

**Fiscal Year 2024**  
**Colorado Highway Safety Office**  
**Annual Report**

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## Introduction

The mission of the Highway Safety Office (HSO), within the Colorado Department of Transportation (CDOT) Office of Transportation Safety (OTS) is to “reduce the incidence and severity of motor vehicle crashes and the associated human and economic loss.” One measurement of traffic safety performance is the number of fatalities that occur per 100 million vehicle miles traveled (VMT). The preliminary VMT for 2023 is 1.32, this is a decrease from the 1.40 in 2022. In addition, the total estimated number of traffic fatalities in 2024, through December 31, 2024, is 681. For 2023 the total number of fatalities was 720. The data available to date indicates total traffic fatalities are trending down for 2024. While these downtrends are promising, the HSO will continue 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 continue to include unprecedented excessive speeding, impaired driving by alcohol and/or drugs, lack of occupant protection compliance in a secondary enforcement environment, unhelmeted motorcyclists, distracted driving and pedestrian and bicycle safety. To assist in addressing some of these challenges Colorado has passed legislation to enhance the existing Child Passenger Safety laws and passed a Hands-Free Law, both go into effect January 1, 2025. In conjunction with the Hands-Free law, the HSO will continue to make roadway users aware of the dangers of distracted driving through high visibility enforcement and innovative public awareness campaigns.

Utilizing a problem identification process, the HSO addresses ongoing challenges by soliciting projects from traffic safety partners and stakeholders, and also through robust connections made with our law enforcement liaisons. In addition, the HSO continues to fund high visibility enforcement activities and identify new and innovative countermeasures to educate the public and raise awareness. Public information programs and high visibility enforcement have served to raise the awareness of Colorado roadway users and the public regarding their responsibilities as drivers, pedestrians, bicyclists, and motorcyclists. This year the HSO also collaborated with communities that are overrepresented in serious injury and fatal crashes through numerous public engagement and participation efforts.

The HSO continues 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, unrestrained passenger vehicle fatalities are consistently over 50%. To address this challenge, Colorado has implemented traffic safety initiatives including an Occupant Protection Task Force (OPTF) 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.

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

This report describes the HSO program goals and performance measures, presents 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 2024 (FFY24).

## Public Participation and Engagement

The Highway Safety Office's Triennial Highway Safety Plan identified three priority populations for engagement in the planning, implementation, and evaluation of Colorado motor vehicle safety initiatives. These include:

1. Young drivers
2. Communities of color
3. Rural and frontier communities across the State

The HSO successfully engaged with these communities, as demonstrated below.

### Young Drivers

#### National Organizations for Youth Safety

National Organizations for Youth Safety (NOYS) serves Black, Indigenous, and People of Color (BIPOC) teens and young adults interested in traffic safety. Data from Safe Kids Worldwide, Fatality Analysis Reporting System (FARS), Healthy Kids Colorado, and CDOT crash data show teens are overrepresented in fatal and serious injury traffic crashes and pedestrian incidents. The Safe Kids Worldwide 2020 report Child Pedestrian Safety in the U.S. documents that while pedestrian injury rates among children are decreasing, older teens are at the greatest risk. The fatality rate among child pedestrians is highest among non-Hispanic Black children, followed by Hispanic children; and non-Hispanic Black youth aged 12-19 are at more than twice the risk of a pedestrian fatality as non-Hispanic White children. The HSO began speaking with NOYS executive staff in November 2023, discussing how the goals of the organization align with HSO initiatives. As a result, the HSO funded two projects:

1. FFY24 project to fund registration for Colorado youth and their advisors for the September 2024 NOYS Annual Convening, held in Denver (PP&E effort below).
2. FFY25 project funding the creation of a BIPOC youth traffic safety ambassador program in Denver.

Taking advantage of the 2024 NOYS Annual Convening being held locally, the HSO worked with NOYS staff to develop a four-hour activity for Colorado youth, including a tour of CDOT followed by a listening session with transportation professionals. Additional partners included the Denver Office of Transportation & Infrastructure Vision Zero Program (DOTI) and CDOT's Traffic Safety Engineering and Communications departments. The HSO, DOTI and CDOT spoke about their community engagement efforts, particularly with underserved and BIPOC communities. Shortly before the tour/session date, the NOYS Youth Advisory Board asked

CDOT to change the listening session instead to an interactive dialogue to show HSO commitment to recognize the youth feedback.

Fifteen youth and advisors participated; participants were asked to identify accessibility needs but none were mentioned. Issues covered in the listening session/dialogue included: effective traffic safety messaging for youth, attitudes of youth towards driving habits such as distracted driving, and issues they face as pedestrians. Results indicated that most of the participants drove a car/truck/sport utility vehicle (SUV); 75% always wore seat belts; 75% rarely talk or text on a phone while driving; and 50% talk or text while walking. These issues were discussed as a group, but the HSO also provided Post-It notes and posters for youth to write out anything else they would like decision-makers to know to meet youth where they are. They want HSO to actively listen; transit/sustainability improvements benefit all ages; it is worth the money it takes to invest in the future.

It was difficult to engage the youth in a full conversation. This could be due to the dynamics of the group or the fact that the youth had attended a presentation by Wes Marshall, Killed by a Traffic Engineer author, directly before the CDOT activity. In addition, while the conversation was developed to be 'interactive,' the HSO realizes they can take additional steps to further engage youth. The activity showed that youth are interested in traffic safety issues and the HSO is committed to continuing this conversation with Colorado youth. Currently the HSO is in discussions with several community partners, including El Paso and Pueblo Public Health departments, to collaborate on listening sessions/dialogues with youth.

## School Community Youth Collaborative Rural Driver's Education Project Development

The HSO has long acknowledged that access to driver's education is a prevalent problem, in both urban and rural areas. CDOT's Advancing Traffic Safety efforts has named driver's education access a priority, and HSO staff and HSO subrecipient, Colorado Department of Public Health, serve as safety champions to actively work on this issue. More recently CDOT's Safety Performance and Engineering team traveled across the state to gather community feedback into CDOT's Strategic Transportation Plan. One topic was brought up in every single meeting: access to driver's ed for the community's youth.

Recognizing the need and want for driver's education for all young drivers, but particularly those in rural "driver's education deserts," the HSO reached out to several community contacts to discuss this issue, ultimately working with subrecipient School Community Youth Collaborative (SCYC) to develop a community engagement plan to gauge interest in and community buy-in for a rural driver's ed pilot program. HSO staff collaborated with SCYC to compile national and state data, including information from the US Census, CDOT traffic and population records; USDOT Justice40; USDOT Equitable Transportation Community Explorer; and FARS. The data showed that the area SCYC serves is disadvantaged in many areas, including median income and access to safe transportation. Taking this data, the HSO proposed funding for SCYC to form a rural driver's education pilot program partnership with a low-income high school for at-risk students. The HSO's Community Traffic Safety grant manager spent a considerable amount of time guiding SCYC in synthesizing data and developing a rural driver's education pilot program, and compiled a proposal shared with

NHTSA Region 8 offices. The HSO has successfully submitted a request for additional funds for SCYC's FFY25 grant and anticipates the project to start in early 2025.

## Communities of Color

### Denver Indian Family Resource Center and Denver Indian Center

According to NHTSA, In 2020 American Indian and Alaska Native (AIAN) people had the highest fatality rate at 22.79 per 100,000 population in traffic crashes. According to the US Census Bureau, approximately 45% of the AIAN Colorado population lives in an urban area, including the Denver metro area. According to the Colorado Commission of Indian Affairs, the Colorado AIAN population averages a 25% poverty rate, as compared to 8% for the White population. Using this data, as well as other sources including killed and serious injury crash data (2017-2021), FARS, Enviroscreen3 tool (Colorado Department of Public Health), and the Justice40 tool, the HSO identified the Denver American Indian population as a priority community for engagement.

The HSO reached out to two Denver nonprofits who work specifically with the AIAN population: Denver Indian Family Resource Center (DIFRC) and Denver Indian Center (DIC) and held listening sessions with each organization's staff to discuss the issues that directly affect their populations and clients. The sessions were designed as preliminary meetings between the HSO and organizations and allowed for DIFRC and DIC staff to share their direct experience with their populations and traffic safety. All DIFRC and DIC staff represented the Denver AIAN population; in addition both organizations declined any accessibility measures.

Listening session topics included child passenger safety, occupant protection, young drivers - particularly young male AIAN drivers and risky behavior, and culturally appropriate & engaging messaging. While these issues are present in their identified communities, neither organization was interested in partnering at the time; their more immediate concerns were with social issues such as poverty, healthcare, and education. However the HSO plans to continue discussions and outreach to determine if partnership is possible. An HSO subrecipient is also planning to work with the DIC to address child passenger safety by holding a car seat check and distributing car seat to AIAN families in need. DIFRC expressed an immediate need for updated car seats for their child welfare home visits; the HSO collaborated with Children's Hospital Colorado to educate DIFRC staff proper car seat installations and to provide new car seats. Another major topic of interest was culturally engaging messaging. The HSO hopes to develop messaging specifically targeted to the urban AIAN communities.

The HSO realizes that a wraparound approach to traffic safety needs to be considered when collaborating with communities overrepresented in traffic data. Often these communities suffer from higher levels of poverty, resulting in the need to address life or death situations. While traffic safety is an important issue, the HSO is developing a plan to discuss traffic safety issues and projects in the broader context of community needs. The HSO will continue to work with DIFRC and DIC to develop projects and outreach with a mindful approach of not over-burdening the communities and staff at these organizations.

## Rural and Frontier Communities

### Rural Colorado Outreach

The HSO and its subrecipient (402P&A funded), HDR, worked with HSO sub-recipient CDPHE's epidemiologists and staff to synthesize Colorado traffic data and identify four priority rural counties. HDR then further narrowed the list to identify four overrepresented and underserved communities. Data sources used included FARS, Colorado hospital data, Healthy Kids Colorado, and CDPHE's Enviroscreen tool. The following priority counties were identified: Mesa, Teller, Weld, and Larimer. The following communities within these counties were identified: young drivers, rural communities, and Latino communities.

Next steps included identifying organizations with established interest and prioritization of traffic safety work; reviewing city, county, and regional transportation plans; and reviewing local public health agency assessments and plans. In order to capitalize on the relationship between the HSO and CDPHE, overlapping agency partnerships were identified to show overlaps in funding. Finally, HDR, CDPHE and HSO staff participated in local events such as Thrive Weld and the Western Colorado Symposium to meet new partners. Partner interviews and listening sessions were conducted to assess interest, needs, and capacity. Discussions with Metropolitan Planning Organizations, Rural Transportation Planning Organizations, and Councils of Governments were held to gauge interest in community engagement strategies and behavioral traffic safety projects and to discuss barriers, challenges, and resources needed. One issue stood out in each discussion: the need for child passenger safety education and access to car seats for underserved communities.

To address this, the HSO and CDPHE developed a small grant opportunity to fund three projects at \$10,000 each. Community organizations funded included: United Way Weld County (serving a predominantly Latino population), Children's Hospital in Larimer County, and Children's Hospital in Teller.

### Mesa County and Grand Junction Listening Session

On April 3<sup>rd</sup>, 2024, HSO and CDPHE and staff from Mesa County and the City of Grand Junction convened a virtual meeting to learn about and understand behavior safety needs of these communities and to explore whether any of the needs are eligible for HSO program area funding.

Both communities identified speeding, impaired driving, and distracted driving as issues. They also stated that efficacy is a major driver to committing staff to any program. They stated that they would like to have access to the following:

- A menu of options for HSO programs,
- Depot for graphics and communications materials,
- Educational materials for school-aged drivers, and
- Enforcement strategies to reduce risky behaviors, such as running red lights.

Furthermore, they expressed concerns with rural motorcyclist crashes comprising a disproportionate percentage of total crashes, as well as single-car crashes. They had good attendance in the past with free motorcycle training course, but they do not know the lasting

effects of that program. They inquired about whether taking safety courses could be incentivized.

In addition to working together - City and County - to tackle these safety issues, they partner with the following:

- Hospitals and EMS, one hospital passes out helmets, but otherwise they do not know what they can do to participate in reducing crashes
- MADD
- School District
- Senior housing
- AARP
- Area Agency on Aging

### Colorado State Patrol Region 5A Listening Session

On March 6, 2024, HSO convened a listening session with Major Brett L. Williams, District 5 Commander, which is home to the Ute Mountain Ute Reservation, who are the Weenuche band of the Ute Nation of Indians. While law enforcement for the tribal lands is the jurisdiction of the Bureau of Indian Affairs (BIA), Major Williams regularly interacts with Tribe leadership on issues, such as impaired and distracted driving. HSO learned that there complicating factors regarding tribal relations with law enforcement, such as:

- BIA patrol officers who are not members of the Ute Mountain Ute tribe - many are from out of state and/or other tribal heritages, so tribal members distrust them.
- BIA patrol officers are on military pay grades, which are lower than CSP pay grades, which results in high turnover.
- BIA does not have funding for a dedicated traffic patrol officer.

Major Williams suggested that cultural diversity training from the tribe could be helpful in improving tribal and law enforcement relations.

### Future Engagement Efforts

In the fall of 2024, HSO staff began research and conversations around the rate of pedestrian deaths of people experiencing homelessness (PEH). Data from Denver's Council of Regional Governments' and Denver's Office of the Medical Examiner estimate that 41% of pedestrian fatalities involved PEH. The HSO proposes to interview PEH - and compensate participants for their time and expertise - at three shelters about their experiences on local roads. The project has gained support from three local shelters: Colorado Coalition for the Homeless; Family Tree's GOALS Program; and Family Tree's House of Hope.

In November 2024, people experiencing homelessness were added as a priority community to the HSO's 3HSP. The HSO has received considerable interest in the project, including from national groups such as the United States Interagency on the Council of Homelessness; however the HSO has since received notice that NHTSA Headquarters will not support use of NHTSA funds for this initiative. The HSO will continue to explore alternate funding sources for this innovative project.

## Accomplishments

Examples of progress based on preliminary data (through 12/31/24) include:

- The number of bicyclist fatalities went from 20 in 2023 to 14 in 2024
- The number of pedestrian fatalities went down from 136 in 2023 to 119 in 2024
- The HSO continues to engage with the Highway Safety Improvement Plan through involvement in the newly created emphasis areas
- The HSO and the Traffic Safety Engineering branch successfully collaborated on the third annual Colorado Traffic Safety Summit
- Public Participation and Engagement efforts were conducted in 3 communities around the State
- The HSO conducted two program assessments including Occupant Protection and Impaired Driving
- The HSO hosted the 2024 Lifesavers Conference on Roadway Safety and the 2024 State Motorcycle Safety Association Annual Conference

## Traffic Safety Enforcement Plan Activities

The HSO Traffic Safety Enforcement Plan for Occupant Protection, Impaired Driving and Speed is based on problem identification and include areas that are overrepresented in crashes and fatalities involving impaired driving, occupants not using proper restraints and excessive speed. The HSO, utilizing the Law Enforcement Liaisons (LELs), collaborated with law enforcement agencies in the identified areas to form and fund enforcement activities. Working with the HSO and various law enforcement partners the CDOT Office of Communications developed outreach and awareness programs related Occupant Protection, Impaired Driving and Speed to make the public aware of the enforcement.

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

## Occupant Protection Enforcement

Colorado's HSO 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. Specific details are included in the project page report for the *Click It or Ticket* project.

## Impaired Driving Enforcement

Colorado law enforcement agencies participated in all seven national high visibility enforcement (HVE) campaigns as well as eight additional statewide HVE campaigns during the year. The 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 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. Law enforcement agencies report their activity through narrative reports and report arrest and citation data on the readily available CDOT “Heat Is On!” website. Specific details are included in the project page reports for Impaired Driving.

## 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. Specific details related to Speed Enforcement are outlined in the Police Traffic Services section of this report.

## 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 2023: 3,751
- A-2. Number of impaired driving arrests made during grant-funded enforcement activities (grant activity reporting)  
Number of impaired driving arrests made in 2023: 1,172
- A-3. Number of speeding citations issued during grant-funded enforcement activities (grant activity reporting)  
Number of speeding citations issued in 2023: 13,632

## Law Enforcement Collaboration

In preparation for the expansion of Law Enforcement Community Collaboration, the Highway Safety Office (HSO) engaged with law enforcement grantees during regularly scheduled Pre-Work and Monitoring Visits and encouraged the integration of evidence-based practices and community-engaged actions into their grant-funded activities. Meetings with law enforcement grantees emphasized the importance of incorporating data-driven approaches and fostering

community relationships to enhance traffic safety outcomes. The HSO facilitated discussions and provided ideas to support these efforts, such as avenues in which to gather input from the community on traffic safety issues, and in turn, use that information to develop enforcement plans. As agencies begin to explore these new practices, they will be invited to contribute to the development of more formalized guidance to be distributed to other agencies.

For Fiscal Year 2025, grant applications for law enforcement traffic safety projects will include prompts encouraging law enforcement agencies to expand on their plans for community collaboration and describe the data-driven components of their enforcement operations. Current and prospective law enforcement grantees will be required to demonstrate how they plan to incorporate evidence-based enforcement tactics and foster community engagement in their annual grant applications.

## Evidence-Based Enforcement Program Activities

The Arapahoe County Sheriff's Office (ACSO) uses evidence-based strategies to enhance traffic safety. Deputies serve as Traffic Subject Matter Experts at regional Community Council Meetings, where they engage with community members and elected officials to discuss traffic safety concerns. This feedback is cross-referenced with traffic complaint line reports and input from deputies working in specific areas. The ACSO then deploys "Ghost Cameras" to monitor speed, traffic volume, and locations, collecting data that helps inform High Visibility Enforcement Plans. These plans target areas with validated traffic safety concerns, ensuring enforcement actions are based on real-time data and community input.

The El Paso County Sheriff's Office (EPSO) also employs evidence-based strategies by using data from community events, high school programs, and County Commissioner Meetings to inform their traffic safety initiatives. Through these events, the EPSO educates the public on impaired driving laws, risks, and consequences, helping community members make informed decisions regarding alcohol and substance use. Both agencies apply evidence-based enforcement tactics to reduce traffic fatalities and improve public safety.

## Community Collaboration

ACSO demonstrates strong community collaboration by attending regional Community Council Meetings, where deputies listen to feedback and concerns about traffic safety. This collaboration enables the Sheriff's Office to build stronger community relationships and tailor enforcement strategies to address local issues. To engage the Spanish-speaking community, ACSO also participates in Spanish Heritage Day events, working with community leaders to educate on seatbelt use and child passenger safety. Deputies address language and cultural barriers to ensure effective communication and proper occupant protection education.

EPSO fosters community collaboration through events such as town halls, the county fair, and meetings with the Eastern Plains Chamber of Commerce. Sheriff Joseph Roybal personally attends these events to hear traffic safety concerns directly from the community. EPSO's commitment to community engagement ensures that traffic enforcement strategies are aligned with the needs and concerns of local residents.

## Data Collection and Analysis

ACSO collects data through various means, including traffic complaint line reports and "Ghost Camera" technology, which tracks speed, traffic volume, and other critical metrics. This data is analyzed to identify areas with significant traffic safety concerns, informing the deployment of High Visibility Enforcement Plans. These plans are designed to address identified issues in a targeted and data-driven manner, ensuring that enforcement resources are used effectively.

EPSO also utilizes a Traffic Complaint Line to gather information about specific traffic safety issues. Complaints are logged, analyzed, and investigated to develop a robust plan for deploying targeted enforcement operations. The data collected from community feedback, combined with EPSO's ongoing analysis, supports the development of policies aimed at reducing traffic fatalities and improving overall road safety. Both agencies emphasize transparency in their data collection efforts, using this information to identify disparities in traffic enforcement and guide enforcement policies and procedures.

Building on Section 1906 initiatives, the HSO has begun to refine racial and demographic data collection related to impaired driving enforcement. These efforts will be expanded and improved annually to ensure fairness and comprehensiveness. Data analysis projects of this nature will be shared with law enforcement partners to supplement their own data analysis for a thorough and calculated approach to conducting enforcement in under-served, high-risk areas.

## Future Actions

The Highway Safety Office (HSO) is committed to advancing its data-driven approach to traffic safety. Moving forward, the HSO will integrate geospatial sociodemographic data into every stage of traffic safety planning and enforcement. By leveraging this data, the HSO aims to identify and address traffic safety issues in areas disproportionately affected by traffic incidents, enabling targeted interventions and equitable outcomes.

The HSO will also analyze geospatial traffic stop data to assess equity in enforcement practices, using insights from this analysis to guide policy development and promote transparency and fairness across communities.

To institutionalize these practices, the HSO will update the Policy and Procedures Manual and provide comprehensive training for law enforcement agencies on effective data usage. These measures will ensure that enforcement strategies are equitable, transparent, and focused on reducing disparities while enhancing public safety statewide.

## Performance Report

This section provides an assessment of the State's progress in achieving performance targets identified in the FY24-26 Colorado Triennial Highway Safety Plan (3HSP), as updated in the Annual Grant Application, based on the most currently available data.

### Assessment of Progress in Achieving Benchmarks

To determine if the HSO is on course to meet benchmarks established for the Performance Measures, the HSO used the 2024 Colorado State crash data. The State crash data reported in *Table 1: Fiscal Year 2024 Performance Measure Benchmark Progress* is preliminary through December 31, 2024, with final data not available until mid-2025.

Table 1: Fiscal Year 2024 Performance Measure Benchmark Progress

Performance Measure:	Target Period	Target Year(s)	Benchmark Value for FY24 listed in 3HSP	Data Source/FY24 Progress Results*	On Track to Meet FY24 Benchmark: Yes/No
C-1) Total Traffic Fatalities	Annual	2024	660	681 (State)	No
C-2) Serious Injuries in Traffic Crashes	Annual	2024	3,356	3,067 (State)	Yes
C-3) Fatalities/VMT	Annual	2024	1.24	1.32 (FARS 2023)	No
C-4) Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions	Annual	2024	Maintain at 226	169 (State)	Yes
C-5) Alcohol-Impaired Driving Fatalities	Annual	2024	Maintain at 216	178 (FARS 2023)	Yes
C-6) Speeding-Related Fatalities	Annual	2024	Maintain at 289	105 (State)	Yes
C-7) Motorcyclist Fatalities	Annual	2024	Maintain at 148	164 (State)	No
C-8) Unhelmeted Motorcyclist Fatalities	Annual	2024	Reduce to 71	73 (State)	No
C-9) Drivers Aged 20 or Younger Involved in Fatal Crashes	Annual	2024	Reduce to 100	99 (State)	No
C-10) Pedestrian Fatalities	Annual	2024	Maintain at 94	119 (State)	No
C-11) Bicyclist Fatalities	Annual	2024	Maintain at 15	14 (State)	Yes
C-12) Fatalities Involving a Distracted Driver	Annual	2024	Reduce to 68	34 (State)	Yes
C-13) Fatalities Involving a Driver Aged 65+ (At Fault)	Annual	2024	Reduce to 100	58 (State)	Yes
C-14) Fatalities involving a driver or motorcycle operator testing positive for +> 5ng of Delta 9 THC (FARS)	Annual	2024	Reduce to 90	97 (FARS 2023)	No
C-15) Increase percent of records, transferred from Colorado State Patrol (CSP) to Colorado Department of Revenue (CDOR), without errors in five critical data elements	Annual	2024	Increase by 10%	0% Increase (State)	No
C-16) Number of fatalities involving a worker in Work Zones (State)	Annual	2024	Maintain at 10	16 (State)	No
B-1) Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey)	Annual	2024	89%	NHTSA Certified State Survey 88.19%	No

\*Preliminary Data through 12/31/2024

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

Preliminary data for 2024 (through 12/31/24) indicates that total traffic fatalities are decreasing in Colorado. The HSO continues to utilize all available State and Federal funding resources to address traffic safety challenges and continue advancing successes. Despite some successes, law enforcement agencies across Colorado continue to have competing priorities that take away from dedicated traffic enforcement. This has resulted in decreased engagement in traffic safety enforcement which has affected citation numbers for impaired driving, speeding, occupant protection and distracted driving.

Colorado's traffic laws, including secondary belt enforcement, a lack of a motorcycle helmet law for adults, impaired driving laws that allow drivers arrested for impaired driving to refuse chemical testing, and a GDL law not generally understood by the public, contribute to the difficulty in enforcement and awareness.

To continue to address performance measures and benchmarks the HSO will identify law enforcement agencies to participate in high visibility enforcement efforts. The statewide Occupant Protection Task Force continues to mobilize and increase engagement of partners and stakeholders to promote changes to improve the occupant protection environment. This task force was established to increase awareness of seat belt use and child passenger safety throughout the state. This task force works to develop collaborative relationships and partnerships towards the goals of increasing occupant protection restraint usage and educating about the importance of strengthening existing occupant protection laws. The HSO is also engaging the Traffic Safety Engineering Branch to update and implement the CDOT Strategic Transportation Safety Plan/Highway Safety Improvement Plan. This includes representation from the highway safety office on several traffic safety emphasis areas.

The HSO has committed to partnering with underserved communities, including rural areas, which are overrepresented in traffic crashes. The HSO Community Based Outreach Program advances these efforts by collaborating with multiple community-based partners and groups to identify culturally relevant prevention strategies. This included providing training, technical assistance and funding to community level projects that require community engagement and inclusion for success. Public participation and engagement efforts will continue, and the HSO has plans to expand. This includes engagement with people experiencing homelessness to gain insight into challenges faced with this population specifically related to pedestrian and bicycle safety.

The HSO also hosted a 2024 Statewide Traffic Safety Summit that engaged partners, stakeholders, both traditional and non-traditional, to advance dialogue, identify underserved areas and lay the groundwork for more inclusive engagement on traffic safety issues Statewide.

The HSO will adjust planned activities and continue engagement planning based on the results shown in the Performance Measures chart above. This will include using strategies and recommendations for ongoing engagement planning and countermeasure strategies described in the FY25 Annual Grant Application and the FY24-26 3HSP.

## Performance Measure: C-1) Total traffic fatalities

STATUS: 2024 performance measure not met.

While total fatalities are declining, the target will not be met, the HSO attributes the reduction in the number of traffic fatalities from 720 in 2023 to 681 in 2024 to aggressive and innovative projects and programs. Education and awareness efforts and community engagement with partners and stakeholders of underrepresented populations; and high visibility enforcement of multiple traffic challenges, including impaired driving, speed, distracted driving, and occupant protection proved instrumental in the decline in total traffic fatalities. These efforts will continue, and the HSO will continue to identify additional outreach, education, and engagement efforts to reach the identified performance measure.

**FUTURE ACTIONS/ADJUSTMENTS:** The HSO remains committed to reducing the number of traffic-related fatalities, serious injuries, and fatalities by vehicle miles traveled on Colorado's roads through continual analysis and refinement of funded projects and seeking new projects for HSO funding. This includes adjustments to planned activities, development of new activities, continued outreach to understand the unique challenges of underserved communities, and ongoing efforts to partner with law enforcement agencies as outlined in the 3HSP.

These actions apply to Performance Measure C-2 and C-3, which are inter-related to this performance measure.

## Performance Measure: C-2 Number of Serious Injuries in Traffic Crashes

STATUS: 2024 performance measure on track to be met.

See C-1. Future Actions and Adjustments for C-2 are the same as C-1

## Performance Measure: C-3 Fatalities/VMT

STATUS: 2023 performance measure not met.

See C-1. Future Actions and Adjustments for C-3 are the same as C-1

## Performance Measure: C-4 Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions

STATUS: 2024 performance measure on track to be met.

The HSO continues to address the number of unrestrained fatalities through innovative projects and programs and utilizing problem identification to direct enforcement. Education and awareness efforts and community engagement with partners and stakeholders of underrepresented communities, and utilization of best practices, contributed to meeting this benchmark. Enforcement of occupant protection laws continued through numerous high visibility events and educational campaigns were incorporated. Involvement from the Occupant Protection Task Force was utilized to engage and inform policymakers about the traffic safety challenges associated with a secondary seat belt law and underutilization of

appropriate child passenger safety restraint devices. The HSO expanded funding opportunities to increase car seat education and access to underserved, low-income families.

The HSO also participated in the Four Corners Injury Prevention annual conference to connect with other state Highway Safety Offices and tribal organizations and provide education and access to child restraint systems to residents of the Navajo Nation.

**FUTURE ACTIONS/ ADJUSTMENTS:** Continue Planned Activities. The HSO remains committed to reducing the number of unrestrained fatalities, through continual educational and awareness activities and media campaigns, participation in CIOT campaigns and continued funding for enforcement of occupant protections laws.

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

**STATUS:** 2024 performance measure on track to be met.

The HSO continued 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.

In 2024, the HSO utilized state funding to engage rural law enforcement agencies in impaired driving enforcement activities. Colorado law enforcement agencies were encouraged to utilize overtime HSO funds to provide collaboration and education opportunities to the community prior to an impaired driving enforcement event. Law enforcement agencies are collaborating with communities to encourage engagement and feedback to develop and refine enforcement activities that are culturally relevant and meet the community's needs.

New in 2024, The HSO worked with CSP to develop a team of impaired driving enforcement experts that traveled to areas of the state identified by data as having high risk areas for impaired driving events. These events are highly publicized in the communities and include an educational component. The CSP is expanding the use of DREs in the efforts and is utilizing a Breath/Blood Alcohol Testing Van to assist in the impaired driving investigation.

**FUTURE ACTIONS/ADJUSTMENTS:** Continue Planned Activities. The HSO will use data analysis to identify hot spot areas around the State related to impaired driving crashes and utilize the LELs to recruit additional law enforcement agencies to participate in high visibility enforcement campaigns.

In addition, the HSO received \$1906 funding to collect and analyze traffic stop data. This analysis will be used to further refine law enforcement programming to ensure resources are appropriately deployed in the most problematic areas. Involvement in the CTFDID will be utilized to engage and inform policymakers about the traffic safety challenges associated with high impacts from impaired driving.

## Performance Measure: C-6 Speeding-related fatalities

STATUS: 2024 performance measure on track to be met.

The HSO continued to address this challenge through targeted speed enforcement, education, and awareness activities in areas identified through the problem identification process. The HSO continued to work with and encouraged new agencies, including urban and rural, to participate in speed enforcement initiatives. The HSO utilized the LELs and a data-driven approach, to continue to seek new law enforcement agency partnerships to grow this program.

FUTURE ACTION/ADJUSTMENTS: Continue Planned Activities. The HSO will continue to address this challenge through targeted speed enforcement, education, and awareness activities in areas identified through the problem identification process.

## Performance Measure: C-7 Motorcyclist fatalities

STATUS: 2024 performance measure will not be met.

The HSO continued to address this challenge through high level involvement of the Motorcycle Operator Safety Advisory Board (MOSAB), aggressive public awareness campaigns directed to motorcyclists and motorist awareness of motorcyclists.

The HSO conducted a motorcycle safety assessment in 2023 and continued to implement recommendations based on the results of the assessment. The HSO hosted the 2024 the State Motorcycle Safety Association annual conference. The conference brought together stakeholders and safety partners from around the nation for collaboration and future planning.

FUTURE ACTIONS/ADJUSTMENTS: Continue planned activities and adapting to the new environment posed by the passage and implementation of the lane filtering law, effective August 2024. The HSO will continue to address this challenge through targeted outreach to motorcyclist and motorist communities. This outreach includes wearing proper gear, riding sober, and educating the roadway user about sharing the roadway with motorcycles. Educational campaigns will also include awareness and best practices.

## Performance Measure: C-8 Unhelmeted motorcyclist fatalities

STATUS: 2024 performance measure will not be met.

The HSO continued to address unhelmeted fatalities 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 completion of state authorized basic motorcycle training. The HSO conducted a motorcycle safety assessment in 2023 and will prioritize recommendations that address unhelmeted riders.

**FUTURE ACTIONS/ADJUSTMENTS:** The HSO will strengthen campaigns, education, and awareness to motorcycle communities on the benefits of helmet use. The HSO will also seek out new and non-traditional partners to carry forward the safety messaging. The HSO will continue to address this challenge through targeted outreach to the unhelmeted rider. This outreach will include the importance and benefits of wearing proper gear.

## **Performance Measure: C-9 Drivers aged 20 or younger involved in fatal crashes**

**STATUS:** 2024 performance measure will not be met.

The HSO continued to address fatalities involving a young driver through aggressive GDL Education campaigns, high-level engagement of the Colorado Young Drivers Alliance (CYDA) and involvement in the Department of Revenue's revisions to the Colorado Driver's Handbook, which further clarifies the GDL requirements.

**FUTURE ACTIONS/ADJUSTMENTS:** Outreach to Underserved Communities. The HSO plans to support driver's education and behind the wheel training to underserved, rural communities where training opportunities do not exist. The HSO, through the LEIs, will recruit local LE agencies to conduct education on the benefits of proper seatbelt usage and the dangers of distracted driving, supplemented by enforcement.

## **Performance Measure: C-10 Pedestrian Fatalities**

**STATUS:** 2024 performance measure will not be met.

The HSO continued to address pedestrian fatalities through educational campaigns directed to pedestrians and drivers, on the importance of pedestrian safety and obeying traffic safety laws in crosswalks. This was supplemented by law enforcement education and enforcement of pedestrian safety law.

**FUTURE ACTIONS/ADJUSTMENTS:** The HSO will address these challenges through the development of new communication programs and funding of pedestrian safety enforcement. The Office of Communication is producing media that focuses specifically on educating roadway users on pedestrian safety laws. This media will expand on pedestrian safety laws and educate on best practices i.e., proper crosswalk usage, compliance with traffic control devices that assign right away, best practices for conspicuity including lighting and highly visible clothing. The HSO will identify through a needs assessment communities and agencies that could benefit from additional pedestrian safety resources.

## **Performance Measure: C-11 Bicyclist Fatalities**

**STATUS:** 2024 performance measure on track to be met.

The HSO continued to address bicyclist fatalities through new communications programs directed to bicyclists and drivers, on the importance of bicycle safety and obeying traffic safety laws in intersections.

**FUTURE ACTIONS/ADJUSTMENTS:** Continue planned activities. The HSO will seek to partner with bicycle safety outreach and education coalitions to provide educational opportunities to the traveling public about bicycle safety. The HSO will also fund a new Office of Communications educational bicycle safety campaigns.

## Performance Measure: C-12 Fatalities Involving a Distracted Driver

**STATUS:** 2024 performance measure on track to be met.

The HSO continued to address this challenge through targeted HVE and educational and awareness campaigns. This included sustained high-visibility enforcement of distracted driving; media campaigns designed to educate, inform, and provide resources regarding driver responsibility and the dangers of distracted driving.

**FUTURE ACTIONS/ADJUSTMENTS:** Continue Planned Activities. Implementation of a Hands-Free bill effective January 2025 will also create new educational and enforcement opportunities to reduce the incidence of distracted driving.

## Performance Measure: C-13 Drivers 65 or Older Involved in Fatal Crashes

**STATUS:** 2024 performance measure on track to be met.

In 2024, the HSO hosted the Colorado Traffic Safety Summit and hosted and facilitated a breakout

session to engage attendees to discuss challenges and opportunities on education and safety for drivers aged 65 or older. Participants identified agency coordination and firsthand driver learning as focus areas. The HSO funded activities related to older driver fitness to drive and outreach reading transportation alternatives in rural, western portions of the State.

**FUTURE ACTIONS/ADJUSTMENTS:** Continue Planned Activities. The HSO will continue to address this challenge through enhanced educational and outreach efforts among this driving population, high level engagement of the Older Driver Coalition and education to families and caretakers of older drivers.

## Performance Measure: C-14 Fatalities Involving a Driver or Motorcycle Operator testing positive for +> 5ng of Delta 9 THC

**STATUS:** 2024 performance measure will not be met.

The HSO continued to address the challenges associated with cannabis impaired driving through targeted, high visibility enforcement, education and awareness campaigns, and increased DRE training to underserved parts of the State. In 2024, the HSO will utilize state and federal funding to engage rural law enforcement agencies in impaired driving enforcement activities. Colorado law enforcement agencies were encouraged to utilize overtime HSO funds to provide collaboration and education opportunities to the community

prior to an impaired driving enforcement event. Law enforcement agencies collaborated with communities to encourage engagement and feedback to develop and refine enforcement activities that are culturally relevant and meet the community's needs. The HSO also provides funding to agencies with active DREs to allow those DREs to be available as a resource to other LE agencies for DRE evaluations and additional support.

**FUTURE ACTIONS/ADJUSTMENTS:** The HSO will continue to support sustained high-visibility enforcement for cannabis impaired driving including outreach to additional law enforcement agencies to expand sustained high visibility enforcement. Education and awareness campaigns including PSAs designed to educate, inform, and provide resources will continue. Support for projects that provide education, outreach, and awareness in local areas around the State on the dangers of cannabis impaired driving will continue.

## Performance Measure: C-15 Increase Percentage of Records, Transferred from Colorado State Patrol to Colorado Department of Revenue without Errors in Five Critical Data Elements

**STATUS:** 2024 performance measure will not be met.

Colorado has undertaken a major upgrade to the DRIVES system. Colorado's DRIVES system manages driver and vehicle records, including citations. To achieve the major upgrade timely, multiple programming initiatives, including completion of citation record data transfer between Colorado State Patrol (CSP) and Colorado Department of Revenue (CDOR) have been postponed until after the upgrade is complete. STRAC expected the work needed for the citation data transfer to be included with the system upgrade. Unfortunately, Colorado's other priorities, including legislative mandates for the system, have deferred completion of the work until a later date.

**FUTURE ACTIONS/ADJUSTMENTS:** While the DRIVES system upgrade has delayed completion of this work, the foundation for success is fully in place today. The partners have established protocols for measuring progress, developed the simplified data process, identified the critical data elements benefiting most from the process simplification, and prepared the programming for both sides of the data sets. We are confident that when the DRIVES upgrade is complete, STRAC's work will be scheduled for implementation. This work continues to be important to improving traffic records in Colorado. Once achieved, STRAC will be positioned to expand this type of data transfer to many local law enforcement agencies around Colorado. Two new performance measures - C-17 and C-18 have been added to expand traffic records programming for FFY25. There will be continued efforts to enhance joint and collaborative efforts of law enforcement agencies, CDOT, Department of Revenue (DOR), and the Colorado Statewide Traffic Records Advisory Committee (STRAC), to improve the collection and accuracy of Colorado DRIVES crash data.

## Performance Measure: C-16 Fatalities Involving a Worker in Work Zones (State)

STATUS: 2024 performance measure will not be met.

The 2024 Traffic Safety Summit included workshop sessions on traffic incident management (TIM) programs and a live TIM demonstration on clearing crash scenes. The HSO also funded a training for tow truck drivers on EV vehicles to better understand how to clear crashes involving an EV vehicle. In addition, a new public awareness, education, and communications campaigns for the travelling public, related to the Slow Down, Move Over Law, was developed through the Colorado State Patrol.

ACTIONS/ADJUSTMENTS: Engagement and collaboration with law enforcement, AAA, fire service, ambulance service, and towing/recovery professionals to identify further TIM training needs/opportunities.

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

STATUS: 2024 performance measure will not be met.

The HSO continued to address this performance measure by participating in the CIOT May Mobilizations, two additional statewide CIOT campaigns, sustained seat belt enforcement by various LE agencies and supporting education about the importance of seatbelt usage for all passenger vehicle occupants. The HSO provide funding for numerous programs related to occupant protection and continually educates policymakers about the traffic safety challenges associated with a non-primary seat belt law. The HSO also fostered collaboration with partners and stakeholders through the Occupant Protection Task Force (OPTF) to educate the travelling public on the importance of buckling up. The HSO conducted an Occupant Protection Assessment and continued to implement recommendations resulting from the assessment.

ACTIONS/ADJUSTMENTS: The HSO will continue to address this performance measure by sustained occupant protection enforcement, supporting the CIOT May Mobilization, additional statewide CIOT campaigns, supporting education about the importance of seatbelt usage for all passenger vehicle occupants and educating policymakers about the traffic safety challenges associated with a non-primary seat belt law. In 2025, the HSO is also hosting a one day facilitated workshop to refocus the OPTF and establish meaningful steps to advance occupant protection throughout the State.

## Impaired Driving

### Overview

The HSO's Impaired Driving program funds projects through a Problem Identification process that support CDOT's efforts to reduce the incidence of impaired driving fatalities. 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 seek to identify new and innovative solutions to impaired driving.

### Program Administration

14 projects were managed with a planned budget of \$2,291,502.

#### *Efforts and activities included:*

- Provided training to law enforcement including drug recognition expert (DRE) training, DRE updates and updates for standard field sobriety training (SFST) for instructors.
- Funding for 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.
- Collaborated with community groups throughout the state to develop and implement impaired driving programs appropriate to the needs of their populations.
- Provided training and technical assistance to the prosecutorial community.
- CSP established and expanded a traveling DUI expert team to conduct heightened impaired driving enforcement in high risk, underserved areas.

### Project Overviews, Objectives, and Results

Task Number	24-01-01
Program Name	Don't Be a Dummy... Drive Sober
Contractor	Colorado Springs Police Department (CSPD)

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#### Performance Measure

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

#### Overview

The goal of this project is to reduce the alcohol and drug related traffic fatality rate in Colorado Springs by 5% during the 3-year grant project. Action plan activities included intelligence-led, targeted impaired driving overtime enforcement deployments at data-driven locations and increased public awareness of the risks and potential impact of impaired driving in Colorado Springs.

## Objectives and Results

- Develop written deployment plans at least quarterly.
  - Result: Four written deployment plans were developed and distributed by the Project Director or DUI Unit Sergeant during the grant period. These plans outlined the guidelines that officers working the grant had to follow during deployments.
- Schedule personnel to work impaired driving enforcement in specified areas.
  - Result: 82 grant-funded deployments totaling approximately 831.5 enforcement hours were completed by CSPD officers. During those deployments, 112 impaired driving arrests were made, and 385 traffic citations were issued by officers.
- At least twice per month, provide public awareness information and/or educational materials related to traffic safety topics.
  - Result: During the grant period, 31 media engagements related to traffic safety were completed. CSPD officers also participated in other community events focused on impaired driving such as Black Wednesday and the Annual Walk Like MADD event.
- Leverage technology by purchasing and deploying 4 DAX Evidence Recorder devices and 5 Preliminary Breath Test (PBT) units for use by officers evaluating individuals suspected of impaired driving.
  - Result: The vendor supplying the DAX Evidence Recorders was unable to deliver them to CSPD until near the end of the grant period. As a result, the recorders were not put into service during this grant cycle. They will be deployed during year 2 of this project. The 5 PBT units were received and placed into service during the third quarter of the grant period.
- During the grant period, the Lifesavers conference in Denver and the Colorado Traffic Safety Summit were both attended by the CSPD Project Director. These conferences focused on a variety of innovative traffic safety topics and strategies.
- Reduce the alcohol and drug related traffic fatality rate in Colorado Springs by 5%
  - Result: Final 2024 fatal crash data is not yet available, however during year 1 of the grant period, (10/01/23 through 09/30/24), preliminary data indicates that were 13 fatalities involving impaired driving in Colorado Springs. The estimated population of Colorado Springs in 2024 is 502,306 which makes the impaired driving fatality rate approximately 2.59 per 100,000 population. The impaired driving fatality rate in 2023 was approximately 2.62 per 100,000 population. That is approximately a 1.1% decrease in the impaired driving rate during year 1 of the grant.

<b>Task Number</b>	24-01-02
<b>Program Name</b>	DUI Enforcement
<b>Contractor</b>	Adams County Sheriff's Office

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### Performance Measure

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

### Overview

The goal of this project was to lower the number of impaired driving traffic fatalities in Adams County by 10%.

### Objectives and Results

- Decrease the impaired driving related fatalities within Adams County
  - Result: Adams County Sheriff's Office participated in 14 High Visibility Enforcement periods. Additionally, the Adams County Sheriff's Office coordinated two DUI Saturations with six neighboring law enforcement agencies.
- Reduce Impaired Driving fatalities by 12%.
  - Results:
    - Adams County conducted 723.08 hours of grant-funded DUI Enforcement. This resulted in 32 DUI arrests. Fatality data for Fiscal Year 2024 is pending. The Adams County Sheriff's Office achieved this goal through zero tolerance high visibility enforcement. Emphasis was on the motoring public that utilize roadways within the geographical boundaries of Adams County. Adams County conducted 11,765 Traffic stops.
    - Adams County provided DUI education to two police academies, a Citizens Academy, and three in-service academies

<b>Task Number</b>	24-01-03
<b>Program Name</b>	Impaired Driving Enforcement
<b>Contractor</b>	El Paso County Sheriff's Office

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### Performance Measures

C-1. Reduce the number of traffic fatalities; C-5. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above; C-14. Reduce the number of fatalities in crashes involving a driver or motorcycle operator testing positive for +> 5ng of Delta 9 THC.

## Overview

The goal of this project was to increase high visibility saturation enforcement by conducting saturation patrols in the unincorporated area of El Paso County to address impaired driving and to conduct high visibility enforcement patrols to decrease traffic related fatalities due to impaired driving.

During this period, deputies worked 2,815 overtime hours, with 703 of those coming from a two-person car or secondary deputy.

Through this grant, the agency was also able to send five employees to the 2024 Lifesavers Conference in Denver, Colorado. This experience provided valuable education and networking opportunities in all aspects of traffic safety.

## Objectives and Results

- Increase the number of impaired driving arrest from 258 to 280.
  - Result: The agency had 178 DUI arrests, which was a decrease of 55 from the previous year.
- Increase the number of arrests for drivers who test positive for +> 5ng of Delta 9 THC from 266 to 275.
  - Result: The agency had 126 DUID arrests, which was an increase of 63 from the previous year.
- Conduct 20 community outreach events.
  - Result: Deputies completed five community outreach events. Traffic unit deputies taught three 24-hour Standardized Field Sobriety Testing classes and 10 SFST refresher courses.

<b>Task Number</b>	24-01-04
<b>Program Name</b>	Impaired Driving Enforcement
<b>Contractor</b>	Colorado State Patrol (CSP)

## Performance Measures

C-1. Reduce the number of traffic fatalities; C-5. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above; and C-14. Reduce the number of fatalities in crashes involving a driver or motorcycle operator testing positive for +>5ng of Delta 9 THC.

## Overview

The goal of this project was to reduce the rate of the number of fatalities caused by impaired drivers from a ratio of 0.38 in 2020 to a ratio of 0.31.

## Objectives and Results

- Provide grant-funded overtime dedicated to impaired driving enforcement.
  - Result: 2926.00 hours
- Focus on impaired driving enforcement during grant-funded overtime.
  - Result: 191 arrests
- Increase the reach of statewide social media campaigns related to impaired driving through social media.
  - Results:
    - Facebook - Reach/744,443 - Reactions/12,704 - Comments/659 - Shares/900
    - X - Impressions/134,925 - Likes/8,814 - Replies/87 - Retweets/200

<b>Task Number</b>	24-01-05
<b>Program Name</b>	NHTSA DUI Enforcement 2023 - 2024
<b>Contractor</b>	Jefferson County Sheriff's Office

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## Performance Measures

C-2. Reduce the number of serious injuries in traffic crashes; C-5. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above.

## Overview

The goal of this project was to reduce the fatal and injury crash percentage caused by impaired driving from 16% of the total fatal and injury crashes down to 12% of the total fatal and injury crashes over the next three years. Deploy deputies provide educational information on the consequences of a DUI.

## Objectives and Results

- Conduct overtime impaired driving enforcement and provide education.
  - Results:
    - Deputies worked a total of 51 hours of overtime enforcement resulting in 59 stops and 26 summons written. One DUI saturation was conducted during St. Patrick's Day weekend in March 2024 resulting in 40.5 hours of overtime, 49 stops, and 23 summons written.
    - Reduced total fatalities and injuries related to DUI from 12% to 6%
    - Worked a total of 48 educational hours at community events.

<b>Task Number</b>	24-01-06
<b>Program Name</b>	Aurora Police DUI/HVE Campaign
<b>Contractor</b>	Aurora Police Department

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### Performance Measures

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

### Overview

The goal of this project was to reduce the number of crashes in which impaired driving was a causal factor.

### Objectives and Results

- Reduce the percentage of impaired driving crashes to 3.6% or lower.
  - Result: 294 impaired driving crashes out of 5,212 crashes total (5.64%)
- Reduce the number of impaired driving related fatal crashes to 30% or lower.
  - Result: 18 impaired driving fatal crashes out of 46 total fatalities. (39%)

Grant related hours worked, and results:

- Officers worked a total of 338 hours, resulting in 48 impaired driving arrests.
- Four community education outreach activities were conducted, including high school class settings, and large city-wide community events.

<b>Task Number</b>	24-01-07
<b>Program Name</b>	Denver's Comprehensive Impaired Driving Program
<b>Contractor</b>	Denver Police Department (DPD)

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### Performance Measures

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

### Overview

The goal of this project was to reduce the number of crashes related to impaired driving in the City and County of Denver. Enforcement was data-driven, aligning with the highest proportion of impaired-driving crashes and occurred through saturation patrols and high visibility campaign enforcement.

### Objectives and Results

- Conduct impaired driving enforcement.
  - Results:
    - 16 saturation patrols in lower downtown Denver
    - Participation in 17 HVE campaigns.

- 1,744 contacts, 700 citations, 767 impaired arrests, 133 impaired arrests by grant officers, 256 drivers evaluated for impairment using SFST, 384 blood draws, and 163 refusals.
- The Breath/Blood Alcohol Testing van was deployed during high visibility and saturation patrols.

<b>Task Number</b>	24-01-08
<b>Program Name</b>	Colorado Task Force on Drunk and Impaired Driving
<b>Contractor</b>	MADD

#### **Performance Measures**

C-5. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above; C-14. Reduce the number of fatalities in crashes involving a driver or motorcycle operator testing positive for drugs.

#### **Overview**

The goal of this project was to provide administrative support to the CTFDID to increase its ability to accomplish its mission to support the prevention, awareness, enforcement and treatment of drunk and impaired driving in Colorado through strong partnerships with public, private and non-profit organizations and increase traffic safety by reducing the number of impaired driving incidents by making and enacting traffic safety recommendations.

During this Grant Year, the CTFDID had 8 meetings. The Task Force produced the 2023 CTFDID Annual Report and is currently finalizing the 2024 Annual Report. The Colorado Statewide Impaired Driving Plan 2024 was also produced by the Task Force this Grant Year.

#### **Objectives and Results**

- Coordinated planning meetings with the Chair of the Task Force as needed to plan meetings for the Task Force. Additionally coordinated meetings as needed with the Chair of the Task Force for the Annual Report.
  - Result: The Executive Team met regularly and consistently to complete Task Force items to ensure the success and efficiency of the Task Force. The Executive Team met via Teams virtually meetings, and in-person along with phone calls and text messages to communicate.
- Coordinated approved upon number of meetings for the CTFDID.
  - Result: The CTFDID had 8 meetings in October 2023, November 2023, January 2024, March 2024, May 2024, June 2024, August 2024, and September 2024.
- Coordinated special presentations including awards, guest speakers and recommendations to legislators.
  - Result: During the bi-monthly meetings presentations pertaining to education, awareness and enforcement were provided by external partners and task force members.
- Coordinated the creation and distribution of the CTFDID annual report.

- Result: The Task Force created and distributed the 2023 Annual Report on the Website along with to State Legislators. The Task force has voted on the 2024 recommendations and completed the milestones for getting it published.

<b>Task Number</b>	24-01-09
<b>Program Name</b>	Chaffee County Youth Impaired Driving Prevention Project
<b>Contractor</b>	Chaffee County Human Services - Family and Youth Initiatives

### **Performance Measures**

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

### **Overview**

The goal of this project was to ensure the Chaffee County rate of youth alcohol-impaired crashes does not exceed 2% of total crashes among drivers aged 16-20. By engaging youth in leadership roles, implementing targeted communication campaigns, and advancing local policy strategies, the project has laid a strong foundation for achieving its objectives and improving community safety.

### **Objectives and Results**

- Support Teen Councils in Buena Vista and Salida.
  - Results:
    - Hosted eight pro-social events and two educational activities for approximately 1,200 youth in Chaffee County.
    - Held 27 leadership team meetings and four recruitment activities; brought in two new leadership members.
    - Two teen members participated in three city council work sessions and one issue-specific meeting addressing liquor license density and outlets.
- Implement a social norms campaign and communication plan.
  - Results:
    - The Chaffee County Communities That Care (CTC) Media Workgroup met 12 times, held eight subcommittee meetings, and conducted six individual meetings.
    - Partnered with Buena Vista township and local schools to maintain Listen Longer chair sites.
    - Developed and disseminated messaging using animations to broaden engagement and highlight 2023 Healthy Kids Colorado Survey data.
    - Presented campaign successes at the Shared Risk and Protective Factor Conference.

- Develop local strategies to address youth substance use.
  - Results:
    - Conducted 15 meetings, including seven general and eight in-depth sessions with key leaders.
    - Held 12 community engagement meetings.

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<b>Task Number</b>	24-01-10
<b>Program Name</b>	Traffic Safety Resource Prosecutor
<b>Contractor</b>	Colorado District Attorneys' Council

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### Performance Measures

C-2. Reduce the number of serious injuries in traffic crashes; C-5. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above; C-14. Reduce the number of fatalities in crashes involving a driver or motorcycle operator testing positive for +>5ng of Delta 9 THC

### Overview

The goal of this project was to provide education and technical support to prosecution and law enforcement.

### Objectives and Results

- Increase prosecutor, law enforcement, and other traffic safety professional knowledge and skills related to their work in impaired driving.
  - Results:
    - Conducted 27 live trainings for trainings for prosecutors, law enforcement and other traffic safety personnel. 402 Prosecutors and 1,001 Law Enforcement and other traffic safety personnel were trained.
    - The TSRP Program answered 381 technical assistance requests. Provided 61 curricula vitae reviews for law enforcement.
    - Three trainings on crash investigations and reconstructions were conducted. 16 Prosecutors and 48 law enforcement and other traffic safety personnel were trained.
    - 37 general credits were accredited for continuing legal education for the trainings.
- Distribute post-class surveys (to all attendees for live trainings or webinars).
  - Results:
    - Surveys were distributed and had the following average responses when asked to rate the class on a scale of 1 to 5:
      - Did you gain knowledge or sharpen your skills from this class? 4.4

- Did the class meet your expectations? 4.4
- Please rate the content of this training. 4.4
- Maintain current online resources to support prevention, investigation, and prosecution. Update expert witness online database and Dropbox folders as new resources become available.
  - Result: Resources were added to the online database and Dropbox folders.
- Maintain current online resources to support prevention, investigation, and prosecution. Maintain motions bank as new pleadings and documents become available.
  - Result: Resources were added to the motions bank and the impaired driving resource library.
- Maintain current online resources to support prevention, investigation, and prosecution. Provide access to new webinars, webcasts, and or tutorials created by national partners, update list of recorded webcasts, and delete outdated material.
  - Result: Produced two new recorded trainings. Provided access to 287 recorded video tutorials and webinars. Access was requested for 2,887 Prosecutors and 69,720 law enforcement and other traffic safety personnel.

<b>Task Number</b>	24-01-12
<b>Program Name</b>	HSO DRE/SFST Update Training Schools
<b>Contractor</b>	Law Enforcement Alcohol and Drug (LEAD) Impairment Training

### Performance Measures

C-5. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above; C-14. Reduce the number of fatalities in crashes involving a driver or motorcycle operator testing positive for +> 5ng of Delta 9 THC.

### Overview

The goal of this program was to provide law enforcement agencies with the training required to maintain certifications, skill sets and proficiencies. The programs addressed were the Standardized Field Sobriety Test (SFST) Instructor and Drug Recognition Expert (DRE) groups.

### Objectives and Results

- Deliver regional based in-service training classes to law enforcement.
  - Results:
    - Trainings were conducted on a two-day and in-person basis. Trainings consisted of material revisions and updates, procedural changes, instruction techniques and legal updates for improved courtroom testimony.
    - 217 SFST Instructors and 103 DREs were provided training.

<b>Task Number</b>	24-01-13
<b>Program Name</b>	SFST/DRE Program Education and Program Compliance
<b>Contractor</b>	Law Enforcement Alcohol and Drug (LEAD) Impairment Training

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### Performance Measures

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

### Overview

The goal of the program was to provide law enforcement agencies with the necessary training to maintain certifications, enhance skill sets, and improve proficiencies. The training programs covered included Standard Field Sobriety Testing (SFST) Instructor and Drug Recognition Expert (DRE) courses.

### Objectives and Results

- Improve communication within the impaired driving enforcement community.
  - Result:
    - Write and disseminate Colorado Impaired Driving Newsletter.
    - Newsletter has 945 subscribers.
- Deliver regional, in-service training classes.
  - Results:
    - Training topics included updates to training materials, procedural changes, instruction techniques, and legal updates.
    - A total of 254 SFST instructors and 91 DREs received training, for a combined total of 345 law enforcement officers trained, representing a 12% increase in the number of trained officers during this period.
- Support key events and represent the Highway Safety Office.
  - Results:
    - Events included the Lifesavers 2024 conference, the CDOT Safety Summit, the Western Traffic Safety Symposium, and the Colorado Judicial Conference.
    - Participated in the 2024 NHTSA Impaired Driving Assessment.
- Conduct at least one DRE school.
  - Results:
    - Coordinated and completed the 2024-1 Colorado DRE School, held in Centennial.
    - 15 students graduated.
    - Phase 2 and 3 trainings were held in Mesa, Arizona to allow for all students to certify within 30 days.

<b>Task Number</b>	24-01-14
<b>Program Name</b>	Impaired Driving Initiative
<b>Contractor</b>	Larimer County Partners, Inc (dba Partners)

### Performance Measures

C-5. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08; C-14. Reduce the number of fatalities in crashes involving a driver or motorcycle operator testing positive for >5ng of Delta 9 THC.

### Overview

The goal of this project was to increase community knowledge and public responsibility for impaired driving within Larimer County as evidenced by increased number of reports and decrease in incidents.

### Objectives and Results

- Increase awareness in youth and young adults regarding impaired driving risks impacts and alternatives.
  - Results:
    - Annual survey total print and social media impressions were 1,525,477
    - Action plans regarding policy changes were executed regarding overnight parking, ride share programs, and expansion to Weld County.
- Increase and engage coalition of community partners.
  - Result: The committee met consistently throughout the year with strong engagement from retailers, law enforcement and public health professionals. New members represented Weld County.
- Increase knowledge of issues and changes in policies supporting the prevention of impaired driving.
  - Results:
    - Action plans concerning policy changes were executed regarding overnight parking, ride share programs, and expansion to Weld County.
    - Partners reached the broad community with messaging through print media impressions, and over 1.5M social media impressions.
- Support, train, and provide tools to responsible association of retailer members (RAR) to reinforce the positive role in substance use prevention as business and community leaders.
  - Results:
    - Partners consistently supported 50-60 RAR members.
    - Partners increased the number of trainings and materials for RAR members this past year.

- Increase knowledge and tools to promote healthy decision making and positive coping skills via pre/post survey and increased knowledge around impaired driving risks, impacts and alternatives as evidenced by a pre/post survey.
  - Result: Implementation of BrainWise curriculum to a total of 528 youth, 14-18 years old. Pre/post surveys were created and administered, with positive results, 70% of PEP youth showed maintenance or increase in Attitude Against Alcohol, Tobacco, and Other Drugs. 56% of PEP youth showed maintenance or increase in Perceived Risk of Alcohol, Tobacco, and Other Drugs.
- Integration of a Youth Advisory Council, young adult interns and youth survey results in all areas of organizational assessment and programming.
  - Result: Over the course of the year recruiting young adults for a Youth Advisory Council was challenging, Partners ended up not focusing on this area. Partners did not have much interest from young people with outreach. Feedback from youth led to rethink the process and look for other effective ways to gather and include youth voice in efforts.

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<b>Task Number</b>	24-01-15
<b>Program Name</b>	Impaired Driving Assessment
<b>Contractor</b>	Highway Safety Office (HSO)

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### Performance Measures

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

### Overview

The goal of this project is for the (HSO) will collaborate with partners and stakeholders in Colorado's impaired driving landscape to discuss and make plans to improve on the state's impaired driving program.

At the conclusion of the assessment, assessors will create an assessment document. The HSO will share the report with the Colorado Task Force on Drunk and Impaired Driving to develop strategies to address and implement recommendations from the assessment.

### Objectives and Results

- Assessors will meet with stakeholders and partners in the Colorado's impaired driving environment and develop recommendations for the Colorado HSO to improve the Colorado's impaired driving program.
  - Result: An assessment was created and delivered to the HSO Impaired Driving Manager for further disposition.

Task Number	24-01-16
Program Name	Impaired Driving Equipment
Contractor	Highway Safety Office (HSO)

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### Performance Measures

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

### Overview

The goal of this project was addressing the equipment needs of law enforcement agencies (LEA) participating in Highway Safety Office (HSO) high visibility impaired driving enforcement campaigns. Equipment available consisted of Preliminary Breath Testing Devices (PBT) and PBT Calibration Stations. All PBTs purchased were compliant with NHTSA Conforming Products List. A portion of the PBTs will be given to the top performing Impaired Driving agencies during the 2024 Traffic Safety Champions event.

### Objectives and Results

- Provide PBTs and PBT Calibrations Stations to agencies involved in HSO funded High Visibility Enforcement Projects for use during enforcement activities.
  - Results:
    - Six (6) PBTs were lent to the National Park Services (NPS) to support Impaired Driving Enforcement Programs. The HSO requires the NPS to report on program evaluation measures such as number of contacts, DUI arrests.
    - No calibration stations were requested.
    - Sixty-Five PBTs were distributed to multiple agencies.

## Police Traffic Services

### Overview/ Projects

The HSO Police Traffic Services emphasis area funded law enforcement agencies to conduct enforcement and education efforts regarding speed, distracted driving, and seat belt/child passenger safety compliance.

### Program Administration

15 projects were managed with a planned budget of \$1,982,059

#### *Efforts and activities included:*

- Provided funding to LE agencies to for speed detection devices to enhance enforcement efforts.
- Worked with the Office of Communication to provide the travelling public information on the dangers of excessive speed, distraction, and occupant protection violations.
- Funded enforcement efforts related to speed, distraction and occupant protection use Statewide, and to metro and rural areas.

## Project Overviews, Objectives, and Results

<b>Task Number</b>	24-02-01
<b>Program Name</b>	Denver Police Department's Distracted Driving & Speed Enforcement
<b>Contractor</b>	Denver Police Department (DPD)

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### Performance Measures

C-12. Reduce the number of fatal crashes involving a distracted driver; C-6. Reduce the number of speeding-related fatalities.

### Overview

The goal of this project was to reduce the number of traffic fatalities related to speed-related and distracted driving in the City and County of Denver. The DPD Traffic Operations Section launched a high-visibility enforcement campaign to target distracted driving and changed the public perception of the risks and consequences of such activity.

### Objectives and Results

- Identify hot spot for high incidents of distracted driving through available data from the DPD Data Analysis Unit. Using this information, increase the total number of educations materials, warning, and citations given to drivers at known hot spot locations in Denver by 10% from year 1 of the previously implemented CDOT grant.
- Increase the number of contracts of drivers in the City and County of Denver from 1,404 to 1,520.10 (5% increase) in year one.
- Increase the number of citations in the City and County of Denver, with a focus on Interstates 70 and 25, along with other identified hot spot locations by 10% from 918 to 1,009.80 in year one.
- DPD enforced state laws on distracted driving.
  - Results:
    - 5 officers worked a total of 202.50 hours on this program.
    - Officers contacted 412 motorists who were observed committing a similarly unsafe violation.
    - Those contacts resulted in 412 moving citations, 5 warnings issued, 0 arrests, and 1 ticket issued for distracted driving.
- DPD maintained speed enforcement to decrease traffic fatalities and serious bodily injury (SBI) crashes.
  - Results:
    - Officers worked a total of 1,184.75 hours on mostly weekday and weekends with various hours to address street racing, rush hour, and citizen compliant areas.
    - During the grant period 2,450 contacts were made.
    - Officers contacted and wrote citations for 2,449 drivers over the four quarters, with the highest number of contacts occurring in the second quarter, with 994 speeding citations, followed by 643 citations in the fourth quarter, 500 citations in the third quarter, and 313 citations in the first quarter.

- Two drivers were arrested over the grant period (1 DUI and 1 felony warrant).

<b>Task Number</b>	24-02-02
<b>Program Name</b>	Aurora Police Traffic Services Campaign
<b>Contractor</b>	Aurora Police Department (APD)

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### Performance Measures

C-1 Reduce the number of traffic fatalities. C-4 Reduce the number of unrestrained passenger vehicle occupant fatalities. C-6 Reduce the number of speeding- related fatalities. C-12 Reduce the number of fatalities involving a distracted driver.

### Overview

The goal of this project was to reduce the number of unrestrained occupants related, speeding related, and distracted driving related fatalities.

### Objectives and Results

- Overall fatalities fell from 66 to 35 this year. (C-1)
- APD enforced occupant safety laws. (C-4)
  - Results:
    - Seven CPS events were conducted, and several individual appointments were managed. 43 vehicles were checked for proper installation and usage of child restraints.
    - 532 restraint violations were cited.
    - Fatalities due to being unrestrained fell from 20 to 9 this year.
- APD enforced state law on speeding. (C-6)
  - Results:
    - Seven operations were conducted targeting street racing, speeding and aggressive driving behavior.
    - Traffic (MET) officers participated in 5 SOS shifts (40 hours), focusing on street racing and reckless driving activities.
    - 2,562 speeding citations were issued by MET officers on campaign hours.
    - Speed related fatalities fell from 28 to 20 this year.
- APD enforced state law regarding distracted driving. (C-12)
  - Results
    - Two operations were conducted with distracted driving as its focus.
    - 1,154 citations were issued in which distracted driving was the cause of the violation.

<b>Task Number</b>	24-02-03
<b>Program Name</b>	Don't be a Bad Stat...Slow Down! And Put Your Seatbelt On!
<b>Contractor</b>	Colorado Springs Police Department (CSPD)

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### Performance Measures

C-1. Reduce the number of traffic fatalities; C-2. Reduce the number of serious injuries in traffic crashes; C-4 Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions.

### Overview

The goal of this project was to attain a 5% reduction in both the number of traffic fatalities and the number of serious bodily injury crashes over the 3-year project period. Action plan activities included intelligence-led, targeted speed and seatbelt enforcement at designated locations, the purchase of ten moving radar speed measuring units, and increased public awareness of the risks and potential impact of excessive vehicle speed and the lack of seatbelt usage in Colorado Springs.

### Objectives and Results

- Develop written deployment plans at least quarterly.
  - Result: Four written deployment plans were developed and distributed by the Project Director during the grant period. These plans outlined the guidelines that officers working the grant had to follow during deployments.
- Schedule personnel to work enforcement overtime to conduct dedicated speed and seatbelt enforcement in specified areas.
  - Result: 420 grant-funded deployments totaling approximately 1,503 enforcement hours were completed by CSPD officers. During those deployments, 3,044 citations for speeding and 97 citations for seat belt use were issued by officers. During the grant period, a regional, multi-agency street racing enforcement deployment involving 38 officers (10 of whom were grant-funded) was coordinated by the CSPD Project Director.
- At least twice per month, provide public awareness information and/or educational materials related to traffic safety topics.
  - Result: During the grant period, 35 media engagements related to traffic safety were completed. These were primarily social media posts, but also included live media interviews or briefings. CSPD officers also attended a variety of community events focused on traffic safety.
- Purchase and install 10 moving radar speed measuring units on motorcycles operated by members of the CSPD Motorcycle Unit for use during speed enforcement operations.
  - Results: The radar units were installed and deployed during the second quarter of the grant period and have been in use by CSPD Motorcycle Unit officers since then.
- During the grant period, the Live Savers conference in Denver and the Colorado Traffic Safety Summit were attended by the CSPD Project Director. These conferences focused on a variety of innovative traffic safety topics and strategies.
- Reduce both traffic fatalities and serious bodily injury crashes occurring in Colorado Springs by 5% during the grant period.

- Result: Final 2024 fatal and injury crash data is not yet available, however during year 1 of the grant period, (10/01/23 through 09/30/24), preliminary data indicates that there were 54 traffic fatalities in Colorado Springs. In 2023, there were 50 traffic fatalities. The fatality rate in 2023 was approximately 10.1 per 100,000 population. In year 1 of the grant period, the rate was approximately 10.7 per 100,000 population. Additionally, in year 1 of the grant, preliminary data indicates there were 1,273 injury crashes in Colorado Springs. In 2023, there were 1,241 injury crashes. The injury crash rate in 2023 was approximately 250 per 100,000 population. In Year 1 of the grant, the rate was approximately 254 per 100,000 population. That represents approximately a 1.6% increase over the 2023 rate.

<b>Task Number</b>	24-02-04
<b>Program Name</b>	Reducing Fatal Crashes through Speed Enforcement
<b>Contractor</b>	Pueblo Police Department (PPD)

### Performance Measures

C-1. Reduce the number of Traffic Fatalities; C-2. Reduce the number of serious injuries in traffic crashes; C-6. Reduce the number of speeding-related fatalities; C-9. Reduce the number of drivers aged 20 or younger involved in fatal crashes.

### Overview

The goals of this project were to decrease the number of speed related fatality and serious bodily injury crashes in the City of Pueblo and to reduce the number of fatal crashes involving drivers under the age of 20.

### Objectives and Results

- PPD enforced state law on speeding.
  - Results:
    - Group enforcement with marked and unmarked PPD units. PPD also engaged in enforcement efforts with Colorado State Patrol during their monthly surges within Pueblo County
    - On-roadway visual reminders (Speed Trailer) were deployed in various residential neighborhoods based on complaints from residents.
    - A total of 306.5 hours of speed enforcement was performed over the year.
    - 455 citations were issued while engaged in grant related enforcement.
- Reduce the number of serious bodily and fatal crashes.
  - Results:
    - Of the 18 fatalities in FY 2024. This is a 21.7% reduction from FY 2023. Only 3 fatal crashes involved speed as a factor. This was a reduction of 50% from the previous year.
    - FY 2024 saw 3132 traffic crashes within the City of Pueblo. This was a decrease of 282 crashes (8.3%) from FY 2023.

- To address drivers under 20, the Traffic Division made a Public Service Announcement (PSA) that was recorded in 2023. This PSA was re-used for FY2024 and distributed to other Law Enforcement Agencies, Municipal Court, Pueblo School District 60 and published on social media.
  - Results:
    - The PSA was directed at younger drivers with emphasis on speed and impaired driving.
    - A change in late FY2024 within the School District is allowing more direct interaction and contact with students.
    - The Pueblo Police Department Traffic Division engaged in the AMR Safety Jam that is directed at drivers under 20 and promotes safe driving practices. PPD's booth displayed a crashed vehicle involved in a crash involving youth and told the story of the victims of the crash.

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<b>Task Number</b>	24-02-05
<b>Program Name</b>	Speed Mitigation for Hwy 93 and US 285 for 2023 - 2024
<b>Contractor</b>	Jefferson County Sheriff's Office (JCSO)

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### Performance Measures

C-2. Reduce the number of serious injuries in traffic crashes; C-6. Reduce the number of speeding-related fatalities.

### Overview

The goal of this project was to reduce the number of fatal and injury crashes on US Highway 285 from 26% to 23% and to reduce the number of fatal and injury crashes on CO-93 from 21% to 18%. During this enforcement period on US Highway 285 there were 132 crashes, with 24 injuries, and 1 fatality. Fatal crashes were less than 1% of total crashes. During the last grant reporting period on Highway 285 there were 268 crashes, Highway 285 crashes significantly decreased during the 2023 - 2024 grant period.

### Objectives and Results

- To reduce serious injuries and fatalities in traffic crashes.
  - Results:
    - JCSO was able to provide a more consistent presence and cite speeding drivers during peak days of the week and times of the day using grant funds by scheduling short shifts during peak commute hours.
    - During this enforcement period on Highway 93 there were 67 crashes, with 15 injuries, and 1 fatality. During this grant period the crashes/injuries/fatalities remained consistent compared to last grant period with an addition of 1 fatality.
- Due to additional grant funds awarded during Quarter 3 JCSO was able to increase the number of shifts and presence during peak days of the week and peak hours as evidenced by the increase in summons written during the grant period.
  - Results:

- JCSO Deputies worked a total of 140 shifts and 713.75 overtime hours on both highways during the grant period.
- Deputies made 1656 stops during the grant period which was an increase of about 95 stops compared to last grant period.
- Deputies issued 1602 summons on both highways during the grant period which was an increase of about 125 summonses compared to last grant period. Summons were issued for speeds 15+ miles per hour or more over the posted speed limit.

Task Number	24-02-06
Program Name	City of Lakewood Speed Enforcement Campaign
Contractor	Lakewood Police Department (LPD)

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### Performance Measures

C-6. Reduce the number of speeding-related fatalities; C-2. Reduce the number of serious injuries in traffic crashes.

### Overview

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

### Objectives and Results

- The LPD dedicated 630.75 hours of proactive speed enforcement within the FY24 CDOT funded enforcement.
- The LPD issued 641 citations and 96 warnings. The warnings were considered to be positive educational contacts with drivers during the last year. In addition, there were seven speed related arrests effected throughout the grant cycle.
- LPD conducts social media campaigns around the City of Lakewood's Speed Enforcement Campaign. This included Twitter (@LakewoodPDCO) Instagram (lakewoodpdc0) and Facebook. These posts included photos of speed detection equipment such as the LTI TruSpeed LIDAR with the driver's speed displayed to drive home the point that LPD was concerned with speeding drivers. These posts frequently received positive comments from the public.
- Enforcement operations with Colorado State Patrol, other Denver Metro area departments, and LPD were conducted on interstate highways and surface streets within the city dedicated to curbing street racing; in many cases these efforts were due to citizen complaints.
- The LPD Traffic team gave at least one traffic related interview for local news during the grant cycle related to a fatal crash with an emphasis on slowing traffic speeds.
- During the grant period, LPD had 25 fatal traffic crashes of which, speed was a causation factor in 10. In the previous year in Lakewood there were 17 fatal traffic crashes of which speed was a causation factor in 8. Although the number of fatalities is significantly higher, the percentage of speed related fatalities dropped from 47% to

40% during FY24. LPD recorded 8 more fatal crashes during fiscal year 24 compared to fiscal year 23.

- This grant year, LPD Agents attended the Lifesavers conference in Denver which equipped them with new training on ways to reduce traffic crashes and investigate traffic related incidents.

<b>Task Number</b>	24-02-07
<b>Program Name</b>	Traffic Safety Enforcement Project
<b>Contractor</b>	Colorado State Patrol (CSP)

### Project Impacted Performance Measures

C-1. Reduce the number of serious injuries in traffic crashes; C-3. Reduce the fatalities per Vehicle Miles Traveled (VMT); C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions; C-12. Reduce the number fatalities involving a distracted driver.

### Project Overview

The goal of this project was to reduce the number of unrestrained occupants in fatal and injury crashes for Colorado roadway users by reducing the number of fatal and injury crashes caused by “Inattentive to Driving,” per trooper opinion.

### Project Objectives and Results

- CSP provided grant-funded overtime dedicated to seatbelt enforcement.
  - Result: 672.25 hours.
- CSP issued seatbelt citations during grant-funded overtime dedicated to seat belt enforcement.
  - Result: 812 citations.
- CSP increased the reach of statewide social media campaigns related to seatbelt enforcement.
  - Results:
    - CSP increased the reach of statewide social media public awareness of the dangers of not wearing a seatbelt.
    - Facebook - Reach/322,133 - Reactions/6,017 - Comments/333 - Shares/447
    - Twitter - Impressions/63,435 - Likes/845 - Replies/54 - Retweets/48
- CSP provided grant-funded overtime hours for enforcement of distracted driving.
  - Result: 2,935.75 hours.
- CSP issued citations during grant-funded overtime for distracted driving enforcement.
  - Result: 803 citations.
- CSP increased the reach of statewide social media campaigns related to distracted driving through social media.
  - Results:
    - CSP increased public awareness reach of the dangers of distracted driving.

- Facebook - Reach/560,888 - Reactions/5,906 - Comments/1,369 - Shares/1,286
- Twitter - Impressions/144,349 - Likes/1,641 - Replies/182 - Retweets/220
- CSP provided community/employer educational opportunities focused on distracted driving throughout the state.
  - Result: 13 education events.

<b>Task Number</b>	24-02-08
<b>Program Name</b>	Greeley PD Data Driven Approaches to Crime
<b>Contractor</b>	Greeley Police Department (GPD)

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### Performance Measures

C-1. Reduce the number of traffic fatalities; C-2. Reduce the number of serious injuries in traffic crashes; C-6. Reduce the number of speeding- related fatalities; C-12. Reduce the number of fatalities involving a distracted driver.

### Overview

The goal of this project was to reduce traffic crashes involving serious bodily injuries and fatalities due to excessive speed or distraction-related violations by increasing traffic enforcement in selected areas.

### Objectives and Results

- GPD focused enforcement areas along major arterial roadways identified as the most prominent areas for serious bodily injury crashes and fatalities related to speed and distracted driving.
  - Results:
    - Officers worked a total of 1617 hours on this program.
    - During the grant period 2,575 contacts were made.
    - Officers contacted and wrote citations for 2039 drivers and 513 warnings were issued.
- GPD enforced state laws on distracted driving.
  - Results:
    - 470 citations were written for distracted driving related violations.
    - Officers focused on crash causation violations identified as speeding and distracted driving violations. During the enforcement period October 2023 - September 2024, Greeley Police Department had 223 reported serious bodily injury crash and 14 fatal traffic crash. Excessive speed continued to be the primary causation factor for serious bodily injury and fatal traffic crashes.

Task Number	24-02-09
Program Name	Traffic Safety Enforcement
Contractor	El Paso County Sheriff's Office (EPCSO)

### Performance Measures

C-1. Reduce the number of traffic fatalities; C-2. Reduce the number of serious injuries in traffic crashes; C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions; C-6. Reduce the number of speeding-related fatalities; C-12. Reduce the number of fatalities involving a distracted driver.

### Overview

The goal of this project was to increase the saturation of traffic enforcement in high traffic areas and hot spot areas that data has shown to have a high number of impaired drivers, speeding violations, unrestrained occupants, and distracted drivers.

### Objectives and Results

- From October 1, 2023, to September 30, 2024, the EPCSO increased enforcement and educational opportunities to reduce dangerous driving, which includes speeding, seat belt, and cell phone violations.
  - Result: Deputies working grant-funded OT shifts and issued 3,459 citations. The citations issued under this grant were 46% of the agency's total citations. The number of citations written during this grant across the agency was 1,960 higher than the previous grant year. This year deputies wrote 1.63 citations per hour worked. The EPCSO more than doubled its high-speed violations, (25+ mph over) going from 214 the previous year, to 554 during this reporting period. This result was from increased high-visibility saturation enforcement with zero tolerance for speeding, seat-belt violations, and distracted driving.
- From October 1, 2023, to September 30, 2024, the EPCSO had 40 hours per week of dedicated traffic enforcement for a 52-week period.
  - Results:
    - Deputies working this grant worked a total of 2,151 hours, which averages to more than 41 hours a week.
    - The agency utilized grant-funded dedicated dispatchers for surge traffic operations. During this reporting period, 31 Over Time hours were completed by dispatchers.
    - During this grant period, the EPCSO combined with regional law enforcement partners to conduct four surge traffic-enforcement operations, funded with grant funds. EPCSO had 332 traffic contacts during those operations, resulting in 344 citations.

<b>Task Number</b>	24-02-10
<b>Program Name</b>	Traffic Safety
<b>Contractor</b>	Thornton Police Department (TPD)

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### Performance Measures

C-1. Reduce the number of traffic fatalities; C-2. reduce the number of serious injuries in traffic crashes; C-10. reduce the number of pedestrian fatalities; C-12. reduce the number of fatalities involving a distracted driver.

### Overview

The goal of this project was to reduce the number of crashes in areas of the city identified through data as high crash areas, educate public through verbal on- scene education or through summonses, and to reduce the overall number of injuries from crashes, including Serious Bodily Injury (SBI) and fatalities.

### Objectives and Results

- TPD saturated areas where frequent crashes occurred during peak hours with officers and strictly enforced speed and distracted driving.
  - Results:
    - TPD dedicated 975.5 hours of proactive enforcement time to speed and distracted driving.
    - Officers wrote citations to 2498 drivers.
- Increase driver education through verbal on scene education or through summonses.
  - Results:
    - During the grant period approximately 50 contacts were given verbal warnings and were educated on the risks of speeding.
    - TPD conducted a social media (Facebook, Instagram, Twitter) campaign around reckless driving and speeding. Advertised the enforcement and dangers of speeding through social media.
- Reduce the overall number of crashes and injuries in crashes, including SBI and fatalities.
  - Results:
    - During the grant cycle crashes were reduced by 250% going from 1,721 crashes the previous year to 664 crashes this year.
    - Through heavy enforcement Serious Bodily Injury (SBI) related crashes decreased and the number of SBI injuries also decreased by 7 percent.

<b>Task Number</b>	24-02-11
<b>Program Name</b>	Durango Police Department Speed/Distracted Driving Grant
<b>Contractor</b>	Durango Police Department (DPD)

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### Performance Measures

C-1. Reduce the number of traffic fatalities; C-2. Reduce the number of serious injuries in traffic crashes; C-6. Reduce the number of speeding-related fatalities; C-12. Reduce the number of fatalities involving a distracted driver.

## Overview

The Durango Police Department will utilize the Speed and Distracted Driving Grant to reduce traffic-related crashes by increasing enforcement, awareness, and education around speeding and distracted driving behaviors. This initiative aimed to promote roadway safety, protect drivers, pedestrians, and bicyclists, and lower the risk of crashes in areas of Durango that are identified by data as being high risk-traffic areas.

## Objectives and Results

- DPD maintained speed enforcement to decrease traffic fatalities and serious bodily injury (SBI) crashes.
  - Results:
    - Officers worked a total of 221.25 hours on this program.
    - During the grant period 317 contacts were made.
    - Officers contacted and wrote citations for 160 drivers and 3 drivers were arrested for traffic offenses.
- DPD enforced state laws regarding distracted driving, careless driving, and speeding violations.
  - Results:
    - 14 citations were written for distracted driving related violations, and 140 citations were a result of speeding.
    - Officers focused on distracted driving and speeding enforcement, as those were the primary reasons for crashes in the City of Durango. Property damage crashes decreased by a total of 8%. Injury crashes increased by 15% and fatal crashes remained the same with one each year.

<b>Task Number</b>	24-02-12
<b>Program Name</b>	Traffic Safety Grant
<b>Contractor</b>	Wheat Ridge Police Department (WRPD)

## Project Impacted Performance Measures

C-1. Reduce the number of traffic fatalities.

## Project Overview

The goal of this project was to reduce crashes at top locations through education and enforcement.

## Project Objectives and Results

The goal of this project was to reduce crashes at top locations through education and enforcement.

- Results:
  - Officers dedicated a total of 166 hours of work.
  - During the grant hours there were 288 stops.
  - Officers contacted and issued 229 tickets during this time.

- One driver was arrested over the grant period
- The 229 tickets made up 6% of the tickets that were written during the same period by our department.
- Despite WRPD's increased proactivity, the City of Wheat Ridge had 4 fatal crashes during this period. Of the 4 fatal crashes that occurred, only one involved traffic violations. Over the last 5 years WRPD has had an average of 4.6 fatal crashes per year. The one fatal crash with traffic charges happened in an area that is typically heavily enforced.
- WRPS has remained consistent with social media posts about traffic safety. The community remains appreciative and engages with WRPD's traffic safety posts frequently.

<b>Task Number</b>	24-02-13
<b>Program Name</b>	2024 Providing Education and Enforcement to Prevent Fatalities
<b>Contractor</b>	Adams County Sheriff's Office (ACSO)

### Performance Measures

C-1. Reduce the number of traffic fatalities; C-2. Reduce the number of serious injuries in traffic crashes; C-6. Reduce the number of speeding- related fatalities; C-9. Reduce the number of drivers aged 20 or younger involved in fatal crashes; C-12. Reduce the number of fatalities involving a distracted driver.

### Overview

The goal of this project was to reduce the number of traffic related fatalities in Adams County by at least 5%. The focus was on speed related offenses, as Adams County had 25 speed related fatalities and was the third highest county for these types of fatalities. Part of this goal was to increase traffic enforcement in selected areas to include school zones.

### Objectives and Results

- Conducted High Visibility enforcement with the Police Departments of Brighton, Commerce City, Northglenn, Thornton, Westminster, and Colorado State Patrol within each jurisdiction dedicated to curbing street racing.
  - Results: The operation included issuing 241 speed related citations, making 278 contacts, 8 arrests, and 21 warnings.
- ACSO maintained speed enforcement to decrease traffic fatalities and serious bodily injury (SBI) crashes.
  - Results:
    - During this enforcement ACSO focused on area school zones. Which resulted in 45 stops in one hour of enforcement.
    - ACSO worked closely with Public Works to ensure all school zone signage was present and worked properly during the designated times.

Task Number	24-02-14
Program Name	Public Safety Through Effective Speed Enforcement
Contractor	Westminster Police Department (WPD)

### Performance Measures

C-1. Reduce the number of traffic fatalities; C-2. Reduce the number of serious injuries in traffic crashes; C-6. Reduce the number of speeding-related fatalities.

### Overview

The goals of this project were to decrease speed related traffic crash fatalities by 4% yearly for a total of 12% reduction, decrease speed related serious bodily injury (SBI) crashes by 4% yearly for a total of 12% reduction, increase public awareness, public law enforcement visibility, mitigate speed related driving and educate public on traffic laws and increase enforcement of the Colorado Traffic laws.

### Objectives and Results

- Additional enforcement and public visibility resulted in mitigation of speed related behavior.
  - Results:
    - Traffic Enforcement - Collect fatality data internally and statewide.
    - When comparing the total number of fatalities for the 4 reporting Quarters (October 2023 - September 2024) to the same period a year ago (October 2022 - September 2023), there was a 36% decrease in fatalities.
  - Result: When comparing the total number of serious bodily injuries for the 4 reporting Quarters (October 2023 - September 2024) to the same period a year ago (October 2022 - September 2023), there was a 15% decrease.
- Additional enforcement and public visibility in mitigation in speed related behavior.
  - Results:
    - When comparing the total number of traffic citations for the 4 reporting Quarters (October 2023 - September 2024) to the same period a year ago (October 2022 - September 2023), there was a 37% increase. Thus, meeting the goals of the WPD's public awareness, public law enforcement visibility, mitigating speed related driving decisions and educate the public of traffic laws.
    - Because this was the first year participating in the Speed Enforcement grant, 2023 Speed Enforcement Grant data was not available to compare to 2024. However, below are total numbers for the 4 reporting Quarters:
      - Total Contacts: 1,849
      - Total Citations: 1,665
      - Total Hours: 799.5
  - Additional enforcement and public visibility resulted in mitigation of speed related behavior.

- Result: When comparing the total number of crashes for the 4 reporting Quarters (October 2023 - September 2024) to the same period a year ago (October 2022 - September 2023), there was a 1% decrease, which was moving closer to WPD's goal of a 4% decrease.

Task Number	24-02-16
Program Name	Police Traffic Services Campaign
Contractor	Arapahoe County Sheriff's Office (ACSO)

### Performance Measures

C-1. Reduce the number of traffic fatalities; C-2. Reduce the number of serious injuries in traffic crashes; C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions; C-6. Reduce the number of speeding-related fatalities; C-12. Reduce the number fatalities involving a distracted driver.

### Overview

The goal of this project was to reduce the number of traffic fatalities and injuries related to distracted driving, speeding, and unrestrained occupants in the City of Centennial, Town of Bennett, and unincorporated Arapahoe County. The Arapahoe County Sheriff's Office traffic unit conducted regular high-visibility enforcement along with seven large and small scale operations targeting distracted driving, speeding, aggressive driving, and unrestrained occupants. In addition to these operations, fifteen educational events were held throughout the County to educate drivers of the dangers surrounding these driving actions.

### Objectives and Results

- ACSO enforced laws on speeding, non-compliance of seat belt use, and distracted driving.
  - Results:
    - Deputies worked a total of 1,238.7 hours funded by this grant.
    - Deputies issued a total of 2,389 citations along with 307 warnings.
    - Of these citations and warnings 2,060 had speed as a factor, 1,032 were distracted, and 208 had some occupant unrestrained.
- ACSO held and participated in educational events in partnership with City, Town and County officials and event staff.
  - Results:
    - Deputies participated in 15 educational events.
    - Partnership with churches, schools, boy scout troop, YMCA, and other community events.
    - Deputies were able to reach over 4000 citizens ranging in age and driving status. Rural communities targeted for safety restraints, and metro area for aggressive driving.
- ACSO conducted multiple traffic operations targeting speeding and distracted driving along with unrestrained vehicle occupants.
  - Results:
    - Deputies conducted seven large- and small-scale operations.

- Operations resulted in a total of 151 contacts, 124 citations issued along with 21 warnings.
- Deputies partnered with Public Information Office during operations to utilize social media in real time for increased education and awareness.

## Community Traffic Safety

### Overview

The Community Traffic Safety emphasis area funded efforts to reduce serious injury traffic crashes and fatalities through education and awareness efforts in young driver safety including GDL education and awareness, distracted driving, and seat belt usage.

These projects were enacted through traffic safety coalitions, agencies, local health departments, schools, hospitals, and non-profit agencies.

### Program Administration

22 projects were managed with a planned budget of \$3,488,894.

#### *Efforts and activities included:*

- Partnered with the Colorado Young Drivers Alliance (CYDA) to expand young driver initiatives across Colorado and created 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 established Distracted Driving awareness, education, and enforcement programs.
- Programs are funded in several metro and rural locations including El Paso, Denver, Weld, Chaffee and Eagle, and Gunnison counties.
- Enhancements to Colorado's CPS laws will be in place January 2025.
- A Hands-Free Bill will be in effect January 2025.

### Project Overviews, Objectives, and Results

Task Number	24-03-01
Program Name	Prevent Alcohol and Risk Related Trauma in Youth Program (P.A.R.T.Y.)
Contractor	University of Colorado Hospital

#### Performance Measures

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

#### Overview

The goal of the program was to provide young people with information about traumatic injury, help them identify risky behaviors while driving, and offer safe alternatives. The

program shows students the path of a trauma, focusing on dangerous driving behaviors, decision-making while driving and riding as a passenger, and provides information on current Graduated Driver's Licensing (GDL) laws.

### Objectives and Results

- High school students who participate in the P.A.R.T.Y. program will report increased knowledge.
  - Result: 1,026 students completed the pre-survey, and 929 students completed the post-survey. Q1 went from 31% of students who answered the question correctly on the pre-survey to 69% on the post-survey. Q2 went from 43% to 92%, Q3 from 95% to 96%, Q4 from 18% to 71% and Q5 from 64% to 76%.
- High school classes will participate in either an in-hospital, or On the Road P.A.R.T.Y. program.
  - Results:
    - Denver Metro area had 14 programs reaching 367 students.
    - Northern Colorado had 10 programs reaching 279 students, including an event at Colorado State University.
    - Southern Colorado had seven programs reaching 145 students.

<b>Task Number</b>	24-03-02
<b>Program Name</b>	DRIVE SMART Weld County - Young Driver Traffic Safety Project
<b>Contractor</b>	Weld County Department of Public Health and Environment

### Performance Measures

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

### Overview

The goal of the DRIVE SMART Weld County - Young Driver Traffic Safety Project (DSWC) was to reduce traffic fatalities amongst young drivers by educating young drivers about GDL and the consequences of unsafe driving practices, strengthening local law enforcement's knowledge and enforcement of GDL laws, educating parents about their role in young driver GDL compliance, and building coalition and community capacity.

### Objectives and Results

- Maintain current levels of coordination and collaboration among community partners and stakeholders to support the current programming.
  - Result: Coalition membership expanded by five new community stakeholders including two new law enforcement partners and three partners representing an organization whose mission is focused on advancing equity. DSWC coalition members and partners attended eight community safety events reaching approximately 2,100 community members.
- Increase local support for strengthening Colorado's GDL law by 20%.
  - Results
    - DSWC collaborated with Northern Colorado Women in Business (NoCO WIB) to raise awareness about safe driving.

- DSWC supported two BUDS high school students in participating in FCCLA's Community Traffic Safety competition. Both students won top honors.
- Increase Weld County law enforcement knowledge about GDL laws.
  - Results:
    - Three GDL Roll-Call presentations were conducted with a total of 37 officers attending.
    - 100% of patrol officers surveyed agreed to support GDL laws. Pre/post GDL knowledge survey scores improved by 1 point compared to 2022/2023 scores.
- Increase percentage of Weld County parents who report accurate knowledge of Colorado's GDL laws and initiate parent/teen driving contracts.
  - Results:
    - 50 signed Parent/Teen Driving contracts were collected.
    - 85% of respondents stated they understood CO GDL laws, 100% understood risks and 90% declared they would set limits with their teens.
    - 90% correctly identified protective factors for safe driving among youth.
- Increase number of Weld County high school students reached during the youth BUDS Program - Buckle Up Drive Smart.
  - Result: Six Weld County high schools participated in a student led traffic safety challenge which impacted around 16,000 students and community members. Seatbelt observations indicated a 5% increase in seatbelt compliance and a 10% decrease in distracted driving behaviors compared to 2022 /2023 results. 95% of students indicated that they "strongly agree" or "agree" that it is important to always wear a seatbelt.

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Task Number	24-03-03
Program Name	A Comprehensive Approach to Reducing Teen Crashes
Contractor	SADD, Inc.

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### Performance Measures

C-2. Reduce the number of serious injuries in traffic crashes. C-9. Reduce the number of drivers aged 20 or younger involved in fatal crashes.

### Overview

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

## Objectives and Results

- Facilitate registered SADD chapters in high schools, middle schools, and colleges across the state.
  - Results:
    - Increased the number of SADD chapters from 51 to 57 across Colorado during the year to assist in program implementation and spread of knowledge.
    - Maintained social media reach with 52 posts reaching 31,197 + in Colorado with traffic safety messaging.
- Host teen traffic safety events across in El Paso, Denver, and Weld counties.
  - Results:
    - Hosted the 1st Annual Youth Traffic Safety Summit in Colorado Springs; the training event including 50 students, advisors, and community partners.
    - Provided 32 school-based professionals traffic safety-focused training in the focus areas. The training was implemented in-person and virtually.
    - Maintained partnerships with over 40 organizations including school professionals, law enforcement, injury prevention, the media, and traffic safety professional organizations.
    - Over 100 evidence-based programs were provided to students in the areas of focus and over 125 events were held.
- Establish relationships with local law enforcement agencies, community coalitions, driving schools, and other partners.
  - Results:
    - SADD actively engaged CO School Resource Officer (SRO) Association members in providing resources and training opportunities.
    - Provided support at two National Night Out events hosted by local law enforcement agencies.
    - Provided technical assistance to Colorado law enforcement partners as requested/needed, including SADD law enforcement toolkit.
    - Conducted a Shifting Gears virtual training and provided Shifting Gears resources to law enforcement.
- Identify and focus on areas that are overrepresented in teen crashes.
  - Result: SADD focused on the following high crash counties for teens: El Paso, Denver, and Weld counties. Over 100 evidence-based programs were provided to students in the areas of focus.
- Onboard, train, and mobilize a team of interns to engage communities in mobility safety activities, events, and awareness campaigns, particularly in the primary target areas.
  - Result: Interns were employed and actively engaged in mobility safety events in over 40 events, presentations and providing evidence-based programming.

<b>Task Number</b>	24-03-04
<b>Program Name</b>	ThinkFast Interactive Teen Driver Safety Program
<b>Contractor</b>	TjohnE Productions, Inc.

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### Performance Measures

C-2. Reduce the number of serious injuries in traffic crashes; C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities; C-9. Reduce the number of drivers aged 20 or younger involved in fatal crashes.

### Overview

The goal of this project was to promote passenger and teenage driver safety by creating an interactive safety program designed to educate future and current Colorado teen drivers. The program highlighted related laws, penalties, and Colorado's GDL information, emphasizing the eight danger zones of teen driving.

Forty-nine ThinkFast Interactive (TFI) programs took place in FY24 and reached approximately 9,252 middle and high school students. A pre- and post-program knowledge-based survey was administered to 15 high schools during. In the pre-program survey, the percentage of correct answers was 26.90% vs. 76.44% in the post-program survey. From pre-to-post, the students demonstrated an almost 49.54-point gain, a percentage increase of 184.16%.

### Objectives and Results

- To provide an up-to-date driver safety program directly targeted at future and current teen drivers in the state of Colorado.
  - Results:
    - Two programs, the Passenger Safety Program and the Teen Driver Safety Program, were developed and approved.
    - Programs were offered in targeted regions, including Southeast (Las Animas, Otero, Huerfano), Northeast (Logan), and Northwest (Routt, Garfield).
    - The program expanded to include additional regions across the State
- Use the TFI program as a platform to enhance other educational initiatives and community partners.
  - Result: ThinkFast collaborated with CDOT subrecipient Family Career and Community Leaders of America (FCCLA) to offer programs in chapter areas.
- Create an outreach plan in accordance with target schools.
  - Results:
    - A total of 49 programs were successfully conducted.
    - On average, each program engaged 188 students.

Task Number	24-03-05
Program Name	Eagle River Valley Safe Driving Efforts
Contractor	Eagle River Youth Coalition

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### Performance Measures

C-2. Reduce the number of serious injuries in traffic crashes; 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 aged 20 or younger involved in fatal crashes; C-12. Reduce the number fatalities involving a distracted driver.

### Overview

The goal of this project was to increase education and safety messages to young drivers, improve family communication and expectations related to young driver safety.

### Objectives and Results

- Increase parent knowledge of the CO GDL zero tolerance for impaired driving.
  - Result: Parent knowledge of CO GDL zero tolerance for impaired driving increased to 74% in 2023.
- Increase parents/guardian discussions on impaired driving with their child.
  - Results:
    - Parents/guardians reported an increase in conversations regarding alcohol impaired driving of 89% in 2023.
    - Parents/guardians reported a decrease in conversations regarding marijuana impaired driving of 75% in 2023.
- Increase the number of community events offering alternative transportation and maintain the number of alcohol retailers offering alternative ride options to their patrons.
  - Results:
    - A Responsible Retailer Toolkit was drafted encouraging utilization of the new fare free local transit.
    - One new event producer increased transit messages to patrons.
- Increase law enforcement presence in the community to deter sale of alcohol to minors or intoxicated customers, and impaired driving.
  - Results:
    - Three party patrols were conducted.
    - One compliance check resulted in monitoring of house parties, providing education to youth.
- Increase law enforcement and community knowledge of impairment recognition to prevent the sale of alcohol to an intoxicated customer, and to prevent impaired driving through delivery of at least three training opportunities.
  - Results:
    - Responsible server trainings reached 178 servers.
    - Drug impairment basics reached ten individuals.
- Increase the percentage of young driver's knowledge around Colorado GDL laws.
  - Results:

- 63% of attendees rated their level of knowledge of CO GDL laws as 4 or 5 on a scale of 1-5 in a pre-survey.
- 98% either maintained a 4 or 5 or increased their level of knowledge following the presentation.
- Maintain youth leader involvement with young driver safety strategies.
  - Result: Two youth leaders-maintained focus on young driver safety strategies.
- Identify and refer youth and parents/guardians with traffic safety behavior concerns, to early intervention services to improve healthy decision-making and traffic safety behaviors.
  - Results:
    - Two families with high school youth were referred to early intervention programs.
    - Both families reported improved family communication and support in healthy decision-making.

<b>Task Number</b>	24-03-06
<b>Program Name</b>	Denver Booster & Seatbelt Engagement (BASE) & Teen Safe Streets (TSS)
<b>Contractor</b>	City and County of Denver, Department of Transportation and Infrastructure (DOTI)

### Performance Measures

C-1. Reduce the number of traffic fatalities; C-2. Reduce the number of serious injuries in traffic crashes; C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions; C-9. Reduce the number of drivers aged 20 or younger involved in fatal crashes.

### Overview

The goal of the Denver Booster and Seatbelt Engagement (BASE) and Teen Safe Streets (TSS) programs was to help decrease the number of unrestrained passenger vehicle occupant injuries and fatalities for all seat positions and to help reduce young driver fatalities in Denver County. DOTI continued to invest in efforts that to decrease the number of unrestrained passenger vehicle occupant injuries and fatalities and help promote vehicle occupant safety in Denver County. Both programs focused on outreach efforts around Denver County but placed priority in DOTI Equity areas, and neighborhoods within close proximity to the City's High-Injury Network

### Objectives and Results

- Perform pre and post booster seat observations, develop and present culturally sensitive presentations, print and digital messaging for children, parents, and caregivers at 13 schools in Denver's social equity zones.
  - Result: 39 community events were organized, and 131 pre- and post-intervention surveys were assessed. A child passenger safety education program was established to recur monthly at Safe Routes To School (SRTS) schools and community partners, reaching 3,165 families and showing up to a 60% improvement in knowledge and behavior.

- Increase the number of Denver Public Schools (DPS) schools implementing the (SRTS) Child Passenger Safety modules.
  - Result: The number of DPS schools implementing the modules increased from 3 to 10, with 20 teachers trained on the modules.
- Evaluate child passenger safety efforts in Denver county through strategic planning
  - Results: Identified 4 new grant writing partners and 12 additional resource partners.
- Nurture partnerships with new and existing agencies to enhance transportation safety messaging
  - Result: Established partnerships with 12 new and 15 existing agencies, impacting transportation safety messaging at 58 events.

The TSS Program (Objective 2) achieved its objectives by:

- Develop and deliver programming to enhance transportation safety knowledge among teens
  - Result: Increased reach by over 20% through various methods.
- Circulate culturally sensitive messaging to enhance GDL knowledge and seatbelt use,
  - Result: 1,569 families were reached through multilingual resources and event services.

<b>Task Number</b>	24-03-07
<b>Program Name</b>	Colorado Traffic Safety, Data Analysis, Community Engagement, and Strategic Planning Project
<b>Contractor</b>	Colorado Department of Public Health & Environment

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### Performance Measures

C-1. Reduce the number of traffic fatalities. C-2. Reduce the number of serious injuries in traffic crashes.

### Overview

The goal of this project was to increase partner access to and understanding of Colorado motor vehicle injury and fatality data. This project also supported implementation and evaluation of evidence-informed prevention strategies through the provision of trainings, technical assistance, and evaluation support sessions for Colorado Department of Transportation (CDOT) Highway Safety Office (HSO) grantees.

### Objectives and Results

- Improve and increase the relevancy and accuracy of traffic safety data tools and resources and provide data analyses as requested.
  - Results:
    - 25 data requests from the community were fulfilled.
    - Five data analyses or presentations were presented to the Colorado Task Force on Drunk and Impaired Driving.
    - Updated year-to-date data indicators and a Problem ID Executive Summary were prepared.

- Critical data sets, including emergency department, hospital discharge and crash data were developed and incorporated into data requests and reports.
- Support statewide data collaboration and improvements to traffic safety data systems including collection, analysis, interpretation, dissemination, and other uses.
  - Results:
    - Supported statewide data collection and improvements to traffic safety data systems through participation and presentations with STRAC, Colorado Young Driver's Alliance (CYDA), and CTFDID.
    - Provided support to the Denver Regional Council's traffic dashboard.
    - Provided data recommendations to the Colorado Occupant Protection Task Force to aid in strategic planning
    - Provided data support to the Colorado Legislature's Joint Technology Committee, by request, to address legislative interest in improving Colorado's traffic crash reporting systems and data accessibility.
- Provide expertise and technical support in development and implementation of long-term traffic safety plans.
  - Results:
    - Participated in and provided expert knowledge in the CDOT Advancing Transportation Safety emphasis groups.
    - Provided data and expert knowledge for advancement of CDOT's Strategic Transportation Safety Plan.
- Increase long-term multi-sector strategic planning for improved collaboration, coordination, prioritization, and support for state and local traffic safety initiatives.
  - Results:
    - An evaluation process was developed through collaboration with regional and national partners to inform HSO subrecipient evaluation and data modernization.
    - A data needs assessment was completed and presented to the HSO. Recommendations were made for improvements to future data tools to ensure alignment with traffic safety goals.
    - An injury prevention and hospital outreach project were completed, assessing local trauma center interests and needs in traffic safety initiatives.
    - Facilitated nine CYDA meetings to discuss safe young driver community initiatives.
- Increase engagement with prioritized populations on community-led traffic safety initiatives.
  - Results:
    - Completed an equity data analysis with Y2K to indicate priority populations for community engagement: young drivers, people identifying as Latino, and people living in rural areas.
    - Developed an outreach and engagement plan with HSO contractor HDR Engineering.

- Assisted HDR Engineering in community engagement efforts in El Paso, Weld, Mesa, and Larimer Counties.
- Three small funding opportunities were developed and funded, focusing on child passenger safety events in rural counties.

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<b>Task Number</b>	24-03-08
<b>Program Name</b>	Law Enforcement Liaison (LEL) Birk
<b>Contractor</b>	NELE Consulting

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### Performance Measures

C-4. Reduce the number of unrestrained passenger vehicle occupant protection 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.

### Overview

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

### Objectives and Results

- Manage High Visibility Enforcement (HVE) and Click It or Ticket (CIOT) grants.
  - Result: Grants managed for 34 Law Enforcement (LE) agencies.
- Conduct bi-annual law enforcement agencies site visits, capital equipment and inspections.
  - Result: 20 law enforcement agencies site visits, agency audits, on-site trainings, orientations, monitoring visits.
- Representation of the Highway Safety Office.
  - Results:
    - Represented the Highway Safety Office at National LEL Webinars, The Highway Safety Summit, Motorcycle Operator Safety Advisory Board (MOSAB), State Traffic Records Advisory Committee (STRAC), Colorado Task Force on Drunk and Impaired Driving (CTFDID), Colorado Association of Chiefs of Police, County Sheriffs of Colorado (CSOC), Colorado-Wyoming Boot Run, Drug Recognition Enforcement (DRE) graduation, Law Enforcement Recognition (LER) events, Impaired Driving Assessment, Occupant Protection Assessment, Life Savers annual conference, State Motorcycle Safety Association (SMSA), Regional Law Enforcement (LE) Executive meetings to discuss CDOT grants.
    - Collaborated with other Colorado state agencies.
- Identification and outreach.
  - Results:
    - Identified LE agencies with high rates of crashes and worked with agencies on suggesting enforcement strategies and tactics for impaired driving.

- Conducted outreach to agencies identified with lowest seat belt use and highest rates of unrestrained serious injury and fatalities to encourage participation in high visibility Click It or Ticket (CIOT) program.
- Policy and planning review.
  - Results:
    - Reviewed current practices in occupant protection and made recommendations for more comprehensive support services. Reviewed child fatality and older driver fatality data to identify geographic and programmatic areas of need.
    - Review Colorado Strategic Transportation Safety Plan and Occupant Protection Assessment Report for state and national recommendations.
    - Ensured agency compliance by monitoring and tracking agencies' adherence with High Visibility Enforcement (HVE) plans and arrest data entry on Traffic Safety Portal as well as claim accuracy and submittals by due dates.

<b>Task Number</b>	24-03-09
<b>Program Name</b>	Law Enforcement Liaison (LEL) Hunt
<b>Contractor</b>	Hunt Safety Solutions

#### Performance Measures

C-4. Reduce the number of unrestrained passenger vehicle occupant protection 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.

#### Overview

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

#### Objectives and Results

- Manage High Visibility Enforcement (HVE) and Click It or Ticket (CIOT) grants.
  - Result: Grants managed for 15 Law Enforcement (LE) agencies.
- Conduct bi-annual law enforcement agencies site visits, capital equipment and inspections.
  - Result: 10 law enforcement agencies site visits, agency audits, on-site trainings, orientations, monitoring visits and one capital equipment inspections.
- Representation of the Highway Safety Office.
  - Results:
    - Represented the Highway Safety Office at National LEL Webinars, The Highway Safety Summit, Motorcycle Operator Safety Advisory Board (MOSAB), State Traffic Records Advisory Committee (STRAC), Colorado Task Force on Drunk and Impaired Driving (CTFDID), Drug Recognition Enforcement (DRE) graduation, Law Enforcement Recognition (LER)

- event, Impaired Driving Assessment, Occupant Protection Assessment, Regional Law Enforcement (LE) Executive meetings to discuss CDOT grants.
- Collaborated with other Colorado State agencies.
- Identification and outreach.
  - Results:
    - Identified LE agencies with high rates of crashes and worked with agencies on suggesting enforcement strategies and tactics for impaired driving.
    - Conducted outreach to agencies identified with lowest seat belt use and highest rates of unrestrained serious injury and fatalities to encourage participation in high visibility Click It or Ticket (CIOT) program.
- Policy and planning review.
  - Results:
    - Reviewed current practices in occupant protection and made recommendations for more comprehensive support services. Reviewed child fatality and older driver fatality data to identify geographic and programmatic areas of need.
    - Review Colorado Strategic Transportation Safety Plan and Occupant Protection Assessment Report for state and national recommendations.
    - Ensured agency compliance by monitoring and tracking agencies' adherence with High Visibility Enforcement (HVE) plans and arrest data entry on Traffic Safety Portal as well as claim accuracy and submittals by due dates.

<b>Task Number</b>	24-03-10
<b>Program Name</b>	Law Enforcement Liaison (LEL) Brannan
<b>Contractor</b>	Brannan, LLC.

### Performance Measures

C-4. Reduce the number of unrestrained passenger vehicle occupant protection 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.

### Overview

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

### Objectives and Results

- Manage High Visibility Enforcement (HVE) and Click It or Ticket (CIOT) grants.
  - Result: Grants managed for 33 LE agencies between HVE and CIOT grant.
- Conduct bi-annual law enforcement agencies site visits.

- Result: 10 law enforcement agencies site visits, agency audits, on-site trainings, orientations, monitoring visits and two capital equipment inspections.
- Representation of the Highway Safety Office.
  - Results:
    - Represented the Highway Safety Office at National LEL Webinars, The Highway Safety Summit, Motorcycle Operator Safety Advisory Board (MOSAB), State Traffic Records Advisory Committee (STRAC), Colorado Task Force on Drunk and Impaired Driving (CTFDID), Drug Recognition Enforcement (DRE) graduation, Law Enforcement Recognition (LER) events, Impaired Driving Assessment, Occupant Protection Assessment, Life Savers Annual conference, State Motorcycle Safety Association (MSMA), Regional Law Enforcement (LE) Executive meetings to discuss CDOT grants.
    - Collaborated with other Colorado state agencies.
    - Contributed articles to the Traffic Safety Pulse and to the Impaired Driving Newsletter.
- Identification and outreach.
  - Results:
    - Identified LE agencies with high rates of crashes and worked with agencies on suggesting enforcement strategies and tactics for impaired driving.
    - Conducted outreach to agencies identified with lowest seat belt use and highest rates of unrestrained serious injury and fatalities to encourage participation in high visibility Click It or Ticket (CIOT) program.
- Policy and planning review.
  - Results:
    - Reviewed current practices in occupant protection and made recommendations for more comprehensive support services. Reviewed child fatality and older driver fatality data to identify geographic and programmatic areas of need.
    - Review Colorado Strategic Transportation Safety Plan and Occupant Protection Assessment Report for state and national recommendations.
    - Ensured agency compliance by monitoring and tracking agencies' adherence with High Visibility Enforcement (HVE) plans and arrest data entry on Traffic Safety Portal as well as claim accuracy and submittals by due dates.

<b>Task Number</b>	24-03-11
<b>Program Name</b>	Court Monitoring
<b>Contractor</b>	Mothers Against Drunk Driving

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### Performance Measures

C-5. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above; C-14. Reduce the number of fatalities in crashes involving a driver or motorcycle operator testing positive for +> 5ng of Delta 9 THC.

### Overview

The goal of this project was to reduce impaired driving fatalities by using trained staff and volunteers to initiate a court monitoring program to observe impaired driving cases and record outcome data.

### Objectives and Results

- Expand the MADD Court Monitoring program to La Plata County.
  - Results:
    - Program staff engaged in discussions with two staff members from Fort Lewis College regarding student internship opportunities.
    - A total of 45 cases were collected in La Plata County.
- Maintain the Court Monitoring Program in the existing counties.
  - Results:
    - A total of 1,017 cases were collected.
    - 14 volunteers engaged with the program.
- Maintain impaired driving case data.
  - Result: There were four trained data analysts in the data unit who worked on analysis for the annual report.
- Court Monitoring Program staff will maintain recruiting, educating, and supporting a roster of active volunteer participants.
  - Result:
    - Eleven college and university presentations were conducted.
    - A total of 100 check-ins with monitors were held.
    - There was a total of 141 stakeholder engagement interactions.

<b>Task Number</b>	23-03-12
<b>Program Name</b>	Vision Zero Motorcycle, Pedestrian, and Bicycle Safety Awareness
<b>Contractor</b>	City and County of Denver, Department of Transportation and Infrastructure (DOTI)

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### Performance Measures

C-1 Reduce the number of traffic fatalities; C-10 Reduce the number of pedestrian fatalities; C-11 Reduce the number of bicyclist fatalities.

## Overview

The goal of this program was to reduce traffic fatalities, serious bodily injuries (SBI), and overall crashes in the Denver region. VZSA will accomplish this through creating and disseminating culturally relevant messaging and marketing to reduce driving speeds, improve multimodal education, and decrease instances of speed-related fatalities.

## Objectives and Results

- Utilize existing coalitions, advisory groups, and partnerships in DOTI/OCBE to continue targeted community engagement & dialogue.
  - Results:
    - Distributed newsletter on quarterly basis, with an average open rate of 62%. Grew recipient list by 25 users, reaching 195 subscribers by Q4.
    - Distributed surveys collecting data from over 2,300 respondents. Developed youth-focused survey for TSS, reaching 25 respondents. Conducted 10 focus groups across CVC and DRM sites, gathering feedback from 100 participants.
    - Attended trainings and workshops led by subject matter experts and community groups.
- Partner within DOTI for policy, education, and infrastructure changes that reduce traffic fatalities in Denver.
  - Results:
    - Received CPST Certification. Supported SRTS and BASE/TSS programs, reaching over 2,500 students and families across coordinated events. Served as CALC Micro-Grant Officer, supporting 25 community-led projects.
    - Documented VZ strategic priorities and coordinated on projects with the Policy Admin.
    - Supported engagement efforts on 2 Corridor Studies and 1 DHS presentation. Participated in 1 RSA. Regularly attended Rapid Response meetings and field visits. Collaborated with external partner on 1 focus group project and 1 large, state-wide community event.
- Partner with external organizations and community residents on initiatives that promote cultural shifts to safer travel behaviors and norms.
  - Results:
    - Participated in over 30 coordinated events, engaging over 2,500 individuals across Denver.
    - Served as Grant Officer for CALC Micro-Grants, supporting 25 community-led projects. Earned Black Belt certification, focusing on Community Streets process improvement.
- Create and disseminate outreach materials, messaging, and social media campaigns.
  - Results:
    - 1 Language Access plan.
    - Participated in the planning and/or implementation of over 30 coordinated events, engaging over 2,500 individuals across Denver.

- Distributed over 500 Slow Down yard signs. Published bilingual advertisement in Nuggets/Avalanche programs. Launched OCBE webpage and revised VZ webpage. Leveraged DOTI social media channels to spread CALC, SRTS, BASE/TSS messaging. Co-led engagement planning efforts Mayor/DOTI SPEED Program.

<b>Task Number</b>	24-03-13
<b>Program Name</b>	Gunnison County Substance Abuse Prevention Pilot Project (GCSAPP)
<b>Contractor</b>	Gunnison County

#### Performance Measures

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 aged 20 or younger involved in fatal crashes; C-12. Reduce the number fatalities involving a distracted driver; C-14. Reduce the number of fatalities in crashes involving a driver or motorcycle operator testing positive for +> 5ng of Delta 9 THC.

#### Overview

The goal of the project was to increase community and stakeholder understanding of youth and adult impaired driving rates, community norms, positive social norms, perception of harm, use rates of alcohol and marijuana and community readiness for social hosting ordinances.

#### Objectives and Results

- Administer a community survey and analyze the data to gather information on youth and adult impaired driving rates, community norms, positive social norms, perception of harm and use rates of alcohol and marijuana and readiness for social hosting policy enforcement.
  - Results:
    - There were 651 responses.
    - More than 50% of adults believe it is easy for youth to access alcohol, marijuana, and tobacco products.
    - Over 75% of adults indicated that the community needs to be more involved in addressing youth substance use and harmful adult substance use.
    - 29.6% of adults in Gunnison County binge drank one or more times in the past 30 days.
- Conduct a needs and gap analysis for impaired driving prevention and safe transit to reduce the impaired driving rates.
  - Result: The analysis identified a need for bilingual prevention and awareness campaigns.
- Share the Healthy Kids Colorado Survey (HKCS) data and youth and adult impaired driving rates, community norms, positive social norms, perception of harm and use rates of alcohol and marijuana annually.

- Result: A presentation was created with HKCS data and shared with key community stakeholders.
- Partner with the youth coalition to create an impaired driving campaign to reduce impaired driving by youth under 20.
  - Result: The Coalition created an impaired driving campaign. The messages were shared on social media, posters at school, and at movie nights prior to the film showings.
- Hold up to two 16-week classroom-based drivers' education and one 8-week summer course that focuses on impaired and distracted driver education with youth in partnership with their parents and incorporate a Graduated Driver's License.
  - Results:
    - Two GDL courses were held at local schools with 43 youth successfully completing the courses.
    - Two summer courses were offered with 33 youth who successfully completing the courses.
- Provide Spanish interpretation for GDL program.
  - Results:
    - Partnered with community stakeholders to offer a week-long GDL course to Hispanic youth.
    - 17 students completed the course.
- Host four positive social norming events with the GCSAPP Youth Coalition and community partners.
  - Result: The GCSAPP Youth Coalition hosted nine events with 950 attendees.

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<b>Task Number</b>	24-03-14
<b>Program Name</b>	HSO Traffic Safety Summit
<b>Contractor</b>	HSO

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### Performance Measures

C-1 through C-14.

### Overview

This project supported the 2024 Highway Traffic Safety Summit which was held July 22-23, 2024, in Colorado Springs, CO.

The purpose of the summit was to provide a forum for sharing information on best practices in engineering, enforcement, education, and equity to identify current and new approaches to reduce the number of traffic fatalities on Colorado's roadways.

### Objectives and Results

Convened 324 traffic safety partners and community groups from around the State to identify and address traffic safety challenges;

- General Sessions
  - 4 general sessions with a focus on stories and lessons learned from safety champions

- Breakout Sessions
  - 6 breakout sessions (3 a day, 5 session rooms)
  - Over 70 breakout speakers
- Schedule extras
  - TIMs demonstration
  - Youth lunch session
  - Diving simulator
  - ATS networking hour

<b>Task Number</b>	24-03-15
<b>Program Name</b>	Community Traffic Safety
<b>Contractor</b>	Rural Communities Resource Center (RCRC)

### Performance Measures

C-1. Reduce the number of traffic fatalities; C-2. Reduce the number of serious injuries in traffic crashes; C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions

### Overview

The goal of this project was to reduce the number of the unrestrained occupant fatality rates in all seat positions.

### Objectives and Results

- Increase awareness and disseminate information about child passenger safety.
  - Result: knowledge and attitudes around using car seats or child restraints correctly increased, especially within the Hispanic community.
- Promote seat check events and distribute educational information at events.
  - Result: 3456 brochures, information packets or newsletters were given.
- Reduce the misuse rate of Child passenger Safety Restraints, Ensure each child is in the correct seat and fitted to the specific child.
  - Result: 42 car seats were checked this FY.
- Educate and engage guardians and teachers on the need and use of CPS restraints to change attitudes and behavior.
  - Results:
    - During resource fairs 36 guardians or educators were educated about GDL and CPS.
    - At least 21 driving age teens were educated on GDL at Mobile Pantry.
- Disseminate information and education packets about GDL laws to youth and community members in both counties at larger events and in school registration packets.
  - Result: RCRC staff gave this information out at each mobile pantry reach almost 1300 individuals each quarter
- Increase knowledge and attitudes about wearing seat belts in the back seat and all vehicle seat positions.

- Result: 270, 3rd - 5th grade students received the Buckle-Up in the Back Seat in four schools.

<b>Task Number</b>	24-03-16
<b>Program Name</b>	Alliance Highway Safety
<b>Contractor</b>	Traffic Safety Event Marketing

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#### Performance Measures

C-1 through C-14.

#### Overview

The goal of this project was to reduce the number of teen fatalities and fatalities overall through outreach at 24 high school state tournament events. Reduce the number of motorcycle fatalities through outreach at 12 motorcycle rallies. Reduce the number of overall fatalities through outreach at 12 motorsports and/or rodeo events. Reduce the number of overall fatalities through outreach at 6 fairs.

#### Objectives and Results

- Generate 240,000 impression and 2,400 engagements at the high school state tournaments.
  - Result: Generated 430,205 impressions and 99,430 engagements at the High School State tournaments.
- Generate 12,000 impression and 1,200 engagements at motorcycle rallies.
  - Result: Generated 114,408 impressions and 4,030 engagements at motorcycle rallies.
- Generate 120,000 impression and 1,200 engagements at rodeo and motorsports events
  - Result: Generated 809,817 impressions and 496,538 engagements at rodeos and motorsports events
- Generate 360,000 impression and 3,600 engagements at the fairs
  - Result: Generated 162,564 impressions and 55,140 engagements at fair

<b>Task Number</b>	24-03-17
<b>Program Name</b>	Colorado FCCLA - Families Acting for Community Traffic Safety
<b>Contractor</b>	Family, Career, Community Leaders of America (FCCLA)

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#### Performance Measures

C-9. Reduce the number of drivers aged 20 or younger involved in fatal crashes. C-12. Reduce the number of fatalities Involving a distracted driver.

#### Overview

The goal of this project was to increase youth awareness and involvement in traffic safety by implementing peer to peer high school projects through the Families Acting for Community Traffic Safety (FACTS) program.

## Objectives and Results

- Integrate the FACTS program into classroom curriculum and expand FCCLA FACTS chapters.
  - Result: 100 FCCLA chapters implemented the FACTS program and led student-created traffic safety projects.
- Increase the number of Colorado FCCLA peer-led traffic safety projects in schools and communities.
  - Result: 20 chapters, including 19 high schools and one middle school, completed peer-led traffic safety projects, and presented at the FCCLA State Leadership Conference.
- Increase the number of participating chapters in unrestrained passenger community outreach projects.
  - Result: 3 chapters focused on increasing seat belt use and promoting safe driving behaviors through student-led activities including workshops, seat belt pledges, social media challenges, and community events.
- Increase awareness and knowledge of the dangers of unrestrained passenger vehicle occupants among FCCLA.
  - Results:
    - Distributed survey to Colorado FCCLA state conference attendees.
    - 87% of respondents stated they wear their seatbelt every time; 13% of respondents admitted to texting while driving.
- Increase the number of participating chapters in teen speeding-related outreach projects.
  - Result: 3 chapters focused on teen speeding prevention through student-led activities including traffic safety days, safe driving expos, and occupant protection workshops.
- Partner with a traffic safety organization to conduct a safe driving workshop for young drivers.
  - Result: ThinkFast Interactive hosted a program about youth safe driving at the Colorado FCCLA State Leadership Conference.
- Increase the number of participating chapters in distraction-related traffic safety outreach projects.
  - Result: 10 middle and high school chapters focused on distracted driving through student-led traffic safety fairs, public service announcements, and mock crash scenes.

<b>Task Number</b>	24-03-18
<b>Program Name</b>	Regional Coordination/Safety Champion
<b>Contractor</b>	Pikes Peak Area of Council Governments (PPACG)

## Performance Measures

C-3 Reduce the fatalities per Vehicle Miles Traveled (VMT); C-9 Reduce the number of drivers aged 20 or younger involved in fatal crashes; C-13 Fatalities Involving a Driver Aged 65 years + (At-Fault)

## Overview

The goal of this project was to increase coordination and collaboration of traffic safety efforts in El Paso, Park, and Teller Counties.

## Objectives and Results

- Establish a regional safety champion to coordinate and expand traffic safety education efforts and activities.
  - Result: Eighty-four meetings were held with community partners and stakeholders.
- Establish and strengthen the Drive Smart Coalition through monthly meetings and increasing engagement.
  - Results:
    - The Drive Smart Coalition grew from 140 to 156 members.
    - The coalition held 11 meetings and collaborated on multiple events.
- Develop and implement a media campaign focusing on a traffic safety topic relevant to the community.
  - Results:
    - A traffic safety media campaign was executed using social media to address driver behavior.
    - The campaign yielded 9 million impressions, 250,000 engagements, and 65,000 landing site visitors.
- Increase understanding of the common concerns, interests, and challenges youth in the Pikes Peak Region face with transportation safety.
  - Results:
    - Sixty-three meetings were held with high schools and youth groups.
    - Total number of people reached was 13,810.
    - PPACG partnered with Students Against Destructive Decisions (SADD) and El Paso County Public Health to host an El Paso County teen safe driving summit.
- Publish Colorado's Guide for Aging Drivers and Their Families, in coordination with Health Promotion Partners.
  - Results:
    - Two thousand Aging Driver guides were distributed in El Paso, Park, and Teller Counties through partners at the Area Aging Agency, Fitness to Drive, Drive Smart Colorado, local law enforcement and public libraries.
    - Staff was trained in CarFit and assisted Health Promotion Partners in leading community events for older drivers.

<b>Task Number</b>	24-03-19
<b>Program Name</b>	Fitness to Drive Initiative
<b>Contractor</b>	Health Promotion Partners, LLC (dba Fitness to Drive)

## Performance Measures

C-9. Reduce the number of drivers aged 20 or younger involved in fatal crashes. C-13. Fatalities Involving a Driver Aged 65 years + (At-Fault).

## Overview

The goal of this project was to raise awareness of driver safety for older adults and novice drivers with neurodivergence through education to medical professionals, school counselors, neurodivergence advocates and community members.

## Objectives and Results

- Health care professionals will add driving risk assessments to their practice with support of Health Promotion Partners (HPP).
  - Results:
    - 5 Colorado OT practitioners were provided ongoing training in driving risk assessments
    - 3 Colorado OT practitioners were provided ongoing training for assessing driving readiness
    - 9 OT students or practitioners shadowed at least one driving evaluation during the year.
- Provide education to Colorado medical providers, students, and citizens regarding driving health, driving risk, DMV reporting, and resources for driving retirement.
  - Results:
    - 6 health care facilities presentations reached 53 health professionals.
    - 3 university programs reached 57 health students.
    - Presentations were provided at 3 conferences, 3 school districts and 2 community agencies.
    - Driver safety programs were presented to 179 older drivers and interested parties via educational sessions and health fairs.
    - 2,700 copies of Colorado's Guide for Aging Drivers were distributed to organizations and individuals; 97 individuals accessed the guide via the HPP website.
    - HPP connected with parents and youth about neurodivergence and driving at four high school events and three community events.
- Support CarFit for residents throughout the Front Range.
  - Results:
    - Four CarFit technician trainings were presented to 18 participants.
    - 9 CarFit events were presented to 30 participants.
- Develop and pilot a Driving Readiness Boot Camp for Neurodivergent Youth.
  - Results:
    - HPP created a Driving with Neurodivergence webinar. There were 12 attendees on the live course and 77 people have requested the link for the on-demand webinar.
    - A Driving with Neurodivergence: Driving Skills Workshop was developed with input from community professionals. 2 workshops were held with a total of 15 novice drivers and 13 parents/guardians.

<b>Task Number</b>	24-03-20
<b>Program Name</b>	San Luis Valley P.R.O.M. (Prevention, Raising Awareness, Oath, Maintain the Community Safe)
<b>Contractor</b>	County of Alamosa

### Performance Measures

C-1. Reduce the number of traffic fatalities; C-2. Reduce the number of serious injuries in traffic crashes; C-9. Reduce the number of drivers aged 20 or younger involved in fatal crashes.

### Overview

The goal of this project was to collaborate with local law enforcement agencies, fire departments, EMS, dispatch units and hospital staff from across the Valley to provide injury prevention and traffic safety presentations to nine high schools, one middle school and one university.

### Objectives and Results

- Engage with high schools within the San Luis Valley.
  - Result: 9 high schools, 1 middle school and 1 university participated.
- Disseminate educational information focused on the risk of impaired driving, seatbelt safety, and highway safety.
  - Result: A QR code was created and used at community events to share information and distribute pre-and post-surveys. Printed materials were shared at events and program demonstrations.
- Present at community events.
  - Result: The project participated in 15 community outreach, awareness, and prevention events across five counties.
- Workshop/activities/events/presentations will focus on traffic safety topics including impaired driving, speeding, stop the bleed and post-crash care, and seatbelt safety.
  - Results:
    - Presentations were given at nine high schools.
    - One mock crash scene was presented that included post-crash care.
    - First responders participated in all presentations and activities.
- Promote the project's mission throughout the community
  - Results:
    - The project was shared through SLV RETAC and PROM social media channels, state presentations, school boards meetings and community meetings.
    - A video of the Alamosa High School mock crash scene was shared at a Colorado Department of Public Health meeting and posted on the SLV RETAC website.
    - The SLV PROM project was presented at the CDOT sponsored Colorado Young Driver's Alliance.

Task Number	24-03-21
Program Name	Older Wiser Project
Contractor	Native American Broadcasting Company (NABC)

### Performance Measures

C-13; Fatalities Involving a Driver Aged 65 years + (At-Fault)

### Overview

The Older Wiser Project funded a Public Service Campaign in Western Colorado. The "Older and Wiser" Campaign educated and informed Drivers about the medical and mobility issues that indicate it is time to stop driving. The Primary Target was Drivers 65 years and Older. The Secondary Target is all Drivers, and caretakers for Older Adults. The Public Service Campaign was a well-rounded plan providing an educational webpage sighting available research that lists the health and mobility issues drivers need to be aware of when evaluating if it is time to stop driving.

### Objectives and Results

- Increase the number of transportation passes sold among transit partners by 10% year over year.
  - Results:
    - In 2024, two transit partners were added: the Denver Regional Access and Mobility Council and the Northwest Colorado Center for Independence. As a result of this addition, the target population of older drivers served grew significantly, more than doubling when compared to previous years.
    - The Google Analytics Report for <https://olderwiser.org>, which began measuring website visits in March 2024, indicated that 7,490 website impressions and 167 clicks were generated during the grant cycle. All transit providers reported an increase in ridership among adults aged 65 and older.
- Create and deliver a marketing campaign customized for each transit agency that highlights the strengths of the services they can provide for older drivers ages 65+.
  - Results:
    - The Contented Television (CTV) PSA Campaigns placed for All Points Transit resulted in 162,964 impressions, with a completion rate of 96%, reaching 157,106 households targeting adults aged 65 and older. Consequently, both Montrose, Olathe, Delta (MOD) Express and Our Way Vans reached their ridership goals.
    - The CTV Campaign for the Northwest Colorado Center for Independence yielded 68,735 impressions, with a completion rate of 97%, reaching 66,621 households targeting adults aged 65 and older. Radio ads, including Spanish-language ads for NWCCI, were aired. It was noted that the CTV Campaign generated better results than the radio, which will be considered for future campaigns in 2025.
    - The CTV Campaign for the Denver Regional Mobility Access Council commenced at the end of the grant period. A report generated by

Nexstar Media indicated that the ad campaign has thus far generated 50,012 impressions and a completion rate of 96%, reaching 48,406 households primarily in Denver. In addition to CTV, a radio campaign on KOSI FM Radio was aired to promote a Caregivers Expo, and a Spanish-language campaign was aired on KBNO FM/AM to promote transit education services.

- Local newspaper ads were placed in the Durango Telegraph for Road Runner Transit to promote their Dial A Ride County Wide Service Area Map.
- As a result of the statewide CTV Campaigns purchased from Nexstar Media, no-charge PSAs were provided to Grand Valley Transit, which aired on KREX TV to promote their Paratransit services in Mesa County.

<b>Task Number</b>	24-03-22
<b>Program Name</b>	CORD-Coalition On Responsible Driving
<b>Contractor</b>	Onward a Legacy Foundation dba School Community Youth Collaborative (SCYC)

#### 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 aged 20 or younger involved in fatal crashes.

#### Overview

The goal of this project was to decrease impaired driving in the region, to decrease youth substance use, to reduce the number of drivers 20 or younger involved in fatal crashes, and to increase knowledge of car seat and seat belt safety in the region.

#### Objectives and Results

- Increase awareness of safe driving practices and provide alternative transportation options in La Plata, Montezuma, and Dolores counties.
  - Results:
    - Social media posts on safe driving reached 39,311 people through 80 posts.
    - CORD engaged 3,037 community members through Seat Belt and Car Seat Awareness campaigns and classes.
    - The Ride Responsible (RR) program was implemented at 4 events, offering 7,575 rides home.
    - Educational training opportunities included engaging parents and students at Dove Creek High School throughout the year.
- The Montezuma County Injury Prevention Coalition (MIPC) will increase levels of unrestrained passenger safety and child car seat safety knowledge.
  - Results:
    - MIPC held four meetings, engaging 45 participants.

- The coalition provided 56 adults with guidance on car seat usage and installation, delivering 45 hours of training across six events.
- Traffic safety education materials were distributed at three community events, reaching 3,600 people.
- Two child passenger safety technician certifications were renewed and one additional added.
- Reduce the number of drivers 20 or younger involved in fatal crashes through substance abuse education.
  - Results:
    - Botvin lessons were taught at three Youth Leadership meetings.
    - A Southwest Open School Drive Well class served 22 youth and provided twenty hours of supervised time for students to complete their virtual driver's education lessons.

<b>Task Number</b>	24-03-23
<b>Program Name</b>	Law Enforcement Liaison (LEL) Potter
<b>Contractor</b>	Crankset Research and Consulting, LLC.

### Performance Measures

C-4. Reduce the number of unrestrained passenger vehicle occupant protection 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.

### Overview

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

### Objectives and Results

- Manage High Visibility Enforcement (HVE) and Click It or Ticket (CIOT) grants.
  - Result: Grants managed for 24 Law Enforcement (LE) agencies.
- Conduct bi-annual law enforcement agencies site visits.
  - Result: 6 law enforcement agencies site visits, agency audits, on-site trainings, orientations, monitoring visits.
- Representation of the Highway Safety Office.
  - Results:
    - Represented the Highway Safety Office at National LEL Webinars, The Highway Safety Summit, Motorcycle Operator Safety Advisory Board (MOSAB), State Traffic Records Advisory Committee (STRAC), Colorado Task Force on Drunk and Impaired Driving (CTFDID), Drug Recognition Enforcement (DRE) graduation, Impaired Driving Assessment, Occupant Protection Assessment, Life Savers Annual Conference, State Motorcycle Safety Association (SMSA), Regional Law Enforcement (LE) Executive meetings to discuss CDOT grants.
    - Collaborated with other Colorado state agencies.

- Identification and outreach.
  - Results:
    - Identified LE agencies with high rates of crashes and worked with agencies on suggesting enforcement strategies and tactics for impaired driving.
    - Conducted outreach to agencies identified with lowest seat belt use and highest rates of unrestrained serious injury and fatalities to encourage participation in high visibility Click It or Ticket (CIOT) program.
- Policy and planning review.
  - Results:
    - Reviewed current practices in occupant protection and made recommendations for more comprehensive support services. Reviewed child fatality and older driver fatality data to identify geographic and programmatic areas of need.
    - Review Colorado Strategic Transportation Safety Plan and Occupant Protection Assessment Report for state and national recommendations.
    - Ensured agency compliance by monitoring and tracking agencies' adherence with High Visibility Enforcement (HVE) plans and arrest data entry on Traffic Safety Portal as well as claim accuracy and submittals by due dates.

<b>Task Number</b>	24-03-24
<b>Program Name</b>	Preventing Roadside Deaths - Move Over
<b>Contractor</b>	Colorado State Patrol

#### Performance Measures

C-1 Reduce the number of traffic fatalities; C-16 Reduce the number of fatalities involving a worker in Work Zones.

#### Overview

The goal of this project was to prevent traffic crashes that cause fatalities, serious injuries and fatalities involving workers in Work Zones. By September 30, 2024, the Colorado State Patrol produced two public safety campaign messages for the public, reaching 4 million people with the safety messages via TV, radio and social media ads statewide to educate on and raise awareness of the “Move Over - Slow Down,” law which is intended to prevent traffic crashes that cause fatalities, serious injuries and fatalities involving workers in Work Zones.

#### Objectives and Results

- Develop and deliver Social Media Campaigns on various platforms:
  - Results: Six ads and 21 unique organic posts were developed and implemented across social media platforms such as Facebook and X (Twitter).
    - Total impressions for the Move Over Awareness Campaign on META (Facebook and Instagram):
      - July: 2,061,166
      - August: 2,061,166

- September: Not applicable
- Total impressions for the Work Zone Campaign on Meta (Facebook and Instagram):
  - July: 1,101,466
  - August: 2,786,477
  - September: Not applicable
- Total impressions via Google:
  - July: 844,516 (Move Over Awareness)
  - August: 844,516 (Move Over Awareness)
  - July: 10,882,562 (Work Zone)
  - August: 16,447,369 (Work Zone)
  - September: Not applicable
- Develop and deliver Radio Campaigns on various platforms:
  - Results: One safety message ad was developed and implemented, targeting the Spanish-speaking public. Total ads distributed via radio:
    - July: 1,618,133
    - August: 1,618,133
    - September: 1,618,133
- Develop and deliver Business TV Campaigns on various platforms:
  - Results: One safety message ad was developed and implemented for distribution via Business TV in locations such as auto repair shops and medical offices. Total viewers for the Move Over Awareness Campaign via Business TV:
    - July: 989,230
    - August: 989,230
    - September: 957,319

<b>Task Number</b>	24-03-25
<b>Program Name</b>	2024 Lifesavers Conference Support
<b>Contractor</b>	HSO

#### Performance Measures

C-1 through C-14.

#### Overview

Lifesavers Conference provides a national platform with approximately 70 workshops in ten tracks, plenary sessions, and an extensive exhibit hall. The Lifesavers Conference program is designed to engage federal, state, and local government, law enforcement, public health, injury prevention, advocacy, and non-profit organization professionals in an exchange of ideas, strategies, and programs to reduce preventable injuries and deaths.

The Colorado HSO was the host agency for the 2024 Lifesavers Conference hosted in Denver, CO April 7-9, 2024.

## Objectives and Results

- The HSO provided registration support to 73 Colorado highway safety partners and stakeholders.
- Registration support was based on documented need, a completed request form and commitment to volunteering at the event.

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Task Number	24-03-26
Program Name	Occupant Protection Assessment
Contractor	HSO

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## Performance Measures

C-1 through C-14.

## Overview

The HSO completed a NHTSA mandated assessment of the Occupant Protection Program

## Objectives and Results

- The objective for this project was to assess Colorado's Occupant Protection Program:
  - To determine its capabilities for supporting the State of Colorado's needs;
  - To identify the state's safety problems and challenges;
  - To manage the countermeasures applied to reducing or eliminating the problems and challenges; and
  - To evaluate those programs for their effectiveness.
- The assessment was conducted February 5 - 9, 2024 and resulted in 60+ recommendations in seven categories including: Program Management; Legislation/Regulation and Policy; Law Enforcement; Communication; Occupant Protection or Children; Outreach; and Data and Evaluation.

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Task Number	24-03-27
Program Name	2024 National Youth Transportation Equity Convening
Contractor	National Youth Organizations for Safety (NOYS)

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## Performance Measures

C-1 through C-14.

## Overview

The purpose of this project was to support youth in Colorado in attending the National Youth Transportation Equity Convening. This convening provided a space for the next generation of transportation equity leaders who aim to achieve a more safe, sustainable, and equitable transportation system for all.

## Objectives and Results

- Sessions were led by youth and community leaders focusing on:
  - Equity-Centered Community Engagement

- Implementing Youth-Centered Traffic Safety Campaigns
- Implementing Youth Traffic Safety with Equity at the Forefront
- Safer Streets and Community Infrastructure planning
- To attract 200 Colorado based youth and adults to attend the convening.
  - Result: 225 youth and adults registered for the convening.

<b>Task Number</b>	24-03-28
<b>Program Name</b>	State Motorcycle Safety Association (SMSA) Conference Support
<b>Contractor</b>	Highway Safety Office (HSO)

### Performance Measures

C-5. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above; C-7. Reduce the number of motorcyclists fatalities.

### Overview

The goal of this project was to provide support for the SMSA Conference and facilitate the attendance of partners and stakeholders in Colorado Motorcycle Safety to the conference.

### Objectives and Results

- The Colorado HSO was the host agency for the 2024 SMSA Conference hosted in Denver. The SMSA is a resource for state motorcycle safety programs.
  - Result: The HSO provided registration support to 13 Colorado highway safety partners and stakeholders involved in motorcycle safety. Registration support was based on documented need and commitment to volunteering at the event.

## Traffic Records Program

### Overview

It is the goal of the HSO and Traffic Safety and Engineering (TSE) services to provide an integrated, responsive, timely and accurate crash records system. In support of this goal, the TSE services undertook several projects in FY 2024.

### Program Administration

6 projects were managed with a planned budget of \$ \$1,164,843

### Enhancing the Traffic Records System

CDOT continues to work with its data partners to improve the crash record system.

#### *These projects include:*

- BESDT Phase III project was to streamline CDOT crash data quality control process and with the complete the Blotter application development to improve the CDOT crash data accessibility.

- Westminster E-citation project was funded by 405C to purchase E-ticket licenses and citation printers to improve the timeliness, accuracy, and completeness of citation database.
- 405C grant was used to sponsor the attendees from 7 state and local government agencies to attend the ATSIP traffic records forum in Nashville, TN.
- 405C grant continued to provide supplemental funding to support the ongoing cooperative agreement with NHTSA/NCSA for Colorado to provide an overall measure of highway safety using fatal crash data. Most of the costs are funded by FARS (NHTSA).
- CDOT and STRAC continued to contract Stolfus & Associates to function 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.
- Crash data consortium from DRCOG has completed inventory of the needs of the region investigate and engaged with law enforcement agencies and state agencies and cataloged methods for collecting latitude and longitude and records management systems

#### *Efforts and activities included:*

In FY 2024, TRC functioned as a liaison between the involved agencies, under the guidance of the CDOT Project Manager. Duties included preparing an update to the Traffic Records Strategic Plan. Led a series of strategic planning workshops with STRAC membership to brainstorm implementation opportunities and identify new data improvement initiatives.

- Investigating Officers Crash Reporting Manual for the State of Colorado (status: complete pending fatal blotter procedural updates)
- Training Materials (status: complete)
- Documentation of meetings or discussions resulting in DR3447 modifications and training material updates (within two (2) weeks of meeting). (status: not applicable)
- Complete STRAC Annual Report as required by NHTSA (status: complete)
- Bi-monthly STRAC meeting minutes and Executive memos (due 1 month after meeting) (status: complete)
- Update the Traffic Records Section of the Highway Safety Plan (due 6/30/24) (status: complete)
- Performance measures, written with MPOs, for traffic records improvements (due 8/30/24) (status: not applicable)

#### *CDOT Traffic Data Collection and Analysis*

CDOT & Traffic Records activities include the enhancement of the current 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. In FY24, The crash data dashboard is going through a RFI process that will allow TSE to gather specific information regarding which software solution will best support our needs.

## Project Overviews, Objectives, and Results

Task Number	24-41-04
Program Name	Technology Transfer
Contractor	State Traffic Records Advisory Committee (STRAC)

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### Performance Measures

This project addresses all Traffic Records Performance Measures.

### Overview

The goal of this project is to sponsor STRAC member attendance to the Association of Transportation Safety Information Professionals (ATSIP) Traffic Records Forum that occurred in San Diego in August 2024. Colorado delegates from STRAC voting members CDPS, DOR, CDOT, OIT and Judicial were in attendance, as was the TRC, and DRCOG. Representatives of the Colorado STRAC presented four sessions:

*Denver Regional Crash Data Consortium Second Year Update (Erik Braaten, DRCOG).*

Eric provided an update on the activities of the Crash Data Consortium, and the results of the needs assessment. Several needs related to data improvement in geolocation, timeliness, quality, accessibility, and integration were discussed. Development of a linear referencing system and regional crash data dashboard were presented along with proposed pilot projects. Report recommendations and lessons learned were provided.

*Proactive Contact and Crash Mapping for Strategic Resource Allocation (Duane Liller, CDPS).* Duane's presentation discussed how CSP is using crash data and DUI data to inform Trooper enforcement efforts. This is being accomplished through an interactive map dashboard that presents crash data and graphs to illustrate patterns and allows officers to filter and visualize problem areas to allow more effective enforcement to occur.

*Mind the Gap: Methods in Diagnosing and Mending Gaps in Crash Data (Alyssa Herrin, CDOT).*

Alyssa's presentation highlighted how CDOT is working to assess recurring data gaps and data errors (such as military clock versus standard clock on crash reports) in order to identify corrective measures. In summary, most crash data errors result from data transmission, data translation, or crash report training causes. Improvement recommendations were provided for each of these causes.

*Toxicology Refusal (Crystal Soderman, DOR; Rachel Reinhardt, CDPS).*

This presentation identified the magnitude of the toxicology refusal problem in Colorado, where up to 40% of persons suspected of driving under the influence refuse a roadside sobriety test. As a result, those persons automatically lose their driving privileges. There is also a sharp contrast between refusal rates and geographic location, with some areas of the state having much higher refusal rates. It was discussed that there is a lot of misinformation out there regarding toxicology refusal, with even some Colorado attorneys recommending that these tests be refused. As a result of the refusal rate, Colorado's DUI data is largely under-reported.

## Objectives and Results

Many of the sessions were directly relevant to improving Colorado's traffic records systems. A debrief session was held at the August STRAC meeting and a selection of takeaways from attendees follows:

- Artificial Intelligence continues to be a prominent discussion topic among traffic records practitioners. One application that may be promising in Colorado is to use AI to redact sensitive data records.
- How other states are sharing and visualizing crash data continues to provide inspiration for Colorado's crash data dashboards. The New Jersey Safety & Health Outcomes Center for Integrated Data (<https://njsho.chop.edu>) is one example of a dashboard built around a central data repository.
- Improved understanding of how other states are leveraging partnerships with universities to provide additional data improvement capacity. Louisiana Transportation Research Center at LSU was one example of a partnership that is benefiting traffic records in the state of Louisiana.
- Understanding that Colorado's judicial data programs are well-positioned compared to many other states that are experiencing challenges to integrate traffic data records with the adjudication process.
- Colorado's rate of DUI refusal (as much as 40%) is high compared to states where law enforcement officers advise offenders of the implications of refusing the toxicology screen.
- CDPS staff visited a number of vendors to learn about alternative methods of improving location data.
- Better awareness of challenges with toxicology data including poly drug interactions.
- Awareness that ATSIP has a traffic records 101 curriculum on their website (<https://www.atsip.org/tr101/>) that may be beneficial for new members to the STRAC.

<b>Task Number</b>	24-41-06
<b>Program Name</b>	BESDT Phase III
<b>Contractor</b>	Office of Information Technology (OIT)

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## Performance Measures

C-A. Increase the percentage of crash records with no errors in critical data elements.

### Overview

The goal of the BESDT Phase II was to complete the development of some critical functions such as data validation and reporting to make the BESDT system operate more efficiently and accurately. A list of system functions as examples has been developed and deployed as follows:

1. 106525 - P1-63.1- (search records). Add search option(s) involving specific vehicle or non-motorist type
2. 94793 - P1-38-(search records) -(in process): Ability to search both location1 and location2 at the same time.

3. 94818 - P2-60- (Open RDF, RDF Maintenance)- (in process): RDF window visibility and options
4. 108133 - P1-EXPORTS-127 VisionZeroSummary Export Inconsistencies
5. 108139 - P1-EXPORTS-128 Add Fields to VisionZeroSummary Export, Remove Fields, Adjust/Repair Fields
6. 94828 - P1-68- (Open RDF-In process): Need the ability to open the RDF in a new window completely separate from the crash narrative pages, not linked to any one record.
7. 109441 - DB Changes for release 2.0.4
8. 94771 - P1-18-USEROLE-(User): All users should be able to search and view all records.
9. 94878 - P3-XX-Copyright As a Product Owner we need the interface to show Copyright 2022 instead of 2021:
10. 103607 - P1-31-DATAVAL- (Rd Number): Upon CHANGE, validation check utilizing the RDF with on-system records.

### Objectives and Results

- Functional updates related to Search records lead to improved performance and system response times. Now search encompasses 50,000 records instead of the original 2,000 records at a time.
- Data Export related functional updates resulted in reduced inconsistencies and improved data-handling / transmission.
- GIS data is now available in the BESDT system.

Thus, key improvements in the following areas were implemented:

- Data management, data rationalization, data transference
- Reporting enhancements and code optimizations for improved performance
- Fatal Blotter functionalities, data transference not available prior
- Multiple, miscellaneous error corrections.

<b>Task Number</b>	24-41-08
<b>Program Name</b>	Denver Region Crash Data Consortium Coordinator
<b>Contractor</b>	Denver Regional Council of Governments

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### Performance Measures

C-C-1. The percentage of crash records with no missing critical data elements; C-I-1. The percentage of appropriate records in the crash database that are linked to another system; C-X-1. Identify the users of the crash database and improve accessibility.

### Overview

The goal of this project was to investigate and demonstrate the value of a regional crash data consortium to inventory the needs of the region and work to solve common issues with crash data collection, processing, and analysis.

## Objectives and Results

- Reduce the percentage of missing Lat/long data from 35-50% to 30% in 5 years.
  - Results: DRCOG raised awareness of crash data in forming and kicking off the crash data consortium in 2022. DRCOG has worked with local governments and state agencies to identify challenges with collecting latitude and longitude and has proposed strategies for governments to improve the number of records they collect with latitude and longitude. In 2022, 16% of records for the Denver region were missing latitude and longitude, compared to 37% missing in 2021 and 64% missing in 2020.
- Increase the percentage of crash records from CDOT's crash data linking to a DRCOG or CDOT linear referencing system from 0% to 25% by October 2024.
  - Results: DRCOG developed a methodology to link 2022 crash data received from CDOT to DRCOG's linear referencing system and was able to match 59% of records to an intersection. DRCOG then offset crash points along the roadway network using data in record fields.
- Increase the users of the crash database by identifying current users and surveying potential users and stakeholders. Data improvements and targeted outreach will increase the downloads from DRCOG's Regional Data Catalog from 133 to 166 in a one-year period (25% increase).
  - Results: DRCOG engaged local governments and other stakeholders to learn about the data sources used, including DRCOG's data. DRCOG improved the quality of crash data through the use of linear referencing and promoted the improved crash data hosted on the Regional Data Catalog to crash data consortium stakeholders and DRCOG committees and working groups. There were 218 downloads of DRCOG crash data from October 1, 2023, to September 30, 2024, a 64% increase.
- Hold one consortium meeting in 2024.
  - Results: DRCOG hosted three meetings of the crash data consortium in 2024 in the months of February, June, and September.
- Develop specific outcomes, recommendations, and next steps to address the awarded grant/project description primary goal and provide a written report to all consortium members, CDOT, NHTSA, and others as appropriate by September 30, 2024.
  - Results: DRCOG developed specific outcomes, recommendations, and next steps to address the primary goal and provided a written report to all stakeholders electronically by September 30, 2024, and posted the report online for easy stakeholder and public access.
- Reasons why latitude and longitude are not populated are complex. The consortium will commit to addressing this issue and work to identify solutions that can reduce the number of records that need to be geocoded.
  - Results: DRCOG engaged with law enforcement agencies and state agencies and cataloged methods for collecting latitude and longitude and records management systems used in the region to understand how the data has been collected. DRCOG used this understanding to shape the strategies of the final report which can be implemented by stakeholders to increase the number of

records with latitude and longitude and reduce the number of records that need to be geocoded.

<b>Task Number</b>	24-41-03
<b>Program Name</b>	Traffic Records Coordinator
<b>Contractor</b>	Stolfus & Associates, Inc.

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### Performance Measures

The performance measure for this project is deliverables presented satisfactorily and on time. The following deliverables were measured:

- Investigating Officers Crash Reporting Manual for the State of Colorado (status: complete pending fatal blotter procedural updates)
- Training Materials (status: complete)
- Documentation of meetings or discussions resulting in DR3447 modifications and training material updates (within two (2) weeks of meeting). (status: not applicable)
- Complete STRAC Annual Report as required by NHTSA (status: complete)
- Bi-monthly STRAC meeting minutes and Executive memos (due 1 month after meeting) (status: complete)
- Update the Traffic Records Section of the Highway Safety Plan (due 6/30/24) (status: complete)
- Performance measures, written with MPOs, for traffic records improvements (due 8/30/24) (status: not applicable)

### Overview

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 for the Statewide Traffic Records Advisory Committee (STRAC). The TRC worked closely with STRAC, The Colorado Department of Transportation (CDOT), The Colorado Department of Revenue (CDOR), The Colorado State patrol (CSP) and other agencies (including police departments) involved with traffic records, regarding traffic safety data programs at the state, regional and national level.

### Objectives and Results

The TRC functioned as a liaison among the involved agencies, under the guidance of the CDOT Project Manager. Duties included preparing an update to the Traffic Records Strategic Plan. Led a series of strategic planning workshops with STRAC membership to brainstorm implementation opportunities and identify new data improvement initiatives.

Continued participation in the Investigating Officers Crash Reporting Manual task force and completed draft updates to the manual to respond to training and needs for additional clarification. Produced a series of short training videos to highlight crash reporting topics requiring additional clarification and support.

- Attended and participated in the Traffic Records Forum and DRCOG's Crash Data Consortium on behalf of STRAC.

- Coordinated final live testing of the Online Fatal Blotter Application.
- Attended bi-weekly coordination meetings with STRAC leadership to monitor status of existing traffic records initiatives and further new initiatives.
- Organized and attended bi-monthly STRAC meetings to report on progress, conduct routine traffic records business, and implementation of the traffic records strategic plan.
- Additionally, through strategic planning and stakeholder outreach processes, the TRC identified future 405C project opportunities for FY25 and assisted in the development of 405C grant applications and measures of performance for 405C projects.

<b>Task Number</b>	24-41-07
<b>Program Name</b>	Westminster E-Citation
<b>Contractor</b>	City of Westminster Police Department

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### Performance Measures

This project did not impact the performance measures by improving the timeliness of citation/adjudication database model and by improving the timeliness, accuracy, and completeness of citation/adjudication database model. This was because we had not gone live with the E-Ticket system prior to the end of grant award period.

### Overview

The goals of the project were to improve the timeliness of citation/adjudication database and improve the timeliness, accuracy and completeness of citation/adjudication data base model as well as collaborate with internal staff, local and statewide agencies via the Department of Motor Vehicle and/or other data collection sources.

### Objectives and Results

- Improve the actual timeliness it takes for the traffic stop and the issuance of a citation by utilizing the e-ticket system, which will greatly decrease the amount of time it takes to issue a citation. It currently takes approximately 15 minutes from start to finish to serve a citation and our goal is to decrease it by 7 minutes (or 53 percent).
  - Results: Due to E-Ticket System not going live during grant award period, there are no measurable results. We have an “Action Plan” in place in order to meet these deliverables.
- Improve the timeliness the data is collected via the e-ticket system to ensure accuracy and completeness, in which citation data is being imported/entered into the RMS as well as eliminate manual entry. This will greatly decrease the amount of time it takes Records staff to review for accuracy and submit to the applicable courts (municipal and counties) and/or Department of Motor Vehicle. Collect the median or mean number of days from the date a citation is issued to the date the citation is entered into the applicable courts and/or Department of Revenue as well as track any errors.
  - Results: Due to E-Ticket System not going live during grant award period, there are no measurable results. We have an “Action Plan” in place in order to meet these deliverables.
- Share the citation data locally and statewide via the Department of Motor Vehicle and/or other data collection sources.

- Results: Due to E-Ticket System not going live during grant award period, there are no measurable results. We have an “Action Plan” in place in order to meet these deliverables.

Although we received the unlimited number of licenses and the 75 printer packages from the vendor, there were continuous delays in going live with the E-Ticket System. Pertinent Staff was trained with the E-Ticket System when working on the pilot program, however, an updated training course will occur with all those using the E-Ticket System once we go live. Thus, the deliverables were not met. Such as, initial data collection/testing, data transfer and performance tracking. We discussed this with our Project Manager B. Quinn on October 1, 2024. We were given one month to work on an “Action Plan” or would need to return the \$162,850. Also, if we are able to “Go Live” we would need to provide deliverables through December 31st, 2024. This was shared with Command Staff, E-Ticket System Team, and the vendor(s).

The current plan was to have a final work session and functional testing day from 12:00 pm - 2:00 pm on Monday October 7th, 2024, and planned to “Go Live” on Monday, October 14th, at 12:00 pm, which would give Staff and the vendor the rest of the week to trouble shoot and clean up any issues in a live testing environment.

## Occupant Protection/Child Passenger Safety

### Overview

The Occupant Protection/Child Passenger Safety emphasis area funded efforts to reduce serious injury traffic crashes and fatalities in occupant protection and child passenger safety through education, awareness, and enforcement efforts.

### Program Administration

6 projects were managed with a planned budget of \$1,235,892.

#### *Efforts and activities included:*

- Created strategies to address child passenger safety and booster seat usage.
- Provided technician trainings around the State and in underserved communities.
- Participated in the Four Corners Injury Prevention conference to explore ways to connect with tribal communities.
- Collaborated with three communities in rural and underserved areas of the State to host Child Passenger Safety events.
- Provided support to law enforcement to enforce Colorado’s seat belt laws during three statewide “Click It or Ticket” high-visibility campaigns.

## Project Overview, Objectives, and Results

<b>Task Number</b>	24-05-01
<b>Program Name</b>	Child Passenger Safety Car Seats Colorado
<b>Contractor</b>	Colorado State Patrol

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### Project Impacted Performance Measures

C-1. Reduce the number of traffic fatalities; C-2. Reduce the number of serious injuries in traffic crashes; C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions.

### Project Overview

The goal of this project was to reduce the number of unrestrained occupants in fatal and injury crashes investigated by the Colorado State Patrol by 10%, from 963 in 2019 to 867 in 2024. The other goal was to reduce by 10% the number of fatalities for unrestrained or improperly restrained persons ages 0-15 from 11 in 2020 to 10 in 2024.

The project provided community education and outreach throughout the state by offering Child Passenger Safety Technician Certification courses, Continued Education Unit (CEU) Update classes, Advocate Awareness classes, community events, and overtime for education and enforcement activities.

### Objectives and Results

- Increase the number of newly certified/recertified Technicians by 2% from 208 to 212 through various activities:
  - Result: Car Seats Colorado held 10 Technician Certification Courses around the state with a total of 109 students attending. Eight of those Technician Certification Courses were in underserved communities with a total of 83 students attending.
- Provide a minimum of 5 CEU Update recertification courses.
  - Result: Car Seats Colorado held 17 CEU recertification courses around the state with a total of 122 students attending.
- Monitor and transition the number of technicians using paper forms to the National Digital Check Form by increasing the number of users by 5%.
  - Result: Car Seats Colorado increased the number of certified Technicians using the National Digital Check form from 352 Technicians to 458 Technicians. This was a 30% increase in users.
- Increase the number of Child Passenger Safety (CPS) awareness, education, and enforcement activities as measured by OT hours by 10% from 110 to 112 in all five CSP Districts. This includes the following activities:
  - Result: There were 355.50 hrs. of CPS awareness, education, and enforcement activities worked. Due to CSP Trooper wage increases, we ran out of funds before we could reach 400 hrs.
- Increase and provide the customizable stock media for local and statewide use in conjunction with CDOT Public Relations Office.

- Result: Car Seats Colorado provided 164 caregivers and agencies collateral documents that are provided by Car Seats Colorado. Car Seats Colorado web site had 224,965 total views and 141,709 total users on the web page.
- Provide digital and terrestrial media awareness within communities during key times of the year.
  - Result: Car Seats Colorado purchased a \$22,999.97 media ad buy from iHeart Radio for CPS month. This media campaign included the following: Streaming/Podcast impressions and live commercials to target Hispanic communities statewide.

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<b>Task Number</b>	24-05-02
<b>Program Name</b>	SMC's Car Seat Safety Program
<b>Contractor</b>	Health One/ Swedish Medical Center

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### 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.

### Overview

The goal of this project was to educate parents and caregivers on how to correctly install and use car and booster seats. Education and awareness are achieved through car/booster seat fit station hosted at Swedish Medical Center, community-based educational events and sessions, and education for parents/caregivers of infants prior to discharge from Swedish Medical Center. This project had a focus on underserved populations (including, but not limited to low-income, those who do not speak English as their household language, refugees, and people experiencing homelessness/transitional housing).

### Objectives and Results

- Establish a CarFit station and enhance senior driver safety by providing personalized vehicle adjustments through these sessions
  - Result: Between October 1, 2023, and September 30, 2024, 20 CarFit appointments were completed.
- Deliver Impact Teen Driver classes to enhance teen driver safety
  - Result: Two Impact Teen Driver classes were successfully completed on October 16, 2023, and November 20, 2023.

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<b>Task Number</b>	24-05-03
<b>Program Name</b>	OP Tech Transfer
<b>Contractor</b>	HSO

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### Performance Measures

C-1. Reduce the number of traffic fatalities; C-2. Reduce the number of serious injuries in traffic crashes.

## Overview:

The HSO provides funding for partners and stakeholders to attend various traffic safety related trainings and events

## Objectives and Results

- The Colorado HSO in partnership with the Traffic Incident Management team provided funding for a training on safe and quick clearance techniques for Electric Vehicles involved in crashes/incidents.
  - Result: There were 40 attendees at this training and a mock crash clearance was demonstrated.

<b>Task Number</b>	24-05-04
<b>Program Name</b>	Local Law Enforcement - “Click it or Ticket”
<b>Contractor</b>	Local Law Enforcement Agencies

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## 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.

## Overview

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 zero-tolerance enforcement, education, and awareness.

The HSO was able to continue engagement from majority of Colorado law enforcement agencies by implementing three statewide CIOT enforcement campaigns. The first statewide enforcement campaign in FY24 took place April 1-14. The National May Mobilization took place May 13 - June 2, and one more statewide campaign which took place July 22 - August 2.

## Objectives and Results

- Enforce occupant protection laws through a combination of zero-tolerance enforcement, education, and awareness
  - Results:
    - The April CIOT campaign had 57 agencies participate and 2,567 seatbelt citations were issued.
    - The May Mobilization CIOT campaign had 58 agencies participate and 6,851 seatbelt citations were issued.
    - The July CIOT campaign had 47 agencies participate and 1,194 seatbelt citations were issued.

<b>Task Number</b>	23-05-05
<b>Program Name</b>	Seat Belt Survey
<b>Contractor</b>	Atelior, LLC

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### Performance Measures

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

### Overview

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.

### Objectives and Results

- Improve operational efficiency and accuracy in executing the Seat Belt Survey.
  - Result: Seat belt usage data was collected in the two-week Statewide survey using the iPad method used previously. The iPads were returned to factory settings and reimaged with the updated system releases and field evaluated by the IT Director and Field Supervisors. All administrative and data collection forms, procedures and documentation utilized in the surveys were updated prior to training sessions. These forms and documents were used in training sessions to ensure all observers knew the standard processes to collect required data. All survey data, expenses and time associated with the survey were successfully submitted and processed.
- Workers understand the collection, quality, and uniformity requirements to successfully execute the Seat Belt Survey.
  - Result: Observer training and certification were completed by the end of April 2024, allowing time for remedial training if needed. All Observers were trained on successful seatbelt usage data collection processes. Certification testing was conducted after the training sessions and 100% of the Field Observers met or exceeded the required 85% accuracy in identifying and collecting seatbelt usage data. Written tips and suggestions were provided prior to and during the survey.
- Create incident log to track recurring incidents.
  - Result: Six incidents were reported, down 64% from 2023. The elimination of the Pre-Mobilization survey contributed to the decrease in the number of incidents reported. Four of the six (67%) reported incidents were software related and involved iN3, Expensify and the Mapping software. The remaining 33% involved hardware and user data entry error.
- Ensure site surveys are completed in accordance with standards set by National Highway Traffic Safety Administration (NHTSA) and Colorado Department of Transportation (CDOT)
  - Result: A total of 13 unannounced quality audits were performed, All 13 Observers were audited during Statewide (June 11 to 24).
- Improve organizational design and operations efficiency and effectiveness.
  - Results:

- Job Descriptions and roles were modified for 2024 to accommodate the exclusion of Pre-Mobilization. The Western Slope Training Coordinator position was not filled for 2024 and the impact on the operations and job descriptions will be analyzed for additional modifications.
- The surveys were based upon statistical sampling of sites in counties that account for 85% of the State's vehicle accident fatalities. The performance measure was impacted by the data collected that is used to assist in designing and implementing educational efforts to improve seat belt usage in Colorado. The 2024 overall seat belt usage rate is 88%.
  - A total of 112,006 vehicles and 114,925 drivers and front seat passengers were observed across 744 site locations.
  - 3% of drivers and front seat occupants were documented as "unable to confirm seat belt usage."

<b>Task Number</b>	24-05-06
<b>Program Name</b>	Traffic Safety Recognition Events
<b>Contractor</b>	CDOT Highway Safety Office and MADD

#### Performance Measures

C-1. Total Traffic Fatalities; C-2. Reduce the number of serious injuries in traffic crashes; C-4. Unrestrained Passenger Vehicle Occupant Fatalities; C-5. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above; C-6. Number of Speeding-Related Fatalities; and C-9. Reduce the number of drivers aged 20 or younger involved in fatal crashes.

#### Overview

The goal of this project was to recognize the life-saving efforts of Colorado Law in enforcement in their education and enforcement efforts in occupant protection and impaired driving to impact traffic safety in Colorado in. MADD and CDOT worked in collaboration to host the Annual MADD and CDOT Law Enforcement Champion Recognition and Awards.

#### Objectives and Results

- Host an awards banquet in two locations.
  - Results:
    - May 8th-Luncheon held at Colorado Mesa University in Grand Junction for approximately 60 attendees. Six awards were presented.
    - May 29th-Dinner banquet was held at The Denver Zoo for approximately 300 attendees. 25 awards presented.
    - Between the two events 95 Officers were recognized.

# Communications

## Overview

The Office of Communications (OC) provides strategic communications efforts for the Colorado Department of Transportation's Highway Safety Office (HSO). In 2024, 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.

## Program Administration

The OC, with assistance from its contractors, was responsible for 15 traffic safety projects, with a budget of \$2,950,000.

### *Efforts and activities included:*

- In 2024, the OC engaged in public relations, media relations, and paid advertising strategies to support 15 high-visibility DUI enforcement periods. These programs promoted the consequences of DUI arrests along with the importance of ride share services or designating a sober driver to stay safe. 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 three *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 campaign used positive social norming to encourage others to buckle up. The OC also created a campaign showing what happens to unbuckled occupants during a rollover crash. This campaign was launched at a media event in Pueblo, which has one of the lowest seat belt use rates in the state. Finally, a special Spanish-language seat belt campaign targeted Hispanic communities.
- To address distracted driving, the OC continued a campaign as part of the OC's Shift into Safe initiative. The campaign highlights the dangers of taking your eyes off the road for just a few seconds, such as to unwrap a cheeseburger. This campaign 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.
- Also in 2024, the OC continued its *Excuses to Speed Don't Exist* to address the increase in speed-related fatalities in the state. Media buy deliverables included radio, billboards, and digital assets. For the first time this campaign went statewide, which generated almost 25 million impressions.
- Other campaigns included: a pedestrian safety campaign, The Left Behind, that depicted the devastating outcomes of pedestrian crashes; the Ask the Experts video series, which provided tips and resources to parents on car seat safety; a the Keep Your License Safe campaign aimed at teens regarding special laws that apply to new drivers in the state; the Aftermath motorcycle safety campaign that targeted riders to wear helmets; and Hard to See, a campaign that asked drivers to use extra caution near motorcycles.

- A proactive campaign was launched to educate the roadway users of the new lane filtering environment that was created by Statute that went in effect August of 2024.

## Project Overviews, Objectives, and Results

Task Number	24-08-01
Program Name	High Visibility DUI Enforcement - PR/Evaluation
Contractor	CIG, Corona Insights

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### Performance Measures

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

#### Overview

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

This project conducted the mass media portion of the high visibility The Heat Is On enforcement campaign. Associated activities included public relations and the development of creative material, along with research on impaired driving knowledge, behaviors, and campaign effectiveness. DUI awareness campaigns were provided during the following heightened enforcement periods: Halloween Weekend, Thanksgiving, Holiday Parties, New Years Eve, Winter Blitz, Super Bowl, Presidents Day, St. Patrick's Day, Spring Events, Memorial Day, Summer Blitz, 4th of July, Sturgis Rally, Labor Day, and Fall Festivals.

#### Objectives and Results

- Achieve 30% awareness of campaign slogans such as The Heat Is On by September 30, 2024
  - Result: The Heat Is On campaign message recognition improved from 18% in April to 22% in July. The most common source of The Heat is On were roadway signs, TV, and radio.
- Decrease self-reported impaired driving behavior by 5% by September 30, 2024
  - Results:
    - About one fifth (19%) of drivers said that they drove a motor vehicle within 2 hours after drinking alcoholic beverages at least one day in the past 30, compared to 23% in 2023 and 21% in 2022.
    - Comparing attitudes over time, a similar share of Colorado drivers agreed (strongly or somewhat) that they could drive safely under the influence of alcohol in 2022 (9%), 2023 (9%) and 2024 (8%). In 2021 the proportion was 15%.
    - Over the last 3 years, 74% of Colorado drivers have strongly disagreed with the statement that they could drive safely under the influence of alcohol.

- Decrease the number of impairment-related fatalities overall by September 30, 2024.
  - Result: DUI-related fatalities declined significantly this year. According to preliminary data there were 167 DUI fatalities as of September 30, 2024, a 13% decrease from one year ago
- Achieve over 500,000 earned media impressions to ensure broad coverage for the campaign by September 30, 2024
  - Result: The Heat Is On public relations outreach garnered 194,261,119 total earned media impressions. A total of 142 social media posts occurred with 813,647 impressions and 6,679 post interactions. The website received 49,892 page views in FY24.

Task Number	24-08-02
Program Name	High-Visibility DUI Enforcement - Paid Media
Contractor	Vladimir Jones

### Performance Measures

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

#### Overview

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

This project conducted the mass media portion of the high visibility The Heat Is On enforcement campaign. Highlights of the campaign included: 1) Hispanic-only broadcast TV and Indigenous radio in Durango extended the reach of the campaign into high-risk communities garnering a total of 432,000 impressions; 2) Downtown digital billboards displayed the DUI message garnered over 3.5 million impressions; 3)

In the 90 locations, the DUI safety message was delivered on digital screens in bars, with closed captioning sharing the safety messaging, delivering 5.2M impressions; 4)

DUI safety messaging was displayed in 81 liquor stores around the state and garnered almost 10M impressions; 5) A high-impact display partner developed captivating creative units that delivered over 7.2M impressions, with an overall click-through rate of 0.31%, over twice the industry standard; 6) YouTube efforts served 3.1M impressions with a 36% view rate; 7) Spanish-speaking audiences led to a 14% lower view rate than English-speaking audiences, resulting in a twice as high CTR; and 8) Instagram efforts served 12.7M impressions, 46% higher than the 2023 efforts due to a 108% increase in spend.

#### Objectives and Results

- Achieve 30% awareness of campaign slogans such as The Heat Is On by September 30, 2024
  - Result: The Heat Is On campaign message recognition improved from 18% in April to 22% in July. The most common source of The Heat is On were roadway signs, TV, and radio.
- Decrease the number of impairment-related fatalities overall by September 30, 2024

- Result: DUI-related fatalities declined significantly this year. According to preliminary data there were 167 DUI fatalities as of September 30, 2024, a 13% decrease from one year ago
- Achieve over 500,000 paid media impressions to ensure broad coverage for the campaign by September 30, 2024
  - Results:
    - The high-impact display partner developed captivating creative units that delivered over 7.2 million impressions, with an overall click-through rate of 0.31%, which is 2.5 times the industry standard of 0.12%.
    - YouTube efforts delivered 3.1 million impressions with a 36% view rate.
    - Instagram efforts delivered 12.7 million impressions, 46% higher than the 2023 efforts due to the larger spend.

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<b>Task Number</b>	24-08-03
<b>Program Name</b>	High-Visibility DUI Enforcement - Hispanic
<b>Contractor</b>	Hispanidad

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### Performance Measures

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

### Overview

The goal of this project was to reduce the number of statewide motor vehicle impaired driving fatalities among Hispanics in Colorado by September 30, 2024.

This project focused on Hispanic males 21-54 with a culturally and linguistically relevant Heat is On, and other messages designed for mass media and public relations campaigns to remind this segment of the importance of not driving impaired.

### Objectives and Results

- Achieve 30% awareness of campaign slogans such as The Heat Is On by September 30, 2024
  - Result: The Heat Is On campaign message recognition improved from 18% in April to 22% in July. The most common source of The Heat is On were roadway signs, TV, and radio.
- Decrease the number of alcohol-related fatalities by 3% among Hispanics by September 30, 2024
  - Results:
    - There is no fatality data available from NHTSA for 2024 for Hispanic populations.
    - Among all populations, DUI-related fatalities declined significantly in 2024. According to preliminary data there were 167 DUI fatalities as of September 30, 2024, a 13% decrease from one year ago
- Achieve over 300,000 earned media impressions to ensure broad coverage for the campaign by September 30, 2024

- Results:
  - A partnership with Telemundo and Entravision on driving messages resulted in 846,716 earned media impressions.
  - A partnership with Fort Carson Army Base resulted in distribution of bilingual campaign materials and media buys. This garnered 789,720 impressions.
  - Designed, printed, and installed bilingual DUI Hispanic Grassroots posters (20+ locations) in Weld and Adams Counties.
  - A DUI video partnership with Univision, focused on Fiestas Patrias celebrations, featuring Sgt. Alvarado (Colorado State Patrol) resulted in 341,494 earned impressions.
  - DUI enforcement period outreach to Spanish media resulted in 312,386 earned media impressions among dozens of news stories.

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<b>Task Number</b>	24-08-04
<b>Program Name</b>	Motorcycle Safety - Rider Awareness
<b>Contractor</b>	CIG, R/R and Vladimir Jones

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### Performance Measures

C-8. Reduce the number of unhelmeted motorcycle fatalities.

#### Overview

The goal of this project was to reduce the number of motorcycle rider fatalities by 5% in Colorado

This project educated motorcyclists on the benefits of protective gear, helmet use and conspicuity. It included a paid media buy, development of creative assets and media outreach. The target audience was motorcyclists aged 18-54 in high-incident counties in Colorado. Press releases, media interviews and social posts garnered 2,724,849,065 total earned media impressions. 17 social media posts garnered 104,469 impressions. The website received 48,786 page views in FY24.

#### Objectives and Results

- Increase motorcyclist awareness of benefits of protective gear and importance of conspicuity on the roadway by September 30, 2024.
  - Results:
    - The Motorcycle Safety Rider campaign reached 958,659 unique devices and served 6,740,634 impressions targeting motorcycle riders about the importance of wearing helmets and other protective gear.
    - This campaign included nine billboards placed around Colorado Springs and drove 3.4M impressions; Social media efforts that reached 719K users and served 2M impressions, which was a 13% increase in impressions despite compared to 2023; and YouTube efforts that reached 239K users and served 1.3M impressions with a 23% view rate.

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<b>Task Number</b>	24-08-04
<b>Program Name</b>	Motorcycle Safety - Driver Awareness
<b>Contractor</b>	CIG, R/R and Vladimir Jones

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### Performance Measures

C-7. Reduce the number of motorcyclist fatalities.

### Overview

The goal of this project was to reduce the number of motorcycle rider fatalities by 5% in Colorado.

This project educated drivers on precautions needed to avoid motorcycle collisions and increased general awareness of the importance of watching for motorcycles on the road. The tactics included a paid media buy, development of creative assets, public relations, and media outreach. The target audience was adults 18-54 through the state of Colorado. A press release, social media posts and a partner toolkit were all created for Motorcycle Safety Awareness Month. Content was also created to bring attention to motorcyclists during the Sturgis Rally. A campaign was created to bring attention to lane filtering, including a press conference, talking points, media pitching and website creation. All these efforts resulted in 2,724,849,065 total media impressions, including 17 social media posts, which garnered 104,469 impressions. The website received 48,786 page views in FY24.

### Objectives and Results

- Increase driver awareness of motorcyclists on roadways and knowledge of precautions that help ensure motorcycle safety by September 30, 2024.
  - Results:
    - The paid media campaign reached 437,318 unique devices and served 5,464,167 total impressions.
    - Strategically placed billboards around Colorado Springs efficiently delivered our safety messaging, providing 4.3M impressions and a \$4 CPM for this media placement.
    - Social media efforts within Instagram led to a 0.10% click-through rate, 19% higher than the 2023 efforts. The increase in click-through rate resulted from implementing interest targeting to the campaign and focusing on El Paso County instead of Colorado statewide.

<b>Task Number</b>	24-08-05
<b>Program Name</b>	Click It or Ticket and Seat Belts - PR/ Evaluation/ Rural Outreach/Creative Development/ Paid Media
<b>Contractor</b>	CIG, Vladimir Jones, Corona Insight, R&R Partners

### Performance Measures

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

### Overview

The goal of this project was to raise awareness of seat belt safety and enforcement to reduce the number of unrestrained fatalities among vehicle occupants statewide, including rural areas.

This project conducted the mass media portion of the statewide Click It Or Ticket enforcement campaign. Associated work included public relations and publicity during three CIOT campaigns, creative consultation, and a research report that measures statewide seat belt safety knowledge, behaviors, and campaign effectiveness. The project also conducted significant outreach in rural Colorado, including a paid media buy, utilizing a targeted approach in high-risk areas. Activities included the coordination and distributed April Wave, May Mobilization and July Wave enforcement period media materials and associated stakeholder toolkit materials; posting Halloween, Thanksgiving and Christmas seat belt social posts; and coordinated and executed Click It for Coffee earned media tactic and materials.

### Objectives and Results

- Achieve 30% awareness of the slogan Click It or Ticket by September 30, 2024
  - Result: Across survey waves, about half of drivers said they recalled Click it or Ticket (between 50% and 59% across waves). The difference between April (50%) and July (59%) was statistically significant. In the April wave, 18% of drivers said they had seen or heard of any special effort by police to ticket drivers for seat belt violations in the past 30 days. While this increased slightly to 22% in the July and 20% in the September wave, these differences were not statistically significant.
- Increase self-reported seat belt use by 2% statewide by September 30, 2024
  - Result: Nearly nine out of ten drivers (89%) said they generally wear their seat belt all the time. In 2023, this was 88%. In 2022 this was 87% and in 2021 it was 86%.
- Achieve over 500,000 earned media impressions by September 30, 2024
  - Result:
    - Click It or Ticket public relations efforts, including press releases and media pitching for all three enforcement periods, garnered 3,146,078,907 total earned media impressions. In addition, there were 28 social media posts with 190,816 impressions and 1,095 post interactions. The website received 41,241 page views in FY24.
- Reduce the number of unrestrained fatalities by 5% by September 30, 2024

- Result: Preliminary data shows there have been 149 unrestrained passenger vehicle deaths in 2024 (as of 9/30/24). This is a 10% decrease from this time last year, where we had seen 166 unrestrained passenger vehicle fatalities.
- Reduce the number of rural unrestrained fatalities by 3% by September 30, 2024
  - Result: Rural counties with high numbers of unrestrained fatalities include Pueblo and El Paso counties. In 2022 there were 31 unrestrained fatalities in those counties. By 2024 the number had fallen to 20, which is 35% decrease.
- Increase seat belt use in rural areas by 2% by September 30, 2024
  - Result: Seat belt awareness efforts in El Paso County helped achieve a 14-point increase in seat belt use there in 2024. The new rate is 93%. In addition, Pueblo County increased seat belt use 12 percentage points from two years ago. Its current rate is 79%, up from 67%.

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<b>Task Number</b>	24-08-06
<b>Program Name</b>	CIOT / Seat Belts - Paid Media
<b>Contractor</b>	Vladimir Jones

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### Performance Measures

C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities all seat positions. B-1. Increase the observed seat belt use for passenger vehicles.

### Overview

The goal of this project was to raise awareness of seat belt enforcement and to reduce the number of unrestrained fatalities by 5% among vehicle occupants statewide.

This project conducted the mass media buying portion for the high visibility statewide May Mobilization Click It or Ticket enforcement period.

### Objectives and Results

- Achieve 30% awareness of the slogan Click It or Ticket by September 30, 2024
  - Result: Across survey waves, about half of drivers said they recalled Click it or Ticket (between 50% and 59% across waves). The difference between April (50%) and July (59%) was statistically significant. In the April wave, 18% of drivers said they had seen or heard of any special effort by police to ticket drivers for seat belt violations in the past 30 days. While this increased slightly to 22% in the July and 20% in the September wave, these differences were not statistically significant.
- Increase self-reported seat belt use by 2% by September 30, 2024
  - Result: Nearly nine out of ten drivers (89%) said they generally wear their seat belt all the time. In 2023, this was 88%. In 2022 this was 87% and in 2021 it was 86%.
- Achieve over 500,000 paid media impressions to garner wide coverage for the campaign by September 30, 2024
  - Results:

- The Click It Or Ticket campaign reached 7.4M unique devices and served 57M total paid impressions, including 3.3M impressions to Spanish-speaking audiences
- Out-of-home tactics earned 28.7M impressions which included out-of-home placements in gas stations, bus tails and on billboards. Broadcast radio earned 4.7M impressions. Streaming audio earned 1.4M impressions and reached 578K unique listeners. High impact display utilized in-screen expandable corner and in-screen animated units through GumGum, a rich media developer. These placements earned 3.2M impressions, 2.8M video views, and 11.9K clicks.
- Decrease unrestrained fatalities by 5% by September 30, 2024
  - Result: Unrestrained fatalities fell from 178 to 149, a 16% decrease.

<b>Task Number</b>	24-08-07
<b>Program Name</b>	Hispanic Occupant Protection
<b>Contractor</b>	Hispanidad

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### Performance Measures

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

### Overview

The goal of this project was to decrease unrestrained fatalities among the target audience in Colorado by September 30, 2024.

This project focused on Hispanic males 21-54 with a culturally and linguistically relevant message designed to remind this segment of the importance of proper occupant protection for everyone in a vehicle, especially during the Click it or Ticket statewide May Mobilization enforcement period. Activities included: 1) Produced and delivered one :30 and one :15 Spanish CIOT Shift Into Safe Audio spot; 2) Remediated campaign videos for ADA compliance; 3) Translated one-page CPS New Law fact sheet (15 languages); 4) Designed Ute Mountain Ute billboard with seat belt messaging; 5) Coordinated participation in Juneteenth festival (Denver) to share child passenger safety information with over 800 parents/caregivers; 6) Coordinated participation in Día del Niño festival to share child passenger safety information. Over 200 parents/caregivers received Car Seat safety information; 7) Participated in Child Passenger Safety Week tactic, including the translation of media materials, partner communication tools and staffing two CPS Week Events for Spanish support. Designed, printed, and distributed 200 bilingual CPS diaper bag cards, featuring safety tips.

### Objectives and Results

- Increase self-reported seat belt use behavior by 2% in Colorado by September 30, 2024:
  - Result: Seat belt use increased to 88% in 2024, up from 87% in 2022 and 86% in 2021.
- Achieve over 300,000 earned Hispanic media impressions to garner wide coverage of the campaign by September 30, 2024.

- Results:
  - Spanish press releases for the April Wave, May Mobilization, July Wave enforcement, resulted in 65,276 earned media impressions.
  - National CPS Week video partnership with Univision, featuring Sgt. Alvarado, Colorado State Patrol, resulted in 404,234 earned media impressions.
- Decrease unrestrained fatalities among Hispanics by 5% by September 30, 2024
  - Result: NHTSA data on Hispanic populations was not available. Overall unrestrained fatalities fell from 178 to 149 in 2024, a 16% decrease.

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<b>Task Number</b>	24-08-08
<b>Program Name</b>	GDL and Teen Driving Safety Communications
<b>Contractor</b>	CIG, R/R and Vladimir Jones

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### Performance Measures

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

#### Overview

The goal of this project was to reduce the number of drivers aged 20 or younger involved in vehicle crashes by 5% by September 30, 2024.

This project conducted public relations and advertising for educating teens and parents on GDL laws and other traffic safety issues affecting young drivers in Colorado.

#### Objectives and Results

- Increase awareness of younger driver safety issues, such as distracted driving, seat belt use and GDL laws among teens and parents in Colorado by September 30, 2024
  - Results:
    - Total of eight video assets and still images were produced for :30s and :15 versions in four aspect ratios on teen driving safety. The media buy reached 255k unique devices and served over 2.3M total impressions through social media efforts.
    - Launched a Get Home Safe pledge campaign including social media content, partner toolkit, newsletter articles and press release.
    - Teen outreach garnered 2,828,796 total media impressions. Six social media posts with 7,945 impressions and 26 post interactions. The website received 117,793 page views in FY24.

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<b>Task Number</b>	24-08-09
<b>Program Name</b>	Child Passenger Safety
<b>Contractor</b>	CIG, Vladimir Jones

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### Performance Measures

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

## Overview

The goal of this project was to reduce the number of children killed or injured in motor vehicle crashes in Colorado by 5% by September 30, 2024.

This project included a variety of communication and public relations tactics aimed at parents and caregivers to increase proper use of child passenger restraints, such as social media tactics, development of creative assets, special events and leveraging partnerships to expand our audience base.

## Objectives and Results

- Increase awareness by parents and caregivers of the importance of proper child safety seat for every age and every stage by September 30, 2024
  - Results:
    - Car Seat outreach garnered 135,461,360 total media impressions. CDOT social media posts garnered 31,267 impressions and 80 interactions. The website received 224,953 page views in FY24. Specific projects included: 1) a summer safety data press release on Car Seat safety and a social media package; 2) a campaign on new car seat laws and best practices, including paid advertisements and new collateral pieces; 3) an El Paso County Car Seat Check Event; 4) a Child Passenger Safety Week tactic, including the drafting of media materials, social media content, partner communication tools and staffing CPS Week Events; and 5) finalized car seat best practices for technicians one-pager following adoption of new laws, including a press release and CPS laws one-pager for distribution.
    - The paid media buy reached 3,176,032 unique devices and served over 9.6M total impressions. Specific accomplishments included a programmatic display, resulting in 5.9M impressions and 3.7K clicks. New this year was segmenting lower-income residents to ensure impressions specifically reach that demographic. Bright by Text messages were sent to over 16K subscribers over three days with three unique messages. This unique and direct touchpoint delivered a total of 44k impressions and 1,114 clicks of the link in the text messages, resulting in a 2.5% CTR, highlighting the validity of this tactic in reaching our specific audience for this message.
    - Social media efforts on Facebook and Pinterest generated 3.7M impressions and 42K clicks to the website, resulting in a 2.71% CTR, which was an 84% increase compared to last year's performance. Facebook video ads showed strong CTR, leading to a 7.36% CTR, which was 118% higher than static image ads (3.37%).

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<b>Task Number</b>	24-08-10
<b>Program Name</b>	Public Relations Program/ Media Support
<b>Contractor</b>	CIG, Hispanidad

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### Performance Measures

C-1. Reduce the number of traffic fatalities.

#### Overview

The goal of this project was to reduce the number of injury and fatal crashes in Colorado by 5% by September 30, 2024.

To successfully implement communications, public relations, and media support to reduce deaths and injuries related to crashes, this project supported the communications senior staff with tactical program implementation in order to further maximize the reach and effectiveness of both occupant protection and traffic-related impaired driving programs.

#### Objectives and Results

- Increase awareness or implementation of prevention strategies used to prevent crashes by September 30, 2024.
  - Results:
    - Fatal crashes decreased 5.59% as of Sept. 30, 2024.
    - Outreach programs, including the Unattended Passengers campaign, garnered 1,079,674,714 total media impressions. CDOT social media posts garnered 543,643 impressions and 18,875 interactions across 21 posts. The newsletter website received 48,721 page views in FY24.
    - Researched, wrote, and distributed 12 Traffic Safety Pulse/Shift into Safe Newsletters and refreshed monthly newsletter layout, titles, and concepts.
    - Conducted research, planned, finalized, and distributed media and stakeholder materials for the Unattended Passengers campaign.
    - Maintained CDOT PR planning calendar, drafted NHTSA quarterly and annual reports, compiled monthly impression data, monitored media and social media comments and engagement, and assisted with WIG updates and impression data reviews.
    - Wrote and distributed Older Driver Safety Awareness Week social content; article entitled Press Release Best Practices for Traffic Crash Reporting article; developed an “Always Pass with Care” video promotion; and Work Zone Safety social content.
    - Provided website remediation plan for PDFs, YouTube videos and other website assets related to safety campaigns. Also conducted routine website updates to fix broken links, address accessibility and remove outdated files for safety campaign materials.
    - Coordinated, drafted, and distributed media materials and plans for the 2023 Fatalities Press Conference, 2024 Lifesavers Conference, the 2024 Colorado Traffic Safety Summit, the Mid-Year Fatalities Press Release, and the Driver Behavior Survey release.

- Spanish outreach resulted in 2,050,909 earned media impressions. Activities included translation and distributed of eight press releases, and two media alerts.

<b>Task Number</b>	24-08-11
<b>Program Name</b>	Distracted Driving
<b>Contractor</b>	CIG, Vladimire Jones, Hispanidad

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### Performance Measures

C-12. Reduce the number of fatal crashes involving a distracted driver.

#### Overview

The goal of this project was to reduce the number of injury and fatal crashes due to distracted driving by 5% in Colorado by September 30, 2024

This project educated the public about the laws and enforcement periods regarding distracted driving and the dangers posed by distracted driving overall. It also helped motivate and foster change among drivers who engage in distracted driving, especially involving use of cell phones.

#### Objectives and Results

- Increase awareness of ways to avoid distracted driving and motivate change in unsafe driving behaviors by September 30, 2024.
  - Results:
    - Distracted Driving outreach garnered 18,061,147 total earned media impressions. Two social media campaigns resulted in 24,167 impressions and 556 post interactions. The website received 10,801 page views in FY24.
    - Launched an awareness campaign during Distracted Driving Awareness Month and a stakeholder toolkit was developed to assist partners.
    - Launched a coordinated Hands-Free Law awareness campaign, including a work plan, press release, key messaging, stakeholder toolkit, owned, paid social media content, and earned media tactics.
    - The paid media campaign reached 1,327,568 unique devices and served 26.3M impressions, including 1.4 million impressions from a Spanish-speaking audience. Broadcast radio earned 3.6M impressions and covered Denver, Fort Collins-Greeley, And Colorado-Springs-Pueblo. OOH efforts led to 11.2M impressions with trackside placements that ran along the Front Range. Streaming audio earned 1.7M impressions and reached 709,672 unique listeners. YouTube non-skippable efforts reached 1.2M users and served 3M impressions. Instagram efforts reached 2.4M users and served 6.6M impressions, 22% higher impressions than FY23 due to an increase in spend.
    - Outreach to Spanish audiences resulted in 45,187 earned media impressions. Content was on the Hands-Free Law, including a press

release and key messaging document. Designed Ute Mountain Ute billboard with distracted driving messaging.

<b>Task Number</b>	24-08-12
<b>Program Name</b>	Pedestrian Safety Communications
<b>Contractor</b>	CIG, Vladimir Jones, R/R, Hispanidad

### Performance Measures

C-10. Reduce the number of pedestrian fatalities

#### Overview

The goal of this project was to reduce the number of pedestrian injuries and fatalities in Colorado by 5% by September 30, 2024.

This campaign used paid media, earned media and social media to reach its target audience. It included reminders about laws that help keep pedestrians safe. It cast a spotlight on pedestrian safety, especially among people in urban areas where most pedestrian crashes occur. Partnerships with like-minded organizations helped extend the reach of the campaign. According to a 2024 self-report survey, nearly nine out of ten drivers said they stop for pedestrians using a crosswalk all the time. Alternatively, about half said they stop for pedestrians not using a crosswalk all the time. Most drivers said they check for pedestrians when driving through intersections all the time and nearly all drivers said they did this at least most of the time.

#### Objectives and Results

- Increase awareness of the hazards and precautions among pedestrians and drivers to help ensure pedestrian safety by September 30, 2024.
  - Results:
    - Pedestrian safety outreach garnered 239,968,412 total earned media impressions. There were ten social media posts that garnered 57,160 impressions and 916 post interactions. The website received 16,245 page views in FY24. Activities included; 1) a nighttime fatalities data release and social media campaign; 2) a victim testimonial video project, including drafting outreach materials, conducting outreach to journalists and victims, location scouting, developing interview questions and filming; 3) supporting paid ad development, conducted pedestrian law research and reviewed paid scripts; and 4) drafted and finalized October Pedestrian Safety Month social media content, media alert, press release and partner toolkit.
    - On the creative side, a live action and photo shoot on pedestrian safety was conducted with talent to communicate the pedestrian safety message, producing a total of 8 video assets. The content focused on the laws that both motorists and pedestrians must follow. For Spanish-speaking audiences, two videos on the laws were produced, one :30 and one :15.

- The paid ads reached 1.2M unique devices and served over 10.8M total impressions. The OOH efforts, which included 3 Light Rail Kongs, 48 Interior Dominations and an added value Digital Billboard, resulted in 7.3M total impressions, a 103% compared to FY23. Instagram efforts in FY24 targeted a broader 18-54-year audience this year and led to a 32% lower CPM compared to FY23. The Spanish-speaking audience led to a 0.09% CTR, 29% higher compared to the English-speaking audience. Instagram served 3.5M impressions, a 32% decrease compared to FY23, due to a 54% decrease in spend.

<b>Task Number</b>	24-08-13
<b>Program Name</b>	Occupant Protection - Communications
<b>Contractor</b>	Vladimire Jones, Xuma and R&R Partners

#### **Project Impacted Performance Measures**

C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions; B-1. Increase observed seat belt use rates for passenger vehicles.

#### **Project Overview**

The goal of this project was to increase seat belt use and reduce the number of unrestrained fatalities in Colorado by September 30, 2024.

This project conducted a marketing, advertising, and public relations campaign to increase seat belt use in Colorado. This campaign included a targeted communications approach towards low-belt-use or high fatality counties or groups.

#### **Project Objectives and Results**

- Increase awareness of benefits of seat belt use by September 30, 2024
  - Results:
    - Developed a seatbelt awareness campaign for Pueblo to acknowledge Pueblo's progress in seatbelt usage and communicate that there is still work to be done. Eleven broadcast media hits were secured resulting in an estimated 53,575 impressions. Five digital/online media stories including reprints in national news websites provided an estimated 3,143,264 impressions, for a grand total of 3,196,839 impressions.
    - A media event took place on September 24th on the Riverwalk in Pueblo. In addition, a large seat belt mural was unveiled and was installed on the Riverwalk as an acknowledgment of Pueblo County's progress and to serve as a reminder to keep buckling up. Media outreach included a news release featuring a robust media kit including a 'making of the mural' video.
- Achieve over 500,000 media impressions to ensure campaign is viewed by a large audience by September 30, 2024
  - Result: The paid campaign reached 1,193,646 unique devices and served 48.6M total impressions, 2M of these impressions were from a Spanish-speaking

audience. The billboards and gas station OOH placements resulted in 26.9M impressions, 55% of total campaign impressions. Broadcast radio earned 4.5M impressions, 670k of these were delivered to Spanish speakers. Programmatic display resulted in 4.5M impressions and 2.3k clicks. Instagram efforts led to 2.5M users and 8.1M impressions, a 67% increase in impressions compared to FY24, due to an increase in spend and a broader audience reach.

- Reduce number of unrestrained passenger vehicle deaths by 5% by September 30, 2024
  - Result: Unrestrained fatalities fell from 178 to 149 in 2024, a 16% decrease.
- Increase self-reported seat belt use by 2% statewide by September 30, 2024
  - Result: Nearly nine out of ten drivers (89%) said they generally wear their seat belt all the time. In 2023, this was 88%. In 2022 this was 87% and in 2021 it was 86%.

<b>Task Number</b>	24-08-14
<b>Program Name</b>	Speed
<b>Contractor</b>	CIG, Vladamir Jones and R/R

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### Performance Measures

C-6. Number of speeding-related fatalities.

#### Overview

The goal of this project was to reduce the number of fatal crashes involving speed by 5% by September 30, 2024.

This project educated the public about speed enforcement and the dangers associated with speeding. This campaign developed and implemented a strategic statewide media buy to help motivate and foster change among drivers who speed and ultimately lead to behavior change and safer roads.

#### Objectives and Results

- Increase awareness by drivers, particularly young males, of the importance obeying the speed limit and the dangers of speeding overall in Colorado by September 30, 2024.
  - Results:
    - On the paid media side, this campaign served over 9.2M total paid impressions and reached 1.2M unique devices. Broadcast radio in Colorado Springs and Pueblo MSAs earned 1.4M impressions and delivered 43% reach. OOH efforts led to 5.4 million impressions with 14 billboards. Streaming audio delivered 2.4M impressions and reached 1.2M unique devices.
    - On the creative side, a live action and photo shoot was conducted with talent to urge people to drive the speed limit. Raw stills and an image library were presented to CDOT from the photoshoot. Total of eight video assets in English were produced for :30s and :15 versions in four aspect ratios.

- Speed-related outreach garnered 1,028,752,347 total media impressions. There was a total of 17 social media posts with 148,154 impressions and 2,514 post interactions. Specific projects included a summer press release and earned media tactics; an I-25 speeding initiative press release; and a Red Rocks Amphitheater earned media activation.

## Pedestrian/Bicycle Safety

### Overview

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

5 projects were managed with a planned budget of \$351,726.

#### *Efforts and activities included:*

- Proactive enforcement of laws addressing pedestrian violations, include public awareness and education campaigns.
- Pedestrian safety educational programs at schools and other locations.
- Partnered with Denver and Boulder Vision Zero on pedestrian safety initiatives.
- Denver Parks and Recreation provided bicycle safety, education, and awareness to underserved communities in the Denver Metro area.

### Project Overviews, Objectives, and Results

Task Number	24-09-01
Program Name	Aurora Pedestrian Education and Safety Campaign
Contractor	Aurora Police Department (APD)

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### Performance Measures

C-10. Reduce the number of pedestrian fatalities.

### Overview

The goal of this program was to reduce pedestrian fatalities through education and enforcement efforts.

### Objectives and Results

- Conduct four small scale operations with illegal, un-safe pedestrian action as the focus. A fifth, large scale operation was conducted in which drivers endangering pedestrians was the focus. Several warnings and summons were issued based on these contacts.
  - Result: During FY24, APD officers made 1,263 grant funded pedestrian contacts on corridors well known for a history of frequent auto/ped crashes. This is up

significantly from the previous year's number of 339 contacts. This is a 373% increase in educational contacts.

<b>Task Number</b>	24-09-02
<b>Program Name</b>	Denver Police Department- Multi-Pronged Approach to Addressing Denver Pedestrian
<b>Contractor</b>	Denver Police Department (DPD)

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#### Performance Measures

C-10. Reduce the number of pedestrian fatalities.

#### Overview

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

#### Objectives and Results

- Provide targeted enforcement where pedestrian fatalities have an increased likelihood of occurring
  - Result: 737 hours were worked
- Increase number of citations and contacts with motorists and pedestrians at identified hot spot locations
  - Result: 1,388 contacts from patrol vehicles or patrol motorcycles, 1,311 driver citations and 50 pedestrian citations given over the grant period, with most driver citations, 612, given in the first quarter.

<b>Task Number</b>	24-09-03
<b>Program Name</b>	City of Lakewood (Police) Pedestrian Safety Campaign FY24
<b>Contractor</b>	City of Lakewood

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#### Performance Measures

C-10: Reduce the number of pedestrian-related fatalities

#### Overview

The goal of this project was set to increase pedestrian contacts by 10% over FY23. These contacts, which include both education and enforcement efforts, were aimed at modifying pedestrian behavior and raising awareness, reinforcing movement within safe crossing zones under safe crossing conditions. A desired outcome of the increase in pedestrian contacts was to reduce the number of pedestrian-involved collisions resulting in fatalities.

#### Objectives and Results

- Provide educational awareness, contacts, and enforcement citations to the community
  - Result: 256 citations and 233 educational warnings were issued
- Provide enforcement to the community through overtime hours
  - Result: A total of 826.75 hours was worked by LPD Agents.

<b>Task Number</b>	24-09-04
<b>Program Name</b>	Wheat Ridge Pedestrian Safety Project
<b>Contractor</b>	Wheat Ridge Police Department (WRPD)

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### Performance Measures

C-10. Reduce the number of pedestrian fatalities.

#### Overview

The goal of this project was to reduce the number of pedestrian related crashes. Wheat Ridge Police Department had experienced a significant increase in auto vs. pedestrian crashes, especially those involving serious bodily injury (SBI) and death.

#### Objectives and Results

- Officers will conduct consistent pedestrian enforcement and outreach to the public. They will work in pairs in bikes or in cars for 5 hour shifts once per week.
  - Results:
    - Officers dedicated a total of 487 hours of work. Those hours are essentially cut in half (244 hours) because officers worked in pairs.
    - During the grant hours there were 371 contacts made by officers.
    - Officers contacted people and issued 118 tickets during this time.
    - 14 people were arrested over the grant period
    - The 118 tickets written by officers on grant time made up 3% of the tickets that were written during the same period by the entire department.

<b>Task Number</b>	24-09-05
<b>Program Name</b>	Denver Parks and Recreation Bicycle Education Program
<b>Contractor</b>	Denver Parks and Recreation (DPR)

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### Performance Measures

C-11 Reduce the number of bicyclists fatalities.

#### Overview

The overall goal for this project was to reduce the number of bicyclist fatalities in Denver at zero. Focus is placed on bicycle safety education for youth and adults and outreach education through events and popups. Additionally, school-based bicycle education programs are designed for youth with some biking experience to better serve youth of varying skill levels.

#### Objectives and Results

- Increase bike handling and safety skills for youth who attend the 5-day programs in high-needs neighborhoods by September 30, 2024, as measured through instructor observation and pre- and post-tests through 5-day intensive bicycle skills programs for youth.
  - Results:
    - Written assessments evaluated areas of helmet knowledge of importance and use, riding confidence, knowledge of bike safety

inspection, and rules of the road. Overall averages show an improvement in 100% in these areas. Analysis of sub-categories show that participants improved in all areas, but mostly in four specific sub-categories.

- On the instructor-observed assessment, 11 different skills were measured on a 4-point scale (0-avoidance to 4-exceptional). Participants on average showed improvement in 100% of the skill assessed.
- Increase bike handling and safety skills for adults in high-needs neighborhoods by September 30, 2023, as measured through instructor observation and pre- and post-tests through 2-day intensive bicycle skills programs for adults.
  - Result: Plans were made, and programs were set up to instruct as many as 80 adults. Adults who fit into this class were challenging to find. A flyer was created and posted at multiple locations (bike shops, recreation centers, etc.). The marketing did not yield the desired participants. Only one out of eight programs were delivered, with just one participant, so the data necessary to determine the success of this curriculum was not collected. Efforts will be made to improve marketing and outreach in future programs.
- Increase outreach and education to a wide audience of youth and adults through short-term outreach initiatives at established community events and DPR popup events.
  - Result: During 13 pop-up events, 287 participants were reached. Instructors taught participants how to properly fit and wear a bicycle helmet, how to perform a safety inspection on a bike ("ABC check"), and instruction was adjusted based on individual needs (ranging from how to balance on a bike to more advanced techniques like weaving). Bicycle education was delivered to 4th and 5th graders at schools throughout Denver over the course of 4 weeks in the spring and 6 weeks in the fall. School-based programs were delivered to 4 schools, providing instruction to 220 student participants. During these events, participants were taught how to properly fit and wear a bicycle helmet, how to perform a safety inspection on a bike ("ABC check"), and instruction was adjusted based on individual needs (ranging from how to balance on a bike to more advanced techniques like weaving).

## List of FY24 Projects – No Funds Expended/No Activity

### 24-01-11 – Impaired Driving Tech Transfer

No funds were requested through this task. Cancellation of this project had no effect on the overall countermeasure strategy.

### 24-04-09 CDOT Crash Dashboard

The project went through RFP process but there were no vendors that could meet the businesses requirements. Efforts continue to pursue a vendor through AN RFI process. Cancellation of this project had no effect on the overall countermeasure strategy.

### 24-04-10 Denver Geocoding and 24-04-12 Boulder Geocoding

A contract could not be executed in time due to procurement issues. Cancellation of this project had no effect on the overall countermeasure strategy.

### 24-04-13 CSP GIS Mapping

CSP withdrew the project due to the delay of the CSP crash system upgrade. CSP will consider starting the GIS Mapping project after the completion of the crash system upgrade.

### 24-04-14 Jeffco Com911

An unexpected compatibility issue between the HUB and Denver PD's system was discovered. The project remains on hold while Jeffcom911 and Denver PD work out the issue.

## Fiscal Year 2024 Final Expenditures

*Table 2: Fiscal Year 2024 Final Expenditures* provides details for each program by task number, eligible use, agency that received funding, project title, amount received, and expended amount.

Table 2: Fiscal Year 2024 Final Expenditures

01 - Impaired Driving (Drug and Alcohol)					
Task Number	Eligible Use	Agency	Project Title	Amount Approved	Expended Amount
24-01-01	ENF_AL	Colorado Springs PD	Don't Be a Dummy....Drive Sober	\$117,723.68	\$84,535.04
24-01-02	ENF_AL	Adams County SO	DUI Campaign	\$222,612.84	\$43,529.22
24-01-03	ENF_AL	El Paso County SO	Impaired Driving Enforcement	\$216,000.00	\$215,749.16
24-01-04	M5HVE	CSP	Impaired Driving Enforcement	\$275,000.00	\$258,792.16
24-01-05	ENF_AL	Jefferson County SO	DUI Enforcement	\$10,000.00	\$7,986.10
24-01-06	ENF_AL	Aurora PD	Aurora DUI/HVE/Checkpoint Campaign	\$129,000.00	\$28,342.53
24-01-07	ENF_AL	Denver PD	Denver's Comprehensive Impaired Driving Project	\$203,999.94	\$165,240.30
24-01-08	ENF_AL	MADD	Colorado Task Force on Drunk and Impaired Driving	\$32,866.81	\$15,042.05
24-01-09	M5OT	Chaffee County Human Services	Youth Substance Abuse Prevention Pilot Project	\$99,436.70	\$80,351.21
24-01-10	M5CS	CDAC	TSRP	\$375,000.00	\$373,262.61
24-01-11	M5CS/B5CS	HSO	ID Tech Transfer	\$15,000.00	\$0.00
24-01-12	M5PEM/B5PEM	HSO	DRE/SFST Update Training/School	\$240,000.00	\$113,085.66
24-01-13	M5PEM/B5PEM	LEAD Impairment Training	SFST/DRE Program Education and Program Compliance	\$187,120.38	\$152,685.55
24-01-14	M5OT	Larimer County Partners	Impaired Driving Initiative	\$229,790.00	\$229,790.00
24-01-15	AL	HSO	Impaired Driving Assessment	\$60,000.00	\$52,719.26
24-01-16	ENF_AL	HSO	Impaired Driving Equipment	\$60,000.00	\$59,999.46

02 - Traffic Enforcement Services - Speed/Distracted/OP HVE					
Task Number	Eligible Use	Agency	Project Title	Amount Approved	Expended Amount
24-02-01	PT	Denver PD	Distracted Driving and Speed Enforcement	\$190,944.00	\$116,677.90
24-02-02	PT	Aurora PD	Aurora PTS Campaign	\$230,000.00	\$137,522.15
24-02-03	SC	Colorado Springs PD	Don't Be a Bad Stat - Slow Down	\$144,830.36	\$131,765.75
24-02-04	PT	Pueblo PD	Reducing Fatal Crashes Through Speed Enforcement	\$75,000.00	\$19,616.06
24-02-05	SC	Jeffco SO	Highway 93 and 285 Speed Mitigation 2023-2024	\$48,111.00	\$59,493.49
24-02-06	SC	Lakewood PD	City of Lakewood Speed Enforcement Campaign	\$108,924.00	\$68,053.29
24-02-07	PT	CSP	Traffic Safety Enforcement Project	\$437,999.44	\$419,059.67
24-02-08	PT	Greeley PD	DDACTS Traffic Enforcement	\$119,139.72	\$116,545.08
24-02-09	PT	El Paso County SO	Traffic Safety Enforcement	\$159,312.92	\$159,119.93
24-02-10	PT	City of Thornton	Traffic Safety	\$82,901.52	\$77,084.43
24-02-11	PT	City of Durango	Speed and Distracted Driving	\$23,037.68	\$18,472.76
24-02-12	PT	Wheat Ridge PD	Traffic Safety Campaign	\$21,636.00	\$12,948.97
24-02-13	PT	Adams County SO	2024 Providing Education and Enforcement to Prevent Fatalities	\$244,275.84	\$94,921.15
24-02-14	SC	Westminster PD	Public Safety Through Speed Enforcement	\$80,347.24	\$78,464.69
24-02-15	PT	Firestone PD	Operation Safe Journey	\$15,600.00	\$3,412.28
24-02-16	PT	Arapahoe County SO	Police Traffic Services Campaign	\$99,980.86	\$93,783.27

03 - Community Traffic Safety (CTS) Projects					
Task Number	Eligible Use	Agency	Project Title	Amount Approved	Expended Amount
24-03-01	TSP	University of Colorado Hospital	Aurora PARTY Program	\$91,416.00	\$24,853.82
24-03-02	TSP	Weld County Public Health Dept.	DRIVE SMART Weld County - Young Driver Traffic Safety Project	\$83,329.58	\$48,255.12
24-03-03	TSP	SADD, Inc	A Comprehensive Approach to Reducing Teen Crashes	\$297,862.94	\$131,306.23
24-03-04	TSP	ThinkFast	ThinkFast Interactive Events - Colorado	\$150,000.00	\$144,300.00
24-03-05	TSP	Eagle River Youth Coalition	Eagle River Valley Safe Driving Efforts	\$152,585.97	\$152,543.28
24-03-06	CP	City and County of Denver (DOTI)	Denver Booster/SB Engagement and Denver Teen Safe Streets	\$226,883.74	\$226,883.74
24-03-07	CP	CDPHE	Data Analysis, Education, Evaluation and Community Engagement	\$483,854.52	\$375,741.25
24-03-08	PT	NELE Consulting	LEL Birk	\$47,952.36	\$42,887.70
24-03-09	PT	Hunt Safety Solutions	LEL Hunt	\$49,952.36	\$41,357.75
24-03-10	PT	Brannan, LLC	LEL Brannan	\$86,640.00	\$76,973.53
24-03-11	M5CS/B 5CS	MADD	MADD Colorado Court Monitoring Program	\$295,842.93	\$214,242.55
24-03-12	CP	Denver Trans. Safety Div. (DOTI)	Vision Zero Program	\$117,765.60	\$117,583.97
24-03-13	CP	Gunnison County	Gunnison County Substance Abuse Prevention	\$126,485.78	\$125,272.50
24-03-14	CP	HSO	2024 Traffic Safety Summit	\$125,000.00	\$50,796.78

Task Number	Eligible Use	Agency	Project Title	Amount Approved	Expended Amount
24-03-15	CP	Rural Communities Resource Center	Community Traffic Safety	\$83,000.00	\$67,987.11
24-03-16	CP	Alliance	Traffic Safety Marketing Campaigns	\$396,000.00	\$396,000.00
24-03-17	TSP	FCCLA	Families Acting for Community Traffic Safety	\$163,502.26	\$115,117.75
24-03-18	CP	Pikes Peak Area Council of Governments	Traffic Safety Champion	\$149,965.20	\$127,814.44
24-03-19	CP	Health Promotions Partners, LLC	Fitness to Drive Initiative	\$88,885.08	\$88,354.62
24-03-20	TSP	County of Alamosa	SLV P.R.O.M	\$136,025.54	\$109,388.04
24-03-21	OD	Native American Broadcasting Company	Older and Wiser Project	\$83,001.45	\$82,999.95
24-03-22	CP	Onward	CORD-Coalition On Responsible Driving	\$185,000.00	\$153,248.00
24-03-23	PT	Crankset Research and Consulting	LEL Potter	\$47,140.00	\$28,207.13
24-03-24	M12BPE	CSP	Slow Down/Move Over	\$147,840.10	\$138,229.15
24-03-25	CP	Lifesavers	Lifesavers Registration Support	\$75,000.00	\$59,665.27
24-03-26	OP	HSO	OP Assessment	\$20,000.00	\$15,829.30
24-03-27	TSP	National Youth Organizations for Safety (NOYS)	2024 National Youth Transportation Equity Convening	\$40,000.00	\$40,000.00
24-03-28	MC	SMSA	SMSA Support	\$40,000.00	\$6,600.00

04 - Traffic Records					
Task Number	Eligible Use	Agency	Project Title	Amount Approved	Expended Amount
24-04-03	M3DA	Traffic and Safety Engineering Branch	Traffic Records Coordinator	\$297,200.00	\$297,200.00
24-04-04	M3DA	Traffic and Safety Engineering Branch	Tech Transfer	\$25,000.00	\$12,674.22
24-04-05	M3DA	Traffic and Safety Engineering Branch	FARS Program Support	\$30,000.00	\$16,697.60
24-04-06	M3DA	Traffic and Safety Engineering Branch	BESDT Phase II	\$237,360.00	\$237,360.00
24-04-07	M3DA	City of Westminster	Westminster E-Citation	\$181,010.00	\$162,850.00
24-04-08	M3DA	DRCOG	DRCOG Crash Data Consortium	\$181,200.00	\$181,187.02
24-04-09	M3DA	Traffic and Safety Engineering Branch	CDOT Crash Data Dashboard	\$392,000.00	\$0.00
24-04-10	M3DA	City and County of Denver	Denver Geocoding	\$66,790.00	\$0.00
24-04-12	M3DA	City and County Boulder	Boulder Geocoding	\$17,400.00	\$0.00
24-04-13	M3DA	CSP	CSP GIS Mapping	\$211,653.36	\$0.00
24-04-14	M3DA	Jeffco	JeffcoCOM911	\$125,230.00	\$0.00

05 - Occupant Protection - Child Passenger Safety					
Task Number	Eligible Use	Agency	Project Title	Amount Approved	Expended Amount
24-05-01	M2TR	CSP	Child Passenger Safety Car Seats Colorado	\$357,039.02	\$345,696.49
24-05-02	CP	Health One/Swedish Medical Center	SMC's Community Traffic Safety	\$57,221.00	\$12,183.43
24-05-03	CP	HSO	OP Tech Transfer	\$15,000.00	\$9,990.00
24-05-04	OP	TBD	Local LE Agencies/Click It or Ticket	\$503,000.00	\$365,269.91
24-05-05	OP	Atelior LLC	Seat Belt Survey	\$261,632.54	\$223,541.67
24-05-06	PT	TBD	Traffic Safety Recognition Events	\$70,000.00	\$45,771.98
08 - Office of Communications					
Task Number	Eligible Use	Agency	Project Title	Amount Approved	Expended Amount
24-08-01	M5PEM	R&R, CIG, Corona	High-Visibility DUI Enforcement PR/Eval	\$180,000.00	\$155,189.57
24-08-02	M5PEM	Vladimir Jones	High-Visibility DUI Enforcement Paid Media	\$470,000.00	\$469,928.64
24-08-03	M5PEM	Hispanidad	High-Visibility DUI Enforcement - Latino & Paid Media	\$170,000.00	\$166,529.79
24-08-04	M11MA	Vladimir Jones, CIG, R&R	Motorcycle Safety - Driver Awareness	\$115,593.00	\$105,513.55
24-08-04	MC	Vladimir Jones, CIG, R&R	Motorcycle Safety - Driver and Rider Awareness	\$240,000.00	\$228,650.67
24-08-05	M2HVE	CIG, R&R Partners, Corona, Vladimir Jones	CIOT Seat Belts PLUS Rural Seatbelts- PR/Eval	\$181,000.00	169671.24
24-08-06	M2HVE	Vladimir Jones	CIOT & Seat Belts - Paid Media	\$310,000.00	\$308,611.68
24-08-07	PM	Hispanidad	Hispanic Occupant Protection	\$160,000.00	\$148,759.41
24-08-08	PM	CIG, Vladimir Jones, R&R	GDL and Teen Driving Safety Communications	\$110,000.00	\$109,024.60

Task Number	Eligible Use	Agency	Project Title	Amount Approved	Expended Amount
24-08-09	M2PE	CIG, Vladimir Jones	Child Passenger Safety	\$150,000.00	\$124,487.22
24-08-10	PM	CIG, Hispanidad	PR Program/Media Support	\$175,000.00	\$169,812.89
24-08-11	PM	CIG, Vladimir Jones, Hispanidad	Distracted Driving	\$225,000.00	\$210,776.49
24-08-12	PM	CIG, Vladimir Jones, Hispanidad	Pedestrian Safety Communications	\$200,000.00	\$192,353.08
24-08-13	PM	Vladimir Jones, Xuma, R&R Partners	Occupant Protection Communications	\$250,000.00	\$249,968.50
24-08-14	PM	R&R, Vladimir Jones, CIG	Speed Enforcement	\$250,000.00	\$245,964.54

#### 09 - Pedestrian & Bicycle

Task Number	Eligible Use	Agency	Project Title	Amount Approved	Expended Amount
24-09-01	FHLE	Aurora PD	Aurora Pedestrian Education and Safety Campaign	\$83,000.00	\$57,132.65
24-09-02	FHLE	Denver PD	Denver's Multi-Pronged Approach to Addressing Denver Ped Safety	\$83,000.00	\$58,217.62
24-09-03	FHLE	Lakewood PD	Pedestrian Safety Campaign	\$75,513.60	\$52,871.10
24-09-04	FHLE	Wheat Ridge PD	Pedestrian Safety Project	\$27,694.08	\$27,591.61
24-09-05	PS	Denver Parks/Rec	Denver Parks and Recreation Bicycle Education Program	\$82,518.52	\$37,523.17

12 - Program Support					
Task Number	Eligible Use	Agency	Project Title	Amount Approved	Expended Amount
24-12-01	PA	HSO	P & A	\$500,000.00	\$361,847.52
24-12-02	M50T	HSO	Impaired Driving Program Support	\$355,000.00	\$347,663.31
24-12-03	CP	HSO	Community Based Traffic Safety and OP Program Support	\$265,000.00	\$250,666.53
24-12-04	PA	HDR	HSO Strategic Planning/Coordinator	\$300,000.00	\$77,970.25
24-12-05	M50T	PRO	Media Program Support - Impaired Driving	\$95,000.00	\$91,264.83
24-12-06	OP	PRO	Media Program Support - OP	\$95,000.00	\$91,264.81

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