An aerial photograph of a winding asphalt road through a dense evergreen forest in a mountainous region. The road curves through the landscape, with some sections showing construction or maintenance work. In the background, there are large, rugged mountains under a clear blue sky.

Colorado

2018 Integrated Safety Plan



COLORADO

Department of
Transportation



COLORADO

**Department of
Transportation**

2018 Integrated Safety Plan

Mission Statement:

Reduce the incidence and severity of motor vehicle crashes and the human and economic losses that are associated with them.



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A Message from the Office of Transportation Safety and the Traffic and Safety Engineering Branch

We are pleased to provide you with the FY2018 Colorado Integrated Safety Plan (ISP). Each year, this document is updated to help focus limited resources on strategic projects statewide that can have an impact on reducing the number of fatalities and serious injuries due to motor vehicle crashes on Colorado highways. The ISP includes the state's goals, objectives and strategies for improving traffic safety, as well as performance measures to evaluate our progress. It outlines specific highway safety projects and programs and respective funding for FY2018. As a carry-over from last year, the ISP reflects the recently completed Strategic Highway Safety Plan (SHSP) vision of Moving Towards Zero Deaths (TZD) and articulated goals for fatality and serious injury crash reductions from 2015 through 2019. The ISP also reflects the national performance measures, collaboratively established for Colorado per National Highway Traffic Safety Administration (NHTSA) and Federal Highway Administration (FHWA) requirements.

Recent years in Colorado have seen an unfortunate increase in crash and fatality incidents. While CDOT has become more strategic and data-driven in our programs and project selections, recent results remind us that we need to continue to be more comprehensive and responsive to contributing factors that are increasing crashes on our roadways. In 2016 CDOT brought together all of the stakeholders who originally participated in a statewide, multi-disciplinary and multi-stakeholder visioning effort, to create the SHSP. These stakeholders reviewed their implementation plans for effectiveness, and Colorado now embraces Moving Towards Zero Deaths as our vision for transportation safety and has articulated goals to move forward in the coming years. The Plan also articulates measures and specific action steps to monitor progress on our goals and ensure progress. Implementation of the SHSP through coordinated efforts of all the SHSP contributors will be Colorado's focus in the next year and up through 2019 to enact this plan to reduce fatalities and crashes on Colorado's roadways.

We will accomplish this by expanding our safety partnerships and by providing tools for safety advocates to work in partnership with us. We will continue our strong relationships with local governments and law enforcement to make traveling through Colorado safer than ever before.

CDOT's Office of Transportation Safety and Traffic and Safety Engineering Branch will continue to partner with the National Highway Traffic Safety Administration (NHTSA), Federal Highway Administration (FHWA), CDOT's Public Relations Office, CDOT Regions, and our local transportation safety partners, to move our Integrated Safety Plan forward. In so doing, we will save lives and reduce injuries and crashes and reduce the associated economic impact that are associated with them.

Finally, we wish to thank our stakeholders, partners and employees who contributed to this report and who assisted with the selection process for establishing these important safety projects. It is through this collaboration and the development of innovative safety programs that we will continue to reduce future roadway deaths and injuries within the state of Colorado.



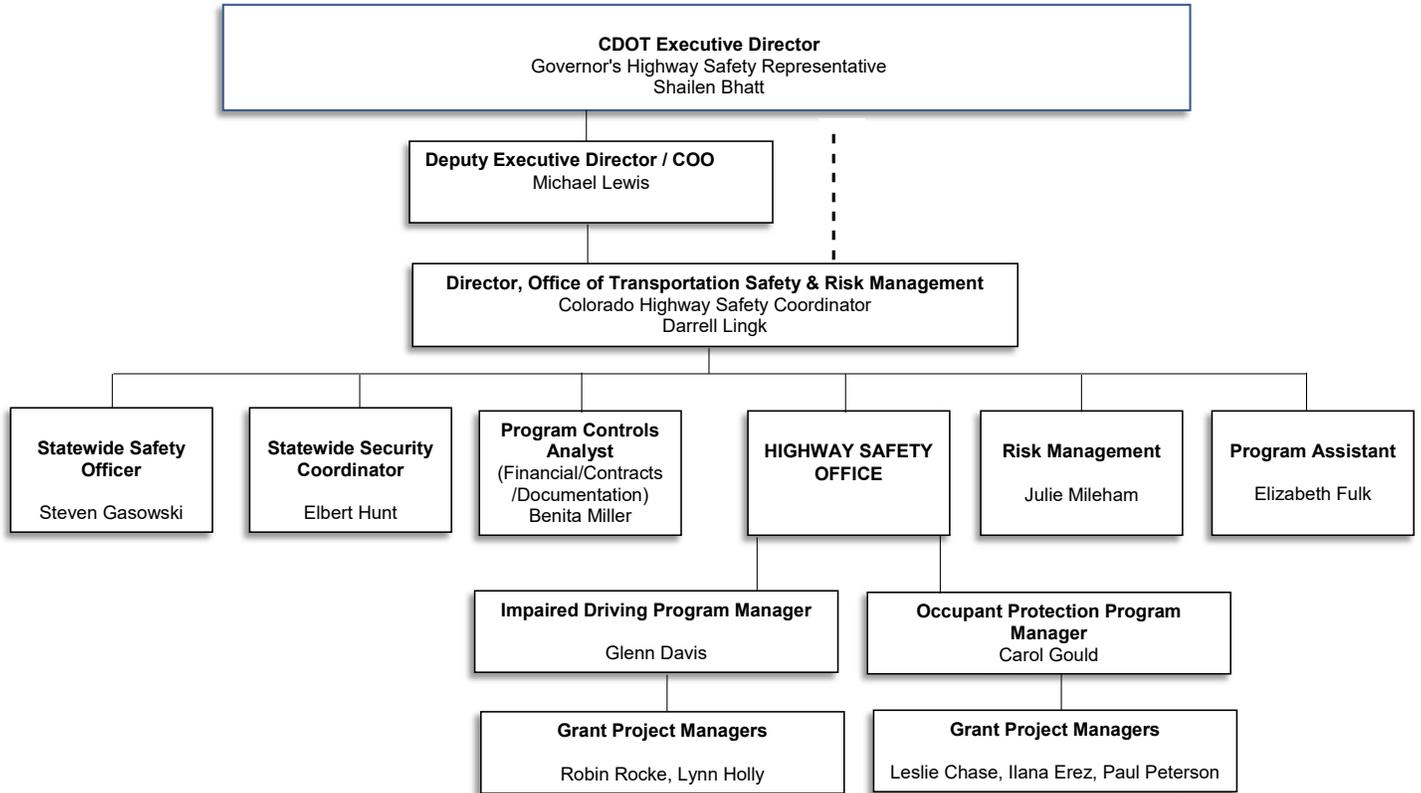
Darrell S. Lingk
Director, Office of Transportation Safety



Charles E. Meyer
Manager, Traffic and Safety Engineering Branch

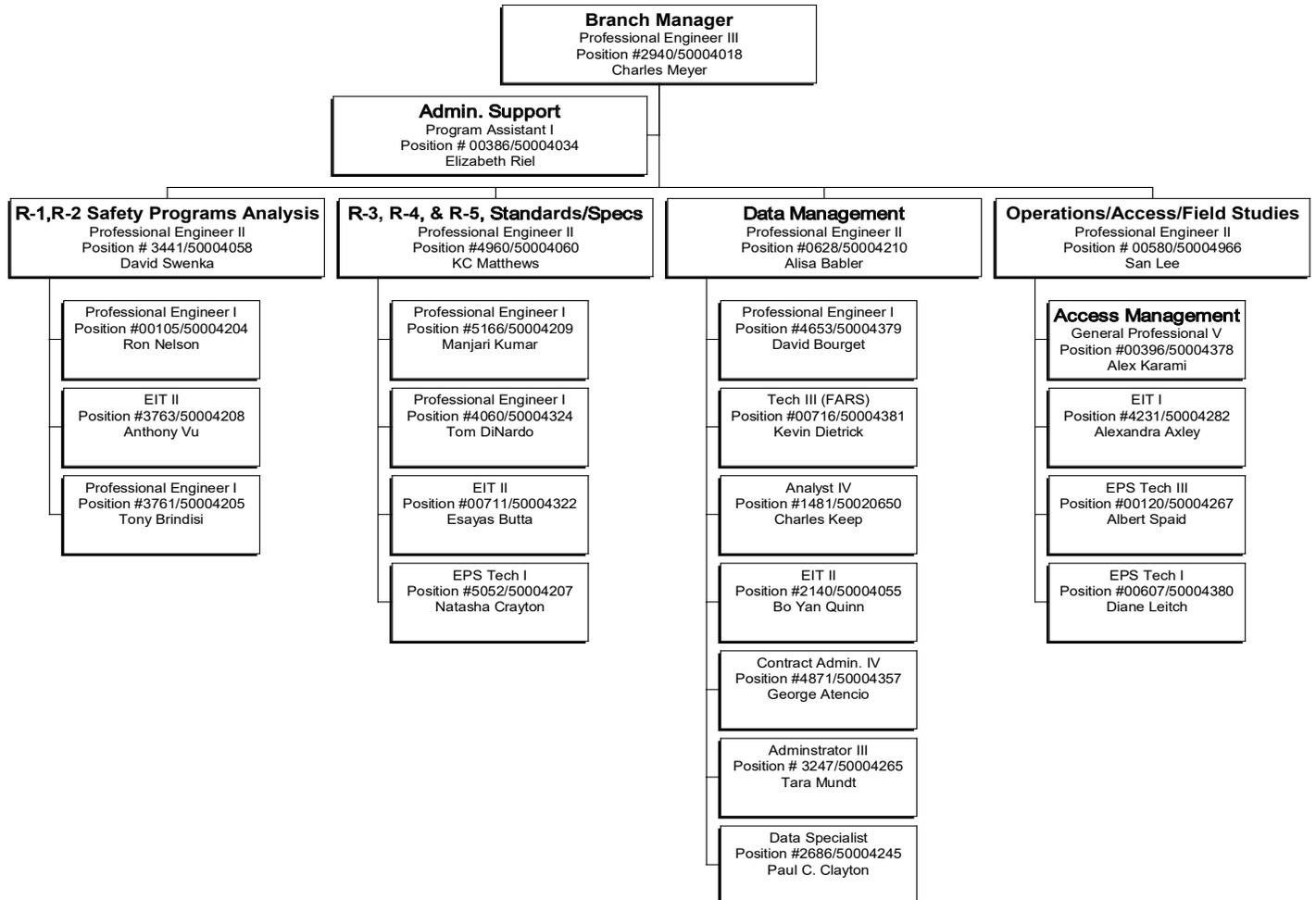


Office of Transportation Safety Organizational Chart





Traffic and Safety Engineering Branch Organizational Chart







2018 Integrated Safety Plan Introduction

The 2018 Integrated Safety Plan (ISP) is built upon a foundation of traffic safety strategies that are proven to reduce the number and severity of traffic crashes in the State of Colorado. The ISP focuses on the three contributing factors to crashes: the roadway, the driver, and the vehicle. The crash sequence is examined and strategies are developed to reduce the likelihood of a crash occurring and to mitigate the effects of the crash once a crash sequence has been initiated. Many of these strategies involve joint efforts and cooperative programs at all levels of government and between the public and private sectors.

There are several groups and organizations that engage in various processes and programs that are designed to prevent and mitigate Colorado's highway fatalities and serious injuries. From CDOT these include the Governor's Representative for Highway Safety, the Traffic and Safety Engineering Branch, the Office of Transportation Safety, the Transportation Regional Directors, Headquarters staff, and Staff Branches. Other groups and organizations that are also involved include the Governor's office, the Colorado State Legislature, federal agencies, state agencies, political subdivisions, community groups and the private sector. All of these entities are vital in the ongoing mission to reduce crashes resulting in fatalities or serious injury on Colorado roadways.

Mission, Goals, and Objectives

In 2015, the State of Colorado adopted "Moving Towards Zero Deaths" as the State's bold new safety initiative and completed the new Strategic Highway Safety Plan (SHSP). This new vision and plan guide all safety stakeholders in Colorado to reduce the incidence and severity of motor vehicle crashes and the human and economic losses that are associated with them. The SHSP set specific visionary goals for reducing our fatality and serious injury rates, as well as the total number of crashes overall as compared to previous years.

New this year, in order to meet the requirements of MAP-21, CDOT is required to annually set targets for Number of Fatalities, Fatality Rate per 100 Million Vehicles Miles Travelled (VMT), Number of Serious Injuries, Serious Injury Rate per 100 Million VMT, as well as Number of Non-motorized Fatalities and Serious Injuries. These first targets, to be set for 2018, are to be five-year rolling averages for 2014 -2018 based on the trend analysis of 2011 - 2016 existing data and will be assessed for progress by FHWA in 2019.

CDPHE and CDOT coordinated analysis of the crash data through various methods including Loess regression and a polynomial regression line in Excel to create best fit curves. Other models were examined in Excel including straight line, exponential, linear, logarithmic, and power, but the polynomial and Loess regressions appeared to be the best fit model for the existing crash data. These analyses assisted CDOT in establishing predictions and future targets. What is interesting, and unfortunate, is that these models all predict significant increases in the crash numbers.

Of the five measures, three must be identically set for NHTSA's Highway Safety Plan and FHWA's Highway Safety Improvement Plan - Number of Fatalities, Fatality Rate per 100 Million VMT, and Number of Serious Injuries. This was done through collaborative statistical analysis by CDOT's Highway Safety Office and the Traffic and Safety Engineering Branch. The current proposed targets are as follows and will be finalized upon reporting to NHTSA in June and FHWA in August of 2017.



2018 Integrated Safety Plan Introduction – continued

These targets, unfortunately much higher than SHSP-set visionary goals, were vetted with CDOT executive management, CDOT’s planning partners, and CDOT’s Transportation Commission, and are ready for reporting to FHWA and NHTSA.

Colorado 2018 Safety Targets 5-year Averages 2014-2018:

- Fatalities—610
- Fatality Rate—1.20
- Serious Injuries—3,350
- Serious Injury Rate—6.790
- Non-motorists fatalities and serious injuries (pedestrian and bicyclists)—586

In this process of setting annual national targets, and with recent drastic changes in fatality trends, CDOT is working to reconcile the differences in its vision and goals set for the SHSP and targets set for the national performance measures.

How We Evaluate Safety Progress

The statewide fatality rate is the primary means of measuring the Department’s effectiveness in increasing safety for users of the state highway system. Providing a safe transportation system is CDOT’s highest priority. The fatality rate is the number of fatalities per 100 million Vehicle Miles Traveled (100 MVMT) on Colorado highways. While it is only one of dozens of other more specific measures of safety on our highways, it is the accepted national measure for roadway safety, and now one of five FHWA nationally-mandated measures, and one of the many NHTSA nationally-mandated measures of roadway safety.



Colorado DOT Analysis and Justification for FHWA – NHTSA 2018 Safety Performance Measure Target Setting Recommendations

In 2015 and 2016 Colorado experienced increases in fatal crashes, which after adopting “Moving Towards Zero Deaths” in 2013, is a disconcerting statistic. In order to meet the requirements of MAP-21, CDOT is required to annually set targets for Number of Fatalities, Fatality Rate per 100 Million VMT, Number of Serious Injuries, Serious Injury Rate per 100 Million VMT, as well as Number of Non-motorized Fatalities and Serious Injuries. These first targets, to be set for 2018, are to be five-year rolling averages for 2014 -2018 based on the trend analysis of 2011 - 2016 existing data and will be assessed for progress by FHWA in 2019.

Colorado has experienced recent increases in population growth and vehicle miles traveled. With the legalization of marijuana, more and more technology causing distractions, climate change, low gas prices, a thriving local economy, and increasing population density in front range counties, there are many factors which play a part in the increased fatal crashes. While none of these factors alone can explain the increase, it is assumed that these and other factors all contribute to the increases Colorado is experiencing. It is anticipated that all of these factors will continue to increase through this planning period, leading to continued increases in fatalities and serious injuries. The fatalities trend is being seen already in 2017 with a 10% higher number than this time last year in comparison with 2016 fatalities being 50% lower than this time of 2015.

CDPHE and CDOT coordinated analysis of the crash data through various methods including Loess regression and a polynomial regression line in Excel to create best fit curves. Other models were examined in Excel including straight line, exponential, linear, logarithmic, and power, but the polynomial regression appeared to be the best fit model for the existing crash data. These graphs represent several potential values for future crash numbers in the state. What is interesting, and unfortunate, is that these models all predict significant increases in the crash numbers.

Of the five measures, three must be identically set for NHTSA’s Highway Safety Plan and FHWA’s Highway Safety Improvement Plan - Number of Fatalities, Fatality Rate per 100 Million VMT, and Number of Serious Injuries. This was done through collaborative statistical analysis by CDOT’s Highway Safety Office and Traffic and Safety Engineering Branch. The current proposed targets are as follows and will be finalized upon reporting to NHTSA in June and FHWA in August of 2017.

Colorado 2018 Safety Targets 5-year Averages 2014-2018

Fatalities - 610

Fatality Rate - 1.20

Serious Injuries - 3,350

Serious Injury Rate - 6.790

Non-motorists fatalities and serious injuries (pedestrian and bicyclists) - 586

Challenges/Considerations in the data analysis:

2016 injury crash data is incomplete and it is unclear if this number may still increase as more data comes in. Due to system upgrades and the rollout of a new Department of Revenue crash data system, there are some delays in finalizing the 2016 crash data. The predictions should take into account that 2016 may increase in numbers over what is currently shown.

Predicting VMT is challenging and creates another variable that could impact rates. CDOT needs to decide if the target will be based on the best fit line of rates, or on the total crash number divided by a predicted VMT.

Given the factors above, the trend analysis and the current state of legislation, funding, technologies, and safety strategies which are not expected to change in the immediate future, Colorado targets are established anticipating increases in the number of fatal crashes.



2018 Integrated Safety Plan Performance Measures

The National Highway Traffic Safety Administration (NHTSA) and the Governors Highway Safety Association (GHSA) agreed on a minimum set of performance measures to be used by States in the development of Integrated Safety Plans, or State Highway Safety Plans, and in the implementation of programs. The measures cover the major areas common to Safety Plans and use existing data systems. The Performance Measures below include three Activity Measures (A-1. through A-3.), one Behavioral Measure (B-1.), fourteen Core Measures (C1. through C14.) and one Survey Measure (S-1.). The results of the Survey Measure conducted are detailed on the pages following S-1.

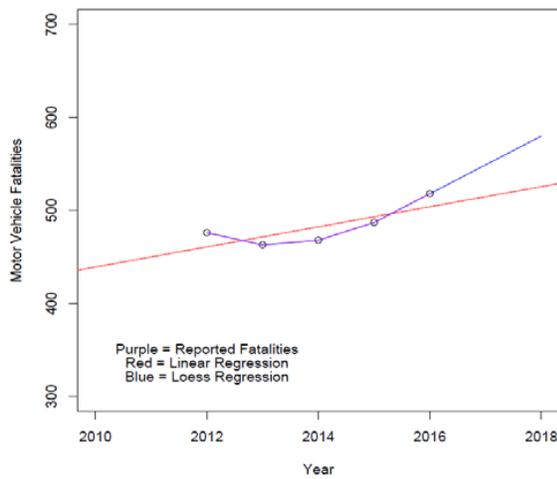
- A-1. Number of seat belt citations issued during grant-funded enforcement activities (grant activity reporting)
Average number of seat belt citations written from 2014-2016: 9,640
- A-2. Number of impaired driving arrests made during grant-funded enforcement activities (grant activity reporting)
Average number of impaired driving arrests from 2014-2016: 9,071
- A-3. Number of speeding citations issued during grant-funded enforcement activities (grant activity reporting)
Average number of speeding citations written from 2014-2016: 4,633
- B-1. Increase the observed seat belt use for passenger vehicles
Observed seat belt rate for passenger vehicles in 2016: 84%
Goal: Increase the observed seat belt use for passenger vehicles to 86% in 2018



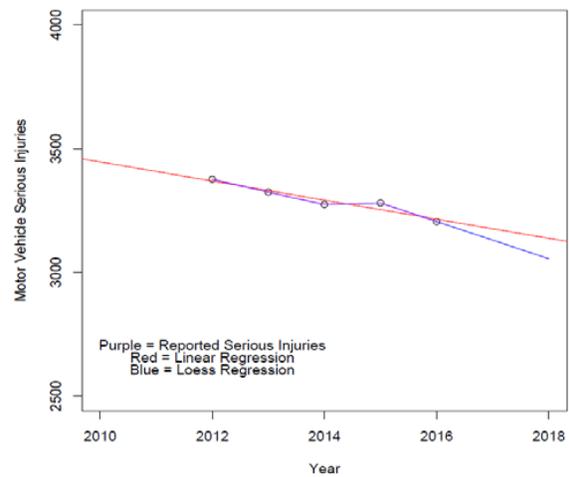
2018 Integrated Safety Plan Performance Measures

In order to determine the Highway Safety Office 2018 target performance measures, each of the 14 performance measures were evaluated using 5-year rolling averages from 2011 to 2015. Attainable target performance measures take into account historical trends. Thus, predicted values for each measure were calculated using Polynomial, Loess, and Linear regression techniques that follow disparate mathematical assumptions. The observed values during this time period were plotted and overlayed with the different regression techniques to visually determine which regression method fit the observed data best. Below are plots of each performance measure for the reported outcomes and according to Linear and Loess regression techniques used. Polynomial regression was also performed and results are included in the table.

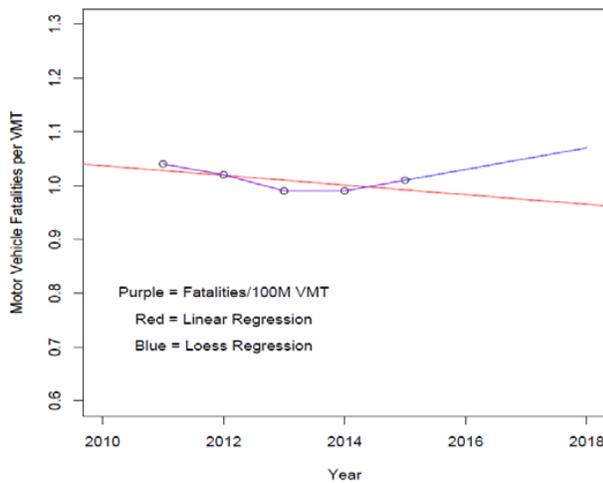
C1: Traffic fatalities



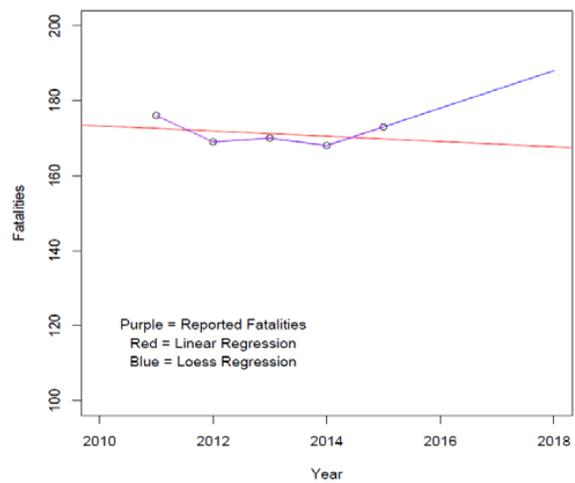
C2: Serious injuries in traffic crashes



C3: Fatalities/VMT



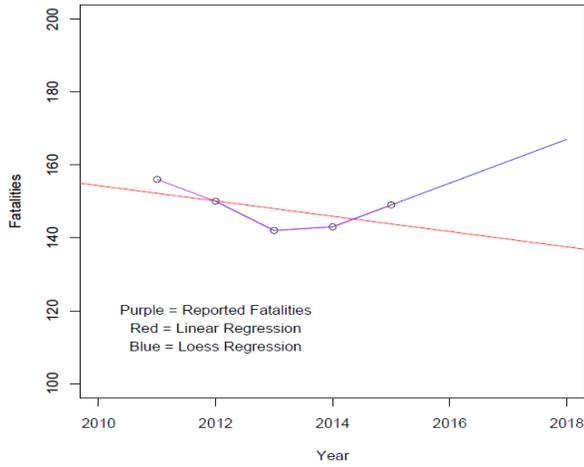
C4: Unrestrained passenger vehicle occupant fatalities, all seat positions



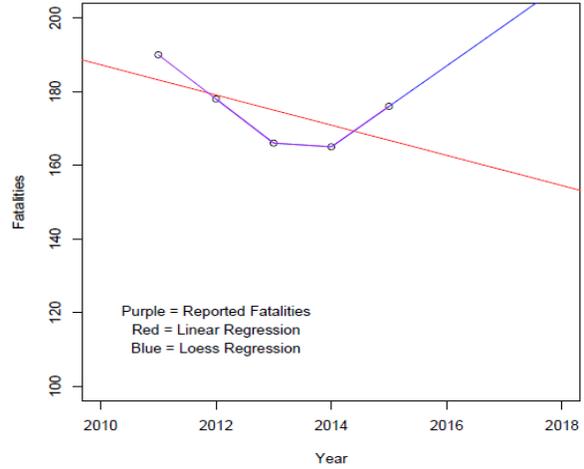


2018 Integrated Safety Plan Performance Measures

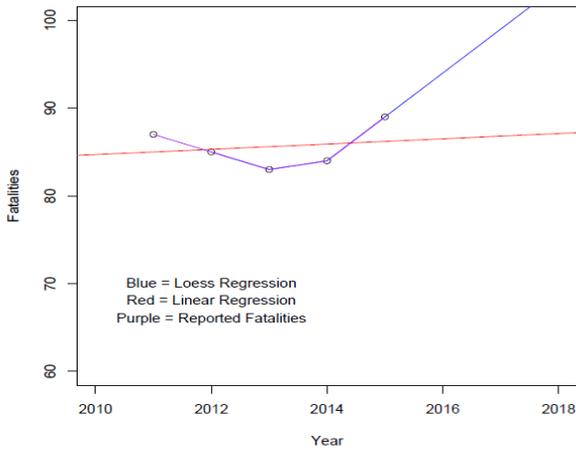
C5: Fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above



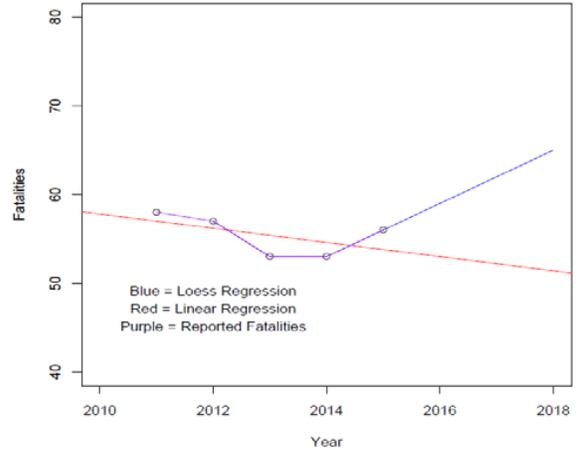
C6: Speeding-related fatalities



C7: Motorcyclist fatalities



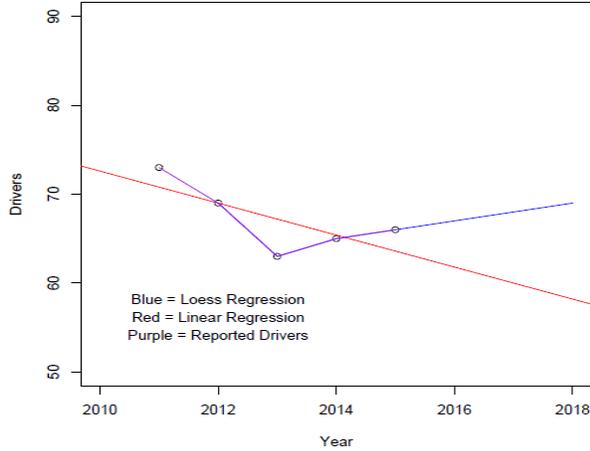
C8: Unhelmeted motorcyclist fatalities



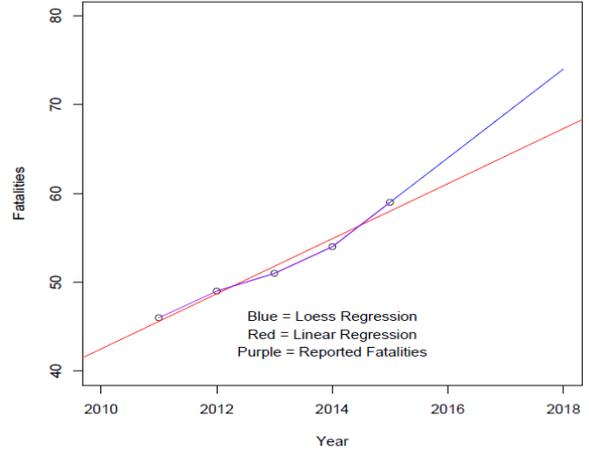


2018 Integrated Safety Plan Performance Measures

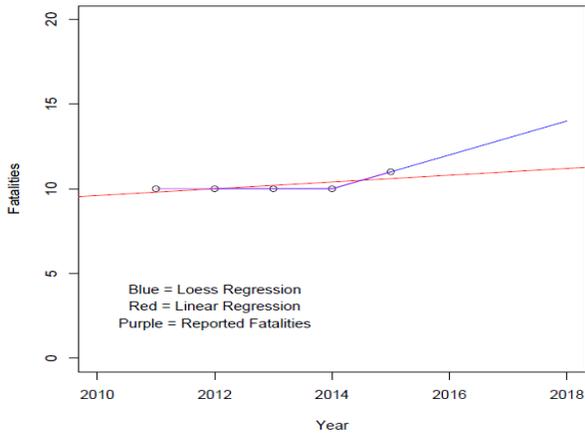
C9: Drivers age 20 or younger involved in fatal crashes



C10: Pedestrian fatalities



C11: Bicyclist fatalities



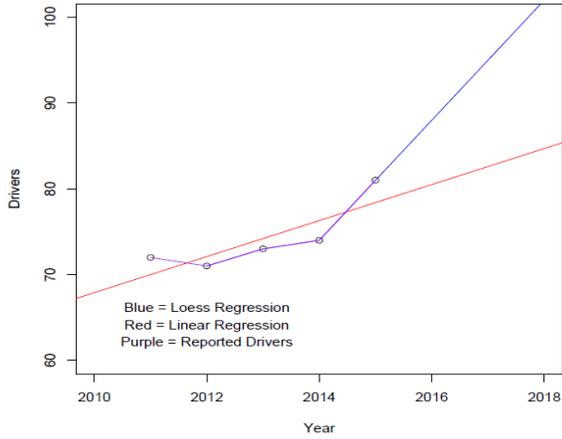
C12: Distracted drivers involved in fatal crashes



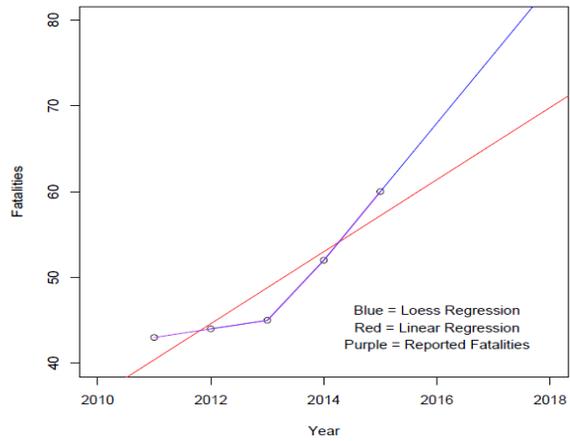


2018 Integrated Safety Plan Performance Measures

C13: Drivers age 65 and older involved in fatal crashes



C14: Fatalities in crashes involving a driver or motorcycle operator testing positive for drugs





2018 Integrated Safety Plan Performance Measures

Table 1 shows the estimated outcomes for the performance measures produced by the four methods described above: 1) 5-year rolling average; 2) polynomial regression; 3) loess regression; and, 4) 5-year average percent change. The Colorado Highway Safety Office reviewed these four data-driven methods, and in combination with their expertise of the content area, and knowledge on the distribution of modifiable intervention and prevention factors formed the 2018 performance targets shown in Table 1.

Table 1. 2018 Colorado Highway Safety Office performance measure estimates according to 5-year rolling average, predictions by linear and loess regression using 10 years, and 5-year average percent change

	2015 Data	5-year Rolling Average	Polynomial Regression	Loess Regression	5-year % Δ	2018 Target
C-1. Traffic Fatalities	546	487	807	580	(↑) 5.13	610
C-2. Serious Injuries in traffic crashes	3,216	3,280	3,547	3,055	(↓) 0.90	3,350
C-3. Fatalities/100M VMT	1.08	1.02	1.24	1.07	(↑) 2.99	1.20
C-4. Unrestrained Fatalities, all seat positions	188	173	202	188	(↑) 0.40	186
C-5. Fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above	151	149	192	167	(↓) 1.44	150
C-6. Speeding-Related Fatalities	216	176	249	209	(↑) 4.23	211
C-7. Motorcycle Fatalities	106	89	115	104	(↑) 7.97	125
C-8. Unhelmeted Motorcycle Fatalities	67	56	68	65	(↑) 8.14	77
C-9. Drivers ≤20 in Fatal Crashes	67	66	86	69	(↑) 1.55	59
C-10. Pedestrian Fatalities	59	59	73	74	(↑) 7.01	77
C-11. Bicyclist Fatalities	13	11	14	14	(↑) 12.91	15
C-12. Distracted Driving Fatal Crashes	69	74	90	83	(↓) 2.06	67
C-13. Drivers ≥65 in Fatal Crashes	99	81	107	102	(↑) 11.52	92
C-14. Fatalities in crashes involving driver or motorcycle operator testing positive for drugs	147	105	173	147	(↑) 12.13	174



2018 Integrated Safety Plan Performance Measures

- C-1. Reduce the number of traffic fatalities**
Number of traffic fatalities in 2016: 608
Urban fatalities in 2016: 342
Rural fatalities in 2016: 266
Target: *Not to exceed 610 traffic fatalities in 2018*

- C-2. Reduce the number of serious injuries in traffic crashes**
Number of serious injuries in traffic crashes in 2016: 2,992*
Target: *Not to exceed 3,350 serious injuries in traffic crashes in 2018*
**2016 Preliminary*

- C-3. Reduce the fatalities per Vehicle Miles Traveled (VMT)**
Total fatalities per Vehicle Miles Traveled (VMT) in 2015 *: 1.08
Urban fatalities per Vehicle Miles Traveled (VMT) in 2015 *: 0.79
Rural fatalities per Vehicle Miles Traveled (VMT) in 2015 *: 1.77
**2016 VMT not available*
Target: *Not to exceed 1.20 total fatalities per VMT in 2018*

- C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions**
Number of unrestrained passenger vehicle occupant fatalities in 2016: 186
Target: *Maintain unrestrained passenger vehicle fatalities at 186 in 2018*

- C-5. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above**
Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above in 2016: 137 (preliminary)
Target: *Not to exceed 150 fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above in 2018*

- C-6. Reduce the number of speeding-related fatalities**
Number of speeding-related fatalities in 2016: 211
Target: *Maintain speeding-related fatalities at 211 in 2018*

- C-7. Reduce the number of motorcycle fatalities**
Number of motorcycle fatalities in 2015: 125
Target: *Maintain the number of motorcyclist fatalities at 125 in 2018*

- C-8. Reduce the number of unhelmeted motorcycle fatalities**
Number of unhelmeted motorcycle fatalities in 2016: 77
Target: *Maintain the number of unhelmeted motorcyclist fatalities at 77 in 2018*



2018 Integrated Safety Plan Performance Measures

- C-9. Reduce the number of drivers age 20 or younger involved in fatal crashes**
Number of drivers age 20 or younger involved in fatal crashes in 2016: 59
Target: *Maintain the number of drivers age 20 or younger involved in fatal crashes at 59 in 2018*
- C-10. Reduce the number of pedestrian fatalities**
Number of pedestrian fatalities in 2016: 84
Target: *Decrease the number of pedestrian fatalities to 77 in 2018*
- C-11. Reduce the number of bicyclist fatalities**
Number of bicyclist fatalities in 2016: 16
Target: *Decrease the number of bicyclist fatalities to 15 in 2018*
- C-12. Reduce the number of fatal crashes involving a distracted driver**
Number of distraction-affected fatal crashes in 2016: 67
Target: *Maintain the number of distracted drivers involved in fatal crashes at 67 in 2018*
- C-13. Reduce the number of fatal crashes involving a driver age 65 years or older**
Number of drivers age 65 years and older involved in fatal crashes in 2016: 92
Target: *Maintain the number of drivers age 65 or older involved in fatal crashes at 92 in 2018*
- C-14. Reduce the number of fatal crashes involving a driver or motorcycle operator, testing positive for drugs**
Number of fatal crashes involving drivers testing positive for drugs in 2016: 174
Target: *Maintain the number of fatalities involving a driver or motorcycle operator testing positive for drugs at 174 in 2018*



2018 Integrated Safety Plan Performance Measures

Table 2. Performance Report

State of Colorado Performance Report to Date			
	CO HSO 2017 Performance Target	2016 Data	CO HSO 2018 Performance Target
C-1. Traffic Fatalities	488	608	610
C-2. Serious Injuries	3,201	2,992 *Preliminary	3,350
C-3. Fatalities/100M VMT	0.99	1.08 *2015	1.20
C-4. Unrestrained	163	186	186
C-5. Alcohol -Impaired Driving Fatalities (BAC=.08+)	160	137	150
C-6. Speeding-Related Fatalities	162	211	211
C-7. Motorcyclist Fatalities	94	125	125
C-8. Unhelmeted Fatalities	60	77	77
C-9. Drivers 20 or Younger Involved in Fatal Crashes	74	59	59
C-10. Pedestrian Fatalities	60	84	77
C-11. Bicyclist Fatalities	10	16	15
C-12. Distracted Fatalities	59	67	67
C-13. Drivers 65 Or Older Involved in Fatal Crashes	74	92	92
C-14. Fatal Crashes Involving Drivers Positive for Drugs	70	147	174

*2016 final figures not yet available.



2018 Integrated Safety Plan Driver Attitude and Awareness Surveys

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

Important Notes:

All of the impaired driving and seat belt questions have been asked over a period of years with slightly different wording than the NHTSA wording. CDOT received permission to retain previous wording for longitudinal research reasons. The CDOT question wording is presented below each NHTSA question.

1. CDOT received permission to slightly modify the Speeding-related questions. The CDOT question wording is presented below each NHTSA question.

Impaired Driving

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

CDOT question version:

Out of the past 30 days, on about how many days did you do the following? Drove a motor vehicle within 2 hours after drinking alcoholic beverages

Mail surveys	November 2014	November 2015	November 2016
1) None	70%	69%	73%
2) Between 1 and 2	16%	21%	15%
3) Between 3 and 5 days	7%	5%	6%
4) Between 6 and 10 days	2%	2%	2%
5) 11 or more days	1%	0%	0%
6) Missing	3%	3%	4%

A-2: In the past 30-60 days, have you read, seen or heard anything about alcohol impaired driving (or drunk driving) enforcement by police Yes_____ No_____

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

**In the 2012 and 2013 surveys this question did not include marijuana, wording was “while under the influence of alcohol or driving drunk?”*

EXCLUDING “Don’t know”										
	2012 March	2012 Sept	2013 March	2013 Sept	2014 April	2014 Sept	2015 April	2015 Sept	2016 April	2016 Sept
1) Yes	28%	64%	20%	39%	22%	32%	35%	35%	42%	43%
2) No	72%	36%	80%	61%	78%	68%	65%	65%	58%	57%

continued



2018 Integrated Safety Plan Driver Attitude and Awareness Surveys

INCLUDING "Don't know"										
	2012 March	2012 Sept	2013 March	2013 Sept	2014 April	2014 Sept	2015 April	2015 Sept	2016 April	2016 Sept
1) Yes	28%	63%	19%	39%	22%	31%	34%	35%	41%	42%
2) No	71%	35%	78%	60%	77%	66%	64%	63%	57%	57%
3) Don't know	1%	2%	4%	2%	1%	3%	3%	2%	3%	1%
Total Number	N=766	N=773	N=769	N=773	N=770	N=770	N=554	N=549	N=555	N=548

Seat Belt Use

B-1: How often do you use seat belts when you drive or ride in a car, van, sport utility vehicle or pick up? ___Always ___Most of the time ___Half the time ___Rarely ___Never

CDOT question version:

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

Mail surveys	November 2014	November 2015	November 2016
1) All of the time	85%	91%	87%
2) Most of the time	9%	6%	8%
3) Some of the time	3%	3%	2%
4) Rarely	2%	1%	1%
5) Never	1%	0%	1%
6) Don't know	0%	0%	0%
Total Number	N=917	N=824	N=886

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

CDOT question version:

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

Phone survey	2013 March	2013 June	2014 April	2014 June	2015 April	2015 June	2016 April	2016 June
1) Yes	11%	23%	6%	23%	13%	25%	19%	22%
2) No	89%	77%	94%	77%	87%	75%	81%	78%
3) Don't know	0%	0%	0%	0%	0%	0%	0%	0%
4) Refused	N=746	N=747	N=753	N=753	N=546	N=533	N=551	N=544



2018 Integrated Safety Plan Driver Attitude and Awareness Surveys

B-3: What do you think the chances are of getting a ticket if you don't wear your safety belt? ___ Always ___ Most of the time ___ Half the time ___ Rarely ___ Never

CDOT question version:

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

Mail surveys	November 2014	November 2015	November 2016
1) Very likely	23%	15%	16%
2) Somewhat likely	22%	26%	23%
3) Somewhat unlikely	22%	21%	21%
4) Very unlikely	22%	25%	26%
5) Don't know	11%	12%	14%
6) Refused	23%	15%	16%

Speeding

S-1a: On a local road with a speed limit of 30 mph, how often do you drive faster than 35 mph? _____ Always _____ Most of the time _____ Half the time ___ Rarely _____ Never

CDOT question version:

How often, if ever, do you drive over the speed limit? On a neighborhood road (speed limit of 25-30 mph)

Mail surveys	November 2014	November 2015	November 2016
1) All of the time	5%	5%	8%
2) Most of the time	25%	26%	29%
3) Some of the time	39%	43%	36%
4) Rarely	23%	21%	21%
5) Never	7%	5%	6%
6) Don't know	0%	0%	0%
Total Number	N=891	N=804	N=881

S-1b: On a road with a speed limit of 65 mph, how often do you drive faster than 70 mph? _____ Always _____ Most of the time _____ Half the time ___ Rarely _____

CDOT question version:

How often, if ever, do you drive over the speed limit? On a main highway/interstate (speed limit of 65 mph)

continued



2018 Integrated Safety Plan Driver Attitude and Awareness Surveys

Mail surveys	November 2014	November 2015	November 2016
1) All of the time	8%	7%	9%
2) Most of the time	26%	27%	32%
3) Some of the time	37%	41%	33%
4) Rarely	20%	19%	20%
5) Never	8%	6%	5%
6) Don't know	0%	0%	0%
Total Number	N=892	N=806	N=881

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

Not asked in 2014, 2015, or 2016

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

	June 2013
1) Yes	27%
2) No	73%

S-3: What do you think the chances are of getting a ticket if you drive over the speed limit? _____ Always _____ Most of the time _____ Half the time _____ Rarely _____ Never

CDOT question version:

Suppose you drove your motor vehicle consistently 5-10 mph over the speed limit for the next 6 months. How likely or unlikely is it that the police would stop you at least once?

Driving consistently over the speed limit on a local road where the speed limit is 30 mph

Mail surveys	November 2014	November 2015	November 2016
1) Very Likely	34%	26%	32%
2) Somewhat likely	40%	43%	42%
3) Somewhat unlikely	13%	16%	14%
4) Very unlikely	9%	11%	10%
5) Don't know	4%	4%	2%
Total Number	N=915	N=821	N=889

Suppose you drove your motor vehicle consistently 5-10 mph over the speed limit for the next 6 months. How likely or unlikely is it that the police would stop you at least once? Driving consistently over the speed limit on a road where the speed limit is 65 mph

Mail surveys	November 2014	November 2015	November 2016
1) Very Likely	17%	15%	15%
2) Somewhat likely	36%	34%	35%
3) Somewhat unlikely	28%	26%	31%
4) Very unlikely	15%	21%	16%
5) Don't know	3%	4%	3%
Total Number	N=901	N=817	N=887



2018 Traffic and Safety Engineering Branch~ Roadway Traffic Safety Programs

Overviews and Task Descriptions

2018 Engineering Funding Summary

FASTER Safety Mitigation

Hot Spots

Highway Safety Improvement

Rockfall

Rail Crossing Protection

Traffic Signals



FY2018 Integrated Safety Program Budget Summary

Pool Name	Program	Planned Allocation
FSA	FASTER Safety Mitigation	\$ 62,517,819
HAZ	Highway Safety Improvement Program (HSIP)	\$ 42,518,853
SGN	Traffic Signals	\$ 2,945,646
RFM	Rockfall Mitigation	\$ 10,300,000
HOT	Hot Spots	\$ 2,167,154
RGS	Highway Railway Crossings - Grade Separated	\$ 1,737,083
RAG	Highway Railway Crossings - At Grade	\$ 1,610,276

FY2018 - FY2021 Faster Safety Mitigation Program

Region	Description	Total
1	I76 Superelevation adjustment and concrete	\$ 5,071,316
1	SH 95: 64th Ave Intersection Improvements	\$ 851,000
1	Wadsworth Right Turn Lane Extensions	\$ 1,521,008
1	US285 SAFETY IMPROVEMENTS	\$ 393,000
1	EJMT Fire Suppression MTCE	\$ 55,000
1	US 85: I-76 to 168th Ave Cable Median Barrier	\$ 1,443,239
1	I-70 @ Kipling - on ramp extension	\$ 3,167,459
1	SH 83: Mississippi Ave Bike/Ped Path Grade Separation	\$ 3,201,600
1	I-70 Pecos Roundabout	\$ 500,000
1	SH 121: Signal Improvements, Girtton to Yale	\$ 200,000
1	SH 86: Crowfoot Valley Rd Intersection Improvements	\$ 1,602,000
2	US50 BNSF RR to Purcell	\$ 5,412,365
2	Intersection Improvements at US285D and SH9	\$ 1,000,000
2	US50B Passing Lane between MP 354.45 (357.45)	\$ 5,100,000
2	Ramp BPM I-25 and Rockrimmon	\$ 125,000
2	US287A Passing Lane	\$ 5,000,000
2	US24G Passing Lane between Elbert and Calhan	\$ 3,517,961
2	US24A at 21st Street WB Left-Turn Lane Extension	\$ 1,500,000
2	US285D Passing Lane	\$ 5,000,000
2	SH160 Passing Lane	\$ 778,189
2	SH 67 Cripple Creek to Westcreek	\$ 250,000
2	US 50 - Royal Gorge West	\$ 350,000
2	I-25 Ramp Metering (Colo Spgs)	\$ 3,300,000
2	SH 85 and Maxwell New Signalization	\$ 800,000
2	SH 115 RAMP @ US 50	\$ 800,000
2	SH 83 Passing Lane	\$ 3,888,000
2	US50 McCulloch to Purcell	\$ 587,635
2	SH 69 Shoulder Widening & Rumble Strips	\$ 4,000,000
2	SH 165A Guardrail Safety Improv (Rye)	\$ 1,000,000
2	US287 CL Rumble Strip	\$ 500,000
2	US 287 Passing Lanes (Lamar to Eads)	\$ 6,000,000
2	SH 115A Safety Improv	\$ 2,650,000
2	SH 160 Safety Improvements	\$ 1,400,000
2	US 50A	\$ 2,150,000
2	US 50 near Hasty Rest Area Passing Lane	\$ 1,500,000
3	I-70 Eagle County Game Fence	\$ 1,300,000
3	SH 13 N Rifle to Rio Blanco Cty Line PE	\$ 3,000,000
3	I-70 Exit 49	\$ 750,000
3	I-70G Edwards Spur Improvements Phase II	\$ 6,000,000
3	I-70 East Side Vail Pass	\$ 457,500
3	US 40 Steamboat West	\$ 1,000,000
3	SH 82 Grand Avenue Bridge	\$ 2,100,000
3	SH 131 Yampa River South Corridor through Oak Creek Canyon	\$ 2,000,000
3	SH 50 & SH 92 Intersection	\$ 500,000
3	US 50 Windy Point	\$ 1,800,000
3	SH 92 Rogers Mesa	\$ 400,000
3	US 6 Clifton to Palisade PE	\$ 700,000
3	SH 133 Steven Gulch Road	\$ 200,000
4	US 34D Overlay	\$ 300,000
4	SH 14C Sterling S Curve	\$ 1,890,000
4	SH 52: Antelope Creek CBC	\$ 400,000
4	SH119: Safety Improvements	\$ 1,500,000
4	SH7: Shoulder Gaps & Safety (Flood)	\$ 3,150,000
4	US34: Shoulder Gaps & Safety (Flood)	\$ 2,503,000
4	SH 66 & WCR 21 Intersxn Signal	\$ 2,000,000
4	SH52 WCR 13 Intersection Faster FY17	\$ 1,632,000
4	I-25 Median Cable N/O Ft Collins	\$ 6,000,000
4	SH 14B Shoulder Improvements	\$ 2,200,000
4	SH119: Safety Improvements	\$ 1,500,000
4	SH 14 Centerline Mumble Stripe	\$ 200,000
4	US 6 Centerline Mumble Stripe	\$ 150,000

FY2018 - FY2021 Faster Safety Mitigation Program

Region	Description	Total
4	US 40H Centerline Mumble Stripe	\$ 300,000
4	119A 11th St PedSignal	\$ 1,000,000
4	263A Resurfacing	\$ 1,000,000
4	US 385 Centerline Mumble Stripe	\$ 300,000
4	US 34 & MacGregor Roundabout	\$ 1,538,414
4	SH60 WCR 40 Intersection Faster FY18	\$ 1,500,000
4	US 85 & WCR 44 Intersxn Signal	\$ 4,500,000
4	US 34: Denver Ave to WCR 3	\$ 4,000,000
5	US 160 Dry Creek Passing Lane	\$ 200,000
5	US 50 Passing Lane	\$ 4,725,000
5	US 50 Passing Lane	\$ 4,725,000
5	US 285 Nathrop Passing Lane/CR 301 Int. Turn Lane	\$ 943,430
5	US 491 and MCR BB	\$ 850,000
5	US 491 and MCR S	\$ 1,000,000
5	SH 172 and CR 318 Int. Imp.	\$ 1,653,000
5	SH 160 and SH 17	\$ 1,652,000
5	Chaffee and Rio Grande Signals	\$ 600,042
5	US 550 Ouray to Ridgway Shoulder Imp.	\$ 1,150,000
5	SH 145 Passing Lane	\$ 695,000

FY2018 - FY2021 Highway Safety Improvement Program

Region	Description	Total
1	SH85B 200.07-200.15 Sante Fe and Blakeland St Upgrade traffic signal	\$500,000
1	SH2/Virginia, SH2/Ohio, SH2/Iowa, SH2/Mexico and SH2/Florida Upgrade traffic signals	\$1,242,000
1	US 6 & SH 224 Intersection/Signal Rebuilt	\$630,000
1	SH 224 @ Dalhi Mast Arm Upgrade	\$450,000
1	SH 224 at York Michigan Left Turn Signal Installation	\$1,800,000
1	SH 224 Corridor Lighting	\$1,620,000
1	Intersection Improvements with Iliff at Quebec, Valentia, Rosemary, & Wabash	\$812,500
1	SH83A MP 72.29 (South Parker Rd. at Harvard St. (install center raised median to prohibit left turns from Harvard)	\$237,839
1	SH83A (Parker Rd) MP 72.75 - 74.59 (Dayton St. - Mississippi Ave.) Install raised median & lighting	\$2,100,000
1	HAWK ped signal - SH 88A, MP 5.3 (Federal Blvd. between Bates Ave. & Cornell Ave.)	\$360,000
1	SH095A @ SH076 WB on & Off Ramp Intersection Improvements - Geometric, signal upgrades, striping.	\$600,000
1	SH40C MP309.85-310.10 (Colfax & Dunkirk St.) Upgrade/replace traffic signals realign EB & WB left turn lanes to improve sight distance	\$1,437,400
1	E. Arapahoe Rd & York St. Intersection Improvements	\$110,000
1	Mississippi & Sable Intersection Improvements	\$236,720
1	Jewell & Havana Intersection Improvements	\$157,520
1	58th & Kipling Intersection Improvements	\$133,000
1	Smoky Hill & Chambers Intersection Improvements	\$278,960
1	Delbert Rd. & Buckboard Rd., install intersection conflict warning system	\$72,000
1	Mississippi & Buckley Intersection Improvements	\$251,680
1	17th & Peoria Intersection Improvements	\$151,360
1	86th & Kipling Intersection Improvements	\$245,000
1	Yale & Peoria Intersection Improvements	\$264,000
1	Colfax & Peoria Intersection Improvements	\$557,040
1	58th & Independence/Ralston Intersection Improvements	\$280,000
1	US 36 Bikeway - Westminster Ramp & Intersection Improvements - Geometric & Bike Ped related striping, signage, lighting.	\$250,859
1	80th & Vance Intersection Improvements	\$300,000
1	I-25 / I-70 On-Ramp @ Park Avenue West - Rebuild signal and heads for conspicuity, head over each lane and at side pole. Remove R Turn bypass	\$500,000
1	88A (S. Federal Blvd) @ Mississippi Ave - Rebuild signal and heads for conspicuity, head over each lane and at side pole.	\$500,000
1	64th & Simms Intersection Improvements	\$250,000
1	Mississippi @ S. Platte River Dr. & Santa Fe Drive (285) - Rebuild signal and heads for conspicuity, head over each lane. Advance beacons up stream	\$1,000,000
1	Colorado Blvd @ Martin Luther King Blvd - New conspicuous mast arm/heads, minor geometric improvments, fully protected all L Turn (Peak Hours)	\$1,600,000
1	Broadway @ 5th & Lincoln @ 5th Signalization (Currently stop controlled)	\$600,000
1	136th Avenue between Tejon Street and W. Entrance to Legacy High School, including 136th & Zuni intersection (add protected LT WB 136th)	\$1,433,911
1	88A (S. Federal Blvd) @ W. Jewell Ave - Rebuild signal and heads for conspicuity, head over each lane and at side pole. Future: May impliment full pro.	\$400,000
1	SH287C (Federal) @ 38th Ave - Rebuild signal and heads for conspicuity, head over each lane and at side pole. Future: May impliment full pro.	\$500,000
1	88A (S. Federal Blvd) @ W. Kentucky Ave - Rebuild signal and heads for conspicuity, head over each lane and at side pole.	\$500,000
1	SH391 (Kipling) & 8th Pl Intersection Improvements	\$300,000
1	Colfax (40C) @ Downing Street - Rebuild & Upgrade Signal & Modify Signal Operation	\$500,000
1	Raised Median on SH121 (Wadsworth) from 35th Ave to I-70 to Limit Access LT Movements	\$2,600,000
1	E. County Line Rd. & S. Clarkson St., Install interim span-wire traffic signal.	\$180,000
1	Quebec & County Line Intersection Improvements	\$641,000
1	Colfax (US40) @ (Broadway, Lincoln, and Grant) - Elim L Turn Mvmt & Change 1 permissive to protected, mast arm and signal upgrades around.	\$1,200,000
1	44th Ave. & McIntyre St. intersection, Install mast arm signal system, add bike lanes, add bike detection & audio ped signals.	\$405,000
1	SH391 (Kipling) & Fed Gate #1 Intersection Improvements	\$400,000
1	58th & Ward Intersection Improvements	\$1,040,000
1	SH391 (Kipling) & SH285 (Hampden) Intersection Improvements	\$520,000
1	Josephine @ 7th & York @ 7th - Rebuild signal and heads for conspicuity, head over each lane and at side pole. Replace aging span wire setup.	\$600,000
1	Arapahoe County Local Road Safety Plan (Strategic Plan)	\$130,000
1	SH40A (Colfax Ave) MP 286.64 - 286.68 (Interplaza West) Intersection Improvements (geometric & signals/flashing yellow).	\$553,000
1	SH095A Raised Median from Wellington Pkwy - 60th Ave.	\$188,010
1	SH095A @ 14 Ave: Upgrade traffic signal and modify EB approach geometry providing new LT lane.	\$558,180
1	SH95A @ W. 6th Ave. north frontage rd (Intersection with Sheridan), Extend raised median, modify geometry	\$236,160
1	SH002A @ 1st Avenue Replace existing signals, mast arms, and poles, add FY Arrow to left turn movements.	\$575,640
1	SH002A @ Kentucky Avenue - Create right in / right out only by installing a raised median to disallow left turn and cross traffic movements.	\$226,530
1	SH121A @ Ralston Road - Signal Replacement & Raised Corner Medians	\$708,300
1	SH095A (Sheridan) @ W. 44th Ave (MP 8.45-8.60), upgrade signal, geometry & channelization improvements, ped ramps	\$728,730
1	SH095A (Sheridan) @ W. 16th Ave (MP 6.1-6.2), install raised & painted medians for 3/4 movement, improve radii and width at WB apch.	\$54,630

FY2018 - FY2021 Highway Safety Improvement Program

Region	Description	Total
1	SH083A (Parker Rd) @ Longs Way (MP 60.07-60.07), Install center raised median along Hwy 83 creating 3/4 movement	\$155,160
1	SH030A (Havana St.) @ 4th Way (MP 7.45-7.65), Install center raised median along Havana creating 3/4 movement	\$216,540
1	SH002A (Colorado Blvd) @ E Arizona Avenue - Raised Median RIRO Only	\$144,540
1	SH002A (Colorado Blvd) @ E Bayaud Ave - Signal Improvements & Added Signal Arm	\$237,600
1	SH053A (Broadway) @ E 58th Ave - Signal Head Replacement & Restriping	\$43,200
1	I-70 at Kipling Ramp Intersection Improvements	\$1,350,000
1	US 119A - Shoulder widening for MP 2.00-4.00 both directions of travel.	\$11,615,400
1	Aurora Pkwy corridor widening between Alexander Dr and Orchard Rd	\$550,000
1	SH391 (Kipling) & 13th Ave/13th Pl Intersection Improvements	\$660,000
1	US 6 in Golden, Bridge structure for Wildlife Crossing, Drainage and Multi-Use Path	\$5,580,000
2	SH96A 54.32-54.70 continuous painted median w/LT lanes at (4) unsignalized intersections b/w Orman and Abriendo	\$1,700,000
2	SH96A 54.74-54.78 SH 96 (Lincoln St) and Abriendo Ave Upgrade Signals, Flashing Yellow Arrow	\$750,000
2	SH21B (Powers Blvd.) & Research Pkwy. MP 149.75-150.25, Convert at-grade intxn to grade-separated interchange	\$1,915,000
2	SH83A and County Line Rd Intersection Conflict Warning System (Project changed to roundabout 4/22/2016)	\$1,600,000
2	SH24A 253-254.5 Widen Shoulders Install CL + Shoulder Rumble Strips	\$3,000,000
2	SH94A 13.1 at Peyton Highway intersection. Add left turn lanes & decel lanes	\$1,875,000
2	SH25A 128.70-135.20 Median Cable Rail	\$1,609,208
2	SH25A 105.4-105.9, 106.1-106.42, 107.5-119.6 Median Cable Rail	\$2,003,582
2	SH21B MP 142.73 (Powers Blvd) @ Omaha Blvd Int. - Extend raised median on Powers Blvd to prohibit left turns: Broadside & Approach	\$685,000
2	SH24A MP 299.87 (Ridge Road) Intersection - build raised islands to create 3/4 movement (right turns only from ridge road).	\$190,000
2	I-25, MP 159-161, convert from left lane drop to right side, restripe, install overhead & roadside signing (part of 21978)	\$250,000
2	SH24A 300.42-300.46 US 24 at 31st Ave Signal upgrades / EB protected LT and bay extension	\$1,650,000
2	I-25 in R-2 0.0-163.32 and SH024H 303.41-305.75 Wrong-way, lane use markings at ramps, lower do not enter signs, correct questionable guidance	\$900,000
2	El Paso County Local Road Safety Plan (Strategic Plan)	\$270,000
2	SH16A (Mesa Ridge Pkwy) MP 2.75 (Sneffels St.) Install new traffic signal	\$300,000
2	SH24A 272.62-272.87 east of Florissant, curve safety improvements	\$1,000,000
2	SH67D, MP 90.25-90.85, improve roadway curve safety	\$3,850,000
2	SH67F, MP 56.5-57.6, Construct slow vehicle pull-out in SB direction in this area.	\$250,000
3	I-70 Glenwood Canyon Variable Speed Signing	\$4,800,000
3	SH340A 9.51-9.53 SH340 at Redlands Pkwy Roundabout	\$3,479,565
3	Mesa County Guardrail Replacement (systemic) (HRRR)	\$150,000
3	Various Mesa County Intersection Improvements (systemic) (HRRR)	\$99,816
3	Downtown Fraser (US 40 226.30 - 227.40) Pedestrian Crosswalk Improvements and Center Median Access Control	\$424,932
3	US 40 & Crescent Drive Pedestrian Improvements (systemic)	\$930,000
3	Mesa County Strategic Safety Plan (Strategic Plan)	\$150,000
3	SH40A 127.18-127.2 SH40 Steamboat Golf Club Access Add Left Turn Lane	\$1,700,000
3	SH340 & Colonial Dr Intersection Improvements	\$700,000
4	US 85 & SH 392 Intersection Improvements	\$2,920,000
4	US 85L & WCR 76 (E. 10th Street) Signalize Intersection	\$638,620
4	SH 85C & Weld County Road 18 intersection, Signalize intersection with railroad pre-emption (Pjct number NH 0853-106)	\$750,000
4	Various Loveland Left Turn Signals (Systemic)	\$597,000
4	Baseline Rd. & 29th St., Re-align 29th St. intersection (90*), re-align multi-use path, improve corner sight dist.	\$80,000
4	Colorado Ave. & Regent Drive, convert lanes to exclusive turn lanes, extend bike lanes.	\$336,000
4	I-25 NB off-ramp intersection with SH 52A, install acceleration lane for EB SH 52 from ramp east to frontage Rd. intersection.	\$484,983
4	US 287 (College Ave) & Trilby Road Intersection Improvements	\$2,500,000
4	WCR 2 / I-76 Frontage Road - Signalization	\$463,200
4	US 287 (College Ave) & Horsetooth Road Intersection Improvements	\$1,000,000
4	Boulder CR 52 (Isabelle Rd.) intersection with US 287C, add RT lanes on CR 52, Improve signal equip, Install dynamic adv. Inter. Signs, etc. (HRRR)	\$2,920,000
4	SH1 & CR54 Intersection Improvements	\$550,000
4	SH93 (Broadway) & Rayleigh Intersection Improvements (Bicycle safety concerns)	\$376,000
4	SH 034A at 83rd Avenue, Greeley. Install new signals at this presently non-signalized intersection.	\$1,000,000
4	CR17 & CR54 Intersection Improvements	\$5,174,051
4	SH66 & CR21 Intersection Improvements	\$4,526,828
4	SH52 & CR 19 Intersection Improvements	\$7,132,775
4	O St & 83rd Intersection Improvements and Superelevation Adjustment of Bracewell Curve (CR27 & CR64.5)	\$4,188,870
5	Cottonwood Pass CR 306 - 15 mile guardrail, striping, and signing replacement with additional 3.5 mile shoulder widening (HRRR)	\$979,100
5	College Dr and 8th Ave Road Diet - 4 lane roadway to 2 travel lanes and center lane for turning vehicles	\$779,883
ST	ITS - Video Analytics	\$950,000

Program Task Descriptions

2018 Roadway Traffic Safety Programs

FASTER Safety Mitigation Program





PROGRAM TASK DESCRIPTIONS FASTER Safety Mitigation Program ~ Overview

The FASTER Safety Mitigation (FSM) Program provides State funds for projects that seek to improve safety at high-crash locations. This State-managed program annually directs funds to eligible safety improvement projects that satisfy a competitive screening process.

The projects are selected and prioritized following the CDOT Traffic Engineering Branch's nationally recognized methodology. In addition to a detailed statistical analysis of crash history, the screening procedure incorporates a benefit/cost evaluation which aids in normalizing cost impact, thus allowing projects of divergent budgets to compete for the limited funding resources on a fair basis.

Typical projects often involve intersection improvements, guardrail installation, lighting upgrades, pedestrian and bicycle improvements, shoulder widening, ITS, curve flattening and other geometric modifications, as well as sign and pavement marking upgrades.

Administrator: David Swenka, Transportation Systems Management and Operations (TSM and O), Traffic and Safety Engineering Branch

FY 2018 Statewide Planned Allocation: \$62,517,819

Program Task Descriptions

2018 Roadway Traffic Safety Programs

Hot Spot Program





PROGRAM TASK DESCRIPTIONS

Hot Spot Program ~ Overview

The Hot Spot Program provides an available State funding source and evaluation process for high priority or urgent highway safety demands or safety-related needs on other projects. The need for attention may arise from citizen requests, engineering or maintenance concerns or accidental damage among other, generally, unanticipated origins. This program, administered by Traffic Safety and Engineering, now under Transportation Systems Management and Operations, distributes funding among the CDOT Regions to assist with safety-related construction and improvement costs generated in addressing these demands.

Administrator: San Lee, TSM and O, Traffic and Safety Engineering Branch

FY 2018 Statewide Planned Allocation: \$2,167,154

Program Task Descriptions

2018 Roadway Traffic Safety Programs

Highway Safety Improvement Program





PROGRAM TASK DESCRIPTIONS

Highway Safety Improvement Program ~ Overview

The Federal Highway Safety Improvement Program (HSIP) provides a blend of Federal and State/Local funds for projects that seek to improve safety at high-crash locations. This State-managed program annually directs funds to eligible safety improvement projects that satisfy a competitive screening process.

The projects are selected and prioritized following the CDOT Traffic Engineering Branch's nationally recognized and FHWA approved methodology. State highway improvement projects as well as local, county and city projects are eligible to receive these funds. In addition to a detailed statistical analysis of crash history, the screening procedure incorporates a benefit/cost evaluation which aids in normalizing cost impact, thus allowing projects of divergent budgets to compete for the limited funding resources on a fair basis.

Typical projects often involve intersection improvements, guardrail installation, lighting upgrades, pedestrian and bicycle improvements, shoulder widening, ITS, curve flattening and other geometric modifications, as well as sign and pavement marking upgrades.

Administrator: David Swenka, TSM and O, Traffic and Safety Engineering Branch

FY 2018 Statewide Planned Allocation: \$42,518,853

Program Task Descriptions

2018 Roadway Traffic Safety Programs

Rockfall Program





PROGRAM TASK DESCRIPTIONS

Rockfall Program ~ Overview

Rockfall is recognized in Colorado as a significant natural hazard that is sporadic and unpredictable. On a statewide basis, over 750 locations are recognized as potential rockfall areas. Rockfall mitigation is a proven and effective means to protect highway users and transportation assets. The intent of implementing rockfall mitigation measures is to reduce the risk of rockfall at specific locations.

Administrator: HQ Materials Branch

FY 2018 Statewide Planned Allocation: \$10,300,000



Program Task Descriptions

2018 Roadway Traffic Safety Programs

Rail Crossing Protection Program



PROGRAM TASK DESCRIPTIONS

Rail Crossing Protection Program ~ Overview

The federal Section 130 program earmarks funds for individual grade crossing safety projects on Colorado’s public streets, highways, and bike and pedestrian paths. Section 130 projects are identified and prioritized based on a crash prediction analysis and benefit/cost ratio. The CDOT Traffic and Safety Engineering Branch administers the Section 130 program and is CDOT’s point of contact with railroads, the Colorado Public Utilities Commission, and/or local agencies on all CDOT/railroad contracts.

Each year, the Federal Highway Administration apportions funds to help improve roadway/rail safety, pursuant to 23 U.S.C. (United States Code) Section 130 and related federal law. These funds must be applied toward projects for the elimination of hazards at highway/rail crossings, including the separation or protection of grades at crossings, the reconstruction of existing railroad grade crossing structures and the relocation of highways to eliminate grade crossings.

Of the annual program funding available, at least half shall be available for the installation of protective devices at rail/highway at-grade crossings. The balance of funds may be applied, at CDOT’s discretion, toward grade crossing protective devices or any other eligible project under this section. CDOT’s goal has been to apply half of program funds toward grade crossing protective devices, and half of program funds toward a new grade separation structure. Under this strategy, CDOT is capable of constructing six to eight grade crossing upgrades (e.g., installation of flashing lights, gates, and bells) each year on a continuing basis.

Typical projects often involve the installation of active warning devices which generally consist of automatic gates, flashing lights and bells at locations that only have passive warning devices or inadequate active warning devices.

Administrator: Scott Hoftiezer, HQ Project Development Branch

FY 2018 Statewide Planned Allocation:	\$3,347,359
Grade Separated Crossings:	\$1,737,083
At-Grade Crossings:	\$1,610,276



Program Task Descriptions

2018 Roadway Traffic Safety Programs

Traffic Signals Program



PROGRAM TASK DESCRIPTIONS

Traffic Signals Program ~ Overview

CDOT's Traffic Signals Funding Program delivers funding to each State Engineering Region on an annual basis. These funds are designated specifically for traffic signal construction, signal replacement or signal system enhancement. The Regions rely on these funds to address, on a priority basis, safety and operational needs at locations with existing traffic signals or where signals are warranted but not yet constructed. In a typical application, these dollars are directed to activities such as traffic signal rebuilding, new signal installation, equipment updating, signal expansion due to intersection widening, signal interconnection and operational improvements including hardware and software upgrades to facilitate safety and improved operations on a corridor level.

Administrator: Nitin Deshpande, TSM and O, ITS Branch

FY 2018 Statewide Planned Allocation: \$2,945,646



2018 Highway Safety Office ~ Safety Education and Enforcement Programs

Overviews and Task Descriptions

Program Development Overview

Evidence-Based Traffic Safety Enforcement Plan

2018 Program Funding Summary

Impaired Driving

Speed Enforcement

Young and Older Driver and Distracted Driving

Traffic Records

Child Passenger Safety and Occupant Protection

Motorcycle Safety

Office of Communications

Pedestrian and Bicycle Safety



Program Task Descriptions

2018 Safety Education and Enforcement Programs

.....
Program Development Overview
Evidence-Based Traffic Safety Enforcement Plan





PROGRAM TASK DESCRIPTIONS

Program Development Overview

The Highway Safety Office (HSO), within the Office of Transportation Safety (OTS) at the Colorado Department of Transportation (CDOT) is responsible for developing and administering behavioral programs that improve the traffic safety environment in Colorado by reducing the number and severity of traffic crashes. The HSO's programs target specific high-risk driving behaviors, such as impaired driving, speeding, distracted driving and also focus on populations at high risk for crash involvement, such as young drivers, motorcycle riders and vehicle occupants who do not use seat belts.

The HSO is in the third year of a three-year funding cycle. The majority of projects funded will be continuation projects. Outreach will occur in areas identified in the Problem Identification Report with significant traffic safety issues, that do not currently have projects, in order to solicit additional projects.

In order for the HSO to direct funds to the highest and best use, the HSO relies on the annual Problem Identification Report and other data sources to answer the following key questions:

- Where are the state's most urgent behavioral traffic safety problems?
- Which drivers are most likely to be involved in a crash? Are there particular segments of the population that are over-represented as drivers in crashes?
- Where should the HSO direct crash prevention funds and for what types of activities?

The Problem Identification Report incorporates data from the Fatality Analysis Reporting System (FARS), annual observed seat belt use survey results and crash reports and Vehicle Miles Traveled (VMT). Other data sources include behavioral risk surveys (Healthy Kids Colorado, Youth Risk Behavior Survey) and the Colorado Health Information Dataset.

The HSO solicits evidence-based, data-driven applications through a statewide Request for Proposal and extensive outreach efforts to the State and local traffic safety communities. Outreach efforts are targeted to areas with persistent traffic safety issues. Applications are reviewed by panels of subject matter experts including representatives from the Colorado Public Health and Environment and HSO staff. Applications are evaluated on their ability to impact statewide and local problem areas, as identified in the Problem Identification Report, support local data, goals and proposed program activities and evaluation measures. Applications are also evaluated on their ability to impact the following core outcome measures:

- C-1) Reduce the # of traffic fatalities
- C-2) Reduce the # of serious injuries in traffic crashes
- C-3) Reduce the # of fatalities per Vehicle Miles Traveled (VMT)
- C-4) Reduce the # of unrestrained passenger vehicle occupant fatalities, all seat positions
- C-5) Reduce the # of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above
- C-6) Reduce the # of speeding-related fatalities
- C-7) Reduce the # of motorcyclist fatalities
- C-8) Reduce the # of unhelmeted motorcyclist fatalities
- C-9) Reduce the # of drivers age 20 or younger involved in fatal crashes
- C-10) Reduce the # of pedestrian fatalities
- C-11) Reduce the # of bicyclist fatalities
- C-12) Reduce the # of fatal crashes involving a distracted driver
- C-13) Reduce the # of fatal crashes involving a driver age 65 years and older
- C-14) Reduce the # of fatalities in crashes involving a driver or motorcycle operator testing positive for drugs



2018 EVIDENCE-BASED TRAFFIC SAFETY ENFORCEMENT PLAN

Motor vehicle crashes are among the leading causes of death across the nation and in Colorado. Motor vehicle fatalities were on the decline in Colorado and reached a low of 447 deaths in 2011. Since 2011 Colorado's fatalities from motor vehicle crashes have continually increased, reaching 546 fatalities reported in 2015.

In 2015 there were:

- 122,575 motor vehicle crashes, a 7% increase from 2014
- 506 fatal crashes; a 12% increase from 2014
- 546 people were fatally injured; a 12% increase from 2014
- 216 speeding-related fatalities; comprising 40% of all fatalities
- 10,225 motor vehicle injury crashes, a less than 1% decrease from 2014
- 12,507 persons were injured by those 10,225 motor vehicle injury crashes, 63 fewer persons injured compared to 2014
- 3,216 persons had injuries that were classified as serious (incapacitating), similar to 2014 (8 fewer people with serious injuries compared to 2014)

The counties with the highest number of traffic fatalities in 2015 were: Jefferson (55), Weld (55), Denver, (51), El Paso (48), and Adams (44).

The counties with the highest number of serious injuries in 2015 were: Denver (584), Arapahoe (310), Adams (296), El Paso (272), and Jefferson (244).

The Colorado Department of Transportation, Office of Transportation Safety, Highway Safety Office (HSO) Traffic Safety Enforcement Plan for Occupant Protection, Impaired Driving and Speed is based on problem identification that identifies areas of the state that are over-represented in crashes and fatalities involving impaired driving, unrestrained occupants and excessive speed. The Colorado Department of Transportation sets targets in their Integrated Safety Plan (ISP) every year to reduce the number of fatalities and serious injuries from motor vehicle crashes for the state of Colorado. Based on the crashes that took place on Colorado public roadways during 2015, the following factors comprised the majority of fatalities:

- 216 Speeding fatalities (39.6% of all fatalities)
- 188 Unrestrained fatalities (54.3% of all passenger vehicle occupant fatalities)
- 151 Alcohol-impaired driver fatalities (27.7% of all fatalities)



PROGRAM FUNDING SUMMARY

TASK NUMBER	FUNDING SOURCE/ PROGRAM AREA	AGENCY	PROGRAM NAME	FEDERAL FUNDS	MATCH	PROJECT MANAGER
01 - Impaired Driving						
18-01-11-01	405d/M6OT	LEAD Impairment Training	DRE/SFST Training	\$ 116,000.00		Rocke
18-01-11-02	164/AL	CSP	Colorado Task Force on Drunk and Impaired Driving	\$ 25,000.00		Rocke
18-01-11-03	405d/M6OT	Colorado Judicial Branch	Support for DUI Courts	\$ 170,030.00		Rocke
18-01-11-04	164/AL	CDAC	TSRP	\$ 250,000.00		Rocke
18-01-11-05	405d/M6OT	TBD	Checkpoint Colorado	\$ 60,000.00		Chase
18-01-11-06	402/AL	OTS	LEAF		\$ 700,000.00	Chase
18-01-11-07	405d/M6OT	OTS	High Visibility Impaired Driving Enforcement		\$ 1,400,000.00	Chase
18-01-11-08	405d/M6OT	OTS	DRE Tech Transfer	\$ 25,000.00		Gould/Davis
18-01-11-09	405d/M6OT	CSP	Impaired Driving Enforcement	\$ 420,000.00		Chase
18-01-11-10	405d/M6OT	TBD	Multi-Jurisdictional "Border Wars"	\$ 5,000.00		Chase
18-01-11-11	405d/M6OT	Aurora PD	2017 DUI/HVE/Checkpoint	\$ 180,000.00		Chase
18-01-11-12	405d/M6OT	Denver PD	Denver's Comprehensive Impaired Driving Project	\$ 260,000.00		Chase
18-01-11-13	402/PT	OTS	LEC's	\$ 250,000.00		Chase
18-01-11-14	405d/M6OT	OTS	DRE Training/School	\$ 65,000.00		Gould/Davis
18-01-11-15	405d/M6OT	TBD	Checkpoint Equipment	\$ 25,000.00		Chase
18-01-11-16	402/AL	DOR	DUI Countermeasures		\$ 1,600,000.00	Rocke
18-01-11-17	405d/M6OT	Colorado Judicial Branch	DUI Court Administration		\$ 2,500,000.00	Rocke
18-01-11-19	405d/M6OT	OTS	PBT and Calibration Stations	\$ 25,000.00		Chase
18-01-11-20	405d/M6OT	Adams County SO	HVE Impaired Driving	\$ 135,000.00		Chase
02 - Speed Enforcement						
18-02-21-01	402/SE	Denver PD	Focused Speed Enforcement	\$ 65,000.00		Chase
18-02-21-02	402/SE	Aurora PD	Aurora Highway Safety Campaign	\$ 65,000.00		Chase
18-02-21-03	402/SE	Colorado Springs PD	HVE of Speeding Drivers	\$ 34,000.00		Chase
18-02-21-04	402/SE	TBD	Speed Mini Grants Program	\$ 25,000.00		Chase
18-02-21-05	402/SE	Pueblo PD	A Step Towards Reducing Traffic Fatalities	\$ 40,000.00		Chase
18-02-21-06	402/SE	Jeffco SO	Hwy 93 Speed Reduction Campaign	\$ 90,000.00		Chase
03 - Young Driver and Distracted Driving						
18-03-31-01	402/DD	Greeley PD	DDACTS Distracted Driving	\$ 47,399.00		Rocke
18-03-31-02	402/TSP	University of Colorado Hospital	Aurora PARTY Program	\$ 69,774.00		Holly
18-03-31-03	402/TSP	Weid County Public Health Dept.	Young Driver Traffic Safety	\$ 68,088.00		Holly
18-03-31-04	402/TSP	TBD	Interactive High School Teen Kickoff Program	\$ 215,000.00		Holly
18-03-31-05	402/DD	DriveSmart Colorado	Young Driver DD Campaign/Challenge	\$ 40,756.00		Rocke
18-03-31-06	402/DD	CSP	Distracted Driving	\$ 169,900.00		Rocke
18-03-31-07	402/DD	Aurora PD	2016 Distracted Driving Enforcement Campaign	\$ 60,000.00		Rocke
18-03-31-08	402/DD	Denver PD	Distracted Driving Enforcement	\$ 50,000.00		Rocke
18-03-31-10	402/TSP	Children's Hospital Colorado	Teen Driver Safety Awareness Program	\$ 69,597.00		Holly
18-03-31-11	402/TSP	Drive Smart EC	Foothills School-Based Teen MV Program	\$ 55,000.00		Holly
18-03-31-13	402/TSP	Safe Kids Larimer County	Young Driver Seat Belt Campaign	\$ 61,909.00		Holly
18-03-31-14	402/TSP	-	Project Cancelled	\$ -		-
18-03-31-15	402/TSP	Central Mountain RETAC	Seat Belt Safety and Compliance	\$ 50,000.00		Holly
04 - Traffic Records						
18-04-41-01	402/TR	CDPHE	2017 Problem ID	\$ 99,514.00		Gould
18-04-41-02	402/TR	Action Staffing	OTS Annual Reports/Publications	\$ 25,000.00		Gould
18-04-41-03	405c/M3DA	Trinidad PD	Modernize PD Vehicles	\$ 91,655.00	\$ 24,364.00	Bourget
18-04-41-04	405c/M3DA	Canon City PD	Mobile Data Project	\$ 205,400.00	\$ 51,400.00	Bourget
18-04-41-05	405c/M3DA	City of Aurora	DMV/DOR Reporting	\$ 12,825.00	\$ 3,206.00	Bourget
18-04-41-06	405c/M3DA	Arapahoe County	E-Crash Device Module	\$ 26,700.00	\$ 8,900.00	Bourget
18-04-41-07	405c/M3DA	Weid County SO	E-Ticket/E-Crash Expansion	\$ 75,000.00	\$ 19,000.00	Bourget
18-04-41-08	405c/M3DA	TSE Branch	Traffic Records Coordinator	\$ 297,845.00	\$ 75,000.00	Babler/Bourget
18-04-41-09	405c/M3DA	TSE Branch	Tech Transfer	\$ 10,000.00	\$ 2,500.00	Babler/Bourget
18-04-41-10	405c/M3DA	TSE Branch	FARS Program Support	\$ 12,000.00	\$ 3,000.00	Bourget
05 - Child Passenger Safety						
18-05-51-01	402/CR	CSP	CPS Team Colorado	\$ 300,000.00		Holly
18-05-51-02	402/CR	Servicos De La Raza	CPS Program	\$ 50,000.00		Holly
18-05-51-03	402/CR	TBD	OP Mini Grants	\$ 50,000.00		Holly
18-05-51-04	402/CR	Denver Health Authority	Each One Teach One Minority CPS Outreach Program	\$ 67,823.00		Holly
18-05-51-05	402/CR	SUCAP	CPS and Young Driver Program	\$ 50,000.00		Holly
18-05-51-06	402/CR	Drive Smart EC	Communications and Outreach Supporting CPS LE	\$ 50,000.00		Holly
18-05-51-07	402/CR	Swedish Medical Center	SMC's Car Seat Safety Program	\$ 15,259.00		Holly
18-05-51-08	402/CR	Pagosa Pregnancy Support Center	Safe Choices for Children	\$ 29,448.00		Holly
06 - Occupant Protection						
18-06-61-01	405b/M2HVE	CSP	2017 Click It or Ticket	\$ 250,000.00	\$ 250,000.00	Chase
18-06-61-02	405b/M2HVE	TBD	Local LE Agencies/Click It or Ticket	\$ 300,000.00		Chase
18-06-61-03	402/OP	OTS	OP Tech Transfer	\$ 10,000.00		Chase
18-06-61-04	402/OP	TBD	HV Traffic Safety Campaigns-Mini Grants	\$ 20,000.00		Chase
18-06-61-05	402/OP	CSU	Seat Belt Survey	\$ 200,000.00		Rocke
18-06-61-06	402/OP	OTS	OP Assessment	\$ 40,000.00		Gould
18-06-61-07	402/OP	-	Project Cancelled	\$ -		-
18-06-61-08	402/OP	Aurora PD	HVE and CPS Program	\$ 85,000.00		Chase
18-06-61-09	402/OP	TBD	HSO Traffic Safety Summit	\$ 50,000.00		Gould
18-06-61-10	402/OP	TBD	Traffic Safety Initiatives Mini Grants	\$ 25,000.00		Miller
18-06-61-11	402/OP	Plains to Peaks RETAC	Plains to Peaks RETAC Occupant Protection	\$ 50,000.00		Rocke
07 - Motorcycle Safety						
18-07-71-01	405i/M9MT	TBD	MOST		\$ 100,000.00	Holly
18-07-71-02	402/MC	Drive Smart EC	Ride Smart Foothills MC Safety	\$ 50,883.00		Holly

continued



PROGRAM FUNDING SUMMARY

TASK NUMBER	FUNDING SOURCE/ PROGRAM AREA	AGENCY	PROGRAM NAME	FEDERAL FUNDS	MATCH	PROJECT MANAGER
			08 - Office of Communications			
18-08-81-01	405d/M6OT	Amelie, CIG, NRC	High-Visibility DUI Enforcement PR/Eval	\$ 285,000.00		Cole
18-08-81-02	405d/M6OT	Explore	High-Visibility DUI Enforcement Paid Media	\$ 285,000.00		Cole
18-08-81-03	405d/M6OT	Hispanidad	High-Visibility DUI Enforcement - Latino & Paid Media	\$ 180,000.00		Cole
18-08-81-04	405/M9MA	Amelie, Explore	Motorcycle Safety	\$ 79,000.00		Cole
	402/MC	Amelie, Explore	Motorcycle Safety	\$ 79,000.00		Cole
18-08-81-05	402/PM	Amelie, CIG, Explore	Click It or Ticket & Seat Belts - PR/Eval	\$ 135,000.00		Cole
18-08-81-06	402/PM	Explore	Click It or Ticket & Seat Belts - Paid Media	\$ 155,000.00		Cole
18-08-81-07	402/PM	Hispanidad, Explore	Hispanic Occupant Protection	\$ 180,000.00		Cole
18-08-81-08	402/PM	Amelie	GDL and Teen Driving Safety Communications	\$ 75,000.00		Cole
18-08-81-09	402/PM	CIG and Explore	Child Passenger Safety	\$ 50,000.00		Cole
18-08-81-10	402/PM	Amelie, CIG	PR Program/Media Support	\$ 75,000.00		Cole
18-08-81-11	402/PM	CIG and Explore	Distracted Driving	\$ 225,000.00		Cole
18-08-81-12	402/PM	Amelie	Pedestrian Safety Communications	\$ 190,000.00		Cole
18-08-81-13	402/PM	Amelie, CIG, Explore	Occupant Protection Communications	\$ 250,000.00		Cole
			09 - Pedestrian & Bicycle			
18-09-91-01	402/PS	Aurora PD	Pedestrian Education and Safety Campaign	\$ 65,000.00		Rocke
18-09-91-02	402/PS	Denver PD	Prevention of Ped/Auto Collisions	\$ 85,000.00		Rocke
18-09-91-03	402/PS	City of Boulder	Boulder Safe Streets	\$ 52,098.00		Rocke
18-09-91-04	402/PS	West Metro Fire Rescue	Safe All Ways	\$ 52,020.00		Rocke
			10 - Older Driver			
18-10-01-01	402/DE	Drive Smart Colorado	Aging Road Users	\$ 46,252.00		Rocke
18-10-01-02	402/DE	Drive Smart EC	Increasing Aging Road User Safety	\$ 48,458.00		Holly
18-10-01-03	402/DE	Cordy & Company	Reaching Older Adult Drivers (ROAD)	\$ 55,510.00		Rocke
18-10-01-04	402/DE	Penrose Hospital	Engaging Mobility Initiative	\$ 38,762.00		Rocke
			11 - Program Administration/Support			
18-11-97-01	402/PA	OTS	P & A	\$ 150,000.00	\$ 150,000.00	Miller
18-12-98-01	405d/M6OT	OTS	Impaired Driving Program Support	\$ 200,000.00		Miller
18-12-98-02	402/OP	OTS	Occupant Protection Program Support	\$ 180,000.00		Miller
18-12-98-03	405c/M3DA	OTS	Traffic Records Program Support	\$ 120,000.00	\$ 30,000.00	Babler/Bourget
18-12-98-04	402/AL	PRO	Media Program Support - Impaired Driving	\$ 85,000.00		Cole
18-12-98-05	402/OP	PRO	Media Program Support - OP	\$ 85,000.00		Cole
18-12-98-07	402/OP	TBD	Traffic Safety Initiatives Support	\$ 250,000.00	\$ 65,000.00	Gould
18-12-98-08	405b/M2X	TBD	Occupant Protection Safety Initiatives Support	\$ 75,000.00	\$ 18,750.00	Gould
18-12-98-09	405d/M6OT	TBD	Impaired Driving Initiatives Support	\$ 175,000.00	\$ 45,000.00	Davis
18-12-98-11	405c/M3DA	TBD	Traffic Records Safety Initiatives	\$ 645,000.00	\$ 215,000.00	Bourget

Program Task Descriptions

2018 Safety Education and Enforcement Programs

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Program Administration and Support





PROGRAM TASK DESCRIPTIONS

Program Administration

Task Number **18-11-97-01**
Program Name **Planning and Administration**
Contractor **Office of Transportation Safety**
Program Manager **Miller**

The Office of Transportation Safety, as the designated state highway safety agency (Section 24-42-101, CRS) is responsible for the planning, coordinating and administering of the State’s highway safety program authorized by the Federal Highway Safety Act 23 USC 402. Planning and Administration (P and A) costs are those expenses that are related to the overall management of the State’s highway safety programs. Costs include salaries and related personnel costs for the Governors’ Representatives for Highway Safety and for other technical, administrative, and clerical staff, for the State’s Highway Safety Offices. P and A costs also include other office costs, such as travel, equipment, supplies, rent and utility expenses.

Funding Source: **402**
Program Area: **PA/Planning and Administration**

Federal Funds	\$180,000
Agency Match	\$180,000
Local Benefit	\$0



PROGRAM TASK DESCRIPTIONS

Program Support

Task Number **18-12-98-01**
Program Name **Impaired Driving Program Support**
Contractor **Office of Transportation Safety**
Program Manager **Miller**

The Impaired Driving Program staff will develop, plan, coordinate and provide technical assistance and support for impaired driving enforcement and education activities.

Included in this project are external project audit costs, professional and program-specific staff training, and necessary operating equipment. Attendance at state and national conferences is also included in this project.

Evaluation Measure: 6,050 staff hours
Funding Source: 405D
Program Area: M6OT/Low Other

Federal Funds	\$200,000
Agency Match	\$0
Local Benefit	\$0
MOE	\$0



PROGRAM TASK DESCRIPTIONS

Program Support

Task Number **18-12-98-02**
Program Name **Occupant Protection Program Support**
Contractor **Office of Transportation Safety**
Program Manager **Miller**

The Office of Transportation Safety (OTS) staff will develop, plan, coordinate and provide technical assistance and support for the activities in Occupant Protection, Child Passenger Safety, Teen Driving, Distracted Driving, Older Driving and Pedestrian and Bicycle Safety programs.

Included in this project are external project audit costs, professional and program-specific staff training and necessary operating equipment. OTS personnel will be provided with computer upgrades, software, hardware and peripherals. Attendance at state and national conferences is also included.

Evaluation Measure: 7,500 staff hours
Funding Source: 402
Program Area: OP/Occupant Protection

Federal Funds	\$180,000
Agency Match	\$0



PROGRAM TASK DESCRIPTIONS

Program Support

Task Number 18-12-98-03
Program Name Traffic Records Program Support
Contractor Traffic and Safety Engineering Branch
Program Manager Babler / Bourget

The Traffic and Safety Engineering Branch will provide staff to manage the 405 C Traffic Records program. This staff will address statewide goals and objectives through a review of the 2015 Traffic Records Assessment Report, and will address implementation of the recommendations. Staff members will review and assess progress of the 2016 Statewide Traffic Records Advisory Committee Strategic Plan, and will outline the current state of the Traffic Records program. Staff members will also participate in the activities of the Statewide Traffic Records Advisory Committee (STRAC) who partner with local governments to implement statewide traffic records initiatives and improvements. This year, the five-year assessment will be incorporated by CDOT and STRAC into our strategic planning to coordinate the traffic record systems, statewide. Staff members will assess the program management responsibilities with an emphasis on interface and coordination among CDOT Traffic and Safety Engineering Branch, Office of Transportation Safety (CDOT), Department of Revenue, and Colorado State Patrol, Traffic Records staff, and the Governor’s Office of Information Technology. This will include the sharing of expertise among major stakeholders.

Activities include establishing resource requirements, departmental roles and responsibilities, assignment of tasks and schedules, and program management of the 2018 grants. Costs include external project audit costs, program-specific staff training, necessary operating expenses, and participation of the key staff (Traffic Records Unit) in the annual International Traffic Records Forum. The Forum is hosted by the National Safety Council and sponsored by NHTSA, FHWA, FMCSA, and the Bureau of Transportation Statistics. Topics will include traffic records, highway safety information systems and other function-related training and/or meetings.

This project addresses all of Traffic Records’ performance measures.

Funding Source: 405C
Program Area: M3DA/Data Program

Federal Funds	\$120,000
Agency Match	\$30,000
MOE	\$0



PROGRAM TASK DESCRIPTIONS

Program Support

Task Number **18-12-98-04**
Program Name **Media Program Support – Impaired Driving**
Contractor **Office of Communications**
Program Manager **Cole**

Public awareness is a critical component to the success of traffic safety programs. The public relations senior support staff conducts strategic and tactical communications planning and manages activities designed to maximize the reach and effectiveness of traffic-related impaired driving programs.

Included in this project are external project audit costs, profession and program-specific staff training and necessary operating equipment. The Office of Communications personnel may be provided with computer upgrades, software and hardware. Attendance at state and national conferences is also included.

Evaluation Measure: 2,000 staff hours
Funding Source: 402
Program Area: AL/Alcohol

Federal Funds	\$85,000
Agency Match	\$0



PROGRAM TASK DESCRIPTIONS

Program Support

Task Number **18-12-98-05**
Program Name **Media Program Support – Occupant Protection**
Contractor **Office of Communications**
Program Manager **Cole**

Public awareness is a critical component to the success of traffic safety programs. The public relations senior support staff conducts strategic and tactical communications planning and manages activities designed to maximize the reach and effectiveness of occupant protection programs.

Included in this project are external project audit costs, professional and program-specific staff training and necessary operating equipment. The Office of Communications personnel may be provided with computer upgrades, software and hardware. Attendance at state and national conferences is also included.

Evaluation Measure: 2,000 staff hours
Funding Source: 402
Program Area: OP/Occupant Protection

Federal Funds	\$85,000
Agency Match	\$0



PROGRAM TASK DESCRIPTIONS

Program Support

Task Number **18-12-98-07**
Program Name **Traffic Safety Initiatives Support**
Contractor **Office of Transportation Safety**
Program Manager **Gould**

The Office of Transportation Safety will continue to solicit and review applications for projects throughout the year that support traffic safety initiatives throughout the State.

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

Funding Source: 402
Program Area: M2OP/Occupant Protection

Federal Funds	\$250,000
Agency Match	\$65,000
Local Benefit	\$65,000



PROGRAM TASK DESCRIPTIONS

Program Support

Task Number **18-12-98-08**
Program Name **Occupant Protection Initiatives Support**
Contractor **Office of Transportation Safety**
Program Manager **Gould**

The Office of Transportation Safety will continue to solicit and review applications for projects throughout the year that support occupant protection initiatives throughout the State.

This project addresses measures:

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

Funding Source: 405B
Program Area: M2X/OP Low

Federal Funds	\$75,000
Agency Match	\$18,750



PROGRAM TASK DESCRIPTIONS

Program Support

Task Number **18-12-98-09**
Program Name **Impaired Driving Initiatives Support**
Contractor **Office of Transportation Safety**
Program Manager **Davis**

The Office of Transportation Safety will continue to solicit and review applications for projects throughout the year that support impaired driving prevention initiatives throughout the State.

This project addresses measure:

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

Funding Source: 405D
Program Area: M6OT/Low Other

Federal Funds	\$175,000
Agency Match	\$45,000



PROGRAM TASK DESCRIPTIONS

Program Support

Task Number **18-12-98-11**
Program Name **Traffic Records Initiatives Support**
Contractor **Traffic and Safety Engineering Branch**
Program Manager **Bourget**

The Traffic and Safety Engineering Branch will continue to solicit and review applications for projects throughout the year that support traffic records initiatives throughout the State.

Funding Source: 405C
Program Area: M3DA/Data Program

Federal Funds	\$645,000
Agency Match	\$215,000

Program Task Descriptions

2018 Safety Education and Enforcement Programs

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Impaired Driving





PROGRAM TASK DESCRIPTIONS

Impaired Driving ~ Overview

In Colorado, alcohol-related fatalities (Blood Alcohol Concentration of .08 or above) consistently represent approximately 30% of the State's total fatalities.

Based on the CDOT Problem Identification Report, the Highway Safety Office within the Office of Transportation Safety will continue focusing on expanding impaired driving awareness, prevention and enforcement programs statewide. This will be accomplished through continued efforts by the Colorado State Patrol, multi-jurisdictional enforcement efforts and specific targeted enforcement in Denver, Arapahoe and Adams counties.

Efforts and activities to address impaired driving include:

- Fifteen high-visibility impaired driving enforcement events
- Public awareness through the *Heat is On* media campaigns
- Focused impaired driving enforcement on sections of roadways with high incidences of impaired driving crashes
- Statewide sobriety checkpoints through *Checkpoint Colorado*, including multi-jurisdictional “border wars”
- Increasing the number of Drug Recognition Experts (DRE) and providing recertification trainings
- Providing recertification training for law enforcement officers in Standard Field Sobriety Testing (SFST)
- Maintaining DUI Courts
- Statewide coordination of Impaired Driving Enforcement and Education efforts through Regional Law Enforcement Coordinators and a dedicated Traffic Safety Resource Prosecutor
- Participation and collaboration with the Colorado Interagency Task Force on Drunk and Impaired Driving including implementation of the Statewide Impaired Driving Plan
- Identifying high-risk groups of drivers for impaired driving education and prevention programs



PROGRAM TASK DESCRIPTIONS

Impaired Driving

Task Number 18-01-11-01
Program Name Drug Recognition Expert (DRE)/Standard Field Sobriety Training (SFST)
Contractor LEAD Impairment Training
Program Manager Rocke

LEAD Impairment Training will continue to provide high level training on DRE Instructor, SFST Practitioner updates and Instructor training to Colorado law enforcement officers (LEOs), in both basic and advanced National Highway Traffic Safety Administration (NHTSA) Impaired Driving training programs, to deter, detect and properly investigate impaired driving incidents.

LEAD Impairment Training will provide two SFST Instructor trainings and create two-hour update trainings to Colorado LEOs to maintain their SFST Practitioner certifications. These update and recertification trainings will provide law enforcement with the highest level of education so that they can influence a positive change in their communities.

LEAD Impairment Training will conduct five DRE/SFST statewide update classes, develop and host the 2018 Colorado Impaired Driving conference, coordinate DRE certification nights statewide and create a web-based communications solution for the DRE/SFST community.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices*, Eighth Edition, 2015, Section 1 Alcohol- and Drug-Impaired Driving - 7.1 Enforcement of Drug-Impaired Driving.

This project addresses measures:

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

Evaluation Measure: # of DRE/SFST recertification trainings, # of individuals who attend the trainings

Funding Source: 405D

Program Area: M6OT/Low Other

Federal Funds	\$116,000
Agency Match	\$0
MOE	\$0



PROGRAM TASK DESCRIPTIONS

Impaired Driving

Task Number **18-01-11-02**
Program Name **Colorado Task Force on Drunk and Impaired Driving**
Contractor **Colorado State Patrol**
Program Manager **Rocke**

CDOT has agreed to fund this project for a third year of the three year grant cycle. The Colorado Task Force on Drunk and Impaired Driving (CTFDID) will continue to support the prevention, awareness, enforcement and treatment of drunk and impaired driving in Colorado through strong partnerships with public, private and non-profit organizations.

The CTFDID brings community and government organizations together, creating a forum for victims and advocates to access many subject matter experts and resources in one place. The CTFDID provides a formal mechanism to leverage resources in order to create a multi-faceted approach to solving a problem which is often minimized and understated. The CTFDID acts as a resource for the State Legislature, enabling it to consider more cohesive, well-thought-out proposals.

The Colorado State Patrol provides assistance to the CTFDID by producing and distributing the Annual Report, the Statewide Impaired Driving Action plan, minutes of the meetings, and scheduling and facilitating CTFDID committee meetings.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices*, Eighth Edition, 2015, Section 1. Alcohol-and Drug-Impaired Driving - 1.5 Alcohol-Impaired Driving Law Review.

This project addresses measures:

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

Evaluation Measure: # of task force activities completed, completion of Annual Report
 Funding Source: 164
 Program Area: 164/AL

Federal Funds	\$25,000
Agency Match	\$0



PROGRAM TASK DESCRIPTIONS

Impaired Driving

Task Number 18-01-11-03
Program Name Support for DUI Courts
Contractor Colorado Judicial Branch
Program Manager Rocke

CDOT has agreed to fund this project for a third year of the three-year grant cycle. This project will continue to focus on identifying the emphasis area of impaired driving in Colorado and through the avenue of DUI Courts.

The DUI Courts program is designed to consolidate multiple applications from those county courts interested in starting or enhancing a court operation. All funded and prospective courts have completed DUI court training and are well equipped to deliver the necessary services to this population. The most recent DUI Courts will complete the BEST self-assessment after 12-18 months in operation. All of the courts adhere to the 10 Key Components for Problem Solving Courts and are focused on higher-risk offenders who meet the criteria for persistent drunk drivers. The State Court Administrator’s Office (SCAO) staff will offer at least one DUI court to participate in the peer review process in FY2018. A pilot of the accreditation process will begin with at least one DUI court in the state.

The SCAO will continue providing funds for the operational DUI Courts in Alamosa, Las Animas, La Plata, Morgan and Ouray counties.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices*, Eighth Edition, 2015, Section 1. Alcohol- and Drug-Impaired Driving - 3.1 DWI Courts

This project addresses measures:

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

Evaluation Measure: Continuation of established courts, use of established models, # of DUI Courts

Funding Source: 405D

Program Area: M6OT/Low Other

Federal Funds	\$170,030
Agency Match	\$0



PROGRAM TASK DESCRIPTIONS

Impaired Driving

Task Number 18-01-11-04
Program Name Traffic Safety Resource Prosecutor
Contractor Colorado District Attorneys' Council (CDAC)
Program Manager Rocke

CDOT has agreed to fund this project for a third year of the three year grant cycle. The Traffic Safety Resource Prosecutor (TSRP) program will continue to provide law enforcement and prosecutors throughout the state of Colorado with a subject matter expert on traffic safety matters with a specific emphasis on impaired driving. The TSRP supports these constituencies and others by providing training and education, legal research, motions and trial support, and direct assistance in the form of special prosecutor appointment.

The TSRP identifies areas of impaired driving investigations and prosecutions that are challenged in the legal process and devises tactics and countermeasures to ensure the effective and fair enforcement of Colorado's impaired driving laws. The TSRP program develops and maintains technologically current methods for distribution of relevant training on impaired driving and other traffic-related subjects, in addition to presenting live trainings. One of the primary functions of the TSRP is fielding technical assistance requests which are simply requests for assistance or a request to answer a question associated with traffic safety or impaired driving.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices*, Eighth Edition, 2015, Section 1. Alcohol- and Drug-Impaired Driving - 3.2 Limits on Diversion and Plea Agreements.

This project addresses measures:

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

Evaluation Measure: # of law enforcement officers and prosecutors trained, # of technical assistance requests fulfilled

Funding Source: 164

Program Area: 164/AL

Federal Funds \$250,000

Agency Match \$0



PROGRAM TASK DESCRIPTIONS

Impaired Driving

Task Number **18-01-11-05**
Program Name **Checkpoint Colorado**
Contractor **To Be Determined**
Program Manager **Chase**

Colorado law enforcement agencies selected through the Problem Identification Report will target areas in the state identified as having high rates of impaired-driving-related crashes and fatalities. The National Highway Traffic Safety Administration (NHTSA) research shows that in areas where sobriety checkpoints are routinely practiced, the number of impaired-driving-related crashes and fatalities are reduced. The selected law enforcement agencies will conduct a minimum of three checkpoints, with two of those checkpoints to occur during holiday weekends. This project runs from Memorial Day through Labor Day. Agency selection is based on 2016 crash and fatality data.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices*, Eighth Edition, 2015, Section 1. Alcohol-Impaired and Drugged Driving - 2.1 Publicized Sobriety Checkpoint Programs.

This project addresses measures:

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

Evaluation Measure: # of checkpoints conducted, # of impaired driving arrests
Funding Source: 405D
Program Area: M6OT/Low Other

Federal Funds	\$60,000
Agency Match	\$0
MOE	\$0



PROGRAM TASK DESCRIPTIONS

Impaired Driving

Task Number **18-01-11-06**
Program Name **Law Enforcement Assistance Fund**
Contractor **Statewide Law Enforcement Agencies**
Program Manager **Chase**

The goal of the Law Enforcement Assistance Fund (LEAF) is to increase and improve the enforcement of driving under the influence of alcohol and/or drugs (DUI) laws, and to coordinate the efforts of law enforcement agencies in administering a DUI enforcement program.

These funds provide state match for Section 402 federally funded activities and are not used to match any other federal programs.

Funding Source: State Funds
Program Area: 402/AL

State Match \$700,000



PROGRAM TASK DESCRIPTIONS

Impaired Driving

Task Number **18-01-11-07**
Program Name **High-Visibility Impaired Driving Enforcement**
Contractor **Statewide Law Enforcement Agencies**
Program Manager **Chase**

These funds are dedicated as S405d match from the State’s First Time Drunk Driver Fund which is funded from driver’s license reinstatement fees from suspended drivers. The high-visibility impaired driving enforcement campaigns will be selected by Problem Identification Report data to support the Highway Safety Office and the National Highway Traffic Safety Administration’s High-Visibility Enforcement (HVE) periods. This will total a minimum of 17 HVE periods supported through the HSO.

The HSO will partner with the CDOT Office of Communications and law enforcement agencies in cities and counties identified in the Problem Identification Report as having high rates of impaired-driving-related crashes and fatalities.

Funding Source: **State Funds**
Program Area: **M6OT/Low Other**

Match/MOE \$1,400,000



PROGRAM TASK DESCRIPTIONS

Impaired Driving

Task Number **18-01-11-08**
Program Name **Drug Recognition Expert (DRE) Tech Transfer**
Contractor **Office of Transportation Safety**
Program Manager **Davis/Gould**

These funds provide registration and travel costs to attend conferences and events related to DRE training, including the Impaired Driving Conference ((IACP). Law enforcement officers and other traffic safety partners selected to attend will be required to submit a summary of their findings. Attendees will use the information they learn at the conference to give law enforcement officers up-to-date information and methods in recognizing symptoms of drug use by the motoring public.

Funds may also be used to cover travel and registration costs for other impaired driving training and countermeasure events.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices*, Eighth Edition, 2015, Section 1. Alcohol-and Drug-Impaired Driving - 7.1 Enforcement of Drug-Impaired Driving

This project addresses measures:

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

Evaluation Measure: # of people trained, summary findings
 Funding Source: 405D
 Program Area: M6OT/Low Other

Federal Funds	\$25,000
Agency Match	\$0
MOE	\$0



PROGRAM TASK DESCRIPTIONS

Impaired Driving

Task Number **18-01-11-09**
Program Name **Impaired Driving Enforcement**
Contractor **Colorado State Patrol**
Program Manager **Chase**

The goal of this project is to reduce by 25% the number of Driving Under the Influence of alcohol and or drugs (DUI)-related fatal and injury crashes investigated by Colorado State Patrol (CSP) Troopers statewide through FFY 2019 compared to FFY 2014.

To address this, the CSP in conjunction with the Highway Safety Office (HSO), will identify target areas for additional impaired driving enforcement hours, based on the Problem Identification Report, to support the National Highway Traffic Safety Administration’s (NHTSA) high-visibility enforcement campaigns. The CSP will also provide overtime hours at multi-agency sobriety checkpoints and saturation patrols and provide personnel as requested by the HSO to participate in public information programs and media events. The project will also provide overtime enforcement funding for Drug Recognition Expert (DRE) call-out evaluations as requested.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices*, Eighth Edition, 2015, Section 2.1 Publicized Sobriety Checkpoints, 2.2 Publicized Saturation Patrol Programs, and 7.1 Enforcement of Drugged Driving.

This project addresses measures:

- 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***

Evaluation Measure: # of checkpoints conducted, # of motor vehicles stopped and checked, # of impaired driving arrests, # of drivers evaluated using SFST

Funding Source: 405D
Program Area: M6OT/Low Other

Federal Funds	\$420,000
Agency Match	\$0
Local benefit	\$0
MOE	\$607,632



PROGRAM TASK DESCRIPTIONS

Impaired Driving

Task Number **18-01-11-10**
Program Name **Border Wars**
Contractor **Local Law Enforcement Agencies Within Larimer County**
Program Manager **Chase**

The Border War is the name of a college rivalry between the Colorado State University Rams and the University of Wyoming Cowboys football teams. The two campuses are approximately 65 miles apart via U.S. Route 287.

This will be a multi-jurisdictional-directed zero tolerance traffic enforcement that will occur on Highway 287 from Ft. Collins, Colorado to Laramie, Wyoming on game-day in 2018. Agencies involved in Colorado will be Larimer County Sheriff’s Office, Fort Collins Police Department, Loveland Police Department, Colorado State University Police Department, and the Colorado State Patrol. These agencies will be covering approximately 35 miles on Highway 287.

The other agencies in Wyoming will be the Wyoming Highway Patrol, Laramie Police Department, Albany County Sheriff’s Office, Cheyenne Police Department, Wyoming Police Department, Wyoming State Parks and the Wyoming Campus Police.

The goal of this operation is for law enforcement to decrease the number of traffic collisions and traffic violations and to reduce impaired driving on the target highway.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices*, Eighth Edition, 2015, Section 2.1 Publicized Sobriety Checkpoints, 2.2 Publicized Saturation Patrol Programs, and 7.1 Enforcement of Drugged Driving

This project addresses measures:

- 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***

Evaluation Measure: # of impaired driving arrests
Funding Source: 405D
Program Area: M6OT/Low Other

Federal Funds	\$5,000
Agency Match	\$0
MOE	\$0



PROGRAM TASK DESCRIPTIONS

Impaired Driving

Task Number 18-01-11-11
Program Name 2018 DUI/High-Visibility Enforcement/Checkpoints
Contractor Aurora Police Department
Program Manager Chase

The focus of this project is to reduce the number of deaths and injuries that occur as a result of impaired driving crashes in Aurora. These reductions will be achieved through an aggressive high-visibility enforcement (HVE) campaign including checkpoints, saturation patrols, and adding additional HVE shifts for individual officers to focus solely on impaired driving enforcement. The Aurora Police Department will also supplement the enforcement efforts with education-based programs within the schools, through social media, and with community outreach efforts.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices*, Eighth Edition, 2015, Section 1. Alcohol-Impaired and Drugged Driving - 2.1 Publicized Sobriety Checkpoint Programs.

This project addresses measures:

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

Evaluation Measure: # of checkpoints conducted, # of motor vehicles stopped and checked, # of impaired driving arrests, # of drivers evaluated using SFST

Funding Source: 405D

Program Area: M6OT/Low Other

Federal Funds	\$180,000
Agency Match	\$0
MOE	\$0



PROGRAM TASK DESCRIPTIONS

Impaired Driving

Task Number 18-01-11-12
Program Name Denver’s Comprehensive Impaired Driving Project
Contractor Denver Police Department
Program Manager Chase

The goal of this project is to further reduce the number of serious and fatal crashes related to impaired driving in Denver by increasing the number of impaired driving arrests.

Fourteen high-visibility enforcement campaigns will be run throughout the year to address key periods and five sobriety checkpoint operations will be conducted with four of them to occur during high-visibility enforcement dates. The DUI Unit anticipates staging the sobriety checkpoint operations on roadways most travelled by impaired drivers. Saturation efforts will be deployed two or three times per month and will typically double the reach of the DUI Unit on a given night. All enforcement locations are driven by data that indicates higher concentrations of impaired driving crashes.

By utilizing the Breath/Blood Alcohol Testing (BAT) Van, Denver predicts a 10% increase in the number of DUI arrests per checkpoint operation.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices*, Eighth Edition, 2015, Section 1. Alcohol-Impaired and Drugged Driving - 2.2 Publicized Saturation Patrol Programs.

This project addresses measure:

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

Evaluation Measure: # of checkpoints conducted, # of motor vehicles stopped and checked, # of impaired driving arrests, # of drivers evaluated using SFST

Funding Source: 405D

Program Area: M6OT/Low Other

Federal Funds	\$260,000
Agency Match	\$0
MOE	\$0



PROGRAM TASK DESCRIPTIONS

Impaired Driving

Task Number **18-01-11-13**
Program Name **Law Enforcement Coordinators**
Contractor **Retired Law Enforcement Officers**
Program Manager **Chase**

The Office of Transportation Safety (OTS) designates five Regional Law Enforcement Coordinators (LEC) to coordinate all statewide training and local activities for local law enforcement agencies in their designated region. The Regional LECs will encourage partners and stakeholders within state and local organizations to work and collaborate with law enforcement, healthcare providers and media whenever possible to promote highway safety. The Regional LECs will serve as a link to promote the Highway Safety Office’s programs; Impaired Driving, Occupant Protection, Speed, Distracted Driving, Pedestrian Safety, and Motorcycle Awareness.

This project is supported by numerous areas in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices*, Eighth Edition, 2015.

This project addresses measures:

- C-4. Reduce the number of unrestrained passenger vehicle occupant protection fatalities, all seat positions***
- C-5. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above***

Evaluation Measure: # of trainings, # of presentations, # of agencies contacted, # of agencies recruited

Funding Source: 402

Program Area: PT/Police Traffic Services

Federal Funds	\$250,000
Agency Match	\$0
Local Benefit:	\$250,000



PROGRAM TASK DESCRIPTIONS

Impaired Driving

Task Number **18-01-11-14**
Program Name **Drug Recognition Expert Training/School**
Contractor **Office of Transportation Safety**
Program Manager **Davis/Gould**

Utilizing the criteria adopted by the International Association of Chiefs of Police (IACP) and the National Highway Traffic Safety Administration (NHTSA), Colorado will continue to expand the program throughout the state, enhance the Drug Recognition Expert (DRE) training program and increase the number of DREs within the state. Currently Colorado has 237 DREs.

Many Colorado law enforcement officers have little or no training in the detection of impairment from drugs other than alcohol. This funding will ensure that there are trained officers available to evaluate drugged drivers for prosecution.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices*, Eighth Edition, 2015, Section 1. Alcohol- and Impaired Drug-Impaired Driving - 7.1 Enforcement of Drug-Impaired Driving.

This project addresses measures:

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

Evaluation Measure: # of law enforcement officers completing DRE training
Funding Source: 405D
Program Area: M6OT/Low Other

Federal Funds	\$65,000
Agency Match	\$0
MOE	\$0



PROGRAM TASK DESCRIPTIONS

Impaired Driving

Task Number **18-01-11-15**
Program Name **Checkpoint Equipment**
Contractor **To Be Determined**
Program Manager **Chase**

Research shows that in areas where sobriety checkpoints are routinely practiced, the number of impaired-driving-related traffic crashes and fatalities are reduced. The success of a sobriety checkpoint depends greatly upon smooth and efficient operations. This includes having the necessary equipment readily available to conduct the checkpoints.

This project will address the equipment and operating needs of those agencies participating in either the 2018 *Checkpoint Colorado* campaign, or routinely conducting checkpoints. This equipment may consist of flares and/or fuses, safety cones, permanent or portable lighting, signs, vests, flashlights and portable breath testers given to the top performing *Checkpoint Colorado* agencies. In addition to equipment, promotional items will be provided to participating agencies to promote and bring awareness about *Checkpoint Colorado* activities.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices*, Eighth Edition, 2015, Section 1. Alcohol-Impaired and Drugged Driving 2.1 Publicized Sobriety Checkpoint Programs.

This project addresses measure:

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

Evaluation Measure: # of sobriety checkpoints conducted, # of impaired driving arrests
Funding Source: 405D
Program Area: M6OT/Low Other

Federal Funds	\$25,000
Agency Match	\$0
MOE	\$0



PROGRAM TASK DESCRIPTIONS

Impaired Driving

Task Number **18-01-11-16**
Program Name **DUI Countermeasures**
Contractor **Department of Revenue**
Program Manager **Rocke**

These funds are used by Department of Revenue for the administrative personal services costs of appeal, judicial reviews, citation processing, express consent hearing section, interlock review, penalty assessment and the call center. The funds are State funds and are not used to match any other federal programs.

Funding Source: **State Funds**
Program Area: **402/AL/Alcohol**

Federal Funds	\$0
Agency Match	\$2,500,000



PROGRAM TASK DESCRIPTIONS

Impaired Driving

Task Number **18-01-11-17**
Program Name **DUI Court Administration**
Contractor **Colorado Judicial Branch**
Program Manager **Rocke**

The funds are used by Colorado Judicial Branch for the administrative personal services costs of the DUI Court process. The funds are state funds and are not used to match any other federal programs.

Funding Source: State Funds
Program Area: M6OT/Low Other

Federal Funds	\$0
Agency Match	\$1,600,000



PROGRAM TASK DESCRIPTIONS

Impaired Driving

Task Number 18-01-11-19
Program Name Portable Breath Testers and Calibration Stations
Contractor Office of Transportation Safety
Program Manager Chase

This project will address the equipment and operating needs of those agencies participating in either the *Checkpoint Colorado* campaign, or routinely conducting impaired driving enforcement. This equipment will consist of Portable Breath Testers (PBT) and PBT Calibration Stations. A portion of these testers will be given to the top-performing impaired driving agencies during the 2018 *Traffic Safety Champions* events.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices*, Eighth Edition, 2015, Section 1. Alcohol-Impaired and Drugged Driving - 2.1 Publicized Sobriety Checkpoint Programs.

This project addresses measure:

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

Evaluation Measure: # of sobriety checkpoints conducted, # of impaired driving arrests
Funding Source: 405D
Program Area: M6OT/Low Other

Federal Funds	\$25,000
Agency Match	\$0
MOE	\$0



PROGRAM TASK DESCRIPTIONS

Impaired Driving

Task Number 18-01-11-20
Program Name High-Visibility Enforcement/Impaired Driving
Contractor Adams County Sheriff's Office
Program Manager Chase

In 2016, there were 58 fatal crashes, resulting in 60 deaths in Adams County. Of the 60 fatalities, 21 (35%) involved at least one driver with a Blood Alcohol Concentration above the legal limit of .08%.

The Adams County Sheriff's Office will conduct three highly-publicized DUI checkpoints at various locations in the county, participate in all seventeen high-visibility enforcement campaigns, and conduct five high-visibility saturation patrols involving numerous personnel and resources. Throughout the year individual enforcement will be conducted in areas where Adams County has experienced high volumes of DUI crashes.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices*, Eighth Edition, 2015, Section 2.1 Publicized Sobriety Checkpoints, 2.2 Publicized Saturation Patrol Programs, and 7.1 Enforcement of Drugged Driving.

This project addresses measures:

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

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

Evaluation Measure: # of checkpoints conducted, # of motor vehicles stopped and checked, # of impaired driving arrests, # of drivers evaluated using SFST

Funding Source: 405D

Program Area: M6OT/Low Other

Federal Funds	\$135,000
Agency Match	\$0
MOE	\$0

Program Task Descriptions

2018 Safety Education and Enforcement Programs

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Speed Enforcement





PROGRAM TASK DESCRIPTIONS

Speed Enforcement ~ Overview

In Colorado in 2016 there were 211 speed-related fatalities. This constitutes a 3% decrease from the 216 speed-related fatalities reported in 2015. Speed-related fatalities comprise 34% of all traffic fatalities. The HSO will address speed-related crashes and fatalities through aggressive enforcement on targeted roadways identified in the Problem Identification Report.

Efforts and activities include:

- Continued, increased speed enforcement efforts on I-25, I-225 and I-70 throughout Arapahoe, Adams, Denver, Jefferson, El Paso and Pueblo counties
- Collaborating with local law enforcement agencies to improve their speed enforcement projects through mini-grant programs
- Required nighttime enforcement



PROGRAM TASK DESCRIPTIONS

Speed Enforcement

Task Number **18-02-21-01**
Program Name **Focused Speed Enforcement**
Contractor **Denver Police Department**
Program Manager **Chase**

Denver County ranks as one of Colorado’s top 5 counties for fatalities involving motor vehicle crashes. Speed-related fatalities remain a problem in Denver; during the 2009-2013 period, the number of speed-related fatalities increased by 18.2%.

The target population is drivers on Denver interstates where speed-related crashes are highly concentrated. These highways have the highest volume of traffic in Colorado. This high-visibility enforcement campaign will help to reduce the number of speed-related crashes in the City and County of Denver. All enforcement will be based on the successful models cited in NHTSA research, including targeted, high-visibility speed enforcement efforts. Denver Police Department Traffic Operations officers will execute operations over the course of approximately ten months each year, concentrating presence during key times (e.g. Fridays, Saturdays and Sundays) and specific locations.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices*, Eighth Edition, 2015, Section 3. Aggressive Driving and Speeding - 2.2 High Visibility Enforcement.

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

Evaluation Measure: # of speeding citations; # of enforcement activities, # of contacts,
of speed-related fatalities
Funding Source: 402
Program Area: SE/Speed Enforcement

Federal Funds	\$65,000
Agency Match	\$0
Local Benefit	\$65,000



PROGRAM TASK DESCRIPTIONS

Speed Enforcement

Task Number 18-02-21-02
Program Name Aurora Highway Safety Campaign
Contractor Aurora Police Department
Program Manager Chase

In 2014, there were 6,376 crashes in Aurora. Of that number, 10% resulted in some type of injury. A review of all crashes showed that 12% of those crashes had speed as a factor, and 17% indicated that following too closely was a factor.

The enforcement aspect of this project will include strict enforcement of laws that pertain to speeding and aggressive driving habits, including following too closely. The Aurora Police Department will utilize standard police equipment such as police motorcycles, unmarked vehicles, hand-held speed laser devices and lasers that measure distance between vehicles. Educational programs will also be presented to all demographics of the community.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices*, Eighth Edition, 2015, Section 3. Aggressive Driving and Speeding - 2.2 High-Visibility Enforcement.

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

Evaluation Measure: # of speed enforcement activities, # of citations issued, # contacts,
of speed-related fatalities

Funding Source: 402
Program Area: SE/Speed Enforcement

Federal Funds	\$65,000
Agency Match	\$0
Local Benefit	\$65,000



PROGRAM TASK DESCRIPTIONS

Speed Enforcement

Task Number 18-02-21-03
Program Name High-Visibility Enforcement of Speeding Drivers
Contractor Colorado Springs Police Department
Program Manager Chase

In El Paso County, 34% of all traffic fatalities are speed-related. The Colorado Springs Police Department will reduce the number of traffic fatalities and serious injury crashes by implementing proven countermeasures to reduce speeding in Colorado Springs. The strategies that will be employed in this project include supporting the enforcement of existing laws through high-visibility enforcement, use of speed trailers and laser speed measurement guns, and communication and outreach supporting enforcement.

Deployments will be planned using a number of current data points, including crash data, community speeding complaints, and speed data from speed trailers, school schedules and schedules for work zones. Deployment strategies will include the use of unmarked and marked vehicles, static and roving observational platforms, and radio-ahead officers identifying violators to stationed officers as applicable to the specific deployment. Officers will use speed measuring tools to assist in speed enforcement.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices*, Eighth Edition, 2015, Section 3. Aggressive Driving and Speeding - 2.2 High-Visibility Enforcement - 2.3 Other Enforcement Methods: Technology -Speed Trailers

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

Evaluation Measure: # of speeding citations; # of enforcement activities, # of speed-related fatalities, # of traffic contacts, # of days speed trailers deployed

Funding Source: 402
 Program Area: SE/Speed Enforcement

Federal Funds	\$34,000
Agency Match	\$0
Local Benefit	\$34,000



PROGRAM TASK DESCRIPTIONS

Speed Enforcement

Task Number 18-02-21-04
Program Name Speed Mini-Grants Program
Contractor To Be Determined
Program Manager Chase

The Highway Safety Office (HSO) supports law enforcement agencies by providing funds to help support speed enforcement efforts. The HSO will require the agencies selected to focus on at least one nighttime speed enforcement element that addresses other violations encountered, such as DUI and failure to use safety belts. Selected law enforcement agencies will be required to report on their progress on speed enforcement control and enforcement activities using the period before CDOT funding as a baseline for comparison.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices*, Eighth Edition, 2015, Section 3. Aggressive Driving and Speeding - 2.2 High Visibility Enforcement.

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

Evaluation Measure: # of speeding-related citations issued, # and type of other citations issued during contacts
Funding Source: 402
Program Area: SE/Speed Enforcement

Federal Funds	\$25,000
Agency Match	\$0
Local Benefit	\$25,000



PROGRAM TASK DESCRIPTIONS

Speed Enforcement

Task Number 18-02-21-05
Program Name A Step Toward Reducing Traffic Fatalities
Contractor Pueblo Police Department
Program Manager Chase

In 2014, 9% of injury and fatal crashes and 5% of non-injury crashes in Pueblo involved speeding drivers. In the past three years, the City of Pueblo has experienced a spike in the number of traffic-related fatality crashes. Several of these crashes resulted in the loss of multiple lives and had speed and alcohol-related factors.

This project will focus on the issues of speed enforcement and the impact it has on reducing the number of fatality crashes in the City of Pueblo. The goal of reducing fatality crashes through speed enforcement will be achieved through the use of increased solo and team enforcement using both regular duty hours and overtime funds allotted through the grant. These enforcement efforts will be directed at identified problem areas in the community, such as the Interstate and State Highways, highly trafficked feeder streets, DDACTS zones, and other locations identified throughout the grant period.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices*, Eighth Edition, 2015, Section 3. Aggressive Driving and Speeding - 2.2 High-Visibility Enforcement.

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

Evaluation Measure: # of speeding citations issued, # of speed-related crashes, # of contacts
 Funding Source: 402
 Program Area: SE/Speed Enforcement

Federal Funds	\$40,000
Agency Match	\$0
Local Benefit	\$40,000
Capital Equipment	Wanco Radar Speed Trailer



PROGRAM TASK DESCRIPTIONS

Speed Enforcement

Task Number 18-02-21-06
Program Name Highway 93 Speed Reduction Campaign
Contractor Jefferson County Sheriff's Office
Program Manager Chase

In 2014, 7% of injury and fatal crashes and 5% of non-injury crashes involved speeding drivers in Jefferson County. State highways 93 and 285, located within unincorporated Jefferson County, continue to experience drivers traveling at high rates of speed.

High-visibility zero-tolerance enforcement of the speed limits on State Highway 93 between mile post 2 through 11, and Highway 285 within unincorporated Jefferson County, will be conducted. In addition, Jefferson County will coordinate larger speed enforcement operations teaming with the Golden Police Department, Colorado State Patrol and Arvada Police Department utilizing marked and unmarked cars and motorcycle units.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices*, Eighth Edition, 2015, Section 3. Aggressive Driving and Speeding - 2.2 High-Visibility Enforcement

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

Evaluation Measure: # of speeding citations; # of enforcement activities, # of speed-related fatalities, # of contacts
Funding Source: 402
Program Area: SE/Speed Enforcement

Federal Funds	\$90,000
Agency Match	\$0
Local Benefit	\$90,000

Program Task Descriptions

2018 Safety Education and Enforcement Programs

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Young and Older Driver and Distracted Driving





PROGRAM TASK DESCRIPTIONS

Young and Older Driver and Distracted Driving Overview

Fatalities among young drivers decreased from 67 in 2015 to 59 in 2016, constituting a 12% decline. Young drivers remain over-represented in fatality crashes and the likelihood of a young driver being involved in a crash is still greatest in the first year of driving. Education and awareness programs strategically targeted to high-risk populations including young drivers are essential to addressing serious injuries and fatalities in this age group.

The “older driver,” defined as a driver over the age of 65, is one of the emphasis areas in the Colorado Strategic Highway Safety Plan (SHSP). In 2016, 92 fatalities involved an at-fault driver age 65 or older. This represents an 11% increase from 82 in 2015. As this population continues to grow, the Highway Safety Office, utilizing focus groups and outreach, will continue to identify countermeasures to address this emerging issue.

Fatalities involving a distracted driver constituted 11% of total fatalities in 2016. Driver inattention is a contributing factor in many crashes, and cell phone use and texting are some of the most common driver distractions. Colorado has a law prohibiting texting for all drivers, and a law prohibiting cell phone use for drivers under 18. However, distracted driving continues to be a traffic safety challenge.

Based on the Problem Identification Report, the Highway Safety Office will be focusing on young and older drivers and distracted driving programs in several metro area locations, as well as statewide efforts.

Efforts and activities include:

- Educating teen drivers and their parents about seat belt use and other young driver safety issues, including the Graduated Drivers License (GDL)
- Development and distribution of GDL resource kits
- Continuation of *High School Seat Belt* and *Distracted Driving Challenge* campaigns in El Paso, Denver and Weld counties and several mountain communities
- Older Driver awareness and education programs in El Paso and Jefferson counties
- Enhanced enforcement of distracted driving laws statewide through Colorado State Patrol and focused enforcement in Denver, El Paso, Arapahoe and Weld counties



PROGRAM TASK DESCRIPTIONS

Young Driver and Distracted Driving

Task Number 18-03-31-01
Program Name *Data-Driven Approaches to Crime and Traffic Safety (DDACTS)/
Distracted Driving*
Contractor *Greeley Police Department*
Program Manager *Rocke*

CDOT has agreed to continue to fund this project for a third year of the three year grant cycle. This project will continue to focus on education and enforcement efforts to reduce the number of distracted drivers within the targeted areas in the City of Greeley. The Greeley Police Department (GPD) will maintain deployment of an additional law enforcement presence during the hours of 2:00-6:00 p.m. to deter, through enforcement, distracted driving by motorists.

In 2016, GPD made 687 traffic stops and issued 460 citations. Of those citations, 301 were issued for distracted-driving-related violations.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices*, Eighth Edition, 2015, Section 4. Distracted and Drowsy Driving - 1.3 High Visibility Cell Phone and Text Messaging Enforcement.

***This project addresses measure:
C-12. Reduce the number of fatal crashes involving a distracted driver***

Evaluation Measure: # of citations, # of traffic contacts
Funding Source: 402
Program Area: DD/Distracted Driving

Federal Funds	\$47,399
Agency Match	\$0
Local Benefit	\$47,399



PROGRAM TASK DESCRIPTIONS

Young Driver and Distracted Driving

Task Number 18-03-31-02
Program Name Aurora PARTY Program
Contractor University Hospital
Program Manager Holly

CDOT has approved year three funding for the three-year grant cycle for the Aurora Prevent Alcohol and Risk-Related Trauma in Youth (PARTY) Program. Between 2010 and 2014 the fatality rates in ages 20 or younger increased 7.5% in Adams County and 10.7% in El Paso County and increased 7.5% in Larimer County. To address the serious problem of young drivers and passengers being involved in fatal crashes, the University of Colorado Hospital will continue to host PARTY programs in the counties of El Paso, Adams and Arapahoe, with expansion to Weld and Larimer in 2018.

The PARTY Program is a reality education program, presented to young drivers and pre-drivers to promote injury prevention and enabling youth to recognize risk and to make informed choices about activities and behaviors while driving or as passengers. The PARTY Program incorporates both hospital staff and community partners including the Colorado State Patrol, Rural Metro Ambulance, American Medical Response, Memorial Star Transport and the Colorado Springs Fire Department into hospital and school programs that discuss high-risk areas for young drivers. These include impaired driving, distracted driving and the importance of the Graduated Drivers License (GDL).

The program is a research-based study that looks at both the attitudes of teens regarding high-risk behaviors while driving, and an observation study that specifically emphasizes seat belt usage and distraction as students leave school parking lots. The research will be ongoing and data will be analyzed early in 2017. In FY2018, current programs will be expanded in the metro Denver and Colorado Springs areas, and will be expanded to Weld and Larimer Counties. PARTY Program collaborates with law enforcement agencies to increase knowledge and enforcement of the GDL laws.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices*, Eighth Edition, 2015, Section 6. Young Drivers - 1.1 Graduated Driver Licensing, 3.1 Parental Role in Teaching and Managing Young Drivers and 4.1 Enforcement of GDL.

This project addresses measures:

C-1. Reduce the number of traffic fatalities

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

Evaluation Measure: # of events, # of students attending, and # of pre and post program surveys completed

Funding Source: 402

Program Area: TSP/Teen Safety Program

Federal Funds	\$69,774
Agency Match	\$0
Local Benefit	\$69,774



PROGRAM TASK DESCRIPTIONS

Young Driver and Distracted Driving

Task Number 18-03-31-03
Program Name Young Drivers Traffic Safety
Contractor Weld County Public Health Department
Program Manager Holly

CDOT has approved year three funding for the three-year grant cycle for the Young Drivers Traffic Safety program in Weld County. Weld County is one of the top five high-risk counties, with 55 motor vehicle deaths in 2014. Weld County has had a high number of fatalities in the following categories: unrestrained occupants (22), alcohol (12), speeding (14), and motorcycle (7) deaths. Young driver fatalities in Weld County have increased by 14.4% between 2010 and 2014. Between years 2012-2014 there were 19 young driver fatalities and 67 injury hospitalizations.

To decrease young driver/passenger fatalities and serious injuries, the DRIVE SMART *Weld County Young Driver Traffic Safety Project* will implement a multi-faceted program that will include:

- Educating young drivers about the Graduated Drivers License (GDL) laws and the consequences of unsafe driving practices
- Strengthening local law enforcement’s knowledge and enforcement of GDL provisions
- Educating parents about their role in young driver GDL compliance
- Building coalition and community capacity to assist in educating high school students to make safer choices

The young driver component of the program will instruct high school students (pre-drivers and early drivers) about the GDL, seatbelt use, distracted driving, and impaired driving. The law enforcement component will work with law enforcement officers to increase their knowledge of GDL provisions and increase their willingness to issue citations. The parent component will consist of parents of teen drivers meeting in small groups and on-line classes to encourage parents to initiate parent/teen driving contracts. The coalition component will identify and recruit stakeholders to work with high school students focusing on the GDL.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices*, Eighth Edition, 2015, Section 6. Young Drivers - 1.1 Graduated Driver Licensing, 3.1 Parental Role in Teaching and Managing Young Drivers and 4.1 Enforcement of GDL.

This project addresses measures:

C-1. Reduce the number of traffic fatalities

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

Evaluation Measure: # of presentations, # of parents completing on-line course, # of schools participating, pre and post survey results, % of students reporting seat belt usage

Funding Source: 402
Program Area: TSP/Teen Safety Program

Federal Funds	\$68,088
Indirect Cost	18.08%
Agency Match	\$0
Local Benefit	\$68,088



PROGRAM TASK DESCRIPTIONS

Young Driver and Distracted Driving

Task Number 18-03-31-04
Program Name *Interactive High School Teen Kickoff Programs*
Contractor *To Be Determined*
Program Manager *Holly*

CDOT has approved funding for year three of the three-year grant cycle for the Interactive High School Teen Kickoff Program. Young drivers remain over-represented in fatality crashes and the likelihood of a young driver being involved in a crash is greatest in the first year of driving. Unrestrained passengers accounted for 51% of all passenger vehicle fatalities in 2015.

This program will focus on the 15 to 20-year-old population and will operate in conjunction with the currently funded *Teen Seat Belt Challenge* program. The all-state *Getting It To Click* research confirms that crashes are the leading cause of death in the 15 to 20-year-old age group. The research also found that addressing teen driving behavior requires multiple strategies. Communicating with teens is a new game, and many have found that incentives or competition encourage participation. The current *Teen Seat Belt Challenge* has been in many schools for over 20 years and its impact may have plateaued. This program is intended to be a new “kick start” to the *Challenge*. CDOT will partner with groups like ThinkFast Interactive, Impact Teen Drivers, and Teens in the Driver Seat to schedule multi-school kickoff events to involve students, parents, and school staff in education and communication about wearing seat belts. In 2018 the intent is to reach an additional 100 schools statewide as compared with FFY 2017.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices*, Eighth Edition, 2015, Section 6. Young Drivers - 1.1 Graduated Driver Licensing - 3.2 Communications and Outreach Strategies for Low-Belt-Use Groups.

This project addresses measures:

C-1. Reduce the number of traffic fatalities

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

Evaluation Measure: # of observational surveys, # of contacts at events

Funding Source: 402

Program Area: TSP/Teen Safety Program

Federal Funds: \$240,000
Indirect Cost 48.5% (only Teens in the Driver Seat)
Local Benefit: \$240,000



PROGRAM TASK DESCRIPTIONS

Young Driver and Distracted Driving

Task Number 18-03-31-05
Program Name Young Driver Distracted Driving Campaign/Challenge
Contractor Drive Smart Colorado
Program Manager Rocke

CDOT has agreed to continue to fund this project for a third year. Drive Smart Colorado (DSC) will continue to address the issues by implementing proven strategies to decrease the incidence of distracted driving and increase awareness of the Graduated Drivers License (GDL) law. CDOT’s Problem Identification Report highlights “distracted driving” as the main contributing crash factors in El Paso and Teller counties.

Enlisting parental support as the first line of GDL enforcement continues to be a primary challenge in young driver safety as well as getting young drivers to focus on their driving at all times. GDL education will be included and emphasized within the DSC High School *Traffic Safety Challenge*. This peer-to-peer, distracted driving, educational campaign will continue to engage a minimum of 22 high schools within El Paso and Teller counties. Unannounced, observational, distracted driving surveys will be a component of the *Challenge*.

Colleges and military installations will be targeted with distracted driving education to help meet the goal of reducing the number of traffic fatalities among drivers ages 20 and younger in El Paso and Teller counties. DSC will educate college students in El Paso county and military personnel by deploying the distracted driving simulator, and conducting pre and post program surveys.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices*, Eighth Edition, 2015, Section 4. Distracted and Drowsy Driving - 1.1 Graduated Driver Licensing Requirements for Beginning Drivers - 1.3 High Visibility Cell Phone and Text Messaging Enforcement.

This project addresses measures:

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

Evaluation Measure: # of schools participating, pre and post program survey results,
 # of parents taking on-line parent course
 Funding Source: 402
 Program Area: DD/Distracted Driving

Federal Funds	\$40,756
Agency Match	\$0
Local Benefit	\$40,756



PROGRAM TASK DESCRIPTIONS

Young Driver and Distracted Driving

Task Number 18-03-31-06
Program Name 2017 Distracted Driving
Contractor Colorado State Patrol
Program Manager Rocke

CDOT has agreed to continue to fund this project for a third year. The Colorado State Patrol (CSP) issued 1,386 texting-while-driving violations in 2016. The CSP will continue to provide high-visibility enforcement waves, proactive enforcement and ongoing public awareness campaigns throughout the grant period to combat distracted driving.

In 2016 CSP covered 1,403 crashes where distracted driving was cited as the primary causal factor.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices*, Eighth Edition, 2015, Section 4. Distracted and Drowsy Driving - 1.2 Graduated Driver Licensing Requirements for Beginning Drivers and 1.3 High Visibility Cell Phone and Text Messaging Enforcement.

***This project addresses measure:
C-12. Reduce the number of fatal crashes involving a distracted driver***

Evaluation Measure: # of distracted driving citations, # of students and others contacted
Funding Source: 402
Program Area: DD/Distracted Driving

Federal Funds	\$169,900
Agency Match	\$0
Local Benefit	\$169,900



PROGRAM TASK DESCRIPTIONS

Young Driver and Distracted Driving

Task Number **18-03-31-07**
Program Name ***Distracted Driving Enforcement Campaign***
Contractor ***Aurora Police Department***
Program Manager ***Rocke***

In 2016, there were 28 fatal crashes in the city of Aurora. In those 28 crashes, the investigating officer reported three of the drivers as being distracted.

CDOT has agreed to fund this project for a third year. The Aurora Police Department (APD) will continue to increase the numbers of officers deployed by using the established spotter techniques from high vantage points targeted to high traffic areas. This procedure will be used to observe and contact drivers who are exhibiting distracted driving behaviors.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices*, Eighth Edition, 2015, Section 4. Distracted and Drowsy Driving - 1.3 High Visibility Cell Phone and Text Messaging Enforcement.

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

Evaluation Measure: # of crash reports, # of activity reports
Funding Source: 402
Program Area: DD/Distracted Driving

Federal Funds	\$60,000
Agency Match	\$0
Local Benefit	\$60,000



PROGRAM TASK DESCRIPTIONS

Young Driver and Distracted Driving

Task Number 18-03-31-08
Program Name Distracted Driving Enforcement
Contractor Denver Police Department
Program Manager Rocke

CDOT has agreed to fund this project for a third year. In Denver County, there were 28 crashes that resulted in 32 fatalities. The Denver Police Department (DPD) Data Analysis Unit will continue to work with Traffic Operations to determine the top ten crash locations in Denver for distracted driving behavior. This is an ongoing process and will be completed by reviewing a number of careless driving citations associated with crashes, which may include texting, eating, or using an iPad. DPD will determine the top four citations associated with distracted behaviors and geographically chart these citations to determine hot spots.

In 2015, the DPD Traffic Operations Bureau launched a high-visibility enforcement campaign, which will focus on distracted drivers over the next two years. DPD aims to maintain and enforce the state ban on manipulating an electronic device while driving, and change the public perception of the risks and consequences of such activity.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices*, Eighth Edition, 2015, Section 4. Distracted and Drowsy Driving - 1.3 High Visibility Cell Phone and Text Messaging Enforcement.

***This project addresses measure:
C-12. Reduce the number of fatal crashes involving a distracted driver***

Evaluation Measure: # of contacts, # of citations written, # of PSA's
Funding Source: 402
Program Area: DD/Distracted Driving

Federal Funds	\$50,000
Agency Match	\$0
Local Benefit	\$50,000



PROGRAM TASK DESCRIPTIONS

Young Driver and Distracted Driving

Task Number 18-03-31-10
Program Name Teen Driver Safety Awareness Program
Contractor Children’s Hospital Colorado
Program Manager Holly

Employing injury informatics developed by Children’s Hospital and from Colorado Hospital Association data, where all statewide Emergency Department visits for unintentional injuries were mapped by zip code (using Tableau Software), Children’s Hospital has identified ten priority zip codes in the Denver metro area where the volume of motor vehicle crash injuries sustained by children ages 15-19 represent the highest counts in Colorado.

CDOT has approved funding for year three of the three-year grant cycle for the Teen Driver Safety Awareness Program. This project will conduct focused work in two counties, Adams and Arapahoe, which are over-represented in fatal crashes for drivers age 20 or younger. This project will also conduct activities in zip codes identified in the data mapping efforts completed by Children’s Hospital.

This project will promote increased awareness of both Colorado’s GDL law and parental abilities to confidently participate in their teen’s driving experience. Children’s Hospital Colorado will utilize the Denver Metro Safe Kids coalition, which it leads, to deliver this Teen Driver Safety Awareness program. The project will collaborate with coalition member organizations to institute school-based and community-based teen-focused events and peer-to-peer programs.

Activities include parent-teen events, peer-to-peer programs, and mass media messaging and interactive educational booths at high-profile events attended by teens in targeted neighborhoods. This project will employ a variety of evaluation measures to gauge the success of these interventions, including quantitative approaches designed to more accurately determine successful impact measures among teens in zip codes at greatest risk for motor vehicle crash injuries.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices*, Eighth Edition, 2015, Section 6. Young Drivers, 1.1 Graduated Driver Licensing, 2.1 Pre-Licensure Driver Education

This project addresses measure:

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

Evaluation Measure: # of schools participating, pre and post program survey results, # of teens and parents reached, increase in knowledge and awareness

Funding Source: 402

Program Area: TSP/Teen Safety Program

Federal Funds	\$69,597
Indirect Cost	10%
Agency Match	\$0
Local Benefit	\$69,597



PROGRAM TASK DESCRIPTIONS

Young Driver and Distracted Driving

Task Number 18-03-31-11
Program Name Foothills School-Based Teen Motor Vehicle Program
Contractor Drive Smart Evergreen/Conifer
Program Manager Holly

CDOT has agreed to continue funding for year three of the Drive Smart Evergreen/Conifer’s Teen Motor Vehicle program. Jefferson County remains in the top five over-represented counties in Colorado for traffic fatalities and serious injury crashes, as well as unrestrained passenger vehicle occupant fatalities. In 2015, four drivers age 20 and younger were in fatal crashes in Jefferson County. Clear Creek and Gilpin counties have motor vehicle fatality rates (per 100,000 population) at least two times higher than the 2015 statewide rate of 10.0.

This project will engage Clear Creek, Gilpin, Park and Jefferson Counties’ students and their parents. Drive Smart EC will implement several activities that will include:

- A program using peer-centered coalitions strengthening the infrastructure needed to serve four foothills high schools in four high-risk counties
- *Battle of the Belt* peer-to-peer safety belt contests that will be conducted by students
- Law enforcement-led activities at schools to include positive reinforcement seat belt checks
- Student-led monthly GDL educational activities during lunch and after school activities
- GDL education classes for parent and teens focusing on the benefits, regulations, and penalties
- Educating law enforcement (including School Resource Officers) on GDL Laws and seat belt usage campaigns

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices*, Eighth Edition, 2015, Section 6. Young Drivers - 1.1 Graduated Driver Licensing.

This project addresses measure:

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

Evaluation Measure: # of schools participating, pre and post program survey results, # of teens and parents attending GDL seminars

Funding Source: 402

Program Area: TSP/Teen Safety Program

Federal Funds	\$55,000
Agency Match	\$0
Local Benefit	\$55,000



PROGRAM TASK DESCRIPTIONS

Young Driver and Distracted Driving

Task Number 18-03-31-13
Program Name Young Driver Seat Belt Campaign
Contractor Safe Kids Larimer County
Program Manager Holly

CDOT has approved funding for year three of the three-year grant cycle for the Young Driver Seat Belt Campaign. Larimer County saw an increase of 7.5% in young drivers in fatal crashes in years 2010-2014. Overall traffic fatalities and serious injuries have increased by 11%.

Safe Kids Larimer County (SKLC) will partner with a local organization, Alexa’s Hugs, that has expertise in educating the public about vehicle traffic safety. Alexa’s Hugs’ mission is to provide positive encouragement for seat belt compliance and vehicle safety. SKLC will address young drivers and passengers fatalities and serious injuries by implementing proven strategies to increase seat belt usage rates and safe driving behaviors.

Efforts will be coordinated to partner with local law enforcement agencies including the Colorado State Patrol, City of Fort Collins Police Services, City of Loveland Police, Larimer County Sheriff’s Office, and Colorado State University Police to support and enhance their enforcement efforts around *Click It or Ticket* campaigns. The *Teen Seat Belt (TSB) Challenge* will be implemented by collaborating with Colorado State University and a minimum of eight groups (schools/fraternities/sororities, etc.) will be engaged. Unannounced observational seat belt surveys will be a component of the *TSB Challenges*. Social media as well as traditional media will be utilized to promote seat belt usage throughout the county.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices*, Eighth Edition, 2015, Section 2. Seat Belts and Child Restraints - 3.1 Communication and Outreach Supporting Enforcement, 3.2 Communication and Outreach Strategies for Low-Belt-Use Groups and 6. Young Drivers - 3.1 Parental Role in Teaching and Managing Young Drivers.

This project addresses measure:

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

Evaluation Measure: # of schools participating, pre and post program survey results, # of radio spots created, # of driving schools and DMVs promoting parent on-line courses, # of parents taking the on-line course

Funding Source: 402

Program Area: TSP/Teen Safety Program

Federal Funds	\$61,909
Indirect Cost	10%
Agency Match	\$0
Local Benefit	\$61,909



PROGRAM TASK DESCRIPTIONS

Young Driver and Distracted Driving

Task Number 18-03-31-15
Program Name Seat Belt Safety and Compliance
Contractor Central Mountains RETAC
Program Manager Holly

CDOT has approved funding for year three of the three-year grant cycle for the Seat Belt Safety and Compliance program. The Central Mountains Regional Trauma and Advisory Council (CMRETAC) region encompasses Chaffee, Eagle, Lake, Park, Pitkin and Summit Counties. The region is primarily rural, stretching over 6,882 square miles in the mountainous continental divide area of Colorado. The six counties in the CMRETAC have experienced an increase of over 10% in traffic fatalities and serious injuries in the years 2010-2014, of which seven were unbelted. In Eagle and Summit combined (the most populated counties), there were 10 serious injuries among drivers age 16-20.

The CMRETAC Prevention Coalition will address seat belt usage in high schools in all six counties. The *Teen Seat Belt (TSB) Challenge* will be implemented in eight or more high schools and will include a variety of activities such as; school and community-wide seat belt metal signage, kick-off events to include community stakeholders and parents, distracted driving and GDL education, tee-shirt design contests with safety messages and pledge banners. The eight-week long events will focus on influencing teens' lifelong behaviors. In many counties, efforts at the high schools will expand to reach the middle and elementary schools. There are 10 public high schools in the region, and the Central Mountains RETAC will expand the *TSB Challenge* to reach out to private schools as well.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices*, Eighth Edition, 2015, Section 6. Young Drivers - 1.1 Graduated Driver Licensing and 3.1 Parental Role in Teaching and Managing Young Drivers.

This project addresses measures:

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

Evaluation Measure: Pre and post program observational surveys, # of schools participating, # of students reached, # of activities and presentations

Funding Source: 402

Program Area: TSP/Teen Safety Program

Federal Funds	\$50,000
Indirect Cost	10%
Agency Match	\$0
Local Benefit	\$50,000



PROGRAM TASK DESCRIPTIONS

Older Driver

Task Number 18-10-01-01
Program Name Aging Road Users
Contractor Drive Smart Colorado
Program Manager Rocke

CDOT identified the “aging road user” as one of the Emphasis Areas in the October 2014 Colorado Strategic Highway Safety Plan. CDOT’s *Fatalities by Person Type Report* shows that fatalities among drivers 65 and older has increased from 7.5% in 2002 to 9.4% in 2016 and trending at 10.4% in 2017. It is projected, by 2030, that 20% of all licensed drivers will be 65 and older. CDOT has approved continued funding for year three of the three-year funding cycle for Drive Smart Colorado’s (DSC) Aging Road Users program in El Paso County. The problems that were identified in DSC’s 2016 application continue to exist in this region and CDOT agrees the DSC program will improve aging drivers’ safety in El Paso County and other target areas.

Medical and transportation professionals agree that the focus of safety efforts should be on helping older drivers who are able to continue driving safely to do so, rather than focusing on restricting all older drivers regardless of ability. According to the AARP Colorado State Coordinator, with approximately 625,804 licensed Colorado drivers aged 65 and above, there are less than 1% of those drivers who attend an AARP Safe Driver class. Continued efforts to educate and assist the aging road user are needed.

DSC will incorporate proven programs in a comprehensive, multifaceted educational approach and *CarFit* technician trainings and events will also be expanded to Custer, Larimer, Las Animas and Lincoln counties. A resource guide about and for older drivers will be distributed in all counties and the DSC older-driver-focused website will be expanded and improved. A final facet of the program will be development of a training video for law enforcement encouraging the “write the ticket” mentality.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices*, Eighth Edition, 2015, Section 7. Older Driver - 1.2 General Communications and Education.

This project addresses measure:

C-13. Reduce the number of fatal crashes involving a driver age 65 years or older

Evaluation Measure: # of *CarFit* events and # of participants
 Funding Source: 402
 Program Area: DE/Older Driver

Federal Funds	\$46,252
Agency Match	\$0
Local Benefit	\$46,252



PROGRAM TASK DESCRIPTIONS

Older Driver

Task Number 18-10-01-02
Program Name Aging Road User Safety
Contractor Drive Smart Evergreen/Conifer
Program Manager Holly

During the years 2013 to 2015, 72 % of older drivers in a fatal crash were found to be at fault. The top contributing factors associated with drivers 65 years or older in an injury or fatal crash in 2015 were: distractions, ill/medical reasons, and being unfamiliar with the area.

CDOT has approved funding for the third year of the three-year grant cycle for Drive Smart Evergreen/Conifer’s (DSEC) Experienced Driver program in recognition that it remains needed in the Jeffco area.

DSEC will implement the evidence-based *CarFit* program using Drive Smart’s solid infrastructure and experienced staff and will target those services to aging road users at highest risk. There are currently three *CarFit* stations in Jefferson County and DSEC will continue to increase that number. It will also support statewide initiatives and collaboratively develop referrals to and build the capacity of comprehensive resources for aging road users who want to drive safely for as long as possible, then have safe transportation options once they turn in their keys.

The final program activity is participation in the development and distribution of a training video for law enforcement encouraging the “write the ticket” perspective urging law enforcement to report at-risk drivers to the Department of Motor Vehicles.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices*, Eighth Edition, 2015, Section 7. Older Driver - 1.2 General Communications and Education.

This project addresses measure:

C-13. Reduce the number of fatal crashes involving a driver age 65 years or older

Evaluation Measure: # of *CarFit* presentations, # of participants
 Funding Source: 402
 Program Area: DE/Older Driver

Federal Budget	\$48,458
Agency Match	\$0
Local Benefit	\$48,458



PROGRAM TASK DESCRIPTIONS

Older Driver

Task Number 18-10-01-03
Program Name Reaching Older Adult Drivers (ROAD)
Contractor Cordy and Company
Program Manager Rocke

Denver, Arapahoe, and Adams Counties are identified as being in the top five counties for overall fatalities and serious injuries. Residents age 65 and older made up slightly more than 10% of the population in these counties. CDOT has approved continued funding for year three of the three-year grant cycle for Cordy and Company’s Reaching Older Adult Drivers (ROAD) program which proposes to address older driver safety by conducting Aging Road User 65+ initiatives in Denver, Arapahoe, and Adams counties.

The ROAD Program is an outreach initiative designed to educate aging road users 65 and older, their families, friends and caregivers about programs to enable these drivers to remain mobile and continue safe travels as long as possible. The program will incorporate research, the *CarFit* program, partnering with AARP and AAA in developing collaborative *CarFit* events throughout the Denver, Adams County and Arapahoe County area. ROAD will develop targeted messaging and appropriate communications platforms accessed by the target population. The program will hold the second annual safety fair, and is a participant in the 9 Health Fair in the metro area. The program proposes collaboration with community groups and medical providers who are willing to share information, including the Colorado Older Driver Booklet and web site developed by Drive Smart Colorado, with older drivers and their families to help them make more informed decisions about driver safety. Distribution and results reporting on the 2018 law enforcement training video are designed to encourage the “write the ticket” mentality.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices*, Eighth Edition, 2015, Section 7. Older Driver - 1.2 General Communications and Education.

This project addresses measure:

C-13. Reduce the number of fatal crashes involving a driver age 65 years or older

Evaluation Measure: # of *CarFit* events, # of participants, # of law enforcement representatives trained

Funding Source: 402

Program Area: DE/Older Driver

Federal Budget	\$55,510
Agency Match	\$0
Local Benefit	\$55,510



PROGRAM TASK DESCRIPTIONS

Older Driver

Task Number **18-10-01-04**
Program Name **Engaging Mobility Initiative**
Contractor **Penrose Hospital**
Program Manager **Rocke**

The number of people age 65 or older in the U.S. will double by 2030. In 2014, 12.7 % of the Colorado’s population was age 65 or older. According to the FHWA, in 2012 individuals age 65 and over make up more than 14% of all licensed drivers in the state. According to AARP, the current and future population of aging road users will drive more and drive longer than any generation in history, which will impact the overall transportation system.

The goal of the Engaging Mobility Initiative is to reduce fatalities and serious injuries among drivers aged 65 and older. Research has emphasized that medical team members can play a more active role in preventing motor vehicle crashes by assessing and counseling older adult drivers regarding their fitness to drive, recommending safe driving practices, referring older adults to driver rehabilitation specialists, advising or recommending driving restrictions, and referring older adults to state licensing authorities when appropriate (AGS and A. Pomidor, 2016).

Occupational therapy practitioners are an important link; however, many therapists do not currently address driving with their older adults clients. The Engaging Mobility Initiative expects to build the capacity of occupational therapy practitioners in Colorado to address driving and community mobility through seminars holding four-to-six-month professional development study groups. This increase in capacity of providers will increase the level of services offered regarding driving wellness, risk identification, and community mobility opportunities.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices*, Eighth Edition, 2015, Section 7. Older Drivers - 1.2 General Communications and Education.

***This project addresses measure:
C-13. Reduce the number of fatal crashes involving a driver age 65 years or older***

Evaluation Measure: # of occupational therapists trained, resource and training website brought up to date

Funding Source: 402

Program Area: DE/Older Driver

Federal Budget	\$38,762
Agency Match	\$0
Local Benefit	\$38,762

Program Task Descriptions

2018 Safety Education and Enforcement Programs

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Traffic Records





PROGRAM TASK DESCRIPTIONS

Traffic Records ~ Overview

CDOT uses traffic records to develop engineering and enforcement solutions, promote education, and apply for funding to improve roadway safety. Problem identification, efficient allocation of resources, and measuring results all depend on available and accurate data.

The annual Problem Identification Report forms part of the foundation determining project priorities, calculating funding, and allocating resources. Motor vehicle crash and driver records are an integral part of the process that binds the various elements of this foundation. The Problem Identification Report is fundamental to Traffic and Safety Programs, assuring that CDOT and other agencies are expending resources in the most effective ways.

CDOT is a voting member of the Statewide Traffic Records Advisory Committee (STRAC). This committee is formed as part of a federally-sponsored effort to collect, organize, analyze and utilize all types of information relating to accidents that occur on Colorado roadways. STRAC is composed of six major state agencies: Human Services, Public Health and Environment, Public Safety, Revenue, Transportation, and the Office of Information Technology. Its primary function is to help unify, link and organize Colorado's traffic records.

Colorado's Traffic Records Program was most recently assessed in April of 2015. STRAC, along with other partners and stakeholders are reviewing the recommendations from the assessment, and have revised the STRAC strategic plan to address these recommendations.

Proposed traffic records projects are evaluated by both CDOT and STRAC. CDOT collects the applications from various agencies and presents them to STRAC for approval and recommendations. The applications then go on to the National Highway Traffic Safety Administration (NHTSA) for final approval.

Efforts and activities to address traffic records include:

- Identify and fulfill user requirements for traffic safety information
- Provide analyses for decision making, policy formulation and resource allocation
- Establish a multi-agency data dictionary and common standards for data compatibility and comparability
- Effect timely and accurate data collection and transfer among agencies and users
- Promote linkage among agencies
- Develop strategies to consolidate data from diverse sources for analysis and reporting
- Collaborate with state and local agencies to assess the impact of driver behavior on the number and severity of crashes, and to effect appropriate countermeasures
- Promote electronic reporting
- Address new solutions and technology



PROGRAM TASK DESCRIPTIONS

Traffic Records ~ Evaluation Measures

The following performance measures are derived from the State Traffic Records Advisory Committee's (STRAC) 2016 Strategic Plan. The Traffic and Safety Engineering Branch will track these annually to demonstrate progress toward goals. With the recent completion of the federally mandated 2015 Traffic Records Assessment, the STRAC Strategic Plan was updated, including updates to the performance measures. The performance measures (PM) cited for 2016, did not show improvements due to recent changes in state systems. Measures #1 and #2 did show improvement for the Injury/EMS system.

1. Improve the uniformity of the EMS/Injury Surveillance System at the Colorado Department of Public Health and Environment (CDPHE) by adopting version 3 (V3) of NEMSIS. The measurement is the count of agencies and reports using V3 increased from 1 to 37 last year.
2. Improve the uniformity of the EMS/Injury Surveillance System at the Colorado Department of Public Health and Environment (CDPHE). The measurement is the number of EMS run reports submitted using V3 (increased from 235 to 3,099 last year).

STRAC's updated Strategic Plan will serve as a guideline to improving Colorado's traffic records from 2016 through 2019. The goals and objectives outlined in the Strategic Plan are based on recommendations from the 2015 Traffic Records Assessment which was conducted by the National Highway Traffic Safety Administration (NHTSA). While STRAC's purpose is to further initiatives that help to reduce the number and severity of crashes on Colorado's roads, the updated Strategic Plan will help to focus STRAC's efforts in several key areas.

Strategic Goals identified for Colorado's statewide traffic records system:

1. *Traffic Records Coordinating Committee Management:* Provide a sustainable, ongoing, dynamic mechanism for strategic decision making for traffic records improvements, for project coordination and for project implementation.
2. *Strategic Planning:* Develop and maintain performance measures based on recommendations from the Traffic Records Assessment.
3. *Crash Data:* Identify and implement improvements to crash records based on recommendations from the Traffic Records Assessment.
4. *Vehicle Data:* Improve integration of vehicle records into the traffic records system.
5. *Driver Data:* Improve integration of driver records into the traffic records system.
6. *Roadway Data:* Improve integration and linkage of roadway data with traffic records.
7. *Citation/Adjudication Data:* Institute electronic citation projects to facilitate the development of statewide citation data and provide linkage to traffic records.
8. *EMS/Injury Surveillance Data:* Pursue integration of EMS/Hospital files with crash and other traffic records files.
9. *Data Use and Integration:* Improve data linkage between traffic records data systems.



PROGRAM TASK DESCRIPTIONS

Traffic Records

Task Number **18-04-41-01**
Program Name **2018 Problem Identification Report**
Contractor **Colorado Department of Public Health and Environment**
Program Manager **Gould**

This project continues the ongoing effort necessary to support program and project development and evaluation. Activities will include data analyses and identification of candidates for targeted highway safety programs and analysis to support communities implementing targeted programs. This will enable the Office of Transportation Safety to work better with identified areas and develop programs to address needs.

Evaluation Measure: Timely and accurate completion of reports, # of data requests completed
Funding Source: 402
Program Area: TR/Traffic Records

Federal Funds	\$99,514
Indirect Rate	24.40%
Agency Match	\$0



PROGRAM TASK DESCRIPTIONS

Traffic Records

Task Number **18-04-41-02**
Program Name **Office of Transportation Safety Annual Report and Publications**
Contractor **Action Staffing**
Program Manager **Gould**

This project provides for production of the Highway Safety Program Annual Report that summarizes and evaluates the effectiveness of the activities in the 2017 Colorado Integrated Safety Plan and production of the annual Colorado Integrated Safety Plan.

The process of developing these reports will incorporate audit processes, graphic design, formatting, data interpretation, report writing and editing.

Evaluation Measure: Timely and accurate completion of reports
Funding Source: 402
Program Area: TR/Traffic Records

Federal Funds	\$25,000
Agency Match	\$0



PROGRAM TASK DESCRIPTIONS

Traffic Records

Task Number **18-04-41-03**
Program Name **Modernize Crash Data**
Contractor **Trinidad Police Department**
Program Manager **Bourget**

The Trinidad Police Department (TPD) will solicit a programming company to design and build the schema for the state and the vehicle interface for officers. Quotes will be completed, and hardware purchased that will meet the criteria for in-car technology and provide for electronic submission. Once the devices have the appropriate programming and the hardware is installed in the vehicles, the officers will complete extensive training on how to use the technology. CDOT will follow up with support and performance measure monitoring to the state and the city's planning department.

The City of Trinidad, IT Department will oversee installation/integration of the accompanying software with the city's existing system, and will host equipment training for City of Trinidad Police Officers. This project will take an estimated three months to fully implement. Installation would then take place over the following six weeks. Staff training would be held concurrently with installation. It is anticipated this will also take six weeks, to accommodate all shifts and managers.

Performance Measures:

- Timeliness - the time between actual crash time and the time the crash is entered into the state system will be used as an evaluation measure
- Uniformity - the number of MMUCC compliant data elements entered into the crash database that allows linkage to other databases will be tracked for use as an evaluation measure.
- The Police Department chose Timeliness and Uniformity as the project measure of success, however, Completeness and Accuracy will be improved by default.

Measurement Formula:

Data from the audit preceding project implementation will be compared to data collected after the project is fully implemented. Sergeants will collect reports for three months and compare critical elements for uniformity and time to entry into the state system.

Evaluation Measure: C-T-1, C-U-1
Funding Source: 405C
Program Area: M3DA/Data Program

Federal Funds	\$91,655
Agency Match	\$24,364
MOE	\$0



PROGRAM TASK DESCRIPTIONS

Traffic Records

Task Number **18-04-41-04**
Program Name **Mobile Data Project**
Contractor **Cañon City Police Department**
Program Manager **Bourget**

This project will purchase thirty mobile data computers, mounting hardware, installation, software and mobile RMS licensing for each marked police vehicle.

Activities will include:

- The Cañon City Police Department (CCPD) and its Records Management System (RMS) vendor will determine the hardware requirements necessary to handle the volume of data required to move to a computer-driven mobile data system.
- Hardware, software and licenses will be purchased from the vendor.
- A vendor will be selected to install mounting hardware in each vehicle.
- The CCPD will work with its RMS vendor to develop a state-approved traffic accident form that can be directly uploaded into the state system.
- The CCPD will purchase the necessary cellular connections to enable data to move between the RMS, and the computer driven mobile data system installed in all marked patrol units.

Performance Measures:

Data collected during the six months prior to the implementation of this project will be compared to data collected in the six months after the project is fully implemented. Audits will compare critical elements completed and “unknowns,” and will compare time expended in processing crash data to time needed before using the mobile data system.

Measurement Formula:

For data collected after the project is fully implemented it is anticipated that the error rate for traffic crash report critical data elements and “unknowns” will be reduced to .02% or less.

Evaluation Measure: C-S-1, C-C-1, C-T-1
Funding Source 405C
Program Area M3DA/Data Program

Federal Funds	\$205,400
Agency Match	\$51,400
MOE	\$0



PROGRAM TASK DESCRIPTIONS

Traffic Records

Task Number **18-04-41-05**
Program Name **Department of Revenue Conviction/License Hold Reporting**
Contractor **City of Aurora**
Program Manager **Bourget**

This project will upgrade the City of Aurora’s Municipal Court to Cypher 2.3+ to offer real-time communication and information processing between the City of Aurora conviction reporting system/database and the Department of Motor Vehicles (DMV) DRIVES system. The current version of the vendor system for reporting convictions and driver’s license holds will no longer be supported by Mindshare as of 5/31/2017. Protecting the citizen’s confidential information is key. This upgrade will allow the data to be encrypted at all stages using the highest levels of cyber security, and will no longer require a password. This is critical security, and very necessary in today’s environment. The conversion to Cypher 2.3 will also improve the accuracy of the data our court sends to DMV, and save time for the court staff who correct the incorrect records.

Performance Measures:

The City of Aurora gets several rejected cases every week since the DRIVES system implementation. Upgrading to Cypher 2.3 will increase the accuracy and timeliness of citation data submitted to DMV.

Measurement Formula:

The City of Aurora will calculate the average number of DMV rejections for the three months prior to upgrade and the three months after upgrade and compare those numbers, as well as the average days to report clearances to DMV for the same time period. Staff will also compare the number of hours the clerks spend weekly fixing rejections and errors.

Evaluation Measure: CA-A-1, CA-T-1
Funding Source: 405C
Program Area: M3DA/Data Program

Federal Funds	\$12,825
Agency Match	\$3,206
MOE	\$0



PROGRAM TASK DESCRIPTIONS

Traffic Records

Task Number 18-04-41-06
Program Name E-Crash Project
Contractor Arapahoe County
Program Manager Bourget

The Arapahoe County Sheriff’s Office (ACSO) currently has ten PDA eTicket devices for the Traffic Safety Unit. The vendor, Tyler (Brazos), offers an accident module. This will streamline accident reporting to ACSO records and on to the State. To do this, the PDAs need to be upgraded to newer models, the e-Crash component purchased and installed, and the message switch obtained for the system to interface with ACSO’s RMS and the State system (when completed). This will save staff time and staff costs by making the system automated. The project will cost \$35,600 with ACSO providing 25% matching funds to the project.

Performance Measures:

The following Performance Measures are already in use for the 405C grant application:

- CO PM02 - Crash/Completeness - The technology requires users to fill in required data from drop down menus rather than a paper template or memory. This will reduce errors and incomplete submissions which must be reviewed, discovered and returned internally at ACSO.
- CO PM09 - Crash/Completeness - The above will ensure more complete records.
- CO PM10- Crash/Timeliness - An automated system will streamline initial data entry, process within the Traffic Unit (review) and onto ACSO Records.
- CO PM11 - Crash/Timeliness - Efficiencies in the above will speed up the time frame until a final and complete report is available for posting/release.

Measurement Formula:

This project will compare the number of electronically processed accident reports with no missing critical data elements for a three month period within the framework of October, 2017, to September, 2018, with the number of manually completed accident reports with no missing critical data elements for the same period. Within the same period, ACSO will calculate and compare the time from crash to submission into DOR/DMV for accident reports taken electronically and manually.

Evaluation Measure: C-A-1, C-C-1, C-T-1
Funding Source: 405C
Program Area: M3DA/Data Program

Federal Funds	\$26,700
Agency Match	\$8,900
MOE	\$0



PROGRAM TASK DESCRIPTIONS

Traffic Records

Task Number 18-04-41-07
Program Name E-crash Expansion Project
Contractor Weld County Sheriff's Office
Program Manager Bourget

The Weld County Sheriff's Office (WCSO) currently has eight successfully implemented E-ticket/E-crash devices installed in vehicles. This grant will expand the program to include the whole patrol fleet. Weld County will use grant funds to:

- Purchase and install up to 40 additional electronic ticketing/crash reporting devices, associated printers, and docking equipment for the remaining cars in the patrol fleet.
- Purchase all hardware and software, installation of equipment into the patrol vehicles, one year of maintenance, and complete implementation of the program. The \$94,000 cost of installation, maintenance contract, and any equipment or software needed above the federally funded amount will be paid by the Sheriff's Office as a cash match.
- Improve the efficiency, accuracy and effectiveness of WCSO deputies.
- Reduce human errors/confusion with internal processing and scheduling court dates.
- Improve the timeliness and accuracy of reporting to outside agencies, and will follow the format schema required by the State for all traffic reporting.
- This contract will run from October 1, 2017 through September 30, 2018.

Performance Measures:

CO PM01 - Crash/Timeliness - Improve timeliness of crash reporting by reducing the number of days from the crash date to submittal to DOR.

CO PM04 - Citation/Adjudication/Timeliness - Improve timeliness and accuracy of citation reporting by reducing the time to transfer law enforcement citation information to the courts.

This project supports both the 2016-2019 STRAC Strategic Plan Goal #3, Objective 3.1 regarding improvements to crash reporting and Goal #7, Objective 7.1 regarding improving data quality and assurance of citation data, reducing cases dismissed from court due to missing data.

Measurement Formula:

For citations, the Sheriff's Office will calculate the mean number of days from (a) the date a citation is issued to (b) the date the citation is entered into the state repository. The Sheriff's Office will also calculate the percentage of citation records with no errors in critical data elements. Specifically for crashes, the Sheriff's Office will pursue electronic submission into DOR using the new software. Thereafter the Sheriff's Office will calculate the median or mean number of days from (a) the crash date to (b) the date the crash report is entered into the database.

Evaluation Measure: C-T-1, C/A-T-1, C/A-A-1
Funding Source: 405C
Program Area: M3DA/Data Program

Federal Funds	\$75,000
Agency Match	\$19,000
MOE	\$0



PROGRAM TASK DESCRIPTIONS

Traffic Records

Task Number 18-04-41-08
Program Name Traffic Records Coordinator
Contractor Traffic and Safety Engineering Branch
Program Manager Babler / Bourget

The Traffic Records Coordinator (TRC) serves as a technical specialist for the Statewide Traffic Records Advisory Committee (STRAC). The TRC will work closely with STRAC, the Colorado Department of Transportation (CDOT), the Colorado Department of Revenue (DOR), the Colorado State patrol (CSP) and other agencies, including police departments, involved with traffic records regarding traffic safety data programs at the state, regional and national level. This position serves as a professional specialist with advanced knowledge of traffic safety data systems, and has the ability to work independently in assisting with the development of the statewide Traffic Records Program area of the State Highway Safety Plan (SHSP) and traffic records assessment recommendations. It will also assist with oversight of grant development with state and local agencies, and monitor, assist and evaluate grant projects.

Duties will also include monitoring the work done on projects relating to developing a statewide crash database. The TRC will work with stakeholders to facilitate the roll-out of a new state crash form and crash manual, expand data collection and distribution, establish requirements (IT, business rules, confidentiality/security, etc.) for new projects, especially those related to data sharing, and help manage or monitor traffic records projects. Other duties will include participation in STRAC and promoting participation in projects by stakeholders, promoting e-crash transmission into DOR, helping with related projects, soliciting new agencies to transmit their crash reports electronically, and working to institute a state e-citation platform to promote a uniform citation format.

Performance Measures and Measurement Formula:

Crash/Timeliness - The average number of days from the dates of the crash report until its posting into EARS. A one year review of the EARS database was conducted to establish the values for timeliness of crash records.

Crash/Timeliness - The number of reports posted into EARS within 30 days of crash. A one year review of the EARS database was conducted to establish the values for timeliness of crash records.

Roadway/Accuracy - The percentage of locatable (latitude/longitude coordinates given) crashes using the roadway coding method by instituting an increase in law enforcement use of GIS technology

Crash/Accessibility - The ability of legitimate users to successfully obtain desired crash data

Evaluation Measure: C-T-1, C-T-2, C-A-1, C-X-1
Funding Source: 405C
Program Area: M3DA/Data Program

Federal Funds	\$297,845
Agency Match	\$75,000
MOE	\$75,000



PROGRAM TASK DESCRIPTIONS

Traffic Records

Task Number 18-04-41-09
Program Name Technology Transfer
Contractor Traffic and Safety Engineering Branch
Program Manager Baber/Bourget

This project will fund the attendance for up to six core STRAC Members (to be determined based on priority) to attend the 2018 Traffic Records Forum hosted by National Safety Council and sponsored by NHTSA, FHWA, FMCSA, and Bureau of Transportation Statistics.

Attendees will learn:

- The latest safety data collection methods and best practices by DOT's
- How to best utilize more accurate traffic records and highway safety data
- How to plan and participate in a successful Traffic Records Coordinating Committee (TRCC), similar to Colorado's STRAC
- Network with a variety of transportation and highway safety professionals
- Discover how better data can help save lives

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

Performance Measures and Measurement Formula:

This project addresses all of traffic records' performance measures.

Funding Source: 405C
Program Area: M3DA/Data Program

Federal Funds	\$15,000
Agency Match	\$0
MOE	\$0



PROGRAM TASK DESCRIPTIONS

Traffic Records

Task Number **18-04-41-10**
Program Name **FARS Program Support**
Contractor **Traffic and Safety Engineering Branch**
Program Manager **Babler/Bourget**

This project supports the ongoing Fatality Analysis Reporting System (FARS) Cooperative Agreement with NHTSA/NCSA. It will enable Colorado to provide an overall measure of highway safety, to help identify traffic safety problems, and to suggest solutions to those problems. It will also facilitate an objective basis to evaluate the effectiveness of motor vehicle safety standards and highway safety programs. Most of the costs are funded by FARS (NHTSA). This grant provides supplemental funding.

Performance Measures:

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

Evaluation Measure: Meet or exceed the FARS quality control of timeliness, accuracy and consistency and completeness for the Colorado FARS system

Funding Source: 405C

Program Area: M3DA/Data Program

Federal Funds	\$12,000
Agency Match	\$3,000
MOE	\$0

Program Task Descriptions

2018 Safety Education and Enforcement Programs

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Child Passenger Safety and Occupant Protection





PROGRAM TASK DESCRIPTIONS

Child Passenger Safety and Occupant Protection

The Statewide seat belt usage rate in Colorado for 2016 was 84%, which is below the national average of 90%. Colorado remains one of 13 States without a primary seat belt law. In 2016, preliminary data indicates that of the 362 passenger vehicle occupant fatalities in the State, 186 or 51%, were unrestrained.

Based on the 2017 CDOT Problem Identification Report and the 2016 Statewide Seat Belt Use Survey, the Highway Safety Office will be focusing on enhancing Occupant Protection and Child Passenger Safety programs in several metro area locations, rural areas and numerous statewide efforts.

Efforts and activities include:

- Providing support to law enforcement agencies to enforce Colorado's seat belt laws during three *Click It or Ticket* high-visibility campaigns including *May Mobilization* and two rural campaigns
- Providing occupant protection and child passenger safety education to parents, to caregivers and to the general public
- Funding programs focusing on diverse populations and involving community organizations to educate adults and children
- Providing support to rural communities to address low seat belt usage rates for drivers on rural roadways and unrestrained nighttime drivers



PROGRAM TASK DESCRIPTIONS

Child Passenger Safety

Task Number 18-05-51-01
Program Name Child Passenger Safety Team Colorado
Contractor Colorado State Patrol
Program Manager Holly

CDOT has approved funding for year three of the three-year grant cycle for the Child Passenger Safety (CPS) Team Colorado program. According to local data collected by the Colorado State Patrol (CSP) in the last five years, more than 30,000 children were involved in crashes. Over the last five years, more than 20% of children who were improperly restrained, ages zero to 15, were injured or killed as the result of a motor vehicle crash. Currently, Colorado has more than 100 car seat inspection stations. These stations serve as a resource for parents and caregivers. Trained CPS technicians ensure child safety restraints are installed and used correctly and provide education for caregivers about proper use of child restraint systems. CPS Team Colorado began increasing the resources offered to CPS technicians and inspection stations in 2012, and since then we have seen a dramatic increase in the number of seat checks in Colorado. However, there are approximately 20 rural counties in Colorado without a Child Passenger Safety inspection station.

This program will provide the training for CPS technicians as well as resources for inspection stations. It will provide education and/or support material to 25% of the law enforcement agencies in Colorado to increase consistent enforcement and reporting. The program will also provide overtime to State Patrol law enforcement. CPS Team Colorado will encourage car seat distribution, and will continue to support organizations conducting inspection stations. The program maintains the statewide list of inspection stations, and offers training and resources. Colorado CPS technicians will provide education and outreach to booster seat and seat belt aged children utilizing age-specific curricula and media components. By leveraging and creating successful partnerships with public safety and community-based organizations, CPS Team Colorado will aid in establishing, maintaining and enhancing public education, technical training, and advocacy.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices*, Eighth Edition, 2015, Section 2. Seat Belts and Child Restraints - 4.1 Strengthening Child/Youth Occupant Restraint Laws, 5.1 Short-Term, High Visibility Child Restraint/Booster Law Enforcement, 7.1 School Programs, 7.2 Child Restraint Distribution Programs and 7.3 Inspection Stations.

This project addresses measures:

- 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***

Evaluation Measure: # of car seats distributed and to whom, # of students trained, # of seats checked that are found misused and replaced, # of overtime hours of enforcement, # hours of education outreach, # of individuals reached

Funding Source: 402
 Program Area: CR/Child Restraint

Federal Funds	\$300,000
Agency Match	\$0



PROGRAM TASK DESCRIPTIONS

Child Passenger Safety

Task Number 18-05-51-02
Program Name Child Passenger Safety Program
Contractor Servicios de La Raza
Program Manager Holly

CDOT has approved funding for year three of the three-year grant cycle for the Child Passenger Safety Program. Unrestrained fatalities remain high in the five counties served by Servicios de La Raza (SDLR). The number of children placed in correct front/rear booster seats in Arapahoe County was 47.7%, in Douglas County 52.6% and in Denver 73.8%. A study by Martin M. Holden indicated that motor vehicle crash injuries, which are the leading cause of death for Latino children in the United States, can be reduced by the correct use of child safety seats. In the study, Holden evaluated the ability of a community health worker education program to improve proper child safety seat usage. The families who participated in the study were primarily Latino with low incomes and low levels of education and acculturation.

This project will focus on child passenger safety education, inspection, installation, and outreach targeting Latino families within the greater Denver metropolitan area, which includes Adams, Arapahoe, Broomfield, Denver and Jefferson counties. The majority of clients who will receive child passenger seats from inspection stations are Hispanic families. SDLR will increase child passenger safety through proactive measures of outreach, education, and installation of child passenger seats by certified technicians. SDLR will continue to serve as a culturally responsive leader for members of the Hispanic community receiving life-saving information regarding seat belts and child passenger safety. Specifically, funding will go toward maintaining and enhancing capacity within the culturally and linguistically responsive inspection station.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices*, Eighth Edition, 2015, Section 2. Seat Belts and Child Restraints - 6.1 Communications and Outreach Strategies for Older Children, 6.2 Communications and Outreach Strategies for Booster Seat Use, 7.2 Child Restraint Distribution Programs and 7.3 Inspection Stations.

This project addresses measure:

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

Evaluation Measure: # of car seats checked, distributed and installed, # of families served, # of intake forms, # of families surveyed to measure behavior change

Funding Source: 402

Program Area: CR/Child Restraint

Federal Funds	\$50,000
Indirect Cost	10%
Agency Match	\$0
Local Benefit	\$50,000



PROGRAM TASK DESCRIPTIONS

Child Passenger Safety

Task Number **18-05-51-03**
Program Name **Occupant Protection Mini-Grants**
Contractor **To Be Determined**
Program Manager **Holly**

Rural organizations from the high-risk counties identified in the Problem Identification Report will be contacted and sent information about how to apply for mini-grant funds. This information will also be posted on the CDOT Safety website. This outreach effort will strive to develop and implement occupant protection activities. These activities include, but are not limited to, purchasing and distributing child safety seats, conducting check-up events, running fit stations by appointments, distributing safety materials, and conducting safety classes for youths and adults.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices*, Eighth Edition, 2015, Section 2. Seat Belts and Child Restraints, 6. Communications and Outreach - 6.1 Communications and Outreach Strategies for Older Children, 6.2 Communications and Outreach Strategies for Booster Seat Use, 7. Other Strategies - 7.2 Child Restraint Distribution Programs.

This project addresses measures:

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

Evaluation Measure: # of seats installed, # of inspection stations, # of educational trainings/sessions

Funding Source: 402

Program Area: CR/Child Restraint

Federal Funds	\$50,000
Agency Match	\$0
Local Benefit	\$50,000



PROGRAM TASK DESCRIPTIONS

Child Passenger Safety

Task Number 18-05-51-04
Program Name Each One Teach One, Minority Child Passenger Safety Outreach Program
Contractor Denver Health Authority
Program Manager Holly

CDOT has approved funding for year three of the three-year grant cycle for the Each One Teach One, Minority Child Passenger Safety Outreach Program. Denver County was identified as having the highest number of non-fatal serious injuries, numbering 610 last year. Motor vehicle crashes are a leading cause of injury death for children ages 1-14 in Colorado, and the third leading cause of injury death for infants less than a year old. African American children ages four to seven have the lowest level of restraint use among children; an estimated 25% are unrestrained. Ethnic minority children have higher rates of inappropriate child safety seat use based on observational studies.

This project will focus on child passenger safety education and outreach targeting low-income African-American and Latino families living in high-priority communities of Denver County, as identified by a unique injury data mapping metric. Denver Health Authority will collaborate with Street-Smart, Inc., a neighborhood nonprofit organization that serves as a community gatekeeper, to deliver occupant protection education for children while adhering to culturally relevant standards necessary to influence behavior change. A variety of approaches will be used to reduce the number of serious injuries among child passengers involved in traffic crashes, including child safety seat distribution and education programs and community-wide education efforts aimed at increasing child safety seat use. The project will employ a variety of evaluation measures to gauge the success of these interventions, including several quantitative approaches designed to more accurately determine successful outcome measures among children residing in greatest-risk zip codes for motor vehicle crash injuries.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices*, Eighth Edition, 2015, Section 2. Seat Belts and Child Restraints - 6.1 Communications and Outreach Strategies for Older Children, 6.2 Communications and Outreach Strategies for Booster Seat Use, 7.2 Child Restraint Distribution Programs and 7.3 Inspection Stations.

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

Evaluation Measure: # of inspection stations and hours offered, # of car seats checked, distributed and installed, # of families served, # of partnerships established, booster seat pre and post survey results, # of families surveyed to measure CPS knowledge, beliefs, attitudes and practices

Funding Source: 402
 Program Area: CR/Child Restraint

Federal Funds	\$67,823
Indirect Cost	10%
Agency Match	\$0
Local Benefit	\$67,823



PROGRAM TASK DESCRIPTIONS

Child Passenger Safety

Task Number 18-05-51-05
Program Name Child Passenger Safety and Young Drivers Program
Contractor Southern Ute Community Action Programs
Program Manager Holly

CDOT has approved funding for year three of the three-year grant cycle for the Child Passenger Safety and Young Drivers Program. In La Plata County, unrestrained passenger vehicle fatalities increased 18.9% over the past five years. La Plata County had three fatalities and six serious injuries ages among drivers 16 to 20 years old.

The Southern Ute Community Action Programs (SUCAP) will provide education and awareness activities for parents, a *High School Challenge* and a child safety seat distribution program to increase the rate of children and drivers using safety restraints in motor vehicles. SUCAP will work with parents in the Southern Ute Head Start program as well as educators in the Southern Ute Indian Montessori Academy and the Ignacio Elementary School, impacting the families of approximately 500 children attending school, preschool or Head Start in the Ignacio School District. This project will also implement the Ignacio *High School Challenge* reaching 150 teen drivers.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices*, Eighth Edition, 2015, Section 2. Seat Belts and Child Restraints - 6.1 Communications and Outreach Strategies for Older Children, 7.1 School Programs, 7.2 Child Restraint Distribution Programs and 6. Young Drivers - 1.1 Graduated Driver Licensing.

This project addresses measures:

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

Evaluation Measure: # of parents and staff attending events, # of families served, # of car seats distributed, # of restrained parents dropping children at school, pre and post seat belt surveys in high school, pre and post survey of event attendees to gauge knowledge and/or attitude change

Funding Source: 402
Program Area: CR/Child Restraint

Federal Funds	\$50,000
Indirect Cost	11%
Agency Match	\$0
Local Benefit	\$50,000



PROGRAM TASK DESCRIPTIONS

Child Passenger Safety

Task Number 18-05-51-06
Program Name Communications and Outreach Supporting Child Passenger Safety
Contractor Drive Smart Evergreen/Conifer
Program Manager Holly

CDOT has approved funding for year three of the three-year grant cycle for the Drive Smart Evergreen’s child passenger safety (CPS) program. The foothills area served by Drive Smart EC saw an increase in unrestrained vehicle occupant fatalities over the past five year period. Jefferson County remains in the top five over-represented counties in Colorado for fatal crashes and the number of unrestrained passenger fatalities in the state. According to the Colorado Public Health Information Dataset, Clear Creek and Park Counties’ motor vehicle hospitalization injury rates for juveniles aged 5-15 are orders of magnitude higher than the statewide rate.

Drive Smart EC will reach out to parents of children enrolled in elementary schools and middle schools in Jefferson, Clear Creek, Gilpin and Park Counties. All activities will be presented in bilingual formats to the more than 30 established school-based partners of the Drive Smart EC CPS program, who will be approached for participation in NHTSA countermeasure-recommended programs supporting compliance through communications and outreach. Schools and administrators will be engaged in supporting proper restraint use through education regarding the risks to children who are not in the proper seating position or restraint system. Law enforcement will be engaged to observe and provide corrective direction on campuses served and during *May Mobilization* collaborations. Middle school students will be involved as ambassadors in creative peer-led monthly booster seat and seat belt interventions. The bilingual booster seat campaigns will be extended to local community members and include *May Mobilization*. Marketing outreach partnerships and outreach materials will be utilized.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices*, Eighth Edition, 2015, Section 2. Seat Belts and Child Restraints - 6.2 Communications and Outreach Strategies for Child Restraint and Booster Seat Use

This project addresses measures:

- 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***

Evaluation Measure: # pre and post program intervention surveys, parent surveys to gauge knowledge and/or attitude change

Funding Source: 402

Program Area: CR/Child Restraint

Federal Funds	\$50,000
Agency Match	\$0
Local Benefit	\$50,000



PROGRAM TASK DESCRIPTIONS

Child Passenger Safety

Task Number 18-05-51-07
Program Name Swedish Medical Center Car Seat Safety Program
Contractor Swedish Medical Center
Program Manager Holly

CDOT has approved funding for year three of the three-year grant cycle for the Swedish Medical Center Car Seat Safety Program. Motor vehicle crashes are a leading cause of injuries and death for children in the state of Colorado. In Arapahoe County serious injuries occurrences are high and overall seat belt usage for front/rear booster use is low. Between 2009 and 2013, the number of serious injury crashes increased by 71.1%. While the absolute number of crashes declined in 2014, the rate of serious injury crashes per 100,000 in population increased 8.1%.

Swedish Medical Center (SMC) has three goals for this project:

- Implement a car seat discharge policy at Swedish Medical Center. This will be done by having staff talk to each family prior to discharge about the importance of car seat safety and the need for the whole family to buckle up, using a checklist as well as referring patients to the local car seat inspection station. SMC will also encourage physicians' offices to recommend that their patients have their car seats checked six weeks before delivery.
- Increase communication and outreach to children and parents about the importance of car seat safety especially targeting the booster seat age child by 10%.
- Increase communications and outreach about SMC's car seat safety program to community members, schools and physicians' offices by 5%. This outreach will target parents, teens and children of all ages.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices*, Eighth Edition, 2015, Section 2. Seat Belts and Child Restraints - 6.1 Communications and Outreach Strategies for Older Children, 6.2 Communication and Outreach Strategies for Booster Seat Use and 7.3 Inspection Stations.

This project addresses measures:

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

Evaluation Measure: # of seat belt and booster seats checked, # of new parents trained on restraints, # of SMC employees trained in car seat required competencies, # of schools reached, # of packets distributed to physicians' offices

Funding Source: 402

Program Area: CR/Child Restraint

Federal Funds	\$15,000
Agency Match	\$0
Local Benefit	\$15,000



PROGRAM TASK DESCRIPTIONS

Child Passenger Safety

Task Number 18-05-51-08
Program Name Safe Choices for Children
Contractor Pagosa Pregnancy Support Center
Program Manager Holly

CDOT has approved funding for year three of the three-year grant cycle for the Safe Choices for Children program. Archuleta County traffic fatalities have increased 41.4%. In 2014, 25% of serious injury crashes were unrestrained. Local observations by two Child Passenger Safety (CPS) technicians at separate sites have shown that 80% of local children are improperly restrained in vehicles.

Pagosa Pregnancy Support Center is located in rural Southwest Colorado and will provide parents with education and resources to make the best choices for their children as well as themselves. The program will include but will not be limited to:

- Increasing the observed proper installation and use of child restraint systems and adult seat belt use for parents/caregivers through education, resources and community outreach
- Running the new child passenger inspection station at Pagosa Pregnancy Support Center with two child passenger safety technicians
- Maintaining current collaborative relationships with Seeds of Learning, Head Start, Nurse Family Partnership, Department of Human Services, Fatherhood Initiative, and San Juan Basin Health, to promote health and safety of Archuleta County families
- Establishing community partnerships with law enforcement, courts and high schools

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices*, Eighth Edition, 2015, Section 2. Seat Belts and Child Restraints - 3.2 Communications and Outreach Strategies for Low belt Use Groups.

This project addresses measure:

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

Evaluation Measure: # of car seats distributed, # of clients assisted by inspection station, # of brochures distributed, # of attendees at events

Funding Source: 402

Program Area: CR/Child Restraint

Federal Funds	\$29,448
Agency Match	\$0
Local Benefit	\$29,448



PROGRAM TASK DESCRIPTIONS

Occupant Protection

Task Number **18-06-61-01**
Program Name **2018 Click It or Ticket**
Contractor **Colorado State Patrol**
Program Manager **Chase**

Over the past three years, the Colorado State Patrol (CSP) has observed an increase in the number of unrestrained fatalities and injured vehicle occupants. The statewide perspective reports a 12% increase in the number of unrestrained occupant fatalities as compared to FFY 2012 and more than a 5% increase as compared to FFY 2009. The CSP is committed to protecting and preserving life and property within Colorado communities.

CSP will accomplish this through participating in high-visibility enforcement waves, sustained enforcement, and working with social media outlets to further provide communications and outreach supporting enforcement. CSP will continue its efforts to decrease the number of unrestrained passenger vehicle occupant fatalities in all seat positions.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices*, Eighth Edition, 2015, Section 2. Seat Belts and Child Restraints - 2.3 Sustained Enforcement.

This project addresses measure:

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

Evaluation Measure: # of citations issued, # of contacts, # of unrestrained fatalities/injury crashes

Funding Source: 405B

Program Area: M2HVE/Low HVE

Federal Funds	\$250,000
Agency Match	\$250,000
Local Benefit	\$0
MOE	\$149,660



PROGRAM TASK DESCRIPTIONS

Occupant Protection

Task Number **18-06-61-02**
Program Name **Local Law Enforcement Agencies – Click It or Ticket**
Contractor **To Be Determined**
Program Manager **Chase**

Click It or Ticket (CIOT) has been the most successful seatbelt campaign developed and has resulted in the highest national seatbelt usage rate of 87%. Colorado remains below this national average at 85%. This year, law enforcement agencies around the state will participate in the *May Mobilization CIOT* campaign and two additional enforcement periods – *Rural CIOT* enforcement campaigns in March and July.

The goal of this project is to encourage all Colorado local law enforcement agencies to aggressively enforce occupant protection laws through a combination of enforcement, education and awareness. This project supports overtime enforcement of occupant protection laws at the local level in conjunction with the *Click It or Ticket* high-visibility enforcement campaigns.

Agencies request funds through an application process and the funding level is determined through performance and the agency’s potential impact on the state’s seat belt usage rate.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices*, Eighth Edition, 2015, Section 2. Seat Belts and Child Restraints - 2.3 Sustained Enforcement.

This project addresses measures:

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

Evaluation Measure: # of seat belt citations, # of contacts, # of unrestrained fatalities/injury crashes
Funding Source: 405B/402
Program Area: M2HVE/Low HVE and OP

Federal Funds	\$300,000
Agency Match	\$0
MOE	\$0



PROGRAM TASK DESCRIPTIONS

Occupant Protection

Task Number **18-06-61-03**
Program Name **Occupant Protection Technology Transfer**
Contractor **Office of Transportation Safety**
Program Manager **Chase**

The purpose of occupant protection technology transfer funds is to provide training, community outreach, and coalition building for traffic safety educational programs. These funds are also used to send CDOT partners and stakeholders to national conferences such as the Lifesavers Conference.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices*, Eighth Edition, 2015, Section 2. Seat Belts and Child Restraints - 3.2 Communication and Outreach strategies for Low-Belt-Use Groups.

This project addresses measures:

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

Evaluation Measure: # of people trained
Funding Source: 402
Program Area: OP/Occupant Protection

Federal Funds	\$10,000
Agency Match	\$0
Local Benefit	\$10,000



PROGRAM TASK DESCRIPTIONS

Occupant Protection

Task Number 18-06-61-04
Program Name High-Visibility Traffic Safety Campaigns Mini-Grants
Contractor: To Be Determined
Program Manager Chase

The Highway Safety Office (HSO) will offer mini-grants to community coalitions and other agencies to help support traffic safety education efforts and enforcement campaigns. Funding will provide the coalitions with support, resources, training and materials. This will enable agencies to better execute and support statewide occupant protection, child passenger safety, motorcycle safety and impaired driving prevention programs.

This project will support the National Highway Traffic Safety Administration (NHTSA) and the HSO traffic safety campaigns including: three *Click It or Ticket* enforcement campaigns, impaired driving national enforcement *Labor Day Crackdown*, *Motorcycle Awareness Week*, and *Child Passenger Safety Week*. Two regional recognition events will also be hosted in the spring of 2018. These recognition events will recognize law enforcement officers for their dedication and commitment to enforcing seat belt and impaired driving laws in the state.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices*, Eighth Edition, 2015, Section 2. Seat Belts and Child Restraints - 3.2 Communication and Outreach strategies for Low-Belt-Use Groups.

This project addresses measures:

- C-5. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above***
- B-1. Increase the observed seat belt use for passenger vehicles***

Evaluation Measure: # of trainings provided, # of educational programs developed
 Funding Source: 402
 Program Area: OP/Occupant Protection

Federal Funds	\$20,000
Agency Match	\$0
Local Benefit	\$20,000



PROGRAM TASK DESCRIPTIONS

Occupant Protection

Task Number **18-06-61-05**
Program Name **Seat Belt Survey**
Contractor **Colorado State University**
Program Manager **Rocke**

Colorado State University will conduct the annual observational surveys of seat belt usage in Colorado on roadways using traffic observers. Data will be gathered at the pre-determined sites via direct observations by trained observers. The observers will count the number of front seat occupants of non-commercial passenger vehicles (cars and light trucks) and record the number of passengers who wear seat belts.

Data will be recorded and translated into digital form for statistical analyses. These analyses will generate information for the counties included in the studies as well as statewide results for seat belt usage. Reports will be created that will identify usage rates, and the statistical analyses will include standard errors as well as other critical information for making decisions and creating educational programs. Comparative data for the seat belt results of previous studies will be important components of the reports.

This Project addresses measure:

B-1. Increase the observed seat belt use for passenger vehicles to 86%

Evaluation Measure: Successful completion of seat belt surveys
Funding Source: 402
Program Area: OP/Occupant Protection

Federal Funds	\$200,000
Agency Match	\$0



PROGRAM TASK DESCRIPTIONS

Occupant Protection

Task Number **18-06-61-06**
Program Name **Occupant Protection Assessment**
Contractor **Office of Transportation Safety**
Program Manager **Gould**

The objective for this project is to assess Colorado's Occupant Protection Program:

- To determine its capabilities for supporting the State of Colorado's needs
- To identify the state's safety problems and challenges
- To manage the countermeasures applied to reducing or eliminating the problems and challenges
- To evaluate those programs for their effectiveness

Recommendations from the assessment will be addressed by the Office of Transportation Safety and various stakeholders.

Federal Funds	\$40,000
Agency Match	\$0
Local Benefit	\$40,000



PROGRAM TASK DESCRIPTIONS

Occupant Protection

Task Number **18-06-61-08**
Program Name **High-Visibility Enforcement and Child Passenger Safety Program**
Contractor: **Aurora Police Department**
Program Manager **Chase**

In 2013, Adams County’s overall seat belt usage was 86.5%, which was an increase from 83.5% in 2012. Arapahoe County’s seat belt use was 83.7%, which was a decrease from 84.6% in 2012. Over the past five years, Adams County experienced a 200% increase in unrestrained fatalities. Arapahoe County had a 42.9% reduction in unrestrained fatalities over the same period.

In 2014, there were 19 fatalities in the City of Aurora. Of those, four (21%) involved an unrestrained occupant.

The Aurora Police Department’s (APD) goal is to reduce the number of unrestrained occupant fatalities in Aurora from the current 21% to 19% by September 30, 2018. During this second year of the project, unrestrained occupant fatalities will be reduced by 1%.

These goals will be accomplished through several short-term, high-visibility seat belt law enforcement campaigns supplemented by individual enforcement efforts. The APD will also conduct several checkup events at various locations throughout the city while maintaining call-in service availability.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices*, Eighth Edition, 2015, Section 2. Seat Belts and Child Restraints - 2.3 Sustained Enforcement.

This project addresses measures:

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

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

Evaluation Measure: # of seat belt citations, # of drivers contacted, pre and post program survey results, # of unrestrained fatalities/injury crashes

Funding Source: 402

Program Area: OP/Occupant Protection

Federal Funds	\$85,000
Agency Match	\$85,000
Local Benefit	\$0



PROGRAM TASK DESCRIPTIONS

Occupant Protection

Task Number **18-06-61-09**
Program Name **Highway Safety Office - Traffic Safety Summit**
Contractor **Office of Transportation Safety**
Program Manager **Gould**

The Highway Safety Office will host the 2018 Highway Safety Summit in the summer of 2018. The purpose of the conference is to gather highway safety professionals from around the state to discuss what is being done in Colorado to address highway safety issues, gap analysis and future plans. Expenses related to the hosting of the conference include contracting with a planner to assist with coordination of the event, speaker costs, meeting space and meal costs and scholarships for attendees.

This project addresses measure:
C-1. Reduce the number of traffic fatalities

Evaluation Measure: # of attendees
Funding Source: 402
Program Area: OP/Occupant Protection

Federal Funds	\$75,000
Agency Match	\$0
Local Benefit	\$75,000



PROGRAM TASK DESCRIPTIONS

Occupant Protection

Task Number 18-06-61-10
Program Name Traffic Safety Initiatives Mini-Grants
Contractor To Be Determined
Program Manager Miller

The Highway Safety Office (HSO) will offer mini-grants to community organizations and other agencies to help support traffic safety education efforts and traffic enforcement efforts. Funding will provide resources, support, training and materials. This will enable agencies to better execute and support statewide occupant protection, child passenger safety, teen driving safety, distracted driving prevention, motorcycle safety and impaired driving prevention initiatives.

This project is supported by numerous areas in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices*, Eighth Edition, 2015.

This project addresses measures:

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

Evaluation Measure: # of trainings, # of events
Funding Source: 402
Program Area: OP/Occupant Protection

Federal Funds	\$25,000
Agency Match	\$0
Local Benefit	\$25,000



PROGRAM TASK DESCRIPTIONS

Occupant Protection

Task Number **18-06-61-11**
Program Name **Plains to Peaks RETAC – Occupant Protection**
Contractor **Plains to Peaks RETAC**
Program Manager **Rocke**

The Plains to Peaks Regional Emergency Medical and Trauma Advisory Council (RETAC) covers five counties: Cheyenne, El Paso, Kit Carson, Lincoln and Teller. All of these counties have rural populations including El Paso County which is also home to Colorado Springs, Colorado’s second largest city. In 2015, in the RETAC area, 18 of the 30 (60%) motor vehicle occupant fatalities and 63 of the 191 persons (32%) seriously injured were not using a seat belt or other restraint.

CDOT has agreed to continue to fund this project for a third year. This project will focus on organizing and participating in child safety checkup events in each county and will host a minimum of one parent *Rules of the Road* class for parents and teens per county.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices*, Eighth Edition, 2015, Section 2. Seat Belts and Child Restraints - 3.2 Communications and Outreach Strategies for Low-Belt-Use Groups.

This project addresses measure:

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

Evaluation Measure: # of checkup events held, # of attendees at the *Rules of the Road* classes, # of contacts at events

Funding Source: 402

Program Area: OP/Occupant Protection

Federal Funds:	\$50,000
Agency Match:	\$0
Local Benefit:	\$50,000

Program Task Descriptions

2018 Safety Education and Enforcement Programs

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Motorcycle Safety





PROGRAM TASK DESCRIPTIONS

Motorcycle Safety ~ Overview

In Colorado in 2016 there were 125 motorcyclist fatalities; this is a 16% increase from 106 motorcyclist fatalities in 2015. The Highway Safety Office (HSO) will continue efforts to educate motorcyclists on the need for proper training, licensing endorsement, riding sober and the use of protective gear. The HSO will also continue to educate the motoring public on the importance of motorcyclist awareness.

Efforts and activities to address motorcycle safety include:

- Supporting the State-funded Motorcycle Operator Safety Training (MOST) Program
- Educating motorcyclists about the dangers and consequences of impaired riding
- Conducting media events in conjunction with partners and stakeholders to promote the *Live to Ride* motorist awareness of motorcyclists program



PROGRAM TASK DESCRIPTIONS

Motorcycle Safety

Task Number *18-07-71-01*
Program Name *Motorcycle Operator Safety Training*
Contractor *Motorcycle Safety Foundation*
Program Manager *Holly*

Motorcycle Operator Safety Training (MOST) funds are dedicated from CDOT and are used as match for 405f Motorcycle Safety Grant funds.

During FY 2018 the Highway Safety Office will continue to administer the statewide motorcycle rider education program that was established by statute in 1990. The program is funded through a \$2 surcharge on motorcycle endorsements on Colorado driver’s license and \$4 on motorcycle license registrations. The program trains approximately 10,000 students per year through vendors at training sites statewide. The Motorcycle Safety Foundation will perform contractual duties under the direction of the MOST Program Coordinator who oversees and administers the program.

Funding Source: State
Program Area: M9MT/Motorcycle Training

Federal Funds	\$0
Agency Match	\$100,000



PROGRAM TASK DESCRIPTIONS

Motorcycle Safety

Task Number 18-07-71-02
Program Name Ride Smart Foothills Motorcycle Safety
Contractor Drive Smart Evergreen/Conifer
Program Manager Holly

CDOT has approved funding for year three of the three-year grant funding cycle for the Drive Smart Evergreen Conifer’s Ride Smart Program. In Colorado, motorcyclist fatalities have increased 13% from 2014 and account for 19% of Colorado’s fatalities. Jefferson County experienced 14 fatalities in 2015. Jefferson County is in the top five over-represented counties for the number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 and above. In Jefferson County, speeding-related fatalities have also increased in the past five years. This is particularly relevant to motorcycle safety because “speeding is more prevalent in fatal crashes involving motorcycle operators than among other types of motor vehicle operators.” (NHTSA, Countermeasures That Work, 2013”) According to the Fatality Analysis Reporting System (FARS), half of Jefferson County motorcyclist fatalities were alcohol- impaired, almost twice as high as the statewide rate of 27% of motorcyclist fatalities affected by alcohol impairment.

This project will consist of educational-based programs including a safety run in which riders can sign up for a free guided ride through some of the more hazardous roads in Colorado including the mountain area. The goal is to educate riders so that they can identify hazards and know how to navigate them.

- The *Green, Yellow, Red* program which offers pods to safely store bikes of impaired riders will begin in the metro Denver area in 2017.
- A “Your Input” suggestion box will be placed in participating establishments to get riders’ input on what programs they feel may be effective in promoting use of safety gear, responsible drinking and riding, and how to communicate the “share the road” messages to motorists. This initiative will get input from the target audience and will help develop audience buy-in of messaging and improve receptiveness to educational efforts.
- A “Ride Safe” message contest from which the winning message will be used on banners and other signage is planned during the summer months when riding is the heaviest.
- A “Pay It Forward” program incorporating partnering hospitals will reach out to hospitalized motorcycle riders to discuss safety gear and rider training. This program will encourage the rider to become an ambassador for safety and to take the message to a future hospitalized rider.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices*, Eighth Edition, 2015, Section 5. Motorcycle Safety - 3.2 Motorcycle Rider Training.

This project addresses measures:

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

C-7. Reduce the number of motorcyclist fatalities

Evaluation Measure: # of safety events, # of motorcycles using pods for storage, # of safety rides completed
 Funding Source: 402
 Program Area: MC/Motorcycle Safety

Federal Funds	\$50,883
Agency Match	\$0
Local Benefit	\$50,883

Program Task Descriptions

2018 Safety Education and Enforcement Programs

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Office of Communications





PROGRAM TASK DESCRIPTIONS

Office Of Communications ~ Overview

Communications play a critical role in addressing numerous traffic safety issues identified in the Problem Identification Report and goals set out in the Colorado Integrated Safety Plan. Communications includes media relations, community relations, marketing, paid advertising and development of strategic partnerships that expand CDOT's goal of furthering safety education and reducing fatalities.

CDOT's Office of Communications (OC) supports the Office of Transportation Safety (OTS), its grantees and partners with specialized assistance related to projects addressing occupant protection and impaired driving education and outreach. The OC conducts the high-visibility aspect of enforcement campaigns aimed at reducing fatalities, including the *Click It or Ticket* seat belt campaign and the *Heat Is On* impaired driving campaign. Other major communications initiatives are teen driving, child passenger safety, motorcycle safety, distracted driving, and pedestrian safety. The projects included in the Communications section of the ISP were chosen based on problem identification and requests from the Office of Transportation Safety.

Activities by the OC to address occupant protection, impaired driving and other traffic safety issues include:

- Development and implementation of ongoing media and public relations campaigns for high-visibility enforcement, including DUI/drugged driving and seat belt enforcement
- Development and implementation of safety education campaigns for motorcycle safety, teen driving, child passenger safety, pedestrian safety and distracted driving
- Development and distribution of news releases
- Development of relationships with statewide media to encourage coverage of safety issues
- Development and implementation of a comprehensive social media strategy through Facebook, Snapchat, Twitter and YouTube
- Execution of newsworthy special events and press conferences
- Development of materials for Hispanic audiences and Spanish-language media
- Execution of mass media messages and campaigns which are culturally relevant for minority audiences
- Development and production of collateral materials, including brochures, fact sheets, posters, flyers, print ads, radio spots and videos
- Fostering of positive relationships with media, grantees, task forces, coalitions and internal and external partners to expand safety education
- Development and maintenance of campaign websites
- Placement of paid media buys to reach campaign target audiences
- Evaluation of campaign elements, including developing a methodology for evaluating increases in public awareness



PROGRAM TASK DESCRIPTIONS

Office Of Communications

Task Number 18-08-81-01
Program Name High-Visibility DUI Enforcement - PR/Evaluation
Contractor Amelie Company, Communications Infrastructure Group and PRR
Program Manager Cole

According to the Problem Identification Report, in 2015, there were 151 estimated fatalities where a driver had a blood alcohol content (BAC) of .08 or above, corresponding to a 6% decrease from 2014. The number of drivers involved in fatal crashes having a BAC of .08 or higher increased to 331 drivers in the 2013-2015 time period, up from 321 drivers in the 2010-2012 time period. The highest percentage of alcohol-intoxicated drivers were between the ages of 21 and 34 and more male drivers than female drivers were found to have a BAC of .08 or higher. The percentage of people who were injured as a result of being in this type of crash was higher compared to crashes not involving an impaired driver.

This project will conduct the mass media portion of the high-visibility *Heat Is On* enforcement campaign. Associated costs include public relations and advertising consultants, planning and execution of ambient tactics and awareness events, and a research report that measures statewide impaired driving knowledge, behaviors and campaign effectiveness.

According to NHTSA's *Countermeasures That Work*, the most effective strategies to reduce driving while impaired by drugs or alcohol include high-visibility enforcement and saturation patrols paired with mass media campaigns.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices*, Eighth Edition, 2015, Section 5.2 Mass Media Campaigns 1-44.

This project addresses measures:

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

Evaluation Measure: Increase in public awareness as measured by paid media impressions, earned media impressions, survey data, and FARS data

Funding Source: 405D
Program Area: M6OT

Federal Funds	\$285,000
Agency Match	\$0



PROGRAM TASK DESCRIPTIONS

Office Of Communications

Task Number 18-08-81-02
Program Name High-Visibility DUI Enforcement – Paid Media
Contractor Vladimir Jones
Program Manager Cole

According to the Problem Identification Report, in 2015, there were 151 estimated fatalities where a driver had a blood alcohol content (BAC) of .08 or above; corresponding to a 6% decrease from 2014. The number of drivers involved in fatal crashes having a BAC of .08 or higher increased to 331 drivers in the 2013-2015 time period, up from 321 drivers in the 2010-2012 time period. The highest percentage of alcohol-intoxicated drivers were between the ages of 21 and 34 and more male drivers than female drivers were found to have a BAC of .08 or higher. The percentage of people who were injured as a result of being in this type of crash was higher compared to crashes not involving an impaired driver

According to NHTSA's *Countermeasures That Work*, the most effective strategies to reduce driving while impaired by drugs or alcohol include high-visibility enforcement and saturation patrols paired with mass media campaigns.

This project will conduct the mass media portion of the high-visibility *Heat Is On* enforcement campaign. Associated costs include media buys and media buying consultants to employ the best strategy to reach the target audience.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices*, Eighth Edition, 2015, Section 5.2 Mass Media Campaigns 1-44.

This project addresses measure:

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

Evaluation Measure: Increase in public awareness as measured by media impressions and FARS data
Funding Source: 405D
Program Area: M6OT

Federal Funds \$285,000
Cash Match \$0



PROGRAM TASK DESCRIPTIONS

Office Of Communications

Task Number 18-08-81-03
Program Name High-Visibility DUI Enforcement – Latino and Paid Media
Contractor Hispanidad, Vladimir Jones
Program Manager Cole

According to the Problem Identification Report, in 2015 there were an estimated 151 fatalities where a driver had a blood alcohol content (BAC) of .08 or above. Of those fatalities, approximately 30% involved a driver of Hispanic origin, despite representing only 21% of the state’s population. The number of drivers involved in fatal crashes having a BAC of .08 or higher increased to 331 drivers in the 2013-2015 time period, up from 321 drivers in the 2010-2012 time period. The highest percentage of alcohol-intoxicated drivers were between the ages of 21 and 34 and more male drivers than female drivers were found to have a BAC of .08 or higher. The percentage of people who were injured as a result of being in this type of crash was higher compared to crashes not involving an impaired driver.

According to NHTSA’s *Countermeasures That Work*, the most effective strategies to reduce driving while impaired by drugs or alcohol include high-visibility enforcement and saturation patrols paired with mass media campaigns.

This project will focus on Hispanic males age 21-54 with a culturally and linguistically relevant *Heat Is On* campaign and other messages designed for mass media and public relations campaigns to remind this segment of the importance of not driving after drinking alcoholic beverages.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices*, Eighth Edition, 2015, Section 5.2 Mass Media Campaigns 1-44.

This project addresses measure:

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

Evaluation Measure: Increase in public awareness as measured by # of earned media stories placed in Spanish media outlets, # paid or earned media impressions in Spanish media outlets

Funding Source: 405D
Program Area: M6OT

Federal Funds \$180,000
 Agency Match \$0



PROGRAM TASK DESCRIPTIONS

Office Of Communications

Task Number 18-08-81-04
Program Name Motorcycle Safety
Contractor Amelie Company, Explore Communications
Program Manager Cole

According to the Problem Identification Report, of the 546 fatalities in 2015, 106 were among motorcyclists, corresponding to a 13% increase from 2014. Motorcyclists accounted for 19% of the 546 fatalities in 2015. Of the motorcyclists killed in 2015, 63% were not wearing helmets, a 12% increase from 2014. In 2015, there were 533 seriously injured motorcyclists.

According to NHTSA's *Countermeasures That Work*, communication and outreach on driver awareness of motorcyclists is an identified strategy.

This project will educate drivers about precautions to take to avoid motorcycle collisions and will increase general awareness of motorcycles on the road.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices*, Eighth Edition, 2015, Section 4.2 Communications and Outreach: Other Driver Awareness of Motorcyclists 5-24.

This project addresses measure:

C-7. Reduce the number of motorcyclist fatalities

Evaluation Measure: Material distributed, media coverage, public awareness, # of motorcycle injuries, crashes, and fatalities

Funding Source: 405F/402

Program Area: M9MA/MC

Federal Funds	\$158,000
Agency Match	\$0



PROGRAM TASK DESCRIPTIONS

Office Of Communications

Task Number 18-08-81-05
Program Name *Click It or Ticket and Seat Belts—PR/Evaluation*
Contractor *Communications Infrastructure Group and National Research Center*
Program Manager Cole

According to the Problem Identification Report, 188 of the 346 (54%) motor vehicle occupants who died in a fatal crash in 2015 were not using seat belts or other restraints. Among the 557 of the 2,165 motor vehicle occupants who were seriously injured in a crash in 2015, 26% were not using seat belts or other restraints. The estimate of overall statewide seat belt usage for all vehicle types in 2015 was 85%.

According to NHTSA’s *Countermeasures That Work*, effective high-visibility communications and outreach are an essential part of successful seat belt law high-visibility enforcement programs. In addition, communications and outreach campaigns directed at low-belt-use groups have been demonstrated to be effective for targeted programs that support and are supported by enforcement.

This project will conduct the public relations portion of the three high-visibility *Click It or Ticket* enforcement periods (two rural and one statewide), along with a more targeted communications approach for a low-belt-use or high-fatality county.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices*, Eighth Edition, 2015, Section 7. 3.1 Communications and Outreach Supporting Enforcement 2-22.

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

Evaluation Measure: Increase in public awareness as measured by # of earned media stories from media outlets; media impressions; and FARS data.

Funding Source: 405B
Program Area: M2PE

Federal Funds \$135,000
Agency Match \$0



PROGRAM TASK DESCRIPTIONS

Office Of Communications

Task Number 18-08-81-06
Program Name Click It or Ticket and Seat Belts – Paid Media
Contractor Vladimire Jones
Program Manager Cole

According to the Problem Identification Report, 188 of the 346 (54 %) motor vehicle occupants who died in a fatal crash in 2015 were not using seat belts or other restraints. Among the 557 of the 2,165 motor vehicle occupants who were seriously injured in a crash in 2015, 26% were not using seat belts or other restraints. The estimate of overall statewide seat belt usage for all vehicle types in 2015 was 85%.

According to NHTSA's *Countermeasures That Work*, effective high-visibility communications and outreach are an essential part of successful seat belt law high-visibility enforcement programs. In addition, communications and outreach campaigns directed at low-belt-use groups have been demonstrated to be effective for targeted programs that support and are supported by enforcement.

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

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices*, Eighth Edition, 2015, Section 3.1 Communications and Outreach Supporting Enforcement 2-22.

This project addresses 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***

Evaluation Measure: Increase in public awareness as measured by media impressions and survey results

Funding Source: 405B

Program Area: M2PE

Federal Funds	\$155,000
Agency Match	\$0



PROGRAM TASK DESCRIPTIONS

Office Of Communications

Task Number **18-08-81-07**
Program Name **Hispanic Occupant Protection**
Contractor **Hispanidad, Vladimire Jones**
Program Manager **Cole**

According to the Problem Identification Report, 188 of the 346 (54 %) motor vehicle occupants who died in a fatal crash in 2015 were not using seat belts or other restraints. Among the 557 of the 2,165 motor vehicle occupants who were seriously injured in a crash in 2015, 26% were not using seat belts or other restraints. The estimate of overall statewide seat belt usage for all vehicle types in 2015 was 85%. Of all unrestrained fatalities, approximately 25% are of Hispanic origin, despite representing only 21% of the state’s population.

According to NHTSA’s *Countermeasures That Work*, effective high-visibility communications and outreach are an essential part of successful seat belt law high-visibility enforcement programs. In addition, communications and outreach campaigns directed at low-belt-use groups have been demonstrated to be effective for targeted programs that support and are supported by enforcement.

This project will focus on Hispanic males age 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 during the *Click it or Ticket* statewide *May Mobilization* and other times of the year.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices*, Eighth Edition, 2013, Section Section 3.2 Communications and Outreach Strategies for Low-Belt-Use Groups 2-23.

This project addresses measures:

- C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions***
- C-9. Reduce the number of drivers age 20 or younger involved in fatal crashes***
- B-1. Increase the observed seat belt use for passenger vehicles***

Evaluation Measure: Increase in public awareness as measured by the # of earned media stories and media impressions in Spanish media

Funding Source: 402

Program Area: PM

Federal Funds	\$180,000
Agency Match	\$0



PROGRAM TASK DESCRIPTIONS

Office Of Communications

Task Number 18-08-81-08
Program Name Graduated Drivers License and Teen Driving Safety Communications
Contractor Amelie Company
Program Manager Cole

According to the Problem Identification Report, 67 of the 787 drivers involved in fatal crashes in 2015 were 15-20 years old (8.5%), an 8% decrease from 2014. Young drivers ages 15-20 had a higher percentage of speeding, reckless driving, and careless driving compared to those drivers aged 21 or older.

According to NHTSA’s *Countermeasures That Work*, strategies to reduce crashes involving younger drivers include Graduated Drivers License (GDL) laws, driver’s education and parental involvement in the process. Colorado’s teen driving laws are complicated and require extensive communications and media outreach.

This project will conduct the public relations and messaging campaign to educate teens and parents about GDL laws and younger driver safety issues in Colorado.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices*, Eighth Edition, 2015, Section 3.1 Parental Role in Teaching and Managing Young Drivers 6-20.

This project addresses measure:

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

Evaluation Measure: Increase in public awareness as measured by the # of earned media stories, media impressions, social media outreach and material distributed

Funding Source: 402
Program Area: PM

Federal Funds	\$75,000
Agency Match	\$0



PROGRAM TASK DESCRIPTIONS

Office Of Communications

Task Number 18-08-81-09
Program Name Child Passenger Safety
Contractor Communications Infrastructure Group
Program Manager Cole

According to the Problem Identification Report, 67 of the 787 drivers involved in fatal crashes in 2015 were 15-20 years old (8.5%), an 8% decrease from 2014. Young drivers ages 15-20 had a higher percentage of speeding, reckless driving, and careless driving compared to those drivers aged 21 or older.

According to NHTSA's *Countermeasures That Work*, communications and outreach is a specified countermeasure, especially strategies that target older children 8 to 15 years old. This project will include a variety of communication and public relations tactics aimed at parents and caregivers to increase use of child passenger restraints.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices*, Eighth Edition, 2015, Section 6. Communications and Outreach 2-30.

This project addresses measure:

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

Evaluation Measure: Increase in public awareness as measured by the # of earned media stories, materials distributed, social media activity, increases in restraint use among children and/or observed decrease in child passenger motor vehicle injuries and fatalities

Funding Source: 402
Program Area: PM

Federal Funds	\$50,000
Agency Match	\$0



PROGRAM TASK DESCRIPTIONS

Office Of Communications

Task Number **18-08-81-10**
Program Name **Public Relations Program/Media Support**
Contractor **Amelie Company, Communications Infrastructure Group**
Program Manager **Cole**

Public awareness is a critical component to the success of traffic safety programs. This project will support 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. This includes managing materials, assets, and mailings; fielding questions from the public; gathering research; disseminating information; assisting CDOT grantees; attending meetings, and building relationships to further communications reach.

This project is supported by several components of the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices*, Eighth Edition, 2015.

This project addresses measures:

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

Evaluation measure: Amount of material distributed, grantees and others assisted, increases in safety awareness among drivers, and/or observed decrease in motor vehicle injuries and fatalities

Funding Source: 402
Program Area: PM

Federal Funds	\$75,000
Agency Match	\$0



PROGRAM TASK DESCRIPTIONS

Office Of Communications

Task Number 18-08-81-11
Program Name *Distracted Driving*
Contractor *Communications Infrastructure Group, Vladimire Jones*
Program Manager *Cole*

According to the Problem Identification Report, in 2015 there were 230,874 drivers involved in a motor vehicle crash in Colorado. Law enforcement officers reported a human contributing factor for 66,416 (29%) of the drivers. Distraction is one of the specified human contributing factors and was recorded for 16% of drivers of injury and fatal crashes and 26% of non-injury crashes. There has been a 14% increase in distracted drivers since 2010.

According to NHTSA’s *Countermeasures That Work*, the most effective strategies to reduce distracted driving include laws and enforcement of Graduated Drivers License requirements for beginning drivers and high-visibility enforcement of laws prohibiting cell phone use and text messaging.

This project will help educate the public about the laws and enforcement periods regarding distracted driving and the overall dangers posed by distracted driving.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices*, Eighth Edition, 2015, Section 2.2 Communications and Outreach on Distracted Driving 4-18.

This project addresses measures:

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

Evaluation Measure: Increase in public awareness as measured by quantity of materials distributed, earned media coverage, social media coverage, paid media impressions, and/or observed decrease in motor vehicle injuries and fatalities

Funding Source: 402
Program Area: PM

Federal Funds \$225,000
Agency Match \$0



PROGRAM TASK DESCRIPTIONS

Office Of Communications

Task Number 18-08-81-12
Program Name Pedestrian Safety Communications
Contractor Amelie Company
Program Manager Cole

According to the Problem Identification Report, in 2015 there were 1,245 motor vehicle crashes involving a pedestrian. Of the 1,795 pedestrians involved in these motor vehicle crashes, 59 pedestrians died and 316 were seriously injured. The 59 pedestrian fatalities in 2015 accounted for 11% of all motor vehicle fatalities. Pedestrian fatalities decreased by 6% between 2014 and 2015. However, pedestrian fatalities have increased 7% over the past five years.

According to NHTSA’s *Countermeasures That Work*, communications and outreach are identified as a strategy for reducing pedestrian injuries and fatalities. This project will provide outreach campaigns and safety messaging to help educate the public about the potential hazards and the precautions to take in order to avoid pedestrian injuries and fatalities.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices*, Eighth Edition, 2015.

This project addresses measures:
C-1. Reduce the number of traffic fatalities
C-10. Reduce the number of pedestrian fatalities

Evaluation Measure: Increase in public awareness as measured by the # of earned media stories, activity on social networks and/or media impressions.

Funding Source: 402
Program Area: PM

Federal Funds \$190,000
Agency Match \$0



PROGRAM TASK DESCRIPTIONS

Office Of Communications

Task Number 18-08-81-13
Program Name Occupant Protection Communications
Contractor Amelie Company, Communications Infrastructure Group, Vladimire Jones
Program Manager Cole

According to the Problem Identification Report, 188 of the 346 (54%) of motor vehicle occupants who died in a fatal crash in 2015 were not using seat belts or other restraints. Among the 557 of the 2,165 (of motor vehicle occupants who were seriously injured in a crash in 2015, 26% were not using seat belts or other restraints. The estimate of overall statewide seat belt usage for all vehicle types in 2015 was 85%.

According to NHTSA’s *Countermeasures That Work*, effective high-visibility communications and outreach directed at low-belt-use groups have been demonstrated to be effective strategies for increasing seat belt use and decreasing injuries and fatalities.

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

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices*, Eighth Edition, 2015, Section 3.2 Communications and Outreach Strategies for Low-Belt-Use Groups 2-23.

This project addresses measure:

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

Evaluation Measure: Earned media coverage, media impressions, social media coverage, increases in safety awareness among motorists, seat belt usage rates

Funding Source: 402

Program Area: PM

Federal Funds	\$250,000
Agency Match	\$0

Program Task Descriptions

2018 Safety Education and Enforcement Programs

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Pedestrian and Bicycle Safety





PROGRAM TASK DESCRIPTIONS

Pedestrian and Bicycle Safety ~ Overview

In Colorado in 2016 there were 84 pedestrian fatalities and 16 bicyclist fatalities. Fatalities involving pedestrians increased from 64 in 2015 to 84 in 2016, a 24% increase. In 2016 bicyclist fatalities rose from 13 in 2015 to 16 in 2016, a 19% increase. The Highway Safety Office (HSO) continues to address these issues by funding programs and projects intended to further reduce the number of fatalities and serious injuries associated with crashes involving pedestrians and bicyclists.

The Highway Safety Office will focus on establishing and enhancing projects that will help educate the public on the potential hazards, and the precautions to take, to avoid pedestrian and bicyclist injuries and fatalities and will provide funding to enforce traffic safety laws.

Efforts and activities to increase pedestrian safety include:

- High-visibility enforcement of traffic safety laws focusing on both drivers and pedestrians in Denver, Arapahoe and Adams counties
- Implementing pedestrian and bicyclist safety educational programs
- Increasing the number of people reached through educational training



PROGRAM TASK DESCRIPTIONS

Pedestrian and Bicycle Safety

Task Number **18-09-91-01**
Program Name **Pedestrian Education and Safety Campaign**
Contractor **Aurora Police Department**
Program Manager **Rocke**

CDOT has approved funding for this project for year three of the three year grant cycle. In 2015 in Arapahoe County there were six pedestrian traffic fatalities. Over the past five years pedestrian fatalities have increased 28.7%. This project will continue to focus on reducing the number of pedestrian fatalities and injuries that occur as a result of crashes.

The Aurora Police Department (APD) will educate pedestrians, bicyclists, and drivers to become more cognizant of the transportation safety needs of everyone, regardless of the mode of transportation. This program has been progressing since 2015, through educationally-based programs within the schools and through community outreach efforts. Officers at APD will actively enforce current traffic laws specific to pedestrian safety.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices*, Eighth Edition, 2015, Section 8. Pedestrians - 4.4 Targeted Enforcement.

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

Evaluation Measure: # of data crash reports, # of activity reports
Funding Source: 402
Program Area: PS/Pedestrian and Bicycle Safety

Federal Funds	\$65,000
Agency Match	\$0
Local Benefit	\$65,000



PROGRAM TASK DESCRIPTIONS

Pedestrian and Bicycle Safety

Task Number **18-09-91-02**
Program Name **Prevention of Pedestrian/Auto Collisions**
Contractor **Denver Police Department**
Program Manager **Rocke**

In 2015 there were 42 Pedestrian Serious Bodily Injury (SBI) crashes in Denver. There were 13 pedestrians and three bicyclists killed in 2014. There has been a 12.9% increase in pedestrian fatalities over the past five years.

CDOT has approved funding for year three of the three year grant cycle for this project. This project will continue to seek to decrease the number of pedestrian fatalities in Denver through education, targeted enforcement, publicity and outreach, making pedestrians more conspicuous, and providing advanced training to the Denver Police Department (DPD).

DPD will continue to conduct operations at selected intersections identified as high-auto/pedestrian crash intersections utilizing the “Decoy Pedestrian” program. These intersections were identified with causation factors and utilized during the initial roll out of the “Decoy Pedestrian” program. DPD used crash data which was obtained from 2015 findings to determine these crossings.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices*, Eighth Edition, 2015, Section 8. Pedestrians - 4.4 Targeted Enforcement.

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

Evaluation Measure: # of citations, # of DPD officers trained
Funding Source: 402
Program Area: PS/Pedestrian and Bicycle Safety

Federal Funds	\$85,000
Agency Match	\$0
Local Benefit	\$85,000



PROGRAM TASK DESCRIPTIONS

Pedestrian and Bicycle Safety

Task Number 18-09-91-03
Program Name Boulder Safe Streets
Contractor City of Boulder
Program Manager Rocke

CDOT has approved funding for year three of the three year grant cycle for this project. From 2014 to 2016, bicycle and pedestrian injuries decreased by 17% in the City of Boulder. In this time span, there were 178 serious injury crashes; 80 of those crashes involved bicycles and 31 involved pedestrians.

In 2017, the City of Boulder created an outreach campaign. This campaign utilizes advertising, bicycle ambassadors and law enforcement to raise awareness of the benefits of wearing and equipping pedestrians and bicyclists with retro-reflectivity items to increase their conspicuity when traveling at night. Law Enforcement will continue to issue warnings and summons to traffic violators.

The City of Boulder’s Transportation division will continue to explore the multi-department and agency efforts to create an online version program for crosswalk-related traffic violations.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices*, Eighth Edition, 2015, Section 8. Pedestrians - 4.1 Pedestrian Safety Zones 8-22, 4.4 Targeted Enforcement.

This project addresses measures:
C-10. Reduce the number of pedestrian fatalities
C-11. Reduce the number of bicyclist fatalities

Evaluation Measure: Pre and post program observations of pedestrians and bicyclists, # of enforcement contacts
Funding Source: 402
Program Area: PS/Pedestrian and Bicycle Safety

Federal Funds	\$52,098
Agency Match	\$0
Local Benefit	\$52,098



PROGRAM TASK DESCRIPTIONS

Pedestrian and Bicycle Safety

Task Number 18-09-91-04
Program Name Safe All Ways
Contractor West Metro Fire Rescue
Program Manager Rocke

In 2015, nine pedestrians and three bicyclists were killed in Jefferson County. West Metro Fire Rescue (WMFR) reported 1,522 trauma incidents involving motor vehicle/passenger vehicle crashes, auto versus pedestrian crashes and bicycle crashes. In 2015, there were 244 people seriously injured in crashes that occurred in Jefferson County; 14.9% of those injured were pedestrians or bicyclists. Over the five year period from 2011-2015, pedestrian fatalities increased 15.8% in Jefferson County.

CDOT has approved funding for this project for the third year of the three year grant cycle. West Metro Firefighters will continue to deliver pedestrian and bicycle safety presentations to elementary, middle and high school students. Elementary school programs are delivered through the Physical Education classes. Grades Kindergarten and four will retain pedestrian safety training and grades two and six will maintain their bicycle skills/bike helmet training. Middle school programs are delivered through eighth grade science classes that address seat belt use, crash dynamics, auto versus pedestrian crashes, and dangerous distractions such as cell phone use that lead to motor vehicle and auto versus pedestrian crashes. One firefighter will spend two days at each school. High school programs are conveyed through the Family and Consumer Science classes and address distracted driving, distracted walking, bike and pedestrian safety.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices*, Eighth Edition, 2015, Section 8. Pedestrians - 2.1 Elementary-Age Child Pedestrian Training.

This project addresses measure:
C-10. Reduce the number of pedestrian fatalities

Evaluation Measure: # of students, staff, and children who attend presentations
 Funding Source: 402
 Program Area: PS/Pedestrian and Bicycle Safety

Federal Funds	\$52,020
Agency Match	\$0
Local Benefit	\$52,020



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