

2021 Colorado Highway Safety Office Annual Report



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Introduction

The mission of the Highway Safety Office (HSO), within the 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 safety performance is the number of fatalities that occur per 100 million vehicle miles traveled (VMT). The preliminary VMT for 2020 is 1.27, this is the highest VMT the HSO has record of. In addition, the total number of traffic fatalities in 2020 was 622, which is a 4% increase from the 595 in 2019. In spite of these increases the HSO continues to aggressively address traffic safety challenges through multi-pronged approaches that include innovative and award winning public awareness and education campaigns for the roadway user, continued attempts at traffic safety legislative enhancements, high visibility enforcement of the State’s traffic laws and expansion into underserved and diverse communities affected by traffic violence.

Traffic safety challenges include unprecedented excessive speed, impaired driving by alcohol and/or drugs, lack of occupant protection compliance in a secondary enforcement environment, unhelmeted motorcyclists, distracted driving and pedestrian and safety.

Utilizing a Problem Identification process, the HSO addresses these challenges by soliciting projects from traffic safety partners and stakeholders, funding high visibility enforcement activities and identifying countermeasures to educate the public and raise awareness. Public information programs and high visibility enforcement have served to raise the awareness of the users of Colorado roadways and the public regarding their responsibilities as drivers, pedestrians, bicyclists and motorcyclists.

To address Colorado’s impaired driving issues including the use of cannabis, alcohol and other drugs proven communication campaigns such as “Heat is On!”, “Drive High, Get a DUI!” and the “Cannabis Conversation” continue to raise public awareness about high visibility enforcement and the effects that alcohol and drugs have on driving. In Colorado, 54% of passenger vehicle fatalities are unrestrained. To address this challenge, Colorado has implemented traffic safety initiatives to educate the travelling public on the importance of buckling up. The HSO also coordinates and funds three Statewide Click It or Ticket campaigns to increase seat belt compliance. Traffic fatalities involving a distracted driver increased in 2020 by 57%. The HSO continues to make roadway users aware of the dangers of distracted driving through high visibility enforcement and innovative public awareness campaigns. The CDOT Office of Communications was recognized for the “Distraction Reactions” campaign and was awarded the Government Integrated Communications Campaign PRSA Gold Pick from the PRSA Colorado Chapter.

These countermeasures, along with a combination of partnerships with State and local stakeholders, allows Colorado and the HSO to proactively addresses current and emerging traffic safety challenges.

This report describes the HSO 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 2021.

Accomplishments

Examples of progress include:

- The number of rural traffic fatalities decreased from 242 in 2019 to 236 in 2020, a 3% decrease, this is the third consecutive year of declines;
- The number of bicyclist fatalities decreased from 20 in 2019 to 15 in 2020, a 25% decrease;
- The number of drivers aged 65 or older involved in a fatality decreased from 83 in 2019 to 74 in 2020, an 11% decrease and the fourth consecutive year of declines;
- Serious injuries decreased from 3,190 in 2019 to 2,809, a 12% decrease and the second consecutive year of declines.

Evidence-Based Traffic Safety Enforcement Plan Activities

The Colorado Department of Transportation, Office of Transportation Safety, Highway Safety Office (HSO) Traffic Safety Enforcement Plan for Occupant Protection, Impaired Driving and Speed is based on problem identification to identify areas of the state that are over represented in crashes and fatalities involving impaired driving, occupants not using proper restraints and excessive speed. When the areas are identified the HSO contacts law enforcement in the identified areas to form enforcement partnerships. Working with the enforcement partners the CDOT Office of Communications developed outreach and awareness programs to make the public aware of the enforcement.

Detailed summaries for Occupant Protection, Impaired Driving and Speed related activities including enforcement activity, citation information and paid and earned media information are available in the Program Overview Reports section.

OCCUPANT PROTECTION ENFORCEMENT

Colorado's Highway Safety Office supported the Click It or Ticket (CIOT) May Statewide Mobilization and Child Passenger Safety Week national mobilization. The Colorado State Patrol (CSP) and other local law

enforcement agencies provided statewide enforcement year-round, in addition to two Statewide weeklong enforcement campaigns. The HSO provided funds to the CSP and various local law enforcement agencies for overtime patrols during these Statewide Campaigns. While all local law enforcement agencies were encouraged to apply for overtime enforcement funding, allocations were made through problem identification with consideration to the number of unrestrained fatalities and seat belt compliance rate of an area, along with the past performance of the agency during the campaign.

IMPAIRED DRIVING ENFORCEMENT

Colorado law enforcement agencies participated in all seven national high visibility enforcement (HVE) campaigns as well as eight other statewide HVE campaigns during the year. The eight additional HVE enforcement campaigns were created to address events in the State that have an impact on impaired driving related crashes and fatalities.

Law enforcement agencies apply for HVE funding and are selected using FARS and other data sources to identify the areas with a high number of impaired driving related crashes and fatalities. Agencies deploy their resources at their discretion during the enforcement periods, using local data to determine enforcement strategies as to location, day of week, time of day, etc. This year, due to continued COVID-19 related challenges, law enforcement agencies adjusted enforcement plans and activities as needed. Law enforcement agencies report their activity through narrative reports and also report arrest and citation data on the readily available CDOT “Heat Is On!” website.

SPEED ENFORCEMENT

Law enforcement agencies participating in Colorado’s HSO Speed Enforcement Programs are identified through a problem identification analysis. Law enforcement agencies in the Speed Enforcement Program worked closely with the HSO Law Enforcement Coordinator (LEC) to create enforcement plans that included officer performance standards, project baselines and goals and an evaluation plan.

Grant Funding Overview

The Office of Transportation Safety (OTS), within the Colorado Department of Transportation, received funding from the National Highway Traffic Safety Administration (NHTSA) through the Fixing America's Surface Transportation (FAST) Act.

For FY21 all projects were funded through the FAST ACT 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.

Section 405B – Occupant Protection Grants

Purpose: 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: To 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.
- 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. And,
- Enhance the ability to observe and analyze national trends in crash occurrences, rates, outcomes and circumstances.

Section 405D - Impaired Driving Countermeasures Grants

Purpose: To 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: To encourage States to adopt and implement effective programs to increase motorist awareness of motorcyclists.

Section 405H – Nonmotorized Safety

Purpose: To encourage States to adopt and implement effective programs to adopt and implement enforcement and education of pedestrian and bicycle safety laws.

Section 164AL Grants

Purpose: To encourage States to enact a repeat offender law.

PERFORMANCE MEASURES

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

Number of seat belt citations issued in 2020: 1,731

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

Number of impaired driving arrests made in 2020: 7,356

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

Number of speeding citations issued in 2020: 9,505

All FY21 Data is preliminary

Assessment of Results in Achieving Performance Targets for FY21 and FY20

Performance Measure	Target Period	Target Years	Target Value FY21 HSP	Data Source/FY21 Progress Results	On Track to Meet FY21 Target Y/N	Target Value FY20 HSP	Target Years	Data Source/FY20 Final Result	Met FY20 Target Y/N
C-1) Total Traffic Fatalities	5 Year	2017-2021	603	2016-2020 FARS 621	N	618	2016-2020	2016-2020 FARS 621	N
C-2) Serious Injuries in Traffic Crashes	5 Year	2017-2021	3,161	2016-2020 STATE 3,082	Y	3,271	2016-2020	2016-2020 STATE 3,082	Y
C-3) Fatalities/VMT	5 Year	2017-2021	1.113	2016-2020 FARS 1.18	N	1.14	2016-2020	2016-2020 FARS 1.18	N
C-4) Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions	Annual	2021	198	2020 FARS 190	Y	208	2020	2020 FARS 190	Y
C-5) Alcohol-Impaired Driving fatalities	Annual	2021	184	2020 FARS 186	N	155	2020	2020 FARS 186	N
C-6) Speeding-Related Fatalities	Annual	2021	225	2020 FARS 287	N	208	2020	2020 FARS 287	N
C-7) Motorcyclist Fatalities	Annual	2021	103	2020 FARS 140	N	103	2020	2020 FARS 140	N
C-8) Unhelmeted Motorcyclist Fatalities (FARS)	Annual	2021	55	2020 FARS 74	N	57	2020	2020 FARS 74	N
C-9) Drivers Age 20 or Younger Involved in Fatal Crashes	Annual	2021	79	2020 FARS 86	N	79	2020	2020 FARS 86	N

Assessment of Results in Achieving Performance Targets for FY20 and FY19

Performance Measure	Target Period	Target Years	Target Value FY21 HSP	Data Source/FY21 Progress Results	On Track to Meet FY21 Target Y/N	Target Value FY20 HSP	Target Years	Data Source/FY20 Final Result	Met FY20 Target Y/N
C-10) Pedestrian Fatalities	Annual	2021	80	2020 FARS 87	N	88	2020	2020 FARS 87	Y
C-11) Bicyclist Fatalities	Annual	2021	21	2020 FARS 15	Y	19	2020	2020 FARS 15	Y
B-1) Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey)	Annual	2021	89%	2021 STATE 86.3%	N	86%	2020	2020 STATE 88.3%	N
C-12) Fatalities Involving a Distracted Driver	Annual	2021	49	2020 STATE 68	N	54	2020	2020 STATE 68	N
C-13) Drivers 65 or Older Involved in Fatal Crashes	Annual	2021	106	2020 STATE 74	Y	88	2020	2020 STATE 74	Y
C-14) Fatalities Involving a Driver or Motorcycle Operator Testing Positive for +>5ng of Delta 9 THC	Annual	2021	35	2020 STATE 42	N	31	2020	2020 STATE 42	N
Traffic Records – Percent of Crash Records Submitted Electronically to DOR	Annual	2021	40%	2020 STATE 40%	Y	49%	2020	2020 STATE 40%	N

State's Plan to Adjust the HSP to Meet Performance Targets

Colorado experienced a 5% increase in traffic fatalities from 597 in 2019 to 622 in 2020. The HSO continues to utilize all available State and Federal funding resources to address traffic safety challenges. However, State resources, previously dedicated to the HSO, have continued to decline. Law enforcement agencies across Colorado have competing priorities that take away from dedicated traffic enforcement and the COVID-19 pandemic has affected their ability to effectively address traffic safety challenges.

Colorado's traffic laws, including secondary belt enforcement, no motorcycle helmet law for adults, a less than robust distracted driving law and a GDL law not generally understood by the public, contribute to the difficulty in enforcement and awareness.

To continue to address the identified performance measures and goals the HSO, using Problem Identification, will identify law enforcement agencies to participate in high visibility enforcement efforts. The Statewide Occupant Protection Task Force continues to mobilize and engage partners and stakeholders in an effort to educate on challenges to the current traffic safety environment. The HSO is also engaging the Traffic Safety Engineering Branch to update and implement the Strategic Transportation Safety Plan.

In addition, the HSO has committed to partnering with underserved communities that are overrepresented in traffic fatalities. The HSO has created a Community Based Outreach Program to advance these efforts. This will be accomplished by working with multiple community-based partners and community groups to identify prevention strategies within communities to address traffic safety challenges. This will include providing training, technical assistance and funding to community level projects that require community engagement and inclusion for success. The HSO also plans to host a 2022 Statewide Traffic Safety Summit and engage a traffic safety marketing firm to promote traffic safety awareness to rural areas of the State.

Performance Measure: C-1) Total traffic fatalities (FARS)

STATUS: 2020 performance measure not met.

In 2021, the Colorado performance target for this performance measure was 603 traffic fatalities. In 2020, traffic fatalities totaled 622. This constitutes a 5% increase from the 597 traffic fatalities in 2019. The HSO will continue to address this traffic safety challenge by aggressively seeking new and innovative projects and programs, utilizing problem identification to direct enforcement, education and awareness efforts, engage with partners and stakeholders of underrepresented populations and high visibility enforcement of multiple traffic challenges, including impaired driving, speed, distracted driving and unrestrained passenger vehicle occupants.

Performance Measure: C-3) Fatalities/VMT (FARS, FHWA)

STATUS: 2020 performance measure not met.

In 2021, the Colorado performance target for this performance measure was 1.13. In 2020 the VMT was 1.09. For the 5 year average the 2021 target was 1.11 and the 5 year average was 1.18. The HSO will continue to address this traffic safety challenge by aggressively seeking new and innovative projects and programs, utilizing problem identification to direct enforcement efforts, engage with partners and stakeholders of unrepresented populations and high visibility enforcement in multiple traffic challenges

Performance Measure: C-5) Fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)

STATUS: 2020 performance measure not met.

In 2021, the Colorado performance target for this performance measure was 184. In 2020, there were 186 alcohol-impaired fatalities with a driver or motorcycle operator having a BAC of .08+. The HSO continues to address this challenge through aggressive high-visibility enforcement campaigns based on problem identification, high level engagement from the Colorado Task Force on Drunk and Impaired Driving and innovative public awareness campaigns

Performance Measure: C-6) Speeding-related fatalities (FARS)

STATUS: 2020 performance measure not met.

In 2021, the Colorado performance target for this performance measure was 225. In 2020, there were 287 speed related fatalities. The HSO will continue to address this challenge through targeted speed enforcement, education and awareness activities, and in areas identified through the problem identification process. The HSO solicited and encouraged new agencies, including urban and rural, to participate in speed enforcement initiatives. The HSO, utilizing the LEC/LELs and a data-driven approach, will continue to seek new law enforcement agencies, in areas of speed related fatalities and serious injury crashes, to participate in enhanced Speed enforcement utilizing HSO funding. In 2020, the HSO attributed the pandemic's effect on reduced enforcement as a causation factor in the increase of speed related fatalities.

Performance Measure: C-7) Motorcyclist fatalities (FARS)

STATUS: 2020 performance measure not met.

In 2021, the Colorado performance target for this performance measure was 103. In 2020 there were 140 motorcyclist fatalities. The HSO will continue to address this challenge through high level involvement of the Motorcycle Operator Safety Advisory Board, aggressive public awareness campaigns directed to motorcyclists and motorist awareness of motorcyclists.

Performance Measure: C-8) Unhelmeted motorcyclist fatalities (FARS)

STATUS: 2020 performance measure not met.

In 2021, the Colorado performance target for this performance measure was 55. In 2020, there were 74 unhelmeted motorcyclist fatalities. The HSO will continue to address this challenge through high level engagement of the Motorcycle Operator Safety Advisory Board, aggressive public awareness campaigns directed to motorcyclists on utilizing proper motorcycle gear to include helmets and encouraging state authorized basic motorcycle training.

Performance Measure: C-9) Drivers age 20 or younger involved in fatal crashes (FARS)

STATUS: 2020 performance measure not met.

In 2021, the Colorado performance target for this performance measure was 79. In 2020, there were 86 drivers aged 20 or younger were involved in fatal crashes. The HSO continues to address the challenge through aggressive GDL Education campaigns, high-level engagement of the Colorado Young Drivers Alliance (CYDA) and involvement in the Department of Revenue's workgroup on revisions to the Colorado Driver's Handbook, which further clarifies the GDL requirements.

Performance Measure: C-10) Pedestrian fatalities (FARS)

STATUS: 2020 performance measure not met.

In 2021, the Colorado performance target for this performance measure was 80. In 2020, there were 87 pedestrian fatalities. The HSO will continue to address all aspects of the pedestrian safety challenge through targeted high visibility enforcement of drivers and pedestrians that violate traffic safety laws, robust education of all roadway users, and involvement in the Denver and Boulder Vision Zero Plans. The HSO, utilizing the LEC/LELs and a data-driven approach, will continue to seek new law enforcement agencies, in areas of pedestrian related fatalities and serious injury crashes, to participate in enhanced enforcement of pedestrian laws. In addition, the HSO will continue to seek new partners across the State to engage in pedestrian related education.

Performance Measure: C-12) Fatalities Involving a Distracted Driver (FARS)

STATUS: 2020 performance measure not met.

In 2021, the Colorado performance target for this performance measure was 49. In 2020, there were 68 fatalities involving a distracted driver. The HSO will continue to address this challenge through targeted, high visibility enforcement and education and awareness campaigns. In part, the HSO attributes this increase to more accurate crash reporting.

Performance Measure: C-14) Fatalities involving a driver testing positive for +> 5ng of Delta 9 THC (FARS)

STATUS: 2020 performance measure not met.

In 2021, the Colorado performance target for this performance measure was 35. In 2020 there were 42 fatalities involving a driver or motorcycle operator testing positive with a Delta 9 THC level of 5ng+. The HSO continues to address this challenge through high visibility enforcement of impaired drivers, increased law enforcement training in the detection of drugged drivers, robust partnerships with cannabis industries, increased educational outreach efforts and high-level involvement of the Colorado Task Force on Drunk and Impaired Driving.

Performance Measure: B-1) Observed Seat Belt Use for Passengers vehicles, front seat outboard occupants (Survey)

STATUS: 2020 performance measure not met.

In 2021, the Colorado performance target for this performance measure was 89%. In 2021, the observed seat belt use rate was 86.3%. This decrease is in part attributed to the continued pandemic and significantly less enforcement engagement from local law enforcement agencies. The HSO will continue to address this performance measure by participating in the CIOT May Mobilizations, 2 additional Statewide CIOT campaigns and supporting education about the importance of seatbelt usage for all passenger vehicle occupants.

IMPAIRED DRIVING

In 2020 there were 622 total traffic fatalities, of which 186 involved a driver, or motorcycle operator, 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 support CDOT's efforts to meet impaired driving-related performance measures. The Impaired Driving program included high visibility impaired driving enforcement; impaired driving education; police traffic services, community-based prevention programs, law enforcement training and technical assistance. The HSO holds a leadership position in the Colorado Task Force on Drunk and Impaired Driving and the Persistent Drink Driving Committee. These groups seeks to identify new and innovative solutions to impaired driving.

Program Administration

25 projects were managed with a planned budget of \$3,504,585.

Efforts and activities to decrease Impaired Driving included:

- Provided training to law enforcement including DRE updates, ARIDE and SFST;
- Funding for eighteen high-visibility enforcement campaigns;
- Funding the enforcement of impaired driving laws on sections of roadways with high incidence of alcohol-related crashes including sobriety checkpoints;
- Provided leadership role to the Colorado Task Force on Drunk and Impaired Driving;
- Worked with community groups throughout the state to develop and implement impaired driving programs appropriate to the needs of their populations.

Task Number: 21-01-01
Program Name: DRE/SFST Training and LEL
Contractor: LEAD Impairment Training

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.

The goal of this program was to provide Colorado Law Enforcement Agencies with the training required to maintain certifications, skill sets and proficiencies. The programs addressed were the SFST Instructor and Drug Recognition Expert (DEC) groups. A secondary goal was to increase the communication within the DRE community through a newsletter.

The project impacted the performance measure by and results were:

- LEAD Impairment provided regional based In-Service Training classes in Sterling, Lakewood, Pueblo, Durango, Rifle, Denver and Northglenn for a total of 13 classes. The training was mostly conducted on a two-day basis that allowed for maximum engagement within the community. The training consisted of material revisions and updates, procedural changes, instruction techniques and legal updates;
- LEAD provided training for ARIDE, DRE Instructor School and DRE Main School. A total of 286 total Law Enforcement Officers were trained in this fiscal year;
- LEAD was tasked with the coordination of volunteer activities at the national 2021 Governors Highway Safety Conference, which was held in Denver. This coordination included over 446 volunteer hours, monitoring 7000 breakout session seats and assisting over 500 attendees. The volunteer coordination received national accolades for the organization and professional of the organization;
- LEAD facilitated communication between the various impact organizations to include: CDAC, CBI, IACP, NHTSA and MADD. These groups can now communicate directly, via the Colorado Impaired Driving Newsletter; and
- LEAD Impairment continues to provide Colorado Law Enforcement with the highest levels of SFST and DRE related training and program compliance programs.

Task Number: 21-01-02

Program Name: Colorado Task Force on Drunk and Impaired Driving (CTFDID)

Contractor: Colorado State Patrol

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.

The goal of this project was to provide administrative support to the CTFDID to increase its ability to accomplish its mission and increase traffic safety by reducing the number of alcohol and drug related crashes and fatalities.

The project impacted the performance measure by and results were:

- CTFDID meetings were attended by the CTFDID Secretary who is the CSP Grant Manager who took notes and distributed them to task force members and CDOT for posting on their website;
- CDOT was provided with quarterly activity reports outlining activities and project progress.
- The CTFDID Secretary assisted in the preparation of the CTFDID Annual Report; and
- The CTFDID annual report was created and distributed.

Task Number: 21-01-03

Program Name: Support for DUI Courts

Contractor: Colorado Judicial Branch

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-13. Reduce the number of fatalities involving a driver testing positive for +> 5ng of Delta 9 THC.

The goal of the project was to reduce impaired driving incidents by providing support for Colorado DUI Courts.

The project impacted the performance measure by and results were:

- Training was provided in the Summer Training Series to multidisciplinary professionals statewide (including Judges, Law Enforcement, District Attorneys, Public Defenders, Probation Officers, and Treatment Providers) on evidence-based practices, ethical considerations, systemic racism, drug testing, incentives and sanctions, and treatment topics of trauma, moral injury, and addiction. The Summer Training Series included seven 90 minute sessions and a total of professionals 430 people attended across all training sections;
- Provided training and technical assistance to 7 DUI Courts statewide.
- Completed training of 1 new Peer Reviewers that were trained in the process of the site visit and program reviews. Conducted Peer Review of a DUI Court and provided recommendations and technical support to that court post-peer review;
- Implemented Excel Data Dashboards for courts to collect and track data;
- Provided Peer Support Specialist Training for 11 people, focused on providing individuals with the skills needed to guide, mentor, and support anyone who would like to enter and sustain long-term recovery from addiction to alcohol or other drugs to DUI Court participants; and
- Provided intensive drug monitoring services to high-risk DUI offenders involved in the 18th Judicial District DUI Court which serves Arapahoe, Douglas, and Elbert counties.

Task Number: 21-01-04
Program Name: Traffic Safety Resource Prosecutor
Contractor: Colorado District Attorneys' Council

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.

The goal for CDAC is to work to reduce fatalities from crashes involving a driver or motorcycle operator with a BAC of .08 and above from 161 in 2016 to 158 in 2019.

The project impacted the performance measure by and results were:

- Conducted 54 live trainings for prosecutors, law enforcement and other traffic safety personnel;
- Produced 19 recorded trainings. Provided access to 245 recorded video tutorials and webinars. 77 General Credits and .1 Ethics Credits were accredited for Continuing Legal Education;
- Answered 347 requests for technical assistance;
- Provided 17 Curriculum Vitae reviews for Colorado Law Enforcement;
- Maintained materials such as, motions bank and defense expert database for prosecutors on cdacweb.com and Coloradoda.org. All materials were moved from cdacweb.com to Coloradoda.org;
- Posted events and information to cdacweb.com on traffic/impairment related forums;
- Continued to update resource materials: SFST Handout, DRE Refresher, SFST Field Notes, Lack of Convergence Toolkit, and SFST Non-alcohol Drugs Toolkit; and
- Provided 9,387.65 hours of training to prosecutors, law enforcement and other traffic safety personnel

Task Number: 21-01-05
Program Name: Don't be a buzz killer!
Contractor: Colorado Springs Police Department (CSPD)

This project addressed performance measure C-5. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of 0.08 and above.

The goal of the Don't be a buzz killer program was to reduce the per capita alcohol and/or drug related traffic fatality rate in Colorado Springs by 5% per 100,000 population compared to the 2018 baseline data by the end of the grant period on September 30, 2022.

The project impacted the performance measure by and results were:

- 144 grant-funded deployments were conducted totaling 1,935 hours of DUI enforcement activity. The deployments were focused on positively impacting the frequency and severity of alcohol/drug related crashes and focused on the top three DUI-related crash locations in Colorado Springs;
- 179 DUI arrests were made by officers working grant-funded deployments;
- 29 public awareness messages were published through CSPD's website and other social media platforms to alert the public to the dangers of drunk and drugged driving;
- The Blood Alcohol Testing Vehicle (with phlebotomist) was deployed 17 times for use by officers processing drivers arrested for DUI; and
- The alcohol and/or drug impaired traffic fatality rate per 100,000 population in Colorado Springs was 3.9 in the baseline year of 2018. It was 3.7 in 2019, 2.6 in 2020, and as of September 30, 2021, it is 2.6 which is an overall drop between 2018 and 2021 of 33.3%. (Data source: CSPD Strategic Information Center).

Task Number: 21-01-06

Program Name: Gunnison County Substance Abuse Prevention Pilot Project

Contractor: Gunnison County

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

The goal of this project is to increase safety by addressing the root causes of alcohol-impaired driving through the implementation of population-level primary prevention strategies that reduce excessive alcohol use.

The program impacted the performance measure by and results were:

- Continued to meet as impaired driving committee with key stakeholders including law enforcement, school administration, elected officials, emergency management – EMS and fire, the District Attorney, and juvenile services;
- Presented community data on risk and protective factors to stakeholders;
- Worked with Gunnison City Council to help give guidance on alcohol ordinance in the parks. The Council was going to change the ordinance to allow for alcohol use in the parks and the coalition advocated for a permitting process. This is essential to minimize the risk of our community norm – community norms favorable towards substance use and high availability of substance;
- Organized and administered the parent and youth choice pass survey – assessing operating a motor vehicle while under the influence of alcohol and riding in a vehicle with someone under the influence of alcohol;
- Advertisement addressing impaired driving;
- Created Social media campaign with help from coalition and parents; and
- Held focus group with youth on impaired driving, substance use and mental health.

Task Number: 21-01-09

Program Name: Impaired Driving Enforcement

Contractor: Colorado State Patrol (CSP)

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. CSP provided hours to statewide overtime for enforcement of Colorado's DUI/DUID laws during HVE waves and high saturation patrols based on community needs.

The goal of this project was to reduce the number Colorado fatalities caused by impaired drivers to a ratio of .35 by 2021.

The project impacted the performance measures by and results were:

- During CSP's 3,500 hours of statewide overtime for enforcement of Colorado's DUI/DUID laws during HVE waves and high saturation patrols, there were 189 DUI arrests and 3,306 contacts with the motoring public.
- Utilize social media outlets, such as Facebook and Twitter, to post safety messages and information on upcoming impaired driving campaigns.

Task Number: 21-01-11
Program Name: 2021 DUI/HVE/Checkpoint
Contractor: Aurora Police Department

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.

The goal of this program was to reduce the number of fatal, injury, and property damage crashes where DUI/DUID was a factor using high visibility enforcement and expanding our public education efforts.

The project impacted the Performance Measure by and results were:

- 4 high visibility saturation patrols were conducted resulting in 4 arrests, and 2,363 contacts;
- DUI/DRE instructors spoke and taught at multiple schools and public events about the dangers of DUI/DUID;
- Messages were posted on Facebook, Twitter and other social media platforms to educate about the dangers of impaired driving; and
- A total of 79 DUI, and 18 DUID arrests were made during enforcement efforts funded by this program.

Task Number: 21-01-12

Program Name: Denver's Comprehensive Impaired Driving Project

Contractor: Denver Police Department

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

The goal of this project was to reduce the number of fatalities in crashes in the City and County of Denver involving a driver or motorcycle operator with a BAC of 0.08 and above.

During the 2021 CDOT grant period, (DPD) continued its enforcement activities including DUI saturation patrols and high-visibility enforcement campaigns for speeding, careless, reckless, and aggressive driving.

The project impacted the performance measure by and results were:

- Due to COVID-19, there were no checkpoints conducted during this grant period;
- There were 14 saturation patrols conducted over the life of the grant;
- There were 779 contacts, 277 citations, 523 DUI arrests, 88 made by a grant funded officers, 106 drivers evaluated for impairment using SFST, 69 drivers evaluated by DRE, 19 blood draws by DRE officers, 19 blood draws by non-DRE officers, and 34 refusals;
- DPD participated in 15 HVE campaigns; and
- There were 330 contacts, 113 citations, 54 DUI arrests, 28 made by a grant funded officers, 38 drivers evaluated for impairment using SFST, 20 drivers evaluated by DRE, 20 blood draws by DRE officers, 4 blood draws by non-DRE officers, and 13 refusals.

Task Number: 21-01-13, 21-01-27, 21-01-28

Program Name: Law Enforcement Liaison (LEL) Program

Employee/Contractor: Erin Brannan, Lee Birk, Mark Hunt

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

The goal of this project was to utilize the knowledge and expertise of the law enforcement liaisons to assist local law enforcement agencies in the areas of impaired driving, occupant protection and the other behavioral traffic safety programs within the Highway Safety Office.

The project impacted the performance measures by and results were:

- Represented the Highway Safety Office in person, and virtually at National LEL Webinars, Weld County DUI Task Force, Border Wars Task Force, Colorado-Wyoming Boot Run, Colorado Task Force on Drunk and Impaired Driving, GHSA Conference, Regional LE Executive meetings to discuss CDOT grants, etc.;
- In efforts to encourage enforcement engagement, LELs were present and participated with MADD in the virtual nomination and subsequent award recognition events for outstanding officers for traffic enforcement efforts;
- Identify LE agencies with high rates of crashes and worked with agencies on suggesting enforcement strategies and tactics for impaired driving and occupant protection enforcement. Ensure agency compliance by monitoring and tracking agencies' compliance with HVE plans and arrest data entry on Traffic Safety Portal as well as claim accuracy and submittals by due dates;
- Conducted capital equipment inspections, 50 Law Enforcement Agency site visits, agency audits and on-site agency training and orientation; and
- Combat COVID-19 challenges by proactively conducting outreach to recruit new agencies and promote engagement with existing agencies for overtime traffic safety enforcement grants.

Task Number: 21-01-14

Program Name: DRE Training/School

Contractor: Office of Transportation Safety

This project addressed performance measures C-1. Reduce the number of traffic fatalities and C-5. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above.

The goal of this project was to continue to expand the DRE training program by providing DRE in-service training, certification nights and other training opportunities.

The project impacted the performance measure by and results were:

- The 2021 DRE school was held April 26-May 6, at the Montrose County Events Center, Montrose, CO. 13 DRE candidates attended the school;
- The DRE Instructor school was held in April 12-16 at the Westminster Police Department, Westminster, CO. 7 new instructors completed the school; and
- 13 In-Service trainings were conducted. 173 SFST Instructors and 75 DRE's attended training.

Task Number: 21-01-15

Program Name: NHTSA DUI Enforcement Grant

Contractor: Jefferson County Sheriff's Office (JCSO)

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

The goal of this project was to reduce the injury and fatalities as a result of impaired driving.

The project impacted the performance measure by and results were:

- The purpose of this project was to supplement DUI enforcement deputies with grant funding. This allowed increasing DUI enforcement activities on weekends, during peak time frames, and enabled JCSO to operate saturation patrols;
- The grant paid for an additional 133 hours of DUI enforcement activity, resulting in 88 contacts, 28 summonses, and 5 grant funded DUI arrests. JCSO made a total of 201 DUI arrests during this operational period. During this same time for 2019-20, JCSO made 209 DUI arrests. JCSO ran 3 DUI saturations between July and September, making 5 DUI arrests out of the three saturations. Media releases were made for each saturation and during Super Bowl Weekend; and
- CSP crash data reports 213 DUI crashes over the grant period. This is an increase from 188 DUI crashes during the previous period. There were 3 DUI related fatalities and 57 injuries. The previous grant period reported 2 fatalities and there were 64 injured persons. The DUI crashes during this grant period account for 9% of the total crashes and 13% of the total injury and fatality crashes.

Task Number: 21-01-18

Program Name: Colorado Court Monitoring Program

Contractor: MADD, Inc.

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.

The goal of the Colorado Court Monitoring Program is to reduce suspected impaired fatalities by strengthening Driving Under the Influence (DUI) adjudications. Court monitoring addressed three problems: a lack of community standards for prosecutors and judges, ineffective adjudication that fails to connect DUI offenders with the appropriate countermeasures to prevent repeat offenses, and inefficiency in the court system that burdens officers with more documentation paperwork and court appearances and takes resources away from lifesaving enforcement initiatives.

The project impacted the performance measure by and results were:

- 783 total court observations were completed in the 1st, 2nd, 4th, 8th, 17th, 18th, 19th, and 20th Judicial District;
- 33 volunteers/interns were recruited and trained;
- Two continuing education sessions were conducted during the third fiscal year and individual in-Court training for volunteers/interns.;
- 71 community partnership meetings were directed, reaching 490 audience members; and
- 59 Judicial Officers were observed during court proceedings.

Numerous partnerships with law enforcement agencies across the state included El Paso, Denver, Adams, Larimer, Weld, Boulder, Arapahoe, Douglas, Jefferson, Colorado State Patrol, Colorado Springs Police Department, Denver Police Department, Jefferson County Sheriff's Office, Aurora Police, Arvada Police, Westminster Police, and Littleton Police were reinforced. Additionally, relationships have been forged with Colorado POST, CSOC, and Chief's Association, CDAC, Metropolitan State University, Colorado College, and the University of Colorado, Colorado Springs, to provide education and support key stakeholders and the recruitment of student interns.

Task Number: 21-01-20

Program Name: 2021 HVE Impaired Driving

Contractor: Adams County Sheriff's Office

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.

The goals of this project are to have a direct impact on lowering the number of traffic fatalities in Adams County by 12 percent and impaired driving fatalities by four percent.

The project impacted the performance measure by and results were:

- Participation in 16 High Visibility Enforcement periods;
- A Memorial Weekend Saturation was conducted in conjunction with multiple agencies in high visibility areas to include Thornton, Northglenn, Westminster, Colorado State Patrol, Brighton, and Commerce City;
- Adams County had 96 grant funded overtime shifts;
- Adams County made 131 DUI / DUID arrests;
- Adams County issued 3043 tickets;
- Adams County conducted 9732 traffic stops; and
- Adams County provided DUI education to two police academies, a Citizens Academy, and three in service academies.

Task Number: 21-01-21

Program Name: Eagle River Valley Impaired Driving Prevention Pilot Project

Contractor: Eagle River Youth Coalition

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.

The goal of this project is to prevent alcohol-impaired driving in the Eagle River Valley by drivers ages 15-34 through increased public support of compliance checks, social host ordinance and enforcement of prohibiting sale of alcohol to intoxicated customers.

The project impacted the performance measure by and results were:

- The parent advisory council, Town of Vail staff, and law enforcement leaders, were educated on the need for and effectiveness of compliance and bar checks to prevent sale of alcohol to minors or intoxicated customers and prevent impaired driving;
- Retailer education needs were identified through bar checks, compliance checks and a retailer survey, resulting in education reaching over 80 local servers. A drug impairment basics course was also offered to improve recognition of impairment for community members. Two press releases were distributed regarding the need and effectiveness for compliance checks and bar checks, one published in the local paper;
- A case statement and draft policy language for a social host ordinance were developed with partners, including the District Attorney's Office, and Juvenile Diversion and Probation services, and presented to law enforcement leaders;
- The community hot spot map was maintained and updated with current DUI/DUID/DWAI data and juvenile substance contact data;
- 7 bar checks were conducted, contacting 26 retailers, no minors were observed. At one check, the officer's presence in the parking lot prevented patrons from driving away and resulted in them calling someone else for a ride; and
- Sober driving messages were updated and maintained through agency website, social and print media, long-term signs, and bus advertisements. Awareness of sober activities were offered and promoted on agency and partner websites.

Task Number: 21-01-22

Program Name: Chaffee County Youth Impaired Driving Prevention Project

Contractor: Chaffee County Human Services- Family and Youth Initiatives

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.

The goal of this project is to reduce ease of access to alcohol by 10% as reported by the 2021 Healthy Kids Colorado Survey (HKCS) and 2) reduce 30-day consumption of alcohol by 10% as measured by HKCS in 2021. Chaffee County high school youth will 1) reduce ease of access to alcohol by 10% as reported by HKCS 2021 and 2) reduce the number of youths whom reported drinking alcohol and driving in the past 30 days by 10% as measured by Healthy Kids Colorado Survey in 2021.

The project impacted the performance measure by and results were:

- The Listen Longer media campaign was launched within Chaffee County utilizing youth input and youth voices to promote sober driving. The campaign to date has reached a minimum of 2,000 Chaffee County residents through social media, radio ads, web-site, printed materials;
- A Social Host Ordinance was drafted and a presentation of SHO developed by workgroup members which has been shared with 50 community members;
- Workgroup members have assumed the role of Community Champions to share data and information regarding social host ordinance and county data on youth impaired driving;
- 2 Teen Councils, comprised of 15 teen members, held 20 pro-social events to encourage sober driving, with a minimum of 1000 youth participants; and
- Website developed to provide easy and timely access to resources and information to reduce youth impaired driving.

Task Number: 21-01-23, 21-01-24*, 21-01-25

Program Name: Northern Colorado Impaired Driving Task Force (RAID)

Contractor: Loveland Police Department, Windsor Police Department*, Larimer County Sheriffs Office

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.

The goal of this project was to continue establishment and progression of the Northern Colorado Impaired Driving Task Force to include Loveland Police Department, and Larimer County Sheriff's Office. This task force is a comprehensive collaboration with the mission of identifying impaired driving patterns, locations of concerns (hot spots), and countermeasure strategies for reducing impaired driving activities.

The project impacted the performance measure by and results:

- The Northern Colorado Traffic Safety Task Force consisting of two agencies, including one DRE was successfully established;
- The task force has developed infrastructure to track impaired driving and citation locations along with new reporting requirements for all participating agencies;
- The Northern Colorado Traffic Safety Task Force has successfully impacted impaired driving through implementing High Visibility Enforcement and Enforcement of Drug-Impaired Driving, the results are as follows:

Enforcement Activity	Total
Impaired driving arrests	120
Impaired driving arrest as result of a crash	1
Speeding citations	538
Distracted driving citations	15
Seatbelt citations	4
DRE evaluations	5

*Windsor Police Department unexpectedly withdrew their grant due to being short staffed as a result of COVID-19 and did not participate in the FY21 grant year.

Task Number: 21-01-26
Program Name: Enhance Impaired Driving Enforcement
Contractor: El Paso County Sheriff's Office

This project addressed performance measure C-1. Reduce the number of traffic fatalities and C-5. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above.

The goal of this project was to reduce the number of traffic fatalities by 5% from a three-year average taken from 2017 to 2019 using data driven impaired driving enforcement. Impaired driving crashes account for more than a third of all traffic fatalities every year on average in El Paso County.

The project impacted the performance measure by and the results were:

- El Paso County reduced impaired driving fatal crashes by 27% over an average taken from 2017 to 2019 for the grant period. The average number of impaired driving related fatal crashes for the county from 2017 to 2019 was 26 per year. The number of impaired driving fatal crashes for the grant period was reduced to 19. This was 22% higher than the stated goal; and
- The average for total fatal crashes, when impaired driving and all other fatal crashes are combined was 69 for 2017 to 2019 and remained unchanged for the grant period. This trend was noticed and for the current period a new safety grant was obtained in addition to the impaired driving efforts. El Paso will now be equipped to reduce both safety related fatal crashes and impaired driver related crashes with two separate enforcement efforts.

SPEED ENFORCEMENT AND CONTROL

In 2020, 287 traffic fatalities were speed related. 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

6 projects were managed with a planned budget of \$456,356.

Efforts and activities to increase Speed Enforcement and Control included:

- Speed enforcement efforts on I-25, I-225 and I-70 and SH 93 throughout the cities of Colorado Springs, Denver, Pueblo, Aurora and Lakewood and Jefferson County;
- Provided funding for speed control and enforcement devices;
- Worked with the Office of Communication to provide the travelling public information on the dangers of excessive speed manifested by the pandemic environment.

Task Number: 21-02-01

Program Name: Focused Speed Enforcement

Contractor: Denver Police Department (DPD)

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

The goal of this project was to reduce the number of speed-related fatalities in the City and County of Denver.

The Denver Police Department maintained its successful speed enforcement to decrease traffic fatalities and serious bodily injury (SBI) crashes. Funding enabled DPD to increase the number of officers focusing on concentrated, repetitive and high visibility enforcement of speeding violations by utilizing officers that focused solely on this issue. DPD Traffic Operations officers executed operations over the award period, concentrating their presence during key times (e.g., Fridays, Saturdays, and Sundays) and locations that are repeatedly shown to have a high concentration of speed-related crashes.

The project impacted the performance measure by and results were:

- Denver Police Department officer conducted targeted speed enforcement activities on I-25 and I-70. Additionally, the Department focused on days associated with speed-related crashes, while also maintaining dedicated high visibility enforcement (HVE) speed operations along I-25 and I-70; 25 officers worked each quarter for the HVE speed operations;
- Officers worked a total of 954 hours on mostly weekends, focusing solely on I-25 and I-70. Lidar, radar, and leap frog techniques were used unless inclement weather limited its usage;
- Officers came in contact with and wrote citations for 3,128 drivers over the four quarters, with the highest number of contacts occurring in the second quarter, with 1,465 speeding citations, followed by 718 citations in the first quarter, 575 citations in the fourth, and 364 citations in the third quarter;
- 5 drivers were arrested over the grant period; and there were 3.1 speeding citations per funded hour.

Task Number: 21-02-02

Program Name: 2021 Speed and Following Too Closely (FTC) Campaign

Contractor: Aurora Police Department

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

The goal of this program was to reduce the number of fatalities and injuries in crashes where speed was a contributing factor, and to educate both drivers and passengers about the dangers associated with excessive speed.

The program impacted the Performance Measures by and the results were:

- High visibility enforcement operations were conducted on the highways and surface streets along with daily individual officer enforcement focusing on Speeding, FTC, and aggressive driving;
- Social media platforms were used to deliver messages about the dangers of speeding and aggressive driving by public information officers.;
- A total of 6 high visibility operations were conducted resulting in a total of 494 summons being issued; and
- A total of 1036 summons were issued during directed enforcement funded by this program.

A notable outcome of this program was to reduce the number of speed related fatalities. FY2021 resulted in 25% of fatal crashes had speed as a contributing factor meeting its goal. A total of 1.26% of crashes had speed as a contributing factor meeting the goal of 4% by the end of FY2021.

Task Number: 21-02-03

Program Name: Slow Down, Colorado Springs – It's the Law!

Contractor: Colorado Springs Police Department (CSPD)

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

The goal of the *Slow Down, Colorado Springs – It's the Law!* program was to reduce the number of injuries in traffic collisions occurring in Colorado Springs by 5% by the end of the project period on September 30, 2021, as compared to the 2017 baseline data. Action plan activities including targeted speed enforcement at top injury collision locations throughout Colorado Springs and increased public awareness of the risks and potential impact of excessive vehicle speed in Colorado Springs.

The project impacted the performance measure by and results were:

- 214 speed enforcement deployments were conducted;
- 1,065 hours of speeding enforcement was conducted during the deployments;
- 2,156 traffic citations were issued during the deployments;
- 2,428 traffic violations were cited;
- Eight LIDAR speed measuring units were purchased and placed in service, for use by CSPD officers;
- 107 media engagements were conducted during the grant period. These engagements included social media posts and videos on official CSPD Facebook, Instagram, and Twitter accounts. The public awareness campaign also included newspaper, television, and radio coverage, plus online media interviews and the use of variable message signs throughout Colorado Springs;
- Injury traffic crashes in Colorado Springs decreased 9.4% percent in 2020, when compared to 2017 baseline data (813 injury crashes in 2017 vs. 736 injury crashes in 2020); and
- The total number of traffic crashes in Colorado Springs in 2020 (6,893) was 38.5% lower than in the baseline year of 2017 (11,216).

Task Number: 21-02-05

Program Name: A Step Towards Reducing Traffic Fatalities

Contractor: Pueblo Police Department

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

The goal of this project was to decrease the number of speed related fatality accidents in the City of Pueblo from the previous year by increasing enforcement from October 2020 through September 2021.

The program impacted measures by and the results were:

- A total of 312.25 hours of special speed enforcement was performed over the year, with 638 citations issued while engaged in grant related enforcement
- A mixture of individual and team speed enforcement projects were utilized.
- During fiscal year 2021 the City of Pueblo experienced twelve traffic fatalities. This is a 25% increase from 2020 when there were eight.
- In FY 2021 three of the fatal crashes had speed as a factor, which is a decrease of 25% from FY 2020.
- Activities included group enforcement and on-roadway visual reminders (Speed Signs) that were moved around the city in areas of concern. Officers worked team enforcement to bring attention to problem areas to slow drivers down and prevent more crashes in those areas.

Task Number: 21-02-06

Program Name: Highways 93/285 Speed Enforcement Grant

Contractor: Jefferson County Sheriff's Office

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

The goal of this project was to reduce the number of fatalities, injuries, and crashes, where speed was a contributing factor and to educate drivers about the dangers associated with excessive speed.

The project impacted the performance measure by and results were:

- Increased law enforcement presence on high crash roads during peak days of week and times of day. JCSO deputies worked 710 hours over the course of 100 shifts on both roadways. They made 1,624 traffic contacts and served 1,584 summonses, of which 1,573 summonses were for speeding violations. 575 of those speeding violations were 20 mph over the speed limit or greater. Deputies averaged 2.2 summonses served per hour worked;
- Summonses served decreased by 421 when compared to the grant during the previous enforcement period. This is due to the COVID-19 pandemic and staffing issues. The summons per hour worked remained consistent at 2.2 summonses per hour worked;
- Two speed enforcement saturations were conducted during the enforcement period with media announcements made prior to the events. The first event was on Highway 93 on May 14th. Seven deputies worked the event and 126 summonses were issued for speeding violations. The second event was on Highway 285 on July 23rd. Six deputies worked the event and 84 summonses for speeding were issued;
- Colorado State Patrol crash data reported 161 total crashes on US Highway 285 during this grant period, including 32 injuries and 7 fatalities. Speed was the causal factor identified for 8 of the injury/fatal crashes. This accounts for 21% of the injury/fatalities on US Highway 285; and
- Colorado Highway 93 had 60 total crashes during this grant period. This grant period saw 16 injuries and 3 fatalities. Speed was the causal factor for 4 of the injury/fatalities. This also accounts for 21% of the injury/fatalities on Colorado 93.

Task Number: 21-02-07

Program Name: City of Lakewood Speed Enforcement

Contractor: Lakewood (CO) Police Department

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

The goal of this project was to reduce the number of fatalities, injuries and crashes where speed was a contributing factor in the crash, and to educate both drivers and passengers about the dangers associated with excessive speed.

The project impacted the performance measure by and results were:

- The Lakewood Police Department (L.P.D.) Traffic Team dedicated 743.8 hours of proactive enforcement time to speed enforcement;
- The L.P.D. Traffic Team issued 980 citations and 136 warnings which were positive educational contacts to drivers;
- L.P.D. conducted a social media campaign about the CDOT Speed Grant. This included Twitter (@LakewoodPDCO) Instagram (lakewoodpdco) and Facebook. The reach ranged from 10,000 to 70,000 individuals per post;
- Sgt. Countryman and the Lakewood Public Information Officer provided interviews and statistics to reporters to send the message about the dangers of speeding and aggressive driving, specifically with regard to fatal crashes on several occasions. Speeding and traffic enforcement efforts were reported on by all front range news channels and some national outlets.
- Another positive outcome of this program was a reduction in the number of overall crashes where speed was a contributing factor from the last two years. From 10/2018 to 9/2019, there were 126 crashes where speed was a contributor. From 10/2019 to 9/2020, there were at least 79 crashes where speed was a factor. From 10/2020 to 9/2021, there were at least 53 crashes where speed was a factor.

YOUNG DRIVER, CHILD PASSENGER SAFETY, OCCUPANT PROTECTION, OLDER DRIVER AND DISTRACTED DRIVING

In Colorado, unrestrained traffic fatalities were maintained at 190. The Statewide seat belt usage rate remains below the national average of 90% at 86.3%.

Fatalities among drivers under age 21 increased from 77 in 2019 to 86 in 2020, an 11% increase. The likelihood of a young driver being involved in a crash is greatest in the first few years of driving due to inexperience.

The Highway Safety Office (HSO) has identified Older Drivers as a traffic safety emphasis area. Traffic fatalities involving Older Drivers age 65 and older decreased from 83 in 2019 to 74 in 2020, an 11% decrease.

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 if the driver is driving carelessly, and a law prohibiting cell phone use for drivers under 18. In 2019 there were 39 fatalities involving a distracted driver, there were 68 in 2020, a 43% increase.

The Highway Safety Office focused on establishing and enhancing Young Driver, Child Passenger Safety, Occupant Protection, Distracted Driving and Older Driver programs in several metro area locations including El Paso, Denver, Adams, Weld, Conejos, Arapahoe and Pueblo counties; and rural areas as well as numerous state-wide efforts.

Program Administration

29 projects were managed with a planned budget of \$2,826,596.

Efforts and activities include:

- Partnered with the Colorado Young Drivers Alliance to expand young driver initiatives across Colorado and create an updated GDL toolkit.
- Educated young drivers and their parents on young driving safety issues, including the GDL program;
- Created strategies to address child passenger safety and booster seat usage;
- Provided support to law enforcement to enforce Colorado's seat belt laws during three Statewide "Click It or Ticket" high-visibility campaigns;
- Supported Older Driver education and awareness programs; and
- Supported established Distracted Driving awareness, education and enforcement programs.

Task Number: 21-03-01

Program Name: P.A.R.T.Y. Program

Contractor: University of Colorado Hospital

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

The 1st goal of this project is to reduce the number of E.D. visits due to motor vehicle crash injuries among teenage occupants ages 15-19 residing in 13 targeted zip codes by 10% from a baseline of 736 in 2016 to an improvement of 663 by September 30, 2021. The second goal of this project is to reduce the number of E.D. visits due to motor vehicle crash injuries among teenage occupants ages 15-19 residing in 3 targeted zip codes (80916, 81001, 81004) by 5% from a baseline of 158 in 2016 to an improvement of 150 by September 30, 2021.

The project impacted the performance measure by and results were:

- The online modules were utilized in the Denver Metro area to reach 193 students;
- The online modules were utilized in the Ft. Collins area to reach 70 students;
- The Denver Metro coordinator presented on the P.A.R.T.Y. program at the Plains to Peak Conference in April in Colorado Springs;
- 220 students completed the Module 1 survey, 66 students completed the Module 2 survey, and 32 students completed the Module 5 survey;
- A P.A.R.T.Y. program toolkit was created for teachers who participated in the program to continue the student's learning throughout the school year. Key concepts of the program were chosen and activities were created around those concepts to further learning. A teacher evaluation of the toolkit was also created to gain feedback on its usefulness; and
- Discussions occurred with the University of Colorado's marketing team to professionally redo some of the online video modules. Funding was provided through marketing and the CDOT grant.

Task Number: 21-03-02

Program Name: Weld County Drive Smart

Contractor: Weld County Public Health

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

The goal of this program was to reduce the current five-year fatality rate (16.4) for drivers 20 or younger by 5%.

The project impacted the performance measure by, and results were:

- Twelve ½ day high school Safe Teen Driving Programs were conducted throughout Weld County reaching nearly 1,300 students;
- Five Weld County high schools participated in a year-long student led safety challenge which impacted just over 3,350 students.;
- Local media coverage was used to send the message about the dangers of drivers who report having taken part in dangerous behaviors such as texting and driving, speeding or aggressive driving. Law Enforcement Officers, Public Health Practitioners, Crash Survivors and Trauma Professionals contributed by providing interviews and local data to reporters;
- Two Parent of Teen Drivers classes were conducted with a total of 28 participants. 72% of targeted young drivers returned a signed Parent / Teen Drivers Contract;
- Three GDL Roll-Call presentations for local law enforcement officers were conducted with a total of 105 attendees. 100% of attending officers agreed to support and educate their communities about GDL provisions; and
- DRIVE SMART Weld County obtained 315 Facebook followers and 1,200 “Likes” on Twitter.

Task Number: 21-03-03

Program Name: Teens in the Driver Seat

Contractor: Texas A&M Transportation Institute

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

The goal of the Teens in the Driver Seat Program is to promote Traffic Safety education, through peer-to-peer outreach at high schools within the state, to decrease rates of distracted driving, improve seat belt use, and decrease speed-related crashes, nighttime crashes and impaired driving crashes.

The program impacted measures by and the results were:

- Staff developed fifteen school profiles based on previous year crash analysis. School profiles included information on top 3 contributing causes to crashes: time of day, gender and age. In addition, school profiles provided crash locations for crashes that occurred within the grant year;
- Staff continued partnerships with Colorado Students Against Destructive Decisions (SADD);
- Staff attended and participated in monthly Colorado Young Drivers Alliance (CYDA) meetings and presented on crash analysis and school profiles;
- Promoted 2 Zero Crazy outreach activities focused on seatbelt and cell phone use. Participation was impacted by COVID school closures;
- Due to COVID, staff was only able to distribute 4 resource kits to schools within the state, unable to achieve existing goal of 20 schools.;
- Facilitated 1 teen leadership workshops, reaching a total of 21 teens;
- Partnered with Colorado State Patrol and developed two safety videos related to teen traffic safety. Videos were shared on social media and to schools;
- Developed GDL resource for schools focused on nighttime driving restrictions for nighttime driving which was provided to the CYDA resource kit.; and
- Developed monthly education and program promotion content for social media, e-newsletters, and Monday Cliff-Notes emails.

Task Number: 21-03-05

Program Name: Youth Ambassadors as Prevention Partners

Contractor: Conejos County Public Health

This project addressed performance measure C-9. Reduce the number of youth drivers 20 and under involved in fatal crashes.

The goal of this project was to reduce the annual number of young drivers involved in motor vehicle crashes 25% by 2021 through the establishment and support of youth driven prevention. The onset of COVID-19 impacted the ability to fully execute recruitment and community education as desired, however community outreach continued through social media and virtual meetings.

The project impacted the performance measure by and results were:

- To actively recruit youth ambassadors from multiple schools proved challenging due to COVID 19; Schools tried hybrid learning and started with in-person learning but quickly went to remote due to need to quarantine for 14 days. Contact was made with all school counselors as well as YAPP applications mailed to them so that students could be recruited;
- Information about websites, webinars, and learning opportunities were shared with school counselors to inform students learning opportunities about being youth ambassadors; and
- Attempts were made to contact schools and recruit new members as youth ambassadors during the pandemic. During this phase students were not attending school in person rather virtually. Conejos County Public Health did not have access to emails and worked in conjunction with counselors. As schools came back in person, the schedule was very staggered, as students were often quarantined and unavailable. Schools did not allow individual outside agencies to enter due to COVID 19. Attempts to get Coalition going through virtual meetings were unsuccessful.

Task Number: 21-03-06

Program Name: A Comprehensive Approach to Reducing Teen Crashes

Contractor: SADD, Inc.

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, C-9. Reduce the number of drivers age 20 or younger involved in fatal crashes and C-12. Reduce the number of fatalities involving a distracted driver

The goals of the Student's Against Destructive Decisions (SADD) Program were to reduce the number of unrestrained passenger fatalities, fatalities in crashes involving impaired drivers, the number of fatal crashes for drivers 20 and under, and distraction-affected fatal crashes.

The project impacted the performance measure by:

- Increased number of SADD chapters to 42, with 9 chapters holding 4 or more traffic safety events during the year, participated in educational traffic safety activities addressing impairment, distraction, or seatbelt use, and reached over 57,000 youth;
- Encouraged participation in national contests addressing the above issues, in partnership with: National Road Safety Foundation, NIAAA, and the End Distracted Driving Video/Meme/GIF contest. Colorado members submitted over 40 entries in these contests with a winner in the Driving Skills 101 PSA Challenge! These projects reach youth worldwide; and
- Increased social and news media outreach by approximately 45,000 to 4-5 million, to accommodate for closures due to pandemic safety measures continuing from March 2020. Through outreach during the schoolyear and incorporating the SADD Safest Summer Ever: Fighting 100 Deadly Days campaign to engage youth across Colorado in traffic safety education and awareness, between 4-5 million were reached.

CO SADD maintained partnerships with Colorado Young Drivers Alliance, Mothers Against Drunk Driving, Drive Smart, Teens in the Driver Seat, END Distracted Driving, University of Colorado Hospital program, Colorado Task Force on Drunk and Impaired Driving, Driving Under the Influence Task Force, Safe Kids Colorado, Union Pacific, Safe Streets, and many more.

Task Number: 21-03-07

Program Name: Denver Teen Safe Streets (TSS) Program

Contractor: Denver Department of Transportation & Infrastructure, City and County of Denver

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

The goal of this project is to decrease the number of motor vehicle crash fatalities involving teens from 7 to 5 in Denver County by September 30, 2021 as an overall average based on the baseline data from 2017.

The project impacted the performance measure by and results were:

- Direct teen engagement of 1540 teenagers during fiscal year 2021;
- Emphasized the importance of young driver safety and engaged with teens at 13 community event;
- Developed new youth partnerships with two intracity agency youth organizations to share messaging on young driver safety;
- Developed the No Need for Speed (NN4S) Campaign (flyers, surveys, interviews) to share the young driver safety message to decrease teen driver speeding; 200 teens reached through community events and campaign social media outreach
- The NN4S survey was administered with 78 responses, 50% of respondents never speed, 47.4% sometimes speed and 2.6 % always speed;
- A NN4S youth video was curated featuring community teen interviews; video was shared with community partners and Denver Vision Zero members;
- Shared safe teen driving messaging during a high school prom week by partnering to display a crash car on campus; over 1000 teens were engaged;
- Launched the Distracted Driving Pledge to get teen drivers to commit to drive distraction-free; 25 teens signed the pledge at one community event;
- Co-sponsored a virtual statewide bilingual Graduated Driver License presentation with Colorado Young Driver Alliance Youth Workgroup members; and
- Presented fiscal year program findings and work at Denver Police Department District 5 Commander's Meeting.

Task Number: 21-03-08

Program Name: ThinkFast Interactive Teen Driver Safety Program

Contractor: TjohnE Productions, Inc.

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

The goal of this project was to create an inclusive, engaging, and educational Colorado-specific teen driver safety program that directly promoted safe driving practices and prevention messaging to address common risk factors associated with teen drivers within the context of Colorado's state specific rules, regulations, GDL laws, etc. Further, the program incorporated information in the form of questions and videos to bolster and enhance the efforts of other educational initiatives and community partners, like SADD and Teens in the Driver's Seat, as to increase visibility and messaging focused on reaching the future and current teen driver population.

The project impacted the performance measure by and results were:

- ThinkFast Interactive performed 40 CDOT Teen Driver Safety program at 34 different high schools across the state of Colorado.
 - The number of programs vs. the number of different high schools was due to multiple programs taking place at one location to accommodate social distancing per each school's unique re-opening framework with regard to COVID-19.
- 5, 759 students were exposed to the ThinkFast Interactive CDOT teen driver safety program.
- A joint video between SADD and Teens in the Driver's Seat was created and included within the FFY21 CDOT ThinkFast Interactive program. Custom content and contact information were also included within the program.

Task Number: 21-03-10

Program Name: GDL Education

Contractor: All About Insurance, LLC

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

This program helped young drivers and their parents/guardians understand Colorado's GDL (graduated driver's license) laws, safety on the roads and in vehicles, helped set expectations for decisions and choices while operating a vehicle, and the insurance implications of good and bad choices. The goal of the program was to increase the awareness of the GDL program and its laws for Colorado's young drivers and their parents.

The project impacted the performance measure by and results were:

- Provided a structured environment to learn about Colorado's GDL laws and insurance requirements.
- Limited presentations in communities with fire departments, local safety events, school functions, and driving schools. A target of 4 classes per month was the goal across Colorado, but was diminished due to COVID-19. We moved to Facebook online classes and virtual meetings.
- Social media posts on Facebook and Nextdoor with class dates, locations, and included safety messages regarding proper seat belt use and driving habits to help increase attendance.
- Providing representation from law enforcement, Eagle River Youth Coalition personnel and myself as a licensed insurance broker to provide proper information and answer questions.
- Pre- and post-surveys provided consistent information that these classes were helpful and necessary with increased knowledge seen from the post-surveys.
- We held 3 classes in the grant year and had very low attendance due to the pandemic.

Task Number: 21-05-05

Program Name: Denver Booster And Seatbelt Engagement (BASE) Program

Contractor: Denver Department of Transportation & Infrastructure, City and County of Denver

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

The goal of the Denver BASE program was to reduce the number of unrestrained passenger vehicle occupant fatalities for passengers ages one to nine, and for all seat positions in Denver by September 30, 2021.

The project impacted the performance measure by and results were:

- Total Fiscal Year direct engagement of 1039 individuals (574 kids, 465 adults) and another 500 families indirectly reached via community holiday giftbag brochures;
- Performed outreach at 15 community events with 13 community partner sites;
- Three virtual child passenger safety (CPS) presentations were given to two elementary schools and one Montessori school;
- Formed new partnerships with one City agency, two child development centers and four Denver Great Kids Head Start Program Delegates to provide information on CPS and adult seat belt use;
- Curated a monthly bilingual newsletter featuring CPS and adult seat belt use education, information, and statistics to community partners;
- Co-sponsored Child Passenger Safety Month activities with direct engagement of 366 (195 Adults, 171 kids), and 21 car seat checks performed; 59 media mentions with a 2.5 million audience reach via TV, radio, online news, and social media;
- Developed an education program to provide education, CPS devices and hands-on CPS instruction to families vetted through city agencies; and
- Secured City funding to provide CPS devices for families; provided 12 CPS devices and education to families within the City and County of Denver.

Task Number: 21-05-04

Program Name: Summit County Child Passenger Safety Initiative

Contractor: Summit County Public Health

This project addressed the following performance measures. C-1. Reduce the number of traffic fatalities, C-2. Reduce the number of serious injuries in traffic crashes and C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions.

The goal of this project was to raise awareness and prevent pediatric injuries and fatalities due to motor vehicle crashes.

The project impacted the performance measure by and results were:

- Community members were provided one-on-one education via a Child Passenger Safety Education Pop-Up serving 15 families in the Spanish and English Language;
- Community members were provided with Child Passenger Safety Education during one of the First Friday events in Silverthorne, a total of 85 families were engaged during this event;
- Children were engaged in learning about child passenger safety by participating in a "Summit Rides Safe Poster Contest." A total of 170 bags of materials were distributed to various organizations to engage youth across the community;
- Summit County received a donation of 9 car seats from partner organization and distributed them to community members in need;
- Child Passenger Safety messages were displayed on the side of the Summit Stage free public transportation, in the Summit Daily, and on social media;
- The Child Passenger Safety Coalition met 5 times over the fiscal year to discuss implementation of coalition work;
- A total of 6 local healthcare providers were outreached regarding implementing discussions around child passenger safety at well child visits; and
- Participated on the Summit County Injury Prevention Network and the Child Passenger Safety Coalition to collaborate on education and training objectives.

Task Number: 21-05-03

Program Name: Swedish Medical Center Car Seat Safety

Contractor: Health One Swedish Medical Center

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

The goal of this project was to increase outreach to community members/providers regarding child passenger safety and to increase the number of car seats inspected for proper installation and fit from the previous grant year.

The project impacted the performance measure by and results were:

Quarterly social media posts to promote the importance of CPS;

- In partnerships with DOTI, held bilingual CPS Tuesday virtual event in January;
- In partnership with DOTI, conducted several virtual CPS educational events for schools;
- Provided an in-services for all mother-baby staff at Swedish Medical Center;
- 404 car seats were inspected at the inspection station;
- Partnered with DOTI, CDOT, & Car Seats Colorado during CPS week:
 - Featured the traveling height chart at various schools accompanied by an educational booth & seat checks
 - Conducted a fit station press event at Swedish Medical Center
 - Distributed 150 CPS law nurse badges to Swedish staff
 - Assisted in 'why CPS is important to me' healthcare provider campaign
- Partnered with DOTI & AAA on Seat Check Saturday, September 25th, 2021 at Barnum Rec Center, with seat checks and various CPS booths; and
- Continued to provide a monthly newsletter to SMC staff, PCMPs, pediatric providers, mother/baby providers, and schools. The newsletter included the car seat inspection station schedule and other child passenger safety educational materials.

Task Number: 21-05-01

Program Name: Car Seats Colorado

Contractor: Colorado State Patrol

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

The Colorado State Patrol (CSP) continued to focus on increasing the use of passenger restraints in vehicles. The importance CSP places on the reduction of vehicle fatalities is reflected in the 2019-2023 Colorado State Patrol Strategic Plan. In this plan, "Protect Life" is the first of four strategic goals. CSP measures this goal using the ratio of the number of vehicle miles traveled to the number of fatalities.

The project impacted the performance measure by and results were:

- Individual officer community education efforts were conducted throughout local communities and cities throughout Colorado;
- Messaging on child passenger safety to include: how to correctly harness your child in the correct child seat restraint system across Facebook, Twitter, local radio, news and weather outlets, other social media platforms and an array of educational collateral and brochures;
- Local media coverage and press releases were utilized to send messaging about child passenger safety, specifically related to the importance of using a car seat when transporting a child. State troopers, along with Car Seats Colorado Advocates, provided local interviews. A large targeted media buy in radio across all of Colorado was also implemented to strengthen awareness;
- 28 education and training opportunities were conducted throughout the state where COVID-19 regulations allowed; and
- Colorado Technician Certification rates statewide are 51% higher than the overall rate for the country at 46.2%.

Task Number: 21-06-01

Program Name: 2021 Click It or Ticket

Contractor: Colorado State Patrol

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

The goal of this project was to reduce the number of unrestrained occupant fatalities investigated by CSP statewide by 1% by September 30, 2021.

The program impacted the performance measures by and results were:

- A total of 1,542 hours of occupant protection overtime was provided by CSP;
- 2,213 vehicle contacts made by CSP during occupant protection overtime;
- 1,150 seatbelt related citations issued by CSP during occupant protection overtime;
- 34 Facebook posts focused on the importance of occupant protection were made by CSP ;
- 36 Twitter posts focused on the importance of occupant protection were made by CSP; and
- Colorado experienced a 1.53% decrease in statewide unrestrained occupant fatalities investigated by CSP from 89 between Jan 1 and Sep 30, 2020 to 87 for the same time period in 2021.

Task Number: 21-06-02

Program Name: Local Law Enforcement - "Click it or Ticket"

Contractor: Local Law Enforcement Agencies

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

The goal of the Click it or Ticket (CIOT) program was to encourage Colorado law enforcement agencies to aggressively enforce occupant protection laws through a combination of enforcement, education, and awareness.

The HSO was able to retain engagement from the majority of law enforcement agencies implementing three statewide CIOT enforcement campaigns. In response to the cancellation of the May Mobilization in FY20 due to COVID-19, the first statewide enforcement campaign in FY21 took place November 16-29. The National May Mobilization took place May 24 – June 6 and one more statewide campaign which took place July 31 – August 6.

The project impacted the performance measure and results were:

- The November CIOT campaign had 68 agencies participate and 2,181 seatbelt citations were issued.
- The May Mobilization CIOT campaign had 75 agencies participate and 3,348 seatbelt citations were issued.
- The July CIOT campaign had 56 agencies participate and 1,360 seatbelt citations were issued.

Task Number: 21-06-03

Program Name: Occupant Protection Technology Transfer

Contractor: Highway Safety Office Partners

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 seatbelt use rate for passenger vehicles.

The Occupant Protection Technology Transfer funds were used to support travel to the 2019 Lifesavers Conference. However, due to the COVID pandemic the Lifesavers Conference was virtual this year. The minimal funds expended were to reimburse for non-refundable travel charges.

Task Number: 21-06-04

Program Name: Traffic Safety Recognition Events

Contractor: HSO

The recognition event was held on September 29, 2021, at the Denver Aquarium. The recognition event recognized 35 law enforcement officers for their dedication and commitment to enforcing seat belt, impaired driving, and speed enforcement in the State.

Task Number: 21-06-05

Project Name: Seat Belt Survey

Contractor: Atelior, LLC

The goal of this project was to conduct direct observational surveys to arrive at an estimate of seat belt usage in the State of Colorado.

The project impacted the performance measure by, and the results were:

- The project was designed to collect seat belt usage data through direct observation of vehicles at two points in time with an enforcement stage in between the two points. The Pre-mobilization study was conducted from May 2nd to May 8th prior to an enforcement wave. The Statewide study was conducted From July 26th to August 8th. Samples were based on statistical sampling of sites in the counties that account for 85% of statewide vehicle crash fatalities;
- The results were used in designing and implementing educational efforts to improve seat belt usage rates in Colorado;
- In the Pre-mobilization study, 225 sites were observed with 31,696 vehicle observations.;
- In the Statewide study, 770 sites were used which accounted for 112,022 vehicle observations;
- The overall seat belt usage rate of 88.1% for the Pre-mobilization study and 86.3% for the Statewide study;
- The overall usage rate across all vehicle types has increased by 7.3% in the past nine years.;
- There was a positive correlation between vehicle speed and seat belt usage, i.e., the higher the speed the higher the seat belt usage rate.;
- The non-observable rate for Pre-mobilization stood at 2.48% and at 2.03% for the Statewide study; and
- Standard errors were .9% for Pre-mobilization and .6% for the Statewide study.

Task Number: 21-06-07

Program Name: High Visibility Enforcement and Child Passenger Safety Programs

Contractor: Aurora Police Department

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

The goal of the program was to increase seat belt use to 86%, and to increase the use of child safety restraints. Another goal of the program was to decrease the number of unrestrained occupant fatalities from 18% to 15%.

The project impacted the Performance Measure by and the results were:

- Multiple high visibility enforcement operations were conducted this year, including participating in the statewide Click-It-Or-Ticket campaign;
- High visibility enforcement operations, and individual officer enforcement efforts were conducted during the year;
- A total of 21 child passenger safety check events were held citywide;
- Safety and educational messages were posted on social media platforms by public information officers about the importance of seat belt use;
- 181 child seats were inspected at events and more by individual officers during individual enforcement; and
- 1606 summons were issued during match hours and 883 during directed enforcement funded by this program.

Unrestrained occupant fatalities maintained at 18%, not meeting the goal of 15%. Seatbelt usage surveys were conducted resulting in 83% usage which fell short of the 86% goal. Properly installed restraint systems was recorded at 60% well above the goal of 47%.

Task Number: 21-06-09

Program Name: Seat belts. A way of Life, a way to Live! Occupant Protection Ed.

Contractor: Rural Communities Resource Center

This project addressed performance measures C-2. Reduce the number of serious injuries in traffic crashes; and C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions.

The goal of the Seat belts. A way of Life, a way to Live! Program is to decrease the five-year motor vehicle serious injury rate; to promote and educate the community about importance of seat belt use in all seat positions, increase positive attitudes towards seat belt use in youth, and to decrease the child passenger safety restraint misuse rate in Washington and Yuma counties.

The program impacted measures by and the results were:

- The Buckle Up for Love Program was delivered to 13 schools or agencies in both Washington and Yuma County;
- Three car seat check events were completed throughout the year. 21 car seats were checked and corrected misuse in all seats. 18 new car seats were distributed after demonstrating and education to parents or guardians;
- Curbside booster seat checks were completed at four schools in two counties and brochures or information/education were given out to parents;
- Two seat-belt observations were done at four main stops in Akron, Otis, Yuma and Wray along Highway 34. Out of the combined 7,777 cars observed only 4,275 drivers were belted;
- Meetings with key stakeholders and other agency representatives helped educate and promote our goal within the communities;
- 915 youth Pre-2nd were served with the delivery of the Buckle Up for Love Program; and
- COVID-19 impacted most of the in-person education and programming that was to take place which created lower numbers than the previous year and has challenged the center to look at providing programs and engage families in a different way.

Task Number: 21-10-02

Program Name: The Older Wiser Project

Contractor: Native American Broadcasting Company

The project addressed performance measure C-13. Reduce the number of drivers age 65 and older involved in fatal crashes.

The goal of this project was to inform the older driving population what resources are available to assist when it is time put down the keys and stop driving.

The project impacted the performance measure and results were:

- The Senior Beacon and the Grand Junction Sentinel Newspaper Senior Resource Guide to promote Grand Valley Transit's Senior Passes. An estimated 30,000 copies of these resource guides were distributed in western Colorado with the guides both having digital copies available on their websites;
- The PSA campaigns were distributed on public transportation to educate Older Drivers and their families about the available options in their communities; and
- The transit agencies created messaging which was available on-line as a transit a training video. Thirty-second TV commercials were aired. The campaign delivered a total of 137,610 impressions and a completion rate which averaged 96.66%.

Task Number: 21-10-03

Program Name: Reaching Older Adult Drivers (ROAD)

Contractor: Cordy & Company, Inc.

This project addressed performance measure C-13. Reduce the number of drivers 65 and older involved in fatal crashes.

The goals of this project were to create awareness of issues important to driving seniors; open dialogue between senior drivers and their family, friends, and caregivers; and to provide information and tools to enhance road safety.

The project impacted the performance measure by and results were:

- A survey was conducted to identify and address issues with 65+ drivers;
- A communication campaign was developed based on data;
- A campaign theme Getting There Together and logo were created;
- A ROAD website was launched to increase awareness of top three concerns of older drivers and offer resources to empower them. Thousands of unique users visited roadprogram.org through organic search and ROAD's social media;
- 14,752 unique Facebook users were reached from October 1, 2020, to September 30, 2021. 3,482 were reached on Instagram posts. This is an increase of 609.6 percent on Facebook and 344.7 percent on Instagram over last year;
- Local TV celebrity, Reynelda Muse, was recruited to endorse the Road program and record public service announcements. A strategic budget was used to buy announcement schedules on KUVU (a non-profit broadcasting in a public radio format) and KNUS (strong 45+ audience and word of mouth influencer) to enhance our program's credibility; and
- Post-survey data show 75.54 of respondents have seen or heard information about safe driving practices and 56.75 percent say they intend to change the way they drive for safety.

Task Number: 21-10-04

Program Name: Engaging Mobility

Contractor: Health Promotion Partners

This project addressed performance measure C-13. Reduce the number of drivers age 65 and older involved in fatal crashes.

The goal of this project was to build capacity of occupational therapy practitioners in Colorado to address driving and community and build connections with other medical professionals to increase their knowledge and comfort with the topic of driver safety and medical reporting to licensing agencies.

The program impacted the measure by and the results were:

- In-service education about the occupational therapy role in driver safety was provided to 208 occupational therapy practitioners, occupational therapy students, physicians, and case managers; including presentations to the CU Gerontology Medical Residents and the CU Ophthalmology Residents;
- Colorado practitioners (average of 6 participants) met 4 times to share resources and create educational materials, resulting in increased participation of occupational therapists in older driver safety;
- Three evening webinars for OT Professionals were hosted and had physical therapists and one nurse practitioner attend;
- AOTA Community of Practice meetings were facilitated monthly to educate OT's about older driver safety and increase participation in evaluation of risk at their facility; and
- 9 podcast presentations about transportation and aging (Engaging Mobility - total of 1075 downloads).

Task Number: 21-11-01

Program Name: Data Driven Approaches to Crime and Traffic Safety

Contractor: Greeley Police Department

This project addressed performance measures C-1. Reduce the number of traffic fatalities and C-12. Reduce the number of fatalities involving a distracted driver.

The goal of this project was to reduce the number of fatalities, injuries and collisions where distracted driving was a contributing factor in the crash, additionally reducing the number of fatalities and collisions in drivers 20 years old and younger.

The project impacted the performance measure by and the results were:

- High visibility enforcement operations, and individual officer enforcement efforts were conducted on the highways and surface streets within the city;
- Officers patrolled during peak hours around school zones and major highways to make their presence known to both adult and youth drivers; and
- Officers worked over 1,100 hours, making more than 2,500 traffic stops. A positive outcome was seeing a decline in the amount of distracted driving citations throughout the year. In the 1st quarter 34% of citations were in relation to distracted driving and by the 4th quarter the distracted driving citations were down to 32%. Indicating that high visibility enforcement during peak hours, were making an impact on drivers to focus on the road.

Task Number: 21-11-03
Program Name: Distracted Driving
Contractor: Colorado State Patrol

This project addressed performance measures C-1. Reduce the number of traffic fatalities and C-12. Reduce the number of fatalities involving a distracted driver.

The goal of this project was to reduce the percentage of CSP investigated crashes listing “Distraction” as a contributing factor by one percent.

The project impacted the performance measure by and results were:

- 1,155 vehicle contacts made by CSP during distracted driving overtime;
- 178 distracted driving citations issued by CSP during distracted driving overtime;
- Over 543 thousand people were reached with CSP Facebook and Twitter posts about Distracted Driving; and
- Three Distracted Driving education events were attended or led by CSP troopers reaching an average of 125 people of all ages in multiple counties across Colorado. These numbers were severely impacted by the COVID-19 pandemic.

Task Number **21-11-04**
Program Name: **2021 Distracted Driving Enforcement Campaign**
Contractor: **Aurora Police Department**

This project addressed performance measure C-12. Reduce the number of fatalities involving a distracted driver.

The goal of this program was to decrease the number of traffic crashes and fatalities where distraction is a contributing factor and educate the public about the dangers of distracted driving.

This project impacted the performance measures by and results were:

- Both group and individual officer enforcement operations were conducted;
- Six operations on both a large and small scale were conducted to include educational events resulting in 347 summonses, 191 of those having distracted factors. One event organized by Aurora Police was a metro-wide operation involving multiple agencies who reported an additional 27 summonses;
- A total of 1675 drivers were contacted during directed enforcement efforts funded by this program. Officers determined that 1315 of those drivers were distracted; and
- Dangers and risks associated with distracted driving were posted on Facebook, Twitter, and other media outlets utilizing public information officers.

Task Number: 21-11-06

Program Name: Eagle River Valley Safe Driving Efforts

Contractor: Eagle River Youth Coalition

This project addressed performance measures C-9. Reduce the number of drivers age 20 or younger involved in fatal crashes and C-12. Reduce the number of fatalities involving a distracted driver.

The goal of this project was to increase young drivers and parent's knowledge and decrease distracted driving behavior through education, policy change, and public awareness in the Eagle River Valley.

The project impacted the performance measure by and the results were:

- Graduated Drivers Licensing Laws presentations were delivered to 118 youth and parents, teaching dangers of driving and safe driving practices through in-person presentations at school campuses virtual presentations in English and Spanish. A survey was administered following the presentations wherein 75% of respondents reported increased knowledge of GDL following the presentation, and mean score increase in knowledge from 3.17 to 4.08 (scale 1-5);
- An "Alert & Sober: Distraction Free EC" safe driving campaign was maintained through continued display of long-term community signs at all school campuses, Mountain Youth website and social media accounts, external bus advertisements, and a dedicated GDL Instagram page reaching 195 followers;
- Assessment activities were conducted to understand law enforcement officer's understanding and enforcement of GDL locally, opportunities to refer to education and ways to improve adherence to and enforcement of GDL. Staff met with law enforcement leaders to identify officer training needs and ways to support department efforts in enforcing GDL laws and educating youth; and
- Staff maintained leadership on the CO Young Driver's Alliance youth engagement workgroup and supported with the creation of the statewide GDL toolkit website, launched in summer 2021, and marketing efforts of the toolkit.

TRAFFIC RECORDS PROGRAM

It is the goal of CDOT's Office of Transportation Safety (OTS) and Traffic & Safety Engineering (TSE) branch to provide an integrated, responsive, timely and accurate crash records system. In support of this goal, the TSE branch undertook several projects in FY 2021.

Program Administration

The Traffic Records' Program is administered by the Safety program Unit in the Traffic & Safety Engineering Branch in partnership with OTS. The TSE administered 10 projects with a planned budget of \$ 1,158,462.

Enhancing the Traffic Records System

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

1. BESDT dashboard project was to improve CDOT crash data accessibility
2. CDOT Roadway MIRE project was to collect the MIRE FDEs of all qualifying statewide intersections.
3. Two project was funded by 405C to improve off-system crash location data by developing linear referencing systems, and geo-coding crashes.
4. two project was funded by 405C to support DR 3447 electronic data submission.
5. CDOT and STRAC started a new contract with Stolfus & Associates to act as the Traffic Records Coordinator (TRC). The TRC was hired to assist STRAC with various project and to represent STRAC in discussions with member agencies. In FY 2021, the TRC assisted in onboarding law enforcement agencies in submitting the new DR 3447 state crash for submission to DOR. The TRC also worked to institute a state e-citation and e-crash platforms to promote a uniform citation format and easier e-crash submission for smaller agencies. the TRC has identified 4 new future 405C project opportunities including various training efforts, support, and involvement with traffic incident management teams, pursuing and utilizing university partnerships, and regional geocoding and crash data consortium efforts with DRCOG. The TRC also facilitated amending the Traffic Records Strategic Plan MOU which is required to maintain an active interagency agreement between STRAC member agencies.

CDOT Traffic Data Collection and Analysis

CDOT's Traffic Records activities include the rollout of a new crash data system (BESDT) and Crash data dashboard. The BESDT system uses the modern technology to help streamline the CDOT crash data QA/QC processes. The crash data dashboard provides data visualizations, crash mapping and easy-to-use filtering on crash, occupants, and non-motorist data. The CDOT crash data collection and analysis support strategic allocation of resources to address both persistent and emerging traffic safety problems and help to identify high-risk drivers, communities

and highways at project level, which emphasize saving lives, injuries, and cost to the citizens of Colorado.

EVALUATION MEASURES

The Federal FAST Act statute mandates the use of following four performance measures (PM): a reduction in the number and rate of both traffic fatalities and serious injuries. Colorado defines a serious injury as an evident incapacitating injury. In 2017, a PM to measure combined serious injuries and fatalities incurred from non-motorized crashes was added to the requirement.

Task Number: 21-04-01

Program Name: Office of Transportation Safety Data Analysis, Technical Assistance, and Prevention Project

Contractor: Colorado Department of Public Health and Environment

This project addressed all performance measures. The purpose of this project was to increase partner access to and understanding of Colorado motor vehicle injury and fatality data through the development of the 2021 Colorado Problem Identification Dashboard and Report and ad hoc data requests. This project also supported implementation and evaluation of evidence-informed prevention strategies through the provision of trainings and technical assistance sessions to CDOT's Highway Safety Office grantees and oversaw three counties implementing community level strategies to prevent underage and young adult impaired driving.

This project impacted Colorado's Performance Measures by and results were:

- Developed and published the 2021 Motor Vehicle Problem Identification Dashboard and Report which led to 1,828 dashboard viewings;
- Responded to 27 ad hoc data requests from CDOT and local and state partners to identify and evaluate their traffic safety efforts;
- Hosted 27 technical assistance sessions plus ongoing ad hoc email and video call support for CDOT grantees on strengthening action plans, implementing evidence-based strategies, improving data collection, and evaluation planning;
- Represented CDOT and CDPHE in 33 traffic safety coalition, task force, and related meetings, and facilitated 11 coalition meetings;
- Reviewed 31 CDOT FY21 non-enforcement-based grant renewal applications and helped awarded grantees get action plans to approved status;
- Oversaw the data, evaluation, and strategy implementation of three agencies implementing community level alcohol impaired driving prevention strategies; and
- Conducted the second annual CDOT and CDPHE needs assessment including data collection, analysis, and development and implementation of recommended strategies to improve support of motor vehicle safety grantees and community partners.

Task Number: 21-41-03

Program Name: Traffic Records

Coordinator/Contractor: Stolfus & Associates, Inc.

The goal of this project is to supply Colorado with a Traffic Records Coordinator (TRC) to organize traffic records systems among all the agencies involved.

The TRC worked closely with the STRAC, CDOT, DOR, CSP and other agencies (including Police Departments) involved with traffic records. The TRC acted as a liaison among the involved agencies, under the guidance of the CDOT Project Manager. Duties included monitoring the work done on projects relating to developing a statewide crash database. The TRC also worked with stakeholders to facilitate the rollout of a new state crash form and crash manual. The TRC also virtually attended the annual Traffic Records Forum hosted by ATSIP as well as the Governor's Highway Safety Association Conference and debriefed the STRAC on lessons learned. Other duties included participation in and documentation of STRAC meeting and promoting participation in projects by stakeholders, promoting e-crash transmission into DOR, helping with related projects, soliciting new agencies to transmit their crash reports electronically, and working to institute a state e-citation and e-crash platforms to promote a uniform citation format and easier e-crash submission for smaller agencies. Additionally, the TRC has identified 4 new future 405C project opportunities including various training efforts, support and involvement with traffic incident management teams, pursuing and utilizing university partnerships, and regional geocoding and crash data consortium efforts with DRCOG. The TRC also facilitated amending the necessary documentation required to maintain an active interagency agreement between STRAC member agencies. Finally, the TRC worked with the STRAC to implement recommendations from the traffic records assessment.

Task Number: 21-04-04

Program Name: Traffic Records Technology Transfer

Contractor: Traffic Safety Partners

The Traffic Safety Technology Transfer funds were used to support registration costs for one attendee from the Colorado Department of Public Health and Environment to attend the 2021 Traffic Records Forum. Due to the COVID pandemic the Forum was virtual this year.

Task Number: 21-41-06

Program Name: DMV Digital Transformation - FAST Development

Resources Contractor: Department of Revenue

This project addressed the Model Minimum Uniform Crash Criteria (MMUCC) performance measures:

- **Timeliness: C-T-1:** The median number of days from: (a) the date the crash is entered into the database and (b) the date the crash data is distributed to stakeholders.
- **C-U-1:** The Number of MMUCC-compliant data elements entered into the crash database or obtained via linkage or other databases.
- **Accessibility: C-X-I:** To measure accessibility: Identify the principal users of the crash database.

The goal of this project was to complete the development of Application Programming Interface's (API), creating the capability of electronic transmission of inbound DR 3447 Crash Reports, Conviction and Citation Forms and to improve accessibility to traffic safety data for reporting.

The project impacted the performance measure by and results were:

- The first inbound electronic transmission of a DR 3447 Crash Form was completed on March 30, 2021 by Thornton Police Department marking the beginning of law enforcement agency partner integration and meeting the performance measure: Timeliness C-T-1, MMUCC-compliant data elements C-U-I and Accessibility: C-X-I: To measure accessibility.
- The development of a Driver's License Records and History API and the "Job-Writing" training completed for the DRIVES SQL Editor Tool improved performance measure Accessibility: C-X-I: To measure accessibility: Identify the principal users of the crash database.

Task Number: 21-41-08

Program Name: Thornton Police Department Electronic Interface For Accident Report Submission

Contractor: Thornton Police Department

This project addressed upgrading of DOR form 2447 to 3447 and initiates an electronic interface for efficient submission of accident and supplement reports.

The goal of this project was to allow for the efficient transmission of accident data to the state to identify priorities for national, state, and local traffic safety programs.

The project impacted the performance measure by and results were:

- DOR Form 2447 was upgraded in our local system to the new DOR Form 3447;
- New data points included in Form 3447 were added and are available for usage;
- Form 3447 printout was completed and available for use for citizen requests and for mailing to DOR in the event of electronic link failure; and
- Local reporting system was completed for DR3447 electronic transmission to DOR;

Task Number: 21-41-09

Program Name: BESDT Dashboard

Contractor: OIT

This project addressed Crash performance measure accessibility C-X-1.

The project goal was to develop a crash dashboard on the external CDOT website for users to query CDOT's BESDT crash database, providing a standard set of reports, graphs, and displays of the queried data.

The project impacted the performance measure by and results were:

- Providing a web-based dashboard solution to query, display, analyze, and publish reports of the CDOT crash database while protecting PII and sensitive data;
- Providing two primary types of access and permission levels, one which will be used by the general public, media, researchers, and others who utilize the CDOT website ("external"). The second access will be for CDOT staff or those granted access with CDOT approved credentials ("internal") such as local agencies, MPO's, and other partners;
- Training CDOT staff to create reports using tableau and publish it on the dashboard; and
- Allowing CDOT to share crash data with various user groups.

Task Number: 21-41-11

Program Name: PPACG Geolocating Project

Contractor: DiExSys (for Pikes Peak Area Council of Governments)

This project addressed Crash performance measure in the Accuracy, Completeness, Uniformity, Accessibility, and Integration emphasis areas.

The Project had five main goals:

- Future Cost Savings through building capacity for efficient in-house crash geocoding
- Consistent regional data through coordination and compatibility
- Complete data for the PPACG region
- Accurate data suitable for detailed safety analysis
- Open data that can be easily shared

The project impacted the performance measure by:

- Providing high-quality geocoded crash data throughout the 3-county PPACG region – a five-year base of data, plus enabling continuation of geocoding on an annual basis going forward;
- Creating labor-saving tools (including an LRS) that will allow future geocoding to be done affordably by PPACG, facilitating the continued production of high-quality geocoded data to be shared with member governments and CDOT;
- Training PPACG staff to produce a level of data that is suitable for detailed safety analysis and compatible with crash analysis software used by local and state government partners
- Allowing PPACG to share crash data with 16 member governments and the state, facilitating a new level of traffic safety analysis not previously possible for many local jurisdictions; and
- Local jurisdictions and law enforcement agencies will be able to look at the larger regional picture of traffic safety, beyond local boundaries, in order to see useful crash patterns along regional corridors; and the Metropolitan Planning Organization will be able to better allocate safety funds throughout the region, as a result of this project.

MOTORCYCLE SAFETY

Motorcyclist fatalities increased from 103 in 2019 and 140 in 2020, a 27% increase. Unhelmeted motorcyclist fatalities increased from 54 in 2019 to 74 in 2020, a 28% increase. The projects in the Motorcycle Safety program this year are detailed in the Office of Communications section.

COMMUNICATIONS

The Office of Communications (OC) provides strategic communications efforts for the Colorado Department of Transportation's Highway Safety Office (HSO). In 2021, the OC provided a range of services to increase public awareness and support of major transportation safety issues to ultimately influence behavior of motor vehicle operators. The program activities are detailed on the following pages.

Program Administration

The OC, with assistance from its contractors, was responsible for 14 traffic safety projects, with a budget of \$2,537,000.

Summary of Strategic Communications Efforts

In 2021, the OC engaged in public relations, media relations and paid advertising strategies to support 14 high-visibility DUI enforcement periods. These programs promoted the use of alternative transportation and designated drivers to prevent impaired driving. Paid advertising was used to educate the public to not over-complicate the decision to drive impaired. The message was simple - impairment is impairment no matter how much you have consumed. In addition, the OC reached out to Colorado's growing Hispanic population with a culturally relevant Spanish DUI campaign targeting at-risk populations. Digital tactics and social media were used to reach this population.

The OC also supported the two *Click It or Ticket* enforcement period and launched a digital and online social campaign to educate the public on the dangers of not buckling up. The *Common Bond* campaign helped create awareness of the widespread support for seat belt use and encouraged the 14% of people who don't buckle up to do so. The OC also partnered with businesses in local communities where seat belt use was lowest, including hospitals and law enforcement, to help carry the message to buckle up. Finally, a special Spanish-language seat belt campaign targeted Hispanic communities.

To address distracted driving, the OC rolled out the *Distraction Reactions* campaign. This concept struck a careful balance between being eye-catching and memorable, while conveying the seriousness of an issue that contributes to more than 40 crashes a day on Colorado roads. Media buy deliverables for the campaign included radio and video assets.

Other campaigns launched in 2021 included: a pedestrian safety campaign, *The Left Behind*, that depicted the devastating outcomes of pedestrian crashes; a child passenger safety campaign featuring an *Ask the Experts* video series that provided tips and resources to parents on using car seats correctly; a teen campaign that educated young drivers on the three primary GDL issues, passenger limits, cell phone distractions and seat belt usage; a new motorcycle safety campaign, *The Aftermath*, that targeted riders to wear helmets; and a motorcycle campaign targeting drivers to *Look Twice, Save A Life*, especially at intersections.

Task Number: 21-08-01

Program Name: High-Visibility DUI Enforcement – PR/Evaluation

Contractors: Amelie Company; Communication Infrastructure Group; PRR

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.

The goal of this program was to raise awareness of DUI enforcement, dangers of impaired driving, and to reduce the number of statewide motor vehicle impaired driving fatalities and injury crashes. The program also included research on driver attitude and awareness survey of DUI enforcement and communications activities.

The project impacted the performance measure by and results were:

- Awareness of 16 DUI enforcement periods garnered more than 350 media stories and 30 million impressions;
- Partnered with popular bars in Denver and Colorado Springs to deliver a DUI prevention message in an engaging photobooth. The last image in each series of photos showed bar customers experiencing one of the consequences of a DUI — jail. Total Media Impressions: 2,081,748;
- To coincide with the Super Bowl enforcement period, an educational display was installed in liquor stores raising awareness of personal breathalyzers;
- A media event helped bring attention to the Labor Day DUI enforcement period;
- Promoted the importance of rideshare during the holidays via the Gift of Lyft program, which included an online pledge to never drive impaired;
- Updated the following assets for the “It’s Not Complicated” campaign: OOH (to include liquor store advertising and wallscape), streaming radio, and digital video and banners; and
- Conducted a survey of campaign awareness, which revealed that 22% of people had heard of increased enforcement and 30% had heard the slogan “The Heat is on.”

Task Number: 21-08-02

Program Name: High-Visibility DUI Enforcement – Paid Media

Contractor: Vladamir Jones

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.

The goal of this program was to raise awareness of DUI enforcement and to reduce the number of statewide motor vehicle impaired driving fatalities and injury crashes.

The project impacted the performance measure by and results were:

- The reach-based campaign featured the ‘Drinking and Driving Don’t Mix’ creative ran from June 28 to August 8, with an additional smaller flight running in August. The campaign reached a total of 2.1M unique users and served 34M total impressions, including 2.5M impressions to Spanish-speaking audiences;
- The three different versions of video creative averaged a view rate of 31% and served over 4.5 million impressions with the strongest-performing ad version being the ‘If I Can Walk in a Straight Line’ video with 1.5 million impressions;
- New for the 2021 DUI campaign, we implemented Tremor for programmatic display. Utilizing its behavioral targeting and English and Spanish speaker targeting capabilities, 3.7 million impressions were served across Colorado;
- MobileFuse ad units generated 3.9 million impressions, with an impressive click-through rate at 0.98%. This CTR is not only above benchmark, but also a 52% increase; and
- For this year’s liquor store domination, we set out to target both English- and Spanish-speaking communities within Denver and surrounding areas. This tactic brought in 1.7 million impressions with a unique and contextually relevant placement.

Task Number: 21-08-03

Program Name: High-Visibility DUI Enforcement – Latino

Contractor: Hispanidad

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.

The goal of this project was to raise awareness of DUI enforcement and to reduce the number of statewide motor vehicle impaired driving fatalities and injury crashes specific to the Hispanic population in Colorado.

The project impacted the performance measure by and results were:

- Adapted and translated the general market creative assets including digital video and banners, social media, and billboards and posters. The target audience for the campaign are drivers statewide, 21-34 year old, and of Hispanic origin and Spanish-preferred;
- Working with the news media we were able to garner 92,113 earned media impressions about DUI enforcement periods and the importance of never driving impaired;
- Community outreach included a partnership with SuaveFest. Approximately 2,000 people were in attendance at the event, which included stage mentions about impaired driving (between music sets) reminding festival-goers to make smart choices about how to get home safely after drinking; and
- Further impact was felt on social media where more than 645,000 unique impressions were made, including references to CDOT's partnership and the DUI messaging.

Task Number: 20-08-04

Program Name: Motorcycle Safety – Driver Awareness

Contractor: R and R and Vladimir Jones

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

The goal of this project was to raise awareness among drivers to watch for motorcycles

The project impacted the performance measure by and results were:

- The awareness-based motorcycle utilized a strategy that reached drivers listening to the radio during relevant drive times via Total Traffic spot placement across a series of stations in the Denver area. These :10 and :15 reads were played 245 times and garnered over 2.4 million impressions during the course of the 3-week flight. Drivers were reminded to use caution around motorcycles, especially at intersections;
- To support the paid media efforts, the campaign developed all new assets for the Some Things are Hard to See storyline via a photoshoot and radio recording;
- To bring awareness of motorcycle deaths and encourage motorists to exercise caution while driving, the campaign supported the launch of the Some Things Are Hard to See campaign and media buy with a press release distributed statewide on July 21; and
- The press release garnered coverage from outlets across the state as well as their social media channels, resulting in 48 placements, 2,674,867 impressions and \$22,213 in publicity value.

Task Number: 21-08-04

Program Name: Motorcycle Safety – Rider Awareness

Contractor: R and R, Vladamir Jones

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

The goal of this project was to raise awareness among riders to wear proper safety gear, including helmets.

The project impacted the performance measure by and results were:

- The awareness-based campaign featuring the Aftermath creative assets ran from May 17 through June 6, reaching 411,871 users and serving over 7 million paid impressions via Snapshot, connected TV, billboards, pre-roll video, Facebook and Tremor. The campaign also led to high video engagement performance, with an 81% video view rate across digital and social channels, and a total of 27,401 clicks across all efforts;
- A press conference ahead of Motorcycle Safety Awareness Month launched the new Aftermath campaign and featured victims/survivors with compelling stories. News media that covered the event included The Denver Post, KDVR, KCNC, KOAA, KKTU, KXRM, KKCO, and KREX. PR efforts resulted in nearly 11 million earned impressions and garnered 64 new story placements with a publicity value of \$22,000; and
- The shift to reaching a smaller but more relevant audience of motorcycle riders led to impressive online engagement, including a 140% higher rate when compared to the combined performance from 2019 and 2020 efforts.

Task Number: 21-08-05

Program Name: Click It or Ticket, PR, Evaluation, Rural Outreach

Contractors: Communication Infrastructure Group; PRR

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 for passenger vehicles.

The goal of this project was to raise awareness of seat belt use enforcement and to reduce the number of unrestrained fatalities and injury crashes among vehicle occupants statewide. This project also included a special emphasis on rural areas.

The project impacted the performance measure by and results were:

- The following Common Bond campaign assets were updated: billboards, bus tail signage, gas nozzles ads, convenience store window clings, and Pandora ads;
- A press conferences kicked off the heightened CIOT enforcement efforts with in-person media opportunities. The July Wave media efforts produced 3,332,822 earned media impressions and 117 new stories and the August Wave produced 83,428,802 earned media impressions with 125 news stories. A press conference in rural Weld County helped bring needed attention to that region;
- Data and charts provided rural media outlets a local perspective of seat belt use and enforcement;
- A State2State seat belt awareness campaign helped keep people safe in rural areas as they entered Colorado by reminding them of the state CIOT enforcement efforts;
- Five compelling video stories were created featuring crash victims, including stories from rural Colorado. These were distributed to more than 50 statewide traffic partners and through CDOT's traffic safety pulse newsletter; and
- A post CIOT campaign survey showed 15% awareness of enforcement a 53% awareness of the Click It Or Ticket slogan during the campaign period.

Task Number: 21-08-06

Program Name: Click It or Ticket Paid Media

Contractor: Vladamir Jones

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 for passenger vehicles.

The goal of this project was to raise awareness of seat belt use enforcement and to reduce the number of unrestrained fatalities and injury crashes among vehicle occupants statewide.

The project impacted the performance measure by and results were:

- The reach-based Click It or Ticket campaign featuring the ‘Seatbelts are something we can all get behind’ creative ran from May 24 to June 20, with an additional shorter flights in Augusts and September;
- The campaign reached 1,491,174 unique users and served 64,968,834 total impressions, including 706,579 impressions to Spanish speaking audiences. This was a 77% increase in impressions compared to 2020;
- Optimizations were made to paid social campaigns in order to improve performance during the campaign flight, including adding an ad set targeting users with interests that align with the various content being promoted (shoes, chili peppers, music, CSU & CU, etc.), which led to a 31% higher clich-through rate and a 12% higher video view rate than the standard ad set targeting all 18-34-year-olds;
- The top-performing ad versions in Facebook/Instagram included the music ad version, which led to the highest combined reach (760,283) and the Chiles ad version, which led to the highest combined CTR (0.34%); and
- A new out-of-home execution brought in over 6 million impressions, and out of home collectively brought in 47+ million impressions, which is more than double than 2020.

Task Number: 21-08-07

Program Name: Hispanic Occupant Protection

Contractors: Hispanidad and Vladamir Jones

This project addressed performance measures C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions, C-9. Reduce the number of driver's age 20 or younger involved in fatal crashes and B-1. Increase the observed seat belt use for passenger vehicles.

The goal of this project was to raise awareness of the importance of seat belts, child passenger safety and all facets of occupant protection (OP) to prevent injury and death among Colorado's Hispanic population.

The project impacted the performance measure by and results were:

- Adapted creative/messages for the Spanish-preferred audience as well as ensuring that all press releases and media outreach was provided, in Spanish, for Spanish media statewide;
- Recruited and interviewed two Spanish-speaking Coloradans with seat belt survival;
- stories for the Summer Video Series;
- Produced and distributed one video to Spanish media, community-serving organizations, statewide traffic partners and through CDOT's Traffic Safety Pulse newsletter;
- Conducted a CIOT press event with Spanish media interviews and coordinated Spanish interviews associated with CIOT enforcement in Weld County, a priority area; and
- Delivered seat belt safety messages to Spanish speaking audiences resulting in a total of 706,579 paid media impressions.

Task Number: 21-08-08

Program Name: Teen Driving and GDL

Contractor: Amelie and Vladamir Jones

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

The goal of this project was to reduce the number of young people, under age 20, killed or injured in vehicle crashes by increasing awareness of safety issues, such as seat belt use.

The project impacted the performance measure by and results were:

- The campaign featuring the 'Keep Your License Safe' creative ran from August 9 to September 5, reaching 691,649 total unique users and serving 7,649,024 total impressions across Facebook/Instagram, Snapchat and TikTok. The campaign had stronger engagement performance in every platform, leading to a 60% higher overall click-through rate than in 2020;
- Campaign efforts led to 67,576 clicks/swipe ups in the various social platforms, which is a 272% increase in clicks/swipe ups when compared to 2020 efforts. An additional ad was developed for rural audiences;
- Earned media efforts resulted in 20 news stories and 3.4 million impressions following a press release and extensive media pitching; and
- The Snapchat platform led to the strongest performance with 43,782 swipe ups, equal to 64% of the total campaign clicks/swipe ups. Despite re-using several ads, no creative fatigue was observed among on-line users.

Task Number: 21-08-09

Program Name: Child Passenger Safety

Contractor: Communication Infrastructure Group, Vladamir Jones

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

The goal of this project was to reduce the number of children killed in motor vehicle crashes by increasing awareness of the importance of the proper child safety seat for every age and every stage.

The project impacted the performance measure by and results were:

- The traffic-based Child Passenger Safety campaign featuring the ‘When it comes to car seat safety, who should you listen to?’ creative ran from September 6 to September 26, leading to 2,044,438 total impressions and 8,416 clicks. A strong 1.71% click-through rate in Facebook/ Instagram and strong on-site engagement performance from Pinterest (83% bounce rate and :21 average session duration) led to the campaign’s success;
- The campaign coordinated with Car Seats Colorado to design, print and distribute thousands of lanyard badges to nurses, doctors, and child safety advocates with car seat safety reminders;
- The campaign partnered with the City of Denver and HealthONE to hold a press conference at Swedish Medical Center for Child Passenger Safety Week. The event produced 10 internet stories totaling 931,483 impressions; 56 TV stories totaling 988,822 impressions; and 10 social media stories totaling 331,253 impressions; and
- The campaign also designed and managed the fabrication of an interactive three-dimensional, animal-themed height chart in English and Spanish. Media outreach drew considerable attention to the installation.

Task Number: 21-08-10

Program Name: Media Program Support

Contractor: Amelie and Communications Infrastructure Group

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.

The goal of this project was to support the communications staff with tactical program implementation in order to maximize the reach and effectiveness of programming.

The project impacted the performance measure by and results were:

- Monitored and responded to over 150 social media comments for all safety campaigns providing an active and consistent online voice on safety;
- Compiled monthly campaign impression data in order to monitor strategic direction of traffic safety campaigns and adjust direction as necessary;
- Produced 11 Traffic Safety Pulse newsletters and distributed to over 200 partners and stakeholders;
- Compiled list of traffic safety advocates and victims and compiled creative asset tracking folder for partner distribution to expand reach of all safety campaigns;
- Monitored media coverage for various safety initiatives;
- Coordinated campaign vanity URLs updates and managed stakeholder lists;
- Managed collateral request process to efficiently and quickly share material; and
- Developed five traffic safety presentations for conferences and meetings.

Task Number: 21-08-11

Program Name: Distracted Driving

Contractor: CIG, Hispanidad and Vladamir Jones

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-12. Reduce the number of fatalities involving a distracted driver.

The goal of this project was to reduce the number of injury and fatal crashes due to distracted driving by increasing awareness of the types of distracted driving and Colorado's ban on texting. The project worked to increase awareness of ways to avoid distracted driving and motivate change in unsafe driving behaviors.

The project impacted the performance measure by and results were:

- The awareness-based Distracted Driving campaign featuring the Drop the Distraction videos ran from March 15 to April 11, reaching 926,781 users and serving 10,624,381 total impressions, including 913,782 impressions to Spanish-speaking audiences;
- The campaign also led to high video engagement performance, with an 83% video view rate across digital and social channels, and a total of 29,651 clicks across all efforts;
- PR tactics produced 45 million impressions and garnered 169 media stories with a publicity value of \$627,033.34;
- The Distraction Kiosk at the Stanley Marketplace produced 105,000 impressions.
- April awareness month activities included a data-driven press release, organic social media posts, updated content and design of the distraction.codot.gov webpages, partner toolkit, and VMS messages;
- Hispanic assets included :06 & :15 social videos, Facebook/Instagram social posts, press release for Distracted Driving Awareness Month, press release for Distracted Driving Victims Display, and an updated the Spanish webpage; and
- Assets produced 11,511,645 earned media impressions.

Task Number: 21-08-12

Program Name: Pedestrian Safety Communications

Contractor: R and R and Vladamir Jones

This project addressed performance measures C-1. Reduce the number of traffic fatalities and C-10. Reduce the number of pedestrian fatalities.

The goal of this project was to reduce the number of pedestrian injuries and fatalities by increasing awareness of the hazards and precautions to take as a pedestrian and drivers.

The project impacted the performance measure by and results were:

- The reach-based Pedestrian Safety featuring the 'Left Behind' creative assets ran from August 30 to September 30 and reached a total of 1,584,517 unique users and produced 28,669,388 total impressions;
- The top-performing ad versions in Facebook/Instagram included the 'Groceries are just the beginning of what's left behind,' which led to the highest combined reach (722,062) and the :15 '93 Stories' video, which led to the highest number of clicks (4,875). Other forms of outreach included billboards, streaming audio and digital placements;
- The addition of Snapchat nearly doubled the overall campaign-wide impressions with an addition of 2,912,233 impressions.;
- The campaign conceived a new iteration of the Left Behind concept that included special paper grocery bags at local markets as well as 'ghost' pedestrians strategically placed in high traffic areas of shopping centers. Coverage of the event resulted in 34 news stories, nearly 40 million impressions and \$79,456 in publicity value; and
- Facebook/Instagram efforts saw the 25-34 age group lead to the majority of campaign reach (67%), while Snapchat saw the majority of reach served to the 21-24 age group, highlighting the importance of this multi-channel approach.

Task Number: 21-08-13

Program Name: Occupant Protection - Communications

Contractor: Amelie and Vladamir Jones

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

The goal of this project was to increase seat belt use and reduce the number of unrestrained fatalities and injury crashes among vehicle occupants statewide.

The project impacted the performance measure by and results were:

- The reach-based OP campaign featuring the ‘Why Seat Belt Safety Matters’ creative ran from June 21 to July 18, with two smaller flights running in August and September. The campaign reached 1.81M unique users and served 65.7M total impressions, including 2.2M impressions to Spanish-speaking audiences. Social and out-of-home tactics led to the campaign generating 164% of its impression benchmark goal;
- The top-performing social ads included the “Vacation Is So Close” ad with over 1.9M and the “Student Loans are Finally Paid Off” ad with 991K impressions. Video units in Facebook/Instagram led to a 29% higher view rate compared to ad versions from 2020. New for the 2021 were out-of-home signage placed strategically in 53 stations throughout Denver, which brought in 4M impressions;
- To reach Hispanic audiences, creative material was adapted for the Spanish-preferred audience and all press releases and media outreach was provided, in Spanish. The campaign partnered with Spanish news media to introduce culturally relevant OP messaging, including El Semanario, Univision KCEC-TV and Telemundo KDEN-TV;
- A mix of media placements and stencil installations throughout Colorado provided lighthearted, relevant seat belt safety messages as people traveled to and from summer events, such as ballparks and amusement parks; and
- The PR tactics produced 22 news stories and 7M media impressions.

PEDESTRIAN SAFETY

Pedestrian fatalities increased from 73 in 2019 to 87 in 2020, a 17% increase. The Highway Safety Office's Pedestrian Safety program continues to support the goal of reducing pedestrian fatalities by educating the public about avoiding pedestrian injuries and fatalities and enhanced enforcement efforts. The educational efforts included information about visibility and pedestrian and roadway user impairment.

Program Administration

3 projects were managed with a planned budget of \$233,000.

Efforts and activities included:

- Proactive enforcement of laws addressing pedestrian violations, include public awareness and education campaigns; and
- Pedestrian safety educational programs at schools and other locations;
- Partnered with Denver and Boulder Vision Zero on pedestrian safety initiatives.

Task Number: 21-09-04

Program Name: City of Lakewood (Police) Pedestrian Safety Campaign

Contractor: Lakewood Police Department

This project addressed performance measure C-9. Reduce the number of pedestrian fatalities.

The goal of this project is for the City of Lakewood selected to reduce incidents of auto/pedestrian related crashes and to educate the local population of safe protocols.

The project impacted the performance measure by and results were:

- Lakewood PD made 1438 contacts and educated the local population on the laws regarding Pedestrian and Bicycle safety; and
- 56 citations were issued to the traveling public during Lakewood PD's pedestrian operations.

Task Number: 21-09-02

Program Name: Addressing Denver Pedestrian Safety Issues

Contractor: Denver Police Department

This project addressed performance measure C-9. Reduce the number of pedestrian fatalities.

The goal of this project was to reduce the number of auto-pedestrian fatalities and SBIs in the City and County of Denver.

DPD officers sought to change driver and pedestrian behaviors linked to auto-pedestrian crashes. DPD employed a targeted enforcement campaign focused on pedestrian safety. Targeted enforcement was designed through the bi-annual review process of auto-pedestrian crashes. Denver Police Department officers conducted targeted enforcement where pedestrian fatalities have an increased likelihood of occurring while educating the motoring public about pedestrian safety violations and public safety. Officers worked a total of 1,175 hours on this project over the grant period

The project impacted the performance measure by and results were:

- DPD was successful in educating pedestrians and motorists, with a total of 3,058 contacts while using plain clothes and spotters. The impact on fatalities will not be known until figures are published;
- There were 369 driver citations and 27 pedestrian citations given over the grant period, with the most driver citations (22) given in the second quarter;
- The citations were given in numerous intersections across the city which have been determined higher risk for pedestrian safety;
- This project was conducted Sunday – Saturday; the hours of operation varied but were conducted during the day and early afternoon; and
- The ability to conduct community outreach education events was greatly impeded by COVID-19.

Task Number: 21-09-01

Program Name: 2021 Pedestrian Education and Safety Campaign

Contractor: Aurora Police Department

This project addressed performance measures C-2. Reduce the number of serious injuries in traffic crashes and C-9. Reduce the number of pedestrian fatalities.

The goal of this program was to reduce pedestrian fatalities and injuries, and to educate pedestrians and motorists about pedestrian safety.

The program impacted the performance measures by and results were:

- Individual officer enforcement and education were conducted;
- Large and small group operations were conducted with both uniformed and non-uniformed officers;
- Educational presentations were performed by officers in conjunction with church groups, pre-schools, and elementary schools;
- Pedestrian safety messages were posted on Facebook, Twitter, and other media outlets utilizing public information officers; and
- A total of 1227 pedestrians were contacted during directed enforcement funded this program.

List of FY21 Projects – No Funds Expended/No Activity

21-01-08 – Impaired Driving Tech Transfer

This project was not executed due to challenges related to COVID related travel restrictions. Cancellation of this project had no effect on the overall countermeasure strategy.

21-01-10 – Checkpoint Colorado

This project was not executed due to challenges related to COVID and reduced staffing levels for traffic patrol. Cancellation of this project had no effect on the overall countermeasure strategy.

21-01-19 PBT and Calibration Stations

Prior to this purchase of these items the HSO inventoried PBT and Calibration Stations in stock. It was determined there was sufficient inventory. Cancellation of this project had no effect on the overall countermeasure strategy.

21-01-24 Northern CO R.A.I.D Team (Windsor)

Windsor PD withdrew the project due to challenges related to COVID and reduced staffing levels for traffic patrol. Cancellation of this project had no effect on the overall countermeasure strategy.

21-04-07 Colorado Springs Geocoding

Due to staffing limitations within the division this project was not executed. Cancellation of this project had no effect on the overall countermeasure strategy.

21-04-10 Roadway MIRE

This was an internal CDOT project, and another division is using other funding sources for this project. Cancellation of this project had no effect on the overall countermeasure strategy.

21-06-08 HSO Support – 2021 GHSA Annual Meeting

Support for this project was approved in the 2021 Colorado HSP. After approval, NHTSA R8 and NHTSA HQ deemed S402 funds to support a national conference were unallowable costs as S402 could only be used to benefit Colorado and not attendees from other States. Events of this nature, in other State HSOs, had been approved to use S402 in prior years to support national conferences, including the GHSA Annual Meeting. Despite this, the 2021 GHSA Annual Meeting was hosted in Colorado, was highly attended and supported and received numerous accolades and positive evaluations. Denial of this project by NHTSA had no effect on the overall countermeasure strategy as the conference was held as planned.

21-09-03 and 21-10-01 – Pedestrian Safety and The Road Ahead – Older Driver Safety – Drive Smart Colorado

Drive Smart Colorado did not accept funding for these projects. This was, in part, due to COVID and other staffing challenges. Cancellation of this project had no effect on the overall countermeasure strategy.

Final FY21 Project Expenditures

GTS CODE	FUNDING SOURCE	AGENCY	PROGRAM AREA/NAME	FUNDED AMOUNT	EXPENDED AMOUNT	MATCH	LOCAL BENEFIT
			01 - Impaired Driving (Drug and Alcohol)				
FDMATR-2021-01-01	405d	LEAD Impairment Training	DRE/SFST Training/and LEL	\$126,300.00	\$114,560.64		
164AL-2021-01-02	164	CSP	Colorado Task Force on Drunk and Impaired Driving	\$30,000.00	\$21,802.18		
M5CS-2021-01-03	405d	Colorado Judicial Branch	Support for DUI Courts	\$150,000.00	\$13,050.48		
AL-2021-01-04	402	CDAC	TSRP	\$342,281.00	\$319,579.11		\$319,579.11
M5HVE-2021-01-05	405d	Colorado Springs PD	Don't Be a Buzz Killer	\$149,999.00	\$123,746.87		
M5OT-2021-01-06	405d	Gunnison County	Gunnison County Substance Abuse Prevention Pilot Project	\$85,000.00	\$84,956.68		
MTCH-21-00-00	MTCH-21-00-00	OTS	High Visibility Impaired Driving Enforcement	MATCH	\$0.00	\$775,045.00	
164AL-2021-01-08	164	OTS	ID Tech Transfer	\$10,000.00	\$4,400.00		\$4,400.00
164AL-2021-01-09	164	CSP	Impaired Driving Enforcement	\$400,164.00	\$285,083.92		\$285,083.92
M5HVE-2021-01-11	405d	Aurora PD	2021 DUI/HVE/Checkpoint	\$188,000.00	\$133,466.20		
M5HVE-2021-01-12	405d	Denver PD	Denver's Comprehensive Impaired Driving Project	\$294,016.00	\$233,995.41		
AL-2021-01-13	402	OTS	LEL Brannan	\$94,174.00	\$89,714.10		\$89,714.10
FDMDATR-2021-01-14	405d	OTS	DRE/SFST Update Training/School	\$190,000.00	\$63,426.81		
164AL-2021-01-15	164	Jefferson County SO	Jefferson County DUI Campaign	\$28,760.00	\$9,202.53		\$9,202.53
MTCH-21-00-00	MTCH-21-00-00	Dept of Revenue	DUI Countermeasures	MATCH	\$0.00	\$875,000.00	
MTCH-21-00-00	MTCH-21-00-00	Colorado Judicial Branch	DUI Court Administration	MATCH	\$0.00	\$875,000.00	
M5CS-2021-01-18	405d	MADD	MADD Colorado Court Monitoring Program	\$94,046.00	\$94,043.73		
M5HVE-2021-01-20	405d	Adams County SO	2021 HVE Impaired Driving	\$228,801.00	\$66,893.85		
M5OT-2021-01-21	405d	Eagle River Youth Coalitior	Eagle River Valley Impaired Driving Prevention Pilot Project	\$85,000.00	\$79,585.10		
M5OT-2021-01-22	405d	Chaffee County Human Se	Youth Substance Abuse Prevention Pilot Project	\$90,000.00	\$86,411.15		
PT-2021-01-23	402	Loveland PD	Northern CO R.A.I.D Team	\$281,796.00	\$106,807.33		\$106,807.33
PT-2021-01-25	402	Larimer County SO	Northern CO R.A.I.D Team	\$108,678.00	\$47,531.23		\$47,531.23
M5HVE-2021-01-26	405d	El Paso County SO	Enhance Impaired Driving Enforcement	\$238,000.00	\$234,481.56		
AL-2021-01-27	402	OTS	LEL Birk	\$40,164.00	\$27,388.52		\$27,388.52
AL-2021-01-28	402	OTS	LEL Hunt	\$40,164.00	\$24,257.00		\$24,257.00

			02 -Speed Management				
SE-2021-02-01	402	Denver PD	Focused Speed Enforcement	\$83,000.00	\$71,678.38		\$71,678.38
SE-2021-02-02	402	Aurora PD	Aurora Highway Safety Campaign	\$51,000.00	\$37,213.81		\$37,213.81
SE-2021-02-03	402	Colorado Springs PD	HVE of Speeding Drivers	\$79,257.00	\$70,097.96		\$70,097.96
SE-2021-02-05	402	Pueblo PD	A Step Towards Reducing Traffic Fatalities	\$78,000.00	\$16,987.50		\$16,987.50
SE-2021-02-06	402	Jeffco SO	Hwy 93 Speed Reduction Campaign	\$82,099.32	\$58,323.28		\$58,323.28
SE-2021-02-07	402	City of Lakewood	City of Lakewood Speed Enforcement Campaign	\$83,000.00	\$76,747.02		\$76,747.02
			03 - Young Drivers				
TSP-2021-03-01	402	University of Colorado Hospital	Aurora PARTY Program	\$60,000.00	\$20,426.53		\$20,426.53
TSP-2021-03-02	402	Weld County Public Health Dept.	Young Driver Traffic Safety	\$64,800.00	\$37,347.36		\$37,347.36
TSP-2021-03-03	402	Texas A&M Trans. Institute	Teens in the Drivers Seat	\$70,457.00	\$40,774.99		\$40,774.99
TSP-2021-03-05	402	Conejos County Public Health	Youth Coalition to Reduce MV Fatalities	\$24,117.00	\$1,092.27		\$1,092.27
TSP-2021-03-06	402	SADD, Inc	A Comprehensive Approach to Reducing Teen Crashes	\$190,000.00	\$124,844.39		\$124,844.39
TSP-2021-03-07	402	Denver Dept Public Health	Denver Teen Safe Streets	\$66,200.00	\$45,247.84		\$45,247.84
TSP-2021-03-08	402	ThinkFast	ThinkFast Interactive Events - Colorado	\$131,100.00	\$94,050.00		\$94,050.00
TSP-2021-03-10	402	All About Ins, INC	GDL Education	\$18,000.00	\$500.00		\$500.00
			04 - Traffic Records				
TR-2021-04-01	402	CDPHE	HSO Data Analysis and TA	\$214,998.00	\$195,769.52		\$195,769.52
M3DA-2021-04-03	405c	TSE	Traffic Records Coordinator	\$297,845.00	\$105,677.50		
M3DA-2021-04-04	405c	TSE	Tech. Transfer	\$15,000.00	\$293.38		
M3DA-2021-04-05	405c	TSE	FARS Program Support	\$12,000.00	\$4,943.38		
M3DA-2021-04-08	405c	Thornton PD	Thornton PD E- Crash	\$30,750.00	\$18,218.00		
M3DA-2021-04-09	405c	BESDT Dashboard	CDOT	\$98,800.00	\$76,039.75		
M3DA-2021-04-11	405c	PPACG Geocoding	DiExSys	\$40,000.00	\$36,492.00		
			05 -Child Passenger Safety				
CR-2021-05-01	402	CSP	CPS Team Colorado	\$303,160.00	\$276,173.49		
CR-2021-05-03	402	Swedish Medical Center	SMC's Car Seat Safety Program	\$24,945.00	\$14,983.71		\$14,983.71
CR-2021-05-04	402	Summit County Public Health	Summit County CPS Initiative	\$49,665.00	\$14,750.29		\$14,750.29
CR-2021-05-05	402	Denver Dept Public Health	Denver Booster and SB Engagement	\$60,000.00	\$37,201.48		\$37,201.48

			06 - Occupant Protection				
M2HVE-2021-06-01	405b	CSP	2021 Click It or Ticket	\$250,161.00	\$179,094.03		
M2HVE-2021-06-02	405b	TBD	Local LE Agencies/Click It or Ticket	\$315,000.00	\$222,008.97		
OP-2021-06-02	402	TBD	Local LE Agencies/Click It or Ticket	\$135,000.00	\$82,075.70		\$82,075.70
OP-2021-06-03	402	OTS	Traffic Safety Initiatives Tech Transfer	\$15,000.00	\$13,750.00		\$13,750.00
PT-2021-06-04	402	TBD	Traffic Safety Recognition Events	\$25,000.00	\$8,655.00		\$8,655.00
OP-2021-06-05	402	Atelior LLC	Seat Belt Survey	\$257,288.00	\$220,998.46		
M2HVE-2021-06-07	405b	Aurora PD	HVE and CPS Program	\$95,000.00	\$72,852.70		
OP-2021-06-09	402	Rural Communities Resour	Occupant Protection Education	\$40,000.00	\$16,853.02		\$16,853.02
			07 - Motorcycle Safety				
MTCH-21-00-00	MTCH	OTS	MOST		\$0.00	\$50,000.00	
			08 - Office of Communications				
M5PEM-2021-08-01	405d	Amelie, CIG, PRR	High-Visibility DUI Enforcement PR/Eval	\$276,000.00	\$275,491.50		
M5PEM-2021-08-02	405d	Vladimir Jones	High-Visibility DUI Enforcement Paid Media	\$319,000.00	\$319,000.00		
M5PEM-2021-08-03	405d	Hispanidad	High-Visibility DUI Enforcement - Latino & Paid Media	\$180,000.00	\$173,347.52		
MC-2021-08-04	402	R/R, Vladimir Jones	Motorcycle Safety - Motorcyclist Safety/Awareness	\$175,000.00	\$171,796.25		
M9MA-2021-08-04	405f	R/R, Vladimir Jones	Motorcycle Safety - Driver Awareness	\$75,000.00	\$75,000.00		
PM-2021-08-05	402	CIG, PRR	Click It or Ticket & Seat Belts PLUS Rural Seatbelts- PR/Eval	\$175,000.00	\$174,995.37		
M2PE-2021-08-06	405b	Vladimir Jones	Click It or Ticket & Seat Belts - Paid Media	\$235,000.00	\$235,000.00		
PM-2021-08-07	402	Hispanidad, Vladimir Jones	Hispanic Occupant Protection	\$150,000.00	\$143,872.68		
PM-2021-08-08	402	Amelie	GDL and Teen Driving Safety Communications	\$75,000.00	\$74,999.88		
PM-2021-08-09	402	CIG	Child Passenger Safety	\$75,000.00	\$74,996.90		
PM-2021-08-10	402	Amelie, CIG	PR Program/Media Support	\$127,000.00	\$112,777.40		
PM-2021-08-11	402	CIG, Valdimir Jones	Distracted Driving	\$225,000.00	\$216,974.59		
PM-2021-08-12	402	R/R, Vladimir Jones	Pedestrian Safety Communications	\$200,000.00	\$200,000.00		
PM-2021-08-13	402	Amelie, Vladimir Jones	Occupant Protection Communications	\$250,000.00	\$250,000.00		
			09 - Pedestrian & Bicycle				
FHLE-2021-09-01	405h	Aurora PD	Pedestrian Education and Safety Campaign	\$75,000.00	\$73,423.31		
FHLE-2021-09-02	405h	Denver PD	Addressing Denver Pedestrian Safety Issues	\$88,000.00	\$87,785.21		
FHLE-2021-09-04	405h	City of Lakewood	Pedestrian Safety Campaign	\$70,000.00	\$66,438.73		

			10 - Older Driver				
DE-2021-10-02	402	Red Hawk	Older Driver Public Service Campaign	\$46,891.00	\$28,857.10		\$28,857.10
DE-2021-10-03	402	Cordy & Company	Reaching Older Adult Drivers (ROAD)	\$68,000.00	\$57,611.84		\$57,611.84
DE-2021-10-04	402	Health Promotions Partners	Engaging Mobility Initiative	\$63,912.00	\$55,604.64		\$55,604.64
			11 - Distracted Driving				
DD-2021-11-01	402	Greeley PD	DDACTS Distracted Driving	\$80,900.00	\$72,748.87		\$72,748.87
DD-2021-11-03	402	CSP	Distracted Driving	\$155,000.00	\$108,393.98		
DD-2021-11-04	402	Aurora PD	2021 Distracted Driving Enforcement Campaign	\$64,000.00	\$59,267.79		\$59,267.79
DD-2021-11-05	402	Denver PD	Distracted Driving Enforcement	\$53,000.00	\$50,397.72		\$50,397.72
DD-2021-11-06	402	Eagle River Youth Coalition	Eagle River Valley Safe Driving Efforts	\$30,000.00	\$27,738.24		\$27,738.24
			12 - Program Support				
PA-2021-12-01	402	OTS	P & A	\$550,000.00	\$176,721.05	\$176,721.05	
M50T-2021-12-02	405d	OTS	Impaired Driving Program Support	\$255,000.00	\$199,972.23		
OP-2021-12-03	402	OTS	Occupant Protection Program Support	\$180,000.00	\$142,843.86		
M3DA-2021-12-04	405c	OTS	TR Program Support	\$120,000.00	\$14,927.24		
M50T-2021-12-05	405d	PRO	Media Program Support - Impaired Driving	\$85,000.00	\$72,788.60		
OP-2021-12-06	402	PRO	Media Program Support - OP	\$85,000.00	\$72,788.60		

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