

FY 2022 Colorado Highway Safety Application and Plan



Table of Contents

Incentive Grants	3
Highway Safety Planning Process	4
Description of Highway Safety Problems	5
Methods for Project Selection	6
Description of Outcomes regarding SHSP and HSIP Coordination	7
Performance Report	9
Performance Plan Justifications and Targets	17
Evidence-Based Traffic Safety Enforcement Program (TSEP)	21
Program Areas	27
Impaired Driving	27
Police Traffic Services	33
Community Traffic Safety	38
Traffic Records	43
Occupant Protection (Child Passenger Safety)	46
Motorcycle Safety	49
Communications (Media)	52
Non-Motorized (Pedestrians and Bicyclists)	56
Older Drivers	59
Planning and Administration	61

Highway Safety Plan

NATIONAL PRIORITY SAFETY PROGRAM INCENTIVE GRANTS - The State applied for the following incentive grants:

- S. 405(b) Occupant Protection: **Yes – Low Use State**
- S. 405(e) Distracted Driving: **No**
- S. 405(c) State Traffic Safety Information System Improvements: **Yes**
- S. 405(f) Motorcyclist Safety Grants: **Yes**
- S. 405(d) Impaired Driving Countermeasures: **Yes – Mid Range State**
- S. 405(g) State Graduated Driver Licensing Incentive: **No**
- S. 405(d) Alcohol-Ignition Interlock Law: **No**
- S. 405(h) Nonmotorized Safety: **Yes**
- S. 405(d) 24-7 Sobriety Programs: **No**
- S. 1906 Racial Profiling Data Collection: **No**

Highway Safety Planning Process

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 passenger vehicle occupants who do not use proper restraint devices, impaired driving, speeding, distracted driving, motorcyclists and also focuses on populations at high risk for serious crash involvement, such as young drivers and non-motorized roadway users. The Colorado Highway Safety Plan includes the State's goals, objectives and strategies for improving traffic safety, as well as performance measures to evaluate progress. It outlines specific highway safety projects and programs and respective funding for Federal Fiscal Year (FFY) 2022 and reports on progress towards meeting the performance measures identified in the 2021 Highway Safety Plan.

Data Sources and Processes

Process Participants

The Highway Safety Office (HSO) engages with multiple groups and organizations that collaborate on various processes and programs that are designed to prevent and mitigate Colorado's roadway fatalities and serious injury crashes. From the CDOT these include the Governor's Representative for Highway Safety, the Office of Communications, the Safety and Traffic Engineering Branch, the Office of Transportation Safety, the Regional Transportation Directors and other Headquarters staff. Other groups and organizations that are involved include the Governor's office, the Colorado State Legislature, Colorado State Patrol, the Colorado Department of Public Health and Environment (CDPHE), Federal and other State agencies, political subdivisions, community groups, non-profits and the private sector. Stakeholder groups include various State mandated task forces including the Colorado Task Force on Drunk and Impaired Driving, the State Traffic Records Advisory Committee, the Motorcycle Operator Safety Advisory Board, the Emergency Medical Trauma Services Injury Prevention Group, the Colorado Young Driver's Alliance, the Persistent Drunk Driver Committee and the Marijuana Education Oversight Committee and members from the Strategic Transportation Safety Plan (STSP). All of these entities are vital in the ongoing mission to reduce crashes resulting in fatalities or serious injury on Colorado roadways.

Description of Highway Safety Problems

Colorado experienced an increase in traffic fatalities from 2019 to 2020, from 597 to 613, despite a pandemic year. Traffic safety was affected by less enforcement and riskier driving behavior including excessive speed. Colorado continues to experienced increases in population growth, which causes stress on the transportation environment. This coupled with a State that has no primary seatbelt law or helmet law for adults poses numerous safety challenges. After a short trend of decreasing traffic fatalities, they increased from 597 in 2019 to 613 in 2020, which constitutes a 3% increase.

Challenges to the highway safety environment include impaired driving, excessive speeding, an increase in non-motorized fatalities and increased in-vehicle technology causing distractions. While Colorado has

experienced an increase in fatalities last year, the Colorado Highway Safety Office (HSO) continues to work with its safety partners to ensure a safer driving environment.

In order to effectively address the various highway safety challenges, CDPHE and CDOT coordinated analysis of the fatality and crash data in conjunction with other traffic data sources including citation data, the Public Safety's Lab data for blood analysis, CDPHE BAC data and judicial data, as the basis for setting performance targets, selecting countermeasure strategies and developing projects.

Methods for Project Selection

In order to address the traffic safety challenges identified, the HSO solicits applications and projects that are data driven, evidence based and employ countermeasure strategies, through a statewide Request for Proposal, in order to achieve performance targets. Extensive outreach efforts to the State and local traffic safety communities are utilized in order to target areas with persistent traffic safety issues. Applications are reviewed by panels of subject matter experts including representatives from the CDPHE, traffic stakeholders and partners and HSO staff. Applications are evaluated on their ability to impact statewide and local problem areas, as identified in the Problem Identification report and supported by local data; and their ability to meet goals and proposed program activities and evaluation measures. Applications are also evaluated on their ability to impact performance measures and performance targets. For FY22, the HSO released an RFP and solicited projects for a three-year funding cycle. For FY22 a new slate of diverse, upstream approach projects were funded for a three-year funding cycle.

List of Information and Data Sources

FARS Data

Crash Data

Judicial Impaired Driving Data

Citation Data

Arrest Data

Annual Seat Belt Survey

CDPHE BAC Data

Blood Analysis Data

Previous Program Performance

Population Data

VMT

Vehicle Registration Data

Motorcycle Safety Training Data

Description of Outcomes regarding SHSP and HSIP Coordination

In 2020, the State of Colorado adopted "Moving Towards Zero Deaths" as the State's bold new safety initiative and completed the update to the Strategic Transportation Safety Plan (STSP). The newest version provides guidance and resources to 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 STSP sets specific visionary goals for reducing fatality and serious injury rates, as well as the total number of crashes overall as compared to previous years. This year, the CDOT also identified and funded a position dedicated to championing the STSP.

Although forecast models using regression and exponential smoothing models were applied to predict 2022 numbers, the increase in fatalities and decrease in travel volume in the pandemic year of 2020 were deemed too uncertain to accurately project the number of fatalities and serious injuries in subsequent years. As a result, CDOT executive leadership directed that 2019 numbers would be used for the 2018-2022 five year average. This is consistent with the SHSP in setting targets that are aspirational.

Of the five measures, three must be identically set for NHTSA's Highway Safety Plan and FHWA's Highway Safety. The current targets are as follows and will be reported to NHTSA in July and FHWA in August of 2021.

Colorado 2022 Safety Targets 5-year Averages 2018-2022

Fatalities - 597

Fatality Rate – 1.09

Serious Injuries – 3,194

Performance Report

Progress towards meeting State performance targets from the previous fiscal year's HSP

Performance Measure:	2022 HSP				
	Target Period	Target Year(s)	Target Value FY21 HSP	Data Source*/ FY21 Progress Results	On Track to Meet FY21 Target YES/NO/In-Progress (Must be Accompanied by Narrative**)
C-1) Total Traffic Fatalities	5 year	2017-2021	603	2015-2019 FARS 606	NO
C-2) Serious Injuries in Traffic Crashes	5 year	2017-2021	3,161	2015-2019 STATE 3161	YES
C-3) Fatalities/VMT	5 year	2017-2021	1.113	2015-2019 FARS 1.14	NO
C-4) Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions	Annual	2021	198	2019 FARS 189	YES
C-5) Alcohol-Impaired Driving Fatalities	Annual	2021	184	2019 FARS 164	YES
C-6) Speeding-Related Fatalities	Annual	2021	225	2019 FARS 239	NO
C-7) Motorcyclist Fatalities	Annual	2021	103	2019 FARS 103	YES
C-8) Unhelmeted Motorcyclist Fatalities	Annual	2021	55	2019 FARS 54	YES
C-9) Drivers Age 20 or Younger Involved in Fatal Crashes	Annual	2021	79	2019 FARS 76	YES
C-10) Pedestrian Fatalities	Annual	2021	80	2019 FARS 73	YES

C-11) Bicyclist Fatalities	Annual	2021	21	2019 FARS 20	YES
B-1) Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey)	Annual	2021	89%	State Survey 88.3%	NO
C-12) Fatalities Involving a Distracted Driver (FARS)	Annual	2021	49	2019 FARS 39	YES
C-13) Drivers 65 or Older Involved in Fatal Crashes (FARS)	Annual	2021	106	FARS 116	NO
C-14) Fatalities involving a driver testing positive for +> 5ng of Delta 9 THC (FARS)	Annual	2021	35	FARS 56	NO
Percentage of Crash Reports Electronically Submitted to DOR	Annual	2021	40%	STATE	NO

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

Progress: **In Progress/Not Met**

Program-Area-Level Report

In 2021, the Colorado performance target for this performance measure was 603 traffic fatalities. In 2020, preliminary traffic fatalities totaled 613. This constitutes a 3% increase from the 597 traffic fatalities in 2019. The HSO will continue to address this traffic safety challenge by aggressively seeking new and innovative projects and programs, utilizing problem identification to direct enforcement, education and awareness efforts, engage with partners and stakeholders of underrepresented populations and high visibility enforcement of multiple traffic challenges, including impaired driving, speed, distracted driving and unrestrained passenger vehicle occupants.

Performance Measure: C-2) Serious injuries in traffic crashes (State crash data files)

Progress: **In Progress/Met**

Program-Area-Level Report

In 2021, the Colorado performance target for this performance measure was 3,161. In 2020 preliminary data indicates there were 3,154 serious injuries in traffic crashes. The HSO continues to aggressively seek new and innovative projects and programs, utilizing problem identification to direct enforcement efforts, engaging with partners and stakeholders of unrepresented populations and high visibility enforcement in multiple traffic challenges.

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

Progress: **In Progress/Not Met**

Program-Area-Level Report

In 2021, the Colorado performance target for this performance measure was 1.11. In 2020 the preliminary VMT was 1.27. The HSO will continue to address this traffic safety challenge by aggressively seeking new and innovative projects and programs, utilizing problem identification to direct enforcement efforts, engage with partners and stakeholders of unrepresented populations and high visibility enforcement in multiple traffic challenges

Performance Measure: C-4) Unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)

Progress: **In Progress/Met**

Program-Area-Level Report

In 2021, the Colorado performance target for this performance measure was 198. In 2020, preliminary data indicates there were 188 unrestrained passenger vehicle occupant fatalities. This decrease is in part attributed to high visibility enforcement and multiple outreach and awareness efforts. The HSO continues to address this performance measure by participating in the 2021 CIOT Mobilization,

supporting rural CIOT campaigns and supporting education about the importance of seatbelt usage for all passenger vehicle occupants.

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

Progress: **In Progress/Met**

Program-Area-Level Report

In 2021, the Colorado performance target for this performance measure was 184. In 2019, there were 164 alcohol-impaired fatalities with a driver or motorcycle operator having a BAC of .08+. The HSO continues to address this challenge through aggressive high-visibility enforcement campaigns based on problem identification, high level engagement from the Colorado Task Force on Drunk and Impaired Driving and innovative public awareness campaigns

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

Progress: **In Progress/Not Met**

Program-Area-Level Report

In 2021, the Colorado performance target for this performance measure was 225. In 2020, preliminary data indicates there were 284 speed related fatalities. The HSO will continue to address this challenge through targeted speed enforcement, education and awareness activities, including night-time enforcement and in areas identified through the problem identification process. The HSO solicited and encouraged new agencies, including urban and rural, to participate in speed enforcement initiatives. The HSO, utilizing the LEC/LELs and a data-driven approach, will continue to aggressively seek new law enforcement agencies, in areas of speed related fatalities and serious injury crashes, to participate in enhanced Speed enforcement utilizing HSO funding. In 2020, the HSO attributed the pandemic's effect on reduced enforcement as a causation factor in the increase of speed related fatalities. During the pandemic year, the HSO engaged in numerous media outreach opportunities to make the public aware of the increase in excessive speed, and it's danger, seen during the pandemic.

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

Progress: **In Progress/Not Met**

Program-Area-Level Report

In 2021, the Colorado performance target for this performance measure was 103. In 2020, preliminary data indicates there were 137 motorcyclist fatalities. The HSO will continue to address this challenge through high level involvement of the Motorcycle Operator Safety Advisory Board, aggressive public awareness campaigns directed to motorcyclists and motorist awareness of motorcyclists.

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

Progress: **In Progress/Not Met**

Program-Area-Level Report

In 2021, the Colorado performance target for this performance measure was 55. In 2020, preliminary data indicates there 69 unhelmeted motorcyclist fatalities. The HSO will continue to address this challenge through high level engagement of the Motorcycle Operator Safety Advisory Board, aggressive public awareness campaigns directed to motorcyclists on utilizing proper motorcycle gear to include helmets and encouraging state authorized basic motorcycle training.

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

Progress: **In Progress/Not Met**

Program-Area-Level Report

In 2021, the Colorado performance target for this performance measure was 79. In 2020, preliminary data indicates there were 83 drivers aged 20 or younger were involved in fatal crashes. The HSO continues to address the challenge through aggressive GDL Education campaigns, high-level engagement of the Colorado Young Drivers Alliance (CYDA) and involvement in the Department of Revenue's workgroup on revisions to the Colorado Driver's Handbook, which further clarifies the GDL requirements.

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

Progress: **In Progress/Met**

Program-Area-Level Report

In 2021, the Colorado performance target for this performance measure was 80. In 2020, preliminary data indicates there were 94 pedestrian fatalities. The HSO will continue to address all aspects of the pedestrian safety challenge through targeted high visibility enforcement of drivers and pedestrians that violate traffic safety laws, robust education of all roadway users, and involvement in Denver's Vision Zero Plan. The HSO, utilizing the LEC/LELs and a data-driven approach, and the newly awarded 405h funds, will continue to aggressively seek new law enforcement agencies, in areas of pedestrian related fatalities and serious injury crashes, to participate in enhanced enforcement of pedestrian laws. In addition, the HSO will seek new partners across the State to engage in pedestrian related education.

Performance Measure: C-11) Bicyclists fatalities (FARS)

Progress: **In Progress/Met**

Program-Area-Level Report

In 2021, the Colorado performance target for this performance measure was 21. In 2021, preliminary data indicates there were 15 bicyclist fatalities. The HSO attributes this progress to in this measure to a positive traffic safety culture of Colorado roadway users, improvements made through the Denver and Boulder Vision Zero networks and partnerships.

Program-Area-Level Report

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

Progress: **In Progress/Not Met**

Program-Area-Level Report

In 2021, the Colorado performance target for this performance measure was 49. In 2020, preliminary data indicates there were 68 fatalities involving a distracted driver. The HSO will continue to address

this challenge through targeted, high visibility enforcement and education and awareness campaigns. In part, the HSO attributes this increase to more accurate crash reporting.

Performance Measure: C-13) Drivers 65 or Older Involved in Fatal Crashes (FARS)

Progress: **In Progress/Not Met**

Program-Area-Level Report

In 2021, the Colorado performance target for this performance measure was 106. In 2019 (best data to date) indicates there were 116 drivers 65 or older involved in fatal crashes. The HSO attributes this increase to an increase in the population of this age group. The HSO will continue to address this challenge through enhanced educational and outreach efforts among this driving population, high level engagement of the Older Driver Coalition and education to families and caretakers of older drivers.

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

Progress: **In Progress/Not Met**

Program-Area-Level Report

In 2021, the Colorado performance target for this performance measure was 35. In 2019 (best data to date) there were 56 fatalities involving a driver or motorcycle operator testing positive with a Delta 9 THC level of 5ng+. The HSO continues to address this challenge through high visibility enforcement of impaired drivers, increased law enforcement training in the detection of drugged drivers, robust partnerships with cannabis industries, increased educational outreach efforts and high-level involvement of the Colorado Task Force on Drunk and Impaired Driving.

Performance Measure: Percentage of DR 3447 Crash Reports Submitted to DOR

Progress: **In Progress**

Program-Area-Level Report

In 2020, the target for this performance measure was 40%. The percent of DR3447 crash records submitted to the DOR/DMV electronically was 0.25%. The Department of Revenue continues to onboard law enforcement seeking to transmit DR 3447 crash data electronically through strategic partnerships and the work of the State Traffic Records Advisory Committee (STRAC).

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

Progress: **In Progress/Not Met**

Program-Area-Level Report

In 2021, the Colorado performance target for this performance measure was 89%. In 2020, the observed seat belt use rate was 86.3%. This decrease is in part attributed to a pandemic year in which the Click It or Ticket enforcement campaign, in Colorado, was moved to July, was on a shortened enforcement period, there was significantly less enforcement engagement from local law enforcement agencies and no nationalized media. The HSO will continue to address this performance measure by participating in the CIOT May Mobilizations, 2 additional Statewide CIOT campaigns and supporting education about the importance of seatbelt usage for all passenger vehicle occupants.

Performance Plan Justifications and Targets

Performance Target Justification

In order for the HSO to direct funds to the highest and best use, the HSO relies on the results of the annual Problem Identification report and the following data sources including: FARS Data, crash data, judicial impaired driving data, citation data, arrest data, annual seat belt survey, CDPHE BrAC Data, blood analysis data, previous program performance data, population data, VMT, vehicle registration data, the behavioral risk surveys (Healthy Kids Colorado, Youth Risk Behavior Survey), the Colorado Health Information Dataset and the motorcycle safety training data. The HSO uses this data to answer the following key questions: Where are the State's most urgent behavioral traffic safety challenges? Which roadway users are most likely to be involved in a crash? Are there particular segments of the roadway user population that are over-represented as in crashes? Where should the HSO direct crash and fatality prevention funds and for what types of activities? The HSO also utilizes the expertise of various State mandated task forces including the Colorado Task Force on Drunk and Impaired Driving, State Traffic Records Advisory Committee, the Motorcycle Operator Safety Advisory Board, the Emergency Medical Trauma Services Injury Prevention Group, the Colorado Young Driver's Alliance, the Persistent Drunk Driver Committee and the Marijuana Education Oversight Committee.

To establish the targets for the following performance measures, the Colorado Department of Public Health and Environment and the CDOT HSO coordinated analysis of the crash data through various methods including Loess regression and a polynomial regression line to create best fit curves. These analyses assisted CDOT in establishing five-year performance measure targets for the three common performance measures and one year targets for the remaining performance measures. As part of CDOT's safety initiative, "Whole System, Whole Safety, which focuses on three safety pillars – Behavior – Organization - Built, CDOT has set an aggressive goal to reduce total vehicle crashes by 2%. While the HSO does not submit a total vehicle crashes performance target to NHTSA, the CDOT believes this new effort will contribute to overall traffic safety improvement.

Performance measure name	Target Metric Type	Target Period	Target Start Year	Target End Year	Target Value
C-1) Total traffic fatalities (FARS)	Numeric	5 Year	2018	2022	Slow increase to 625
C-2) Serious injuries in traffic crashes (State)	Numeric	5 Year	2018	2022	Slow increase to 3,216
C-3) Fatalities/VMT (State)	Numeric	5 Year	2018	2022	Slow increase to 1.21
C-4) Unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	Numeric	Annual	2021	2022	Reduce to 185
C-5) Fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	Numeric	Annual	2021	2022	Slow increase to 184
C-6) Number of speeding-related fatalities (FARS)	Numeric	Annual	2021	2022	Slow increase to 285
C-7) Number of motorcyclist fatalities (FARS)	Numeric	Annual	2021	2022	Reduce to 125
C-8) Number of unhelmeted motorcyclist fatalities (FARS)	Numeric	Annual	2021	2022	Reduce to 65
C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)	Numeric	Annual	2021	2022	Maintain at 86
C-10) Number of pedestrian fatalities (FARS)	Numeric	Annual	2021	2022	Slow increase to 95
C-11) Number of bicyclists fatalities (FARS)	Numeric	Annual	2021	2022	Maintain at 15
C-12) Fatalities involving a distracted driver (FARS)	Numeric	Annual	2021	2022	Slow increase to 70

C-13) Drivers 65 or older involved in fatal crashes (FARS)	Numeric	Annual	2021	2022	Slow increase to 120
C-14) Fatalities involving a driver or motorcycle operator testing positive for +> 5ng of Delta 9 THC (FARS)	Numeric	Annual	2021	2022	Slow increase to 60
Percentage of DR3447 Crash Reports Submitted to DOR	Numeric	Annual	2021	2022	40%
B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (Survey)	Numeric	Annual	2020	2021	89%

Performance Measure: Percentage of DR 3447 crash reports submitted to DOR

Performance Target details

Primary performance attribute: **Completeness**

Core traffic records data system to be impacted: **Crash**

Performance Target Justification

Colorado Traffic Records System continues to make improvements and is on par with many other states across the nation, but problems remain. Most databases still function as islands of information with limited data sharing and integration. Data remains inconsistent from one dataset to another, the quality of some data is questionable, and accessibility to the data is limited. The State Traffic Records Advisory Committee (STRAC) continues to work to solve these issues. Today more than ever, it remains vital for stakeholders to have reliable traffic records data upon which to make decisions concerning policy formulation and allocation of resources. Continuous improvements in data collection, accessibility, and quality are required to keep pace with changing needs and technology.

The FY21 performance measure will be the percentage of **DR 3447** crash reports transmitted to DOR. The DR 3447 crash report form was deployed in Colorado in October of 2019. Since that time, many law enforcement agencies have been transitioning from the DR 2447 to the new DR 3447. Beginning May 2021, use of the DR 3447 will become mandatory, although it is anticipated that the transition will take somewhat longer to accomplish. A FY21 target of 40% of all submitted crash reports using the DR 3447 represents a significant increase in adoption rate over current levels.

Performance Measure: B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (Survey)

Performance Target details

Performance Target Justification

This performance target was set given the current environment. It should be noted that in secondary law states to achieve a higher seat belt usage rate requires considerable investment in media, and educational efforts must be significant in order to maintain current levels and to make even small gains.

Activity Measures:

As with many States, the number of proactive citations and arrests was greatly reduced due to the pandemic. For FY22 it is anticipated that these numbers will revert back to pre-pandemic levels.

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

Seat belt citations: 2,655

Fiscal Year A-1: **2020**

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

Impaired driving arrests: 7,966

Fiscal Year A-2: **2020**

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

Speeding citations: 259

Fiscal Year A-3: **2020**

Certification: State HSP performance targets are identical to the State DOT targets for common performance measures (fatality, fatality rate, and serious injuries) reported in the HSIP annual report, as coordinated through the State SHSP.

I certify: **Yes**

Evidence-Based Traffic Safety Enforcement Program (TSEP)

Unique Identifier	Planned Activity Name
FY22 Public Relations	Communications and Outreach
FY22 Impaired Driving HVE	Impaired Driving HVE
FY22 OP HVE	Sustained Occupant Protection HVE
FY22 Speed Enforcement	Sustained Speed Enforcement

Analysis of crashes, crash fatalities, and injuries in areas of highest risk and deployment of Resources.

Motor vehicle crashes remain a leading cause of death in Colorado, the total number of motor vehicle fatalities decreased by 6% from the previous year, from 632 deaths in 2018 to 597 deaths in 2019.

However, preliminary data indicates a 3% increase from the 597 in 2019 to 613 motor vehicle fatalities in 2020. A similar pattern occurred for fatalities related to young drivers involved in fatal crashes and pedestrian fatalities. An alarming increase in speed related and motorcyclist fatalities from 239 in 2019 to 284 in 2020, a 16% increase and 103 in 2019 to 138 in 2020, a 26%, respectively. These increases mirrored a nation-wide trend, of which this behavior has been attributed to the pandemic. Motor vehicle fatality data:

- In 2019 speeding was a factor in 40% of all fatalities, there were 239 speeding-related motor vehicle fatalities, a 7% increase from the previous year. In 2020, preliminary data indicates speeding was a factor in 46% of all fatalities, as there were 284 speeding-related motor vehicle fatalities.
- In 2019 among the people who died in an occupant motor vehicle crash, 189, or 51%, were not wearing a seat belt. In 2020, preliminary data indicates that 188, or 54%, of people who died in an occupant motor vehicle crash were not wearing a seatbelt.

- Impaired drivers with a BAC of .08+ were involved in 27% of all fatalities in 2019, 164 motor vehicle deaths resulted from crashes that had an alcohol-impaired driver, a 3% decrease from 2018. 2020 data is not yet available.
- In 2020 there were 138 motorcyclist fatalities. 50% of the motorcyclists who died in 2020 were not wearing a helmet.
- The number of fatalities per vehicle miles traveled (VMT) in Colorado increased 15% from 1.09 in 2019 to 1.27 in 2020.
- Fatalities in urban areas increased 7%, from 353 in 2019 to 377 in 2020.
- Fatalities in rural areas decreased 4%, from 244 in 2019 to 236 in 2020.
- The counties with the highest number of traffic fatalities in 2020 were: El Paso (84), Adams(54), Denver (52), Arapahoe (51) and Weld (50).

The CDOT HSO’s Traffic Safety Enforcement Plan for Occupant Protection, Impaired Driving and Speed is based on a problem identification analysis that identifies areas of the state that are over represented in crashes and fatalities involving impaired driving, unrestrained occupants and excessive speed. The HSO sets targets in their Highway Safety Plan (HSP) every year to reduce the number of fatalities and serious injuries from motor vehicle crashes in Colorado. Based on the fatality crashes that took place on Colorado public roadways during 2020, the following factors comprised the majority of fatalities (preliminary):

- 284 Speeding fatalities (46% of all fatalities)
- 188 Unrestrained fatalities (54% of all passenger vehicle occupant fatalities)

Based on the crashes that took place on Colorado public roadways during 2019, the following factors comprised the majority of fatalities:

- 164 alcohol-impaired driver fatalities (27% percent of all fatalities)

When locations are identified that are over represented in these areas, the HSO, through the Law Enforcement Coordinator, the Local Law Enforcement Liaisons and the High Visibility Enforcement Coordinator contact law enforcement in the identified areas to form enforcement partnerships. The LEC and LEL monitor performance on all HVE grants including data entry that includes number of citations/arrests. Regular monitoring of all HVE activities, including cost per ticket, overtime activity, etc.is completed by the LEC and LEL and recommendations for continued funding are based on these

factors. Working with the enforcement partners the CDOT Office of Communications develops outreach and awareness programs to make the public aware of the enforcement.

OCCUPANT PROTECTION ENFORCEMENT

- In 2019 among the people who died in an occupant motor vehicle crash, 189, or 51%, were not wearing a seat belt. In 2020, preliminary data indicates that 188, or 54%, of people who died in an occupant motor vehicle crash were not wearing a seatbelt.
- In 2019, the counties with the highest number of unrestrained passenger vehicle occupant fatalities were: Adams (25), Weld (22), El Paso (15) Arapahoe (14) and Denver (13).
- The estimate of overall statewide seat belt usage for all vehicle types in 2019 was 88.3%, this dropped to 86.3% in 2020. This, in part, is attributed to less enforcement during the pandemic environment.
- Of particular interest, six counties demonstrated a usage rate of at least 90%, with another twenty-one counties in the 80% to 90% range. The six counties were Denver (92.6%), Arapahoe (92.5%), Morgan (91.2%), Douglas (90.7%), Boulder (90.6%) and Park (90.1%),
- The four counties rated the lowest in seat belt compliance, Chaffee, Weld, Pueblo and Cheyenne, all recorded lower rates in 2020 than in 2019. Chaffee dropped from 85.9% in 2019 to 79.3% in 2020. Weld dropped from 81.3% in 2019 to 76% in 2020. Pueblo scored an 80.2% in 2019 and a 74.2% this current year and Cheyenne scored a 74.4% in 2019 and dropped to 68.5% in 2020.

Colorado's Highway Safety Office supports the Click It or Ticket May Mobilization and Child Passenger Safety Week national mobilizations.

The Colorado State Patrol (CSP) provides statewide enforcement year round, in addition to the two weeks of enforcement during May. In addition to the CSP, local law enforcement agencies are recruited and provided with overtime funding for May Mobilization. While all local law enforcement agencies are encouraged to apply for overtime enforcement funding, allocations are made through problem identification with consideration to the number of unrestrained fatalities, serious injuries and the seat belt compliance rate of an area, along with the past performance of the agency during the campaign.

In addition to May Mobilization, Colorado supports an additional two weeks of occupant protection enforcement Statewide during March and July. Further details and locations for these events are detailed in the S405(b) application and Occupant Protection HVE sections of this plan.

IMPAIRED DRIVING ENFORCEMENT

- In 2019, Impaired drivers with a BAC of .08+ were involved in 27% of all fatalities in 2019, 164 motor vehicle deaths resulted from crashes that had an alcohol-impaired driver, a 3% decrease from 2018. 2020 data is not yet available.
- In 2019, the counties with the highest number of fatalities in crashes involving a driver or motorcycle operator with a BAC ≥ 0.08 were: El Paso (23), Adams (21), Denver (19), Arapahoe (17) and Jefferson (14). Weld (14), Denver (13), Adams (18), and Jefferson (14). 2020 data is not yet available.

Colorado law enforcement agencies participate in all seven national high visibility enforcement (HVE) campaigns as well as five other Statewide HVE campaigns during the year. The State specific HVE campaigns that the Highway Safety Office promotes include Spring Events (six weeks), Memorial Day Weekend (four days), Checkpoint Colorado (16 weeks), Fall Festivals (six weeks), and New Year's Eve (four to six days). These five HVE enforcement campaigns have been created to address events in the State that have an impact on impaired driving related motor vehicle crashes and fatalities.

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

Further details and locations for these events are detailed in the Impaired Driving HVE section of this plan.

SPEED ENFORCEMENT

- In 2020 there were 284 speeding related fatalities, corresponding to a 16% increase in speeding-related fatalities from 2019.
- In 2019, the counties with the highest number of speeding related fatalities were: El Paso (29), Adams (20), Weld (20), Jefferson (18) and Arapahoe (17).

Law enforcement agencies participating in Colorado’s HSO Speed Enforcement Programs are identified through a problem identification analysis. Law enforcement agencies in the Speed Enforcement Program work closely with the High Visibility Enforcement Coordinator to create enforcement plans that include officer performance standards, project baselines and goals, an evaluation plan and a night-time speed enforcement element.

Effectiveness of Monitoring

The LEC, LELs and HVE Coordinator monitor performance on all HVE grants including data entry that includes number of citations/arrests. Regular monitoring of all HVE activities, including cost per ticket, overtime activity, etc. is completed by the LEC and LEL and recommendations for continued funding are based on these factors. Adjustments to funding are made after examination of each HVE event to ensure funds are utilized in a cost efficient manner. If agencies are not meeting specified expected performance targets the LEC and LELs work with the local agencies to make adjustment to, and provide suggestions on how to improve performance. Working with the enforcement partners the HSO’s Office of Communications develops outreach and awareness programs to make the public aware of the enforcement and to track effectiveness of the outreach (media impressions, surveys, etc.).

High-Visibility Enforcement (HVE) Strategies

Planned HVE strategies to support national mobilizations:

Countermeasure Strategy
Communication Campaign
Impaired Driving HVE
Short-term, High Visibility Seat Belt Law Enforcement

HVE planned activities that demonstrate the State's support and participation in the National HVE mobilizations to reduce alcohol-impaired or drug impaired operation of motor vehicles and increase use of seat belts by occupants of motor vehicles:

Unique Identifier	Planned Activity Name
FY22 Impaired Driving HVE	Impaired Driving HVE
FY22 OP HVE	Sustained Occupant Protection HVE
FY22 Speed Enforcement	Sustained Speed Enforcement

High visibility enforcement (HVE) events are designed to deploy law enforcement resources in areas identified through problem identification as having high incidents of impaired driving, speeding and low seatbelt compliance. These HVE events are designed to deter these driving behaviors by increasing the perceived risk of arrest or citation on Colorado roadways. HVE events are highly publicized prior, during and after the event. This strategy is part of a comprehensive, evidence-based effort to reduce the prevalence of high risk behaviors on Colorado roadways.

In 2022, the Impaired Driving High Visibility Enforcement (HVE) includes the participation of multiple Colorado law enforcement agencies, both State and local, in 15 HVE campaigns that are conducted through the Highway Safety Office (HSO). These HVE events include media campaigns prior, during and after the enforcement events to inform the public regarding the upcoming enforcement activities as well as inform them of the outcomes.

The enforcement activities are designed by the participating agencies using problem identification, approved by the HSO, and include strategies such as, saturation patrols, increased patrols and multi-jurisdictional task forces for activities and checkpoints.

Recipients

Local law enforcement

Colorado State Patrol

Program Areas

Program Area: Impaired Driving

Description of Highway Safety Problems

In 2019, there were 597 traffic fatalities in Colorado, of which 164 (27%) were fatalities involving a vehicle operator with a BAC of .08 or above. In 2019, there were 56 fatalities involving a vehicle operator testing positive for 5ng+ Delta 9 THC or above.

Associated Performance Measures

Performance measure name
C-1) Number of traffic fatalities
C-2) Number of serious injuries in traffic crashes
C-3) Fatalities/VMT
C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above
C-14) Fatalities Involving a driver or motorcycle operator testing positive for +>5ng of Delta 9 THC

Countermeasure Strategy: Impaired Driving HVE

Project Safety Impacts

High visibility enforcement (HVE) events are designed to deploy law enforcement resources in areas identified through problem identification as having high incidents of impaired driving. These events are designed to deter impaired driving by increasing the perceived risk of arrest on Colorado roadways.

HVE events are highly publicized prior, during and after the event. Colorado's impaired driving related fatalities (alcohol and marijuana) are consistently 30% and above of the total fatality number. This strategy is part of a comprehensive, evidence-based effort to reduce the prevalence of impaired driving related injuries and fatalities. It is an evidence-based activity countermeasure as identified in NHTSA's *Countermeasures That Work*.

Linkage Between Program Area

Impaired driver fatalities represent a significant portion of Colorado's total traffic fatalities. High Visibility Enforcement (HVE) events are vital to roadway safety by publicizing the enforcement prior, during and after the event and vigorously enforcing impaired driving laws. Funding for this and all other strategies are distributed based on problem identification.

Rationale

The rationale for selecting this countermeasure strategy is that it is an evidence-based countermeasure as identified in NHTSA's *Countermeasures That Work*. Funding allocations for each planned activity are based on a robust problem identification coupled with agency capacity.

Planned Activity: Impaired Driving HVE

Planned Activity Description

In 2022, impaired driving prevention activities include high visibility impaired driving enforcement in cities, counties and highways identified by problem identification as having a high propensity for impaired driving crashes and fatalities.

Intended Subrecipients

Adams County Sheriff's Office – In 2020, there 12,650 traffic crashes in which 69 resulted in a fatality. Fourteen of fatalities involved an alcohol impaired vehicle operator (a driver with a BAC of .08+) six involved a drug driver. In 2019, 28% of all fatalities were a direct result of an impaired driver.

Aurora Police Department – In 2019, there were 34 traffic fatalities in the City of Aurora. Of those, 10 or 29 percent involved a vehicle operator with a BAC of .08+.

Colorado Springs Police Department – In 2019 and 2020, there were 26 fatalities each year involving a vehicle operator with a BAC of .08+.

Colorado State Patrol – In 2019, there were 597 traffic fatalities in Colorado, of which 164 (27%) were fatalities involving a vehicle operator with a BAC of .08 or above. In 2019, there 56 fatalities involving a vehicle operator testing positive for 5ng+ Delta 9 THC or above. The Colorado State Patrol enforces traffic laws of the state of Colorado on approximately 8,483 miles of state highways and more than 57,000 miles of county roads.

Denver Police Department - In 2019, there were 19 traffic fatalities involved a vehicle operator with a BAC of .08+. This accounted for 26% of all traffic fatalities in Denver. This is the third consecutive year of increased impaired driving fatalities.

El Paso County Sheriff's Office – In 2019, there were 66 traffic fatalities. Sixteen or 24% of these fatalities involved a vehicle operator with a BAC of .08+.

Jefferson County Sheriff's Office – In 2019, there were 51 traffic fatalities in Jefferson County. This is a 24% increase from traffic fatalities in 2018. In 2019, 7 of the traffic fatalities involved a vehicle operator with a BAC of .08+.

In 2022, the planned activities include:

The HSO will address impaired driving related crashes and fatalities through, high visibility enforcement, on targeted roadways identified in the 2021 Colorado Department of Transportation Problem Identification Report.

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2021	164 Transfer Funds	164 Alcohol	\$950,000	\$237,500	\$950,000
2022	164 Transfer Funds	164 Alcohol	\$625,000	\$156,250	\$625,000

Countermeasure Strategy: Training and Judicial Support

Project Safety Impacts

Training and Judicial Support are critical to Colorado's changing and complex impaired driving environment. These strategies are designed to train and support Colorado law enforcement, prosecutors, the Colorado Judicial System and specialty courts. This strategy is part of a comprehensive, evidence-based effort to reduce the prevalence of impaired driving related injuries and fatalities. It is an evidence-based activity countermeasure as identified in NHTSA's *Countermeasures That Work*.

Linkage Between Program Area

Impaired driving related fatalities represent a significant portion of Colorado's total traffic fatalities. Training and Judicial Support are vital to roadway safety by providing tools and resources to law enforcement and the judicial system to impact impaired driving in Colorado. Funding for this and all other strategies are distributed based on problem identification.

Rationale

The rationale for selecting these countermeasure strategies is that they are evidence-based countermeasures as identified in NHTSA's *Countermeasures That Work*. Funding allocations for each planned activity are based on a robust problem identification coupled with agency capacity.

Planned Activity: LE/Judicial Training and/or Education

Planned Activity Description

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. CTFDID grant activities are administered by Colorado State Patrol.

The Traffic Safety Resource Prosecutor (TSRP) program provides law enforcement, prosecutors, and other traffic safety professionals 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 appointments.

The DUI Court Support Enhancement grant provides training, site reviews, and technical support to DUI courts statewide. The DUI Court Enhancement grant will support the 18th Judicial district DUI Court that is in their final year of operation.

LEAD Impairment Training will provide Drug Recognition Expert (DRE) and Standardized Field Sobriety Testing (SFST) updates and instructor training to Colorado Law Enforcement in basic and advanced National Highway Traffic Safety Administration (NHTSA) Impaired Driving training programs.

Intended Subrecipients

Colorado Task Force on Drunk and Impaired Driving

Colorado District Attorneys' Council

Colorado Judiciary Court Branch

Lead Impairment Training

Chaffee County

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022	164 Transfer Funds	164 Alcohol	\$30,000	\$7,500	N/A
2021	405d Impaired Driving Mid	Mid Training	\$478,000	\$119,500	N/A
2022	405d Impaired Driving Mid	Mid Training	\$190,000	\$47,500	N/A
2022	405d Impaired Driving Mid	Mid Other	\$246,000	\$61,500	N/A
2022	405d Impaired Driving Mid	Mid Court Services	\$30,000	\$7,500	N/A
2021	NHTSA 402	Community Programs	\$175,000	\$43,750	\$175,000

Program Area: Police Traffic Services

Description of Highway Safety Problems

Combined Speed/Distracted/OP HVE

Overall State data on Speed/Distracted and Unrestrained

In Colorado in 2020 preliminary data indicates there were 613 traffic fatalities, of those:

284 involved speed

188 involved an unrestrained occupant

68 involved a distracted driver

Associated Performance Measures

Performance measure name
C-1) Number of traffic fatalities
C-2) Number of serious injuries in traffic crashes
C-3) Fatalities/VMT
C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions
C-6) Number of speeding-related fatalities
C-12) Fatalities involving a distracted driver

Countermeasure Strategy: Sustained HVE

Project Safety Impacts

High visibility enforcement (HVE) events are designed to deploy law enforcement resources in areas identified through problem identification as having high incidents of serious injury crashes and fatalities. This strategy is part of a comprehensive, evidence-based effort to reduce the number serious injuries and fatalities on Colorado roadways involving drivers using excessive speed, unrestrained occupants and distracted drivers. It is an evidence-based activity countermeasure as identified in NHTSA’s

Countermeasures That Work. These events are designed to deter dangerous driving behavior by increasing the perceived risk of citations on Colorado roadways.

Linkage Between Program Area

Speed related fatalities represent a significant portion of Colorado's total traffic fatalities. Sustained speed enforcement coupled with roadway engineers setting appropriate speed limits, are integral to reducing speed related crashes and fatalities.

Unrestrained passenger vehicle occupant fatalities represent a significant portion of Colorado's total traffic fatalities. High Visibility Enforcement (HVE) events are vital to roadway safety by vigorously enforcing passenger restraint laws.

Distracted driving targeted enforcement and education directed to distracted drivers are designed to deploy law enforcement and other educational resources in areas identified through problem identification as having high incidents of fatalities and serious injuries involving distracted driving. These education and enforcement events are designed to deter behavioral traffic violations committed by distracted drivers.

Rationale

The rationale for selecting this countermeasure strategy is that it is an evidence-based countermeasure as identified in NHTSA's *Countermeasures That Work*. Funding allocations for each planned activity are based on a robust problem identification coupled with agency capacity.

Planned Activity: Speed HVE

Planned Activity Description

In 2022, the Speed Management Sustained Speed Enforcement activities include: high visibility, speed enforcement activities in areas of the state identified as having a high propensity for speed related crashes and fatalities and selected night time enforcement episodes.

Planned Activity: Occupant Protection HVE

Planned Activity Description

In 2022 the Occupant Protection (Adult) HVE activities include: high visibility, occupant protection enforcement activities in areas of the state identified as having a high propensity for traffic crashes and fatalities unrestrained passenger vehicle occupants. This enforcement will coincide with state click-it-or-ticket events.

Planned Activity: Distracted Driving HVE

Planned Activity Description

In 2022, the Distracted Driving HVE/Education planned activities include: high visibility, distracted driving enforcement activities in areas of the state identified as having a high propensity for traffic crashes and fatalities involving a distracted vehicle operator. Multiple agencies involved will add an education element on the dangers of distracted driving.

Intended Subrecipients

Aurora PD – In 2019 there were 188 traffic fatalities. Of those 79 or 42% were speed related, 10 or 5% involved a distracted vehicle operator and 59 or 31% of the total fatalities had unrestrained occupants.

Colorado Springs PD – In 2020, there were 51 traffic fatalities in Colorado Springs an all-time high. The 21 percent increase in traffic fatalities from 2019-2020 is attributable to high-risk driving behaviors including excessive speed.

Colorado State Patrol – In 2020, there were 613 traffic fatalities. Of those 613 fatalities 188 or 30% involved an unrestrained traffic vehicle occupant, 284 or 46% were speed related and 68 or 11% involved a distracted driver. The Colorado State Patrol enforces traffic laws of the state of Colorado on approximately 8,483 miles of state highways and more than 57,000 miles of county roads.

Denver PD - In the City and County of Denver in 2019, there were 61 traffic fatalities, 34 or 55%, were speed related. Distracted driving, is often under reported, but is a contributing factor to many traffic crashes statewide.

El Paso County Sheriff's Office– In El Paso County in 2019, there were 81 fatalities of those 27 or 33% were speed related, 26 fatalities involved unrestrained passenger vehicle occupants, and 3 involved traffic vehicle operators. Distracted driving, is often under reported, total distracted driving fatalities might be higher.

Greeley PD – Traffic fatalities in the City of Greeley, increased from 5 to 11 from 2019 to 2020, a 54% increase. The City of Greeley Police Department uses a Data Driven Approach To Crime And Traffic Safety (DDACTS). This includes focusing on traffic violations involving speed, distraction as well as educating younger drivers and their parents.

Jefferson County Sheriff's Office – In Jefferson County in 2019, there were 51 traffic fatalities. 21 or 41% were speed related. To address speed related fatalities in Jefferson County, the Jefferson County SO, will focus speed enforcement efforts on highway 93 and US Highway 285 that have been identified through problem identification of being over represented in speed related crashes.

Lakewood PD – The City of Lakewood, is in Jefferson County. In 2019, there were 51 traffic fatalities in Jefferson County 25 of the fatalities or 49% occurred in the City of Lakewood. Forty percent of all traffic fatalities in Jefferson County are speed related.

Northern Colorado R.A.I.D Team - In 2019 in Larimer County, there were 26 traffic fatalities, three of which occurred in the City of Loveland. Larimer County Sheriff's Office and Loveland Police, will partner to enforce traffic laws in Larimer County. This enforcement includes speed activities, which are often an indicator or impaired driving.

Pueblo PD – In the City of Pueblo from 2018 to 2020 there have been 47 traffic fatalities, 13 in 2020. Speed has been identified as a contributing factor in 34% of the fatalities. In addition to speed enforcement efforts, the Pueblo PD will utilize public information and outreach designed to inform the City of Pueblo roadway users of speed enforcement activities.

Wheat Ridge PD – In the City of Wheat Ridge from 2015-2019 there were 7 total traffic fatalities. In 2020, there were 7 fatalities. Casual factors for the 7 fatalities in 2020 involved speed, impairment, vehicle and pedestrian violations and other dangerous roadway user behaviors.

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2021	NHTSA 402	Police Traffic Services	\$1,345,000	\$336,250	\$935,000
2022	NHTSA 402	Police Traffic Services	\$495,000	\$123,750	\$495,000
2021	405b OP Low	Low HVE	\$150,000	\$51,750	N/A
2022	405b OP Low	Low HVE	\$250,000	\$113,250	N/A

Program Area: Community Traffic Safety

Description of Highway Safety Problem

In Colorado in 2020 preliminary data indicates there were 613 traffic fatalities, of those fatalities 188 involved an unrestrained passenger vehicle occupant 86 involved a driver age 20 or younger 68 involved a distracted driver.

Associated Performance Measures

Performance measure name
C-1) Number of traffic fatalities
C-2) Number of serious injuries in traffic crashes
C-3) Fatalities/VMT
C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions
C-9) Number of drivers age 20 or younger involved in fatal crashes

Countermeasure Strategy: School and Community Based Programs

Project Safety Impacts

School and community based programs are designed to address challenges associated with novice drivers including impaired driving, distracted driving, seat belt use and GDL and other community challenges including efforts to address child passenger safety, booster seat and seat belt use in local communities. These strategies are part of comprehensive, evidence-based efforts to reduce the prevalence of drivers aged 20 or younger involved in fatal and serious injury crashes and reduce the number of unrestrained serious injury crashes and fatalities. School based programs are designed to help young drivers identify behaviors that cause them the greatest risk on the road and recognize that they have the ability and power to act upon and address them. Child passenger safety, booster seat and set belt education and awareness are part of a comprehensive, evidence-based effort to improve occupant protection Statewide in order to reduce the prevalence of unrestrained injuries and fatalities. These are evidence-based activity countermeasures as identified in NHTSA's *Countermeasures That Work*.

Linkage Between Program Area

Young drivers age 20 or younger are over represented in Colorado's total traffic fatalities. Youth peer-to-peer programs are vital to protecting vulnerable young drivers by providing education and awareness. Lower than average seat belt use rates and high-unbelted occupant fatality rates continue to be a challenge for many counties, both urban and rural, throughout Colorado. Funding for this and all other strategies are distributed based on problem identification.

Rationale

The rationale for selecting this countermeasure strategy is that it is an evidence-based countermeasure as identified in NHTSA's *Countermeasures That Work*. Funding allocations for each planned activity are based on a robust problem identification coupled with agency capacity

Planned Activity: Communications and Outreach

Planned Activity Description

In 2022, communications and outreach activities include education on occupant protection, child passenger safety, graduated driver's license laws to populations that have been identified by problem identification as being over-represented in young driver, occupant protection and child passenger safety traffic crashes and fatalities.

Intended Subrecipients

City and County of Denver – Denver Booster – In 2019, there were 18 fatalities involving a passenger vehicle occupant. In 13 of these fatalities a passenger vehicle occupant was unrestrained. The results from the BASE Program fiscal year 2020 work revealed that observations at two elementary schools where 166 child passengers were observed, 87 percent of students were unrestrained or improperly restrained in vehicles.

Denver County has seen an increase from three to eight in the number of drivers age 20 and under involved in fatal car crashes from 2016 to 2019. Crash data indicates that Denver County has the second-highest five-year total for teen fatalities for the 15–20 age group from 2015–2019, with 36 fatalities which is a 14 percent rise in five years.

City and County of Denver - Vision Zero – In Denver from 2015-2019 traffic fatalities increased from 56 – 63. Of these fatalities vulnerable road users (motorcycle, pedestrian, and bicycle) are over represented. In 2019, vulnerable users account for 59% of all traffic fatalities.

Colorado Department of Public Health & Environment – Total traffic fatalities in Colorado have increased for the past 8 years. Contributing factors to these increases include Occupant Protection, Impaired Driving, Speed and special populations. Due to the comprehensive nature of the proposed projects and support provided to the Colorado Department of Transportation (CDOT), the Colorado Department of Public Health and Environment (CDPHE) will address all of the CDOT traffic safety performance measures.

The CDPHE’s Violence and Injury Prevention - Mental Health Promotion (VIP-MHP) Branch will provide support to traffic safety partners through four primary strategies: 1) statistical data analyses; 2) education and evaluation support; 3) community engagement and partnership development; and 4) communication support and implementation of state traffic safety priorities.

Eagle River Youth Coalition - In 2019, in Eagle County serious motor vehicle injury rates per 100,000 increased from 43.7 in 2018 to 96.2. Eagle County driving age youths report that 7% drive after drinking, 21% drive after consuming cannabis, 35% report texting or emailing while driving, and 39% do not always wearing a seat belt when riding in a passenger vehicle.

Gunnison County - In Gunnison County in 2018 and 2019 there 5 traffic fatalities each year. Gunnison County is sparsely populated and the broader community will be addressed with an emphasis on young drivers. Specific emphasis on impaired and distracted driver education; the family level with emphasis on the Graduated Driver’s License program, and the societal and systems level by providing education to the greater community and stakeholders about our community risk factors that contribute to impaired driving, excessive alcohol and cannabis use.

Mothers Against Drunk Driving – In Colorado in 2019 there were 596 traffic fatalities. Of these fatalities, 164 (27%) involved a alcohol impaired (.08+ BAC) vehicle operator. Colorado courts had 24,000 impaired driving cases. The court monitoring program will collect data to assist prosecutors, judges, and law enforcement in identifying systematic strengths and weaknesses and assist in the

development of community standards for DUI adjudication in each judicial district. Court monitoring increases the probability that offenders will receive the appropriate sentence increasing the likelihood that offenders will receive appropriate treatment, education, and other countermeasures needed to prevent recidivism and reduce fatalities.

SADD Inc. - In Colorado from 2014-2019, there were 734 traffic fatalities involving youths between the ages of 15 and 20. Roadway users between 15 and 24 represent the largest block of traffic fatalities.

Young drivers are over-represented in motor vehicle crashes for a number of reasons including behavior and lack of experience. As the brain develops, youth are more likely to engage in destructive behavior behind the wheel, as it relates to speed, distractions, impairment, and recklessness.

ThinkFast - In 2020 there were 613 traffic fatalities in Colorado. Vehicle operators under 21 years of age comprised 14% (86 fatalities) of the total. ThinkFast Interactive (TFI) is a nationally touring, evidence-informed, school-wide prevention intervention program that serves as an innovative and effective method for delivering highway safety facts and prevention messaging to student participants via a competitive, team-based trivia format. Through multiple evaluation efforts, the program has shown significant improvements in positively impacting participant attitudes and intentions while eliminating risky behaviors and promoting safety initiatives in alignment with safety benchmarks.

University of Colorado Hospital – In 2020 there were 613 traffic fatalities in Colorado. Vehicle operators under 21 years of age comprised 14% (86 fatalities) of the total. The Prevent Alcohol and Risk Related Trauma in Youth (P.A.R.T.Y.) program will be utilized to reduce the number of fatalities involving vehicle operators under 20. The P.A.R.T.Y. Program is an interactive, five-hour, in-hospital, injury-awareness and prevention program for high-school students with the addition of a hybrid option mixing classroom and online and a fully online option. The goal of the program is to provide young people with information about traumatic injury which will enable them to recognize potential injury producing situations, make safer choices and adopt behaviors that reduce risk.

Weld County Public Health Department - In 2019, 76 vehicle operators aged 20 and younger were killed in Colorado traffic crashes. Eight of the 76 fatalities (11%) occurred in Weld County. Weld County had the second highest number of fatalities of drivers aged 20 and younger in 2019. From 2013 to 2017, the

number of fatalities involving drivers age 20 and younger increased 400 percent in Weld County. In 2019, 97% of Weld County's young drivers aged 18-34 reported that they talk on the phone while driving. Additionally, 85 percent of 18-34-year-old drivers reported texting or emailing while driving, compared to 60 percent of drivers 35 and older.

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022	NHTSA 402	Community Programs	\$1,430,000	\$156,200	\$357,750

Program Area: Traffic Records

Description of Highway Safety Problems

The Colorado Traffic Records System continues to make improvements and is on par with many other states across the nation, but problems remain. Most databases still function as islands of information with limited data sharing and integration. Data remains inconsistent from one dataset to another, the quality of some data is questionable, and accessibility to the data is limited. The State Traffic Records Advisory Committee (STRAC) continues to work to solve these issues. Today more than ever, it remains vital for stakeholders to have reliable traffic records data upon which to make decisions concerning policy formulation and allocation of resources. Continuous improvements in data collection, accessibility, and quality are required to keep pace with changing needs and technology.

Associated Performance Measures

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2022	Percentage of DR3447 Crash Reports Submitted to DOR	2022	Annual	40.00

Countermeasure Strategy: Comprehensive TR Improvement Initiatives

Project Safety Impacts

Colorado's Traffic Records system is a virtual system composed of independent crash data systems. These systems collectively form the information base for the management of the state's highway and traffic safety activities. Traffic records data are used to develop and identify funds to further initiatives that reduce both the number and severity of traffic crashes on the state's roadways.

Linkage Between Program Area

Today more than ever, it remains vital for stakeholders to have reliable traffic records data upon which to make decisions concerning policy formulation and allocation of resources. Continuous improvements in data collection, accessibility, and quality are required to keep pace with our changing needs and technology.

Rationale

High-quality State traffic records data is critical to effective safety programing, operational management, and strategic planning. Every State—in cooperation with its local, regional, and Federal partners—should maintain a traffic records system that supports the data-driven, science-based decision-making necessary to identify problems; develop, deploy, and evaluate countermeasures; and efficiently allocate resources.

Planned Activity: FY22 Traffic Records Improvements

Planned Activity Description

A TR Coordinator to organize traffic records systems among all the agencies involved. The TRC works closely with the STRAC, CDOT, DOR, CSP and other agencies (including Police Departments) involved with traffic records. The TRC will act as a liaison among the involved agencies, under the guidance of the Project Manager.

Fund the attendance of core STRAC Members (to be determined based on priority) to attend the International Traffic Records Conference hosted by National Safety Council and sponsored by NHTSA, FHWA, FMCSA, and BTS (Bureau of Transportation Statistics). This task will enable the attendees to learn many aspects of TR.

Support the ongoing cooperative agreement with NHTSA/NCSA for Colorado to provide an overall measure of highway safety using fatal crash data. Most of the costs are funded by FARS (NHTSA); this is just supplemental funding.

405C Traffic Records Program Management, including but not limited to: grant and project management, participation in STRAC events and facilitation, operating costs & participation in the Traffic Records Forum, creation of the Annual Report, Traffic Records Strategic Plan, and continued data analysis and evaluation for HSO grantees.

Intended Subrecipients

TBD

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	NHTSA 405c	Traffic Records	\$324,200	\$81,050	N/A

Program Area: Occupant Protection

Description of Highway Safety Problems

In Colorado in 2020 preliminary data indicates there were 613 traffic fatalities, of those 188 involved an unrestrained occupant and of those 3 involved an occupant under 14.

Associated Performance Measures

Performance measure name
C-1) Number of traffic fatalities
C-2) Number of serious injuries in traffic crashes
C-3) Fatalities/VMT
C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions

Countermeasure Strategy: Child Restraint System Inspection Station(s)

Project Safety Impacts

Child passenger safety (CPS) inspection stations are designed to give parents and caregivers assistance from certified technicians on the proper fit of a child passenger restraint system. Certified CPS technicians and instructors provide information to the traveling public about proper seating positions for children and air bag equipped motor vehicles, the importance of restraint use and instruction on the proper use of child restraint systems. This strategy is part of a comprehensive, evidence-based effort to improve occupant protection statewide in order to reduce the prevalence of unrestrained injuries and fatalities. It is an evidence-based activity countermeasure as identified in NHTSA's *Countermeasures That Work*.

Linkage Between Program Area

Motor vehicle crashes are leading causes of death for children 4 years of age and older and for children under 4. CPS inspection stations are vital to ensure the correct installation of child passenger seats in an effort combat misuse of child restraint devices and to reduce serious injuries and fatalities among child motor vehicle passengers. Funding for this and all other strategies are distributed based on problem identification.

Rationale

The rationale for selecting this countermeasure strategy is that it is an evidence-based countermeasure as identified in NHTSA's *Countermeasures That Work*. Funding allocations for each planned activity are based on a robust problem identification coupled with agency capacity.

Planned Activity: CPS Inspection Stations

Planned Activity Description

In 2022, Child Passenger Safety (CPS) Inspection Stations activities include increasing the number of child passenger safety technicians, child passenger safety inspections and increasing CPS awareness and education.

Conducting an annual observation survey of seatbelt usage on Colorado roadways.

Intended Subrecipients

Atelior - In 2020 there were 613 traffic fatalities in Colorado, 188 of the 344 (54%) passenger vehicle fatalities were not wearing seat belts. Atelior will conduct the annual observational surveys of seat belt usage on Colorado roadways using trained traffic observers. Data will be gathered at the pre-determined sites by direct observations. The observers will count the number of front seat occupants of non-commercial passenger vehicles (cars and light trucks) and record the numbers who are wearing seat belts. Data will be recorded and translated into digital form for statistical analyses. 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 that will include the 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.

Colorado State Patrol – In 2020 there were 613 traffic fatalities in Colorado, 188 of the 344 (54%) passenger vehicle fatalities were not wearing seat belts. Colorado State Patrol (CSP) which has statewide traffic outreach will increase the number of newly certified/recertified child passenger traffic safety technicians and increase the number of Child Passenger Safety (CPS) awareness, education, and enforcement activities in all five CSP Districts.

Swedish Medical Center – From 2018 to 2019 there was a 2.5% increase in serious injuries and a 0.5% increase in motor vehicle occupant fatalities. Denver and Arapahoe County are the first and second leading counties, respectfully in serious injuries from traffic crashes. Arapahoe and Denver Counties are also in the top five counties for unrestrained passenger vehicle occupant fatalities. Swedish Medical Center and its car seat station serves both of these counties.

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022	NHTSA 402	Child Restraint	\$350,000	\$87,500	\$350,000

Program Area: Motorcycle Safety

Description of Highway Safety Problems

In 2020, preliminary data indicates there were 613 traffic fatalities, of those 137, or 22% were motorcyclist fatalities. Of those 137 fatalities, 65, or 47% were unhelmeted. The Counties representing the highest number motorcyclist fatalities include: El Paso, Jefferson, Adams, Larimer and Arapahoe. These Counties represent 50% of all Colorado motorcyclist fatalities.

Colorado has a legislative mandated Motorcycle Operator Safety Advisory Board (MOSAB) which includes a Highway Safety Office (HSO) member. The member holds an executive leadership position and through this involvement provides input and direction on the Motorcycle Operator Safety Training (MOST), which is administered through the Colorado State Patrol. A member from the HSO management team represents Colorado motorcycle safety interests in an executive role on the State Motorcycle Safety Administrator(s) (SMSA) organization. The HSO utilizes funding to support media campaigns designed to increase motorist awareness of motorcycles on Colorado roadways and encourage motorcyclist to wear proper protective gear. The campaigns are developed through problem identification and disseminated to the public during peak motorcycle riding activity.

Associated Performance Measures

Performance measure name
C-1) Number of traffic fatalities
C-2) Number of serious injuries in traffic crashes
C-3) Fatalities/VMT
C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above
C-7) Number of motorcyclist fatalities
C-8) Number of unhelmeted motorcyclist fatalities

Countermeasure Strategy: Communication Campaign

Project Safety Impacts

Communications and outreach campaigns for the general public are designed to educate, inform and provide resources to the public regarding the behavioral traffic safety challenges, related to motorcycle safety, on Colorado's roadways and efforts to address them. These campaigns also provide information regarding numerous high visibility enforcement campaigns. These strategies are part of a comprehensive, overall traffic safety program and are designed to reduce fatalities and serious injuries on Colorado roadways. Communication and outreach campaigns are evidence-based activity countermeasures as identified in NHTSA's *Countermeasures That Work*.

Linkage Between Program Area

As Colorado motorcycle fatalities continue to be a concern, a robust communication strategy is critical to create greater awareness among the traveling public. Communications campaigns are developed based on problem identification to address specific behavioral traffic safety challenges. Funding for this and all other strategies are distributed based on problem identification.

Rationale

The rationale for selecting this countermeasure strategy is that it is an evidence-based countermeasure as identified in NHTSA's *Countermeasures That Work*. Funding allocations for each planned activity are based on a robust problem identification coupled with agency capacity.

Planned Activity: Communications and Outreach

Planned Activity Description

CDOT's Office of Communications (OC) supports the Office of Transportation Safety (OTS), its grantees and partners with specialized assistance related to projects addressing motorcycle safety and motorists awareness of motorcycles.

Activities by the OC to address motorcycle traffic safety issues include:

- Development and implementation of safety education campaigns for motorcycle safety

(including motorist awareness of motorcyclists and information/education on rider safety),

- Development and distribution of news releases.
- Development of relationships with statewide media to encourage coverage of safety issues.
- Execution of newsworthy special events and press conferences.
- Development of materials for Hispanic audience and Spanish language media.
- Evaluation of campaign elements

Intended Subrecipients

Office of Communications Media and PR Vendors

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022	405f Motorcycle Programs	Paid Advertising	\$75,000	\$18,750	N/A
2022	NHTSA 402	Paid Advertising	\$140,000	\$18,750	N/A

Program Area: Communications (Media)

Description of Highway Safety Problems

Communications (Media)

Motor vehicle crashes are among the leading causes of death across the nation and in Colorado. Motor vehicle fatalities were on the decline and reached a low of 447 deaths in 2011. Since 2011 Colorado’s fatalities from motor vehicle crashes have increased substantially, reaching a high of 648 fatalities in 2017 before dropping to 612 fatalities in 2020.

According to preliminary data, in 2020 there were:

- 189 Unrestrained fatalities (55 percent of all passenger vehicle occupant fatalities)
- 203 Alcohol-impaired driver fatalities (30 percent of all fatalities)
- 210 Speed related fatalities (33 percent of all fatalities)
- 69 Non-helmeted motorcycle fatalities (up 41 percent from 2019)
- 28 drivers under the age of 21 killed in crashes (up from 24 in 2019)
- 88 pedestrian fatalities (14 percent of all fatalities)
- 48 drivers aged 65 years or older killed in crashes

The HSO incorporates data from the Fatality Analysis Reporting System (FARS), annual observed seat belt use survey results, the Department of Revenue’s Crash Record file and Vehicle Miles Traveled (VMT), in order to fund public relations campaigns that address the most serious behavioral traffic safety challenges.

Associated Performance Measures

Performance measure name
C-1) Number of traffic fatalities
C-2) Number of serious injuries in traffic crashes
C-3) Fatalities/VMT
C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions
C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above
C-7) Number of motorcyclist fatalities
C-8) Number of unhelmeted motorcyclist fatalities

C-9) Number of drivers age 20 or younger involved in fatal crashes
C-10) Number of pedestrian fatalities
C-12) Fatalities involving a distracted driver
C-14) Fatalities involving a driver or motorcycle operator testing positive for +> 5ng of Delta 9 THC

Countermeasure Strategy: Communication Campaign

Project Safety Impacts

Communications and outreach campaigns for the general public are designed to educate, inform and provide resources regarding the behavioral traffic safety challenges on Colorado's roadways and efforts to address them. These campaigns also provide information regarding numerous high visibility enforcement campaigns. These strategies are part of a comprehensive, overall traffic safety program and are designed to reduce fatalities and serious injuries on Colorado roadways. Communication and outreach campaigns are evidence-based activity countermeasures as identified in NHTSA’s *Countermeasures That Work*.

With several strong campaigns developed in 2021, the HSO will focus heavily on media buys in 2022 to showcase the creative materials. Approximately 68% of the budget will be devoted to media buys, up from 48% the previous year. In addition, media buys will be consolidated and reused in order to create additional efficiencies that will result in larger, public-facing media campaigns. Finally, these campaigns will also continue to use earned media and stakeholder engagement to generate additional public awareness.

Linkage Between Program Area

As Colorado fatalities continue to rise, a robust communication strategy is critical to create greater awareness among the traveling public. Communications campaigns are developed based on problem identification to address specific behavioral traffic safety challenges. Funding for this and all other strategies are distributed based on Problem ID.

Rationale

The rationale for selecting this countermeasure strategy is that it is an evidence-based countermeasure as identified in NHTSA's *Countermeasures That Work*. Funding allocations for each planned activity are based on a robust problem identification couple with agency capacity.

Planned Activity: Communications and Outreach

Planned Activity Description

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 audience and Spanish language media.
- Execution 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.

Intended Subrecipients

Office of Communications Media and PR Vendors

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022	405d Impaired Driving Mid	Paid/Earned Media	\$775,000	\$200,000	N/A
2022	NHTSA 402	Paid Advertising	\$1,402,000	\$350,500	N/A
2022	405b OP Low	Paid Advertising	\$250,000	\$60,000	N/A

Program Area: Non-motorized (Pedestrians and Bicyclists)

Description of Highway Safety Problems

In Colorado in 2020 preliminary data indicates there were 613 traffic fatalities. These fatalities included 94 pedestrians and 15 bicyclists.

Associated Performance Measures

Performance measure name
C-1) Number of traffic fatalities
C-2) Number of serious injuries in traffic crashes
C-3) Fatalities/VMT
C-10) Number of pedestrian fatalities
C-11) Number of bicyclists fatalities

Countermeasure Strategy: Pedestrian Enforcement and/or Education

Project Safety Impacts

Targeted enforcement and education is directed at drivers and pedestrians who are high risk for violations of pedestrian laws. Deploying law enforcement and other educational resources in areas, identified through problem identification, as having high incidents of fatalities and serious injuries involving pedestrians, is an effective strategy. These education and enforcement events are designed to deter behavioral traffic violations committed by drivers or pedestrians. Colorado's fatalities involving pedestrians are 14% of the total fatality number. This strategy is part of a comprehensive, evidence-based effort to reduce the prevalence of fatalities and injury crashes involving pedestrians. It is an evidence-based activity countermeasure as identified in NHTSA's *Countermeasures That Work*.

Linkage Between Program Area

Fatalities involving a pedestrian represent a significant portion of Colorado's total traffic fatalities. Targeted enforcement and education is vital to protecting Colorado's most vulnerable roadway user. Funding for this and all other strategies are distributed based on problem ID.

Rationale

The rationale for selecting this countermeasure strategy is that it is an evidence-based countermeasure as identified in NHTSA's *Countermeasures That Work*. Funding allocations for each planned activity are based on a robust problem identification coupled with agency capacity.

Planned Activity: Enforcement and/or Education

Planned Activity Description

In 2022, Non-Motorized Pedestrian activities include enforcement of traffic safety laws committed by pedestrians, motorists or other roadway users that create a dangerous traffic situation. The enforcement in cities, counties and highways identified by problem identification as having a high propensity for crashes and fatalities involving pedestrians. Law Enforcement and the Denver Parks and Recreation Department will also educate on best practices for pedestrians safety.

Intended Subrecipients

Aurora Police Department – In 2019, there were 596 traffic fatalities in Colorado, 73 or 12% were pedestrians, and 20 or 3% were bicyclists. The City of Aurora is in Adams and Arapahoe counties. A total of 23 pedestrian fatalities occurred in those two counties (14 in Adams and 9 in Arapahoe). Of those 23 pedestrian fatalities, 15 or 65% occurred in the City of Aurora. Pedestrian fatalities in the City of Aurora account for 44 percent of all Aurora fatal crashes in 2019.

Denver Parks and Recreation - In 2019 there were 597 traffic fatalities in Colorado, 76 or 12% were pedestrians. In 2019 in the City and County of Denver there were 61 traffic fatalities and 16 or 26% were pedestrians. Denver Parks and Recreation is entirely in the City and County of Denver.

Denver Police Department - In 2019 there were 597 traffic fatalities in Colorado, 76 or 12% were pedestrians. In 2019 in the City and County of Denver there were 61 traffic fatalities and 16 or 26% were pedestrians.

Lakewood Police Department - In 2020 there were 613 traffic fatalities in Colorado, 94 or 15% were pedestrians. In 2020 in the City of Lakewood there were 92 crashes involving a pedestrian or bicyclist, with 4 of those being fatal, 14 with serious bodily injury and 35 with either minor or general complaints of pain.

Wheat Ridge Police Department - From 2015 to 2018, there were 182 traffic fatalities in Jefferson County (Home of the City of Wheat Ridge) and approximately 21% involved pedestrian fatalities. The City of Wheat Ridge had one pedestrian fatality from 2015 – 2019, but had four in 2020. Auto vs. pedestrian crashes accounted for 57% of the fatal crashes in Wheat Ridge in 2020.

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2021	405h - Non-Motorized Traffic Safety	Pedestrian Safety	\$275,000	\$68,750	N/A
2022	NHTSA 402	Pedestrian Safety	\$75,000	\$18,750	N/A

Program Area: Older Drivers

Description of Highway Safety Problems

In Colorado in 2020 preliminary data indicates there were 613 traffic fatalities, of those 70 involved a driver 65 or older.

Associated Performance Measures

Performance measure name
C-1) Number of traffic fatalities
C-2) Number of serious injuries in traffic crashes
C-3) Fatalities/VMT
C-13) Drivers 65 or older involved in fatal crashes

Countermeasure Strategy: Older Driver Education

Project Safety Impact

Older Driver Education is designed to evaluate and make adjustments as necessary for the safe operation of their motor vehicles. Law enforcement agencies are provided training to properly identify circumstances and situations in which it is appropriate for an older driver to re-test through the Department of Revenue.

Linkage Between Program Area

Drivers 65 years and older represent a significant portion of Colorado's total traffic fatalities. Older driver education is vital to providing information on safe driving practices, identify and making proper adjustments for the operator, transportation alternatives and provides the information to older drivers, caregivers, family members and law enforcement. Funding for this and all other strategies are distributed based on Problem I.D.

Rationale

The rationale for selecting this countermeasure strategy is that it is an evidence-based countermeasure as identified in NHTSA's *Countermeasures That Work*. Funding allocations for each planned activity are based on a robust problem identification coupled with agency capacity.

Planned Activity: Older Driver Education

Planned Activity Description

In 2022, older driver planned activities include educating the 65 and older population on their transportation needs.

Intended Subrecipients

Health Promotion Partners LLC – The Health Promotions Partners project will, oversee leadership and organization of "Driving Office Hours" weekly online information sharing session, provide education to older drivers and interested parties via educational seminars, web based education, and CarFit events as appropriate and update, print, and distribute the Colorado Guide for Aging Drivers and their Families.

Native American Broadcasting Company - The Older Wiser Project is a Public Service Media Campaign with the goal to educate the population, 65 and Older about the need to have a transportation plan as part of their transportation retirement strategy. This population will be made aware of the available public transit options to serve their transit needs.

Funding Sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022	NHTSA 402	Driver Education (FAST)	\$96,000	\$24,000	\$96,000

Program Area: Planning & Administration

Description of Highway Safety Problems

Colorado experienced an increase in traffic fatalities from 2019 to 2020, from 597 to 613, despite a pandemic year. Traffic safety was affected by less enforcement and riskier driving behavior including excessive speed. Colorado continues to experience increases in population growth, which causes stress on the transportation environment. This coupled with a State that has no primary seatbelt law or helmet law for adults poses numerous safety challenges. After a short trend of decreasing traffic fatalities, they increased from 597 in 2019 to 613 in 2020, which constitutes a 3% increase.

Challenges to the highway safety environment include impaired driving, excessive speeding, an increase in non-motorized fatalities and increased in-vehicle technology causing distractions. While Colorado has experienced an increase in fatalities last year, the Colorado Highway Safety Office (HSO) continues to work with its safety partners to ensure a safer driving environment.

Planned Activity: Program Support

Planned Activity Description

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&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&A costs also include other office costs, such as travel, equipment, supplies and utility expenses and costs associated with upgrades to the E Grants System. Program support tasks include establishing resource requirements, departmental roles and responsibilities, assignment of tasks and schedules and program management of the FY22 grants. Costs include external project audit costs, program-specific staff training and necessary operating expenses. Other support functions include support for the annual required observed seat belt usage surveys and any program assessment costs.

The purpose of tech transfer funds is to provide training, community outreach and coalition building for traffic safety educational programs. The funds are also used to send HSO partners and stakeholders to training events and various conferences and for traffic safety recognition events.

Intended Subrecipients

HSO Staff

HSO Traffic Safety Partners and Stakeholders

Local Law Enforcement

Colorado State Patrol

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	405c Data Program	Data Program (FAST)	\$120,000	\$30,000	N/A
2022	405d Impaired Driving Mid	Mid Impaired Driving	\$340,000	\$85,000	N/A
2022	NHTSA 402	Planning and Administration	\$225,000	\$225,000	N/A
2022	NHTSA 402	Occupant Protection	\$600,000	\$150,000	N/A

S405(b) Occupant Protection Grant Application - See Attached Application

405(c) State Traffic Safety Information System Improvements Grant Application - See Attached Application

405(d) Impaired Driving Countermeasures Grant - See Attached Application

405(f) Motorcyclist Safety Grant - See Attached Application

405(h) Nonmotorized Safety Grant

ASSURANCE: The State shall use the funds awarded under 23 U.S.C. 405(h) only for the authorized uses identified in § 1300.27(d).

Certifications, Assurances, and Highway Safety Plan PDFs

Certifications and Assurances for 23 U.S.C. Chapter 4 and Section 1906 grants, signed by the Governor's Representative for Highway Safety, certifying to the HSP application contents and performance conditions and providing assurances that the State will comply with applicable laws, and financial and programmatic requirements.

Supporting Documents
Signed FY22 1300 Certifications and Assurances.pdf
2022 Project Funding.xlsx