

Annual Report 2012

Colorado Department of Transportation

Office of Transportation Safety and Traffic Engineering Branch



Table of Contents

Introduction and Accomplishments	3
Performance Measures	4
Impaired Driving	14
Speed Enforcement	22
Traffic Records.....	25
Occupant Protection	31
Motorcycle Safety.....	46
Public Relations	49
Safe Communities and Bicycle and Pedestrian Safety	56
Grant Funding Overview.....	64

Introduction and Accomplishments

The mission of the CDOT Office of Transportation Safety (OTS) is to “reduce the incidence and severity of motor vehicle crashes and the associated human and economic loss.” One measurement of traffic fatalities is the number of fatalities that occur per 100 million vehicle miles traveled (VMT). Colorado continues to see a decrease in the number of fatalities and serious injuries due to motor vehicle crashes year after year. The OTS attributes much of this success to engineering of safer highways, education of the driving public, traffic safety legislative enhancements, and high-visibility enforcement of the State’s driving laws. While Colorado has been successful at reducing its traffic fatality rate, the OTS believes every traffic fatality is a tragedy and seriously considers its effects. In Colorado, the rate of fatal traffic crashes has declined from 1.10 fatalities per 100 million VMT in Calendar Year 2006 to .95 in 2010, a 9% reduction. In addition, total traffic fatalities fell from 535 in 2006 to an all-time low of 447 in 2011, a reduction of 17 %.

The most serious transportation safety challenges continue to be impaired driving, occupant protection compliance (seat belts, child safety seats), young drivers, motorcycle safety, and distracted driving. The OTS aggressively addresses these challenges by supporting projects, programs, and other countermeasures to educate the public and raise awareness. Public information programs and high-visibility enforcement have served to raise the awareness of the public regarding the risks of driving and their responsibilities as drivers. Grass-roots organizations, such as Mothers Against Drunk Driving (MADD), state partnerships, and local community efforts have also made a significant impact.

This report describes the OTS program goals and performance measures, provides an overview of each program area, and provides a summary of each project that was implemented in Federal Fiscal Year 2012.

Accomplishments

The OTS continued to make marked improvement toward their goals. Examples of this progress include:

- The 2011 Colorado Teen Seat Belt Usage Survey result of 82.4% was the highest rate of teen seat belt usage achieved since this age group was first studied in 2005. The rate of teen seat belt usage in 2005 was 70.4%.
- Continued safety education programs that supported Colorado’s decrease in traffic fatalities, which fell from 535 in 2006 to an all-time low of 447 in 2011, a reduction of 17%. This is the fifth consecutive year that overall traffic fatalities have declined in Colorado.
- Motorcyclist fatalities have declined for the third consecutive year from a high of 98 in 2008 to 78 in 2011, a reduction of 21%.
- The OTS continued to expand and enhance its statewide speed control enforcement program by partnering with both rural and metro law enforcement agencies through mini-grants; continuing its partnerships with Denver and Aurora Police Departments; and beginning a new statewide speed project with the Colorado State Patrol.
- Significant improvement continues to be made in the timeliness, availability and accuracy of Colorado vehicle crash data.



Performance Measures

Performance Measure data is based on the most current data available at the time of this publication.

- A-1. Number of seat belt citations issued during grant-funded enforcement activities (grant activity reporting)

Number of seat belt citations issued in 2011: 12,331

- A-2. Number of impaired driving arrests made during grant-funded enforcement activities (grant activity reporting)

Number of impaired driving arrests made in 2011: 9,069

- A-3. Number of speeding citations issued during grant-funded enforcement activities (grant activity reporting)

Number of speeding citations issued in 2011: 6,843

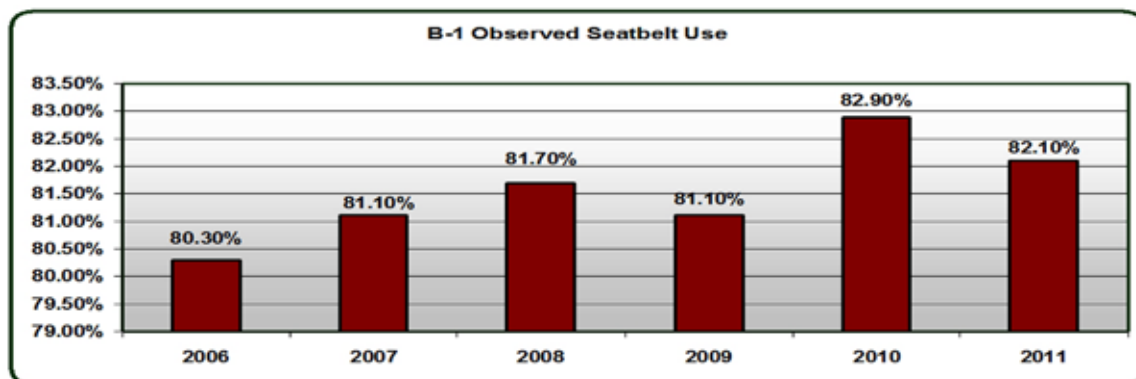
- B-1. Increase the observed seat belt use for passenger vehicles

Observed seat belt rate for passenger vehicles in 2009: 81.1%

Goal: Increase the observed seat belt use for passenger vehicles to 84% in 2012.

Observed seat belt use for passenger vehicles in 2010: 82.9%

Observed seat belt use for passenger vehicles in 2011: 82.1%



STATUS: The methodology for the seat belt use survey changed in 2012; previous years' data will not be compared.

Performance Measures

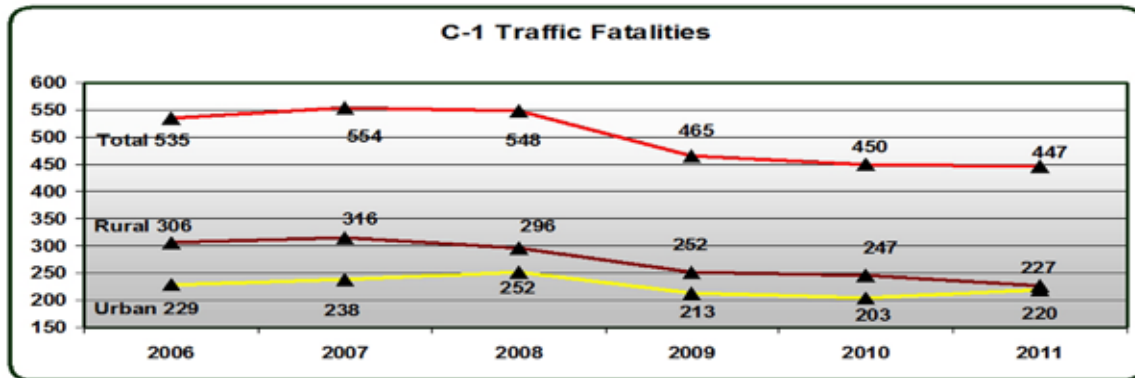
C-1. Reduce the number of traffic fatalities

Number of traffic fatalities in 2009: 465

Goal: Reduce the number of traffic fatalities in 2012 to 435.

Number of traffic fatalities in 2010: 450

Number of traffic fatalities in 2011: 447



STATUS: 2010 and 2011 performance measure not met; preliminary data indicates this performance measure will not be met in 2012.

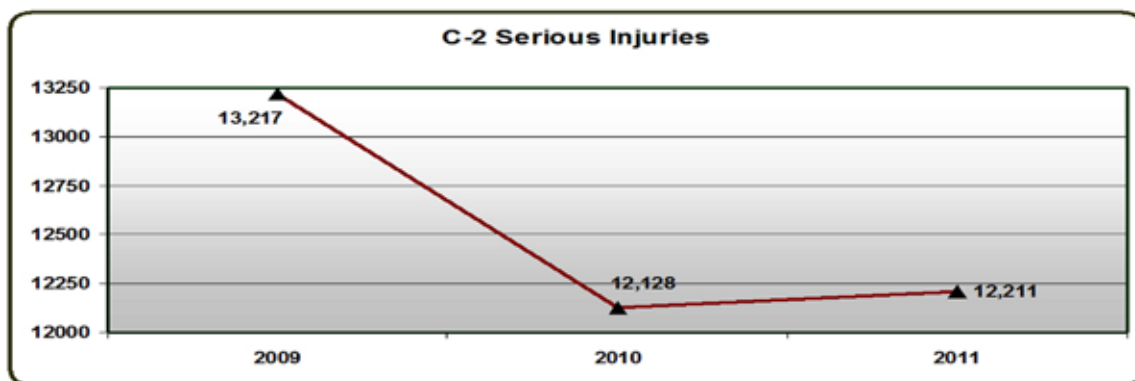
C-2. Reduce the number of serious injuries in traffic crashes

Number of serious injuries in traffic crashes in 2009: 13,217

Goal: Reduce the number of serious injuries in traffic crashes in 2012 to 10,240.

Number of serious injuries in traffic crashes in 2010: 12,128

Number of serious injuries in traffic crashes in 2011: 12,211



STATUS: 2010 and 2011 performance measure not met; preliminary data indicates this performance measure will be not be met in 2012.

Performance Measures

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

Total fatalities per Vehicle Miles Traveled (VMT) in 2009: 1.01

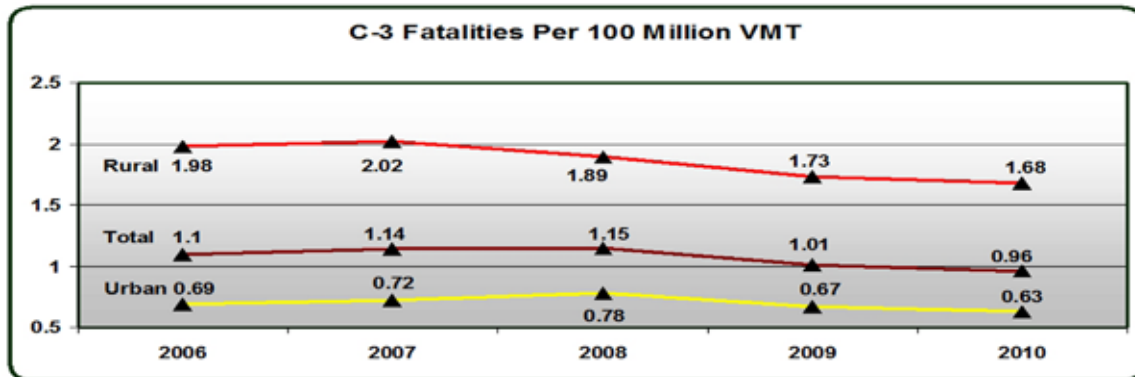
Total urban fatalities per Vehicle Miles Traveled (VMT) in 2009: 0.67

Total rural fatalities per Vehicle Miles Traveled (VMT) in 2009: 1.73

Goal: Maintain the fatality rate per VMT in 2012 at or below .95.

Total fatalities per Vehicle Miles Traveled (VMT) in 2010: .96

Total fatalities per Vehicle Miles Traveled (VMT) in 2011: VMT not finalized



STATUS: 2010 and 2011 performance measure not met; preliminary data indicate this performance measure will not be met in 2012.

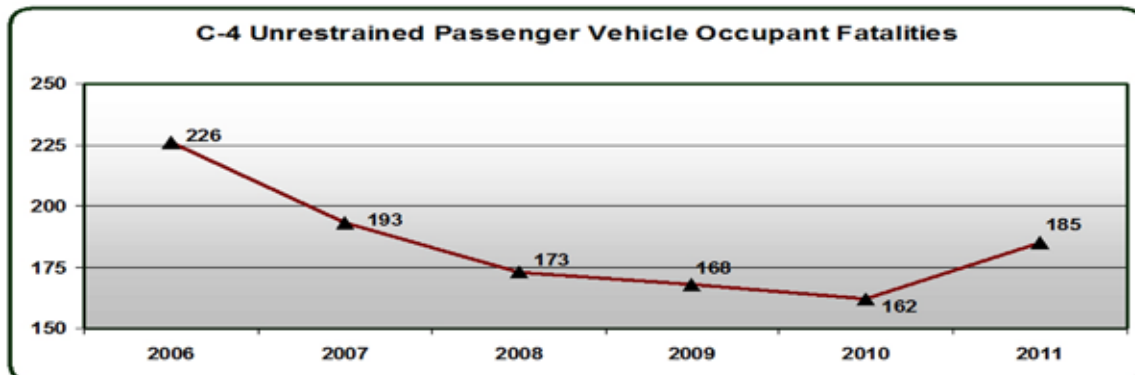
C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions

Number of unrestrained passenger vehicle occupant fatalities in 2009: 168

Goal: Reduce the number of unrestrained passenger vehicle occupant fatalities in 2012 to 161.

Number of unrestrained passenger vehicle occupant fatalities in 2010: 162

Number of unrestrained passenger vehicle occupant fatalities in 2011: 185



STATUS: 2010 and 2011 performance measure not met; preliminary data indicates this performance measure will not be met in 2012.

Performance Measures

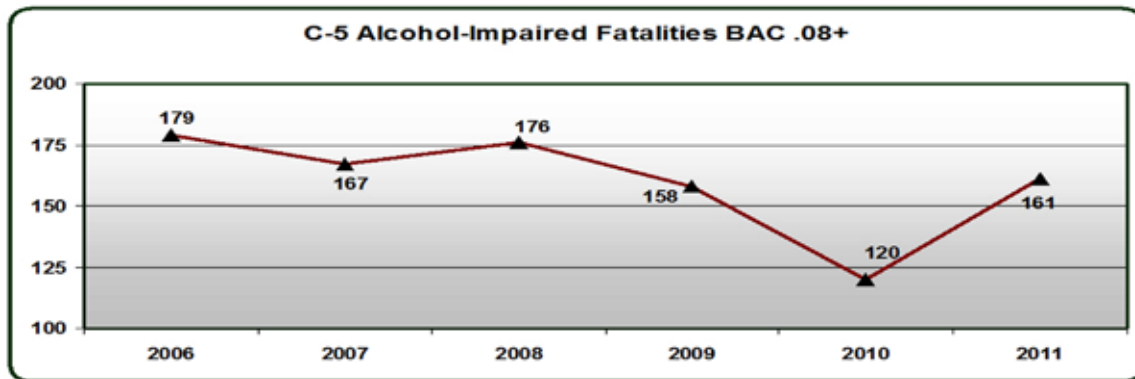
- C-5. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above

Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above in 2009: 158

Goal: Maintain the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above in 2012 at or below 158.

Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above in 2010: 120

Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above in 2011: 161



STATUS: 2010 exceeded performance measure; 2011 performance measure not met; preliminary data indicates this performance measure will be exceeded in 2012.

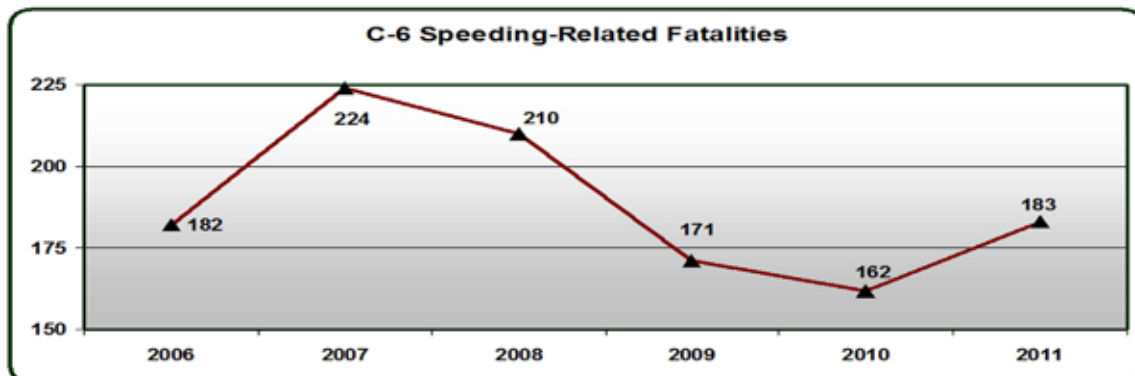
- C-6. Reduce the number of speeding-related fatalities

Number of speeding-related fatalities in 2009: 171

Goal: Maintain the number of speeding-related fatalities in 2012 at or below 171.

Number of speeding-related fatalities in 2010: 162

Number of speeding-related fatalities in 2011: 183



STATUS: 2010 exceeded performance measure; 2011 performance measure not met; preliminary data indicates this performance measure will be exceeded in 2012.

Performance Measures

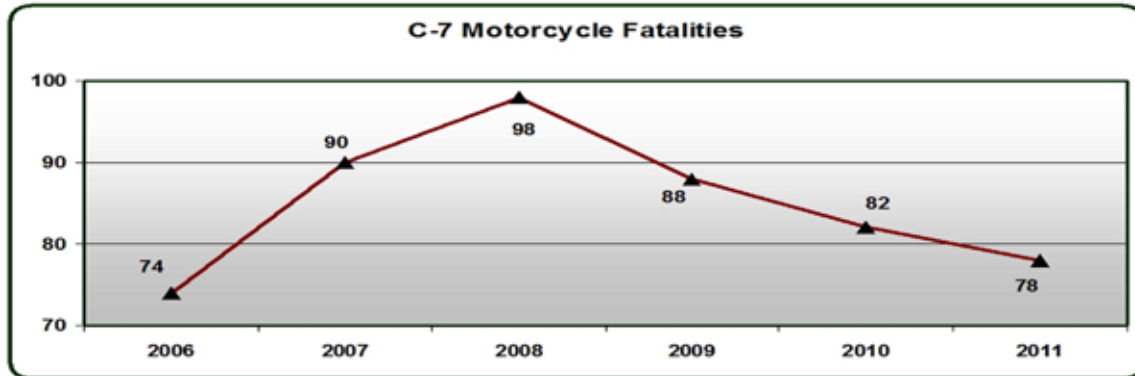
C-7. Reduce the number of motorcyclist fatalities

Number of motorcyclist fatalities in 2009: 88

Goal: Maintain the number of motorcyclist fatalities in 2012 at or below 88.

Number of motorcyclist fatalities in 2010: 82

Number of motorcyclist fatalities in 2011: 78



STATUS: 2010 and 2011 exceeded performance measure; preliminary data indicates this performance measure will be exceeded in 2012.

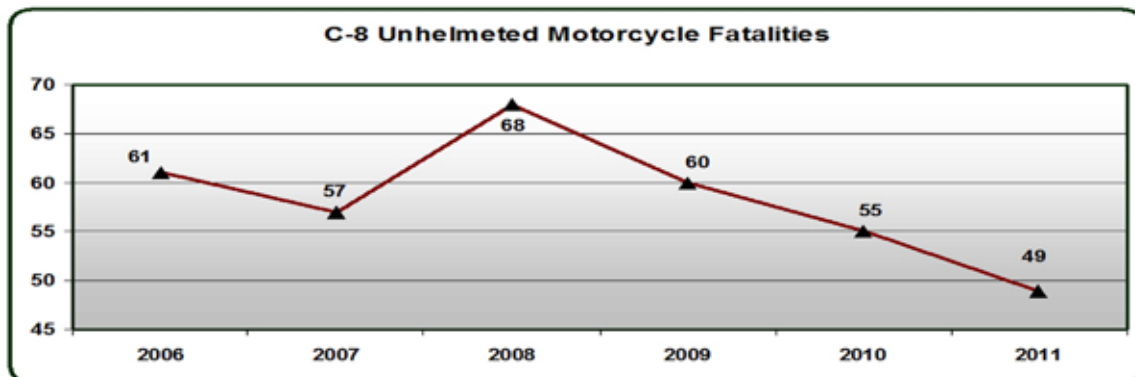
C-8. Reduce the number of unhelmeted motorcyclist fatalities

Number of unhelmeted motorcyclist fatalities in 2009: 60

Goal: Reduce the number of unhelmeted motorcyclist fatalities in 2012 to 52.

Number of unhelmeted motorcyclist fatalities in 2010: 55

Number of unhelmeted motorcyclist fatalities in 2011: 49



STATUS: 2010 and 2011 exceeded performance measure; preliminary data indicates this performance measure will be exceeded in 2012.

Performance Measures

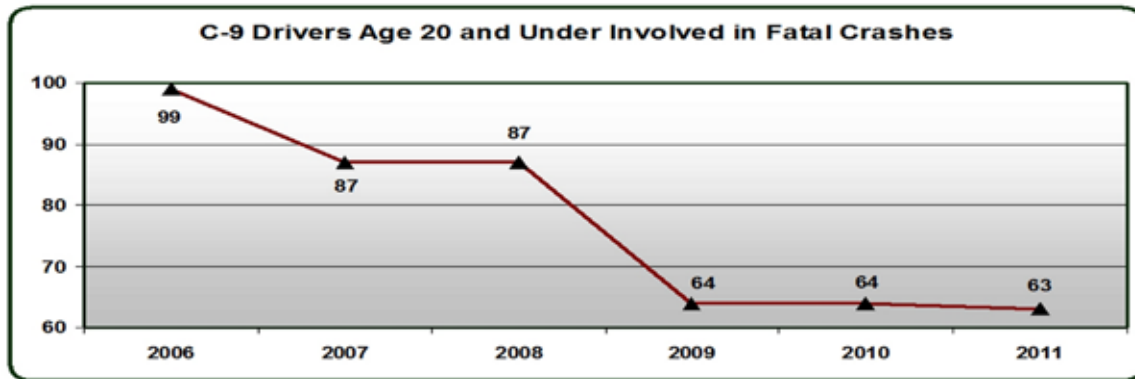
C-9. Reduce the number of drivers age 20 or younger involved in fatal crashes

Number of drivers age 20 or younger involved in fatal crashes in 2009: 64

Goal: Reduce the number of drivers age 20 or younger involved in fatal crashes in 2012 to 60.

Number of drivers age 20 or younger involved in fatal crashes in 2010: 64

Number of drivers age 20 or younger involved in fatal crashes in 2011: 63



STATUS: 2010 and 2011 performance measure not met; preliminary data indicates this performance measure will not be met in 2012.

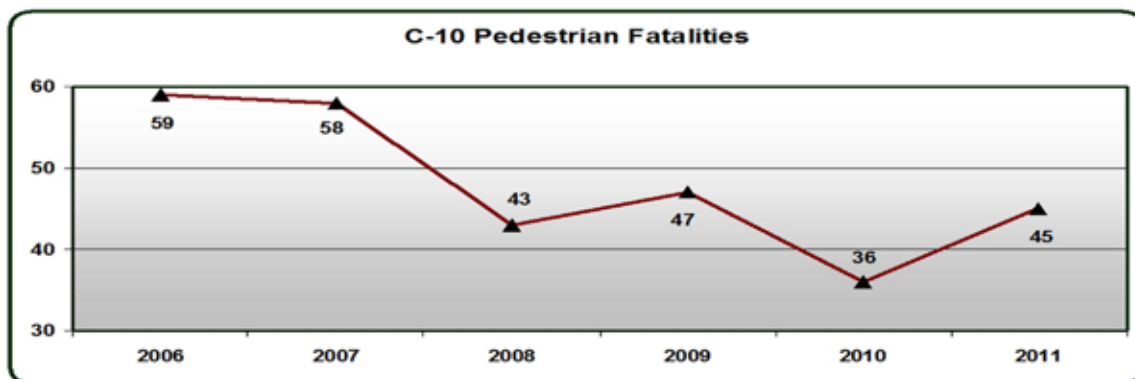
C-10. Reduce the number of pedestrian fatalities

Number of pedestrian fatalities in 2009: 47

Goal: Reduce the number of pedestrian fatalities in 2012 to 38.

Number of pedestrian fatalities in 2010: 36

Number of pedestrian fatalities in 2011: 45



STATUS: 2010 exceeded performance measure; 2011 performance measure not met; preliminary data indicates this performance measure will not be met in 2012.

Note: Performance Measures data for C-1 through C-10 developed by NHTSA and the Governors Highway Safety Association.

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

Important Notes regarding the 2011-2012 driver attitude and awareness surveys:

- All of the impaired driving and seat belt questions have been asked over a period of years with slightly different wording than the NHTSA wording. CDOT received permission to retain previous wording for longitudinal research reasons. The CDOT question wording is presented below each NHTSA question.
- Data results for Impaired Driving show results from the 2012 pre- and post-program surveys, conducted in March of 2012 and September of 2012, respectively.
- Data results for Seat Belt show results from the 2012 pre- and post-campaign surveys, conducted in March of 2012 and June of 2012, respectively.
- CDOT received permission to slightly modify the Speeding-related questions. The CDOT question wording is presented below each NHTSA question.
- CDOT has been gathering data on the impaired driving and seat belt questions for several years, but has not examined longitudinal trends, instead concentrating on annual progress between pre-program and post-program studies. It is possible to prepare a longitudinal analysis, however, that has not been done to date for budget reasons.

Impaired Driving

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

CDOT question version:

In the past 30 days, how many times have you driven a motor vehicle within 2 hours after drinking alcoholic beverages?

	March 2012	September 2012
1) None (zero days)	78%	84%
2) Between 1 and 2 days	16%	11%
3) Between 3 and 7 days	5%	4%
4) More than 7 days	1%	1%

A-2: In the past 30-60 days, have you read, seen or heard anything about alcohol impaired driving (or drunk driving) enforcement by police? Yes ___ No ___

CDOT question version:

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

	March 2012	September 2012
1) Yes	28%	63%
2) No	70%	35%
3) Don't know	1%	2%
4) Refused	0%	0%

Performance Measures

A-3: What do you think the chances are of someone getting arrested if they drive after drinking?
 _____ Always _____ Most of the time _____ Half the time _____ Rarely _____ Never
 (if applicable indicate prior results and date _____)

CDOT question version:

Suppose you drove a motor vehicle after drinking alcohol and the amount of alcohol in your body was more than what the law allows for drivers. How likely is it that the police would stop you?

	March 2012	September 2012
1) Very likely	33%	30%
2) Somewhat likely	39%	39%
3) Somewhat unlikely	15%	15%
4) Very unlikely	10%	8%
5) Don't know	3%	7%
6) Refused	0%	0%

Seat Belt Use

B-1: How often do you use seat belts when you drive or ride in a car, van, sport utility vehicle or pick up? ___ Always ___ Most of the time ___ Half the time ___ Rarely ___ Never

CDOT question version:

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

	March 2012	June 2012
1) All of the time	85%	87%
2) Most of the time	9%	8%
3) Some of the time	2%	2%
4) Rarely	2%	2%
5) Never	1%	1%
6) Don't know [DO NOT READ]	0%	0%
7) Refused [DO NOT READ]	0%	0%

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

CDOT question version:

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

	March 2012	June 2012
1) Yes	5%	30%
2) No	94%	68%
3) Don't know	1%	2%
4) Refused	0%	0%

Performance Measures

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

CDOT question version:

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

	March 2012	June 2012
1) Very likely	20%	29%
2) Somewhat likely	27%	33%
3) Somewhat unlikely	25%	19%
4) Very unlikely	25%	18%
5) Don't know	2%	1%
6) Refused	0%	0%

Speeding

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

CDOT question version:

No Change

	June 2012
1) All of the time	4%
2) Most of the time	7%
3) Some of the time	24%
4) Rarely	44%
5) Never	21%
6) Don't know [DO NOT READ]	0%
7) Refused [DO NOT READ]	0%

Performance Measures

S-1b: On a road with a speed limit of 65 mph, how often do you drive faster than 70 mph?

_____ Always _____ Most of the time _____ Half the time _____ Rarely

CDOT question version:

No Change

	June 2012
1) All of the time	1%
2) Most of the time	5%
3) Some of the time	16%
4) Rarely	47%
5) Never	31%
6) Don't know [DO NOT READ]	0%
7) Refused [DO NOT READ]	0%

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

CDOT question version:

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

	June 2012
1) Yes	31%
2) No	68%
3) Don't know	1%
4) Refused	0%

S-3: What do you think the chances are of getting a ticket if you drive over the speed limit?

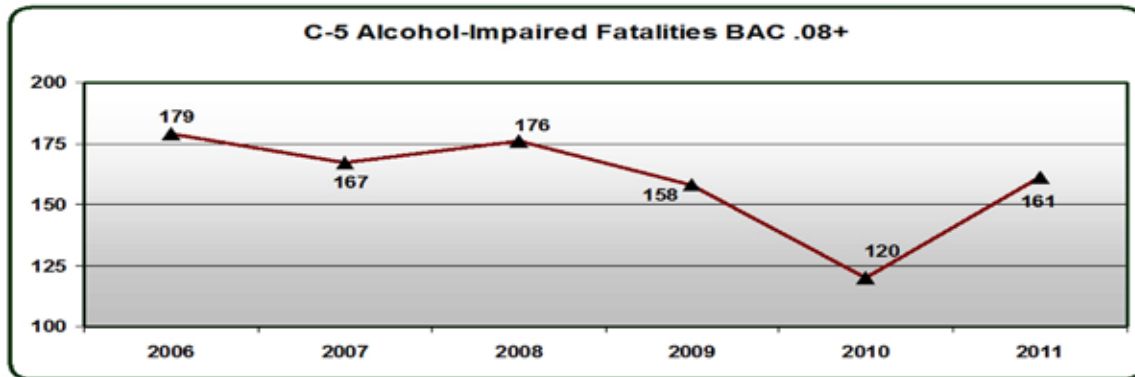
_____ Always _____ Most of the time _____ Half the time _____ Rarely _____ Never

CDOT question version:

Suppose you drove your motor vehicle 5mph over the speed limit for the next 6 months. How likely is it that the police would stop you?

	June 2012
1) Very Likely	13%
2) Somewhat likely	29%
3) Somewhat unlikely	26%
4) Very unlikely	31%
5) Don't know [DO NOT READ]	1%
6) Refused [DO NOT READ]	0%

Impaired Driving



In 2011, there were 447 total fatalities, of which 161, or 36%, were alcohol related (alcohol related is a BAC of .08 or above).

The Office of Transportation Safety (OTS) Impaired Driving program funds projects that support CDOT's efforts to meet its impaired-driving-related performance measures. Activities in the Impaired Driving program included high visibility impaired driving enforcement; impaired driving education for young drivers and their parents; police traffic services; and community-based prevention programs, training, and technical assistance.

Activities to decrease impaired driving included:

- Impaired driving education programs.
- Aggressive high-visibility enforcement.
- Public awareness through *The Heat Is On* media campaigns.
- Enforcing DUI laws on sections of roadway with high incidence of alcohol-related crashes.
- Statewide sobriety checkpoints through *Checkpoint Colorado*.
- Training law enforcement officers in the detection of impairment in drivers.
- Creating new and maintaining existing DUI Courts.
- Focusing on high-risk groups of drivers for impaired driving education and prevention programs.
- Working with community groups throughout the state to develop and implement impaired driving programs appropriate to the needs of their populations.

Program Administration

The Impaired Driving program is administered by Program Manager Glenn Davis, with the assistance of OTS Project Managers: Leslie Chase, Gina Guerrero, and Robin Rocke. There were 20 projects in the program with a planned budget of over \$1.8 million.



Drug Recognition Expert /Standard Field Sobriety Training ~ LEAD Impairment Training ~ 12-01-11-01

Project Description

This project provided training to numerous law enforcement agencies statewide to assure consistent recognition, evaluation, and enforcement of DUI laws. Classes held included SFST Instructor training and SFST basic training, DUI and DRE practitioner and instructor training and updates, and ARIDE classes.

Results

- 500 people were trained in classes.
- 600 people were trained via additional professional meetings and events that targeted specialized agencies, including educators, judicial, prosecutors, new District Attorneys, and checkpoint conductors.

Interagency Task Force on Drunk Driving ~ Colorado State Patrol ~ 12-01-11-02

Project Description

The goal of this project was to provide ongoing administrative support to the Interagency Task Force on Drunk Driving to increase its ability to accomplish its mission of increasing traffic safety by reducing the number of drivers under the influence of drugs or alcohol. The Task Force provides high-level administrative involvement and support as an integral part of a comprehensive impaired driving program.

Result

- Staffing was provided to arrange meetings, take minutes, and handle other administrative and support duties.
- Work groups and sub-committees were formed to develop measurable objectives and action plans arising from the ITFDD strategic plan.
- Discussions were started on how to address areas of concern including medical marijuana, persistent impaired driving, and how to use social media to build on external partnerships.

Support for DUI Courts ~ Colorado Judicial Branch ~ 12-01-11-03

Project Description

This project supported the maintenance of existing DUI courts and the implementation of new DUI courts in counties that have identified multiple DUI offenders as a serious risk to public safety. This project provided tools to ensure the adoption of the guiding principles of problem-solving courts, and assisted in planning for sustainability once the grant funding runs out.

cont.

Results

- All but one DUI Court were up-to-date on using the online data management systems, and the remaining Court received technical assistance and training to bring them up to speed.
- An evaluation of the DUI Courts showed that all were largely following the 10 key principles for best practice.
- DUI Court participants showed significantly lower recidivism in the following 24 months, even if they did not graduate from the entire program; they had fewer arrests or new drug or DUI charges, and they had lower rates of misdemeanor, felony, or person charges as well.
- The graduation rate for Colorado is 60%, well above the national average.
- Participants included 24 new multiple-DUI offenders and an average of 154 new offenders in the past fiscal year, with an average of 320 participants at any given time.

Traffic Safety Resource Prosecutor ~ Colorado District Attorneys' Council ~ 12-01-11-04

Project Description

The Traffic Safety Resource Prosecutor (TSRP) project was designed to help reduce fatalities and injuries caused by both alcohol- and drug-impaired driving by providing training, education, motions and trial support, and technical assistance to law enforcement and prosecutors.

One of the primary functions of the TSRP project is to provide training to law enforcement and prosecutors regarding the successful enforcement and prosecution of impaired driving cases.

Results

- Training included both live and web-based courses for approximately 450 law enforcement officers, 225 prosecutors, 44 other state TSRPs, 12 toxicology laboratory personnel, and 4 judges.
- Colorado's TSRP presented to 1 national conference (2012 DRE Conference); a NHTSA Regional Conference, and a states' prosecutors conference concerning the challenges of prosecuting cases involving medical marijuana.
- The TSRP handled over 250 technical assistance requests.

Colorado Evidential Breath Alcohol Testing (EBAT) Enhancement ~ Colorado Department of Public Health and Environment ~ 12-01-11-05

Project Description

The goal of the CDPHE EBAT project was to reduce the time needed for, and increase the accuracy of, field testing for drunk driving. Current equipment is outdated and unreliable. CDPHE has undertaken the task of replacing the current evidential breath alcohol testing instrument used by law enforcement statewide to test individuals for DWAI/DUI, and training both instructors and operators in use of the new instrument.

Colorado is currently using the Intoxilyzer 5000EN manufactured by CMI, Inc. The EBAT program evaluated and purchased the Intoxilyzer 9000s and associated equipment to replace the current inventory of 200 instruments. The replacement instrumentation is scheduled to be in service statewide by February 1, 2013.

cont.

Results

- Grant funds purchased equipment, simulators, and a computer that will be used to support 200 Intoxilyzers.
- 164 law enforcement agencies statewide will receive new Intoxilyzer 9000 and associated equipment, with 3-5 additional law enforcement testing locations added.
- It is estimated that law enforcement agencies will save 60,000 hours, and the legal system will save over 15,000 hours annually.
- In 2013, 620 EBAT Instructors statewide will be trained and certified and approximately 5,000 EBAT Operators will be trained and certified.
- EBAT records statewide will be uploaded and centralized by CDPHE and made available for reporting purposes to other state agencies including law enforcement, CDOT, DOR, and the public.

MADD Colorado Underage Drinking Prevention ~ Mothers Against Drunk Driving ~ 12-01-11-06

Project Description

MADD's Youth Programs Specialist worked with youth and community partners to reduce alcohol-related crashes by providing evidence-based programs aimed at prevention of drunk driving. Recognition of leaders in support of this effort was an integral part of this project.

Results

- The Youth Programs Specialist and victim/survivor volunteers completed 98 presentations to middle schools, high schools, court-ordered youth, colleges, at-risk facilities, driving schools, the military, and other community partners reaching 11,500 youth, parents, and community partners with MADD's life-saving mission.
- 180 guests attended MADD's 2012 Law Enforcement Recognition Event honoring law enforcement officers, agencies, and advocates.
- Participation on the Planning Committee came from the Colorado State Patrol, CDOT, 3 local police departments, the Division of Behavioral Health, and many volunteers.
- All project contractual goals were met.

DUI Reduction and Prevention ~ Grand Futures Prevention Coalition ~ 12-01-11-07

Project Description

The goal of this project was to reduce fatalities and crashes in Grand, Routt, and Moffat counties by conducting a comprehensive marketing campaign; partnering with law enforcement, schools, and alcohol retailers; and addressing the impact of tourism on community norms regarding alcohol use.

cont.

Results

- Media campaigns about DUI targeted high alcohol-use times such as prom, graduation, back to school, and holidays.
- 2 PSA videos were created and widely distributed via youth coalitions.
- 222 people attended alcohol-responsibility classes.
- Juvenile Justice Symposia held in each county presented information regarding the legal implications of underage drinking and impaired driving.

DRE/ID Tech Transfer ~ CDOT Office of Transportation Safety ~ 12-01-11-08

Project Description

Attendance at conferences has proven to be a valuable way to keep up-to-date on drug-use issues and methods of recognizing symptoms of drug use. Training law enforcement officers and agency representatives is an ongoing challenge. Sending local representatives to conferences is an investment that brings the newest information back to the local level.

Officers selected to attend the 18th Annual National Impaired Driving Conference were required to submit a summary of their findings, including how they would present their learning in mandatory training at the local level.

Results

- OTS sent 6 law enforcement officers to the 18th Annual Impaired Driving conference in Seattle, WA.
- Classes covered a wide variety of topics, including how to improve testifying on observations during a DRE evaluation; recognition of medical conditions that can mimic drug impairment; the current and changing culture surrounding drug and alcohol use; and emerging non-traditional patterns of drug and alcohol use such as drinks with up to a 40% increase in blood alcohol level.

Impaired Driving Enforcement ~ Colorado State Patrol ~ 12-01-11-09

Project Description

The goal of this project was to increase traffic safety by reducing the number of drivers under the influence of drugs or alcohol. High-risk locations were targeted for increased patrol and increased enforcement of impaired driving laws. Overtime hours were approved for these efforts and for CSP participation in public information programs and media events.

Results

- 6,203 hours of overtime were provided for DUI/DUID enforcement using traffic crash prevention teams, multi-agency sobriety checkpoints, saturation patrols, and other innovative and proactive approaches proposed by CSP.
- 7,218 citations were issued.

Denver Sobriety Court ~ City of Denver ~ 12-01-11-10

Project Description

The Denver Sobriety Court's mission is to provide an efficient, judicially-supervised, accountable, and systemic process to address addiction, and offender success and recovery.

The goal of this project was to: provide a comprehensive, expedited, and coordinated judicial response to repeat impaired drivers; increase community safety through efficient and effective jail to community treatment and monitoring; and reduce recidivism for repeat impaired offenders through effective treatment and recovery services.

Results

- The Denver County Sobriety Court has reduced the processing time for Sobriety Court participants from an average of 267 days to less than 40 days from the time of offense to sentencing, which reduces the amount of back-log that exists in the regular court system.
- With the average daily jail-bed cost in Denver County Jail at \$56.18, the jail-bed savings was \$660,958 for the first year due to the reduction of jail time imposed for Sobriety Court participants.
- The jail Recovery In a Secure Environment (R.I.S.E.) unit provided an average of 30 hours of Level II DUI treatment and therapy to incarcerated Sobriety Court participants who were serving their initial jail sentence.
- The R.I.S.E unit allowed inmates to participate in immediate treatment and recovery services rather than waiting for their release to begin treatment.

Law Enforcement Coordinator ~ Office of Transportation Safety ~ 12-01-11-13

Project Description

The goal of the Law Enforcement Coordinator (LEC) is to enhance enforcement of Colorado traffic laws by assisting with the coordination of statewide training and activities for local law enforcement agencies.

Results

- 70 police departments and 24 sheriff's offices were recruited by the LEC to provide impaired driving enforcement during 11 high visibility enforcement periods.
- 19 field troops of the Colorado State Patrol were contracted to add additional enforcement.
- For the 3 *Click It or Ticket* Occupant Protection Enforcement campaigns, 55 police departments, 17 sheriff's offices, and the Colorado State Patrol were recruited to participate.
- The 2 week *May Mobilization*, *Rural* enforcement, and *Nighttime* enforcement campaigns resulted in 12,751 citations written for violations of Colorado's occupant protection laws.
- The LEC assisted the High Visibility Enforcement Program Manager with 3 Traffic Safety Heroes events held in Denver, Alamosa, and Grand Junction to recognize the outstanding contributions of 40 law enforcement officers and 18 law enforcement agencies in the areas of impaired driving and occupant protection enforcement.

Smart Roads ~ Crossroads Turning Point, Inc. ~ 12-01-11-15

Project Description

Pueblo County consistently ranks high in the rate of at-fault teen driver crashes, especially alcohol related crashes. More than 16% of youth reported drinking and driving, and 28% had ridden with a drinking driver. The goal of this project was to form alliances among schools, community organizations, and businesses to create chapters of SADD, and to stage community events aimed at reducing the rate of injury, fatalities, and drinking and driving.

Results

- 10 alcohol, tobacco and drug free community events were held.
- 8 SADD chapters were maintained in Pueblo, and community Youth In Action chapters endorsed several CDOT campaigns.
- 600 individuals attended events including a 5K run, indoor triathlons, and DUI simulator events.
- More than 250 Minor in Possession tickets were referred to Substance Abuse Awareness Classes, and 188 completed classes.

Impaired Driving Prevention Programs ~ Auraria Police Department ~ 12-01-11-16

Project Description

The goal of this project was to reduce impaired and drunk driving among the students on the Auraria campus and in the surrounding area through hands-on education activities at safety fairs and other community events. The shared campus includes 52,000 students and faculty from Community College of Denver, University of Colorado – Denver, and Metropolitan State University.

Results

- Safety fair booths promoting awareness of the dangers, costs, and consequences of drunk driving were staffed by SFST trained police officers, providing a way for the public to interact with police officers in a positive, relaxed, non-threatening manner.
- Students and community members were engaged in learning by use of fatal vision goggles, prize giveaways, and blood alcohol “wheels” to indicate intoxication levels.
- Outreach and support was provided to smaller campuses, including Front Range Community College, Community College of Aurora, and Red Rocks Community College, as well as area high school campuses.

DRE Training ~ Office of Transportation Safety ~ 12-01-11-18

Project Description

The Office of Transportation Safety continued to sponsor the ongoing Drug Recognition Expert (DRE) training project. There were 178 DREs and 54 agencies that participated in the program. The funding for this project ensured that trained officers are available to evaluate drugged drivers for prosecution. cont.

Results

- The project expanded to fund 2 in-service schools.
- 19 DRE candidates from the Colorado State Patrol, 5 police departments, and 4 Sheriff's offices attended a 9-day DRE School in Alamosa.
- The second annual 2012 Impaired Driving Conference was held in Denver, CO where officers from the metro and surrounding areas attended training to fulfill their DRE/SFST in-service training requirements.
- 19 DRE candidates successfully completed the DRE school with all of the students completing their required testing and evaluations.
- As of this report, 16 of the 19 candidates have completed phases of DRE training and have been certified by CDOT and the International Association of Chiefs of Police.

Evidential Breath Alcohol Testing Upgrades ~ Colorado Department of Public Health and Environment ~ 12-01-11-19

Project Description

To ensure consistency statewide for Evidential Breath Alcohol Testing (EBAT) testing, it became necessary to replace all of the instruments in Colorado Breath Alcohol Testing Vans for police departments in Colorado Springs and Denver, and Sheriff's offices in Mesa County and Weld County.

Results

- In FY 2012, funding was allocated to the Colorado Department of Public Health and Environment (CDPHE) to upgrade the EBATs in Colorado Breath Alcohol Vans for the offices listed above. However, the CDPHE was able to provide the EBATs to the agencies through funding of another project. Therefore, there has been no activity for this grant.

Checkpoint Equipment ~ Office of Transportation Safety ~ 12-01-11-20

Project Description

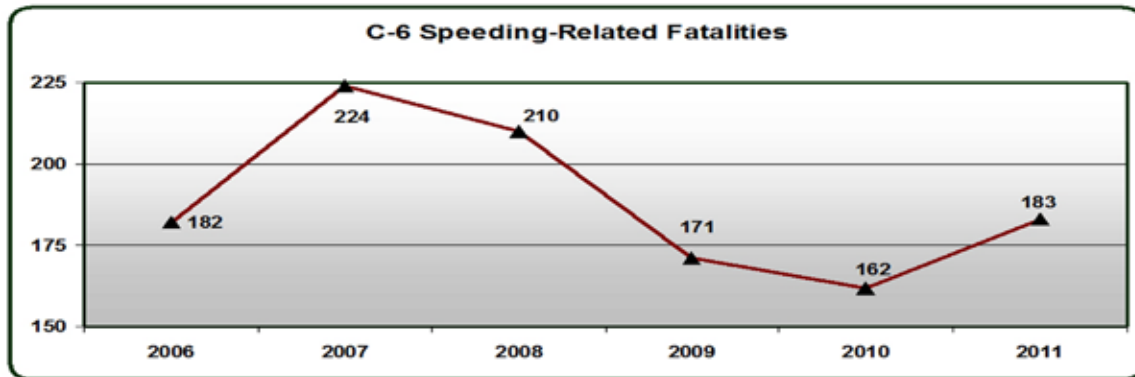
NHTSA research shows that in areas where DUI checkpoints are routinely practiced, the number of alcohol-related traffic fatalities and crashes are reduced. The success of a sobriety checkpoint depends greatly upon being highly visible, publicized extensively, and having smooth and efficient operations. This includes having the necessary equipment readily available to conduct the checkpoints.

This project addressed the equipment and operating needs of agencies that participated in the 2012 *Checkpoint Colorado* campaign.

Results

- Equipment and operating supplies were awarded to 5 law enforcement agencies.
- Light towers were awarded to Lakewood, Denver, and Thornton Police Departments.
- Cones were awarded to Thornton and Englewood Police Departments and to the Jefferson County Sheriff's Office.

Speed Enforcement



In 2011, there were 447 total fatalities, of which 183, or 41 percent, were speed related.

The goal of the Office of Transportation Safety Speed Enforcement program is to assist law enforcement and community stakeholders in establishing and maintaining successful and effective speed enforcement and control programs.

Activities to increase speed enforcement and control included:

- Speed enforcement efforts on I-25 through the Denver Metro area.
- Collaboration with local law enforcement agencies to improve their speed enforcement and control projects.
- Providing advanced speed detection equipment to the Colorado State Patrol.
- Increasing the number of speed enforcement and control projects.

Program Administration

The Speed Enforcement and Control program is administered by Program Manager Glenn Davis with support from Project Manager Terry Huddleston. There were 4 projects in this program with a planned budget of \$258,000.



Focused Speed Enforcement ~ Denver Police Department ~ 12-02-21-01

Project Description

The goal of this project was to decrease traffic fatalities and serious bodily injuries from crashes on Denver's roadways, and to significantly increase the number of citations issued for speed violations on targeted roadways. The Denver Police Department was awarded \$98,000, for speed enforcement on high-risk highways to accomplish this goal.

Results

- 494 officers worked 1,721.5 hours on this project.
- Officers wrote 5,293 citations, made 4 DUI arrests and 24 other arrests.
- The number of fatal and serious bodily injury crashes have either been maintained or decreased from the last rating period, with none of these crashes primarily related to speed.
- While enforcing the speed limits in Denver, a large number of habitual traffic offenders were taken off the city's roadways.

Aurora Highway Safety Campaign ~ Aurora Police Department ~ 12-02-21-02

Project Description

The goal of this ongoing project was to reduce accidents and injuries, and to reduce speed as a factor in those accidents. The first year the project was limited to specific highways. For this second year it was expanded to encompass the entire city. The project funded overtime hours and was staffed primarily by motorcycle officers focusing on speed enforcement.

During the grant period, there were 4,402 accidents. Of those, 2,083, or 48%, had speed as a factor. There were 2,266 injuries as a result of those accidents. Those numbers reflect a decrease of 18 accidents from the prior year. Speed as a factor is down 11%, but injuries were up by 339, or 17%. This has been consistent throughout the 8 quarters statistics have been tracked.

Results

- Officers worked a total 6,587.25 hours, including 932.25 hours of grant-funded overtime.
- There were 15,194 summonses issued, of which 11,163, or 73%, were speed related.
- Officers impounded 107 vehicles for reasons directly related to the focus of this project.
- Statistics indicate that even though both accidents and speed as a factor have gone down, the risks of being injured in an accident have gone up. Though gains have been small, the city is going in the right direction.

LIDAR ~ Colorado State Patrol ~ 12-02-21-03

Project Description

The goal of this project was to increase traffic safety by reducing the number of fatal and injury accidents. LIDAR equipment purchased and distributed to Colorado State Patrol troops throughout the state provided for increased enforcement of traffic safety laws, and for an increase in the number of citations for speeding and aggressive and distracted driving.

Results

- 28 LIDAR units with DBC functionality were purchased and deployed to CSP field troops including Patrol motorcycles and vehicles in each district.
- 23,253 initial vehicle contacts were made, based on LIDAR exclusively.
- 14,489 citations were written during the 3 fiscal year quarters that LIDAR was in use.
- LIDAR citations increased by 40.15% over previous years.
- The number of citations increased each quarter except for fourth quarter, when resources were expended to assist with multiple state wildfires and special events.

Speed Mini-Grant Program ~ Local Law Enforcement Agencies ~ 12-02-21-04

Project Description

The CDOT Office of Transportation Safety invited local law enforcement agencies to apply for Speed Enforcement and Control mini-grants of up to \$4,950 to assist police departments to purchase or upgrade speed equipment and enforcement efforts. Grants focused on nighttime speed enforcement that also addressed other violations such as DUI and seat belt violations. A 25% local match was required.

Results

- Mini-grants were awarded to police departments in Leadville, Greeley, Cortez, Englewood, and Idaho Springs.
- Activities included overtime pay for officers for targeted high-visibility speed enforcement, additional radar guns, and enlisting citizen support for various training operations such as radar gun use.

Traffic Records

The goal of CDOT's Office of Transportation Safety (OTS) and Traffic Engineering Branch is to provide an integrated, responsive, timely, and accurate crash records system. The Traffic Engineering Branch undertook several projects in FY 2011 – 2012 to enhance the traffic records system and to improve traffic data collection and analysis.

Enhancing the Traffic Records System

CDOT continued to work with its data partners to improve the crash record system. These projects included:

- Developing and maintaining comprehensive Emergency Medical Services and Trauma Registries at the Colorado Department of Public Health and Environment.
- Updating and maintaining software to automate and standardize CDOT's crash record data received from the Department of Revenue.
- Updating 2007 - 2012 crash records.
- Continued evaluation of a Traffic Records Virtual Data Warehouse.
- Assessing Colorado's Traffic Records System, including a very active role in the Statewide Traffic Records Advisory Committee (STRAC).
- Coding crash data location.
- Designing and building a GPS application that pinpoints latitudes and longitudes.

CDOT's Traffic Data Collection and Analysis

Traffic Records activities included tasks designed to provide CDOT with timely and accurate data for measuring performance, and more strategically allocating resources to address both persistent and emerging traffic safety problems. Data collection and analysis help identify high-risk drivers and communities in new ways and include the integration of citation records which were used in the CDOT Problem Identification Report.

Program Administration

The Traffic Records program is administered by the Traffic Records Unit in the Safety and Traffic Engineering Branch in partnership with the OTS. Staff members are Rahim Marandi, PE, Traffic Records Program Manager, with assistance from David Bourget, PE, George Atencio, Charles Keep, Bo Yan Quinn, Kevin Dietrick, Tara Mundt,. Paul Clayton provided technical assistance, budgeting, technical financial processes, reporting, file maintenance, contracting, and project management. Bryan Allery, PE, (retired) Traffic Engineer, added oversight assistance. This group, with assistance from the sub-grantees, was responsible for 10 projects with a planned budget of \$751,863.



Enhancing EMS and Trauma Registry Data Systems ~ Colorado Department of Public Health and Environment ~ 12-04-41-03

Project Description

The goal of this project was to improve the timeliness, completeness, accuracy, integration, and accessibility of emergency medical services (EMS) and trauma data systems in order to provide health information to the State Traffic Records Information System.

Results

- The number of EMS agencies reporting to the State has increased due to the purchase of the statewide ImageTrend data collection system.
- EMS data quality has measurably improved, with an increased number of EMS agencies reporting within 90 days of an incident.
- Online Webinar Trainings were provided for all EMS agencies for technical support, system overview training, report writing, and application functionality, leading to improved system quality and processes, and foremost, improved patient care.
- Trauma level I, II and III facility data was monitored, and 100% participation was achieved.

Traffic Records Technology Transfer ~ Traffic Engineering ~ 12-04-41-04

Project Description

The goal of this project was to provide opportunities to learn about traffic records collection methods, best practices, and advances in technology by funding attendance at conferences, training, and events. Funding was provided for 2 core STRAC members to attend the 38th International Traffic Records Conference, hosted by the National Safety Council and sponsored by NHTSA, FHWA, FMCSA, and the Bureau of Transportation Statistics (BTS).

Results

- Due to scheduling of the Traffic Records Conference, the project could not be completed, and CDOT was not able to attend or bill for this project this year. The Conference, usually scheduled during the summer, was held October 28 - 31, after the end of the billing cycle that ended September 30, 2012.

Web Access to GPS/GIS Data ~ Plus Solutions ~ 12-04-41-05

Project Description

The goal of this project, which began last fiscal year, was to continue to improve the accuracy of location data for both CDOT and outside law enforcement agencies. The original project, intended to provide access to the ARCGIS web service, was not completed due to technical issues at the Division of Transportation Development that have since been resolved.

cont.

Results

- The application was completed this year and deployed as per specification, and is being used by the EARSCDOT web application.
- The service allows users to access milepoint calculations for system roads based on latitude/longitude data.
- It eliminates the need for individual ARCGIS licenses for applications looking to obtain this data, and has the potential to allow access by related outside agencies.

Traffic Records Enhancement ~ CDOT ~ 12-04-41-06

Project Description

The goal of this project was to improve the accuracy and completeness of “location coded” crash records (on and off-system), to provide better integration with roadway data, and to assure timeliness of crash data availability, uniformity of coding, and accessibility of crash data by internal and/or external users of the data.

Results

- 4 temporary employees involved in prior year activities were re-hired to continue progress on the project.
- Records for 2009-2012 crash records continued to be processed.
- Data quality assurance and other tasks were performed, including edit checks on processed data as well as special projects.
- 87,956 crash records were processed, with an average of 90 records processed per day.

Frontage Road and Ramp Inventory ~ CDOT ~ 12-04-41-07

Project Description

This project’s goal was to identify the condition of all ramps and highway frontage interchanges under CDOT’s jurisdiction. Two temporary employees were hired to conduct the inventory. They worked a total of 1,975 hours.

Results

- Inventory of all 2,501 ramps and 373 interchanges was completed.
- Once inventory was completed, including ramp geometry and attribution, a final cleanup and QA/QC were performed: IntersectOn was edited for 9 highways; ramps were added for each IntersectOn, and Interchange ramps were geospatially adjusted and attributed.
- Ramp Control Points and Anchor Point Controls were added, adjusted, and attributed.
- Of the 1,176 CDOT buildings, rest areas and any facilities that were marked as old or that appeared to be abandoned were excluded from the inventory, as were those deemed not to need a road, i.e. sand sheds on the road side.
- The inventory of frontage roads was 100% completed.

Unified Roadway Layer Needs Assessment ~ CDOT ~ 12-04-41-08

Project Description

The goal of this project was to assess needs and develop a plan for governing a unified geospatial roadway data set. This unified data set will improve the integration of road and traffic safety data among relevant agencies, and will result in a more complete and accurate data set for these agencies. The final deliverable for this project was a report that included a summarization of stakeholders, a prioritized needs assessment, an analysis of data sources, a preliminary database design, and implementation recommendations. A subsequent project will pilot test the approach outlined in this report and determine the full level of effort required for ongoing stewardship of this data, which will result in measurable improvements in highway safety metrics.

Results

With the help of a contractor retained for this project, CDOT:

- Identified stakeholders for a unified roadways data set at local and state levels and reviewed existing data and processes used by and available from the stakeholders.
- Defined standards for a unified roadways data set.
- Defined business processes that should be used to govern the data set.
- Identified and prioritized minimum requirements of the data set, as well as ancillary needs of stakeholders.
- Developed a logical data model that accommodates the priority data requirements, as well as other identified needs.

ILEADS Consortium ~ Plus Solutions ~ 12-04-41-09

Project Description

The goal of this project was to take the electronic delivery solution, Traffic Record Automation and Processing Export (TRAPE), and install it into the consortium members' environment. This commercial product gathers traffic record data into a centralized database. An interface takes the output from the ILeads software and delivers it electronically to the Colorado Department of Motor Vehicles. A consortium of cities and counties statewide pooled resources for the purchase and customization of the ILeads software product. Pooled funds came from Adams County, Westminster, Northglenn, Arvada, Commerce City, Thornton, and Vail. Brighton and other consortium members have also been contacted.

Results

- Work has progressed on creating the TRAPE environment from the ILeads project, with modifications continuing to be made for compatibility among the many participants.
- The import process was re-engineered and completed to accommodate changes by Lakewood Police Department and demands by the Motor Vehicle Department.
- TRAPE was modified for initial compatibility with Westminster.
- Initial SQL was modified for distribution to members.

CDOTEARS Phase 4 ~ Plus Solutions ~ 12-04-41-10

Project Description

The goal of this ongoing project, now in phase 4, is to provide up-to-date and easy-to-access summarized crash data for CDOT, counties, and municipalities, and to provide cost savings in the form of saved hours for both CDOT and other users. When completed, crash data will be available to CDOT within 24-48 hours of the time it is loaded into the EARS server. The project will also implement the publication of certain extract processes to other authenticated agencies in a self-serve, fully-secured process.

Results

- Many processes have been re-engineered, verified, monitored, and modified to become automated processes.
- Issues related to entering crash data narratives have been resolved.
- All applications have been converted and are running, and all are using the ARCGIS web service.
- Upgrades to new applications and improved production have been started.

CDOTEARS Maintenance ~ Plus Solutions ~ 12-04-41-11

Project Description

The goal of this ongoing project was to improve the timeliness and accuracy of CDOT-summarized crash data reports, and to provide easy-to-access summarized data for other agencies. As other agencies, such as the Department of Revenue, make changes to their data collection and reporting systems, CDOT must also adapt and provide for compatibility of systems.

Results

- Configuration of “Q” server was completed.
- The Auto-Processing issue was evaluated and resolved by consolidating configuration files.
- Various issues of compatibility, creating, synchronizing, and reconfiguring data and reports were addressed.
- The CDPHE reporting issue was resolved.

CSP Easy Street ~ Colorado State Patrol ~ 12-04-41-12

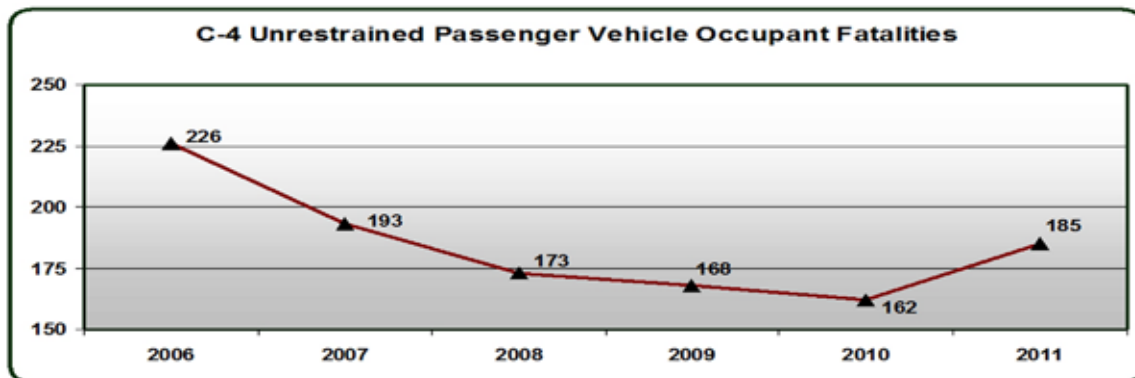
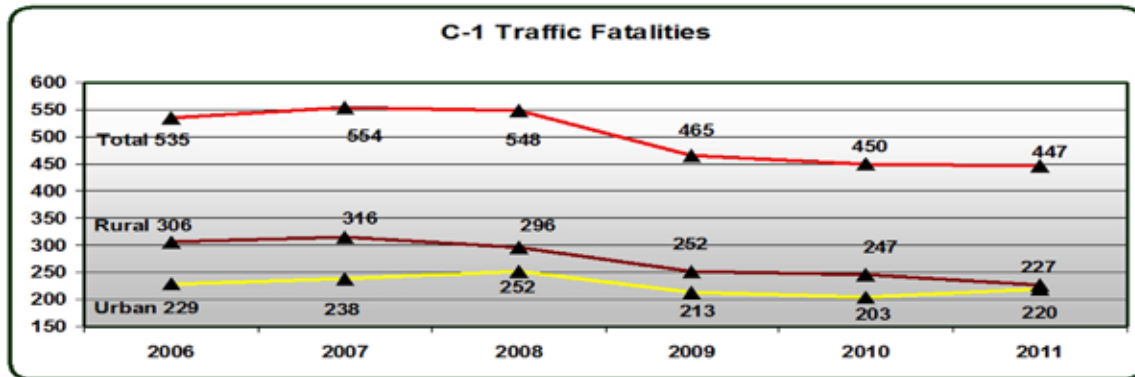
Project Description

The goal of this project was to provide Colorado State Patrol officers with a specialized traffic accident scene-diagramming software package in order to have more accurate and timely drawings of the accident. Easy Street Draw can be embedded within customized SharePoint software to provide a more accurate and uniform diagram.

Results

- CSP procured 600 licenses to outfit all mobile data computers in the CSP with the Easy Street Drawing software program.
- All 600 newly imaged computers have the software program installed, and the units are deployed statewide.
- All of the current class of academy cadets have received training on the software.
- 8 ART sergeants received instruction for train-the-trainer classes and trained the 26 remaining ART sergeants.

Occupant Protection



After 3 consecutive years of declining unrestrained fatalities, the number of unrestrained fatalities rose 13% to 185 in 2011.

The Office of Transportation Safety's Occupant Protection program continues to support the goals of increasing seat belt and child passenger restraint system use, both state-wide and among key segments of the driving population; and reducing the number of unrestrained fatalities and the number of young drivers involved in fatal crashes. This year, the Occupant Protection program focused on establishing and enhancing projects in several front range area locations including Arapahoe, Adams, Denver, Larimer, and Pueblo Counties; rural areas including Regional Emergency Medical and Trauma Advisory Councils (RETACs); the Southern Ute Tribe; as well as numerous state-wide efforts.

Activities to address Occupant Protection included providing:

- Educational school-based programs and increased enforcement to raise public awareness of the hazards of distracted driving.
- Support to rural communities to address high unrestrained fatality rates and low seat belt usage rates.
- Occupant Protection education to parents, caregivers and to the general public on the appropriate use, installation, and requirements of child passenger safety restraints.

Program Administration

The Occupant Protection program is administered by Program Manager Carol Gould with assistance from OTS Project Managers Leslie Chase, Ilana Erez, Gina Guerrero, and Terry Huddleston. There were 29 projects in the program with a planned budget of over \$1.8 million.

Southwest Child and Adolescent Safety ~ Southern Ute Community Action Programs ~ 12-06-61-01

Project Description

According to the CDOT Problem Identification Report, Ignacio and La Plata Counties had some of the lowest rates of seat belt use in Colorado. The goal of this project was to increase the proper use of child safety seats and booster seats; increase teen seat belt use; and increase the use of safety seats among children with special health care needs. Activities to meet these goals included organizing and participating in school events, trainings, and coalition meetings.

Results

- Safe driving campaigns were held in Ignacio, Bayfield, and Durango High Schools and Tyler Presnell presentations reached 2,000 students. Resulting 2011/2012 observed seat belt use rates were: Durango 67%/80%; Bayfield 90%/87%; and Ignacio 38%/84%.
- Monthly transportation safety newsletters were written for the Southern Ute Head Start.
- A car seat loaner program was initiated at Southwest Memorial Hospital for low birth weight children, and 2 families received special needs car seats.
- Community events included 5 child passenger safety presentations, 13 health fairs/events, 2 Child Passenger Safety CEU courses taught locally, 22 Injury Prevention/Occupant Protection Coalition meetings, and 52 safety seat inspections.

CPS Team Colorado ~ Colorado State Patrol (CSP) ~ 12-06-61-02

Project Description

More than half of child fatalities could be prevented by the proper use of child safety restraints. The goal of the Child Passenger Safety (CPS) project was to increase traffic safety by reducing the number of unrestrained passenger fatalities, and to educate caregivers about the use of restraints.

Results

- More than 1,500 child restraint systems were checked by certified CPS Technicians, and 496 new installations were made.
- There were 78 new CPS Technicians trained and 174 CPS Technicians received continuing education units.
- The State Patrol coordinated a statewide awareness campaign that included airing radio PSA's, attending 66 events, and distributing more than 77,000 educational items to 113 organizations.

Teen Motor Vehicle Safety and Child Passenger Safety Project - Phase 3 ~ Mesa County Health Department ~ 12-06-61-03

Project Description

Motor vehicle crashes were the leading cause of child and young adult fatality in Mesa County. More than 90% of seats checked by CPS technicians were improperly installed, reflecting a low rate of understanding of how to perform proper installation. Teen safety programs, especially those led by teens, have proven effective in increasing their seat belt use rate. The goal of this project was to increase teen safe driving practices and to increase proper installation and use of child safety seats in Mesa County. cont.

Results

- The Mesa County Health Department conducted 12 fit stations, where 278 seats were checked and 60 seats were distributed to families who could not afford to buy the appropriate seat.
- A teen seat belt challenge conducted between the 4 high schools in the Grand Valley, along with motivational speaker Tyler Presnell, resulted in a 7% increase in seat belt usage for all 4 high schools combined.
- The Mesa County Health Department started a summer partnership with the Grand Junction Police Department on teen driving safety.

Traffic Safety Initiatives Mini-Grants ~ Various Community Agencies ~ 12-06-61-04

Project Description

The Office of Transportation Safety offered mini-grants to community organizations and law enforcement agencies to support traffic safety education and enforcement efforts. Agencies selected within high risk counties, as identified in the CDOT Problem Identification Report, were eligible to apply for mini-grants up to \$4,999.

Results

- Grants ranging from \$400 to \$4,999 were awarded to 14 agencies, including grants for health fairs, hospitals, motorcycle training providers, and police and law enforcement agencies.
- Mini-grants focused on a wide range of areas, including occupant protection training and materials, child passenger safety, teen driving safety, distracted driving initiatives, Graduated Drivers License laws, motorcycle safety, speed enforcement, and impaired driving prevention programs.

African American Occupant Protection Program ~ BurksComm ~ 12-06-61-05

Project Description

In 2010, motor vehicle crashes were the leading cause of death among African American children, and second leading cause of death among those ages 15-24. African American men were twice as likely to die in crashes as their Anglo counterparts. The goal of this project was to reduce deaths, injuries, and economic losses resulting from motor vehicle crashes by increasing usage of both child and general passenger restraint systems among African American men, ages 18-34, and among the African American communities of Colorado.

cont.

Results

- New car seat fit stations were launched in northeast Denver health centers that serve low income families, with 198 car seats replaced in the first 6 months of operation.
- Pre-and post-educational event observational surveys at the 4th Annual Safety Sunday event, held in partnership with the Denver Police Department at New Hope Baptist Church, showed a 13.5% increase in seat belt use rates.
- Outreach programs initiated throughout the year included: Boosters for Big Kids, a pilot program developed to target inner-city 2nd and 3rd grade students and their parents with educational messages about the need for using car seats; and Sports Outreach, reaching over 900 football and basketball intramural league players, ages 6-15 and their parents, with the occupant safety message.

Buckle Up For Love ~ Denver Osteopathic Foundation ~ 12-06-61-06

Project Description

The CDOT Problem Identification Report found that 30% of children ages 5-15 were improperly restrained, and that this group lags behind teen and adult restraint use rates. The goal of this project was to increase booster seat use, educate teen mothers about proper use of child safety seats, and increase knowledge about safety issues among Pre-K to 2nd grade students. *Buckle Up For Love* is an interactive program that focuses on car seat safety using age-appropriate classroom activities.

Results

- Post program surveys showed that 100 % of 1,934 students who received the *Buckle Up for Love* presentation learned that it is important for them to sit in a car/booster seat and for them to ride in the back seat of automobiles.
- Height measurements were taken for each child, and sent home with newsletters to show how to get proper seat belt fit.
- Teacher satisfaction with the program was 97% positive.

Save a Friend Save Yourself ~ Denver Osteopathic Foundation ~ 12-06-61-07

Project Description

The goal of this project was to increase the number of juveniles ages 8-12 who travel safely buckled up in the back seat. The target audience was third through eighth graders in the Denver metro and rural areas. Students participated in a discussion that included math, science, and social behavior exercises, and focused on how students their age are becoming more independent and able to make more decisions for themselves.

Results

- The program, including a video presentation of crash scenarios and a question-and-answer period, was presented to 1,201 students.
- All students completed a survey about their behaviors and received parent newsletters.
- Teacher satisfaction rating for the program was 92% excellent.

Occupant Protection Technology Transfer ~ To Be Determined ~ 12-06-61-08

Project Description

The goal of this project was to provide training, community outreach, and coalition building for traffic safety education programs. Funding was provided for 7 non-CDOT employees in the traffic safety profession to attend the Lifesavers 2012 conference.

Lifesavers is the premier national highway safety meeting dedicated to reducing deaths and injuries on the nation's roadways. In operation since the 1980's, it drew nearly 1,700 participants in 2012. The state of Colorado will be hosting the 2013 conference.

Results

- Funding was used to send 7 community representatives to the Lifesavers conference held in Orlando, Florida.
- Attendees received education on many topics, including adult and child occupant protection; criminal justice; data and research; distracted and impaired driving; Native American issues; pedestrian, bicyclist and motorcycle safety; older drivers; social media; roadway safety; and teen traffic safety.

Latino Community Seat Belt Safety Program ~ Crossroads Turning Points, Inc. ~ 12-06-61-09

Project Description

The goal of this project was to address seat belt usage and vehicle occupant safety in the Pueblo, San Luis Valley, and Las Animas/ Huerfano Counties, with a focus on the Latino community.

Activities focused on expanded occupancy protection, providing educational programs, increasing partnerships, sharing resources, and offering CPS technician training and recertification. Special Health Care Needs Training and volunteer opportunities increased collaboration with state and local agencies including DRIVE SMART Colorado and the Southern Colorado Regional EMS and Trauma Advisory Council (RETAC).

Results

- There were 5 new CPS technicians certified, 9 technicians recertified, and 10 bilingual technicians.
- The Car Seat Convincer was used at 4 community events.
- Fit stations served more than 400 individuals with 395 seats checked and 313 seats replaced or newly installed.
- More than 50,000 individuals were exposed to occupant protection messages monthly via posters, banners, pamphlets, flyers, media, and radio ads.

Teen Motor Vehicle and Distracted Driving ~ Drive Smart Colorado ~ 12-06-61-10

Project Description

The goal of this project was to reduce the number of serious injuries among young drivers in El Paso and Teller Counties by 3%. According to the CDOT Problem Identification Report, there were 147 teen drivers involved in injury crashes. In 2009, there were 10 teen fatalities. Distractions, such as talking and texting on cell phones, or adjusting radios, CDs, or IPODs, all increase the risk of crashing for teens. The 23rd annual student-led High School Traffic Safety Challenge ran for 6 weeks and reached more than 25,000 students, staff, and parents with messages about distracted driving, seat belt usage, and traffic safety.

Results

- Of the initial 32 that signed up, 21 high schools completed the Challenge.
- Post campaign observation surveys showed seat belt use rates increased between 6% and 23%.
- *Rules of the Road* classes were attended by 75 teens and their parents in El Paso county.
- Pre and post radio advertising campaign observation surveys by the El Paso County Sheriff's Department and the Colorado Springs Police Department showed only a 2% decrease in cell phone usage among teen drivers.

Click It or Ticket ~ Colorado State Patrol ~ 12-06-61-11

Project Description

The goal of this project was to provide funding for State Patrol troopers to work overtime hours during the 3 *Click It or Ticket* seat belt enforcement campaigns and to provide targeted enforcement throughout the year in low-compliance areas and during peak travel times.

Results

- 15,718 hours of enforcement were conducted, of which 6,350 were paid from grant funds.
- 2,830 violations were cited during grant-funded overtime, while 21,789 violations were cited during regular duty hours.
- The number of citations for seatbelt violations compared to last year decreased. *Rural* enforcement showed a 32% decrease in cited violations; *May Mobilization* showed a 48% decrease; and *July Nighttime* enforcement showed a 15% decrease.
- The statewide decrease in cited seat belt violations for 2012 was 32%.

Click It or Ticket -Local Law Enforcement ~ Various Law Enforcement Agencies ~ 12-06-61-12

Project Description

The goal of this *Click It or Ticket* project was to recruit and encourage all Colorado law enforcement agencies to strictly enforce occupant protection laws through a combination of enforcement, education, and awareness activities. The focus of efforts was on the *Click It or Ticket* enforcement periods: *Rural*, *May Mobilization*, *Nighttime*, and 2 new rural and front range enforcement periods.

cont.

Results

- A total of 8,079 citations were issued.
- The largest effort was the *May Mobilization*, with 5,763 citations issued.
- *Rural* enforcement periods gave out 758 citations and *Nighttime* enforcement gave out 1,558.
- There were 959 officers from 141 law enforcement agencies involved, providing 5,915 hours of overtime funded by this grant.

Aurora P.A.R.T.Y ~ University of Colorado Hospital ~ 12-06-61-13

Project Description

The goal of the Aurora Prevent Alcohol and Risk Related Trauma in Youth (P.A.R.T.Y) project was to promote injury prevention through reality education by means of an interactive injury prevention and health promotion program for teenagers. The project provided an educational program that taught youth to recognize risks and make informed choices about activities and behaviors. Students ages 13-19 experienced a full-day session following the path of an injury survivor and meeting the professionals who would care for them in a trauma situation, including paramedics, emergency room physicians, and nurses, and learning about the impact such injuries could have on everyone around them.

Results

- P.A.R.T.Y presentations held on the University of Colorado campus and on the road reached 3,857 youth during 15 one-day-long programs.
- The program expanded into 2 middle schools and reached 120 middle school students.
- The Colorado State Patrol partnered with Ute Pass Regional Ambulance district in southern Colorado to start a new branch of the P.A.R.T.Y. Program in Teller and El Paso Counties.

Occupant Protection Mini-Grants ~ Rural and Urban Organizations ~ 12-06-61-14

Project Description

Rural community organizations from high risk counties identified in the CDOT Problem Identification Report were invited to apply for funding up to \$4,950 to implement child passenger safety and occupant protection projects. These activities included, but were not limited to, purchasing and distributing child safety seats to low income families, conducting check-up events, running fit stations by appointments, distributing safety materials, and conducting youth and adult safety classes.

cont.

Results

Examples of projects funded include:

- Clinica Tepeyac hosted 5 child passenger safety educational classes in Spanish, reaching 75 parents on the importance of child passenger safety.
- Custer County Public Health placed 2 Safe Guard Transports and 2 Pedimates in 2 ambulances, provided ongoing occupant protection education, and gave car seats/booster seats to needy families.
- Tri-County Family Care Center partnered with the Otero County Courts to provide a class for people who had seat belt or car seat violations, giving them the option to take the class for \$35.00 in lieu of having to pay the full fine. The class discussed car seat and seat belt safety for children from newborn to 16 years old.

Foothills School-Based Teen Driver Safety ~ Drive Smart Evergreen/Conifer ~ 12-06-61-15

Project Description

The goal of this project was to reduce the number of young drivers crashing, suffering serious injuries, and dying in the targeted foothills communities where young drivers faced exceptional driving challenges such as curving mountain roads with blind spots, wildlife, and adverse weather conditions. The target audience was “tween” and teen students and their parents within Clear Creek, Jefferson, and Park Counties.

Results

- Seat belt checks were performed at 4 high schools by law enforcement and high school peers at each school once each semester. The average rate of seatbelt usage in all schools has increased by 10%.
- There were 420 submissions to the GDL law trivia game to increase parents’ and teens’ understanding of compliance with GDL laws.
- Scholarships to attend drivers education classes were awarded to 20 students in order to promote and improve students’ access to adequate driving instruction.

Poudre Valley Health System Foundation ~ Safe Kids Larimer County - CPS Program ~ 12-06-61-16

Project Description

The goal of this project was to increase access to child restraints in all vehicles and provide education to caregivers on how use them properly. A fit station at Poudre Valley Hospital, along with a program for parents of newborns, assured proper installation of child safety seats and educated parents about the importance of using them. Post-program evaluation showed that 97% of parents correctly identified and explained photos of proper seat installation, well above the state average of 90%.

cont.

Results

- 775 families received car seat consultations prior to hospital discharge.
- More than \$4,100 in donations were collected from families who participated in the program.
- 400 high-need families, including 30% who identified themselves as Spanish speaking, were educated and 457 car safety seats were distributed to low income families.
- 6 certified CDP technicians maintained their certification throughout the grant period.

Annual Seat Belt Surveys ~ Colorado State University ~ 12-06-61-17

Project Description

Colorado State University conducted 5 annual observational surveys of seat belt usage in Colorado, and the new NHTSA survey methodology was implemented. The studies were conducted throughout Colorado on roadways using traffic observers. The observed seat belt use rate dropped in all categories with the exception of teen seat belt use, which increased slightly.

Although some of the rates have dropped this year compared to last year, the difference is statistically insignificant. Colorado rates have plateaued over the last three years. The passage of primary seat belt laws has a proven track record of increasing a State's seat belt use rate. On average, States that pass primary seat belt laws can expect to increase seat belt use by 9 percentage points. To date, Colorado has been unsuccessful in passing primary seat belt legislation.

Results

- The Pre-Click It or Ticket Mobilization Survey revealed an overall estimated usage rate of 80.3% in 2012, compared to 81.6% in 2011.
- The statewide survey showed that all vehicle types had a usage rate of 80.7% in 2012, compared to 82.1% in 2011.
- The Teen Survey showed an overall estimated usage rate of 82.7% in 2012 compared to 82.4% in 2011.
- The Child Safety Restraint Survey showed an overall estimated usage rate of 83.7% compared to 84.1% in 2011.
- The Juvenile Survey showed an overall estimated usage rate of 80.4% compared to 81.8% in 2011.

Denver's Distracted Driving Enforcement ~ Denver Police Department ~ 12-06-61-18

Project Description

The goal of this project was to increase driver awareness of the hazards of driving distracted through education and through targeted, high-visibility enforcement. The project funded 642 hours of police officer overtime for distracted driving education and enforcement using individual officer initiatives, multiple officer enforcement set-ups, teen driving education, and information pamphlet distribution. Topics such as driving while texting, talking on cell phones, using electronic devices, eating, applying make-up, or reading were addressed.

cont.

Results

- 381 total citations were written, including 151 citations for distracted-driver-related violations and 230 citations for non-distracted driving violations.
- 1,514 verbal warnings were issued.
- 3,000 distracted driving brochures were issued to violators and also distributed to teen driver education programs at 9 Denver high schools.

Teen Motor Vehicle Safety Project ~ Pueblo City/County Health Department ~ 12-06-61-19

Project Description

The goal of Phase 3 of the Teen Motor Vehicle Safety Project was to decrease the number of motor vehicle injuries and fatalities for teens in Pueblo County by increasing their knowledge about safe driving practices via education and outreach to parents, teens, and youth-serving agencies.

Results

- Participation in 6 Teaching Your Teen to Drive classes increased from 61 parents in 2011 to 314 parents in 2012, a five-fold increase.
- Teen Driving Safer classes were offered 11 times, covering rules of the road, safe driving practices, and auto mechanics.
- The rate of deaths per 100,000 teens ages 15 through 18 caused by motor vehicle crashes for 2008-2010 was 11.5, a decrease from 22.6 in 2007-2009 – a decrease of nearly half. (Data from the Colorado Department of Public Health and Environment).

CPS Program Expansion to the Underserved ~ Drive Smart Evergreen/Conifer ~ 12-06-61-20

Project Description

The goal of this project was to reduce the number of injuries and fatalities suffered by motor vehicle occupants ages newborn to 15 years in Clear Creek, Jefferson, and Park Counties. Activities included training certified care seat technicians, supplying low cost or free car seats to low income families, performing car seat checks, and continuing the *Buckle Bear* presentation to preschoolers and grade-schoolers to motivate them to take some of the responsibility for their own safety as passengers.

Results

- 2 new Certified CPS Technicians were trained.
- 42 car seat checks and 14 seats were donated.
- A car seat recycling program was created to provide incentives to the community to donate recalled, expired, and unused car seats and booster seats, resulting in about 70 seats being recycled.
- *Buckle Bear* presentations were delivered at 8 pre-schools and grade schools, reaching 303 students, 455 parents, and 53 faculty and staff.
- 5 targeted outreach education strategies were implemented to improve CPS practices among community members.

Teen Traffic Campaign ~ Mile-High RETAC ~ 12-06-61-21

Project Description

The goal of the Mile-High Regional Emergency Medical and Trauma Advisory Council (MH RETAC)'s project was to reduce traffic crashes, injury, and death among teens by increasing the rate of seat belt use in Adams, Arapahoe, Broomfield, Denver, Douglas, and Elbert Counties.

The Mile-High RETAC formed a steering committee with members from the 4 Level One trauma hospitals to oversee outreach programs including 4-week, peer-led Challenge campaigns at high schools focusing on seat belt use. The Challenge campaigns featured national motivational speakers, enforcement and educational efforts, surveys, and evaluations.

Results

- More than 11,000 students at 9 high schools participated in the Challenge.
- Seat belt use increased 7.9% ,bringing the rate to 84%, above the state average of 82%.

Seat Belt Cortez ~ Cortez Police Department ~ 12-06-61-22

Project Description

The goal of this project was to increase observed seat belt usage for passenger vehicles by 5%, to bring the City of Cortez closer to the state average. Use of frequent, brief, high-visibility enforcement campaigns, and quarterly observational surveys, plus a well-received new partnership with high schools, made small increases in the seat belt use rate. Cortez police officers became more aware of the need for seat belt enforcement.

Results

- Seat belt use rates rose to 71%, from 70% in 2011.
- There were 312.5 hours of enforcement.
- There were 129 seat belt citations issued.

The Children's Hospital Child Passenger Safety Project ~ The Children's Hospital - Colorado ~ 12-06-61-23

Project Description

The goal of this project was to increase the number of children, ages newborn to 8 years, properly restrained in a car seat or booster seat, including Children with Special Health Care Needs (CSHCN). The project focused on providing a car seat inspection station within Children's Hospital Colorado, and expanding capacity within Children's Hospital Colorado to integrate child passenger safety education for parents and medical personnel into the provision of patient care services. A part time CPS Technician was hired to increase the availability of inspection stations for families receiving services at Children's Hospital, and to increase training opportunities for clinical staff to increase their knowledge of CPS best practices.

cont.

Results

- 71 clinical staff professionals completed a community provider CPS enrichment course on angle tolerance testing protocols for newborn infants weighing less than 5 pounds, and transportation assessment protocols for children needing Hip Spica casts due to orthopedic conditions.
- 123 infants in the Neonatal Intensive Care Unit were assessed for angle tolerance and their families received hands-on instruction regarding the proper use and installation of their car seats.
- 21 families were provided an infant carrier-style car seat capable of accommodating low birth weight babies.

Child Passenger Safety Program ~ Ute Mountain Ute Tribe ~ 12-06-61-24

Project Description

The goal of this project was to increase the rate of seat belt use and the number of child safety seats with correct installation. To accomplish these 2 goals, safety check points were held through the Tribal Complex and the Indian Health Services Clinic, with support of the tribe and the Bureau of Indian Affairs Law Enforcement. Monthly safety newsletters were distributed to 60 tribal departments and Head Start families and a Vehicle Occupant Safety Awareness Coalition (VOSAC) was founded with key players as members.

Results

- 146 car seats were distributed via 13 check-up events and 2 safety check points and there were 27 occupant protection presentations.
- Observed seat belt use for adults and children increased from 20% in 2011 to 23% in 2012.
- 4 Baby's Safety Comes First classes were presented so parents in the last trimester could obtain a car seat prior to the birth of their child.
- 980 individuals had one-on-one safety information provided to them.

SEAT BELTS 101 ~ Just Say Know, Inc. ~ 12-06-61-25

Project Description

The goal of this project was to increase seatbelt use by 5% among students on the campuses of the University of Denver, Metropolitan State University, Community College of Denver, and the University of Colorado - Denver, by using countermeasures identified by NHTSA as best practices. These included a communications campaign, interactive young adult seatbelt activities, seatbelt surveys, establishing community partnerships, and supporting enforcement activities that gave rise to increased seatbelt use. Low seat belt use rates, especially for short trips, were targeted as an area for improvement.

cont.

Results

- Seatbelt use rates among college students improved from 77.6% before the countermeasure campaign, lower than the state average, to 84% post campaign, nearly the state average for all drivers. This was an increase of 6.4%.
- Seatbelt use for short trips improved significantly after the campaign.
- Outreach programs reached 70,000 students in the Denver metro area directly and indirectly.
- Volunteers from campus organizations and the community worked together to teach the importance of using seatbelts.

Child Passenger Safety Mini-Gants ~ Local Community Agencies ~ 12-06-61-26

Project Description

Local community agencies were invited to apply for rural and statewide grant funds made available by the OTS. Only 2 projects were able to be funded, due to limited funding availability. Kit Carson County, identified in the CDOT Problem Identification Report as a high-risk county, implemented occupant protection activities. Statewide, support for the Tyler Presnell Tour allowed this nationally recognized motivational speaker to reach 25 middle and high school audiences. His experience with traumatic brain damage, as a result of being a passenger in a serious crash as a teenager, resonated with his peers and reinforced the message of the dangers of drunk and distracted driving.

Results

- Kit Carson County Health and Human Services implemented child safety seat check up events; purchased and distributed seats; ran a fit station by appointment; and trained 5 CPS Technicians.
- Tyler Presnell, a national speaker, presented to high schools statewide reaching 17,000 students.
- RETACS statewide coordinated with schools and CDOT's Public Relations Office to assure wide press coverage on radio, TV news, and in newspapers.

Special Needs Child Passenger Safety ~ The Children's Hospital Association ~ 12-06-61-27

Project Description

The goal of this project was to increase the number of children with special health care needs (CSHCN) ages newborn to 8 years who are properly restrained during travel in a system appropriate for their size, age, and medical condition. CSHCN have orthopedic, respiratory, neuromuscular, or behavioral issues that make the use of a conventional car seat unsafe or impractical.

cont.

Results

- 12 Certified Child Passenger Safety Technicians were trained, in a Special Transportation for All Children course, to work with the child's health care provider team in determining the safest options for transportation.
- 94 specialized restraints were provided to families for temporary use, resulting in savings of \$29,140 for Colorado families who did not have to purchase a specialized restraint.
- 111 assessments were completed for children needing Hip Spica casts due to orthopedic conditions, and another 41 children received an in-depth assessment from a multidisciplinary team of health care providers that included a physician, a physical therapist, a durable medical equipment coordinator, and a CPS Technician, through Children's Hospital Colorado's Orthopedic Seating Clinic.
- The program allowed for the purchase of specialized restraints, including car beds for premature infants and vests for older children, to be distributed to partner hospitals and organizations in designated locations across Colorado.

Aurora Child Passenger Safety Campaign ~ Aurora Police Department ~ 12-06-61-28

Project Description

The goal of this project was to increase awareness about child passenger safety, provide the community with a resource to have child seats checked, and to provide new child seats to those families that demonstrated a need. A system was created to give people the opportunity to make appointments to have their child seat inspected and checked to insure proper installation, and a new program for holding checkup events throughout the city of Aurora was implemented.

Results

- 16 certified CPS technicians were trained and more than \$10,000 worth of child passenger seats were purchased.
- 330 seats were inspected at 22 checkup events and 27 new seats were provided to families that needed them.
- 72 seats were inspected by appointments and 10 seats were given to families that needed them.

Occupant Protection Mini-Grants ~ Local Community Agencies ~ 12-06-61-29

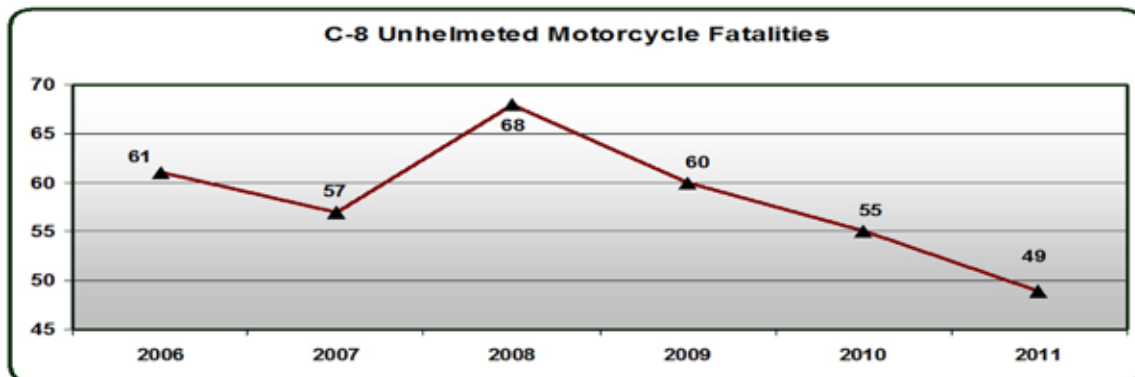
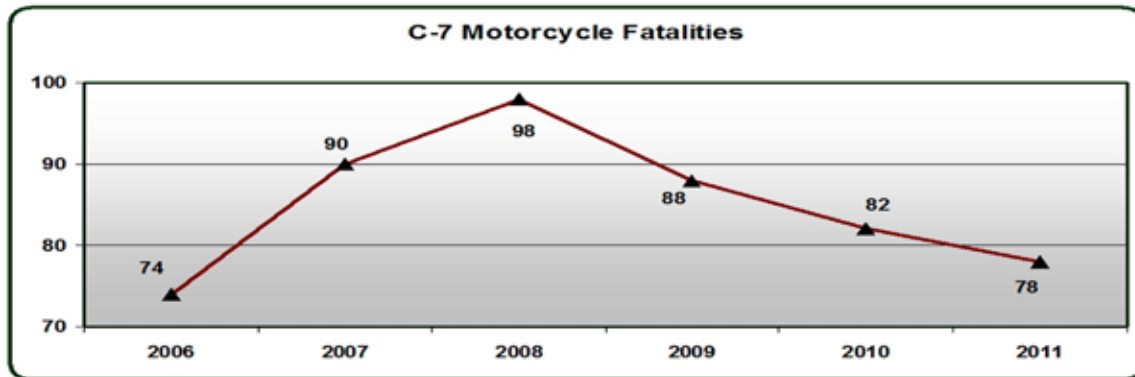
Project Description

Agencies identified in the CDOT Problem Identification Report as being in high-risk counties were awarded mini-grants to implement occupant protection activities. These activities included, but were not limited to, purchasing and distributing child safety seats, conducting check-up events, running fit stations by appointments, distributing safety materials, and conducting youth and adult safety classes. Three agencies received mini-grants.

Results

- The Aurora Fire Department conducted 2 National CPS Technician courses, training more than 25 people from the Aurora Police Department and other CPS advocates.
- Cheyenne County Public Health trained 2 Certified CPS Technicians to run their fit station and conduct checkup events, and purchased child safety seats.
- Denver Health East Clinic purchased child safety seats to run their fit station and conducted checkup events.

Motorcycle Safety



Overall motorcyclist fatalities and unhelmeted motorcyclist fatalities have declined for the third consecutive year; however, 63% of all motorcyclist fatalities were not wearing helmets. Projects in the Motorcycle Safety program support the Office of Transportation Safety goals to reduce motorcycle injury and fatal crashes. The Motorcycle Safety program supported projects that increased motorists' awareness of motorcycles; educated drivers on safely sharing the road with motorcycles; and, encouraged motorcyclists to be trained and licensed. Programs also covered education on the use of proper riding gear and the dangers of impaired riding. Outreach included educational programs to law enforcement agencies and to communities throughout Colorado.

Program Administration

The Motorcycle Safety program is administered by Program Manager Glenn Davis with assistance from OTS Project Manager Paul Peterson. There were 3 projects in this program with a planned budget of \$129,825.



Increasing Motorcycle Safety in El Paso County ~ El Paso County Department of Public Health ~ 12-07-71-02

Project Description

The goal of this project was to reduce motorcycle crashes and fatalities in El Paso county through motorcycle training and increasing awareness of motorcycle safety issues. Safety committees, including motorcycle retailers, law enforcement, military bases, media, and ABATE training contractors participated with CDOT in the project.

Results

- For its graphics created for bus advertising, El Paso County Public Health received a national Gold Award from the National Public Health Information Coalition for excellence in public health communication.
- Motorcycle safety advertising campaigns included a web page, bus and bus bench signage, and 1,000 T-shirts given to groups involved in motorcycle sales and safety which were given out at health fairs and community events.
- A media blitz with local NBC affiliate stations focused on TV and radio including Denver Bronco pre-season games.

Jefferson County Motorcycle Rider Safety Education: Ride Smart ~ Drive Smart Evergreen/Conifer ~ 12-07-71-03

Project Description

The goal of this project was to reduce motorcycle crashes and fatalities in the foothills areas of Jefferson County, which was identified as having the highest rate in the state. A coalition of safety-conscious stakeholders from the business and motorcycling community was formed in 2011 to develop, plan, and execute specialized motorcycle safety programs to encourage riders to get their motorcycle endorsements, and to never drink and ride a motorcycle. Ride Smart used the NHTSA guidelines for best practices as a blueprint to decrease crashes and fatalities.

Results

- Drive Smart Evergreen/Conifer (DSEC) conducted monthly meetings with the coalition of motorcycle safety stakeholders and developed activities to demonstrate to Jefferson County residents and visitors that they were serious about their goals.
- DSEC hosted 4 peer-led motorcycle safety education activities at local biker bars to promote the value of common sense when riding.
- DSEC continued to support a NHTSA-sponsored program, *Green-Yellow-Red*, that allowed impaired motorcyclists to leave their motorcycle at the bar safely until they were able to recover their property and/or get a free ride home.

Operation Save A Life ~ ABATE of Colorado ~ 12-07-71-04

Project Description

The goal of this project was to reduce motorcycle crashes, fatalities, and injuries by 1%; increase the number of motorcyclists properly educated and licensed; increase awareness of impaired riding among motorcyclists; and to make motorists more aware of motorcyclists. Community partnerships and education programs were key elements of implementing these goals, and included presentations at fairs, Military Safety Days, bike nights, and one high school. Ride Straight brochures were distributed at bars and taverns in Golden, Aurora, and Colorado Springs.

Results

- 360 people attended 12 presentations made to driving schools and the community, including screenings of the 10-minute video, "Share the Road."
- PSA announcements on local radio alerted motorists to watch for motorcycles.
- 3 Bystander Assistance Classes (ASMI) were conducted to teach motorcyclists what to do when they come upon a motorcycle accident.
- 2,982 students were taught about the effects of alcohol and riding.

Public Relations

The Public Relations Office (PRO) provides strategic communications efforts for the Colorado Department of Transportation's Office of Transportation Safety. Two positions are funded each year within the PRO for this purpose. These programs have succeeded in contributing to a record low number of traffic fatalities in Colorado.

In FY 2012, the PRO provided a range of services to improve public understanding, achieve support for major safety issues, and influence driver behavior.

Activities

The PRO engaged in public relations, media relations, and paid media strategies to support 12 high-visibility DUI enforcement periods, as well as community-based safety programs. This year marked the second of the State's first anti-drugged driving campaign, which included outreach regarding driving under the influence of prescription medication, as well as medical marijuana. This year was the fourth summer for the *100 Days of Heat* DUI campaign, which continued to raise awareness of summer DUI crackdowns. CDOT expanded efforts to reach the target audience through continued partnerships with the Colorado Rockies and Denver Broncos, involving a designated driver program and advertising. In addition to mainstream outreach, the PRO continued to expand outreach to Colorado's growing Hispanic population with culturally-relevant Spanish DUI materials.

The PRO also supported 3 *Click It or Ticket* enforcement periods and continued to build grassroots participation to increase seat belt use through support of the state's RETACS. The PRO also continued to support the State's child passenger safety advocates with educational materials and supplies. Support of the Tyler Presnell Safety Presentation tour at high schools across Colorado was a highlight of the teen driving safety campaign in 2012. When he was 14 years old, Tyler survived a nearly fatal crash while he was in the car with a newly licensed driver. He is now 26 and is dedicated to educating teenagers on the dangers of unsafe driving. In partnership with AAA Colorado, CDOT helped coordinate the tour schedule and pitched local media.

This year also marked the fifth year of the *Live to Ride* motorcycle safety campaign, and included the development of new creative media aimed at encouraging riders to get training. Through grassroots events, including an event held at a biker bar, CDOT continued to raise awareness of rider safety throughout the state.

Program Administration

The Public Relations Program is administered by Stacey Stegman, Public Relations Office Director, and staff members Heather Halpape and Jeri Jo Johnson. Other assistance is provided by PRO staff whose salaries are state-funded. This group, with assistance from their contractors, was responsible for 11 projects with a planned budget of \$1.5 million.



High-Visibility DUI Enforcement – PR/Evaluation ~ Webb PR ~ 12-08-81-01

Project Description

The Public Relations Office (PRO) at CDOT worked with contractors Webb PR and Communication Infrastructure Group (CIG) to execute 12 *Heat Is On* high-visibility DUI enforcement periods throughout FY 2012. Activities included implementation of a drugged-driving campaign and sponsorships with the Denver Broncos and Colorado Rockies as part of their designated driver programs. Public relations materials were distributed extensively to businesses and to attendees of the sporting events, including the 2012 USA Pro Challenge bicycle race.

Results

- Extensive PR outreach included designated driver campaigns, presentations at task force meetings, television and radio spots, and partnerships with law enforcement and professional sports teams.
- A CDOT tent at the USA Pro Challenge resulted in more than one million fans who attended the race in person in more than half a dozen towns and cities across the state being exposed to the PRO designated driver message.

High-Visibility DUI Enforcement – Paid Media ~ Explore Communications ~ 12-08-81-02

Project Description

The PRO and its partner, Explore Communications, used paid media buys to support 8 *Heat Is On* high-visibility DUI enforcement periods. Major highlights included a media buy comprised of TV ads, radio ads, print ads, billboards, and online ads during the holiday enforcement periods between Halloween and New Year's, as well as media buys for TV spots during the week leading up to the Super Bowl. All media included messaging about designating sober drivers during the holidays, and encouraged motorists to download CDOT's "R-U-Buzzed" app as a means to measure their BAC before driving. Late year media buys included radio spots, bus tails, bus kings (large posters for sides of busses), and gas station ads including pump toppers, pump handles, and hose clings.

Results

- A media buy during the week leading up to the Super Bowl aired 412 radio spots in Denver, Colorado Springs, and Fort Collins markets.
- 2,837 radio spots aired between July 1, 2012 and September 30, 2012, and 65 bus tails and 25 bus kings were on display for motorists to see.
- 55 gas stations featured ads purchased in the form of pump toppers, pump handles, and hose clings.

High-Visibility DUI Enforcement – Latino and Paid Media ~ Hispanidad ~ 12-08-81-03

Project Description

The PRO worked with Hispanidad to target Colorado Spanish-language-preferred males ages 18-34, as well as females ages 16-54 who prefer to speak Spanish and who have influence over the primary audience and their drinking/driving decision-making. This campaign aimed to create awareness of the National Crackdown/Labor Day DUI Enforcement period, educate the audience about alcohol and drug impairment effects on the body, and educate the audience about the consequences of driving while impaired. In addition, paid and earned media promoted campaign messaging, and community and law enforcement partnerships and grassroots events helped create opportunities for one-on-one interaction with members of the target audience. Radio spots, television segments, new creative, and other materials were presented to the target audience, including billboards and posters in neighborhoods with more than a 50% Hispanic population. As a participating sponsor of the Broncos Country Caravan, CDOT worked closely with the Broncos organization to promote the Spanish-language DUI campaign.

Results

- Paid media resulted in nearly 4.5 million impressions in the Denver, Boulder, Colorado Springs, and Pueblo areas.
- Media included 60-second and 30-second television spots.

Motorcycle Safety ~ Amelie Company ~ 12-08-81-04

Project Description

The highlight during FY 2012 was the Labor Day Impaired Riding Campaign. CDOT and contractor Amelie Company reached riders statewide, especially in Denver, Colorado Springs, and Fort Collins, through multiple paid media channels. Paid media buys included billboards, in-bar posters and coasters, and print ads in motorcycle publications.

In conjunction with paid media, the PRO also coordinated an impaired-riding event at a Colorado Springs biker bar. Colorado Springs was chosen because it consistently ranks as one of the top counties for motorcycle fatalities. The purpose of the event was to engage motorcycle riders in a setting where they would be comfortable, while providing an educational opportunity to discuss impaired riding and provide them with resources that would equip them to be stronger and safer riders. CDOT partnered with the MOST (Motorcycle Operator Safety Training) program and featured a SMARTrainer and giveaways for participants, while serving as the backdrop for earned media coverage around the issue.

Results

- Traffic to the campaign website, comotorcyclesafety.com, rose 705 % from the previous fiscal year.
- Paid media included nearly 8 million impressions for the Labor Day Impaired Riding Campaign.
- Earned media activities for the Colorado Springs biker bar event resulted in over 1.6 million earned media impressions in print and online.

**Click It or Ticket and Seat Belts – PR and Evaluation ~
Amelie Company ~ 12-08-81-05**

Project Description

In FY 2012, the PRO and contractor Amelie Company supported 3 waves of high-visibility traffic enforcement for seat belts with paid and earned media. The March rural outreach included: supporting RETACS with signage, including flyers, poster, table tent displays, yard signs, and print ads; billboards and a statewide press release during the *May Mobilization* outreach; and *July Nighttime* enforcement supported increased seat belt enforcement in select counties throughout Colorado. The campaign also included a social media push, where seat belt safety messages were posted on CDOT's Facebook page and ads were purchased to direct web traffic to CDOT's Facebook page.

Results

- The paid media plan included: placing print ads in The Onion and the Westword alternative newspapers; producing and airing 30 second and 60 second radio spots; and sponsoring traffic radio reports in Denver/Boulder, Colorado Springs/Pueblo, Grand Junction/Montrose, and Fort Collins/Greeley, for a total of over 3.8 million impressions.
- Earned media efforts included a statewide news release, and a radio interview with CDOT and Colorado State Patrol representatives on the Colorado Conversations public affairs program that aired on KXKL (classic hits) and KWOE (country), resulting in over 680,000 impressions online and on radio.
- The seat belt campaign resulted in nearly 400 additional fans of the CDOT Facebook page.

**Click It or Ticket and Seat Belts – Paid Media ~
Explore Communications ~ 12-08-81-06**

Project Description

The PRO and contractor Explore Communications supported *Click It or Ticket (CIOT) Mobilizations* via paid media in the form of radio spots, traffic radio sponsorships, print ads, billboards, bus tail signs, bus queen signs, interior light rail signs, and television advertisements. The media buys included advertising on Root Sports during Colorado Rockies baseball game broadcasts during the *May CIOT Mobilization*.

Results

- The *May CIOT* included 188 radio spots, 142 TV ads, 9 billboards, 40 bus tail signs, 30 bus queen signs, and 25 interior light rail signs.
- The *Nighttime CIOT* resulted in 1,343 radio spots (30 and 60 second spots), and 310 (10 and 15 second) traffic radio sponsorships.
- Paid media resulted in nearly 3.9 million impressions in the Denver, Boulder, Colorado Springs, Fort Collins, Grand Junction, Montrose, and Pueblo areas.
- Total *CIOT* impressions from the radio spots and billboards resulted in nearly 10.4 million impressions in the Denver, Boulder, Fort Collins, Colorado Springs, Pueblo, Grand Junction, and Montrose areas.

Click It or Ticket and Seat Belts - Hispanic ~ Hispanidad ~ 12-08-81-07

Project Description

This project targeted Spanish-language-preferred mothers and fathers ages 16-35 and Spanish-language-preferred caregivers to create awareness of Colorado laws pertaining to booster seat use for children ages 8 and under and weighing under 100 pounds, and educated the audience about the best practices for determining if small children should still be using a booster seat when traveling. Hispanidad utilized paid and earned media, as well as partnerships with law enforcement and local businesses, to create awareness about Colorado's booster seat and seat belt laws.

The project also partnered with Salud Health Clinic in Commerce City (Adams County) to promote the Colorado booster seat law by hosting a grassroots event to provide child passenger safety education, with emphasis on booster seats for older children. About 99 % of the families who attended were predominantly Spanish speaking.

Results

- With the assistance of four bilingual CPS technicians and one English speaking CPS Technician/Colorado State Trooper, Hispanidad served 40 families and 75 children
- All of the seats that were donated for the booster seat event were distributed.

Teen Driving and GDL Law ~ Amelie Company ~ 12-08-81-08

Project Description

To promote education about Colorado's complex GDL law, CDOT partnered with contractor Amelie Company to support the Tyler Presnell tour, the Broncos High School Game of the Week, law enforcement outreach, and in-school outreach. The Tyler Presnell Safety Presentation was a highlight of the campaign. When he was 14 years old, Tyler survived a nearly fatal crash while he was in the car with a newly licensed driver. Now 26, he is dedicated to educating teenagers on the dangers of unsafe driving. He speaks of the impacts on his family, his lifelong recovery, and what it's like to live each day with over 80% of his short-term memory gone.

Fall of 2012 was the second season of supporting the Denver Broncos in their High School Game of the Week event, which hosts tailgate events at 5 high schools statewide.

Law enforcement audiences were educated about GDL via their weekly roll call meetings, using a 3-minute video developed by CDOT and Amelie Company.

CDOT partnered with 2 organizations that help under-funded schools by commissioning marketing to support safe driving message projects.

Results

- The Tyler Presnell tour earned more than 11 stories in print, online, TV, and radio.
- The roll call video and related brochures were distributed to 300 agencies.
- 750,000 tickets bearing safety messages were produced and distributed at 51 high schools.

Child Passenger Safety ~ Amelie Company ~ 12-08-81-09

Project Description

FY 2012 was focused on planning for CPS Safety month in August. CDOT supported CPS technicians who focused their efforts in a back-to-school child passenger safety push with stepped-up events and inspection stations in August. CPS Safety Month activities included a statewide news release, along with local releases and customized tool kits adapted by the CPS Advisory Council for media outreach in their area. A radio PSA was developed and included as part of media outreach efforts. NHTSA's campaign with the Ad Council was customized with CDOT logos, then produced, and the resulting posters and flyers were distributed statewide via the CPS Advisory Council members.

Results

- Earned media efforts resulted in over 90,000 impressions in radio and online.

Slow for the Cone Zone ~ Explore Communications ~ 12-08-81-10

Project Description

The PRO worked with Explore Communications to execute a paid media buy to educate the public about the importance of slowing down in construction work zones. The *Slow for the Cone Zone* message was focused on the summer construction period and National Work Zone Awareness Week.

Materials produced included billboards, banners, slim jims, and a video. A new concept developed this year was the "late merge" collateral, which was used to promote allowing other motorists to merge late in construction zones in order to help reduce congestion.

Results

- Statewide media buys included 9 billboards in the Denver metro area, Fort Collins, Boulder, and Commerce City which resulted in 8.9 million impressions.
- 60 banners with the *Slow for the Cone Zone* message were produced and distributed throughout the state, and were displayed at visible CDOT offices.

Distracted Driving ~ Amelie Company ~ 12-08-81-11

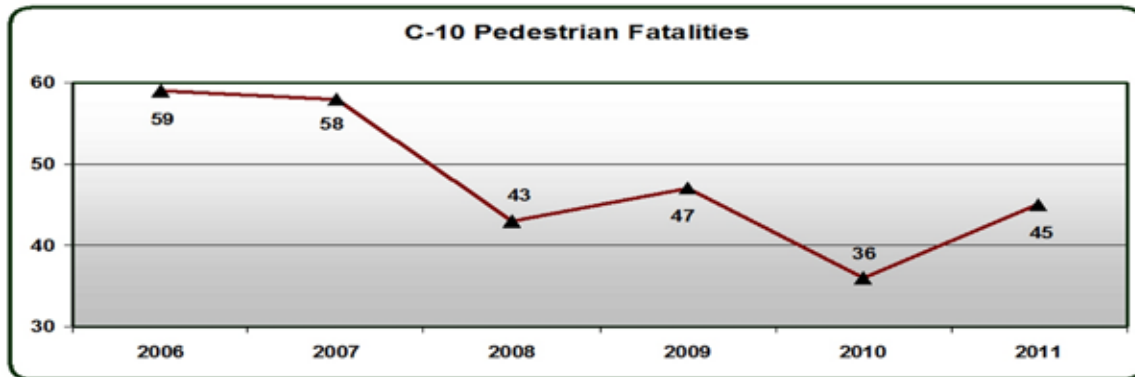
Project Description

CDOT coordinated with contractor Amelie Company to develop interactive collateral that used a “reveal” concept as an eye-catching way to discourage distracted driving. One set of brochures and posters showed the hand and phone of someone driving and peeled back to show a child crossing the street in danger’s way. Another showed a drink that peeled back to reveal a woman crossing the street with a baby stroller. In both cases, the drivers would not have seen the people crossing the road since they were driving distracted.

Results

- 19,000 “Reveal” brochures and 7,500 “Rural Reveal” brochures were distributed to safety advocates for distribution and were sent to more than 125 high schools statewide.
- 1,000 posters and 15,000 brochures were produced, printed, and distributed to the Denver Police Department, Colorado Springs Police Department, and other partners and grantees.
- 4,000 “DNT TXT N DRIVE” thumb banks were purchased and distributed to partners.

Safe Communities and Bicycle and Pedestrian Safety



After a 5-year low of 36 pedestrian fatalities in 2010, pedestrian fatalities increased in 2011 to 45. The Office of Transportation Safety's Safe Community and Bicycle and Pedestrian Safety program continues to support the goals of reducing pedestrian fatalities; reducing serious injuries in traffic crashes; and increasing seat belt and child passenger restraint system use statewide and among key segments of the driving population. A safe community promotes injury prevention at the local level using a "bottom up" approach, involving local citizens to address key injury problems.

Activities included:

- Bicycle safety programs, including the importance of using helmets.
- Pedestrian safety educational programs at schools and other locations.
- Supporting Regional Emergency Trauma Advisory Councils (RETACs) encompassing all 64 counties within Colorado.
- Providing education and awareness regarding child passenger safety, teen traffic safety, and adult seat belt usage.

Program Administration

Projects in the Safe Communities and Bicycle and Pedestrian Safety program are administered by Program Manager Carol Gould, with assistance from OTS Project Managers: Leslie Chase, Ilana Erez, Gina Guerrero, and Terry Huddleston. There were 14 projects in the program with a planned budget of \$629,000.



Reducing Injury Through Prevention, Education, Awareness and Traffic Safety (R.I.P.E.A.T.S) ~ Rural Communities Resource Center ~ 12-09-91-01

Project Description

The goals of the R.I.P.E.A.T.S. project were to reduce fatalities and injuries to young drivers, and to increase the use of approved and appropriate child passenger safety seats in Washington and Yuma Counties. Activities centered around community education via health fairs and extensive media campaigns about occupant protection, distracted driving, child passenger safety, and bicycle and pedestrian safety; targeting information to young drivers, parents, and child care providers; conducting car seat check points and fit stations; and offering training to parents and students on the Graduated Drivers License laws.

Results

- Educational information was distributed in 6 schools, including special events for *Surviving the Fall* and *National Night Out*, which reached over 1,000 attendees.
- R.I.P.E.A.T.S. collaborated with law enforcement to enforce the texting/cell phone use ban for students under age 18.
- An occupant protection program for “tweens” in 3rd through 8th grade was presented to 337 Yuma County students.
- Pedestrian safety activities were presented to 80% of child care providers in both counties, reaching 364 children.

Occupant Protection Education and Training - Mini-Grants ~ Local Health and Law Enforcement Agencies ~ 12-09-91-02

Project Description

This project offered mini-grants to community coalitions and other agencies to support traffic safety education efforts and enforcement campaigns. Funding provided support and resources including training and materials addressing child and passenger safety; motorcycle, bicycle and pedestrian safety; occupant protection; and impaired driving prevention. Support was also offered for enforcement campaigns including *Click it or Ticket*, *Labor Day Crackdown*, and *May Mobilization*, and for recognition of law enforcement agencies for their commitment and dedication to enforcing impaired driving and occupant protection laws.

Results

- \$28,292 in mini-grants and recognition events were awarded to coalitions and agencies that educate and enforce occupant protection, impaired driving, and motorcycle safety laws.
- 3 Law Enforcement Recognition events were held in Alamosa, Grand Junction, and Denver.
- 11 agencies were recipients of mini-grants, including: Southwest Memorial Hospital, Pagosa Springs Nurturing Center, Montezuma County Public Health, Englewood Police Department, Swedish Medical Center, Colorado Power Sports, Emergency Nurses Association, Exempla Healthcare, SWCCOP, SECRETAC, and CH2MHILL.

Western Regional Occupant Safety Coalition ~ Western RETAC ~ 12-09-91-03

Project Description

The Western Regional Occupant Safety Coalition was formed to serve Delta, Gunnison, Hinsdale, Montrose, Ouray, and San Miguel Counties. This project supported the Coalition's goal to reduce the number of hospitalizations and deaths related to traffic crashes for all motor vehicles. Activities to accomplish this included providing incentives to drivers who were wearing seat belts when they arrived at drive-in-movie theaters and sponsoring 2 high school teen seat belt challenges.

Results

- At each of the 2 drive-in movies, 50 coupons were distributed and 40 were redeemed for snack bar discounts.
- The 2 high schools saw an increase in seat belt usage after the challenge, rising from 73 % seat belt usage to 85 % in 1 school and from 66% to 70% seat belt usage in the other.

Increasing Seat Belt Compliance ~ Northeast Colorado RETAC ~ 12-09-91-04

Project Description

This project focused on increasing seat belt use within 9 counties, with a special focus on Weld, Logan, Morgan, and Larimer Counties. Both injury prevention programs and educational activities were conducted, with a goal of reaching 3,000 children, teens, and adults. A newly formed multi-county injury prevention coalition, started in Morgan County, called North East Teen Safety (NETS) worked with law enforcement, schools, community centers, driving schools, insurance, and local media to create awareness with programs about injury prevention.

Results

- More than 5,000 teens and adults learned about safe driving at school and community events and through programs such as *Click It or Ticket* and *Tailgate the Safety Way*.
- The NETS coalition implemented events at schools throughout the year.
- Observational studies in Morgan and Weld Counties showed increased use of seat belts by teens of more than 3%. Larimer County teens seat belt use decreased by 2%, but remained high at 90%.
- Overall seat belt use increased by 5% in Morgan County and by 1% in Weld County.

Safe Communities for SECRETAC ~ Southeastern RETAC ~ 12-09-91-05

Project Description

The goal of this project was to provide education, media campaigns, and training on occupant protection to law enforcement, child care providers, parents, teens, and community members in SECRETAC's service area of Baca, Bent, Crowley, Kiowa, Otero, and Prowers Counties. In 2012, SECRETAC was in its fifth year of developing the Safe Communities Coalition, which participated in enhanced enforcement events such as *Rural Click It or Ticket*, *May Mobilization*, and *CPS Week*.

cont.

The coalition included representatives from law enforcement, county health and human services departments, fire protection districts, driver education instructors, hospitals, school districts, and EMT service agencies.

Results

- Child safety seat activities included maintaining fit stations in 4 of SECRETAC's 6 counties, utilizing bilingual CPS information, and holding 2 CPS checkpoints in each county.
- The coalition placed "Buckle Up" signs at each school's student parking lot customized with their school mascot.
- Coalition members participated in training by attending conferences on traveling with children with special needs, and 2 CPS technicians obtained certification.

Southern Colorado RETAC Occupant Protection ~ Southern Colorado RETAC ~ 12-09-91-06

Project Description

The goal of this project was to educate adult and teen populations about the importance of child passenger safety in the 5 counties served by Southern Colorado RETAC: Custer, Fremont, Huerfano, Las Animas, and Pueblo. Coalition members included law enforcement, public health, hospitals, education, EMS, and private citizens. Coalition members met 10 times during the year, and conducted seat belt observations on local roadways. Members also participated in community health fairs and school events.

Results

- Seat belt use rates varied from a high of 73% in Las Animas County to a low of 60% in Custer County, with the remainder of the counties at 66-67%. Following 3 educational events using the roll-over simulator, Custer County increased seat belt use by 20%.
- To reach the general adult population in each county, 4-8 vertical electrical pole banners reading "Buckle Up Somebody Loves You", followed by the individual County Clicks logos, were hung near schools and in downtown areas.
- High School events, such as Pueblo's pre-prom, included the use of a miniature roll-over simulator made for the counties to share, Vince and Larry crash test dummy appearances in costume, and presentations by motivational speaker Tyler Presnell.
- Huerfano County started a high school DRIVE SMART club with 24 of its 112 students participating.

Southwest RETAC Occupant Protection ~ Southwest RETAC ~ 12-09-91-07

Project Description

The goal of this project was to increase seat belt use in the 5 southwest Colorado counties of Archuleta, Dolores, La Plata, Montezuma, and San Juan, with particular emphasis on drivers of pickup trucks. When regional surveys showed that 17% of those surveyed felt that that traffic safety messages were useful in getting them to wear their seat belts, RETAC focused efforts to engage media in reaching the community with occupant protection messages.

cont.

Results

- An estimated 45 million occupant protection message impressions were heard and viewed by people/households within the RETAC. Paid media air time was purchased that featured a 30-second ad using a professional athlete. Demographics showed that audiences were 26.6% Native American, 15.6% Hispanic, and 1.2% African American.
- SW RETAC was instrumental in the planning and coordination of the Tyler Presnell Tour reaching several thousands high school students statewide.

Plains to Peaks RETAC Occupant Protection ~ Plains to Peaks RETAC ~ 12-09-91-08

Project Description

The goal of this project was to increase seat belt use through education stressing the importance of seat belt use and the consequences of not buckling up. Plains to Peaks RETAC (P2P) serves the 5 southeastern Counties of Teller, El Paso, Lincoln, Kit Carson, and Cheyenne. Each county's DRIVE SMART coalition met 10 times and includes law enforcement, public health departments, hospitals, education, EMS, and community members. Seat belt use surveys taken by coalition members on local roadways showed use rates that vary from 35% in Kit Carson County to 80% in El Paso and Teller Counties. Cheyenne and Lincoln Counties had 46% and 57% use rates respectively.

The counties applied for and received mini-grants for additional outreach and media support. Engagement with high schools was another focal point for delivering occupant protection messages, through activities such as *Rules of the Road*, *Saved By the Belt*, and the AARP Driver Safety Program.

Results

- Full page ads were purchased in high school yearbooks.
- To reach the general adult population in each county, 4-8 vertical electrical pole banners reading "Buckle Up Somebody Loves You", followed by the individual County Clicks logos, were hung near schools and in downtown areas.
- A mock-crash presentation and the mini roll-over simulator, built by a FFA class in Limon (Lincoln County), reached 500 students in Kit Carson County
- There were 850 child car seats checked.

Mile-High RETAC Occupant Protection ~ Mile High RETAC ~ 12-09-91-09

Project Description

The goal of this project was to increase seatbelt usage in the counties of Adams, Arapahoe, Broomfield, Denver, Douglas, and Elbert, and the metro cities within these counties, through education and awareness campaigns. A data base of these public awareness activities was established, and a risk behavior document was created for use at public events.

cont.

Results

- 16 public awareness events were held reaching 161,344 people, and 7,025 educational materials were handed out featuring additional marketing incentives.
- 75 County Clicks signs were posted in public locations in 3 counties.
- Partnerships were developed with pediatric populations and injury prevention groups for the purpose of distributing booster seats.

Seat Belt Safety and Compliance ~ Central Mountains RETAC ~ 12-09-91-10

Project Description

The goal of this project was to increase seat belt use in Edwards, Gypsum, Lake, and Summit Counties in the central mountain area. The focus was not only on high school students, but also on parents and school staff. Seat belt data from 2011 was used at the start of the first annual high school Challenge program.

Results

- More than 2,500 students participated in the Challenge at 4 high schools.
- Observational studies were conducted 3 times.
- All high schools increased their observed seat belt use rates, with Eagle Valley High School improving the most with an increase of 18%.
- Overall seat belt use rate in the region increased by 12%.

Foothills RETAC Drive Smart Coalition ~ Foothills RETAC ~ 12-09-91-11

Project Description

Foothills RETAC's goal was to reduce the number of motor vehicle-related injuries and fatalities in the FRETAC Region (Boulder, Clear Creek, Gilpin, Grand, and Jefferson Counties). Each county in the region partnered with local agencies and organizations to conduct seat belt car seat activities reaching hundreds of families in clinics and hospitals.

Results

- GDL/TMV activities were introduced at 5 new high schools within the Foothills RETAC region. Tyler Presnell, a national motivational speaker to teens and would-be drivers, presented in five high schools reaching about 5,000 students.
- *Click It or Ticket* activities were conducted and materials were distributed throughout the region.
- County Clicks signs were distributed to all hospitals and county health departments.
- Participated in regional events and educating about motor vehicle safety reaching about 1,200 people in the region.

Increasing Seat Belt Compliance ~ San Luis Valley RETAC ~ 12-09-91-12

Project Description

The goal of this project was to increase seat belt use and reduce the number and severity of injuries in the San Luis Valley area counties of Alamosa, Conejos, Costilla, Mineral, Rio Grande, and Saguache. Special emphasis was placed on reducing injury to young people ages newborn to 15. Expanding the coalition was also a priority.

Results

- Seat belt use rates improved: on county roads rates increased from 71.96 to 74.7; on State highways from 81.25% to 81.5%; and on Federal highways from 85.5% to 87.17%.
- 12 new members were added, expanding the coalition from 5 to 17 members.
- 55 informative and educational event table booths educated 1,500 visitors.
- 480 students participated in seat belt challenges in 2 high schools, with one school hosting the Tyler Presnell Tour.

Stop, Look, Listen – Pedestrian Safety ~ Denver Osteopathic Foundation ~ 12-10-95-01

Project Description

This project delivered the program, *Stop, Look, Listen – Pedestrian Safety*, a 30-minute interactive classroom program that focuses on pedestrian safety for young children, using a story-boarding technique and interactive role play, music, games, and other age-appropriate activities. Students practiced basic rules of safety and practiced the steps for crossing the street safely. Each student received a Spanish/English safety newsletter to take home.

Results

- 1,920 students participated in the program.
- 100% of students demonstrated knowledge that they need to stop at the edge of the street before crossing after receiving the program.
- 100% of teachers rated the program as excellent.

ThinkFirst ~ Vail Valley Medical Center ~ 12-10-95-02

Project Description

The goal of this project was to provide injury prevention education to students in the Vail valley through the *ThinkFirst* curriculum. Programs are delivered to second graders and to middle school and high school students. *ThinkFirst for Kids* focused on proper booster seat use and bike helmets. The *ThinkFirst for Teens* program featured brain injury education and brought in a brain-injured speaker to discuss how choices he had made led to his traffic crash.

Results

- 750 second-grade students participated in the *ThinkFirst for Kids* program and 246 received helmets.
- 1,038 middle and high school students participated in *ThinkFirst for Teens*, with a combined total of 767 helmets given away through the programs.
- 9,500 residents were reached through community and school events, fit stations, and Head Start programs.

Grant Funding Overview

The Office of Transportation Safety, within the Colorado Department of Transportation, receives funding from the National Highway Traffic Safety Administration (NHTSA) through the Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU). SAFETEA-LU expires March of 2013 and new legislation – Moving Ahead for Progress In the 21st Century (MAP-21) – has been authorized for the next 2 federal fiscal years.

SAFETEA-LU authorizes funding for the following grant programs:

Section 402 - State and Community Highway Safety Programs

Section 402 supports state highway safety programs designed to reduce traffic crashes and the resulting deaths, injuries, and property damage. A state is eligible for these formula grants by submitting a Performance Plan that establishes goals and performance measures to improve highway safety in the State, and a Highway Safety Plan that describes activities to achieve those goals. SAFETEA-LU amends Section 402 to require assurances from states that they will implement activities in support of national highway safety goals, including: national law enforcement mobilizations; sustained enforcement of statutes addressing impaired driving, occupant protection, and speed; annual safety belt use surveys; and development of timely and effective statewide data systems.

Section 405 – Occupant Protection Incentive Grants

Section 405 encourages states to adopt and implement effective programs to reduce deaths and injuries from riding unrestrained or improperly restrained in motor vehicles. A state may use these grant funds only to implement and enforce occupant protection programs.



Section 408 – State Traffic Safety Information System Improvements Grants

Section 408 encourages states to adopt and implement effective programs to improve the timeliness, accuracy, completeness, uniformity, integration, and accessibility of state data that is needed to identify priorities for national, state, and local highway and traffic safety programs; evaluate the effectiveness of efforts to make such improvements; link these State data systems, including traffic records, with other data systems within the state; and improve the compatibility of the state data system with national data systems and data systems of other states to enhance the ability to observe and analyze national trends in crash occurrences, rates, outcomes, and circumstances. A state may use these grant funds only to implement such data improvement programs.

Section 410 - Alcohol Impaired Driving Countermeasures

Section 410 encourages states to adopt and implement effective programs to reduce traffic safety problems resulting from individuals driving while under the influence of alcohol. A state may use these grant funds to implement the 8 impaired driving programmatic grant criteria as well as: costs for high-visibility enforcement; costs of training and equipment for law enforcement; costs of advertising and educational campaigns that publicize checkpoints, saturation patrols or other law enforcement traffic maneuvers, increase law enforcement efforts, and target impaired drivers under 34 years of age; costs of a state impaired-operator information system; and the costs of vehicle or license plate impoundment.

Section 2010 – Motorcyclist Safety Grants

Section 2010 encourages states to adopt and implement effective programs to reduce the number of single- and multi-vehicle crashes involving motorcyclists. A state may use these grants funds only for motorcyclist safety training and motorcyclist awareness programs, including: improvement of training curricula; delivery of training; recruitment or retention of motorcyclist safety instructors; and public awareness and outreach programs.

Grant Funding Overview

TASK NUMBER	FUNDING SOURCE/ PROGRAM AREA	PROGRAM NAME	FUNDED AMOUNT	EXPENDED AMOUNT
		01 - Impaired Driving		
12-01-11-01	410/K8	DRE/SFST Enforcement Training	\$ 60,000.00	\$ 59,970.84
12-01-11-02	410/K8	Interagency Task Force on Drunk Driving	\$ 35,000.00	\$ 24,823.32
12-01-11-03	410/K8	Support for DUI Courts	\$ 250,000.00	\$ 113,687.08
12-01-11-04	402/AL	TSRP	\$ 145,000.00	\$ 137,634.50
12-01-11-05	410/K8	Colorado EBAT Enhancement	\$ 350,000.00	\$ 321,329.74
12-01-11-06	410/K8	MADD CO Underage Drinking Prevention	\$ 82,202.00	\$ 76,163.33
12-01-11-07	410/K8	DUI Reduction and Prevention	\$ 50,000.00	\$ 50,000.00
12-01-11-08	410/K8	DRE/ID Tech Transfer	\$ 20,000.00	\$ 16,076.45
12-01-11-09	410/K8	Impaired Driving Enforcement	\$ 400,000.00	\$ 365,739.49
12-01-11-10	402/AL	Denver Sobriety Court	\$ 250,000.00	\$ 250,000.00
12-01-11-13	402/PT	LEC	\$ 65,000.00	\$ 55,780.20
12-01-11-15	410/K8	Smart Roads	\$ 50,000.00	\$ 45,593.54
12-01-11-16	410/K8	Impaired Driving Prevention Programs	\$ 18,000.00	\$ 17,909.19
12-01-11-18	410/K8	DRE Training School	\$ 50,000.00	\$ 48,369.68
12-01-11-19	410/K8	EBAT Upgrades	\$ 50,000.00	\$ -
12-01-11-20	410/K8	Checkpoint Equipment	\$ 30,000.00	\$ 29,995.32
		02 -Speed Enforcement		
12-02-21-01	402/SE	Focused Speed Enforcement	\$ 98,000.00	\$ 97,422.98
12-02-21-02	402/SE	Aurora Highway Safety Campaign	\$ 60,000.00	\$ 60,000.00
12-02-21-03	402/SE	LIDAR	\$ 75,000.00	\$ 73,395.00
12-02-21-04	402/SE	Speed Mini Grant Program	\$ 25,000.00	\$ 19,101.87

Grant Funding Overview

TASK NUMBER	FUNDING SOURCE/ PROGRAM AREA	PROGRAM NAME	FUNDED AMOUNT	EXPENDED AMOUNT
04 - Traffic Records				
12-04-41-03	408/K9	Enhancing EMS and TRDS	\$ 97,700.00	\$ 78,473.60
12-04-41-04	408/K9	Traffic Records Tech Transfer	\$ 5,000.00	\$ 0
12-04-41-05	408/K9	Web Access to GPS/GIS Data	\$ 19,500.00	\$ 19,500.00
12-04-41-06	408/K9	Traffic Rec Enhcmnt	\$ 200,000.00	\$ 189,912.83
12-04-41-07	408/K9	Frontage Road & Ramp Inventory	\$ 75,000.00	\$ 47,236.44
12-04-41-08	408/K9	Unified RDWY Layer Needs Asmnt	\$ 225,000.00	\$ 85,694.53
12-04-41-09	408/K9	iLeads Consortium	\$ 48,913.40	\$ 47,625.00
12-04-41-10	408/K9	CDOTEARS Phase 4	\$ 23,750.00	\$ 23,750.00
12-04-41-11	408/K9	CDOTEARS Maintenance	\$ 15,000.00	\$ 15,000.00
12-04-41-12	408/K9	CSP Easy Street	\$ 42,000.00	\$ 42,000.00
06 - Seatbelt Compliance				
12-06-61-01	402/OP	SW Colo Child and Adolescent Safety	\$ 60,000.00	\$ 60,000.00
12-06-61-02	402/OP	CPS Team Colorado	\$ 175,000.00	\$ 173,680.38
12-06-61-03	402/OP	Teen MV Safety and CPS Project - Phase 3	\$ 36,000.00	\$ 31,924.39
12-06-61-04	402/OP	Traffic Safety Initiatives Mini Grants	\$ 50,000.00	\$ 48,519.89
12-06-61-05	402/OP	African American Occupant Protection Program	\$ 95,000.00	\$ 94,973.41
12-06-61-06	402/OP	Buckle up for Love	\$ 33,000.00	\$ 31,219.60
12-06-61-07	402/OP	Save a Friend Save Yourself	\$ 27,000.00	\$ 21,838.84
12-06-61-08	402/OP	OP Tech Transfer	\$ 10,000.00	\$ 7,578.98
12-06-61-09	402/OP	Latino Community Seat Belt Safety Program	\$ 49,000.00	\$ 47,591.42
12-06-61-10	402/OP	Teen MV and Distracted Driving	\$ 43,000.00	\$ 42,984.67
12-06-61-11	402/OP	Click It or Ticket	\$ 400,000.00	\$ 377,556.48
12-06-61-12	402/OP	CIOT Local Law Enforcement	\$ 300,000.00	\$ 264,529.93

Grant Funding Overview

TASK NUMBER	FUNDING SOURCE/ PROGRAM AREA	PROGRAM NAME	FUNDED AMOUNT	EXPENDED AMOUNT
06 - Seatbelt Compliance				
12-06-61-13	402/OP	Aurora P.A.R.T.Y.	\$ 16,925.00	\$ 16,925.00
12-06-61-14	402/OP	OP Mini Grants	\$ 60,000.00	\$ 54,361.49
12-06-61-15	402/OP	Foothills School-Based Teen Driver Safety	\$ 53,170.00	\$ 44,052.16
12-06-61-16	402/OP	Safe Kids Larimer County CPS Program	\$ 52,000.00	\$ 51,751.54
12-06-61-17	402/OP	Seat Belt Survey	\$ 250,000.00	\$ 192,152.03
12-06-61-18	402/OP	Denver's Distracted Driving Enforcement	\$ 39,584.00	\$ 39,094.67
12-06-61-19	402/OP	Teen MV Safety Project	\$ 31,700.00	\$ 30,340.79
12-06-61-20	402/OP	CPS Program Expansion to the Underserved	\$ 45,000.00	\$ 45,000.00
12-06-61-21	402/OP	Teen Traffic Campaign	\$ 45,000.00	\$ 44,982.43
12-06-61-22	402/OP	Seat Belt Cortez	\$ 10,000.00	\$ 9,202.93
12-06-61-23	402/OP	The Children's Hospital CPS Project	\$ 20,000.00	\$ 18,111.64
12-06-61-24	402/OP	CPS Program	\$ 20,000.00	\$ 19,999.43
12-06-61-25	402/OP	Seat Belts 101	\$ 35,000.00	\$ 34,984.80
12-06-61-26	405/K2	CPS Mini- Grants	\$ 8,379.00	\$ 5,317.76
12-06-61-27	2011/K3	Special Needs CPS	\$ 32,500.00	\$ 17,987.44
12-06-61-28	2011/K3	Aurora CPS Campaign	\$ 45,048.00	\$ 45,046.96
12-06-21-29	2011/K3	OP Mini Grants	\$ 50,000.00	\$ 14,283.80
07 - Motorcycle Safety				
12-07-71-02	402/MC	Increasing MC Safety in El Paso County	\$ 60,000.00	\$ 59,161.78
12-07-71-03	402/MC	Jeffco MC Rider Safety Education	\$ 34,825.00	\$ 27,804.86
12-07-71-04	402/MC	Operation Save a Life	\$ 35,000.00	\$ 35,000.00

Grant Funding Overview

TASK NUMBER	FUNDING SOURCE/ PROGRAM AREA	PROGRAM NAME	FUNDED AMOUNT	EXPENDED AMOUNT
08 - Public Relations				
12-08-81-01	410/K8PM	High-Visibility DUI Enforcement PR/Eval	\$ 275,000.00	\$ 253,647.10
12-08-81-02	410/K8PM	High-Visibility DUI Enforcement Paid Media	\$ 300,000.00	\$ 267,985.85
12-08-81-03	410/K8PM	High-Visibility DUI Enforcement - Latino & Paid Media	\$ 75,000.00	\$ 57,797.95
12-08-81-04	2010/K6	Motorcycle Safety	\$ 101,000.00	\$ 100,589.12
12-08-81-05	402/PM	Click It or Ticket & Seat Belts - PR/Eval	\$ 150,000.00	\$ 116,038.19
12-08-81-06	402/PM	Click It or Ticket & Seat Belts - Paid Media	\$ 250,000.00	\$ 181,483.70
12-08-81-07	402/PM	Click It or Ticket - Hispanic	\$ 55,000.00	\$ 13,120.13
12-08-81-08	402/PM	Teen Driving and GDL	\$ 100,000.00	\$ 98,603.62
12-08-81-09	402/PM	Child Passenger Safety	\$ 85,000.00	\$ 67,785.10
12-08-81-10	402/PM	Cone Zone	\$ 85,000.00	\$ 39,596.49
12-08-81-11	402/PM	Distracted Driving	\$ 100,000.00	\$ 61,565.29
09 - Safe Communities				
12-09-91-01	402/SA	R.I.P.E.A.T.S	\$ 38,000.00	\$ 36,212.43
12-09-91-02	402/SA	OP Education	\$ 30,000.00	\$ 28,292.28
12-09-91-03	402/SA	Western Regional Occupant Safety Coalition	\$ 72,000.00	\$ 72,000.00
12-09-91-04	402/SA	Increasing Seat Belt Compliance	\$ 43,000.00	\$ 27,204.68
12-09-91-05	402/SA	Safe Communities for SECRETAC	\$ 50,000.00	\$ 46,631.81
12-09-91-06	402/SA	Southern CO RETAC Occupant Protection	\$ 50,000.00	\$ 49,956.96
12-09-91-07	402/SA	Southwest RETAC Occupant Protection	\$ 50,000.00	\$ 49,979.24
12-09-91-08	402/SA	Plains to Peaks RETAC Occupant Protection	\$ 50,000.00	\$ 49,997.18
12-09-91-09	402/SA	Mile-High RETAC Occupant Protection	\$ 50,000.00	\$ 49,999.86
12-09-91-10	402/SA	Seat Belt Safety and Compliance	\$ 50,000.00	\$ 62,000.00
12-09-91-11	402/SA	Foothills RETAC Drive Smart Coalition	\$ 50,000.00	\$ 41,781.62
12-09-91-12	402/SA	Increasing Seat Belt Compliance	\$ 50,000.00	\$ 37,892.84
10 - Pedestrian & Bicycle				
12-10-95-01	402/PS	STOP-LOOK-LISTEN	\$ 21,000.00	\$ 20,627.79
12-10-95-02	402/PS	ThinkFirst	\$ 33,000.00	\$ 32,987.90

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Promote and Apply Safe and Consistent Driving Behaviors



**Colorado Department of Transportation
Office of Transportation Safety
and Traffic Engineering Branch**