

Highway Safety Program Annual Report: FFY 2004



Colorado Department of Transportation
Safety & Traffic Engineering Branch

Highway Safety Program Annual Report: FFY 2004

Prepared for:

Colorado Department of Transportation
Safety & Traffic Engineering Branch
4201 East Arkansas Avenue
Empire Park, Suite 770
Denver, Colorado 80222

Prepared by:

Dr. Jeffrey Zax, Professor of Economics,
University of Colorado at Boulder

Dr. Naci Mocan, Professor of Economics,
University of Colorado at Denver

Anne Reinhart, University of Colorado

Christina Davis, University of Colorado

University of Colorado at Boulder
Department of Economics
256 UCB
Boulder, CO 80309-0256

Jennifer Garner of Garner Insight

Glissen Rhode of Glissen, LLC

**Colorado Department of Transportation
Safety & Traffic Engineering Branch**

Table of Contents

Introduction.....	1
Performance Goals and Trends.....	3
Program Overview.....	8

Project Descriptions

04-01-11-01 DUI Enforcement Training.....	11
04-01-11-02 College DUI Prevention.....	12
04-01-11-04 Pueblo County Impaired Driving Prevention.....	15
04-01-11-06 DUI Overtime CSP.....	16
04-01-11-08 Drug Recognition Expert Training.....	17
04-01-11-09 Breath-Alcohol Testing Instruments.....	18
04-01-11-10 Drug Recognition Expert Technical Transfer National DUI/DRE Conference.....	19
04-01-11-12 DUI Checkpoint Colorado.....	20
04-02-21-01 Aggressive Driver Enforcement.....	21
04-03-31-01 Traffic Safety for Youth.....	22
04-03-31-02 High School DUI Prevention.....	23
04-03-31-03 Drunk Driving Simulator.....	25
04-03-31-04 Young Drivers Under-Age Drinking Prevention Project.....	26
04-04-41-01 Research, Data Analysis and Program Evaluation.....	28
04-04-41-02 2004 Seat Belt Survey.....	29
04-04-41-03 Update the Strategic Plan for Traffic Records.....	31
04-04-41-05 Accident Data Conversion.....	32
04-04-41-07 Levels of Investment Model.....	33
04-04-41-08 Repeat Offender Research and Evaluation.....	34
04-04-41-09 Traffic Records Assessment.....	35
04-05-51-01 Traffic and Highway Engineering Studies.....	36
04-05-51-02 Signs for Small Communities.....	37
04-05-51-03 Traffic and Highway Engineering Seminars.....	38
04-05-51-04 Work Zone Seminars.....	39
04-05-51-05 Traffic and Safety Engineering Training.....	40
04-05-51-06 Maintenance Incentive Program.....	41
04-05-51-07 Informational Brochures and Technical Reference Materials.....	42
04-06-61-01 Operation Buckle Down.....	43
04-06-61-02 High Visibility Enforcement.....	44
04-06-61-03 Child Passenger Safety.....	45
04-06-61-04 Tri-Country Passenger Safety Program.....	46
04-06-61-05 Occupant Protection Enforcement.....	47
04-06-61-06 Denver Area Latino Community Traffic Safety Program.....	48
04-06-61-07 African American Community Traffic Safety Program.....	50
04-06-61-08 Child Passenger Safety Program.....	51
04-06-61-09 Booster Seat Outreach.....	52
04-06-61-10 La Plata County Clicks.....	54
04-06-61-11 Buckle Up for Love.....	56
04-06-61-12 Central Mountain SAFE Kids.....	57
04-06-61-13 Occupant Protection Enforcement.....	58
04-06-61-15 Tech Transfer.....	59
04-08-81-01 DUI Prevention Activities.....	60
04-08-81-02 Occupant Protection Activities.....	61
04-08-81-03 PI The Heat is On!.....	62
04-08-81-04 PI Click It or Ticket.....	65
04-08-81-05 DUI Information Materials.....	69
04-08-81-06 GDL Information Materials.....	72

Table of Contents

04-08-81-07 CPS and Booster Seat Information Materials.....	74
04-09-91-02 Weld County Child Passenger Safety Program.....	76
04-09-91-03 Technology Transfer.....	77
04-09-91-04 Coalition Mini-Grants.....	78
04-10-95-02 Cycle Safety Circus for Kids.....	79

Introduction

In 2004, Colorado continued to improve its key outcomes pertaining to crashes and fatalities. The following is the list of key performance indicators.

1. The fatality rate (per 100 million VMT): 1.48
2. The fatal crash rate (per 100 million VMT): 1.31.
 1. Average BAC level at time of arrest: 0.116
 2. Crash rate (per 100 million VMT): 299.3
 3. Overall seatbelt use: 79.3%
 4. Seat belt use in passenger cars: 80.9%
 5. Car seat use by children: 88.5%
 6. Seat belt use by children 5-15 yrs. of age: 71.8%

The rate of fatalities per 100 million vehicle miles traveled (MVT) was about 3.8 in 1977. It declined to 2.0 in 1990, and to 1.55 in 1999. After two years of slight increases in 2000 and 2001, the rate of fatalities declined in 2002 to 1.7 fatalities per 100 million MVT. Between 2002 and 2003 the rate declined by 13% to 1.48.

The fatal crash rate per 100 million VMT was 2.97 in 1981. After a significant reduction through the end of the 1990s, the fatal crash rate leveled off at around 1.50. Between 2002 and 2003 the fatal crash rate declined from 1.55 to 1.31, which constitutes a 15% drop.

The average BAC level at the time of arrest continues to trend downwards. The average, which was 0.155 in 1995, went down to 0.134 in 2000. Between 2000 and 2003 the average BAC level at the time of arrest declined slightly (3%) from 0.12 to .116.

Although the state's total crash rate (the sum of fatal, injury and property damage crashes) had grown steadily over time, it has remained almost constant since 2001. The rate was 299.3 in 2003.

The rate of overall seatbelt use continues to grow. The rate, which was 55.5% in 1995, increased to 65.1% in 2000. From 2002 to 2003 the rate of overall seatbelt use increased by approximately an additional 8 percent from 73.2% to 79.3%.

The rate of seatbelt use by front seat occupants of passenger cars increased significantly from 61% in 1995 to 76.6% in 2002. From 2002 to 2003, there was a 5.6% increase where the 2003 rate was registered as 80.9%.

The utilization rate of child car seats had remained stable since 1997 at around 80%. However, the rate increased from 79.6% in 2002 to 88.5% in 2003.

The rate of seatbelt use by children aged 5 to 15 increased from 48.8% in 1997 to 59.7% in 2002. There was a significant jump (20%) in the rate of measured seatbelt use by children aged 5 to 15, from 2002 to 71.8% in 2003.

Challenges

The population of Colorado has grown 38% between 1990 and 2003 to reach 4.55 million. The Western Slope grew 36% during that time span and the population in the Front Range increased by 37%. Between 1990 and 2003, Douglas County, which is one of the fastest growing counties in the country, almost quadrupled in size, reaching a population of 223,000. This rapid growth in population generates congestion on the highway system, and consequently increasing driver frustration. This will continue to be a growing issue in the future.

Introduction

The rate of injury crashes continues on its downward trend. After a decade of significant decline, the rate of fatal crashes has leveled off since the early 1990s. On the other hand, the rate of crashes involving property damage only has increased by about 20% between 1992 and 2003. This translates into a rising overall crash rate, which is due mainly to the rise in property-damage-only crashes.

The rate of adult drivers who are involved in fatal accidents and who tested positive for alcohol has remained rather stable since the mid 1990s. On the other hand, the rate of adult drivers in fatal accidents who tested positive for drugs has more than tripled between 1991 and 2002. In 1991 only

3% of adult drivers in fatal accidents tested positive for drugs. The rate increased to 11% in 2002. The level and the trend of drug involvement in fatal crashes poses an important challenge.

There is an alarming trend in the rate of juvenile drivers (younger than 18 yrs. of age) who tested positive for alcohol or drugs as a percentage of all juvenile drivers in fatal accidents. The rate doubled in less than a decade. In 1994, 21% of juvenile drivers who were involved in a fatal accident were under the influence of alcohol or drugs. The rate went up to 42% in 2002.

Performance Goals & Trends

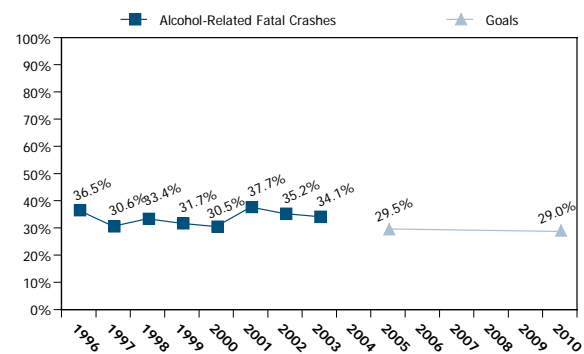
CDOT's Integrated Safety Plan details the agency's goals and objectives for its traffic safety program. CDOT has set specific goals for reducing the number of fatal and injury crashes and the overall crash rate through fiscal year 2005. To accomplish this, CDOT has developed 17 performance measures to track progress toward these long-term goals.

1. Reduce alcohol related fatal crashes as a percentage of all fatal crashes to 29.0% by 2010. In 2004, Colorado adopted the 0.08 BAC standard. If the 0.08 BAC standard had not been enacted, the goal for this measure would have been 31.5%.
2. Reduce the average BAC at time of arrest to .090 by 2010.
3. Reduce the total number of crashes per 100 million Vehicle Miles of Travel (VMT) to 291.3 by 2010.
4. Reduce fatalities per 100 million VMT to .91 by 2010.
5. Reduce the injury crash rate per 100 million VMT to 66.3 by 2010.
6. Reduce the number of motorcycle crashes per 1,000 motorcycle registrations to 16.0 by 2010.
7. By 2005, provide an integrated, responsive, timely and accurate accident records system.
8. Increase seat belt usage to 85.0% by 2010.
9. Increase seat belt usage in rural Colorado to 81.0% by 2010.
10. Increase the use of seat belts by front seat occupants of passenger cars to 88% by 2010.
11. Increase the use of seat belts by front seat occupants of light trucks to 72.0% by 2010.

12. Increase car seat use for children to 92.0% by 2010.
13. Increase seat belt use by children ages 5 to 15 to 80.0% by 2010.
14. Reduce the percentage of drivers involved in alcohol-related fatal crashes who are under the age of 21 to 11.5% in 2010.
15. Reduce the involvement in crashes of drivers ages 21 to 34 to 32.0% by 2010.
16. Reduce the percentage of drivers involved in alcohol-related fatal crashes who are between the ages of 21 and 34 to 30.0% by 2010.
17. Reduce the fatal crash rate per 100 million VMT to 1.00 by 2010.

Where possible, the following graphs, along with additional supporting data, demonstrate Colorado's progress toward these goals. The most current available data is presented.

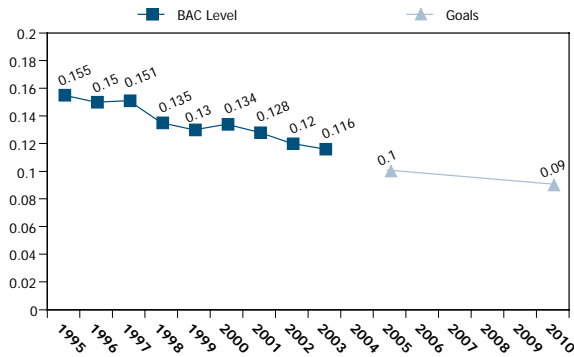
Goal 1. Actual and Targeted Alcohol-Related Fatal Crash Rate



Source: Colorado Department of Transportation, Colorado Integrated Safety Plan, 2005-2007.

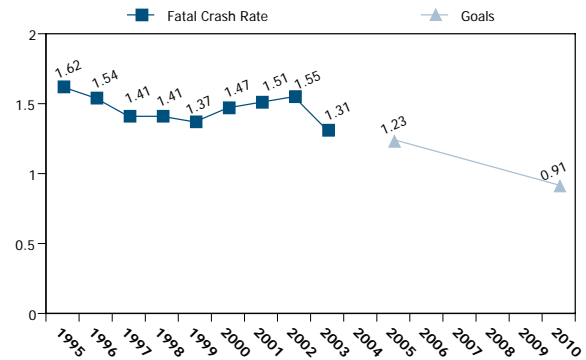
Performance Goals & Trends

Goal 2. Actual and Targeted Average BAC Level at the Time of Arrest



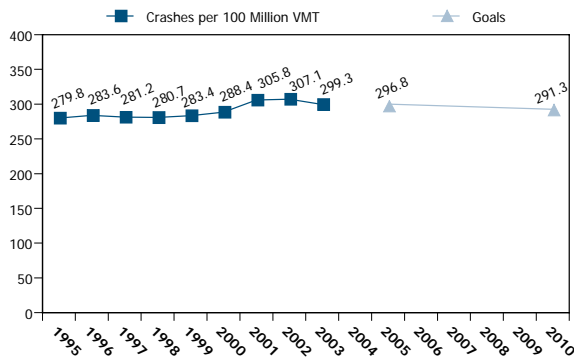
Source: Colorado Department of Transportation, Colorado Integrated Safety Plan, 2005-2007.

Goal 4. Actual and Targeted Fatal Crash Rate



Source: Colorado Department of Transportation, Colorado Integrated Safety Plan, 2005-2007.

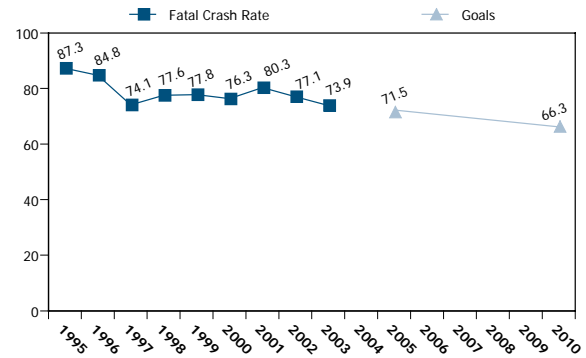
Goal 3. Actual and Targeted Total Number of Crashes per 100 Million VMT



Note: The sum of fatal, injury and property damage-only crashes.

Source: Colorado Department of Transportation, Colorado Integrated Safety Plan, 2005-2007.

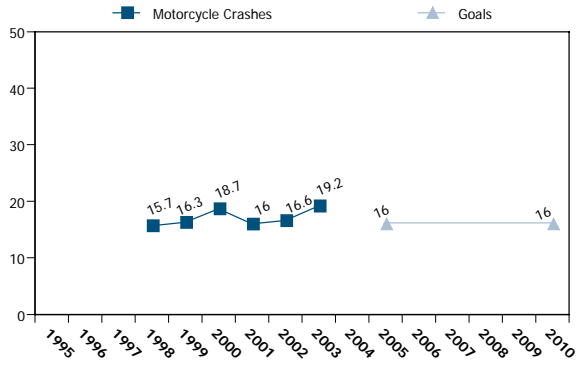
Goal 5. Actual and Targeted Injury Crash Rate



Source: Colorado Department of Transportation, Colorado Integrated Safety Plan, 2005-2007.

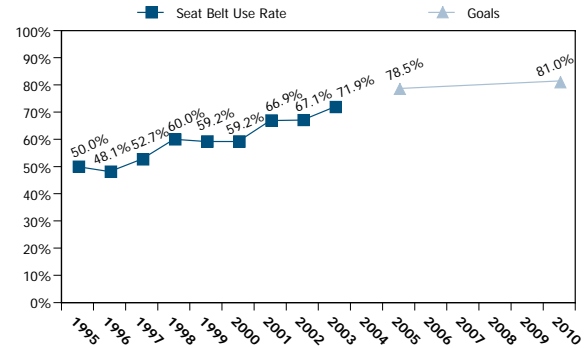
Performance Goals & Trends

Goal 6.
Actual and Targeted Motorcycle Crashes per 1,000 Motorcycle Registrations



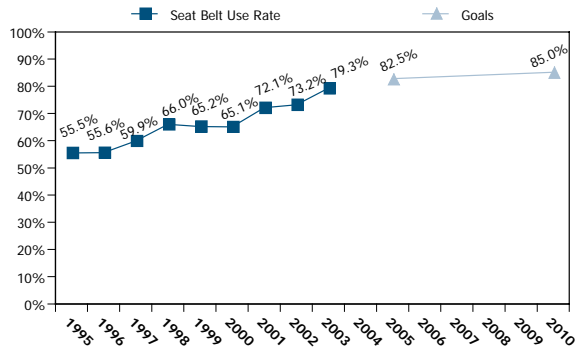
Source: Colorado Department of Transportation, Colorado Integrated Safety Plan, 2005-2007.

Goal 9.
Actual and Targeted Seat Belt Use in Rural Areas



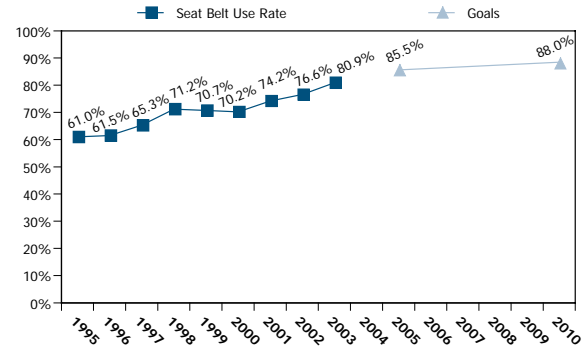
Source: Colorado Department of Transportation, Colorado Integrated Safety Plan, 2005-2007.

Goal 8.
Actual and Targeted Overall Seat Belt Use Rate



Source: Colorado Department of Transportation, Colorado Integrated Safety Plan, 2005-2007.

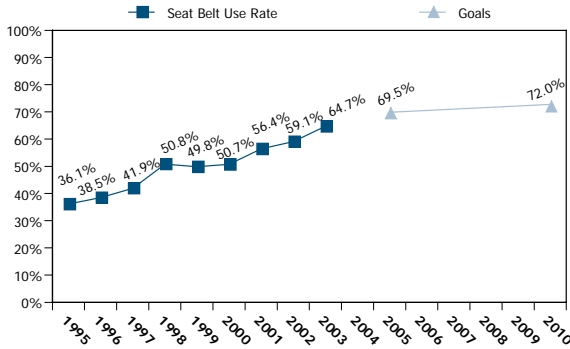
Goal 10.
Actual and Targeted Seat Belt Use Rate by Front Seat Occupants of Passenger Cars



Source: Colorado Department of Transportation, Colorado Integrated Safety Plan, 2005-2007.

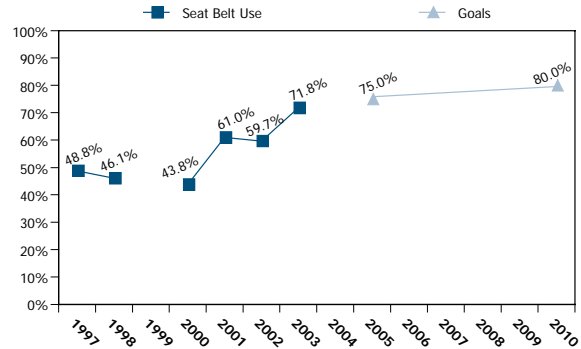
Performance Goals & Trends

Goal 11.
Actual and Targeted Seat Belt Use Rate by Front Seat Occupants of Light Trucks



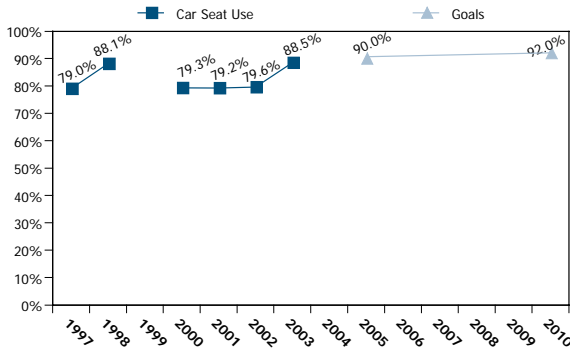
Source: Colorado Department of Transportation, Colorado Integrated Safety Plan, 2005-2007.

Goal 13.
Actual and Targeted Seat Belt Use Rate by Children Ages 5 to 15



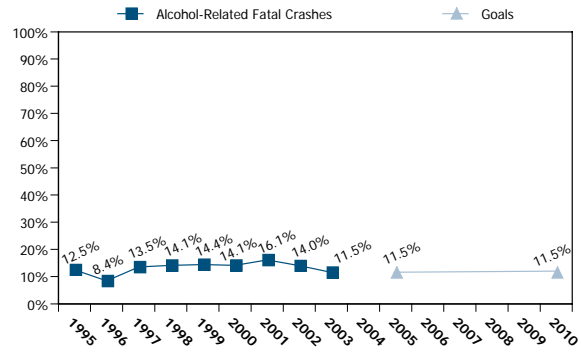
Source: Colorado Department of Transportation, Colorado Integrated Safety Plan, 2005-2007.

Goal 12.
Actual and Targeted Car Seat Use Rate by Children



Source: Colorado Department of Transportation, Colorado Integrated Safety Plan, 2005-2007.

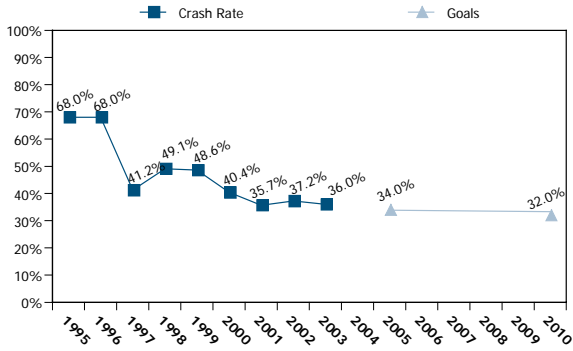
Goal 14.
Actual and Targeted Proportion of Drinking Drivers in Fatal Accidents who are Younger than 21



Source: Colorado Department of Transportation, Colorado Integrated Safety Plan, 2005-2007.

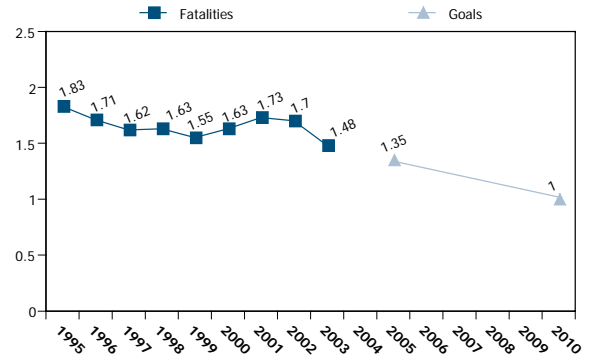
Performance Goals & Trends

Goal 15.
Actual and Targeted Rate of Drivers who are Younger than 21 as a Percentage of Drivers in all Crashes



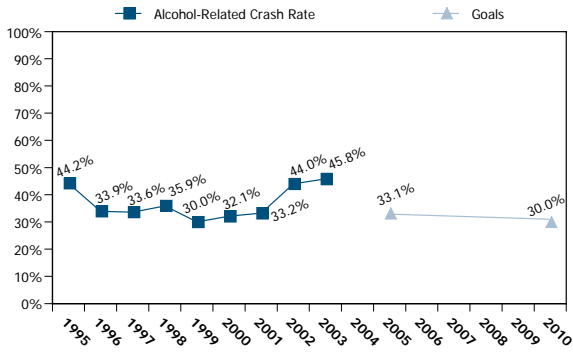
Source: Colorado Department of Transportation, Colorado Integrated Safety Plan, 2005-2007.

Goal 17.
Actual and Targeted Fatal Crash Rate per 100 Million VMT



Source: Colorado Department of Transportation, Colorado Integrated Safety Plan, 2005-2007.

Goal 16.
Actual and Targeted Rate of Drinking Drivers Ages 21 to 34 in Alcohol-Related Fatal Accidents



Source: Colorado Department of Transportation, Colorado Integrated Safety Plan, 2005-2007.

Program Overview

The mission of the Safety Program at CDOT is to reduce the incidence and severity of motor vehicle crashes and the associated human and economic loss. To accomplish this mission, critical problem areas have been identified, which historically have the most significant impact on motor vehicle crashes. These are Impaired Driving, Young Drivers, Occupant Protection, and Aggressive Driving. In addition, CDOT dedicates significant resources to improving the safety of motorcyclists, bicyclists, and pedestrians. An overview of each problem area is provided below.

Impaired Driving

In 1978 more than half of all fatal crashes in Colorado involved alcohol. Over the course of a two-and-a-half decades the rate of alcohol-related crashes declined to about 4 out of 10 fatal crashes in 2002. In its efforts to reduce the rate of impaired driving, CDOT has been involved in and was supportive of a number of initiatives. Specifically, CDOT's key strategies in the area of impaired driving involved the continuation of high visibility enforcement programs combined with education and prevention programs targeted at high-risk drivers.

Efforts to pass Open Container and 0.08 legislation in Colorado were successful in 2004. House Bill 04-1021 was signed to law on May 21, 2004 and became effective on July 1, 2004. According to the new law, it is a misdemeanor for any person in Colorado to have a BAC level 0.08 or higher at the time of driving or within two hours after driving. This change from the previous legal BAC limit of 0.10 is expected to have an impact on impaired driving.

CDOT will continue to work cooperatively with the Department of Human Services and the Department of Revenue to implement the Persistent Drunk Driving legislation passed in

1998. This statute allows Colorado to comply with the requirements of 23 USC Section 164 Repeat Intoxicated Driver Laws.

During the FFY 2004, CDOT, in conjunction with the Colorado State Patrol and over 60 local law enforcement agencies, participated in an enhanced high visibility DUI enforcement program called "You Drink, You Drive, You Lose." This program combined paid and earned media to support overtime enforcement and the use of sobriety checkpoints, both fixed and mobile, and saturation patrols to enforce Colorado's DUI laws.

In 1982 the Colorado Legislature established the Law Enforcement Assistance Fund (LEAF) to improve the enforcement of laws pertaining to alcohol and drug related driving offenses. The program is self-funded through fines assessed against the DUI offenders. Local police departments and sheriffs' agencies are eligible to receive LEAF grants for overtime enforcement. A small percentage of the funds are used by local law enforcement agencies for operating funds and/or capital equipment.

In addition to the state LEAF funds expended for the FYY 2004, CDOT distributed federal funds for overtime DUI enforcement to local law enforcement, particularly to those agencies that are ineligible to participate in LEAF. CDOT also disbursed federal funds to the Colorado State Patrol to provide overtime DUI enforcement and to participate with local agencies in the "You Drink, You Drive, You Lose" campaign. Federal funds are used to support the "You Drink, You Drive, You Lose" media campaign.

CDOT continues to support the "DUI, the Endless Hangover" campaign which targets low income 21-34 year old males in Pueblo. CDOT continues to work with community groups

Program Overview

throughout the state to develop and implement impaired driving programs appropriate for the needs of their populations.

Young Drivers

In late 1990s nearly one in five drivers involved in serious crashes in Colorado were between the ages of 16 and 20. In reaction to this alarming rate of incidence, the Colorado Legislature passed a Graduated Driver Licensing Law (GDL), effective July 1, 1999. The provisions of the law include i) young drivers must log a minimum of 50 hours of behind-the-wheel training with a parent, guardian and other qualified adult. Ten of these hours must be at night; ii) all passengers of a young driver must wear seat belts and the number of passengers cannot exceed the number of seat belts in the vehicle; iii) other restrictions apply to, for example, nighttime driving.

Since the implementation of GDL there seems to be a mild downward trend in the fatal crash rate among juveniles (those younger than 18) and young adults. For example, in 2002, about 8 percent of fatal crashes involved juvenile drivers and 15% of fatal crashes involved drivers ages 16 to 20. CDOT will continue to monitor these trends.

The proportion of drinking drivers involved in fatal crashes who had been drinking declined from a high of 62% in 1981 to 28% in 1989, and to 19% in 2002. However, juvenile drivers who tested positive for alcohol or drugs as a percentage of all juvenile drivers in fatal accidents doubled from 21% in 1994 to 42% in 2002.

CDOT is continuing to identify and partner with communities to develop teen driving programs, with a particular emphasis on problem areas.

Partnership with the Museum of Nature and Science continues to offer statewide education programs which target children, teens and young adults.

Occupant Protection

Seat belt use in Colorado has increased substantially from about 56% in 1995 to 79% in 2003. Despite this dramatic gain, many Coloradoans, particularly those in rural communities have lower seat belt use rates. The CDOT has targeted certain geographical areas of the state with low usage rates for education programs that aim to increase the use of seat belts, child seats and seat belt usage by juveniles. Examples include programs of the Mesa County Health Department and San Juan Basin Health Department to increase child restraint system usage, and seat belt benefits.

State-wide outreach, training, education and enforcement efforts continue with such programs as acquiring and distributing car sets to needy families, organizing car seat check-up events and fitting stations where car seats can be checked for proper installation, providing overtime funding for state troopers for occupant protection enforcement, providing funding for a toll-free telephone line and website access to child passenger safety restraint information, providing training courses to caregivers, parents, health providers and other Child Passenger Safety organizations.

CDOT also funds programs targeted at Latino and African-American communities with low occupant protection rates.

Program Overview

Aggressive Driving

It has been estimated that improper and aggressive driving may be responsible for 85% of all crashes. These behaviors include running red lights, speeding, improper lane changes, passing on the shoulder, following too close, careless and reckless driving and DUI. In recent years, aggressive driving, which is defined as two or more of these violations exhibited together, has become a significant traffic safety issue.

It has been shown that targeted traffic enforcement programs are very effective in changing driver behavior including aggressive behavior, and are essential in reducing crashes at high hazard locations. CDOT contracted with the Colorado State Patrol to administer traffic violation citations on identified high hazard target roads on I-25, I-76 and US 85.

Other Modes

CDOT dedicates resources to improving the safety of bicyclists, motorcyclists and pedestrians. These efforts generally consist of education programs. To counteract the increasing rate of motorcycle accidents, CDOT is committed to continuing to train and license all riders through the Motorcycle Operator Safety Training (MOST) program. It is funded through \$1 fees charged on motorcycle endorsements and \$4 fees charged on motorcycle registrations. Over 46,000 people have been trained since the program's inception in 1991 throughout the state.

The Cycle Safety Circus for Kids educates children to wear safety helmets and practice safety while riding a bicycle. The program focuses its efforts in Denver, Colorado Springs, Boulder and Fort Collins.

CDOT continues to support highway engineering studies to analyze and identify specific needs and circumstances pertaining to signing, roadside obstacles, speed and school zones. CDOT also provides Traffic and Safety Engineering seminars for local officials, where the basics of traffic and highway engineering are provided to those who are responsible for transportation decision in their communities.

Project Descriptions

Impaired Driving

DUI Enforcement Training

Rocky Mountain Institute of Transportation Safety (RMITS) conducts training programs to help educate law enforcement about impaired driving.

Project Number:	04-01
Task Number:	11-01
Planned Expenditures:	\$17,614.87
Actual Expenditures:	410AL-\$17,614.87

Goal

Improve the ability of law enforcement agents to identify impaired drivers.

Objectives

Improved detection at lower BAC levels is the primary objective. Provide OTS-approved impaired driving detection training as a tuition-funded program statewide through the Rocky Mountain Institute of Transportation Safety (RMITS).

Strategies and Initiatives

- Conduct impaired driving detection training in three high-risk locations.
- Conduct two SFST Instructor Schools and two DITEP schools.
- Conduct two instructor workshops to provide updated information and continuing education hours.
- Establish and maintain updated NHTSA/SFST Instructor curriculum on the RMITS website.
- Conduct meetings to develop curriculum and instructional programs.
- Conduct quarterly Advisory Board meetings and one retreat for the RMITS board and committee members.

- Provide support to RMITS certified instructors.
- Provide support for three Colorado-certified RMITS key instructors and one RMITS employee to attend non-RMITS advanced training.
- Provide support for RMITS's marketing plan.
- Conduct a vehicular homicide/DUI conference.

Results

RMITS held three DUI/SFST classes and one Instructor School, but no DITEP schools. RMITS held an Instructor Update course that 22 people attended. In July, RMITS held a DUI committee meeting.

RMITS did not establish or maintain NHTSA/SFST Instructor update curriculum on their website.

The Advisory Board meetings were not held due to scheduling conflicts and there was no retreat.

RMITS supported their certified instructors by providing travel, per diem and hourly instructor fees for RMITS-approved training through September 2004. No instructors attended the non-RMITS advanced training seminars.

Support was provided for a mailing of RMITS class flyers.

Impaired Driving

College DUI Prevention

The BACCHUS and GAMMA Peer Education Network trains college students to be peer educators. These students work to educate their peers on the dangers of impaired driving and to reduce the incidence of alcohol-related fatalities, injuries, and unsafe driving practices.

Goal

Reduce the rate of alcohol-related and drug-impaired driving accidents, injuries, and fatalities.

Objectives

Increase designated driver usage by 5% and decrease impaired driving by 3% among students at one of twelve participating colleges or universities.

Strategies and Initiatives

Provide training and support to twelve campuses to develop peer-led impaired driving prevention programs.

Increase collaborative efforts between campus impaired driving prevention programs and local and state law enforcement. Pilot the Alcohol Response-Ability Judicial Sanction Program on three campuses and work with LEAF Grant recipient agencies and the *Heat is On* DUI enforcement program.

Develop and implement specific programs for high-risk groups, such as athletes and fraternity or sorority members.

Partner with TEAM Coalition, Inc. to promote the prevention of impaired driving and the use of designated drivers at five major Colorado collegiate athletic events.

Project Number:	04-01
Task Number:	11-02
Planned Expenditures:	\$168,154.40
Actual Expenditures:	410AL: \$168,154.40

Provide support for the training of advisors and peer educators in program development, presentation skills, and media advocacy.

Support one student delegate per participating campus in The Bacchus and GAMMA Peer Education Network General Assembly and provide 50 scholarships to 50 Colorado collegiate peer educators.

Provide on-going support for professional advisors on 12 Colorado college and university campuses.

Use a collegiate assessment tool to assess the incidence of drugged driving; train peer educators and advisors on drugged driving; support program development to increase risk awareness and prevention of drugged driving.

Provide support for peer education programs through developing, printing, purchasing, and distributing materials about prevention of impaired driving for use at high-risk events such as new-student orientation, Homecoming, and spring break.

Provide support for two meetings of Colorado college and university prevention professional and peer education advisors.

Support participation in key transportation safety conferences, meetings, and coalitions through provision of displays, materials, personnel, and programs.

Impaired Driving

Evaluate 12 participating campuses to assess the effectiveness of delivery of services, informational content of training, and support received as a result of participation.

Results

Results of increased designated driver usage have yet to arrive and be evaluated. Measures of reductions in impaired driving will be evaluated with the final survey.

Ten campuses participated instead of twelve because of insufficient staffing, staff changes, or advisor time restraints. The 10 campuses involved represent many of Colorado's higher-risk counties and include: Colorado School of Mines; Colorado State University; Colorado State University-Pueblo; Fort Lewis College; Northeastern Junior College; Regis University; United States Air Force Academy; University of Colorado; University of Denver; University of Northern Colorado.

The Alcohol Response-Ability course was issued to the University of Denver, Regis University, and Colorado State University-Pueblo. Each university received 200 courses and will use them as judicial sanctioning for their students.

"Heat is On" awareness posters and other law enforcement media advisories were distributed to all campuses at high-risk celebrations, such as Halloween and St. Patrick's Day.

The BACCHUS and GAMMA Collegiate Impaired Driving Behavior and Attitude Survey (CIDBAS) was administered in its entirety or in segments to 6 campuses: Colorado State University; Colorado State University-Pueblo; Fort Lewis College; Northeastern Junior College; Regis University; and University of Northern Colorado. Five campuses received training on the Small Groups Social Norms Challenging Model to assess alcohol abuse within high-risk groups and

the Impaired Driving Prevention Program began within the University of Colorado's Greek System.

In collaboration with TEAM, Inc., BACCHUS and GAMMA designed scratch-and-win cards with impaired driving messages. Nearly, 1200 cards and prizes were distributed at the CU vs. CSU football game. The Air Force Academy, UNC, CSU, and DU held similar activities at sporting events. In total, over 10,000 cards were distributed among these campuses.

CDOT provided media training at two conferences on two different campuses. Advisors from 5 campuses attended the "Small Groups Social Norms Challenging" two-day workshop and 15 advisors and graduate assistants participated in the Train the Trainer conference. "Creating a Social Norming Campaign" was presented to Regis University. BACCHUS and GAMMA collaborated with CDOT to encourage university presidents to address impaired driving with students at the start of the school year. Support was provided for media campaigns at CSU and Fort Lewis college after two alcohol-related college student deaths. In the University of Colorado Chancellor's e-mail to 30,000 students about alcohol use, the Chancellor referenced BACCHUS and GAMMA's website as an information source.

Fifty-six students and advisors from seven Colorado institutions of higher education attended the Area 3 Spring Conference. Advisors participated in a roundtable idea-sharing session to help increase advisors' knowledge of BACCHUS and GAMMA resources and traffic safety programming within the four-state region.

A Certified Peer Educator (CPE) training session was held at the Area 3 Spring Conference. Another CPE was held in September 2004 and 35 students were trained and certified.

Impaired Driving

Results from the BACCHUS and GAMMA Collegiate Impaired Driving Behavior and Attitude Survey have yet to arrive and be evaluated.

All 10 campuses were provided with materials to address alcohol use and impaired driving prevention for Summer Orientation activities and the Fall 2004 semester, such as Safe Ride Cards, TEAM scratch cards, and posters.

Impaired Driving

Pueblo County Impaired Driving Prevention

The city of Pueblo and Pueblo County consistently exceed average statewide alcohol-involved crash rates. Crossroads Managed Care Systems provides impaired driving prevention programs in Pueblo County that focus on young male drivers, ages 21 to 34.

Goal

Reduce the number of alcohol-related traffic accidents among young drivers of the age 21-34.

Objectives

Decrease alcohol-related traffic crashes among young drivers of the ages 21-34 by 10% as compared to 2003.

Strategies and Initiatives

Provide support to conduct ten “Buzzing and Tooling-Down the Road” presentations to blue-collar companies.

Develop and distribute informational materials about alcohol-related accidents.

Conduct a media campaign with billboards, posters, banners, television spots, and radio spots that focuses on young male drivers.

Evaluate the effectiveness of programming on reducing alcohol-related crash rates.

Project Number:	04-01
Task Number:	11-04
Planned Expenditures:	\$64, 569.85
Actual Expenditures:	410AL-\$64,569.85

Results

No data regarding the rate of alcohol-related traffic crashes involving 21 to 34 year old men were presented.

Crossroads’ Turning Points, Inc. presented a DUI Prevention program, “Buzzing and Tooling Down the Road,” to 24 businesses. They collected surveys from over 85 male participants.

Using a design approved by CDOT, new posters were created to inform people about the cost of a DUI in comparison to the cost of a beer. Coalition members distributed the posters to local businesses, who were asked to post them in waiting areas and employee break rooms. Six billboards nearly identical to the posters, three in English and three in Spanish, were created and posted for three months.

The CDOT campaign “You Drink, You Drive, You Lose,” was used for posters, flyers, and promotional materials.

Crossroads’ Turning Points, Inc. participated in ten community events that featured volunteers from Drive Smart Pueblo, who talked about the dangers of drinking and driving.

Impaired Driving

DUI Overtime CSP

CDOT contracted with the Colorado State Patrol to combat alcohol-related motor vehicle crashes in six areas where DUI crashes are overrepresented.

Goal

Reduce alcohol and drug related motor vehicle accidents and increase DUI/DUID citations by 5%.

Objectives

Increase DUI/DUID enforcement and educate citizens in six targeted areas.

Strategies and Initiatives

Provide 3,500 hours of overtime to DUI/DUID enforcement officials and assign troopers to sobriety checkpoints and saturation patrols for at least 1,000 hours.

Provide personnel to participate in public information programs and media events.

Project Number: 04-01

Task Number: 11-06

Planned Expenditures: \$ 214,076.63

Actual Expenditures:

402AL - \$68,632.20

410AL - \$145,444.43

Results

Troopers, corporals, sergeants and communications officers contributed 4,142 overtime hours to DUI/DUID enforcement in targeted areas since March 2004. Sobriety checkpoints were set up at CDOT/LEAF planned events for the National Alcohol Mobilization, St. Patrick's Day, Memorial Day, 4th of July, and Labor Day.

The Colorado State Patrol provided personnel for media events and public information programs regarding the dangers of impaired driving.

This contract has been extended through February 2005.

Impaired Driving

Drug Recognition Expert Training

This project funds training sessions for law enforcement officers to become Drug Recognition Experts (DRE) and re-certification courses for trained DREs. Colorado standards require that DREs to be re-certified annually.

Project Number:	04-01
Task Number:	11-08
Planned Expenditures:	\$36,249.62
Actual Expenditures:	402 AL- \$36,249.62

Goal

Ensure that law enforcement officers are trained in detecting impairment from drugs other than alcohol by providing funding to re-certify active DREs and train new DREs.

Objectives

Restore the number of DREs to 1999 levels. Train 140 officers.

Strategies and Initiatives

Fund three in-service DRE schools and one two-week DRE Training School.

The in-service training will support the recertification of DREs. The DRE Training School will support the education of new DREs.

Results

A two-week DRE training course was held at the Denver West Marriot Hotel in Golden, Colorado from August 24th to September 23rd. It consisted of two one-week courses, the Pre-School and the Seven-Day School. Of the 18 officers who attended, 17 successfully completed the Pre-School and 16 of those 17 completed the Seven-Day School. One has been certified as a DRE and 15 are still in training.

In total, two DRE in-service schools were conducted. One was held in Denver in May and another was conducted in Grand Junction in September.

Impaired Driving

Breath-Alcohol Testing Instruments

This project provided funding to the Colorado Department of Public Health and Environment (CDPHE) to make necessary improvements to the DUI program and to support law enforcement officers.

Goal

Provide support for law enforcement officers through CDPHE's ownership of evidential breath testing instruments and to ultimately help reduce motor vehicle crashes caused by impaired driving.

Objectives

Obtain eleven breath testing units as: (1) replacement or loaner units for law enforcement agencies when other units are out of service; (2) training equipment for CDPHE's Intoxilyzer Instructor Training classes.

Strategies and Initiatives

Purchase evidential breath testing instruments.

Maintain each breath testing instrument.

Track instrument use and maintenance.

Conduct Intoxilyzer Instructor Training classes with purchased equipment.

Distribute breath testing instruments to various locations to serve as loaner instruments.

Project Number:	04-01
Task Number:	11-09
Planned Expenditures:	\$61,600
Actual Expenditures:	402AL - \$61,600

Results

CDPHE purchased the eleven breath testing instruments through grant funds. Immediately after receiving each instrument CDPHE certified them and has since documented regular instrument inspections and maintenance.

Two Intoxilyzer Instructor training classes were held in the Summer of 2004 and made use of the new breath testing instruments.

New breath testing instruments were distributed to counties across the state to be loaned to law enforcement agencies when needed.

Impaired Driving

Drug Recognition Expert Technical Transfer—National DUI/DRE Conference

Each year the International Association of Chief of Police (IACP), in cooperation with NHTSA, sponsors a national training conference for certified Drug Recognition Experts (DREs).

Project Number:	04-01
Task Number:	11-10
Planned Expenditures:	\$13,059.65
Actual Expenditures:	402AL - \$13,059.65

Goal

Ensure that law enforcement officers are informed of the most current drug recognition issues by supporting continuing education and Colorado Drug Recognition Expert training sessions.

Objectives

Send 15 law enforcement officers to the national Drug Recognition Experts training.

Strategies and Initiatives

Provide funding for selected attendees' registration costs and travel expenses.

Results

In June of 2004, CDOT selected and sent thirteen Colorado DREs to the 10th Annual DRE Conference in Phoenix, Arizona. Six attendees indicated that the conference was a great training experience. Several of these attendees praised the "Legal Highs: Uncontrolled Drugs" and "DRE—It's Not Just For Drivers!" sessions.

Thirteen officers from across the state attended the conference:

Mark George, Boulder County Sheriff's Office
William Baker Grand Junction Police
Pam Molder, CSP
David Copeland, CSP
Mark Ashby, Thornton PD
Josh Warner, Mesa County SO
Warren Brown, Montrose PD
Glenn Davis, Littleton PD
Cindy Mitchell, Littleton PD (Did not attend, injured prior to conference)
Robert Ferri, Vail PD
Steve Sisson, Longmont PD
Joe Dougherty, Thornton PD
Joe Barbagiovanni, Central City PD
David Edstrom, Summit County SO

Impaired Driving

DUI Checkpoint Colorado

This grant supports the continuation of the DUI Checkpoint Colorado program. In addition, it will target areas identified as having higher than average rate of DUI related accidents and fund areas where law enforcement agencies did not receive LEAF funds.

Project Number:	04-01
Task Number:	11-12
Planned Expenditures:	\$165,184.04
Actual Expenditures:	402 AL - 165,184.04

Goal

Reduce the number and percentage of alcohol-related traffic accidents, injuries, and fatalities.

Objectives

Reduce alcohol-caused crashes at target locations by 5%.

Strategies and Initiatives

Report law enforcement by 8:00 a.m. on the morning after enforcement took place.

The following strategies are identified in the final quarterly report, but each strategy's completion date falls outside of the contract period:

- Identify 15 sobriety checkpoints that will be supported by Colorado State Patrol and conducted by local law enforcement.
- Provide 1200 hours of overtime DUI/DUID enforcement at the target locations
- Provide personnel to participate in public information programs and media events that support Checkpoint Colorado.

Results

Activity evaluation reports that detail law enforcement were submitted. These data, evaluating the impact of these activities on reductions in alcohol-caused crashes, were not provided to the Annual Report team.

The final quarterly report did not offer any conclusive information about the completion of sobriety checkpoints or the provision of 1200 hours of overtime DUI/DUID law enforcement during the project's contract period.

The final quarterly report indicates that Colorado State troopers did not attend events that supported Checkpoint Colorado during the project's contract period.

Crash Prevention

Aggressive Driver Enforcement

CDOT contracted with the Colorado State Patrol to reduce crash rates on selected high-hazard roads.

Goal

Administer traffic violation citations to prevent fatal and injury crashes.

Objectives

Reduce crash rates by 10% in targeted areas.

Strategies and Initiatives

Identify at least five high-hazard target roads using the following criteria: average daily traffic, numbers of fatal and injury crashes, number of hazardous violations and aggressive driving record.

Deploy troopers to administer citations for traffic violations in target areas.

Provide CDOT's Safety and Engineering Branch with an impact analysis of the program.

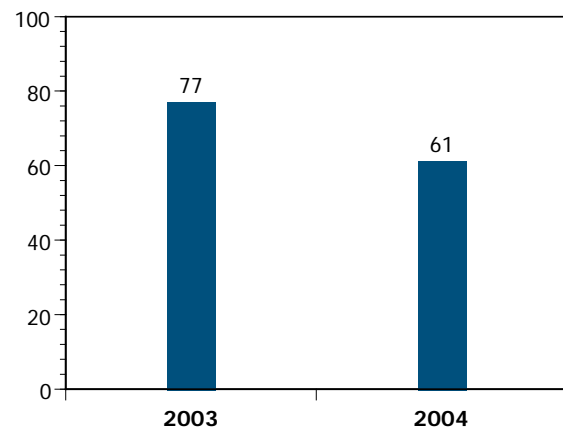
Results

The Colorado State Patrol focused on four high-hazard roads for the program. Teams were deployed to two areas on I-25: mileposts 205-229 and mileposts 163-193. Other target areas included mileposts 1-25 on I-76 and mileposts 226-236 on US 85. The teams spent 1,237 hours from April to September monitoring these roads.

Reports indicate an increase in fatal and injury crashes on both stretches of I-25. Results reported from April to September show an increase from 156 crashes in 2003 to 268 in 2004. A total of 676 enforcement hours were spent on these two areas during this period.

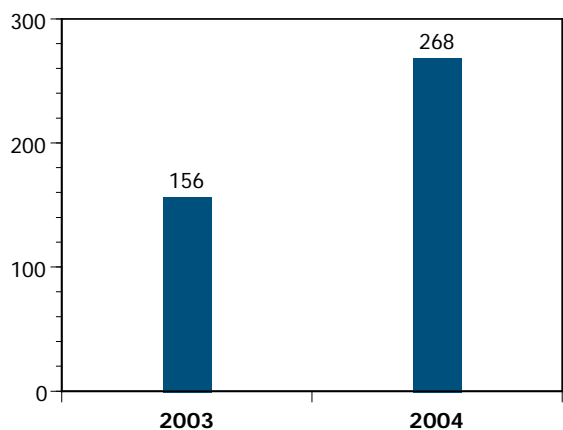
Project Number:	04-02
Task Number:	21-01
Planned Expenditures:	\$127,710.75
Actual Expenditures:	402 PT- \$127,710.75

Exhibit 1.
Fatal and Injury Crashes on I-25, 2003 and 2004



Crashes on I-76 dropped from 77 in 2003 to 61 in 2004. A total of 352 enforcement hours were spent on this road. Crashes also dropped from 3 in 2003 to 2 in 2004. Troopers spent 160 hours in this area.

Exhibit 2.
Fatal and Injury Crashes on I-76, 2003 and 2004



Source: Exhibit 1 and 2 data from Colorado State Patrol.

Crash Prevention

Traffic Safety For Youth

Motor vehicle crashes are one of the leading causes of death for youth ages 16-19. In 2003, young drivers were involved in crashes that killed 39 and injured 2,574 individuals in Colorado. CDOT contracted with Colorado's Alcohol and Drug Abuse Division (ADAD) to understand young driver crashes and improve youth traffic safety.

This is the first year of a project designed to be implemented over a five year period. However, funding was not approved to continue the project. A revised project report was drafted and submitted for approval.

Goal

Improve youth traffic safety by understanding young driver crashes, with or without alcohol involvement.

Objectives

Create community-specific strategies to decrease young driver accidents. The percentage reduction in young driver crashes targeted by this project will be determined in the second year implementation phase.

Strategies and Initiatives

Develop prevention strategies for three to five communities that have above average young driver crash rates and are prepared to implement a prevention program.

Project Number:	04-03
Task Number:	31-01
Planned Expenditures:	\$118,074.91
Actual Expenditures:	410 AL- \$118,074.91

Results

ADAD subcontracted OMNI Research and Training and Regional Prevention Services to select target areas for the project. Pueblo, Eagle, and Mesa counties were chosen.

Different strategies were developed to address community-specific youth traffic safety needs. Demographic data, traffic statistics, and community readiness evaluations were collected and analyzed to determine potential goals and strategies for the program.

Revised prevention strategies for each county presented a sample logic model that:

1. Outlined potential approaches for addressing community needs,
2. Explained the supporting theoretical background for each approach, and
3. Noted intended short term and long term outcomes for each task.

The revised report was submitted for funding approval. ADAD intends to complete tasks outlined in the report upon approval.

Impaired Driving

High School DUI Prevention

Based on the knowledge that peers greatly influence one another, BACCHUS and GAMMA Peer Education Network will provide technical assistance and support to existing and new high school peer education programs as they develop programming to combat underage drinking, impaired driving and poor driving behavior in general.

Goal

Reduce the incidence of high-risk behaviors including alcohol and drug abuse as related to traffic safety among Colorado's teenagers.

Objectives

Develop a statewide resource to support high school-based peer education programs that will increase traffic safety education and prevent impaired driving among 15 to 18 year olds.

Strategies and Initiatives

Identify existing high school peer education programs such as SADD, STAND and National Peer Helpers.

Develop a statewide traffic safety network that will include: (1) development of a statewide database; (2) design and development of a website and quarterly newsletter; (3) establishment of mini-grants receivable upon application.

Recruit high schools without peer education programs to implement programs and join the statewide network.

Host a statewide high school peer education meeting.

Project Number:	04-03
Task Number:	31-02
Planned Expenditures:	\$111,672.89
Actual Expenditures:	410AL - \$111,672.89

Create a liaison relationship with national high school peer educations.

Network with existing state traffic organizations and programs and participate in statewide marketing and enforcement campaigns that focus on youth health and safety.

Administer a survey to program participants and evaluate the effectiveness of delivery of services and support received as a result of participation.

Results

BACCHUS and GAMMA provided materials and resources to help 20 high schools across Colorado create or expand peer education programs. These schools received materials and training to conduct impaired driving prevention and traffic safety educational activities that educate students to make safe, healthy, and legal choices. In addition, BACCHUS and GAMMA gave 298 needy public high schools materials to help launch impaired driving prevention and traffic safety education programs.

BACCHUS and GAMMA identified 26 Colorado high schools with peer education programs, which include programs such as SADD, STAND or a National Peer Helper Chapter.

On CDOT's recommendation, BACCHUS and GAMMA decided to use the existing CDOT teenager website, www.coloradodrivetime.org.

Impaired Driving

Together with CDOT, BACCHUS and GAMMA updated the website's design and content. Currently, the website contains the latest data and trends associated with teenage drivers and safety tips related to driving and reasons to delay use of alcohol.

A four-page September newsletter was produced and distributed to schools in and out of the network. The newsletter was included in the 2004 High School Leadership Conference materials.

Mini-grant money was used to create impaired driving prevention kits given to 13 high schools. These kits contained positive incentive handout materials for peer educators to distribute at three different impaired driving prevention activities. Students held three activities.

Materials and resources intended to be available on the database were instead made available to peer educators through a 32-page Peer Educator Prevention Manual. The manual was sent to each public high school in Colorado.

The Colorado High School Impaired Driving Prevention Initiative Project Director attended the Social Norms conference in Chicago, Illinois. Information from this conference was used to develop materials that promote seat belt use and prevent impaired driving by high school students.

Twenty schools are active members of the Colorado High School Impaired Driving Prevention Initiative Network. These schools coordinate and develop underage drinking prevention and traffic safety education programs and activities. All 20 participating schools received materials, such as scratch game cards and carabineer pens, for peer educators to use at sporting events that encourage students to use seat belts and to drive safely. BACCHUS and GAMMA provided the opportunity for peer educators to attend the 2004 High School

Leadership Conference: Prevention S.A.F.A.R.I.. Also, 680 high school students attended an impaired driving prevention presentation that BACCHUS and GAMMA sponsored.

The Colorado High School Impaired Driving Prevention Initiative hosted a statewide conference to help peer educators recognize the dangers of impaired driving, the importance of safe driving practices, and to motivate them to educate their peers on these issues. Six students from three schools were interviewed by Channel 9 News and Channel 7 News about the conference and their experience with impaired driving prevention.

BACCHUS and GAMMA made contacts with 8 individuals from national prevention education organizations and Colorado agencies that provide prevention education.

The Colorado High School Impaired Driving Prevention Initiative Project Director sat on the Teen Motor Vehicle Annual Teleconference planning committee. She identified several prevention education or traffic safety education resources that are available to Colorado high schools.

A survey about the delivery of services and support received from BACCHUS and GAMMA was administered to both students and administrators from all of the Colorado High School Impaired Driving Prevention Initiative Network member schools. Corona Research processed the survey data.

The survey results were not provided to the Annual Report team.

Impaired Drivers

Drunk Driving Simulator

The Center for Transportation Safety (CTS) provides a mobile drunk driving simulator at outreach events to support the campaign against impaired driving.

Goal

Reduce the incidence of impaired driving in Colorado by training 2,000 high school students.

Objectives

Enhance young drivers' knowledge and awareness about the dangers of driving while impaired.

Strategies and Initiatives

Provide a mobile drunk driving simulator at events along the Front Range to educate citizens about the dangers of driving impaired.

Provide a mobile drunk driving simulator and educational program to educate high school students about the dangers of driving impaired.

Project Number:	04-03
Task Number:	31-03
Planned Expenditures:	\$4,750
Actual Expenditures:	402AL - \$4,750

Results

The CTS provided a drunk driving simulator at three high schools and three public venues along the Front Range in May, June, and August 2004.

In total, 2,298 people participated. Attendance at the high schools ranged from 146 to 300 participants.

At the public venues, participation ranged from two attendees on a rainy day at Bandimere Speedway to 1,500 at Bandimere Speedway on a sunny day. Received comments rated the technology very highly, but comments regarding the program used to educate high school students were not as complimentary.

Traffic Records

Young Drivers Under-Age Drinking Prevention Program

Larimer County is tied with Pueblo County for Colorado's highest overall percentage of impaired drivers involved in injury crashes. TEAM Fort Collins works with the community to reduce the incidence of underage drinking and driving.

Project Number:	04-03
Task Number:	31-04
Planned Expenditures:	\$61,475.65
Actual Expenditures:	410AL - \$61,475.65

Goal

Reduce the incidence of underage drinking and driving in Fort Collins, Colorado.

Objectives

Reduce the number of citations issued to youth for underage drinking offenses, including zero tolerance and impaired driving, by 10%.

Strategies and Initiatives

Develop six TEAM21 newsletters.

Recruit at least ten retailers to implement use of identification card scanners.

Implement retailer "round-up" to seize false identification cards.

Act as a liaison to provide youth-initiated alcohol-free activities.

Provide 30 underage alcohol presentations to the community and the school district and increase TEAM visibility to parent groups.

Improve media relations to provide more timely and effective information through editorials or features.

Collaborate with Poudre School District (PSD) to promote research and education that is based on the concept of social norming.

Promote and recruit new families and schools to the Safe Homes project to increase participation by 15%.

Attend 90% of all liquor board meetings and speak with liquor storeowners.

Meet bi-monthly with county judges to share TEAM's work and to urge them to hold minors accountable for using false identification.

Collaborate with the Fort Collins Police Department to host twenty two-hour Cops and Shops.

Results

No data on the number of citations for youth drinking offenses were presented.

TEAM published two TEAM21 newsletters and distributed them to 217 liquor retailers. Liquor retailers responded positively to the newsletter and many scheduled liquor trainings or expressed interest in purchasing identification card scanners.

TEAM sold nine of the ten identification scanners to local establishments that sell alcohol. The last scanner is kept at the TEAM office to share with the community and use as a teaching tool.

In September, ten Fort Collins liquor establishments used identification card scanners and collaborated with TEAM and police officers to track and seize false identifications.

Traffic Records

TEAM made contact with more than 2,500 youth in the PSD and 1,107 PSD high school students pledged to not drink or drive over the Homecoming weekend activities.

“Media Savvy of Reality Check” was presented twice to at least 170 PSD students. Drug and alcohol classes were taught in collaboration with The Center for Community Justice Partnerships to at-risk students. In total, TEAM taught 36 underage alcohol presentations that reached more than 600 youth in the PSD.

TEAM had 15 news articles and advertisements published that totaled more than 20 column inches.

The Most of US Fort Collins committee and TEAM Fort Collins launched two social norming campaigns at two Fort Collins’ high schools. Data collected indicated that students have a misperception of alcohol use among peers and that administrators misperceive actual healthy student norms around substance abuse.

TEAM registered more than 325 families for Safe Homes through advertisements, press releases, and attendance at schools’ Back to School nights.

TEAM held liquor server trainings for more than twenty liquor establishments and 57 of their employees attended these trainings.

False Identification program and TEAM Fort Collins used Cops and Shops to place undercover police officers in bars and liquor stores. Police officers talked with store employees about detecting false identifications and issued tickets to minors using a false identification card.

Traffic Records

Research, Data Analysis and Problem Evaluation

This task supports the ongoing research necessary to support program and project development and evaluation.

Project Number:	04-04
Task Number:	41-01
Planned Expenditures:	\$120,891.55
Actual Expenditures:	402 TR - \$120,891.55

Goal

Support all of CDOT's goals through enhanced data analysis to better target programs and projects.

Objectives

Leverage the data analyses to efficiently target resources to the areas of greatest need.

Strategies and Initiatives

Develop the FY 2003 Annual Report and evaluation of the Highway Safety Program.

Prepare the FY 2004 Problem Identification report.

Conduct new data analyses as needed to support program development.

Results

CDOT contracted with the University of Colorado to conduct the Problem Identification report and the Annual Report and Evaluation of the Highway Safety Program.

Both tasks were completed.

Traffic Records

2004 Seat Belt Survey

The Institute of Transportation Management at Colorado State University conducted an observational survey to measure seat belt use and child car seat use throughout the state.

Project Number:	04-04
Task Number:	41-02
Planned Expenditures:	\$96,413.73
Actual Expenditures:	402 TR - \$96,413.73

Goal

Provide an accurate estimate of actual seat belt usage to guide future transportation safety program decisions.

Objectives

Use a well-designed survey to accurately estimate seat belt use in the state.

Strategies and Initiatives

Use well-trained staff to design and conduct a survey that complies with the National Highway Transportation Safety Administration Guidelines for State Observational Surveys of Safety Belt and Motorcycle Helmet Use.

Conduct the survey in two phases during traffic flows that are reflective of normative traffic. For Phase I, measure the seat belt use of drivers and front seat passengers. For Phase II, Child Car Seat and Juvenile Seat Belt Usage Study, estimate car seat usage for children (0-4) and seat belt usage for juveniles (5-15) and the driver.

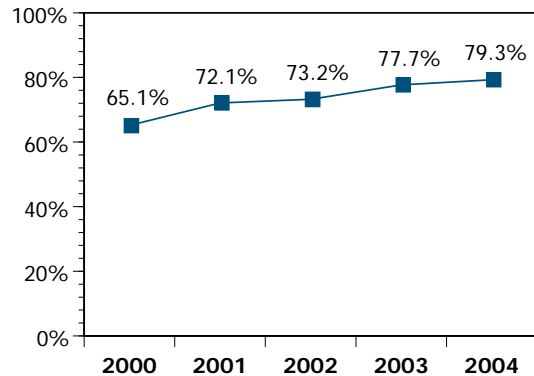
Statewide Strategies and Initiatives

For the adult phase of the survey, observe personal transportation vehicles at 386 sites in 25 counties of Colorado. Observe 50 sites in 20 counties across the state for the child phase of the survey. Make observations on two separate dates at each site.

Results

Driver seat belt usage data were collected from 386 separate sites, in 25 counties on two different dates during the period of June 13, 2004 through June 26, 2004 for the adult phase of the survey. The survey results show that average seat belt usage for Colorado non-commercial vehicles was 79.3%. This survey showed an increase of 1.6 percentage points over the 2003 estimate.

Exhibit 1.
Colorado Statewide Seat Belt Usage, Non-Commercial Vehicles, 2000-2004



Source: Colorado State University Institute of Transportation Management, 2004 Seat Belt Study.

Adult seat belt usage is highest along the Front Range and lowest in the Eastern Region. However, the seat belt usage in the Eastern Region by truck front seat occupants improved by 9% over the 2003 estimate.

Traffic Records

Child and juvenile front and rear seat restraint usage rates declined slightly from 2003 estimates. The child phase of the survey indicated that children (0-4) used front/rear seat restraint 83.4% of the time, while juveniles (5-15) wore seat belts 69.3% of the time.

Traffic Records

Update the Strategic Plan for Traffic Records

This task will support CDOT's efforts to update its strategic plan for traffic records, the Current Systems Report and the Action Plan to comply with proposed funding requirements of SAFETEA.

Project Number:	04-04
Task Number:	41-03
Planned Expenditures:	\$49,000
Actual Expenditures:	411 DP - \$49,000

Goal

Support CDOT's goal of an efficient traffic records system.

Results

CDOT updated the strategic plan for traffic records.

Objectives

Support the development of an efficient and effective traffic records system.

Strategies and Initiatives

Update the Strategic Plan for Traffic Records.

Update the Current Systems Report and Action Plan to comply with proposed SAFETEA funding requirements.

Traffic Records

Accident Data Conversion

This task supports the enhancement of CDOT's traffic records system by developing upgrades to the Motor Vehicle Accident Records System and enhancing the capabilities for electronic transfer of data.

Goal

Support CDOT's goal of an efficient traffic records system.

Objectives

Implement an enhanced crash records system and develop an improved data transfer process.

Strategies and Initiatives

Develop upgrade to the Motor Vehicle Division accident records system.

Enhance the capabilities for the electronic transfer of data to CDOT.

Ensure compatibility with CDOT's existing Oracle database structure.

Project Number:	04-04
Task Number:	41-05
Planned Expenditures:	\$100,000
Actual Expenditures:	411 DP - \$76,000
	157 TR - \$24,000

Results

Funds purchased a scanner for data input.

Additional results are forthcoming.

Traffic Records

Levels of Investment Model

CDOT retained BBC Research & Consulting to enhance the “levels of investment” model developed in FY 2003.

Goal

Support all of CDOT’s goals.

Objectives

Develop and present a model to assist CDOT in selecting projects and programs more efficiently and effectively.

Strategies and Initiatives

Enhance the “levels of investment” model for the comprehensive highway safety program, including both driver-related and engineering activities by expanding the analysis to include injury as well as fatal crashes.

- The primary question to be answered is “How much safety can be purchased for how much money?”
- Evaluate simplifying assumptions used in FY2003 analysis.
- Update literature review.
- Conduct additional interview with other states, NHTSA, as needed.
- Prepare a brief letter describing needs and Phase II steps.
- Revise assumptions for returns to seat belt use programs based on new NHTSA information.
- Examine assumptions for program scaling, costs and program constraints.
- Prepare new data inputs for analysis.
- Develop flexible planning tool, a preprogrammed Excel spreadsheet.
- Transfer planning tool to CDOT.

Project Number:	04-04
Task Number:	41-07
Planned Expenditures:	\$22,500
Actual Expenditures:	402 TR- \$22,500

Results

The initial 2003 model was very well received. The FY 2004 enhancements will help the Commission determine how to allocate resources most efficiently.

The research modeled the benefits and costs of various traffic safety activities and related them to the saving of lives and avoided crashes.

Impaired Driving

Repeat Offender Research and Evaluation

This task will support research into the attitudes, perceptions and behaviors of repeat DUI offenders living in the San Luis Valley.

Project Number:	04-04
Task Number:	41-08
Planned Expenditures:	\$16,940.57
Actual Expenditures:	402 TR - \$16,940.57

Goal

Reduce the alcohol-related fatal crash rate.

Objectives

Evaluate the effectiveness of a campaign targeting high risk drivers.

Strategies and Initiatives

Conduct pre- and post-campaign research of the San Luis Valley Persistent Drunk Driver Campaign.

Retain Linhart McClain Finlon Public Relations to coordinate the evaluation.

Survey San Luis Valley men and women regarding their attitudes and perceptions of impaired driving.

Results

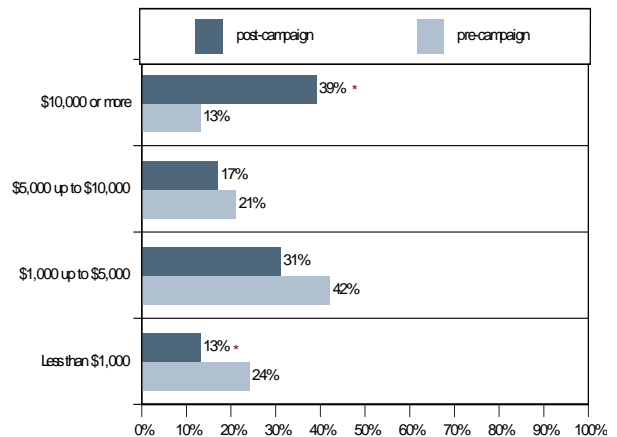
Linhart McClain Finlon Public Relations retained Garner Insight to conduct a pre- and post-campaign survey to evaluate the initial impact of the San Luis Valley Persistent Drunk Driver Campaign.

Research results demonstrated that the campaign was very successful.

The cost of a DUI in Colorado can exceed \$10,000. After responding to the survey question about consequences, participants were asked to estimate the total cost of a DUI. In November 2003, nearly one-quarter of the male respondents

thought that the total cost of a DUI was less than \$1,000. In May 2004, this proportion had fallen to 13%. Perhaps more importantly, the proportion of respondents who accurately identified the cost of a DUI grew to 39%, up from 13% prior to the campaign. These are statistically significant differences at the 90% confidence level. The data in Exhibit 7 also indicate that there is still a sizeable proportion of San Luis Valley men who underestimate the cost of a DUI.

Exhibit 1.
Estimated Cost of a DUI



Note: Only the responses by men are shown in the graph. (pre-campaign n=122, post-campaign n=121)

* Statistically significant difference at the 90% confidence level.

Source: Garner Insight. Pre-campaign survey, November 2003. Post-campaign survey, May 2004.

Traffic Records

Traffic Records Assessment

This task funded a comprehensive assessment of CDOT's traffic records system.

Goal

Develop and efficient traffic records system.

Objectives

Enhance the effectiveness of CDOT's traffic records system.

Strategies and Initiatives

Conduct a thorough review and assessment of CDOT's traffic records system.

Project Number:	04-04
Task Number:	41-09
Planned Expenditures:	\$14,215.69
Actual Expenditures:	402 TR - \$14,215.69

Results

NHTSA conducted the traffic records system assessment.

A draft report detailed the findings and recommendations prepared by the review team.

A final report will be delivered to CDOT in 2005.

Crash Prevention

Traffic and Highway Engineering Studies

This task supports highway engineering studies and spot location reviews in approximately six cities with populations of less than 20,000.

Project Number:	04-05
Task Number:	51-01
Planned Expenditures:	\$72,969.00
Actual Expenditures:	402 RS - \$72,969.00

Goal

Reduce statewide crash rates by evaluating local transportation networks and providing recommendations for improvements. In addition, create safety sensitivity among local officials with traffic management responsibilities so that the recommended improvements will be implemented.

Objectives

Complete approximately six traffic engineering studies and spot location reviews in towns and counties of less than 20,000 residents.



Strategies and Initiatives

Studies will include analyses of specific needs, signing, pavement markings, parking, traffic flow, school zones, speed zones, railroad crossings, construction work zones, accident history and roadside obstacles.



Results

CDOT completed four formal traffic and highway engineering studies for the cities/towns of Brush, Palisade and Sanford and Severance. In addition, a study for the elementary school and high school in Gilcrest was completed. The draft report for Gilcrest is approximately 70% complete.

Crash Prevention

Signs for Small Communities

As a complement to the Traffic and Highway Engineering Studies (Project 04 -05, Task 51-01), CDOT encourages the studied communities to apply for funding to purchase essential regulatory and warning road signs and sign supports.

Project Number:	04-05
Task Number:	51-02
Planned Expenditures:	\$4,469.90
Actual Expenditures:	402 RS - \$4,469.90

Goal

Replace essential regulatory and critical warning signs to reduce crashes within communities because worn-out or non-existent signs contribute greatly to accidents.

purchased during last year and this application was approved. The suggested signage for Sanford, Brush and Palisade was also prepared. Additional follow-up in FFY05 will be needed to complete the sign orders for these three communities.

Objectives

CDOT intended to have the studied communities apply for funds for new road signs and supports as recommended by the engineering analyses. The analysis identifies signs that are damaged or no longer have the necessary retro-reflectivity to be seen at night. Other deficiencies are noted in the study reports and from this the listing of eligible signs is prepared.



Strategies and Initiatives

Fund the purchase of certain essential new road signs based on the results of traffic and highway engineering studies. As part of the studies, conduct an evaluation of the condition and appropriateness of the signs within the participating communities. Make signs that are determined to be deficient eligible for replacement funds.



Results

Gilcrest applied for school signing and was provided new regulatory and warning signs for the area around their schools. The city of Blanca applied for sign supports for signs that were

Crash Prevention

Traffic and Highway Engineering Seminars

CDOT's Traffic and Highway Engineering Seminars provide a short course in the basics of traffic and highway engineering to individuals who are responsible for transportation decisions in their communities.

Goal

Reduce crash rates statewide, particularly on city streets and county roads, by training local officials and CDOT personnel who are responsible for transportation decisions.

Objectives

Provide continuing education for at least 100 traffic safety professionals statewide.

Strategies and Initiatives

Sponsor two 1-day training seminars to provide an overview of traffic and highway engineering on the local level.

Project Number:	04-05
Task Number:	51-03
Planned Expenditures:	\$34,294.00
Actual Expenditures:	402 RS - \$34,294.00

Results

Two 1-day seminars were held, one on the Front Range and the other on the Western Slope. Over 120 local officials were trained. Seminar participants received technical manuals and brochures to be used in improving traffic and highway engineering on the local level.

Crash Prevention

Work Zone Seminars

The Colorado Local Technical Assistance Program (LTAP) conducted classes about work zone safety to address the needs of workers and their managers.

Project Number:	04-05
Task Number:	51-04
Planned Expenditures:	\$10,271.48
Actual Expenditures:	402 RS – \$10,271.48

Goal

Reduce statewide work zone crashes by improving work zone safety techniques.

Objectives

Train 100 to 150 local work zone managers and workers about work zone safety protocol.

Strategies and Initiatives

Sponsor four to five work zone safety seminars in southern Colorado.

Results

CDOT sponsored four one-day “Work Zone Safety” seminars in Lamar, Pueblo, Alamosa, and Montrose. In total, 110 people participated.

Crash Prevention

Traffic and Safety Engineering Training

Rapid improvements in transportation and traffic engineering technologies and concepts create a need for traffic and highway engineering professionals to participate in continuing education.

Project Number:	04-05
Task Number:	51-05
Planned Expenditures:	\$62,212.67
Actual Expenditures:	402 RS – \$62,212.67

Goal

Provide continuing education to reduce automobile accident rates and mortality rates from crashes.

Objectives

Educate 100 to 150 traffic safety professionals statewide about traffic and safety engineering topics through four training courses.

Strategies and Initiatives

Offer the following four training courses in Denver during FY 2004:

- A two-day seminar on Rail and Highway Signal Preemption;
- A two-day course on Roadway Lighting Design;
- Three one-day courses on Traffic Incident Management for Work Zones; and
- Four two-day courses on Traffic Control Supervision.

Results

CDOT successfully offered four training courses and trained a total of 191 individuals, far exceeding the goal.

- 43 people completed the Rail and Highway Signal Preemption course.
- 32 attended the Roadway Lighting Design course.
- 63 participants attended the Traffic Incident Management for Work Zone courses.
- 53 received the Traffic Control Supervision training.

Crash Prevention

Maintenance Incentive Program

Roadside features and obstacles continue to contribute to 40% to 45% of the fatal accidents in Colorado. To help improve and encourage roadside maintenance, CDOT identifies and recognizes individuals for outstanding roadside safety efforts.

Project Number:	04-05
Task Number:	51-06
Planned Expenditures:	\$3,174.48
Actual Expenditures:	402 RS – \$3,174.48

Goal

Reduce severity of run-off-the-road crashes by 5% in 2004 along the selected stretch of road.

Objectives

Identify and recognize CDOT maintenance patrol employees who implement and support roadside safety improvements, especially in accident-prone areas.

Strategies and Initiatives

Provide workers with incentives to maintain and initiate improved roadside safety.

Results

Based on five factors that affect roadside safety, seven individuals were commended. The name of each commended individual was engraved on a traveling plaque that acknowledges their commendation and each commended individual received a jacket.

Crash Prevention

Informational Brochures and Technical Reference Materials

In order to provide information about traffic safety issues that concern Colorado citizens, CDOT produces and distributes informational brochures about traffic safety through its Informational Brochures program.

Project Number:	04-05
Task Number:	51-07
Planned Expenditures:	\$4,877.19
Actual Expenditures:	402 RS – \$4,877.19

Goal

Distribute materials to over 100 small town communities.

Objectives

Enhance citizens' knowledge of traffic safety issues in order to reduce crash rates.

Strategies and Initiatives

Provide technical reference materials and brochures to small communities and individuals, covering eight often-requested topics, such as:

- Multi-way stop signs;
- Colorado road symbol signs;
- Traffic signals;
- Establishing realistic speed limits;
- School Zone traffic safety evaluation;
- Pedestrian signals;
- Roadside hazards;
- Work Zone Safety; and
- Provide new publications for the classes provided under tasks 51-05 and 51-02.

Results

CDOT distributed varying amounts of brochures and a wide variety of technical manuals and publications.

CDOT distributed the following publications: 1.) Interconnection of Highway Rail Grade Crossing Warning Systems and Highway Traffic Signals for the seminar Rail and Highway Signal Preemption. 2.) The updated 402 Seminar Notebook, technical manuals and technical brochures at the Traffic and Highway Seminars. 3.) Supplied technical brochures to citizens and groups that requested them either directly or through the region's traffic offices.

Occupant Protection

Operation Buckle Down

Operation Buckle Down is a major law enforcement effort supporting and providing for the enforcement of Colorado's Occupant Restraint Laws. This program, which includes comprehensive statewide education and public awareness programs such as the "Click It or Ticket" campaign, conveys that law enforcement is concerned about traffic and car safety.

Goal

Increase seat belt use and child passenger seat use.

Objectives

Increase law enforcement agency participation.
Decrease injury or fatality crashes in participating areas.

Strategies and Initiatives

Contract with Henry "Duke" Smith to help coordinate the program.

Work with law enforcement agencies to encourage their enforcement of Colorado's Occupant Restraint Laws.

Results

CDOT contracted with Duke Smith to coordinate this program.

Local law enforcement agencies from jurisdictions accounting for 85% of the state population participated in the campaign. These agencies agreed to:

- Provide overtime enforcement of Colorado's child passenger safety laws through aggressive/hazardous driving contacts

Project Number:	04-06
Task Number:	61-01
Planned Expenditures:	\$56,486.10
Actual Expenditures:	402 OP - \$56,486.10

- When appropriate, notify local news media of seat belt/child restraint use in all car crashes
- Report enforcement activities on the CDOT website

Seat belt enforcement information by agency is available for May and November Mobilizations on the CDOT website.

Each agency conducted pre and post local seatbelt surveys to measure the effectiveness of the program. Most agencies report an increase in seat belt use. This year's seat belt use rate is 79.3%, an all time high.

Occupant Protection

High Visibility Enforcement

This task supports the coordination of all statewide training and activities to encourage local law enforcement agencies to participate in high visibility enforcement activities concentrating on occupant protection.

Project Number:	04-06
Task Number:	61-02
Planned Expenditures:	\$11,937.71
Actual Expenditures: 157 Innovative 2003 –	\$11,937.71

Goal

Increase seat belt use. Increase the proper restraint of children in motor vehicles.

Objectives

Increase the number of participating agencies from 2003. Monitor the number of summonses issued and the injury/fatal crash rates in targeted areas.

Strategies and Initiatives

Designate a CDOT spokesperson to coordinate statewide training and local activities to encourage law enforcement agencies to participate in occupant protection enforcement initiatives.

Results

The program manager coordinated with local law enforcement agencies to implement the “STEP” model, combining aggressive public information and education with intense media coverage to notify the public that tickets are issued for seat belt and child restraint law violations.

Agencies representing 85% of the state’s population participated in the National November Mobilization and the May Mobilization. CDOT provided training and informational videos on the campaign. Local agencies developed strategies for aggressive ticket-writing campaigns in their jurisdictions.

Colorado’s High Visibility Enforcement Program has significantly increased the seat belt use rate. Before the program, seat belt use increased an average of .9% each year. Since implementation of the program, the average increase is 3.95% each year. Statewide seat belt use rate reached an all-time high of 79.3%.

Occupant Protection

Child Passenger Safety

This grant provides funding for the Colorado State Patrol and its subcontractors to coordinate Child Passenger Safety (CPS) programs statewide.

Goal

Provide outreach, training, and information on CPS systems statewide. Promote the importance and usage of occupant protection systems.

Objectives

Increase the proper installation and use of child passenger safety systems by 15%.

Statewide Strategies and Initiatives

Create 15 new fitting stations where car seats can be checked for proper installation. Maintain the 15 established fitting stations statewide.

Provide CPS training through seven statewide NHTSA CPS technician training courses, four 16-hour basic skills courses and two 12-hour "Moving Kids Safely" courses for day care providers.

Post updated CPS information on the CPS website and monthly newsletter. Maintain the toll free CPS phone number (1-877-LUV-TOTS).

Coordinate a statewide CPS conference for current CPS instructors. Include the new CPS curriculum, re-certification process, and other important CPS issues.

Targeted Strategies and Initiatives

Create five fitting stations in the Denver Metro area.

Project Number:	04-06
Task Number:	61-03
Planned Expenditures:	\$100,268.19
Actual Expenditures:	402 CR - \$100,268.19

Results

The program surpassed its goal, implementing 22 new fitting stations statewide. Ten of the stations are through the state Head Start and Early Head Start program. Five new stations are in the Denver Metro area. Each station has a certified CPS technician present. Replenishment child seats were purchased and are available to all NHTSA registered fitting stations.

NHTSA CPS training sessions were held across the state. 140 people attended the 11 courses. In addition, one 16-hour Operation Kids class was held in Longmont; eight people attended. Eight refresher courses were held statewide; a total of 167 students attended. One "Moving Kids Safely" class was held in Denver; a total of 11 students attended. The contract was extended through February 2005 to allow for the completion of three 16-hour courses.

Information on the maintenance of the website, newsletter, and toll free telephone number are available in the Booster Seat Outreach report (04-06-61-09).

On April 27, 2004, a statewide conference for NHTSA certified instructors was held in Breckenridge, Colorado and 27 of the 30 certified instructors attended.

Occupant Protection

Tri-County Child Passenger Safety Program

Southeast Colorado has one of the lowest seat belt use rates among adults in the state. Research shows that when adults are unbuckled, so are child passengers. To combat this problem, CDOT selected the Tri-County Family Care Center to improve child passenger safety in Otero, Bent and Crowley counties. This is the first year of a planned three-year project.

Goal

Increase child restraint usage by 15%.

Objectives

Conduct training classes that will educate and encourage Tri-County citizens about the importance of proper child safety restraint use.

Strategies and Initiatives

Collaborate with existing organizations to pool resources and educational materials regarding child passenger safety.

Organize car seat check-up events to inspect vehicles for proper child safety restraints.

Provide training opportunities to law enforcement agencies, childcare providers, school officials, and the general public on safety restraint laws and the proper use of safety restraints.

Targeted Strategies and Initiatives

Age-specific educational programs will be presented to grade school children in the fall and spring. Elementary, middle and high school students will receive different presentations.

Outreach programs will target teen parents and the migrant worker population.

Project Number:	04-06
Task Number:	61-04
Planned Expenditures:	\$12,667.70
Actual Expenditures:	402 CR – \$12,667.70

Results

The following outcome measures represent activities during the first quarter of this project.

Nine car seats were acquired and distributed to families throughout the area. Car seat check-up events were held at child care facilities in Crowley and Otero counties. A total of 25 car seats were checked, none of which needed to be replaced. Educational materials on car seat safety and seat belt safety were distributed to all participants.

A public education booth was set up in La Junta during Early Settlers Day. Brochures and safety materials on car seats and seat belt safety were given to approximately 250 people at the event.

Three presentations addressed child passenger restraints and seat belt safety. The first was given to six children in a foster/adoptive parent support group. The second was a school bus safety presentation given to 255 elementary school students from Crowley County. The third presentation was given during a grandparenting class and five people participated.

Occupant Protection

Occupant Protection Enforcement

CDOT contracted with the Colorado State Patrol to support the “Click It or Ticket” campaign. This program encourages the aggressive enforcement of Colorado’s occupant restraint laws.

Goal

Decrease fatalities and injuries across Colorado through statewide enforcement designed to increase the use of occupant protection systems.

Objectives

Increase seat belt usage by 15% over 2003 in targeted areas.

Strategies and Initiatives

Provide overtime hours to troopers to enforce occupant restraint laws and administer traffic citations for occupant restraint law violations. Hold statewide enforcement waves in November 2003 and May 2004.

Collaborate with CDOT’s Public Relations Office to produce media programs. Inform local news media about special safety programs.

Conduct safety belt usage surveys before and after statewide enforcement waves. Provide program activity reports.

Project Number:	04-06
Task Number:	61-05
Planned Expenditures:	\$116,714.78
Actual Expenditures: 157 Innovative 2003 –	\$116,714.78

Results

The Colorado State Patrol provided 2,656 overtime hours to occupant protection enforcement during the May mobilization wave.

The Colorado State Patrol participated in media events related to the May mobilization wave. News media were notified about safety belt use in fatal car accidents by the Colorado State Patrol’s Public Affairs Office.

Data were collected from the May mobilization wave and made available to the public on the CDOT website.

Occupant Protection

Denver Area Latino Community Traffic Safety Program

Past traffic safety initiatives have targeted one or two specific traffic issues in the Latino Community. This program will comprehensively address all of the areas of traffic safety in this community, with an emphasis on impaired driving and occupant protection.

Goal

Identify meaningful methods of education and behavior modification to implement an effective traffic safety program that addresses issues in the Denver Metro Latino community.

Objectives

Decrease traffic deaths by 1% and traffic injuries by 3%.

Increase both seat belt use and child safety seat use by 5%.

Strategies and Initiatives

Provide Latino-based organizations in the Denver Metro area with resources that advocate safe driving practices.

Recruit and train bilingual Child Passenger Safety technicians. Schedule car seat check-up events that target the Latino community.

Develop and conduct information and education sessions promoting seat belt usage, proper safety seat usage, and impaired driving prevention within the Denver Metro Latino Community.

Advance the initiative with advertisements in Latino based news media.

Project Number:	04-06
Task Number:	61-06
Planned Expenditures:	\$48,765.62
Actual Expenditures:	402 OP - \$48,765.62

Results

CDOT contracted with Heinrich Hispanidad to implement this project. The contract has been extended until June 5, 2005. A revised action plan was created in October containing detailed information on the programs goals.

Five Latino-based organizations were approved to receive mini grants for the Denver Area Latino Community Traffic Safety Program. An advocacy training session was held in November.

The CDOT Latino Driving Safety Advisory Board includes representatives from Boy Scouts of America, City of Aurora, Community Banks of Colorado, Coors Brewing Company, CPS Team Colorado, Denver Health, Denver Police Department, Dex Media, Inc., First Data/Western Union Foundation, Heinrich Hispanidad, McLeod Publishing, Rocky Mountain SER and Vectra Bank.

Heinrich Hispanidad contracted with Corona Research to conduct four focus groups addressing issues of traffic safety in the Hispanic community. Corona Research will also conduct pre- and post-campaign seat belt surveys and will develop a method to measure the effectiveness of the program.

Occupant Protection

Ten community information sessions are scheduled to begin the week of February 1, 2005.

Advertisements are being developed for radio, newspaper and outdoor ads that target Spanish-speaking communities.

You can save a life today!
¡Tu puedes salvar una vida hoy mismo!



As the Latino population in Colorado continues to grow, we don't think you need to be qualified to install Child Passenger Safety Seats. With a cultural emphasis on the safety of children, many Hispanic parents erroneously believe that small children are safe in their cars than in a child restraint seat. We need people like YOU to educate parents and guardians on correct child seat usage and installation.

Death rate from motor vehicle crashes for Hispanic children between ages 5 and 12 is 72% greater than for non-Hispanic white children.

As the Latino population in Colorado continues to grow, we don't think you need to be qualified to install Child Passenger Safety Seats. With a cultural emphasis on the safety of children, many Hispanic parents erroneously believe that small children are safe in their cars than in a child restraint seat. We need people like YOU to educate parents and guardians on correct child seat usage and installation.

A lo par con el crecimiento de la población Latina, no siempre cada vez más urgente la necesidad de contar con Técnicos Especialistas en Seguridad de los Niños como pasajeros. Muchos padres hispanos, al tener la costumbre de buscar las mejores sillas para sus niños, tienen la idea equivocada de que los pequeños se encuentran más seguros respecto en los autos en vez de en el asiento de seguridad. Necesitamos personas como TU para educar a los padres y tutores sobre el uso correcto e instalación de los asientos de seguridad para niños.

La tasa de mortalidad de niños hispanos entre los 5 y 12 años, en accidentes vehiculares, es 72% más alta que en los niños no hispanos.



For more information on how to become a Child Passenger Safety Technician call

XXXX XXXX-XXXX

Para más información sobre cómo convertirse en un Técnico en Seguridad de Niños como pasajeros llamo

Occupant Protection

African American Community Traffic Safety Program

This task supports efforts to increase seat belt and child safety seat use in the African American communities of Denver, Colorado Springs, and Pueblo.

Project Number:	04-06
Task Number:	61-07
Planned Expenditures:	\$128,581.97
Actual Expenditures:	402 OP - \$128,581.97

Goal

Reduce injury and fatal traffic crashes.

Identify meaningful methods of education and behavior modification.

Objectives

Generate a 10% increase in seat belt use by African Americans. Increase child safety seat use by 10% by African Americans.

Develop strategies to implement these techniques.

Target efforts in Pueblo, Colorado Springs and Denver.

Strategies and Initiatives

Expand the focus of existing programs from African American men ages 18 to 34 to all African American men and women.

Continue successful coalition and team-building within the African American community to identify, enhance and support grassroots coalitions.

Results

Held focus groups in Denver, Colorado Springs and Pueblo and distributed observational surveys. Made mini-grants to thirteen community groups in these three cities. Acquired publicity in a variety of venues, including high school newspapers.

Occupant Protection

Child Passenger Safety Program

Mesa County Health Department implemented a multi-faceted program to increase the use of child restraints in Mesa County because, according to the 2003 Problem Identification, 25% to 34% of all drivers who suffered incapacitating injuries in the county were unbelted. Research indicates that if the driver is not restrained, then, in most cases, the child is not restrained.

Goal

Increase child restraint system usage in Mesa County.

Objectives

Increase restraint usage by 4 to 8 year olds to 75% and usage of booster seats to 20% from the 2003 baselines.

Strategies and Initiatives

Launch a wide-reaching public awareness campaign about restraint laws.

Reach out to child care centers and parents of young children.

Work with local law enforcement agencies to publicize and support enforcement campaigns.

Results

The results contained here describe first quarter activities; the program is on-going.

The Mesa County Health Department (MCHD) conducted one educational event and training for 28 families at a Head Start facility. A pre- and post-presentation survey about the booster seat law and the usage and installation of booster seats was administered at the presentation. Results from this survey were inconclusive and more

Project Number:	04-06
Task Number:	61-08
Planned Expenditures:	\$2,421.30
Actual Expenditures:	402 CR – \$2,421.30

meaningful assessment methods are being developed.

In August and October, MCHD attended and participated in the Grand Junction Traffic Safety Council meetings. The Grand Junction Police Department has agreed to increase its patrols and attend designated facilities' educational and restraint usage training events.

The MCHD has plans to conduct educational or training events at an elementary school and three additional Head Start centers.

In conjunction with the Early Childhood Partnership, MCHD has created a tentative media campaign. The campaign will be launched during Car Seat Safety Month, contingent on CDOT approval.

MCHD distributed 293 CPS Team Colorado brochures at the following events and locations: (1) Walmart Safety Fair; (2) Mesa View Elementary School; (3) Child Care Coalition meeting; (4) School and Public Nurse meeting; (5) Day-Care providers meeting (6) the Senior Fair at Mesa Mall; (7) Head Start Center Coordinators' Meeting; and (8) Grandparents at Mesa Mall's Senior Fair.

In October, MCHD informally observed child restraint usage at one elementary school. Plans have been made to participate in a formal booster seat observational study that will target three elementary schools.

Occupant Protection

Booster Seat Outreach

CDOT contracted with the Colorado State Patrol to provide outreach, training and educational services on issues of Child Passenger Safety and Booster Seats.

Goal

Provide outreach, training and information to caregivers, parents, health providers and other Child Passenger Safety organizations.

Objectives

Increase the use of Booster Seat/Occupant Protection Systems by 20% in targeted areas.

Strategies and Initiatives

Maintain the toll-free Colorado State Patrol telephone line and website for access to child passenger safety restraint information.

Collect and analyze data to determine statewide needs of the program.

Develop a program to select Child Passenger Safety technicians. Conduct five NHTSA statewide technician training courses in areas of need, and eight 8-hour technician update/refresher courses. Coordinate four 16-hour Child Passenger Safety basic skills training courses.

Coordinate with other child passenger safety organizations to promote fitting stations and events. Collaborate with at least one child passenger safety organization that is not related to law enforcement.

Administer training to caregivers, parents and health providers on Child Passenger Safety Booster Seat usage.

Project Number:	04-06
Task Number:	61-09
Planned Expenditures:	\$1,141.00
Actual Expenditures:	402 CR - \$1,141.00
	2003B - \$119,029.46

Results

The carseatscolorado.com website has been maintained and now features information about NHTSA technician training and CPS fitting stations and events. The site had over 100,000 hits during the month of August. The toll-free line (877-LUV TOTS) has averaged 200 calls per month.

Statewide data from 100 fitting stations and events indicated an 84% misuse rate of child passenger restraints. Out of the 2,326 inspected child restraints, only 377 did not need adjustment.

A Child Passenger Safety media group has been developed to distribute information on child passenger safety laws. The group has developed a tri-fold brochure on current child passenger safety laws. Partnerships were also formed with Farmers Insurance and 9News. Information on child passenger safety is distributed by these organizations and is available on the 9News website.

Data on Child Passenger Safety Programs has been collected. The self-assessment tool needed to analyze the data is not yet available to the CPS team in Colorado, but is expected for the next fiscal year.

A CPS technician training selection device has not been developed. Nine NHTSA training classes were held across the state. 189 students successfully completed the course. A total of 32

Occupant Protection

people attended the three 16-hour advocate training courses. In all, twelve 8-hour refresher/update courses were held and 224 people attended these sessions.

Due to public interest, 1-4 hour CPS training courses were held in Denver and surrounding cities. A total of 548 students attended these sessions.

A three-day ALERT airbag training course was conducted in Golden. This was not an original task, and was added due to technician and advocate demand. A total of 50 people attended.

An advisory council and Denver Metro Area Task Force were developed to assist CPS Team Colorado by offering a statewide perspective on CPS issues.

The Denver Osteopathic Foundation developed a new prenatal program. Buckle Up Babies provides CPS information to mothers in their third trimester. The Kids in Carseats 101 prenatal program courses were developed to compliment Buckle Up Babies. A total of 107 students attended this training.

Occupant Protection

La Plata County Clicks

In support of CDOT's goal of increasing seat belt and car seat use, the San Juan Basin Health Department developed a community education program.

Goal

Increase seat belt use in La Plata County to decrease automobile crash injury and fatality rates.

Objectives

Increase seat belt use in La Plata County by 10%.

Strategies and Initiatives

Use road signs, media coverage, high-visibility enforcement, and community collaborations to: (1) educate residents about seat belt use benefits; and (2) encourage them to always wear a seat belt and restrain young children in a car seat.

Targeted Strategies and Initiatives

Execute a positive radio and newspaper media campaign that incorporates testimonials promoting seat belt use.

Install at least 25 "La Plata County Clicks" road signs and maintain existing road signs.

Participate in at least six community events that promote seat belt use and occupant safety and distribute positive incentive material at events.

Identify and address needs of specific populations.

Collaborate with organizations to post signs, coordinate events and disseminate information.

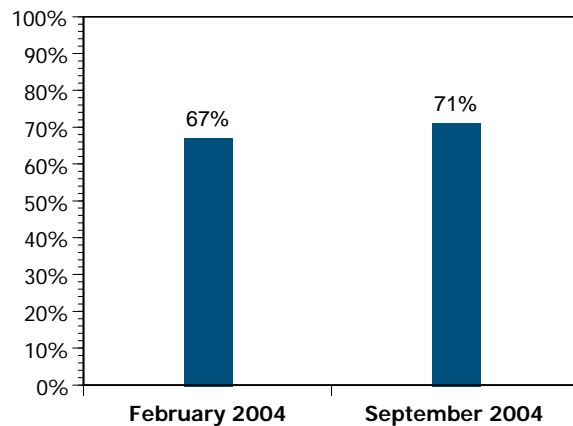
Collect and analyze data through various means including a phone survey and pre- and post-program observational surveys.

Project Number:	04-06
Task Number:	61-10
Planned Expenditures:	\$45,000.00
Actual Expenditures:	157 OP - \$45,000.00 402 - \$0.00

Results

San Juan Basin Health Department met its goal and exceeded all of its specific objectives.

Exhibit 1.
Seat Belt Usage, 2004



Source: San Juan Basin Health Department.

Pre- and post-observational surveys show that seat belt use increased from 67% in February 2004 to 71% in September of 2004. Since its inception, the program has increased total average seat belt usage by 11 percentage points.

Paid media coverage consisted of sixteen radio testimonials from La Plata County residents on five radio stations. Four local newspapers ran 15 new publications, which targeted geographic areas with low seat belt use.

The program produced and delivered 52 new signs and replaced one.

Occupant Protection

The program participated in twenty events that promoted seat belt use and occupant safety and distributed positive incentive materials at the events.

In a random phone survey conducted in September 2004, 84.5% of respondents indicated that they always wore a seat belt compared to only 45% of respondents in 2003. In the 2004 phone survey, 91.4% of respondents said they knew the phrase, “La Plata County Clicks” and 93% knew of the road signs. Furthermore, of respondents who had received positive incentives, 59% said that the incentives reminded him/her to wear a seat belt.

Occupant Protection

Buckle Up for Love

CDOT contracted with the Denver Osteopathic Foundation to increase seat belt and child safety seat use in Colorado.

Goal

Teach elementary and preschool children to be effective advocates for buckling up.

Objectives

Implement classroom presentations and special event presentations that promote seatbelt and child safety seat use.

Strategies and Initiatives

Partner with the Aurora Fire Department for elementary and preschool in-class presentations. Use the school lunch program recipients as criteria to determine which families may need car seats and booster seats.

Participate in special events to promote seat belt safety.

Produce the “Safe N’ Smart Kids” newsletter and distribute it to early childhood educators.

Results

A total of 21 classroom presentations were given at nine Aurora-area elementary schools. In all, 1,100 students attended the presentations. Students participated in hands-on activities that promote seat belt safety, and were given take-home information for parents on Colorado’s Child Passenger Safety Law. The program received positive feedback from elementary school teachers.

Project Number:	04-06
Task Number:	61-11
Planned Expenditures:	\$13,017.00
Actual Expenditures:	402 CR - \$13,017.00

After the presentations, teachers used the school lunch program roster to identify families in high need. The Aurora Fire Department installed car seats and booster seats for those families.

The Buckle Up for Love Project participated in Kids Spree (July 17 & 18). A total of 500 families were informed about the importance of proper child safety restraints and given the “Safe N’ Smart Kids” newsletter. Brochures in English and Spanish were also distributed.

The “Safe N’ Smart Kids” newsletter focused on traveling safety with children. It was printed and distributed to 2,800 licensed preschools and daycares.

Occupant Protection

Central Mountain SAFE Kids

The Central Mountain SAFE Kids program will make an effort to increase the health and safety of children age eight and younger in three mountain counties.

Project Number:	04-06
Task Number:	61-12
Planned Expenditures:	\$8,794.15
Actual Expenditures:	402 CR - \$8,794.15

Goal

Reduce injury and fatal crashes by increasing the proper restraint of children in motor vehicles.

Objectives

Increase the use of car seats by 10%. Reduce the misuse of car seats by 20% in Summit, Lake and Eagle counties.

Strategies and Initiatives

Train Spanish-speaking CSP technicians.

Secure the participation of fire and police agencies to conduct inspections for car seat installation.

Acquire and distribute 150 car seats to needy families.

Conduct nine community-based checkpoints.

Results

Flyers, newspaper advertising, public service announcements and referrals from public health agencies specifically targeted the Spanish-speaking community.

In 2003, there were 363 car seats inspected. In 2004, the project resulted in 581 seats being inspected – a significant increase! In addition, 167 booster seats were inspected.

A total of 177 car seats were donated, a 38% increase over 2003.

Occupant Protection

Occupant Protection Enforcement

This task supports the efforts of local law enforcement agencies to aggressively enforce occupant protection laws as part of the “Click It or Ticket” campaign.

Goal

Increase the use of occupant protection restraints through enforcement and public education and awareness efforts.

Objectives

Increase seat belt use by 5% in targeted areas.

Strategies and Initiatives

Contract with Henry “Duke” Smith to coordinate this program.

Work with local law enforcement agencies to encourage their enforcement of Colorado’s Occupant Restraint Laws.

Project Number:	04-06
Task Number:	61-13
Planned Expenditures:	\$213,237.77
Actual Expenditures:	157 Innovative
	2003: \$196,273.42
	2004: \$2,699.58
	402 PM-\$14,264.77

Results

The program manager coordinated with local law enforcement agencies to combine aggressive public information and education with intense media coverage to notify the public that tickets are issued for occupant restraint law violations.

Agencies representing 85% of the state’s population participated in the National November Mobilization and the May Mobilization. CDOT provided training and informational videos on the campaign. Local agencies developed strategies for aggressive ticket-writing campaigns.

Statewide seat belt use rate reached an all-time high of 79.3%.

Occupant Protection

Tech Transfer

Support the continuing education of traffic safety professionals by funding attendance at national and regional conferences focused on occupant protection.

Project Number:	04-06
Task Number:	61-15
Planned Expenditures:	\$1,153.30
Actual Expenditures:	402 OP - \$1,153.30

Goal

Support CDOT's goals of increased use of occupant protection devices.

Objectives

By supporting the continuing education of traffic safety professionals with respect to occupant protection, CDOT aims to increase occupant protection.

Strategies and Initiatives

Fund the attendance of traffic safety professionals at national and regional conferences with occupant protection curriculum.

Results

This task supported the attendance of traffic safety professionals at the 2004 National Lifesavers Conference.

Impaired Driving

DUI Prevention Activities

CDOT's Public Relations Office manages the public information and education aspect of the state's highway safety program.

Goal

The activities covered by this task support CDOT's DUI prevention efforts.

Objectives

Provide salary, travel and operating costs for two employees in CDOT's Public Relations Office. Fund the costs for telephone, fax and a news clip monitoring service.

Strategies and Initiatives

During the year salaries were paid for two employees to implement CDOT's public information and education traffic safety program.

Attend the National Lifesavers Conference on Highway Safety Priorities.

Retain Colorado Press Service to monitor news clips for the traffic safety program.

Project Number:	04-08
Task Number:	81-01
Planned Expenditures:	\$64,932.42
Actual Expenditures:	157 Incentive -\$64,932.42

Results

Funds paid for half of the cost for one employee to attend the National Lifesavers Conference on Highway Safety Priorities.

Telephone costs were paid in support of the program.

Through Colorado Press Service, the Public Relations Office monitored 556 news clips on impaired driving-related topics.

Funds were also used to purchase 50 percent of a media resource from Bacon's. This resource allows the traffic safety program to update fax and e-mail addresses of reporters and media outlets as they change. It also allows the traffic safety program to keep up-to-date lists of reporters who cover traffic safety issues and target news releases, letters to the editors and story ideas more effectively.

Occupant Protection

Occupant Protection Activities

CDOT's Public Relations Office manages the public information and education aspect of the state's highway safety program.

Goal

The activities covered by this task support CDOT's occupant protection efforts.

Objectives

Provide salary, travel and operating costs for two employees in CDOT's Public Relations Office. Fund the costs for telephone, fax and a news clip monitoring service.

Strategies and Initiatives

During the year salaries were paid for two employees to implement CDOT's public information and education traffic safety program.

Attend the National Lifesavers Conference on Highway Safety Priorities.

Retain Colorado Press Service to monitor news clips for the traffic safety program.

Project Number:	04-08
Task Number:	81-02
Planned Expenditures:	\$59,763.20
Actual Expenditures:	157
Occupant Protection -	\$59,763.20

Results

Funds paid for half of the cost for one employee to attend the National Lifesavers Conference on Highway Safety Priorities.

Telephone costs were paid in support of the program.

Through Colorado Press Service, the Public Relations Office monitored 348 news clips on occupant protection-related topics.

Funds were also used to purchase 50 percent of a media resource from Bacon's. This resource allows the traffic safety program to update fax and e-mail addresses of reporters and media outlets as they change. It also allows the traffic safety program to keep up-to-date lists of reporters who cover traffic safety issues and target news releases, letters to the editors and story ideas more effectively.

Impaired Driving

Public Information – The Heat is On!

This task supports the Public Relations Office's activities related to The Heat is On! Campaign.

Goal

Decrease the percentage of alcohol-related fatal crashes.

Objectives

Through public awareness activities, support reductions in alcohol-related fatal crashes.

Strategies and Initiatives

Through media outreach, support DUI enforcement during holiday weekends, two national mobilizations and a 14-week sobriety checkpoint program from Memorial Day weekend through Labor Day Weekend.

Use variable message signs to reach drivers in their vehicles with messages about DUI enforcement and sobriety checkpoints.

Refine the reporting website to enhance the ease of its use by law enforcement and the media.

Purchase paid media to increase the visibility of DUI enforcement activities.

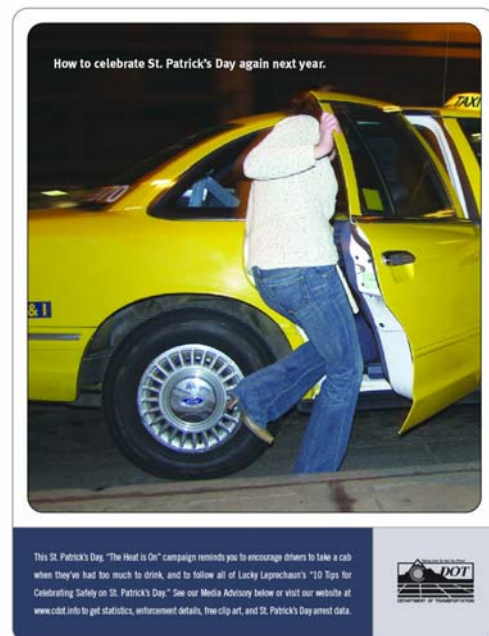
Results

The Public Relations Office retained Linhart Public Relations to assist with this task.

Project Number:	04-08
Task Number:	81-03
Planned Expenditures:	\$570,175.31
Actual Expenditures:	402 PM - \$30,500
	410 - \$269,436.86
	157 Incentive - \$125,000.00
	157 Paid Advertising - \$145,220.45

The holidays, national mobilizations and sobriety checkpoints supported included:

Halloween
Holiday DUI Mobilization, including Christmas and New Year's
St. Patrick's Day
Memorial Day Weekend
July 4th Weekend
August DUI Crackdown, including Labor Day Weekend
Sobriety Checkpoints from Memorial Day Weekend through Labor Day Weekend
Peer Education Network Meeting to prevent underage drinking



Impaired Driving

Media outreach activities included:

- 7 news events
- 3 media tours
- 111 media advisories and news releases
- Contacted media 1,607 times to ask for coverage of DUI Checkpoint Colorado

Variable message signs were used to communicate with drivers about DUI enforcement. Sample messages included:

- Don't Drink and Drive – The Heat Is On!
- Don't Drink and Drive – DUI Enforcement
- Sobriety Checkpoint ahead



IN COLORADO YOU CAN GO TO JAIL FOR HAVING A BLOOD ALCOHOL CONTENT (BAC) OF .05 OR HIGHER. EVEN ONE DRINK PER HOUR MAY PUSH SOMEONE OVER THE LEGAL LIMIT.

**.05 BAC - DRIVING WHILE ABILITY IMPAIRED
.08 BAC - DRIVING UNDER THE INFLUENCE**

	after 1 hour	100 lbs.	150 lbs.	180 lbs.	200 lbs.	250 lbs.	300 lbs.
1 drink	1	.03	.03	.02	.02	.01	--
	2	--	--	--	--	--	--
	3	--	--	--	--	--	--
	4	--	--	--	--	--	--
2 drinks	1	.06	.05	.05	.04	.04	.03
	2	.04	.03	.03	.03	.03	.01
	3	.02	--	--	--	--	--
	4	--	--	--	--	--	--
3 drinks	1	.10	.08	.07	.06	.05	.05
	2	.08	.06	.05	.04	.03	.02
	3	.07	.04	.03	.03	.02	.01
	4	.06	.03	.02	.01	--	--
4 drinks	1	.13	.11	.09	.08	.07	.06
	2	.12	.09	.08	.06	.05	.04
	3	.10	.08	.06	.04	.04	.03
	4	.09	.06	.04	.03	.02	.01
5 drinks	1	.17	.14	.12	.10	.09	.08
	2	.15	.13	.10	.09	.07	.06
	3	.14	.11	.09	.07	.06	.04
	4	.13	.09	.07	.04	.04	.03

1 drink = 12 oz. beer, 5 oz. wine or 1.5 oz. shot of whiskey. The BAC chart is only a guide and not sufficiently accurate to be considered legal evidence.

AT A .08 BAC, USUALLY AFTER HAVING 3-5 DRINKS, THE FOLLOWING PHYSIOLOGICAL CHANGES TAKE EFFECT: COORDINATION AND BALANCE BECOME DIFFICULT - IMPAIRED JUDGMENT - SIGNIFICANTLY SLOWED REACTION TIME - MUSCLE CONTROL AND SPEECH IMPAIRED - LIMITED NIGHT AND SIDE VISION - CRASH RISK GREATLY INCREASED IF YOU PLAN TO DRINK ALCOHOL: APPOINT A DESIGNATED DRIVER BEFOREHAND - TAKE A CAB OR CALL SOMEONE TO COME GET YOU.

BROUGHT TO YOU BY THE COLORADO DEPARTMENT OF TRANSPORTATION, WITH INFORMATION PROVIDED BY THE ALCOHOL AND DRUG ABUSE DIVISION OF THE COLORADO DEPARTMENT OF MOTOR SERVICES, COLORADO CRIMINAL DEFENSE BAR, COLORADO DISTRICT ATTORNEY'S COUNCIL, COLORADO JUDICIAL DEPARTMENT, MOTOR VEHICLE DIVISION OF THE COLORADO DEPARTMENT OF REVENUE AND THE TRUCK INSURANCE INDEPENDENT ASSOCIATION.

The Public Relations Office's reporting website was enhanced and upgraded. Enhancements included the ability to file DUI plans, media contacts and media briefings online. Contractor Aspen Root performed this work.

The Public Relations office developed a new logo for the 0.08 BAC law and materials, including print ads about the new law and BAC charts for display.



Media outreach activities resulted in 357 television stories and 215 print stories.

The PRO placed \$399,767 in paid advertising in television, radio and print to support the August DUI crackdown and achieved 133,244.90 (33.3%) in added value for a total of \$533,011.90. The media buy paid for 659 television spots, 1,510 radio spots and 77 print ads in prime placement to reach the target audience of men ages 18-34. The national *You Drink, You Drive, You Lose* television spot was edited to include *The Heat Is On!* campaign logo. The radio spot that was used in 2003 was revised in 2004 to include *The Heat Is On!* campaign tag line. The print ads also included information about the .08 BAC law. The television and radio spots aired in both English and Spanish.

Impaired Driving



The PRO placed a story about the *DUI Checkpoint Colorado* Program in the national newsletter of the Governor's Highway Safety Association.

The PRO and its contractor Linhart Public Relations also received a Gold Pick Award from the Public Relations Society of America for its media relations program for *DUI Checkpoint Colorado*.

This is the second year that the PRO has placed large paid media buys to support programs and has gained valuable experience in this area. Based on this experience, the Public Relations Office recommends that funds be made available in January of each year for media buys. This will allow the PRO to achieve better pricing, increased added value and allow for adequate time for CDOT's Business Office and Purchasing Branch to process purchase orders and contracts for the media buys.

YOU'RE INVITED TO A DETOX FACILITY. WHICH IS BETTER THAN BEING ESCORTED.		
	Do you know what happens at a detox facility after someone has been arrested for a DUI? Get an inside look and behind-the-scenes footage of the Washington House Detox Facility.	
	DUI Detox Media Event with Interview and Photo Opportunities	
	When: Wednesday, Sept. 1, at 9 a.m. Where: Washington House Detox Facility 7373 Birch Street in Commerce City	
	Why: Colorado law enforcement agencies will increase enforcement this Labor Day weekend and throughout the National DUI Crackdown (Aug. 27-Sept. 12) to take drunk drivers off our roadways. Learn about local enforcement plans and the true costs and consequences of a DUI.	
	Speakers will include representatives from the following: Colorado Department of Transportation, National Highway Traffic Safety Administration, Colorado State Patrol, Boulder Police Department, a local district attorney and the Washington House Detox Facility.	
	Directions: Take I-25 North to I-76E (to Ft. Morgan). Continue on I-76 E and take exit #8 (74th Ave./CO 224E). Turn right on Birch Street. The Washington House Detox Facility is located on the southwest corner of Birch and 73rd Street.	
	Contact: Mairi Nelson, CDOT, 303-202-0383 or pager 303-851-5371, Stacey Stegman, CDOT, 303-757-9362, Maj. Jim Wolfenbarger, CSP, 303-239-4574 or pager 303-891-7390, or Emily Ahlquist, Linhart McClain Finton, 303-383-4602.	

Occupant Protection

Public Information – Click It or Ticket

This task provides funding to the Public Relations Office for on-going media support of the Click It or Ticket campaign. Funds cover costs associated with Linhart McClain Finlon Public Relations, efforts to recruit sponsorship and other public relations expenses involved in a statewide campaign.

Goal

Support CDOT's goals related to increasing use of occupant protection devices statewide.

Objectives

Through increase public awareness, support increased seat belt use.

Strategies and Initiatives

Provide public relations support for the 2003 National November Mobilization through earned media and paid media.

Conduct media outreach to publicize the November Mobilization.

Provide public relations support for the 2004 May Mobilization through earned media and paid media.

Conduct media outreach to publicize the May Mobilization.

Update the seat belt reporting website for both mobilizations.

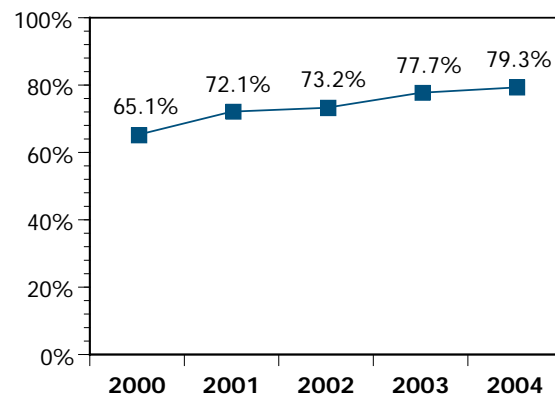
Project Number:	04-08
Task Number:	81-04
Planned Expenditures:	\$486,372.51
Actual Expenditures:	
	402 PM - \$16,436.47
	157 Incentive - \$40,000.00
	157 Paid Advertising - \$15,000.00
	157 Innovative PM 2002 - \$10,501.00
	157 Innovative PM 2003 - \$101,846.51
	157 Innovative 2004 - \$41,300.00
	157 Innovative PM 2004 - \$235,962.28

Results

The statewide seat belt survey found the following results:

- All time high seat belt usage rate of 79.3%
- Colorado usage is well above the average of 73% for secondary law states.

Exhibit 1.
Colorado Statewide Seatbelt Usage, Non-Commercial Vehicles, 2000-2004



Source: Colorado State University Institute of Transportation Management, 2004 Seat Belt Study.

Occupant Protection

November Mobilization Results

The primary media message for the *National November Mobilization* was *Click It or Ticket* - intensive enforcement of Colorado's adult seat belt and child passenger safety laws.

Media outreach conducted by CDOT and Linhart McClain Finlon in support of the November mobilization included:

5 news events
12 news releases and media advisories
1 letter to the editor distributed statewide from CDOT Executive Director Tom Norton

These efforts generated 26 television stories in the Denver and Colorado Springs markets, which can be monitored, and 45 print stories statewide as a result of news events, news releases and media advisories.

Police Departments and local Law Enforcement Agencies across the state received funding and mini grants to:

- Provide overtime enforcement of Colorado's primary child passenger safety law
- Inform the news media about seat belt/child safety seat use in injury and fatal crashes
- Report enforcement activities on the CDOT website

The number of violations reported were posted to the CDOT website.

The Public Relations Office placed \$14,563.00 in paid radio and television spots in the Grand Junction market to support the enforcement. The Public Relations Office received \$4,458.40, or 31%, of the total buy in added value. During this

period, 100 television spots and 144 radio spots ran in the Grand Junction market to reach the target audience of men ages 18-34.

May Mobilization Results

CDOT used its variable message signs to reach drivers in their vehicles with the message: *Click It or Ticket - Buckle Up Please*.

The primary media message for the *2004 May Mobilization* was *Click It or Ticket* - intensive enforcement of Colorado's adult seat belt and child passenger safety laws. The Colorado State Patrol launched a *Colorado Target Zero* program

during *Click It or Ticket* to promote zero traffic deaths in the state. The Public Relations Office included the *Target Zero* program in its news releases.

Media outreach for the May Mobilization included:

4 news events
8 media tours
20 news releases and media advisories



These efforts resulted in 88 television stories in the Denver and Colorado Springs markets and 74 print stories statewide.

Occupant Protection

During the 2004 May Mobilization, the PRO and its contractor, Linhart Public Relations, placed \$363,877.94 in paid advertising in television, radio and print. The media buy included \$86,954.50 in value added, representing 24% of the media buy. During that time, 659 television spots, 1,510 radio spots and 20 print ads ran in the Denver; Colorado Springs; Grand Junction; Southwest Colorado and Northeast Colorado media markets to reach the target audience of men ages 18-34.

The Public Relations Office produced the radio spots for the campaign in-house. The radio spot was written by GMMB in 2003 and the script was updated for use in 2004. Master Trooper Ron Watkins, Colorado State Patrol, recorded the English version of the radio spot at CDOT's Media and Visual Communications Center. Spanish language radio stations received the English spot and recorded a Spanish version of the spot to use.

In addition to the spot recorded by the Colorado State Patrol, local law enforcement agencies were offered the opportunity to record the radio spot and have that version broadcast in their communities. Officer Jeff Groves, Fort Collins Police Department, and Sgt. Brett Wilson, Pueblo Police Department, recorded radio spots at CDOT's Media and Visual Communications Center. Those spots were distributed in Fort Collins and Pueblo, respectively.

In Pueblo County, Sheriff Dan Corsentino recorded the spot at a radio station in Pueblo.

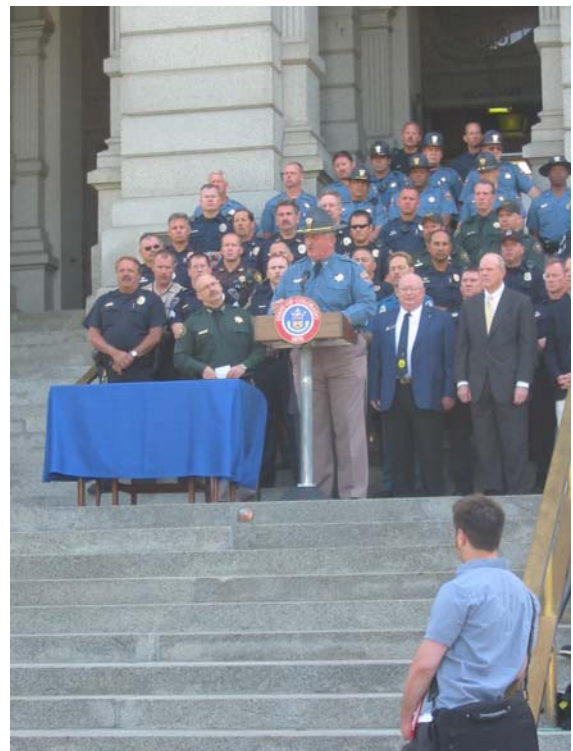
The *Click It or Ticket* national television spot was tagged with the Colorado Department of Transportation logo and used.

The Public Relations Office updated and reprinted the *Click It or Ticket* brochure developed in 2004 in both English and Spanish.

The electronic media room was used to post news releases, fact sheets, logos and other background material for reporters to use during the *Click It or Ticket* enforcement period.

The reporting website was used and a practice page was created for law enforcement agencies to practice logging on and entering data before the enforcement period started. This was done to try to reduce difficulties and errors in reporting during the enforcement period.

The Public Relations Office printed *Click It or Ticket* banners for use at news events and by local law enforcement agencies and community groups.



Contractor Aspen Root modified the seat belt reporting website for both the *National November Mobilization* and the *May Mobilization* and worked

Occupant Protection

with CDOT's Information Systems group to fix errors that occurred on the website during the reporting period.

Note

The total amount of funding available for the *2004 May Mobilization* was not identified or obligated until March 2004. This made it difficult to plan and use all of the available funds. If funds are identified and obligated earlier in federal fiscal year 2005, it will allow the Public Relations Office to plan activities and expenditures more easily for the *2005 May Mobilization*.

Impaired Driving

DUI Information Materials

This task provides support for the development and printing of DUI information materials.

Goal

Support all of CDOT's goals related to the role of alcohol in Colorado crashes.

Objectives

Print and distribute materials in a timely manner to support efforts to reduce impaired driving.

Strategies and Initiatives

Create educational materials related to the state's new 0.08 BAC law.

Update the Cost of a DUI brochure.

In support of the Persistent Drunk Driver Program, update Cost of a DUI posters and translate these materials into Spanish.

Create a teen impaired driving brochure.

Make materials available online.

Create banners to support DUI enforcement activities.

Results

Blood Alcohol Concentration (BAC) Cards

The Public Relations Office revised BAC cards to reflect the new .08 BAC law that took effect July 1, 2004 in Colorado and added the new .08 BAC logo. The cards were translated into Spanish by Heinrich Hispanidad. A total of 100,000 BAC cards in English and 10,000 in Spanish were printed. The cards were distributed through Colorado State Parks, law enforcement agencies

Project Number:	04-08
Task Number:	81-05
Planned Expenditures:	\$6,417.59
Actual Expenditures:	157AL Incentive--\$6,417.59

and treatment centers statewide. The cards were also sent to citizens and groups that requested them.

EN COLORADO PUEDES IR A LA CÁRCEL POR TENER UN PORCENTAJE DE ALCOHOL EN TU SANGRE (BAC) DE .05 O MÁS. UN TRAGO POR HORA ES SUFICIENTE PARA QUE UNA PERSONA SOBREPASE EL LÍMITE LEGAL.
.05 BAC - MANEJAR CON TU HABILIDAD ALTERADA
.08 BAC - MANEJAR BAJO LA INFLUENCIA

	horas	100 libras	120 libras	140 libras	160 libras	180 libras	200 libras
1 trago	1	.03	.03	.02	.02	.01	-
	2	-	-	-	-	-	-
	3	-	-	-	-	-	-
	4	-	-	-	-	-	-
2 tragos	1	.06	.05	.05	.04	.04	.03
	2	.04	.03	.02	.02	.01	.01
	3	.02	-	-	-	-	-
	4	-	-	-	-	-	-
3 tragos	1	.10	.08	.07	.06	.05	.05
	2	.08	.06	.05	.04	.03	.03
	3	.07	.04	.03	.02	.02	.01
	4	.05	.03	.02	.01	-	-
4 tragos	1	.13	.11	.09	.08	.07	.06
	2	.12	.09	.08	.06	.05	.04
	3	.10	.08	.06	.04	.04	.03
	4	.09	.06	.04	.03	.02	.01
5 tragos	1	.17	.14	.12	.10	.09	.08
	2	.15	.13	.10	.09	.07	.06
	3	.14	.11	.09	.07	.06	.04
	4	.13	.09	.07	.06	.04	.03

1 trago = 12 oz. de cerveza, 5 oz. de vino, o 1.5 oz de whiskey.
 La tabla de BAC es sólo una guía y no es lo suficientemente precisa para ser considerada evidencia legal.

A UN NIVEL DE .08 BAC, DESPUÉS DE TOMAR 3-5 TRAGOS, OCURREN LOS SIGUIENTES EFECTOS FISIOLÓGICOS: ES DIFÍCIL MANTENER LA COORDINACIÓN Y EL BALANCE • TU HABILIDAD DE TOMAR DECISIONES SE ENTORPECE • TU HABILIDAD DE REACCIONAR A TIEMPO DISMINUYE • TU CONTROL VERBAL Y DE LOS MUSCULOS SE ALTERA • TU VISIÓN EN LA NOCHE DISMINUYE • EL RIESGO DE TENER UN ACCIDENTE AUMENTA SI TIENES PLANES DE TOMAR ALCOHOL: NOMBRA A UN CONDUCTOR DESIGNADO ANTES DE SALIR • LLAMA A UN TAXI O A ALGUIEN PARA QUE TE RECOJA.
 PRESENTADO POR EL DEPARTAMENTO DE TRANSPORTE DE COLORADO, CON INFORMACIÓN PROVISTA POR LA DIVISIÓN CONTRA EL ABUSO DE DROGAS Y ALCOHOL DEL DEPARTAMENTO DE SERVICIOS HUMANOS DE COLORADO, EL COLEGIO DE ABOGADOS PENALISTAS DE DEFENSA DE COLORADO, EL CONSEJO DE ABOGADOS DEL DISTRITO DE COLORADO, EL DEPARTAMENTO JUDICIAL DE COLORADO, LA DIVISIÓN DE AUTOMÓVILES DEL DEPARTAMENTO DE INGRESOS DE COLORADO Y LA ASOCIACIÓN DE INFORMACIÓN SOBRE SEGUROS ROCKY MOUNTAIN.

Impaired Driving

Cost of a DUI Brochure

The Public Relations Office researched new costs and updated previous costs to compile a new list of costs that are paid by drivers convicted of a DUI. The Cost of a DUI brochure was revised and sent to all of the agencies that provided information for review. The new estimated cost of a DUI in Colorado is \$9,481.

During federal fiscal year 2005, the brochure will be translated into Spanish and printed in both English and Spanish.

Cost of a DUI Posters and Flyers (Persistent Drunk Driver Program)

The Public Relations Office updated and had new translations done for the Cost of a DUI posters and flyers produced by the Persistent Drunk Driver Program. The revisions were done first for Crossroads Managed Care, a contractor to the Safety Office, for use at the Colorado State Fair. Further revisions were done for use in the 2005 Alamosa Workplace and Steamboat Springs Workplace projects, which are funded by the Persistent Drunk Driver program. The Public Relations Office coordinated the printing for Crossroads Managed Care and the Persistent Drunk Driver program.



Impaired Driving

***Yes, the Numbers Do Apply to You* Teen Impaired Driving Brochure**

Staff attended meetings of the Persistent Drunk Driver committee and has researched and obtained updated statistics for the teen brochure. The brochure will be revised and reprinted in the 2005 Federal fiscal year.

Online DUI publications:

The following publications were placed on CDOT's traffic safety page of the website:

- DUI Memorial Signing Program
- Teen Drinking and Driving
- Blood Alcohol Concentration Card

Banners

The Public Relations Office designed and printed 10 banners for the DUI Checkpoint Colorado program. The banners were used at media events and by local law enforcement agencies.

Note

Since the PRO received funds for this task in June 2004, it had only one quarter to work on this task. The balance of funds has been rolled over into the 2005 fiscal year so work can continue.

Young Drivers

GDL Information Materials

This task supports the development and printing of Graduated Driver Licensing (GDL) materials.

Goal

Support CDOT's objective of reducing the role of young drivers in crashes.

Objectives

Increase public awareness of Colorado's Graduated Driver Licensing (GDL) law and the risks associated with teen drivers and passengers.

Strategies and Initiatives

Recommend a campaign and media buy to address underage drinking. (The buy itself will be paid for from the OJJDP (Office of Juvenile Justice) grant, which is managed by the Safety Office.)

Have the paid media run as Colorado high school students returned to school in Fall 2004.

Develop a radio sponsorship to encourage teens not to drink and drive during prom and graduation.

Develop a Graduated Driver Licensing fact sheet.

Respond to information requests related to GDL.

Results

The CDOT Public Relations Office developed and executed task orders with Linhart Public Relations to recommend a media buy to address underage drinking.

The Public Relations Office encountered problems with finding a campaign to use for the media buy. The PRO conducted research to find campaigns targeting teens and underage drinking

Project Number:	04-08
Task Number:	81-06
Planned Expenditures:	\$822.15
Actual Expenditures:	157 OP – \$822.15

that had been successfully used in other states. This research was done through NTHSA, by contacting states directly and reviewing resources available at the National Lifesavers Conference in March 2004. PRO concluded that, unfortunately, none of the existing campaigns could be successfully adapted for statewide use in Colorado. As a result, the PRO decided to develop messages and produce a radio campaign. The messages developed will be for underage drinking, seat belt use and graduated driver licensing to give the PRO creative material that can be used to develop additional tools for communicating with teen drivers.

The task order for the media buy was extended into Federal fiscal year 2005 and a task order to develop creative messages for teen drivers was also extended into Federal fiscal year 2005.

A task order was also developed and executed with Linhart Public Relations to do a radio sponsorship with a teen station in Denver for prom and graduation. The PRO found similar problems in finding a campaign that was already developed to use in conjunction with a radio sponsorship. This task order has also been extended and will be implemented in the 2005 Federal fiscal year.

Young Drivers

The PRO developed a fact sheet on the changes to the Graduated Driver Licensing law that took effect on July 1, 2004. The PRO asked the Attorney General's Office to review the fact sheet and other state agencies, media, parents and teens have used it.

The PRO responded to 186 requests for information from teen drivers and their parents from the *Drive Time* teen driving website.

The PRO updated and revised the *Drive Time* website in conjunction with the BACCHUS high school project, a project funded by the Safety Office. The final review of the changes will be made and the new web site will be published in the 2005 federal fiscal year.

Work started on a new teen-driving brochure to address the Graduated Driver Licensing law. The brochure will be completed, printed and distributed in the 2005 federal fiscal year.

Occupant Protection

Child Passenger Safety & Booster Seat Information Materials

Provide support to the Public Relations Office (PRO) for the development and printing of Child Passenger Safety and Booster Seat information materials.

Project Number:	04-08
Task Number:	81-07
Planned Expenditures:	\$34,348.85
Actual Expenditures:	157 OP – \$34,348.85

Goal

Support CDOT's goals to increase the proper restraint of children in motor vehicles.

The news conference generated 39 television stories.

Objectives

Increase public awareness about Colorado's booster seat law and the risks to children riding improperly restrained or unrestrained in motor vehicles.

The PRO staff developed and printed the following publications in coordination with the Safety Office and the Colorado State Patrol to support the Child Passenger Safety Program:

- 70 Child Passenger Safety Booster Seat Banners
- 55,000 English Child Passenger Safety Brochures
- 10,000 Spanish Child Passenger Safety Brochures
- 30,000 English Child Passenger Safety Business Cards (with website and toll-free number)
- 10,000 Spanish Child Passenger Safety Business Cards (with website and toll-free number)
- 5,000 English Child Passenger Safety Posters (11x17 inch)
- 1,000 Spanish Child Passenger Safety Posters (11x17 inch)
- 25,000 English Child Passenger Safety Posters (8 1/2 x 11 inch)

Strategies and Initiatives

Support CDOT's child passenger safety program by responding to requests for information or assistance.

Provide communication tools and assistance to child passenger safety grantees, including information about Colorado's child passenger safety laws.

Develop and print publications to support the child passenger safety program.

Create an interactive section on the child passenger safety website.

Results

The PRO and Colorado State Patrol held a media event and child seat demonstration to announce the enforcement phase of the booster seat law. For the news event the PRO developed a banner, press kits and special letterhead.

Occupant Protection

- 5,000 Spanish Child Passenger Safety Posters (8 1/2 x 11 inch)
- 100,000 Child Passenger Safety Emergency Stickers – English and Spanish translation on the same sticker

The PRO negotiated a media buy with KYGO and their sponsor Rainbow Play Systems. The media buy included added value of a display at a major children's event and a car seat checkup event. The car seat check up event took place on April 18, 2004 at Rainbow Play Systems.

The media buy included 30 second radio spots that promoted the child passenger safety website, toll-free numbers for assistance and child car seat laws. The media buy and activities were negotiated to support the Safety Office's Child Passenger Safety Program. No funds were paid by CDOT for the media buy. KYGO and Rainbow Play Systems sponsored the media buy. After the terms of the sponsorship were determined, the PRO set up an initial meeting with KYGO, Rainbow Play Systems and the Colorado State Patrol. From there, the Colorado State Patrol took the lead in coordinating the display and the child seat check up event as part of their child passenger safety grant. These activities are reported in their final grant report to the Safety Office. The total value of the media buy and promotion for the activities was \$50,000. The PRO sent CDOT's photographer to take photos of the event April 18 child seat check up event.

The PRO contracted with the Southern Colorado Organization of Radio (SCOR) for a sponsorship to promote the new enforcement phase of Colorado's booster seat law that went into effect on August 1, 2004. The SCOR organization ran 850 spots – ten more than originally agreed to. The cost of the sponsorship was \$5,000. For other media buys, CDOT paid an average of \$38 per spot for radio in the Colorado Springs market. Based on that cost, the SCOR sponsorship was worth \$27,300 in added value for a total of \$32,300. CDOT and the Colorado State Patrol wrote and recorded the spots that were then provided to SCOR stations to play. The primary message was enforcement of Colorado's booster seat law.

The PRO developed and executed a task order with Aspen Root to create and interactive portion of the Child Passenger Safety website. The task order was extended into the 2005 fiscal year to complete the interactive portion of the Child Passenger Safety website.

Occupant Protection

Weld County Child Passenger Safety Program

This program primarily serves the Hispanic immigrant and migrant worker populations in Weld County. CDOT contracted with Catholic Charities Northern to address language, cultural and legal issues related to child passenger safety in these communities. This is the second year of a three-year planned program.

Goal

Increase car seat use by 10% in these communities.

Objectives

Address the traffic safety needs of the immigrant and migrant worker populations.

Strategies and Initiatives

Implement car seat checkpoint and information events targeting these communities.

Provide bilingual seminars to educate and promote proper child passenger safety.

Results

Two car seat checkpoint events were held. The Greeley Tribune, Latinoticias Spanish Newspaper and KGRE Spanish radio advertised the events. Bilingual brochures and flyers were also distributed. The program coordinated with the North Colorado Health Alliance and Weld County Health Department to provide low cost immunizations to families in need at the events. A total of 58 families were assisted and 87 car seats were distributed.

Project Number:	04-09
Task Number:	91-02
Planned Expenditures:	\$38,377.62
Actual Expenditures:	
	402 SA: \$38,377.62
	402 PM – 0.00

Private car seat instillation and education appointments are a popular feature of this program. Hundreds of appointments and child safety seats have been distributed through private appointments.

A full time instructor and trained staff ran educational seminars for 15 attendees. Five outreach presentations were conducted throughout Weld County, reaching over 100 people.

A CPS technician was a guest on KGRE 1450 health program. Telephone calls during the show allowed for questions from the audience. Feedback for the show was positive, and the program intends to continue use of the radio show as a mechanism for outreach to the target communities.

Crash Prevention

Technology Transfer

This task supports training and materials for individuals working on traffic safety issues to extend community outreach and coalition building. In addition this task will support attendance at national and state traffic safety conferences.

Goal

Support all of CDOT's performance measures through increasing outreach and coalition building.

Objectives

No objectives were defined for this task.

Project Number:	04-09
Task Number:	91-03
Planned Expenditures:	\$8,188.50
Actual Expenditures:	402 SA - \$8,188.50

Strategies and Initiatives

Provide training and materials in support of the community outreach and coalition building efforts of the Traffic Safety Program.

Results

Funds were expended on training and conference attendance. An individual was retained to conduct coalition building activities.

Crash Prevention

Coalition Mini-Grants

This task will provide mini-grants to traffic safety coalitions.

Goal

Reduce injury and fatality crashes statewide.

Objectives

Support the efforts of local coalitions to increase traffic safety.

Strategies and Initiatives

Provide mini-grants to traffic safety coalitions.

Project Number:	04-09
Task Number:	91-04
Planned Expenditures:	\$18,876.00
Actual Expenditures:	402 SA - \$18,876.00

Results

Funds reserved for this task were transferred to support the May Mobilization.

Injury Prevention

Cycle Safety Circus for Kids

Through responsible cycling practices, several fatal bicycle crashes and thousands of bicycle injury crashes could be prevented across the state each year. CDOT and the Brain Injury Association of Colorado set up the Cycle Safety Circus for Kids in 2001 to educate children and their families on safe and healthy cycling practices.

Partners and participants in circus events include local Police Departments, Fire Departments, Ambulance Services and local vendors and volunteers.

Goal

Continue to empower, educate and provide outreach on responsible cycling practices to young cyclists and their families.

Objectives

Teach young cyclists about bike safety basics, rules of the road, and the importance of proper helmet use.

Strategies and Initiatives

Hold circus-type events in six Colorado bicycling communities that appeal to children and teach families about cycling safety.

In order to increase helmet use, the Rocky Mountain Trauma center created a helmet program. At each event, helmets will be distributed to children and fitted by trained Eagle Scouts.

Project Number:	04-10
Task Number:	95-02
Planned Expenditures:	\$48,765.62
Actual Expenditures:	402 PS - \$48,765.62

Targeted Strategies and Initiatives

Provide outreach to elementary school children through an in-school Cycle Safety Circus Program.

Results

Denver events took place at George Washington High School, REI Flagship and the Denver Health Fair. Advertising for the Denver events began at the St. Patrick's Day Parade that aired on the WB2 network. The event was also promoted through radio advertisements and flyer distribution. Poor weather may have negatively affected the number of attendees at these events. Over 120 helmets were distributed at these sites.

The Ft. Collins event took place at REI, and was advertised in local newspapers and on the radio. 105 helmets were distributed and 800 people attended the event.

The Boulder event was held in the parking lot of the Boulder Outlook Hotel. The event was advertised through the local newspaper and flyer distribution. Due to poor weather, only 40 people attended and 19 helmets were distributed.

Cycle Safety Circus for Kids
a program of the Brain Injury Association of Colorado



Injury Prevention

The Colorado Springs Cycle Circus took place at “RideFinders Family Day.” Advertisements ran in the Gazette and flyers were distributed. In all, 500 people attended and 62 helmets were distributed.

The Eagle County event was part of “Gypsum Daze,” a local festival. A total of 500 people participated in the bike safety course and 30 helmets were distributed.

In-school programs were added this year to the Cycle Safety Circus Program for Kids. This program was delivered over three weeks, two days per week with three presentations per day. The curriculum covers brain function and brain injury, proper helmet fitting, bike safety basics and rules of the road. The program reached 1,253 children in Colorado Springs School District 11 and 79 children at Lopez Elementary School in the Ft. Collins Poudre School District.