

2014 Annual Report  
Office of Transportation Safety  
and  
Traffic and Safety Engineering Branch



**COLORADO**  
Department of Transportation

Office of Transportation  
Safety & Risk Management



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# Introduction and Accomplishments

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The mission of the Highway Safety Office (HSO), within the Colorado Department Of Transportation (CDOT) Office of Transportation Safety (OTS) is to “reduce the incidence and severity of motor vehicle crashes and the associated human and economic loss.” One measurement of traffic fatalities is the number of fatalities that occur per 100 million vehicle miles traveled (VMT). Colorado continues to see an overall decrease in the number of fatalities and serious injuries due to motor vehicle crashes. Over a 5-year period Colorado has shown a 14% decrease in fatalities from 554 in 2007 to 481 in 2013. The OTS attributes much of this success to the engineering of safer highways, education of the driving public, traffic safety legislative enhancements, and high-visibility enforcement of the State’s driving laws. While Colorado has been successful at reducing its traffic fatality rate, the OTS believes every traffic fatality is a tragedy and seriously considers its effects. In Colorado, the rate of fatal traffic crashes has declined from 1.14 fatalities per 100 million VMT in calendar year 2007 to 1.02 in 2013, an 11% reduction.

The most serious transportation safety challenges continue to be impaired driving, occupant protection compliance (seat belts, child safety seats), speed, motorcycle safety and distracted driving. The OTS aggressively addresses these challenges by soliciting and supporting projects, programs and other countermeasures to educate the public and raise awareness. Public information programs and high-visibility enforcement have served to raise public awareness regarding the risks of driving and their responsibilities as drivers. Through a combination of grass-roots organizations, State partnerships, and local community efforts we believe significant progress has been made.

This report describes the OTS program goals and performance measures, provides an overview of each program area and provides a summary of each project and how that project impacted specific performance measures in Federal Fiscal Year 2014.

## Accomplishments

The OTS continued to make marked improvement toward its goals. Examples of this progress include:

- The 2013 Colorado Teen Seat Belt Usage Survey result of 84.8% teen seat belt compliance was 2.5% higher than the previous record of 82.7% in 2012. This is the highest rate of teen seat belt compliance achieved since this age group was first studied in 2005. The rate of teen seat belt usage in 2005 was 70.4%.
- Safety education programs continued to support Colorado’s decrease in traffic fatalities, which fell from 554 in 2007 to 481 in 2013, a reduction of 14%.
- Pedestrian fatalities decreased 34% from an all-time high of 78 in 2012 to 52 in 2013.
- The OTS continued to expand and enhance its Statewide speed control enforcement program by partnering with both rural and metro law enforcement agencies and continuing its partnerships with Denver and Aurora Police Departments and the Colorado State Patrol. This has resulted in a Statewide reduction of 9% in speed-related fatalities.
- Young drivers, who are drivers under the age of 21, involved in fatal crashes decreased 14% in 2013
- Significant improvement continues to be made in the timeliness, availability and accuracy of Colorado vehicle crash data.



# Program Task Reports

## Safety Education and Enforcement Programs

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### Performance Measures





## Performance Measures

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**A-1. Number of seat belt citations issued during grant-funded enforcement activities (grant activity reporting)**

Number of seat belt citations issued in 2013: 13,298

**A-2. Number of impaired driving arrests made during grant-funded enforcement activities (grant activity reporting)**

Number of impaired driving arrests made in 2013: 10,037

**A-3. Number of speeding citations issued during grant-funded enforcement activities (grant activity reporting)**

Number of speeding citations issued in 2013: 4,609

**B-1. Increase the observed seat belt use rate for passenger vehicles**

Observed seat belt use rate for passenger vehicles in 2013: 82.1%

**Goal:** Increase the observed seat belt use rate for passenger vehicles to 84% in 2013.

**STATUS:** 2013 performance measure not met.



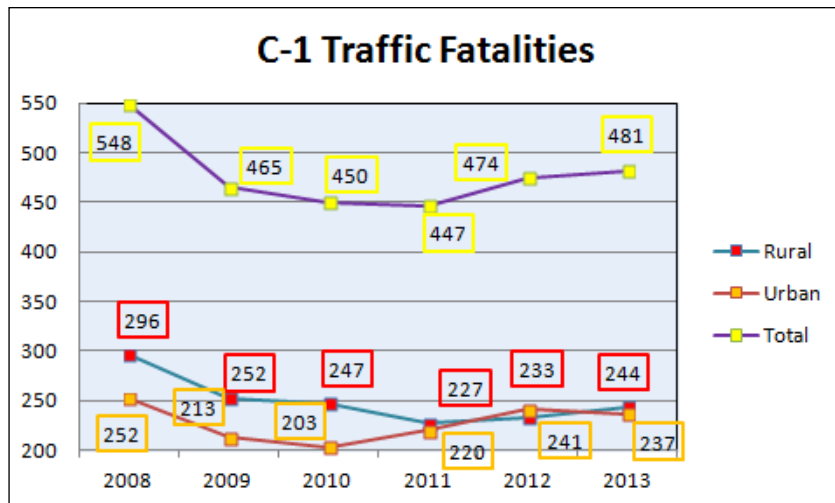
# Performance Measures

## C-1. Reduce the number of traffic fatalities

Goal: Reduce the number of traffic fatalities in 2013 to 435.

Number of traffic fatalities in 2013: 481

STATUS: 2013 performance measure not met.

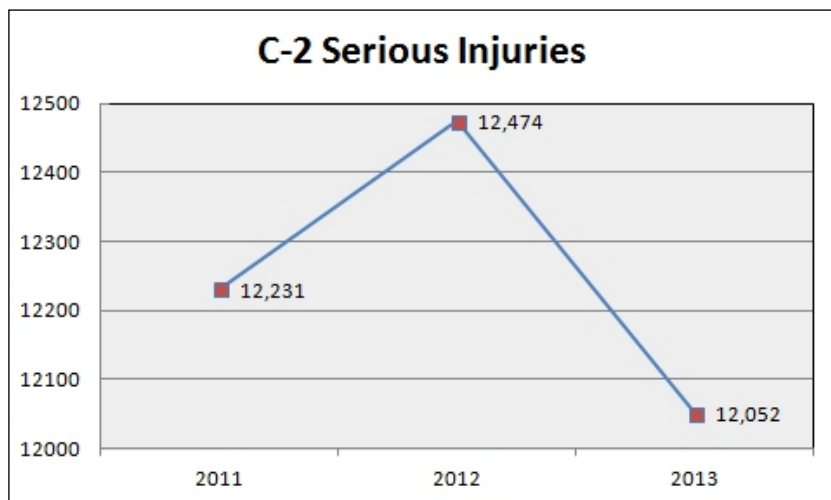


## C-2. Reduce the number of serious injuries in traffic crashes

Goal: Reduce the number of serious injuries in traffic crashes in 2013 to 11,000.

Number of serious injuries in traffic crashes in 2013: 12,052

STATUS: 2013 performance measure was not met.





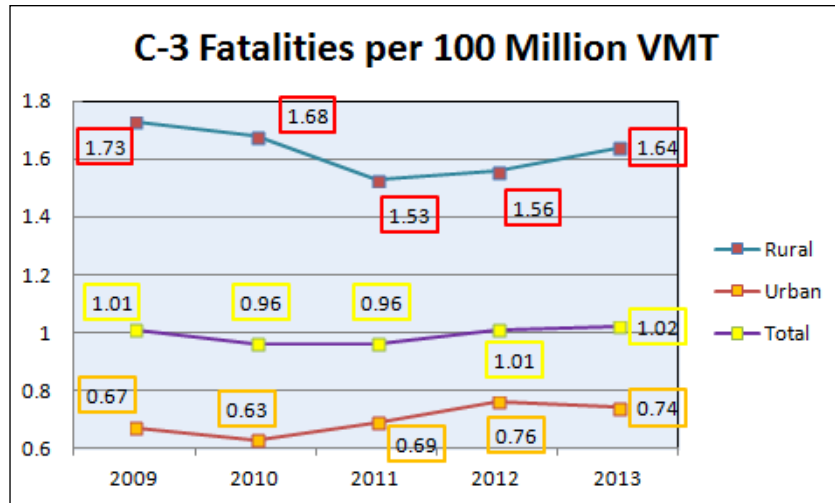
# Performance Measures

## C-3. Reduce the fatalities per Vehicle Miles Traveled (VMT)

Goal: Maintain the fatality rate per VMT in 2013 at 0.95.

Total fatalities per Vehicle Miles Traveled (VMT) in 2013: 1.02

STATUS: 2013 performance measure not met.

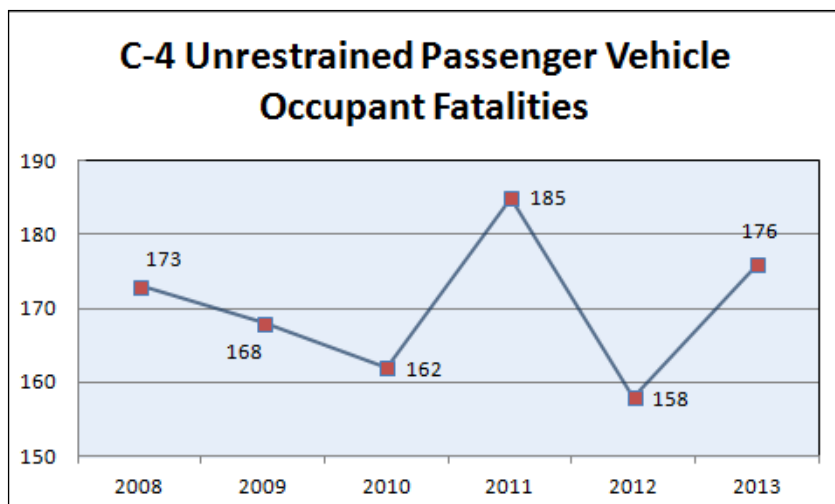


## C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions

Goal: Reduce the number of unrestrained passenger vehicle occupant fatalities in 2013 to 156.

Number of unrestrained passenger vehicle occupant fatalities in 2013: 176

STATUS: 2013 performance measure not met.





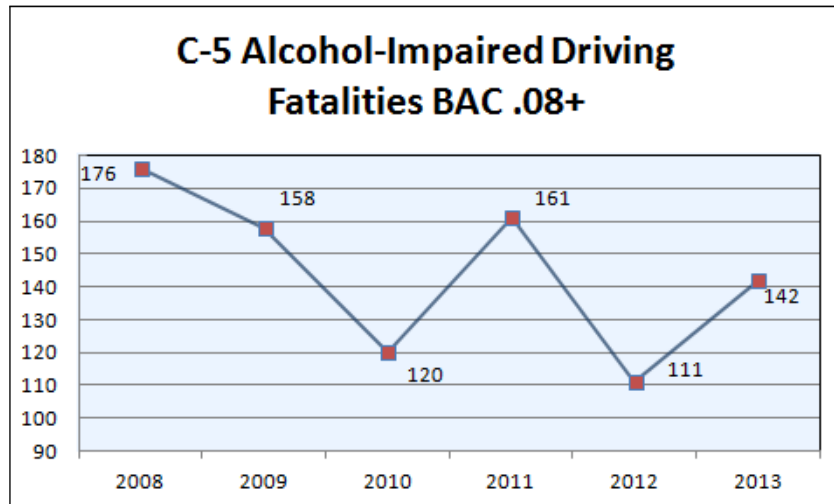
# Performance Measures

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

Goal: Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above in 2013 to 123.

Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above in 2013: 142

STATUS: 2013 performance measure was not met.

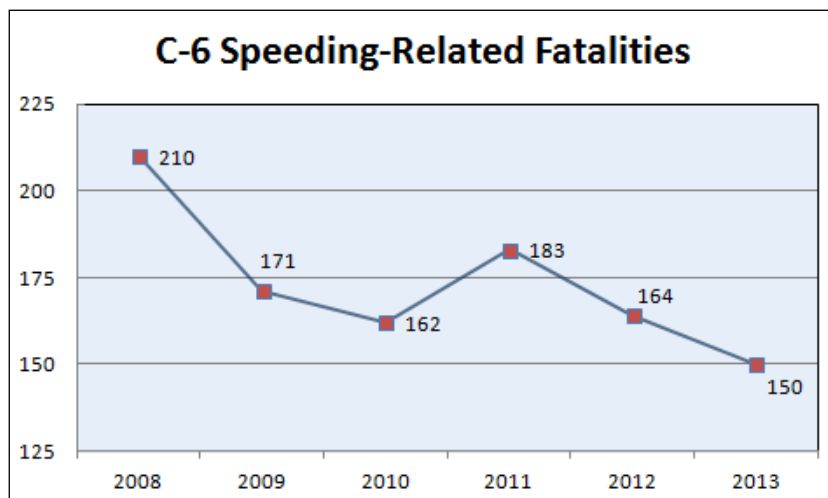


## C-6. Reduce the number of speeding-related fatalities

Goal: Reduce the number of speeding-related fatalities in 2013 to 157.

Number of speeding-related fatalities in 2013: 150

STATUS: 2013 performance measure was met.







# Performance Measures

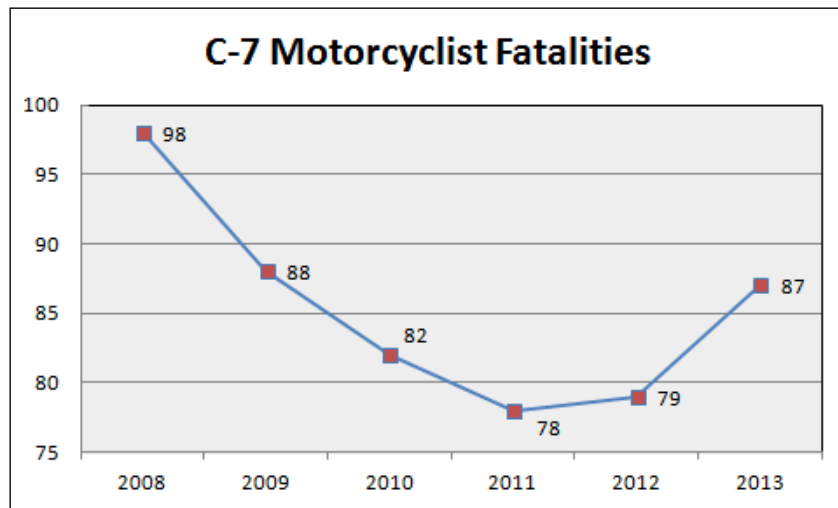
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## C-7. Reduce the number of motorcyclist fatalities

Goal: Reduce the number of motorcyclist fatalities in 2013 to 76.

Number of motorcyclist fatalities in 2013: 87

STATUS: 2013 performance measure not met.

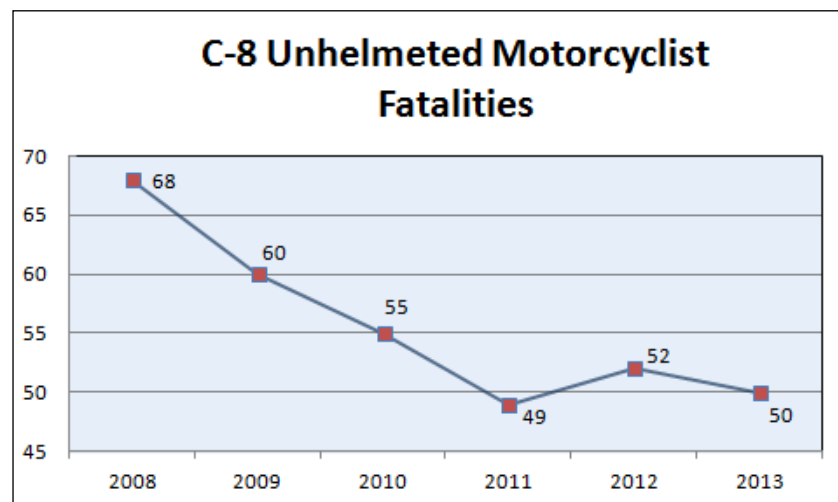


## C-8. Reduce the number of unhelmeted motorcyclist fatalities

Goal: Reduce the number of unhelmeted motorcyclist fatalities in 2013 to 47.

Number of unhelmeted motorcyclist fatalities in 2013: 50

STATUS: 2013 performance measure not met.





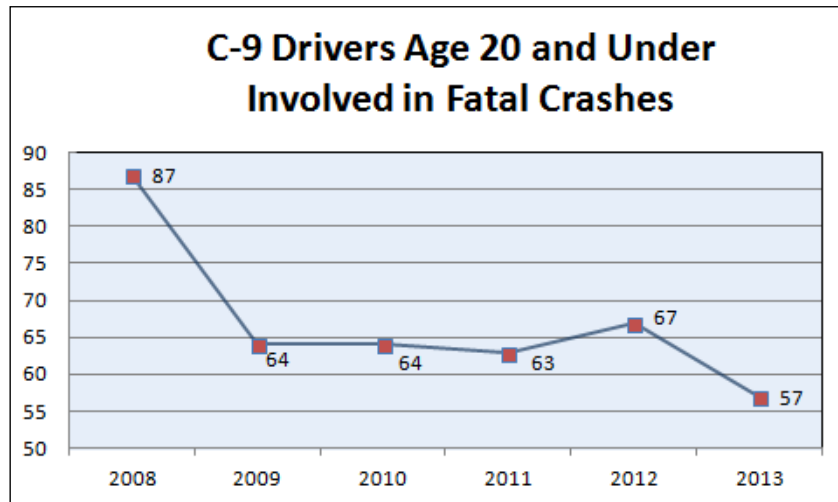
# Performance Measures

## C-9. Reduce the number of drivers age 20 or younger involved in fatal crashes

**Goal:** Reduce the number of drivers age 20 or younger involved in fatal crashes in 2013 to 62.

Number of drivers age 20 or younger involved in fatal crashes in 2013: 57

**STATUS:** 2013 performance measure was met.

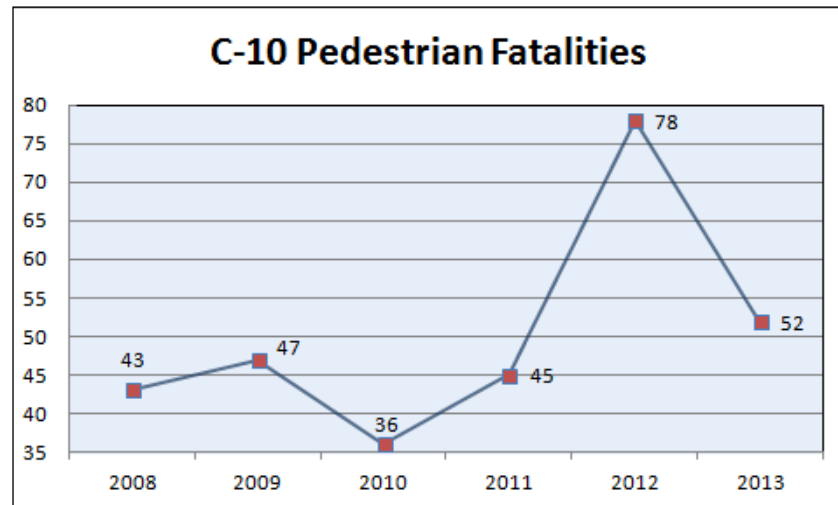


## C-10. Reduce the number of pedestrian fatalities

**Goal:** Reduce the number of pedestrian fatalities in 2013 to 35.

Number of pedestrian fatalities in 2013: 52

**STATUS:** 2013 performance measure was not met.





## S-1. Conduct driver attitude and awareness survey of Highway Safety enforcement and communication activities, and self-reported driving behavior

Important Notes regarding the 2012-2014 driver attitude and awareness surveys:

1. All of the impaired driving and seat belt questions have been asked over a period of years with slightly different wording than the NHTSA wording. CDOT received permission to retain previous wording for longitudinal research reasons. The CDOT question wording is presented below each NHTSA question.
2. CDOT received permission to slightly modify the speeding-related questions. The CDOT question wording is presented below each NHTSA question.
3. CDOT has been gathering data on the impaired driving and seat belt questions for several years, but has not examined longitudinal trends, instead concentrating on annual progress between pre-program and post-program studies. It is possible to prepare a longitudinal analysis, however, that has not been done to date for budget reasons.

### Impaired Driving

**A-1: In the past 30-60 days, how many times have you driven a motor vehicle within 2 hours after drinking alcoholic beverages? \_\_\_\_\_ (number of times)**

CDOT question version:

In the past 30 days, how many times have you driven a motor vehicle within 2 hours after drinking alcoholic beverages?

	April 2014	September 2014
1) None	90%	86%
2) Between 1 and 2	7%	12%
3) Between 3 and 7 days	2%	2%
4) More Than 7 Days	1%	0%

**A-2: In the past 30-60 days, have you read, seen or heard anything about alcohol impaired driving (or drunk driving) enforcement by police Yes\_\_\_\_\_ No\_\_\_\_\_**

CDOT question version:

In the past 30 days, have you seen or heard anything about police setting up increased enforcement or DUI checkpoints to catch drivers who were driving while under the influence of alcohol or driving drunk?

	April 2014	September 2014
1) Yes	22%	31%
2) No	77%	66%
3) Don't know	1%	3%
4) Refused	0%	0%



# Performance Measures

## Seat Belt Use

**B-1: How often do you use seat belts when you drive or ride in a car, van, sport utility vehicle or pick up?**

Always  Most of the time  Half the time  Rarely  Never

CDOT question version:

When driving this vehicle, how often do you wear your seat belt?

	April 2014	June 2014
1) All of the time	84%	85%
2) Most of the time	9%	8%
3) Some of the time	3%	4%
4) Rarely	2%	2%
5) Never	1%	1%
6) Don't know [DO NOT READ]	0%	0%
7) Refused [DO NOT READ]	0%	0%

**B-2: In the past 30-60 days, have you read, seen or heard anything about seat belt enforcement by the police  Yes  No**

CDOT question version:

In the past 30 days, have you seen or heard of any special effort by police to ticket drivers in your community for seat belt violations?

	April 2014	June 2014
1) Yes	6%	23%
2) No	92%	75%
3) Don't know	2%	2%
4) Refused	0%	0%

**B-3: What do you think the chances are of getting a ticket if you don't wear your safety belt?**

Always  Most of the time  Half the time  Rarely  Never

CDOT question version:

Assume that you do NOT use your seat belt AT ALL while driving over the next six months. How likely do you think you will be to receive a ticket for not wearing a seat belt?

	April 2014	June 2014
1) Very likely	30%	24%
2) Somewhat likely	24%	29%
3) Somewhat unlikely	23%	20%
4) Very unlikely	21%	23%
5) Don't know	2%	5%
6) Refused	1%	0%



# Performance Measures

## Speeding

**S-1a: On a local road with a speed limit of 30 mph, how often do you drive faster than 35 mph?**

Always  Most of the time  Half the time  Rarely  Never

CDOT question version:

No Change

	June 2014
1) All of the time	6%
2) Most of the time	11%
3) Some of the time	33%
4) Rarely	37%
5) Never	13%
6) Don't know [DO NOT READ]	0%
7) Refused [DO NOT READ]	0%

**S-1b: On a road with a speed limit of 65 mph, how often do you drive faster than 70 mph?**

Always  Most of the time  Half the time  Rarely  Never

CDOT question version:

No Change

	June 2014
1) All of the time	8%
2) Most of the time	13%
3) Some of the time	33%
4) Rarely	28%
5) Never	17%
6) Don't know [DO NOT READ]	0%
7) Refused [DO NOT READ]	0%

**S-2: DMV-S15: In the past 30-60 days, have you read, seen or heard anything about speed enforcement by police?  Yes  No**

*Not asked in 2014.*

CDOT question version:

In the past 30 days, have you read, seen or heard anything about speed enforcement by police?

	June 2013
1) Yes	27%
2) No	73%
3) Don't know	0%
4) Refused	0%



# Performance Measures

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**S-3: What do you think the chances are of getting a ticket if you drive over the speed limit?**

**\_\_\_ Always \_\_\_ Most of the time \_\_\_ Half the time \_\_\_ Rarely \_\_\_ Never**

CDOT question version:

Suppose you drove you motor vehicle 5mph over the speed limit for the next 6 months. How likely is it that the police would stop you?

	June 2014
1) Very Likely	32%
2) Somewhat likely	25%
3) Somewhat unlikely	20%
4) Very unlikely	20%
5) Don't know [DO NOT READ]	2%
6) Refused [DO NOT READ]	1%

## Program Task Reports

## Safety Education and Enforcement Programs

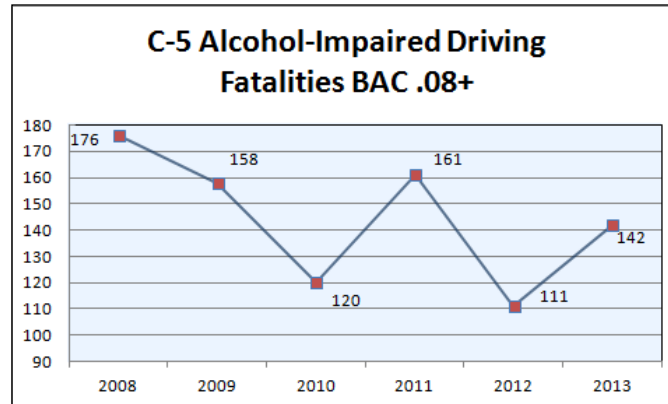
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### Impaired Driving





# Impaired Driving Overview



In 2013 there were 481 total traffic fatalities in Colorado. There were 142 fatalities in 2013 involving a driver with a BAC (blood alcohol concentration) of .08 or greater.

The Highway Safety Office's (HSO) Impaired Driving program funds projects through a problem identification process that supports CDOT's efforts to meet impaired driving-related performance measures. The Impaired Driving program included high-visibility impaired driving enforcement; impaired driving education for young drivers and their parents; police traffic services; and community-based prevention programs, training and technical assistance.

## Program Administration

20 programs were managed with a planned budget of \$1,892,994.

Efforts and activities to decrease impaired driving included:

- Aggressive high-visibility enforcement
- Enforcing DUI laws on sections of roadways with high incidence of alcohol-related crashes including Statewide sobriety checkpoints through Checkpoint Colorado
- Training law enforcement officers in the detection of impairment in drivers
- Creating new and maintaining existing DUI Courts
- Focusing on high-risk groups of drivers for impaired driving education and prevention programs
- Working with community groups throughout the state to develop and implement impaired driving programs appropriate to the needs of their populations







# Impaired Driving

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## DRE/SFST Enforcement Training ~ LEAD Impairment Training ~ 14-01-11-01

This project addressed performance measure: **C-5**. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above.

### Project Description

LEAD Impairment Training provided impaired driving training to Colorado law enforcement agencies, including basic Standard Field Sobriety Test (SFST) classes, SFST Instructor schools and DUI and Drug Recognition Expert update training classes.

LEAD hosted numerous classes and provided training to over 500 Colorado law enforcement officers. LEAD brought several other classes to the Colorado law enforcement community. In addition, several POST-funded Advanced Roadside Impaired Driving Enforcement (ARIDE) classes were hosted across the State to promote impaired driving programs.

### Results

Classes included:

- Auraria Police Department - SFST Train the Trainer Class
  - Thornton Police Department - Basic SFST Class
  - Vail Police Department - SFST Train the Trainer Class
  - Henderson, CO - Colorado Marijuana and Drug Training Symposium
  - Denver, CO - Colorado Impaired Driving Conference
  - Vail, CO - Colorado Impaired Driving Conference
- 

## Interagency Task Force on Drunk Driving ~ Colorado State Patrol ~ 14-01-11-02

This project addressed performance measures: **C-2**. Reduce the number of serious injuries in traffic crashes and **C-5**. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above.

### Project Description

This project provided administrative support to the Interagency Task Force on Drunk Driving (ITFDD). The Colorado State Patrol compiled an analysis of activity, recommendations, and progress toward goals with documentation.

### Results

- Documented 9 Task Force meetings
  - Provided facilitation and documentation for 4 Task Force work groups
  - Completed and presented the ITFDD 2013 Annual Report to the Colorado Legislature in early January 2014
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# Impaired Driving

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## Support for DUI Courts ~ Colorado Judicial Branch ~ 14-01-11-03

This project addressed performance measure: **C-5**. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above.

### Project Description

This project supported the growth and enhancement of DUI Court programs in Colorado. As of 2014, there were 14 operational DUI Courts and 1 Drug/DUI Hybrid Court in the State. A Statewide process and outcome evaluation of DUI Courts conducted in 2012 found Colorado DUI Courts' graduation rates exceeded the national average and that these programs produced significant reductions in recidivism.

This project also funded training for all DUI Court team members across the state to ensure all programs operated with fidelity to the 10 Key Components and best practices research. The annual Colorado Collaborative Justice Conference, held in May 2014, provided problem-solving court professionals the opportunity to receive training from national and local experts on best practices. A track of sessions specific to best practices in DUI Courts was offered. The grant funding enabled all 15 DUI Courts across the State to attend this valuable training opportunity.

### Results

- More than one third of the operational DUI Courts received funding through this project. In FY2014, there were 118 high-risk DUI offenders served in the 5 DUI Courts receiving this funding. Less than 7% of the participants failed to complete the program and 32 individuals successfully completed the program in FY2014.
  - All programs continue to implement best practices and participate in data collection efforts via the state management information system.
- 

## Traffic Safety Resource Prosecutor ~ Colorado District Attorneys Council ~ 14-01-11-04

This project addressed performance measures: **C-2**. Reduce the number of serious injuries in traffic crashes and **C-5**. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above.

### Project Description

The Traffic Safety Resource Prosecutor (TSRP) program is designed to provide training and support to law enforcement officers and prosecutors throughout Colorado on the best practices in how to investigate and prosecute impaired driving cases. High-visibility enforcement requires high-quality training. One of the primary functions of the TSRP program was to provide training and education to law enforcement and prosecutors on a multitude of subjects surrounding impaired driving. TSRP trainings conducted during the grant period - live, webinar and web-based - included participants from all of Colorado's 22 District Attorneys' Offices, as well as over 100 law enforcement agencies. During the grant period, trainings consisted of Comprehensive DUI; Prosecuting the Drug Impaired Driver; Crash Reconstruction for Prosecutors; and 2014 DUI Update, in-service, as well as Drug Recognition Expert school and Colorado DUI conference presentations.

Continued



# Impaired Driving

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Another essential program objective of the TSRP program was to provide technical assistance to law enforcement officers and prosecutors by answering specific questions or responding to specific inquiries for assistance.

## Results

- Approximately 500 law enforcement officers and prosecutors were trained through live and webinar trainings.
  - Web-based video trainings, including I-9000 for Prosecutors - a training concerning the new breath testing instrument for the State - were made available for 24/7 online viewing through [www.cdacweb.com](http://www.cdacweb.com).
  - Over 300 technical assistance requests were fulfilled.
- 

## Checkpoint Colorado ~ Local Law Enforcement Agencies ~ 14-01-11-05

This project addressed performance measures: **C-5**. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above and **C-2**. Reduce the number of serious injuries in traffic crashes.

## Project Description

In order to meet this performance measure, 6 law enforcement agencies were selected to conduct 4 high-visibility sobriety checkpoints. These checkpoints took place between Memorial Day and Labor Day, with 2 of those checkpoints occurring during holiday weekends.

The purpose of sobriety checkpoints was to deter impaired driving by increasing the perceived risk of arrest. National Highway Traffic Safety Administration (NHTSA) research shows that in areas where sobriety checkpoints are routinely practiced, the number of alcohol-related traffic fatalities and crashes are reduced.

## Results

- 6 agencies participated in 2014 Checkpoint Colorado and received grant funds totaling \$135,902.00
  - 359 DUI arrests were made by the 6 funded agencies
  - 26,899 vehicles passed through the checkpoints
- 

## Drug Recognition Expert Impaired Driving Tech Transfer ~ Office of Transportation Safety ~ 14-01-11-08

This project addressed performance measure: **C-5**. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above.

## Project Description

This project provided funding for traffic safety professionals involved in impaired driving enforcement and training to attend the Impaired Driving Conference held in Phoenix, AZ from July 27 - August 2, 2014.

Continued



# Impaired Driving

## Results

- The conference attendees received the most up-to-date information on Drug Recognition Expert issues and this information was brought back to Colorado and used in mandatory in-service training.
- Attendees were included from the Denver Police Department, Colorado State Patrol, and Avon Police Department.

## Impaired Driving Enforcement ~ Colorado State Patrol ~ 14-01-11-09

This project addressed performance measures: **C-5**. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above and **C-2**. Reduce the number of serious injuries in traffic crashes.

### Project Description

This project participated in National Highway Traffic Safety Administration (NHTSA) impaired driving high-visibility enforcement waves.

## Results

- The Colorado State Patrol (CSP) provided 6,005 hours of enforcement resulting in:
  - 452 DUI arrests
  - 1,233 other traffic citations
  - 269 seat belt citations
  - 26 felony arrests
- CSP experienced a 7% increase from FY2013 to FY2014 in impaired driving fatal and injury crashes.

CSP Impaired Driving Causal Factor

	FFY13	FFY14	% Change
Fatal Crash	55	78	42%
Injury Crash	425	434	2%
Total	480	512	7%

## Denver Sobriety Court ~ City of Denver ~ 14-01-11-10

This project addressed performance measures: **C-5**. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above and **C-2**. Reduce the number of serious injuries in traffic crashes.

### Project Description

The intent of Sobriety Courts was to immediately identify qualifying persistent drunk drivers and reduce case processing time from 14 weeks to 6-9 weeks. The program has succeeded in maintaining an average 6-week case processing time in its third year.

Continued



# Impaired Driving

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## Results

- Out of the 360 participants in Sobriety Court since its inception, 33 participants have been charged with a new violation of the law while in the program. 6 participants were charged with a new drinking and driving offense while in the program, of which 2 have pled guilty.
- Of the remaining 19 cases: 16 cases were driving under revocation or minor traffic violations and 12 cases were assault, domestic violence, or cases related to disturbing the peace.
- Of the participants who were charged with new offenses, only 13 have pled guilty or were found guilty at trial.

At this time we are unable to give a specific recidivism rate. Denver County Court is working with the State of Colorado to define recidivism as one year after being terminated from the program. A full evaluation is to be completed at the end of December 2014.

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## 2014 DUI/ HVE Checkpoint ~ Aurora Police Department ~ 14-01-11-11

This project addressed performance measure: C-5. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08.

## Project Description

The goal of this project was to increase the amount of consistent and aggressive DUI (Driving under the influence of alcohol and/or drugs) enforcement. This program was staffed primarily by the DUI unit and traffic unit who conducted high-visibility enforcement and sobriety checkpoints.

## Results

- During this grant period Aurora officers worked a total of 3,152.25 hours of grant-funded overtime.
- 621 DUI arrests and 78 DUI/D arrests were made during saturation patrols for a total of 699 DUI/D arrests on grant-funded overtime.
- An additional 31 DUI/D arrests were made during the checkpoints. Those 730 combined saturation point and checkpoint arrests, added to the 1,180 DUI and 117 DUI/D arrests made during regular duty hours, brought the total of DUI/D arrests to 2,027.
- All of the regular duty arrests (64%) were made by a 3-man DUI team.

During this grant period there were a total of 5,772 crashes. Of those crashes there were 7 alcohol-related fatalities. Although that is more than twice as many as the previous year's record low of 3, it is still well below the average of 15 per year prior to the implementation of this program.

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# Impaired Driving

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## Denver DUI Enforcement and Capacity Enhancement ~ Denver Police Department ~ 14-01-11-12

This project addressed performance measure: **C-5**. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above.

### Project Description

The Denver Police Department DUI Unit participated in the following 12 high-visibility enforcement campaigns during this contract period: fall festivals, Halloween weekend, Thanksgiving weekend, holiday parties, New Year's Eve, Super Bowl weekend, St. Patrick's Day, spring events, *Memorial Day*, *Checkpoint Colorado*, *Fourth of July*, and *Labor Day Crackdown*.

### Results

- Increased patrols, saturation operations, and sobriety checkpoints
- Conducted 29 saturation operations over the past 4 quarters that involved a minimum of 7 officers on a detail
- 14 of the 29 saturation operations had a minimum of 10 officers on the detail
- Targeted the lower downtown area due to the high density of alcohol-related accidents in that region.
- Completed 6 DUI Checkpoints at various locations around the Denver Metro area.
- Hours worked by officers totaled 3,802 hours with 617 hours worked at sobriety checkpoints

A strong effort was made to educate the public about impaired driving. The checkpoints were highly advertised through news media outlets, YouTube, Spanish radio, and Facebook. Evidence of efforts to educate the public were observed at the checkpoints on people's smart phones and other electronic devices. CDOT also published an informative anti-impaired driving note card that was distributed to all drivers contacted at the checkpoints.

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## Law Enforcement Coordinator ~ Office of Transportation Safety ~ 14-01-11-13

This project addressed performance measures: **C-5**. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above and **C-2**. Reduce the number of serious injuries in traffic crashes.

### Project Description

The Law Enforcement Coordinator (LEC) recruited, coordinated and developed a yearly plan to mobilize 60% of Colorado law enforcement agencies to participate in traffic safety enforcement campaigns. The project solicited, administered, and managed law enforcement funding grant applications for state and local law enforcement agencies who received funding, by providing technical assistance to grantees to assist them with fulfilling grant requirements.

Continued



# Impaired Driving

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## Results

- Developed and coordinated specialized law enforcement training for law enforcement officers, staff and other personnel on laws pertaining to the Performance Measures
  - Attended departmental meetings and enforcement task forces to brief on upcoming enforcement activities in order to promote maximum participation and coordination
  - Coordinated traffic safety recognition events and assisted in coordinating traffic safety media events and information dissemination to law enforcement agencies
  - Reviewed and forwarded news releases submitted by local law enforcement agencies to the CDOT Office of Communications and represented the Office of Transportation Safety at media events
- 

### Drug Recognition Expert School ~ Office of Transportation Safety ~ 14-01-11-14

This project addressed performance measure: **C-5**. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above.

## Project Description

This project continues to expand the Drug Recognition Expert (DRE) training program by providing a DRE basic training and 2 DRE in-service schools.

## Results

- 23 candidates attended a 9-day DRE School in Aurora, CO.
    - DRE Candidates who attended the Aurora school included attendees from Colorado State Patrol, police departments and Sheriff's offices Statewide.
  - The Office of Transportation Safety (OTS) hosted the 3rd Annual Impaired Driving Conference in Denver, and 1 in Glenwood Springs.
    - Officers from the metro and surrounding areas attended this training to satisfy their SFST/DRE in-service training.
    - 20 candidates successfully completed the DRE school.
  - 95% of the candidates have completed their required testing and evaluations and have received their certifications from the International Association of Chiefs of Police.
- 

### Checkpoint Equipment ~ Local Law Enforcement Agencies ~ 14-01-11-15

This project addressed performance measure: **C-5**. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above.

## Project Description

National Highway Traffic Safety Administration research shows that, in areas where sobriety checkpoints are routinely practiced, the number of alcohol-related traffic fatalities and crashes are reduced.

Continued



# Impaired Driving

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The success of a sobriety checkpoint depends greatly upon having high-visibility, extensive publicity, and smooth and efficient operations. This includes having the necessary equipment readily available to conduct the checkpoints.

## Results

- Adams County Sheriff's Office was awarded 150 28-inch traffic cones.
  - Lakewood PD was awarded 5 FC10 Portable Breath Testers.
  - Denver PD was awarded a *Checkpoint Colorado* banner.
  - Aurora PD was awarded a *Checkpoint Colorado* banner.
  - Aurora PD, Denver PD, Adams County CSP, El Paso County Sheriff, Vail PD, and Glenwood Springs PD were all awarded a Dry Gas Regulator and tank to calibrate their agencies' Portable Breath Testers.
  - A total of \$7,176.00 was expended by this project.
- 

## DAX Evidence Recorder ~ Office of Transportation Safety ~ 14-01-11-20

This project addressed performance measures: C-2. Reduce the number of serious injuries in traffic crashes and C-5. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above.

## Project Description

The goal of this project was to provide a high level of impaired driving training to Colorado law enforcement officers in basic and advanced training programs, to deter, detect and properly investigate impaired driving incidents.

DAX Evidence Recorders (DAX) capture eye movements as evidence supporting officers administering the Standardized Field Sobriety Test (SFST). DAX's goggle-like frame allows law enforcement officers to manually test a subject's eye movements and responses, while directly observing and capturing eye responses on live video using infrared cameras.

## Results

The Highway Safety Office purchased 4 DAX Evidence Recorders to be loaned to law enforcement officers and partners for field use and evaluation.

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# Program Task Reports

## Safety Education and Enforcement Programs

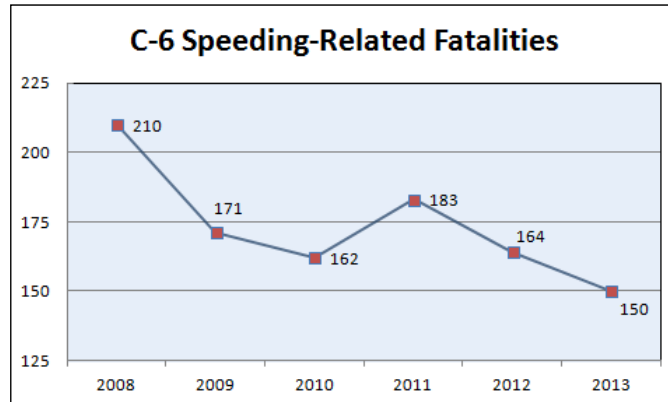
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### Speed Enforcement





# Speed Enforcement Overview



In Colorado in 2013, 150, (31%), of 481 total traffic fatalities were speed related. The 150 speeding-related fatalities in 2013 represents a 9 % reduction from the 164 speed-related fatalities in 2012.

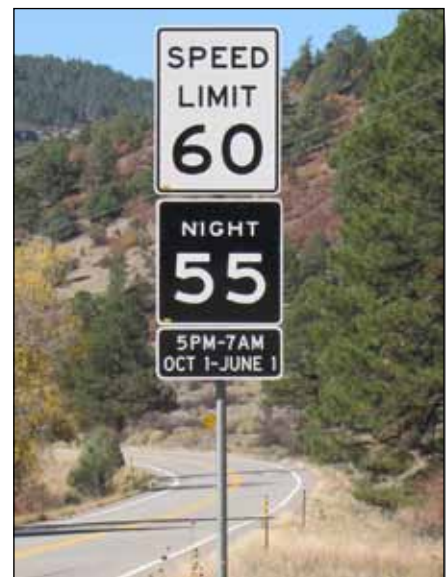
The goal of the Highway Safety Office's (HSO) Speed Enforcement program is to assist law enforcement in establishing and maintaining successful and effective speed enforcement and control programs.

## Program Administration

32 programs were managed with a planned budget of \$346,117.

Efforts and activities to increase Speed Enforcement and Control included:

- Continued and increased speed enforcement efforts on I-25, I-225 and I-70 and SH 93 throughout Denver, Pueblo, Thornton, Aurora and Jefferson County
- Funding the purchase of speed measuring equipment for the Colorado State Patrol to be used in Statewide speed enforcement campaigns
- Working with other local law enforcement agencies to improve their speed enforcement projects through a mini-grant program
- Enhanced nighttime enforcement





## Speed Enforcement

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### Focused Speed Enforcement ~ Denver Police Department ~ 14-02-21-01

This project addressed performance measure: **C-6**. Reduce the number of speeding-related fatalities.

#### Project Description

The goal of this project was to reduce speeding-related fatalities in Denver by purchasing moving radar units and using them during Denver Police Department (DPD)-funded speed enforcement periods. Denver maintained its historic enforcement presence by issuing an average of 3 citations per funded enforcement hour on I-25 and I-70 during the target enforcement period (October 2013 - September 2014), ensuring that at least 85% of operations were focused on Friday, Saturday, or Sunday to correspond with data on speed-related crashes.

#### Results

- The Traffic Operations Bureau purchased and the DPD installed 8 moving radar units during the first quarter of the grant year at the cost of \$15,352.
  - Enforcement officers wrote 3,407 citations in 1,075 hours (approximately 3.169 citations per hour) and made 24 arrests.
  - During this time period Denver highways had 24 Serious Bodily Injury (SBI) crashes, of which 6 were related to speed, and 11 fatal crashes with 2 related to speed. In comparison, the previous year Denver had 37 SBI crashes with 7 related to speed and 10 fatal crashes with 4 related to speed.
- 

### Aurora Highway Safety Campaign ~ Aurora Police Department ~ 14-02-21-02

This project addressed performance measure: **C-6**. Reduce the number of speeding-related fatalities.

#### Project Description

The goal of this project was to reduce speeds on Aurora's roadways in order to reduce speeding-related crashes and injury. The project was largely staffed by motorcycle officers who focused on speed enforcement.

#### Results

- Officers worked 983.75 hours of grant-funded overtime.
- Citations issued during those hours totaled 2,602 of which 2,302 (88%) were speed-related.
- The officers who participated in this program wrote another 10,993 speed related citations during their regular duty hours.

During this grant period there were 5,772 crashes. Of those crashes, 1,683 (29%) indicated speed was a factor. This reflected an increase of 10% from previous year's decrease of 29% in speed-related crashes. There were a total of 2,014 injury crashes which is a 21% decrease from the prior year. Crashes as a whole were up 7% and speed-related crashes were up 10%; however, injuries were down significantly.

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# Speed Enforcement

## LIDAR ~ Colorado State Patrol ~ 14-02-21-03

This project addressed performance measure: C-6. Reduce the number of speeding-related fatalities.

### Project Description

The goal of this project was to reduce the number of speeding-related fatalities throughout the State by using LIDAR for Colorado State Patrol (CSP) speed enforcement.

### Results

- This project purchased 21 LIDAR units for use in speed enforcement.
- The CSP utilized LIDAR as an enforcement tool 21,218 times and issued 14,358 citations, 4,312 verbal warnings and 2,548 written warnings.
- The CSP experienced an 11% decrease from FY2013 to FY2014 in speed-related fatal and injury crashes.

CSP Speed Causal Factor

	FY2013	FY2014	% Change
Fatal Crash	39	36	-8%
Injury Crash	684	604	-12%
Total	723	640	-11%

## Speed Mini-Grants ~ Local Law Enforcement Agencies ~ 14-02-21-04

This project addressed performance measure: C-6. Reduce the number of speeding-related fatalities.

### Project Description

The Highway Safety Office (HSO) offered Colorado law enforcement agencies the opportunity to apply for speed enforcement mini-grants to support enforcement efforts and to purchase speed measuring equipment. These agencies were eligible to apply for funding up to \$4,950.00 and were required to report on the progress of their speed enforcement grants using the period before the CDOT funding as a baseline.

### Results

- The HSO selected 4 Colorado law enforcement agencies to receive these mini-grants:
  - Parker Police Department - 2 UltraLyte LR Lasers
  - Durango Police Department - 1 LTI 20/20 UltraLyte Laser and Laser gun holder
  - Westminster Police Department - 2 ProLaser 4 Lidar units
  - Englewood Police Department - 1 UltraLyte LRB Laser and Officer overtime
- The agencies committed to perform at least 1 nighttime speed enforcement event.
- All 4 law enforcement agencies showed significant increases in speed enforcement activities.



# Speed Enforcement

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## A Step Toward Reducing Traffic Fatalities ~ Pueblo Police Department ~ 14-02-21-05

This project addressed performance measure: C-6. Reduce the number of speeding-related fatalities.

### Project Description

The goal of this project was to reduce the number of speed-related fatalities by enforcing speed limits throughout the City of Pueblo.

### Results

- Officers worked a total of 511.25 hours of grant-funded overtime, with 236.5 hours worked in the fourth quarter.
- During these hours 2,486 summonses were written and 100% of those summonses were speed related.
- The following is a breakdown of the summonses written:
  - Speeding 1-4 MPH - 33 summonses (1%)
  - Speeding 5-9 MPH - 241 summonses (10%)
  - Speeding 10-19 MPH - 2,096 summonses (84%)
  - Speeding 20-24 MPH - 114 summonses (5%)
  - Speeding 25-39MPH - 2 summonses (Less than 1%)
- During the enforcement period there were 9 fatal crashes throughout the city with 5 involving speed as a factor.
- During the fourth quarter there were 3 fatal crashes reported, and all involved speed as a factor.

Despite the concerted efforts by officers of the Pueblo Police Department during this enforcement effort, speed continued to be the leading factor in fatality accidents.

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## Thornton Speed Enforcement ~ Thornton Police Department ~ 14-02-21-06

This project addressed performance measure: C-6. Reduce the number of speeding-related fatalities.

### Project Description

The goal of this project was to reduce speed-related crashes in the most dangerous areas of Thornton by 5%. Speeding motorists who were stopped were given educational material about the additional dangers of distracted driving. The grant was modified to include an educational and high-visibility enforcement campaign to reduce distracted driving at 7 of the 20 most dangerous intersections along 120th Avenue.

Continued



# Speed Enforcement

## Results

- Thornton Police Department worked 455.5 hours and issued 855 citations.
- During the project, educational material was passed out to speeding motorists, along with citations, at the 7 most dangerous intersections along 120th Avenue in the city.
- During the duration of the project, crashes were reduced in those 7 intersections by 33%.

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## HWY 93 Speed, Fatality and SBI Reduction Campaign ~ Jefferson County Sheriff's Office ~ 14-02-21-07

This project addressed performance measure: C-6. Reduce the number of speeding-related fatalities.

## Project Description

This project focused on enforcing speed limits on the Jefferson County portion of Highway 93.

## Results

- Deputies worked 461 hours of grant funded overtime during which 721 citations were written.
- 100% of those citations were for speed-related charges.
- The following is a breakdown of the citations written:
  - Speeding 5-9MPH - 4 citations (less than 1%)
  - Speeding 10-19MPH - 563 citations (78%)
  - Speeding 20-24 MPH - 110 citations (15%)
  - Speeding 25-39MPH - 28 citations (4%)
  - Other charges - 16 citations (2%)

During the enforcement period measured by the Sheriff's Office, there were 2 fatal crashes on the highway. During the fourth quarter of this project, there were no fatal crashes reported on the highway. Of all the crashes reported in the fourth quarter, none were speed-related, which indicated that the enforcement significantly impacted speed-related crashes and fatalities on this stretch of the highway.

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## Program Task Reports

## Safety Education and Enforcement Programs

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### Traffic Records





# Traffic Records Overview

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The goal of CDOT's Office of Transportation Safety (OTS) and Traffic Engineering Branch is to provide an integrated, responsive, timely and accurate crash records system. In support of this goal, the Traffic Engineering Branch undertook several projects in FY 2013 - 2014.

## Program Administration

The Traffic Records Program is administered by the Traffic Records Unit in the Safety and Traffic Engineering Branch in partnership with the OTS. 12 projects were managed with a planned budget of \$581,182.

## Enhancing the Traffic Records System

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

- Developing and maintaining comprehensive Emergency Medical Services and Trauma Registries at the Colorado Department of Public Health and Environment
- Continuing evaluation of a Traffic Records Virtual Data Warehouse, exploring a variety of methods of data sharing
- Assessing Colorado's Traffic Records System, including taking a very active role in the Statewide Traffic Records Advisory Committee (STRAC)
- Continuing to support the Traffic Records Forum and other conferences and trainings to expand CDOT's expertise and training in new methods and technology, in order to improve crash records reporting, collection, management and dissemination
- Continuing the electronic citations projects, replacing paper reports
- Continuing to increase electronic crash reporting through grants and the guidance of STRAC, replacing paper reports
- Supporting a municipal grant for better crash records through file cleansing

## 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. Data collection and analysis help identify high-risk drivers, communities and highways in new ways and emphasize saving lives, reducing injuries and lowering cost to the citizens of Colorado.







# Traffic Records Performance Measures

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With the development of the Colorado Strategic Plan for Improving Roadway Safety (SPIRS), the Safety and Traffic Engineering Branch has developed evaluation measures that will be tracked annually to demonstrate progress toward the following goals.

1. Increase the completeness of the state EMS database by increasing the percent of transport agencies reporting to the state EMS database to 90% by January 2013 (EMS maintained at 82% of Agencies reporting this year).
2. Increase the percent of patient care report records submitted to the state EMS database within 90 days of the event to 90% by January 2013 (EMS increased from 80% to 81%).
3. Maintain the Timeliness of the Crash system as measured in terms of average number of days for entering crash reports into the state-wide system at DOR after receiving reports from law enforcement agencies. The goal is to maintain the current rate of 3 days (accomplished for 4 years).
4. Decrease the average number of days from the date of the crash report until its posting into DOR's database (EARS) for review by qualified users (reduced from 31 to 26 days last year).



# Traffic Records

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## Problem Identification Report ~

Colorado Department of Public Health and Environment ~ 14-04-41-01

### Project Description

The Highway Safety Office (HSO) within the Colorado Department of Transportation (CDOT) is tasked with developing behavioral programs that improve traffic safety in Colorado by reducing the number and severity of traffic crashes. The HSO programs target specific high-risk driving behaviors, such as impaired driving, speeding and distracted driving. It also focuses on populations at high risk for crash involvement, such as teenagers, seniors, motorcycle riders and vehicle occupants who do not use occupant protection devices.

The HSO relied on the results of the FY2014 Problem Identification Report to direct its limited funds to the highest and best use. The Problem Identification Report consisted of crash data analyses that answered: 1) where the State's most urgent traffic safety problems occurred; 2) who were the drivers most likely to be involved in a crash; and 3) where the HSO should direct its crash prevention funds and for what types of activities.

### Results

The HSO contracted with the Colorado Department of Public Health and Environment for the production of the FY2014 Problem Identification Report and for a motor vehicle statistical analyst who supported Statewide data needs for traffic safety evaluation and programming and served as a motor vehicle data expert at numerous committees and task force meetings.

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## Aurora E-Ticket Technology ~ Aurora Police Department ~ 14-04-41-03

### Project Description

Aurora's e-citation program was implemented on 09/30/14. The e-citation system is already impacting issues related to errors, omissions, and the uniformity of information entered on the summons. Since the summons is entered into the court systems on a nightly basis, citizens will also be able to resolve the violations within days, rather than having to wait up to 2 weeks or more while the actual summonses are hand-entered into our systems under our current procedures. The Aurora Police Department and the Aurora Municipal Court expect to see a significant reduction in the total processing time from initial incident (traffic stop issuing summons) through processing by the court to having the relevant information reported to the DMV or any other required agencies.

The e-citation project was a collaborative effort between the Aurora Police Department, Aurora Municipal Court, and Aurora Information Technology. The vendor selected, Brazos Technology, is the most experienced e-citation provider operating in Colorado. Initial indications are that the handheld e-citation user experience by officers is generally very good.

Continued



# Traffic Records

## Results

- Preliminary results show a 50% reduction in the time that it takes an officer to issue a citation. That time is expected to decrease further as officers become accustomed to the equipment.
- The cost associated with e-citation versus 3-copy paper tickets will also save money over time.
- Data entry time will be reduced exponentially as the information is transferred electronically to APD's Records Section and the Municipal Courts, versus being input by hand.

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## Castle Rock E-Ticket Technology ~ Castle Rock Police Department ~ 14-04-41-04

## Project Description

The goal of this project was to purchase an electronic ticketing system to help improve the completeness, uniformity, and accuracy of citations by law enforcement agents. The e-ticketing system addresses the goal to increase the percentage of citation records with no missing critical data elements and increase citation reports, while reducing the number of unknowns or blanks within the critical citation data.

Improvements in traffic safety are expected to occur in the following ways:

- Elimination of errors in the citation process
- Easy access to all citation data by all personnel
- Increased security of citation data
- Reduction in reliance on paper documents
- Ability to electronically submit citation and related reports to the server
- Requiring officers to complete critical data and standardized ticket information

## Results

This project was completed for less than the appropriated budget. This reduction was primarily due to a decrease in the price of handheld units based on the original estimate. This cost savings did not affect the results received from the units. The amount to be funded by CDOT will be \$4,802 less than originally requested.

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## Traffic Records

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### Enhancing EMS and Trauma Registry Data ~ Colorado Department of Public Health and Environment ~ 14-04-41-05

#### Project Description

The goal of this project was to make crash and accident-related data more consistent, reliable and more readily available to participating agencies and the community. Health and Safety Data Services (HSD) staff continued to work with EMS agencies using third party vendor software to establish an administrative web access.

Colorado Department of Public Health and Environment (CDPHE) staff has assisted agencies in connecting directly with ImageTrend for delivery of webinar trainings on system administration and use of the State Bridge, Field Bridge and Report Writer applications.

#### Results

- The HSD EMS Data Coordinator continued to monitor the download of EMS data each month.
  - A RETAC Coordinator Users group hosted a successful workshop for Image Trend Report Writer in March, 2014.
  - The HSD EMS Data Coordinator and other EMTS staff have reviewed the code lists used by EMS agencies and mapped non-standard values to match both the ImageTrend code lists and the standard code list from NEMSIS.
  - HSD staff is participating in NHTSA's Quality Review of EMS Performance Measure Data Project by providing performance measure reports and requested data.
  - One staff member attended quarterly meetings of the State Traffic Records Advisory Committee (STRAC) and the Traffic Records Forum October 27-30, 2014 in Minnesota.
- 

### Electronic Submission of Crash Report Data ~ Denver Police Department ~ 14-04-41-06

#### Project Description

The goal of this project was to improve the timeliness of Denver's crash reporting. Through the purchase and implementation of the Versaterm project, Denver anticipates that the time required to deliver accident report data to the State will be dramatically reduced on the Denver Police side from the current 260 hours annually to 0 hours annually.

Electronic crash reporting will soon be a reality for the Denver Police Department. Testing on the new system was delayed as the State planned to virtualize several servers near the end of the third quarter. Before the suspension of testing, Denver Police were successfully sending reports from the Denver servers to the State. Denver Police are waiting until the final testing can be accomplished before production rollout begins. The State will inform Denver when they are ready to proceed. The department will be installing the new software in approximately 500 patrol vehicles by the beginning of 2015.

Continued



# Traffic Records

## Results

The State will benefit from the timely entry of data without the need to hand-enter information. The Police Department will benefit from an electronic field reporting tool that eliminates the need to drive to the Department of Revenue to deliver the paper reports.

- Denver has encumbered the entire amount of the grant, \$58,470 for this project.
- The DPD has documented and exceeded the matching hours totaling \$22,355.61.

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## Elbert County E-Ticket Technology ~ Elbert County Sheriff's Office ~ 14-04-41-07

## Project Description

The goals of this project were to streamline the data entry for each ticket and to decrease the amount of time on the actual traffic stop. These 2 goals have been met and the handheld devices that the deputies use on the road are functioning well, resulting in officers needing to spend less time in contact with each driver. The integrity of the data that is entered into their devices has increased substantially as well.

Timely transmission of data to other agencies continues to be developed. Some issues remain with court and State databases that need to be worked out.

Creation of the website and management of payments are areas still in development. Manual tracking of payments and statistics continues. Brazos, the third-party vendor, is working to complete their web development and maintains close communication with Elbert County. Once completed, processing tickets and downloading data to the courts and the DMV will be much faster.

## Results

- Handheld e-ticket devices are working well.
- Data entry takes less officer time and is more accurate and reliable.

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## Electronic Submission of Crash Report Data ~ Greenwood Village Police Department ~ 14-04-41-08

## Project Description

2 project goals were established: first, to improve the timeliness, completeness, uniformity, and accuracy of accident reports written by law enforcement officers, and second, to improve the timeliness of reporting, information flow, and connectivity to the Department of Motor Vehicles (DMV) and the Department of Revenue (DOR).

## Results

The goals were reached by purchasing an electronic accident system and installing 2 system interfaces to import information from the eAccident system into the Records Management System and into the DMV/DOR system.

Continued



# Traffic Records

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DMV/DOR will issue a start date to begin submitting electronic accident data. The delay in starting the electronic submission is due to limited technical resources at the State level.

Officers now use ruggedized handheld devices that contain software that allows officers to provide standardized and complete information on motor vehicle accidents. The system has improved the quality of the accident report, the information flow, and will improve timeliness in reporting accident information to DMV/DOR.

- The accident report writing time per officer has been significantly reduced by 30% to 50% compared to the time required to complete a report manually.
- Accident information is complete, accurate, and standardized with no empty data fields.
- This system directly supports the State's highway safety objectives of providing timely and complete accident data which can be used for allocating resources and implementing strategies needed to improve highway safety.

Total expenditures included grant funding of \$42,750 and a \$13,150 in-kind match for officer and system administrator training. The match amount exceeded the 25 % required, for a total project cost of \$55,900. The initial cost of the proposed project was \$54,030.

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## Crash Data Cleansing and Analysis Improvement ~ Jefferson County ~14-04-41-09

### Project Description

The goal of this project was to improve the accuracy, completeness and consistency of all off-system crashes in Jefferson County for the years 2008-2011. The objective of the project was to complete the following fields within each off-system crash within Jefferson County: crash location, latitude, longitude and crash type and to correct all street names to a consistent nomenclature. The result of the work will be a County-owned and corrected database for these years. The County utilized consultant services to analyze the crash records and enter data for the various fields where it was missing. This "cleaned" data was provided to both CDOT and the County.

These project activities were applied immediately to improve the County's continuing traffic safety operations. The cleaned data is being used in a comprehensive study of critical road segments and intersections throughout the County. Similar studies in the past required additional staff members to spend many hours of manual inspection and data entry of each crash report.

### Results

- The contract amount for this project was \$15,188. The total expenditures included \$18,000 for contractual services provided by OiExSys, LLC. The difference was paid through County local agency matching funds of \$2,812.
  - Jefferson County provided in-kind personal services totaling \$2,368.
  - The number of crash records corrected averaged 21% of the total reviewed and provided improved data results for the County database. The County's efforts to identify critical crash locations will be significantly improved as a result of this effort. There were no problems encountered while using the cleaned database provided by the contractor.
-



## Technology Transfer ~ Colorado Department of Transportation ~ 14-04-41-11

### Project Description

This grant sent 3 members of Colorado's State Traffic Records Advisory Committee (STRAC ) to Minnesota for the 2013 Traffic Records Forum, Oct 27 - 30, 2013. The 40th International Traffic Records Forum was hosted by the National Safety Council and sponsored by NHTSA, Federal Highway Administration, Federal Motor Carriers Safety Administration, and the Bureau of Transportation Statistics. Funded attendees included the STRAC Chairman and 2 newer members of STRAC. One of these attendees was the head of the department that handles the Driver and Vehicle files at the Department of Revenue.

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

### Results

- The Forum provided the attendees with information on:
    - The latest safety data collection methods and best practices by DOT's
    - How to best utilize more accurate traffic records and highway safety data
    - How to plan and participate in a successful Traffic Records Coordinating Committee (TRCC) similar to Colorado's STRAC
    - How better data can help save lives
  - This project addressed all traffic record performance measures. It trained project managers to better handle the changing needs of traffic records and to better manage their projects.
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## Fatality Analysis Reporting System (FARS) Program Support ~ Colorado Department of Transportation ~ 14-04-41-12

### Project Description

This project addressed measures to:

- Maintain the timeliness and accuracy of CDOT-summarized fatal accident data
- Provide fatality data for federal, state, local agencies and local municipalities

This project was necessary to support the ongoing cooperative agreement with NHTSA's National Center for Statistics and Analysis for Colorado to provide an overall measure of highway safety. It also helped to identify traffic safety problems, suggest solutions, and provide an objective basis to evaluate the effectiveness of motor vehicle safety standards and highway safety programs.

The \$10,000 budgeted from this grant was a small portion of the budget for the entire FARS program, which is mostly funded by the FARS program itself and CDOT.

### Results

This project met or exceeded the FARS quality control standards for timeliness, accuracy and consistency and completeness.

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## Crash Reports ~ Aurora Police Department ~ 14-04-41-13

The identified performance measure was to test the accuracy and completeness of crash reports sent to the State Department Of Revenue.

### Project Description

This project was designed to transition the Aurora Police Department's crash data transmission from scanned paper documents sent to the State Department of Revenue (DOR) to transmitting the electronic data already captured by the Department's crash report software. This had been attempted in the past but so many problems occurred that the practice was discontinued.

Using funding provided by this grant, the Police Department was able to work with the State and fix all of the problems associated with the electronic transmission as well as thoroughly test the process. As of April 8, 2014, all crash reports are now reported to the DOR in an electronic format. This fully accomplished the task of converting from manual to electronic transmissions.

### Results

- The project was completed on schedule and under budget.
  - There was a notable improvement in accuracy and completeness as evidenced by a significant reduction in rejected reports and the ability to quickly correct mistakes.
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# Traffic Records

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## Crash Reports ~ Colorado Springs Police Department ~ 14-04-41-14

### Program Description

The goal of this project was to enable the Colorado Springs Police Department (CSPD) to submit traffic accident data electronically to the State of Colorado and the Colorado Department of Revenue (DOR) in a file compliant with specifications provided by the DOR.

During the grant period, CSPD worked with contractor, New World Systems, to complete and install the Records Management System (RMS) and interface.

The grant objective, stated as “By September 2014, CSPD will submit at least 80% of traffic accident reports taken by CSPD electronically in a file format compliant with specifications provided by the Colorado Department of Revenue in lieu of the current process as described above” has not yet been met.

### Results

- Preliminary and final testing of the interface were completed. A final test was submitted for certification.
  - All contract work has been completed and verified as operational by New World Systems.
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## Program Task Reports

### Safety Education and Enforcement Programs

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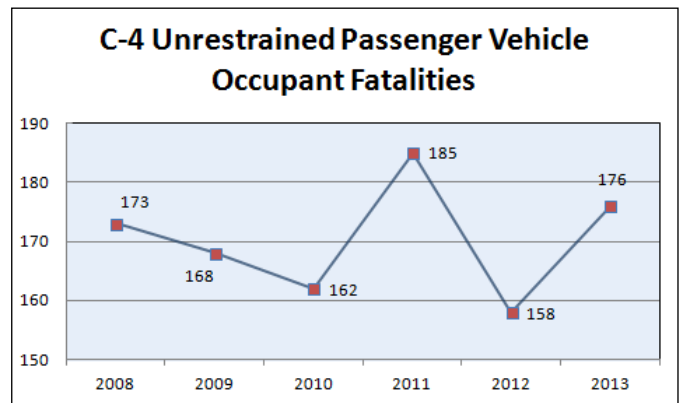
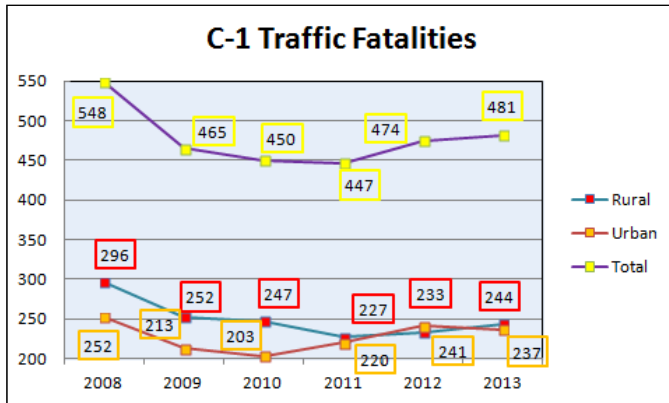
Young Driver and Distracted Driving  
Child Passenger Safety  
Occupant Protection



**COLORADO**  
Department of  
Transportation



# Young Driver and Distracted Driving/ Child Passenger Safety/ Occupant Protection Overview

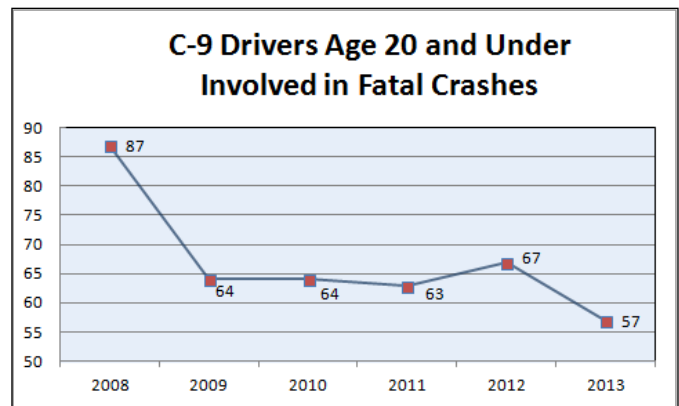


In Colorado, unrestrained traffic fatalities in 2013 increased by 11% and the Statewide seat belt usage rate remained below the national average of 85%. Colorado also remains one of 18 states without a primary seat belt law.

Driver inattention is a contributing factor in many crashes, and cell phone use and texting are some of the most common driver distractions. Colorado has a law prohibiting texting for all drivers, and a law prohibiting cell phone use for drivers under 18. However, distracted driving continues to be a traffic safety challenge.

Fatalities among teen drivers have declined 14% from 2012 to a total of 57 in 2013. This represents the lowest number of teen fatalities since the Graduated Drivers License law (GDL) was enacted in 2008. However, the likelihood of a teen driver being involved in a crash is still greatest in the first few years of driving.

For FY2014, the Highway Safety Office focused on establishing and enhancing Occupant Protection, Child Passenger Safety, Distracted Driving and Teen Driving programs in several metro area locations including El Paso, Denver, Jefferson, Larimer, Mesa, Arapahoe and Pueblo Counties; rural areas, and the Southern Ute and Ute Mountain Ute tribes, as well as numerous Statewide efforts.



Continued



# Young Driver and Distracted Driving/ Child Passenger Safety/ Occupant Protection Overview

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## Program Administration

32 programs were managed with a planned budget of \$2,236,374.

Efforts and activities include:

- Providing support to law enforcement to enforce Colorado's seat belt laws during 3 *Click It or Ticket* high-visibility campaigns including *Rural*, *May Mobilization* and *Nighttime*
- Educating teen drivers and their parents on seat belt use and other teen driving safety issues, including the Graduated Drivers License (GDL) program
- Piloting new and supporting established distracted driving awareness, education and enforcement programs
- Funding programs focusing on diverse populations and involving community organizations to educate adults and children
- Targeting child passenger safety and booster seat usage



## Program Task Reports

### Safety Education and Enforcement Programs

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#### Young Driver and Distracted Driving



**COLORADO**  
Department of  
Transportation



# Young Driver and Distracted Driving

## Trauma Talks ~ Memorial Hospital Foundation ~ 14-03-31-01

This project addressed performance measure: C-2. Reduce the number of serious injuries in traffic crashes.

### Project Description

Memorial Hospital initiated an education campaign, *Trauma Talks*, educating teens and young adults on the dangers of motor vehicle collisions and the life-changing consequences/death that can result from brain and spinal cord injury. The goal of Memorial Hospital’s *Trauma Talks* program was to increase awareness by giving presentations at high schools.

The majority of the CDOT grant was used to produce a high-quality video which highlights a significant local car crash involving a teen driver. The video presented the case of a 16-year-old girl who was killed after being ejected from a convertible while not wearing a seat belt and travelling at high speeds on a rural dirt road. In the video EMS personnel and a trauma surgeon discuss the medical and human aspects of the case, allowing the *Trauma Talks* presenter to fill in the instructional portion of the presentation regarding safe-driving practices.

### Results

- *Trauma Talks* were provided to 602 teens and young adults, as well as parents and family members (approximately 400 adults).
- Teens increased awareness of the life-changing consequences/death that can result from vehicle crashes.

## Aurora P.A.R.T.Y. Program ~ University of Colorado Hospital ~ 14-03-31-02

This project addressed performance measures: C-1. Reduce the number of traffic fatalities, C-2. Reduce the number of serious injuries in traffic crashes and C-9. Reduce the number of drivers age 20 or younger involved in fatal crashes.

### Project Description

This project’s goal was to reduce serious injuries and fatalities in traffic crashes by conducting *P.A.R.T.Y. Program* presentations on the University of Colorado (UC) campus and at other participating schools.

### Results

- Conducted 13 full day *P.A.R.T.Y. Program* presentations on the UC campus
- Conducted 4 *P.A.R.T.Y. On The Road* programs which included lectures and hands-on stations at the participating schools
- Participated in 2 community events and educated participants on the dangers of distracted driving, and drinking and driving
- Hired a new *P.A.R.T.Y Program* Coordinator for the Colorado Springs area and reached out to 7 schools in the area, scheduling programs for the fall semester
- Total participants reached in FY2014 was over 1,600



# Young Driver and Distracted Driving

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## Foothills Teen Motor Vehicle Safety Project ~ DriveSmart Evergreen-Conifer ~14-03-31-03

This project addressed performance measure: C-9. Reduce the number of drivers age 20 or younger involved in fatal crashes.

### Project Description

The goal of DriveSmart's peer-led *Teen Motor Vehicle Safety Program* was to reduce the number of young drivers crashing, suffering serious injuries, and dying in the targeted foothills communities where young drivers face exceptional driving challenges. The target audience included students attending Clear Creek, Conifer, Evergreen, and Platte Canyon High Schools and their parents.

### Results

- Rewrote parking permission forms for Jefferson County Schools to comply with Graduated Drivers License (GDL) laws
  - Partnered with local Sheriff's offices to perform anonymous seatbelt checks (anonymous checks went from as low as 85% up to 100% usage)
  - Increased awareness of GDL laws by mailing over 2,800 GDL education resource packets to families of 8th-11th graders and made presentations to over 750 teens/parents on GDL laws
  - Awarded 13 Drivers Education Scholarships based upon financial need to local teens
  - Performed between 20-28 peer-led GDL activities at participating high schools addressing seat belt compliance, underage drinking/drug use and driving, distracted driving, and speed-related violations for teen drivers
  - Posted over 100 GDL-related safety messages on social media, school yearbooks, and community newspapers and increased social media following by over 500 followers
- 

## Young Driver Distracted Driving Campaign ~ DriveSmart Colorado ~ 14-03-31-04

This project addressed performance measure: C-9. Reduce the number of drivers age 20 or younger involved in fatal crashes.

### Project Description

The 25th annual *High School Traffic Safety Challenge* took place October 28-December 6, 2013. 22 schools completed all mandatory components of the *Challenge* which included conducting 3 seat belt and cell phone use observations and having a minimum of 1 display or presentation. A primary goal of the *Challenge* was to decrease distracted driving among the high school students.

Continued



# Young Driver and Distracted Driving

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## Results

- Over 250 distracted driving radio advertisements were featured on 10 stations throughout Southern Colorado during the *Challenge* timeframe.
- Distracted driving educational activities were conducted at 3 area colleges and on Ft. Carson Air Force Base.
- 4 presentations were given to parents of young drivers/soon-to-be drivers with nearly 100 parents attending the presentations. The focus was on *Rules of the Road* and Graduated Drivers License laws.
- An additional 29 events focusing on teen driving safety occurred between 10/1/2013 and 9/30/2014.

These activities reached approximately 25,000 students and staff members, decreasing distracted driving as observed by the Colorado Springs Police Department and El Paso County Sheriff's Office who conducted pre- and post-*Challenge* distracted driving observations around their designated high schools and noted a 6% decrease in cell phone use between the 2 periods.

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## 2014 Distracted Driving Enforcement Campaign ~ Aurora Police Department ~ 14-03-31-05

This project addressed performance measure: C-2. Reduce the number of serious injuries in traffic crashes.

## Project Description

The goals of this program were to educate drivers of all ages on the dangers of distracted driving and to lower the number of police contacts that resulted from distracted driving.

## Results

- Officers worked 1,109.25 hours of grant-funded overtime in support of this program.
  - A total of 1,479 driver contacts were made during those hours which resulted in 1,132 summonses being issued with 65% of the drivers being distracted.
  - During this grant period there were 5,772 traffic accidents, of which 977 (17%) of the crashes involved distracted driving as one of the factors.
  - The Aurora Police participated in the *National Distracted Driving Month* campaign. During that campaign 325 drivers were contacted and 315 summonses were issued: 216 of those drivers were distracted.
  - During regular duty hours, the officers working this program wrote a total of 17,756 summonses with 4,305 (25%) of the drivers meeting distracted driving criteria.
  - Officers conducted 5 distracted driving education programs at various schools, businesses, and community events during the year where a total of 549 pledges were signed.
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# Program Task Reports

## Safety Education and Enforcement Programs

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### Child Passenger Safety





# Child Passenger Safety

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## Child Passenger Safety Team Colorado ~ Colorado State Patrol ~ 14-05-51-01

This project addressed performance measures: **C-4**. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions and **B-1**. Increase the observed seat belt use rate for passenger vehicles.

### Project Description

The goal of this project was to reduce the average number of passenger deaths for children between the ages of 0-15 Statewide. Child passenger deaths in Colorado averaged 14.25 over the last 4 years. This year, 3 child fatalities have been reported.

### Results

- 259 events Statewide increased education about proper installation of child passenger safety restraints for parents, providers, and caregivers across the state. This number is a 156% increase over last year.
  - Over 3,988 child restraint systems were checked by CPS Technicians and over 2,593 new installations were assisted by CPS Technicians, a 60% and 133% increase from FFY13.
  - Over 117 organizations received approximately 91,694 educational items from our program including brochures, posters, and promotional items, increasing awareness and education in their communities, a 73% increase in educational items over last year.
  - 199 new CPS Technicians (68% increase from last year) were certified and 240 hours of continuing education were provided to over 411 current CPS Technicians. Colorado reached a recertification rate of 58.9%, up from 55.1% the previous year and 2% above the national average for FY2014.
  - Conceptual and physical resources were deployed to technicians across the State, including new sponsored curricula, CPS Team Colorado Guiding Policy, car seats, event/education kits, vehicle seat training units, and updated CPS media for tweens.
- 

## Child Passenger Safety Campaign ~ Aurora Police Department ~ 14-05-51-02

This project addressed performance measures: **C-4**. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions and **B-1**. Increase the observed seat belt use rate for passenger vehicles.

### Project Description

The goal of the Aurora Police Department project was to increase knowledge about the importance of child passenger safety, reduce non-compliance with child passenger safety laws, and provide the community with a resource for education in the proper installation and usage of child restraint systems. Seats were provided to those in need.

Continued



# Child Passenger Safety

## Results

- Conducted 23 checkup events including 4 checkup events outside Aurora’s jurisdiction
- 151 vehicles came through the events
- Inspected 260 seats
- Provided 19 seats to individuals in need
- Inspected 31 seats from call-in appointments and provided 6 new seats to those in need
- Trained 5 new Certified Technicians, increasing the total to 21 technicians
- Issued 193 summonses for child restraint violations (almost a 50% reduction of observed violations from the prior year)

## Reducing Crash-Related Injury Risk Disparities for Head Start Families ~ Jefferson County Public Health ~ 14-05-51-03

This project addressed performance measures: **C-4**. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions and **B-1**. Increase the observed seat belt use rate for passenger vehicles.

### Project Description

The goals of this project were to reduce the risk of crash-related injuries for Head Start families through education and interventions, and to provide car seats to low-income families.

## Results

- Developed a Head Start family questionnaire and survey
- Conducted high-visibility compliance interventions during the school year
- Conducted parking lot interventions at all area Head Start sites in April and May, 2014
- Trained selected staff at each site as Child Passenger Safety Advocates and/or Technicians
- Collaborated with Colorado State Patrol and other community organizations to make seat checks accessible and affordable for families, providing new seats as needed
- Provided 20 booster seats to Head Start during their Fall Health Fair for families without adequate seats

## Occupant Protection Mini-Grants ~ Local Community Agencies ~ 14-05-51-04

This project addressed performance measure: **C-4**. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions.

### Project Description

15 rural and urban organizations from high-risk counties identified in the Problem Identification Report implemented occupant protection activities. These activities included purchasing and distributing child safety seats, conducting checkup events, running fit stations by appointment, distributing safety materials, and conducting youth and adult safety classes. Continued



# Child Passenger Safety

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## Results

- Inspected over 1,000 child restraints
  - Replaced over 600 car seats and boosters
  - Provided occupant protection information to thousands of citizens at community events and health fairs
  - Conducted classes in occupant protection for court-ordered individuals
  - Conducted dozens of presentations in schools and to parents about the importance of car seat and seat belt usage
- 

## Motor Vehicle Occupant Safety and CPS Program ~ Ute Mountain Ute Tribe ~ 14-05-51-05

This project addressed performance measures: **C-4**. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions and **B-1**. Increase the observed seat belt use rate for passenger vehicles.

## Project Description

The goal of this project was to promote vehicle occupant safety on the Ute Mountain Ute Reservation by increasing child restraint use, increasing seat belt use for children ages 8-17 and adults; and reducing distracted and drowsy driving.

## Results

- Offered 36 occupant protection presentations throughout the community
- Offered 6 *Baby's Safety Comes First* classes to expecting parents and provided a car seat prior to the birth
- Held 5 safety check points in conjunction with the BIA and Tribal Law Enforcement, where 1,084 vehicles came through the check points with drivers receiving one-on-one education, 25 car seats were distributed and 14 tickets were issued
- Distributed 7 newsletters with safety messages to the 66 departments, each Head Start parent, and community members utilizing the Tribal Complex and Indian Health Services Clinic
- Distributed 121 car seats with education on correct installation through Inspection Stations, holding 9 checkup events and 5 safety check points

A significant outcome was that an observation survey for proper use of safety restraints showed an increase in compliance from 27% in 2013 to 47% in 2014.

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# Child Passenger Safety

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## Each One Teach One – African American Child Passenger Safety ~ Street-Smart, Inc ~ 14-05-51-06

This project addressed performance measures: **C-4**. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions and **B-1**. Increase the observed seat belt use rate for passenger vehicles.

### Project Description

The *Each One Teach One* Child Passenger Safety outreach program is a collaborative effort between Street-Smart, Inc. and the Injury Prevention Program at Children’s Hospital Colorado. The goal of the project was to increase the number of Denver County children ages birth-8 who are properly restrained, with special emphasis on increasing usage rates among at-risk African-American and Hispanic families.

The goal was accomplished by partnering with Denver Health to staff CPS inspection stations at the Eastside and Montbello Family Health Centers, and with MH Montessori Head Start Centers to conduct CPS education and distribution events in at-risk neighborhoods.

### Results

- Quarterly booster seat usage surveys in targeted neighborhoods were conducted, as well as evaluating progress toward increasing parent and caregiver knowledge, attitude, and skills through implementation of a CPS inspection station survey.
  - The project provided staffing for over 100 hours at inspection stations, provided an additional 25 hours of CPS education and inspections at Head Start centers, and distributed over 400 child restraints to low-income families.
  - An assessment of CPS awareness of over 100 parents and caregivers was conducted.
  - There was an observed increase of 4% in the number of booster seat-sized children traveling in booster seats during the course of program.
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## Children’s Hospital Child Passenger Safety Program ~ Children’s Hospital Colorado ~ 14-05-51-07

This project addressed performance measures: **C-4**. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions and **B-1**. Increase the observed seat belt use rate for passenger vehicles.

### Project Description

The goals of the project were to increase the number of children in Adams, Arapahoe and Denver Counties, ages birth-8 years, who are properly restrained, with a focus on usage rates among minorities and low income families, and to increase the number children with special health care needs in a restraint system appropriate for their size, age and medical conditions. Children’s Hospital Colorado’s CPS Program addressed the transportation needs of the patient population served within the hospital’s network prior to discharge.

Continued



# Child Passenger Safety

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## Results

- The goals were achieved by providing CPS inspection stations, providing education on best CPS practices, distributing restraints to low income families, and through partnerships with Tri-County Health Department and Street-Smart, Inc.
  - Specialized restraints were distributed to 35 families of children with special health care needs and 500 restraints went to families of Low Birth Weight infants and children with special health care needs.
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## Car Seat Safety Program ~ Swedish Medical Center/ Health One ~ 14-05-51-08

This project addressed performance measures: **C-4**. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions and **B-1**. Increase the observed seat belt use rate for passenger vehicles.

## Project description

Swedish Medical Center's (SMC) goals were to increase communications and outreach to children and parents about the importance of car seat safety by 10% from last year, and to increase communications and outreach about SMC's car seat fit station to community members, schools, and physicians' offices by 5%.

## Results

- Out of 380 car seat checks done between January and September 2014, 74 inpatients had their car seats checked prior to discharge. This was a 35% increase in car seat checks for inpatients between June to September compared with January to May.
  - 11 RNs went through a Child Passenger Safety (CPS) Advocacy Class. Increased awareness of car seat safety and advocacy for correct use of seats has resulted from these classes.
  - A car seat hospital discharge policy and discharge checklist have been developed.
  - 12 car seat safety classes were taught to parents and staff members at low-income schools. This is an increase of 8% compared to last year.
  - 172 car seats were distributed to participants of car seat safety classes. This is an increase of 60% over car seats distributed compared to last year.
  - More than 2,000 employees, physicians, patients, and parents received education about the importance of car seat safety and the whole family using proper restraints in vehicles.
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# Child Passenger Safety

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## South Metro Traffic Safety Project ~ South Metro Fire District ~ 14-05-51-09

This project addressed performance measures: **C-4**. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions and **C-9**. Reduce the number of drivers age 20 or younger involved in fatal crashes.

### Project Description

The goals of this project were to increase safety awareness and educate about restraint usage; target young drivers and children passengers regarding safe driving skills and laws; increase the awareness of crash dynamics; and increase the awareness of the Graduated Drivers License requirements.

The South Metro Fire District partnered with the Adam and Dorothy Miller Lifesafety Education Foundation for this education project.

### Results

The project conducted the following classes and car seat checkup events:

- Held 14 Youth Driver Awareness classes with 80 youth and 80 parents involved
- Held 15 car seat checkup events, checking 218 seats
- Advertised car seat events through 2 FireLine newsletters reaching over 98,000 households with each mailing and through 1 retail partner reaching 200,000 households via email
- Conducted 12 Crash Matters classes on crash dynamics for 364 8th graders in Cherry Creek School District

South Metro Fire District measured performance through both qualitative and quantitative results for all 3 programs, child passenger safety, youth driver awareness, and crash matters. Electronic surveys were sent out to CPS families after their car seat event, demographic information was collected for the youth driving class, and learning measures for crash dynamics were collected during class and one month after completion of the class.

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# Program Task Reports

## Safety Education and Enforcement Programs

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### Occupant Protection







# Occupant Protection

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## 2014 Click It or Ticket ~ Colorado State Patrol ~ 14-06-61-01

This project addressed performance measure: C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions.

### Project Description

The goal of this project was to reduce the number of unrestrained drivers and related fatalities through a combination of education and aggressive enforcement of occupant protection laws. The Colorado State Patrol (CSP) supported 4 *Click It or Ticket* campaigns Statewide and used social media to reach a variety of audiences.

### Results

During the project period 4,357.5 overtime hours were funded and 3,870 seat belt violations were cited during *Click It or Ticket* enforcement waves.

- *Rural Enforcement* yielded 847 seat belt violations and 4 DUI arrests expending 908.25 hours of overtime.
- *May Mobilization* yielded 1,985 seat belt violations, 15 DUI arrests, and utilized 1,888.5 hours of overtime.
- *July Nighttime Enforcement* yielded 278 seat belt violations, 23 DUI arrests, and utilized 454.5 hours of overtime.
- Special/extra enforcement periods yielded 760 seat belt violations, 8 DUI arrests, and expended 1,106.25 hours of overtime.

The Colorado State Patrol successfully reduced the number of unrestrained drivers and passengers involved in fatal crashes by 21% as compared to FY2013. Through use of its Facebook site and Twitter account, the CSP reached over 80,000 people in FY2014 providing additional educational and safety education for audiences of all ages.

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## Click It or Ticket ~ Local Law Enforcement Agencies ~ 14-06-61-02

This project addressed performance measures: C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions and C-3. Reduce the fatalities per Vehicle Miles Traveled (VMT).

### Project Description

The goal of this project was to encourage Colorado local law enforcement agencies to aggressively enforce occupant protection laws through a combination of enforcement, education, and awareness. CDOT's Law Enforcement Coordinator recruited and worked with participating law enforcement agencies.

Continued



# Occupant Protection

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## Results

Local law enforcement agencies conducted 3 large-scale *Click It or Ticket* seatbelt enforcement campaigns. *Rural*, *May Mobilization* and *Nighttime* campaigns were held between March and July 2014.

- 1,042 officers and deputies from 64 agencies worked 9,340 hours and issued citations for 7,805 seatbelt violations.
  - *Rural Click It or Ticket* enforcement consisted of 30 agencies, with 120 officers and deputies working 1,154 hours and issuing 703 seatbelt violations.
  - *May Mobilization* consisted of 64 agencies, with 689 officers and deputies working 6,723 hours and issuing 5,905 seatbelt violations.
  - *Nighttime* enforcement consisted of 233 officers and deputies from 35 agencies working 1,463 hours and issuing 1,197 seatbelt violations.
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## Occupant Protection Technology Transfer ~ Office of Transportation Safety ~ 14-06-61-03

This project addressed performance measures: **C-4**. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions and **B-1**. Increase the observed seat belt use rate for passenger vehicles.

## Project Description

This project supports CDOT in sending non-CDOT employees to an annual conference where they can learn about highway safety issues. Lifesavers is the premier national highway safety meeting in the United States and is dedicated to reducing the tragic toll of deaths and injuries on our nations' roadways. Drawing over 1,900 participants in 2014, Lifesavers has continued to be the essential conference since its start in 1982. Each year, Lifesavers provides a forum for the presentation of proven countermeasures and initiatives that address today's critical highway safety problems.

## Results

Funds from the Occupant Technology Transfer project were used to send 7 non-CDOT employees to the 2014 Lifesavers conference that was held in Nashville, Tennessee on April 27-29, 2014. Following the conference, recipients of these scholarships were required to submit a summary of their experience and to describe how attending the conference would benefit their agencies.

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## Occupant Protection Education ~ Local Community Agencies ~ 14-06-61-04

This project addressed performance measures: **C-4**. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions, **C-5**. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above and **B-1**. Increase the observed seat belt use rate for passenger vehicles.

Continued



# Occupant Protection

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## Project Description

Mini-grants were offered to community coalitions and other agencies to help support traffic safety education efforts and enforcement campaigns in the areas of occupant protection, child passenger safety, motorcycle safety and impaired driving prevention programs.

2 regional *Traffic Safety Champions* recognition events were held to honor the men and women of law enforcement for their commitment and dedication in enforcing impaired driving and occupant protection laws.

## Results

- 55 individuals and 20 agencies were honored at 2 *Traffic Safety Champions* events.
  - Englewood Police Department, Kids in Safety Seats, Emergency Nurses Association, and the Southwest Colorado Coalition for Occupant Protection were among the recipients of the occupant protection education mini-grants.
- 

## Seat Belt Surveys ~ Colorado State University ~ 14-06-61-05

### Project Description

This project funds annual surveys to determine seat belt usage rates Statewide. There were 6 seat belt surveys conducted by Colorado State University in this project. The primary performance measure was the determination of seat belt usage among various segments of the population. Observation sites were selected through statistical sampling. Trained observers determined seat belt use by drivers and outboard front seat passengers.

### Results

The following surveys were conducted:

- The Teen Study seat belt usage rate for all vehicle types was 84.2%, down from 84.8%.
- The Pre-Mobilization Study seat belt usage rate for all vehicle types, including commercial vehicles under 10,000 lbs. was 83.5%, up from 81.5% in 2013.
- The Statewide Seat Belt Study seat belt usage rate for all vehicle types including commercial vehicles was 82.4%, up from 82.1% in 2013.
- Child Safety Restraint System Usage - combined front and rear seat restraint usage was 94.8%, up from 92.7% in 2013.
- Child Booster Seat Usage - combined front and rear seat booster usage was 75%, up from 71.6%.
- Juvenile Seat Belt Usage - combined front and rear seat belt usage was 84.6%, up from 78%.

Seat belt usage improved in 5 of the 6 studies. The exception was the Teen Study which was statistically the same rate for the last 2 years (84.2% and 84.8%). The data/performance measures from these surveys enable the Highway Safety Office to make critical decisions regarding education on seat belt usage and vehicle occupant safety.

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# Occupant Protection

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## Southern Colorado RETAC Occupant Protection ~ Southern Colorado RETAC ~ 14-06-61-06

This project addressed performance measures: **C-4**. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions and **B-1**. Increase the observed seat belt use rate for passenger vehicles.

### Project Description

The goals of this project were to increase use of seat belts and to educate the communities in the RETAC about driving safely in order to reduce occupant fatalities.

### Results

- Placed county-specific *Buckle Up* ads in nearly all area county newspapers
- Recertified Child Passenger Safety Technicians in each county
- Held 12 events targeting students, including the portable rollover simulator for elementary students and seat belt and DUI events at community colleges
- Custer, Fremont and Las Animas Counties received CDOT CPS mini-grants
- Conducted 50 seat belt education activities and events throughout the RETAC
- Held 45 DRIVE SMART coalition meetings within the RETAC

Seat belt use increased by 6.2% from 2009 to 2013. The average seat belt use rate for the 5 SCRETAC counties in 2009 was 64.9%; the average in 2013 was 71.1%. A barrier that county DriveSmart coalitions struggle with is the unwillingness of most County Sheriffs to write seat belt citations.

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## San Luis Valley RETAC ~ San Luis Valley RETAC ~ 14-06-61-07

This project addressed performance measures: **C-4**. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions and **C-9**. Reduce the number of drivers age 20 or younger involved in fatal crashes.

### Project Description

The goals of the San Luis Valley RETAC's project were to increase safety awareness and educate the population about restraint usage; increase seatbelt usage rates and reduce the number of injuries and fatalities birth-15 years of age, as well as to recruit additional coalition members within the 6 RETAC counties of Alamosa, Conejos, Costilla, Mineral, Rio Grande and Saguache.

### Results

- Awareness was increased by distributing 750 pamphlets, 500 Band-Aid dispensers, and 500 tabletop tents in 6 counties. RETAC held an educational table booth at 48 events within the San Luis Valley and over 2,000 persons visited the booths.
- 2 school districts in Costilla County participated in a school seat belt challenge with 385 students participating.
- RETAC partnered with the Colorado State Patrol to conduct 5 child passenger safety seat events that inspected 97 seats.

Continued



# Occupant Protection

Overall unrestrained fatalities rate decreased - out of the 8 fatalities, 1 was unrestrained compared to 2012, when out of 12 fatalities 6 were unrestrained. Seat belt observations were conducted in several locations. The usage rates on county roads increased slightly from 72% to 74%; and the usage rate on State highways increased from 80% to 84%.

## Southwest Colorado CLICKS ~ Southwest RETAC ~ 14-06-61-08

This project addressed performance measure: **C-4**. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions.

### Project Description

The goals of Southwest RETAC were to increase observed seat belt use among teens and support Child Passenger Safety stations in all 5 counties.

### Results

- Promoted seat belt use and proper use of child restraints in 8 public events and health fairs
- Partnered with local CDOT office, Road and Bridge departments in Archuleta, Dolores and San Juan Counties to purchase and install *County CLICKS* signage at county lines and key locations in the towns of Dove Creek, Silverton, Pagosa Springs, Arboles and Chromo
- Held safety booths and assemblies in Cortez, Ignacio, Durango and Dove Creek High Schools featuring a mock crash, targeting teen drivers, and promoting the Graduated Drivers License laws
- Coordinated and partnered with 2 transportation safety coalitions covering 5 counties to provide traffic safety community outreach
- Established a Child Passenger Safety Inspection Station at SWRETAC
- Held 4 in-person CEU sessions offered locally for CPS Technicians
- Held an Injury Prevention Day for second graders and reached 318 children plus 40 parents and teachers

## Western Regional Occupant Protection Coalition ~ Western Regional EMS Council ~ 14-06-61-09

This project addressed performance measures: **C-9**. Reduce the number of drivers age 20 or younger involved in fatal crashes and **B-1**. Increase the observed seat belt use rate for passenger vehicles.

### Project Description

Coalition members presented safe driving habit ticket books to grade school classes in Gunnison, Montrose, and Ouray counties. These ticket books were signed off by parents, and returned to teachers at a rate of at least 75%.

Teens represent one group with the lowest seat belt usage rate and project activities were targeted at increasing that rate.

Continued



# Occupant Protection

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## Results

- The Coalition disseminated incentives to passengers who were all wearing seat belts when entering the drive-in movie theater.
  - Coalition members conducted a *Teen Seat Belt Challenge* at the charter high school in Montrose.
  - After 2 weeks of the *Challenge*, the observed rates of seatbelt use had increased by 10%.
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## Occupant Protection and Teen Traffic Safety Project ~ Mile-High RETAC ~ 14-06-61-10

This project addressed performance measures: **C-4**. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions and **B-1**. Increase the observed seat belt use rate for passenger vehicles.

## Project Description

The Mile-High RETAC (MHRETAC) provided occupant protection and teen seat belt safety programs in all 6 of the MHRETAC counties including Adams, Arapahoe, Broomfield, Denver, Douglas and Elbert.

## Results

- MHRETAC conducted 28 public awareness events, distributed 6,000 incentives with a *Buckle Up* safety message, provided 48 car seats, distributed 3,000 educational brochures to an audience of over 70,000 people of all ages.
- Public education efforts focused on seat belt usage, distracted driving, Graduated Drivers License laws, and the dangers of speeding.
- Students led efforts to raise awareness within high schools by implementing countermeasures proven to improve safe driving behaviors. 12,572 students within 8 high schools participated in the *Teen Seat Belt Challenge*.
- Students utilized social media to reinforce driving messages during the campaigns.

Pre- and post-*Challenge* observational data was obtained from students at the participating high schools. Teens improved their seat belt use, on average, by 7%, up from 86% usage in 2013 to 93% in 2014.

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## Seat Belt Safety and Compliance Project ~ Central Mountains RETAC ~ 14-06-61-11

This project addressed performance measures: **C-9**. Reduce the number of drivers age 20 or younger involved in fatal crashes and **B-1**. Increase the observed seat belt use rate for passenger vehicles.

Continued



# Occupant Protection

## Project Description

This project conducted the annual CMRETAC *Teen Seat Belt Challenge*. Over 5,000 students participated at 6 high schools from around the region, with the goal to increase seat belt usage. The data collected in the fall of 2013 was used as a baseline at the starting point of the *Challenge*. Mid-way through the event another observational study took place and a third took place at the conclusion of the *Challenge*. The studies not only observed students, but observed parents and school staff as well.

## Results

- The CMRETAC as a region increased seat belt usage to 86.3%, up from 82.5%.
- Salida saw the greatest increase in usage, from 55.5% to 93.6%.

School	Start	Midway	Final
Aspen	80.0%	82.9%	85.0%
Buena Vista	78.3%	77.6%	77.3%
Eagle Valley	83.3%	87.2%	89.5%
Salida	55.5%	55.0%	93.6%
South Park	69.9%	65.7%	64.2%
Summit	96.6%	98.4%	98.5%
RETAC	82.5%	80.5%	86.3%

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## Traffic Safety Initiatives Mini-Grants ~ Local Community Agencies ~ 14-06-61-12

This project addressed performance measures: **C-4**. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions and **B-1**. Increase the observed seat belt use rate for passenger vehicles.

## Project Description

Mini-grants were offered to community coalitions and other agencies to help support traffic safety education efforts and enforcement campaigns in the areas of occupant protection, child passenger safety, teen driving, distracted driving, motorcycle safety, speed enforcement, and impaired driving prevention programs.

## Results

- Eagle River Youth Coalition used funding for an impaired driving project.
  - Englewood Police Department conducted 2 distracted driving classes.
  - Tri-County Family Care Center hosted a safety fair encompassing all safety elements.
- .....



# Occupant Protection

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## Plains to Peaks RETAC Occupant Protection ~ Plains to Peaks RETAC ~ 14-06-61-13

This project addressed performance measures: **C-4**. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions and **B-1**. Increase the observed seat belt use rate for passenger vehicles.

### Project Description

There were 45 DRIVE SMART coalition meetings held within the Plains to Peaks RETAC. This project included educational efforts, mini-grants, and community events targeting young drivers, all aimed at increasing seat belt usage rates.

### Results

- County-specific *Buckle Up* ads were placed in county newspapers throughout the Fiscal Year.
- Each county received a large distracted driving banner provided by CDOT, plus band aids and table tents for *Click It or Ticket*.
- CPS technicians in each county were recertified.
- Cheyenne and Kit Carson Counties received CDOT mini-grants to supplement their CPS traffic safety programs.
- Between 1 and 25 traffic safety presentations and/or *Alive at 25* presentations were conducted at over 40 Plains to Peaks RETAC high schools.
- Approximately 50 seat belt community activities/events were held within the RETAC including *Saved by the Belt* award ceremonies, *National Night Out* events and partnerships with local businesses.

Seat belt use increased by 13.5% from 2009 to 2013, with the average seat belt use increasing from 57.6% in 2009 to 71.1% in 2013. A barrier that county DriveSmart coalitions struggle with is the unwillingness of most County Sheriffs to write seat belt citations.

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## Occupant Protection Program Assessment ~ Office of Transportation Safety ~ 14-06-61-14

### Program Description

The goal for this project was to assess Colorado's Occupant Protection Program in order to:

- Determine its capabilities for supporting the State of Colorado's needs
- Identify the State's safety problems and challenges
- Manage the countermeasures applied to reducing or eliminating the problems and challenges
- Evaluate those programs for their effectiveness

### Results

The assessment was conducted March 31 - April 4, 2014 and resulted in 64 recommendations in 7 categories including: Program Management; Legislation/Regulation and Policy; Law Enforcement; Communication; Occupant Protection or Children; Outreach; and Data and Evaluation.

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# Occupant Protection

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## Foothills RETAC DriveSmart Coalition Building ~ Foothills RETAC ~ 14-06-61-15

This project addressed performance measures: **C-4**. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions and **C-9**. Reduce the number of drivers age 20 or younger involved in fatal crashes.

### Project Description

The goal of this project was to provide education to decrease fatalities and motor vehicle related injuries in young drivers within the Foothills RETAC counties. Activities focused on increasing seat belt awareness in low seat-belt use populations.

### Results

- Community events included distribution of educational/Graduated Drivers License (GDL) materials in 9 hospital ERs and 8 schools; a safety booth was manned in more than 9 county safety fairs and events; and presentations were coordinated with injury prevention programs.
  - Students were advised on ways to affect teen behavior and developed teen messages.
  - Teen programs were conducted in Grand, Gilpin, and Jefferson Counties and *Teen Motor Vehicle Safety* presentations were held in 8 schools.
  - Education was provided to confused parents regarding GDL requirements.
  - Seat belt surveys were conducted pre- and post-programs at 4 high schools.
- 

## Safe Communities for SECRETAC ~ Southeastern RETAC ~ 14-06-61-16

This project addressed performance measures: **C-4**. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions and **B-1**. Increase the observed seat belt use rate for passenger vehicles.

### Project Description

SECRETAC’s Safe Communities Coalition worked with local law enforcement agencies, community groups, businesses and schools to promote high-visibility safe driving campaigns, including *Click It or Ticket*. Posters, brochures and other materials were distributed, and table-top tents were placed in restaurants throughout the RETAC area. The Coalition held a lunch-and-learn and worked with 2 businesses who held a seat belt challenge.

### Results

- *Teen Seat Belt Challenges* were held and information and guidance was provided to 5 high schools. Pre-and post *Challenge* surveys were conducted.
  - Teen seat belt use went up 12% after the teen campaign.
  - Employee seat belt use went up after the business challenge by 5%.
-



# Occupant Protection

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## Occupant Protection Mini-Grants ~ Local Community Agencies ~ 14-06-61-18

This project addressed performance measure: C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions.

### Project Description

15 rural and urban organizations from high-risk counties identified in the Problem Identification Report implemented occupant protection activities. These activities included purchasing and distributing child safety seats, conducting checkup events, running fit stations by appointments, distributing safety materials, and conducting youth and adult safety classes.

### Results

- More than 1,000 child restraints were inspected.
  - More than 600 car seats and boosters were replaced.
  - Thousands of citizens received information at community events and health fairs.
  - Occupant Protection classes were held for court-ordered individuals.
  - Dozens of presentations were conducted in schools and were also presented to parents about the importance of car seat and seat belt usage.
-

## Program Task Reports

## Safety Education and Enforcement Programs

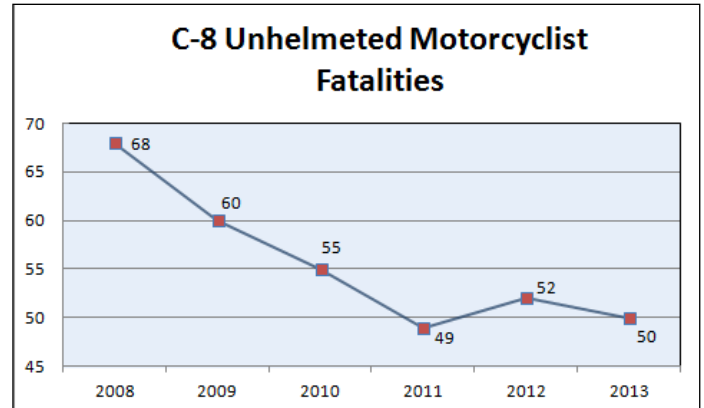
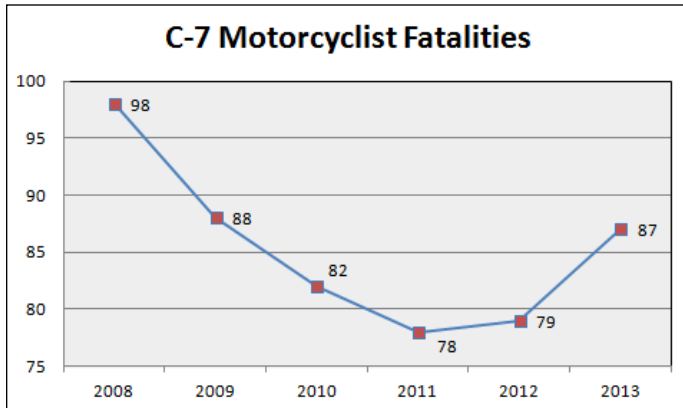
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### Motorcycle Safety





# Motorcycle Safety Overview



Motorcyclist fatalities rose slightly from 79 in 2012 to 87 in 2013. Unhelmeted motorcyclist fatalities decreased 4% from 52 to 50, with 57% of all motorcyclist fatalities not wearing helmets. Projects in the Motorcycle Safety program support the Highway Safety Office's (HSO) goals to reduce motorcycle injury and fatal crashes. The Motorcycle Safety program supported projects that increased motorists' awareness of motorcycles; educated drivers on safely sharing the road with motorcycles; and encouraged motorcyclists to become educated, trained, and licensed on the use of proper riding gear, and the dangers of impaired riding.

## Program Administration

3 programs were managed with a planned budget of \$109,500.

Efforts and activities to increase Motorcycle Safety included:

- Educating motorcyclists about the dangers of impaired riding
- Educating motorists to be more aware of motorcyclists
- Continuing efforts to build partnerships with community coalitions and motorcycle organizations to develop outreach programs that focus on motorcycle safety issues





# Motorcycle Safety

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## Operation Save A Life ~ ABATE ~ 14-07-71-02

This project addressed performance measure: C-7. Reduce the number of motorcyclist fatalities.

### Project Description

The goal of this project was to reduce motorcycle fatalities Statewide by providing motorcycle education and training and promoting motorcycle awareness to other drivers.

### Results

- Conducted presentations, including a 10 minute *Share the Road* video, to various sectors of the public
  - Trained more than 1,900 new or returning experienced motorcyclists. Those training courses included impaired riding and motorcycle awareness modules.
  - Distributed brochures and bumper stickers about programs including motorist awareness, kids and motorcycling, *Operation Save a Life*, and impaired riding at various events and at training locations
  - Conducted Bystander Assistance (ASMI) courses to train motorcyclists how to handle motorcycle accident scenes while waiting for emergency team response
  - Worked with other organizations to expand the program by reaching more riders and other motorists
- 

## Jefferson County Motorcycle Rider Safety Education ~ DriveSmart Evergreen Conifer ~ 14-07-71-03

This project addressed performance measures: C-7. Reduce the number of motorcyclist fatalities and C-8. Reduce the number of unhelmeted motorcyclist fatalities.

### Project Description

The goals of this project were to reduce the number of motorcyclist fatalities and unhelmeted fatalities through use of educational events and media messages.

### Results

- 6 open house events were conducted focusing on *Project Green-Yellow-Red, Free to Ride, Free to Choose, A Campaign to Reduce Impaired Motorcycle Riding.*
  - Staff from 11 taverns, restaurants, and or bars were provided *TIPS* training.
  - 9 motorcycle safety community presentations were provided to both motorcyclists and non-riders.
  - 11 motorcycle safety education booths were displayed at community events focusing on both riders and non-riders.
  - Social media following was increased by over 500 individuals.
  - Over 40 motorcycle safety-related messages were posted via social media by partnering with local businesses, and in publications within community newspapers.
  - Motorcycle storage usage was increased by 20% from FY2012 to FY2013.
-



# Motorcycle Safety

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## Motorcycle Assessment ~ Office of Transportation Safety ~ 14-07-71-04

### Project Description

The goal of this project was to assess Colorado's Motorcycle Safety Program in order to:

- Determine its capabilities for supporting the State of Colorado's needs
- Identify the State's safety problems and challenges
- Manage the countermeasures applied to reducing or eliminating the problems and challenges
- Evaluate those programs for their effectiveness

### Results

The assessment was conducted March 17 - 21, 2014 and resulted in 28 major recommendations in 11 categories including: Program Management; Motorcycle Personal Protective Equipment; Motorcycle Operator Licensing; Motorcycle Rider Education and Training; Motorcycle Operation Under the Influence of Alcohol or Other Drugs; Legislation and Regulations; Law Enforcement; Highway Engineering; Motorcycle Rider Conspicuity and Motorist Awareness Programs; Communications Program; and Program Evaluation and Data.

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## Program Task Reports

## Safety Education and Enforcement Programs

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### Communications





# Communications Overview

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The Office of Communications (OC) provides strategic communications efforts for the Colorado Department of Transportation's Highway Safety Office (HSO). 2 positions are funded each year within the OC for this purpose. These projects have succeeded in contributing to a record low number of traffic fatalities in Colorado.

In FY 2014, the OC provided a range of services to increase public awareness and support of major transportation safety issues and to influence driver behavior. The Office of Communications program activities are detailed on the following pages.

## Program Administration

15 projects were managed with a planned budget of \$2,197,000.

## Summary of Strategic Communications Efforts

In FY 2014, the OC engaged in public relations, media relations and paid advertising media strategies to support 12 high-visibility DUI enforcement periods, as well as community-based safety programs. This year was the sixth summer-long public education campaign focused on increasing awareness of DUI crackdowns. CDOT expanded efforts to reach the target audience through paid advertising and continued partnerships with the Colorado Rockies and Denver Broncos, along with new partnerships with concert venues and beer festivals throughout the State. In addition to mainstream outreach, the OC continued outreach to Colorado's growing Hispanic population with culturally-relevant Spanish language DUI materials.

With the passage of Amendment 64, legalizing recreational marijuana use in Colorado, the OC launched a campaign in FY2014 to address marijuana impaired driving.

The OC supported 3 *Click It or Ticket* enforcement periods and continued to build grassroots participation to increase seat belt use through support of the State's RETACS. Additionally, Spanish-language materials were developed and displayed in high-density Hispanic neighborhoods throughout the State to encourage seat belt use. The OC also supported the State's child passenger safety advocates with new educational materials. To support teen driver safety, a distracted driving message was promoted to teens throughout Colorado via a video contest.

This year marked the seventh year of the *Live to Ride* motorcycle safety campaign, and included the development of a campaign encouraging drivers to look twice for motorcyclists.







## High-Visibility DUI Enforcement – PR/Evaluation ~ Amelie Company/ Communications Infrastructure Group and National Research Center ~ 14-08-81-01

This project addressed performance measures: **C-5**. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above and **S-1**. Conduct driver attitude and awareness survey of Highway Safety enforcement and communications activities, and self-reported driving behavior.

### Project Description

The Office of Communications (OC) at CDOT worked with contractors Amelie Company and Communications Infrastructure Group (CIG) to execute 12 *The Heat Is On* high-visibility DUI enforcement periods in FY2014. CDOT sponsored beer festivals and the Colorado Rockies, sharing information about impaired driving through advertising and signage. CDOT continued the campaign theme of *Drink and Don't Drive*, which encouraged our target audience to drink responsibly by not driving impaired. CDOT reached the target audience in relevant ways by placing coasters and posters in bars and providing stickers to late-night restaurants to place on food products. CDOT also rented a parking lot in downtown Denver for 3 consecutive Friday nights over the *Labor Day DUI Crackdown*, providing 30 parking spots each night to encourage drivers to leave their car overnight and find an alternate mode of transportation if they were partying with alcohol.

### Results

- The OC made presentations at task force meetings, created radio spots, outdoor advertising, partnerships with law enforcement and made media placements in outlets throughout Colorado.
  - CDOT worked with the National Research Center to complete pre- and post-campaign attitudinal surveys of over 700 Coloradans, which showed that 53% of Coloradans heard the message *The Heat Is On* and 46% heard the message *Drink and Don't Drive*.
- 

## High-Visibility DUI Enforcement – Paid Media ~ Explore Communications ~ 14-08-81-02

This project addressed performance measures: **C-5**. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above and **S-1**. Conduct driver attitude and awareness survey of Highway Safety enforcement and communications activities, and self-reported driving behavior.

### Project Description

The Office of Communications and its partner Explore Communications used paid media to support 3 *The Heat Is On* high-visibility DUI enforcement periods. Major highlights included radio ads, bus tails, movie theater ads and online ads. The placements ran during the national *Labor Day DUI Crackdown*.

Continued



## Results

- Ran 1,699 radio spots and 320 live traffic reads in 4 markets in August
  - Ran 162 spots dedicated to Hispanic radio
  - Placed 75 bus tails in the Denver/Boulder market in August
  - Ran 8,736 movie theater ads in the Denver/Boulder market in August
  - Ran 2,512,503 online impressions in August
  - Placed 10 Hispanic billboards in 2 markets
- 

## High-Visibility DUI Enforcement – Latino and Paid Media ~ Hispanidad ~ 14-08-81-03

This project addressed performance measures: **C-5**. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above and **S-1**. Conduct driver attitude and awareness survey of Highway Safety enforcement and communications activities, and self-reported driving behavior.

## Project Description

The Office of Communications (OC) worked with Hispanidad to target Spanish language-dominant and Spanish-preferred males ages 21-34, residing across Colorado to support 12 high-visibility DUI enforcement periods. Hispanidad provided Spanish messaging support for the roll-out of the State's first marijuana impairment campaign, including Spanish media coverage of the press conference, grassroots message distribution, limited billboard placement and production of a 30-second radio spot.

## Results

- Distributed grassroots messaging and collateral materials to support the 3 high-visibility enforcement periods to 20+ police departments/sheriff's offices/CSP Troop offices and placed at over 150 retail locations in high-density Hispanic neighborhoods
- Partnered with Eagle County to sponsor the county's Fair and Rodeo in July 2014. There were 90,000 attendees.
- Partnered with Entravision, to sponsor the Fiestas Patrias event in Denver
  - Distributed collateral material with a strong Spanish-focused impaired driving message
  - Conducted 200 DUI perception surveys
- Placed impaired driving/designated driver billboards in heavily Hispanic neighborhoods, including piloting billboards focused on preventing driving while prescription-drug impaired (based on focus group findings)

In addition, the Avon Police Department provided a bilingual officer for the Eagle County Fair and Rodeo and the Colorado State Patrol provided a native Spanish-speaking trooper to leverage earned media opportunities.

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## Motorcycle Safety ~ Amelie Company ~ 14-08-81-04

This project addressed performance measure: C-7. Reduce the number of motorcyclist fatalities.

### Project Description

The Office of Communications worked with Amelie Company to educate motorists to look twice for motorcyclists and with Explore Communications to buy media during *Motorcycle Safety Awareness Month* in May. Additionally, motorcycle skill rating maps were distributed using quantities remaining from the FY2013 project.

### Results

- Placed 345 live traffic reads in 3 markets
- Placed 50 bus tail ads in 1 market
- Placed 8 billboards in 3 markets

## Click It or Ticket and Seat Belts – PR/ Evaluation ~ CIG, Amelie Company and NRC ~ 14-08-81-05

This project addressed performance measures: C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions, B-1. Increase the observed seat belt use for passenger vehicles and S-1. Conduct driver attitude and awareness survey of Highway Safety enforcement and communication activities, and self-reported driving behavior.

### Project Description

The Office of Communications (OC), along with contractors Amelie Company and CIG, developed a campaign to support increased seat belt enforcement that could be used for all 3 *Click It or Ticket* (CIOT) enforcement periods in FY2014 (*Rural*, *Statewide* and *Nighttime* campaigns).

### Results

Through paid and earned media the campaign targeted younger male drivers, as they have a higher propensity for not wearing seat belts and contribute to a higher rate of unbuckled deaths in this age group in Colorado. The campaign was called *People Who Want You Dead* and used humor to educate about seat belt use.

- Radio spots, billboards and bus tail advertising were developed for this campaign.

The OC and its contractors did a targeted outreach to younger male drivers in Pueblo, which included additional advertising placements, *CIOT*-branded pool balls in bars, direct mail featuring a coupon to the Pueblo Chile Festival, along with an event sponsorship of the Pueblo Chile Festival.

- For each enforcement period, pre- and post-event press releases were issued.



## Click It or Ticket and Seat Belts - Paid Media ~ Explore Communications ~ 14-08-81-06

This project addressed performance measures: **C-4**. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions, **B-1**. Increase the observed seat belt use for passenger vehicles and **S-1**. Conduct driver attitude and awareness survey of Highway Safety enforcement and communication activities, and self-reported driving behavior.

### Project Description

The Office of Communications and contractor Explore Communications supported *Click It or Ticket* and *People Who Want You Dead* mobilizations via paid media in the form of radio and traffic spots, bus tails, gas station ads, billboards, mobile billboards, frozen billboards (coolers) and in-bar posters through 3 enforcement periods: *Rural*, *May Mobilization* and *Nighttime*.

### Results

- 4,228 radio spots and 465 live traffic reads in 4 markets
  - 170 bus tails in 3 markets
  - 71 gas station ads in 5 markets and 4 frozen billboards
  - 190 Hispanic radio spots, 20 Hispanic posters and 22 Hispanic gas station ads in the Denver/Boulder market and Statewide
  - 6 billboards in 2 markets and 3 days of mobile billboards in 1 market, which ran 8 hours per day
- 

## Hispanic Occupant Protection ~ Hispanidad ~ 14-08-81-07

This project addressed performance measures: **C-4**. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions, **B-1**. Increase the observed seat belt use for passenger vehicles and **S-1**. Conduct driver attitude and awareness survey of Highway Safety enforcement and communication activities, and self-reported driving behavior.

### Project Description

The Office of Communications (OC) worked with Hispanidad to adapt FY2013 creative to more closely fit with CDOT's general market campaign, ensuring consistency in Statewide *Click It or Ticket (CIOT)* enforcement messaging. Hispanidad also participated in a community car seat checkup event in April 2014 and obtained permission from the Mexican Consul General to start posting Occupant Protection (OP) materials at the Consulate's offices in Denver.

Hispanidad also partnered with CIG to adapt Child Passenger Safety infographics into Spanish and worked with Amelie and CIG to distribute OP posters (designed for Pueblo CO) to a variety of Hispanic-serving nonprofit organizations and Hispanic-owned businesses in Pueblo, as part of a larger occupant protection test campaign.

Continued



## Results

- Spanish posters promoting proper seat belt use and child passenger safety were developed and distributed Statewide to over 100 retail locations within Spanish-dominant, Hispanic neighborhoods, 20+ police departments/Sheriff's offices/Colorado State Patrol Troop offices and RETACs.
  - A 30-second radio spot, featuring Trooper Ivan Alvarado with a strong *CIOT* enforcement message, was created and aired on Spanish radio stations.
  - Due to the higher numbers of Hispanic unrestrained injuries and fatalities in Adams County, CDOT sponsored the Adams County Fair and Rodeo in August 2014 and focused on Hispanic community outreach, including the completion of 200 OP surveys.
  - Hispanidad also negotiated a ride-along for a Telemundo news anchor and CSP Trooper Ivan Alvarado, focused on *May Mobilization*. He appeared in on-air interviews addressing *National Child Passenger Safety Week*, in September. AztecaAmerica/KMGH and Univision also covered *National CPS Week*, using data supplied by Hispanidad and CDOT.
  - In partnership with Explore Communications, billboards were placed in heavily Hispanic populated neighborhoods to raise awareness of the importance of occupant protection.
- 

## Teen Driving and GDL ~ Amelie Company ~ 14-08-81-08

This project addressed performance measure: C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions.

### Project Description

The Office of Communications and contractor Amelie Company partnered with Denver-based band, Rachel and The Kings, and used their hit song "Slo Mo" which focuses on living life in the moment to launch a teen video contest on the subject of distracted driving. Teens ages 13-18 were invited to create a 60-second video using the song to describe what living and driving distraction-free means to them. In addition, teens had to conduct pre- and post-observation distracted driving surveys at their school. Teens could submit their videos through an app on CDOT's Facebook page.

### Results

The 10-week contest ran Feb. 25 - April 30, 2014 and 12 entries were received from high schools across the State. The videos were judged by CDOT and Rachel and The Kings and the top 3 videos were posted on CDOT's Facebook page.

The public was invited to vote for their favorite video. The winning school received a \$2,000 donation and the opportunity to join the band on-stage as their video was shown at the "Rock for Youth" concert in late May 2014.

- CDOT engaged the media with press releases about this contest and other teen driving safety issues throughout the year.
  - 25 TV spots and 8 in-school ads were placed in the Denver market area.
-



## Child Passenger Safety ~ Amelie Company and CIG~ 14-08-81-09

This project addressed performance measure: **C-4**. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions.

### Project Description

The Office of Communications (OC) and contractors CIG and Amelie performed a variety of tactics to educate the public on child passenger safety (CPS). In FY2014, the OC focused on the topic of the right safety seat for every age and stage.

### Results

- Posters and infographics were developed and distributed to schools, CPS techs and via social media.
  - Press releases were distributed to media.
  - CDOT sponsored an event in April 2014 that featured a car seat check.
  - An article on child passenger safety was placed in the Colorado Department of Education's newsletter.
- 

## Cone Zone ~ Explore Communications ~ 14-08-81-10

This project addressed performance measures: **C-1**. Reduce the number of traffic fatalities, **C-2**. Reduce the number of serious injuries in traffic crashes and **C-6** Reduce the number of speeding-related fatalities.

### Project Description

The *Slow for the Cone Zone* message was focused in FY2014 on distracted driving awareness through the *Red Thumb Reminder* campaign and on DUI in work zones through press releases.

### Results

- CDOT used the *Slow for Cone Zone* message in general press releases.
  - The message also appeared on CDOT's Facebook page.
- 

## Distracted Driving ~ Amelie Company and CIG ~ 14-08-81-11

This project addressed the following performance measures: **C-1**. Reduce the number of traffic fatalities and **C-2**. Reduce the number of serious injuries in traffic crashes.

### Program Description

The Office of Communications (OC) and contractors CIG and Amelie performed a variety of tactics to educate the public about distracted driving. In FY2014, the OC developed new posters and brochures on the subject of distracted driving focused on the message that sending a text is like wearing a 5-second blindfold. A distracted driving presentation was developed as a resource for people who were looking to educate about this issue.

Continued



Additionally, CDOT partnered with the *Red Thumb Reminder* campaign, based in Colorado, which encourages people to paint their thumbnail red as a reminder not to text while driving.

## Results

- As part of the *Red Thumb Reminder*, CDOT held a media event that supported CDOT crews on the roads after a high number of CDOT vehicles had been hit by the traveling public, many of whom were driving distracted. This event featured a variety of speakers and encouraged people throughout the State to paint their thumbs red in support of the campaign.
- CDOT’s Facebook page was used to feature pictures of those who supported the campaign, which further extended the distracted driving message.

## Pedestrian PR Evaluation ~ Amelie Company ~ 14-08-81-12

This project addressed performance measure: **C-10**. Reduce the number of pedestrian fatalities.

### Project Description

The Office of Communications and contractor Amelie Company developed a campaign to educate the community about pedestrian safety that targeted drivers and pedestrians alike. The campaign was called *Awkward Eye Contact* and centered on the fact that drivers and pedestrians are much more likely to coexist safely at intersections if they make eye contact with one another.

### Results

Radio spots, bus tails and sides, bathroom posters and online advertisements were developed for this campaign.

## Pedestrian Paid Media ~ Explore Communications ~ 14-08-81-13

This project addressed performance measure: **C-10**. Reduce the number of pedestrian fatalities.

### Program Description

The Office of Communications and contractor Explore Communications developed a media plan to support the *Awkward Eye Contact* pedestrian safety campaign that targeted both drivers and pedestrians during September, when pedestrian traffic fatalities start to spike due to the decreased amount of daylight hours.

### Results

- 1,068 radio spots and 250 live traffic reads were placed in 2 markets.
- 60 bus tails, 60 bus sides and 31 bus shelters were placed in 2 markets.
- 90 in-bar bathroom ads were placed in 2 markets.
- 1,793,333 online ad impressions were made in Denver market area.



## Drugged Driving ~ Amelie Company, CIG, Hispanidad, and Explore Communications ~ 14-08-81-14

This project addressed performance measures: C-1. Reduce the number of traffic fatalities and C-2. Reduce the number of serious injuries in traffic crashes.

### Project Description

The Office of Communications and contractors Amelie Company, CIG, Hispanidad and Explore Communications developed an integrated marketing and communications campaign that centered on marijuana impaired driving, given the recent legalization of retail marijuana in Colorado. The theme of the campaign was *Drive High, Get a DUI*, which informed Coloradans that while marijuana is now legal, driving while high is not.

The campaign consisted of PSAs, informational posters for marijuana dispensaries and an FAQ on marijuana and driving that was distributed to rental car agencies at Denver International Airport, law enforcement, community organizations and marijuana stores.

### Results

The campaign launched on March 6, 2014 with a press conference that coincided with a Drug Recognition Expert training graduation at the Colorado State Patrol.

- 1,214 TV and 25,375 cable TV spots were placed in 3 markets.
  - 2,167,000 online ad impressions were made Statewide.
  - 390 Hispanic radio spots and 20 Hispanic posters were placed in the Denver market area.
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## Program Task Reports

## Safety Education and Enforcement Programs

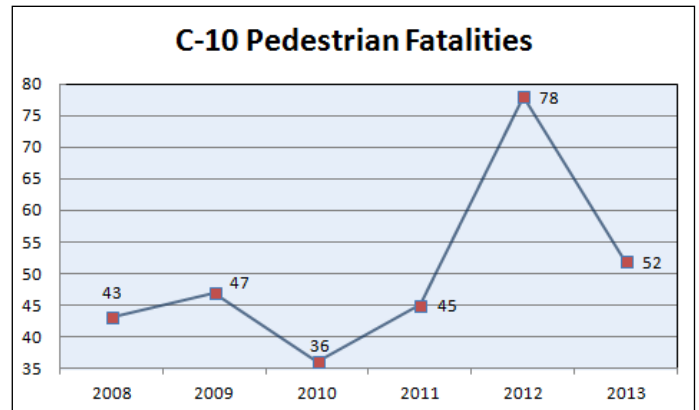
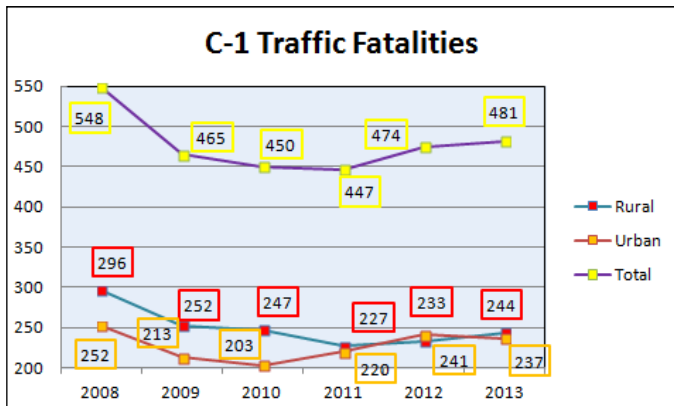
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### Pedestrian and Bicycle Safety





# Pedestrian and Bicycle Safety Overview



In 2013, pedestrian fatalities decreased 32% with a total of 52 pedestrian fatalities, down from an all-time high of 78 in 2012. The Highway Safety Office’s Pedestrian Safety program continues to support the goal of reducing pedestrian fatalities by educating the public about the hazards and about precautions to take to avoid pedestrian injuries and fatalities and by providing enhanced enforcement efforts. The educational efforts included information about visibility, and about pedestrian and roadway user impairment.

## Program Administration

2 programs were managed with a planned budget of \$108,047.

Efforts and activities included:

- Proactive enforcement of laws addressing pedestrian violations including public awareness and education campaigns
- Conducting pedestrian safety educational programs at schools and other locations





# Pedestrian and Bicycle Safety

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## Pedestrian Education and Safety Campaign ~ Aurora Police Department ~ 14-09-91-01

This project addressed performance measure: **C-10**. Reduce the number of pedestrian fatalities.

### Project Description

Goals of this program included educating pedestrians and motorists to the dangers of crossing the roadways in inappropriate areas/ways, not yielding the right of way to pedestrians, and reducing the number of auto-pedestrian-related accidents within the city of Aurora.

### Results

- Officers worked a total of 1,035.25 hours of grant-funded overtime. Several large and small scale operations were conducted during this grant period which resulted in the following:
  - 1,409 pedestrians contacted, of which 43 received a summons in addition to education
  - 77 motorists contacted, issuing 39 summonses for right of way violations
- Both day and nighttime operations were conducted for CDOT/NHTSA observation.
- During regular duty hours, an additional 208 pedestrians and 72 cars were contacted resulting in 156 summonses.

During this grant period there were 5,772 accidents. Of those accidents, 167 (3%) were pedestrian-related accidents of which 145 (2.5%) resulted in some type of injury, including 3 fatalities with 2 of the pedestrians being at fault. The data shows that even though accidents are up overall, pedestrian-related accidents are down slightly (1%).

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# Pedestrian and Bicycle Safety

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## Prevention of Pedestrian/Automobile Collisions ~ Denver Police Department ~ 14-09-91-02

This project addressed performance measure: **C-10**. Reduce the number of pedestrian fatalities.

### Project Description

The Denver Police Department initiated a targeted enforcement campaign to address the increasing number of automobile/pedestrian accidents within the city. The goal of the program was to use off-duty Denver police officers to increase awareness of this problem through outreach, education and enforcement.

### Results

- The project ran from October 1, 2013 until September 30, 2014 with Denver police officers working 828.6 hours.
- 4,389 citizen contacts were made which resulted in 878 citations being issued to vehicle drivers, 121 citations issued to pedestrians and 4,827 informational pamphlets being handed out.
- Officers handed out pamphlets at 20 large scale events in the city including events at the Pepsi Center, the Denver Coliseum, the City Park Jazz Festival and Sports Authority Field.
- Several community meetings were attended throughout the project period with officers emphasizing pedestrian safety.
- The Denver Police Department Data Analysis Unit reported that there were 517 auto/pedestrian traffic accidents between October 1, 2012 and September 30, 2013 resulting in 22 fatalities. During the time period of October 1, 2013 to September 30, 2014 there were 487 auto/pedestrian accidents reported resulting in 13 fatalities.

This project realized significant progress in reducing the number of auto/pedestrian accidents in the city of Denver by 5.8% and the number of fatalities related to auto/pedestrian accidents by 40.9%.

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## Program Task Reports

## Safety Education and Enforcement Programs

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### Grant Funding Overview





# Grant Funding Overview

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The Office of Transportation Safety (OTS), within the Colorado Department of Transportation, received funding from the National Highway Traffic Safety Administration (NHTSA) through *Moving Ahead for Progress In the 21st Century (MAP-21)*.

For FY14 all projects were funded through *MAP-21* and this legislation authorized funding for the following grant programs:

## **Section 402 - State and Community Highway Safety Grant Program**

Purpose: Section 402 funds are used to support state highway safety programs designed to reduce traffic crashes and resulting deaths, injuries and property damage.

A state is eligible for these funds by submitting a Highway Safety Plan that:

- Includes GHSA-NHTSA performance measures
- Documents current safety levels for each measure
- Provides justification for each performance target
- Includes a strategy for programming funds to meet targets
- Includes a description of all funding sources
- Includes a description of the state's successes in the previous fiscal year

## **Section 405B - Occupant Protection Grants**

Purpose: Section 405B funds are used to encourage states to adopt and implement effective occupant protection programs to reduce highway deaths and injuries resulting from unrestrained or improperly restrained vehicle occupants.

## **Section 405C - State Traffic Safety Information System Improvements Grants**

Purpose: Section 405C funds support the development and implementation of effective state programs that:

- Improve the timeliness, accuracy, completeness, uniformity, integration and accessibility of the State safety data that are needed to identify priorities for Federal, state and local highway and traffic safety programs
- Evaluate the effectiveness of efforts to make such improvements
  - Link the state data systems, including traffic records, with other data systems within the state, such as systems that contain medical, roadway and economic data
- Improve the compatibility and interoperability of the data systems of the state with national data systems and data systems of other states
- Enhance the ability of the Secretary to observe and analyze national trends in crash occurrences, rates, outcomes and circumstances

## **Section 405D - Impaired Driving Countermeasures Grants**

Purpose: Section 405D funds encourage states to adopt and implement effective programs to reduce driving under the influence of alcohol, drugs or the combination of alcohol and drugs.

## **Section 405F - Motorcyclist Safety Grants**

Purpose: Section 405F funds encourage states to adopt and implement effective programs to reduce the number of single- and multi-vehicle crashes involving motorcyclists.



# Grant Funding Overview

TASK NUMBER	FUNDING SOURCE/ PROGRAM AREA	AGENCY	PROGRAM NAME	FUNDED AMOUNT	EXPENDED AMOUNT
			<b>01 - Impaired Driving</b>		
14-01-11-01	405d/M5TR	LEAD Impairment Training	DRE/SFST Enforcement Training	\$ 50,000.00	\$ 41,233.34
14-01-11-02	405d/M5HVE	Colorado State Patrol	Interagency Task Force on Drunk Driving	\$ 30,000.00	\$ 29,756.13
14-01-11-03	405d/M5CS	Colorado Judicial Branch	Support for DUI Courts	\$ 165,000.00	\$ 75,867.60
14-01-11-04	405d/M5TR	Colorado District Attorneys Council	TSRP	\$ 145,000.00	\$ 123,645.38
14-01-11-05	405d/M5TR	Local Law Enforcement Agencies	Checkpoint Colorado	\$ 150,000.00	\$ 64,240.47
14-01-11-06	402/AL	Office of Transportation Safety	LEAF	Match	\$ -
14-01-11-07	402/AL	Office of Transportation Safety	High-Visibility Impaired Driving Enforcement	Match	\$ -
14-01-11-08	405d/M5TR	Office of Transportation Safety	DRE/ID Tech Transfer	\$ 25,000.00	\$ 5,892.78
14-01-11-09	405d/M5HVE	Colorado State Patrol	Impaired Driving Enforcement	\$ 400,000.00	\$ 386,632.61
14-01-11-10	405d/M5CS	City of Denver	Denver Sobriety Court	\$ 250,000.00	\$ 250,000.00
14-01-11-11	405d/M5HVE	Aurora PD	2014 DUI/HVE/Checkpoint	\$ 200,000.00	\$ 195,981.70
14-01-11-12	405d/M5HVE	Denver PD	Denver DUI Enforcement and Capacity Enhan.	\$ 232,994.00	\$ 232,968.33
14-01-11-13	402/PT	Office of Transportation Safety	Law Enforcement Coordinator	\$ 99,000.00	\$ 99,000.00
14-01-11-14	405d/M5TR	Office of Transportation Safety	DRE School	\$ 100,000.00	\$ 83,303.19
14-01-11-15	405d/M5TR	Local Law Enforcement Agencies	Checkpoint Equipment	\$ 25,000.00	\$ 7,176.75
14-01-11-16	405d/M5BAC	Department Of Revenue	DUI Countermeasures	Match	\$ -
14-01-11-17	405d/M5BAC	Colorado Judicial Branch	DUI Court Administration	Match	\$ -
14-01-11-18	405d/M5BAC	CDPHE	Evidentiary Blood (Breath) Alcohol Testing Program	Match	\$ -
14-01-11-19		Project Canceled	Project Canceled	\$0	\$ -
14-01-11-20	405d/M5OT	Office of Transportation Safety	DAX Evidence Recorder	\$ 21,000.00	\$ 21,000.00
			<b>02 -Speed Enforcement</b>		
14-02-21-01	402/SE	Denver PD	Focused Speed Enforcement	\$ 92,175.00	\$ 78,658.77
14-02-21-02	402/SE	Aurora PD	Aurora Highway Safety Campaign	\$ 60,000.00	\$ 59,988.99
14-02-21-03	402/SE	Colorado State Patrol	LIDAR	\$ 73,395.00	\$ 73,395.00
14-02-21-04	402/SE	Local Law Enforcement Agencies	Speed Mini-Grants Program	\$ 20,000.00	\$ 19,440.49
14-02-21-05	402/SE	Pueblo PD	A Step Towards Reducing Traffic Fatalities	\$ 30,547.00	\$ 25,771.32
14-02-21-06	402/SE	Thornton PD	Thornton Speed Enforcement	\$ 27,000.00	\$ 26,172.68
14-02-21-07	402/SE	Jefferson County Sheriff's Office	HWY 93 Speed, Fatality and SBI Reduction Campaign	\$ 43,000.00	\$ 42,993.90



# Grant Funding Overview

TASK NUMBER	FUNDING SOURCE/ PROGRAM AREA	AGENCY	PROGRAM NAME	FUNDED AMOUNT	EXPENDED AMOUNT
			<b>03 - Young Driver and Distracted Driving</b>		
14-03-31-01	402/TSP	Memorial Hospital Foundation	Trauma Talks	\$ 15,000.00	\$ 14,383.00
14-03-31-02	402/TSP	University of Colorado Hosp.	Aurora PARTY Program	\$ 29,000.00	\$ 29,000.00
14-03-31-03	402/TSP	DriveSmart E/C	Foothills Teen MV Safety Project	\$ 45,000.00	\$ 44,997.35
14-03-31-04	402/DD	DriveSmart Colorado	Young Driver DD Campaign	\$ 41,430.00	\$ 41,424.52
14-03-31-05	402/DD	Aurora PD	2014 Distracted Driving Enforcement Campaign	\$ 60,841.00	\$ 60,841.00
			<b>04 - Traffic Records</b>		
14-04-41-01	402/M0TR	CDPHE	Problem Identification Report	\$ 114,106.00	\$ 102,563.03
14-04-41-02	402/M0TR	Action Staffing	Annual Report/OTS Publications	\$ 20,000.00	\$ 20,205.36
14-04-41-03	408DA/TR	Aurora PD	E-Ticket Technology	\$ 81,421.00	\$ 60,972.66
14-04-41-04	405c/M3DA	Castle Rock PD	E-Ticket Technology	\$ 89,897.00	\$ 85,095.00
14-04-41-05	405c/M3DA	CDPHE	Enhancing EMS and Trauma Registry Data	\$ 95,938.00	\$ 71,623.87
14-04-41-06	405c/M3DA	Denver PD	Electronic Submission of Crash Report Data	\$ 58,470.00	\$ 58,470.00
14-04-41-07	405c/M3DA	Elbert County SO	E-Ticket Technology	\$ 46,917.00	\$ 31,984.00
14-04-41-08	405c/M3DA	Greenwood Village PD	Electronic Submission of Crash Report Data	\$ 42,750.00	\$ 42,750.00
14-04-41-09	405c/M3DA	Jefferson County	Crash Data Cleansing and Analysis Improvement	\$ 15,188.00	\$ 15,188.00
14-04-41-10	405c/M3DA	Project Canceled	Project Canceled	\$ -	\$ -
14-04-41-11	405c/M3DA	Colorado Department of Transportation	Tech Transfer	\$ 5,000.00	\$ 4,957.38
14-04-41-12	405c/M3DA	Colorado Department of Transportation	FARS Program Support	\$ 10,000.00	\$ 10,000.00
14-04-41-13	405c/M3DA	Aurora PD	Crash Reports	\$ 10,330.00	\$ 2,821.42
14-04-41-14	405c/M3DA	Colorado Springs PD	Crash Reports	\$ 32,000.00	\$ 25,920.00
			<b>05 - Child Passenger Safety</b>		
14-05-51-01	402/CR	Colorado State Patrol	Colorado State Patrol Team Colorado	\$ 200,000.00	\$ 199,246.79
14-05-51-02	402/CR	Aurora Police Department	Child Passenger Safety Campaign	\$ 59,000.00	\$ 58,992.69
14-05-51-03	402/CR	Jefferson County Public Health	Reducing Crash Related Injury Risk Disparities for Head Start Families in Jefferson County	\$ 60,000.00	\$ 54,315.25
14-05-51-04	402/CR	Local Community Agencies	Occupant Protection Mini-Grants	\$ 50,000.00	\$ 49,322.83
14-05-51-05	402/CR	Ute Mountain Ute	MV Occupant Safety and CPS Program	\$ 45,000.00	\$ 45,000.00
14-05-51-06	402/CR	Street-Smart, Inc	Each One Teach One African American CPS Program	\$ 40,000.00	\$ 30,099.06
14-05-51-07	405OP/K2	Children's Hospital of Colorado	Children's Hosp. CPS Program	\$ 15,182.22	\$ 15,182.22
14-05-51-07	402/OP	Children's Hospital of Colorado	Children's Hosp. CPS Program	\$ 5,819.00	\$ 3,241.41
14-05-51-08	405OP/K2	Swedish Hosp/Health ONE	Car Seat Safety Program	\$ 15,000.00	\$ 15,000.00
14-05-51-09	405OP/K2	South Metro Fire Dept.	South Metro Traffic Safety Project	\$ 20,819.00	\$ 20,819.00





# Grant Funding Overview

TASK NUMBER	FUNDING SOURCE/ PROGRAM AREA	AGENCY	PROGRAM NAME	FUNDED AMOUNT	EXPENDED AMOUNT
			<b>06 - Occupant Protection</b>		
14-06-61-01	405b/M2HVE	Colorado State Patrol	2014 Click It or Ticket	\$ 300,000.00	\$ 290,221.87
14-06-61-02	405b/M2HVE	Local Law Enforcement Agencies	Local LE Agencies/Click It or Ticket	\$ 460,000.00	\$ 402,849.74
14-06-61-03	402/OP	Office of Transportation Safety	Occupant Protection Tech Transfer	\$ 15,000.00	\$ 10,467.18
14-06-61-04	402/OP	Local Community Agencies	Occupant Protection Education	\$ 30,000.00	\$ 24,593.46
14-06-61-05	402/OP	Colorado State University	Seat Belt Survey	\$ 225,000.00	\$ 189,137.71
14-06-61-06	402/OP	Southern Colorado RETAC	Southern CO RETAC Occupant Protection	\$ 45,000.00	\$ 44,944.95
14-06-61-07	402/OP	San Luis Valley RETAC	San Luis Valley RETAC	\$ 45,000.00	\$ 44,999.54
14-06-61-08	402/OP	Southwest RETAC	Southwest Colorado CLICKS	\$ 65,000.00	\$ 64,886.10
14-06-61-09	402/OP	Western Regional EMS Council	Western Regional Occupant Protection Coalition	\$ 30,000.00	\$ 30,000.00
14-06-61-10	402/OP	Mile Hi RETAC	Occupant Protection and Teen Traffic Safety Project	\$ 65,000.00	\$ 64,992.71
14-06-61-11	402/OP	Central Mountains RETAC	Seat Belt Safety and Compliance Project	\$ 50,000.00	\$ 50,000.00
14-06-61-12	402/OP	Local Community Agencies	Traffic Safety Initiatives Mini Grants	\$ 50,000.00	\$ 9,688.20
14-06-61-13	402/OP	Plains to Peaks RETAC	Plains to Peaks RETAC Occupant Protection	\$ 45,000.00	\$ 44,984.22
14-06-61-14	402/OP	Office of Transportation Safety	Occupant Protection Assessment	\$ 35,000.00	\$ 23,817.37
14-06-61-15	402/OP	Foothills RETAC	Foothills RETAC Drive Smart Coalition Building	\$ 35,000.00	\$ 30,436.01
14-06-61-16	402/OP	Southeastern RETAC	Safe Communities for SECRETAC	\$ 50,000.00	\$ 32,458.19
		Project Canceled	Project Canceled	\$ -	\$ -
14-06-61-18	2011OP/K3	Local Community Agencies	S2011 Occupant Protection Mini-Grants	\$ 9,283.32	\$ 9,283.32
			<b>07 - Motorcycle Safety</b>		
14-07-71-01	402/MC	TBD	Motorcycle Operator Safety Training	Match	\$ -
14-07-71-02	402/MC	ABATE	Operation Save a Life	\$ 35,000.00	\$ 26,011.05
14-07-71-03	402/MC	DriveSmart E/C	Jeffco Motorcycle Rider Safety Education	\$ 50,000.00	\$ 49,784.80
14-07-71-04	402/MC	Office of Transportation Safety	Motorcycle Assessment	\$ 24,500.00	\$ 20,948.03



# Grant Funding Overview

TASK NUMBER	FUNDING SOURCE/ PROGRAM AREA	AGENCY	PROGRAM NAME	FUNDED AMOUNT	EXPENDED AMOUNT
			<b>08 - Public Relations</b>		
14-08-81-01	405d/M5PEM	CIG & NRC	High-Visibility DUI Enforcement PR/Eval	\$ 290,000.00	\$ 282,429.00
14-08-81-02	405d/M5PEM	Explore Comm.	High-Visibility DUI Enforcement Paid Media	\$ 325,000.00	\$ 323,461.65
14-08-81-03	405d/M5PEM	Hispanidad	High-Visibility DUI Enforcement - Latino & Paid Media	\$ 150,000.00	\$ 138,799.00
14-08-81-04	405f/M9MA	Amelie Company	Motorcycle Safety	\$ 101,000.00	\$ 65,005.29
14-08-81-05	402/PM	CIG & NRC	Click It or Ticket & Seat Belts - PR/Eval	\$ 150,000.00	\$ 148,967.13
14-08-81-06	405b/M2HVE	Explore Comm.	Click It or Ticket & Seat Belts - Paid Media	\$ 250,000.00	\$ 249,922.68
14-08-81-07	402/PM	Hispanidad	Hispanic Occupant Protection	\$ 85,000.00	\$ 84,506.45
14-08-81-08	402/PM	Amelie Company	Teen Driving and GDL	\$ 75,000.00	\$ 71,846.56
14-08-81-09	402/PM	Amelie Company and CIG	Child Passenger Safety	\$ 50,000.00	\$ 29,416.18
14-08-81-10	402/PM	Expore	Cone Zone	\$ 50,000.00	\$ 2,013.27
14-08-81-11	402/PM	Amelie Company and CIG	Distracted Driving	\$ 75,000.00	\$ 53,571.00
14-08-81-12	402/PM	Amelie Company	Pedestrian PR Evaluation	\$ 80,000.00	\$ 72,642.50
14-08-81-13	402/PM	Explore Comm.	Pedestrian Paid Media	\$ 150,000.00	\$ 149,929.25
14-08-81-14	402/PM	Amelie, CIG, Explore, Hispanidad	Drugged Driving	\$ 350,000.00	\$ 349,888.32
14-08-81-15	402/OP	TBD	Media Program Support	\$ 25,000.00	5237.50+132
			<b>09 - Pedestrian &amp; Bicycle</b>		
14-09-91-01	402/PS	Aurora PD	Pedestrian Education and Safety Campaign	\$ 55,739.00	\$ 55,739.00
14-09-91-02	402/PS	Denver PD	Prevention of Ped/Auto Collisions	\$ 52,308.00	\$ 52,018.08

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# Promote and Apply Safe and Consistent Driving Behaviors



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