

Colorado Highway Safety Office

Fiscal Year 2025 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 & Risk Management (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 2025 is 1.2, this is a decrease from 1.25 in 2024. In addition, the total estimated number of traffic fatalities in 2025, through December 17th, 2025, is 663. For 2024 the total number of fatalities was 689. The data available to date indicates total traffic fatalities are trending down for 2025. 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 continued expansion into communities that are overrepresented in crash data.

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 passed legislation to enhance the existing Child Passenger Safety laws and passed a Hands-Free Law. Both went into effect January 1, 2025. In conjunction with the Hands-Free law, the HSO continued 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 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. Through public information campaigns and high-visibility enforcement, the HSO has successfully heightened the awareness of Colorado's road users and the general public regarding their roles and 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 around 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. In April, the OPTF convened a strategic planning session to outline priority goals and action plans for the group. 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 2025. This report also outlines how the HSO will continue to expand efforts to achieve these metrics.

Public Participation and Engagement

The Highway Safety Office's Triennial Highway Safety Plan identified priority at-risk populations identified by traffic safety data. These communities were prioritized for engagement in the planning, implementation, and evaluation of Colorado motor vehicle safety initiatives. The results of this targeted outreach, outlined below, demonstrate the HSO's success in building meaningful community partnerships.

Pueblo County

Preliminary results from the 2025 Colorado Seat Belt Study indicate that Pueblo County has the lowest seat belt usage rate across the state. The study reported a usage rate of 71.6% in Pueblo County, significantly below the Colorado state average of 90.7% and the national average of 91.2%. This low compliance correlates with a high rate of traffic fatalities. Pueblo County has one of the state's higher rates, with 14.72 traffic fatalities per 100,000 residents. Additionally, 39% of unbuckled fatalities involve young drivers and occupants, highlighting a critical focus area. Demographic analysis reveals that Pueblo County's population is approximately 50% Hispanic, with a median income roughly 45% below the national median income, suggesting that socioeconomic and cultural factors may influence seat belt usage and campaign design. In response to this data, the HSO conducted listening sessions with staff who work for Pueblo County to analyze the low usage rate and collaboratively explore potential intervention projects.

This dialogue led to a mini-grant opportunity awarded to the Pueblo Department of Public Health for a \$10,000 youth-led media campaign. The SoCoYoGo high school youth advisory group took the lead, researching effective NHTSA safe driving media for inspiration. The group then designed their own safety messages, which were distributed strategically throughout the county, including within high schools, on main roadways, in heavily visited

public parks, and on County buses. To ensure broad reach, the youth partnered with CDOT HSO contractor Hispanidad to translate all designs into Spanish.

The initial discussions expanded into a wider community engagement, successfully leading to the formation of a community-driven seat belt campaign and coalition. Co-led by staff from the CDOT HSO and the Colorado Department of Public Health, the coalition comprises a diverse group of key stakeholders, including representatives from law enforcement, public schools, public health agencies, hospitals, universities, and county departments. The coalition meets monthly to coordinate activities focused on seat belt education and awareness. One successful early project involved a transportable art display titled “No Excuses,” which utilized seat belts as a medium. The display was exhibited in high-traffic public areas throughout the County, including the local zoo, a CSU Pueblo football game, county buildings, and public parks. The coalition will continue to meet and has identified its immediate priorities, including selecting an official coalition name, expanding the stakeholder base to increase community representation, developing Pueblo-specific seat belt education materials, and presenting at community meetings.

Young Drivers

The implementation of Graduated Driver's Licensing (GDL) laws has demonstrated a significant positive impact on youth traffic safety. Fatal crashes involving drivers aged 16-17 have declined by nearly 50% over the past two decades following the passage of these laws.

Despite the success of GDL programs, seat belt compliance remains a critical safety issue among teen drivers. In 2024, 35% of teenage drivers under the age of 18 who died in motor vehicle crashes were reported as unbuckled. Furthermore, when the teenaged driver was unbelted, nine out of ten deceased passengers were also not wearing their seat belts, underscoring the influential role of the driver in setting safety standards for vehicle occupants. In Colorado, traffic fatalities among 15- to 17-year-olds peaked in 2023. While preliminary 2025 data suggest a reduction from the 2023 high, the projected fatality count is anticipated to be higher than recorded in 2024.

Guidelines related to GDL remain the most frequently requested information from the HSO. To address this consistent demand, the HSO initiated a comprehensive update in 2025, redeveloping both the Colorado Teen Driving website and all corresponding printed materials. Additionally, the HSO began engaging with Department of Motor Vehicle (DMV) locations, particularly those in rural areas lacking established driver's education schools, to assess the community's need for accessible GDL information. This consultation resulted in a new partnership wherein the HSO began supplying DMV offices with current GDL printed materials, effectively expanding the reach of essential safety guidelines to families and prospective young drivers.

Driver's Education

Driver's education deserts have long been an issue in rural Colorado. These "deserts" consist of lack of driver's education providers, long distances between programs, and limited behind the wheel instruction. For example, the drive between Pueblo and Durango, Colorado covers 300 miles. In this stretch, there are three active driver's education schools. Addressing the ongoing challenge of driver's education access, particularly across Colorado's rural areas, is a long-standing priority for the HSO. This effort also aligns with CDOT's broader Advancing Traffic Safety initiative, where the HSO and its subrecipient Colorado Department of Public Health actively serve as safety champions to drive solution development.

Recognizing the urgent need for driver's education, particularly for young drivers residing in rural areas defined as "driver's education deserts," the HSO initiated action in FY24. The HSO collaborated with the subrecipient School Community Youth Collaborative (SCYC) to develop a comprehensive community engagement plan. The goal of this plan was to gauge local interest and secure community buy-in for a rural driver's education pilot program. Following successful engagement, SCYC implemented their driver's education program in FY 2025.

In August 2025, HSO staff, SCYC staff, the Safety Champion from the Pikes Peak Area Council of Governments (PPACG), and staff from Drive Safe conducted a dedicated session at the CDOT Safety Summit. This session convened diverse stakeholders working on all aspects of young driver safety. The discussion critically focused on driver's education access and the implications of a new GDL law slated to take effect in January 2026. Post-Summit, PPACG formally partnered with Drive Safe to conduct a targeted assessment of driver's education needs within rural Teller County. HSO staff provided consultation on this project. The partnering groups are currently collaborating with local community stakeholders to explore viable options, including the possibility of hiring and utilizing local, community-based driver's education teachers and bringing Drive Safe vehicles and certified instructors into the community to facilitate on-site drive testing.

4 Corners without Borders Conference

National data highlights a critical safety disparity: in 2020, American Indian and Alaska Native (AIAN) people recorded the highest fatality rate in traffic crashes at 22.79 per 100,000 population (NHTSA data). This risk is compounded by socioeconomic factors; the Colorado Commission of Indian Affairs reports that the Colorado AIAN population averages a 25% poverty rate. Using this data, in conjunction with other sources including Killed and Serious Injury (KSI) crash data, the Fatality Analysis Reporting System (FARS), and the Colorado EnviroScreen 2.0 tool (Colorado Department of Public Health), the HSO identified the AIAN population as a priority community for targeted engagement and intervention.

To address this priority, the HSO engaged with tribal partners during the annual 4 Corners Without Borders conference, held on the Navajo Reservation encompassing Utah, Colorado, Arizona, and New Mexico. The four respective state Highway Safety Offices serve on the

planning committee for this two-day event. During the March 2025 conference, the four HSOs conducted a collaborative public engagement and needs assessment effort.

Survey of Caregivers (Day 1)

The first day of the conference included a child passenger safety technician certification course and a car seat check event on the reservation. State HSO staff distributed surveys to participating caregivers, querying them on:

- The most significant traffic safety issue in their community
- The primary locations where these problems are observed
- The perceived best solutions for addressing these issues

The most frequently cited traffic safety concerns among caregivers were distracted driving, impaired driving, and seat belt use. Suggested solutions to mitigate these concerns centered on infrastructure improvements, additional enforcement, and increased security patrols.

Survey of Professional Attendees

The states also surveyed conference attendees, a group that included injury prevention coordinators, first responders, public health professionals, and tribal staff. This professional cohort listed their top traffic safety concerns as: distracted driving, impaired driving, seat belt use, speeding, and child passenger safety.

Suggestions for improved traffic safety focused on community education and outreach, increased law enforcement presence, and awareness events. Crucially, the majority of attendees reported having existing traffic safety programming and expressed openness to collaborating, receiving additional materials, and participating in specialized training.

The Highway Safety Offices will leverage the survey data gathered from the 2025 conference to strategically plan and develop the agenda for the 2026 4 Corners Without Borders conference. The goal is to ensure all session presentations and workshops are directly relevant to the high-priority traffic safety concerns identified by tribal members and professional stakeholders.

Denver Pedestrian Fatalities

In the fall of 2024, the HSO initiated research and conversations concerning the elevated rate of pedestrian deaths among people experiencing homelessness (PEH). Data collected from Denver's Council of Regional Governments and Denver's Office of the Medical Examiner estimated that 41% of pedestrian fatalities involved individuals experiencing homelessness. Recognizing this severe disparity, the HSO proposed a targeted research project to interview PEH at three local shelters regarding their experiences on local roadways.

In FY25, the HSO pursued continued research on pedestrian safety for people experiencing homelessness (PEH) through a collaboration with a student who utilized the project as a capstone research topic for a Master's in Public Administration program. In collaboration with the students, HSO staff expanded the research scope by consulting with stakeholders in other states working on this critical issue. They also conducted discussions with diverse Colorado stakeholders, including homeless shelter staff, injury prevention coordinators, and social workers.

The students conducted interviews with individuals living in temporary housing shelters, gathering firsthand accounts of their traffic safety experiences. These interviews confirmed that the PEH community is experiencing a disproportionate number of severe injuries resulting from traffic crashes. The qualitative data highlighted several main findings: a pronounced need exists for targeted driver education and pedestrian awareness training; the possibility of providing reflective materials for homeless pedestrians was a recurring theme, particularly for those transporting belongings via carts, which can increase visibility challenges; and a significant number of pedestrian-vehicle crashes were reported to be occurring on state highways, including major arterial routes.

Based on these findings, the HSO will leverage geographic analysis to map pedestrian crashes specifically along major state highways to accurately pinpoint high incidence "hot spots" for targeted intervention and resource allocation.

Mesa County and Grand Junction Outreach

In FY24, the HSO conducted a listening session with Mesa County and Grand Junction traffic safety and public health professionals. 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
- Enforcement strategies to reduce risky behaviors, such as running red lights

In FY25, the HSO followed up on these conversations, which successfully resulted in two projects being funded.

First, a mini grant was awarded to St. Mary's Regional Hospital in Grand Junction. The grant focused on CarFit activities, including printing materials and conducting a community-wide CarFit event. The Hospital collaborated with the Community Hospital, bringing together two prominent injury prevention departments.

Second, a full grant was awarded to the Mesa County Regional Transportation Planning Office (RTPO) to establish a dedicated Safety Coordinator position. The Safety Coordinator position will be responsible for implementing the Mesa County Safety Action Plan, which aims to eliminate fatal and serious injury crashes on Mesa County roadways. This position will directly work towards enhancing traffic safety in the Grand Valley through multidisciplinary collaboration and targeted strategies.

The HSO plans to capitalize on the momentum around traffic safety activities in Mesa County and will hold the fifth annual Traffic Safety Summit in the City of Grand Junction.

Child Passenger Safety in Rural Communities

The misuse rate of car seats in Colorado hovers around 78%. Rural communities in particular are affected, due to lack of access to car seats and lack of car seat technicians in these areas. In addition, major changes affected car seat laws, effective January 1, 2025. The HSO held several listening sessions regarding this topic to develop ideas on how to combat these issues.

The HSO initiated engagement by meeting with a statewide coalition of child welfare workers, revealing that high staff turnover and limited funding for travel and training were the primary barriers to maintaining certified car seat technicians. While agencies reported an adequate supply of car seats, they lacked the trained personnel to distribute them. In response, the HSO partnered with Car Seats Colorado to launch an aggressive training scholarship campaign. This effort resulted in a record number of scholarships awarded in FY25. Furthermore, the HSO worked with Car Seats Colorado to focus on key areas, particularly rural communities, for technician training and leveraged child welfare and public health networks to ensure high enrollment.

The HSO also worked directly with rural communities to address child passenger safety needs. Mini grants were awarded to two rural public health agencies to address their needs.

- Chaffee County Public Health (CCPH) received funding to navigate a significant transition in child passenger safety legislation. By adopting a 'local-first' approach, CCPH developed a customized media campaign that translated state law changes into relatable, community-specific messaging. A cornerstone of this initiative was the county's car seat recycling event. While the primary goal was the safe disposal of expired or damaged seats, the event served as a high-traffic touchpoint for public education. It provided staff with a unique opportunity to engage directly with caregivers, clarifying new legal requirements and ensuring families were equipped with current safety knowledge. The event's high turnout not only removed unsafe seats from the road but also solidified CCPH's role as a trusted resource for traffic safety during a period of regulatory change.

- Routt County Public Health received HSO funding to strengthen its child passenger safety infrastructure by certifying two new car seat technicians. This investment directly addressed the need for specialized expertise within the county. Beyond individual certifications, the agency developed comprehensive educational materials in both English and Spanish to ensure language was not a barrier to safety. RCPH implemented a multi-tiered outreach strategy: providing personalized, one-on-one education to residents while maintaining a high-visibility presence at large-scale community events. These efforts have successfully bridged the gap between equipment availability and specialized safety education.

Accomplishments

Examples of progress based on preliminary data (through 12/17/2025) include:

- The number of bicyclist fatalities went from 14 in 2024 to 17 in 2025
- The number of pedestrian fatalities went down from 120 in 2024 to 118 in 2025
- 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 fourth annual Colorado Traffic Safety Summit
- Public Participation and Engagement efforts were conducted in five communities around the State. The HSO also collaborated with the Highway Safety Offices in Utah, Arizona, and New Mexico to conduct engagement activities in the Four Corners area
- The HSO transitioned to being the voting member of the State Traffic Records Advisory Committee and assumed oversight of 405c grants
- The HSO participated in a NHTSA Go Team for traffic records
- Occupant Protection Task Force members participated in a strategic planning meeting, outlining goals for increased member engagement and public outreach
- The HSO partnered with the Pueblo Department of Public Health for a youth-led media campaign. The campaign has grown into a Pueblo-wide seat belt coalition, titled Every Click Counts, led by local partners including law enforcement, county employees, and local high schools
- The HSO assisted in creating and expanding local DUI tasks force throughout the state

Traffic Safety Enforcement Plan

The HSO Traffic Safety Enforcement Plan for Occupant Protection, Impaired Driving and Speed is based on problem identification and includes 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) Statewide Mobilization and Child Passenger Safety Week national mobilization in May. 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

(Preliminary data from grant activity reporting through 12/17/2025)

A-1. Number of seat belt citations issued during grant-funded enforcement activities

- Number of seat belt citations issued in 2025: 6,102

A-2. Number of impaired driving arrests made during grant-funded enforcement activities

- Number of impaired driving arrests made in 2025: 4,102

A-3. Number of speeding citations issued during grant-funded enforcement activities

- Number of speeding citations issued in 2025: 23,970

Law Enforcement Collaboration

To support continued law enforcement community collaboration, the HSO integrated strategic technical assistance into its annual prework and monitoring visits. These discussions served as a platform to encourage law enforcement grantees to move beyond traditional enforcement by incorporating evidence-based community engagement strategies into their work plans.

Central to these discussions was the connection between data-driven approaches and community trust. The HSO encouraged agencies to create actionable frameworks to gather direct public input on localized traffic safety concerns. This feedback loop allows agencies to develop enforcement plans that are not only statistically sound but also responsive to the specific safety priorities of the residents they serve. As these agencies refine their collaborative models, the HSO will leverage their insights to develop formalized, statewide guidance, creating a peer-led roadmap for community-centered traffic safety.

Two agencies, Arapahoe County Sheriff's Office and El Paso County Sheriff's Office presented their community engagement strategies at the Colorado Traffic Safety Summit. The session was one of the most well-attended and sparked lively discussions on how to engage communities through various methods - and how to incorporate what they learned into their enforcement strategies. Arapahoe County Sheriff's Office will also present a session at the 2026 Lifesavers national conference, "Law Enforcement and the Public, Bridging the Gap."

Arapahoe County Sheriff's Office

The Arapahoe County Sheriff's Office (ACSO) continues to serve as a model for Colorado law enforcement community engagement. ACSO utilizes evidence-based strategies to enhance road safety by positioning deputies as subject matter experts at regional, including Community Council Meetings. By engaging directly with residents and elected officials, the ACSO gathers firsthand accounts of local traffic concerns. This qualitative feedback is then cross-referenced with reports from the agency's traffic complaint line and insights from deputies patrolling specific sectors.

The ACSO prioritizes community collaboration by tailoring its outreach to reach populations across the county. The agency attends local events, including Bennett Days and Arapahoe County Fair, to gather community feedback; this approach allows officers to engage with the public in a non-formal way to invite conversation and feedback. For instance, the agency participates in Spanish Heritage Day events to engage the Spanish-speaking community. Working alongside community leaders, deputies address potential language and cultural barriers to provide essential education on seatbelt use and child passenger safety, ensuring that vital occupant protection information is accessible to all residents. ACSO developed a new partnership with the clothing store Old Navy, attending the store's annual safety day to engage with shoppers on traffic safety concerns. ACSO also attends local meetings. These include meet ups at the YMCA to discuss safety concerns with older drivers; attending Boy Scout meetings with the troop and parents to discuss driver's education and graduated driver's license requirements; conducting a child passenger safety event next to a community center and playground; and attending specific events to host tables to gather feedback about attitudes and concerns about traffic safety. The ACSO uses this community feedback to direct enforcement efforts. This integrated model ensures that every enforcement action is targeted, transparent, and specifically designed to reduce traffic incidents and improve overall public safety.

Pueblo County Sheriff's Office

As detailed in the community engagement section, the HSO has actively addressed low seat belt usage within Pueblo County. This initiative began with the "No Excuses" campaign, where the Pueblo County Sheriff's Office played a pivotal role by securing high-visibility locations for campaign messaging.

The Sheriff's Office remains a key partner, serving on the coalition's steering committee and providing vital leadership. Their contributions include identifying stakeholders, integrating community feedback into strategic planning, supporting press events, and facilitating the coalition's presence at various community gatherings.

Colorado Springs Police Department & El Paso County Sheriff's Office

Collaboration between key law enforcement agencies is fundamental to traffic safety initiatives in the Pikes Peak region. The Colorado Springs Police Department (CSPD) and the El Paso County Sheriff's Office (EPCSO) serve as critical partners in these efforts. Their involvement extends beyond traditional enforcement and is deeply rooted in community engagement and shared strategic planning.

Both the CSPD and the EPCSO are active and dedicated members of Drive Smart Colorado. This coalition serves as a crucial forum, bringing together community stakeholders who share a common goal: improving local traffic safety. The regular meetings and communication within this group provide invaluable opportunities for law enforcement to tailor their enforcement efforts.

The forum allows CSPD and EPCSO representatives to openly discuss and disseminate data on the traffic trends they are observing on local roadways. This includes information on common crash locations, times of day with high incident rates, and specific high-risk behaviors (e.g., impaired driving, excessive speeding, distracted driving). This shared intelligence helps in forming a unified understanding of and approach to the area's most pressing issues.

The group connects law enforcement with partners beyond the typical traffic safety field. Specifically, the involvement of injury prevention coordinators and public health officials provides a holistic view of the consequences of traffic incidents. This broader perspective helps the agencies understand the public health implications of their work and supports a strategy focused on reducing serious injuries and fatalities. In addition, Drive Smart Colorado is an avenue for the agencies to gather direct community feedback. This input is vital for ensuring that enforcement activities are not only effective but also aligned with community priorities and concerns.

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 below, the HSO used the 2025 Colorado State crash data. The State crash data reported in the following table is through December 17th, 2025, with final data not available until mid-2026.

Table 1: Performance Measure Benchmark Assessment

Performance Measure	Target Period	Target Year(s)	Benchmark Value for FY25 listed in 3HSP	Data Source*/FY25 Progress Results	On Track to Meet FY25 Benchmark: Yes/No
C-1) Total Traffic Fatalities	Annual	2025	660	663 (State)	No
C-2) Serious Injuries in Traffic Crashes	Annual	2025	3,356	3,696 (State)	No
C-3) Fatalities/VMT	Annual	2025	1.24	1.20 (2024 Miles used to calculate)	Yes
C-4) Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions	Annual	2025	212	176(State)	Yes
C-5) Alcohol-Impaired Driving Fatalities	Annual	2025	216	210 (FARS 2024)	Yes
C-6) Speeding-Related Fatalities	Annual	2025	258	155 (FARS through 09/28/2025)	Yes

Performance Measure	Target Period	Target Year(s)	Benchmark Value for FY25 listed in 3HSP	Data Source*/FY25 Progress Results	On Track to Meet FY25 Benchmark: Yes/No
C-7) Motorcyclist Fatalities	Annual	2025	135	137	No
C-8) Unhelmeted Motorcyclist Fatalities	Annual	2025	71	61	Yes
C-9) Drivers Age 20 or Younger Involved in Fatal Crashes	Annual	2025	100	116	No
C-10) Pedestrian Fatalities	Annual	2025	94	118	No
C-11) Bicyclist Fatalities	Annual	2025	15	17	No
C-12) Fatalities Involving a Distracted Driver	Annual	2025	68	32	Yes
C-13) Fatalities Involving a Driver Aged 65+ (At Fault)	Annual	2025	100	88	Yes

Performance Measure	Target Period	Target Year(s)	Benchmark Value for FY25 listed in 3HSP	Data Source*/FY25 Progress Results	On Track to Meet FY25 Benchmark: Yes/No
C-14) Fatalities involving a driver or motorcycle operator testing positive for +> 5ng of Delta 9 THC (FARS)	Annual	2025	90	87(FARS 2024)	No
C-15) Increase percentage of records, transferred from Colorado State Patrol (CSP) to Colorado Department of Revenue (CDOR), without errors in five critical data elements	Annual	2025	Increase by 15%	Unable to measure	No
C-16) Number of fatalities involving a worker in Work Zones (State)	Annual	2025	10	8	Yes
C-17) Increase the percentage crash records submitted to the Department of Revenue with complete and correct data elements related to location.	Annual	2025	Increase to 85%	83%	No
C-18) Increase the number of agencies electronically transmitting Citation and Crash data to Colorado	Annual	2025	Citation: Increase to 1 Crash: Increase by 1	13 agencies for crashes and 0 for citation	No

Performance Measure	Target Period	Target Year(s)	Benchmark Value for FY25 listed in 3HSP	Data Source*/FY25 Progress Results	On Track to Meet FY25 Benchmark: Yes/No
B-1) Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey)	Annual	2025	90%	NHTSA Certified State Survey 90.69%	Yes

*Preliminary Data through 12/17/2025 except where otherwise stated.

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

Preliminary data for 2025 (through 12/17/2025) 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 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 also 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 with 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 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 locally focused prevention strategies. This included providing training, technical assistance and funding to community level projects that required community engagement and inclusion for success. Public participation and engagement efforts will continue, and the HSO has plans to expand.

The HSO also hosted a 2025 Statewide Traffic Safety Summit that engaged partners, stakeholders, both traditional and non-traditional, to advance dialogue, identify high-risk traffic safety areas and lay the groundwork for more 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 FY26 Annual Grant Application and the FY24-26 3HSP.

Performance Measure: C-1) Total traffic fatalities

Status: 2025 performance measure not met.

Despite the performance measure not being met, the HSO developed innovative projects and programs to address traffic fatalities throughout the state. This included education and awareness efforts and community engagement with partners and stakeholders; and high visibility enforcement of multiple traffic challenges, including impaired driving, speed, distracted driving, and occupant protection.

Future Actions/Adjustments: Continue planned activities. 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 interrelated to this performance measure.

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

Status: 2025 performance measure not met.

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

Performance Measure: C-3) Fatalities/VMТ

Status: 2025 performance measure is unknown as data is currently unavailable. As of 2024, this performance measure is on track to be 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: 2025 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, 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 at-risk populations.

The HSO also participated in the Four Corners Without Borders 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 various tribal communities.

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 year-round 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: 2025 performance measure is unknown as data is currently unavailable. As of 2024, this performance measure is 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 2025, 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.

In 2025, the HSO continued to work with Colorado State Patrol (CSP) on implementing a team of impaired driving enforcement experts who traveled to areas of the state identified by data as having high risk areas for impaired driving events. These events were highly publicized in the communities and included an educational component. The CSP is expanding the use of Drug Recognition Experts (DREs) in its 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 S1906 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: 2025 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 Actions/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: 2025 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 enhanced its engagement within the motorcycle community in 2025 by hiring a new position, which actively participated in state motorcycle rallies and educational events.

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 motorcyclists 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: 2025 performance measure on track to 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.

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 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 age 20 or younger involved in fatal crashes

Status: 2025 performance measure will not be met.

The HSO continued to address fatalities involving a young driver through aggressive GDL Education campaigns and community level projects. The HSO collaborated with an organization in Cortez, Colorado to provide driver's education to rural teens. The project addressed the issue of driver's ed "deserts" by bringing instructors and behind-the-wheel training to an area without those services. In addition, the Colorado Young Driver's Alliance engaged in a strategic reorganization to elevate partner and stakeholder engagement.

Future Actions/Adjustments: Outreach to at-risk communities. The HSO will continue to expand driver's education and behind the wheel training to at-risk communities where training opportunities do not exist. The HSO, through the LELs, 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: 2025 performance measure not met.

The HSO continued to address pedestrian fatalities through educational campaigns directed at pedestrians and drivers, on the importance of pedestrian safety and obeying traffic safety laws on 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.

Performance Measure: C-11 Bicyclist Fatalities

Status: 2025 performance measure not 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. The "Bicycle Safety Laws" project aimed to reduce bicycle injuries and fatalities through a multi-channel media campaign and stakeholder partnerships focused on promoting bicycle safety laws, especially in urban areas.

Future Actions/Adjustments: Continue planned activities. The HSO will seek partners with bicycle safety outreach and education coalitions to provide educational opportunities to the traveling public about bicycle safety.

Performance Measure: C-12 Fatalities Involving a Distracted Driver

Status: 2025 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 has created new educational and enforcement opportunities to reduce the incidence of distracted driving. The Hands-Free bill has also generated new opportunities for both education and enforcement.

Performance Measure: C-13

Status: 2025 performance measure on track to be met.

In 2025, 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. This included a small funding opportunity awarded to two hospitals in western Colorado to host CarFit events and additional older driver education outreach.

Future Actions/Adjustments: Continue planned activities. The HSO will continue to address this challenge through enhanced educational and outreach efforts among this driving population 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: 2025 performance measure is unknown as data is currently unavailable. As of 2024, this performance measure is not on track to 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 2025, the HSO utilized 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 provided 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. The HSO participated in the national Cannabis Symposium that was hosted in Denver, Colorado.

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 (CSP) to Colorado Department of Revenue (CDOR), without Errors in Five Critical Data Elements

Status: 2025 performance measure is unknown as data is currently unavailable.

Future Actions: Implement new traffic records projects.

Adjustments: Two new performance measures - C-17 and C-18 have been added to expand traffic records programming. Enhance joint and collaborative efforts of law enforcement agencies, CDOT, Department of Revenue (DOR), and the Colorado Statewide Traffic Records Advisory Committee (STRAC), aim to improve the collection and accuracy of Colorado DRIVES crash data. Due to the DRIVES upgrade this measure cannot be weighed until after the

eCitations development is completed and CSP begins reporting citation data electronically to DOR.

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

Status: 2025 performance measure will be met.

The 2025 Traffic Safety Summit included workshop sessions on traffic incident management (TIM) programs and a live TIM demonstration on clearing crash scenes. The HSO continued supporting public awareness, education, and communications campaigns for the travelling public, related to the Slow Down, Move Over Law, developed through the Colorado State Patrol.

Future Actions/Adjustments: Continue planned activities through engagement and collaboration with law enforcement, AAA, fire service, ambulance service, and towing/recovery professionals to identify further TIM training needs/opportunities.

Performance Measure: C-17 Increase the percentage crash records submitted to the Department of Revenue with complete and correct data elements related to location

Status: 2025 performance measure not met.

There was an increase in correct geocoding between 2024 and 2025. Continued work with law enforcement agencies is being completed to improve the data elements related to location.

Future Actions/Adjustments: Continue working with law enforcement agencies on providing education on how to improve the data elements of crash reporting.

Performance Measure: C-18 Increase the number of agencies electronically transmitting citation and crash data to Colorado Department of Revenue.

Status: 2025 performance measure will not be met.

In 2025, law enforcement agencies submitted 6,332 more crashes electronically in 2025 than in 2024. Six agencies ceased sending electronic submissions to DOR while 13 agencies began submitting electronic crash records. The Crash Team reported that the overall count for agencies transmitting crash reports electronically has increased by seven from 106 agencies in 2024 to 113 agencies in 2025. There is no current DRIVES report to run a report for eCitations and the eCitation development must be completed before DOR can onboard law enforcement agencies to transmit electronically.

Future Actions/Adjustments: DOR will not be able to onboard any new agencies until late 2026. The HSO will continue to outreach agencies about potential new opportunities to move towards an electronic crash/citation system once the DRIVES upgrade is complete.

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

Status: 2025 performance measure will be met.

The 90% seat belt usage rate was a landmark achievement celebrated by the HSO. 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 provided funding for numerous programs related to occupant protection and continually educate policymakers about the traffic safety challenges associated with non-primary seat belt law. The HSO also fostered collaboration with partners and stakeholders through the Occupant Protection Task Force (OPTF) to educate the public on the importance of buckling up. In 2025, the HSO hosted a one day facilitated workshop to refocus the OPTF and establish meaningful steps to advance occupant protection throughout the State. This includes continuing capitalizing on the increased seat belt usage through community education.

Future 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.

Programs

Impaired Driving

Overview

The HSO's Impaired Driving program funds projects through a Problem Identification process that supports 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 Drunk Driver Committee. These groups seek to identify new and innovative solutions to impaired driving.

Program Administration

18 projects were managed with a planned budget of \$3,077,540.

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 areas

Project Performance Measures, Overviews, and Results

Task Number	25-01-01
Program Name	Don't Be a Dummy... Drive Sober
Contractor	City of Colorado Springs

Performance Measure

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

Project 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, as well as increased public awareness of the risks and potential impact of impaired driving in Colorado Springs.

Objectives and Results

Objective: Develop quarterly written deployment plans.

- Results: Distributed four written deployment plans among enforcement personnel. Plans outlined the guidelines that officers working the grant followed during deployments.

Objective: Schedule officers to conduct dedicated impaired driving enforcement.

- Results: Officers completed 190 deployments totaling 1,117 hours of enforcement. Officers issued 682 tickets and made 80 arrests.

Objective: Increase the reach of media campaigns related to impaired.

- Results: A total of 18 media events focused on the permanence of a bad decision to drink and drive.

Objective: Reduce the per capita alcohol and/or drug-related traffic fatality rate in Colorado Springs by 5%.

- Results: Preliminary data show that 20 people died in alcohol/drug-related crashes. Alcohol/drug-related traffic deaths decreased from 2024 by 43%.

Task Number	25-01-02
Program Name	FY25 Adams County Sheriff's Office DUI Campaign
Contractor	Adams County Sheriff's Office

Performance Measure

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

Project Overview

The goal of this project was to reduce the number of impaired driving fatalities in crashes in Adams County.

Objectives and Results

Objective: Conduct five high-visibility enforcement saturation patrols.

- Results: Conducted eight saturation patrols and issued 1814 citations.

In May 2025, the Highway Safety Office terminated this project due to low performance.

Task Number	25-01-03
Program Name	Impaired Driving Enforcement
Contractor	El Paso County Sheriff's Office

Performance Measure

This project impacted performance measure(s) 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.

Project Overview

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

Objectives and Results

Objective: Increase the number of impaired driving arrests for drivers with a BAC of .08 or above from 250 to 270.

- Results: Deputies worked 2304 overtime hours, making 149 DUI arrests.

Objective: Increase the number of arrests for drivers who test positive for +> 5ng of Delta 9 THC from 80 to 100.

- Results: During this grant period, the agency had 87 drug-impaired arrests.

Objective: Conduct 12 community outreach events.

- Results: Allocated all funds towards enforcement activities.

Task Number	25-01-04
Program Name	Colorado State Patrol DUI Impaired Driving
Contractor	Colorado State Patrol

Performance Measure

This project impacted performance measure(s) C-1. Reduce the number of traffic fatalities; 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.

Project Overview

The goal of this project was to reduce the rate of the number of fatalities caused by impaired drivers by 7% through targeted enforcement and media campaigns.

Objectives and Results

Objective: Provide grant-funded overtime dedicated to impaired driving enforcement.

- Results: 2,440 overtime hours were worked, resulting in 3,820 contacts and 90 arrests.

Objective: Increase the reach of statewide social media campaigns related to impaired driving.

- Results: Completed 44 social media campaigns targeting High Visibility Enforcement events and DUI checkpoints.
 - Facebook Reach/ 1,994,507; Reactions/29,017; Comments 920; Shares 1,269
 - X (Twitter) Impressions/197,037; Likes/1,116; Replies/191; Retweets/154

Task Number	25-01-05
Program Name	NHTSA DUI Enforcement 2024-2025
Contractor	Jefferson County Sheriff's Offices (JCSO)

Performance Measure

This project impacted performance measure(s) C-1. Reduce the number of traffic fatalities; 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.

Project Overview

The goal of this project was to reduce the number of impaired driving fatalities in crashes.

Objectives and Results

Objective: 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.

- Results: Worked 119.5 overtime enforcement hours resulting in 122 stops, 56 summons written, and six DUI arrests.
 - Completed two saturation events on New Years Eve and in the month of June. Conducted two operations on the 4th of July and in September.

Objective: To have a minimum of two or more deputies who man a booth that will provide DUI/DUID educational information and speak to individuals about the risk of DUI.

- Results: Completed 21.5 educational hours for the Evergreen Touch a Truck event.
 - During the event, three deputies were in attendance, staffing the booth to provide DUI/DUID educational information. Deputies utilized impairment goggles to simulate the loss of coordination and vision impairments that various substances cause. Deputies distributed approximately 50 educational flyers and spoke to numerous groups of attendees, with around 500 citizens in attendance.

Objective: To have at least one Deputy attend the 2025 Lifesavers Conference and the 2025 Colorado Safety Traffic Summit to aid in the implementation of our strategic objective of reducing DUI crashes.

- Results: Two JCSO Employees attended the Lifesaver 2025 Conference. JCSO could not send any staff to the 2025 Colorado Safety Traffic Summit.

Task Number	25-01-06
Program Name	Aurora DUI/HVE Campaign
Contractor	City of Aurora

Performance Measure

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

Project Overview

The goal of this project was to reduce the number of impaired driving fatalities in crashes in the City of Aurora.

Objectives and Results

Objective: Increased number of contacts and arrests for DUI.

- Results: The number of DUI contacts increased by 26% year over year. Arrests for DUI increased 40% year over year.

Objective: Increased number of DUI OT shifts and hours worked.

- The number of hours worked on DUI OT increased 53% over the last year.

Objective: Increased number of citizens reached during large-scale community events.

- Results: The number of large-scale community events attended for impaired driving education increased 5% year after year.

Task Number	25-01-07
Program Name	Denver's Comprehensive Impaired Driving Program
Contractor	Denver Police Department (DPD)

Performance Measure

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

Project Overview

The goal of this project was to reduce the number of impaired driving fatalities in crashes in the City and County of Denver.

Objectives and Results

Objective: Conduct no less than 12 high-visibility enforcement (HVE) campaigns

- Results: DPD conducted 11 saturation patrols in lower downtown Denver. They participated in 16 HVE campaigns. DPD made 1,205 contacts, resulting in 160 citations, 568 DUI arrests, 157 drivers evaluated for impairment using SFST, 261 blood draws, and 129 refusals.

Objective: Have a dedicated ambulance available at three saturation patrols.

- Results: DPD deployed the BAT van during high-visibility and saturation patrols with 261 blood draws.

Objective: Partner with CDOT and MADD to participate in six public education events.

- Results: Due to a decrease in officers assigned to the Traffic Investigation Unit, there were four impaired driving events reported during the grant period. These events included the Denver Police Teen Academy, Kart Racing for Heroes, Douglas County Touch a Truck, and Walk Like MADD event.

Task Number	25-01-08
Program Name	Colorado Task Force on Drunk and Impaired Driving
Contractor	Mothers Against Drunk Driving (MADD)

Performance Measure

This project impacted performance measure(s) 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.

Project Overview

The goal of this project is to provide administrative support to the Colorado Task Force on Drunk and Impaired Driving.

Objectives and Results

Objective: Coordinate planning meetings with the Executive Team.

- Results: Coordinated at least eight planning meetings.

Objective: Coordinate meetings for the CTFDID.

- Results: CTFDID had meetings in November 2024, January 2025, March 2025, May 2025, July 2025, August 2025, and September 2025.

Objective: Coordinate special presentations, including awards, guest speakers, and recommendations to legislators.

- Results: The CTFDID coordinated presentations with the following individuals:
 - Honorable Scott Pearson, ABA Regional Judicial Outreach Liaison with Region 8, presented on court sentencing best practices on DUI cases.
 - Chris Arvayo, Head of Government Compliance Initiatives of Smart Force presented on their technology and facilitated a group discussion.
 - Rita Rochelle, CDPS, DUI Statistical Analyst Department of Public Safety presented at the July meeting on the upcoming DUI Report and Toxicology

Dashboard. At the same meeting, Sergeant Jason Haag, El Paso County Sheriff's Office presented Pikes Peak Task Force's community-specific intervention model.

- Kyle Bachus, Bachus & Schanker, LLC, Founding partner, presented training to the task force on DUIs and Dram Shop Laws.
- The Task Force also held its annual training session with Leanne Fobes for the AOG Office.

Objective: Coordinated the creation and distribution of the CTFDID annual report.

- Results: The CTFDID participated in the completion and distribution of the annual report.

Task Number	25-01-09
Program Name	Chaffee County Youth Impaired Driving Prevention Project
Contractor	Chaffee County Human Services - Family and Youth Initiatives

Performance Measure

This project impacted performance measure(s) C-5: reducing the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 or above.

Project Overview

The goal of this project was to ensure the Chaffee County rate of youth alcohol-impaired crashes does not exceed 2.4% of total crashes among drivers aged 16-20 by delivering youth-led prevention activities, caregiver outreach, and retailer education.

Objectives and Results

Objective: Reduce the number of high school youth who reported drinking alcohol and driving by 10%.

- Results: Staff facilitated a total of 50 meetings, engaging 222 youth. Teen Councils delivered impaired-driving education and hosted youth events that included substance-free, prosocial activities. Educational activities centered on social norms messaging for youth and caregivers to increase awareness of impairment risk among young people.

Objective: Reduce the number of youths who reported using marijuana and driving by 10%.

- Results: Councils successfully implemented 13 pro-social events centered around marijuana-related impairment education, serving a total of 467 youth. The program provided a regular substance-free alternatives through updated campaign materials.

Objectives: Reduce the ease of access to alcohol or high school youth by 10%.

- Results: Provided parent/retailer education by creating retail audit tools and collaborated with law enforcement to identify main access points.
 - Analyzed youth access patterns to strengthen partnerships and prepare for future retail audits.

Task Number	25-01-10
Program Name	Traffic Safety Resource Prosecutor
Contractor	Colorado District Attorneys' Council

Performance Measure

This project impacted performance measure(s) 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.

Project Overview

The goal of this project was to reduce impaired driving fatalities by providing education and technical support to traffic safety partners.

Objectives and Results

Objective: Increase prosecutor, law enforcement, and other traffic safety professional knowledge and skills related to their work in impaired driving by conducting at least four professional development training courses for prosecutors throughout the state.

- Results: Conducted 32 live training courses for prosecutors, law enforcement, and other traffic safety personnel. 392 Prosecutors and 1,365 Law Enforcement and other traffic safety personnel were trained. 24.5 general credits and .6 ethics credits were accredited for Continuing Legal Education for the live training. Answered 337 Technical Assistance requests. Provided 53 Curricula Vitae reviews for Law Enforcement.

Objective: Increase prosecutor, law enforcement, and other traffic safety professional knowledge and skills related to their work in impaired driving by providing training at SFST/DRE Instructor In-service Update events.

- Results: Provided training at two instructor in-service events as well as the DRE School that took place in Denver. Assisted in finding suitable instructors for training the TSRP could not attend.

Objective: CDAC will maintain current online resources to support prevention, investigation, and prosecution.

- Results: Resources were added to ColoradoProsecutors.org and Dropbox folders. Irrelevant materials were removed.
 - Added newly developed resources and toolkits to the motions bank.
 - Produced 16 new recorded training courses.

- Provided access to 317 recorded video tutorials and webinars.
- Access was requested for 2,353 Prosecutors and 10,824 Law Enforcement and other Traffic Safety Personnel.
- Accredited 50.5 General Credits and 1 Ethics Credit for Continuing Legal Education for the recorded tutorials and webinars.

Objective: Increase the prosecutor, law enforcement, and other traffic safety professionals' knowledge and skills related to their work in impaired driving.

- Results: Post-surveys were distributed for all TSRP lead classes.

Task Number	25-01-11
Program Name	Impaired Driving Tech Transfer
Contractor	HSO

Performance Measure

This project impacted performance measure(s) 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.

Project Overview

The goal of this program was to provide training, community outreach and coalition building for traffic safety educational programs. The funds are also used to send HSO partners and stakeholders to train events and various conferences and for traffic safety recognition events.

Objectives and Results

Objective: Provide training opportunities, outreach, and coalition building for traffic safety education programs.

- Results: Provided travel funding for two MADD Colorado staff to attend an impaired driving training event in Washington, D.C.

Task Number	25-01-12
Program Name	HSO DRE/SFST Update Training Schools
Contractor	Law Enforcement Alcohol and Drug (LEAD) Impairment Training

Performance Measure

This project impacted performance measure C-5: Reducing the number of fatalities involving a driver with a BAC of 0.08 or higher.

Project Overview

The goal of the program was to provide Colorado 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. Additionally, to increase the number of Drug Recognition Expert schools from one to two schools in this fiscal year.

Objectives and Results

Objective: Coordinate and conduct DRE training for new and existing DRE's. To include DRE schools, DRE recertification training updates, SFST Instructor Training, certification nights and mentoring.

- Results: Delivered regional In-Service training classes in Denver, Ft. Morgan, Colorado Springs, Montrose, Rifle and Westminster.
 - 258 SFST Instructors and 90 DRE's received ongoing In-Service training, for a total of 348 law enforcement officers trained.
 - 30 new DREs were added to the training numbers for an overall total of 378 people trained.
 - Conducted two DRE School.
 - 258 SFST Instructors attended training and updates.

Objective: Create and distribute newsletters.

- Results: 1003 subscribers receive monthly newsletters.

Task Number	25-01-13
Program Name	SFST/DRE Program Education and Program Compliance
Contractor	Law Enforcement Alcohol and Drug (LEAD) Impairment Training

Performance Measure

This project impacted performance measure C-5: Reducing the number of fatalities involving a driver with a BAC of 0.08 or higher.

Project Overview

The goal of the program was to provide Colorado 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. Additionally, to increase the number of Drug Recognition Expert schools from one to two schools in this fiscal year.

Objectives and Results

Objective: Coordinate and conduct DRE training for new and existing DRE's. To include DRE schools, DRE recertification training updates, SFST Instructor Training, certification nights and mentoring.

- Results: Delivered regional In-Service training classes in Denver, Ft. Morgan, Colorado Springs, Montrose, Rifle and Westminster.
 - 258 SFST Instructors and 90 DRE's received ongoing In-Service training, for a total of 348 law enforcement officers trained.

- 30 new DREs were added to the training numbers for an overall total of 378 people trained.
- Conducted two DRE School.
- 258 SFST Instructors attended training and updates.

Objective: Create and distribute newsletters.

- Results: 1003 subscribers receive monthly newsletters.

Objective: Attend and collaborate with law enforcement, task force members, the TSRP, prosecutors, judges, and other professionals within the State of Colorado and nationally to ensure the DRE program is properly implemented across the state.

- Results: Provided support for the Express Consent campaign and attended the following
 - Colorado Task Force on Drunk and Impaired Driving meetings.
 - The International Association of Chief of Police DRE section meetings.
 - CDOT Traffic Safety Summit.
 - DRE National State Coordinators meeting.

Task Number	25-01-14
Program Name	Impaired Driving Initiative
Contractor	Larimer County Partners, Inc (DBA Partners)

Performance Measure

This project impacted performance measure(s): 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.

Project 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

Objective: Implement multi-faceted media campaigns.

- Results: The annual survey total print and social media impressions were 1,818,703.
 - 171,000 impressions were in print media (online/offline) through BizWest, North Forty News, Reporter Herald, Macaroni Kid, and NoCo Style.

Objective: Increase and engage a coalition of community partners to more broadly impact the issue of substance use/abuse and impaired driving.

- Results: Met with law enforcement partners, transportation/infrastructure workers, university representatives, and public health professionals. New members were recruited from both Weld County and Larimer County.

Objective: Educate local decision makers, planners, and funders regarding effective strategies and deterrence policies to prevent impaired driving and address issues such as parking, ride-share, festivals, and other community events.

- Results: Executed Local policy changes regarding overnight parking, rideshare programs, and expansion to Weld County.

Objective: Support, train, and provide tools to the responsible association of retailer (RAR) members to reinforce their positive role in substance use prevention as business and community leaders.

- Results: After compiling a RAR stakeholder survey, it was determined that the program was no longer needed, and the program was terminated.

Objective: Implement BrainWise curriculum to 14-18-year-olds through the Partners Prevention Education Program (PEP) and include young driver safety and impaired driving information with a focus on youth.

- Results: Presented the BrainWise curriculum to 572 youths.
 - 85.7% of PEP youth showed maintenance or increased attitude against alcohol, tobacco, and other drugs.
 - 64.6% of PEP youth showed maintenance or increase in perceived risk of alcohol, tobacco, and other drugs.

Objective: Focus on utilizing youth and young adult voice in activity planning, guiding PEP work, and providing input in community messaging.

- Results: Hired young adults to contribute youth voices to the Prevention Education weekly lesson.

Task Number	25-01-15
Program Name	CSP DUI Enforcement Team
Contractor	Colorado State Patrol

Performance Measure

This project impacted performance measure(s) C-1. Reduce the number of traffic fatalities; 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.

Project Overview

The goal of this project was to reduce the number of crashes related to impaired driving through a statewide DUI Enforcement Team. 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

Objective: Conduct impaired driving enforcement.

- Results: Worked 1,023 overtime enforcement hour, making over 800 contacts and 71 impaired arrests.

Objective: Provide enforcement activities in at least four targeted areas, working in conjunction with local law enforcement agencies.

- Results: Enforcement operations in Castle Rock (2x), Ft. Collins, Pueblo, Aspen, Adams, Golden, Durango (2x), Steamboat Springs, Eagle, Garfield, and Montrose.

Objective: Provide localized community outreach in targeted areas through ads and social media engagement.

- Results: Meta total reach: 5,355,520. Google total reach: 58,220,097.

Task Number	25-01-16
Program Name	High Visibility Impaired Driving Enforcement
Contractor	City of Durango

Performance Measure

This project impacted performance measure(s) 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-12. Reduce the number of distraction-affected fatal crashes.

Project Overview

The goal of this project was to increase high-visibility saturation enforcement in the City of Durango by conducting saturation patrols to address impaired driving and to conduct high-visibility enforcement patrols to decrease traffic-related fatalities.

Objectives and Results

Objective: Conduct high-visibility impaired driving enforcement.

- Results: Between January and the end of May, enforcement worked 152 hours overtime with 185 vehicle contacts and 16 impaired arrests.

In June 2025, the City of Durango’s federal funding was transitioned to a State of Colorado High Visibility Enforcement (HVE) Grant. This shift allowed the Durango Police Department to adopt a more targeted approach for leading enforcement activities.

Task Number	25-01-17
Program Name	Colorado Judicial Outreach Liaison
Contractor	2 Mile Hi Enterprise, LLC

Performance Measure

This project impacted performance measure(s) 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.

Project Overview

The goal of this project was to provide technical assistance, training, awareness, resources, and education to traffic safety partners on impaired driving.

Objectives and Results

Objective: Provide a training presentation at the Traffic Safety Summit.

- Results: Conducted two training sessions at the Summit for 40 professionals.

Objective: Conduct at least four in-person training sessions for judges and traffic safety partners.

- Results: The SJOL completed nine live training sessions, including SFST/DRE recertification, MADD court monitors, and community corrections.

Objective: Create and distribute newsletters for Colorado Trial Judges.

- Results: The SJOL completed a newsletter in August 2025.

Objective: Design and host webinars for judicial officers and other stakeholders.

- Results: No webinars have been completed.

Objective: Provide technical assistance to judicial officers on impaired driving related issues.

- Results: Helped the HSO and DREs on the interpretation of voluntariness of standard field sobriety tests. Provided legal brief to HSO on the challenges to compel standard field sobriety testing participation on individuals who refuse to perform standard field sobriety tests. Provided interpretation to Traffic Safety Resource Prosecutor on search warrants for blood after refusal of driver to submit to express consent.

Objective: Market the SJOL purpose and willingness to travel to provide training when requested by traffic safety partners.

- Results: Conducted meetings with the Colorado Judicial Education Department and created and distributed a survey to judicial officers to learn of training topic interests. Conducted a meeting with Colorado Probation Office training coordinators regarding training topics to present to probation officers. Provided a survey to probation officers to learn of topics for training. Conducted a meeting with Colorado Department of Revenue-Motor Vehicle Division (CDOR) staff regarding training topics such as DOR records, data integrity, and data entry. Conducted a meeting with CDOR to provide training to hearing officers on impaired driving issues. Sent surveys to the Hearing Officers to learn of training topics.

Objective: Develop educational materials on impaired driving cases, motion hearings, sentencing options, and resources for non-English speaking offenders.

- Results: No progress has been made at this time.

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 \$2,138,026.

Efforts and activities included:

- Provided funding to LE agencies 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 Performance Measures, Overviews, and Results

Task Number	25-02-01
Program Name	FY25 Denver Police Department's Distracted Driving and Speed Enforcement
Contractor	Denver Police Department

Performance Measure

This project impacted performance measure(s) C-6. Reduce the number of speeding-related fatalities; C-2. Reduce the number of serious injuries in traffic crashes.

Project Overview

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

Objectives and Results

Objective: Conduct speeding distracted driving enforcement.

- Results: 1,126 hours were worked. 2,370 citations were issued with one arrest.

Task Number	25-02-02
Program Name	Aurora Police Traffic Services Campaign
Contractor	Aurora Police Department

Performance Measure

This project impacted performance measure(s); 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.

Project Overview

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

Objectives and Results

Objective: Conduct seven seat belt enforcement campaigns.

- Results: Held Five child passenger safety events, checking 37 vehicles for proper installation and usage of child restraints. 465 restraint violations were cited.

Objective: Conduct six speed operation campaigns.

- Results: Conducted six operations to target street racing, speeding, and aggressive driving behaviors; 2,079 speeding citations were issued.

Objective: Enforce state law regarding distracted driving.

- Results: Conducted two distracted driving operations and issued 475 citations.

Task Number	25-02-03
Program Name	Buckle Up and Slow Down!
Contractor	City of Colorado Springs

Performance Measure

This project impacted the following 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 traffic fatalities and the number of serious bodily injury crashes. Action plan activities included targeted speed and seatbelt enforcement at designated locations, the purchase of 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

Objective: Develop quarterly written deployment plans.

- Results: Developed four written deployment plans to strategically guide officer engagement.

Objective: Schedule personnel to work overtime to conduct dedicated speed and seatbelt enforcement in specified areas.

- Results: 331 deployments totaling 1,198 enforcement hours. Four radar units were installed and deployed, resulting in 2,416 speeding citations being issued. Thirty-five citations for seatbelt use were issued.

Objective: Provide public awareness information and educational materials related to traffic safety topics.

- Results: Completed 31 media engagements related to traffic safety.

Task Number	25-02-04
Program Name	Reducing Fatal Crashes through Speed Enforcement
Contractor	Pueblo Police Department

Performance Measure

This project impacted performance measure(s) 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 age 20 or younger involved in fatal crashes.

Project Overview

The goal of this project was 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

Objective: Enforce state law on speeding.

- Results: Conducted group enforcement with marked and unmarked PPD units. On-roadway visual reminders (Speed Trailer) were deployed in various residential neighborhoods.
 - 208 hours of speed enforcement worked with 348 citations issued.

Objective: Reduce the number of serious bodily and fatal crashes.

- Results: There were 2,633 traffic crashes with 21 fatalities, a 14% increase from FY24. Four fatal crashes involved speed as a factor.

Objective: Create media messages to promote the reduction in speed.

- Results: Public service announcements were distributed, including a PSA to the local municipal courts, Pueblo School District 60, and social media outlets. Engaged in the Safety Jam event directed at drivers under 20.

Task Number	25-02-05
Program Name	Speed Mitigation for Hwy 93 and US 285 for 2024-2025
Contractor	Jefferson County Sherrif's Office (JCISO)

Performance Measure

This project impacted performance measure(s) C-2. Reduce the number of serious injuries in traffic crashes and C-6. Reduce the number of speeding-related fatalities.

Project Overview

The goal of this project was to reduce the number of fatal and injury crashes on US Highway 285 and CO 93.

Objectives and Results

Objective: Deploy deputies to work enforcement with at least two saturation patrols involving at least three deputies.

- Results: Completed 139 shifts and 691 overtime hours, conducting 1,306 stops and issuing 1,262.

Objective: Publish traffic safety-related information and events on social media.

- Results: Utilized social media platform to announce saturation and mitigation enforcement goals.

Task Number	25-02-06
Program Name	City of Lakewood Speed Enforcement Campaign
Contractor	Lakewood Police Department (LPD)

Performance Measure

This project impacted performance measure(s) C-6. Reduce the number of speeding-related fatalities; C-2. Reduce the number of serious injuries in traffic crashes.

Project 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, and to educate drivers about the dangers associated with excessive speed.

Objectives and Results

Objective: Conduct Speed Enforcement

- Results: 817.75 hours of speed enforcement were conducted.
 - 841 citations and 153 warnings were issued; there were four speed-related arrests.
 - There were ten fatal crashes, with five having speed as a factor.

Objective: Develop social media campaigns.

- Results: Conducted social media campaigns on X (Twitter), Instagram, and Facebook.

Task Number	25-02-07
Program Name	Colorado State Patrol Traffic Safety Enforcement
Contractor	Colorado State Patrol

Performance Measure

This project impacted performance measure(s) 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-12. Reduce the number of distraction-affected fatal crashes; C-3. Reduce the fatalities per Vehicle Miles Traveled (VMT).

Project Overview

The goal of this project was to reduce the number of crashes related to distracted driving and reduce the number of fatalities and serious bodily injuries due to improperly restrained or unrestrained occupants.

Objectives and Results

Objective: Provide overtime dedicated to seatbelt enforcement.

- Results: Worked 2,186 overtime hours, making 2,909 contacts and issuing 1,042 seatbelt citations.

Objective: Increase the reach of statewide social media campaigns related to seatbelt enforcement.

- Results:
 - Facebook: Reach = 441,544; Reactions = 3,603; Comments = 153; Shares = 203.
 - X (Twitter): Impressions = 29,136; Likes = 173; Replies = 6; Retweets = 43

Objective: Provide overtime hours for the enforcement of distracted driving.

- Results: Worked 3,281 hours, making 3,850 contacts, and issuing 742 citations.

Objective: Increase the reach of statewide social media campaigns related to distracted driving.

- Results:
 - Facebook: Reach = 756,364; Reactions = 510,151; Comments = 756; Shares = 1,489.
 - X (Twitter): Impressions = 78,843; Likes = 566; Replies = 172; Retweets = 103.

Task Number	25-02-08
Program Name	Greeley PD Data-Driven Approaches to Crime and Traffic Safety
Contractor	Greeley Police Department (GPD)

Performance Measure

This project impacted performance measure(s) 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.

Project Overview

The goal of this project was to reduce traffic crashes involving serious bodily injury or fatalities caused by excessive speed or distraction-related violations by increasing traffic enforcement in selected, high-risk locations.

Objectives and Results

Objective: Conduct enforcement areas along major arterial roadways identified as the most prominent areas for serious bodily injury accidents and fatalities related to speed and distracted driving.

- Results: Officers worked a total of 1,526 hours. They made 2,314 contacts, issued 1,784 citations and 462 warnings.
 - During FY25, Greeley had 43, down from 223 in FY24, serious bodily injury accidents and 13, down from 14 in FY24, fatal traffic accidents.

Objective: Enforce state laws on distracted driving.

- Results: 129 citations were issued for distracted driving-related violations.

Task Number	25-02-09
Program Name	Traffic Safety Enforcement
Contractor	El Paso County Sheriff's Office

Performance Measure

This project impacted performance measure(s) 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 distraction-affected fatal crashes.

Project Overview

The goal of this project was to increase the saturation of law enforcement in high-traffic areas and those hotspot areas known to have impaired drivers, speeding, unrestrained occupants, and distracted drivers.

Objectives and Results

Objective: Increase the number of citations for dangerous driving, which includes speeding, seat belt, and cell phone violations.

- Results: Worked 4,761 hours, issuing 6,794 citations with 3,765 citations for speed.

Objective: Work at least 40 hours a week on dedicated traffic enforcement.

- Results: Worked 2,307 hours, including dispatchers completing 19 OT hours.

Task Number	25-02-10
Program Name	Traffic Services
Contractor	City of Thornton

Performance Measure

This project impacted performance measure(s) 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.

Project Overview

The goal of this project was to reduce the number of crashes, educate the public, and to reduce the overall number of injuries from crashes, including Serious Bodily Injury (SBI) and fatalities.

Objectives and Results

Objective: Saturate areas where frequent crashes occurred during peak hours with officers and strictly enforce speed and distracted driving.

- Results: Worked 796.75 hours of enforcement time for speeding and distracted driving. Issued 1937 citations.

Objective: Increase driver education through verbal on-scene education or through summonses.

- Results: 88 contacts were given verbal warnings and were educated on the risks of speeding.
 - Conducted a social media (Facebook, Instagram, Twitter) campaign around reckless driving and speeding.

Objective: Reduce the overall number of crashes and injuries in crashes, including SBI and fatalities.

- During the grant cycle crashes were reduced by 10%, going from 2467 crashes the previous year to 2223 crashes this year. Through heavy enforcement Serious Bodily Injury (SBI) related crashes decreased from 65 to 52 and the number of SBI injuries also decreased from 14 to nine.

Task Number	25-02-11
Program Name	Durango Police Department Speed/Distracted Driving Grant
Contractor	Durango Police Department (DPD)

Performance Measure

This project impacted performance measure(s) 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.

Project Overview

The goal of this project was 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

Objective: Conduct speed enforcement to decrease traffic fatalities and serious bodily injury (SBI) crashes.

- Results: Law enforcement worked 209 hours and contacted 398 drivers. A total of 259 drivers were issued citations, and two drivers were arrested for traffic offenses.

Objective: Enforce state laws regarding distracted driving, careless driving, and speeding violations.

- Results: 259 citations were issued as a result of speeding and distracted driving.

Task Number	25-02-12
Program Name	Traffic Safety
Contractor	Wheat Ridge Police Department (WRPD)

Performance Measure

This project impacted performance measure(s) 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.

Objectives and Results

Objective: Over the course of the year, match and increase our traffic enforcement contacts (educational warnings and tickets) from the previous year.

- Results: WRPD worked 286 hours and issued 679 tickets.

Objective: Conduct public outreach on traffic safety with a focus on outreach through social media.

- Results: Remained consistent with social media posts about traffic safety.

Objective: Conduct speed and aggressive driving enforcement during peak hours at high accident locations.

- Results: WRPD worked 286 enforcement hours, issuing 679 tickets and 42 warnings. One driver was arrested.

Task Number	25-02-13
Program Name	FY25 Public Traffic Safety
Contractor	Adams County Sheriff's Office

Performance Measure

This project impacted on performance measure(s) C-6. Reduce the number of speeding-related fatalities; C-2. Reduce the number of serious injuries in traffic crashes.

Project Overview

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

Objectives and Results

Objective: Conduct enforcement saturation patrols.

- Results: Adams County Sherrif's Office worked 1,636.75 overtime hours, making 1,915 contacts, issuing 401 warnings, giving out 1,673 citations, and making 29 arrests.

Task Number	25-02-14
Program Name	Public Safety Through Effective Speed Enforcement
Contractor	Westminster Police Department

Performance Measure

This project impacted performance measure(s) 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.

Project Overview

The goals of this project was 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

Objective: Conduct speed enforcement.

- Results: WPD worked 956.25 hours, making 2,273 contacts and issuing 2,121 citations. There were three arrests.
 - When comparing the total number of serious bodily injuries (49) for the four reporting quarters (October 2024 - September 2025), to the same time period a year ago (October 2023 - September 2024) at 50 serious bodily injuries, there was a 2 percent decrease.
 - When comparing the total number of crashes (2,109) for the four reporting quarters (October 2024 - September 2025) to the same crash time period a year ago (October 2023 - September 2024) at 2,206, there was a 4.4 percent decrease.

Task Number	25-02-15
Program Name	Police Traffic Services Campaign
Contractor	Arapahoe County Sheriff's Office (ACSO)

Performance Measure

This project addressed 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 fatal crashes affected by distractions.

Project 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 through enforcement and education.

Objectives and Results

Objective: Enforce laws on speeding, non-compliance of seat belt use, and distracted driving.

- Results: Deputies worked a total of 1,735 hours.
 - Deputies issued a total of 3,014 citations with 559 warnings; 2,436 had speed as a factor, 876 were distracted, and 277 had an unrestrained occupant.
 - Number of speed-related serious bodily injuries decreased by 6%.

Objective: Participate in education events throughout the City of Centennial, Town of Bennett, and unincorporated Arapahoe County.

- Results: Deputies participated in 22 educational events. Partnerships included churches, schools, Boy Scout troops, YMCA, and other community organizations. New partnerships included Old Navy and the South Metro Fire Rescue education and safety unit.
 - Deputies reached over 5,000 citizens, including targeted outreach in rural areas.

Objective: Conduct traffic operations targeting speeding and distracted driving along with unrestrained vehicle occupants.

- Results: Deputies conducted 12 large- and small-scale operations.
 - Operations resulted in a total of 326 contacts, 272 citations, and 56 warnings.

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 \$3,295,783.

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 went into effect in January 2025.
- A Hands-Free Bill went into effect in January 2025.
- Established drivers educational programming in rural southwestern Colorado.

Project Performance Measures, Overviews, and Results

Task Number	25-03-01
Program Name	Prevent Alcohol and Risk Related Trauma in Youth Program (P.A.R.T.Y.)
Contractor	University of Colorado Hospital

Performance Measure

This project impacted performance measure(s) C-9. Reduce the number of drivers aged 20 or younger involved in fatal crashes.

Project Overview

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

Objective: High school students who participate in the P.A.R.T.Y. program will report a 20% self-reported increase in knowledge.

- Results: 691 students completed the pre-survey, and 677 students completed the post-survey. 175 students completed the 4-6-week post-survey. Q1 went from 35% of students who answered the question correctly on the pre-survey to 70% on the post-survey. Q2 went from 46% to 94%, Q3 stayed at 96%, Q4 went from 19% to 72% and Q5 went from 64% to 77%.

Objective: High school class participation in either an in-hospital or on-the-road P.A.R.T.Y. program.

- Results: Denver Metro area had 20 programs, reaching 372 students. Eight of the programs were with new schools. Northern Colorado had 16 programs reaching 383 students, including an event at Colorado State University that reached 144 students. Three new schools completed programs. Southern Colorado had five programs reaching 73 students. Established partnership with Ace Express bus company to transport high school students to the hospital when school buses were not available. This partnership enabled further expansion of the program, particularly in Denver Public Schools.

Task Number	25-03-03
Program Name	A Comprehensive Approach to Reducing Teen Crashes
Contractor	SADD, Inc.

Performance Measure

This project impacted performance measure(s): 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.

Project 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 aged 20 and younger, and reduce distraction-affected fatal crashes.

Objectives and Results

Objective: Facilitate registered SADD chapters in high schools, middle schools, and colleges across the state.

- Results: Increased the number of SADD chapters from 57 to 60 across Colorado.

Objective: Increase the number of peer-to-peer teen traffic safety events and programs across Colorado, including El Paso, Denver, and Weld Counties.

- Results: Hosted 60 students, advisors, and community partners at the 2nd Annual Youth Traffic Safety Summit.
 - Provided 43 school-based professionals with traffic safety-focused training, education materials, and resources.
 - Provided 55 peer-to-peer teen safe driving programs to students.

Objective: Establish relationships with local law enforcement agencies, community coalitions, driving schools, and other partners.

- Results: Maintained partnerships with over 40 organizations, including school professionals, law enforcement, injury prevention, media, and traffic safety organizations.
 - Conducted two Shifting Gears trainings for school resource officers and local law enforcement officers.

Objective: Identify and focus efforts on areas that are overrepresented in teen crashes.

- Results: Provided over 111 evidence-based programs to students in El Paso, Denver, and Weld Counties.

Objective: Onboard, train, and mobilize a team of interns to engage communities in mobility safety activities, events, and awareness campaigns.

- Results: Employed three interns to actively engage communities in mobility safety events.

Task Number	25-03-04
Program Name	ThinkFast Interactive Teen Driver Safety Program
Contractor	TjohnE Productions

Performance Measure

This project impacted performance measure(s): 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.

Project Overview

The primary goal of this project was to promote passenger and teenage driver safety by creating an interactive and captivating safety program designed to educate future and current Colorado teen drivers. The approved content was uniquely crafted to educate and engage Colorado drivers on critical information and is also aimed at highlighting related laws, penalties, and Colorado's GDL information.

Objectives and Results

Objective: Create a customized Colorado ThinkFast Interactive (TFI) program.

- Results: The ThinkFast Interactive content development team designed two key programs: a middle school passenger safety program and a high school teen driver safety program. Both programs were reviewed and approved by the CDOT program manager in Q1 prior to implementation, ensuring alignment with statewide traffic safety objectives and readiness for delivery during the scheduled school programs.

Objective: Schedule TFI programs strategically at high schools and middle schools located in eligible, at-risk areas.

- Results: ThinkFast Interactive delivered 50 teen driver program sessions to 52 high schools in 27 Colorado counties with 8,378 high school students being reached. ThinkFast Interactive delivered 4 passenger safety/future driver programs to three middle school locations in three Colorado counties. 920 middle school students were reached, and programs were delivered in three Counties.

Objective: Design a comprehensive pre- and post-program survey for the high school teen driver safety program, derived from the approved program content to assess the knowledge and impact on teen drivers.

- Results: There were 787 pre-surveys and 344 post-surveys completed. In the pre-program survey, the percentage of correct answers was 54.65% compared to 87.53% in the post-program survey.

Objective: Improve overall student knowledge by 30% from pre- to post-program survey.

- Results: Ten schools surveyed revealed an improvement in student knowledge following participation in the FY25 TFI program. Correct responses rose from 54.65%

before the program to 87.53% afterward, representing a 32.88-point increase and an overall improvement of 60.16%.

Task Number	25-03-05
Program Name	Eagle River Valley Safe Driving Efforts
Contractor	Eagle River Youth Coalition

Performance Measure

This project impacted performance measure(s) 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 age 20 or younger involved in fatal crashes.

Project Overview

The goal of this project was to prevent traffic crashes that cause serious injuries and fatalities among young drivers by increasing access to young driver education and safety messages, improving family communication and expectations related to young driver safety, conduct media campaigns, increasing stakeholder engagement, examining system barriers that impact young drivers, increasing referrals to early intervention programs, and completing an environmental scan of policies, enforcement and consequences related to young drivers and youth substance access and use.

The project provided GDL presentations to 688 youth, maintained safe driving messages across print and social media; held 10 steering committee meetings with 9 agencies and 4 youth leaders; maintained involvement on the CO Young Driver's Alliance, referred 16 families to intervention programs, and completed an e-bike safety environmental scan.

Objectives and Results

Objectives: Reduce the number of youth who report texting or emailing while driving and reduce the number of youth who drive after drinking alcohol or ingesting marijuana.

- Results: 9th-12th grade youth who report texting or emailing while driving increased from the baseline of 41.7% in 2019 to 44.3% in 2023, those who drove after drinking alcohol increased from 7.2% in 2019 to 10.2% in 2023 and drove after using marijuana decreased from 10.1% in 2019 to 9.5% in 2023.

Objectives: Increase parent knowledge of the CO GDL zero tolerance for impaired driving law as evidenced by the Eagle County Community Parent Survey.

- Results: Parent knowledge of CO GDL zero tolerance for impaired driving law increased from 66% in 2021 to 74% in 2024.

Objective: Increase the number of parents/guardians reporting discussing with their child impaired driving as evidenced by the Eagle County Community Parent Survey.

- Results: Parents/guardians reporting discussing with their child alcohol impaired driving increased from the baseline 78% in 2019 to 89% in 2024, and marijuana impaired driving increased from 56% in 2019 to 75% in 2024.

Objective: Increase the number of community events offering alternative transportation.

- Results: A Responsible Retailer Toolkit was created and shared with town staff to incorporate into special event permitting processes, encouraging utilization of the new fare-free local transit.

Objective: Increase law enforcement efforts and presence in the community to deter sale of alcohol to minors or intoxicated customers.

- Results: Four compliance checks were conducted that resulted in 16 out of 19 passing compliance, and referrals to education were done for the three who did not. Responsible server training reached 166 servers, and drug impairment basics reached 11 individuals.

Task Number	25-03-06
Program Name	Denver Culture of Safety Education (DCSE)
Contractor	Denver Department of Transportation & Infrastructure (DOTI)

Performance Measure

This project impacted performance measure(s): 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.

Project Overview

The goals of this program were to engage community members in transportation safety education, including young driver and child passenger safety education, to reduce serious and fatal crashes in Denver County, and to build public support and awareness of traffic safety education programs.

Objectives and Results

Objective: Build new and maintain existing partnerships with parent and youth-facing organizations to provide education and resources about child passenger safety.

- Results: Conducted 48 events in multiple languages, reaching 2,385 participants through hands-on proper car seat use and instruction. Provided child passenger safety programming to 32 Denver schools, reaching 1,017 individuals and families. Distributed 260 car seats and booster seats to high-need families, which included multilingual education on installation, safety, and next-stage transitions.

Objective: Continue to develop and implement teen driving safety programs that engage Denver youth, collaborate with youth leaders, and provide traffic safety education and awareness through multilingual resources and events.

- Results: Across 106 events conducted, 7,042 individuals were engaged including 1,670 teens.
 - Provided over 23% of participants with resources in multiple languages.
 - Engaged over 1,500 individuals via social media posts.

Objective: Support DOTI-led infrastructure and traffic safety programming efforts, including Vision Zero initiatives.

- Results: Reached over 4,375 individuals through 38 Vision Zero-aligned activities, 31 Community Streets projects, and 41 traffic safety Community Active Living Coalition grant activities.

Task Number	25-03-07
Program Name	Colorado Traffic Safety, Data Analysis, Community Engagement, and Strategic Planning Project
Contractor	Colorado Department of Public Health & Environment

Performance Measure

This project impacted performance measure(s) C-1. Reduce the number of traffic fatalities. C-2. Reduce the number of serious injuries in traffic crashes.

Project Overview

The goals of this project were to maximize the relevancy of analyzed traffic safety data to inform planning and decision-making and increase leverage of public health resources, to strengthen long-term traffic safety strategic planning, outreach, and state/local capacity for comprehensive traffic safety initiatives.

Objectives and Results

Objective: Improve and increase the relevancy and usefulness of traffic safety data tools, resources, and support.

- Results: Integrated partner feedback from FY24 needs assessment to revise the Problem Identification (ID) dashboard, resulting in increased user-friendliness and 564 annual dashboard views. Fulfilled 59 data requests for traffic safety partners leveraging emergency department, hospital discharge, toxicology, and crash data, a 146% increase from FY24. Developed Problem ID reports in alignment with Web Content Accessibility Guidelines standards to allow more web user access. Incorporated novel linkage of toxicology data to crash data to better understand the role of impairment in crashes. Completed 12 impaired driving data analyses and presentations, including eight at the Colorado Task Force on Drunk & Impaired Driving

(CTFDID), three at the Colorado Traffic Safety Summit, and one at the Traffic Records Forum.

Objective: Increase long term strategic planning across sectors for improved collaboration, coordination, prioritization, and support for state and local traffic safety initiatives.

- Results: Supported CDOT planning processes through public health contributions on steering committees for the Strategic Highway Safety Plan (SHSP), Advancing Transportation Safety (ATS), and Active Transportation Plan. CDPHE was selected as a partner agency for four ATS action plans, focusing on assessing safety culture, making data-informed funding decisions, piloting new safety culture partnerships, and enhancing traffic incident management. Provided traffic safety technical assistance to three communities (Town of Rye, Delta County, Douglas County) to expand Safe Routes to School programming.

Objective: Increase public health community outreach and engagement with prioritized populations, communities, and organizational partners to improve the efficiency of processes, systems, resources, funding, support, and collaboration.

- Results: Leveraged connections across CDPHE programs to expand strategic partnerships to advance traffic safety programs. Created an updated Colorado Young Drivers Alliance (CYDA) strategic plan through structured data collection and engagement. Participated in the El Paso Child Safety Learning Collaborative and four assessment modules on Pueblo safe active/shared transportation. Outreach and engagement efforts were increased in Pueblo County through a community-led seat belt campaign. Distributed \$36,000 in total funding through the Community Traffic Safety mini grant, including older/younger driver safety projects (Community Hospital in Grand Junction, Pueblo Department of Public Health, and Environment) and child passenger safety projects (public health departments in Chaffee, Lincoln, Routt, El Paso, and Weld County).

Task Number	25-03-08
Program Name	Law Enforcement Liaison (LEL) Birk
Contractor	NELE Consulting

Performance Measure

This project impacted performance measure(s) 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.

Project Overview

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

Objectives and Results

Objective: Support High Visibility Enforcement (HVE) and Click It or Ticket (CIOT) grants.

- Results: Managed 24 Law Enforcement (LE) grants.
 - Ensured agency compliance by monitoring and tracking agencies' adherence with High Visibility Enforcement (HVE) plans and arrest data entry on the Traffic Safety Portal, as well as claim accuracy and submittals by due dates.

Objective: Conduct bi-annual law enforcement agencies site visits, capital equipment, and inspections.

- Results: Completed 26 site visits, agency audits, on-site training, orientations, and monitoring visits.

Objectives: Attend state task force meetings and community gatherings through a law enforcement lens.

- 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, and Regional Law Enforcement (LE) Executive meetings to discuss CDOT grants.

Task Number	25-03-09
Program Name	Law Enforcement Liaison (LEL) Hunt
Contractor	Hunt Safety Solutions

Performance Measure

This project impacted performance measure(s) 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.

Project Overview

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

Objectives and Results

Objective: Support High Visibility Enforcement (HVE) and Click It or Ticket (CIOT) grants.

- Results: Managed 15 Law Enforcement (LE) grants.
 - Ensured agency compliance by monitoring and tracking agencies' adherence with High Visibility Enforcement (HVE) plans and arrest data entry on the Traffic Safety Portal, as well as claim accuracy and submittals by due dates.

Objective: Conduct bi-annual law enforcement agencies site visits, capital equipment, and inspections.

- Results: Completed 10 site visits, agency audits, on-site training, orientations, and monitoring visits.

Objectives: Attend state task force meetings and community gatherings through a law enforcement lens.

- 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, Regional Law Enforcement (LE) Executive meetings to discuss CDOT grants.

Task Number	25-03-10
Program Name	Law Enforcement Liaison (LEL) Hunt
Contractor	Brannan, LLC.

Performance Measure

This project impacted performance measure(s) 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.

Project 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

Objective: Support High Visibility Enforcement (HVE) and Click It or Ticket (CIOT) grants.

- Results: Managed 37 Law Enforcement (LE) grants.

- 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.

Objective: Conduct bi-annual law enforcement agencies site visits, capital equipment, and inspections.

- Results: Completed 10 site visits, agency audits, on-site training, orientations, and monitoring visits.

Objectives: Attend state task force meetings and community gatherings through a law enforcement lens.

- 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, Regional Law Enforcement (LE) Executive meetings to discuss CDOT grants

Task Number	25-03-11
Program Name	MADD Colorado Court Monitoring Program
Contractor	MADD - Mothers Against Drunk Driving

Performance Measure

This project impacted performance measure(s) 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.

Project Overview

The goal of this project was to reduce impaired driving fatalities by utilizing MADD staff (volunteers and interns) as court monitors to observe impaired driving court cases and record outcome data.

Objectives and Results

Objective: Expand the MADD Court Monitoring program to La Plata County.

- Results: 128 cases were collected from observations in La Plata County, and one intern joined the program, bringing the total number of court monitors to 15.

Objective: Maintain the Court Monitoring Program in the existing counties

- Results: A total of 2,099 cases were collected from Adams, Arapahoe, Boulder, Broomfield, Denver, Douglas, El Paso, Jefferson, Larimer, Mesa, Pueblo, Teller, and Weld Counties.

Objective: Maintain and analyze impaired driving case data.

- Results: Maintained two trained data analysts who organized data and compiled the annual report. Data from 819 cases were cleaned and verified as having an impaired driving charge

Objective: Maintain a roster of active volunteer participants by recruiting, educating, and supporting them.

- Results: Staff held a total of 79 check-ins with volunteers and interns and had a total of 345 stakeholder engagement interactions.

Objective: Expand outreach to Colorado University students.

- Results: Conducted outreach efforts to ten university staff to schedule presentations. Two university presentations were conducted, reaching 132 students.

Objective: Recruit subcontractors to implement a college prevention program.

- Results: Five subcontractors were hired.

Task Number	25-03-12
Program Name	Youth Transportation Safety Fellowship
Contractor	National Organizations for Youth Safety (NOYS)

Performance Measure

This project impacted performance measure(s) 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-11. Reduce the number of bicyclist fatalities

Project Overview

The goal of this project was to pilot a Youth Transportation Safety Fellowship program in the City of Denver. This program was designed to address the impact of traffic fatalities and serious bodily injuries by using local, data-driven approaches within communities.

Objectives and Results

The following objectives and results were through December 31, 2024.

Objective: Recruit and hire five youth fellows.

- Results: Youth fellows were identified; fellowship cohort planning was started.

Objective: Engage at least ten local organizations to join a coalition to engage and mentor youth fellows.

- Results: Consulted 36 Denver organizations; 9 committed to serving on the coalition.

Objective: Lead cohort meetings and educational opportunities for fellows.

- Results: NOYS staff researched and developed preliminary lesson plans for youth fellow meetings and activities. NOYS also created pre-activity surveys and focus group questions.

In January 2025, NOYS declared bankruptcy, and the Highway Safety Office grant agreement was terminated.

Task Number	25-03-13
Program Name	Gunnison County Substance Abuse Prevention Pilot Project
Contractor	Gunnison County

Performance Measure

This project impacted performance measure(s) C-5. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above; C-9. Reduce the number of drivers age 20 or younger involved in fatal crashes; C-14. Reduce the number of fatalities in crashes involving a driver or motorcycle operator testing positive for +> 5ng of Delta 9 THC.

Project Overview

The goal of the project was to reduce the number of fatalities due to impaired driving and reduce impaired driving by youth under 20 by increasing community and stakeholder understanding of youth and adult impaired driving behaviors, including positive social norms, perception of harm, use rates of alcohol and marijuana and community readiness for social hosting ordinances, and increasing driver education.

Objectives and Results

Objective: Administer parent and youth surveys 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: 604 youth responses and 317 parent responses with 80% of youth indicated talking to their parents/caregivers in the past 12 months about marijuana, nicotine, and alcohol. 95% of parents/caregivers indicated having a conversation.

Objective: Share Healthy Kids Colorado Survey (HKCS) data with stakeholders about youth and adult impaired driving rates, community norms, positive social norms, perception of harm and use rates of alcohol and marijuana annually.

- Results: Presentations shared with key community stakeholders included the school board, City of Gunnison, Town of Mt. Crested Butte, Town of Crested Butte, and the GCSAPP coalition.

Objective: Hold 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 to reduce impaired driving in youth under 20.

- Results: Total of five classes were offered. Two 16-week classes after school and three week-long summer classes. Seventy-two youth graduated with a total of 2,250 contact hours.

Objective: Share the Gunnison County Substance Abuse Prevention Program Youth Coalition impaired driving campaign on social media, at youth events and drivers' education to reduce impaired driving by youth under 20.

- Results: Fifty 6th-12th grade youth at four different school sites enrolled in the youth coalition. Posted on social media accounts. Two campaign messages were recorded at the local radio station for broadcast.

Task Number	25-03-14
Program Name	HSO Traffic Safety Summit
Contractor	HSO

Performance Measure

This project impacted all performance measures C-1 through C-14.

Project Overview

This project supported the 2025 Highway Traffic Safety Summit which was held August 6-8, 2025, in Breckenridge, 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

Objective: Convene partners and community groups around traffic safety.

- Results: Convened 334 traffic safety partners and community groups from around the State to identify and address traffic safety challenges

Objective: Hold general sessions.

- Results: General sessions focused on leadership, Traffic Incident Management, and SHSP.

Objective: Hold breakout sessions.

- Results: There were six breakout sessions and over 60 workshops.

Objective: Schedule additional events for the summit.

- Results: Scheduled TIMs demonstration, a youth panel, and poster sessions.

Task Number	25-03-15
Program Name	Community Traffic Safety
Contractor	Rural Communities Resource Center

Performance Measure

This project impacted performance measure(s) 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 serious injuries and fatalities among unrestrained passenger vehicle occupants in Washington, Yuma, and Akron counties. The project aimed to do this by increasing education about seat belt use in all positions, through media campaigns and public safety announcements, and through community education about occupant protection laws.

Objectives and Results

Objective: Increase awareness and disseminate information about child passenger safety, restraints, and new laws to reduce the misuse rate. Increase the percentage of occupants in all positions using a seat belt or child safety restraint.

- Results: Provided 75 car seat checks, 70% were installed incorrectly or misused.
 - Increased Spanish presentations and information distributed.

Objective: Increase caregiver knowledge about child passenger safety.

- Results: Participated in the following events: Yuma Police Department's National Night Out; the Early Childhood Council for Yuma, Washington, and Kit Carson Counties; Yuma and Wray Hospital health fairs; and the Northeastern Colorado Health Department health fair. Hosted four resource fairs in Wray, Yuma, Akron, and Joes, providing outreach and education on graduated driver licensing and child passenger safety laws.
 - A total of 1,200 information packets, in English and Spanish, were distributed at community events.

Objective: Identify K-12 programs that can be developed and implemented.

- Results: RCRC staff and SADD Colorado staff met with the Yuma County High School SADD chapter, school administration, and the school resource officer to discuss engagement activities for the next school year.

Task Number	25-03-16
Program Name	Traffic Safety Event Marketing
Contractor	Alliance Highway Safety

Performance Measure

This project impacted performance measure(s): C-1: Reduce the number of traffic fatalities; 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-6: Reduce the number of speeding-related fatalities; C-7: Reduce the number of motorcyclist fatalities; C-8: Reduce the number of unhelmeted motorcyclist fatalities; and C-9: Reduce the number of drivers age 20 or younger involved in fatal crashes.

Project Overview

This project aimed to prevent traffic crashes that cause serious injuries and fatalities by reaching key at-risk groups across Colorado. Through interactive educational displays, statewide event activations, and coordinated social media outreach, Alliance Highway Safety increased awareness and engagement around safe driving, sober riding, and seat belt use. These efforts combined high-visibility engagement with targeted messaging.

Objectives and Results

Objective: Generate 240,000 impressions and 2,400 engagements at high school state tournaments.

- Results: The campaign achieved consistent visibility throughout the CHSAA tournament season, including volleyball, football, wrestling, and track and field championships.
 - Interactive displays featuring the impairment simulator and seat belt convincer reached more than 43,000 attendees and produced over 173,000 impressions.
 - Public announcements, signage, and social media posts reinforced safety messaging statewide.

Objective: Generate 12,000 impressions and 1,200 engagements at motorcycle rallies.

- Results: The Shift into Safe motorcycle initiative reached over 11,000 riders and created more than 43,000 impressions through events like the Blessing of the Bikes, Molly-Dharma Run, CMA State Rally, Salute to American Veterans Rally, and Four Corners Rally. Interactive tools—including VR simulators and Fatal Vision goggle activities—helped riders experience the impact of impairment firsthand.

Objective: Generate 120,000 impressions and 1,200 engagements at motor sports and rodeo events.

- Results: The rodeo and motorsports campaign delivered exceptional reach through activations at major venues, including the National Western Stock Show, Colorado National Speedway, Pikes Peak International Raceway, and Greeley Stampede.
 - These efforts reached over 726,000 attendees and generated more than one million impressions, exceeding objectives many times over. Attendees engaged with the Walk-the-Line challenge, virtual driving simulators, and campaign signage that promoted the dangers of speeding and impaired driving

Objective: Generate 360,000 impressions and 3,600 engagements at fairs and festivals.

- Results: The Hands on the Wheel, Not Your Phone campaign reached 549,000 attendees and produced 663,000 impressions statewide. The interactive booth featured the Oculus driving simulator, Walk-the-Line challenge, and inflatable cornhole game, creating hands-on experiences.

Task Number	25-03-17
Program Name	Colorado Families Acting for Community Traffic Safety
Contractor	FCCLA - Family, Career and Community Leaders of America

Performance Measure

This project impacted performance measure(s) 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.

Project Overview

The goal of this project was to increase young drivers' awareness of and involvement in traffic safety initiatives and safe driving behaviors through implementation of peer-to-peer education and collaboration on school-based projects through the Families Acting for Community Traffic Safety (FACTS) program, which focuses on seat belt use, speeding, and prevention of distracted driving behaviors among young drivers.

Objectives and Results

Objective: Engage existing Colorado FCCLA chapters to implement the FACTS program in their schools through peer-led activities and engagement.

- Results: 15 FCCLA chapters successfully implemented FACTS peer-led projects, reaching more than 12,700 participants through school-based events, outreach, and media campaigns. Two FCCLA chapters, Pueblo East High School and the Colorado FCCLA Open Chapter, earned national recognition for their work and presented their FACTS projects at the 2025 FCCLA National Leadership Conference.

Objective: Provide support to FCCLA chapters for implementation of traffic safety-focused, peer-led projects within their schools and communities.

- Results: Eight FCCLA chapters were awarded \$2,500 in grant funds to develop and implement traffic safety-focused projects.
 - Awarded projects included educational and awareness campaigns promoting safe driving behaviors, improving traffic safety culture within their school environments, and building partnerships with peers and community members to sustain long-lasting traffic safety awareness.

Objective: Increase knowledge, understanding and awareness of the FCCLA FACTS National Program among new chapters.

- Results: 15 new FCCLA chapters participated in traffic safety initiatives and were provided access to the FACTS National Program.

Objective: Partner with ThinkFast Interactive to deliver an engaging safe driving simulation workshop at the 2025 Colorado FCCLA State Leadership Conference.

- Results: ThinkFast Interactive presented at the 2025 Colorado State Leadership Conference, where hundreds of students were engaged and participated in a simulation experience focused on the dangers of distracted driving, impaired driving, speeding, and unrestrained passengers.

Task Number	25-03-18
Program Name	Reduce Vehicle Fatalities and Serious Injuries per Vehicle Miles Traveled through Better Regional Coordination Facilitated by a Safety Champion
Contractor	Pikes Peak Area Council of Governments (PPACG)

Performance Measure

This project impacted performance measure(s) 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; and C-13 Reduce the number of drivers age 65 and older involved in fatal crashes.

Project Overview

The goal of this project was to reduce fatalities per vehicle miles traveled (VMT) by increasing coordination and collaboration of traffic safety efforts and organizations in El Paso, Park, and Teller Counties.

Objectives and Results

Objective: The Regional Safety Champion will coordinate and expand traffic safety education efforts and activities.

- Results: The Safety Champion facilitated over 233 meetings with community partners and stakeholders to coordinate and expand traffic safety efforts and activities throughout the region.

Objective: Continue to host the Drive Smart Coalition monthly meetings and increase member engagement.

- Results: The coalition held 11 meetings and increased membership from 155 to 168.

Objective: Develop and implement a media campaign focusing on a traffic safety topic relevant to community members in El Paso, Teller, and Park Counties.

- Results: Developed and implemented a holiday campaign focused on aggressive driving, speeding, seat belt use, and impairment. Total impressions were 9,297,998 and reach was 1,101,138. Implemented monthly traffic safety education articles to target audiences through social media, reaching 233,711 unique accounts and generated 405,460 total impressions.

Objective: Continue to educate community partners and stakeholders about the common concerns, interests, and challenges youth in the Pikes Peak Region are facing in transportation safety.

- Results: The Safety Champion facilitated 124 meetings with youth to facilitate peer-to-peer traffic safety education in their communities and schools, reaching 17,467 individuals.

Objective: Publish and distribute safety education materials for community organizations that support the region's safety targets.

- Results: Printed and distributed 1000 Aging Driver Guides, 2000 English GDL brochures, and 171 Spanish brochures as well as 450 Traffic Safety, Bike Safety, and Seat Belt Safety educational activity guides.

Task Number	25-03-19
Program Name	Fitness to Drive Initiative
Contractor	Health Promotion Partners, LLC. (dba Fitness to drive)

Performance Measure

This project impacted performance measure(s) C-9. Reduce the number of drivers age 20 or younger involved in fatal crashes. C-13. Fatalities Involving a Driver Aged 65 years + (At-Fault).

Project 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

Objective: Health Promotion Partners will work with healthcare professionals to add driving risk assessments to their practices.

- Results: Five Colorado Occupational Therapists (OT) were provided with ongoing training in driving risk assessments.
 - Three Colorado OT's were provided with ongoing training for assessing driving readiness.
 - 14 OT students or practitioners shadowed at least one driving evaluation during the year and worked with 2 OT/OTA programs to involve students in HPP workshops.

Objective: Provide education to Colorado medical providers, students, and citizens regarding driving health, driving risk, DMV reporting, and resources for driving retirement.

- Results: Five health care facilities presentations reached 64 health professionals. Six university programs reached 177 health care students. Neurodivergence and driving presentations were provided at one conference and two community organizations. Driver safety programs were presented to 346 older drivers and interested parties via educational sessions and health fairs. 3,000 copies of Colorado's Guide for Aging Drivers were distributed to organizations and individuals; 105 individuals accessed the guide via the HPP website. Connected with parents and youth about neurodivergence and driving at eight youth-focused resource fairs.

Objective: Support CarFit for residents throughout the Front Range.

- Results: Three CarFit training courses were presented to 13 participants. Five CarFit events were presented to 17 participants.

Objective: Develop and present workshops about driving readiness for neurodivergent youth.

- Results: Intro to Driving with Neurodivergence webinar- 150 people registered for the on-demand webinar. Coaching an Anxious Driver webinar - 39 people registered for the on-demand webinar. The Driving Skills Workshop - 10 workshops with 75 new drivers and 48 guardians and Mock Traffic Stop Workshop - three workshops with 18 participants. 99%-100% of the participants and guardians said the workshops were valuable.

Task Number	25-03-20
Program Name	San Luis Valley P.R.O.M. (Prevention, Raising Awareness, Oath, Maintain the Community Safety)
Contractor	County of Alamosa

Performance Measure

This project impacted performance measure(s) 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.

Project Overview

The goal of this project was to reduce fatal crashes involving drivers ages 15-24 in the Alamosa, Costilla, Conejos, Mineral, Rio Grande Counties, and to increase collaboration with local law enforcement agencies, fire and EMS departments, dispatch units, and hospital staff across the San Luis Valley (SLV) region.

Objectives and Result

Objective: SLV First Responders Outreach Unit and first responder agencies will complete presentations for all participating schools within the San Luis Valley.

- Results: Presented at 20 different schools across the region.

Objective: Conduct and participate in regional community outreach events focusing on traffic safety, seat belt use, and teen driving safety education and awareness.

- Results: Participated in 16 community-based traffic safety events, providing safety educational resources and materials to event attendees.

Objective: Conduct an evaluation of the SLV P.R.O.M. Program.

- Results: Created, distributed, and collected surveys regarding the program from six schools across the region.

Task Number	25-03-21
Program Name	Older and Wiser
Contractor	Native American Broadcasting Company

Performance Measure

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

Project Overview

The project funded a series of public service announcement (PSA) campaigns to educate drivers about medical and mobility issues that indicate it is time to stop driving along with

PSA campaigns customized for our transit partners. The primary target was drivers 65 years and older and the secondary target was all drivers and any caretakers for older adults.

Objectives and Results

Objective: Decrease the number of fatal motor vehicle crashes among older drivers ages 65 + in our service area by increasing the number of transportation passes sold among transit partners by 10% year over year.

- Result: Served five Public Transit Programs: All Points Transit, Grand Valley Transit, Road Runner Transit, Denver Regional Access and Mobility Council and the Northwest Colorado Center for Independence. The Google Analytics Report for <https://olderwiser.org> showed that the website generated 67,400 website impressions and 699 clicks during the grant cycle. An estimated 1.5 million advertising impressions were generated in the entire advertising campaign for the agencies and the educational website. All transit providers reported an increase in ridership by adults 65 and older. All of the transit agencies have added additional buses and services to meet the demands of the growing 65 and older population in their service area.

Objective: 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: Produced custom advertising campaigns for all transit agencies. It was a combination of radio commercials in both English and Spanish, streaming and broadcast TV PSA campaigns and print advertising in the Senior Beacon Senior Resources Directory. Nexstar Media provided the Older Wiser Project with no charge bonus ads for Grand Valley Transit on KREX TV all year to promote their paratransit services. Rocky Mountain News Network provided an advertising match that more than doubled the advertising impressions.

Task Number	25-03-22
Program Name	CORD-Coalition on Responsible Driving
Contractor	Onward a Legacy Foundation dba School Community Youth Collaborative (SCYC)

Performance Measure

This project impacted performance measure(s) 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.

Project Overview

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

Objectives and Results

Objective: 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 and positive community norms reached 13,438 people; CORD engaged 2,500 residents through Seat Belt and Car Seat Awareness campaign. The Ride Responsible Program supported three events and facilitated 3,800 rides home. Students and their parents at Dove Creek High School and Middle School were engaged through educational training on safe driving practices throughout the year.

Objective: Increase knowledge of seat belt use safety and child car seat safety.

- Results: The Montezuma Injury Prevention Coalition facilitated 10 meetings and engaged 11 participants.
 - Provided car seat installation guidance for 45 participants.
 - Five child passenger safety technician certifications were renewed, and 11 new technicians were trained and certified.

Objective: Reduce the number of drivers aged 20 or younger involved in fatal crashes through substance use prevention education.

- Results: Traffic safety-related lessons were taught at six youth leadership meetings. In-person driver's education was provided to 13 students, and eight participants obtained their driving permit. Developed and implemented an after-prom event with Montezuma Cortez High School.

Task Number	25-03-23
Program Name	Law Enforcement Liaison (LEL) Potter
Contractor	Crankset Research and Consulting, LLC.

Performance Measure

This project impacted performance measure(s) 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.

Project 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

Objective: Support High Visibility Enforcement (HVE) and Click It or Ticket (CIOT) grants.

- Results: Managed 26 Law Enforcement (LE) grants.
 - 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.

Objective: Conduct bi-annual law enforcement agencies site visits, capital equipment, and inspections.

- Results: Completed 6 site visits, agency audits, on-site training, orientations, and monitoring visits.

Objective: Attend state task force and communities through a law enforcement lens.

- 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, Regional Law Enforcement (LE) Executive meetings to discuss CDOT grants.

Task Number	25-03-24
Program Name	Preventing Roadside Deaths
Contractor	Colorado State Patrol

Performance Measure

This project impacted performance measure(s) C-1. Reduce the number of traffic fatalities; C-2. Reduce the number of serious injuries in traffic crashes; C-16. Reduce the number of fatalities involving a worker in Work Zones.

Project Overview

The goal of this project was to prevent traffic crashes that cause fatalities, serious injuries, and fatalities involving workers in Work Zones through a public safety campaign to raise awareness of the "Slow Down Move Over" law.

Objectives and Results

Objective: Develop and deliver social media campaigns on various platforms.

- Results: Six ads and 21 posts were developed and implemented across social media platforms.
 - Total impressions for the Move Over Awareness Campaign on META (Facebook and Instagram): 4,181,261 impressions.
 - Total impressions for the Move Over Awareness Campaign on Google: 45,903,610 impressions.

Objective: Develop and implement one Move Over Awareness advertisement distributed via radio in traffic reports and podcasts.

- Results: Total reach, radio, and social media: 44,849,416.
 - Traffic report engagement: 2,816,381.
 - Podcast engagement: 741,279.

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 2025.

Program Administration

9 projects were managed with a planned budget of \$1,539,905.

Efforts and activities included:

- Enhanced the crash data system (BESDT) and the Crash Data Dashboard to streamline quality control, improve data mapping, and increase accessibility for stakeholders.
- Updated the Traffic Records Strategic Plan and held workshops to identify 2025 initiatives for improving data collection and electronic transmission.
- Utilized a Traffic Records Coordinator (TRC) to manage partnerships and communications between CDOT, STRAC, and various local government agencies.
- Updated the Investigating Officers Crash Reporting Manual and assessed statewide training needs to improve the accuracy of field reporting.
- Participated in regional data consortia and national traffic records forums to address shared challenges in data processing and analysis.
- Managed the development and phase-testing of the Online Fatal Blotter and E-citation projects in coordination with the Office of Information Technology (OIT).
- Leveraged crash data visualizations and filtering tools to identify high-risk drivers and locations.

- Organized and conducted bi-monthly STRAC meetings to monitor progress and ensure the implementation of traffic records business and strategic goals.

Project Performance Measures, Overviews, and Results

Task Number	25-04-03
Program Name	Traffic Records Coordinator
Contractor	Stolfus & Associates, Inc.

Performance Measure

This project impacted performance measure(s) C-T-2. The percentage of crash reports entered into the database within XX* days after the crash.

Project 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).

Objectives and Results

Objective: Investigate Officers Crash Reporting Manual for the State of Colorado.

- Results: Completed. The updates were finalized and converted into accessible form.

Objective: Complete training materials.

- Results: Completed and released to STRAC.

Objective: Document meetings or discussions resulting in DR3447 modifications and training material updates (within two (2) weeks of meeting).

- Results: Not applicable.

Objective: Complete STRAC Annual Report as required by NHTSA.

- Results: Completed.

Objective: Prepare bi-monthly STRAC meeting minutes and Executive memos (due 1 month after meeting).

- Results: Completed.

Objective: Update the traffic records section of the Highway Safety Plan.

- Results: Completed.

Task Number	25-04-04
Program Name	Technology Transfer
Contractor	State Traffic Records Advisory Committee (STRAC)

Performance Measure

This project impacted all of traffic record's performance measures as it trains Project Managers to manage the changing needs of traffic records better and to manage their projects better. It does not target any particular measure.

Project 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 Boston, MA in July 2025.

Objectives and Results

Objective: Send seven people from STRAC member agencies to the ATSIP conference.

- Results: The following individuals attending the Traffic Records Forum:
 - Colorado Judicial Division-Jennifer Frale
 - Colorado Department of Public Health and Environment-Reagan Chiaverini
 - Colorado Department of Revenue-Crystal Soderman
 - Colorado Department of Transportation-Alyssa Herrin
 - Colorado State Patrol-Peter Hobbs
 - Governor's Office of Information Technology-Henry Ammon

Task Number	25-04-06
Program Name	BESDT Phase III
Contractor	OIT

Performance Measure

This project impacted performance measure(s) C-2. C-T-1 Crash Timeliness - Develop DR 3447web form to improve the timeliness of crash reporting to DOR.

Project Overview

The goal of this project was to complete the development of electronic data transfer of DR 3447 data from BESDT to DOR to ensure both DR3447 and Blotter data collection and data transfer are fully operational in production. The BESDT Phase III will provide technical support that is critical for onboarding local law enforcement agencies and troubleshooting unforeseeable technical challenges during the implementation phase. BESDT Phase III will also look for opportunities to optimize DR3447 and Blotter data validation rules and data flow process during the project cycle.

Objectives and Results

Objective: Provide enhancements to BESDT.

- Results: Enhancements to BESDT included:
 - Database updates / changes with appropriate Application form changes (e.g., added fields)
 - Database updates for completeness of records
 - Fatal Blotter enhancements
 - Search capability enhancements
 - Mapping capability enhancements
 - BESDT Application moved from ECS to EC2 environment

Task Number	25-04-10
Program Name	Denver Geocoding
Contractor	City and County of Denver

Performance Measure

This project impacted performance measure(s) C-C-2 Crash completeness. The percentage of crash records with no missing data elements. This project impacted the performance measure of developing a linear referencing system for crashes occurring at off-highway system facilities in the City and County of Denver.

Project Overview

The goal of this project was to improve accuracy, uniformity, accessibility, and completeness of off-highway system crash records in the City and County of Denver.

Objectives and Results

Objective: Using CDOT's All roads Network of Linear Referenced Data (ARNOLD) model as a starting point, a linear referencing system for county roads in the City & County of Denver will be Developed.

- Results: Created linear referencing system using CDOT's 2024 T-CORIS dataset.

Objective: Crash records with no coordinate information will be formatted to enable geocoding using the City & County of Denver's address locator REST Service and geocoding of off-highway system crashes for 2019 through 2023 will be performed.

- Results: Formatted 2019 - 2023 crashes for geocoding and constructed address locator from Denver roadway address centerlines.

Objective: Geocoded crashes will be snapped to the linear referencing system and route, and measure information will be encoded into the crash attributes.

- Results: Performed Geocoding of 50,000+ crash records; manually geocoded records with tied address candidates and reconciled locations with bad street descriptions.

Objective: The geocoding and linear referencing process will be documented for future use in maintaining crash records in the City & County of Denver moving forward.

- Results: Provided final ESRI geodatabase deliverable to CCD. Additionally, Vision Zero Suite crash analysis database yearly updates will include linear reference for all crashes in the yearly license agreement.

Objective: Denver's Department of Transportation & Infrastructure (DOTI) staff will work in close cooperation with law enforcement officials reporting crashes in the City & County of Denver to ensure that coordinates or detailed crash location descriptions are included in crash reports into the future.

- Results: Recurring meeting between DOTI Vision Zero and law enforcement was set up to discuss accuracy and uniformity of crash reporting.

Objective: The County will work in close cooperation with CDOT's Division of Transportation Development to ensure that the work under this grant will be consistent with and complement the efforts currently underway at CDOT for creating linear referencing for off-highway system roads through the HUTF and ARNOLD programs.

- Results: CCD Project Manager and CDOT 405c Grant Project Manager attended recurring STRAC meetings to provide project updates and address any concerns with the methodology for CCD using the ARNOLD model to develop the linear referencing system.

Task Number	25-04-11
Program Name	OIT E-Citation Phase II
Contractor	OIT

Performance Measure

This project impacted performance measure(s) C/A-T-1 Citation Timeliness; C/A-A-2 Citation Accuracy.

Project Overview

The objectives of this project are to continue the PM work in monitoring the further movement of CSP into E-Citations, which will involve coordinated discussions with Colorado State Judicial to ensure judges and legal staff in each of Colorado's 23 judicial districts are ready to participate in the program. Additionally, they will monitor progress in training and technical readiness of the CSP troops to provide electronic citations to violators. The PM will also coordinate with CSP and connect OIT's technical teams as needed to ensure that hardware to facilitate E-Citation use by motorcycle patrol is feasible.

Additionally, this project will involve reviewing the as-built environment and creating a business architecture based on the structure, processes and information shared. This will include an information security review of the system to ensure security controls are documented for the review of counties and municipalities that may seek participation. Along with the business process review, there will be an agreement which can be entered by those counties and municipalities that will benefit from participating in the Colorado E-Citations program which defines the expectations of the program and ensures that program expansion does not create undue risk to STRAC, or any member of STRAC.

Objectives and Results

Objective: Perform end-to-end testing.

- Results: Completed early in Phase II.

Objective: Add fields to the process based on test results.

- Results: This work will be completed in the future.

Objective: Completion of a business architecture design for the eCitations program and business architecture document.

- Results: Not completed

Objective: API connection technical document (CICJIS only).

- Results: Not completed.

Objective: List of agency candidates for participation.

- Results: Not completed.

Task Number	25-04-12
Program Name	Boulder Geocoding Project
Contractor	City of Boulder

Performance Measure

This project impacted performance measure(s) C-C-2 Crash completeness. The percentage of crash records with no missing data elements.

Project Overview

The goal of this project was to develop linear referencing system for crashes occurring at off-highway system facilities in the City of Boulder.

Objectives and Results

Objective: Using CDOT's All Roads Network of Linear Referenced Data (ARNOLD) model as a starting point, a linear referencing system for roads in City of Boulder will be developed.

- Results: 9,197 crash records were geocoded (of which 2,324 had no coordinates) and a linear referencing system was created for all off-system roads in the City of Boulder.

Objective: Crash records with no coordinated information will be formatted to enable geocoding using City of Boulder's geocoding REST Service and geocoding of off-highway system.

- Results: Created spatial data enabling City of Boulder Transportation & Mobility staff to visualize concentrations of injury crashes at intersections and along roadway corridors in the City of Boulder to focus deployment of safety countermeasures.

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 \$1,388,022.

Efforts and activities included:

- Created strategies to address child passenger safety and booster seat usage.
- Provided technician training around the State and in at-risk communities.
- Participated in the Four Corners Without Border conference to explore ways to connect with tribal communities.
- Collaborated with three communities in rural and at-risk areas of the State to host child passenger safety events, including car seat checks and media education.
- Provided support to law enforcement to enforce Colorado's seat belt laws during three statewide "Click It or Ticket" high-visibility campaigns.

Project Performance Measures, Overviews, and Results

Task Number	25-05-01
Program Name	Child Passenger Safety Car Seats Colorado
Contractor	Colorado State Patrol

Performance Measure

This project impacted performance measure(s) 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 through education, awareness, and enforcement.

Objectives and Results

Objective: Increase the number of newly certified/recertified technicians attending classes through 10 technician certification courses and courses targeting Colorado counties identified as underserved.

- Results: 10 technician certification courses were held, with a total of 132 students completing the course. Eight courses were held in overrepresented communities, with a total of 95 students completing the course. The number of newly certified/recertified technicians increased from 231 to 235.

Objective: Provide a minimum of five continued education unit (CEU) update recertification courses.

- Results: Eight CEU Update recertification courses were held, with a total of 103 students attending.

Objective: Increase the number of technicians using the National Digital Check Form.

- Results: On October 1st, 2024, the National Digital Check Form listed 458 technician accounts (total users). During the year, the digital report website changed its reporting method from total users to active users; determining increase of users is not possible. On September 30, 2025, there were 239 technicians actively using this form.

Objective: Provide CPS enforcement, awareness, and education activities through 400 OT hours.

- Results: 571 hours of CPS awareness, education, and enforcement activities worked.
 - 236 hours of CPS events/education and 335 hours of CPS law enforcement.

- 310 caregivers and agencies were provided with Car Seats Colorado educational materials. Car Seats Colorado website had 227,752 total views and 141,383 total users on the web page.
- Car Seats Colorado purchased a \$15,000 media ad buy from iHeart Radio for CPS month, which included 608 radio commercials with approximately 1,596,683 radio impressions
- Car Seats Colorado worked with CIG marketing firm to create new published materials with information on the new law in both English and Spanish.

Task Number	25-05-03
Program Name	Occupant Protection (OP) Tech Support
Contractor	HSO

Performance Measure

This project impacted performance measures C-1. Reduce the number of traffic fatalities; C-2. Reduce the number of serious injuries in traffic crashes.

Project Overview

Funds provide registration and travel costs to conferences and events related to community outreach and coalition building for external partners in traffic safety educational programs. The funds are also used to send HSO partners and stakeholders to national conferences such as the Lifesavers Conference.

Objectives and Results

Objective: Provide training, community outreach and coalition building for traffic safety professionals.

- Results: The Colorado HSO provided support for 2 attendees to the 2025 Traffic Safety Summit.

Task Number	25-05-04
Program Name	Local Law Enforcement - "Click it or Ticket"
Contractor	Local Law Enforcement Agencies

Performance Measure

This project impacted performance measure(s) 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.

Project 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 FY25 took place April 7-13. The National May Mobilization took place May 12 - June 1, and one more statewide campaign which took place July 21 - August 1.

Objectives and Results

Objective: Enforce occupant protection laws through a combination of zero-tolerance enforcement, education, and awareness.

- Results: The April CIOT campaign had 58 agencies participate and 1,255 seat belt citations were issued. The May Mobilization CIOT campaign had 56 agencies participate and 1,415 seat belt citations were issued. The July CIOT campaign had 56 agencies participate and 1,702 seatbelt citations were issued.

Task Number	25-05-05
Program Name	Seat Belt Survey
Contractor	Atelior

Performance Measure

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

Project 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

Objective: Improve operational efficiency and accuracy in executing the Seat Belt Survey.

- Results: Seat belt usage data was collected in the two-week Statewide survey.

Objective: Ensure staff understand the collection, quality, and uniformity requirements to successfully complete the Seat Belt Survey.

- Results: Observer training and certification were completed by the end of May 2025.

Objective: Create a log to track recurring incidents.

- Results: All incidents, details, and resolutions were logged using Planner. Forty-two incidents were reported, up 600% from 2024. The dramatic increase was due to 31 duplicate or mislabeled survey incidents; 74% of the total reported incidents. The software detected duplicate entries and corrections were made as they occurred. 14% of incidents reported involved administrative paperwork submitted in the incorrect

format prior to Statewide, and the remaining 12% were technology-related, primarily involving Workforce time reporting and access.

Objective: Ensure site surveys are completed in accordance with standards set by NHTSA and CDOT.

- Results: A total of 36 unannounced quality audits were performed. All Observers were audited from June 9 - 22 during the two-week Statewide survey.

Objective: Improve organizational design and operations efficiency and effectiveness

- Results: Job descriptions and roles were modified accordingly from lessons learned after the 2024 adjustments to one Training Coordinator and the elimination of the PreMob week.
 - Four supervisors conducted quality audits in two weeks on 17 observers.

Objectives: Complete the statewide survey

- Results: The 2025 overall seat belt usage rate was 90.69%, an increase of 2.83% from 2024 and is the highest usage rate in the last fourteen years.
 - 106,087 vehicles and 126,173 drivers and front seat passengers were observed across 744 site locations.
 - 3.03% of drivers and front seat occupants were documented as “unable to confirm seat belt usage.”

Task Number	25-05-06
Program Name	Seat Belt Survey
Contractor	Atelior

Performance Measure

This project impacted performance measure(s) C-1 Reduce the 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.

Project 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

Objective: Host and awards banquet in two locations.

- Results: May 14, 2025, an event was held in Grand Junction, Colorado with 110 people in attendance. May 21, 2025, an event was held in Denver, Colorado with 260 people in attendance.

Communications

Overview

The Office of Communications (OC) executed several high-impact public safety campaigns utilizing multimedia strategies, targeted outreach, and education. In 2025, 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 17 traffic safety projects, with a budget of \$3,389,896.

Efforts and activities included:

- Supported 15 high-visibility enforcement periods via paid advertising and PR. Key messaging emphasized "impairment is impairment" and the use of rideshares. A dedicated Spanish-language digital campaign targeted at-risk Hispanic populations.
- Managed three Click It or Ticket periods. Tactics included positive social norming and a "rollover crash" simulation launched in Pueblo. Specific Spanish-language outreach was also implemented.
- Continued the Shift into Safe initiative, using relatable scenarios (e.g., unwrapping food) to highlight the dangers of brief distractions. The campaign utilized radio and video to address the 40+ distraction-related crashes occurring daily in Colorado.
- Expanded *Excuses to Speed Don't Exist* campaign statewide for the first time, generating 25 million impressions across billboards, radio, and digital platforms.
- Launched Aftermath (helmet advocacy) and Hard to See (driver awareness).
- Developed a proactive campaign to educate the public on the new lane filtering statute effective August 2024.

Project Performance Measures, Overviews, and Results

Task Number	25-08-01
Program Name	High Visibility DUI Enforcement - PR/Evaluation
Contractor	CIG, Corona Insights

Performance Measure

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

Project 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

Objective: Achieve 30% awareness of campaign slogans such as "The Heat is On" by September 30, 2025.

- Results: The DUI campaign message with the highest awareness was Drive High, Get a DUI at 38%. Overall awareness of various campaign slogans did not significantly change.

Objective: Decrease self-reported impaired driving behavior by 5% by September 30, 2025.

- Results: About one out of five Colorado drivers (21%) said they drove within two hours of consuming alcohol, cannabis, or impairing prescription drugs in the last 30 days. This was similar to 2024, but a decrease compared to 2023 (28%).

Objective: Decrease the number of impairment-related fatalities overall by September 30, 2025.

- Results: DUI-related fatalities declined this year. According to preliminary data there were 165 DUI fatalities as of September 30, 2025, a 4% decrease from one year ago.

Objective: Achieve over 500,000 earned media impressions to ensure broad coverage for the campaign by September 30, 2025.

- Results: The Heat Is On public relations outreach garnered 340,032,129 total media impressions from dozens of news studies.

Task Number	25-08-02
Program Name	High Visibility DUI Enforcement - Paid Media
Contractor	Vladimir Jones

Performance Measure

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

Project 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. The campaign resulted in behavioral change, with only 37% of users initially identifying that one in three traffic fatalities involve impaired driving, but correct responses rose to 42% among those who received repeated exposures, showing improved knowledge retention and shifted perceptions.

Objectives and Results

Objective: Achieve 30% awareness of campaign slogans such as “The Heat is On” by September 30, 2025.

- Results: The DUI campaign message with the highest awareness was Drive High, Get a DUI at 38%. Overall awareness of various campaign slogans did not significantly change.

Objective: Decrease self-reported impaired driving behavior by 5% by September 30, 2025.

- Results: About one out of five Colorado drivers (21%) said they drove within two hours of consuming alcohol, cannabis, or impairing prescription drugs in the last 30 days. This was similar to 2024, but a decrease compared to 2023 (28%).

Objective: Decrease the number of impairment-related fatalities overall by September 30, 2025.

- Results: DUI-related fatalities declined this year. According to preliminary data there were 165 DUI fatalities as of September 30, 2025, a 4% decrease from one year ago.

Objective: Achieve over 500,000 earned media impressions to ensure broad coverage for the campaign by September 30, 2025.

- Results: The Heat Is On public relations outreach garnered 340,032,129 total media impressions from dozens of news studies.

Task Number	25-08-03
Program Name	High Visibility DUI Enforcement - Hispanic
Contractor	Hispanidad

Performance Measure

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

Project Overview

The goal of this project was to reduce the statewide motor vehicle impaired driving fatalities among Hispanics in Colorado by September 30, 2025.

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. This included translating and distributing Thanksgiving, Holiday Parties, New Year's Eve, DRE training, Winter Blitz, Super Bowl, President's Day, St. Patrick's Day, Spring Events, Express Consent, Memorial Day, Summer Blitz, 4th of July, Sturgis Rally, Safety Summit, Labor Day enforcement period, Natural Medicine, Driver Behavior, Summer Safety, and Consequences of DUI press releases. A partnership with Entravision, featuring Sgt. Alvarado (Colorado State Patrol) emphasized the importance of planning ahead to avoid a DUI during the holidays. Spanish creative assets were developed, including to include a Bar poster, Natural Medicine education, process and consequences of a DUI, community outreach posters (taquerias, barber shops) Fiestas Patrias banner and Heat is On Toolkit. Finally, a DUI video partnership with Entravision on Fiestas Patrias resulted in 220,000 impressions.

Objectives and Results

Objective: Achieve 30% awareness of campaign slogans such as "The Heat is On" by September 30, 2025.

- Results: The DUI campaign message with the highest awareness was Drive High, Get a DUI at 38%. Overall awareness of various campaign slogans did not significantly change.

Objective: Decrease self-reported impaired driving behavior by 5% by September 30, 2025.

- Results: About one out of five Colorado drivers (21%) said they drove within two hours of consuming alcohol, cannabis, or impairing prescription drugs in the last 30 days. This was similar to 2024, but a decrease compared to 2023 (28%).

Objective: Decrease the number of impairment-related fatalities overall by September 30, 2025.

- Results: DUI-related fatalities declined this year. According to preliminary data there were 165 DUI fatalities as of September 30, 2025, a 4% decrease from one year ago.

Objective: Achieve over 500,000 earned media impressions to ensure broad coverage for the campaign by September 30, 2025.

- Results: The Heat Is On public relations outreach garnered 340,032,129 total media impressions from dozens of news studies.

Task Number	25-08-04
Program Name	Motorcycle Safety - Rider Awareness
Contractor	CIG, R/R, and Vladimir Jones

Performance Measure

This project impacted performance measure C-8 Reduce the number of unhelmeted motorcycle fatalities.

Project 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 a total of 305,969,306 earned media impressions. 18 social media posts garnered 182,850 media impressions and 1,178 post interactions. The website received 21,882 page views in FY25.

Objectives and Results

Objective: Increase motorcyclist awareness of benefits of protective gear and importance of conspicuity on the roadway by September 30, 2025.

- Results: Paid media resulted in 15,233,940 media impressions and reached an estimated 2,976,213 people in Colorado. This campaign surpassed the forecasted impressions by 45%.

Task Number	25-08-05
Program Name	Click It or Ticket and Seat Belts - PR/Evaluation/Rural Outreach/Creative Development/Paid Media
Contractor	CIG, Vladimir Jones, Corona Insight, and R&R Partners

Performance Measure

This project impacted performance measures: C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions. B-1. Increase the observed use of seatbelts in passenger vehicles.

Project 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. Activities included the coordination and distributed April Wave, May Mobilization and July Wave enforcement period media materials and associated stakeholder toolkit materials; coordinated and executed earned media tactic called “Buckle up: Someone Needs You.” Development included creative materials, partner research, and outreach. Posters from the campaigns were distributed to 56 different venues. A press release and social media channels carried the news of record seat belt use in the state. 70% of total media buy (\$60,000) targeted rural communities, including Ft. Collins, Pueblo County, Park County, Elbert County, Alamosa County, and Durango. 38% of the total PR budget (\$52,000) targeted rural, underserved, and low-income areas. Activities included stakeholder outreach and distribution of materials to communities for our 'Buckle Up — Someone Needs You' campaign, as well as social media content tailored to those audiences.

Objectives and Results

Objective: Achieve 30% awareness of the slogan Click It or Ticket by September 30, 2025.

- Results: 52% of survey respondents statewide recognized the Click it or ticket message in a June 2025 survey.

Objective: Increase self-reported seat belt use by 2% statewide by September 30, 2025.

- Results: Nine out of ten drivers (91%) said they generally wear their seat belt all the time in 2025. This is up by 2% from 2024.

Objective: Achieve over 500,000 earned media impressions by September 30, 2025.

- Results: Click It or Ticket public relations efforts, including press releases and media pitching for all three enforcement periods, garnered 23,430,471 total media impressions.

Objective: Achieve over 500,000 earned media impressions by September 30, 2025.

- Results: Preliminary data shows there have been 138 unrestrained passenger vehicle deaths in 2025 (as of 9/30/25). This is a 22% decrease since 2022 and a 12% drop from this time last year.

Objective: Reduce the number of rural unrestrained fatalities by 3% by September 30, 2025.

- Results: Rural counties with high numbers of unrestrained fatalities include Weld, Pueblo, and El Paso counties. In 2022 there were 45 unrestrained fatalities in those counties. By 2025 the number had remained steady at 46.

Objective: Increase seat belt use in rural areas by 2% by September 30, 2025.

- Results: Seat belt awareness efforts in Weld, El Paso and Pueblo Counties have helped achieve increased seat belt use by an average of 4.5% since 2022 in those counties.

Task Number	25-08-06
Program Name	CIOT / Seat Belts - Paid Media
Contractor	Vladimir Jones

Performance Measure

This project impacted 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.

Project Overview

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

This project conducted the mass media buying portions for the high-visibility statewide May Mobilization Click It or Ticket enforcement period. Eleven and a half per cent of the media purchased targeted rural communities. Media efforts there included: Radio, Out of Home, Programmatic Display, High-impact Display, Online Video, and Paid Social Media.

Objectives and Results

Objective: Achieve 30% awareness of the slogan Click It or Ticket by September 30, 2025

- Result: 52% of survey respondents statewide recognized the Click it or ticket message in a June 2025 survey.

Objective: Increase self-reported seat belt use by 2% by September 30, 2025

- Result: Nine out of ten drivers (91%) said they generally wear their seat belt all the time in 2025. In 2024, this was 89%.

Objective: Achieve over 500,000 paid media impressions to garner wide coverage for the campaign by September 30, 2025

- Result: Paid media resulted in 50,002,692 impressions in the state. This is an estimated 5,918,218 people.

Objective: Decrease unrestrained fatalities by 5% by September 30, 2025.

- Result: Preliminary data shows there have been 138 unrestrained passenger vehicle deaths in 2025 (as of 9/30/25). This is a 22% decrease since 2022 and a 12% drop from this time last year.

Task Number	25-08-07
Program Name	Hispanic Occupant Protection
Contractor	Hispanidad

Performance Measure

This project impacted 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.

Project Overview

The goal of this project was to decrease unrestrained fatalities among the target audience in Colorado by September 30, 2025.

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 also included the translation and updating of marketing materials on booster seats and seat belt brochure, car seat law card, seat belt checklist, a Routt County flyer, the CIOT Toolkit for Stakeholders, the Child Passenger Safety Toolkit for Stakeholders, Pueblo seat belt use information, the Someone Needs You poster and campaign, and the Ute Mountain Ute Tribe seat belt poster. A car seat video partnership with Entravision

resulted in a segment on car seat installation tips, featuring Sgt. Alvarado (Colorado State Patrol).

Objectives and Results

Objective: Increase self-reported seat belt use behavior by 2% by September 30, 2025.

- Result: Nine out of ten drivers (91%) said they generally wear their seat belt all the time in 2025. In 2024, this was 89%.

Objective: Achieve over 300,000 earned Hispanic media impressions to garner wide coverage of the campaign by September 30, 2025.

- Results: Spanish press releases for the April Wave, May Mobilization, July Wave enforcement, National CPS week, and the 2025 seat belt survey resulted in 242,829 earned media impressions.

Objective: Decrease unrestrained fatalities among Hispanics by 5% by September 30, 2025.

- Results: NHTSA data on Hispanic populations was not available. Preliminary data shows there have been 138 unrestrained passenger vehicle deaths in 2025 (as of 9/30/25). This is a 22% decrease since 2022 and a 12% drop from this time last year.

Task Number	25-08-08
Program Name	GDL and Teen Driving Safety Communications
Contractor	CIG, R/R, and Vladimir Jones

Performance Measure

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

Project 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, 2025.

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

Objective: 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, 2025.

- Results: Paid media served 9,681,892 impressions to teens in Colorado - this reached an estimated 597,175 teens in the state with a safety message. An expanded presence in Instagram resulted in our message reaching more teens than last year. Overall, impressions for our teen safety message increased by 304% compared to the previous year.
 - A GDL toolkit was developed and distributed to over 75 partners in the state including driving schools and motor vehicle departments.
 - An awareness campaign took part during National Youth Traffic Safety Month resulting in earned and owned media attention.
 - A Summer Safety social media campaign helped raise awareness of GDL laws.
 - In all, teen driving public relations efforts garnered 538,849 total media impressions, 12 social media posts (76,745 impressions), and 245 post interactions. The website received 124,325 page views in FY25.

Task Number	25-08-09
Program Name	Child Passenger Safety
Contractor	CIG, Vladimir Jones

Performance Measure

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

Project 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, 2025.

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. 29% of the total media buy (\$40,000) targeted rural communities. Media efforts included: Programmatic Display, SMS Messaging, and Paid Social Media. 26% of the total \$35,000 budget for public relations targeted rural, underserved, and low-income areas. Activities included building a media library of images for use on social media, reviewing, and reporting on data within rural communities and distributing information on the law updates to stakeholders within these communities.

Objectives and Results

Objectives: Increase awareness by parents and caregivers of the importance of proper child safety seat for every age and every stage by September 30, 2025.

- Results: Paid media served 7,633,348 impressions to parents and caregivers in Colorado on the proper use of car seats. This reached an estimated 4,782,878 people.
 - Low-income audience efforts delivered strong efficiency by generating 1.1M impressions from 742K unique users at a 2x frequency.

- For public relations, the team launched a Kids in Cold Cars media campaign, a Valentine’s Day social media effort, and a stakeholder toolkit on cars seats was distributed to over 80 partners in the state.
- A CPS Week care seat check event generated several news stories and dozens of car seats checked.
- In all public relations outreach garnered 240,769,584 total media impressions with nine social media posts (28,139 impressions) and 103 post interactions. The website received 221,046 page views in FY25.

Task Number	25-08-10
Program Name	Public Relations Program/Media Support
Contractor	CIG, Hispanidad

Performance Measure

This project impacted performance measures C-1. Reduce the number of traffic fatalities.

Project Overview

The goal of this project was to reduce the number of injury and fatal crashes in Colorado by 5% by September 30, 2025.

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

Objective: Increase awareness or implementation of prevention strategies used to prevent crashes by September 30, 2025.

- Results: Fatal crashes decreased 8% as of Sept. 30, 2025. 12 monthly Shift into Safe Newsletters were distributed to over 200 stakeholders providing valuable traffic safety information.
 - Toolkits and media materials were released for Crash Responder Safety Week, Annual Fatalities Press Conference, April News Radio Pitch, Move Over Law, Mid-Year Fatalities Press Release, Hands-Free Press Releases, Traffic Safety Summit, Unattended Passengers and Driver Behavior Survey.
 - Launched the Traffic Safety Partner Resource Library to provide stakeholders with turnkey material to launch awareness campaigns in their own communities.
 - Served over 400 attendees at the Colorado Traffic Safety Summit via registration, name badges, and information booths at the Summit.

- Public relations outreach garnered 70,651,704 total media impressions, 10 social media posts with 49,433 impressions and 154 post interactions. The website received 51,035 page views in FY25.
- A media event featuring a demonstration on how fast the interior of a car can heat up was launched at the Children’s Museum for the Unattended Passengers awareness campaign.
- Material was translated into Spanish for press releases on Motorcycle Safety, Speeding, Traffic Fatalities, and the Bicycle Safety garnering 1,848,619 earned media impressions with a publicity value of \$5,730,719.00.
- Spanish creative assets were translated, including a Law Enforcement Information flyer, a SOCOYO poster, Teen driving brochure and one-page flyer.

Task Number	25-08-11
Program Name	Distracted Driving
Contractor	CIG, Vladimir Jones, and Hispanidad

Performance Measure

This project impacted performance measure C-12. Reduce the number of fatal crashes involving a distracted driver.

Project Overview

The goal of this project was to reduce the number of injuries and fatal crashes due to distracted driving by 5% in Colorado by September 30, 2025.

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

Objective: Increase awareness of ways to avoid distracted driving and motivate change in unsafe driving behaviors by September 30, 2025.

- Results: Paid media garnered 16,878,511 impressions, reaching an estimated 6,109,045 people. Audio placements were selected to reach users while driving. Video and social placements were used to reach people while at home. English and Spanish-speaking audiences were targeted separately to ensure the highest possible messaging relevance during the campaign. Broadcast radio and streaming audio worked together to deliver broad reach and repeated exposure, combining 33.6% reach with 3.6x frequency, reaching 366,003 unique users.
 - Earned media efforts garnered 1,253,874,308 total impressions. This included 19 social media posts with 1,007,172 impressions and 6,518 post interactions. The website received 95,033 page views in FY25. Further results included

launching a website on the new hands-free law and a toolkit with FAQ content, media materials, stakeholder resources, informational collateral, talking points and creative materials. A press conference on the new law generated dozens of news stories, further raising awareness. Press releases for Distracted Driving Awareness Month, Phone Dependence and 100 Deadly Days of Summer helped keep the news media talking about distracted driving.

- For Hispanic outreach, press releases and media outreach activities generated 344,856 earned media impressions with a publicity value of \$1,069,054. Spanish creative assets were developed for the Hands-Free New Law poster, social media images, FAQ one-page flyer, social media copy and 1x :30 audio spot. Creative assets also included videos, social media images, and digital banners.
- The media buy on the hand free law was statewide but had emphasis on high incident counties including Denver, Jefferson, Arapahoe, Adams, El Paso, and Larimer. It garnered 30,920,000 impressions and reached an estimated 9,564,917 people in Colorado. Broadcast radio and streaming audio were leveraged to reach people while in their vehicles in a safe way. These audio placements delivered a total 5,742,780 impressions. Instagram, TrueView, and programmatic display were leveraged to reach people outside of their vehicles to remind them of the Hands-Free law before driving. These tactics served a combined 23,084,802 impressions.

Task Number	25-08-12
Program Name	Pedestrian Safety Communications
Contractor	CIG, Vladimir Jones, R/R, and Hispanidad

Performance Measure

This project impacted performance measure C-10. Reduce the number of pedestrian fatalities

Project Overview

The goal of this project was to reduce the number of pedestrian injuries and fatalities in Colorado by 5% by September 30, 2025.

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.

Objectives and Results

Objective: Increase awareness of the hazards and precautions among pedestrians and drivers to help ensure pedestrian safety by September 30, 2025.

- Results: The media buy targeted high incident counties including El Paso, Adams, and Jefferson. It resulted in 24,466,790 impressions, indicating broad exposure. It is

estimated that 4,254,037 people in Colorado were reached. There was a 1,200% increase in completed video views on Meta over last year. Streaming audio was leveraged to reach walking commuters in our targeted counties, serving 703,081 ad impressions.

- Pedestrian Safety public relations outreach garnered 113,513,084 total media impressions. CIG posted 21 social media posts with 112,305 impressions and 1,600 post interactions. The website received 46,901 page views in FY25.
- A National Pedestrian Safety Month campaign included social media and stakeholder resources and social media content. An earned media event in Colorado Springs resulted in significant news media coverage. A similar media event was conducted in Denver.
- Hispanic outreach included press releases and media outreach, resulting in 1,786,939 earned media impressions with a publicity value of \$5,539,511.00. Chalk stencil, social ads, YouTube copy, and Pedestrian toolkit were translated into Spanish

Task Number	25-08-13
Program Name	Occupant Protection - Communications
Contractor	Vladimir Jones, Xuma, and R&R

Performance Measure

This 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, 2025

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.

Objectives and Results

Objective: Increase awareness of the benefits of seat belt use by September 30, 2025.

- Results: Public relations efforts, including a press conference, garnered 20,589,600 earned media impressions. This resulted from the launch of the “No Excuses” campaign in Pueblo County, which has the lowest seat belt use rate in the state. Huge signs were placed throughout the area, including the Riverwalk, Pueblo Zoo, County Courthouse, schools, and various special events. A grassroots community coalition was started to heighten the campaign, including health, safety, education, and business partners.

Objective: Achieve over 500,000 media impressions to ensure campaign is viewed by a large audience by September 30, 2025.

- Results: Paid media served 41,442,933 impressions reaching an estimated 4,029,188* people. Investment was increased in high-impact advertising placements in online display and video. These placements had engagement rates above standard benchmarks resulting in a 0.57% CTR and 86% video completion rate. A mix of Hispanic radio, general market, and total traffic resulted in a total 4,981,401 impressions. Streaming audio ensured we reached drivers through all means of listening behaviors. This placement served a total 331,634 impressions.

Objective: Reduce number of unrestrained passenger vehicle deaths by 5% by September 30, 2025.

- Results: Preliminary data shows there have been 138 unrestrained passenger vehicle deaths in 2025 (as of 9/30/25). This is a 22% decrease since 2022 and a 12% drop from this time last year.

Objective: Increase self-reported seat belt use by 2% statewide by September 30, 2025.

- Results: Nine out of ten drivers (91%) said they generally wear their seat belt all the time in 2025. This is up by 2% from 2024.

Task Number	25-08-14
Program Name	Speed
Contractor	CIG, Vladimir Jones, and R&R

Performance Measure

This project impacted performance measure C-6. Number of speeding-related fatalities.

Project Overview

The goal of this project was to reduce the number of fatal crashes involving speed by 5% by September 30, 2025.

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

Objective: Increase awareness by drivers, particularly young males, of the importance of obeying the speed limit and the dangers of speeding overall in Colorado by September 30, 2025.

- Results: Speeding public relations outreach garnered 1,230,914 total media impressions. This included seven social media posts with 56,083 impressions and 556 post interactions. The website received 27,231 page views in FY25. A toolkit of materials was developed for stakeholders to help carry the message. A press conference in Colorado Springs helped generate speed awareness and the impact higher speeds can have on pedestrians and bicyclists.
 - Paid media targeted statewide with emphasis on high incident areas including Denver, El Paso, Weld, Jefferson, Adams, and Arapahoe. This garnered 22,454,565 paid media impressions reaching an estimated 7,313,467 people. TrueView and Meta significantly boosted delivery and complemented traditional tactics. As a result, the campaign far exceeded impression forecasts. Social media and video placements were leveraged to reach people at home to remind them of the dangers of speeding. Out-of-home billboards and streaming audio were used to reach people while in their vehicles in a safe way.
 - Hispanic outreach generated 565,388 earned media impressions with a publicity value of \$1,752,703.00. Spanish press releases and media outreach activities contributed to numerous news stories. Spanish creative assets (1 x :15 and 1 x :30 audio spots) were created for the media buy.

Pedestrian/Bicycle Safety

Overview

The Highway Safety Office's Pedestrian and Bicycle Safety program continues to support the goal of reducing pedestrian and bicycle fatalities by educating the public about avoiding pedestrian and bicycle 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 \$372,777.

Efforts and activities included:

- Proactive enforcement of laws addressing pedestrian violations, including 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 at-risk adults and youth in the Denver Metro area.

List of FY25 Projects – No Funds Expended/No Activity

25-03-02 Reducing Youth Injuries/Peer-to-Peer Programs

No funds were expended. This project was delayed due to Contracting issues. Cancellation of this project had no effect on the overall countermeasure strategy as these project activities were completed within project.

25-04-09 Crash Data Advancement

This project was delayed due to RFP and Contracting issues. No funds were expended. Cancellation of this project had no effect on the overall countermeasure strategy.

23-04-13 JeffCom Computer-Aided-Dispatch (CAD)-to-CAD

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

23-05-02 Swedish Medical Center - Child Passenger Safety Program

No funds were expended. Project terminated prior to implementation. Cancellation of this project had no effect on the overall countermeasure strategy.

Contacts

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