vehicles (27%) were wearing their seat belts.

Two Check-up Events were conducted. The first Check-Up Event was part of the Grand Opening of the fit station at Ute Mountain held on August 27, 2009. During this event we gave out and correctly installed nine (9) passenger safety seats. Donations totaling $170 were collected to be put back into the program. The second Check-Up Event was held on September 16, 2009. During this event we gave out and correctly installed four (4) passenger safety seats.

### Post Program Visual Survey

At Head Start, 51 vehicles were observed. Only 1 driver was wearing a seat belt. There were a total of 56 passengers in these vehicles including adults and children. Only 3 adults were wearing safety restraints and all of the children were unrestrained. This is a total of 107 people observed and only 4 (or 4%) were wearing safety restraints.

In Towaoc a total of 808 vehicles were observed. Only 47 drivers wore their seat belts (or 6%). In White Mesa 58 vehicles were observed. Only 16 drivers were wearing their seat belts. In these 58 vehicles, 25 passengers were observed and only 8 of were wearing their seat belts. The total wearing their seat belts was 4% of those observed. In the pre survey in White Mesa a total of about 4% were wearing their seat belts.

There is a great need for continued education and improvement in occupant protection in both communities of Towaoc and White Mesa.

Occupant Protection

# Occupant Protection Technology Transfer

| | |
|---|---|
| Project Number: | 09-06 |
| Task Number: | 61-08 |
| Planned Expenditures: | $20,000.00 |
| Actual Expenditures: | $13,749.33 |

## Goal

Provide training, community outreach and coalition building for the Traffic Safety Program

## Strategies and Initiatives

• Fund the attendance of traffic safety professionals at national and regional conferences with occupant protection curricula.

## Results

Ten safety professionals attended the 2009 Lifesavers Conference held in Nashville, Tennessee.

Sessions that were conducted included:

• Strategies for Reaching Low Belt Use Groups

• Click it or Ticket – 2008  A Vision for the Future

• Nighttime Seatbelt Enforcement

• Occupant Protection for both Children and Adults

*10 safety professionals attended the Lifesavers conference on occupant protection.*

Project Number:          09-06
Task Number:             61-09
Planned Expenditures:    $81,000.00
Actual Expenditures:     $81,000.00

# Pueblo and San Luis Latino Occupant Protection

## Goal
Address vehicle and occupant safety of all Latino Residents in Pueblo, Huerfano/Las Animas counties and the San Luis Valley.

## Strategies and Initiatives
- Develop and maintain active local Traffic Safety Coalitions in Pueblo, Huerfano/Las animas counties and the San Luis Valley.

- Coordinate Car Seat Check Up events and Fit Stations in 12 counties.

- Train new technicians and provide update training and recertification for existing technicians.

- Continue to use earned radio and print public service announcements for advertising monthly car seat check up and major community events.

## Results
Child Passenger Safety Seat information was shared at 14 schools in Pueblo, 4 in Alamosa, and 4 in Huerfano County. A total of 45 events were held for businesses and community agencies in Pueblo, Alamosa and Huerfano/ Las Animas Counties. Included were 14 Car Seat Check Up events and 4 Fit Stations that resulted in a total of 430 child safety seats being checked and 391 seats being replaced or newly installed through this grant. 821 children left our service area "safer than they arrived."

*821 children left our service area "safer than they arrived."*

18 new technicians were trained, including 5 who are bi-lingual. 12 technicians attended update training and 16 technicians were re-certified. For ongoing sustainability, Pueblo DRIVE SMART pays for re-certification.

The Seatbelt Simulator was used at 8 events, including three events using the DUI Simulator, and served over 500 people.

A yearly teen and adult pre- and post-observational study in Pueblo showed adults had 74.5% seat belt usage rate, up from the 66% usage rate the week before this enforcement period. Teen seatbelt usage rate was 65% pre-enforcement and 75% post-enforcement. Demographic data noted over 85% of persons served are Hispanic.

CDOT banners and posters are displayed throughout all service area schools, businesses and community agencies.

Project Number:       09-06
Task Number:          61-10
Planned Expenditures:  $48,000.00
Actual Expenditures:   $47,992.53

# Denver Metro Teen Traffic Safety Challenge

## The Mile-High Teen Seat Belt Challenge
The Mile-High RETAC injury prevention advocates developed the "Mile-High Teen Seat Belt Challenge" to help save lives and prevent injuries caused by car crashes.

## Goals
Increase seat belt use, and decrease teen motor vehicle fatalities and injuries within the six counties of the Mile-High RETAC that include, Douglas County, Broomfield County, Arapahoe County, Adams County, Elbert County, and the City and County of Denver.

Continue to engage these counties with a successful multidisciplinary and multifaceted campaign that emphasizes the student's role in a peer-to-peer effort to curtail car crashes.

Increase seat belt use by at least 5% in participating high schools.

## Strategies and Initiatives
- Encourage teenagers enrolled in area high schools to buckle up during a four-week Mile-High Teen Seat Belt Challenge campaign that takes place in the fall and spring

- Foster competition among the high schools to increase seat belt use by implementing a variety of seat belt related activities designed to raise awareness and influence seat belt use

- Use a multidisciplinary approach that involves emergency medical and other emergency service providers

- Achieve a multifaceted level of involvement that draws upon home, school and community resources to deliver the seat belt safety message to teens

## Results
The strategy of the Mile-High Teen Seat Belt Challenge is multidisciplinary and multifaceted.  It is multidisciplinary because the Level One Trauma Center at Swedish Medical Center, Denver Health, St. Anthony's, and Children's Hospital, as well as local emergency service providers such as the police department and the fire department, all share resources.  Volunteers from the Mile-High

RETAC lend time, supplies, and knowledge to the campaigns. In addition, it is multifaceted because students, parents, teachers, high school administrators, and community volunteers all educate teenagers about the importance of wearing a seat belt.

The 2009 Mile High Teen Seat Belt Challenge successfully increased seat belt use among teenagers. On average, the pre-intervention results, before the campaign began, showed that 66.5 % of the students in the spring campaign were buckled up, and 74% of the students in the fall campaign were buckled up.

Overall, during the intervention (the four-week campaign), the schools that participated in the campaigns implemented over 130 seat belt related activities that influenced nearly 15,000 teenagers.

Finally, on average, the post-intervention results (after the four-week campaign) showed that seat belt use increased by 16 % in the spring, and by 9.2 % in the fall. While there was a larger increase in seat belt use during the spring, both campaigns ended above 80%, and within 1 % of each other.

*The 4-week Challenge campaigns influenced 15,000 students, increasing their seatbelt use by 16% in spring and 9.2% in fall semester. 80% of students are buckling up.*





Occupant Protection

Project Number: 09-06
Task Number: 61-11
Planned Expenditures: $214,000.00
Actual Expenditures: $213,998.13

# Occupant Protection Enforcement (CSP)

## Goal

Increase the statewide seat belt compliance rate by focusing aggressive, strict enforcement in rural areas where the compliance rate is less than the statewide average and unbelted fatalities have occurred; in urban and suburban areas during nighttime hours; and statewide during the National May Mobilization period.

## Strategies and Initiatives

• Provide overtime enforcement of occupant protection laws in order to increase seat belt use and save lives.

## Results

The Patrol agreed to provide at least 3,400 hours of overtime enforcement of Colorado's primary child passenger safety and GDL laws and enforcement of Colorado's secondary seat belt law in identified rural areas (800 hours, February 11-17, 2009), statewide nighttime enforcement (800 hours, April 1-7, 2009), and statewide during May Mobilization (1,800 hours). This overtime involved strict enforcement, with a zero tolerance stance, for all seat belt, child passenger safety, and teen driving laws.

*4,877 seatbelt citations were issued during 3 rural and statewide enforcement periods, keeping our roads safer.*

During the rural enforcement wave in February, seven of the Patrol's field troops provided a total of 901 hours of enforcement, writing 1,075 seatbelt citations.

During the nighttime enforcement wave in April, nine of the Patrol's field troops provided a total of 932.75 hours of enforcement, writing 888 seatbelt citations.

During May Mobilization, nineteen of the Patrol's field troops provided a total of 2,236.25 hours of enforcement, writing 2,914 seatbelt citations.

| Wave | Hours | Contacts | DUI | HVPT | Seatbelts | Penalty | Felonies | Miles | Cites/Hr. |
|------|-------|----------|-----|------|-----------|---------|----------|-------|-----------|
| Rural | 901 | 1853 | 7 | 276 | 1075 | 170 | 5 | 13672 | 1.193 |
| Nighttime | 932.75 | 1681 | 21 | 301 | 888 | 321 | 15 | 16351 | 0.952 |
| May | 2236.25 | 4377 | 21 | 768 | 2914 | 380 | 8 | 34077 | 1.303 |
| TOTAL | 4070 | 7911 | 49 | 1345 | 4877 | 871 | 28 | 64100 | 1.19828 |

# Occupant Protection Enforcement— Various Agencies

Project Number: 09-06
Task Number: 61-12
Planned Expenditures: $311,000.00
Actual Expenditures: $283,902.90

**Click It or Ticket** (CIOT) is the most successful seat belt enforcement campaign ever, helping create the highest national seat belt usage rate of 84 percent. Coast to coast, day or night, the message is simple - **Click It or Ticket**

This program supports the efforts of local law enforcement agencies to aggressively enforce occupant protection laws as part of the Click it or Ticket campaign.

## Goal
Use enforcement, public education and awareness efforts to increase the use of occupant protection restraints.

## Strategies and Initiatives
• Fund overtime for local law enforcement agencies throughout the State to enforce Colorado's occupant protection restraint laws

• Provide for three enforcement campaigns to be held throughout the year.

• Support three campaigns: Rural, Nighttime, and May Mobilization.

## Results
**Rural Enforcement** (February 11-17, 2009) 23 local agencies

Participating agencies were:

Alamosa PD, Bent County SO, Brush PD, Cedaredge PD, Cortez PD, Delta County SO, Elbert County SO, Elizabeth PD, Fort Morgan PD, Frederick PD, Glenwood Springs PD, Gunnison County SO, Gunnison PD, Las Animas PD, Logan County SO, Mancos Marshall's, Manzanola PD, Montrose County SO, Montrose PD, Mt. Crested Butte, Silt PD, Walsenburg PD, and Washington County SO.

A total of 124 officers were patrolling the roads, 903 hours were used with 415 citations being issued.

**Nighttime Enforcement** (April 1-7, 2009) 40 local agencies

Participating agencies were:

*In 2,600 enforcement campaign hour that included up to 90 agencies, officers issued 10,113 citations for lack of seatbelt use.*

Adams County SO, Arapahoe County SO, Arvada PD, Aurora PD, Boulder County SO, Boulder PD, Castle Rock PD, Colorado Springs PD, Commerce City PD, Denver PD, Douglas County SO, Edgewater PD, Estes Park PD, Evans PD, Federal Heights PD, Fort Collins PD, Fort Lupton PD, Fountain PD, Frederick PD, Gilcrest PD, Golden PD, Grand Junction PD, Greeley PD, Jefferson County So, Lafayette PD, Lakewood PD, Larimer County So, Longmont PD, Loveland PD, Manitou Springs PD, Mesa County SO, Northglenn PD, Palmer Lake PD, Parker PD, Platteville PD, Pueblo County SO, Pueblo PD, Sheridan PD, Thornton PD, and Wheat Ridge PD.

A total of 299 officers worked this campaign using 1719 hours. A total of 1,842 citations were issued.

**May Mobilization** (May 15-31, 2009) 91 local agencies

Participating agencies were:

Adams County SO, Alamosa County SO, Alamosa PD, Arapahoe County SO, Arvada PD, Ault PD, Auraria PD, Aurora PD, Basalt PD, Bent County SO, Boulder County SO, Boulder PD, Brighton PD, Buena Vista PD, Burlington PD, Calhan PD, Castle Rock PD, Chaffee County SO, Cherry Hills PD, Colorado Springs PD, CSU PD, Columbine Valley PD, Commerce City PD, Cortez PD, Delta County SO, Denver PD, Dillon PD, Douglas County SO, Edgewater PD, El Paso County SO, Englewood PD, Estes Park PD, Evans PD, Federal Heights PD, Firestone PD, Fort Collins PD, Fort Lupton PD, Fort Morgan PD, Fraser/Winter Park PD, Frederick PD, Fremont County SO, Gilcrest PD, Gilpin County SO, Glenwood Springs PD, Golden PD, Grand Junction PD, Greeley PD, Greenwood Village PD, Gunnison County SO, Gunnison PD, Jefferson County So, Kiowa PD, Lafayette PD, Lakeside PD, Lakewood PD, Larimer County SO, Las Animas PD, Littleton PD, Logan County SO, Lone Tree PD, Longmont PD, Loveland PD, Manitou Springs PD, Mesa County SO, Miliken PD, Minturn PD, Monte Vista PD, Montrose County SO, Monument PD, Morgan County SO, New Castle PD, Northglenn PD, Pagosa Springs PD, Palmer Lake PD, Parker PD, Platteville PD, Pueblo County SO, Pueblo PD, Saguache County SO, Sheridan PD, Silt PD, Simla PD, Steamboat Springs PD, Teller County SO, Thornton PD, Walsenburg PD, Washington County SO, Westminster PD, Woodland Park PD, Yuma PD, and Wheat Ridge PD.

With 676 officers on the roads, 4,321 hours used, a total of 7,856 citations were issued.

# Larimer County Teen Motor Vehicle Safety

## Goal
Increase teen seat belt use from 60.4% to 70% and increase compliance and understanding of the Graduated Driver's License Law.

## Strategies and Initiatives
• Develop a Teen Motor Vehicle Safety Coalition in order to increase seat belt safety awareness among teens

• Provide scholarships to encourage teens to obtain formal driver's education instruction

• Provide "Teaching Your Teen to Drive" parent presentations to educate them about the Graduated Driver's License Law

## Results
The teen seat belt use rate increased from 60.4% in 2005 to 95% in 2008, during which time the Teen Motor Vehicle Safety (TMVS) Coalition was developed. While there are many factors that could have contributed to this increase, it is believed that the TMVS coalition efforts for awareness and education played a vital part in this success.

In developing the TMVS Coalition, input was solicited from all parties that had a vested interest in keeping teens safe. This included hospital personnel, law enforcement, schools, drivers education schools, parents of teens, parents who lost teens to motor vehicle crashes, and of course, teens. Work was performed to collaboratively write the grant to include an educational component on the GDL for teens and parents, scholarship opportunities for driver's education to encourage teens to receive formalized training to gain the knowledge and skills to become a safe driver, and peer-to-peer education as the social normative piece of the puzzle.

Teenagers who received driver's education scholarships were required to write a brief essay as to what they learned in driver's education, volunteer a minimum of 4 hours for the coalition at community events, and the parents had to attend an hour and a half parent presentation on the GDL, with encouragement to bring a friend. We were able to distribute 135 driver's education scholarships to teenagers who might not have otherwise been able to afford it. The

*Since the Teen Motor Vehicle Safety Coalition was created in 2005, teen use of seatbelts has increased from 60.4% to 95% in 2008.*

scholarships were in the amount of $300, still requiring the teen/family to contribute $65-80 dollars toward the class, with the thought that some financial commitment from the teen/family, would lead to more ownership of the class and content.

Through parent presentations (using the Mesa County Health Department program, "Teaching Your Teen to Drive"), over 500 parents were educated on the complexities of the GDL and provided tips and techniques to help their teen become better, safer drivers. Other venues, included community events (New West Fest, SummerFest, The Larimer County Fair, etc.), back-to-school nights at area high schools, parent-teacher conferences, and the Alive @ 25 programs. Data gathered from the presentations included pre and post quizzes on the GDL. Over 92% of parents and teens who attended the presentations showed an increase in knowledge in the GDL.

As part of the social norming/social marketing piece of the grant, local area high schools were offered the opportunity to complete specific activities in order to receive mini-grants. Activities included morning announcements, poster contests, announcements at sporting events, advertising/promotion in theater programs, performing seat belt observations in the parking lot, distributing candy for those "caught" buckling up, hosting seat belt challenges between grades or between students and teachers. Another activity that was a huge success was encouraging the high schools to adopt a seat belt policy. Of the 10 schools solicited, 80% had the principal sign a seat belt policy for their school.

A coalition of teenagers from area high schools and adults to assist with parent and teen education, peer-to-peer persuasion, and social normative education was maintained. Teen scholarship recipients volunteered and provided assistance with parent education events and teen driving safety promotion.

Mini-grants were offered to area junior high and high schools to develop and market a safe driving program for students in their school. Students created PSA's for school announcements, posters, seat belt challenges, school commercials, etc. Five



high schools completed multiple activities to promote safe driving.

Parent education presentations on teen driving issues (GDL, drowsy & distracted driving, DUI, etc.) and 7 presentations at area high schools and junior high schools were hosted. Presentations at Poudre Valley Hospital and Medical Center of the Rockies for hospital staff were also conducted.

135 scholarships were given to low-income teens to be able to take a CDOT approved driver education course through a company that offers experience driving behind the wheel. Each participant was to complete a report of what course they took and what they learned through the course and provide 4 hours of community service to the coalition. This was the most successful piece of the grant. Once the word got out, many teenagers and parents inquired about the driver's education scholarships.

*135 Scholarships to CDOT-approved Driver Education courses were popular with both students and parents.*

High school prom activities such as safe driving messages on tickets, posters, etc. were promoted, and we worked with area florists and tuxedo shops to include point-of-purchase safety messages with rentals and purchases. Nine high schools participated (over 4,500 students) in the "Prom Pledge" project. Students signed a pledge to say they would: 1) NOT drink and drive, 2) NOT get in the car with someone who had been drinking, and 3) would wear their seat belt and require all other passengers to wear their seat belts.

1,200 students at the Loveland after prom event were reached through the printing of after-prom tickets with safe driving messages, and an interactive booth where students could spin a wheel, answer a question about the GDL and receive a prize (iTunes gift card, etc.).

Two coalition members attended the LifeSavers conference. Each attendee provided a presentation to the Teen Motor Vehicle Safety Coalition to cascade what they had learned bout teen driving safety programs throughout the country.

Pre- and post-seat belt observations were conducted at high schools receiving mini-grants. Fall seat belt use rates at Larimer County High Schools were at 95.8%. At the completion of the grant cycle, the rate remained constant at 95.8%.

Slides were purchased to be displayed at the local movie theaters with safe driving messages, including issues surrounding texting, drinking and driving, and buckling up. The slides ran for 6 weeks and were approved by CDOT's PR department.

The P.A.R.T.Y program received funds and support for the Loveland based program to include messaging about buckling up.

Project Number:      09-06
Task Number:       61-14
Planned Expenditures:  $30,750.00
Actual Expenditures:   $26,856.47

# Occupant Protection Mini-Grants

Mini-grants to organizations in rural and urban counties increase child passenger safety and teen seatbelt usage rates.

## Goal
Provide vehicle and occupant safety education to residents of Custer, Jefferson, Weld, Pueblo, and Adams counties.

## Strategies and Initiatives
• Implement occupant protection activities in rural and urban counties identified in the 2008 Problem ID as having low seat belt and child seats usage rates

• Purchase and distribute Child Safety seats

• Conduct check-up events, run fit stations by appointment, distribute safety materials, conduct focus groups with teens, and conduct youth and adults safety classes.

## Results
**Child Safety Seats and OP classes:** Tri-County Family Care Center, Pueblo County:

40 child safety seats were provided to low-income and migrant families after inspections and installations were conducted. Nine OP safety classes were held with 78 participants referred by both Otero County courts and the 16th Judicial District municipal Court.  Four Check-up Events were coordinated in various locations throughout the tri-county area.

**Teen Drivers Buckle Up:** The Denver Osteopathic Foundation (DOF)

DOF conducted a total of eight focus groups in an effort to better understand the motives/attitudes of seatbelt use among teenage drivers. Sixty teenage students from Denver Public, Cherry Creek and Jefferson County school districts participated in the focus groups.  Based on the teenagers' attitudes and perceptions, DOF designed an interactive program to increase seatbelt use among teen drivers and reduce the number of traffic fatalities.  In an effort to induce peer pressure, the phrase Save a Friend, Save Yourself, Buckle Up was adopted for the teen driver program.  DOF created a logo

that would appeal to a teenager's aesthetics and possess symbolism consistent with our goal to increase seat belt usage and reduce the number of traffic fatalities in the 15 -19 age group.

**Teen Traffic Safety:** Drive Smart Weld County and Safe Kids Weld County

Drive Smart conducted six P.A.R.T.Y. programs at high schools in Weld County; 424 students participated. P.A.R.T.Y programs include presentations by first responders, trauma, and law enforcement. Crashed vehicles were displayed and survivors shared their stories. Students participated in hands-on activities with the Fatal Vision goggles, paramedics, and rehabilitation simulation. More than 77% of the students rated the program as excellent or very good.

Drive Smart Weld County also participated in two events where the public could view a crashed car and motorcycle displays, take part in a car seat checkpoint, receive traffic safety brochures and information on the Drive Smart Driver's education scholarship program, and participate in a seat belt pledge drive.

In addition, Drive Smart put on the largest safety event in Weld County called the 2009 Tailgate the Safety Way community event. Over 1,000 community members visited the event this year including teens, parents, young adults, and children and learned about how to be safe in and around vehicles. From big rigs to motorcycles, event participants learned how to see and be seen, how important seatbelts are, how not to get injured by an airbag, how the right gear can protect them on a motorcycle, how dangerous drinking and driving can be, and how to make wise choices.

Survey: The survey was intended to measure behavior changes participants planned to make based on what they've learned as a result of attending Tailgate. 170 participants completed the post-event. 88% of the respondents were attending the event for the first time. 63% of respondents indicated that they would always wear a seatbelt, 17% would be more cautious behind the wheel, 5% would learn CPR, 15% would never drink and drive, and 4% said they would install or re-install a booster seat. 48% of the survey participants were 6-12 years old, 40% were 13-16 years old and 7% were 17-20 years old. Additionally, 40 car seat checks were completed by certified car seat technicians and 6 new car seats were given away at the event.

*Over 1,000 community members attended Weld County's Drive Smart "Tailgate the Safety Way" event to learn a variety of occupant safety skills.*

**Occupant Protection**

Classes for parents of teen drivers were held in Gilcrest. Sixty families attended and were very satisfied with the content of the class. Parents reported feeling more confident about teaching their teens to drive.

**Child Passenger Safety Seat Project:** Custer County Public Health Agency

The goal of the Child Passenger Safety Seat Project was to prevent injury and fatalities related to unrestrained area children by: providing child car seats to needy families, and to local families with visiting children who needed a safety seat during the visit; providing ongoing occupant protection education to the public; and coordinating safety seat inspections to be provided by Certified Technicians.

Child Passenger Safety Seats were purchased. One of each kind of seat was placed with Lighthouse Pregnancy Center for client checkout. Custer County Kids Club received three high-back booster seats for transporting pre-school students in the van on field trips. Some seats were stored at Hanssen Haus Resource Center for the Parents as Teachers Program for checkout to needy families. The remaining seats were stored in the Ambulance Barn for distribution through Custer County Public Health Agency.

In September 2009 the Custer County Commissioners signed a Proclamation for Child Passenger Safety Week. The Proclamation was posted in strategic public places. The "I'm Safe" materials were distributed to Custer County Preschool and CC Kids Club before & after school care program. The Check-up event was held on Thursday, September 17, 2009. 19 seats in 10 cars were inspected, two Front Facing seats were replaced.

**Longmont's Dia de los Niños Community Health Fair, Commerce City's Derby Daze Community Health Fair, Fort Collins' Block Party Community Health Fair:**

Salud Family Health Centers:

The goal of the three health fairs that Salud sponsored was to provide free and low-cost health and safety services to the patients and the larger communities that Salud serves. At these health fairs the focus was on personal safety which included passenger

Occupant Protection

occupant protection.  The intention was to increase awareness and knowledge of how to properly use car safety devices (i.e. car seats and seat belts), provide free children's safety items for low-income families, and deter drinking and driving. Child seats were purchased and installed in Salud patients' vehicles.

The program was successful; no limitations or setbacks were experienced. The main objective was to provide low-cost and free healthcare and safety services to members of the communities. The program also increased awareness of the available health and safety resources near the three communities (Longmont, Commerce City, and Fort Collins) in order to further promote the health, safety, and well-being of the children and their families. Informational booths for local businesses, non-profits, and governmental agencies advertised local health and safety services throughout the fairs.

Project Number:        09-06
Task Number:           61-15 and 61-17
Planned Expenditures:  $328,914.00
Actual Expenditures:   $312,635.00

# Seat Belt Surveys

There were seven seat belt studies conducted from April 2009 through August 2009 that targeted different demographics and segments of the population and involved nearly 425,000 vehicle observations at selected sites across the State.

## Goal

Specific goals for the seven studies were:

Determine seat belt usage rate for teen drivers and passengers

Determine seat belt usage for the State immediately prior to the enforcement wave (pre-mobilization)

Determine the State's seat belt usage rate immediately following the enforcement wave (Statewide/comprehensive study)

Determine seat belt usage within ethnically diverse neighborhoods in the front range

Determine seat belt usage rate for juveniles age 5-15 (front & rear seats) and the usage rate of child restraint safety systems for newborns through age 4

Determine the seat belt usage in rural counties of Colorado (RETAC)

Determine the nighttime seat belt usage on the front range (6:00 pm – 1:00 am)

## Strategies and Initiatives

In order to conduct studies that would yield representative results for the specific demographic or target segment of the State's population the following benchmarks and program tasks were identified and implemented:

• Hire and train observers

• Determine sample size for each survey

• Select observation sites for each survey

• Conduct observations, collect and analyze data

• Prepare and submit final reports

## Results

The results of the surveys indicate that there were improvements in seat belt usage among every demographic and population segment studied except one. The lone exception is the Statewide comprehensive survey which showed a slight decline from 81.7% to 81.1% however, statistically the results are essentially the same. Across the State, seat belt usage in urban areas is generally higher than rural areas with the Front Range showing an 83.4% rate of usage while the Eastern Plains improved to 78.1% and the Western region estimate was 77.7%.

A pilot study focusing upon six RETAC regions that received funding for educational programs yielded the following results:

Northeastern = 71.6%   Northwestern  = 73.7%

Southern = 73.4%        Southeastern = 55.5%

Southwestern = 77.5%   Western = 73.6%

A Nighttime survey was conducted within ten Front Range counties as a pilot study to provide baseline data. The overall result of 82.6% suggest that seat belt usage at night is somewhat better than daytime use.

As in past years the drivers and passengers of pickup trucks had the lowest seat belt usage rates in all of the studies (68.2%). But when considering all types of vehicles, the overall upward trend of seat belt usage, as well as the improvement in most segments of the population, demonstrates that educational efforts have been quite successful.  Rural counties and juveniles (5-15) appear to still need special attention as rural usage rates remain well below those in urban areas and juveniles have the lowest rates of any other age group.

It is interesting to note that since 1998 the Statewide usage rate has improved from 66% to over 81%. This is a significant accomplishment for a secondary law state, but the evidence of "plateauing" rates implies that educational programs and Public Service Announcement efforts need to be maintained at least at current levels in order to continue to move seat belt usage upward across the Sate of Colorado.

*"Plateauing" seatbelt usage rates show an ongoing need for education and public service announcements in order to maintain current levels.*

**Occupant Protection**

A comparison of the 2008 and 2009 demonstrates the value of safety education programs that have encouraged individuals to more consistently use seat belts.

| | 2008 | 2009 |
|---|---|---|
| Teen Study | 76.7 | 79.7 |
| Pre-Mobilization | 82.2 | 85.7 |
| Statewide | 81.7 | 81.1 |
| Child Safety Restraint | 87.15 | 86.9 |
| Juvenile (5-15) | 71.3 | 73.7 |

Occupant Protection

# Western Rural Traffic Safety – 163 Funds

| | |
|---|---|
| Project Number: | 09-06 |
| Task Number: | 61-16 / 163 Funds |
| Planned Expenditures: | $78,000.00 |
| Actual Expenditures: | $75,251.72 |

## Goal

Decrease the number of hospitalizations and deaths related to traffic crashes. The target groups are: teen drivers, their parents, and children within the counties of Delta, Gunnison, Hinsdale, Montrose, Ouray and San Miguel.

## Strategies and Initiatives

The Western Regional occupant Safety Coalition was created to:

- Recruit additional members for representation of the newer counties

- Recruit new members from the Hispanic and teen populations

- Provide a technician workshop certification class

- Provide a community trainer workshop

- Conduct four CPS seat check events

- Collaborate with school districts to promote teen driver safety

- Distribute the CDOT brochures explaining the GDL

- Work with law enforcement on GDL education

- Display fatal crash vehicle; establish fit stations in several new locations

- Market local fit stations

- Work with law enforcement on CIOT

- Coordinate with CDOT Public Relations on all media-related interests

## Results

Overall, the program was a success; however, not much change in seatbelt usage was seen. This is a priority for next year. Since the Coalition has expanded into six counties, there are some challenges that are still being addressed. The Coalition is working to improve the communication among all members and sustain the level of

*The Safety Coalition has expanded to include 6 counties. More communication is needed to assure sustained progress toward goals.*

accomplishments that has been achieved previously. These efforts all show there is more work that needs to be completed to enhance the work already accomplished.



**A display that featured the Car Seat trailer was set up at an event in Naturita.**



**A certified car seat technician inspects a car seat at an event at a daycare center.**

# SAFE COMMUNITIES & BICYCLE AND PEDESTRIAN SAFETY PROGRAM OVERVIEW

2009 Annual Report
Office of Transportation Safety and Traffic Engineering Branch

DOT
DEPARTMENT OF TRANSPORTATION

# Safe Communities & Bicycle and Pedestrian Safety Overview

Safe Community programs use an integrated and comprehensive injury control system with various partners as active and essential participants in addressing community injury problems. The community has a coalition/task force that is comprehensive and community-based with representation from citizens, law enforcement, public health, medical, injury prevention, education, business, civic and service groups, public works offices and traffic safety advocates. This diverse group provides program input, direction, and involvement in the Safe Community program.

Projects in the Safe Communities and Bicycle and Pedestrian Safety program areas support the Office of Transportation Safety's goals to promote injury prevention activities at the local level to solve highway and traffic safety problems.

## Program Administration

Projects in the Safe Communities and Bicycle and Pedestrian Safety program are administered by Program Manager Carol Gould with assistance from OTS staff: Leslie Chase, Ilana Erez, Terry Huddleston and Gina Guerrero. The nine projects in the program had a planned budget of over $396,000

## Educating Colorado Children

The goals of the Pedestrian and Buckle Up For Love Programs and the Skills on Wheels Safety Program are to increase the knowledge of safe pedestrian behaviors of prek-2nd grade students, increase the knowledge and use of booster seat use in Pre-K-2nd grade students and the number of students ages 10-12 in grades 4th-5th-6th properly buckled up in the backseat and to educate youth and parents on the importance of bicycle safety and helmet use.

## Supporting Traffic Safety Coalitions

The Office of Transportation Safety encourages Colorado's Traffic Safety Coalitions to support CDOT's "Click It or Ticket" campaigns and other traffic safety programs. This is accomplished by providing the coalitions with support and resources through training, mini-grants and materials for them to better execute and support statewide occupant protection safety activities.

New activities this year included supporting the implementation of new, or enhancement of existing, occupant protection strategies in counties with lower than average seat belt use compliance rates.

Seven Regional Emergency Trauma Advisory Councils (RETACs) encompassing 34 counties, were identified to participate in the initial phase of the project.

Project Number:     09-09
Task Number:     91-02
Planned Expenditures:    $10,000.00
Actual Expenditures:    $7,084.26

# Evaluating Youth Diversion Programs

## Goal

Evaluate youth diversion programs in three Colorado counties which use a comparable model for first offenders. Measure their effectiveness in changing behavior and reducing subsequent DUIs and related motor vehicle crashes.

Use this information to improve program performance, and provide a validated, low-cost model for wider use.

## Strategies and Initiatives

• Analyze the current Adams County client data set

• Develop a standard client intake assessment, and formulate a detailed evaluation plan in order to better understand client characteristics

• Permit linking client data with existing DUI and motor vehicle crash data for evaluation of short- and longer-term impacts of the diversion model as executed in each county.

## Results

The OMNI Institute, the agent performing this evaluation effort, has analyzed nine years of client data for the Adams County Youth Diversion Program, and found a relatively low recidivism rate. A proposed intake assessment has also been designed and coordinated, and OMNI has provided a detailed plan for suggested next steps. Challenges remain in gaining appropriate access to DUI and vehicle crash data, and assuring that all three counties' programs are fully comparable and can make useful data available.

An analysis of 6,108 youths attending a diversion class in Adams County's Youth Diversion Program from May 2000 through May 2009 found that such clients had a re-offense (recidivism ) rate of 15.2%, as captured in this dataset. Three quarters of these clients were between the ages of 14-17 years, and recidivism was roughly comparable in each of seven participating jurisdictions.

*Youth with DUI's or crashes who attended a diversion class had a low re-offense rate of 15.2%.*

# Traffic Safety Coalition Development Mini-grants

Project Number: 09-09
Task Number: 91-04
Planned Expenditures: $50,000.00
Actual Expenditures: $28,152.47

## Goal

Increase restraint use through statewide enforcement of the Colorado occupant protection laws.

Reduce the percentage of alcohol-related fatal crashes from 44.6% in 1995 to 38% by 2010.

## Strategies and Initiatives

• Provide coalitions the support and resources, through training, mini grants, and materials for them to more effectively execute and support the statewide occupant protection and impaired driving activities

## Results

Mini grant opportunities were awarded to ten participating coalitions, non-profits, and for profit agencies, which supported statewide occupant protection and impaired driving activities.

The "Traffic Safety Heroes'" event, where top producing law enforcement officers, as well as coalitions that participated in the enforcement campaigns, are recognized was not held this year.

*Minigrants were awarded to 10 coalitions statewide to reduce alcohol-related fatal crashes through activities related to occupant protection and impaired driving.*

Project Number:      09-09
Task Number:         91-05
Planned Expenditures:  $60,000.00
Actual Expenditures:   $41,321.76

# Pueblo County Motor Vehicle Safety Project

## Goal

Reduce motor vehicle injuries and fatalities for teens and young adults in Pueblo County.

## Strategies and Initiatives

• Increase knowledge about safe driving practices through education to parents, teens and youth-serving organizations

## Results

Work towards the accomplishment of this goal was conducted in partnership with several community organizations, including law enforcement, a Medical Center, DriveSmart and others.

Classes for parents of teens ready to drive, or driving, were established. Three large events were used to bring notice to the importance of safe driving and bring education to the target audience. Events included a large community health fair (Health Expo), a community Teen Maze (an event targeted to teens about making good, healthy choices that is in the form of a large "game" in which teens are the players), and a Safe Driving Expo. The Safe Driving Expo brought together various disciplines that are vested in many aspects of driving and passenger safety. This included law enforcement, Colorado Department of Revenue (DMV), insurance companies, mechanics, MADD, hospitals, driving academies and train crossing safety. Additionally, local media was used to promote safe driving messages and highlight Pueblo's poor teen driving statistics and the need for safer driving practices.
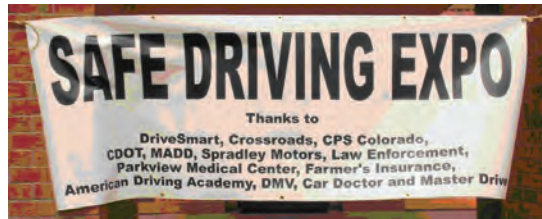
*Community events and education identified an increase in knowledge about the risks of teen driving, GDL laws, and parent/teen driving.*

While overall impact of the work accomplished through this grant is difficult to assess, surveys conducted at the various events were able to identify an increase in knowledge. Some of these areas included increased knowledge about the risks of teen driving, the Graduated Driver's License (GDL) laws, and the awareness and usefulness of parent/teen driving contracts or agreements.

Eight "Teaching Your Teen to Drive" classes had 197 participants. The Health Expo saw approximately 750 attendees, Teen Maze engaged approximately 200 youth and the Safe Driving Expo reached about 175 individuals. The DriveSmart partners checked 32 car seats, replacing 14 of those with safer, better fitted, more appropriate seats.

The area that was most challenging involving paying for safety ads in high school year books. The idea was to take pictures of school-specific high school students, whose pictures would then go into their school-specific yearbook. While the idea was great, accomplishing this was difficult. Issues included the need for parental permissions, availability of school staff, and the logisitics of billing through a variety of departmental systems.

Project Number:      09-09
Task Number:        91-06
Planned Expenditures:   $50,000.00
Actual Expenditures:    $39,788.00

# Elbert County Seat Belt Initiative

## Goal

Increase seat belt usage by 10% as measured by local first responders.

Increase to 100% the number of persons using car seats correctly after instruction.

## Strategies and Initiatives

• Host two car seat inspection safety days

• Collaborate with other organizations to give presentations in high schools on topics related to seatbelt use

• Increase exposure to seatbelt messaging to students, parents, seniors, and community.

## Results

An infant car seat program included making appropriate car seats available to Elbert County residents, and provided car seat inspections and/or referrals to car seat inspectors.

*Student-led seatbelt campaigns, assemblies and an essay competition offered driver's education scholarships as awards.*

Education for young/new drivers included having County Coroner presentations at 5 schools, sponsoring Alive @ 25 classes, conducting student-led seatbelt campaigns in 3 area schools, establishing a partnership with Mile High RETAC to sponsor a safety assembly for Kiowa schools, and holding an essay competition with driver's education scholarships as awards.

Seat belt safety messaging was held at community festivals, Elbert County Fair, 9Health Fair, schools, and senior citizen gatherings. These events, and posting seat belt signage in high school parking lots, increased visibility regarding vehicle occupant restraints. Two newspaper articles were published.

# Yuma County Community Outreach

| | |
|---|---|
| Project Number: | 09-09 |
| Task Number: | 91-07 |
| Planned Expenditures: | $35,000.00 |
| Actual Expenditures: | $35,000.00 |

## Goal

Through the Rural Communities Resource Center and RIPEATS (Reducing Injury Through Prevention Education Awareness and Traffic Safety) Coalitions:

Increase safety belt & child restraint use.

Reduce fatalities and injuries involving young drivers.

Reduce crashes on rural county roads and crashes involving pedestrian and/or bicyclists.

## Strategies and Initiatives

• Implement education campaigns among students that focus on occupant protection

• Present information about youth traffic fatalities in a culturally sensitive and appropriate manner

• Continue supporting safety events and coalitions

## Results

As a result of the needs assessments conducted in the previous grant, occupant protection was shown to be as significant an issue, if not more than, the distracted/drinking driving in our community. This led to a current program being modified to include a larger emphasis on occupant protection. A large campaign was implemented that focused on youth occupant protection through the Washington County SOS (Save Our Students) Mock Crash, teen motor vehicle challenge, Alive at 25, and booths at Health & Safety Fairs.

Due to the high number of youth fatalities in the two communities due to traffic crashes, sensitivity and compromise were required among community agencies and the RIPEATS coalition. Many community meetings and school board presentations were conducted to ensure county-wide participation, while still respecting the sensitive state of some of the student body.

With the support of the local State Patrolman and the RIPEATS, the Washington County SOS Mock Crash event was hugely successful. There was participation from all 5 county schools affecting over

300 students.  Survey results from participants, their families and the general student body showed a high level of impact..

Year long implementation of occupant protection events are also believed to have contributed to the increased use of seatbelts. Health & Safety Fairs displayed current data surrounding occupant protection and a graphic DVD clip of the effects of not using your seatbelt.  The teen motor vehicle challenges also allowed the students to be influenced and encouraged by their peers to increase seat belt usage.  Having various student body organizations conduct the observations, plan and facilitate the awareness activities, and "compete" with the other schools to raise their seatbelt use, offered a different dynamic for the youth since their peers were the ones spreading the message.

Car seat checkpoints continue to show a high percentage of misuse and inappropriate seat choice.  By providing the checkpoints quarterly in both counties a larger group of people at various events/locations throughout the two-county area was captured.

*After a "mock crash" training event, the school counselor wrote it was the "absolute best and most effective teen safe driving program I have ever participated in. Students would like to do it again."*

The briefest and best accomplishment that can be shared is the response letter from Woodlin School regarding the mock crash.  The school staff were initially not on board, and were the most reluctant to participate, even after their School Board strongly suggested their involvement.  They had lost a student to a car crash early in the fall and didn't feel the event was appropriate.  The counselor's comments on the response letter were "The absolute best and most effective teen safe driving program I have ever participated in.  Students would like to do it again."

Strategies that were not as successful were the bike rodeo in Yuma County and the driver's education scholarships.  Scheduling proved to be the issue with the bike rodeo and there was no identified need from either community surrounding the scholarships.

# Increasing Seat Belt Compliance

| | |
|---|---|
| Project Number: | 09-10 |
| Task Number: | 91-09 |
| Planned Expenditures: | $55,000.00 |
| Actual Expenditures: | $29,799.87 |

Lower than average seat belt compliance rates continue to be a challenge for many counties, both urban and rural, throughout Colorado. The statewide average seat belt compliance rate for 2008 was 81.7%, the range is 56% to 91.6%.

## Goal
Increase seat belt compliance rates in rural and urban counties with low compliance rates.

## Strategies and Initiatives
• Support the implementation of new, or enhancement of existing, occupant protection strategies in counties with lower than average seat belt use compliance rates

• Invite selected Regional Emergency Trauma Advisory Councils (RETACS) in identified areas to attend training and apply for mini grants to enhance or support development of sustained multi-year programs to increase seat belt use compliance rates

## Results
Data from the 2008 Statewide Survey and the number of unbelted fatalities, based on 2007 FARS data, was used as a baseline to target rural and urban counties with a low seat belt use compliance rate and high unrestrained fatality rates.

Seven RETACs, encompassing 34 counties, were identified to participate in the initial phase of the project. The project focused on collaborating with the identified RETACs to submit letters of interest and attend a 2 day training on reviewing the highway safety "big picture"; components of a successful occupant protection program and essential community and state partnerships. Attendees received step-by-step, hands-on development of individualized action plans and development of an evaluation plan. These plans were in accordance with public health department models that include promoting healthy behaviors and encouraging the public to take responsibility for their own health and engaging the community to identify and solve health problems.

Representatives from all seven RETACs, representing 34 counties, attended the training held in June and received the "Rural Traffic Safety Project Action Kit".

*Representatives from RETACs covering 34 counties attended training and received the "Rural Traffic Safety Project Action Kit."*

After the training, the RETACS were encouraged to conduct follow up meetings in their communities to identify existing resources and programs and to collaborate with various stakeholders on drafting applications for program implementation.

Numerous planning meetings took place throughout the RETAC regions and all RETACs submitted applications for programs implementation efforts which were subsequently approved for funding.

# Drive Smart Colorado

| | |
|---|---|
| Project Number: | 09-09 |
| Task Number: | 91-10 |
| Planned Expenditures: | $28.275.00 |
| Actual Expenditures: | $25,174.30 |

Traffic related deaths continue to be the number one killer of teens. To ease this problem on a local level, DRIVE SMART COLORADO created the High School Traffic Safety Challenge for the Colorado Springs area. This 7-week, friendly challenge between schools to increase seatbelt use and general knowledge about traffic safety and safe habits among teenagers has been an extremely successful program, and has taken place annually since 1990. In order to always keep things fresh and interesting, this project works hard each year to develop new presentations and find new stories that will touch the hearts and minds of our teens. Each school must fulfill a minimum of 2 requirements to complete the challenge including the three unannounced safety belt checks and at least one display or presentation. The presentations are either ones that are suggested within the Challenge Manual, including insurance, Trauma Nurses, local speakers, the seat belt convincer, KILO Radio Trivia contests, videos available for use in science and health classes or during lunch break, etc. or are created by the talented teens who head up the challenge in each school. In addition, there is a creative writing, art poster and video contest that is designed to create more avenues for participation.

## Goal
Increase seat belt use by area teen drivers at participating high schools.

Present an avenue for peer to peer traffic safety education within area high schools with a goal of reducing teen motor vehicle fatalities and injuries.

Plan, complete preparation for and kick off the 20th Annual DRIVE SMART High School Traffic Safety Challenge by October 6, 2009.

## Strategies and Initiatives
- Recruit high schools to participate in the annual High School Traffic Safety Challenge

- Produce an annual DRIVE SMART teen-focused video that is a primary focus of the High School Challenge. Where possible, include local, tragic stories to better reach the students

- Distribute incentive items (highlighter pens, alligator clips, pens, key chains etc., all with a traffic safety message including

the coteendriver.com website) which are given to each school in order to help the students be successful with their campaigns

- Arrange for, update, add or delete items for the manuals, speakers, presentations, and displays

- Conduct the annual breakfast kick-off. This event is a key component of the Challenge and it serves several purposes. It is the only time all of the schools gather together and there is a lot of exciting energy generated at the event. Over 150 students, staff members, School Resource Officers and other leaders from the schools attend annually. The kids feed off of each other and begin planning their campaigns. The manual is briefly reviewed and the new presentations are debuted. The kids pick up their incentive boxes and posters and begin to schedule their events

## Results

In August, letters were sent to 33 high schools in El Paso and Teller counties to invite them to participate in the challenge. By the middle of September, participation letters from 30 high schools had been received. These 30 schools represent over 25,000 students and staff members who will be touched by the DRIVE SMART traffic safety messages.

During the months of August and September, the Challenge manual was revised, updated and reprinted. 75 copies were made of the 50 page document. Each school gets a manual in a three ring binder (this binder can also serve as the final presentation notebook), plus two stapled copies. Copies are also given to the teacher sponsor and School Resource Officer in each school. 30 potential presentation options are available for the students to choose from.

The video was completed the last week of September, 2009. It features two crashes: one that shows a fatal crash in July, 2008 where no seat belt was used and the second that shows a crash that should have been fatal, but because the teen was wearing a safety belt, she survived. Videotaped interviews were conducted with family and friends of both 17 year olds. Crash locations were taped as well.

Schools averaged a 10% increase in seat belt use over the seven week campaign, and this seat belt effort has been key in making Colorado Springs area teens some of the safest in the state with a constantly high seat belt use (as evidenced by CDOT's Teen Seat Belt Surveys).

Timing continues to be a challenge. Without all of these components coming together by the end of September, we would

*25,000 students at 30 high schools will be touched by Drive Smart messages.*

*Seat belt use increased 10% over the 2-week campaign, making Colorado Springs teens some of the safest in the State.*

not be able to kick-off one of the most successful and long-running teen traffic safety campaigns in the country.  Nearly every school that participates increases their seat belt use.  During a typical challenge, over half of participating schools increase their seat belt use by over 10%, with several schools increasing by as much as 30%.  These results are sustained and are documented in the CDOT Teen Seat Belt Survey as they match our local high school data fairly closely.

Project Number: 09-10
Task Number: 95-01
Planned Expenditures: $48,250.00
Actual Expenditures: $43,048.06

# Pedestrian Safety - Buckle Up For Love

## Goal

Increase booster seat use and knowledge in Pre-K-2nd grade students at selected elementary schools in the Denver metro area (Denver Public Schools, Douglas and Jefferson County Schools) through a combination of student and parent education and limited distribution of child safety/booster seats

Increase the knowledge and safe pedestrian behaviors of Pre-K-2nd grade students in selected elementary schools in the Denver metro area through a combination of student and parent education.

## Strategies and Initiatives

• Conduct classroom presentations about child passenger safety and pedestrian safety to children in grades Pre-K to 2nd

• Create a parent education newsletter

• Make available up to 125 booster seats to be distributed to families in need in at least two high need elementary schools.

• Provide child passenger safety interactive programs at health and safety events.

## Results

The program made 125 car seats available at health and safety nights to families identified by teachers as high need. High need is defined as families with students participating in the free-lunch program.

A parent education newsletter was created that details the potential injuries and possible death for children traveling unrestrained or improperly buckled up.

A total of:

2172 students received the STOP•LOOK•LISTEN -pedestrian safety program.

1433 students received the Buckle Up For Love Program.

139 teachers completed the satisfaction survey.

*2172 young students learned to STOP-LOOK-LISTEN*

}

**Pedestrian Safety Evaluation**

| # Students | Pre-Test | | | | Post-Test | | | |
|---|---|---|---|---|---|---|---|---|
| | What is the first thing you need to do before you cross the street? | | | | What is the first thing you need to do before you cross the street? | | | |
| | Stop | Look | Listen | Other* | Stop | Look | Listen | Other* |
| 2172 | 645 | 1156 | 245 | 29 | 2101 | 18 | 3 | 0 |
| | Correct: Stop | Incorrect: Look, Listen, Other | | | Correct: Stop | Incorrect: Look, Listen, Other | | |
| | 34.2% | 65.8% | | | 96.7% | 1.0% | | |

**Buckle Up for Love Evaluation**

| # Students | Pre-Test | | | | Post-Test | | | |
|---|---|---|---|---|---|---|---|---|
| | Where do you need to ride in a car – front or back seat? | | What do need to ride in when in a car? | | Where do you need to ride in a car – front or back seat? | | What do you need to ride in when in a car? | |
| | Front | Back | Car/Booster Seat | Other* | Front | Back | Car/Booster Seat | Other |
| 1433 | 502 | 931 | 721 | 712 | 2 | 1121 | 1433 | 0 |
| | Percentage Incorrect | Percentage Correct | Percentage Correct | Percentage Incorrect | Percentage Incorrect | Percentage Correct | Percentage Correct | Percentage Incorrect |
| | 35.0% | 65.0% | 50.3% | 49.7% | 0.2% | 99.8% | 100.0% | 0.0% |

**Teacher Satisfaction Survey**

| How would your rate the overall quality of the program? | | | | How would you rate the presentation by DOF? | | | | How would you rate the classroom activities? | | | | Have we adequately addressed car seat/pedestrian safety concerns? | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Poor | Satisfactory | Good | Excellent | Poor | Satisfactory | Good | Excellent | Poor | Satisfactory | Good | Excellent | Poor | Satisfactory | Good | Excellent |
| 0 | 1 | 19 | 119 | 0 | 2 | 15 | 122 | 0 | 2 | 37 | 100 | 0 | 1 | 19 | 119 |
| 0.0% | 0.7% | 13.7% | 85.6% | 0.0% | 1.4% | 10.8% | 87.8% | 0.0% | 1.4% | 26.6% | 71.9% | 0.0% | 0.7% | 13.7% | 85.6% |
| # of Evaluations | | 139 | | | | | | | | | | | | | |

Project Number:      09-10
Task Number:         95-03
Planned Expenditures:  $60,000.00
Actual Expenditures:   $38,115.82

# Skills On Wheels / TWEEN Program

## Tween Passenger Safety

Increase the number of Tweens (8-12 year olds) sitting safely buckled up in the back seat.  The target audience will be 3rd  through  5th grade students and their parents at  elementary schools in the Denver metro area.

## Skills On Wheels (SOW)

Increase knowledge and skills about bicycle safety among of students in grades 3rd, 4th and 5th at selected elementary schools in the Denver metro area.

## Strategies and Initiatives
### Tween Pasenger Safety

- Assess the attitudes and behaviors of students and parents from surveys, and conduct workshops/assemblies with students about injuries resulting from being in the front seat and unrestrained.

- Provide parents with information about how to transport their child safely.

### Skills on Wheels

- Provide student and parent education on bicycle safety.

- Provide students with bicycle skills coursework.

## Results
### TWEEN Passenger Safety

*78.8% of Tweens wear their seatbelts all or most of the time.*

The Project staff met with targeted school's principals, physical education teachers and Denver Public Schools Risk Management staff to review program materials and timelines for implementation.

Pre-intervention surveys of students and their parents were conducted at the targeted schools to determine their insights and barriers to sitting in the back seat and buckling up.

A newsletter for parents was created and distributed. It included a parent survey to be returned for data collection, information about the safety issues around Tweens sitting in the back seat buckled up, suggestions on how to motivate tweens to sit in the back seat buckled up, site studies about the importance of the parents buckling up, and reminders about parental influence on Tweens.

Workshops and assemblies were conducted with 4th and 5th grade students on traffic safety and the potential injuries resulting from crashes where Tweens are unrestrained and in the front seat.

## Results
### Skills On Wheels
Parent education newsletters and take home activities for student and parent to interact about bicycle safety were created.

Classroom presentations about bicycle safety, followed by skills workshops were presented to children in grades 3, 4, and 5 (estimated 50 children per grade for a total of 150 per school) in at least eight elementary schools in the Denver metro area, reaching approximately 1200 children and their families.

**Student Data**
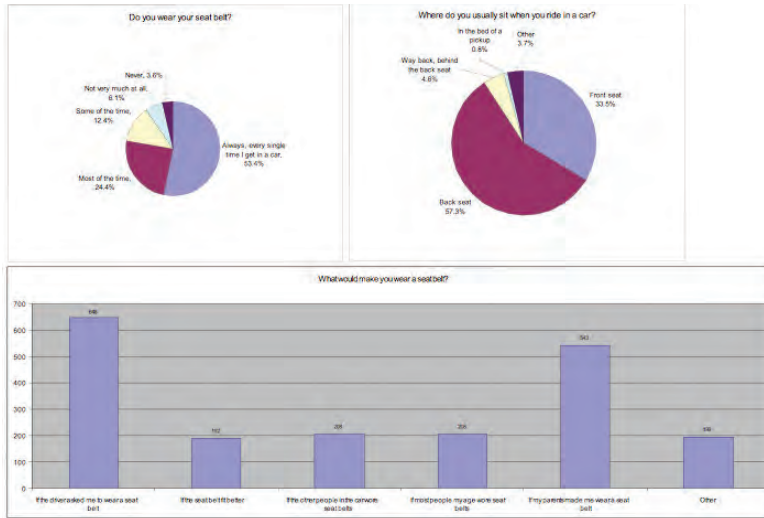


**Teacher Satisfaction Survey**
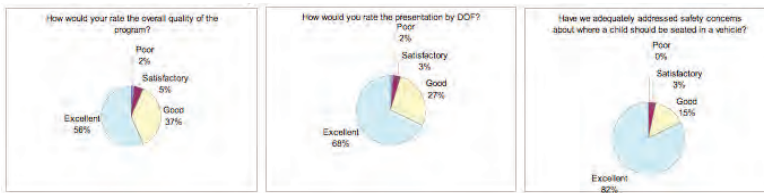
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# IMPAIRED DRIVING PROGRAM OVERVIEW

2009 Annual Report
Office of Transportation Safety and Traffic Engineering Branch
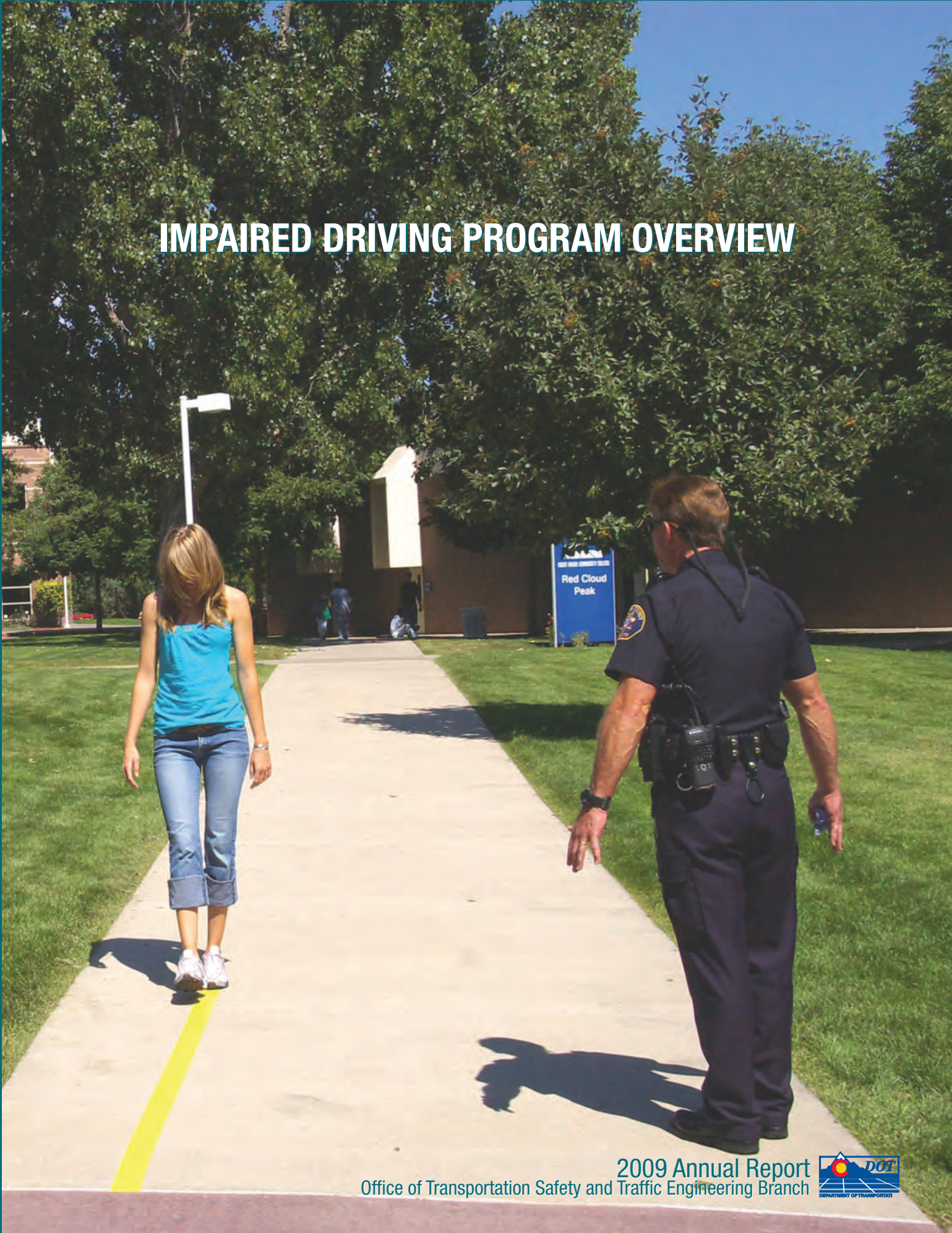
# Impaired Driving Program Overview

The Office of Transportation Safety (OTS) Impaired Driving Program funds projects that support CDOT's efforts to meet its impaired driving-related performance measures. Activities in the Impaired Driving Program include impaired driving enforcement, young drivers, community-based prevention programs, training, and technical assistance. The Impaired Driving Program's projects are detailed on the following pages.

## Program Administration

The Impaired Driving Program is administered by Glenn Davis, with the assistance of OTS team members: Robin Rocke, Paul Peterson, Gina Guerrero, Ilana Erez, Leslie Chase and Terry Huddleston.

The OTS, with the assistance of their partners, was responsible for 29 projects with a planned budget totaling over $2.1 million. This project and budget total includes Cone Zone Safety, Motorcycle Safety, Speed Control and Enforcement, and Prohibiting Racial Profiling. Examples of the Impaired Driving Program's support for community-based prevention programs are the Mothers Against Drunk Driving (MADD) youth coordinators, and College and University Impaired Driving Prevention. The MADD youth coordinators work with CDOT to promote safety initiatives through multimedia presentations. CDOT worked to identify institutions of higher learning to partner with on impaired driving prevention programs.

In FY-2009, the Impaired Driving Program supported law enforcement's overtime and high-visibility Impaired Driving enforcement efforts. It provided and coordinated Standard Field Sobriety Testing (SFST), Advanced Roadside Impaired Driving Enforcement (ARIDE) and Drug Evaluation Classification (DEC) training for law enforcement officers, and purchased equipment to assist law enforcement impaired driving enforcement efforts.

## Impaired Driving Enforcement

In FY-2009, the Impaired Driving Program supported law enforcement's overtime and high-visibility Impaired Driving enforcement efforts. It provided and coordinated Standard Field Sobriety Testing (SFST), Advanced Roadside Impaired Driving

Enforcement (ARIDE) and Drug Evaluation Classification (DEC) training for law enforcement officers, and purchased equipment to assist law enforcement impaired driving enforcement efforts.

## Community-Based Programs

An example of the Impaired Driving Program's support for community-based prevention programs is the Mothers Against Drunk Driving (MADD) youth coordinators. These MADD youth coordinators work with CDOT to promote safety initiatives through multimedia presentations.

Project Number:     09-01
Task Number:        11-01
Planned Expenditures:   $100,000.00
Actual Expenditures:    $55,166.19

# DUI Enforcement Training

This program provides Colorado Peace Officers with impaired driving classroom and practical training in accordance with Colorado Department of Transportation (CDOT) guidelines and standards. It also provides required Standard Field Sobriety Testing (SFST) Instructor Update Training and SFST Instructor training to new Instructors.

Drug and alcohol trends are a constantly changing field. Updated training is an important strategy for Colorado Peace Officers to stay educated about current usage patterns and methods of detection.

## Goal
Reduce the number of alcohol related crashes and fatalities by providing impaired driving detection training to Colorado law enforcement.

## Strategies and Initiatives
• Provide SFST training at a level that maintains the standards established by both the National Highway Traffic Safety Administration (NHTSA) and the Colorado Department of Transportation.



• Extend the training to rural Colorado agencies to maintain the highest level of standardization.

• Provide advanced training in the apprehension of impaired drivers.

## Results
Classes taught included: SFST practitioner, SFST Instructor, SFST Instructor Update, and Advanced Roadside Impaired Driving Enforcement (ARIDE).

Twenty-eight classes were taught this year with fourteen of these classes held at smaller agencies. This approach provided a huge cost savings to the agencies that need it most.

SFST practitioner schools were held in Estes Park (2), Pagosa Springs and Colorado Springs.

SFST Instructor schools were held in Adams County, Littleton, Commerce City and Lakewood. SFST Instructor Updates and Drug Recognition Expert (DRE) Updates were held jointly in the following locations: Thornton, Fort Carson and Glenwood Springs.

ARIDE was the primary focus of this year's training mission. Classes were held in the following locations: Boulder, Fountain, Ft. Lupton, Ft. Morgan, Castle Rock, Limon, Durango, Alamosa, Aurora, Glenwood Springs, Loveland, Colorado Springs, Cannon City and Greeley. Of the 28 classses taught, 14 were ARIDE.

A training collaboration was created between CDOT and the Colorado District Attorneys Council (CDAC) The Traffic Safety Resource Prosecutor was utilized to provide detailed legal training at all of the update classes. In exchange, the CDAC has utilized several SFST instructors that teach classes for CDOT to assist with a course titled, "The Comprehensive DUI."

Additionally, partnerships in training were formed with the following groups or agencies this year: Mothers Against Drunk Driving, Colorado Department of Revenue (DOR), Colorado State Parks and the Colorado Drug Investigators Association (CDIA).

*Training close to home allowed small agencies to participate at reduced costs, and identified those agencies needing to replace or update their training equipment.*

Overall, the class critiques received relayed the following observations: appreciation for training in the chosen venues that were "close to home" for small agencies, recognition of the high quality trainers, and increased enthusiasm towards Impaired Driving education and the ARIDE program.

Several small agencies expressed a renewed sense of direction with their Impaired Driving enforcement programs.

The biggest success of 2009 was the ARIDE program. This class is designed so that the Instructors can build upon the student's skills without a large time commitment. The two day format is perfect for the information provided. This class will be a popular choice for years to come.

One area for improvement would be to provide up-to-date equipment to all training venues. Several of the venues visited either lacked equipment or what they had did not work. Desired equipment would include LCD projectors, computers, and sound systems.

**Impaired Driving**

The second area for improvement is communication with the students prior to the class regarding the basic requirements for entry into the Instructor level programs. This process is being modified for the next fiscal year. A tracking program would be beneficial to maintain logs on certified practitioners.



*Officers from 32 agencies took classes on current drug usage patterns and methods of detection and roadside enforcement.*

The year was a success with over 32 Law Enforcement agencies trained, including Park Rangers with the Colorado State Parks and the University of Colorado Campus Police.



2009 Colorado Training Schools

- ARIDE locations
- SFST DUI school locations
- DUI Train the Trainer locations
- DUI/DRE Update locations

# Littleton Impaired Crash Reduction

| | |
|---|---|
| Project Number: | 09-01 |
| Task Number: | 11-02 |
| Planned Expenditures: | $25,000.00 |
| Actual Expenditures: | $23,913.72 |

The Littleton Police Department completed a twelve month enforcement period on a grant provided by the Colorado Department of Transportation, known as Littleton Impaired Crash Reduction (LICR). The grant provided funding for impaired driving enforcement, speed enforcement, and occupant protection enforcement along the South Santa Fe Drive corridor.

## Goal
- Reduce injury impaired crashes by 2%, from the current 9.8%, by focusing enforcement on speed and occupant protection violations, thereby reducing economic and social impact to our community

- Increase impaired driver arrests by 35% from 2006, targeting enforcement in the City of Littleton's highest traffic corridor which accounts for 43.1% of impaired crashes

## Strategies and Initiatives
- Provide funding for overtime enforcement activities along the South Santa Fe Drive corridor, with random deployments between the hours of 9 p.m. and 3 a.m.

- Participate in CDOT and NHTSA enforcement periods

- Focus on speed, occupant protection, and impaired driving violations

## Results
In 2006, 9.8% of Littleton's crashes drivers were impaired, the highest among large cities in Colorado. The City of Littleton internal statistics showed that 43.1% of all impaired crashes in 2006 occurred on US HWY 85, which was an increase from 2005 with 36.7% and 2004 with 23.6%. Additionally, according to 2006 LEAF grant data collected by the Littleton Police Department, 222 impaired arrests were made during 2006; however 62% of those arrests were post crash.

Based on this information and in an effort to make the best use of the LICR funds, a plan was implemented in which officers were randomly deployed along the S. Santa Fe corridor from 9 p.m. until 3 a.m. Officers were randomly deployed 35 times during the enforcement period.

The Littleton Police Department participated in all of the Colorado Department of Transportation (CDOT) and National Highway Traffic Safety Administration (NHTSA) enforcement periods.

Officers continued to use a document that was created during the 2007/2008 LICR grant period. Officers were directed to complete the form during each deployment. The form contains statistical data from each contact and arrest made along South Santa Fe Drive. Strict enforcement of speeding and occupant protection violations was emphasized.

*96.5% of impaired drivers were arrested before they crashed. There were no fatal crashes along the Santa Fe corridor.*

The Littleton Police Department arrested 290 alcohol or drug impaired drivers during the period. They arrested 96.5% of impaired drivers before they crashed, a 9.8% improvement since the previous grant period. There were 925 total crashes, 33 of which were alcohol related. There were 27 non-injury impaired crashes, 6 injury impaired crashes, and 0 fatal impaired crashes. 22.2% of the impaired crashes resulted in injury and 0% resulted in death, a 7.2% improvement since the previous grant period. 3.5% of all crashes investigated involved an impaired driver, an improvement of 1% since the previous grant period.

The Littleton Police Department identified and set goals during this enforcement period. The Littleton Police Department reduced impaired crashes from 9.8% to 3.5%, meeting one of the goals of the grant. Littleton Police arrested 290 drug or impaired drivers, an increase of 31%.

**Impaired Driving**

# Southwest Colorado DUI Courts

Project Number: 09-01
Task Number: 11-03
Planned Expenditures: $275,000.00
Actual Expenditures: $275,000.00

## Goal

Continue two DUI courts in southwestern Colorado (Pagosa Springs and Cortez).

Start new courts in Longmont and Boulder.

Support other communities who have an interest in creating these courts and who are in the initial planning stages.

## Strategies and Initiatives

- Provide staffing resources for Archuleta and Montezuma Counties for court and probation staff to operate DUI courts

- Utilize the ten guiding principles of DUI Courts

- Provide start up funding for two additional courts in Boulder County

- Develop a draft DUI Court staffing model that can be used to develop sustainability plans for these courts and to obtain funding for future courts

- In conjunction with the National Drug Court Institute, conducte a three day planning training for local courts who have an interest in starting DUI courts

- Provide the State Courts with resources to develop an evaluation model that can be used to evaluate the effectiveness of DUI courts in Colorado

## Results

The Pagosa Springs DUI Court (Archuleta County) has been in operation for 30 months. They are finding the court to be successful and are developing strategies to continue the court after grant funding is no longer available. The Court is fully operational and is operating at the targeted capacity. The target population for this court is Persistent Drunk Drivers as defined by statute. (First time offender with a high BAC or a repeat offender.) Data on the participants continues to be gathered.

The Cortez (Montezuma County) Court has been in operation for almost two years. This court is only targeting third time offenders so the overall target population is smaller than other locations. Early indicators are that the Court is having a positive impact on these offenders.

In January of this year two additional courts in Boulder County became operational, with one in the city of Longmont and one in the city of Boulder.

*Data is being collected in a uniform manner at intake and discharge points. The greatest success of DUI Courts is hearing the success stories of the participants.*

Data for all offenders is being collected in a uniform manner by the participating courts. This information is being collected at both the intake and discharge points. Once we have enough data collected for analysis, we will be able to talk about the characteristics of both the successful and unsuccessful participants of each of these DUI Courts.

There are currently an increasing number of communities who are interested in developing DUI courts. They are all looking to this project to gain information about the struggles and success of DUI courts.

Perhaps the greatest accomplishment has been hearing the success stories of the participants in the program.

# Traffic Safety Resource Prosecutor

Project Number: 09-01
Task Number: 11-04
Planned Expenditures: $144,000.00
Actual Expenditures: $84,898.37

## Goal

Provide law enforcement and prosecutors with a central resource for education, technical resources and research in impaired driving cases.

Improve understanding and communication between law enforcement and prosecutors in order to more effectively enforce Colorado's drunk driving laws as well as prevent unnecessary injuries and deaths.

## Strategies and Initiatives

• Launch a two day training course—The Comprehensive DUI— for the joint training of both law enforcement and prosecutors on all aspects of impaired driving investigations and prosecutions

• Utilize a mix of instructors from prosecution, law enforcement, and toxicology. The class was designed to not only be multi-disciplinary in its audience, but also in its curriculum and presentation

• Develop other trainings under the program to assist law enforcement and prosecutors in areas such as accident reconstruction, driving under the influence of drugs, and courtroom procedure and defense tactics

## Results

The program is spearheaded by Chris Halsor of the Colorado District Attorneys' Council, a veteran trial prosecutor, whose experience in the courtroom and classroom was utilized to improve understanding and communication between law enforcement and prosecutors in order to more effectively enforce Colorado's drunk driving laws as well as prevent unnecessary injuries and deaths.

In its first year, the program performed a needs assessment that led to the development of the Comprehensive DUI course. After identifying instructors and developing the curriculum, three classes were held in Golden, Durango and Greeley. The make-up of those classes included law enforcement officers from 22 different agencies and prosecutors from nine state offices and the U.S. Attorney's Office.

*A collaborative DUI course created improved understanding and communication between law enforcement and prosecutors, leading to more effective enforcement of drunk driving laws.*

Project Number: 09-01
Task Number: 11-06
Planned Expenditures: $99,000.00
Actual Expenditures: $92,327.94

# Mothers Against Drunk Driving

The Youth Programs Specialists' responsibilities include, but are not limited to: facilitating Youth In Action (YIA) programs by training interested youth and adult coordinators to complete both core and advanced strategies, such as Shoulder-Tap Surveys, Compliance Checks, Alcohol Purchase Surveys, Roll Call Briefings, and Law Enforcement Recognition Events, Sobriety Checkpoint Assistance, Underage Drinking Impact Panel Assistance, Fundraising and more; facilitating and establishing UMADD chapters at area college campuses; presenting alcohol education/awareness and teen safe driving classes to Colorado youth; monitoring Protecting You/ Protecting Me (PYPM) programs in Colorado schools; and working with community coalitions to prevent underage drinking.

## Goal

Reduce underage consumption of alcohol and unsafe driving behaviors in Denver and Colorado Springs as measured by an increase in the number of students receiving MADD's underage drinking educational programs.

Increase the number of students actively participating in Protecting You/Protecting Me, Youth In Action and UMADD.

Increase the number of liquor establishments practicing compliancy with liquor licensing laws.

Spread awareness of GDL and Social Host Laws.

## Strategies and Initiatives

- Conduct Core Youth In Action Strategies including: Sticker Shock Surveys, Alcohol Purchase Surveys, Roll Call Briefings, Law Enforcement Recognition Events, Compliance Checks and Shoulder Tap Surveys

- Create a set of Advanced Strategies for Underage Drinking Prevention, including: Sobriety Check Point Assistance, Special Project Assistance, Special Event Assistance, Fundraising Participation, Youth-to-Youth Presentations, Parent Awareness Campaigns, and Community Awareness Campaigns

- Launch UMADD Alcohol Awareness Campaigns on their campuses to educate about the dangers and risks associated with

underage and high risk drinking

- Implement youth education programs that focus on the dangers and risks associated with underage drinking, and educate about current GDL Laws

- Focus on Social Host Liability, working with community coalitions, and educating youth at a younger age were considered a main strategy in gaining support.

- Continue to gain interest in MADD's PYPM, YIA, and UMADD programs through regular updates to current members, including youth and school contacts engaged via email blasts

- Facilitate educational meetings to key community stakeholders and decision makers.

## Results

The objectives/goals were met or exceeded during the October 2008 to September 2009 term. The Youth Programs Specialists (2) completed over 168 presentations to thousands of Colorado youth. MADD Colorado's UMADD Program has experienced tremendous growth and community support during this grant period. UMADD Chapters and MADD's College Initiatives now actively exist at the University of Denver, University of Colorado at Boulder, University of Colorado at Denver, Colorado State University- Fort Collins, University of Northern Colorado, Front Range Community College – Westminster and Fort Collins Campuses, Metro State College of Denver, Platte College, Arapahoe Community College, Colorado State University- Pueblo, Air Force Academy, University of Colorado at Colorado Springs, and Colorado Springs Pike's Peak Community College. The programs on the aforementioned campuses completed 101 UMADD activities.

In the duration of this grant cycle 158 Youth In Action Core and Advanced Projects were completed including: Law Enforcement Recognition Events, Sticker Shock Surveys, Roll Call Briefings, Compliance Checks, Peer-to-Peer Awareness Projects, Special Projects, Panel Assistance, and Sobriety Check Point Assistance. Compliancy grew during this grant period. Compared to the second quarter compliance checks, which had an 81% compliancy rate, the fourth quarter witnessed a 90.7% compliancy rate. This is nearly a 10 percent increase in compliancy, demonstrating that MADD's work is influencing youth and the community.

There were a total of 10 Protecting You/Protecting Me Curriculums provided to the Denver Metro and Southern Colorado offices. MADD Colorado has experienced a successful year with its youth

*An increase of nearly 10% in compliancy with alcohol laws shows that MADD's work is influencing both youth and the communit.y*

programs. The Colorado Springs DECA YIA Team competed in the Colorado State DECA conference and received 1st place for their MADD About Music youth Underage Drinking Awareness program. They placed fourth in the DECA National Championship in Anaheim. This team also received the 2009 MADD President's Award of Excellence for High School Youth Activists of the Year. The Thornton Frogs Swim Team also demonstrated an outstanding dedication to raising awareness about educating youth at a younger age regarding the dangers associated with underage drinking and impaired driving. The Thornton Frogs raised over $900 and received over $1000 in in-kind donations for the MADD Colorado Walk Like MADD Event.

MADD Colorado was chosen to present at the 2009 Colorado Child and Adolescent Motor Vehicle Safety Symposium on the Protecting You/ Protecting Me Program and how to implement it in a variety of communities. Efforts to engage the military youth have proven to be highly successful in limiting the amount of alcohol-related incidents on Colorado's Military Bases. The Pike's Peak office received the Commander's Commendation for Excellence from the 1st Battalion Aviation Regiment for their service to the military.

Finally, MADD Colorado hosted the 2009 MADD Colorado Law Enforcement Recognition Event. The event recognized 18 law enforcement officers/ agencies for outstanding dedication to MADD's mission and keeping Colorado's roadways safe. Over 100 officers attended the event from all over Colorado. Various YIA and UMADD teams facilitated the event and presented the awards to the recipients. This grant period has been a shining example of Colorado's youth, the community, and law enforcement agencies working together to eliminate underage drinking and impaired driving.



**Action and UMADD members at the 2009 MADD Colorado Law Enforcement Recognition Event**



**Youth In Action member participating in a sticker shock activity**

# Drug Recognition Expert (DRE) Training

| | |
|---|---|
| Project Number: | 09-01 |
| Task Number: | 11-07 |
| Planned Expenditures: | $50,000.00 |
| Actual Expenditures: | $27,181.30 |

This project will continue to expand and enhance the Colorado DRE training program by funding three in-service schools for current DREs, provide a 9-day DRE school for eight DRE candidates, and send one student to DRE Instructor school in Utah.

## Goal

Ensure that there are trained officers available to law enforcement agencies statewide to arrest and evaluate drugged drivers for prosecution.

## Strategies and Initiatives

- Select and train qualified law enforcement officers for DRE and DRE instructor training.

- Present three in-service DRE trainings to current DREs in Denver, Colorado Springs and Glenwood Springs.

## Results

Eight DRE candidates were selected to attend the 2009 DRE School in partnership the Wyoming DRE Program. The 2009 School was held at the Laramie County Sheriff's Office from May 11 – May 21. At this time, all of candidates have completed their required testing and evaluations and are awaiting their certifications from the International Chiefs Association of Police.

*8 DRE candidates completed their testing and evaluations*

**DREs candidates who attended the Wyoming school:**

Officer Dave Bores, Commerce City Police

Trooper Ryan Cox, Colorado State Patrol (CSP)

Trooper Michael Duncan, CSP

Officer Kristopher Ford, Loveland Police

Trooper Jorge Leal, CSP

Trooper Christopher Philippi, CSP

Deputy Jonathan Post, Pueblo County Sheriff's Office

Deputy Ruben Robles, Weld County Sheriff's Office

The 2009 DRE Instructor School was held in Sandy, Utah from March 17 – March 26. The instructor candidate chosen was trooper Darrell Aulston from the CSP who is now a DRE instructor who teaches ARIDE at the CSP academy.

**2009 DRE School**

# Drug Recognition Expert (DRE) Technology Transfer

Project Number: 09-01
Task Number: 11-08
Planned Expenditures: $20,000.00
Actual Expenditures: $4,885.63

## Goal

Use the information that selected officers learn at the annual Training Conference on Drugs, Alcohol, and Impaired Driving to give law enforcement officers up-to-date information and methods in recognizing symptoms of drug use in the public.

## Strategies and Initiatives

• Select and send qualified professionals in the DRE field to attend the annual Training Conference on Drugs, Alcohol, and Impaired Driving

• Select three DREs for Course manager (CM) training

## Results

CDOT sent 7 law enforcement officers to the annual Training Conference on Drugs, Alcohol, and Impaired Driving in Little Rock, Arkansas. The individuals who were selected to attend were required to provide a summary of the conference and how they would use what was learned to benefit the local level.

This training will be used in mandatory in-service training.

Comments from attendees:

"An outstanding speech was given by Keynote Speaker, Steven Talpins."

"The highlight of Day 2 was the Medical Conditions with the Eyes, taught by Dr. Karl Citek. Dr. Citek, as always, presents great information".

Representation from local and state agencies included:

Mark Ashby, Thornton Police; Gerald J. Wolff, Colorado State Patrol; Mike Dieckmann, Woodland Park Police; Alan Ma, Lakewood Police; Donald Patch, Weld County Sheriff's Office; Yvonne Ramirez, Avon Police; and Craig Simpson, Colorado Springs Police.

*11 Colorado Officers attended the IACP/ DRE Conference. The DRE training they brought back will be included in mandatory in-service training.*

Project Number:       09-01
Task Number:          11-09
Planned Expenditures: $300,000.00
Actual Expenditures:  $297,228.69

# CSP Impaired Driving Enforcement

The Colorado State Patrol provided overtime hours for DUI enforcement using traffic crash prevention teams, saturation patrols, and sobriety checkpoint/saturation points.

## Goal
Reduce alcohol-caused motor vehicle crashes statewide by 2% between October 1, 2008 and September 30, 2009.

## Strategies and Initiatives
- Identify the 6 counties with the highest alcohol/drug-caused fatal or injury accidents in Colorado

- The counties identified were: Adams, El Paso, Larimer, Weld, Mesa and Jefferson

- Allocate ½ of the funds available for concentrated saturation patrols to CSP troops within these 6 counties

- Provide the CSP troops with a listing of Holidays and Special Events to be targeted for DUI enforcement

- Provide 5,511 hours of overtime on DUI enforcement using traffic crash prevention teams by September 30, 2009

- Provide personnel as requested by CDOT to participate in public information programs and media events through September 30, 2009

- Send two Colorado State Patrol representatives to the annual Training Conference on Drugs, Alcohol, and Impaired Driving and provide reports to the Office of Transportation Safety summarizing findings and activities at this conference

*5,595 hours of Officer overtime resulted in 616 DUI/DUID arrests.*

## Results
CSP Field Troop Plans were reviewed and allocations were made based on the criteria listed above.

Crash prevention was accomplished using a combination of proactive saturation patrols, checkpoints, and DRE evaluations. Troops were asked to work DUI/DUID enforcement according to the plans that were approved, covering peak periods around

holidays and events. A total of 5,595.75 hours were performed, resulting in 616 DUI/DUID arrests. Of this total, 4,549 hours were saturation patrols, 1,011 hours were performed at checkpoints, 30.5 hours were Drug Recognition Expert Callouts, and 4.75 hours consisted of a DRE Instructor providing instruction to local law enforcement DREs.

| Holiday / Event | Hours | Vehicle Contacts | DUI Arrests | HVPT Cites | Seatbelt Cites | All Other PA | Felony Arrests | Miles |
|---|---|---|---|---|---|---|---|---|
| TOTAL 4th Quarter 2008 | 775.25 | 1668 | 84 | 194 | 45 | 80 | 7 | 15008 |
| TOTAL 1st Quarter 2009 | 1397.75 | 3163 | 166 | 351 | 102 | 210 | 19 | 28218 |
| TOTAL 2nd Quarter 2009 | 627.75 | 1309 | 79 | 140 | 18 | 49 | 9 | 10722 |
| TOTAL 3rd Quarter 2009 | 2795 | 6437 | 287 | 526 | 164 | 252 | 22 | 47672 |
| TOTAL FOR CONTRACT | 5595.75 | 12577 | 616 | 1211 | 329 | 591 | 57 | 101620 |

CSP Personnel participated in media events and public information opportunities whenever requested. Media releases can be found on the CSP website at http://www.csp.state.co.us .

Troopers Garrett Reich and Phillip Blankinship attended the IACP DRE Conference and reported to CDOT as requested.

As shown in the chart below, the overall alcohol-caused crashes were reduced by 8.5% overall, far exceeding the goal.

*Alcohol-caused crashes were reduced by 8.5% in the 6 counties with the highest rates of crashes*

**CSP DUI Impact FFY 2009 vs. FFY 2008**

| Time Period Covered | Non-Crash DUI/DUID Citations | All DUI/DUID Citations | Fatal DUI/DUID Crashes | Injury DUI/DUID Crashes | Property Damage DUI/DUID Crashes | Total DUI/DUID Crashes |
|---|---|---|---|---|---|---|
| 10/1/2007 - 9/30/2008 | 5600 | 7295 | 81 | 586 | 1015 | 1682 |
| 10/1/2008 - 9/30/2009 | 6345 | 7921 | 76 | 525 | 938 | 1539 |
| Difference | 745 | 626 | -5 | -61 | -77 | -143 |
| % Change | 13.30% | 8.58% | -6.17% | -10.41% | -7.59% | -8.50% |

Project Number: 09-01
Task Number: 11-10
Planned Expenditures: $20,000.00
Actual Expenditures: $5,169.01

# ID Technology Transfer

This project funds the attendance of traffic safety professionals at state regional and national meetings and conferences related to Impaired Driving Enforcement and Prevention. This project also supports training for judges and prosecutors in Impaired Driving and traffic safety-related issues.

## Goal

Traffic safety professionals will attend meetings and conferences and submit a summary of their findings, including how they will use the training at the local level. Colorado attendees will share the information gleaned from conference attendance through in-service training and other training opportunities. Conference and meeting attendance will provide Colorado professionals with up-to-date information and methods in traffic safety.

## Strategies and Initiatives

• Provide funding for selected attendees to attend select meetings and conferences

## Results

In August 2009, three traffic safety professionals were sent to the annual International Association of Chiefs of Police (IACP)/Drug Recognition Expert (DRE) conference in Little Rock, Arkansas.

Two of the members who attended the annual Training Conference on Drugs, Alcohol, and Impaired Driving serve as members on the Colorado Department of Transportation – Interagency Task Force on Drunk Driving (ITFDD).

The third attendee is the State Toxicologist at the Colorado Department of Public Health and Environment.

Attendees:

Cynthia Burbach, Colorado Department of Public Health and Environment

Emily Tompkins, Mothers Against Drunk Driving (MADD) Colorado

Steve Wrenn, Weld County District Attorney's Office

*Colorado Traffic Safety Professionals attended national conferences and brought back the latest in safety practices and information.*

CDOT also sent one individual to the State Motorcycle Safety Administrators (SMSA) National Motorcycle Safety Conference in Madison, Wisconsin.

The dates of the conference were August 21 – August 23, 2009

The National Association of State Motorcycle Safety Administrators is dedicated to serving the needs and interests of state motorcycle safety administrators and programs by advocating motorcycle safety and fostering and promoting the exchange of ideas and resources. Maile Gray, Executive Director of Drive Smart Colorado, attended the Conference held August 21-23, 2009.

CDOT assisted with the travel cost for attendees to attend the Southwest Driving Under the Influence (DUI) Court training, which was held in Firestone, Colorado in February 2009.

Attendee:

Maile Gray, Executive Director of Drive Smart Colorado

| | |
|---|---|
| Project Number: | 09-01 |
| Task Number: | 11-11 |
| Planned Expenditures: | $279,000.00 |
| Actual Expenditures: | $246,664.58 |

# Checkpoint Colorado

Local law enforcement agencies targeted areas of the state identified as having a high rate of alcohol-related fatalities and crashes. NHTSA research shows that in areas where DUI checkpoints are routinely practiced, the number of alcohol-related traffic fatalities and crashes are reduced. Working cooperatively with law enforcement agencies funded through the Law Enforcement Assistance Fund (LEAF) and the Colorado State Patrol, the 11 selected agencies will conduct routine DUI checkpoints, saturation patrols and participate in the statewide "Heat is On!" DUI enforcement campaign.

## Goal

Conduct DUI checkpoints and saturation patrols, between Memorial Day and Labor Day, with cooperation and assistance from LEAF agencies and the Colorado State Patrol at target locations.

Document a 5% reduction in alcohol-related fatalities between Memorial Day and Labor Day from 2008 rates.

## Strategies and Initiatives

The Police Departments of Aurora, Boulder, Colorado Springs, Denver, Fort Collins, Greeley and Westminster, and the Sheriff's Offices of El Paso, Jefferson, and Larimer counties were selected to participate in Checkpoint Colorado to:

- Conduct at least five DUI Sobriety Checkpoints and provide DUI Saturation Patrols during the program. (Fort Collins was required to conduct only 1 checkpoint due to reduced funding)

- Be actively involved in CDOT's DUI enforcement/Checkpoint Colorado 2009 public awareness campaign

- Report all requested data to CDOT by the times specified. This includes entry of Enforcement Period Plans and Summer Checkpoint 2009 onto the CDOT website.

## Results

In the 2009 Checkpoint Colorado campaign, there were 91 checkpoints held around the state during a 123 day period, where 64,644 vehicles were contacted. Overall, law enforcement dedicated approximately 5,129 hours to this DUI enforcement effort, which resulted in 548 DUI arrests, numerous felony,

*Preliminary information from 91 checkpoints held during a 123 day period shows a reduction in fatalities of 4% statewide.*

drug, and warrant arrests, and several persistent drunk driver and habitual traffic offender arrests. Preliminary data that has not yet been finalized from Colorado FARS indicates a 4% decrease in fatalities from alcohol related crashes in 2009 from 2008, although the number of alcohol related crashes remains unchanged. This effort will continue in 2010.

Project Number: 09-01
Task Number: 11-13
Planned Expenditures: $80,000.00
Actual Expenditures: $70,274.62

# Law Enforcement Coordinator

## Goal

Assist and coordinate statewide training, grant management process, local enforcement activities for law enforcement agencies.

Support the Colorado State Patrol (CSP) in their efforts to enforce the CDOT Safety Programs and campaigns.

Enhance the enforcement of traffic laws throughout Colorado.

Provide certain operating expenses including the use of a vehicle and related expenses to accommodate the statewide travel necessary to develop, implement, and expand safety programs.

## Strategies and Initiatives

- Mobilize 200 plus Colorado law enforcement agencies to participate in traffic safety campaigns

- Administer and manage law enforcement grants

- Offer assistance to grantees in submitting applications and fulfilling requirements

- Develop, coordinate, and/or conduct training to law enforcement agencies regarding impaired driving, occupant protection, graduated drivers license laws, traffic stops, and enforcement strategies

- Speak at roll calls, departmental meetings, and task forces to promote upcoming enforcement activities to promote coordination and maximum participation

- Assist Fatal Accident Reporting System (FARS) analyst in completion of data

- Develop and coordinate traffic safety recognition events

- Assist in coordinating traffic safety enforcement media events and information dissemination to law enforcement

- Develop news releases for the CDOT Public Relations Office and represent CDOT at media events

- Analyze traffic and safety enforcement data to determine program direction and recommend the implementation of innovative projects

- Assist traffic safety advocates and serve as a team member of the Office of Transportation Safety

- Provide progress reports of activities conducted and develop a database for program support and reporting

## Results

65 city and county law enforcement agencies were under contract to participate in the 8 impaired driving enforcement periods.  This is up 13 agencies from last year.  Numerous other agencies, though not under contract, also participated and reported their activities to the CDOT website, including Denver Police Department, which accounts for a majority of the impaired driving activity in Colorado. During the Memorial Day Click It or Ticket enforcement period, 90 local law enforcement agencies and Colorado State Patrol received funding to provide enforcement during the campaign.  116 agencies supported the National Crackdown Labor Day campaign.

The Law Enforcement Coordinator (LEC) participated in the selection of 56 law enforcement agencies to receive Law Enforcement Assistance Fund (LEAF) grants, and reviewed and processed statistical information, progress reports, and claims from those selected.

When funding for additional impaired driving enforcement "episodes" from HB 1194-08 was received in July, the LEC assisted Office of Transportation Safety (OTS) staff in identifying the four enforcement periods and getting funding to participating agencies to target impaired drivers during the many fall festivals that take place in Colorado.  $199,793 was allocated to 39 sheriff's offices and police departments and the State Patrol, which resulted in the arrest of 1,517 impaired drivers.

A recognition event honoring officers excelling in occupant protection and impaired driving enforcement and education was cancelled due to budgetary constraints.  The LEC continues to award law enforcement agencies with preliminary breath testing (PBT) devices and lasers for their outstanding performance and adherence to reporting procedures during enforcement campaigns.

The LEC assisted with 5 media events that were conducted across the state for various safety campaigns.  Although the LEC was unable to attend all of them, he coordinated the appearance of local law enforcement leaders and personnel to attend.  Press releases from the CDOT Public Relations Office  were forwarded to

*65 law enforcement agencies participated in 8 impaired driving enforcement periods, resulting in the arrest of 1,517 impaired drivers.*

**Impaired Driving**

agencies across the state for the promotion of CDOT and NHTSA traffic safety campaigns.

Quarterly reports were submitted by the LEC prior to deadlines for processing by the CSP grant manager and approval of CSP Command Staff personnel.

In summary, many duties and tasks are being accomplished by the LEC that had previously been the responsibility of other OTS members, and were not given the attention and priority that the LEC is able to give.  The LEC's relationship with local law enforcement and his ability to relate to them as an officer, as opposed to a civilian, continues to enhance the efficiency of the Office of Transportation Safety, and has reduced the workload placed on its members.

# Enhancing Capacity for DUI Enforcement

Project Number: 09-01
Task Number: 11-14
Planned Expenditures: $42,000.00
Actual Expenditures: $41,204.00

One unmarked vehicle was added to the Denver Police DUI Unit fleet to allow DUI officers more coverage for enforcing impaired driving laws. The additional vehicle was sought to increase the effectiveness of the DUI Unit in staging sobriety checkpoints and saturation patrols.

## Goal

Increase the total number of arrests and citations issued by the Denver Police Department DUI Unit through the addition of a new dedicated DUI Unit vehicle.

Use the new vehicle to increase arrests by an average of two arrests for every sobriety checkpoint or saturation patrol operation.

## Strategies and Initiatives

- Purchase a new 2009 Ford Crown Victoria unmarked vehicle dedicated solely to enforcement of impaired driving

- Utilize the vehicle to maintain a sustained impact on the DUI Unit's capacity for at least the next five years

## Results

After fully outfitting the vehicle for patrol use, the car was assigned to a DPD DUI Officer on August 13, 2009. During the 49 days that the vehicle was used, the Officer generated 32 DUI arrests, which is significantly more than the 26 DUI arrests made during the previous 49 days, from June 25 to August 12, 2009.

*In the first 49 days of patrols, the officers generated an increase of 19% in DUI arrests.*

Project Number:     09-01
Task Number:        11-16 Part 1
Planned Expenditures:   $7,200.00
Actual Expenditures:    $6,368.00

# College and University Impaired Driving Prevention – Auraria

## Goal

Reduce the number of alcohol-related crashes caused by impaired drivers by educating the students and visitors to the campus about the risks of driving while impaired.

## Strategies and Initiatives

- Hold an educational Safety Booth at the Spring Fling and the Fall Fling events on Campus with equipment and information for students and the public regarding the dangers of driving while impaired

- Reach out to other law enforcement departments and offer assistance in organizing safety fairs for their students

## Results

The Safety Booth at both Flings gave students the opportunity to approach Officers in a positive environment. Officers informed the students of the dangers of driving while impaired. An educational environment was created by having equipment and information available for the students.

*Students were shocked at how poorly they performed while wearing "fatal vision" glasses that simulate intoxication*

The results of the safety booth were outstanding. A high number of students and visitors who signed the guest book and tried the "fatal vision goggles". The goggles gave the illusion that the wearer was intoxicated. With the goggles on the Officers had the student try to walk the line to show how their motor skills became altered. The students were shocked at how poorly they performed.

The other tool used was the "intoxiclock." The officer would enter the person's information into the intoxiclock which would then calculate how long it would take for the alcohol to process out of their system. This was a great success because the students had no idea how long it takes for alcohol to process out of their system. It showed students that even one drink takes time to get out of their system and that the myth of eating, drinking coffee, or

other solutions does not speed up the manner in which the body processes the alcohol.

Many educational pamphlets were passed out to the students and attention-grabbing posters were on display. The officers who worked the booth did a great job explaining the process of a person's Blood Alcohol Content (BAC) and answering any questions the students had.

The department was asked to put on a safety booth for the students before the start of spring break. This was also a great success. This year, compared to last year, there were more pamphlets, BAC cards, and little lights to hand out to the students. The little lights were a big hit. By word of mouth other students would stop by to get one; which gave an opportunity to talk to them about the dangers of drinking and driving.

Officers working overtime focused mainly on enforcement of DUI laws on campus.

Areas for improvement include having literature on programs either on campus or around the area (i.e. MADD). The lines at the Safety Booth did get long waiting to use the machines; however the officers did a great job trying to talk to everyone and kept the lines moving as best as they could.

Future ideas for the Safety Booth include reaching out to representatives from other groups at the booth (MADD, city attorneys or district attorneys) who could field basic questions pertaining to their field. This could educate students on the many effects of driving while impaired. Having other representatives in the booth would show them how their decision to drink and drive altered not only their lives but also others around them.

Project Number: 09-01
Task Number: 11-16 Part 2
Planned Expenditures: $12,781.92
Actual Expenditures: $9,929.30

# College and University Impaired Driving Prevention – FRCC-L

## Goal

Collect data in order to understand contributing factors related to Front Range Community College – Larimer Campus (FRCC-L) students' decisions to drive while impaired.

## Strategies and Initiatives

- Gather information to describe the characteristics of substance use patterns and/or perceived risk specific to the targeted population as they relate to impaired driving

- Begin building awareness among the target population of potential consequences of impaired driving

- Identify impaired driving stakeholders in Larimer County

## Results

Three areas of activity stand out as successful.



The first stand-out activity was DUI Awareness Day to build awareness of the consequences of drunk driving. Held in conjunction with Center for Transportation Safety, this event consisted of a DUI Simulator, Crash Car, print materials, and Field Sobriety Tests conducted by the Larimer County Sheriff's Department. Anecdotal evidence from students, faculty, staff, and administrators is that the awareness day was effective in drawing attention to DUI which is often overlooked on two-year college commuter campuses. The Larimer County Sheriff's department was regarded as an impressive feature of the awareness day. The relationship FRCC-L has begun to build with the Sheriff's Department also promises to be a cornerstone in ongoing DUI initiatives.

*Over 1,000 students were surveyed to learn about substance abuse patterns and perceived risks*

The second stand-out activity was the successful administration of multiple survey instruments to the target population. Twenty instructors teaching a total of 44 course with a student head-count of over 1,000 students agreed to participate in the survey process.

Information describing substance use patterns and perceived risk was gathered by administering established survey instruments to the target population. Surveys administered included: The CORE Alcohol and Drug Survey – Community College Long Form developed by the University of Illinois – Carbondale; The Collegiate Impaired Driving Behavior and Attitudes Survey developed by the BACCHUS Network; the Drug Abuse Screening Test (DAST-20) developed by the Canadian Centre for Addiction and Mental health; and the Positive Expectancies for Drinking and Driving for use with Adolescents and Young Adults (PEDD-Y) developed by McCarthy, D.M., Pederson, S.L, Thompsen, D.M., and Leuty, M.E.

In collaboration with the BACCHUS Network, an Environmental Scan of the Larimer Campus was completed.

The third stand-out activity was beginning to establish relationships with interested constituent groups including the Center for Transportation Safety, the BACCHUS Network, Larimer County DUI Task Force, and Mothers Against Drunk Driving.

Areas of the project which require continued development include: additional outreach to interested constituent groups, including Colorado State University; analysis of collected data; and while initial awareness building efforts appear successful, ongoing efforts to draw attention to impaired driving require additional development. The information provided by the BACCHUS Environmental Scan and data contained within the collected surveys promises to provide the foundation upon which FRCC-L may build a comprehensive DUI-centric initiative for the target population.

Data analysis has not yet begun in a significant way. Survey acquisition and administration was larger in scope than anticipated. Four survey instruments were identified as meeting the needs of the project. All four were obtained and utilized. The response from FRCC-L faculty interested in participating in the project was also much larger than anticipated. Managing the acquisition and administration of multiple survey instruments to over 40 classes became the focus of grant activities for a significant amount of time. The grant cycle ended following survey administration. Postponing data analysis is the principle reason actual grant expenditures fell below planned expenditures.

Front Range Community College-Larimer Campus, in continued collaboration with the Colorado Department of Transportation, and local stakeholders, is well-positioned to take the next steps towards constructing a comprehensive DUI initiative tailored to the unique needs of community college students in Larimer County.

*Growing relationships with the Sheriff's Office and community agencies will enhance ongoing DUI activities.*

**Impaired Driving**

Project Number: 09-01
Task Number: 11-18
Planned Expenditures: $25,000.00
Actual Expenditures: $8,432.00

# DUI Driving Simulator

## Goal

Reach as many young people as possible to educate them about the dangers of impaired driving or riding with those that are impaired.

## Strategies and Initiatives

- Through interactive simulation, demonstrate the dangers and consequences of impaired driving.

- Counsel students about the danger of talking on cell phones or texting while they are driving.

- Conduct discussions on why they should wear their seatbelt whether as a driver or a passenger, and that they shouldn't start their vehicle until everyone in that vehicle has secured their seatbelts.

- Focus on the importance of not distracting the driver.

- Provide other educational driving suggestions, important to their safety including:

    Keeping both hands on the wheel,

    Hand placement on the wheel of a vehicle

    Speeding

    Following too closely

    How to drive around tractor/trailer rigs.

## Results

Fatal Vision glasses (also known as beer goggles) are made available to show students the effect of alcohol on simple divided attention maneuvers similar to driving. Part of the learning is explaining to the students that impairment is not only drinking alcoholic beverages but also using prescription and/or street drugs, not getting proper sleep, not eating nutritional food, and emotions (disagreements with their parents, teachers, friends, etc.). These are all impairments and can affect their ability to drive in a safe manner. There is discussion to explain to the audiences that the brain cannot stay focused completely on their driving ability when they are trying to do other things at the same time.

At each CDOT sponsored school event, each student completes an evaluation sheet of what they gained from the simulation program. More than 99 % of the comments are positive and many state that they would recommend the program to other schools and events.

The Center for Transportation Safety position is that all aspects of this program are educational pieces that lead to the success of this program.

Year after year, we are invited to bring "Simba", our tractor/trailer classroom that contains the impaired driving simulator to High Schools to educate their student body.

*Students learn that alcohol, use of prescription or street drugs, lack of sleep and adequate nutrition, and emotions are all types of impaired driving.*

**Impaired Driving**

Project Number: 09-01
Task Number: 11-19
Planned Expenditures: $150,000.00
Actual Expenditures: $136,798.45

# Additional High Visibility DUI Enforcement Episodes

House Bill 1194 (First time DUI Offenders) was passed by the Colorado Legislature and the Office of Transportation Safety (OTS) was required to add four additional high visibility impaired driving enforcement episodes to its strategic impaired driving enforcement plan. The funds for this additional enforcement come from driver's license reinstatement fees recovered from suspended drivers. The state funding was made available to OTS in July, 2009. The National Highway Safety Transportation 410 funds were used as "seed money" for two enforcement episodes to begin the program, as the new funding had not become available. Enforcement periods were selected to support CDOT's problem identification and NHTSA's national High Visibility Enforcement periods.

## Goal

Add 4 new high visibility impaired driving enforcement episodes to the Office of Transportation strategic impaired driving enforcement plan.

## Strategies and Initiatives

- Provide Impaired Driving Enforcement Overtime during Super Bowl weekend

- Conduct sobriety checkpoints through the month of June

- Add additional enforcement periods as funding becomes available

## Results

Super Bowl Weekend    January 31 to February 2, 2009

From input solicited around the state from various law enforcement agencies, the weekend of the Super Bowl was identified as a time frame when incidents of impaired driving are higher than normal and the chances for alcohol or drug related crashes increase. OTS also determined through data analysis that in the last five years, 63% of the fatal crashes that occurred over Super Bowl weekend in Colorado were alcohol related.

23 Agencies plus the Colorado State Patrol participated, resulting in 271 DUI Arrests with a cost of $ 77,058.01

Participating offices included:

Adams County Sheriff's Office
Arapahoe County Sheriff's Office
Arvada Police Department
Aurora Police Department
Avon Police Department
Boulder County Sheriff's Office
Denver Police Department
Douglas County Sheriff's Office
El Paso County Sheriff's Office
Fort Collins Police Department
Weld County Sheriff's Office
Pitkin County Sheriff's Office
Grand Junction Police Department
Jefferson County Sheriff's Office
Lakewood Police Department
Larimer County Sheriff's Office
Basalt Police Department
Loveland Police Department
Mesa County Sheriff's Office
Northglenn Police Department
Pueblo County Sheriff's Office
Pueblo Police Department
Montrose Police Department

June Checkpoints    June 5, 6, 12, 13, 19, and 20, 2009

Numerous art, balloon, barbeque, music, wine and beer festivals are held annually in Colorado during the fall.

17 Agencies plus Colorado State Patrol participated and resulted in 99 DUI Arrests with a cost of $76,233.08

Participating offices included:

Adams County Sheriff's Office
Alamosa County Sheriff's Office
Alamosa Police Department
Boulder Police Department
Colorado Springs Police Department
Denver Police Department
Elbert County Sheriff's Office

*271 DUI arrests were made during Super Bowl weekend. Historically, 63% of fatal crashes on this weekend are alcohol-related.*

**Impaired Driving**

El Paso County Sheriff's Office
Jefferson County Sheriff's Office
Lakewood Police Department
Mancos Marshall's Office
Mesa County Sheriff's Office
Park County Sheriff's Office
Pueblo County Sheriff's Office
Pueblo Police Department
Teller County Sheriff's Office
Weld County Sheriff's Office

# Denver National Crackdown 2009

Project Number:       09-01
Task Number:        11-20
Planned Expenditures:   $25,000.00
Actual Expenditures:    $25,000.00

The Denver Police Department participated in the NHTSA-sponsored National Crackdown Campaign against impaired driving from August 21 – September 7, 2009.  The department was awarded $25,000 to be spent on officer's overtime costs for DUI enforcement. During the enforcement period, the DUI Unit conducted 16 saturation patrol operations and one large scale DUI checkpoint using a combination of both on-duty and off-duty officers.

## Goal

Increase impaired driving awareness, reduce alcohol and drug related crashes, and deter peripheral crime issues such as public order crimes and drug trafficking.

Increase arrests and citations for impaired driving and related violations when compared with the same period of the previous year.

## Strategies and Initiatives

- Complete 16 saturation patrols and add a large scale DUI checkpoint during the campaign.

- Maintain high-visibility and utilize additional officers for DUI enforcement during each day of the campaign period.

- During this enforcement period use officers certified in Standardized Field Sobriety Testing.  In addition, use the many officers who hold certifications in Intoxilyzer Operation and as Drug Recognition Experts.

## Results

The benefits obtained from this enforcement period are shown by a **35.7% increase in DUI arrests** and a **36.9% decrease in alcohol related crashes**, when comparing this campaign period to the same period from the previous year.

*Over a 17 day enforcement period, DUI arrests increased 35.7%, while alcohol-related crashes decreased 36.9%.*

| | August 21– September 8, 2008 | August 21 – September 8, 2009 |
|---|---|---|
| DUI Arrests | 190 | 258 |
| DUI Accidents | 65 | 41 |
| DUI SBI Accidents | 0 | 2 |
| DUI Fatalities | 1 | 0 |
| Citations | 268 | 548 |
| DUID | 3 | 7 |
| Other Arrests | 39 | 51 |

Impaired Driving

# Team Fort Collins

| | |
|---|---|
| Project Number: | 09-03 |
| Task Number: | 31-01 |
| Planned Expenditures: | $66,000.00 |
| Actual Expenditures: | $64, 792.27 |

## Goal

Increase membership in Responsible Alcohol Retailers (RAR) and provide continued support for the responsible sale and service of alcohol.

Sustain existing ACTUALITY® Social Norm Campaigns at three local middle schools and expand ACTUALITY® Social Norm Campaigns to two new schools in the Poudre School District

## Strategies and Initiatives

• Increase RAR membership through a TEAM Fort Collins contract with a marketing company to generate publicity through press releases and deliver RAR marketing materials to individual retailers

• Hire a TEAM Fort Collins Development Director to follow through on these initiatives.

• Support the responsible sale and service of alcohol

• Provide an ID check training service, unlimited no-cost TIPS training, and collaborate with the Fort Collins Police Services to host server trainings

• Collaborate with local transportation to provide priority services to RAR members

• Focus social norming campaigns on preventing the illegal use of alcohol

## Results

RAR membership increased 40% from 20 active members to 28 active members. TEAM Fort Collins trained 74 RAR staff and all obtained certification as TIPS servers. The pass rate for monthly ID check compliance far exceeded that of the city average of 54%.

ACTUALITY® Social Norm Campaigns are an effective tool for changing exaggerated misperceptions among youth regarding peer alcohol and drug use and related behaviors. Changing misperceptions to reflect healthier norms has a positive influence on youth substance use.

*ACTUALITY social norming campaigns dispel misconceptions that teens have about peers' use of alcohol and drugs.*

There are several steps in a social norm campaign. They are: train adults and student teams for planning and implementing a campaign, survey the target population to collect baseline data, develop a campaign brand, introduce campaign brand, and prepare student street team to launch the campaign, launch the campaign, collect post campaign data to compare against baseline data and measure change.

Two of the middle schools with active social norm campaigns are preparing to collect post campaign data and the third is scheduled to do so in May 2010. Two new high schools are in the beginning stages of starting a campaign and MOA's are presently being prepared.

# SPEED ENFORCEMENT CONTROL PROGRAM OVERVIEW

2009 Annual Report
Office of Transportation Safety and Traffic Engineering Branch

# Speed Enforcement and Control Program Overview

Projects in the Speed Enforcement and Control Program support the Office of Transportation's goals to reduce the number of speed related accidents.

## Program Administration

The Speed Enforcement and Control Program is administered by Program Manager Glenn Davis with staff support from Terry Huddleston. The projects in this program had planned expenditures of $114,725.

## Speed Enforcement Safety

The Speed Enforcement and Control Program supported projects that increased speed enforcement activities to focus on locations identified as having a high incidence of speed related crashes, and to modify driving habits of the public.

# Enhancing Speed Limits on I-25

Project Number: 09-02
Task Number: 21-01
Planned Expenditures: $99,950.00
Actual Expenditures: $98,581.41

## Goal

Members of the Denver Police Department will enforce the speed limit, and address any other dangerous traffic violations committed in their presence, on I-25.

Have drivers comply with the traffic laws on I-25.

Create a safer environment for drivers on the highway.

Reduce accidents.

## Strategies and Initiatives

• Conduct enforcement by running radar/Lidar

• Keep officers conspicuous in an effort to get cooperative compliance with the traffic laws

## Results

Statistics generated by the officers working under this grant show:

> 4,854 speeding citations
>
> 132 other citations
>
> 26 DUI arrests
>
> 28 other arrests

*Denver Police Officers issued 4,854 speeding citations and made 26 DUI arrests along I-25.*

Overall, this grant was a success. The Denver Police Department was a highly visible deterrent on the highway.

There has been 6% increase in the number of traffic accidents on I-25 in Denver since the speed limits were raised (pre-grant). The number of citations issued for speeding and other safety related infractions during this same period has grown by 23%. There were 3 fatal accidents on I-25 prior to the raising of the speed limit and there have been 2 since they were raised.

Project Number: 09-06
Task Number: 61-16
Planned Expenditures: $14,775.00
Actual Expenditures: $14,775.00

# Elbert County Sheriff's Office (ECSO) Speed Control Trailer

Licensed drivers who live in Elbert County have the 3rd highest probability of crashing compared to Colorado's 63 other counties. Data from the Colorado Health Information dataset prepared by the EMS and Trauma Data program, and the Colorado Department of Public health and Environment reported that Elbert County is significantly higher than the State rate in regards to number of hospitalizations due to traffic crashes. Local statistics show that excessive speed is the overall cause of traffic accidents in the County.

## Goal

Reduce the numbers of serious injuries in traffic crashes caused by excessive speed and reduce the number of speed-related fatalities.

Reduce the number of serious injuries by at least 5% and reduce the number of speed-related fatalities by 5% as compared to the FY2009 Problem Identification report.

*The Speed Traffic Trailer will educate drivers in Elbert County, where the probability of crashes is the third highest among Colorado's 63 counties.*

## Strategies and Initiatives

- Utilize a Sheriff's Office speed traffic trailer to modify driving habits of the public

- Place the trailer on target roadways where traffic accidents and excessive speed are known to be a problem

- Set the trailer out for specific time periods and collect data

- Implement aggressive traffic enforcement on the same roadway and place the trailer again on the roadway to measure the difference in driving habits by the citizens and the effectiveness of aggressive enforcement

## Results

The traffic trailer was procured the last week of September and put into service the first week of October. There has been no quantifiable data due to the limited time in service. The Sheriff's Office is in the process of collecting data from the device to determine if aggressive enforcement efforts have not only reduced the number of serious bodily injury accidents but also if the average speeds are less due to utilization of the device.

# MOTORCYCLE SAFETY PROGRAM OVERVIEW

# Motorcycle Safety Overview

Projects in the Motorcycle Safety Program support the Office of Transportation Safety goals to reduce motorcycle injury and fatal crashes.

## Program Administration

The Motorcycle Safety Program is administered by Glenn Davis, Manager of Impaired Driving with staff support from Project Manager Paul Peterson. The projects in this program had planned expenditures of $69,000.00. This program is also supported by the state of Colorado Motorcycle Operator Safety Training (MOST) program. MOST has 12 training contractors with 55 training facilities throughout the state and 130 instructors. Last fiscal year the MOST program trained a record 10,100 new and experienced riders.

## Motorcyclist Safety

The Motorcycle Safety Program supported projects that increase motorists' awareness of motorcycles and educated drivers on safely sharing the road with motorcycles. It operates a training facility including a mobile trailer used for educational purposes at motorcycle events and festivals around the state. In addition, the program supported efforts to prevent motorcyclists from riding while impaired.

# Operation Save a Life/ABATE of Colorado

| | |
|---|---|
| Project Number: | 09-07 |
| Task Number: | 71-02 |
| Planned Expenditures: | $39,000.00 |
| Actual Expenditures: | $39,000.00 |

## Goal

Help reduce motorcycle fatalities by educating vehicle drivers on sharing the road, as well as educating motorcycle riders on impaired riding.

## Strategies and Initiatives

• Conduct Operation Save a Life (OSAL) presentations and motorcycles training classes

• Create DVDs, brochures and bumper stickers on sharing the road

## Results

32 OSAL presentations were conducted this year. 3500 students attended the motorcycle training classes, which have an element of impaired riding as part of the class curriculum.

5000 brochures on sharing the road were printed and distributed and 5000 bumper stickers were also distributed. Additional share the road DVDs were developed for distribution to driving schools.

Several driving schools agreed to implement the showing of the DVDs in the classroom portion of driver training. Rep. Green worked on a bill introduced to mandate a 4 hour class prior to drivers education which included the share the road DVD. The bill did not pass; however, it may be re-introduced in the next legislative session.

Several Bike Nites were attended, which involve the Sport bike riders. This included promoting taking the ARC-ST and distributing OSAL t-shirts as door prizes. A relationship was developed with the Motorcycle Racing Association and Chicane Track days, which promotes "track days". These are designed to keep the sport bike rider from speeding on the highways. They have a controlled environment with all the necessary safety precautions. 5 Accident Scene Management classes were performed training a total of 120 motorcyclists on how to be a first responder at a motorcycle crash scene.

Activities over the last fiscal year were reviewed by a committee and they feel that the program is sound. A new area in which to give presentations, as well as Accident Scene Management classes, will be sought. These programs are vital to motorcyclists.

*120 motorcyclists have bee trained on how to be a first responder at an accident scene.*

In development is a more intense impaired riding agenda. Motorcycle fatalities were up again this year during the riding season, possibly due to riders not educating themselves when they purchase a motorcycle. This is an ongoing project and we hope that within 5 years there will be a dramatic reduction in these numbers.

# Motorcycle Safety Education Training

| | |
|---|---|
| Project Number: | 09-02 |
| Task Number: | 21-03 |
| Planned Expenditures: | $30,000.00 |
| Actual Expenditures: | $29,999.81 |

This program was developed to promote safe motorcycle riding practices and use of safety equipment by the motorcycle riding public. The project included the conversion of a motorcycle trailer into a mobile education unit as well as the distribution of safety equipment and educational materials.

## Goal

Promote motorcycle safety by creating an educational program that can be presented at events across Colorado.

## Strategies and Initiatives

• Modify the Colorado State Patrol's(CSP) existing enclosed motorcycle trailer to create a Mobile Education Unit to be used at motorcycle events across Colorado

• Provide a High-Visibility Safety Promotion Program to include attendance by CSP motorcycle officers at a minimum of 5 events throughout the grant period.

## Results

As soon as the contract was in place, the exterior of the trailer was "wrapped" with current safety messages. Other supplies (demonstration cones), equipment (audio/visual equipment for safety message presentation) and maintenance items (tires) were purchased in order to prepare for the educational efforts which were planned for the spring and summer.

Extensive renovations were made to the trailer in order to create a mobile classroom and traveling safety message display. Renovations included replacing wheels and tires, and repairs to the floor, roof and trailer tongue. Wall materials were replaced to allow for better protection of the carpeted portion from damage due to transporting motorcycles, and to enable the top portion to be used as a "white board" for educational sessions. The front portion of the trailer was modified to safely hold a monitor, DVD player, speakers and a generator. This equipment allows for use of pre-recorded safety educational materials.

*A renovated motorcycle trailer "wrapped" with safety messages serves as a high-tech mobile classroom.*

Since its conversion, the trailer has traveled throughout Colorado several times. It has generated much interest from motorcycle enthusiasts at events as well as stops along its route. In addition to

the motorcycle safety events, the trailer has been used to transport CSP motorcycles to Ride the Rockies, Bicycle Tour Colorado and the Colorado Grand. In situations where the focus is not on motorcycle riding, the trailer has provided the opportunity for education of drivers who need to be aware of motorcycle riders.

CSP officers educated the riding public on safe riding techniques and practices, safety equipment and the importance of safety training. During the 8 months of this contact, CSP officers attended 9 events, exceeding the goal of 5 events.

# CONE ZONE PROGRAM OVERVIEW

2009 Annual Report
Office of Transportation Safety and Traffic Engineering Branch

# Cone Zone Overview

To increase awareness and improve work zone safety, every summer beginning in June and continuing through September, the Colorado Department of Transportation (CDOT) partners with the Colorado State Patrol (CSP)and other law enforcement agencies to conduct the "Slow for the Cone Zone" campaign, which entails overtime enforcement on highly-visible maintenance projects across Colorado.

With every maintenance cone zone comes equipment, workers and even daily changes in the roadways and the alignment of travel. As a result, it is critical that users of Colorado highways do their part to make the maintenance cone zones safe for themselves as well maintenance workers. Lower speed limits, workers and law enforcement are all used to help keep work zones safe.

These projects were created to improve traffic safety on Colorado roadways by decreasing fatal and injury crash rates in Maintenance Cone Zone projects through high visibility and aggressive enforcement.

## Program Administration

Projects in the Cone Zone program are administered by Program Manager Glenn Davis with assistance from OTS staff: Robin Rocke. There is one project in this program with a planned budget of $152,700.

# Construction Cone Zone Enforcement

Project Number: 09-02
Task Number: 21-02
Planned Expenditures: $152,700.00
Actual Expenditures: $121,088.42

The Colorado State Patrol provided overtime enforcement in designated maintenance work zones across Colorado.

## Goal

Improve traffic safety on Colorado roadways by decreasing fatal and injury crashes in Maintenance Cone Zone projects.

## Strategies and Initiatives

- Identify maintenance projects needing overtime enforcement in cooperation with CDOT project engineers and maintenance supervisors

- Provide 2,400 hours of overtime in maintenance zones, providing aggressive enforcement, as appropriate, with zero-tolerance for speeding, impaired driving, and other identified primary crash causal factors or violations

- Provide enforcement in order to ensure the safety of the maintenance crews by protecting the workers from dangerous driving

## Results

This project began providing coverage of maintenance projects in 2005, and initially, coverage was only requested by one CDOT district office. Since then, the project has grown to include more areas and has allowed for greater cooperation between numerous CSP and CDOT offices.

Over the past four years, CDOT Maintenance Supervisors and CSP Captains have forged partnerships in at least eleven offices in order to identify areas needing coverage and provide effective Uniformed Traffic Control (UTC) which protects CDOT maintenance crews while they work. During this grant period, CSP field management teams were notified by CDOT project engineers when overtime enforcement was needed on any maintenance projects. UTC was provided whenever possible in response to these requests.

CSP officers from 10 CSP Field Troops provided 2,247.5 hours of overtime enforcement in maintenance zones between January 28, 2009 and September 30, 2009. This represents the amount that was requested in most cases and 90% of the contracted amount. The unfulfilled hours and unexpended funds were a result of the contract being in place for only 8 months.

*CSP officers from 10 Field Troops provided 2,247 hours of overtime enforcement in maintenance work zones to decrease fatal and injury crashes. There were no reported injuries in the protected zones.*

During the contract period, 6 DUI arrests were made within maintenance zones, and there were no reported injuries to CDOT maintenance workers in protected zones.

| Quarter | Total Hours | Contacts | DUI | HVPT | Seatbelts | Penalties |
|---|---|---|---|---|---|---|
| Q1 2009 | 775.25 | 522 | 2 | 325 | 19 | 35 |
| Q2 2009 | 678.5 | 468 | 3 | 259 | 11 | 31 |
| Q3 2009 | 793.75 | 144 | 1 | 76 | 10 | 42 |
| Year Total | 2247.5 | 1134 | 6 | 660 | 40 | 108 |

# PROHIBIT RACIAL PROFILING PROGRAM OVERVIEW

2009 Annual Report
Office of Transportation Safety and Traffic Engineering Branch

# Prohibit Racial Profiling Overview

The purpose of the Office of Transportation Safety's Prohibiting Racial Profiling program is to encourage states to enact and enforce laws that prohibit the use of racial profiling in traffic law enforcement and to maintain and allow public inspection of statistical information regarding the race and ethnicity of the driver and any passengers for each motor vehicle stop in the state.

## Program Administration

The sole project in the Prohibiting Racial Profiling was administered by Program Manager Glenn Davis with assistance from Robin Rocke. In Colorado the Prohibiting Racial Profiling funding for FY 2010 was awarded to the Colorado State Patrol (CSP). This project had a planned budget of current project budget is $524,518.40.

CSP developed the Patrol's Technical Highway of Sharing (PATHWAYS) project. The project is the technical Phase II of the Colorado State Patrol's Early Identification and Intervention System (EIIS) project. The PATHWAYS project is to design, develop, test, implement, and monitor business processes, and a data collection and business intelligence technology solution that will provide information to proactively identify, intervene, and provide avenues of continuous improvement for members who may exhibit racial profiling or bias-based policing. The collection of traffic stop data will provide information to allow CSP to develop a comprehensive program that will provide statistical information for training education, and personnel development.

# Prohibiting Racial Profiling Project for Colorado State Patrol(CSP) - CSP Patrol's Technical Highway of Sharing (PATHWAYS) Project

| | |
|---|---|
| Project Number: | 09-13 |
| Task Number: | 01-01 |
| Planned Expenditures: | $570,124.21 |
| Actual Expenditures: | $570,124.21 |

In January 2008, several key stakeholders for the Colorado State Patrol (CSP) Early Identification and Intervention System (EIIS) project met with members of the project funding agencies, CDOT and National Highway Traffic Safety Administration (NHTSA). The purpose of the meeting was to provide a demonstration of an integrated Microsoft SharePoint and Performance Point data collection and mining technology solution; and to present CDOT and NHTSA with a technology proof of concept for the CSP's EIIS project using the integrated Microsoft SharePoint and Performance Point platform. The CSP's EIIS technology proof of concept was verbally approved during the meeting, and subsequently approved in writing in March 2008. The second technical phase of the EIIS project was titled PATHWAYS.

The PATHWAYS project follows the original scope of the EIIS project and focuses on technology using Microsoft Operation SharePoint Services (MOSS) to provide a base technology footprint to build future CSP data collection forms and reports.

## Goal

The PATHWAYS project is the technical Phase II of the CSP's EIIS project. The PATHWAYS project is to design, develop, test, implement, and monitor business processes, and a data collection and business intelligence technology solution that will provide information to proactively identify, intervene, and provide avenues of continuous improvement for members who may exhibit racial profiling or bias-based policing. The collection of Traffic Stop data will provide information to allow the CSP to develop a comprehensive program that will provide statistical information for training, education, and personnel development. During the first technical phase of the EIIS project known as Test-Trooper Information Management Exchange (T-TIME) that successfully focused on performing a technology proof of concept to prove that the Microsoft SharePoint technologies identified for the project would support the PATHWAYS project scope. The T-TIME proof of concept focused on the collection points normally gathered by a CSP Trooper during their daily traffic stops and focused on the time collections points gathered by a Trooper in their daily work activities. The PATHWAYS project focuses on a boarder collection of data elements using a Microsoft SharePoint Platform. This

technology will allow the business unit to meeting the requirements of the 1906 Racial Profiling Grant, and will expand the business unit functionality for the current CSP Command staff's Strategic Operations Administrative Review (SOAR) process.

## Strategies and Initiatives

The success of the CSP's PATHWAYS relied on the following strategies and initiative:

• Replace several CSP forms with electronic forms implemented using the MOSS technology platform and Microsoft's InfoPath forms. The CSP forms replaced included the Use of Force, Pursuits, Complaints, Safe Driver, Officer Accidents, Critical Incidents, Awards and Commendations and Corrective Action or Discipline.

• Establish an Enterprise level MOSS farm for the Colorado Department of Public Safety (CDPS).

• Based on lessons learned from the EIIS T-Time project, update the Trooper Activity Log and move the form into the new CDPS MOSS production farm.

• Develop MOSS technology expertise with the Office of Information Technology (OIT) at CDPS.

## Results

The CSP's Technical Highway of Sharing (PATHWAYS) project was successfully completed in September 2009 and delivered several CSP forms to collect data as requested for the Racial Profiling Grant.

Due to unforeseen grant funds distribution issues, the CSP did not receive project funds until January 2009, that resulted in the CSP having to condense the PATHWAYS project timeline from a one (1) year timeline to nine (9) month timeline. As a result of the condensed project timeline and the need to develop MOSS technology expertise with OIT at CDPS personnel, three MOSS technical consultants were hired to assist the OIT staff. Using the State of Colorado OIT procurement processes documented quotations for a Senior MOSS Development Professional, for a Senior MOSS Architect Professional, and for a Junior MOSS Developer were posted and resulted in a successful procurement of three MOSS technical consultants.

Once the grant funds were made available to the CSP PATHWAYS project, the project manager and technical lead quickly moved to get the project resources in place. The following project activities

occurred in February 2009: Meetings with CSP business units Managers and staff to ensure proper project personnel alignment; PATHWAYS project approval request submitted and approved by the Office of Information Technology; meeting held with the State of Colorado Purchasing Director and OIT Procurement Manager to review the requirements and Statement of Work (SOW) for the PATHWAYS Project and to gain a waiver from the Mandatory IT Staff Augmentation price agreement.

During February and March the PATHWAYS technical project manager held multiple Joint Application Development (JAD) sessions with the business unit Managers including Lt. Colonel Hernandez, Major Colley, and Captain Elder to document project requirements.

In April 2009, the MOSS Senior Developer started on the project and by June, the MOSS Architect and Jr. Developer started work on the PATHWAYS project.

The budget for PATHWAYS is summarized into the following categories: Equipment Costs= $228,182.96 and Consulting Services =$341,941.25. The Total Cost of Ownership is $570,124.21.

Establishing an Enterprise MOSS farm for the CSP and the CDPS involved evaluating and delivering various network, domain access and security components. To successfully deliver an Enterprise MOSS farm, excellent collaboration was required by the Infrastructure, Network and Development teams. Not only did these technical teams deploy the hardware and software for the MOSS Farm, but also the taxonomy for the Enterprise MOSS farm was developed using JAD sessions with the business unit to deliver the appropriate look and feel for an Enterprise level MOSS farm. During the course of the project a better Virtual Private Network (VPN) solution became evident and resources were utilized to deploy this VPN solution called NetMotion.

In March 18, 2009, the CSP Grant Manager, the PATHWAYS Project Manager and Technical Lead met with CDOT's Project Manager and reviewed the progress on the PATHWAYS project. Project status meetings with key stakeholders were held weekly.

An approach that the development team utilized in regards to code development was to create reusable code. The developed code is maintained and stored in a code safe. Monitoring processes are in place to manage code changes.

By September 2009, the PATHWAYS Technical Lead conducted several webinars and training sessions to CSP personnel. Various

**Prohibit Racial Profiling**

*New forms and monitoring codes are in place to build future data collection systems. Webinars and training sessions for CSP personnel have begun.*

CSP forms were developed using the Microsoft InfoPath technology and made available in production to CSP personnel for data entry. The Patrol's Technical Highway of Sharing (PATHWAYS) solution has been completed on time and within budget.

The Colorado State Patrol is now collecting traffic stop data that identifies drivers by gender, age, and ethnicity as a result of the grant funding for PATHWAYS and Microsoft SharePoint technological development and implementation. CSP makes approximately 3,000 contacts per day statewide. We currently have collected nearly 300,000 traffic contacts with the new technology. A percentage of contacts are motorist assists so identifying information such as ethnicity may not available.

CSP is currently working towards gathering enough data to conduct trend analysis and summary information for the general public, other law enforcement agencies, and POST training curriculum availability. This includes the process of determining the appropriate reporting format and which metrics (standards for quantifying the data) will be utilized in cooperation with CDOT. In addition, all passenger information is being collected when appropriate and compliant with current constitutional provisions, state case law, and federal case law and regulations.

The Colorado Peace Officer Standards and Training Executive Director and CSP has been and will continue working together to complete the data format for their Advanced Supervisory Anti-Bias Based Policing curriculum which will compliment training and statewide efforts in the prohibition of any Colorado peace officer using racial profiling in traffic law enforcement.

**Prohibit Racial Profiling**

# TRAFFIC RECORDS PROGRAM OVERVIEW

2009 Annual Report
Office of Transportation Safety and Traffic Engineering Branch

# Traffic Records Program Overview

It is the goal of CDOT's Office of Transportation Safety (OTS) and Traffic Engineering Branch to provide an integrated, responsive, timely and accurate accident records system.  In support of this goal, OTS and the Engineering Branch undertook several projects in FY 2009.

## Program Administration

The Traffic Records program is administered by OTS and the Traffic Engineering Branch in partnership. Rahim Marandi, PE, Traffic Records Program Manager, with assistance from his staff David Bourget, PE, Charles Keep, Kevin Dietrick, and Carmen Gomez provided support and technical assistance. Glenn Davis, Manager of Impaired Driving Programs, provided budgeting, technical financial processes, reporting, file maintenance, contacting, and project management.  This group, with assistance from the sub-grantees, was responsible for seven projects with a planned budget of $825,000.

## Enhancing the Traffic Records System

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

Developing and maintaining comprehensive Emergency Medical Services and Trauma Registries at the Colorado Department of Public Health and Environment

Updating and maintaining software to automate and standardize CDOT's crash record data received from the Department of Revenue (DOR)

Updating 2005 -2006 crash records

Evaluation of a Virtual Data Warehouse

## CDOT's Traffic Data Collection and Analysis

CDOT's Traffic Records activities include tasks designed to provide CDOT with timely and accurate data for measuring performance and more strategically allocating resources to address both persistent and emerging traffic safety problems.  The data collection and analysis help provide the identification of high-risk drivers and communities in new ways, and include the integration of citation records which were used in the problem identification.

# Emergency Medical Services (EMS) and Trauma Registry

| | |
|---|---|
| Project Number: | 09-04 |
| Task Number: | 41-01 |
| Planned Expenditures: | $99,617.00 |
| Actual Expenditures: | $$90,438.00 |

## Goal

Develop and maintain comprehensive EMS and Trauma Data Systems at the Colorado Department of Public Health and Environment in order to successfully provide health information to the integrated traffic records system.

## Strategies and Initiatives

Project activities include:

- Increase the number of EMS agencies that routinely download patient care report information to the state EMS database

- Improve data quality and completeness in the state EMS database and the state Trauma Registry by monitoring downloads from the original sources, notifying them when data have not been received, and developing protocols to address non-compliance with data submission requirements

- Identify any modifications that need to be made to the existing EMS and Trauma data systems so they continue to be fully compliant with national standards -- the National EMS Information System (NEMSIS) for EMS data and the National Trauma Data Standards (NTDS) for trauma registry data – and with the standards required of participants in the Colorado integrated traffic records system

- Identify software programming needed to a) modify the processes for downloading data from the transport agency/facility to the state databases as necessary to accommodate new variables or changes to existing variables, b) assess the quality of the data, c) update existing cases with new information, d) download data to the integrated traffic records system and to national registries (NEMSIS and the National Trauma Data Bank), e) generate quarterly agency-and facility-specific reports on data quality, and f) generate quarterly agency- and facility-specific benchmark reports

- Supervise the maintenance of code lists to be used by both the EMS and Trauma databases, maintain the data dictionaries for both the EMS and Trauma databases, and assure that data formats are compatible with the requirements of the integrated traffic records system

- Attend all meetings of the STRAC; attend relevant meetings of any workgroup responsible for developing the integrated traffic records system

## Results
### EMS Database (MATRIX)

The EMS database is compliant with the National Emergency Medical Services Information System (NEMSIS). The variables collected in the MATRIX are based on the 67 National Data Elements of NEMSIS Version 2.2.1.

As of October 1, 2009, the number of agencies that currently download to the state database has increased to 137 agencies (approximately 70% of the ground transport agencies in the state).

From January 2006 through September 2009, data on nearly 894,000 patient transports by EMS agencies have been submitted to the state database. As of September 2009, approximately 86% of the records are received within 90 days of the date of the call.

As of September 2009, EMS and Trauma Data Program successfully submitted Colorado's EMS data for 2007 and 2008 and 1st quarter 2009 to the national EMS database (NEMSIS). The data passed all validation requirements and quality checks for inclusion in the national database.

Several analyses of EMS data have been generated. The results from these analyses were presented at State EMS and Trauma Advisory Council meetings in October 2008, January 2009, April 2009 and July 2009; at the state EMS conference in November 2008; at a meeting of a physicians advisory group for Health One; at two Denver Metro Physicians Group monthly meetings; at the quarterly RETAC (Regional EMS and Trauma Advisory Council) meetings; at an EMS education training in the San Luis Valley (Alamosa) in February 2009; at an EMS Quality Control Committee at Littleton Hospital; and at an evaluation of Colorado's trauma system evaluation conducted by a team from the American College of Surgeons in May 2009.

In addition to data analysis reports, staff have also created standard reports to monitor data quality and completeness. Agency-specific reports are produced quarterly and sent to each agency to identify and correct problem areas in data collection. The reports are designed to identify problems that might be due to data entry vs. a software issue vs. an export issue.

*137 agencies report into a shared data system, up from only 28 in 2006. Accuracy of reporting continues to improve.*

Traffic Records

## Colorado Trauma Registry

The Colorado Trauma Registry is compliant with the National Trauma Data Standards established by the American College of Surgeons.

Each month, the CDPHE receives a download of trauma registry data from Clinical Data Management (CDM). CDM is the vendor for Traumabase software, the software used by all Level I, II and III trauma centers in Colorado, except Denver Health Medical Center (DHMC). DHMC switched to Trauma One software in January 2009. The trauma centers submit their data to CDM; CDM then creates a single download file that is submitted to the state. As of October 1, 2009, the trauma registry contains data on more than 251,000 trauma patients (since July 1997).

Over the past several months, CDPHE staff have migrated the Colorado Trauma Registry from an Access environment to SQL. This will facilitate future integration of the Trauma Registry and EMS data systems. CDPHE staff have processed test files from both CDM and Trauma One to determine if the new import processes are working appropriately. Currently data files are being received in both the old and new formats, so the new processes can be checked for completeness and accuracy. It is anticipated that the Trauma Registry will operate solely in the SQL environment beginning in January 2010.

*86% of EMS data reports are filed to the database within 90 days, nearly double the rate of timely filings in 2006.*

## Performance Measures for EMS data

Performance Measure 1: To improve the timeliness of submission of EMS data to the state EMS database, increase the percent of records received by the state health department within 90 days of the incident from 45% in 2006 to 90% in 2009

| | BASELINE* | 2006 | 2007 | 2008 | 2009 | 2010 |
|---|---|---|---|---|---|---|
| Goal | | 60% | 70% | 80% | 90% | 100% |
| Final | | 45% | 70% | | 86% | |

*Colorado did not have an EMS database prior to 2006

Performance Measure 2: To improve the accuracy and completeness of the data submitted by EMS transport agencies, the EMS and Trauma Data Program will increase the number of accuracy/completeness reports provided to EMS transport agencies by 2 reports per year.

| | BASELINE | *2006 | 2007 | 2008 | 2009 | 2010 |
|---|---|---|---|---|---|---|
| Goal | | 0 | 0 | 2 | 4 | 6 |
| Final | | 0 | 0 | | 3 | |

*Colorado did not have an EMS database prior to 2006

Traffic Records

Performance Measure 3: To increase the completeness of the state EMS database, increase the percent of agencies regularly submitting data to the state database from 30% in 2006 to 90% in 2009.

| | BASELINE | *2006 | 2007 | 2008 | 2009 | 2010 |
|---|---|---|---|---|---|---|
| Goal | | 30% | 50% | 70% | 90% | 100% |
| Final | | 41% | 49% | 62% | 82% | |

*Colorado did not have an EMS database prior to 2006

### Barriers to accomplishing the performance objectives

Despite efforts, there are still some EMS agencies that do not provide patient care data to the state health department. Most of the agencies have relatively low volume (less than 1000 runs per year) however three of the agencies have large caseloads (more than 5000 runs per year). The large volume agencies are all fire-based and use software compatible for use by fire departments in reporting all types of events. Staff in the EMS and Trauma Data Program are working with these agencies to overcome the data collection and download issues that are delaying their participation in the state EMS database.

Staff in the EMS and Trauma Data Program are also working to standardize the quality assurance processes so that the data in the state database are as complete and accurate as possible. Due to competing priorities, we have not been able to implement as many data quality checks as originally planned, however efforts are on-going, with new checks and new data quality reports generated every few months.

From a presentation made to the State EMS and Trauma Advisory Council in October 2009:

**Agency Participation**

| Agency Run Volume (Number of runs per year) | Total Number of Agencies | Number of Agencies Submitting in: | | | |
|---|---|---|---|---|---|
| | | 2006 | 2007 | 2008 | 2009 (9 months) |
| "Small" (<1000) | 128 | 22 | 56 | 79 | 90 (100%) |
| "Medium" (1000-4999) | 49 | 3 | 23 | 28 | 31 (63%) |
| "Large" (5000+) | 18 | 3 | 7 | 11 | 15 (83%) |
| Total | 195 | 28 | 86 | 79 | 136 (70%) |

# Transfer of Denver Accident Reports

Project Number:     09-04
Task Number:     41-02
Planned Expenditures:     $30,000.00
Actual Expenditures:     $29,400.00

## Goal

Provide delivery of accident reports to the State in a manner that allows the Department of Revenue to extract the required statistical information.

Provide citizens with continued ability to access submitted reports for insurance purposes.

## Strategies and Initiatives

• Identify specific benchmarks and program tasks within the plan

• Develop requirements for both the City and County of Denver and Department of Revenue

• Negotiate project scope, objectives, cost, timeline, and deliverables with the Records Management Vendor

• Implement accident reporting interface for both Patrol Officers and citizens for both major and minor accidents

• Deliver timely accident report data to State Department of Revenue

## Results

Vendor requirements were developed.

Completion of the negotiated project scope, objectives, costs, timeline and deliverables with the Records Management Vendor was done on-time.

Implementation of the accident reporting interface for both the Patrol Officers and citizens for both major and minor accidents was completed on-time.

Timely accident report data was delivered to the State Department of Revenue.

*A new system is in place for Records Management that provides up-to-date reporting and access to data by the Denver Department of Revenue.*

Project Number:        09-04
Task Number:           41-04
Planned Expenditures:  $45,000.00
Actual Expenditures:   $45,000.00

# Traffic Records Enhancements

## Goal

Reduce crashes on state managed roadways by improving accident record accuracy and time of submission.

## Strategies and Initiatives

- Convert the CDOT portions of the Electronic Accident Reporting System (EARS) application to accept new Colorado Traffic Accident reporting form (DR2447) data

- Move maintenance of both the Xfer and Web applications to CDOT from Colorado Department of Revenue

- Create multi-database queries for reporting on both EARS Accident and CDOT Summary data

- Convert the applications to current technology (.NET Framework 3.5)

## Results

Two applications were converted: EARSXfer and EARSCDOTWeb and delivered. Historical data was converted and all accident data imported into EARS (at MVD) was synchronized, summarized, and road coded. In addition, the application was tested and verified.

Final assessment and transfer to production is pending MVD completion of the new DR2447 Import process.

Also, a special project was created to allow for submission of the accident data to a third party analytical firm.

*All accident data has been converted to a shared electronic accident reporting system that synchronizes, summarizes, and codes data by road. Up to 127,000 reports per year are now recorded.*

# 2006 Traffic Records Enhancements

| Project Number: | 09-04 |
| --- | --- |
| Task Number: | 41-05 |
| Planned Expenditures: | $142,000.00 |
| Actual Expenditures: | $79,920.73 |

Nine months of Temporary Staff time (four full time employees) are needed to assist the Traffic Records Unit with the 2005 and 2006 crash records in order to meet the requirements of the SAFETEA-LU, including improving the timeliness, accuracy, completeness, uniformity, integration, and accessibility of the State traffic safety data. The 2005 and 2006 crash records are needed for the 2009 Problem Identification Report and other Safety Studies. These temporary individuals will work with CDOT Staff to expedite the processing of the most recently uploaded crash records to help make them available for use.

## Goal
Complete our review of the 2005 and first half of 2006 crash records by September, 2009.

## Strategies and Initiatives
- Improve the timeliness of the crash system as measured in terms of a decrease of: average number of days for entering crash reports into the statewide system at DOR (EARS), after receiving reports from law enforcement agencies with a goal of reducing the time from 3 years in 2008 to 2 days by December 31, 2010

## Results
The 2005 crash records were finished by September 30, 2009. Budgeting and contract delays slowed hiring of the temporary employees, which delayed the completion of the first half of the 2006 records. We are looking forward to increasing production for this year due to switching to a newer crash form (DR 2447) and improvements to our processing software and automated coding tools. These improvements are part of another project, continuing from last year into this year.

*Reducing reporting time to the State Records Unit is well on its way, with a goal of reducing time from 3 years to 2 days by December 31, 2010.*

# Virtual Data Warehouse

The Colorado State Traffic Records Advisory Committee (STRAC) conceptualized a project to design, develop, and implement a Traffic Records Virtual Data Warehouse (TRVDW).

## Anticipated Benefits

**An improved traffic records system**, which is necessary for problem identification, planning, and management of Colorado's roadway safety activities. This system would provide improved access to information, reducing the staff effort to perform research, and improving the quality of the information available for management and policymaker decision making.

**More effective needs identification and countermeasure development**, which will better address identified safety issues.

**Reduction in tort claims** due to improved project selection mechanisms.

**Improved communication** with stakeholders at all levels of safety management. The system would give decision makers the ability to more effectively communicate with the public, policymakers, and internal stakeholders through more timely and accurate information. The system would provide timelier Federal Highway Administration (FHWA) and National Highway Traffic Safety Administration (NHTSA) reporting, more accurate information on roadside features, and more detailed roadway inventory reporting capabilities.

**Enhanced ability to respond to future changes**, including national safety management best practices and data capture and reporting requirements from FHWA or NHTSA.

**Established framework for improved data sharing and collaboration** between various state agencies in support of House Bill 08-1364.

## Goal

Provide federal, state, and local traffic records and safety management professionals in Colorado with a "one-stop" location for obtaining a consistent and common set of information to facilitate their identification of safety needs, the design of potential

countermeasures, and the assessment of the effectiveness of countermeasures that are implemented.

## Strategies and Initiatives

As a first step in implementing the TRVDW, the Colorado STRAC engaged Dye Management Group, Inc. to perform the planning and assessment phase of the TRVDW project. The scope of the TRVDW planning and assessment phase included the following objectives:

### Objective 1: Identify needs and solutions

First, the feasibility study team identified the traffic records information requirements by conducting interviews with a range of state and local traffic records stakeholders, reviewing best practices nationally in both traffic records and data warehousing and assessing the applicability of these best practices to Colorado, defining high-level business and technical requirements, and identifying potential solutions available in the marketplace.

### Objective 2: Develop and evaluate alternatives

In this second stage, the study team identified the potential alternative solutions for moving forward with the new TRVDW application. This stage included defining potential alternatives, establishing a set of criteria for evaluating these implementation alternatives, and conducting the detailed alternatives analysis.

### Objective 3: Construct an implementation plan and feasibility study

The third and final stage involved the development of a high-level implementation work plan for the recommended implementation approach and the preparation of a final report.

### Alternative Approaches Evaluated

As part of the planning and assessment phase effort, Dye Management Group, Inc. conducted an analysis of various implementation alternatives.

- Alternative 1: Transferring one or more solutions from another state in whole or part, with customizations to meet specific Colorado requirements

- Alternative 2: Using a commercially available off-the-shelf (COTS) solution, or customizing one or more COTS solutions

- Alternative 3: Using a combination of transfer and COTS solutions, with customizations as required

- Alternative 4: Building a custom solution for Colorado

### Evaluation Criteria

Each of these alternatives was evaluated against the following criteria:

• Degree of fit with State of Colorado business requirements

• Degree of fit with State of Colorado and partner agency strategic business direction

• Consistency with the State of Colorado information technology (IT) direction

• Cost to develop

• Lifecycle costs/total cost of ownership

• Incremental expandability/flexibility

• Speed of implementation

• Long-term support considerations

• Degree of risk

### Results

The team's research and analysis suggested that there was no clear differentiation between a transfer, COTS, or custom implementation approach. Current COTS solutions available in the marketplace and potential transfer solutions from other states only partially fit Colorado's requirements. Extensive customizations would be required for a COTS or transfer solution to sufficiently meet all of the state's requirements. In addition, under all alternatives, significant custom development and integration effort is required to link the TRVDW application with the traffic records data in the various existing stakeholder source management systems.

At the same time, however, vendors continue to expand the capabilities of COTS solutions to support evolving national safety management best practices. As a result, COTS solutions should become a better fit with Colorado requirements in the future. The exhibit below summarizes the ratings for each alternative.

| Evaluation Criteria | Alt 1 Score | Alt 2 Score | Alt 3 Score | Alt 4 Score |
|---|---|---|---|---|
| | Transfer | COTS | Combo | Custom |
| Degree of fit with Colorado stakeholder business requirements | 3 | 3 | 3 | 5 |
| Degree of fit with state strategic business direction | 4 | 4 | 4 | 4 |
| Consistency with state strategic IT direction | 3 | 4 | 3 | 3 |
| Cost to develop | 4 | 2 | 3 | 3 |
| Lifecycle/total cost of ownership | 4 | 2 | 3 | 3 |
| Incremental expandability/flexibility | 2 | 4 | 3 | 3 |
| Speed of implementation | 3 | 3 | 3 | 2 |
| Long-term support considerations | 2 | 3 | 3 | 2 |
| Degree of Risk | 3 | 3 | 3 | 2 |
| Total Rating | 28 | 28 | 28 | 27 |

**Recommended Approach for Proceeding and Rationale**

Based on these findings, the team recommended that a final decision on an implementation approach be deferred until the state initiates an RFP process to choose a solution and systems integrator. The state should proceed with the development of detailed requirements for the TRVDW application and then structure the future RFP to allow vendors to respond with the solution they believe best fits Colorado's requirements. The proposals could include a COTS solution, transfer solution, custom solution, or some combination of these approaches. The state can then evaluate the relative merits of each proposed solution on a best value basis considering both technical evaluation factors and total cost of ownership.

The development of the TRVDW will not duplicate existing data. The TRVDW will focus on leveraging real-time data sources from a proposed federated search portal, avoiding a redundant data repository, where possible. Data security will be accomplished through role-based security by agency and individuals, where appropriate. The TRVDW application will have three core functions or components:

**Data Warehouse Engine**

The Data Warehouse Engine function is responsible for providing

*When completed, the virtual data warehouse will allow timely, accurate collection and analysis of traffic records to improve communication and identify safety issues.*

the data management functions such as the definition and maintenance of metadata or data about the data in the warehouse.

### Extract, Transform, and Load (ETL)

The ETL function transforms the data from the existing traffic records data systems for use by the TRVDW. Because the TRVDW is intended to be a virtual data warehouse, the ETL function will primarily perform any data translations required to ensure consistency in how the data is represented. This component will also perform traditional data extract functions from existing traffic records systems, transformation of data as required, and the loading of data into the TRVDW environment in those exception cases where linking to the data in a source system or reporting copy or snapshot of a source system in real time is either not possible or technically impractical.

### Management Reporting and Query Capabilities

The Management Reporting and Query Capabilities function provides the end user with reporting capabilities of the system. The function includes the ability to create and execute predefined reports, and the ability to create and store an ad hoc query.

The exhibit below depicts the conceptual topology for the future Colorado TRVDW.
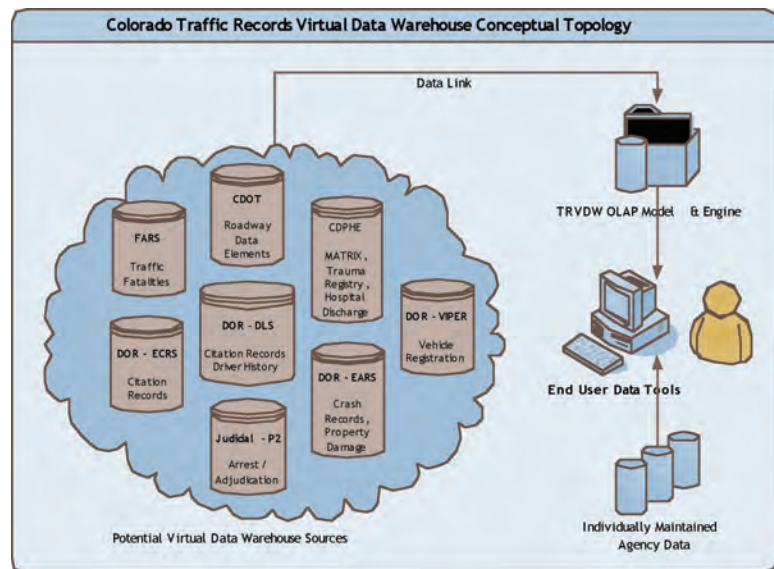
# 2010 Traffic Records Assessments

Project Number: 09-04
Task Number: 41-07
Planned Expenditures: $30,000.00
Actual Expenditures: $2,689.91

## Goal
Prepare for the Colorado Traffic Records Assessment.

## Strategies and Initiatives
• Office of Transportation Safety (OTS) will plan and coordinate activities in preparation for the assessment

## Results
The Assessment took place from October 4-7, 2009. Due to the scheduling of the assessment some costs needed to be incurred by this project.

*A statewide assessment of traffic records was held in October, 2009.*

Project Number:        09-04
Task Number:           41-09
Planned Expenditures:  $5,000.00
Actual Expenditures:   $2,439.27

# Traffic Records Tech Transfer

## Goal

Fund the attendance of two core State Traffic Records Advisory ( STRAC) Members (Colorado Department of Revenue (CDOR) and Colorado Department of Public Health and Environment (CDPHE) determined based on priority) to the 34th International Traffic Records Conference hosted by National Safety Council and Association of Transportation Safety Information Professionals.

## Strategies and Initiatives

• Send two core STRAC members, one from CDPHE and one from DOR, to the Traffic Records Forum in Phoenix Arizona, to learn about the data collection methods best practices

• Provide opportunities for Traffic Engineers to meet with Traffic Records software developers to discuss current and future needs, in areas such as: Usage, Collection, Analysis, Current and Emerging Technology, Current Systems and Programs, and Research.

## Results

The Traffic Records Forum is a  valuable event where the users of crash records network with peers from the United States, share the knowledge of practitioners from a variety of agencies, coordinate successful examples, train on new programs, learn challenges and successes of state agencies, lead research projects, and find applications of new technology.

The STRAC members who attended the conference advised the STRAC committee of their findings.

*Traffic engineers and members of the Traffic Records Advisory Council attended the National Conference and shared the latest information and skills in managing crash records.*

# Crash Records Update

Project Number: 09-04
Task Number: 41-10 Part 1
Planned Expenditures: $99,000.00
Actual Expenditures: $94,644.71

## Goal

Reduce the Colorado Department of Revenue accident-reporting backlog by processing 1,500 reports per month.

## Strategies and Initiatives

- Hire temporary employees (temps), using State Price Agreements

- Train the temps to scan, compare, verify, enter, and correct data from backlogged imaged accident reports

## Results

The initial estimate of the backlog was 146,613 reports dating back to July 1, 2006. This number was increased 6,000 each month, to reflect the continuing accumulation of new reports.

This effort, as a stand-alone project, is expected to net a reduction of 48,000 reports. The temps were combined with an existing work force of temps funded by a pass-through grant from Colorado State Patrol (CSP). The combined effort gave DOR 18 temps to work on clearing the backlog.

Original estimates for the 8 temps acquired had them processing 3,000 accident reports during training and 7,500 accident reports per month thereafter. Actual performance was demonstrated at approximately 10,000 reports per month; the total was 55,595 accident reports processed by these 8 temps. This is a production increase of 16%.

The CSP funded temps were able to complete 110,453 reports during their tenure. DOR employees added 29,286 complete reports.

A total of 195,334 reports were processed. Colorado was one day current on accident reports, as a result of this project. Per Joan Vecchi, DMV Senior Director, we are one of very few states to have accomplished this.

*A total of 195,334 records… A backlog of 195,334 crash records was processed, bringing Colorado reports current within one day.*

Project Number: 09-04
Task Number: 41-10 Part 2
Planned Expenditures: $99,000.00
Actual Expenditures: $96,885.62

# FFY2010 Problem Identification Report

CDOT's Office of Transportation Safety uses the results of the Problem Identification report to strategically allocate its resources to address on-going and emerging traffic safety challenges across the State of Colorado. CDOT retained Dr. Jeffrey Zax of the University of Colorado, and subcontractors Garner Insight LLC and Glissen LLC to prepare the report.

## Goal
Analyze traffic safety data to identify opportunities to improve traffic safety through enforcement, education and public information projects.

## Strategies and Initiatives
- Continue and expand on the analysis of the annual experiences of Colorado drivers first introduced in the 2008 report.

## Results
The 2010 Problem Identification project continues and expands on the analysis of the annual crash experiences of Colorado drivers first introduced in the 2008 report. It characterizes each Colorado resident with an active Colorado driver's license based on all available information about that individual and then imputes the probability that each individual will be involved as a driver in a crash during the two subsequent years, 2007 and 2008. These imputed probabilities can then be aggregated to identify demographic groups or geographic areas which contain high concentrations of at-risk drivers. For the first time, individuals who have surrendered their Colorado driver's license to some other state are excluded from the analysis, on the presumption that they are not regular drivers in Colorado. In addition, among those individuals included, the analysis distinguishes between those who have Colorado driver's licenses and those who have some other form of Colorado ID. The quality of the 2007-2008 crash data is noticeably higher than that of the crash data for previous years.

This report also includes results from the 2000 Census, 2009 Statewide Seat Belt Survey, the 2009 Child/Juvenile Restraint Survey, the 2009 Teen Seat Belt Survey, the 2009 RETAC Seat Belt Survey, the 2009 Nighttime Seat Belt Survey and the 2009 Neighborhood Seat Belt Survey. The observational surveys of

*Analysis of individual driver data combined with may seat belt usage surveys identified the top 3 counties at risk for crashes.*

occupant protection use were conducted by the Institute of Transportation Management at Colorado State University.

Based on the results of the 2007-2008 Crash ordered probit model and the 2009 seat belt surveys, the study team recommends that the OTS Educational Programs team consider developing, supporting or expanding traffic safety programs in the following communities:

> Adams County
>
> Jefferson County
>
> Pueblo County

**Adams County:** Residents under age 21 in Adams County have the second highest odds of crashing statewide. Juvenile and teen seat belt use rates are relatively low. The odds of crashing for residents with prior DUI records are among the 10th highest. On-going occupant protection programs should be continued and strengthened. Support for DUI and general traffic enforcement is encouraged.

**Jefferson County:** Jefferson County residents had the 7th highest odds of crash involvement overall. Residents under the age of 21 had the 3rd highest odds of crashing. Four Arvada zip codes ranked among the 20 most dangerous statewide for resident young drivers. Consider developing young driver programs, particularly in the city of Arvada. Law enforcement efforts targeting DUI enforcement and general traffic enforcement should be expanded.

**Pueblo County:** Pueblo County has ongoing, deep and persistent traffic safety problems that have been observed for years. Just as in past analyses, the 2007- 2008 model demonstrated that Pueblo County and its resident drivers are among the most dangerous in the state. On nearly every measure, Pueblo ranks the worst. This includes measures of odds of crashing for young drivers, drivers with prior DUI records and drivers in general. The County's seat belt use rates are all low.

In addition to supporting and reinforcing on-going community-based traffic safety programs, the study team strongly encourages that a concentrated law enforcement component be developed and funded. While DUI enforcement is important, it is apparent that rigorous enforcement of other risky driving behaviors (e.g., speed) need to be enhanced to reinforce the on-going behavioral projects. Pueblo needs to get tough (or tougher) on traffic enforcement.

## Occupant Protection Focus

The more extensive observational seat belt surveys identified several counties with very low seat belt and child occupant protection use rates, and if resources are available, should be considered for program development.

Kit Carson, Logan and Montrose counties had the lowest overall adult seat belt use rates. As such, developing programs focused on increasing adult seat belt use rates, perhaps with a focus on drivers of light trucks, are recommended, if resources are available. It is important to point out that Kit Carson and Logan counties both rank among the best counties with respect to odds of crashing, while Montrose County's ranking on most measures falls in the middle.

Las Animas County had the lowest observed child occupant protection use rate and the third lowest juvenile seat belt use rate.

Arapahoe County had the second lowest child occupant protection use rate and the 6th lowest juvenile seat belt use rate.

The Exhibit below presents the Colorado counties whose resident drivers have the highest and lowest predicted probability of crash involvement.

The exhibit below presents the 20 zip codes where resident drivers under the age of 21 have the greatest probability of crash involvement.

| Rank | City | Zip Code | Odds of Crash |
|------|------|----------|---------------|
| 1 | Pueblo | 81006 | 11.00% |
| 2 | Pueblo | 81005 | 10.40% |
| 3 | Pueblo | 81008 | 10.40% |
| 4 | Henderson | 80640 | 9.90% |
| 5 | Pueblo | 81001 | 9.80% |
| 6 | Pueblo | 81007 | 9.70% |
| 7 | Arvada | 80005 | 9.30% |
| 8 | Pueblo | 81004 | 9.30% |
| 9 | Arvada | 80003 | 9.10% |
| 10 | Arvada | 80004 | 9.10% |
| 11 | Thornton/Denver | 80229 | 9.10% |
| 12 | Lakewood/Denver | 80232 | 9.10% |
| 13 | Nothhglenn/Thornton/Denver | 80233 | 9.00% |
| 14 | Grand Junction | 81504 | 9.10% |
| 15 | Craig | 81625 | 9.10% |
| 16 | Commerce City | 80022 | 8.90% |
| 17 | Federal Heights/Thornton/Westminster | 80221 | 8.90% |
| 18 | Morrison | 80465 | 8.90% |
| 19 | Kersey | 80644 | 8.90% |
| 20 | Arvada | 80007 | 8.80% |

The exhibit below presents observed seat belt use for the counties included in the 2009 Statewide Seat Belt Survey.
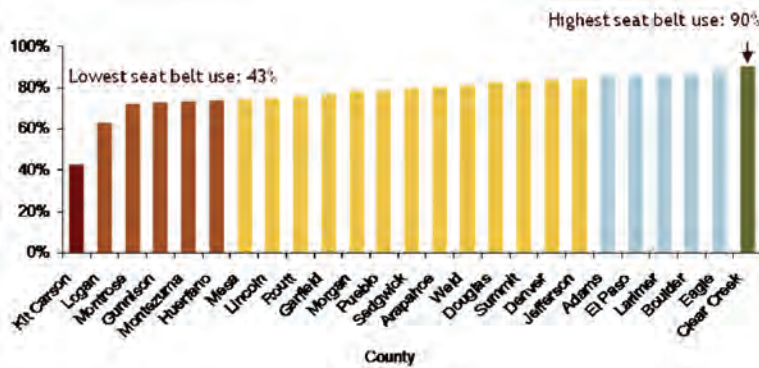
Project Number:    09-04
Task Number:    41-11
Planned Expenditures:    $49,200.00
Actual Expenditures:    $31,100.00

# Lakewood Traffic Records

## Goal

Reduce accidents on City of Lakewood (COL) managed roadways by improving crash record accuracy and time of submission

## Strategies and Initiatives

- Create a data conversion and transfer application for Traffic Records Automation Process and Export (TRAPE) that allows the City of Lakewood to electronically submit accident reports

- Create a feasibility study that determines the feasibility of adding GPS lat-long data to the accident reports, increasing the use of the I/Leads system by more patrol officers, and uncovering efficiencies that can be gained by software and/or process improvements

*While initial parts of the data conversion process were in place, City and State departmental delays have kept this project from being completed on schedule.*

## Results

The TRAPE application's manual process was delivered on September 30, 2009, along with database scripts and instructions on implementation.

The feasibility study was partially completed.

Yet to be completed:

- TRAPE automated process

- TRAPE transfer to MVD

- TRAPE training

- Interview with Intergraph

- Feasibility study final documentation and delivery

The project was not completed by September 30, 2009 for the following reasons:

- Colorado Department of Revenue (CDOR) had not completed the new Colorado Crash reporting form (DR2447) import program. COL has volunteered to be part of the pilot testing, but CDOR was unable to participate at this time.

- I/Leads was unable to have the extract done as previously thought. This meant extra time for COL and delays for CRM+ (application vendor).

- COL Key personnel became ill. Certainly unavoidable, but always at the top of the list for risk factors when beginning a project.

TRAPE includes a four step process for importing and transforming accident data.

Following are screen prints of the TRAPE application (manual process):

Step 1 – Define the system, files, and tables
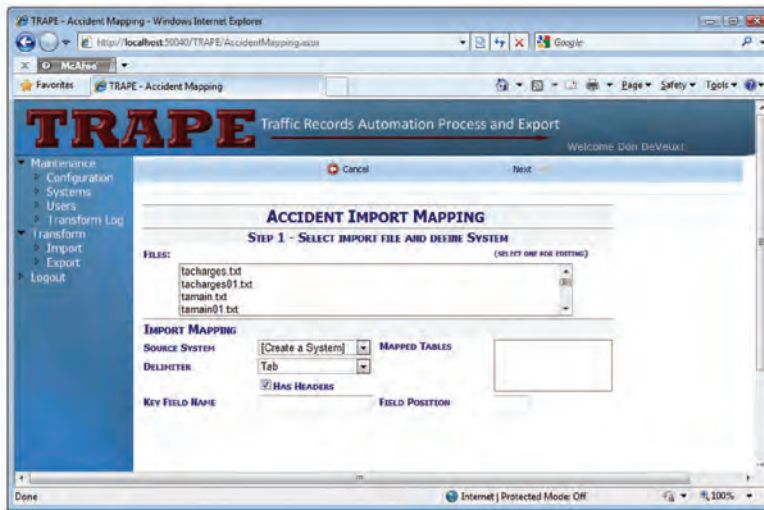


Step 2 – Map fields from File => MVD tables

Traffic Records
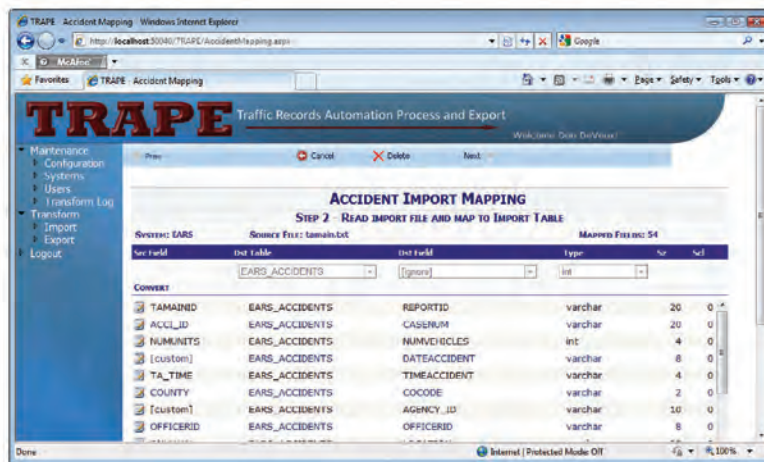
Step 3 – Map fields from MVD tables => File
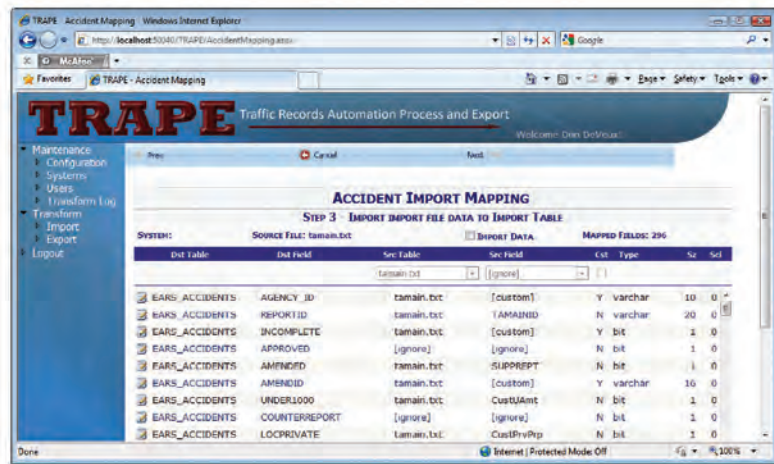


Step 4 – Import data and view the error log
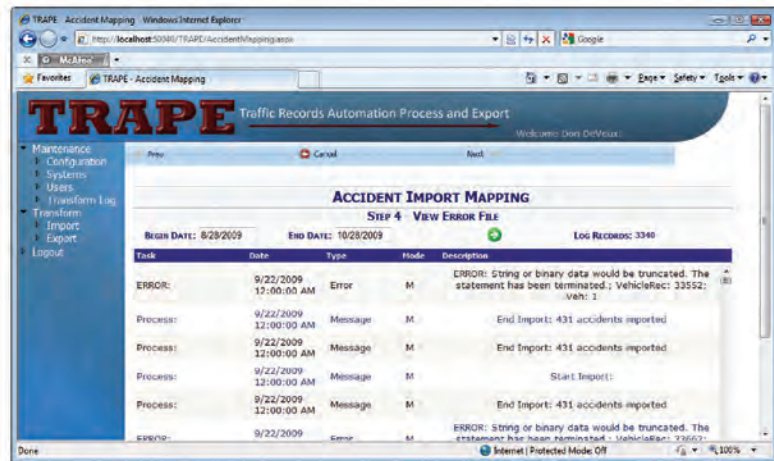


Step 5 – Export to XML (no screen print)

Maintenance forms are also available for:

- Users

- Configuration

- System and System Tables

**PUBLIC RELATIONS PROGRAM OVERVIEW**

ROCKIES

THE DENVER POST
denverpost.com

WELLS FARGO

Coca-Cola

Coors

PLAY IT SAFE.

DON'T DRINK AND DRIVE.

THE HEAT IS ON!

2009 Annual Report
Office of Transportation Safety and Traffic Engineering Branch

# Public Relations Program Overview

The Public Relations Office (PRO) provides strategic communications efforts for the Colorado Department of Transportation's Office of Transportation Safety (OTS). Two positions are funded each year within the PRO for this purpose. In recent years, the National Highway Safety Administration (NHTSA) has increased its requests for strategic communications that work with safety programs to help reduce traffic deaths and injuries. This year, the PRO continued its role in helping Colorado reach its goals of fewer traffic deaths and injuries.

In FY 2009, the PRO provided a range of services to improve public understanding, achieve support for major safety issues, and influence driver behavior. The Public Relations Office program activities are detailed on the following pages.

## Program Administration

The Public Relations Program is administered by Stacey Stegman, Public Relations Office Director, with assistance by her staff, Heather Halpape and Jeri Jo Johnson. Other assistance is provided by PRO staff whose salaries are state-funded. This group, with assistance from their sub-grantees, was responsible for a planned budget of $1.7 million.

## Summary of Strategic Communications Efforts

In FY 2009, the PRO engaged in public relations, media relations, and paid media strategies to support high-visibility enforcement and community-based safety programs. In addition to mainstream outreach, the PRO continued to expand outreach to Colorado's growing Hispanic population with culturally-relevant Spanish campaigns regarding seat belts and impaired driving. The PRO launched a new seat belt campaign aimed at getting more "tweens" age 8 to 12 to buckle up. And the PRO also supported two new *Click It or Ticket* enforcement periods, which focused on nighttime and rural seat belt use. This year also marked the second year of the *Live to Ride* motorcycle safety campaign, which encourages riders to get trained, ride sober, and wear proper gear.

The new "100 Days of Heat" summer DUI campaign succeeded in helping reduce alcohol-related fatalities by 50% between Memorial Day and Labor Day. The PRO also supported two new DUI enforcement periods – Super Bowl and June Checkpoints. The PRO's media relations efforts for the *Heat Is On* impaired driving program generated 752 news stories, an increase over last fiscal year.

# High Visibility DUI Enforcement – Public Relations/Evaluation

| | |
|---|---|
| Project Number: | 09-08 |
| Task Number: | 81-03 |
| Planned Expenditures: | $325,000.00 |
| Actual Expenditures: | $298,511.38 |



**THE HEAT IS ON!**

The Heat Is On is a high-visibility DUI enforcement campaign that combines enforcement of the state's impaired driving laws, along with public education, paid advertising, earned media, and public relations outreach.  This task covers public relations and evaluation only.

## Goal

Implement CDOT's high visibility enforcement campaign by increasing awareness of DUI enforcement, laws, and the impacts of impaired driving.

## Strategies and Initiatives

• Support 10 high-visibility enforcement periods in FY 2009, including:  Halloween, the Holiday Office Party Weekend in December, New Year's Eve, Super Bowl Weekend, St. Patrick's Day Weekend, Memorial  Day Weekend, DUI Checkpoint Colorado, June Checkpoints, Fourth of July Weekend, and the National DUI Crackdown in August through Labor Day. Activities and new initiatives conducted during the year for each period include:

### Halloween

No consultant contracts were in place by the time of this enforcement period and funding was very limited.  However, the PRO supported the enforcement period by sending out two statewide news releases that generated more than 50 news stories.

### Office Party Weekend & New Years Eve

The PRO continued the second year of the "Heat Is On. Plan Ahead." campaign, which encouraged holiday partiers to prepare in advance for holiday celebrations by arranging sober transportation.  CDOT partnered with MillerCoors, RTD and 40 others businesses to provide $5 taxi cab vouchers to the public.  This year the campaign expanded beyond Denver to include Colorado Springs and Boulder. A Web site, www.PlanAheadColorado.com, provided a tool to help people find businesses with taxi vouchers, information on public

*The Plan Ahead campaign expanded to include Colorado Springs and Boulder with a Web site to help people find taxis, public transportation, and overnight parking to keep people safe from impaired driving on New Year's Eve.*

transportation and overnight parking. The Web site received 9,698 hits during the months of December and January. A public service announcement was sent to radio stations across Colorado. Four news releases and active pitching to the media resulted in 119 news stories during the holiday period that ended after New Year's Day.

### Super Bowl

The Super Bowl DUI enforcement period was a new one added due to the passage of HB-1196. The enforcement period ran January 31 to February 2, 2009 over Super Bowl Weekend. Earned media was generated by the distribution of news releases before and after the enforcement period. This generated 64 news stories.

### St. Patrick's Day Weekend

A news conference to announce Colorado's DUI law enforcement plans for St. Patrick's celebrations was held on March 12, 2009 at Scruffy Murphy's Irish Pub in Denver. Law enforcement agencies from across the Front Range attended the event, which included a costumed Leprechaun warning that a DUI can cost a pot o' gold. All major Denver TV and radio media covered the conference and it resulted in more than 100 news stories. Volunteers from CDOT and members of the Colorado State Patrol's Motorcycle Unit also participated in the St. Patrick's Day Parade on Saturday, March 14, 2009. The group of volunteers carried a banner and handed parade goers beaded necklaces with the key message attached of "Don't Press Your Luck Have a Designated Driver". The PRO supported the Pikes Peak Region DUI Task Force by designing and printing two large vinyl banners to be used in the Colorado Springs St. Patrick's Day parade. The PRO also printed and distributed 200 DUI posters to businesses and law enforcement.



*At a news conference for St. Patrick's Day, a costumed Leprechaun warned that a DUI can cost a "pot o'gold," averaging $10,270.*

### Memorial Day Weekend and DUI Checkpoint Colorado

The PRO launched the summer DUI enforcement season with a new theme – "100 Days of Heat". This theme carried throughout the summer as the most intensive DUI enforcement ever. It kicked off just before Memorial Weekend on May 21st to announce CSP

**Public Relations**

plans for Target Zero, as well as to announce plans to kick off the summer of enforcement. To create a visual for the media event, a flaming Target Zero/Heat Is On hoop was created and lit during the news event. The event and two news releases generated 86 news stories.

CDOT also developed a sponsorship with the Colorado Rockies baseball team. The Rockies displayed a "100 Days of Heat" message on their marquees, ran a pre-game PSA with pitcher Matt Daley and made PA announcements during home games that occurred during enforcement periods.

### June Checkpoints

During the first three weeks of June, law enforcement agencies received funding to conduct sobriety checkpoints. The PRO supported this new enforcement period with news advisories and pitching to local media. This resulted in 29 media stories.

### Fourth of July Weekend

CDOT once again partnered with Colorado State Parks and local law enforcement to encourage folks to plan ahead before celebrating with alcohol. News events were held in Denver and Grand Junction. The Denver event included costumed characters to represent popular Fourth of July activities. The over-the-top costumed characters roamed the 16th Street Mall in Denver on June 30th, handing out information all day. Onlookers who twittered about them were entered to win a prize donated by local businesses. This was the first time CDOT used a social medium like Twitter for a safety campaign. The participation was very limited, but allowed us to experiment with "viral" marketing and we will continue to do this in the future. A news event was also held outside Grand Junction at Highline State Park and media were offered boat-a-longs and interviews with State Parks rangers. Earned media during this period totaled 101 stories

*CDOT used Twitter for the first time in a safety campaign as an experiment in social marketing.*

### National Crackdown Labor Day Weekend

The "100 Days of Heat" theme continued as we headed into the National DUI Crackdown enforcement period. The campaign kicked off with a mock crash news event in Colorado Springs conducted by the Pikes Peak Region DUI Task Force. A statewide news release also announced that preliminary data showed alcohol-related fatalities this summer were down 50%. This provided a great media hook to generate news stories. The media

Public Relations

was pitched for interviews across the state. For the Labor Day weekend, CDOT and the Center for Transportation Safety brought a DUI simulator truck to the Colorado State Fair in Pueblo. The public had a chance to experience what it was like to drive while under the influence of alcohol and the media were invited to attend.

In an effort to keep up public awareness of DUI enforcement during the 2-week crackdown, a sobriety checkpoint dedication was held with the Denver Police Department. The checkpoint on Aug. 28 was dedicated to Sgt. Bob Wilson who was killed by a drunk driver on the way home from his shift at the Denver Police Department three years ago. CDOT and Chief Whitman presented Bob's widow with a plaque, and drivers who went through the checkpoint received a flyer that told Bob's story. Total earned media throughout the August/Labor Day crackdown exceeded more than 189 news stories.

### College Campaign

CDOT began a DUI outreach campaign to college students about the consequences of a DUI. The campaign included the creation of a Webpage, www.DUIwillCostU. com and outreach at six college campuses, including the University of Colorado in Boulder, Colorado State University, Fort Lewis College, Colorado College, the University of Denver, and Mesa State College. More than 3,000 posters and 300 sidewalk stencils were displayed at each campus as students returned for fall classes. The campaign also



included sponsorships with the athletic departments at CU and CSU. The partnership with these two colleges included a video public service announcement done by their coaches that aired during home football games. It also included PA announcements, banners, drive summary sponsorships and outreach opportunities at games. Several campus papers ran stories about the campaign.

## Results

Media results that could be monitored showed that news events, news releases, advisories and pitching generated more than 730 news stories this fiscal year. Actual earned media was likely much higher, but difficult to measure due to lack of a reliable clipping service and monitoring of statewide radio. Summer outreach was particularly successful as evidenced by a 50% drop in alcohol-related fatalities compared to the same time period last year. This may be due in part to the "100 Days of Heat" emphasis of unprecedented DUI enforcement. Formal campaign awareness surveys were conducted by Corona Research in March and September. Between these two time periods, there was a significant increase in awareness of the slogans "Drunk Driving. Over the Limit. Under Arrest" (22%) and "The Heat Is On" (18%). There was also an increase in the perceived cost of a DUI. The number of drinks people felt comfortable having before driving dropped by 14%.

*Summer outreach was successful and resulted in a 50% drop in alcohol related fatalities compared to the same period last year.*

Public Relations

Project Number:          09-08
Task Number:             81-04
Planned Expenditures:    $250,000.00
Actual Expenditures:     $242,787.57

# Paid Media under High Visibility DUI Enforcement

Proactive paid media for DUI campaigns have proven to be critical to informing the public of Colorado DUI laws and enforcement. The Heat Is On is a high-visibility DUI enforcement campaign that combines enforcement of the state's impaired driving laws, along with public education, paid advertising, earned media and public relations outreach.  This task covers paid media only.

## Goal

Implement CDOT's high visibility enforcement campaign by increasing awareness of DUI enforcement, laws, and the impacts of impaired driving.

## Strategies and Initiatives

• Focus media campaign during the summer when most DUI related fatalities occur

• Target paid media to males age 18 to 34

• Air radio spots between June 29 and labor Day weekend

• Use non-traditional advertising as determined by CDOT and its consultant, Explore Communications, including: gas pump toppers, backlit postal truck signage, in-restroom bar ads, bus tail ads, and wrapped convenience store ice chests

• Target additional advertising to college students and motorcycle riders

## Results

Paid media  at the colleges included posters and sidewalk stencils at six college campuses.  The motorcycle outreach included ads in 22 "biker bar" restrooms, as well as on coasters and napkins.

The total cost for the paid media campaign was $212,089.  The PRO achieved an additional $19,183 or 9% of the total media

buy in added value (free advertising).  A formal survey at the end of the summer showed an 18% increase in recognition of the "Heat Is On" slogan. Alcohol-related fatalities dropped 50% over the summer.

{

*Recognition of the "Heat Is On" slogan increased 18%*

**Public Relations**

Project Number: 09-08
Task Number: 81-05
Planned Expenditures: $100,000.00
Actual Expenditures: $93,228.69

# High Visibility DUI Enforcement – Latino

With the Hispanic community now representing over 20 percent of Colorado's population, this project expands the mainstream DUI enforcement campaign to reach the target audience of Spanish-speaking immigrants and semi-acculturated males, age 21 to 34.

## Goal
Implement CDOT's high visibility enforcement campaign by increasing awareness of DUI enforcement, laws, and the impacts of impaired driving among Colorado's Hispanic community.

## Strategies and Initiatives
• Reach out to the Hispanic population during each of the regular Heat Is On DUI enforcement periods throughout the year

• Translate all news releases and advisories into Spanish and distribute to Spanish media

• Offer Bi-lingual interviews whenever available

• Focus on the cost and consequences of a DUI through the Spanish campaign, "Toma Control, Vive"

• Update the Website, www.tomacontrolvive.com with a BAC calculator and a calendar to make it more interactive



*Using community events, Spanish-speaking radio, and speaking engagements, high visibility enforcement campaigns reached out to the Latino population in a culturally appropriate manner.*

In addition to complimenting mainstream outreach, the following grassroots community outreach was conducted:

### Cinco de Mayo
During this popular Hispanic event in Denver's Civic Center Park, CDOT hosted a booth to educate the public about the impacts of a DUI. To attract a Latino audience to the booth, an interactive traditional Mexican game called "Lotería" was used. Players had to refer to the cost of a DUI brochure and BAC cards to answer DUI questions correctly. Participants enjoyed when staff members yelled "Loteria" and handed a sombrero to the winners. Hundreds of bright-red beaded necklaces with the slogan "Toma Control, Vive!"

were handed out which creating name recognition, and encouraged people to visit the booth. Part of a sponsorship at Cinco de Mayo included an interview on KBNO, as well as running a PSA the week prior to the event. The Cinco de Mayo celebration provided an opportunity to recruit Spanish-dominant people enthused about participating in a video public service announcement. It was produced by TV Azteca and aired from July 20 to Aug. 9.

### Soccer Games



During the summer, CDOT and Webb PR conducted grassroots outreach at two soccer events and partnered with TV Azteca. A total of 8,000 people attend the tournaments. A booth was set up so people could play the DUI Loteria game. This resulted in the opportunity for 650 one-on-one speaking opportunities with bi-lingual or Spanish-speaking people about the impacts of a DUI.

### Adams County Rodeo

This is a well-attended event by primarily Spanish-dominant Latinos. An estimated 5,000 people attended the event on Aug. 8th. CDOT entered a sponsorship with Colorado Entravision radio stations, which included a Spanish PSA that ran two weeks prior, tags on promotional spots, booth space, and live mentions during the event. To draw people to the booth, a beanbag target game using Fatal Vision goggles was used. Prizes were given to winners that included "Toma Control, Vive" messaging. Spanish BAC cards and brochures were also given away.

### El Grito

This event took place on Sept. 15 in Denver's Civic Center Park, drawing an estimated 90,000 people. CDOT entered a sponsorship agreement with Entravision, which included a booth, PSA announcements leading up to the event, Internet banners and a Spanish radio interview with a DUI attorney on KBNO. The booth included the DUI Loteria game and Spanish giveaways, BAC cards and brochures.

Public Relations

### Non-Profit Community Outreach

During the summer, CDOT conducted outreach to Denver's Spanish community through some of its non-profit agencies. Webb PR worked with two organizations; Centro Humanitario para Los Trabajadores, an organization which helps day laborers, and Intercambio de Comunidades, an organization that facilitates opportunities for people to learn and practice their English. The idea in working with these organizations was to team up with groups already working in the Latino community to educate their clientele about impaired driving. Webb PR trained the organizations to conduct classes on DUI. Each organization conducted 4 trainings and received positive feedback from participants.

### Mexican Dances

KBNO Spanish radio station partnered with CDOT to make anti-drinking and driving messages at Mexican dances held about once a month during the summer. They also distributed Spanish DUI brochures at these events.

## Results

To get feedback about the "Toma Control, Vive" campaign and awareness of DUI, two informal focus groups were conducted. Twenty-three Spanish speaking individuals participated in the focus groups. Key findings verified a continued lack of understanding of Blood Alcohol Concentration. Participants reported that radio is the best media outlet to reach them. They also suggested other venues for outreach such as movie theaters, bowling alleys and the Zoo. Overall, there was little recognition of the slogan "Toma Control, Vive" which verified our belief that this campaign must continue to grow to increase awareness and education among the Spanish-speaking community.

# Click It or Ticket
# Public Relations & Evaluation

Project Number: 09-08
Task Number: 81-07
Planned Expenditures: $132,000.00
Actual Expenditures: $123,109.86

Click It or Ticket is a national high-visibility seat belt enforcement campaign that combines enforcement of the state's adult and child passenger safety laws, with public relations, paid media, and community outreach. This year, the OTS added two additional enforcement periods with a rural and nighttime focus. This task covers the public relations and evaluation elements for these three enforcement periods, as well as other seat belt education initiatives.

## Goal
Implement CDOT's high-visibility seat belt enforcement campaign in conjunction with the national mobilization and two additional enforcement periods.

## Strategies and Initiatives
• Develop a comprehensive plan for each seat belt enforcement period that includes public relations, paid, and earned media

• Develop a partnership with the Central Hockey League to raise awareness of seat belt safety and enforcement

• Create new enforcement periods with rural and nighttime focuses

### Rural Click It or Ticket
The Rural Click It or Ticket seat belt enforcement was conducted in February. The Colorado State Patrol and law enforcement agencies in 17 rural counties received grants, including: Alamosa, Bent, Delta, Elbert, Garfield, Gunnison, Huerfano, Kit Carson, Lincoln, Logan, Montezuma, Montrose, Morgan, Otero, Prowers, Washington, and Yuma. The PRO supported the campaign with a radio and print media buy, which is detailed in the next project. In addition, the PRO provided scripts to several local law enforcement agencies and arranged for recording public service announcements at local radio stations. They were also provided with data and talking points about rural seat belt use and fatalities. The PRO printed three posters (500 each) that were distributed to RETACS, law enforcement, and coalitions in the participating counties.

Flyers left over from the May mobilization were also distributed. Five banners were printed to support the campaign. Three news releases generated 19 news stories in these rural areas

### Night Time Click It or Ticket

The CDOT PRO supported a night time Click It or Ticket enforcement period that took place April 1-7, 2009. The campaign was conducted without assistance from a PR consultant due to a delayed contract. The campaign targeted the 11 most populated counties along the Front Range. The PRO supported the campaign with a radio media buy and earned media. A radio spot was produced featuring Col. James Wolfinbarger of the Colorado State Patrol. The PRO developed key messages and distributed posters to participating law enforcement agencies and coalitions. Two news releases resulted in 34 news stories.

### Click It or Ticket – National May Mobilization

The PRO supported the two-week national Click It or Ticket mobilization by creating support materials for coalitions, grantees and law enforcement. Key messages and talking points were distributed in advance of the enforcement. A new bi-lingual panel brochure was developed that included seat belts facts, as well as an organ donor registration card to serve as a powerful reminder about one potential outcome of not buckling up.

The crackdown kicked off with media events in Denver and Grand Junction. Both included a staged car crash to gain media attention and raised awareness about the dangers of driving a vehicle while unrestrained. The crashes were video taped from inside the vehicle and the tape was distributed to the media. Unbuckled crash victims and their family members brought a very somber and moving element to the media events, and State Patrol and Colorado law enforcement delivered the message that failing to buckle up will cost you; either the cost of a ticket, or your life.

To encourage grassroots participation in the campaign and continue generating local news stories during the second week of the campaign, the PRO produced 4-foot Click It or Ticket signs to be waved at street corners. Two of the volunteers wore the Vince and Larry crash test dummy costumes, two very widely recognized characters known for reinforcing the seatbelt message. They were sent to very high traffic intersections and

also stood outside Coors Field on game day, where hundreds of passing fans and cars saw the dummies. Volunteer sign wavers were also sent to busy intersections in Grand Junction, Fort Collins, Colorado Springs and Pueblo. The sign wavers were photographed and featured in various media, including the Denver Post, Fort Collins Coloradoan, Pueblo Chieftain and KCNC-TV.

### Central Hockey League

The PRO developed partnership/sponsorship with two hockey teams in Colorado, the Rocky Mountain Rage and the Colorado Eagles, which are both part of the Central Hockey League. The sponsorship included video public service announcements shot by the teams and featuring a popular player who encouraged fans to "Play It Safe. Buckle Up." Home games by the two teams included PA announcements and portal banners. The popular hockey Website, www.pointstreak.com featured the video PSAs and Webb banner ads. The PRO and volunteers manned booths at two home games, encouraging fans to sign a pledge banner to always buckle up. Giveaways were given to fans at two hockey games, including a sold-out game in Loveland.

### Results

Eleven news releases and advisories, as well as two media events, generated 122 news stories during the three Click It or Ticket enforcement periods. A pre and post-campaign survey conducted by Corona Research showed that awareness of perceived seat belt enforcement rose slightly. The proportion of respondents who noticed increased seat belt enforcement increased 33 percent and awareness of the "Click It or Ticket" slogan increased 21 percent.

*The Click It or Ticket campaign focused on 11 counties with highest populations and on 17 rural counties. Pre and post campaign research showed that awareness of increased seat belt enforcement increased by 33%*

| | |
|---|---|
| Project Number: | 09-08 |
| Task Number: | 81-08 |
| Planned Expenditures: | $275,000.00 |
| Actual Expenditures: | $265,159.30 |

# Click It or Ticket – Paid Media

The national Click It or Ticket campaign is a high-visibility seat belt enforcement campaign that requires extensive paid media to support. In addition, two more enforcement periods were added this year – a rural and nighttime campaign. This project covers paid media only.

## Goal
Increase awareness of seat belt enforcement and to increase seat belt use.

## Strategies and Initiatives
• Use paid media buy to support three Click It or Ticket enforcement periods focused on men, ages 18 to 34.

A full-page back cover ad was printed in the Denver Nuggets Game Day magazine and distributed at home basketball games from January through March.

During the Rural Click It or Ticket enforcement period, the PRO placed a print buy in newspapers and placed ads on radio stations in 17 participating rural counties. For the Nighttime enforcement campaign, a radio buy was placed in major metro areas where the enforcement took place. The majority of paid media was focused during the 2-week national May mobilization of Click It or Ticket, and included cable TV, radio, bus tails, and gas pump toppers. The buy included Spanish radio and TV spots. The following is a summary:

Radio: 4,253 spots

Bus tails & gas pump toppers: 138

TV spots: 581

Cable: 1,387

Print ads: 60

## Results

The PRO and Explore Communications achieved an additional $44,686 or 18 percent of the total media buy in added value (free advertising). An observational seat belt study conducted after the campaign showed a slight decrease in seat belt use from 81.7 to 81.1, however it is not considered statistically significant. A pre and post-campaign survey conducted by Corona Research showed that awareness of perceived seat belt enforcement rose slightly. The proportion of respondents who noticed increased seat belt enforcement increased 33 percent and awareness of the "Click It or Ticket" slogan increased 21 percent.

*Extensive paid media buys supported two additional seat belt enforcement periods focused on men ages 18 to 34. Over 4,253 radio spots and TV, print, bus tail and gas pump topper ads were placed.*

**Public Relations**

Project Number:      09-08
Task Number:      81-09
Planned Expenditures:    $78,000.00
Actual Expenditures:    $74,809.77

# Click It or Ticket – Minority Focus

This project includes seat belt education and the Click It or Ticket campaign, with specific outreach to Hispanic and African-American communities in Colorado.

## Goal

Increase seat belt use and awareness of seat belt enforcement and laws among Hispanic and African-American communities in Colorado.

## Strategies and Initiatives

- Complement mainstream outreach during the May Mobilization of Click It or Ticket, to target the Spanish-speaking and African-American communities regarding seat belt enforcement

- Partner with Heinrich Hispanidad to better reach Hispanic communities

- Create a media toolkit and make it available online

- Work with metro area African-American churches to present Traffic Safety Sunday events

These strategies and initiatives were supported by the following activities:

The outreach included translation of all news materials into Spanish, as well as the distribution of 3,000 flyers and 500 posters to convenience stores, bodegas, carnícerias, panaderías, and restaurants in Hispanic communities in Denver and Adams counties.  Posters were also placed on 48 paletas or "popsicle" carts in Denver and Greeley. These paleta carts cover a large area of Hispanic neighborhoods, bringing the message to targeted communities where they reside.

CDOT sent a bulletin request to churches in Aurora, Denver and Adams County with high numbers of Hispanic congregants. Hispanidad encouraged non-profit community partners to support promotion of the *Click It or Ticket* campaign with the individuals and families they sustain. Posters and flyers were distributed to community leaders and organizations such as Clínica Tepeyac, Community Health Services Center,  El Centro Su Teatro, and Servicios de la Raza. Community meetings were also conducted.

*Tool kits for outreach to the Latino community, and Traffic Safety Sunday at five metro African-American churches promoted seat belt safety.*

Also this year, the PRO worked with Heinrich Hispanidad to develop materials that could be given to coalitions and grantees to use in the Hispanic community to educate Spanish and bilingual Latinos about seat belt safety. The tool kit was placed online at www.carseatscolorado.com and physical took kits were sent to six grantees. The tool kit materials included two radio spots and two print pieces that could be used as a billboard, poster or flyer. A fact sheet, talking points, and tip sheet were also provided. A paid media buy using the new materials was placed in Weld, Larimer and Pueblo counties. It included gas pump toppers (44), window clings, billboards (15) and radio (331). The total buy was $31,633.



The PRO worked with OTS grantee, Burks Company, to hold Traffic Safety Sunday at five metro area African-American churches. More than 2,000 fans with the Keep It Together seat belt message were distributed to churchgoers. Orange safety ribbon stickers were distributed to the churches. A media advisory was sent out to media about the event. The PRO also printed brochures and posters about seat belt safety that were distributed by Burks in the African-American community in Denver.

### Results

The PRO and Explore Communications achieved an additional $44,686 or 18 percent of the total media buy in added value (free advertising). An observational seat belt study conducted after the campaign showed a slight decrease in seat belt use from 81.7 to 81.1, however it is not considered statistically significant. A pre and post-campaign survey conducted by Corona Research showed that awareness of perceived seat belt enforcement rose slightly. The proportion of respondents who noticed increased seat belt enforcement increased 33 percent and awareness of the "Click It or Ticket" slogan increased 21 percent.

Project Number: 09-08
Task Number: 81-10
Planned Expenditures: $150,000.00
Actual Expenditures: $138,311.18

# Cone Zone Public Relations

## Goal

Reduce the number of accidents in work zones across the state by focusing on unsafe driving practices in work zones.

## Strategies and Initiatives

- Use a two-fold approach with an educational element through paid media and a law enforcement element in order to reach a wide segment of motorists and those creating dangerous situations in work zones

- Target all drivers with special emphasis on males between the ages of 18 and 49

- Put the message in the window when the target audience is most likely to be receptive to it, just prior to or while a driver is in his or her vehicle. That is the moment when the message will be most effective
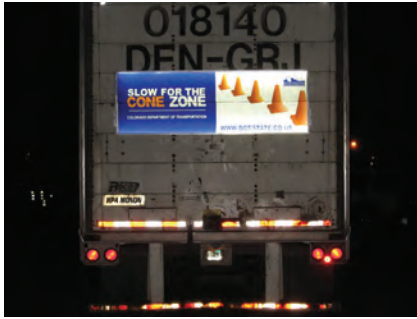
## Results

This year, the Public Relations Office (PRO) developed an extensive paid media plan that included radio spots and outdoor marketing that included billboards and backlit truck signs. The thirty-second radio spot ran on radio stations in Denver, Fort Collins, Greeley, Colorado Springs, Pueblo and Grand Junction. The cone zone message was also placed on billboards and backlit truck signs such as US Postal and semi trucks that travel across the highways of Colorado every day. These signs are lit so they can be easily seen and read by other vehicles. Like bus tails, these signs reach many drivers. They allow us to expand our geographic reach by picking trucks whose routes cover the state and routes with construction zones.

The radio spot ran statewide resulting in 267 spots in Colorado Springs; 275 spots in the Denver/Boulder area; 356 in the Greeley/Fort Collins areas; 144 in Grand Junction and 762 in the rest of the state. In addition, the cone zone radio spot

*Radio spots, billboards, and backlit trucks stressed the message to "Slow for the Cone Zone" to reduce the number of accidents in work zones.*

was aired 150 times on Hispanic radio stations in the Colorado Springs area and 44 times in the Denver/Boulder area. The outdoor marketing included 12 billboards and advertising on 42 backlight trucks.

Unfortunately, CDOT did not receive any funding for overtime law enforcement in construction zones so the campaign relied on paid media elements to communicate key messages.

Project Number: 09-08
Task Number: 81-11
Planned Expenditures: $75,000.00
Actual Expenditures: $56,056.71

# Teen Driving and GDL Law

The Driver's Seat is a teen driving campaign to educate teens and their parents about safe driving and Colorado's Graduated Driver Licensing (GDL) laws.

## Goal

Increase public awareness of Colorado's GDL law and the risks associated with teen drivers and passengers, and to reduce teen traffic fatalities in Colorado.

## Strategies and Initiatives

- Hold National and Colorado Teen Driver Safety Week events

- Develop winter "tool kits" for all Colorado high schools

- Partner with CDPHE to conduct a symposium about child and teen motor vehicle safety

- Update "tool kits" for Fall

The events and activities that follow supported the above strategies and initiatives

### Colorado Teen Driver Safety Week

The CDOT PRO partnered with the Teen Motor Vehicle Leadership Alliance to hold two news events to announce national and Colorado Teen Driver Safety Week in October 2008. Events were held in Woodland Park at Woodland Park High School, and in Denver at West High School. Students at each high school spoke at the news conference. Governor Ritter also signed a special proclamation designating the special week in Colorado. The theme was "Ride Like a Friend" and focused on

the importance of being a good passenger and the state's GDL passenger restrictions. Two news releases and media events generated 6 news stories.

### Winter Edition Tool Kit

CDOT developed winter "tool kit" for each high school in the state. The tool kits provide high schools with ready-to-use materials focused on teen driving safety. This tool kit focused on distractions and winter driving. Two new posters were created and were included in the tool kit. Other materials included print ads, Web site banner ads, fact sheet and three drop-in articles. Each high school in the state received one physical tool kit and all materials were made available online at www.coteendriver.com. Notification of the tool kit went via e-mail to School Resource Officers, driving schools, school district Public Information Officers and superintendents.

### Adolescent and Teen Motor Vehicle Safety Symposium

CDOT partnered with CDPHE in July to conduct a symposium about child and teen motor vehicle safety. CDOT supported the event by creating a program which included facts about teen and child passenger safety and the 50th anniversary of the seat belt. Amelie Company designed the program and assisted with media outreach, which resulted in several media outlets covering the event about the drop in teen and child traffic fatalities.

### Fall High School Tool Kit

Work began in September 2009 to update materials to send to high schools in the state. Two new posters were created – one on seat belts, and the other about the new ban on cell phones for teen drivers under age 18. Web banner ads and print ads were developed. Planning and drafting began for fact sheets and articles. Planning began for National Teen Driver Safety Week in October.

### Results

The number of teen traffic fatalities continues to drop with a record low of 48 in 2008. Seat belt use among young people age 16 to 20 has increased to an all-time high of 80.6 percent, nearly matching the statewide use rate of 81.1 percent.

*The number of teen traffic fatalities continues to drop, with a record low of 48 in 2008, while seat belt use has increased to a record high of 80.6%. Education efforts at high schools are having a positive impact.*

**Public Relations**

| Project Number: | 09-08 |
| Task Number: | 81-12 |
| Planned Expenditures: | $125,000.00 |
| Actual Expenditures: | $109,535.29 |

# Child Passenger Safety / Tween

This project supports child passenger safety education and promotes awareness of Colorado's child passenger safety laws.

## Goal

Conduct a public awareness campaign about child safety seats, booster seats and seat belts for children in Colorado to reduce child passenger traffic fatalities.

## Strategies and Initiatives

• Recruit and train more CPS technicians, especially bilingual

• Use creative materials to reach target volunteer groups

• Create and launch a new "Nag Me to Click It" campaign

• Distribute bilingual CPS brochures and emergency ID stickers

These strategies and initiatives were supported by the following activities:

### CPS Technician recruitment campaign

The number of certified child passenger safety technicians is declining in some parts of the state, and the need for bilingual technicians is even greater. To recruit more people to become CPS technicians, the CDOT PR office worked with Hispanidad to develop a campaign which targeted high-need areas including Pueblo, Montrose, Greeley and Summit counties. Training sessions were also scheduled for those communities and PR efforts began a few weeks before each class to increase registration.

Creative materials were developed to appeal to the following distinct volunteer groups: college students, bilingual retirees, and medical professionals. Promotional materials included posters, flyers, newspaper inserts, Spanish and English radio spots and a link on the CPS Team Colorado Web site.

Posters and flyers were sent by electronic and regular mail to colleges, Spanish departments, education departments, clubs, Greek organizations, churches, hospitals, firehouses, volunteer search and rescue teams, social service and non-profits, and chambers of commerce. A media buy was placed by Explore Communications that included newspaper inserts in English and Spanish-language publications within the targeted areas.

**Disney Train**

NHTSA partnered with Disney to sponsor the "Christmas Carol" Disney train. The train is traveled across the country all summer to promote the new 3-D animated movie. As part of its partnership, NHTSA gave the PRO an opportunity to promote child passenger safety during the train's stop in Denver, June 12-14. The PRO coordinated with CPS Team Colorado and Safe Kids Denver Metro to conduct a booth at the 3-day event.

The PRO printed CPS Team Colorado t-shirts for the technician volunteers who staffed the booth. In addition to materials provided by NHTSA, the PRO distributed CPS pencils and bilingual brochures.

**"Nag Me to Click It" Tween Campaign**

A new seat belt campaign aimed at "tweens" age 8-12 was developed by Amelie Company in partnership with CPS Team Colorado. The campaign, called "Nag Me to Click It" uses humor and turns the tables on parents with the tween telling the parent to nag them about buckling up. This campaign included research and development of a targeted campaign to increase seat belt use among children age 8 to 12. Elements of the campaign included a Website, www.NagMeToClickIt.com. The site was mainly targeted to parents of tweens and included facts about seat belts, an interactive tool to determine proper seat belt use for children based upon size or height, as well as tips for parents to get their tween buckled up.

A kick-off event was held during Child Passenger Safety Week, Sept. 16, 2009 at the Children's Medical Center in Denver. The event featured a demonstration with kids who were 9 years old, but still not tall enough for an adult seat belt. The event and news release resulted in 10 news stories.

A media buy was conducted during the kick-off in September. It included 555 radio spots, 47



*"Nag Me to Click It" uses humor and turns the tables on parents to encourage buckling up. Colorado's motor vehicle death rate for children 0 to 19 is well below the national average.*

gas pump toppers and Internet banner ads that totaled 610,465 impressions.  The paid media will continue next fiscal year.

During two games in September, the Colorado Rapids made PSA announcements about the campaign.  Child-size t-shirts were "shot" into the crowd and a banner was hung at the stadium.

To support CPS Team Colorado technicians across the state, 71,000 bilingual CPS brochures and 40,000 emergency ID stickers were printed.

### Results

The paid media buy garnered $6,590 or 24.7% of the total buy in added value (free advertising).  No formal surveys have been conducted regarding child passenger safety.  The tween campaign kicked off in the final two weeks of the fiscal year, so it is too early to gauge results from that initiative.  Overall, Colorado's child traffic fatalities continue to drop. The State's motor vehicle death rate for children ages 0-19 is 3.5 per 100,000, below the national average of 4.6. Colorado has the 18th lowest motor vehicle death rates for children ages 0-19.

# Motorcycle Safety – 2010 Funds

| | |
|---|---|
| Project Number: | 09-08 |
| Task Number: | 81-13 |
| Planned Expenditures: | $101,815.00 |
| Actual Expenditures: | $90,178.85 |

In 2008, a record 98 motorcycle riders were killed in crashes in Colorado. Live to Ride is a campaign launched to promote motorcycle safety among riders by emphasizing the importance of training, proper gear and sober riding.



## Goal
Increase public awareness of motorcycle safety issues and reduce motorcycle fatalities in Colorado.

## Strategies and Initiatives
• Launch a Live to Ride campaign

• Use paid media to publicize campaign events and promote the message throughout the summer.

### Live To Ride Campaign
The Live to Ride motorcycle safety campaign kicked off with two motorcycle news events in Denver and Colorado Springs on April 23, 2009. The Denver event was held in the Colorado State Patrol parking lot at Camp George West. The event featured a "wrapped" CSP Motors Unit trailer, which the PRO funded as a mobile billboard for the campaign. The trailer traveled to several events over the summer to educate motorcycle riders about safety. Members of the CSP Motors Unit held a demonstration at the Denver news event.



The Colorado Springs event was held in the parking lot of the Skyview Sports Complex. Law enforcement agencies and all military bases in Colorado Springs participated in the event, including Fort Carson, Schriever Air Force base

and the Air Force Academy. Following the news conference, the Colorado Springs PD motors unit conducted a riding demonstration.

Three advisories and news releases were sent to media statewide. Both media events were well-attended by the media and resulted in 64 news stories.

### Paid Media

A paid media buy began in April in coordination with the kick off events and continued throughout the summer. Radio spots focused on training aired in the Denver and Colorado Springs markets at the end of April and first week of May. These two markets were chosen due to the highest motorcycle fatalities. Another round of radio spots ran in August and were focused on impaired riding. Print ads about training and proper gear ran in the following local trade publications such as ABATE of Colorado, Quick Throttle, Southwest Scooter News, CC Riders Online, and Thunder Roads Magazine. A media buy was also placed in 22 biker bar establishments along the Front Range. The buy included restroom ads, as well as coasters and napkins with the "ride sober" theme. Radio spots and traffic sponsorship ran in August . The total media buy was $39,337 and included 488 radio spots, six print ads, 22 restroom ads, 275,000 coaster and 110,000 napkins.

### Results

The media buy achieved $14,530 or 36.9% additional added value (free advertising). A telephone survey of motorcycle riders was conducted by Corona Research in September 2009 to give us a baseline survey to build upon for awareness of safety issues. Key findings show there is little awareness of the state's MOST program. Thirty-two percent of respondents said they were aware of motorcycle training programs offered through the State, but only 10 percent correctly named MOST. Seventy-two percent of respondents reported not taking any additional training courses.

*Media coverage stressed the importance of training, proper gear, and riding sober. 72 % of riders responding to a survey report not taking any additional training courses.*

# ROADWAY ENGINEERING SAFETY PROGRAM OVERVIEW

35 M.P.H.

2009 Annual Report
Office of Transportation Safety and Traffic Engineering Branch

DOT
DEPARTMENT OF TRANSPORTATION

# Roadway Engineering Safety Overview

CDOT's Roadway Engineering Safety Program supports the Traffic and Safety Engineering Branch's goals of reducing overall crash rates, and injury and fatal crash rates. The program's engineering support resources are channeled to the towns and counties with populations below 20,000 or 50,000 respectively, which most greatly need this assistance.

## Program Administration

The Roadway Safety Program is administered by Dwayne Wilkinson, P.E., Program Manager, with assistance from his staff George Atencio and Randy Reyes, P.E. This group, with assistance from the consultants, was responsible for three projects with a planned budget of about $220,000.

*Over 150 CDOT employees attended Traffic Control Supervisor training and CDOT began its Road Safety Audit effort with local entities this year by completing 6 RSA's on La Plata County Roads with their assistance.*

## Enhancing Roadway Safety

The following tasks result in increased roadway safety on local entity roads, and support CDOT's efforts to reduce both overall crashes and the severity of crashes. In 2009, six Road Safety Audits were completed on six sites in La Plata County through the Traffic Safety Engineering Studies for Local Entities task. Through the Signs for Small Communities task, regulatory and warning signs are also provided.
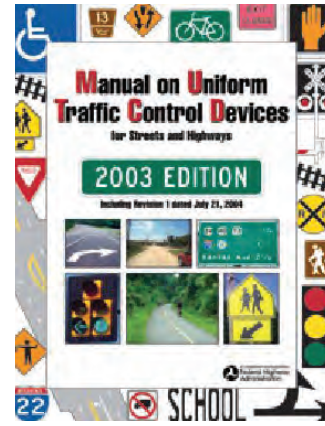
## Training

The Traffic and Highway Engineering Training task sponsored five Traffic Control Supervisor one-day refresher classes and provided four CDOT personnel with Traffic Signal Training. Over 157 CDOT employees were provided training via this effort.

Project Number:        09-05

Task Number:          51-01

Planned Expenditures
FFY09 FHWA Flex Funds: $115,000.00

Actual Expenditures
FFY09 FHWA Flex Funds: $37,293.00

Roadway
Engineering Safety

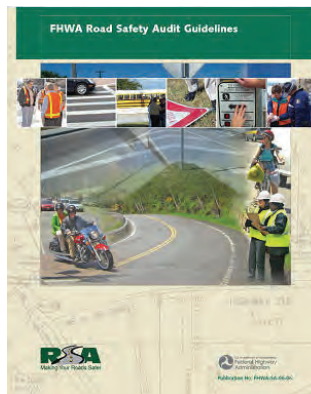# Traffic Safety Engineering Studies

This task provides Road Safety Audits (RSAs) to towns and counties with populations below 20,000 or 50,000 respectively.

## Goal

Provide up to nine road safety audits a year on off-system roads with a high potential for crash reduction.

## Strategies and Initiatives



FHWA Road Safety Audit Guidelines

- Counties are selected based upon crash history. Those counties with the greatest potential for accident reduction are then requested to participate in a study. Two counties were asked to participate this year. La Plata County accepted the invitation

- The study process begins with county officials and CDOT working together to identify locations on the local roadway network that would best benefit from an RSA. Upon completion of the analysis of the locations, site visits to the locations are scheduled with the local representatives. The draft of the report is reviewed by all RSA participants. This process allows all the RSA team members to come to consensus on the final report based upon the multi-disciplinary assessment of the location by the team

## Results

Six sites in La Plata county were reviewed by the multi-disciplinary team. Six site reports were produced, following the FHWA Road Safety Audit Guidelines.

*6 sites in La Plata County with high potential for crashes were reviewed, and reports were prepared using the FHWA Road Safety Audit guidelines.*

Project Number: 09-05

Task Number: 51-02

Planned Expenditures
FFY09 FHWA Flex Funds: $24,000.00

Actual Expenditures
FFY09 FHWA Flex Funds: $0.00

# Signs for Small Communities

This task provides signs as a complement to the traffic safety engineering studies for local entities (Project 09-05, Task 51-02). A list of essential regulatory and warning road signs is developed as part of road safety audit. This program then provides those signs through the CDOT sign shop to the local entity.

## Goal

Provide essential regulatory and critical warning signs in an effort to reduce crashes within the community.

## Strategies and Initiatives

• As part of the audit, determine the signing deficiencies and establish a list of signs to address those deficiencies

• Fund the purchase of certain essential road signs based on the results of road safety audits

## Results

The sign order for the six sites has been submitted to the CDOT sign shop.

Signs like the ones shown on the side of this page are provided as part of this program.

# Traffic and Highway Engineering Training Goal

**Project Number:** 09-05
**Task Number:** 51-05
Planned Expenditures
FFY08 FHWA Flex Funds: $48,200.00
Actual Expenditures
FFY08 FHWA Flex Funds: $46,052.00

**Roadway Engineering Safety**

**Project Number:** 09-05
**Task Number:** 51-05
Planned Expenditures
FFY09 FHWA Flex Funds: $81,000.00
Actual Expenditures
FFY09 FHWA Flex Funds: $11,675.00

## Goal

Provide continuing education to transportation professionals in order to enhance their knowledge and skills. They can then apply this knowledge to reduce the crash and mortality rates in Colorado.

## Strategies and Initiatives

CDOT will contract with training vendors to:

- Provide five courses on Traffic Control Supervision (TCS)

- Provide Traffic Signal Training to Safety and Traffic Personnel

- Develop a CDOT one-day (refresher) and two-day TCS class.

## Results

A total of 153 individuals were trained at the five different TCS classes. Feedback showed an overall satisfaction rating of "excellent satisfaction".

Four of the Safety and Traffic Branches Engineers attended Traffic Signal Training conducted by Northwestern University in Denver.

The one-day refresher course was developed and used to provide training at the Maintenance Training Academy.

*153 individuals were trained in Traffic Control Supervision classes.*

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