

2019 Colorado Highway Safety Office Annual Report



Table of Contents

| | |
|--|-------------------|
| <u>INTRODUCTION</u> | <u>3</u> |
| <u>TRAFFIC SAFETY ENFORCEMENT PLAN ACTIVITIES</u> | <u>5</u> |
| <u>GRANT FUNDING OVERVIEW</u> | <u>7</u> |
| <u>PERFORMANCE MEASURES</u> | <u>9</u> |
| <u>IMPAIRED DRIVING PROGRAM OVERVIEW/ PROJECTS</u> | <u>16</u> |
| <u>SPEED PROGRAM OVERVIEW/ PROJECTS</u> | <u>36</u> |
| <u>YOUNG DRIVER, CHILD PASSENGER SAFETY, OCCUPANT PROTECTION, DISTRACTED DRIVING AND OLDER DRIVER</u> | <u>44</u> |
| <u>TRAFFIC RECORDS PROGRAM OVERVIEW/ PROJECTS</u> | <u>79</u> |
| <u>MOTORCYCLE SAFETY PROGRAM OVERVIEW</u> | <u>91</u> |
| <u>COMMUNICATIONS PROGRAM OVERVIEW/ PROJECTS</u> | <u>92</u> |
| <u>PEDESTRIAN PROGRAM OVERVIEW/ PROJECTS</u> | <u>108</u> |
| <u>CANCELED TERMINATED PROJECTS</u> | <u>112</u> |
| <u>FINAL FY19 PROJECT EXPENDITURES</u> | <u>113</u> |
| <u>CONTACTS</u> | <u>121</u> |

Introduction

The mission of the Highway Safety Office (HSO), within 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 safety performance is the number of fatalities that occur per 100 million vehicle miles traveled (VMT). Colorado made significant progress since 2000 to reduce fatalities on its roadways. In 2002, Colorado had 1.71 fatalities per 100 MVMT. By 2014, the rate had declined to 1.00 per 100 VMT. After a record high of 1.21 in 2017, in 2018 the VMT decreased to 1.17. Colorado had 632 traffic fatalities in 2018, a decrease from 648 in 2017, which constitutes a 3% decrease. This is the first time traffic fatalities have decreased in the last seven years. The HSO continues to address traffic safety challenges through a multi-pronged approach that includes educating the roadway users, traffic safety legislative enhancements, and high visibility enforcement of the State’s traffic laws.

Transportation safety challenges include impaired driving by alcohol and/or drugs, occupant protection compliance in a secondary enforcement environment, excessive speed, motorcycle safety and distracted driving.

Utilizing a Problem Identification process, the HSO aggressively addresses these challenges by soliciting projects from Traffic Safety partners and stakeholders, funding high visibility enforcement activities and identifying countermeasures to educate the public and raise awareness. Public information programs and high visibility enforcement have served to raise the awareness of the users of Colorado roadways and the public regarding their responsibilities as drivers, pedestrians, bicyclists and motorcyclists. To address Colorado’s impaired driving issues including the use of marijuana, alcohol and other drugs, innovative campaigns such as “Heat is On!”, “Drive High, Get a DUI!” and the “Cannabis Conversation” continue to raise public awareness about high visibility enforcement and the effects that alcohol and drugs have on driving. These countermeasures, along with a combination of partnerships with State and local stakeholders, allows Colorado and the HSO to proactively addresses current and emerging traffic safety challenges.

This report describes the HSO program goals and performance measures, provides an overview of each program area and provides a summary of each project, and how that project impacted specific performance measures in Federal Fiscal Year 2019.

Accomplishments

Examples of progress include:

- The number of fatalities involving a young driver decreased from 93 in 2017 to 81 in 2018, a 13% decrease;
- The number of speed related fatalities decreased from 230 in 2017 to 210 in 2018, a 9% decrease;
- The number of rural traffic fatalities decreased from 277 in 2017 to 259 in 2018, a 7% decrease;
- The number of pedestrian fatalities decreased from 92 in 2017 to 89 in 2018, a 4% decrease;
- The number of unrestrained fatalities decreased from 222 in 2017 to 216 in 2018, a 3% decrease;
- The 2018 Observed Seat Belt Use Rate increased to an all-time high of 86.3%.

Evidence-Based Traffic Safety Enforcement Plan Activities

The Colorado Department of Transportation, Office of Transportation Safety, Highway Safety Office (HSO) Traffic Safety Enforcement Plan for Occupant Protection, Impaired Driving and Speed is based on problem identification to identify areas of the state that are over represented in crashes and fatalities involving impaired driving, occupants not using proper restraints and excessive speed. When the areas are identified the HSO contacts law enforcement in the identified areas to form enforcement partnerships. Working with the enforcement partners the CDOT Office of Communications developed outreach and awareness programs to make the public aware of the enforcement.

Detailed summaries for Occupant Protection, Impaired Driving and Speed related activities including enforcement activity, citation information and paid and earned media information are available in the Program Task Reports section.

OCCUPANT PROTECTION ENFORCEMENT

Colorado's Highway Safety Office supported the Click It or Ticket May Mobilization and Child Passenger Safety Week national mobilizations. The Colorado State Patrol (CSP) provided statewide enforcement year round, in addition to the two weeks of enforcement during May. In addition to the CSP, various local law enforcement agencies were recruited and provided with overtime funding for May Mobilization. While all local law enforcement agencies were encouraged to apply for overtime enforcement funding, allocations were made through problem identification with consideration to the number of unrestrained fatalities and seat belt compliance rate of an area, along with the past performance of the agency during the campaign.

In addition to May Mobilization, the Colorado HSO supported two weeks of occupant protection enforcement in the rural areas of the State during March and July.

Compliance rates are also generally lower than the state rate in these rural and frontier areas but historically, after an enforcement event, these areas show a significant increase in seat belt usage rates. The first Rural Click It or Ticket campaign took place in March with officers from the Colorado State Patrol and 40 rural law enforcement

agencies participating. The second Rural Click It or Ticket campaign took place in July with the same agencies participating.

IMPAIRED DRIVING ENFORCEMENT

Colorado law enforcement agencies participated in all seven national high visibility enforcement (HVE) campaigns as well as eight other statewide HVE campaigns during the year. The eight additional HVE enforcement campaigns were created to address events in the State that have an impact on impaired driving related motor vehicle crashes and fatalities.

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

SPEED ENFORCEMENT

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

Grant Funding Overview

The Office of Transportation Safety (OTS), within the Colorado Department of Transportation, received funding from the National Highway Traffic Safety Administration (NHTSA) through the Fixing America's Surface Transportation (FAST) Act.

For FY19 all projects were funded through the FAST ACT and this legislation authorized funding for the following grant programs:

Section 402 - State and Community Highway Safety Grant Program

Purpose: Section 402 funds are used to support State highway safety programs designed to reduce traffic crashes and resulting deaths, injuries and property damage.

Section 405B – Occupant Protection Grants

Purpose: To encourage States to adopt and implement effective occupant protection programs to reduce highway deaths and injuries resulting from unrestrained or improperly restrained vehicle occupants.

Section 405C – State Traffic Safety Information System Improvements Grants

Purpose: To support the development and implementation of effective State programs that:

- Improve the timeliness, accuracy, completeness, uniformity, integration and accessibility of the State safety data that are needed to identify priorities for Federal, State and local highway and traffic safety programs.
- Link the State data systems, including traffic records, with other data systems within the State, such as systems that contain medical, roadway and economic data.
- Improve the compatibility and interoperability of the data systems of the State with national data systems and data systems of other States. And,

- Enhance the ability to observe and analyze national trends in crash occurrences, rates, outcomes and circumstances.

Section 405D - Impaired Driving Countermeasures Grants

Purpose: To encourage States to adopt and implement effective programs to reduce driving under the influence of alcohol, drugs or the combination of alcohol and drugs.

Section 405F – Motorcyclist Safety Grants

Purpose: To encourage States to adopt and implement effective programs to increase motorist awareness of motorcyclists.

PERFORMANCE MEASURES

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

Number of seat belt citations issued in 2018: 8,119

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

Number of impaired driving arrests made in 2018: 7,604

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

Number of speeding citations issued in 2018: 10,747

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

Goal: Increase the observed seat belt use rate for passenger vehicles to 86% in 2018.

Observed seat belt use rate for passenger vehicles in 2018: 86.3%

STATUS: 2018 performance measure exceeded

C-1. Reduce the number of traffic fatalities

Goal: Not to exceed 610 traffic fatalities in 2018

Number of traffic fatalities in 2018: 632

STATUS: 2018 performance measure not met.

In order to better meet this performance target the HSO will continue to solicit projects from Traffic Safety partners and stakeholders, fund high visibility enforcement activities and identify countermeasures to educate the public and raise awareness in order to continue addressing traffic fatalities.

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

Goal: Not to exceed 3,350 serious injuries in traffic crashes in 2018

Number of serious injuries in traffic crashes in 2018: 3,195

STATUS: 2018 performance measure exceeded.

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

Goal: Not to exceed 1.20 total fatalities per VMT in 2018

Total fatalities per Vehicle Miles Traveled (VMT) in 2018: 1.17

STATUS: 2018 performance measure exceeded.

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

Goal: Maintain the number of unrestrained passenger vehicle occupant fatalities at 186 in 2018

Number of unrestrained passenger vehicle occupant fatalities in 2018: 216

STATUS: 2018 performance measure not met.

In order to better meet this performance target the HSO will continue to solicit projects from Traffic Safety partners and stakeholders, fund high visibility occupant protection enforcement activities and identify countermeasures to educate the public and raise awareness in order to continue addressing the number of unrestrained passenger vehicle occupant fatalities.

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

Goal: Not to exceed 150 fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above in 2018

Number of fatalities in crashes involving a driver or motorcycle operator With BAC of .08 and above in 2018: 188

STATUS: 2018 performance measure not met.

In order to better meet this performance target the HSO will continue to solicit projects from Traffic Safety partners and stakeholders, fund high visibility impaired driving enforcement activities and identify countermeasures to educate the public and raise awareness in order to continue addressing these fatalities.

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

Goal: Maintain speeding-related fatalities at 211 2018

Number of speeding-related fatalities in 2018: 210

STATUS: 2018 performance measure exceeded.

C-7. Reduce the number of motorcyclist fatalities

Goal: Maintain the number of motorcyclist fatalities at 125 in 2018

Number of motorcyclist fatalities in 2018: 103

STATUS: 2018 performance measure exceeded.

C-8. Reduce the number of unhelmeted motorcyclist fatalities

Goal: Maintain the number of unhelmeted motorcyclist fatalities at 77 in 201

Number of unhelmeted motorcyclist fatalities in 2018: 58

STATUS: 2018 performance measure exceeded.

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

Goal: Maintain the number of drivers age 20 or younger involved in fatal crashes at 2018

Number of drivers age 20 or younger involved in fatal crashes in 2018: 81

STATUS: 2018 performance measure not met.

In order to better meet this performance target the HSO will continue to solicit projects from Traffic Safety partners and stakeholders, and identify countermeasures to educate the public and raise awareness in order to continue addressing the number of young drivers involved in fatal crashes.

C-10. Reduce the number of pedestrian fatalities

Goal: Decrease the number of pedestrian fatalities to 77 in 2018

Number of pedestrian fatalities in 2018: 89

STATUS: 2018 performance measure not met.

In order to better meet this performance target the HSO will continue to solicit projects from Traffic Safety partners and stakeholders, fund enforcement of activities that affect pedestrian safety and identify countermeasures to educate the public and raise awareness in order to continue addressing pedestrian fatalities.

C-11. Reduce the number of bicyclist fatalities

Goal: Decrease the number of bicyclist fatalities to 15 in 2018

Number of bicyclist fatalities in 2018: 22

STATUS: 2018 performance measure not met.

In order to better meet this performance target the HSO will continue to

solicit projects from Traffic Safety partners and stakeholders, work closely with the bicycle safety communities and identify countermeasures to educate the public and raise awareness in order to continue addressing bicyclist fatalities.

C-12. Reduce the number of distracted drivers involved in fatal crashes

***Goal:** Maintain the number of distracted drivers involved in fatal crashes at 67 in 2018*

Number of fatal crashes involving a distracted driver in 2018: 54

STATUS: 2018 performance measure exceeded.

C-13. Reduce the number of drivers aged 65 years or older involved in fatal crashes

***Goal:** Maintain the number of drivers aged 65 years or older involved in fatal crashes at 92 in 2018*

Number of drivers age 65 and older involved in fatal crashes in 2018: 88

STATUS: 2018 performance measure exceeded.

C-14. Reduce the number of fatalities in crashes involving a driver or motorcycle operator, testing positive for drugs

***Goal:** Maintain the number of fatalities in crashes involving a driver or motorcycle operator testing positive for +> 5 ng of Delta 9 THC at 50 in 2018*

Number of fatalities in crashes involving a driver or motorcycle operator testing positive for drugs in 2018: 29

STATUS: 2018 Performance Measure exceeded.

Until recently, the State of Colorado's traffic fatalities trended upwards. After seven consecutive years of increases in traffic fatalities, in 2018 Colorado experienced a significant decline in traffic fatalities. The HSO continues to utilize all available State and Federal funding resources to address these challenges. However, State resources, previously dedicated to the HSO, have been diverted or reauthorized to other State agencies. Law enforcement agencies across Colorado have competing priorities that take away from dedicated traffic enforcement. Colorado's traffic laws, including secondary belt enforcement, no motorcycle helmet law for adults, a less than robust distracted driving law and a GDL law not generally understood by the public, contribute to the difficulty in enforcement and awareness. In addition, the Strategic Highway Safety Plan (SHSP), was not fully implemented.

In order to continue to address the FY19 identified performance measures and goals the HSO, using Problem Identification, will identify law enforcement agencies to participate in high visibility enforcement efforts. In 2018, the HSO also funded an Impaired Driving Enforcement Task Force comprised of four law enforcement agencies dedicated to HVE in Larimer County. The Statewide Occupant Protection Task Force continued to mobilize and engage partners and stakeholders in an effort to educate on challenges to the current traffic safety environment. The HSO is also engaging the Traffic Safety Engineering Branch to update and implement the Strategic Transportation Safety Plan.

IMPAIRED DRIVING

In 2018 there were 632 total traffic fatalities, of which 188 involved a driver with a BAC (blood alcohol concentration) of .08 or greater.

The Highway Safety Office's (HSO) Impaired Driving program funds projects through a Problem Identification process that support CDOT's efforts to meet impaired driving-related performance measures. The Impaired Driving program included high visibility impaired driving enforcement; impaired driving education; police traffic services, community-based prevention programs, law enforcement training and technical assistance.

Program Administration

15 projects were managed with a planned budget of \$2,011,030

Efforts and activities to decrease Impaired Driving included:

- Eighteen aggressive high-visibility enforcement campaigns;
- Enforcing impaired driving laws on sections of roadways with high incidence of alcohol-related crashes including sobriety checkpoints through "Checkpoint Colorado";
- Provided leadership role to the Colorado Task Force on Drunk and Impaired Driving;
- Maintained existing DUI Courts; and
- Worked with community groups throughout the state to develop and implement impaired driving programs appropriate to the needs of their populations.

Task Number: 19-01-01

Program Name: DRE/SFST Training and LEL

Contractor: LEAD Impairment Training

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

The goal of this program was to provide Colorado Law Enforcement Agencies with the training required to maintain certifications, skill sets and proficiencies. The programs addressed were the SFST Instructor and Drug Recognition Expert (DEC) groups. A secondary goal was to increase the communication within the DRE community through a newsletter.

The project impacted the performance measure by and results were:

- LEAD Impairment provided regional based in-service training classes to five locations in the State of Colorado to include Ft. Morgan, Lakewood, Pueblo, Durango and Rifle;
- The training consisted of material revisions and updates, procedural changes, instruction techniques and legal updates. Each attendee was required to show proficiency in the Standardized Field Sobriety Tests. LEAD provided training to approximately 185 SFST Instructors and 79 Drug Recognition Experts;
- LEAD Impairment partnered with the Denver Police Department to offer 12 DRE Certification Nights at the Denver DUI Unit located at the Denver County Jail. Drug Recognition Experts are required to conduct an Instructor supervised evaluation as part of the bi-yearly recertification program. In addition, 18 new DRE's were provided with evaluation opportunities to complete the mandated training requirements; and
- LEAD has brought the Impaired Driving community together by allowing open communication between the various impact organizations to include: CDAC, CBI, IACP, NHTSA and MADD. These groups can now communicate directly, via the newsletter, with law enforcement allowing for increased productivity.

Task Number: 19-01-02

Program Name: Colorado Task Force on Drunk and Impaired Driving (CTFDID)

Contractor: Colorado State Patrol

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

The goal of this project was to provide administrative support to the CTFDID to increase its ability to accomplish its mission and increase traffic safety by reducing the number of drivers under the influence of drugs or alcohol.

The project impacted the performance measure by and results were:

- The CTFDID meetings were attended by the secretary to the CTFDID who created meeting minutes;
- The minutes were posted on the CDOT website;
- Meetings of the CTFDID work groups were attended by the secretary, upon request; and
- The annual report was prepared with assistance from the secretary.

Task Number: 19-01-03

Program Name: Support for DUI Courts

Contractor: Colorado Judicial Branch

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

The goal of the project is to reduce drunk and impaired driving incidents by providing support for Colorado DUI Courts.

DUI Courts provided intensive case supervision, full assessment of treatment needs, weekly or biweekly court appearances, and immediate responses to behavior and treatment adjustments for the high risk, high needs persistent drunk driver in an effort to reduce recidivism, increase community safety, and supported the individual in long term recovery. All DUI Courts adhere to the research based 10 Guiding Principles for DUI Courts, have received DUI Court specific training, and are focused on high risk and high need offender that meet the criteria for persistent drunk drivers.

The project impacted the performance measure by and results were:

- Provided training to 145 multidisciplinary professionals statewide (including Judges, Law Enforcement, District Attorneys, Public Defenders, Probation Officers, and Treatment Providers) on evidence based practices, ethical considerations, local services, resources, and treatment for working with the high risk DUI offender; accepted accreditation applications from 3 DUI Courts within the state of Colorado;
- Completed Peer Review site visits of 1 DUI Court and 2 new Peer Reviewers were trained in the process of the site visit and program review; supported the planning and implementation of 1 new DUI Court within the state.
- 100% of programs completed an indepth BeST program assessment; and Provided intensive drug monitoring services to high risk DUI offenders involved in courts in Denver, Alamosa, Huerfano, and Las Animas counties.

Task Number: 19-01-04

Program Name: TSRP

Contractor: Colorado District Attorney's Council

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

The goal of this project was to work to prevent an increase beyond 160 fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above during the fiscal year 2019.

The project impacted the performance measure by and results were:

- Conducted 107 live trainings for prosecutors, law enforcement and other traffic safety personnel;
- Provided access to 21 recorded video tutorials and 9 webinars;
- Answered 549 requests for technical assistance;
- Completed pre-work to determine ability to collect end-user impressions on cdacweb.com;
- Collaborated with HSO staff to update evaluation survey;
- Maintained materials such as, motions bank and defense expert database for prosecutors on cdacweb.com;
- Posted events and information to cdacweb.com on traffic/impairment related forums;
- Continued to update resource materials: State of Colorado Impaired Driver Enforcement Manual 2019; Do What Is Right: A Prosecutor's Guide to the Rules of Ethics, 2019 DUI/DWAI MANUAL: A Guidebook for Colorado Prosecutors; and
- Provided over 25,700 hours of training to prosecutors, law enforcement and other traffic safety personnel.

Task Number: 19-01-05

Program Name: Checkpoint Colorado

Contractor: Colorado Law Enforcement Agencies

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

The goal of this program was to reduce the number of DUI/DUID caused fatal and injury crashes involving drivers with a BAC of 0.8 percent.

The project impacted the performance measure by and results were:

- In order to meet these performance measure, law enforcement agencies applied for funding to conduct high visibility sobriety checkpoints. These checkpoints took place between Memorial Day and Labor Day with two of those checkpoints occurring during holiday weekends;
- The purpose of sobriety checkpoints is to deter impaired driving by increasing the perceived risk of arrest. The National Highway Safety Administration (NHTSA) research shows that in areas where sobriety checkpoints are routinely practiced, the number of alcohol related traffic fatalities and crashes are reduced;
- Thornton Police Department participated in three sobriety checkpoints; and
- 3 checkpoints were conducted; 4,090 vehicles were contacted; 5 impaired driving arrests were made.

Task Number: 19-01-06

Program Name: Gunnison County Substance Abuse Prevention Pilot Project

Contractor: Gunnison County

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

The goals of this project were to increase public support for social hosting ordinances by increasing support for the enforcement of those ordinances and educating the community about the ordinances through marketing efforts, and educating stakeholders on the benefits of limiting consumption in public in order to reduce the extent to which alcohol use is seen by youth as socially acceptable or normative.

The project impacted the performance measure by and results were:

- Creating an impaired driving committee with key stakeholders including law enforcement, school administration, elected officials, emergency management – EMS and fire, the District Attorney, and juvenile services;
- Holding meetings with Gunnison City Council and Crested Butte Town Council in order to re-evaluate the current social hosting ordinances;
- Holding meetings to re-write the social hosting ordinances;
- Presenting community data on risk and protective factors to stakeholders.
- Working with the RE1-J school district to build support for social hosting ordinance and supporting programming that is substance free;
- Organizing the administration of the Healthy Kids Colorado Survey;
- Organizing and administering the parent and youth choice pass survey – assessing operating a motor vehicle while under the influence of alcohol and riding in a vehicle with someone under the influence of alcohol;
- Advertisement addressing impaired driving; and
- All efforts were conducted to prevent youth alcohol access and prevent impaired driving.

Task Number: 19-01-08

Program Name: Impaired Driving (ID) Tech Transfer

Contractor: Office of Transportation Safety (OTS)

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

The goal of this project was to continue to provide funding for registration and travel costs related to DRE training, including the International Association Chiefs of Police (IACP) Impaired Driving Conference.

The project impacted the performance measure by and results were:

This task provided funding for traffic safety professionals, involved in impaired driving enforcement and training, to attend the 25th Annual IACP Training Conference on Drugs, Alcohol and Impaired Driving held in Anaheim, California from August 10 - August 12, 2019.

The conference attendees receive the most current information and training on impaired driving and DRE issues. Attendees bring the information back to Colorado and use at the mandatory in-service training.

2019 Attendees:

Mark Ashby and Kimberly Ferber, CO Department of Transportation, Jordan Horan, Nicholas Hazlett and David Copeland CO State Patrol, Joseph Dougherty, Westminster Police Department, Robert Ticer, Loveland Police Department

Task Number: 19-01-09

Program Name: Impaired Driving Enforcement

Contractor: Colorado State Patrol

This project addressed performance measures C5. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above.

The goal of this project was to reduce the number of DUI/DUID fatal and injury crashes investigated by troopers throughout the State of Colorado by 1% by September 30, 2019.

The project impacted the performance measure by and results were:

- 5,027 vehicle contacts made by CSP during impaired driving enforcement overtime;
- 278 impaired driving arrests made during impaired driving enforcement overtime;
- 37 CSP DRE Callouts and 12 DRE Callouts for other agencies were answered by CSP DREs;
- 41 Facebook posts focused on the dangers of impaired driving were made by CSP;
- 64 Twitter posts focused on the dangers of impaired driving were made by CSP; and
- Colorado experienced a 6.9% decrease in statewide fatal and injury crashes in which "Impaired Driving" was identified as a causal factor from 432 in 2018 to 402 in 2019.

Task Number: 19-01-11

Program Name: 2019 DUI/HVE/Checkpoints

Contractor: Aurora Police Department

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

The goal of this project was to reduce the number of fatal, injury, and property damage crashes where DUI/DUID was a factor through the use of high visibility enforcement and expanding our public education efforts.

The project impacted the performance measure by and results were:

- 4 high visibility DUI/DUID checkpoints were conducted. They were publicized through social media, and/or press releases;
- 9 high visibility saturation patrols were conducted;
- Saturation events and checkpoints were often conducted on the same night to send a strong message about enforcement efforts;
- The DUI Taxi was displayed at multiple colleges and public events around the metro area in conjunction with officers speaking about the dangers of DUI/DUID;
- Messages were posted to Facebook and Nextdoor by officers about the dangers of impaired driving. We also had multiple interviews with the media regarding impaired driving; and
- A total of 104 DUI arrests, and 18 DUID arrests were made during enforcement efforts funded by this program.

A significant outcome of this program was a continual reduction in DUI/DUID related crashes in the city from 5.6% in FY2017 to 4.7% in FY2018 and 3.6% in FY2019 was noted. A total of 25% of fatal crashes were DUI/DUID related. This far exceeds the goal of 35.5% for this project year.

Task Number: 19-01-12

Program Name: Denver's Comprehensive Impaired Driving Project

Contractor: Denver Police Department

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

The goal of this project was: to reduce the number of fatalities in crashes in the City and County of Denver involving a driver or motorcycle operator with a BAC of 0.08 and above.

The Denver Police Department (DPD) project was to reduce the number of crashes related to impaired driving in the City and County of Denver through the implementation of 5-star and 4-star countermeasures that work, according to the National Highway Traffic Safety Administration. The countermeasures used by DPD include: 1) High Visibility Sobriety Checkpoints; 2) High Visibility Saturation Patrols; and 3) Use of Preliminary Breath Test (PBT) Devices. All DUI enforcement was data-driven, aligning with the highest proportion of impaired-driving crashes and occurred through saturation patrols, high visibility campaign enforcement, and checkpoint operations

The project impacted the performance measure by and results were:

- Denver PD conducted six checkpoints;
- 2,680 motor vehicles were stopped and checked during checkpoints.;
- 12 saturation patrols during HVE campaigns and four saturation patrols conducted outside of HVE campaigns, totaling 16 saturation patrols;
- SFST evaluations: 92 drivers during the checkpoints; 94 during saturation patrols during HVE campaigns; and 20 during saturation patrols outside of HVE dates;
- 775 drivers were arrested for DUI; and
- 99 drivers were evaluated by DREs, where 13 were blood draws by DRE arrest and 26 were blood draws by non-DRE.

Task Number: 19-01-13

Program Name: LEC/LEL

Contractor: Sheets, Birk, Hunt, England and Jackson

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

The goal of this project was to utilize the knowledge and expertise of the five regional law enforcement liaisons in order to assist local law enforcement agencies in the areas of impaired driving, occupant protection and the other behavioral programs within the Highway Safety Office.

The program impacted measures by and results were:

- Conducted Graduated Drivers Licensing classes for parents and teens and attended the Quarterly Older Drivers meetings;
- Attended National LEL Webinars, Border Wars, Task Force meetings, required quarterly LEL meetings. Attended the Colorado Association of Chiefs of Police Conference and Regional LE Executive meetings to discuss CDOT grants, etc. Facilitated statewide training on the new DR3447 crash reporting form and supported the DRE program by attending several DRE training kick-offs and graduations. Participated with MADD in two (Metro area and Grand Junction) award recognition events for outstanding officers for traffic enforcement efforts;
- Conducted capital equipment inspections, site visits, agency audits and on-site agency training and orientation. Worked with agencies on suggesting, promoting enforcement strategies, and tactics for impaired driving and occupant protection enforcement. Monitor and track agencies compliance with HVE Plans and arrest data entry on the website as well as claim submittals by due dates; and
- Recruited new agencies to participate in overtime enforcement.

Task Number: 19-01-14

Program Name: DRE Training/School

Contractor: LEAD Impairment Training

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

The goal of this project was to continue to expand the DRE training program by providing DRE in-service training, certification nights and other training opportunities.

The project impacted the performance measure by and results were:

- A DRE In-Service in partnership with CSP took place in Pueblo, CO;
- Four other DRE In-Service trainings were conducted throughout the state;
- The first of its kind One Year Later training was developed and held in Breckenridge, CO. The two-day training is a comprehensive review of the 7-day DRE school; and
- DRE school was held in Loveland, CO – 18 police officers satisfactorily completed the training.

Task Number: 19-01-15

Program Name: Jefferson County DUI Campaign

Contractor: Jefferson County Sheriff's Office

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

The goal of this project was to reduce the injury and fatalities as a result of impaired driving.

The project impacted the performance measure by and results were:

- Increasing the number of DUI enforcement deputies during key time frames;
- Increased number of DUI saturation patrols involving four or more DUI cars; and
- Strict enforcement of impaired driving laws.

The project provided 538 hours of additional DUI enforcement activity, resulting in 50 DUI grant funded arrests. JCSO made a total of 302 DUI arrests during this operational period. During this same time period for 2017-18, JCSO made 342 DUI arrests.

During this enforcement period, CSP reported to JCSO 177 impaired driving crashes. One was fatal while 43 were injury related. 2017 annual crash data reported 212 total impaired driving crashes with 2 being fatal and 40 being injury crashes. 2018 annual crash data reported 207 total impaired driving crashes with 1 being fatal and 46 being injury crashes.

Task Number: 19-01-18

Program Name: Colorado Court Monitoring Program

Contractor: MADD, Inc.

This project addressed performance measures C-5. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above, and C-14. Reduce the number of fatalities in crashes involving a driver or motorcycle operator testing positive for drugs.

The goal of the Colorado Court Monitoring Program was to collect information on how DUI cases are adjudicated in Colorado and promote public interest in the judicial system. The court monitoring program collected data to assist prosecutors, judges, and law enforcement in identifying systematic strengths and weaknesses to develop best practices. This process assisted in the development of community standards for DUI adjudication in each judicial district.

The project impacted the performance measure by and results were:

- 235 total court observations were completed in the 2nd and 4th Judicial Districts;
- 21 volunteers/interns were recruited and trained;
- Two continuing education sessions were conducted during the first fiscal year, as well as several individual in-court training for volunteers/interns;
- Ten community partnership meetings were conducted;
- Two Advisory Committee meetings were completed; and
- Partnerships were created, maintained and strengthened with El Paso, Denver and Pueblo District Attorney's Offices, Colorado State Patrol, Colorado Springs Police Department, El Paso County Sheriff's Department, Denver Police Department as well as Metropolitan State University, Colorado College and University of Colorado, Colorado Springs which led to successful recruitment of student interns.

Task Number: 19-01-11-19

Program Name: Portable Breath Testers, Calibration Stations & Dry Gas

Contractor: Intoximeters & Lifeloc

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

Portable Breath Alcohol Testers (PBTs) are an important tool used by Law Enforcement to increase roadside screening effectiveness. Police use of portable fuel cell breath testers is known to result in higher and more accurate detection rates of impaired drivers than officer judgement alone.

EASYCAL lowers calibration gas usage, improves record keeping and eliminates the risk of operator errors associated with performing incorrect calibrations, cal-checks and subsequent breath tests.

Dry Gas Calibrators are used for checking and calibrating screening devices.

The project impacted the performance measure by and results were:

- The purchase of 30 Alco Sensor FST Portable Breath Testers;
- The purchase of 39 FC 10 plus Portable Breath Testers; and
- The purchase of 1 Calibration Station.

Recipients of these products were Traffic Safety Campaigns, Drug Recognition Experts, Top producing local law enforcement agencies and 1 Checkpoint Colorado agency.

Task Number: 19-01-20

Program Name: DUI Enforcement

Contractor: Adams County Sheriff's Office

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

The goal of this program was to decrease traffic fatalities in Adams County from 15% to 14%.

The project impacted the performance measure by and results were:

- Participation occurred in all 15 of the High Visibility Enforcement periods;
- Two checkpoints were hosted by Adams County and conducted in conjunction with multiple agencies in high visibility areas to include Thornton Police Department;
- Four saturation events were hosted by Adams County and conducted in conjunction with multiple agencies in high visibility areas to include Thornton, Northglenn, Westminster, Colorado State Patrol, Brighton, and Commerce City;
- 190 overtime shifts;
- 452 DUI / DUID arrests;
- 8046 Tickets were issued;
- DUI education to two police academies, a Citizens Academy, and 3 in service academies; and
- Adams County DRE was called out twice for accidents involving serious bodily injury.

Task Number: 19-01-21

Program Name: Eagle River Valley Impaired Driving Prevention Pilot Project

Contractor: Eagle River Youth Coalition

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

The goal of the Eagle River Valley Impaired Driving Prevention Program was to prevent alcohol-impaired driving in the Eagle River Valley by drivers ages 15-34 through increased public support of compliance checks, social host ordinance and enforcement of prohibiting sale of alcohol to intoxicated customers.

The project impacted the performance measure by and results were:

- The parent advisory council was educated on the effectiveness of compliance checks, bar checks, and on social host ordinances;
- The Town of Vail liquor license board and the Vail Safe Bars Association were educated on the need for compliance and bar checks. These entities also informed staff regarding barriers for self-enforcement, training needs and opportunities to prevent the sale to minors and prevent impaired driving;
- One press release was distributed regarding the need and effectiveness for compliance checks, bar checks, and issues related to service to intoxicated customers to reduce youth alcohol access and prevent impaired driving;
- Two bar check shifts were performed, making 10 bar contacts, resulting in 1 DUI and 1 trespassing charge. No minors were observed in or near bars; and
- Staff compiled and reviewed social host ordinances from Gunnison, Steamboat, and Fort Collins, added readiness and support questions to the community parent survey, and reviewed previous barriers to pursuing a local ordinance.

Task Number: 19-01-22

Program Name: Youth Substance Abuse Prevention Pilot Project

Contractor: Chaffee County Human Services

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

The goal was to hire, train and prepare a qualified Community Prevention Specialist, develop a community substance free logo, and build relationships with key stakeholders.

The project impacted the performance measure by and results were:

- Developed a community substance free logo;
- Hired a Community Prevention Specialist;
- Increased knowledge of the new staff member through self-study, courses offered locally and within the State of Colorado, and collaboration with members of the Communities That Care (CTC) coalition, the Extraordinary Teen Council, and key stakeholders. Trainings attended include Ethics in Prevention, Positive Youth Development, Leading Successful Projects, and Motivational Interviewing;
- Met with ten (10) key members of the law enforcement and judicial system within Chaffee County; and
- Developed and launched an online survey and distributed it to all law enforcement, District Attorneys, Judges, Child Welfare, and Probation to measure current attitudes and enforcement of existing laws.

Task Number: 19-01-23, 19-01-24 and 19-01-25

Program Name: Northern CO Impaired Driving Task Force

Contractor: Loveland PD, Windsor PD and Larimer County Sheriff's Office

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

The goal of this project was to establish a Northern Colorado Impaired Driving Task Force to include: Loveland Police Department, Windsor Police Department, and Larimer County Sheriff's Office. This task force is a comprehensive collaboration with the mission of: identifying impaired driving patterns, locations of concerns (hot spots), and countermeasure strategies for reducing impaired driving activities.

The project impacted the performance measure by and results were:

1. The Northern Colorado Traffic Safety Task Force was successfully established;
 - a. The task force is comprised of three agencies and four officers
 - b. All officers are DRE certified
2. The task force was established on August 16, 2019. Looking at impaired driving impacts made by these officers from August 17, 2019 through fiscal year end of September 30, 2019. The Northern Colorado Traffic Safety Task Force has successfully impacted impaired driving through these enforcement activities:

| Enforcement Activities | Totals |
|---|---------------|
| Impaired Driving Arrests | 39 |
| Impaired driving arrests as result of crash | 1 |
| Speeding citations | 6 |

SPEED ENFORCEMENT AND CONTROL

In 2018, 210 traffic fatalities were speed related. The 210 speed related fatalities in 2018 represents a 9% decrease of the 230 speed related fatalities in 2017.

The goal of the Highway Safety Office's (HSO) Speed Enforcement program is to assist law enforcement in establishing and maintaining successful and effective speed enforcement and control programs.

Program Administration

6 projects were managed with a planned budget of \$344,000.

Efforts and activities to increase Speed Enforcement and Control included:

- Speed enforcement efforts on I-25, I-225 and I-70 and SH 93 throughout the cities of Colorado Springs, Denver, Pueblo, Aurora and Jefferson county;
- Working with other local law enforcement agencies to improve their speed enforcement projects through a mini grant program; and
- Providing high visibility nighttime enforcement.

Task Number: 19-09-01

Program Name: Focused Speed Enforcement

Contractor: Denver Police Department

This project addressed performance C-6: Reduce the number of speeding-related fatalities.

The goal of this project was to reduce the number of speed-related fatalities in the City and County of Denver.

Project Description: The Denver Police Department (DPD) sought to maintain Denver's successful speed enforcement effort on the county's most dangerous roadways to decrease traffic fatalities and serious bodily injury (SBI) crashes. Grant funds enabled DPD to increase the number of law officers that could focus on this issue through concentrated, repetitive and high visibility enforcement of speeding violations by utilizing off-duty (overtime) officers that focused solely on this issue.

The project impacted the performance measure by and results were:

- Denver Police Department officer conducted targeted speed enforcement activities on I-25 and I-70. Additionally, the Department focused on days associated with speed-related crashes, including Friday, Saturday, and Sunday, while also maintaining dedicated high visibility enforcement (HVE) speed operations along I-25 and I-70;
- Officers worked a total of 965 hours on mostly Fridays, Saturdays, and Sundays, focusing solely on I-25 and I-70;
- Lidar, radar, and leap frog were used unless inclement weather limited its usage;
- Officers came in contact with and wrote citations for 3,001 drivers over the four quarters, with the highest number of contacts occurring in the second quarter, with 831 speeding citations, followed by 793 citations in the fourth quarter, 723 citations in the third, and 654 citations in the first quarter;
- Eight drivers were arrested over the grant period; and
- There were 3.1 speeding citations per funded hour.

Task Number: 19-02-02

Program Name: Aurora Highway Safety Speed Campaign

Contractor: Aurora Police Department

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

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

The project impacted the performance measure by and results were:

- -High visibility enforcement operations, and individual officer enforcement efforts were conducted on the interstate highways and surface streets within the city;
- Messages about the dangers of speeding and aggressive driving were posted on Facebook and Nextdoor;
- Local media coverage was used to send the message about the dangers of speeding and aggressive driving, specifically with regard to fatal accidents on several occasions. Officers provided interviews and statistics to reporters; and
- Fatal crashes involving speed as a causation factor decreased from 35% to 28%. Another positive outcome of this program was a reduction in the percent of overall crashes where speed was a contributing factor from the first two quarters this year. 1st quarter 2.7%, 2nd quarter 2.9%, 3rd quarter .2%, and 4th quarter .01%.

Task Number: 19-02-03

Program Name: Slow Down, Colorado Springs – It's the Law!

Contractor: Colorado Springs Police Department (CSPD)

The project addressed performance measure C-6. Reduce the number of speeding-related fatalities.

The goal of the *Slow Down, Colorado Springs – It's the Law! (SDCS)* program was to aid in reducing the number of injuries in traffic collisions occurring in Colorado Springs by 5% by the end of the project period on September 30, 2021. This was addressed with performance measures including: a) targeted speed enforcement at top injury collision locations throughout Colorado Springs; and b) increasing public awareness of the risks and potential impact of excessive vehicle speed in Colorado Springs.

The project impacted the performance measure by and results were:

- 1008 hours of speeding enforcement with 2,399 speed citations issued and 2,760 total traffic citations issued;
- 48 deployment periods, with 199 shifts worked (shifts were scheduled for 5 to 10 hours, as approved by the project manager);
- Four moving radar units installed in CSPD marked patrol vehicles, for use by CSPD officers;
- 37 media engagements were conducted during the 12-month grant cycle. Engagements included social media posts and videos on official CSPD Facebook, Instagram, Twitter accounts, print/television/radio/online media interviews and published stories, and variable message signs throughout Colorado Springs; and
- Injury traffic collisions in Colorado Springs (current through August 31, 2019) increased 6% percent in 2019, when compared to 2017 baseline collision data (536 injury crashes in 2017, 568 injury crashes in 2019); however, traffic crashes are down 6% in 2019, compared to the same period in 2017.

Task Number: 19-02-04

Program Name: Speed Mini Grants

Contractor: Colorado Law Enforcement Agencies

This project addressed performance measure C-6. Reduce the number of speeding-related fatalities.

The goal of this project was to work to reduce speeding-related fatalities by offering Colorado law enforcement agencies the opportunity to apply for speed enforcement mini-grants to support enforcement efforts and to purchase speed measuring equipment. These agencies were eligible to apply for funding up to \$4,950.00 and were required to report on the progress of their speed enforcement grants using the period before the CDOT funding as a baseline.

The project impacted the performance measure by and results were:

- Eight Colorado law enforcement agencies were recipients of these mini grants.
- The agencies committed to perform at least one night-time enforcement event.

Agencies included:

Carbondale Police Department

Dacono Police Department

Evans Police Department

Fountain Police Department

Frisco Police Department

Holyoke Police Department

Milliken Police Department

Silt Police Department

Task Number: 19-02-05

Program Name: A Step Towards Reducing Traffic fatalities

Contractor: Pueblo Police Department

This project addressed performance measure C-6: Reduce the number of speeding-related fatalities

The goal of this project was to decrease the number of speed related fatality crashes in the City of Pueblo from the previous year by increasing enforcement from Oct. 2018 through Sep. 2019.

The project impacted the performance measure by and results were:

- A total of 1173 hours of special speed enforcement was performed;
- 3,236 grant funded citations were issued;
- 173 citations were written in business and school zones;
- Individual and team speed enforcement activities were utilized; and
- Activities for goal attainment included an educational component in the high schools as well as on-roadway visual reminders (Speed Signs) that were moved around the city in areas of concern. Officers worked team enforcement to bring attention to problem areas in an effort to slow drivers down and prevent crashes in those areas.

Task Number: 19-02-06

Program Name: Hwy 93 Speed Reduction Campaign

Contractor: Jefferson County Sheriff's Office

This project addressed performance measure C-6. Reduce the number of speeding-related fatalities.

The goal of this project was to reduce the speeding related fatalities by increasing/maintaining law enforcement presence on US Highway 285 and Colorado 93 in an effort to reduce speeding related injuries and fatalities.

The project impacted the performance measure by and results were:

- Increased law enforcement presence on high crash roads and deployment of resources during peak days of week and times of day;
- Strict enforcement of speed and other aggressive driving violations;
- JCSO deputies worked 1,132 hours over the course of 144 shifts on both roadways. 2,579 summonses were served, of which 2,534 were for speeding violations;
- Summonses served increased by 50 when compared to the grant in the previous year. The summons per hour worked increased from 2.2 to 2.3;
- Colorado State Patrol crash data reported 230 total crashes on US Highway 285 during this grant period. Injury crashes accounted for 37 of them and 2 were fatal crashes. The injury and fatal crashes account for 17% of the total crashes. Comparing to the previous grant period, US Highway 285 had 189 total crashes, 0 fatal crashes, and 15 injury crashes; and
- There was a total of 46 crashes on Colorado 93 during this grant period. Injury crashes accounted for 7 of them. There were not any fatal crashes. The injury crashes account for 15% of the total crashes on Colorado 93. Comparing to the previous grant period, Colorado 93 had 48 total crashes, 0 fatal crashes, and 6 injury crashes.

Task Number: 19-02-07

Program Name: City of Lakewood Speed Enforcement Campaign

Contractor: Lakewood Police Department

This project addressed performance measures C-6. Reduce the number of speeding-related fatalities.

The goal of this project was to reduce the number of speeding-related fatalities and incidents of speeding drivers through increased proactive speed enforcement at the City of Lakewood's top accident locations. This project; in conjunction with three multi-agency West Metro Speed Operations, two local media ride-alongs (FOX31 and Lakewood 8), press releases and social media postings, increased the visibility and the public's awareness of the problem of speeding in the City of Lakewood and within Jefferson County.

The project impacted the performance measure by and results were:

- The Lakewood Police Department (L.P.D.) Traffic Team dedicated 544.65 hours of proactive enforcement time to speed enforcement within this CDOT funded enforcement campaign;
- The number of citations issued during this campaign was 782;
- L.P.D. also partnered with Colorado State Patrol, Jefferson County Sheriff's Office, Arvada P.D., Golden P.D., Morrison P.D. and Wheat Ridge P.D. on three multi-agency speed operations, issuing 610 citations in total. This event was not CDOT funded, but was highly visible and assisted with performance measures; and
- During this first year of this project, active partnerships were formed with CDOT, CSP, JCSO, APD, GPD, MPD and WRPD and all worked together to impact the issue of speeding within the areas of responsibility.

YOUNG DRIVER, CHILD PASSENGER SAFETY, OCCUPANT PROTECTION, , DISTRACTED DRIVING AND OLDER DRIVER

In Colorado, unrestrained traffic fatalities in 2018 experienced a 3% decrease, from 222 in 2017 to 216 in 2018. The Statewide seat belt usage rate remains below the national average of 89.6% but reached an all-time high of 86.3%.

Driver inattention is a contributing factor in many crashes, and cell phone use and texting are some of the most common driver distractions. Colorado has a law prohibiting texting if the driver is driving carelessly, and a law prohibiting cell phone use for drivers under 18. However, distracted driving continues to be a traffic safety challenge.

Fatalities among drivers under age 21 increased an alarming 39% from 59 in 2016 to 93 in 2017, however in 2018 this decreased to 81. The likelihood of a young driver being involved in a crash is still greatest in the first few years of driving.

The Highway Safety Office (HSO) has identified Older Drivers as a traffic safety emphasis area. Traffic fatalities involving Older Drivers age 65 and older had been on the increase since 2012, however, they decreased from 89 in 2017 to 88 in 2017.

The Highway Safety Office focused on establishing and enhancing Occupant Protection, Child Passenger Safety, Distracted and Young and Older Driver programs in several metro area locations including El Paso, Denver, Jefferson, Larimer, Mesa, Arapahoe and Pueblo counties; and rural areas as well as numerous state-wide efforts.

Program Administration

32 projects were managed with a planned budget of \$2,741,850

Efforts and activities include:

- Educating teen drivers and their parents on seat belt use and other teen driving safety issues, including GDL program; and
- Creating strategies to address child passenger safety and booster seat usage;

- Providing support to law enforcement to enforce Colorado’s seat belt laws during three “Click It or Ticket” high-visibility campaigns including two Rural campaigns and May Mobilization; and
- Supporting Older Driver education and awareness programs; and
- Supporting established Distracted Driving awareness, education and enforcement programs.

Task Number: 19-03-01

Program Name: Aurora P.A.R.T.Y. Program

Contractor: University of Colorado Hospital

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

The goals of the Prevent Alcohol and Risk Related Trauma in Youth (P.A.R.T.Y.) program are 1: To reduce the number of Emergency Department visits due to motor vehicle crash injuries among teenage occupants ages 15-19 residing in 13 targeted zip codes by 10% from a baseline of 736 in 2016 to an improvement of 663 by September 30, 2021. 2: To reduce the number of Emergency Department visits due to motor vehicle crash injuries among teenage occupants ages 15-19 residing in 3 targeted zip codes by 5% from a baseline of 158 in 2016 to an improvement of 150 by September 30, 2021.

The P.A.R.T.Y. program is a 5 hour, in-hospital injury prevention program for high school students focused on safe driving. The goal is to provide young people with information about traumatic injury that will enable them to recognize potential injury producing situations, make safer choices, and adopt behaviors that reduce risk.

The program impacted measures by:

- 75 programs were conducted reaching 1,788 students across 6 hospitals from Colorado Springs to Ft. Collins;
- Two high schools in the Denver area completed the High School Challenge;
- Schools in 5 of the targeted zip codes were reached;
- 12 new schools/youth groups reached; and
- Partnerships were established with the Colorado Springs and Longmont Police Departments and two new PARTY sites were established at Longs Peak Hospital and Medical Center of the Rockies.

Task Number: 19-03-02

Program Name: Young Driver Traffic Safety

Contractor: Weld County Public Health

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

The goal of the program was to reduce the current five-year fatality rate (16.4%) for drivers 20 or younger by 5%.

The project impacted the performance measure by and results were:

- Eight half day high school Safe Teen Driving Programs were conducted throughout Weld County reaching nearly 1,500 students;
- Four Weld County high schools participated in a year-long student safety challenge which impacted just over 3,000 students;
- Two Parent of Teen Drivers classes were conducted with a total of 21 families in attendance;
- Three GDL Roll Call presentations for local law enforcement agencies were conducted with a total of 32 officers attending. According to survey results, 100% of officers in attendance were willing to issue citations for GDL violations;
- Eight driver's education scholarships were distributed to low income families;
- Drive Smart Weld County participated in 16 different community events distributing GDL, seatbelt and distracted driving information to over 2,000 community members; and
- Drive Smart Weld County obtained 278 Facebook followers and 1,000 "Likes" on Twitter.

Task Number: 19-03-03

Program Name: Teens in the Driver Seat

Contractor: Texas A & M Transportation Institute

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

The goal of the Teens in the Driver Seat Program is to promote Traffic Safety education through peer-to-peer outreach at high schools within the state to decrease rates of distracted driving, improve seat belt use, and decrease speeding crashes, nighttime crashes and impaired driving crashes.

The project impacted the performance measure by and results were:

- TDS was deployed at 15 Colorado high schools state wide. Fifty-three percent of the schools were first year schools and 66% were located in high-risk counties (identified by CDPHE) reaching an estimated 18,287 students;
- Recorded and monitored 51 reported in-school activities during the grant year from 3 schools. Distributed 15 school knowledge surveys and received surveys from 2 schools for a total of 598 responses;
- Facilitated 5 teen leadership workshops, reaching a total of 37 teens and averaging 61% knowledge improvement;
- Staff developed a comprehensive Colorado partner directory featuring 6 Colorado partners, which was made available online at t-driver.com and developed an Other Drug resource kit and distributed items to 10 schools;
- Promoted 4 Zero Crazy outreach activities focused on seatbelt and cell phone use;
- Staff deployed a Snapchat Geofilter contest at 5 TDS schools, which was seen 129 times and promoted Safe Summer Driving by Dropping Risky Behavior.
- Staff developed partnerships with Colorado SADD and Conejos County representatives and will continue to collaborate into the upcoming grant year.

Task Number: 19-03-05

Program Name: Youth Coalition to Reduce Motor Vehicle Fatalities

Contractor: Conejos County Public Health

This project addressed performance measure C-9. Reduce the number of young drivers 20 and under involved fatal crashes.

The goal of the project this initial year revolved around establishing a sustainable framework for integrating youth into prevention activities/efforts with the local public health department. Model policies and program structure were developed.

The project impacted the performance measure by and results were:

- Recruited and hired 4 youth from surrounding school districts via outreach and recruitment events;
- Youth Ambassadors as Prevention Partners (YAPP), a community prevention coalition, was formed and included the 4 YAPP members, local law enforcement, local health community members and other state-wide highway safety advocates;
- Youth ambassadors attended a professional conference, planned a regional youth summit safety event, met with other highway safety advocates across the state, and presented outcomes to the public health director and prevention coalition, and to local policymakers;
- Questionnaires were developed and given to peers and key stakeholders alike regarding driving laws, current driving habits, GDL knowledge, and general highway safety, resulting in further highway safety events and activities being planned to further the program; and
- Partnerships within the local community, as well as other state-wide highway safety advocates were formed and continue to be utilized as resources in the program going forward.

Task Number: 19-03-06

Program Name: A Comprehensive Approach to Reducing Teen Crashes

Contractor: SADD, Inc.

This project addressed performance measures: C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions; C-5. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above; C-9. Reduce the number of drivers age 20 or younger involved in fatal crashes; C-12. Reduce the number of distraction-affected fatal crashes.

The goals of the Student's Against Destructive Decisions (SADD) Program were to establish new SADD chapters in high schools across Colorado and educate youth on traffic safety practices.

The project impacted the performance measure by and results were:

- Establishing 15 new SADD chapters, and assisting 3 non-member chapters in hosting over 20 traffic safety events addressing seatbelt use, impaired/distracted and unsafe driving, and reaching 1500-2000+ students and their communities;
- Promoting Text Less Live More activities (cellphone use/distracted driving) in 10 schools, and at over 10 conference/community events. Four schools held multiple activities, with one school being recognized for its efforts with an award from Text Less Live More. Over 12,000 introduced to the SADD mission;
- Encouraging participation in the End Distracted Driving SADD Video/Meme/GIF contest. CO members submitted 6 videos with 1 being selected as the 3rd place winner (\$1000); and
- CO SADD developed on-going partnerships with Drive Smart, Teens in the Driver's Seat, UCH/PARTY program, Safe Kids CO, and other traffic safety coalitions and task forces.

Task Number: 19-03-07

Program Name: Denver Teen Safe Streets (TSS)

Contractor: Denver Department of Public Health

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

The goal of the Denver Teen Safe Streets Program was to increase traffic safety by empowering teens to form a Teen Safe Streets Coalition. Two surveys were conducted to gather information on perceived teen traffic safety risks. The data was used to inform how to better engage the community and provide needed resources. Learning modules and staff provided training to the youth regarding data analysis methods and options to collect data prior to the survey tools being created.

The project impacted the performance measure by and results were:

- Teen Safe Streets youth hired: 4.
- Number of Denver Office of HR processes changed to hire youth: 1
- Number of teen-created surveys created for high school distribution: 2
- Best practices reviewed by teens: What Do You Consider Lethal, Teens in the Driver Seat, NHTSA peer to peer guide; and
- During the grant year messaging was created for Teen Safe Driver week with Teen input.

Task Number: 19-03-08

Program Name: Think Fast Interactive Events - Colorado

Contractor: T John E Productions, dba Think Fast

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

The Think Fast Interactive Program is an award-winning prevention intervention program that uses a trivia-based game program format, designed around active learning theories to connect young people with factual, relevant information related to highway safety issues. Think Fast partnered and produced programs with numerous non-profits and worked with Nissan North America in many states across America as part of their Teen Driver Safety Initiative.

The goal of Colorado's program was to inform teen drivers on highway safety rules, regulations, associated penalties, graduated driver's license (GDL) laws, as well as a focus on prevention measures as they relate to distracted driving, pedestrian safety, drunk and drugged driving, and occupant protection.

The project impacted the performance measure by and results were:

- Reached 30 high schools across Colorado and over 10,000 young drivers; and
- Educated young drivers on GDL laws, Colorado's highway safety rules, and associated penalties

Task Number: 19-03-09

Program Name: Transportation Safety Education for All Generations

Contractor: Drive Smart of the Rockies

This project addressed performance C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions; C-9. Reduce the number of drivers age 20 or younger involved in fatal crashes, and C-13. Reduce the number of drivers age 65 and older involved in fatal crashes.

The goal of the Occupant Protection (OP) program was to increase Graduated Drivers Licensing Law (GDL) knowledge for parents and teens; and to educate citizens and traffic safety partners on issues facing the older driver.

The project impacted the performance measure by and results were:

- Educated over 600 parents and teens at 40 GDL seminars across the state;
- Implemented the first state-wide Parent and Teen GDL seminar program in Grand Junction; provided four classes; trained four presenters; partnered with insurance professionals, high schools, fire departments and Colorado State Patrol;
- Conducted six CarFit events for older drivers; established one new CarFit station, bringing the total to five; provided nine one-on-one CarFit appointments; engaged nine volunteers in CarFit activities;
- Designed and implemented five "Planning My Driving Retirement" seminars for older drivers to encourage planning for when they can no longer drive safely;
- Partnered/collaborated with over 75 law enforcement, first responders, educators, injury prevention specialists, medical professionals and community leaders across the state; expanded the reach and availability of both programs with overall positive rating results; and
- Significant public awareness efforts were accomplished through a combination of radio interviews, press conferences, national professional conference presentations and roundtable discussions.

Task Number: 19-05-01

Program Name: CPS Team Colorado

Contractor: Colorado State Patrol

This project addressed performance measures C-1. Reduce the number of traffic fatalities C-2. Reduce the number of serious injuries in traffic crashes, C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seating positions.

The goal of the Child Passenger Safety (CPS) Program was to reduce by five percent the number of age zero to 15 unrestrained/improperly restrained fatalities in Colorado State Patrol covered crashes by September 30, 2021.

The project impacted the performance measure by and results were:

- Car Seats Colorado offered a combined total of 43 classes which included 2 renewal, 18 refresher, 11 advocate, and 12 new technician classes;
- At the end of FFY19, Colorado reached a recertification rate of 53.6% with the national average of 55.1% down from 55.3% last year. The program certified 146 new CPS Technicians and deployed in to the field. The technicians include nurses, caregivers, fire fighters, law enforcement officers and support staff;
- The program trained 179 CPS Technicians in CEU/ Refresher classes to complete recertification requirements; and
- In 2016 Car Seats Colorado incorporated a car seat recycle program and to date over 15,000 seats have been properly recycled through the program and holds 10 locations statewide.

Task Number: 19-05-02

Program Name: Occupant Protection Mini Grants

Contractor: Local Agencies

This project addressed the following performance measures C-1. Reduce the number of traffic fatalities, C-2. Reduce the number of serious injuries in traffic crashes, C-3. Reduce the fatalities per Vehicle Miles Traveled (VMT), C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions, C-9. Reduce the number of drivers age 20 or younger involved in fatal crashes, and C-13. Reduce the number of fatal crashes involving a driver age 65 years or older.

Various rural organizations from high risk counties identified in the 2018 Problem ID implemented occupant protection activities. These activities included, but were not limited to: Several new partnerships for Inspection stations and new techs have been established conducting check-up events, running inspection stations by appointments, distributing safety materials, educating the public through media and presence at local events, partnering with local agencies, and conducting youth and adult safety classes.

The project impacted the performance measure by and results were:

- Technicians completed over 110 inspections;
- Technicians performed 268 car seat checks;
- Numerous Traffic safety presentations have been performed in both Spanish and English directed to families in underserved populations;
- Thousands of brochures and other educational materials have been disseminated;
- Over 700 families were educated one on one about car seat safety;
- Ten thousand individuals were reached through Social Media Campaigns;
- Senior CarFit inspections were completed in rural areas encouraging participants to make the decision to Buckle UP properly as they are “Fit” in their vehicle; and
- Aging Driver ridership increased by 22% since 2018

Task Number: 19-05-03

Program Name: Swedish Medical Center's Car Seat Safety Program

Contractor: HCA-Healthone LLC / Swedish Medical Center

This project addressed performance measure C-2. Reduce the number of serious injuries in traffic crashes.

The goal of the project was to increase the number of car seats inspected for proper installation and fit prior to discharge at Swedish Medical Center (SMC) from 353 to 453 patients, increase communications and outreach to children and parents about the importance of car seat safety and increase communication and outreach to the community, schools and physician offices.

The project impacted the performance measure by and results were:

- 1308 families were educated on car seat safety through the use of the car seat education discharge checklist prior to hospital discharge from October 2018 – September 2019;
- 318 car seats were inspected for proper installation at SMC's Car Seat Inspection Station;
- 475 Car Seat Inspection Station fliers and Child Passenger Safety brochures were distributed to local physician offices;
- Over 7400 community members, hospital employees, physicians and patients were reached through social media, newsletters, events and flyers stressing the importance of proper vehicle restraint and car seat safety; and
- An additional trauma service employee was hired and trained to increase the number of hours the Car Seat Inspection Station is open.

Task Number: 19-05-04

Program Name: Summit County Child Passenger Safety Initiative

Contractor: Summit County Public Health

This project addressed performances C-2. Reduce the number of serious injuries in traffic crashes, and C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions.

The three-year goal of the SCCPSI is to improve traffic safety by reducing the number of unrestrained or improperly restrained children (birth to age twelve) experiencing injuries and fatalities from 2017 baseline data through education and outreach targeting caregivers, community members, and law enforcement officers around the proper use of child restraints in vehicles transporting children.

The project impacted the performance measure by and results were::

- Convened a CPS coalition of local and regional experts who met 10 times;
- Developed a CPS curriculum for education law enforcement personnel;
- Gained support from six local law enforcements agencies;
- Developed a public education campaign using Summit Stage buses and the Mitchell Theatres with an estimated reach of over one million impressions;
- Supported two non-profit agencies to become CPS fit stations, and supported staff to become trained as CPS technicians (both are bilingual English/Spanish);
- Participated in 15 community events where CPS education was promoted;
- Met with four health care facilities and educated 70 people; and
- This project met the goal through project development, building collaborative relationships, outreach, and education.

Task Number: 19-05-05

Program Name: Denver Booster and Seat Belt Engagement

Contractor: Denver Department of Public Health

This project addresses performance measures C-1. Reduce the number of traffic fatalities, C-2. Reduce the number of serious injuries in traffic crashes and C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions

The goal of the Denver Booster and Seatbelt Engagement Program is to align with the Child Passenger Safety (CPS) Program and to decrease traffic fatalities and serious injuries by reducing the number of unrestrained passenger fatalities through proper safety restraints used by children and education of caregivers on the proper use of child restraints in all vehicles while transporting children.

The project impacted the performance measure by and results were:

- Partnerships with the Denver Safe Routes to School (SRTS) program: Piloted a Safety Day at a school with Safety Day sticker activity chart.;
- Partnered with SRTS to release an RFP for an online video module about seat belt and booster seat safety. This will be a training the trainer tool;
- Created 3 graphical message stories aimed towards K-3rd graders and their parents;
- Number of new child passenger safety technicians in Denver: 2
- Partnerships were formed through this program with the Denver Police Department's Community Resources Officers. A new relationship with Denver Public Health as also formed in which staff at community health clinics may become technicians.

Task Number: 19-06-01

Program Name: 2019 Click it or Ticket

Contractor: Colorado State Patrol

This project addressed performance measures: C-1. Reduce the number of traffic fatalities. C-2. Reduce the number of serious injuries in traffic crashes and C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions.

The goal of this project was to reduce the number of unrestrained occupant fatalities investigated by CSP statewide by 1% by September 30, 2019.

The program impacted the performance measures by and results were:

- A total of 2,583.75 hours of occupant protection overtime was provided by CSP;
- 3,894 vehicle contacts made by CSP during occupant protection overtime;
- 2,450 seatbelt related citations issued by CSP during occupant protection overtime;
- 32 Facebook posts focused on the importance of occupant protection were made by CSP;
- 54 Twitter posts focused on the importance of occupant protection were made by CSP; and
- Colorado experienced a 19% decrease in statewide unrestrained occupant fatalities investigated by CSP from 105 in 2018 to 85 in 2019.

Task Number: 19-06-02

Program Name: Local Law Enforcement- “Click it or Ticket”

Contractor: Local Law Enforcement Agencies

This project addressed performance measures B-1. Increase the observed seat belt use for passenger vehicles and C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions.

The goal of the Click it or Ticket program was to encourage Colorado law enforcement agencies to aggressively enforce occupant protection laws through a combination of enforcement, education and awareness.

The project impacted the performance measure by and results were:

- 3 large scale seatbelt enforcement campaigns, “Click it or Ticket” Rural #1, May Mobilization and “Click it or Ticket” Rural #2 were conducted;
- 134 agencies, 1,159 officers, 6,739 hours of enforcement and 7,521 citations issued; and no warnings were issued during these enforcement waves

Task Number: 19-06-03

Program Name: Occupant Protection Technology Transfer

Contractor: Highway Safety Office Partners

This project addressed performance measure C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions and B-1. Increase the observed seatbelt use rate for passenger vehicles.

Funds from the OP Tech Transfer were used to send the following five Highway Safety Office (HSO) partners to the National Lifesavers Conference that was held in Louisville, Kentucky March 31 – April 2, 2019.

- Mothers Against Drunk Driving (MADD)
- Pueblo Police Department
- Rural Communities Resource Center/Washington County Connections (RCRC)
- SADD, Inc.

Upon conclusion of the conference, recipients of these scholarships were required to submit a summary of their experience and how attending the conference would benefit their agencies.

Task Number: 19-06-04

Program Name: High-Visibility Traffic Safety Campaigns/Mini-Grants

Contractor: HSO Partners

This project addressed performance measures B-1. Increase the observed seat belt use for passenger vehicles and C-5. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions.

The goal of the project was to offer mini grants to community coalitions and other agencies to help support traffic safety education efforts and enforcement campaigns in the areas of occupant protection, child passenger safety, motorcycle safety and impaired driving prevention programs.

The funds supported two law enforcement recognition events in Grand Junction and Denver.

Also this year, Mothers Against Drunk Driving (MADD) collaborated with the Highway Safety Office to recognize Troopers, Deputies and Officers for their dedication and commitment to keeping Colorado Highways and Byways safe.

Task Number: 19-06-05

Program Name: Seat Belt Survey

Contractor: Atelior, LLC

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

The goal of this project was to conduct direct observational surveys to arrive at an estimate of seat belt usage in the State of Colorado.

The project was designed to collect seat belt usage data through direct observation of vehicles in two separate surveys. One survey (Premobilization) was conducted immediately prior to the enforcement wave. The second survey (Statewide) was a more comprehensive survey performed after the enforcement wave. Both surveys were based upon statistical sampling of sites in the counties that account for 85% of the State's vehicle accident fatalities. The Pre-Mobilization study included 225 sites and observation of 42,290 vehicles. The Statewide Study involved 770 observation sites and 148,095 vehicle observations. The population of interest were drivers and outboard front seat passengers of vehicles 10,000 pounds or less.

The project impacted the performance measure by and results were:

- The surveys found the overall seat belt usage rate to be 86.9% for Premobilization and 88.3% for Statewide;
- Both surveys showed a positive correlation between speed of vehicles and seat belt usage, i.e. the higher the speed the higher the seat belt usage rate;
- Primary roads observed had a higher seat belt usage rate than secondary and local roads; and
- Standard errors were 1.1% for Pre-Mobilization study and 0.5% for the Statewide.

Task Number: 19-06-06

Program Name: Occupant Protection Program Assessment

Contractor: Highway Safety Office

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

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

The assessment was conducted January 28 – February 1, 2019 and resulted in 53 recommendations in seven categories including: Program Management; Legislation/Regulation and Policy; Law Enforcement; Communication; Occupant Protection or Children; Outreach; and Data and Evaluation.

Task Number: 19-06-07

Program Name: High Visibility Seat Belt Enforcement/ Child Passenger Safety

Contractor: Aurora Police Department

This project addressed performance measure C-1. Reduce the number of traffic fatalities and C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions.

The goal of this project was to increase seat belt use to 82.5% in Aurora, and to increase the use and/or proper use of child safety restraint systems. Another goal of the program was to decrease the number of unrestrained occupant fatalities from 26% to 24%.

The project impacted the performance measure by and results were:

- High visibility enforcement operations, and individual officer enforcement efforts were conducted throughout the year;
- Multiple high visibility enforcement operations were conducted this year, including participating in the statewide Click-It-Or-Ticket high visibility enforcement periods;
- 20 child passenger safety check events were held;
- Officers posted messages on Facebook and Nextdoor about the importance of proper seat belt and child seat use;
- 110 child seats were inspected; and
- 3818 citations were issued during overtime and matching hours.

A significant outcome of this program was an increase in seat belt usage over FY2016 and FY2017, but a slight decrease from FY2018. During FY2016, the seat belt usage in Aurora was 83.75%. During FY2017 the seat belt usage increased to an average of 84%. Seatbelt usage for FY2018 was 85%. Seatbelt usage for FY2019 was 84.3%, which exceeded the goal of 82.5% The FY2019 unrestrained occupant fatalities was 17.8%, which exceeded the goal of 24%.

Task Number: 19-06-08

Program Name: HSO Traffic Summit

Contractor: Highway Safety Office

The objective for this project was to host a 2019 Highway Safety Summit for HSO and other Traffic Safety professionals. The purpose of the conference was to gather highway safety professionals from around the State to discuss what is being done in Colorado to address highway safety issues, gap analysis and future plans. Ultimately this Summit was combined with the 2019 CDOT Transportation Matters Summit held October 3, 2019 with over 475 participants in attendance.

Task Number: 19-06-09

Program Name: Occupant Protection Education

Contractor: Rural Communities Resource Center

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

The goal of the 'Seat Belts. A Way of Life, a Way to Live!' program is to decrease the five-year motor vehicle serious injury rate; to promote and educate the community about importance of seat belt use in all seat positions while increasing attitudes towards seat belt use in youth, and to decrease child passenger safety restraint misuse rate in Washington and Yuma counties.

The project impacted the performance measure by and results were:

- The Buckle Up for Love Program was completed for 469 PreK-2nd graders;
- Buckle Up in the Backseat Program was completed for 850 3rd-8th graders;
- 17 car seats were checked and corrected misuse in all seats;
- Eight new car seats have been given out with education and demonstration on use. (Funds for car seats were not used from this grant.);
- Three seat belt observations were done in four locations in Yuma and Washington counties on Hwy 34 on Main Street or stop light crossroads. Of the 14,121 vehicles we observed, only 8,345 drivers used seat belts, a mere 59%;
- Local radio spots using victim family stories from the community were used to further educate the population on seat belt use;
- Meetings with key stakeholders helped educate and promote goals within the communities; and
- Radio spots discussed buckling up in the backseat, and was done narrative style by three local residents who were personally affected by the passing of a loved one not wearing their seat belt.

Task Number: 19-06-10

Program Name: Traffic Safety Initiative Mini Grants

Contractor: Local Agencies

This project addressed the following performance measures C-9. Reduce the number of drivers age 20 or younger involved in fatal crashes, C-10. Reduce the number of pedestrian fatalities, C-11. Reduce the number of bicyclist fatalities and C-12. Reduce the number of distracted drivers involved in fatal crashes.

This program helped young drivers and their parents/guardians understand Colorado's GDL (graduated driver's license) laws, safety on the roads and in vehicles, helped set expectations for decisions and choices while operating a vehicle, and the insurance implications of good and bad choices. Various rural, metro organizations, high-risk counties identified in the 2018 Problem ID implemented Traffic Safety Initiative activities. Partnerships were developed between Drive Smart Colorado, Colorado Young Alliance, Colorado State Patrol and the Sawaya Law Firm.

The project impacted the performance measure by and results were:

- Outreach at Metro State University; increasing the awareness of the dangers of Distracted Driving and Graduated Driving License (GDL) laws;
- Education and outreach using a Social Media platform directed thousands to a website educating them on Bicycle and Pedestrian safety;
- 58 GDL classes provided a structured environment to learn about Colorado's GDL laws and insurance requirements; over 500 attendees in all (students and parents).
- Social media posts on Facebook and Nextdoor with class dates and locations, and included safety messages regarding proper seat belt use and driving habits to help increase attendance.
- Pre- and post-surveys provided consistent information that these classes were helpful and necessary with increased knowledge seen from the post-surveys.

Task Number: 19-10-01

Program Name: The Road Ahead – Older Driver Safety

Contractor: Drive Smart Colorado

This project addressed performance measures and, C-1. Reduce the number of traffic fatalities and C-13. Reduce the number of drivers age 65 and older involved in fatal crashes.

The focus of this project was to help seniors 65 years and older maintain their independence by driving for as long as it is safe for them to do so via a multifaceted educational approach. Education also included ways to transition from driver to passenger.

The project impacted the performance measure by and results were:

- A total of 14,954 “Colorado’s Guide for Aging Drivers and Their Families” were distributed throughout the State by 63 partners;
- The Older Driver site on the www.drivesmartcolorado.com website was updated with new information and links and search engine optimization drove viewers to the website. Ads were created and placed on social media to download the Aging Driver guide. 1,484 people clicked on the ad in August that took them to the page. 14,592 people saw the ad at least once. Total downloads of the PDF during August were 81.
- DSC participated in a total of five Senior Expos distributing 2,370 Aging Driver Guides in the three counties.
- Six new partnerships were developed that resulted in 186 direct contacts for older driver presentations and/or CarFits and 20 CarFit presentations/events occurred in the three counties with 965 residents being directly educated on safe driving as they age and/or taking place in a CarFit event;
- 12 new CarFit Technicians were trained from three different counties; and
- A new law enforcement re-test reporting form was created and implemented by 0

Task Number: 19-10-02

Program Name: Older & Wiser Project Driver Public Service Campaign

Contractor: Red Hawk

This project addressed performance measures C-1. Reduce the number of traffic fatalities and C-13. Reduce the number of Drivers age 65 and older involved in fatal crashes.

The goal of this project was to reduce the number of Drivers 65 and Older involved in fatal crashes by increasing the use of Public Transit by Adults 65 and Older in the Colorado Counties served by Bustang Outrider, Road Runner Transit, All Points Transit, and Grand Valley Transit by 10%.

The project impacted the performance measure by and results were:

- Public Service announcements were aired on KREX and KQFX-TV to educate drivers 65 and older on the importance of when to stop driving.

A significant partnership was created with Kathy Hall, the Transit Commissioner to represent Garfield, Mesa and Montrose counties, media in Grand Junction to include KREX TV and KQFX TV, and Grand Junction media that includes the Grand Junction Sentinel Newspaper, the Senior Guide, and their three radio stations.

Task Number: 19-10-03

Program Name: Reaching Older Adult Drivers (ROAD)

Contractor: Cordy & Company, Inc.

This project addressed performance measures C-1. Reduce the number of traffic fatalities and C-13. Reduce the number of drivers age 65 and older involved in fatal crashes.

The goal of the ROAD program was to reduce the number of traffic fatalities and serious injuries for drivers 65+ in Denver, Adams and Arapahoe counties by delivering presentations and conducting CarFit inspections for the fourth consecutive year in partnership with agencies serving aging adults.

The project impacted the performance measure by and results were:

- Project Director Sylvia Cordy conducted 16 “Keys to Driving Longer. Safer” PowerPoint presentations, reaching 242 participants;
- The ROAD PowerPoint was edited to be more user-friendly so that it can be utilized by other grantees throughout the state reaching out to aging adult drivers;
- A ROAD brochure was developed and distributed to seniors to help promote the ROAD program;
- Thirty-seven (37) CarFit events were held, reaching 98 people;
- In honor of Grandparents Day, 8 CarFit inspections were held on Sept. 6, 2019 at a two-hour special event at the Grove at Stapleton 55+ living community;
- A VIP e-list of 80+ contacts was developed for ROAD announcements and press releases to various agencies in Colorado serving seniors;
- Four people were trained as CarFit technicians during the grant year; and
- The ROAD program was covered in several local media outlets including, Greater Park Hill News and the *Aurora Now*, newscast on Aurora TV Channel 8.

Task Number: 19-10-04

Program Name: Engaging Mobility Initiative

Contractor: Health Promotion Partners, LLC

This project addressed performance measure C-1. Reduce the number of traffic fatalities and C-13. Reduce the number of drivers age 65 and older involved in fatal crashes.

The goal of this project was to build capacity of Occupational Therapy (OT) practitioners in Colorado to address driving and community and build connections with other medical professionals to increase their knowledge and comfort with the topic of driver safety and medical reporting to licensing agencies.

The project impacted the performance measure by and results were:

- In-service education about the OT role in driver safety was provided to 290 OT practitioners, OT students, physicians, and case managers;
- CSU OT students were linked to the UCCS Aging Center to develop a caregiver workshop for driving retirement;
- Colorado practitioners (average of 10 participants) met monthly to share resources and create educational materials, resulting in increased participation of OT in older driver safety;
- A Colorado pilot group of the American Occupational Therapist Association (AOTA) Driving Risk Demonstration Project was initiated with 5 clinical sites to offer clinical fitness to drive assessment;
- AOTA Community of Practice meetings were facilitated monthly to educate OT's about older driver safety and increase participation in evaluation of risk at their facility;
- 7 podcast presentations about older driver safety – 5 as a guest and 2 as a host (Engaging Mobility - total of 144 downloads); and
- Results of the community of practice approach to capacity building were presented at several conferences and events.

Task Number: 19-11-01

**Program Name: Data Driven Approaches To Crime and Traffic Safety
(DDACTS) - Distracted Driving**

Contractor: Greeley Police Department

This project addressed performance measures C-1. Reduce the number of traffic fatalities, C-12. Reduce the number of distracted related fatal traffic crashes.

The goal of this program was to reduce the number of fatal traffic crashes in the City of Greeley where distracted driving was a contributing factor.

The project impacted the performance measure by and results were:

Over a 12 month period the Greeley Police Department had 303 extra 4 hour patrol shifts. The area of enforcement involved high volume and high traffic crash areas. The 303 shifts produced the following statistics:

- 2785 traffic stops
- 824 traffic warnings issued
- 1961 traffic citations issued
- 1110 traffic citations issued were determined by the officer to be caused by distracted driving

Task Number: 19-11-02

Program Name: Distracted Driving Awareness for Young Drivers 18-24

Contractor: Drive Smart Colorado

This project addressed performance measure C-2. Reduce the number of serious injuries in traffic crashes and C-12. Reduce the number of distracted drivers involved in fatal crashes.

The goal of this project was to reduce the number of fatalities caused by young drivers in El Paso and Pueblo Counties, while reducing the number of serious injury crashes caused by young drivers in El Paso and Pueblo Counties.

The focus of the project was on distracted driving education in the 18-24 age groups in two Colorado counties. There are five universities, colleges and community colleges in the region, and four military installations – each with a large population in that age range.

The project impacted the performance measure by and results were:

- Partnerships were developed on the military installations in order gain access to personnel to conduct trainings and participate in events. Over 800 Army and Air Force military personnel were directly impacted on distracted driving education via presentations and/or activities demonstrating the dangers of distraction on the road;
- Surveys on distracted driving were conducted with not surprising results that passengers and cell phones are the most distracting in a vehicle; newspaper ads ran in three military newspapers focusing on distracted driving to coincide with the campaign. 24 ads ran with a weekly reach of 14,000 per paper;
- Partnerships were formed on each college campus, working mostly with the security/police departments but occasionally with other departments such as Dean of Students or Student Life; and
- 14 events/presentations occurred on campuses with DSC educating on distracted driving. Direct education was given to 500 students with more than 1,000 more receiving indirect education.

Task Number: 19-11-03

Program Name: Distracted Driving

Contractor: Colorado State Patrol

This project addressed performance measure: C-1. Reduce the number of traffic fatalities and C-12. Reduce the number of distracted drivers involved in fatal crashes.

The goal of this project was to reduce the percentage of CSP investigated crashes listing “Distraction” as a contributing factor by one percent.

The project impacted the performance measure by and results were:

- There were 1,187 vehicle contacts made by CSP during distracted driving overtime;
- There were 1,530 distracted driving citations issued by CSP during distracted driving overtime;
- Over 2 million people were reached with CSP Facebook and Twitter posts about Distracted Driving;
- CSP Facebook and Twitter posts received over 94,000 clicks; and
- Thirty-one Distracted Driving education events were attended or led by CSP troopers reaching over 33,000 people of all ages in multiple counties across Colorado

Task Number: 19-11-04

Program Name: 2019 Distracted Driving Enforcement Campaign

Contractor: Aurora Police Department

This project addressed performance measure C-2. Reduce the number of serious injuries in traffic crashes C-12. Reduce the number of distracted drivers involved in fatal crashes.

The goal of this program was to reduce the percentage of serious and fatal crashes caused in part by distracted drivers and educate the public about the dangers of distracted driving.

The project impacted the performance measure by and results were:

- Both group and individual officer enforcement operations were conducted;
- A largescale operation was conducted throughout the national distracted driving month in April that resulted in 1260 drivers being contacted, 1233 summonses being issued, 27 warnings being issued, and 310 drivers being determined to be distracted;
- A total of 2036 drivers were contacted during directed enforcement efforts funded by this program. Officers determined that 1147 of the drivers contacted were distracted; and
- Messages were posted to Facebook and Nextdoor by officers about the dangers associated with distracted driving.

A notable outcome of this program was that the goal of reducing the percent of fatal crashes where distracted driving was a contributing factor to 17% was met. None of the fatal crashes were attributed to distracted driving. Overall crashes with a distracted driving contributing factor decreased from 17% to 15%. It met the goal of 17%.

Task Number: 19-11-05

Program Name: Distracted Driving Enforcement

Contractor: Denver Police Department

This project addressed performance C-1. Reduce the number of traffic fatalities and C-12. Reduce the number of distracted drivers involved in fatal crashes.

The goal of this project was to increase driver awareness of the hazards of distraction while driving and observe a corresponding decline in distracted driving behaviors and to decrease distracted-driving injuries and fatalities in the City and County of Denver by 10%.

The Denver Police Department (DPD) Traffic Operations Section launched a high-visibility enforcement campaign to target distracted driving over the next three years. The DPD aims enforce distracted driving laws, and change the public perception of the risks and consequences of such activity.

The project impacted the performance measure by and results were:

- Officers worked a total of 646.5 hours on this program;
- Officers contacted 1,459 motorists who were observed driving distracted;
- Those contacts resulted in 49 moving citations issued for distracted driving; and
- The enforcement was concentrated in the afternoon and evening hours, and officers had a wide focus on distracted driving.

Task Number: 19-11-06

Program Name: Eagle River Valley Safe Driving Efforts

Contractor: Eagle River Youth Coalition

This project addressed performance measures C-9. Reduce the number of drivers age 20 or younger involved in fatal crashes and C-12. Reduce the number of distracted drivers involved in fatal crashes.

The goal of this project was to increase young drivers and parent's knowledge and decrease distracted driving behavior through education, policy change, and public awareness in the Eagle River Valley.

The project impacted the performance measure by and results were:

- Educated 366 individuals on Graduated Drivers Licensing Laws, driving dangers and safe driving practices at 5 school campuses and through the local college;
- All local high school parking agreements were reviewed. Staff recommended inclusion of language regarding adherence of GDL laws and provided this language to school personnel to review and include;
- A distraction free sign was designed using community input and 46 long-term metal signs with this design were distributed to the school district to post at the exits of school campuses. Two signs were designed and installed on 6 local bus tails and posted on social media promoting distraction free and sober driving;
- 82% of attendees responded correctly regarding passenger restrictions;
- 88% of respondents responded correctly regarding nighttime driving restrictions ;
and
- 90% of respondents responded correctly regarding cell phone use restrictions.

TRAFFIC RECORDS PROGRAM

It is the goal of CDOT's Office of Transportation Safety (OTS) and Traffic & Safety Engineering (TSE) branch to provide an integrated, responsive, timely and accurate crash records system. In support of this goal, the TSE branch undertook several projects in 2018.

Program Administration

The Traffic Records' Program is administered by the Crash Data Intelligence Unit in the Traffic & Safety Engineering Branch in partnership with OTS. The TSE administered 9 projects with a planned budget of \$ 1,890,128.

Enhancing the Traffic Records System

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

1. NHTSA has worked with STRAC to complete the Colorado Traffic Records System Assessment in December 2019. The recommendations from the assessment will be used to develop the 2020 STRAC Strategic Plan.
2. STRAC continued support of the Traffic Records Forum and other conferences by sending six members to attend the 2019 Traffic Records Forum. These provide training to expand expertise on new methods and technologies to improve crash records reporting, collection, management and dissemination.
3. Three projects were funded by 405C to continue support of electronic crash and citation reporting projects.
4. One project was funded by 405C to improve off-system crash location data by developing linear referencing systems, and geo-coding crashes on County Road in Mesa county.
5. One projected was funded by 405C to support DOR to upgrade DRIVES system for DR 3447 new crash form.

6. CDOT and STRAC continued the contract with a vendor to act as the Traffic Records Coordinator (TRC). The TRC was hired to assist STRAC with various project and to represent STRAC in discussions with member agencies. The TRC has completed the drafting of the revised crash form (DR 3447) and manual to provide Colorado with better, more up-to-date crash data as well as additional data collected and MMUCC 5th edition compliance. The TRC has also updated the STRAC Strategic Plan and the annual report.

CDOT Traffic Data Collection and Analysis

CDOT's Traffic Records activities include tasks designed to provide CDOT with timely and accurate data. It also allows for more strategic allocation of resources to address both persistent and emerging traffic safety problems. The data collection and analysis help to identify high-risk drivers, communities and highways, which emphasize saving lives, injuries and cost to the citizens of Colorado.

EVALUATION MEASURES

The Federal FAST Act statute mandates the use of following four performance measures (PM): a reduction in the number and rate of both traffic fatalities and serious injuries. Colorado defines a serious injury as an evident incapacitating injury. In 2017, a PM to measure combined serious injuries and fatalities incurred from non-motorized crashes was added to the requirement.

Task Number: 19-04-01

Program Name: OTS Data Analysis, Technical Assistance, and Prevention Project

Contractor: Colorado Department of Public Health and Environment

The purpose of this project was to increase task force and stakeholder access to and understanding of Colorado motor vehicle injury and fatality data through the development of the 2019 Colorado Problem Identification Dashboard and Report and ad hoc data requests. This project also supported implementation and evaluation of evidence-informed prevention strategies through the provision of trainings and technical assistance sessions to CDOT's Highway Safety Office grantees, and a new project to fund three counties addressing community level strategies to prevent impaired driving.

The project impacted the performance measure by and results were:

- Developed and published the 2019 Motor Vehicle Problem Identification Dashboard and Report which led to 1,159 dashboard viewings;
- Responded to over 81 ad hoc data requests from CDOT and local and state partners to identify and evaluate their traffic safety efforts;
- Gave 16 presentations on motor vehicle data, the 2019 Problem Identification Report and Dashboard, implementing local policy change, motor vehicle advocacy resources, and best practices for increased seat belt use;
- Hosted 31 technical assistance sessions plus ongoing ad hoc email and phone support for CDOT grantees on strengthening action plans, implementing evidence based strategies, improving data collection, and evaluation planning;
- Collected the data, developed and led the application and review process, and oversaw the funding and support of three agencies implementing county-level community based alcohol impaired driving prevention strategies; and
- Led staff and grantees through the first annual CDOT and CDPHE needs assessment process including data collection, analysis, and development of recommended strategies to improve support of motor vehicle safety grantees and community partners.

Task Number: 19-41-03

Program Name: Lakewood Mobile Computers Project

Contractor: Lakewood PD

The goal of this project was to improve the accuracy, completeness and consistency of all Colorado Traffic Accident Reports reported in the City of Lakewood starting with the use of Niche RMS in February 2019. The Lakewood Police Department has established a goal based upon the emphasis areas: Decrease the amount of time it takes to complete the traffic accident forms and citations and get them to DOR and the courts. The objective of the project was to purchase new MDC's in order to run the updated software programs and interfaces to facilitate the achievement of the goals mentioned above. The result will be a significantly reduced time, increased accuracy, and increased completeness from the entry of the Colorado Traffic Accident Report to the time it is uploaded to DOR.

The estimated cost of this project was determined by an average bid from three companies who submitted proposals through an RFP process. We purchased 127 Getac convertible laptop/tablet option computers for officers at \$3533 per computer for a total of \$448,691 (127 x \$3533 = \$448,691). LPD used \$163,763 granted by the City of Lakewood through our budgetary process to cover the shortfall. LPD was granted \$284,928. The grant was underspent by \$7,282.90.

Task Number: 19-41-04

Program Name: Traffic Records Coordinator (TRC)

Contractor: Cambridge Systematics and JDI

A Traffic Records Coordinator (TRC) was hired in late 2015 to assist STRAC with various projects and to represent STRAC in discussions with member agencies; this partnership was continued into FFY 2019. In FFY 2019, the TRC assisted in completing the new state crash form, DR 3447, for submission to DOR. The TRC also reviewed best practices, lead, organized, and facilitated the crash coding manual updates. Other accomplishments were assisting in the continued reduction of the backlog of crash reports being submitted to DOR from Denver PD, aiding in the discussions for the creation of a statewide citation repository, completed the development of a training video for law enforcement on the DR 3447, development of an updated STRAC Strategic Plan, and this Annual Report.

The program impacted measures by:

- Organized and facilitated training sessions on the new crash reporting form (DR 3447) and manual at locations throughout the state for law enforcement;
- Worked with Denver PD and DOR to develop a plan to submit electronic crash reports and eliminate the backlog of crash reports not submitted;
- Developed and finalized the revised STRAC Strategic Plan and Annual Report;
- Began assisting with responses to the 2019 Traffic Records Assessment;
- Began work for a statewide E-Citation, including a statewide survey for citation data needs; and
- The DR 3447 crash form was evaluated by NHTSA for having a 12.9 point increase in MMUCC compliance over the previous crash form (DR 2447).

The significant outcome of this project has been the drafting of the revised crash form and manual to provide Colorado with better, more up-to-date crash data as well as additional data collected and MMUCC 5th edition compliance.

Task Number: 19-41-05

Program Name: Technology Transfer

Contractor: Traffic and Safety Engineering Branch, CDOT

This project addresses all of the traffic record performance measures as it trains project managers and safety professionals to manage their projects better and to handle the changing needs of traffic records. It does not target any particular measure.

The goal of this project was to enable the attendees to learn:

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

Project Description: This project funds the attendance of core STRAC members (determined based on priority) to attend the 45th International Traffic Records Forum, hosted by National Safety Council and Association of Transportation Safety Information Professionals, and sponsored by NHTSA, FHWA, FMCSA, and BTS (Bureau of Transportation Statistics). The Traffic Records Forum is a valuable event where the users of crash records network with peers from other states. They share the knowledge of professionals from a variety of agencies, coordinate successful examples as demonstrations to others, train on new programs, and learn challenges and successes of other state agencies. They also share new research projects, applications of technology, and resources that are available. The Forum provides the opportunity for safety professionals to meet with traffic records software developers to discuss current and future needs.

Results: Six STRAC members were funded to attend the forum. All attendees wrote a summary report of lessons learned. The forum was held in Austin, TX.

Task Number: 19-41-07

Program Name: FARS Program Support

Contractor: Traffic and Safety Engineering Branch, CDOT

Project Description: Two funding sources were available to enable Colorado to maintain the Fatality Analysis Reporting System (FARS). This year, 405C funding was used to supplement the main funding allocated from NHTSA. The current contract for FARS was started in 2017.

This project was necessary in previous years to support the ongoing cooperative agreement with NHTSA/NCSA. It enabled Colorado to provide an overall measure of highway safety, to help identify traffic safety problems and suggest solutions to those problems. It also facilitated an objective basis to evaluate the effectiveness of motor vehicle safety standards and highway safety programs.

The goal of this project was to facilitate an objective basis to evaluate the effectiveness of motor vehicle safety standards and highway safety programs.

This project addresses the performance measures to provide an overall measure of highway safety, to help identify traffic safety problems, and to suggest solutions to those problems.

Results: The FARS Database for Colorado was completed for 2018 and kept up to date for 2019. All deadlines and data requests were filled on time, and to NHTSA requirements.

Task Number:19-41-08

Program Name: Mobile Data Computer Project / E-citation

Contractor: Cañon City Police Department

This project addressed performance measure Section 3: Reduce the time expended by officers uploading crash and citation data, and reduce the error rate of crash reporting on critical elements.

The goal of this program was to increase the reporting efficiency, accuracy and safety of the officers of the Cañon City Police Department.

The project impacted the performance measure by:

1. As stated in the application, Cañon City PD deployed field computers and digitized both crash reports and citations. This reduced the amount of time required to complete and submit both records. The submission of crash reports to DOR was significantly reduced because the records were submitted electronically upon completion instead of mailing a hard copy.
2. All records were successfully digitized and reduced rejections from the Colorado Department of Revenue of crash reports to less than 1%. Although crash records are submitted electronically, the State Court Administrators Office and local court administration officials are not able to accept electronic records directly into their systems. Citations can be emailed to courts, but are not currently accepted in that format;
3. The project should have been completed in the prior fiscal year, but was delayed due to processing delays to have the final contract signed and completed;
4. The grant funds awarded were expended in the amounts detailed in the application; and
5. Additionally, statistics maintained by the Colorado Department of Transportation were available for city engineers much more quickly since the crash data was directly uploaded into state databases.

Task Number: 19-41-09

Program Name: E-Crash – NicheRMS to DOR

Contractor: City of Lakewood (RMS Consortium)

The goal of this project was to improve completeness and accuracy of crash data submitted to DOR and improve timeliness of DOR's receipt of crash data. The project addressed performance measure - To achieve timely and accurate reporting of crash data through primarily an electronic means utilizing an interface from NicheRMS to DOR.

Project Description – Contractual services were hired to develop an RMSC-specific interface capable of ensuring all appropriate fields of the DR2447 are completed, validating the data contained within each crash report, and transmitting it electronically from the RMSC servers in Microsoft Azure to the DOR's crash database.

The interface went live on September 13 for Golden, Lakewood, and Wheat Ridge police departments. Because the records departments from each agency had been manually verifying individual crashes then printing and mailing DR2447 hard copies to DOR, there was a backlog of crashes in Niche that were ready to be transmitted on go-live day. This initial "catch up" included 2,701 reports that were delivered within 48 hours of the interface implementation. Now records staff can review the crash report electronically and know the data will be transmitted to DOR on a nightly basis. By the end of September, another 497 were sent. Arvada PD went live with NicheRMS, and therefore this project's DOR interface, on October 1. The interface successfully transmitted another 755 crash reports during October. Mountain View PD will be on board by the end of 2019, and Edgewater will join during the first quarter of 2020.

Lakewood PD alone estimates the interface is saving them at least the equivalent of a half-time employee. That agency time savings, expedited reporting to DOR, along with enhanced accuracy and completeness provided by the interface demonstrate the successful completion of this project and the realization of its goals.

Task Number: 19-04-11

Program Name: CDOT 405C Grant Program – Mesa County Crash Data Geocoding

Contractor: DiExSYS

This project addressed performance measures C-A-1: The percentage of crash records with no errors in critical data elements and C-C-1: The percentage of crash records with no missing critical data elements.

The goals of the crash data geocoding and linear reference system project was to reduce the number of miles of County Roads in Mesa County without linear referencing system which was accomplished, and reduce the number of crashes without coordinates to 1% or less. Evaluation details are below:

Date Range – 1/1/2008 to 12/31/2017

Crash Records On-System (State Highway) = 11,747

Crash Records Off-System (Non-State Highway) = 13,909

Total Crash Records in County = 25,656

Off-System Crash Records Only (13,909 records)

Crashes with Coordinates = 13,668 = 98.27%

Crashes without Coordinates = 241 = 1.73%

Crashes with Coordinates and LRS = 13,620

Crashes with Coordinates and No LRS = 48

“99% of the records will be assigned coordinates and a linear location.” Almost 99% (98.27%) of the records were assigned coordinates and a linear location, so goal was not met.

“Calculate % of records without coordinates and linear locations following completion of work and compare it against 1%.” The goal to reduce the number of crashes without coordinates to 1% or less was not met since there are 1.73% crashes without coordinates.

“The exact number of miles of county roads without linear referencing system (less than collector)” *is yet TBD by Mesa County GIS administrator.*

“Reduce crash attributes and cash locations to a range of 0-5%.” *This goal was met since crashes without crash attributes and locations is 1.73%, which is within the 0-5% range.*

Due to the compressed project schedule, Mesa County could not provide the data quality assurance. Therefore, 23% of the project has yet to be accomplished (77% complete). These incomplete activities (as listed on the long form application) include quality assurance of crash location and coordination with CDOT DTD to ensure compliance with linear reference industry standards, as well as local law enforcement coordination to encourage CSP GPS coordinates entry at time of crash reporting. It is anticipated that the remaining 23% of the project will be completed by the end of the next federal fiscal year. Mesa County understands that the remaining 23% of the project will not be funded by the NHTSA 405C grant.

Task Number: 19-04-12

Program Name: DR 3447 Crash Form Implementation

Contractor: Fast Enterprises

The goal of this project was to update the Colorado DRIVES system for data entry and acceptance of the new DR 3447 Colorado Crash Report. The Colorado Department of Revenue (CDOR) in conjunction with the Statewide Traffic Records Advisory Committee (STRAC) had updated the state of Colorado traffic crash report. The change incorporated the new injury severity definition as required by the National Highway Safety Traffic Administration (NHTSA) in addition to many other features.

The contract amount for this project was \$124,650. The total expenditures included \$93,150 for contractual services provided by Fast Enterprises for development of data entry functionality as well as interface capabilities for the DR 3447 form. The CDOR used in-kind services as the match for the project. It was estimated that four CDOR personnel would be dedicated to the project, but ended up dedicating six personnel to ensure the project completed on time. The total in-kind services totaled \$81,498.

The project was completed on September 27, 2019 and one law enforcement agency has already been submitting crash reports using the DR 3447 form.

MOTORCYCLE SAFETY

Motorcyclist fatalities remained unchanged from 103 in 2017 and 2018. Unhelmeted motorcyclist fatalities decreased from 72 in 2017 to 58 in 2018. The projects in the Motorcycle Safety program this year are detailed in the Office of Communications section. The Statewide Motorcycle Operator Safety Training Program (MOST) is currently administered through the Colorado State Patrol.

COMMUNICATIONS

The Office of Communications (OC) provides strategic communications efforts for the Colorado Department of Transportation's Highway Safety Office (HSO). In 2018, the OC provided a range of services to increase public awareness and support of major transportation safety issues to ultimately influence behavior of motor vehicle operators. The program activities are detailed on the following pages.

This group, with assistance from their contractors, was responsible for 14 projects, with a budget of \$2.2 million.

Summary of Strategic Communications Efforts

In 2018, the OC engaged in public relations, media relations and paid advertising media strategies to support 14 high-visibility DUI enforcement periods as well as community-based safety programs. These programs promoted the use of smartphone breathalyzers, alternative transportation, and designated drivers to prevent impaired driving. Paid advertising was used to educate the public on the availability of breathalyzers, which can help drivers understand how alcohol affects driving ability. In addition, the OC reached out to Colorado's growing Hispanic population with a culturally-relevant Spanish DUI campaign targeting community events. Billboards and a social media strategy were also used to reach this population.

The OC supported three Click It or Ticket enforcement periods and launched a digital and online social campaign to educate the public on the dangers of not buckling up. This social norming campaign featured actual Coloradans and why they buckle up. A separate seat belt campaign highlighted the dangers of not buckling up on short trips. Spanish-language seat belt materials and ads targeted Hispanic communities.

The OC also developed a series of "Ask The Experts" educational videos for use on social media on child passenger safety awareness. Car seat check events were held during Child Passenger Safety Week, which were heavily promoted during the campaign. The OC also continued to promote enabling the DO NOT DISTURB WHILE DRIVING mode on their phone as part of the Distracted Driving Campaign.

The OC launched a motorcycle safety campaign statewide cautioning drivers to look twice for motorcyclists. An on-line campaign delivered safety reminders and the OC worked with news outlets to promote the campaign's safety message. Other campaigns educated teens about Graduated Driver License laws through a series of videos on seat belts, passenger limits and cell phones. Finally, a pedestrian campaign educated pedestrians about the importance of making eye contact with drivers before entering a crosswalk.

Task Number: 19-08-01

Program Name: High-Visibility DUI Enforcement – PR/Evaluation

Contractors: Amelie Company; Communication Infrastructure Group; PRR

This project addressed performance measures C-5. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above and S-1.

The goal of this program was to raise awareness of DUI enforcement, dangers of impaired driving, and to reduce the number of statewide motor vehicle impaired driving fatalities and injury crashes. The program also included research on driver attitude and awareness survey of Highway Safety enforcement and communications activities, and self-reported driving behavior.

The program impacted measures by:

- Developed the “One Smart Thing” campaign to urge people to use smartphone breathalyzers to learn how alcohol can impair their ability to drive;
- Assembled a robust media buy including radio, out of home and digital components;
- Launched a media event that gained national attention on the use of smartphone breathalyzers to prevent impaired driving; and
- The campaign helped Colorado become one of the top five states in the country for breathalyzer use per capita.

Significant outcomes included 1) 51 news stories and 1,477,639 impressions with a value of \$84,858.42; 2) 1,408 total breathalyzer sales; 3) awareness of enforcement campaigns was relatively strong with about a third had seen or heard about increased DUI enforcement in the past 30 days; and 4) there was significant increase in both the “Drive Sober or Get Pulled Over” and “Heat Is On” slogans, according to pre and post surveys.

Task Number: 19-08-02

Program Name: High-Visibility DUI Enforcement – Paid Media

Contractor: Vladamir Jones

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

The goal of this program was to raise awareness of DUI enforcement and to reduce the number of statewide motor vehicle impaired driving fatalities and injury crashes.

Results:

- Supported the summer Heat Is On enforcement periods with an advertising campaign;
- Supported the public education campaign, “One Smart Thing” with a paid media campaign involving out-of-home ads, digital ads, social media outreach and a strategy involving social media influencers;
- Provided recognition of the Heat Is On message;
- The campaign helped Colorado become one of the top five states in the country for breathalyzer use per capita.

Significant outcomes included a total of 30,860,752 campaign impressions from paid media tactics. Optimizations to Google Ads campaigns caused click through rates to improve 56% over last year. Facebook campaigns saw an increase in reach (+28%) and impressions (+29%) over last year. Males age 25-34, the target audience, were the top-performing demographic in both the Facebook and Google platforms. The Trade Desk represented 4.5 million impressions with a 0.14% CTR, which greatly exceeded the industry average. The Aki Rich Media Interstitial ad unit generated its highest performance on Fridays and Saturdays, with a 0.14% CTR.

Task Number: 19-08-03

Program Name: High-Visibility DUI Enforcement – Latino

Contractor: Hispanidad and Vladimir Jones

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

The goal of this project was to raise awareness of DUI enforcement and to reduce the number of statewide motor vehicle impaired driving fatalities and injury crashes specific to the Hispanic population in Colorado.

Results:

- Advertising assets produced for this campaign included two :15 videos and digital banners with the tagline *Si tomas, sopla, y toma la mejor decision* (If you drink, blow, and make the best decision) and a strong visual focus on breathalyzers introducing the idea that, “after a night of drinks and fun, using a breathalyzer can prevent a tragedy”; and
- Assets were adapted, and used widely, throughout several local Hispanic community events, over the course of the summer, including Fiestas Patrias at Civic Center Park;

Significant outcomes included Spanish news station coverage of the campaign producing 501,435 earned media impressions. The paid assets produced over 2.7 million assets, garnering wide exposure among the target audience of Latino males 21-34 year old.

Task Number: 19-08-04

Program Name: Motorcycle Safety – Driver Awareness

Contractor: R and R

This project addressed performance measures C-7. Reduce the number of motorcyclist fatalities.

The goal of this project was to raise awareness among drivers to watch for motorcycles

Results:

- Developed an awareness campaign targeting motorists to be aware motorcycles on roadways; included public and media relations tactics and maintenance of www.comotorcyclesafety.com, which includes specific tips for drivers;
- Developed campaign concept for Look Twice, Save A Life that ran on digital and social channels;
- Promoted Motorcycle Safety Awareness Month and secured proclamation;
- Joined with Colorado State Patrol, victims and motorcycle riders at a press event to remember the 103 motorcyclists killed in 2018 and to raise awareness about motorcycle safety by featuring a display of 103 motorcycle helmets, which provided a visual representation of the lives lost; and
- Worked with the office of Governor Jared Polis to secure a proclamation designating Aug 12 as Colorado Motorcyclist Memorial Day.

Significant outcomes included extensive news coverage of the campaign, which produced 28 stories, nearly 9.9 million earned media impressions and \$43,000 in publicity value. Facebook video ads generated an excellent 81.42% video completion rate and 955 link clicks and led 488 users to the website. Men aged 18-24 was the highest performing male demographic, indicating good engagement among an important demographic. YouTube videos generated a 52.79% video completion rate, far above the platform benchmark of 30%.

Task Number: 19-08-04

Program Name: Motorcycle Safety – Rider Awareness

Contractor: R and R

This project addressed performance measures C-7. Reduce the number of motorcyclist fatalities.

The goal of this project was to raise awareness among riders to wear proper safety gear, including helmets.

Results:

- Developed an awareness campaign targeting motorcycle riders on-line through social channels and at motorcycle bars and venues across the state using coasters, posters and digital assets of gloves, helmets and boots; and
- A public relations campaign promoted news stories about the importance of using gear, including the personal story by a rider who was saved by his helmet.

Significant outcomes included a campaign reach of 598,977 users and 1,711,819 total impressions indicating broad audience penetration. In the Click-To-Site campaign, the Boots ad version led to 73% of all landing page views, as well as more impressions and clicks than the Helmet or Gloves ad versions. Facebook ads generated positive engagement, with 821 post reactions, 59 comments, and 47 shares. A total of 159 users clicked through to the Motorcycle Safety Training website.

Task Number: 19-08-05

Program Name: Click It or Ticket PR Evaluation

Contractors: Communication Infrastructure Group; PRR

This project addressed performance measures C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions, B-1. Increase the observed seat belt use for passenger vehicles, S-1 Conduct driver attitude and awareness survey of Highway Safety enforcement and communication activities, and self-reported driving behavior.

The goal of this project was to raise awareness of seat belt use enforcement and to reduce the number of unrestrained fatalities and injury crashes among vehicle occupants statewide.

Results:

- Encouraged seat belt use by developing a media campaign showing trusted figures explaining their reasons for buckling up, including local community leaders and business people;
- Targeted rural areas of Colorado during the March and July enforcement periods by holding media events in Summit County and El Paso County respectively - a total of 5 million earned media impressions were garnered from these events; and
- Targeted statewide areas of Colorado with an interactive media event during May Mobilization at the Dairy Block in downtown Denver featuring representatives from CDOT, local law enforcement, and local health professionals - a total of 3.4 million earned media impressions were received.

Significant outcomes included the production of five Reasons Road Trip videos that were distributed to 22 statewide and county-specific stakeholders. In addition, awareness of enforcement campaigns was relatively strong with 24% post-campaign had seen or heard about increased seat belt enforcement in the past 30 days. The campaign significantly impacted awareness of the campaign slogan Everyone Has a Reason to Buckle Up.

Task Number: 19-08-06

Program Name: Click It or Ticket Paid Media

Contractor: Vladamir Jones

This project addressed performance measures C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions and. B-1. Increase the observed seat belt use for passenger vehicles.

The goal of this project was to raise awareness of seat belt use enforcement and to reduce the number of unrestrained fatalities and injury crashes among vehicle occupants statewide.

Results:

- Supported the May Mobilization CIOT enforcement period through a paid media campaign using out-of-home assets at gas stations, on-line videos, radio, static posts and social media garnering 26,396,849 impressions.

Significant outcomes included featuring The Reasons Road Trip videos in paid advertisements on Facebook with audience-targeting parameters to reach our target counties. Video completions totaled 672,288 views with a Click-Through Rate: 0.18% (above average), 4,495 clicks and 300,173 on-line engagements.

Task Number: 19-08-07

Program Name: Hispanic Occupant Protection

Contractors: Hispanidad

This project addressed performance measures C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions. C-9. Reduce the number of driver's age 20 or younger involved in fatal crashes and B-1. Increase the observed seat belt use for passenger vehicles.

The goal of this project was to raise awareness of the importance of seat belts, child passenger safety and all facets of occupant protection (OP) to prevent injury and death among Colorado's Hispanic population.

Results:

- Launched a creative campaign aimed at Hispanic adults who do not buckle up, age 25-54, both Spanish-dominant and Spanish-preferred;
- The concept was an adaptation of general market "Click It For Quick Trips" - Muchos choques pasan cerca de casa. Abróchate aunque no vayas lejos;
- Creative assets included billboards and Spanish radio;
- Leveraged two popular local radio personalities (Nelson Galicia and Luis Lerma of Que Rollo @ Entravision) to talk about seatbelt usage, on air, via interactive scripts highlighting the importance of buckling up;
- Coordinated, and hosted, traffic safety town hall meeting to address seat belt use with Spanish-dominant audience and coordinated rural Click It or Ticket enforcement partnerships in Summit County; and
- Coordinated child passenger safety events with State Patrol, Denver Indian Center and the Denver Indian Family Resource Center.

Significant outcomes included 1,830,070 paid media impressions and 138,000 earned media impressions from news stories, indicating wide exposure among the target audience.

Task Number: 19-08-08

Program Name: Teen Driving and GDL

Contractor: Amelie

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

The goal of this project was to reduce the number of young people, under age 20, killed or injured in vehicle crashes by increasing awareness of safety issues, such as seat belt use.

Results:

- The campaign targeted GDL-licensed teens, ages 15–18, via popular social media outlets like Snapchat, Instagram and Facebook to educate Colorado young drivers on the three primary GDL issues, including passenger limits, cell phone distractions and seat belt usage;
- To increase teen awareness, the campaign created a series of videos promoting a fictional sales event known as the GDL Resale depicting scenarios where a teen's refusal to obey GDL laws has forced parents to sell their teen's car; and
- Videos were shared with over 60 stakeholders in the state for additional exposure on other social media channels

Significant outcomes included 2,068,375 impressions from the 5 video ads, which reached 370,913 unique users across Facebook, Instagram and Snapchat. 20,983 link clicks were generated across all platforms. The average click through rate was 1.01%, a significant improvement year over year. Snapchat ads achieved an average swipe up rate of 1.34%, which is 39% higher than FY18 (0.96%) and 109% higher than last year's Facebook/Instagram click through rate (0.64%).

Task Number: 19-08-09

Program Name: Child Passenger Safety

Contractor: Communication Infrastructure Group

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

The goal of this project was to reduce the number of children killed in motor vehicle crashes by increasing awareness of the importance of the proper child safety seat for every age and every stage.

- Conducted media relations and outreach for “New Year, New Baby?” campaign;
- Created a series of “Ask The Experts” educational videos for use on social media and with community partners;
- Developed a set of four new single-stage brochures; Updated car seat inspection station map on website; created ambassador sign-up webpage form; developed ambassador email template and distributed email; and developed ambassador email content plan and email newsletter;
- Hosted Child Passenger Safety Week media event at Denver Aquarium garnering dozens of media stories; and
- Developed online car seat check form for technicians and ambassadors and launched Summer Travel media event including media advisory, talking points, photography and press release.

Significant outcomes included over 6 million earned media impressions through public relations efforts over the entire course of the grant period indicating wide penetration of the market.

Task Number: 19-08-10

Program Name: Media Program Support

Contractor: Amelie and Communications Infrastructure Group

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

The goal of this project was to support the communications senior staff with tactical program implementation in order to maximize the reach and effectiveness of programming.

The program impacted measures by:

- Developed traffic safety presentations and displays for conferences and meetings attended by over 200 traffic safety advocates;
- Drafted VMS messages to promote traffic safety via weekly reminder;
- Produced 11 Traffic Safety Pulse newsletters and distributed to over 120 partners;
- Managed collateral request process to efficiently and quickly share material; and
- Performed audit of the traffic safety YouTube page for greater exposure and dissemination of videos;
- Developed comprehensive traffic safety branding creative concepts to increase awareness and exposure of all campaigns;
- Revised and updated media list to more effectively reach news media with campaigns;
- Developed style guide for press releases to increase exposure; and
- Researched social media monitoring and scheduling platforms

Significant results included creating greater agency synergy in all traffic safety campaigns from weekly status meetings with the department. Traffic safety information was effectively shared to recipients through the monthly newsletters.

Task Number: 19-08-11

Program Name: Distracted Driving

Contractor: CIG, Hispanidad and Vladamir Jones

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

The goal of this project was to reduce the number of injury and fatal crashes due to distracted driving by increasing awareness of the types of distracted driving and Colorado's ban on texting. The project worked to increase awareness of ways to avoid distracted driving and motivate change in unsafe driving behaviors.

The program impacted measures by:

- Developed and implemented Distracted Driving Awareness Month PR plan including press release and media relations strategy;
- Developed cell phone auto-reply generator for webpage and promoted through press release and social media;
- Hosted distracted driving education event at the University of Denver targeting young adults about the dangers of texting and driving;
- Facilitated Spanish traffic safety informational session at Centro de San Juan Diego. Participants included 50 members of the Latino community;
- Developed update posters and collateral with most recent distracted driving data;
- Coordinated with local news personalities for participation in campaign; and
- Developed creative assets for media buy.

Significant results included 4,579,269 earned media impressions from 63 news stories including Distracted Driving Awareness Month interviews with both Spanish and general market news media. The online auto-reply generator allowed the public to develop custom auto-reply messages to use when enabling their phone's Do Not Disturb While Driving feature.

Task Number: 19-08-12

Program Name: Pedestrian Safety Communications

Contractor: Amelie and Vladamir Jones

This project addressed performance measures C-1. Reduce the number of traffic fatalities and C-10. Reduce the number of pedestrian fatalities.

The goal of this project was to reduce the number of pedestrian injuries and fatalities by increasing awareness of the hazards and precautions to take as a pedestrian and drivers.

Results:

- Launched the Eye Contact Saves Lives campaign to spread the message to both drivers and pedestrians to make eye contact as pedestrians cross the street;
- Developed creative assets including a video and radio ad encouraging people to make eye contact at intersections; and
- A media event featuring a street team in downtown Denver engaged with pedestrians as they walked to work and garnered almost 100 media news stories ensuring wide coverage of the topic.

Significant results included 98 news stories about pedestrian safety generating 26,675,786 earned media impressions with a value of \$68,287.

Task Number: 19-08-13

Program Name: Occupant Protection - Communications

Contractor: Amelie and Vladamir Jones

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

The goal of this project was to increase seat belt use and reduce the number of unrestrained fatalities and injury crashes among vehicle occupants statewide.

Results:

- Launched Click It For Quick Trips campaign to remind people the importance of buckling up, even close to home;
- Campaign assets included out of home, social ads, and radio spots; and
- An ambient execution featuring a crashed car and jug of milk located in a mall parking produced a conversational topic for shoppers and a focus for news stories

Significant outcomes included a LinkedIn performance improvement from the previous year, generating 16% more clicks and a 32% higher click through rate (CTR). Of all ad concepts developed the “Milk” ad version generated the highest engagement and CTR. The video ads received the most reach and impressions with the lowest cost per result. The ambient photo ads garnered the most active engagement with reactions, shares, and comments.

PEDESTRIAN SAFETY

Pedestrian fatalities decreased 92 in 2017 to 89 in 2018. The Highway Safety Office's Pedestrian Safety program continues to support the goal of reducing pedestrian fatalities by educating the public about the hazards and precautions to take to avoid pedestrian injuries and fatalities and enhanced enforcement efforts. The educational efforts included information about visibility, and pedestrian and roadway user impairment.

Program Administration

4 projects were managed with a planned budget of \$249,118.

Efforts and activities included:

- Proactive enforcement of laws addressing pedestrian violations, include public awareness and education campaigns; and
- Pedestrian safety educational programs at schools and other locations.

Task Number: 19-09-01

Program Name: Pedestrian Education and Safety Campaign

Contractor: Aurora Police Department

This project addressed performance measure: C-2. Reduce the number of serious injuries in traffic crashes and C-10. Reduce the number of pedestrian fatalities and

The goal of this program was to reduce pedestrian fatalities and injuries, and to educate pedestrians and drivers about pedestrian safety.

The project impacted the performance measure by and results were:

- Both group and individual officer enforcement operations were conducted;
- Educational presentations were performed by officers in conjunction with church groups and pre-schools ensuring their understanding of pedestrian safety; and
- Pedestrian safety messages were posted to Facebook and other social media outlets.

Pedestrian crash fatalities increased this year from 32% to 46% not reaching the goal of 26%. A significant outcome of the program was exceeding the goal of reducing the percentage of injuries to pedestrians involved in crashes. The percentage of pedestrians suffering injuries in crashes was 50%, and the goal was 55%.

Task Number: 19-09-02

Program Name: Addressing Denver Pedestrian Safety Issues

Contractor: Denver Police Department

This project addressed performance: C-10. Reduce the number of pedestrian fatalities.

The goal of this project was to reduce the number of auto-pedestrian fatalities and SBIs in the City and County of Denver.

DPD officers sought to change driver and pedestrian behaviors linked to auto-pedestrian crashes. DPD employed a targeted enforcement campaign focused on pedestrian safety. Targeted enforcement was designed through the bi-annual review process of auto-pedestrian crashes. Enforcement areas that are specific to the high-risk behavior were determined by analyzing data pertaining to pedestrian crashes.

The project impacted the performance measure by and results were:

Denver Police Department officer conducted targeted enforcement where pedestrian fatalities have an increased likelihood of occurring while educating the motoring public about pedestrian safety violations and public safety. Efforts to reduce pedestrian fatalities are as follows:

- A total of 975.5 hours worked on this project over the grant period;
- DPD was successful in educating pedestrians and motorists, with a total of 10,219 contacts while using plain clothes and spotters. The impact on fatalities will not be known until figures are published;
- There were 368 driver citations and 0 pedestrian citations given over the grant period, with the most driver citations (244) given in the first quarter. The citations were given in numerous intersections across the city which have been determined higher risk for pedestrian safety;
- This project was conducted Sunday – Saturday; the hours of operation varied but were conducted during the day and early afternoon; and
- There were a total of 13 community outreach education events with 2,367 attendees.

Task Number: 19-09-03

Program Name: Pedestrian Safety

Contractor: Drive Smart Colorado

This project addressed performance measures C-2. Reduce the number of serious injuries in traffic crashes and C-10. Reduce the number of pedestrian fatalities.

The goal of this project was to reduce the number of pedestrian fatalities of 18-24 -year-olds in El Paso and Pueblo Counties and reduce the number of 18-24 -year-old pedestrian serious injuries in El Paso County and Pueblo Counties.

The focus of the project was on pedestrian safety education in the 18-24 age groups in two Colorado counties. There are five universities, colleges and community colleges in the region-- each with a large population in that age range.

The project impacted the performance measure by and results were:

- Partnerships were developed on each of the five college/university campuses in order to participate in campus safety activities/events and be invited to present on pedestrian safety. 17 total events/presentations occurred between the five campuses, directly educating 550 students/staff on pedestrian safety and 1,000 additional being indirectly educated;
- Surveys were conducted on pedestrian safety attitudes and the largest surprise was that, if there is no sidewalk present, most people do not walk facing traffic;
- The University of Colorado at Colorado Springs and Colorado College each invited pedestrian safety education to be part of the new student orientations. 110 students received direct hands-on education and an additional 500 indirect;
- The primarily contact for activities and events was campus security/police, or other departments such as Dean of Student and Student Life; Colorado College allowed posters in the Resident Halls;
- and total pedestrian safety advertisements in college newspapers: five times in the CSU Pueblo Today, eight times in UCCS Scribe and seven times in the Colorado College Catalyst. Potential viewership of ads was 33,750 times.

Canceled/Terminated Projects

The following projects were either cancelled, terminated or had no activity during the 2018 Federal Fiscal Year. No funds were expended.

19-01-10 - FDLDATR-2019-01-10 – No agency participation

19-03-04 - TSP-2019-03-04 – Agency declined funding

19-04-06 - M3DA-2019-04-06 – Agency declined funding

Final FY19 Project Expenditures

| GTS CODING | AGENCY | PROGRAM AREA/NAME | FUNDED AMOUNT | EXPENDED AMOUNT | GTS MATCH - STATE and LOCAL | GTS LOCAL BENEFIT |
|--------------------|--------------------------|--|---------------|-----------------|-----------------------------|-------------------|
| | | 01 - Impaired Driving (Drug and Alcohol) | | | | |
| FDMDATR-2020-01-01 | LEAD Impairment Training | DRE/SFST Training and LEC | \$125,000.00 | \$93,258.78 | | |
| FDLHVE--2019-01-02 | CSP | Colorado Task Force on Drunk and Impaired Driving | \$30,000.00 | \$16,822.37 | | |
| FDLCS-2019-01-03 | Colorado Judicial Branch | Support for DUI Courts | \$150,000.00 | \$127,689.04 | | |
| M6OT-2019-01-04 | CDAC | TSRP | \$303,457.00 | \$286,837.47 | | |
| FDLHVE-2019-01-05 | TBD | Checkpoint Colorado | \$30,000.00 | \$23,552.53 | | |
| M6OT-2019-01-06 | Gunnison County | Gunnison County Substance Abuse Prevention Pilot Project | \$45,000.00 | \$37,811.50 | | |
| FDLHVE-2019-01-07 | OTS | High Visibility Impaired Driving Enforcement | MATCH | MATCH | \$1,366,530.00 | |
| M6OT-2019-01-08 | OTS | ID Tech Transfer | \$25,000.00 | \$4,984.75 | | |
| FDLHVE--2019-01-09 | CSP | Impaired Driving Enforcement | \$400,000.00 | \$376,342.61 | | |
| FDLHVE-2019-01-10 | TBD | Multi-Jurisdictional "Border Wars" | \$5,000.00 | \$0.00 | | |
| FDLHVE-2019-01-11 | Aurora PD | 2019 DUI/HVE/Checkpoint | \$185,000.00 | \$185,000.00 | | |
| FDLHVE-2019-01-12 | Denver PD | Denver's Comprehensive Impaired Driving Project | \$300,000.00 | \$248,801.55 | | |

| GTS CODING | AGENCY | PROGRAM AREA/NAME | FUNDED AMOUNT | EXPENDED AMOUNT | GTS MATCH - STATE and LOCAL | GTS LOCAL BENEFIT |
|--------------------|-------------------------------|--|---------------|-----------------|-----------------------------|-------------------|
| AL-2019-01-13 | OTS | LEC/LEL (2) | \$202,500.00 | \$110,061.70 | | |
| FDLDATR-2019-01-14 | OTS | DRE Training/School | \$100,000.00 | \$87,273.67 | | |
| FDLHVE-2019-01-15 | Jefferson County SO | Jefferson County DUI Campaign | \$50,000.00 | \$35,411.85 | | |
| DL-2019-01-16 | DOR | DUI Countermeasures | MATCH | MATCH | \$2,000,000.00 | |
| AL-2019-01-17 | Colorado Judicial Branch | DUI Court Administration | MATCH | MATCH | \$0.00 | |
| FDLCS-2019-01-18 | MADD | MADD Colorado Court Monitoring Program | \$45,000.00 | \$43,039.73 | | |
| FDLHVE-2019-01-19 | OTS | PBT and Calibration Stations | \$25,000.00 | \$28,842.00 | | |
| FDLHVE-2019-01-20 | Adams County SO | 2019 HVE Impaired Driving | \$125,000.00 | \$101,515.90 | | |
| M6OT-2019-01-21 | Eagle River Youth Coalition | Eagle River Valley Impaired Driving Prevention Pilot Project | \$16,977.00 | \$10,382.32 | | |
| M6OT-2019-01-22 | Chaffee County Human Services | Youth Substance Abuse Prevention Pilot Project | \$45,000.00 | \$45,000.00 | | |
| PT-2019-01-23 | Loveland PD | Northern CO ID Task Force (Loveland) | \$42,575.00 | \$24,822.64 | | \$24,822.64 |
| PT-2019-01-24 | Windsor PD | Northern CO ID Task Force(Windsor) | \$34,269.00 | \$19,872.00 | | \$19,872.00 |
| PT-2019-01-25 | Larimer County SO | Northern CO ID Task Force (Larimer) | \$18,185.00 | \$1,764.93 | | |
| | | 02 -Speed Management | | | | |
| SE-2019-02-01 | Denver PD | Focused Speed Enforcement | \$70,000.00 | \$68,001.33 | | \$68,001.33 |

| GTS CODING | AGENCY | PROGRAM AREA/NAME | FUNDED AMOUNT | EXPENDED AMOUNT | GTS MATCH - STATE and LOCAL | GTS LOCAL BENEFIT |
|----------------|---------------------------------|---|---------------|-----------------|-----------------------------|-------------------|
| SE-2019-02-02 | Aurora PD | Aurora Highway Safety Campaign | \$50,990.00 | \$50,709.54 | | \$50,709.54 |
| SE-2019-02-03 | Colorado Springs PD | HVE of Speeding Drivers | \$65,000.00 | \$64,821.91 | | \$64,821.91 |
| SE-2019-02-04 | TBD | Speed Mini Grants Program | \$35,000.00 | \$27,820.08 | | \$27,820.08 |
| SE-2019-02-05 | Pueblo PD | A Step Towards Reducing Traffic Fatalities | \$65,000.00 | \$59,062.50 | | \$59,062.50 |
| SE-2019-02-06 | Jeffco SO | Hwy 93 Speed Reduction Campaign | \$85,000.00 | \$84,035.75 | | \$84,035.75 |
| SE-2019-02-07 | City of Lakewood | City of Lakewood Speed Enforcement Campaign | \$58,000.00 | \$53,437.61 | | \$53,437.61 |
| | | 03 - Young Drivers | | | | |
| TSP-2019-03-01 | University of Colorado Hospital | Aurora PARTY Program | \$60,000.00 | \$29,356.10 | | \$29,356.10 |
| TSP-2019-03-02 | Weld County Public Health Dept. | Young Driver Traffic Safety | \$60,000.00 | \$37,914.95 | | \$37,914.95 |
| TSP-2019-03-03 | Texas A&M Trans. Institute | Teens in the Drivers Seat | \$67,000.00 | \$50,962.13 | | \$50,962.13 |
| TSP-2019-03-04 | Deferred | Deferred | \$0.00 | \$0.00 | | \$0.00 |
| TSP-2019-03-05 | Conejos County Public Health | Youth Coalition to Reduce MV Fatalities | \$20,000.00 | \$14,927.31 | | \$14,927.31 |
| TSP-2019-03-06 | SADD, Inc | A Comprehensive Approach to Reducing Teen Crashes | \$190,000.00 | \$105,240.70 | | \$105,240.70 |
| TSP-2019-03-07 | Denver Dept Public Health | Denver Teen Safe Streets | \$64,000.00 | \$39,492.42 | | \$39,492.42 |
| TSP-2019-03-08 | ThinkFast | ThinkFast Interactive Events - Colorado | \$82,500.00 | \$82,500.00 | | \$82,500.00 |

| GTS CODING | AGENCY | PROGRAM AREA/NAME | FUNDED AMOUNT | EXPENDED AMOUNT | GTS MATCH - STATE and LOCAL | GTS LOCAL BENEFIT |
|-----------------|------------------------------|---|---------------|-----------------|-----------------------------|-------------------|
| TSP-2019-03-09 | DriveSmart EC | Peer to Peer and GDL | \$94,936.00 | \$99,484.00 | | \$99,484.00 |
| | | 04 - Traffic Records | | | | |
| TR-2019-04-01 | CDPHE | OTS Data Analysis, Technical Assistance, and Prevention Project | \$199,000.00 | \$196,391.41 | | |
| M3DA-2019-04-03 | Lakewood Police | Mobile Data Computers | \$284,928.00 | \$277,645.10 | \$159,591.28 | |
| M3DA-2019-04-04 | Department TSE Branch | and Printers - Traffic Records Coordinator | \$297,845.00 | \$272,128.69 | \$0.00 | |
| M3DA-2019-04-05 | TSE Branch | Tech Transfer | \$15,000.00 | \$2,659.59 | \$0.00 | |
| M3DA-2019-04-06 | Declined | Declined | \$0.00 | \$0.00 | \$0.00 | |
| M3DA-2019-04-07 | TSE Branch | FARS Program Support | \$12,000.00 | \$12,000.00 | \$0.00 | |
| M3DA-2019-04-08 | Cañon City Police Department | Cañon City PD Mobile Data Computer Project | \$34,078.00 | \$34,078.00 | \$8,684.00 | |
| M3DA-2019-04-09 | RMS Consortium | E-crash - NicheRMS to DOR Interface | \$34,000.00 | \$32,000.00 | \$8,000.00 | |
| M3DA-2019-04-11 | Mesa County Traffic Engineer | Mesa County Geocoding, LRS & Crash Records Correction | \$55,060.00 | \$42,381.60 | \$10,595.00 | |
| M3DA-2019-04-12 | Department of Revenue | Crash Form Update - DR3447 | \$124,650.00 | \$93,150.00 | \$57,690.00 | |
| | | 05 - Child Passenger Safety | | | | |
| CR-2019-05-01 | CSP | CPS Team Colorado | \$275,000.00 | \$246,476.34 | | |
| CR-2019-05-02 | TBD | OP Mini Grants | \$50,000.00 | \$36,742.27 | | |
| CR-2019-05-03 | Swedish Medical Center | SMC's Car Seat Safety Program | \$20,230.00 | \$9,900.00 | | \$9,900.00 |

| GTS CODING | AGENCY | PROGRAM AREA/NAME | FUNDED AMOUNT | EXPENDED AMOUNT | GTS MATCH - STATE and LOCAL | GTS LOCAL BENEFIT |
|------------------|-----------------------------------|--|---------------|-----------------|-----------------------------|-------------------|
| CR-2019-05-05 | Denver Dept Public Health | Denver Booster and SB Engagement | \$60,000.00 | \$43,057.32 | | \$43,057.32 |
| | | 06 - Occupant Protection | | | | |
| M2HVE-2019-06-01 | CSP | 2019 Click It or Ticket | \$250,000.00 | \$236,796.33 | \$236,796.33 | |
| M2HVE-2019-06-02 | TBD | Local LE Agencies/Click It or Ticket | \$425,000.00 | \$309,033.42 | | |
| OP-2019-06-03 | OTS | OP Tech Transfer | \$15,000.00 | \$6,414.89 | | \$6,414.89 |
| OP-2019-06-04 | TBD | HV Traffic Safety Campaigns-Mini Grants | \$20,000.00 | \$17,293.16 | | \$17,293.16 |
| OP-2019-06-05 | Atelier | Seat Belt Survey | \$208,131.00 | \$189,791.25 | | \$189,791.25 |
| OP-2019-06-06 | OTS | OP Assessment | \$40,000.00 | \$24,411.66 | | \$24,411.66 |
| OP-2019-06-07 | Aurora PD | HVE and CPS Program | \$95,000.00 | \$91,987.43 | | \$91,987.43 |
| OP-2019-06-08 | OTS | HSO Traffic Safety Summit | \$75,000.00 | \$1,190.00 | | \$1,190.00 |
| OP-2019-06-09 | Rural Communities Resource Center | Occupant Protection Education | \$40,000.00 | \$22,732.22 | | \$22,732.22 |
| OP-2019-06-10 | TBD | Traffic Safety Initiatives Mini Grants | \$30,000.00 | \$11,832.95 | | \$11,832.95 |
| | | 07 - Motorcycle Safety | | | | |
| M9MT-2019-07-01 | TBD | MOST | | \$0.00 | \$25,000.00 | |
| | | 08 - Office of Communications | | | | |
| M6OT-2019-08-01 | Amelie, CIG, PRR | High-Visibility DUI Enforcement PR/Eval | \$305,000.00 | \$298,919.59 | | |
| M6OT-2019-08-02 | Vladimir Jones | High-Visibility DUI Enforcement Paid Media | \$285,000.00 | \$285,000.00 | | |

| GTS CODING | AGENCY | PROGRAM AREA/NAME | FUNDED AMOUNT | EXPENDED AMOUNT | GTS MATCH - STATE and LOCAL | GTS LOCAL BENEFIT |
|-----------------|----------------------------|---|---------------|-----------------|-----------------------------|-------------------|
| M6OT-2019-08-03 | Hispanidad | High-Visibility DUI Enforcement - Latino & Paid Media | \$180,000.00 | \$153,904.97 | | |
| M9MA-2019-08-04 | R/R, Vladimir Jones | Motorcycle Safety | \$75,000.00 | \$74,870.09 | | |
| MC-2019-08-04 | R/R, Vladimir Jones | Motorcycle Safety | \$75,000.00 | \$75,000.00 | | |
| PM-2019-08-05 | CIG, PRR | Click It or Ticket & Seat Belts - PR/Eval | \$135,000.00 | \$153,727.94 | | |
| PM-2019-08-06 | Vladimir Jones | Click It or Ticket & Seat Belts - Paid Media | \$155,000.00 | \$155,000.00 | | |
| PM-2019-08-07 | Hispanidad, Vladimir Jones | Hispanic Occupant Protection | \$180,000.00 | \$91,190.91 | | |
| PM-2019-08-08 | Amelie | GDL and Teen Driving Safety Communications | \$75,000.00 | \$72,031.99 | | |
| PM-2019-08-09 | CIG | Child Passenger Safety | \$75,000.00 | \$69,998.13 | | |
| PM-2019-08-10 | Amelie, CIG | PR Program/Media Support | \$90,000.00 | \$89,972.07 | | |
| PM-2019-08-11 | CIG, Valdimir Jones | Distracted Driving | \$225,000.00 | \$219,795.76 | | |
| PM-2019-08-12 | R/R, Vladimir Jones | Pedestrian Safety Communications | \$190,000.00 | \$190,000.00 | | |
| PM-2019-08-13 | Amelie, Vladimir Jones | Occupant Protection Communications | \$250,000.00 | \$241,048.53 | | |
| | | 09 - Pedestrian & Bicycle | | | | |
| PS-2019-09-01 | Aurora PD | Pedestrian Education and Safety Campaign | \$75,000.00 | \$66,140.03 | | \$66,140.03 |
| PS-2019-09-02 | Denver PD | Addressing Denver Pedestrian Safety Issues | \$85,000.00 | \$75,119.03 | | \$75,119.03 |
| PS-2019-09-03 | Drive Smart Colorado | Pedestrian Safety | \$41,500.00 | \$39,020.95 | | \$39,020.95 |

| GTS CODING | AGENCY | PROGRAM AREA/NAME | FUNDED AMOUNT | EXPENDED AMOUNT | GTS MATCH - STATE and LOCAL | GTS LOCAL BENEFIT |
|-----------------|---------------------------------|--|---------------|-----------------|-----------------------------|-------------------|
| | | 10 - Older Driver | | | | |
| DE-2019-10-01 | Drive Smart Colorado | The Road Ahead - Older Driver Safety | \$42,000.00 | \$40,538.75 | | \$40,538.75 |
| DE-2019-10-02 | Red Hawk | Older Driver Public Service Campaign | \$20,000.00 | \$19,915.55 | | \$19,915.55 |
| DE-2019-10-03 | Cordy & Company | Reaching Older Adult Drivers (ROAD) | \$59,793.00 | \$50,696.49 | | \$50,696.49 |
| DE-2019-10-04 | Health Promotions Partnets, LLC | Engaging Mobility Initiative | \$57,682.00 | \$55,496.24 | | \$55,496.24 |
| | | 11 - Distracted Driving | | | | |
| DD-2019-11-01 | Greeley PD | DDACTS Distracted Driving | \$67,000.00 | \$67,000.00 | | \$67,000.00 |
| DD-2019-11-02 | DriveSmart Colorado | DD Awareness for Young Drivers 18-24 | \$51,500.00 | \$43,584.21 | | \$43,584.21 |
| DD-2019-11-03 | CSP | Distracted Driving | \$155,000.00 | \$113,604.01 | | |
| DD-2019-11-04 | Aurora PD | 2018 Distracted Driving Enforcement Campaign | \$64,000.00 | \$60,414.14 | | \$60,414.14 |
| DD-2019-11-05 | Denver PD | Distracted Driving Enforcement | \$50,000.00 | \$47,873.25 | | \$47,873.25 |
| DD-2019-11-06 | Eagle River Youth Coalition | Eagle River Valley Safe Driving Efforts | \$30,000.00 | \$22,673.51 | | \$22,673.51 |
| | | 12 - Program Support | | | | |
| PA-2019-12-01 | OTS | P & A | \$550,000.00 | \$291,429.06 | \$145,714.00 | |
| M6OT-2019-12-02 | OTS | Impaired Driving Program Support | \$275,000.00 | \$243,588.88 | | |
| OP-2019-12-03 | OTS | Occupant Protection Program Support | \$180,000.00 | \$194,295.32 | | |
| M3DA-2019-12-04 | OTS | Traffic Records Program Support | \$120,000.00 | \$73,255.37 | \$43,975.00 | |

| GTS CODING | AGENCY | PROGRAM AREA/NAME | FUNDED AMOUNT | EXPENDED AMOUNT | GTS MATCH - STATE and LOCAL | GTS LOCAL BENEFIT |
|---------------|--------|--|---------------|-----------------|-----------------------------|-------------------|
| AL-2019-12-05 | PRO | Media Program Support - Impaired Driving | \$85,000.00 | \$72,180.62 | | |
| OP-2019-12-06 | PRO | Media Program Support - OP | \$85,000.00 | \$72,027.93 | | |

Contacts:

Darrell Lingk, Director
Office of Transportation
Safety & Risk Management

Phone: (303)757-9465

Darrell.Lingk@state.co.us

Colorado Department of Transportation
2829 West Howard Place, Suite 555
Denver, CO 80204