

ANNUAL REPORT

2006



Colorado Department of Transportation
Safety and Traffic Engineering Branch
Final Report

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Colorado Department of Transportation

Annual Report FY 2006

Introduction	1
Performance Goals & Trends	3
Impaired Driving Program Overview	14
06-01-11-01 DUI Enforcement Training	15
06-01-11-02 Colorado Collegiate Impaired Driving Prevention Initiative	17
06-01-11-03 Weld County Impaired Driving	19
06-01-11-05 Colorado Courage to Live	21
06-01-11-06 Summit County Impaired Driving Prevention Initiative	25
06-01-11-07 Drug Recognition (DRE) Training	27
06-01-11-08 DRE Tech Transfer - National DUI-DRE Conference	29
06-01-11-09 DUI Overtime Enforcement	31
06-01-11-10 Tech Transfer - Alcohol and Other Drug Counter Measures	33
06-01-11-11 DUI Checkpoint Colorado	35
06-02-21-01 Combating Aggressive Driving	39
06-02-21-02 Motorcycle Patrols to Deter Aggressive Driving	41
06-03-31-01 Team Ft. Collins Underage - Drinking Prevention Project	43
06-03-31-02 The BACCHUS Network™	45
Traffic Records Program Overview	48
06-04-41-01 Traffic Records Update	49
06-04-41-02 Data Conversion and Web Application	51
06-04-41-03 CSP System Enhancement	53
06-04-41-04 Problem Identification	55
05-04-41-05 Seat Belt Survey	57
05-04-41-06 Emergency Medical Services (EMS) and Trauma	61
05-04-41-07 Impaired Driving Assessment	63
Roadway Safety Program Overview	66
06-05-51-01 Traffic Safety Engineering Studies	67
06-05-51-02 Signs for Small Communities	69
06-05-51-03 Traffic Engineering Seminars	71
06-03-51-04 Work Zone Seminars	73
06-03-51-05 Traffic and Highway Engineering Training	75
06-03-51-06 Maintenance Incentive Program	77
06-03-51-07 Informational Brochures and Technical Reference Materials	79
06-03-51-10 Reflective Decals for Equipment and TCDs in Work Zones	81

Continued ►

Colorado Department of Transportation Annual Report FY 2006

Occupant Protection Program Overview	84
06-06-61-01 Operation Buckle Down	87
06-06-61-02 Statewide Child Passenger Safety	89
06-06-61-03 Preventing Motor Vehicle Occupant Injuries in Mesa County	91
06-06-61-04 Latino Driving Safety Initiative	93
06-06-61-05 African-American Community Traffic Safety Program	97
06-06-61-06 Mesa County Occupant Protection System	99
06-06-61-07 Teen Seat Belt Education in Weld County	101
06-06-61-08 Occupant Protection Technology Transfer	103
06-06-61-09 Crossroads Turning Points, Inc.	105
06-06-61-10 Teen Traffic Safety Campaign	107
06-06-61-11 Occupant Protection Enforcement - Colorado State Patrol	109
06-06-61-12 Occupant Protection Enforcement	111
06-09-91-01 Weld County Child Passenger Safety - Catholic Charities	113
06-09-91-03 Tri-County Truck Safety Program	115
06-10-95-01 Pedestrian and Buckle-up for Love Program	117
06-10-95-03 Bicycle Helmet Safety	119
Public Information Program Overview	122
06-08-81-01 The Heat Is On! High Visibility DUI Enforcement	123
06-08-81-04 Click It or Ticket	125
06-08-81-05 Collateral Materials for Impaired Driving Prevention	129
06-08-81-06 Teen Driving	131
06-08-81-07 Child Passenger Safety	133
06-08-81-08 Motorcycle Safety	135
06-08-81-10 Alcohol Media Pool - BACCHUS	137
06-08-81-11 Occupant Protection Media Pool	139

Introduction

The mission of CDOT's Safety and Traffic Engineering Branch is to "lessen the economic and social costs (of traffic crashes) by continuing to provide safety programs designed to reduce the number and severity of traffic crashes." (Integrated Safety Plan, 2007-2009). In support of this mission, the Branch works closely with Colorado communities, law enforcement and traffic safety experts to design and implement projects to proactively address the state's emerging and persistent traffic safety challenges. This report details each of these activities and, where possible, assesses their contribution to improving traffic safety in Colorado.

This report describes the Safety and Traffic Engineering Branch's 17 performance measures, provides an overview of each Program Area and describes in detail each project that was implemented in FY 2006.

Accomplishments

In FY 2006, the Safety and Traffic Engineering Branch continued to make marked progress toward its goals, as indicated by its performance measures.

Statewide seat belt use in 2006 was 80.3%. CDOT grantees wrote more than 10,000 seat belt citations during the May Mobilization.

Overtime DUI enforcement and sobriety checkpoints dedicated to the victims of impaired drivers turned up the heat on impaired drivers.

The Safety and Traffic Engineering Branch continued its efforts to improve its accident records system.

Acknowledgements

The FY 2006 Annual Report project team gratefully acknowledges the significant contributions of the Safety and Traffic Engineering Branch staff and the Public Relations Office staff. The leadership of Henry Sandoval and program managers Dwayne Wilkinson, Glenn Davis, Rahim Marandi, Kirsten Jahn-Elfton and Christine Rees was essential to the FY 2006 Annual Report process and content. The project team would also like to acknowledge the contributions of Mairi Nelson, Dr. Aziz Khan, David Hancock, Ilana Erez, Mario Acevedo, Rick Davis, Robin Rocke, Leslie Chase, and Carol Gould.

The Safety and Traffic Engineering Branch's comprehensive projects addressed Colorado's emerging and persistent traffic safety challenges.

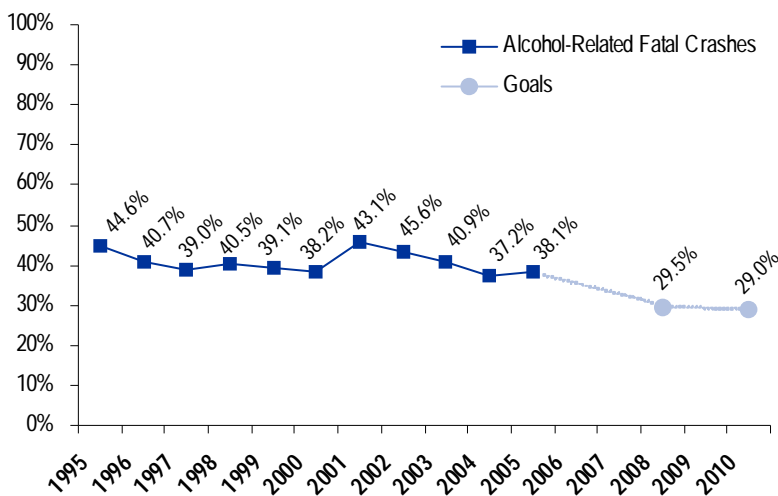
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Performance Goals & Trends

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

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

Goal 1. Reduce alcohol-related fatal crashes as a percentage of all fatal crashes to 29.0% by 2010.



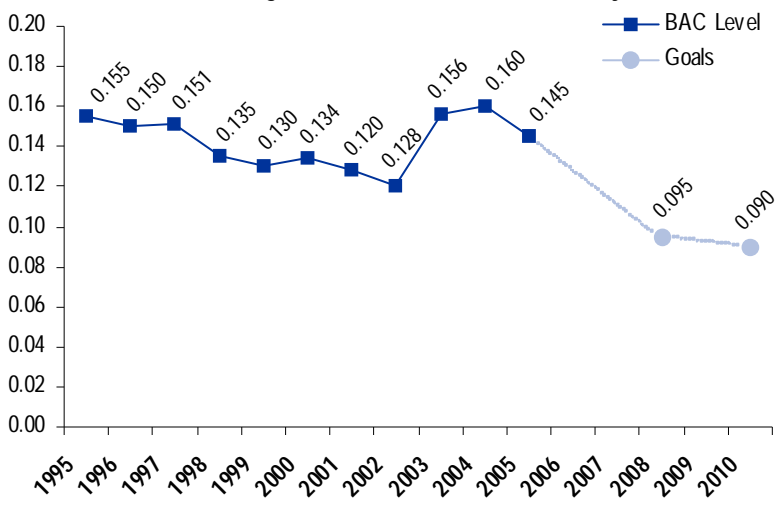
The rate of alcohol-related fatal crashes had trended down since 2001. However, additional progress must be made for CDOT to reach its 2010 goal.

Source: Colorado Department of Transportation, Colorado Integrated Safety Plan, 2006-2008.

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Average BAC at the time of arrest began trending up in 2003.

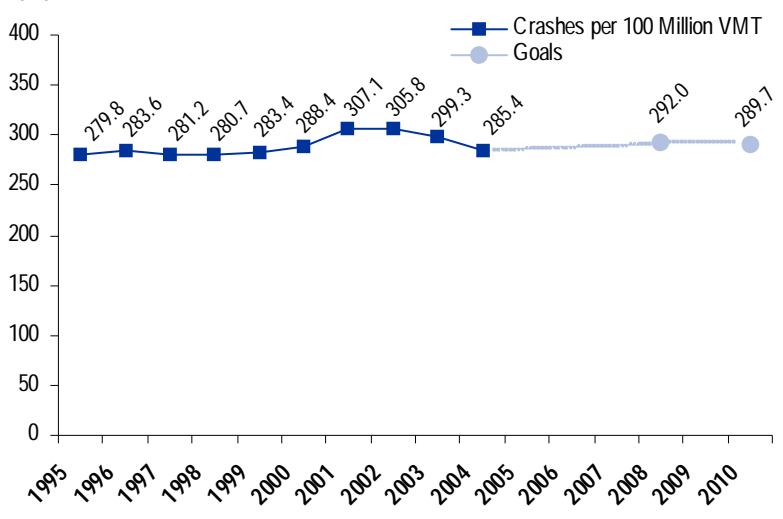
Goal 2. Reduce the average BAC at time of arrest to .090 by 2010.



Source: Colorado Department of Transportation, Colorado Integrated Safety Plan, 2007-2009.

In 2004, total crashes per 100 Million VMT exceeded the 2008 goal.

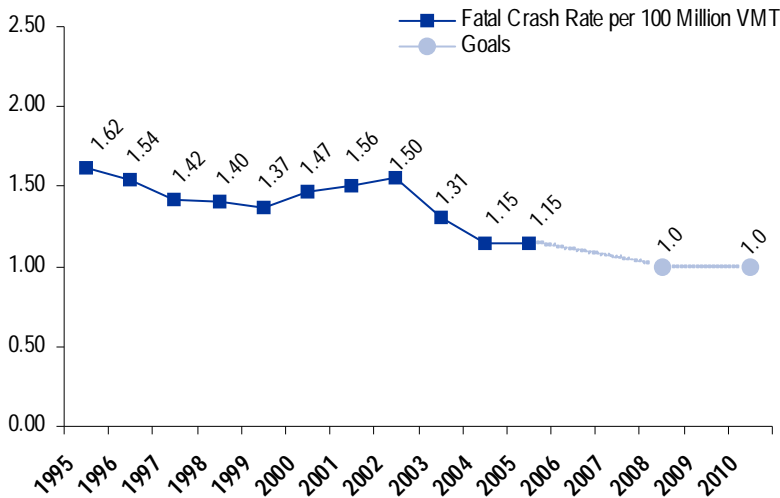
Goal 3. Reduce the total number of crashes per 100 million VMT to 289.7 by 2010.



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

Source: Colorado Department of Transportation, Colorado Integrated Safety Plan, 2007-2009.

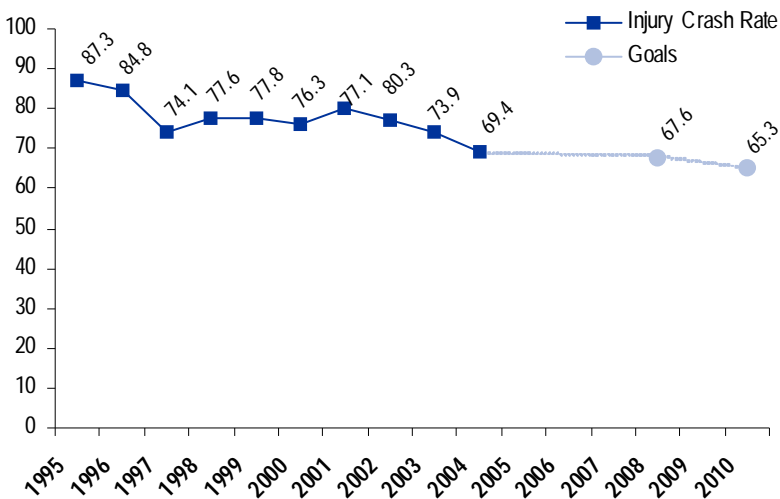
Goal 4. Reduce the fatal crash rate per 100 million VMT to 1.00 by 2010.



Source: Colorado Department of Transportation, Colorado Integrated Safety Plan, 2006-2008.

Colorado's fatal crashes per 100 million VMT continues to fall. Based on this trend, it is likely that CDOT will meet its goals.

Goal 5. Reduce the injury crash rate per 100 million VMT to 65.3 by 2010.

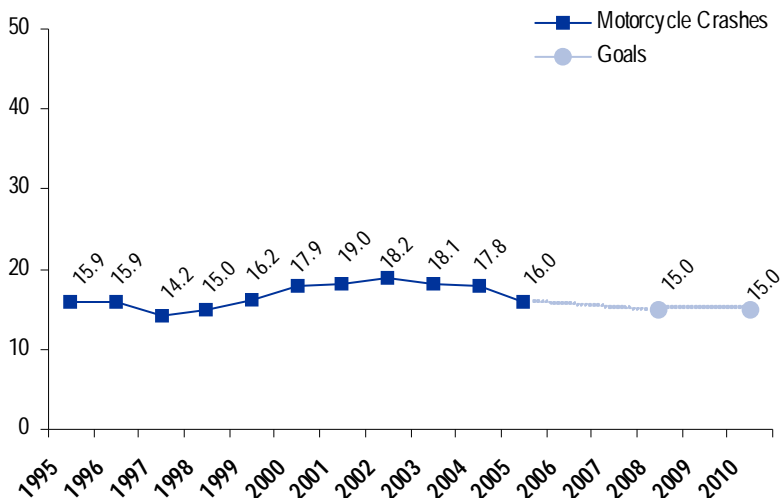


Source: Colorado Department of Transportation, Colorado Integrated Safety Plan, 2006-2008.

If the injury crash rate continues to decline, CDOT is likely to reach its 2008 goal.

Since 2002, the rate of motorcycle crashes has been slowly declining each year.

Goal 6. Actual and targeted motorcycle crashes per 1,000 motorcycle registrations



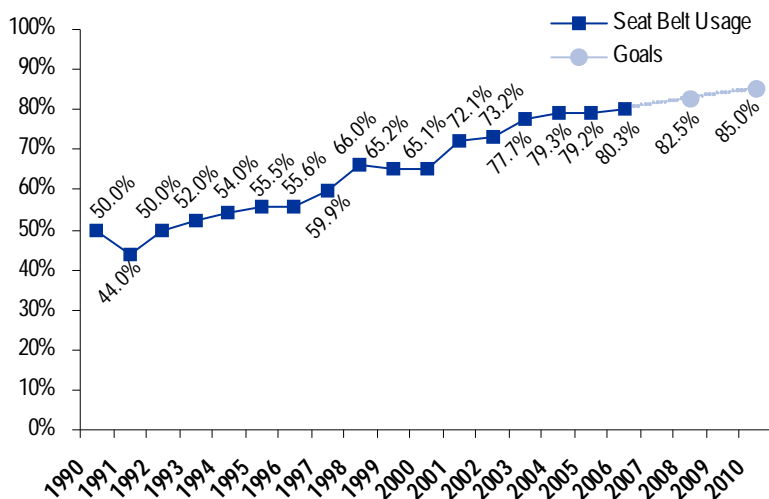
Source: Colorado Department of Transportation, Colorado Integrated Safety Plan, 2006-2008.

Each year, CDOT continues to make progress towards achieving its goal of an integrated, timely and accurate accident records system.

Goal 7. Continue efforts to improve data and traffic records systems and begin implementation of traffic records assessment performed in FFY 2005. In FFY 2006, create a statewide coalition of state agencies that will address each of the 80 traffic records recommendations through strategic planning.

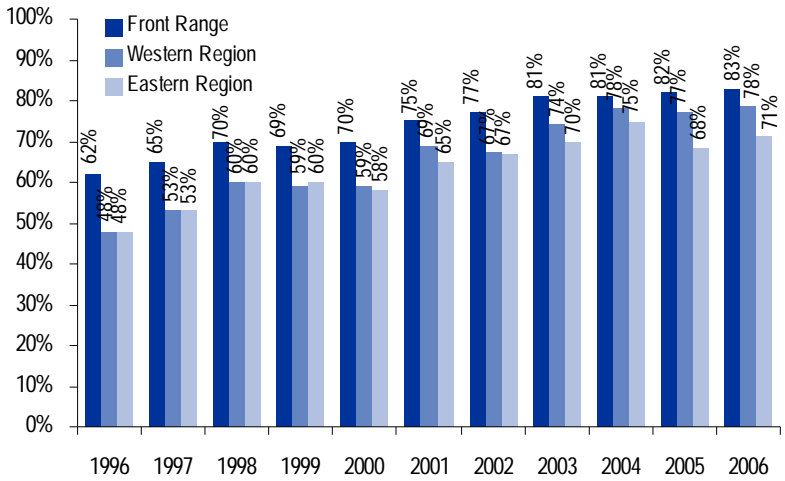
In 2006, statewide seat belt use reached 80.3%. A primary seat belt law may be needed to reach the 2010 goal.

Goal 8. Increase seat belt usage to 85.0% by 2010.



Source: Colorado Department of Transportation, Colorado Integrated Safety Plan, 2006-2008.

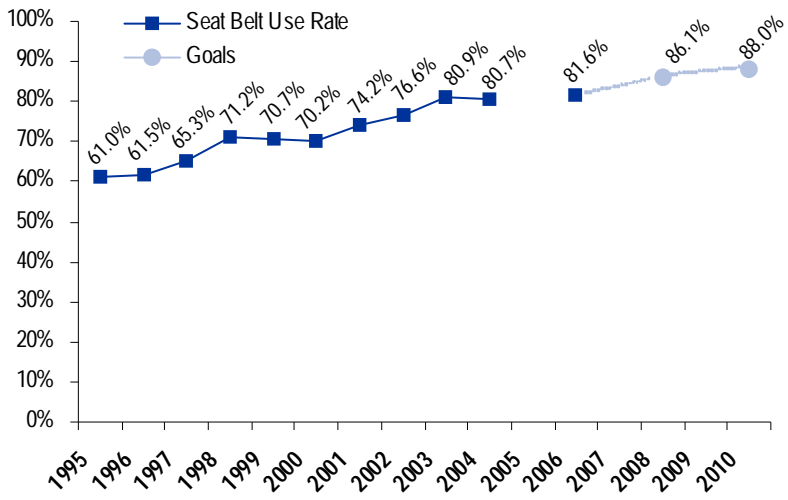
Goal 9. Increase seat belt usage in rural Colorado to 81.0% by 2010.



Seat belt use in Colorado's rural Eastern Region continues to lag the Front Range and West.

Source: Colorado Department of Transportation, Colorado Integrated Safety Plan, 2006-2008.

Goal 10. Increase the use of seat belts by front seat occupants of passenger cars to 88% by 2010.



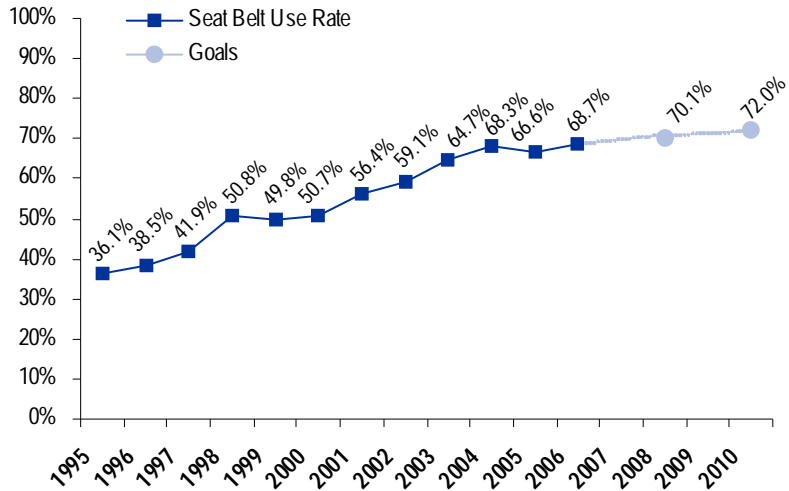
CDOT is 5.4 percentage points shy of its 2010 goal of 88% of front seat occupants of passenger cars using seat belts.

Source: Colorado Department of Transportation, Colorado Integrated Safety Plan, 2006-2008.

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The use of seat belts by front seat occupants of light trucks remains below 70%.

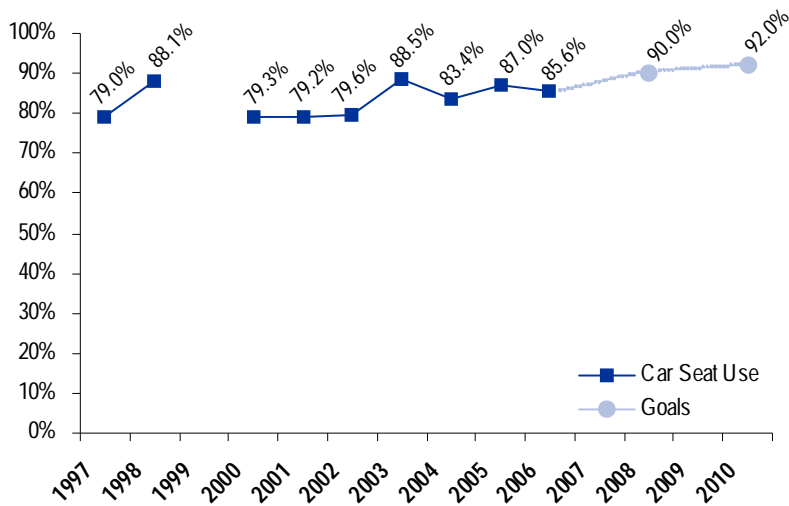
Goal 11. Increase the use of seat belts by front seat occupants of light trucks to 72.0% by 2010.



Source: Colorado Department of Transportation, Colorado Integrated Safety Plan, 2006-2008.

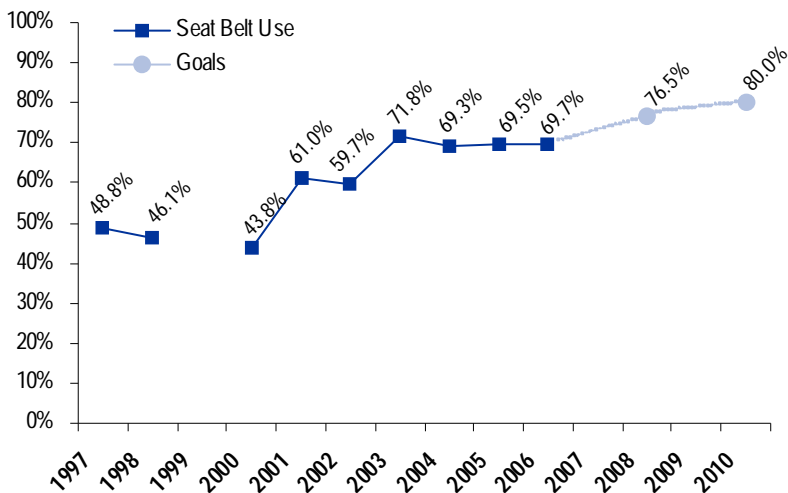
Car seat use for children dipped slightly in 2006 to 85.6%.

Goal 12. Increase car seat use for children to 92.0% by 2010.



Source: Colorado Department of Transportation, Colorado Integrated Safety Plan, 2006-2008.

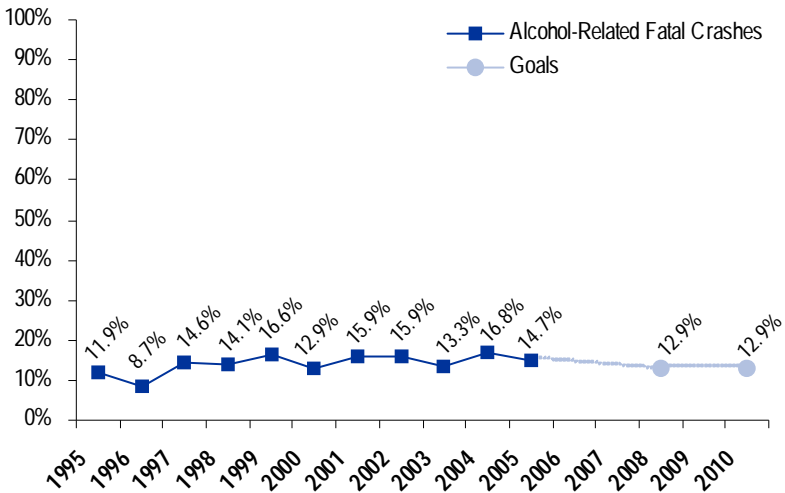
Goal 13. Increase seat belt use by children ages 5 to 15 to 80.0% by 2010.



In 2006, seat belt use by children was nearly 70%. Reaching the 2008 goal may require new and expanded efforts.

Source: Colorado Department of Transportation, Colorado Integrated Safety Plan, 2006-2008.

Goal 14. Reduce the percentage of drivers involved in alcohol-related fatal crashes who are under the age of 21 to 12.9% in 2010.



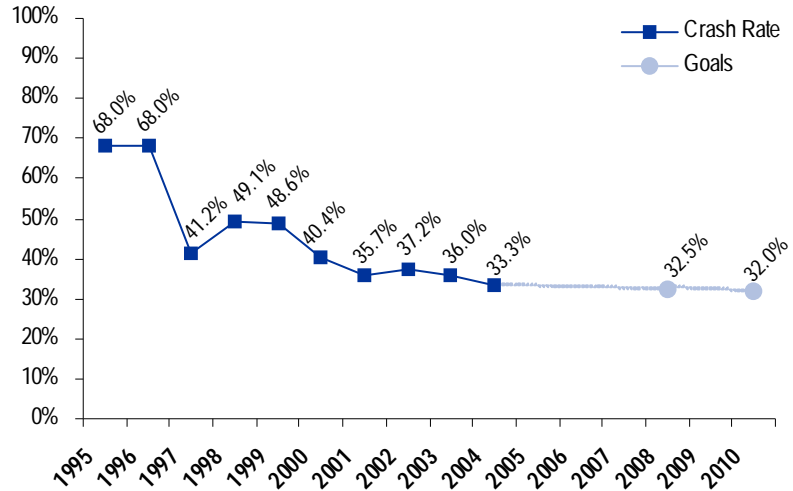
Underage drinking drivers' involvement in fatal crashes has remained above 12.9% since 2000.

Source: Colorado Department of Transportation, Colorado Integrated Safety Plan, 2007-2009.

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The crash involvement rate of 21 to 34 year-olds had fallen dramatically since 1996. It is likely that CDOT will meet its goals.

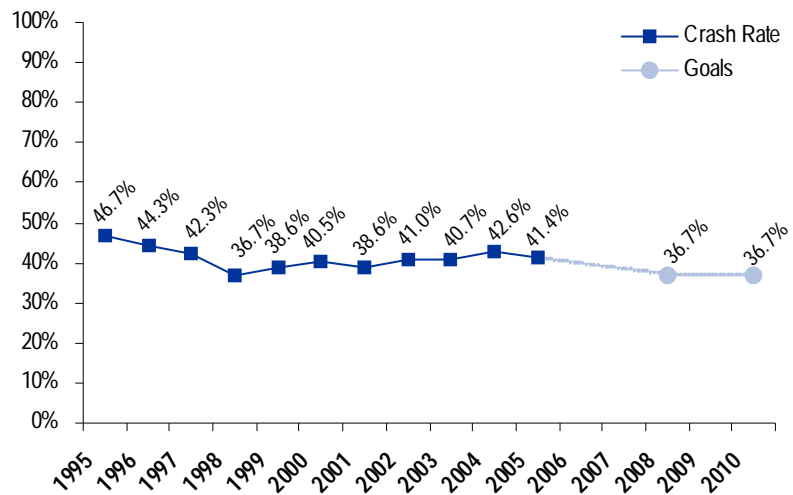
Goal 15. Reduce the involvement in crashes of drivers ages 21 to 34 to 32.0% by 2010.



Source: Colorado Department of Transportation, Colorado Integrated Safety Plan, 2006-2008.

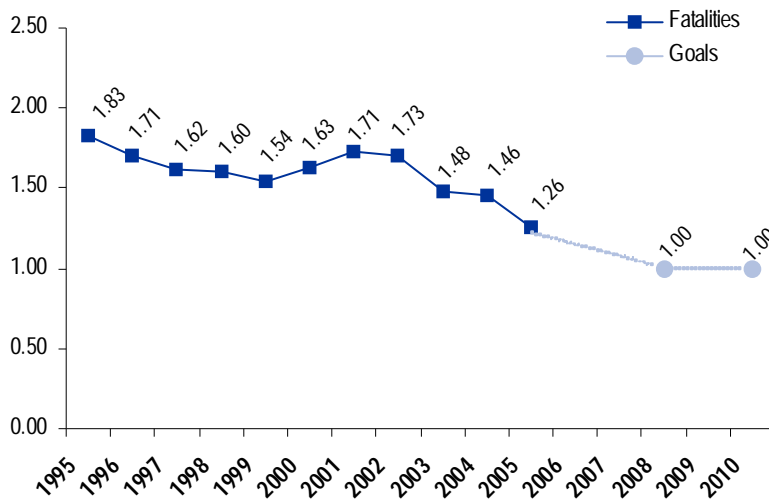
The proportion of 21 to 34 year-olds involved in alcohol-related fatal crashes has remained fairly flat at about 40% for the last decade.

Goal 16. Reduce the percentage of drivers involved in alcohol-related fatal crashes who are between the ages of 21 and 34 to 36.7% by 2010.



Source: Colorado Department of Transportation, Colorado Integrated Safety Plan, 2007-2009.

Goal 17. Reduce fatalities per 100 million VMT to 1.00 by 2010.



Since 1995, the fatal crash rate has fallen by 23%. If this trend continues, CDOT may meet its goal of 1.35 fatal crashes in 2005.

Source: Colorado Department of Transportation, Colorado Integrated Safety Plan, 2006-2008.

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Impaired Driving Program Overview



Impaired Driving Program Overview

The Safety and Traffic Engineering Branch's Impaired Driving Program funds projects that support CDOT's efforts to meet its impaired driving-related performance measures. Activities in the Impaired Driving Program include impaired driving enforcement, community-based prevention programs and training and technical assistance. The Impaired Driving Program's projects are detailed on the following pages.

Program Administration

The Impaired Driving is administered by Glenn Davis, Program Manager, with assistance from his staff Mario Acevedo, Rick Davis, Carol Gould, and Robin Rocke. This group, with the assistance from their Sub-Grantees, were responsible for 21 projects with a planned budget totaling over \$3.1 million.

Alcohol-related crashes increased by 2% from 2004 to 2005.

Impaired Driving Enforcement

In FY 2005, the Impaired Driving Program supported law enforcement's overtime DUI enforcement efforts. Compared to 2004, alcohol-related crashes increased, from 37.2% to 38.1% in 2005.

Community-Based Programs

An example of the Impaired Driving Program's support for community-based prevention programs is the Summit County Impaired Driving Prevention Initiative. This program used survey research with young adults (ages 21 to 35) to inform development of a targeted social norming campaign which will launch in 2007. The (Almost) Everyone's Doing It campaign will emphasize the social norm that most people in this age group use designated drivers or alternative transportation. In addition to the campaign, the Initiative works with bars and liquor retailers to provide employee training for safe service.

Underage Drinking Drivers

The Impaired Driving Program supported several projects that focus on underage drinking drivers. These include the college and high school-based BACCHUS & GAMMA projects as well as tasks designed to help liquor store owners identify fake IDs.

DUI Enforcement Training

Project Number:	06-01
Task Number:	11-01
Planned Expenditures:	\$50,000.00
Actual Expenditures:	\$4,391.45

The Transportation Safety and Traffic Engineering Branch will administer and facilitate on-going impaired driving detection and judicial training.

Goal

Offer operator and instructor programs statewide to increase knowledge and provide the necessary tools to the law enforcement community and education professionals to improve the effectiveness of drug and alcohol awareness, detection and the Standardize Field Sobriety Testing (SFST) program.

Strategies and Initiatives

- Conduct two SFST instructor's schools and two SFST Instructor workshops.
- Conduct two Drug Impairment for Educational Professionals (DITEP) operator programs.
- Conduct one Eight Hour Drugs That Impair Driving operator program.

Results

On April 17, 2006 an Eight Hour Drugs That Impair Driving program was conducted at the Colorado State Patrol Training Academy in Golden, Colorado. Twenty-five students representing 13 different law enforcement agencies participated.

The first SFST Instructor class was conducted at the Denver Police Training Academy. Four agencies participated: Denver Police Department, Douglas County Sheriff's Office, El Paso County Sheriff's Office and the Firestone Police Academy.



The DITEP operators class was offered at the Loveland Police Department in Loveland, Colorado. Officers from the Thornton Police Department taught the class. There were 23 students in attendance representing Thompson Valley, Walt Clark Middle School, Loveland High School, Fort Collins Police, Mountain View High School, Bill Reed Middle School, Boulder Valley Schools and the Poudre School District.

The DITEP operators class was offered at the Loveland Police Department in Loveland, Colorado. Officers from the Thornton Police Department taught the class. There were 23 students in attendance representing Thompson Valley, Walt Clark Middle School, Loveland High School, Fort Collins Police, Mountain View High School, Bill Reed Middle School, Boulder Valley Schools and the Poudre School District.

Four agencies were represented at the SFST Instructor class.

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Colorado Collegiate Impaired Driving Prevention Initiative

Project Number:	06-01
Task Number:	11-02
Planned Expenditures:	\$120,000.00
Actual Expenditures:	\$83,527.00

Goal

To support Colorado college and university peer education programs in the prevention of impaired driving.

Strategies and Initiatives

To assist selected college campuses with implementing impaired driving prevention and traffic safety programming to students throughout the school year by developing impaired driving prevention programs, providing training for students and advisors, increasing campus and community collaboration and distributing materials designed to impact the campus populations.

Results

The BACCHUS Network™ accomplished this goal by offering campuses comprehensive programming and leadership training to peer educators and their advisors to increase impaired driving prevention programs during high-risk times throughout the academic year. The four campuses selected were Fort Lewis College, the University of Northern Colorado, Northeastern Junior College and Regis University. These campuses were selected based on impaired driving rates in the county, peer education group participation, advisor availability and level of grant participation with grant objectives in the past.



A total of 64 presentations conducted at 4 campuses impacted 22,000 students during the 2006 grant period because of the project managed by The BACCHUS Network™ through funding from the Colorado Department of Transportation. Peer educators were trained using the

Certified Peer Education curriculum developed by BACCHUS and utilized those skills during the many programs designed to prevent impaired driving. Prevention education was provided during orientation, welcome back weeks, National Collegiate Alcohol Awareness Week, Halloween, Safe Spring Break and graduation. A baseline survey was conducted in the fall of 2006 on the four campuses using

The four participating campuses held 64 programs reaching 22,000 students.

Continued ▶

Safe Ride ridership increased by 17% at one participating campus.



the Collegiate Impaired Driving Attitude and Behavior Survey and those results will be compared to the spring 2007 data to determine the level of impact. Community collaboration efforts are increasing among the selected campuses. One school worked to increase awareness of the safe ride program which increased ridership by 17% over the past year.

Built-in course evaluation. The Certified Peer Education training is evaluated with a post-test. Out of the 100 students trained at the Air Force Academy and at Regis University, 82 passed and were awarded certification.

Self-report: Campuses receiving materials have increased knowledge of the dangers of impaired driving as measured by self-reporting of activities conducted during high-risk times. The participating campuses completed 64 programs impacting over 22,000 students from March 10-September 30, 2006.

Weld County Impaired Driving

Project Number:	06-01
Task Number:	11-03
Planned Expenditures:	\$135,000.00
Actual Expenditures:	\$135,000.00

This task summarizes the purchase of a breath and blood alcohol testing vehicle.

Goal

Provide support for the purchase of a vehicle used for chemical testing of DUI subjects at checkpoints and saturation patrols in and around Weld County, Larimer County and Morgan County.

Conduct training classes to at least two deputies in the operation and use of the chemical testing van.

Conduct enforcement campaigns during CDOT approved high risk times that will utilize the van for chemical testing of DUI subjects.

Evaluate the use and success of utilizing the van at the checkpoints and saturation patrols.

Strategies and Initiatives

Timeline:

- Third-quarter 2006: Vehicle ordered.
- Fourth quarter 2006: Meet with factory representatives finished design on vehicle.
- Third-quarter 2007: Vehicle built and delivered. Officers are trained in the operation and use of the vehicle.

As a result of this task, chemical testing of DUI subjects at checkpoints and saturation patrols will be possible in three Colorado counties.

Results

This project is on-time and within budget. Successful completion of this task will allow officers in these counties to promptly test DUI subjects at checkpoints and saturation patrols, thereby increasing the efficiency and accuracy of this law enforcement strategy.

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Colorado Courage to Live

Project Number:	06-01
Task Number:	11-05
Planned Expenditures:	\$106,551.00
Actual Expenditures:	\$43,997.00

Goal

Colorado Courage to Live is a judicial outreach program designed to positively impact prevention efforts geared towards reducing alcohol use in middle school populations. The intent is to add the judicial perspective to the prevention discussion, and offer specific training and support to high risk areas.

The overall contract objective was two-fold: to conduct a train-the-trainer session with selected teams to focus on tools and strategies the teams can take to their communities to build or enhance prevention efforts; and to provide support to the teams as they implement the plans they developed as a result of the training. Evaluation tools have been utilized to measure the effectiveness of both the training session and the subsequent action plans.

Results

Colorado Courage to Live is in its second year as a grant project. While it is easy to measure the effectiveness of the July training session at the time of that training, measurement of success at the community level is a more difficult task. Because of the nature of the program, which supports the development of action plans to be implemented during the school year, there is a time lag in assessing the effectiveness of that aspect of the program. Project coordinators are just now receiving results of the analysis of reports from teams that participated in the first year of the grant.

Overall, the program seems to have been successful this year. The availability of crash data and alcohol-related restraint statistics from DMV made it easy to identify high risk areas in the state. Lining-up participants was a little more challenging. Ideally we want teams to have representation from the judiciary, law enforcement, and a local coalition as well as students and a school rep. The biggest hurdle is typically getting the schools involved. This year we were lucky to establish three of our teams based on pre-existing coalitions that already had strong school links: Walsenburg; Douglas County; and El Paso County. The other two teams are less balanced (Weld County and Telluride), and consequently their action plans are much more limited.

Implementation results will be reported in FY2007.

Establishing teams in areas with existing coalitions tied to schools yielded strong, balanced teams.

Continued ►

Evaluation results demonstrate that the training met or exceeded participants' expectations.

Teams trained in FY2005 conducted 10 of 15 planned activities and intend to repeat activities in the 2006-2007 school year.

In FY2007, Colorado Courage to Live hopes to improve communication between teams and project coordinators and to gain more complete participation from schools in high-risk areas.

The 2 ½ day training session was held in Breckenridge, Colorado on July 25, 26 and 27. According to the pre- and post-training surveys conducted by OMNI Research and Training, Inc., the training effort was largely successful. More than two thirds of the participants indicated that the training met or exceeded their expectations, and most indicated that they left the conference with increased confidence, knowledge and resources to deal with underage drinking. The guest speakers were particularly well received, and the interactive activities and materials also received high marks. The video presentations and mock trials received the least favorable responses, although 62% still rated them as good or excellent. Participants suggested that there be more time allowed for interaction among the teams, and for developing action plans. These suggestions will be considered as the training plan for '07-'08 is developed.

At the conclusion of the training each team submitted an action plan indicating proposed events or activities to supplement local prevention efforts. Teams also consulted with OMNI to develop evaluation strategies for their activities. Project coordinators were pleased with the enthusiasm and creativity reflected in these plans. For example, one team has already created a video featuring one of the guest speakers from the training. Another team plans to create a golf cart obstacle driving course using the fatal vision goggles. OMNI will follow-up to help evaluate effectiveness.

OMNI has just completed an analysis of the evaluation reports filed by participants in the first year of the grant. The results are encouraging. Four teams participated in the '05 – '06 training. Submitted action plans contained 15 planned activities; 10 of these were conducted, although one team plans to implement an activity developed in 2005 in the current school year. In fact, all of the participants planned to repeat their activities during the current school year to the extent funding permitted. Evaluations were conducted on half of these activities. They generally showed an increase in knowledge of the effects and consequences of under age drinking as well as more appropriate attitudes. In addition, participants reflected satisfaction with the activities.

Colorado Courage to Live successfully assisted the development of teams in high risk areas of the state, who developed specific, action-oriented plans to address the prevention of underage alcohol consumption. The training sessions have been effective in providing information which has been translated into actual activities.

Continued ►

Opportunities to Strengthen the Program

There remain high risk areas in the state where we have not been successful in establishing teams. This failure stems primarily from the reluctance of schools to become involved. To encourage involvement (i.e. to make the program seem less threatening), participation requirements have been relaxed. Unfortunately, this flexibility has sometimes led to a lack of commitment on the part of participants. Conference registrations were in constant flux, and a number of individuals failed to appear for the July training. Two of the teams had very limited attendance, and this hampered their ability to develop viable action plans.

Communication between teams and the project coordinators could also be improved. It is hoped that when the *Colorado Courage to Live* web page is complete, it will help in this regard. In the mean time, team leaders have been delinquent in keeping project coordinators in the loop as their activities take place, and in coordinating evaluation efforts with OMNI.

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Summit County Impaired Driving Prevention Initiative

Project Number:	06-01
Task Number:	11-06
Planned Expenditures:	\$91,000.00
Actual Expenditures:	\$0.00

The overall goal of the Impaired Driving Prevention Initiative of Summit Prevention Alliance is to reduce the number of alcohol-related crashes by increasing awareness of traffic safety and impaired driving.

Goal

To reduce alcohol-related crashes involving young Summit County adults (ages 21 to 35).

Strategies and Initiatives

Summit Prevention Alliance worked to increase awareness and use of alternative ride options and provided technical assistance and education to local event planners, liquor licensees and local governments. In addition, Summit Prevention Alliance conducted a baseline survey of young adults measuring their self-reported alcohol-consumption and impaired driving behavior.



DrinkSmart/Catch-a-Ride

The Summit Prevention Alliance conducted the DrinkSmart/Catch-a-Ride promotional campaign focused on reducing impaired driving.

Alternative Transportation: Last Resort Ride

Distribute free taxi vouchers to Summit County bars and restaurants.

A survey of 500 Summit County young adults (ages 21 to 35) informed the development of a new campaign for 2007 and will be used to measure program results.

Technical Assistance and Education

Provide TIPS and/or ServSafe certification classes (at least six) and additional alcohol server training as requested by businesses.

Survey

Develop and conduct a survey to collect baseline behavioral and attitudinal data as well as inform strategy for a new campaign targeting 21 to 35 year olds.

Continued ►

Results

DrinkSmart/Catch-a-Ride

We ran our media campaign heavily around major holidays, spring break and other events in the county. Additionally, staff were present and distributing promotional items at several major events in Summit County. Over half (53%) of young adults surveyed recalled exposure to a drinking and driving prevention campaign in the County. We hope to increase this number in the next year.

Last Resort Ride

Vouchers were heavily distributed prior to the Christmas/New Year holidays; however, utilization continues to be low (350 vouchers distributed, 20 used). We continually hear from the restaurant owners/workers that this program is difficult to use due to an unreliable taxi service in the county. We have had and will continue to have discussions with our Drunk Driving Prevention Committee around possible solutions to this issue.

Technical Assistance and Education

We received more calls from restaurants and business owners requesting individualized training on responsible alcohol service than in prior years. Several specialized trainings were conducted by Summit Prevention Alliance staff in addition to 6 TIPS/ServSafe classes that were offered throughout the year.

Survey

Over 500 surveys were completed and a final report of the data collected was prepared by Corona Research. The survey results included that 76% of respondents reported acting as a designated driver within the last 12 months and that 61% of passengers changed transportation plans because of an intoxicated driver.



Based on the survey results, a new campaign “(Almost) Everyone’s Doing It” will launch in 2007.

Drug Recognition (DRE) Training

Project Number:	06-01
Task Number:	11-07
Planned Expenditures:	\$100,000.00
Actual Expenditures:	\$31,746.70

This project will continue to expand the DRE training program by funding two in-service schools, a nine-day DRE school to train 25 new DREs and a DRE Instructor school for 15 instructors.

Goal

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

Strategies and Initiatives

Select qualified law enforcement officers for DRE training. Present two in-service DRE trainings to current DREs.

Results

Twenty-eight DRE Candidates were selected for the 2006 Colorado DRE School. Thirteen DREs completed DRE Instructor Training and assisted in teaching in the 2006 Colorado DRE School.

The 2006 DRE School, was held at the Colorado Springs Police Academy from July 31 – August 12, 2006.

The 2006 DRE School was significant due to the fact that Colorado had one Fort Carson Military Police participant and one Southern Ute Tribal Police participant this is the first time these agencies have predicated in the DRE program.

All DRE Candidates have completed their necessary training and are waiting final testing in February 2007. This years Colorado DRE class was extremely successful!

This year CDOT partnered with the Colorado Drug Investigation Association for their Fourth Annual Training Conference for in-service DRE training. The conference was held at the Sheraton Denver West in Lakewood, from September 20-22, 2006. There were approximately 250 officers from several different Colorado areas including 40 DREs.

There were 28 officers throughout the Colorado area who attended this two week training.

For the first time, officers from Military Police and Tribal Police participated in DRE training.

28 officers representing 19 law enforcement agencies were trained at the 2006 DRE School.

Continued ►

Colorado Agencies with DRE School Attendees:

Archuleta County Sheriff (1)
 Arvada Police Department (1)
 Burlington Police Department (1)
 Colorado State Patrol (10)
 Colorado Springs Police Department (2)
 Denver Police Department (1)
 Erie Police Department (1)
 Fort Carson Military Police (1)
 Greeley Police Department (1)
 Lafayette Police Department (1)
 Longmont Police Department (2)
 Loveland Police Department (1)
 Manitou Springs Police Department (1)
 Northglenn Police Department (1)
 Park County Sheriff (1)
 Southern Ute Tribal – Tribal Police (1)
 Teller County Sheriff (1)
 Vail Police Department (1)
 Woodland Park Police Department (1)

Los Angeles DRE Evaluations. This year, 18 students, including three DRE Instructors went to Los Angeles, California, so that the DRE candidates can perform their evaluations with the assistance of Los Angeles Police (LAPD) DREs. In the past, Colorado sent DREs out of state to perform their DRE evaluations. This practice was discontinued until FY2006.

An assessment of sending Colorado DREs out of state will be done in FY 2007. The students and the instructors spent five full working days with LAPD's DRE patrol team performing their DRE evaluations.



DRE Tech Transfer— National DUI-DRE Conference

Project Number:	06-01
Task Number:	11-08
Planned Expenditures:	\$20,000.00
Actual Expenditures	\$10,036.74

Each year, IACP, in cooperation with NHTSA, sponsors a national training conference for certified Drug Recognition Experts (DRE). Funding will cover registration and travel costs.

Goal

Officers selected will attend the conference and submit a summary of their findings, including how they will use the training at the local level. The training received at this conference is the most up-to-date information available about DRE issues. This training is brought back to Colorado by attendees and used in mandatory in-service training. Attendees will use the information learned at the conference to give law enforcement officers up-to-date information and methods in recognizing symptoms of drug use in the public.

Strategies and Initiatives

Select and send qualified professionals in the DRE field to attend the National DUI/DRE Conference.

Select three DREs for Course manager (CM) training.

Results

In early 2006 CDOT selected and sent 14 qualified professionals to the 12th Annual National DUI/DRE Conference in Kansas City, Missouri. The attendees were required to provide a summary of the conference and how they would use what they learned at the local level.

12 law enforcement agencies, including the Colorado State Patrol were represented at the National DUI/DRE Conference.

Attendees:

- Chad Kuroda, Denver Police Department (DRE, 2005 DRE School top student)
- Dave Pickens, Thornton Police (DRE)
- Jim Williamson (DRE Course Manager) & Kim Steen, Littleton Police (DREs)
- Josh Warner, Mesa Co. Sheriff's Office (DRE Instructor)
- Craig Simpson, Colorado Springs Police (DRE Instructor)

Continued ►

- Mark Ashby, Thornton Police (DRE Course Manager)
- Mark George, Boulder County Sheriff's Office (DRE)
- Mark Parsons, Colorado State Patrol (DRE)
- Jamie Parker, Montrose Police (DRE)
- Jim Bernardoni, Parker Police (DRE, 2004 DRE school top student)
- Sam Mitchell, Colorado State Patrol (DRE Instructor)
- Paul Heblinger, Pueblo Police (DRE Instructor)
- Steve Sisson, Longmont Police (DRE Instructor)
- Glenn Davis, CDOT (DRE Coordinator)

“After attending the session I will now take an even closer look at persons involved in single vehicle accidents.”

These observations were taken from the attendees final reports:

“I was educated in ways that I had never even thought of. Looking outside the box opened my eyes. The art and science of DRE reconstruction was looked at relating to the way you reconstruct an accident. After attending the session I will now take an even closer look at persons involved in single vehicle accidents.”

“The conference has made me a better trained Drug Recognition Expert and I look forward to teaching the information on a local level in Parker and Douglas County.”

DUI Overtime Enforcement

Project Number:	06-01
Task Number:	11-09
Planned Expenditures:	\$305,000.00
Actual Expenditures:	\$151,901.00

The Colorado State Patrol provides overtime hours for DUI enforcement using traffic crash prevention teams, saturation patrols and sobriety checkpoint/saturation points.

Goal

To reduce alcohol-caused motor vehicle crashes by 5% and to increase the number of DUI citations by five percent statewide by January 3, 2007.

Strategies and Initiatives

Identify six target areas for increased DUI patrols by April 1, 2006 and forward this information to the Safety and Traffic Engineering Branch by April 15, 2006.

Target Areas:

- I-25 mile posts 214 - 219
- I-25 mile posts 122 - 137
- I-25 mile posts 231 - 252
- I-70 mile posts 153 - 163
- US 160 mile posts 202 - 215, 258 - 278
- US 285 mile posts 6 -34 I-70 mile posts 248 – 262

Provide 3,229 hours of overtime on DUI enforcement using traffic crash prevention teams by January 3, 2007.

Provide 1,500 hours of overtime at multi-agencies sobriety checkpoint/saturation points by January 3, 2007.

Purchase PBT devices for use in DUI enforcement. Provide personnel as requested by CDOT to participate in public information programs and media events through January 3, 2007.

Send two Colorado State Patrol representatives to the 12th annual Impaired Driving Conference in 2006 and provide two reports to the Safety and Traffic Engineering Branch summarizing findings and activities at this conference.

From St. Patrick's Day through Halloween weekend 2006, CSP made 1,379 DUI arrests.

Continued ►

Results

During the grant period, six target roads throughout Colorado were identified for DUI overtime enforcement. These roads were selected by the CSP field management teams.

Additional non-target roads were selected for evaluation purposes. These roads include eight “highway safety zones” and all other highways located throughout Colorado.

Between March 15, 2006 and September 30, 2006, a total of 1,838.75 hours of overtime DUI saturation patrol enforcement have been provided in Colorado. An additional 851.25 hours were provided to sobriety checkpoints, and 16.5 hours of Drug Recognition Expert (DRE) callout services were provided as needed. CSP made 1,379 DUI arrests during this period.

CSP purchased and distributed 60 Portable Breath Testing (PBT) devices to the troops.

CSP Public Affairs personnel have participated in programs and events whenever requested.

Captain Don Taullie and Trooper Jerald Wolff attended the 12th annual Impaired Driving Conference.

Tech Transfer — Alcohol and Other Drug Counter Measures

Project Number:	06-01
Task Number:	11-10
Planned Expenditures:	\$10,000.00
Actual Expenditures:	\$10,000.00

This task funds the attendance of traffic safety professionals at state, regional and national meetings and conferences related to DUI enforcement and prevention. This task also supports training for judges and prosecutors in DUI and traffic safety-related issues.

Goal

Traffic safety professionals will attend meetings and conferences and submit a summary of their findings, including how they will use the training at the local level. Colorado attendees will share the information gleaned from conference attendance through in-service training and other training opportunities. Conference and meeting attendance will provide Colorado professionals with up-to-date information and methods in traffic safety.

Strategies and Initiatives

Provide funding for selected attendees to attend selected meetings and conferences.

Results

In April of 2006, 17 traffic safety professionals were selected to attend the Lifesavers 2006 National Conference on Highway Safety Priorities in Austin, Texas.

The attendees represented many areas of Colorado including Denver, Pueblo, Greeley, Loveland, Grand Junction and various disciplines including police departments, sheriff departments, healthcare organizations, non-profit and charity organizations.

The Colorado State Patrol was awarded \$10,000 to contract with the Institute of Police Technology and Management to provide the Traffic Crash Reconstruction Update training for 35 Law Enforcement participants. This five-

day training course provides the latest theories and methodologies of crash reconstruction and expands knowledge of the principles of collision analysis.



Over 90 people attended an innovative training focused on collaborative approaches to DUI enforcement in the Four Corners Region. This included participation from Colorado, Arizona, New Mexico and Utah, including the Navajo Nation, the Apache Nation, the Southern Ute and the Ute Mountain Ute Tribes.

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A two-day collaborative training effort between State Judicial, CDOT and the National Highway Traffic Safety Administration (NHTSA) took place in Cortez, Colorado, August 24-25, 2006. The training was conducted by the National Drug Court Institute and sponsored by NHTSA.

Over 90 people attended, with representation from Colorado, Arizona, New Mexico and Utah, including the Navajo Nation, the Apache Nation, the Southern Ute and the Ute Mountain Ute Tribes.

CDOT assisted with travel costs for nine representatives to attend the training from the following areas: La Plata County, Montezuma County, Summit County, the Southern Ute Tribe and the Ute Mountain Ute Tribe



The training was designed to meet the needs of the Four Corners Area to address DUI offenders by more effectively handling these cases through DUI Courts and increasing collaboration between State and Tribal justice systems. The training gave teams the opportunity to work among themselves, and to plan and design with other courts that deal with many of the same habitual offenders in their systems.

DUI Checkpoint Colorado

Project Number:	06-01
Task Number:	11-11
Planned Expenditures:	\$250,000.00
Actual Expenditures:	\$259,650.00



Local law enforcement agencies will target areas of the state identified by the State Law Enforcement Assistance Fund (LEAF) Administrator as having a higher than expected rate of DUI fatalities in jurisdictions where local law enforcement are not usually receiving LEAF funds. National Highway Traffic Safety Administration (NHTSA) research shows that in areas where DUI checkpoints are routinely practiced, the number of alcohol-related traffic fatalities are reduced. Working cooperatively with LEAF-funded law enforcement agencies, the targeted agencies will conduct routine DUI checkpoints, saturation patrols and participate in the statewide “Heat is On!” DUI enforcement campaign.

Goal

Conduct DUI checkpoints and saturation patrols, between Memorial Day and Labor Day, with cooperation and assistance from LEAF agencies and the Colorado State Patrol at target locations. Document a 5% reduction in alcohol-related fatalities between Memorial Day and Labor Day from 2005 rates.

Strategies and Initiatives

Eleven selected Checkpoint Colorado agencies: Aurora, Adams County, Colorado Springs, Denver, Eagle County, Golden, Jefferson County, Parker, Thornton, Westminster and Weld County will:

- Conduct at least five DUI Sobriety Checkpoints and provide DUI Saturation Patrols during the program.
- Be actively involved in CDOT’s DUI enforcement/Checkpoint Colorado 2006 public awareness campaign.

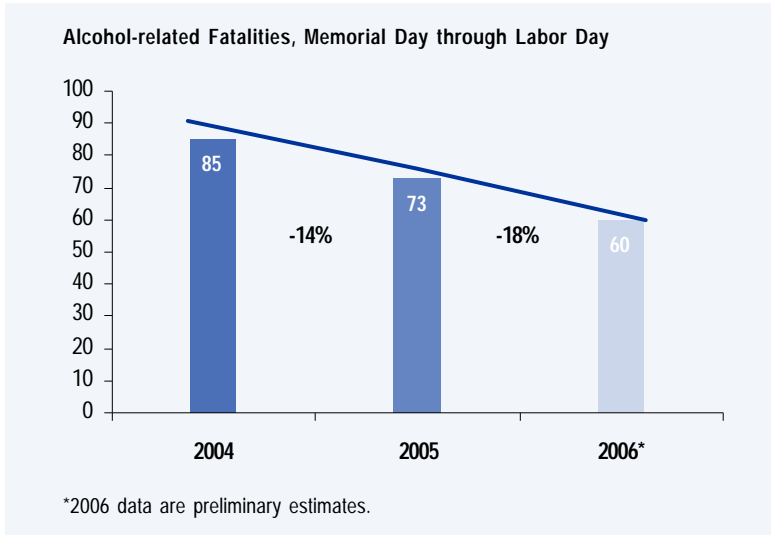
In FY 2006, fatalities from Memorial Day through Labor Day decreased by 18% from 73 fatalities in 2005 to 60 fatalities in 2006.

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- Report all requested data to CDOT by the times specified. This includes entry of Enforcement Period Plans and Summer Checkpoint 2006 into the CDOT website.
- CSP will provide assistance to at least 15 checkpoints and provide 2,000 hours of DUI Enforcement overtime.

Results

CSP and Checkpoint Colorado agencies were actively involved in the public awareness campaign and reported all data at the specified times. Fifty-four additional law enforcement agencies participated. This is a 36% increase in additional agency participation from 2005. The total number of Checkpoints has remained steady from 125 in 2004 to 154 in 2005 to 150 in 2006. Evaluation data demonstrate that the number of impaired drivers is decreasing. Both arrests and fatalities are down, even though the enforcement level has remained constant. For example, Checkpoint arrests decreased in 2006 to 411 from the 2005 total of 536, a 23% reduction in impaired drivers stopped at checkpoints. The decrease in fatalities from Memorial Day through Labor Day is shown in the following exhibit.



The Checkpoint Colorado project finished its fourth year with decreased arrest rates and a marked decrease in alcohol-related fatalities. Intense media campaigns appear to be resulting in increased public awareness about the consequences of drunk driving and this has led to a decline in the number of people engaging in drunk driving.

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Kris Mansfield's parents speak at the news conference

Innovations

In 2006, CDOT implemented a checkpoint dedication program to honor victims of drunk drivers. This program humanized the checkpoints for drivers who must go through them and increased news coverage of checkpoints and other DUI enforcement efforts.



CDOT Deputy Executive Director, Peggy Catlin and Craig Mansfield holding the plaque presented at the news conference

The first dedicated checkpoint occurred on June 30th, 2006 in honor of Kristopher Mansfield, a senior airman in the Air Force, who was killed by a drunk driver just weeks after returning from duty in Iraq in 2004. During the checkpoint, police officers handed out flyers with Kris Mansfield's photo and information about his tragic death to all drivers passing through the checkpoint.

Checkpoint Dedications took place in Jefferson County, Colorado Springs, Mesa County and Ft. Lupton, Colorado.

"I've spent most of my career in law enforcement to keep drugs off our streets," said Sergeant Andy James. The fact that my mother's life was taken by someone high on meth has been devastating for me and my family, but it increases my resolve to fight illegal drug use.

I hope that people who pass through the checkpoint will be moved by my mother's story and think twice before they take drugs or choose to drink and drive."



A reporter from Telemundo interviews Julie Legg, Kris Mansfield's mother





Labor Day DUI Kick-off



Combating Aggressive Driving

Project Number: 06-02
 Task Number: 21-01
 Planned Expenditures: \$107,000.00
 Actual Expenditures: \$39,754.96

Goal

Identify five high hazard locations and deploy traffic unit team for targeted enforcement to decrease aggressive driving and traffic crashes.

Strategies and Initiatives

The traffic unit identified five high hazard target areas for strict enforcement. Four of the five targeted areas are State Highway intersections; the fifth is in close proximity of Golden High School. The high speeds and large quantity of cross traffic are a dangerous mix that is sometimes fatal. The Golden Police Department has made a significant effort to make these high hazard areas safer.

Results

Observations of aggressive driving increased in the grant areas and showed that drivers were not always stopping for red lights along US6 from 19th Street, and on CSH 93 from its junction with CSH 58 north to Washington Street. In cooperation with CDOT maintenance personnel, blue tattle-tail lights were installed on the traffic light standards along this route. The department aggressively tackled the tasks outlined in the contract. Most crashes on State Highway 93 are low speed rear end caused by the volume on the road. South Golden Road has a series of traffic circles; Golden High School is at the north end of South Golden Road.

Compared to 2005, crashes were down at each targeted intersection in 2006.

Location	Traffic Crash			Summons		
	2005 Total	3rd Qtr 2005 to-date	3 rd Qtr 2006 to-date	2005 Total	3rd Qtr 2005 to-date	3rd Qtr 2006 to-date
US 6/Jeffco	14	14	10	601	495	347
CSH 93/58 US 6	19	19	13	112	493	436
CSH 93, Iowa/Pine Ridge	23	24	21	691	441	260
S. Golden Road	32	29	21	533	404	301
US 6 & 19 th Street	17	13	10	173	332	314
Totals	105	99	75	2,110	2,165	1,658

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Motorcycle Patrols to Deter Aggressive Driving

Project Number:	06-02
Task Number:	21-02
Planned Expenditures:	\$250,000.00
Actual Expenditures:	\$96,476.13

Goal

To improve traffic safety on Colorado roadways by decreasing fatal and injury crashes by 5%.

Strategies and Initiatives

To identify high-hazard target roads based on average daily traffic, number of fatal and injury crashes, number of hazardous violations and aggressive driving. To deploy teams for selective enforcement operations. To provide CDOT with reports and impact evaluations including cost-benefit analysis, traffic crash trends, traffic volumes and citation trends.

Results

The Colorado State Patrol has deployed a five-officer motorcycle team in the Denver metropolitan area. The team provides targeted enforcement and has contributed significantly to the reduction of aggressive driving on five high-hazard roads. Thanks in part to this team, DUI citations on these roads have increased by approximately 15%, and fatal and injury accidents have decreased by over 43%.



Fatal and injury crashes on these targeted roads have decreased by over 43%.

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TEAM Fort Collins Underage-Drinking Prevention Project

Project Number:	06-03
Task Number:	31-01
Planned Expenditures:	\$53,000.00
Actual Expenditures:	\$52,287.61

Goal

TEAM Fort Collins’ goal is to decrease underage drinking and driving in the Fort Collins community.

Strategies and Initiatives

TEAM Fort Collins mobilizes liquor retailers in the community to decrease access to alcohol to minors, engages youth in the prevention of underage drinking through mobilization and education and mentors other community organizations regarding substance abuse issues.

TEAM Fort Collins’ efforts to decrease underage drinking and driving include an array of diverse programs and activities. These include **Alcohol Free Liaison** Activities such as high school homecoming and prom pledges to remain sober for the respective events, **Safe Homes Directory** which is a menu of interactive educational events featuring information on best practices in parenting, **Actuality™** which is a social norms public health marketing strategy that promotes health and well-being and prevents substance abuse among youth, various **Newsletters** keeping respective audiences informed on community issues around youth substance use, **Liquor Retailer False ID Campaign** which includes the coordinating and convening of the Responsible Alcohol Retailers (RAR) group and collaboration with the Fort Collins Police Department to promote awareness, training, and proactive behavior around underage access to alcohol.

Since the implementation of the social norms campaign, students are less likely to ride with an impaired driver.

Results

The CDOT funded programs seem to have decreased youth use of alcohol. TEAM Fort Collins’ Actuality™ project has positively impacted high school students drinking and driving and riding as a passenger with someone who is drinking and driving in that they are less likely to partake in the both.

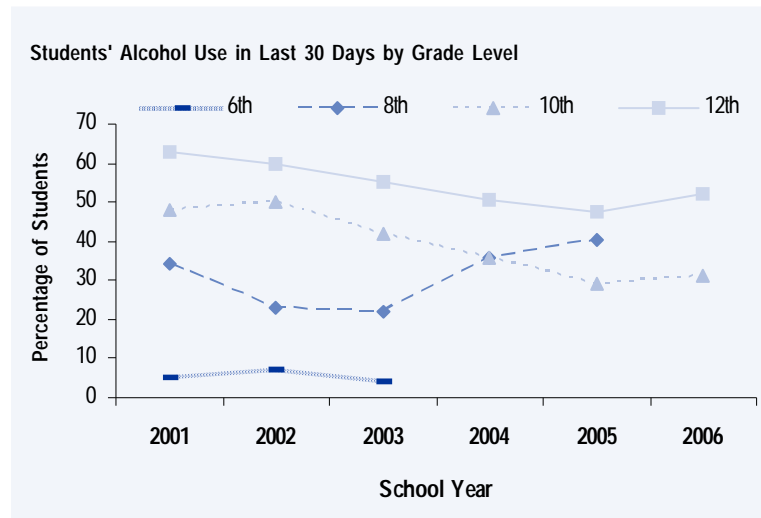
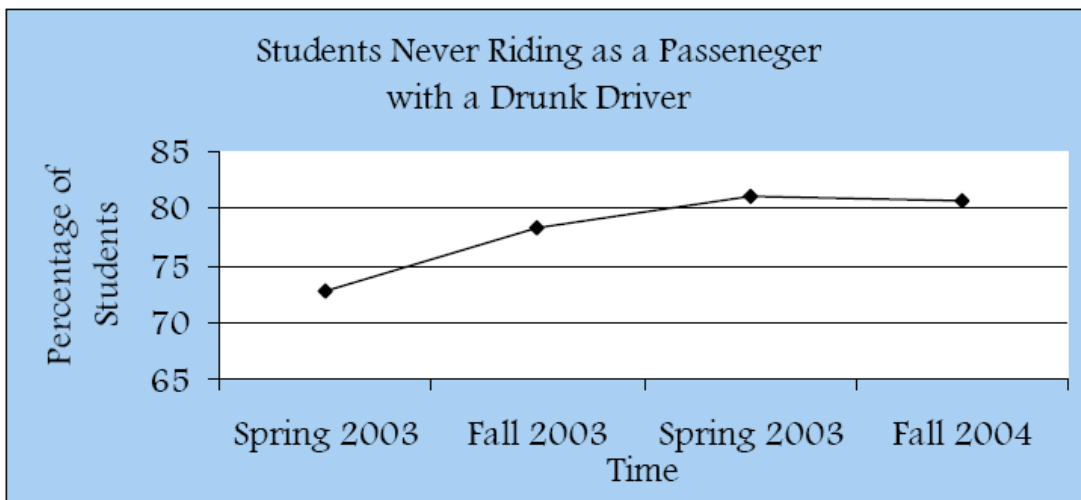


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The following graphs demonstrate a steady decrease in underage use of alcohol resulting from some of the above projects.

A clear increase in students not riding with a drunk driver is evident after the implementation of a social norms campaign in the Spring of 2003.

In addition, a logistical regression revealed a decrease in driving while under the influence of alcohol, controlling for grade and gender. Using Spring 2003 as a baseline, the odds ratio in Fall 2003 was 1.45 ($p < .01$), indicating that students were almost half as likely to drive under the influence of alcohol; this effect fell even further the following Fall to 1.55 ($p < .01$). Even though maturation effects are expected within a school year such that substance use behavior tends to be higher in the Spring semesters, these effects were not evident at the control site with odds ratios of 0.87 ($p > .01$) and 0.90 ($p > .01$) for the effect of never driving under the influence in the two Fall semesters following the Spring in which baseline data was collected.



The BACCHUS Network™ Colorado High School Impaired Driving Prevention Initiative

Project Number:	06-03
Task Number:	31-02
Planned Expenditures:	\$100,000.00
Actual Expenditures:	\$64,000.07

Goal

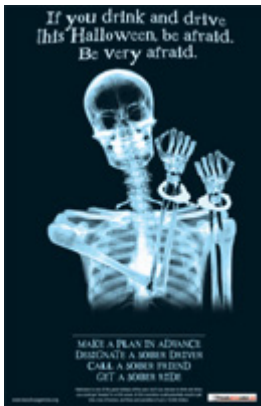
The goal of the Colorado High School Impaired Driving Prevention Initiative is to implement impaired driving prevention programs in Denver area high schools in order to address underage drinking, impaired driving and traffic safety problems associated with the 15-18 year old population.

Strategies and Initiatives

To assist selected high schools with implementing impaired driving prevention and traffic safety programming to students throughout the school year. Provide materials and resources for high risk times, such as homecoming, prom, graduation and popular sporting events, and be a statewide resource for all Colorado High Schools that are interested in implementing an underage drinking/traffic safety program at their school.

Results

BACCHUS offered high schools comprehensive information, training and leadership training to peer educators and their advisors in order to assist them in implementing in-school prevention programs during high risk times throughout the school year.



A total of 6,334 high school students throughout the state received prevention programming. Students received trainings, programs tailored to the needs of each school and opportunities to learn about safe driving with teens and their parents. This included a community viewing of the film “Smashed: Toxic Tales of Teens and Alcohol” followed by an informational question and answer session. After the event, attendees responded to a survey to assess their attitudes.

After being exposed to prevention programming:

- Ninety-one percent would stop a friend from drinking and driving.
- Eighty percent reported that they are less likely to consume alcoholic beverages.
- Eighty-eight percent reported that they are less likely to ride with a friend who has been drinking

88% of teens who responded to a survey report that, as a result of the program, they are less likely to ride with a friend who had been drinking.

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Traffic Records Program Overview



Traffic Records Program Overview

It is CDOT's Safety and Traffic Engineering Branch's goal to provide an "integrated, responsive, timely and accurate accident records system". In support of this goal, CDOT undertook several projects in FY 2006. Each of these projects is detailed on the following pages.

Program Administration

The Traffic Records' program is administered by Rahim Marandi, PE, Traffic Records Program Manager, with assistance from his staff Dr. Aziz Khan, PE; Charles Keep; Carmen Gomez and Kevin Dietrick. This group, with assistance from the Sub-Grantees, were responsible for six projects with a planned budget of \$551,000.

Enhancing the Traffic Records System

CDOT continues to work with its data partners to improve the accident record system. For example, the on-going project, Traffic Records Update, facilitated key stakeholder input and continued to refine the strategy for implementing an automated road coding

Data Collection and Analysis

CDOT's Traffic Records activities include tasks designed to provide the Branch with timely and accurate data for measuring performance and more strategically allocating resources to address both persistent and emerging traffic safety problems. These tasks include the annual Seat Belt Survey and the Problem Identification Report.

Assessment

CDOT staff and numerous representatives from state and local agencies and subject matter experts participated in the 2005 Impaired Driving Assessment. The three-day assessment resulted in 81 recommendations to improve the impaired driving program. The state Traffic Records Committee and the Colorado DUI Task Force are currently reviewing the assessment recommendations.

Traffic Records Update

Project Number:	06-04
Task Number:	41-01
Planned Expenditures:	\$10,000.00
Actual Expenditures:	\$3,570.00

This task ensures that CDOT's Accident Data Management Unit is able process the data supplied by the Department of Revenue in a more accurate manner so accident information can be processed more quickly and effectively.

Goal

Total automation of the road coding process using data supplied from the Department of Revenue.

Strategies and Initiatives

Use the expertise of the traffic records staff to make sure the automation process captures all required information.

To create and update application software to automate and standardize CDOT's task of updating, managing and maintaining the Accident Data from the Department of Revenue.

Results

Rick Waddell and Stephanie Olson were retained to do the computer programming that is necessary for the project. Corrections to the automated system were made using suggestions from staff members. This is an on-going project

This on-going project will result in total automation of the road coding process.

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Data Conversion and Web Application

Project Number:	06-04
Task Number:	41-02
Planned Expenditures:	\$0.00
Actual Expenditures:	\$0.00

This project will develop upgrades to the Motor Vehicle Division accident records system and enhance the capabilities for the electronic transfer of data to CDOT and ensure compatibility with CDOT's existing Oracle database structure. This project began in FY 2004.

Goal

Implement an enhanced crash records system and to improve the data transfer process.

Strategies and Initiatives

The capability to research specific prevention areas, such as elderly drivers, teenage drivers, the effect of the graduated licensing law, variations in pre-hospital time and high-risk drivers will enhance the existing system.

Create a consistent, standard transfer file structure for all imported accident reports in the Motor Vehicle database system implementing EARS XML Import (EARS-XML) process.

Results

The project achieved the upgrades to the Motor Vehicle Division accident records system and enhanced the capabilities for the electronic transfer of data to CDOT.

The project enhanced the capabilities for electronic transfer of data to CDOT.

This project was funded in FY 2005 allocations and is now complete.

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CSP System Enhancement

Project Number: 06-04
 Task Number: 41-03
 Planned Expenditures: \$50,000.00
 Actual Expenditures: \$0.00

Improving access to the accident data transfer system by creating a standard transfer file structure that will allow for State Troopers to electronically enter information into mobile computers that will transfer data directly to the Department of Revenue, Motor Vehicle Division and the Judicial branch.

Goal

To implement a pilot program to transfer accident data and information electronically.

Strategies and Initiatives

Create a consistent, standard transfer file structure for all imported accident reports in the Motor Vehicle database system implementing EARS XML Import (EARS-XML) process. Continue the development of a pilot project with the Colorado State Patrol where officers will enter the Uniform Summons & Complaint or Penalty Assessment directly into mobile data computers and transfer the information electronically to the Department of Revenue, Motor Vehicle Division and the Judicial Department

Results

This task saw no progress in FY 2006. All money was rolled to FY 2007 and the task will continue to be developed in 2007.

No progress was made in FY 2006. The task will be developed in FY 2007.

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Problem Identification

Project Number:	06-04
Task Number:	41-04
Planned Expenditures:	\$175,000.00
Actual Expenditures:	\$30,283.00

This task supports the research needed to develop programs and projects for CDOT's Safety and Traffic Engineering Branch.

Goal

Support CDOT's goals through the analysis of traffic trends and inform program and project development.

Strategies and Initiatives

Develop the FY 2006 Annual Report and evaluation of CDOT's Highway Safety Programs.

Prepare the FY 2007 Problem Identification report.

Results

The FY 2007 Problem Identification Report and the FY 2006 Annual Report were completed by the University of Colorado, Garner Insight and Glissen, LLC. Analyses in the Problem Identification report explored the role of age and gender in traffic crashes as well as demographic and geographic factors associated with impaired driving, occupant protection and bicycle and pedestrian crashes.



These reports were completed.

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Seat Belt Survey

Project Number:	06-04
Task Number:	41-05
Planned Expenditures:	\$141,000.00
Actual Expenditures:	\$141,000.00

Between September 2005 and August 2006, the Institute of Transportation Management conducted four seat belt surveys for the Safety and Engineering Branch at the Colorado Department of Transportation. The four projects provided statewide information on seat belt usage for drivers and front seat passengers as well as the utilization of child safety restraint systems.

Goal

The goal for the projects was to provide an accurate estimate of actual seat belt usage and child safety restraint systems for the State of Colorado for different age groups in order to assist in future transportation safety program decisions.

Strategies and Initiatives

The primary focus of the initiatives was to learn the level of seat belt usage in the State of Colorado for adults and teenage drivers and outboard front seat passengers. Seat belt usage for juveniles (ages 5-15) and child safety restraint systems (newborn through age 4) were also important elements of the overall initiative.

A major component of the strategy for the conduct of the studies was to design and implement a survey methodology that provided representative samples and accurate data collection leading to a weighted estimate of actual seat belt usage. Retired Colorado State Patrolmen constituted the majority of observers and were trained in appropriate methods of data collection. The number and location of sites for observations were selected by using census tract data and vehicle miles traveled for the Eastern Plains, Front Range and Western Slope Regions. By conducting the Pre-mobilization, Adult and Juvenile Surveys at approximately the same time of year as previous surveys, comparative analyses became more relevant. Consistency and accuracy in methodological approaches and data collection were emphasized as a critical part of the strategic plan for conducting the studies.

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Results

The Youth Survey, focused upon teenage drivers (16-19) and front seat passengers, was conducted from September 12-23, 2005.

The study included 214 sites over 19 counties. The overall seat belt usage estimate was 70.4%. It is interesting to note that the results reflected similar patterns of usage as the adult survey for the various vehicle types except all estimates were approximately 10 points lower. Just as with the Adult Survey, the seat belt usage in trucks was the lowest at 57%.

The Pre-Mobilization Survey was conducted from May 7-13, 2006. The objective of this study was to collect statewide data before an enforcement wave. Data were collected at 71 sites across the state. The overall estimated usage rate of 76.6% was a slight improvement over the 2005 result of 75.4%.

The Adult Survey was conducted immediately following the enforcement wave. The study began on June 4 and ran through June 17, 2006 and included 382 sites in 25 counties. The overall estimate of 80.3% was the highest recorded usage rate for the State and was nearly a full percentage point improvement over last year's 79.2% rate. The Eastern Plains had a usage rate of 71.2%, the Front Range was at 82.7%, and the Western Slope was 78.3%. As in years past, trucks had the lowest usage rate of all vehicle types with a 60.7% estimate.

The Juvenile Survey was designed to collect data on seat belt usage for juveniles (age 5-15) and child restraint safety systems usage (new-born through age 4). The study was conducted from June 18 – July 1, 2006 at 50 sites in 20 counties.

The child safety restraint safety system usage for 2006 was 85.5%, approximately 1.5% lower than in 2005. Juvenile seat belt usage, however, improved from 67.6% in 2005 to 69.7% in 2006.

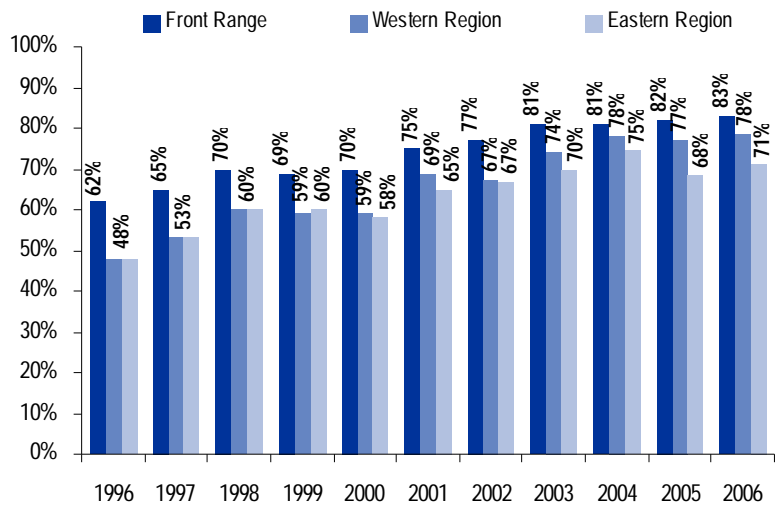
The exhibits on the following pages present time series occupant protection use data.

Future Needs

Given the number and frequency of requests for county data by various agencies in the state, it is the intention of the Institute to adjust the methodology to emphasize county census tract data and vehicle miles traveled versus the focus upon the three different regions. The basic research design will not change and will meet the requirements for conducting seat belt surveys as established by NHTSA.

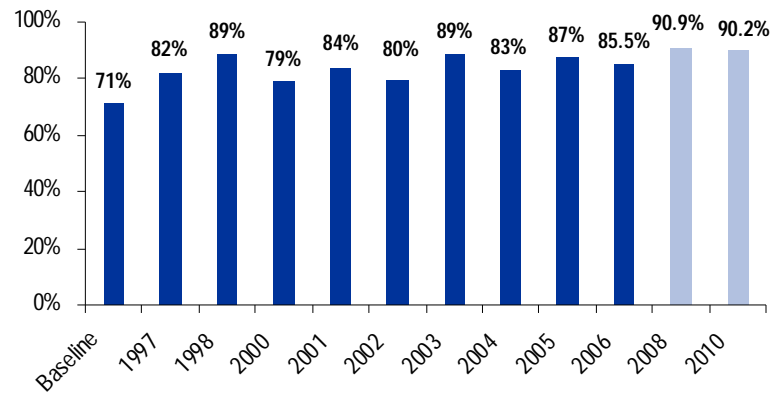
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Seat Belt Use in the Front Range, Western and Eastern Regions



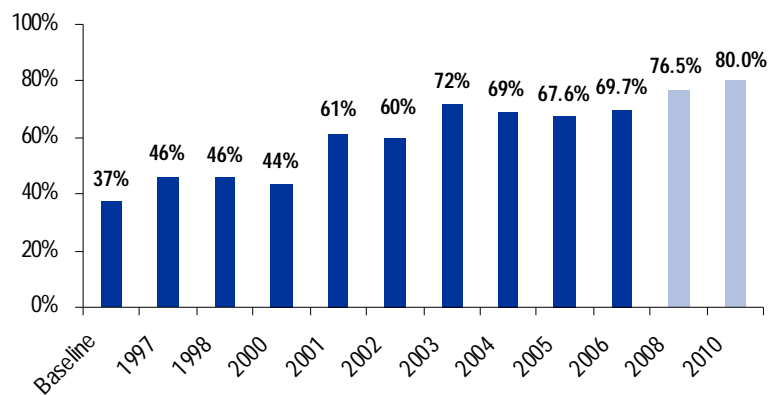
Source: Colorado Department of Transportation from the Institute of Transportation Management Annual Seat Belt Survey, 1996-2006.

Actual and Targeted Car Seat Use Rate by Children



Source: Colorado Department of Transportation, Colorado Integrated Safety Plan, 2006-2008.

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



Source: Colorado Department of Transportation, Colorado Integrated Safety Plan, 2006-2008.

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Emergency Medical Services (EMS) and Trauma

Project Number: 06-04
 Task Number: 41-06
 Planned Expenditures: \$25,000.00
 Actual Expenditures: \$0.00

This tasks will expand the data linkage project begun in FY 2001. This task will add additional years of data to the existing system, refine the linkage and focus the analysis of the linked data to strategic targeted prevention areas.

Goal

To identify specific problems and answer the questions related to those problems.

Strategies and Initiatives

The capability to research specific prevention areas, such as elderly drivers, teen age drivers, the effect of the graduated licensing law, variations in pre-hospital time and high-risk drivers will enhance the already existing system.

Results

This task saw no progress in FY 2006. All money was rolled to FY 2007 and the task will continue to be developed in 2007.

This project will be implemented in FY 2007.

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Impaired Driving Assessment

Project Number:	06-04
Task Number:	41-07
Planned Expenditures:	\$30,000.00
Actual Expenditures:	\$23,462.04

This project will update Colorado Department of Transportation’s Strategic Plan for the Impaired Driving Program, the Current Systems Report and the Action Plan to comply with proposed funding requirements of NHTSA and FHWA. This assessment will enable CDOT’s Impaired Driving Unit to improve their ability to target and serve those areas that have been identified as needing improvement in the state.

Goal

Assess Colorado’s Impaired Driving Program.

Strategies and Initiatives

Traffic Safety Professionals from around the nation with expertise in Criminal Justice, Judicial, Driver’s Licensing and Rehabilitation will assess CDOT’s Impaired Driving Program. Information will be presented to the assessors from Colorado Traffic Safety Professionals in the same disciplines.



Results

At the end of the three day Assessment, 81 recommendations were assigned; thirty are a priority. The recommendations are currently being evaluated and assessed by CDOT and its various partners and committees, including the State Traffic Records Assessment Committee and the Colorado DUI Task Force.

CDOT’s Impaired Driving Program was assessed and recommendations for its improvement were made.

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Roadway Program Overview



Roadway Program Overview

CDOT's Roadway Safety Program supports the Safety and Traffic Engineering Branch's goals of reducing overall crash rates, and injury and fatal crash rates. Most of the program's resources are channeled to the small towns that most greatly need this assistance.

Program Administration

The Roadway Safety Program is administered by Dwayne Wilkinson, P.E., Program Manager, with assistance from his staff George Atencio, Randy Reyes, P.E. and Katie Dawson, P.E.. This group, with assistance from the Sub-Grantees, was responsible for eight projects with a planned budget of about \$335,000.

The Roadway Safety program's integrated approach emphasizes safety improvements in small towns.

Enhancing Roadway Safety

Tasks that result in increased roadway safety in small communities support CDOT's efforts to reduce both overall crashes and the severity of crashes. In 2006, two Roadway Safety tasks enhanced roadway safety. Traffic Safety Engineering Studies were begun in five small Colorado towns. Through the Signs for Small Communities task more than 383 signs were posted in seven small towns to improve roadway Safety.

Technical Assistance

The Roadway Safety Program supported several tasks to train traffic safety professionals and to provide individuals responsible for traffic safety with updated materials regarding current engineering practices. More than 101 individuals from small towns received informational materials through the Informational Brochures and Technical Reference task.

Training

The Roadway Safety Program sponsored several training sessions for traffic safety Professionals. For example, Traffic Engineering Seminars trained more than 100 individuals on the basics of traffic control and safety.

Traffic Safety Engineering Studies

Project Number:	06-05
Task Number:	51-01
Planned Expenditures:	\$105,000.00
Actual Expenditures:	\$95,315.38

This task provides traffic safety engineering studies for approximately six towns with population below 20,000.

Goal

Reduce statewide crash rates by evaluating and providing recommendations for improvements on local roads and roadsides.

Strategies and Initiatives

Towns are selected based upon crash history. Those towns with the greatest potential for accident reduction are then requested to participate in a study. The study process begins with town officials providing input on what the traffic and safety issues are in their community via a “kick-off meeting”. Then the consultant or CDOT engineering team begins the analysis of local roadways. Specifically, the studies focus on problem identification and resolution in the following areas: signing, pavement markings, parking, traffic flow, school zones, speed zones, railroad crossings, construction work zones, accident history and roadside obstacles. The draft of the report is reviewed by local officials and CDOT staff. This review process allows CDOT to build its relationship with the local officials. This interaction with the local agency results in a Traffic Safety study with recommendations that are based upon accepted traffic engineering practices and principals which have local support.

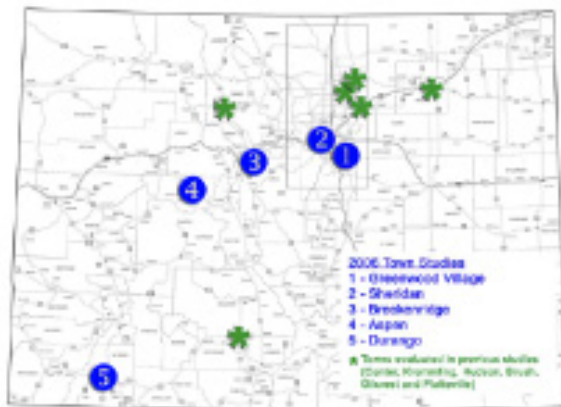


An evaluation of past Traffic Safety Studies has been initiated to gauge the program's effectiveness.

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Results

Traffic Safety Engineering Studies were started for five towns (Aspen, Breckenridge, Durango, Greenwood Village and Sheridan). In addition an evaluation of past studies was initiated. This study will be used to determine the effectiveness of the program and amend the future process to better meet our goals.



Signs For Small Communities

Project Number:	06-05
Task Number:	51-02
Planned Expenditures:	\$24,000.00
Actual Expenditures:	\$23,337.55



Non-standard sign in School Zone



Sign that needs to be replaced



As a complement to the traffic safety engineering town studies (Project 06-05, Task 51-01), CDOT encourages the studied communities to apply for funding to purchase essential regulatory and warning road signs and sign supports.

Goal

Replace essential regulatory and critical warning signs as an effort to reduce crashes within the community. Physically worn-out and in poor condition or non-standard signs contribute to the degradation of roadway traffic safety on local roadways.

Strategies and Initiatives

Fund the purchase of certain essential road signs based on the results of traffic and highway engineering studies. As part of the study, conduct an evaluation of the condition and appropriate-ness of the signs within the town. Signs that are determined to be deficient or required are eligible for replacement funds.

Results

Sign orders were completed for the following town studies conducted during the 2005 fiscal year (Craig, Eaton, Erie, Federal Heights, Granada, Las Animas, Lamar). Approximately 220 Regulatory Signs, 108 Warning Signs, and 55 School Signs were delivered. In addition, 40 sign posts were delivered for the town of Granada in FY 2006.

A total of 353 signs and 40 sign posts were delivered to seven Colorado communities.

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Traffic Engineering Seminars

Project Number: 06-05
 Task Number: 51-03
 Planned Expenditures: \$33,000.00
 Actual Expenditures: \$33,370.41

CDOT’s Traffic and Safety Engineering Seminars continue to provide education in the basics of traffic control and safety to individuals who are responsible for traffic decisions within their community. The Traffic Engineering Seminars provide information to local agencies that may not ordinarily have access to the most current traffic and safety methods.

Goal

Reduce crash rates statewide, particularly on city streets and county roads by training over 100 local agency officials who are responsible for traffic engineering decisions.

Strategies and Initiatives

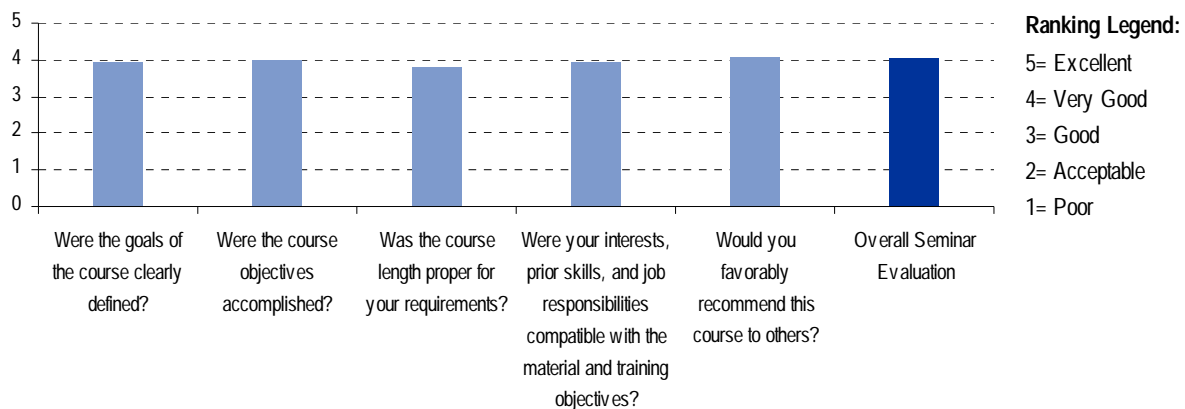
Local Agency Outreach. Mail out over 700 letters to local agencies within Colorado, notifying them of the upcoming seminars. Conduct two (one-day) seminars each targeting two distinct and separate geographical areas of the state.

Results

Two (one-day) seminars were conducted: one on the Front Range (Fort Collins) and one on the Western Slope (Grand Junction). Over 100 local agency officials were trained by **seven** subject experts. Participants also received technical manuals and brochures to aid in reducing the risk of crashes in their communities.

Evaluation results reveal that the seminars were very well received, earning average scores of “Very Good” or “Excellent.”

The following graph presents the 2006 seminar evaluation results of the seminars. Nearly every question posed earned a rating between **“Very Good and Excellent”**. Each seminar was very well received and many participants expressed gratitude for the training.



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Work Zone Seminars

Project Number:	06-05
Task Number:	51-04
Planned Expenditures:	\$11,000.00
Actual Expenditures:	\$10,667.78

To improve traffic control in local roadway construction zones, CDOT contracts with the Colorado Local Technical Assistance Program (LTAP) to conduct workshops on work zone traffic control and to provide flagger certification. The sessions are offered in various locations throughout southern Colorado.

Goal

Conduct up to five workshops on work zone traffic control and provide flagger certification for those who successfully complete the flagger test. These workshops will provide training to approximately 75 to 100 local entity personnel.

Strategies and Initiatives

By contracting with the Colorado LTAP, CDOT provides training at a low cost through an organization that the local governments are familiar with. The location of the workshops rotates between the northern and southern portions of the state every other year. This provides the training once every two years at locations convenient to those in need of training.

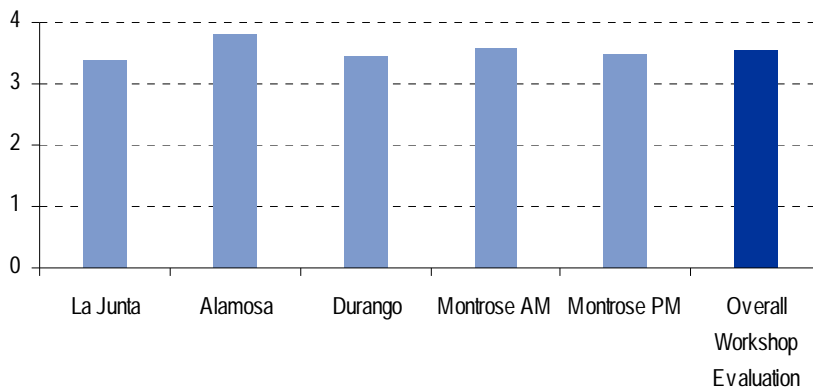
Results

Five workshops were held at the following locations. A total of 85 local entity personnel were trained.

- La Junta – April 10th, 2006
- Alamosa – April 11th, 2006
- Durango – April 12th, 2006
- Montrose – April 13th, 2006 AM & PM workshops

Personnel who attended the training rated the workshops an average of 3.54 or between “Good” and “Very Good.”

The graphic below presents the course evaluation results. The overall workshop rating was 3.54, between good and very good.



Ranking Legend:

- 5= Excellent
- 4= Very Good
- 3= Good
- 2= Acceptable
- 1= Poor

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Traffic and Highway Engineering Training

Project Number: 06-05
 Task Number: 51-05
 Planned Expenditures: \$98,000.00
 Actual Expenditures: \$44,981.60

A need for traffic and highway engineering training is created by the rapid developments in the transportation and traffic engineering discipline. In order to meet this need, at least nine transportation and traffic engineering courses will be provided. These classes will train between 300 and 450 transportation professionals.

Goal

To provide continuing education to transportation professionals in order to enhance their knowledge and skills so they can apply this to reduce the crash and mortality rates in Colorado.

Strategies and Initiatives

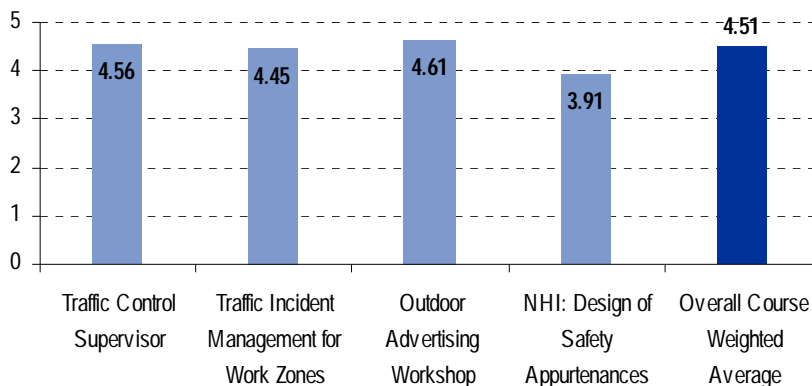
Offer the following training courses:

- Ten courses on Traffic Control Supervision;
- Two courses on Traffic Incident Management for Work Zones;
- One workshop on Roadside Advertising; and
- One National Highway Institute course on the Design of Safety Appurtenances.

Attendees scored the quality of the training courses an average of 4.51, or between "Very Good" and "Excellent."

Results

236 individual were trained at 14 classes, slightly fewer than the goal of 300 to 450 professionals. The following graph indicates that these classes generally scored between **"Very Good"** and **"Excellent"** when evaluated by attendees. These classes were evaluated on a 1 to 5 scale.



Ranking Legend:

- 5= Excellent
- 4= Very Good
- 3= Good
- 2= Acceptable
- 1= Poor

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Maintenance Incentive Program

Project Number:	06-05
Task Number:	51-06
Planned Expenditures:	\$3,500.00
Actual Expenditures:	\$1,620.00

This incentive award program rewards CDOT maintenance patrols that have initiated and completed noteworthy safety improvements to the roadside that will lead to a reduction in the number and severity of run-off-the-road crashes. Criterion for selection is based upon roadway safety factors.

Goal

Select and reward the improvement that will contribute the most to reducing the severity of run-of-the-road crashes.

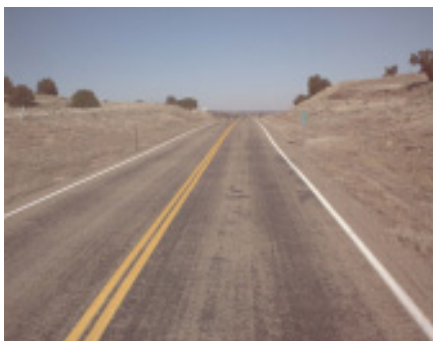
Strategies and Initiatives

Through recognition of work that addresses run-off-the-road crashes, we encourage CDOT Maintenance forces to address these roadside hazards. Removing these hazards and improving the roadside should result in a reduction of the severity and number of these crashes.

This program provides the 402 Roadway Safety Program staff the opportunity to work with and educate maintenance forces on what improvements could be made to improve roadside safety and helps build upon CDOT's Safety Culture. This is further encouraged by upper-level management by allowing the awards ceremony to take place at a Transportation Commission Meeting.

Results

This year, Patrol 46 at La Junta, Pueblo Maintenance Section 4, Region 2, received the 2006 Maintenance Incentive Award for work along SH 109 between La Junta and Kim. Safety Improvements in the corridor included eliminating pavement edge drop-offs, slope flattening, and removing hazards from the clear zone.



From January 1st, 2000 to December 31st, 2004 there were four run-off-the-road accidents within the corridor, two property damage only and two injury accidents. These improvements will help reduce the number of crashes in this area.

Patrol 46 received the Maintenance Incentive Award for their work improving roadway safety along SH 109.

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Informational Brochures and Technical Reference Materials

Project Number:	06-05
Task Number:	51-07
Planned Expenditures:	\$24,200.00
Actual Expenditures:	\$25,304.20

This task produces, acquires, updates and reprints roadway safety related brochures and technical reference materials, which are distributed to those responsible for traffic control devices and operations in their communities.

Goal

To provide roadway safety related materials to small towns and communities.

Strategies and Initiatives

To distribute this program information to the individuals who are responsible for traffic control devices and operations we enlist the following methods:

1. The CDOT Region Traffic Engineers and Headquarters Traffic Engineers inform local communities;
2. At 402 Roadway Safety Training attendees are informed;
3. Other CDOT Safety Program Staff inform locals;
4. Through the 402 Roadway Safety – Traffic Safety Engineering Program (Town Study Program) the locals are informed; and
5. CDOT Public Information also refers local community representatives to this program.



Results

This year, over 70 Manuals on Uniform Traffic Control Devices were distributed to small communities via the 402 Traffic Engineering Seminars, along with additional technical materials. This safety program also provided information to AARP, CDOT Regions and FHWA. The program also produced 1,500 “Work Zone Safety Guidelines for Municipalities, Utilities and Contractors” in Spanish. This guide is used extensively throughout the state on roadway construction projects.

Spanish-language materials were produced and distributed to municipalities, utilities and contractors.

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Reflective Decals for Equipment and TCDs in Work Zones

Project Number:	06-05
Task Number:	51-10
Planned Expenditures:	\$5,000.00
Actual Expenditures:	\$4,998.00

This task develops and produces reflective decals for use as a reminder to workers of the danger electrical power lines in work zones pose. Small reflective decals will be produced and placed on equipment in work zones. Larger, highly reflective decals will be placed on traffic control devices around electrical power lines in work zones.

Goal

Produce and distribute at least 1,200 large decals and 2,500 smaller decals to CDOT Regions and Maintenance Facilities.

Strategies and Initiatives

The distribution of the decals will prompt each Region to evaluate each job site through a site safety review to identify project specific hazards, prior to any work commencing. Decals should be placed in appropriate locations to help remind maintenance and construction

crews of the overhead power line danger. These decals should help increase the safety within CDOT maintenance and construction zones.



Results

The Safety and Traffic Engineering Branch has received 1,200 twelve by nine inch “Danger – Beware Overhead Power Lines” and 2,925 four by three inch “Danger – Beware Overhead Power Lines” decals. The Branch is currently distributing the decals to the Regions.

More than 4,000 Power Line Warning decals were produced. Distribution is on-going.

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Occupant Protection Program Overview



Occupant Protection Program Overview

The Safety and Traffic Engineering Branch's Occupant Protection Program strives to support CDOT's goals of increasing seat belt use both statewide and among key segments of the driving population. To help CDOT meet its goals, the Occupant Protection Program supported several types of tasks including enforcement activities and community-based social marketing tasks, including child passenger safety projects. Many of the Occupant Protection Program's activities were conducted in both English and Spanish.

The tasks supported by the Occupant Protection Program are detailed on the following pages. The Annual Statewide Seat Belt Surveys are also conducted on a yearly basis. This activity is detailed in the Traffic Records section of this report.

Program Administration

The Occupant Protection Program is administered by Kirsten Jahn-Elfton, Program Manager, with assistance from her staff, Ilana Erez, Leslie Chase, David Hancock and Duke Smith. This group, with assistance from the Sub-Grantees were responsible for 18 projects with a planned budget of \$1.3 million.

Enforcement Activities

The Occupant Protection Program supported law enforcement's participation in the 2006 high visibility occupant protection enforcement waves (Operation Buckle Down). A total of 100 law enforcement agencies participated, representing 85% of the state's population. During the 2006 Click It or Ticket May mobilization, the Colorado State Patrol issued more than 15,000 violations, including nearly 3,400 seat belt citations.

Community-Based Programs

In 2006, the Occupant Protection Program continued its support for an innovative seat belt program targeting African-American adults in Colorado's largest cities. Since the inception of this program, the observed seat belt use by African-American men has increased from 46% in 2000 to 67% in 2006.

In 2006, statewide seat belt use reached 80.3%.

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CDOT also developed an innovative Latino Driving Safety Initiative. The target audience for this campaign is Hispanics who are new to the country. The resulting campaign, Lucha Libre seat belt awareness resonated well with the target audience since Lucha Libre (Mexican wrestling) and Luchadores (wrestlers) are popular among this group. Many event attendees were very attentive to the safety message given by the campaign's spokesperson, El Hijo del Cinturón (The Son of Seat Belt Man).

The Mesa County Health Department conducted 13 fitting and education stations across the County. In addition to inspecting safety seat installation, the project provided proper restraint systems to families in need. All of the families who participated in the program received a follow-up survey to evaluate their experience at the fitting station. All but two parents who responded were satisfied with the program and believed that their knowledge of child passenger safety had increased.

Occupant Protection Coalition Development and New Partnerships

The Occupant Protection Program developed and conducted Traffic Safety Coalition and Law Enforcement Training, so to have the statewide community based coalitions and law enforcement agencies better support and enforce the "Click It or Ticket" program. The Occupant Protection Program, with our fellow traffic safety partners, conducted child passenger safety enforcement trainings for law enforcement and initiated the development and distribution of the Child Passenger Safety Enforcement Roll-call video. Nine Traffic Safety Coalitions supported our statewide "Click It or Ticket" efforts by conducting "Super Blitz" strategies, by working with their local health care industry, law enforcement, community businesses, schools, faith-based organizations, and community residents to get the "Click It or Ticket" messaging out into their communities.

The Occupant Protection Program also co-developed and is a member of the Statewide Teen Motor Vehicle (TMV) Leadership Alliance with the Colorado Department of Health and Environment. The Alliance facilitates communications between all state agencies and organizations that address teen motor vehicle safety. The goal of the Alliance is to better coordinate efforts and resources, such as developing the new Graduated Driver's Licensing information for teens and parents. Through the TMV Leadership Alliance, we were able to attend the National STIPDA/CDC Teen Driving Injury Prevention Roundtable Conference to discuss and strategize effective teen motor vehicle safety program activities within Colorado.

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Operation Buckle Down

Project Number:	06-06
Task Number:	61-01
Planned Expenditures:	\$84,000.00
Actual Expenditures:	\$68,398.03

Operation Buckle Down is a major law enforcement effort supporting and providing for the enforcement of Colorado's Occupant Restraint Laws. The program provides assistance, materials and support for occupant protection programs.

Goal

Increase seat belt use and child passenger seat use.

Strategies and Initiatives

Contract with Henry "Duke" Smith to help coordinate the program. Work with law enforcement agencies to encourage their enforcement of Colorado's Occupant Restraint Laws. Promote safety awareness using the CDOT Crash Car "Static" Display. Use "Vince & Larry" Crash Dummy Costumes to teach children the importance of wearing seat belts.

Results

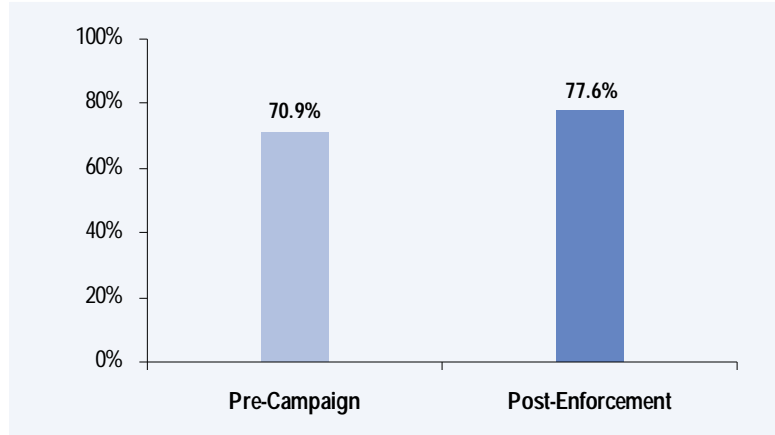
CDOT contracted with Duke Smith to coordinate this program. More than 100 local law enforcement agencies from jurisdictions representing for 85% of the State's population received a grant to participate in the campaign. These agencies agreed to:

- Provide overtime enforcement of Colorado's child passenger safety laws through aggressive/hazardous driving contacts.
- When appropriate, notify local news media of seat belt/child restraint use in all car crashes.
- Report enforcement activities on the CDOT website. Seat belt enforcement information by agency is available for May and February Mobilizations on the CDOT website.

Each agency conducted pre- and post- local seat belt surveys to measure the effectiveness of the program. The pre-campaign average seat belt use rate was 70.9% and the post-enforcement average was 77.6%, as shown in the graph on the following page.

The post-enforcement observed seat belt use was 77.6%.

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The Crash Car Static Display is dated and rarely used.

A notice about the availability of the Vince and Larry costumes is on a website with 9News Health Fair and other safety organizations. In this fiscal year, the costumes were used ten times and about 20,000 people had the opportunity to see them. The Pueblo County Sheriff’s office used the costumes at the Colorado State Fair as part of a safety display. In addition to use by elementary schools, the costumes were also used by Life Church in Ft. Collins and the Lone Tree Police Department.

The Crash Car Static Display is eight years old which may be the reason why it was used only twice in 2006: The Youth Improvement Conference held at Auraria Campus (1,000 attendees), and at the Shorter AME Church health fair.

Statewide Child Passenger Safety

Project Number:	06-06
Task Number:	61-02
Planned Expenditures:	\$200,000.00
Actual Expenditures:	\$120,019.86

The Colorado State Patrol will decrease the number of deaths and injuries of children through a combined education and outreach program designed to increase the correct usage of occupant protection systems in vehicles.

Goal

To increase the car seat use for children to 92% by year 2010. To increase seat belt use by children ages 5-15 to 80% by 2010.

Strategies and Initiatives

Maintain, as needed, the established and existing statewide fitting stations in local communities. Create and maintain 15 new fitting stations where car seats can be checked for proper installation and provide fitting station training. Maintain statewide CPS Team Colorado Advisory Council to assist in determining program training needs and activities. Provide CPS training through eight statewide NHTSA CPS technician training courses, ten eight-hour CPS safety technician update and refresher trainings, 20 Kids in Car Seats 101, 201, 303, one-hour awareness trainings and provide law enforcement training resources to better enforce Colorado's CPS laws. Post updated CPS information on the CPS website and maintain the toll free CPS phone number (1-877-LUV-TOTS). Maintain a CPS database for program information, such as process and observational data.

In 2006, seat restraint usage for children age 4 and younger was 85.5% and seat belt use for children age 5 to 15 was 69.7%.

Results

Fifteen new child passenger safety fitting stations have been selected and fitting station training was held on August 18, 2006. Twelve NHTSA child passenger safety technician classes have been conducted.

Ten 16-hour classes were conducted. Fifteen eight-hour update refresher courses were conducted. Thirty-one Advocate trainings were conducted and nine law enforcement trainings were conducted. There are currently 812 Certified Child Passenger Safety Technicians and 34 Child Passenger Safety Instructors in Colorado.



Continued ►

*89% of seats
inspected
were misused.*

All aspects of the CPS toll free number and the website have been maintained. Upgrades to the website have helped with data collection. 195 fitting station/check-up events have reported to the website. A total of 4,928 child seats have been inspected. The misuse rate reported to the CPS website is 89% for seats inspected with children present. A website upgrade included training updates, material order updates and email groups. The CPS website has been modified to include all CPS events throughout the state. A website upgrade currently designed through CDOT will address database requirements for data collection, analysis and measurement.



Preventing Motor Vehicle Occupant Injuries in Mesa County

Project Number:	06-06
Task Number:	61-03
Planned Expenditures:	\$61,000.00
Actual Expenditures:	\$13,723.75

The Mesa County Health Department employed two strategies to increase teen seat belt use: engaging the teens in peer-directed activities and engaging their parents in an educational class.

Goal

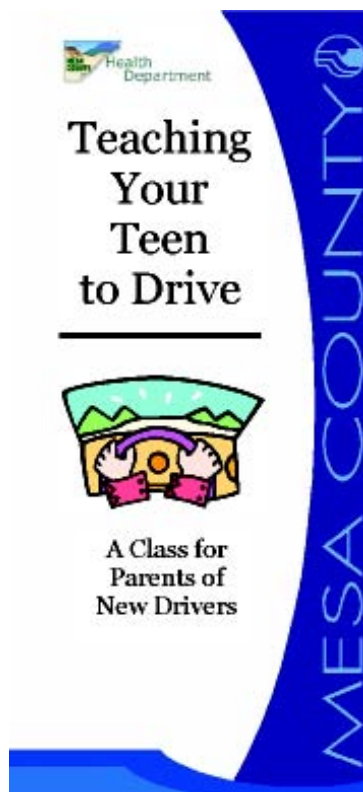
1. Increase seat belt use by 5% at participating high schools.
2. Increase parental management of teen driving in Mesa County.

Strategies and Initiatives

In order to increase seat belt use in Mesa County teenagers, the Mesa County Health Department organized a seat belt challenge in three local high schools: Central High School, Fruita Monument High School and Grand Junction High School. Best-practices research was conducted to determine strategies for designing an effective, positive, peer-led program. Teen leadership groups such as the Mesa County Teen Leadership Council, Grand Junction Youth Council, District 51 Prevention Council and student senate groups provided input and ideas on what teens wanted in the program, and how they would like to lead a seat belt challenge at their school. Student Resource Officers and District 51 Administration were consulted about the program and dates for the challenge.

Best-practices research was conducted to determine strategies for designing an effective, positive, peer-led program.

Local teen leadership councils provided input on the seat belt challenge program design.

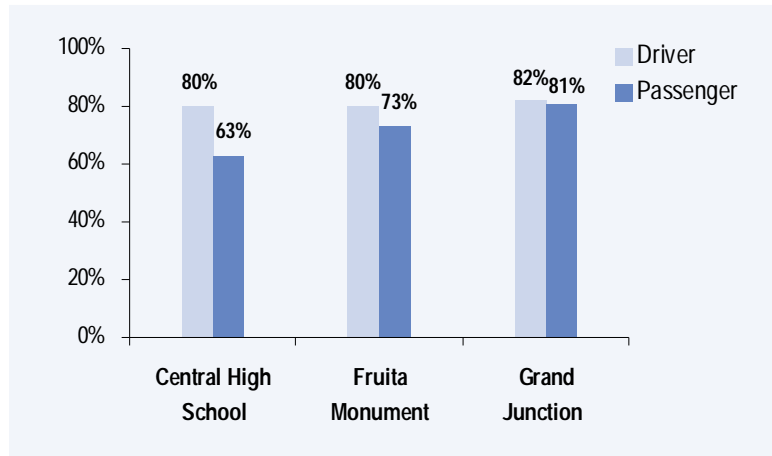


The goal of increasing parental management of teen driving began in fiscal year 2006. Research was conducted about existing programs, and parents in the community participated in focus groups on educational needs and access to information about teaching teens to drive. Based on the focus group results, a community program to educate parents on teen driving was created. The program includes a guide on “Teach-

Continued ►

Baseline seat belt surveys demonstrate that about 80% of drivers at participating high schools use a seat belt.

ing Your Teen to Drive,” a one hour class led by the Mesa County Health Department, Grand Junction Police Department and Home Loan Insurance Company on teen driving, and a brochure with information about the class. The major topics covered in the parent program are: Risks of Teen Driving, Understanding the Graduated Drivers License Law, Tips on Teaching Teens to Drive, Setting Realistic Expectations (parent-teen driving agreement), and Resources Available to Parents.



Results

The seat belt challenge was well received by the three high schools, the student organizers, and the school administration and is on-going. The baseline observational survey of seat belt use was conducted by Mesa County Health Department volunteers on September 6, 2006. The results for each high school are shown on the following exhibit.

New outreach strategies are being evaluated in order to increase parent participation in the educational class.

Each school will conduct two activities per week for four weeks, at which time a second observation will take place. In addition, a third observation will take place in December to check for sustained use/increase. These results will be reported in the FY 2007 report.

A trophy will be presented to the school with the largest percentage increase in seat belt use, and prizes will be awarded to the student organizers at each school based on the strength of the program they led.

During fiscal year 2006, one parent class was held and five parents participated. The class was very well received by parents, and they all agreed that the class should continue to be offered. At this time, we are looking for ways to better advertise the class to attract more parents, and we anticipate that information on the class will be spread by word of mouth.

Latino Driving Safety Initiative

Project Number:	06-06
Task Number:	61-04
Planned Expenditures:	\$145,000.00
Actual Expenditures:	\$142,852.75

Goal

As the Hispanic population continues to grow, the low seat belt use rate by Hispanics is emerging as a significant public health issue. Clearly, expanded efforts are needed to increase seat belt use within the Hispanic community. The goal of CDOT's Latino Driving Safety initiative is to increase awareness among Denver's Hispanic community of the importance of child passenger safety and seat belt use.

Strategies and Initiatives

The focus of the Latino Driving Initiative is to address occupant safety issues within Denver's Hispanic community by increasing child restraint and seat belt use. Since the campaign's inception, this has been accomplished through coalition building and community outreach within the Latino community, as well as identifying strategies that will educate and modify behavior.

Heinrich focused on identifying Hispanic occupant-safety issues within Denver's Metropolitan area. To accomplish this, Heinrich partnered with Corona Research to develop a research initiative that included focus groups and seat belt observational studies.

After analyzing results, Heinrich developed separate strategic Hispanic educational plans to address each of the identified driving and occupant-safety issues, which included partnerships with local non-profit organizations serving the Hispanic community; educational sessions emphasizing child passenger safety; media; an annual car seat check-up event; and participation in other grassroots community events.

Heinrich teamed with several Denver-based organizations to promote passenger safety and seat belt use. During the 05-06 year, partners included:

- Catholic Charities of Denver
- Center for Work Education and Employment (CWEE); and
- Servicios de la Raza.

Through these organizations and others, ten education sessions promoting child passenger safety were organized for members of the community.

The target audience for this initiative is Hispanics who are new to the United States.

Heinrich Hispanidad developed an innovative research and community partnership-based program.

Continued ►

Heinrich, along with Explore Communications, a local media placement agency, developed and coordinated two media flights that included print ads, radio and outdoor. In addition to paid advertising, the agency also supported CDOT's Public Relations team's efforts to communicate important safety initiatives via translated press releases, media contact recommendations and interactions with Spanish media.

Heinrich successfully executed its second annual Día de los Niños safety seat check-up event and distributed child safety seats to families requiring a proper safety seat.

Results

Heinrich Hispanidad completed a successful year of outreach activities that helped to increase awareness of the importance of child passenger safety and seat belt use among Denver's Hispanic community.

The mini-grant program continues to grow as more organizations become involved in Heinrich Hispanidad's push to educate Hispanics served by these organizations. This year, Catholic Charities of Denver, Center for Work Education and Employment (CWEE), and Servicios de la Raza held community education sessions and car seat check events to support Heinrich Hispanidad and CDOT's efforts.



Since the target audience for this initiative is Hispanics who are relatively new to the country and its laws surrounding child passenger safety and seat belt use, community events and educational sessions were particularly effective. These events allowed Heinrich to interact directly with the target audience within an environment that is relaxed and inviting.

Attendees also took away the message by way of campaign materials including temporary tattoos, luchador trading cards, keychains, bumper stickers, wrestler masks and autographed posters.



“The Son of Seat Belt Man Says... First things first, always buckle your seat belt. It's as easy as “Click, two three!”

Continued ▶

The Lucha Libre seat belt awareness campaign resonated well with the audience, since Lucha Libre (Mexican wrestling) and Luchadores (wrestlers) are popular among this group. Many event attendees were very attentive to the safety message given by the campaign’s spokesperson, El Hijo del Cinturón (The Son of Seat Belt Man).

The 2nd annual Día de los Niños event was a great success. Heinrich went beyond its goal of checking 125 seats by checking 144 during the four-hour event. Día de los Niños also attracted the support of several local corporate and community sponsors.



El Hijo del Cinturón with members of the Colorado United Youth soccer club at an International Soccer League Tournament in August.

Colorado’s International Soccer League is recognized as the state’s top Hispanic adult soccer league. Colorado United is the league’s youth soccer club.

A total of 144 children were processed at the Día de los Niños safety check. Based on forms provided by CSP technicians, misuse of safety devices was 99.9%. More details on the event are provided in the following exhibit.

Día de los Niños Car Seat Check Results	
Came in:	
Harnessed seat rear facing	18
Harnessed seat front facing	47
A belt positioning booster	10
With no seat	69
Observed Errors	
Selection	51
Installation	69
Harnessing	74
Proper Seats Provided:	
Harnessed Seats	52
Belt positioning booster	48
Total Number of Children Processed	144

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African-American Community Traffic Safety Program

Project Number:	06-06
Task Number:	61-05
Planned Expenditures:	\$100,000.00
Actual Expenditures:	\$52,683.36

This task was created to increase safety restraint use by African-American males and females of all ages in the metro areas of Denver and Colorado Springs, Colorado.

Goal

Among the identified population, a 10% increase in seat belt use, and a 10% increase in child safety seat use over 2004 statistics.

The focus of this safety program includes vehicle occupant protection within the African-American community in Denver and Colorado Springs. This will be accomplished through continued coalition building and coordination within the African-American communities, the identification of significant strategies of education and behavior modification and development of strategies to implement and measure those methodologies. Develop a tracking database to record all program activities.

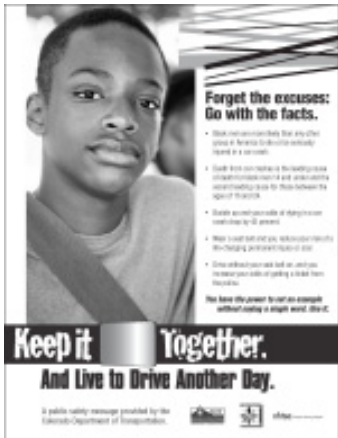
Strategies and Initiatives

Cordy and Company will identify and provide at least five mini-grants to existing African-American community based programs or organizations in the Denver Metro, Colorado Springs and Pueblo areas to promote seat belt and proper child passenger safety seat usage. Advise CDOT's media placement agency in the development and implementation of an advertising and media plan in support of seat belt use and car seat usage.

Results

Five CDOT community partners received mini-grants to promote seat belt and proper child passenger safety usage. Contractors and CDOT community partners hosted two seat belt checkup events in Den-

Just Say Know, a community partner, obtained signatures on 1,100 pledge cards for seat belt safety. Approximately 400 people signed a banner in Pueblo supporting "Click It Or Ticket." The effort was conducted by community partner, the Pueblo Dr. Martin Luther King Jr. Museum and Cultural Center.



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ver. Cordy and Company purchased 16 child safety seats for distribution by Full Circle Intergenerational Project. The FCIP has become certified as a fit station in the African-American community.

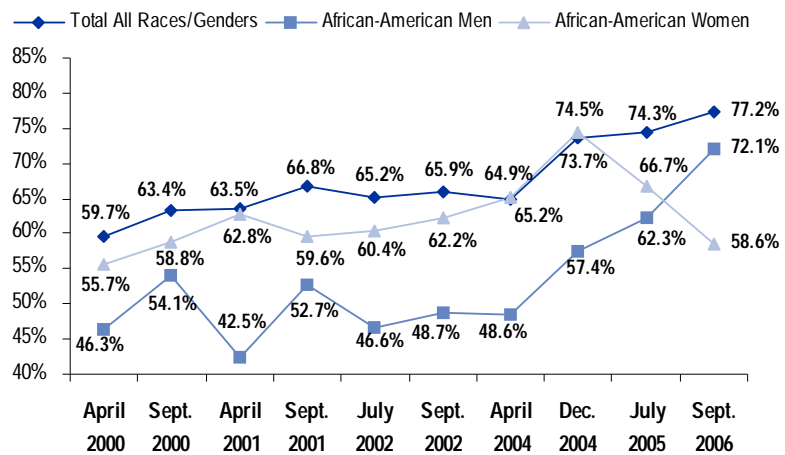


The following exhibits summarize the results of observational studies conducted by Corona Research in Denver and Colorado Springs throughout the course of the project. In September 2006 Corona Research conducted the Phase 10 of observations studies. This Phase should be viewed as an individual data point as opposed to the “after” segment for Phase 9, since over a year passed between the two phases and the program was not in place during that entire time.

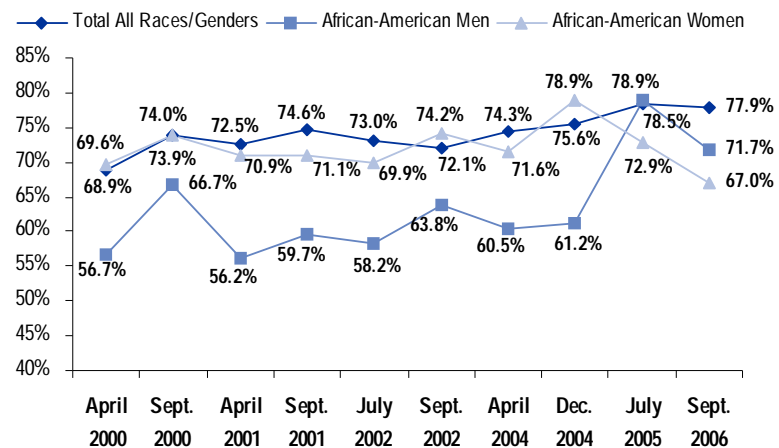
In Denver, African-American males' seat belt usage increased 17.5% from April 2000 to September 2006.

In Colorado Springs, African-American males' seat belt usage increased 9.0% from April 2000 to September 2006.

Belt Use Rates Among African-American Drivers - Select Denver Areas



Belt Use Rates Among African-American Drivers - Colorado Springs



Note: The Denver-area study includes only the 80010, 80012, 80205, 80207, 80218, 80220, and 80239 Zip Codes.

Mesa County Occupant Protection Program

Project Number:	06-06
Task Number:	61-06
Planned Expenditures:	\$66,000.00
Actual Expenditures:	\$5,537.40

Through conducting child passenger safety fitting stations and education, the Mesa County Health Department will increase child passenger safety in Mesa County.

Goal

Increase child passenger restraint use and decrease misuse of child restraints in Mesa County.

Strategies and Initiatives

The Mesa County Health Department conducted fitting and education stations for the first time in fiscal year 2006. Fitting stations provide an excellent opportunity for parents to receive proper education about child passenger safety. In contrast with a “check-point,” the fitting station model allows for more instruction time and less frustration for technicians. Through proper education of parents and caregivers and provision of limited child restraints in exchange for a donation, child restraint use will increase and misuse will decrease in Mesa County. Promotion of the fitting and education station is essential to ensure that the appointments are utilized, and that the community is aware of the program. Proper instruction of child passenger safety technicians is a mandatory aspect of a fitting station.

The fitting station approach allows for more instruction time.

Results

In fiscal year 2006, the Mesa County Health Department conducted 13 fitting and education stations in three different locations. A total of 270 child restraints were checked by nationally certified child passenger safety technicians. A total of 64 child restraints were provided (for a donation) to families that could not afford one. In addition, follow-up surveys were mailed to each family that took part in the fitting station. Thirty-four percent of the follow-up surveys were returned to the program. If needed, families were followed-up via telephone to answer any other questions and address other concerns related to child passenger safety. The fitting station located at the Mesa County Health Department is gaining recognition in the community. The program added a second fitting station each month that rotates between Fruita and Orchard Mesa. The fitting and education station, including information (in English and Span-

Continued ►

All but two parents who responded to the mail survey were satisfied with the fitting station experience and confirmed that their knowledge of child passenger safety improved as a result of participating.

ish) on dates, times, contact information, and locations is promoted to: St. Mary's Hospital, Primary Care Partners, Family Physicians, Dino Peds, the Early Childhood Partnership, Mesa County Health Department employees, Mesa County Department of Human Services employees, Grand Junction Fire Department, Grand Junction Police Department, City of Fruita Police Department, Lower Valley Fire Protection District, Mesa County Build a Generation, D & G Auto Care, Small Wonders Preschool, and any other business, organization, or individual who may request the information. Information is distributed as the dates on the flier are updated. In addition to the printed material distribution, earned media has also been available on occasion. For example, Celeste Schoenthaler conducted two radio interviews in September of 2006 in conjunction with the Early Childhood Partnership of Mesa County. At this time, the only barrier to assisting more families is lack of available volunteer time from the certified technicians. It may be necessary at some point to compensate technicians for their time.



Teen Seat Belt Education in Weld County

Project Number:	06-06
Task Number:	61-07
Planned Expenditures:	\$23,000.00
Actual Expenditures:	\$9,963.52

Goal

To increase seat belt usage by beginning drivers and teen passengers through a multi-faceted campaign including the Weld County Sheriff's Office, parents and teens. This campaign will target elementary through high school students by conducting a variety of activities to educate and reward students through education of the importance of wearing a seat belt.

Strategies and Initiatives

Create and distribute a letter of agreement between the Weld County Sheriff's Office and the parents of elementary school students stating the parents agree, along with all other occupants of their vehicle,



to wear seat belts while traveling in a moving vehicle. The Sheriff's Office will host an ice cream social with the classroom from each elementary school that returns the most signed letters of agreement.

Monthly, the Sheriff's Office will contact and reward two students

from every high school for wearing their seat belt and having all occupants of their vehicle in seat belts. Monthly, identify drivers that are not wearing their seat belts in high school parking lots and send a letter describing the hazards to teen drivers to the registered owner of the vehicle.

712 parents returned letters of agreement stating that every vehicle occupant would be properly restrained.



Continued ►

19 of the County's 21 high schools participated in the program.

Teen seat belt use in Weld County was 61.7% prior to the program. A post-program survey will be conducted in November 2006.

Produce and distribute 1,000 Spanish speaking videos concerning seat belt usage and children to monolingual parents in Weld County elementary schools.

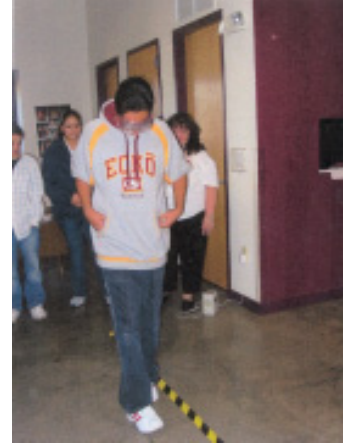
Conduct at least one traffic safety presentation in each school in Weld County.

Results

Eight hundred and seventy-nine letters were provided to elementary school children in five school presentations. Eighty-one percent of the parents returned there letters signed. Four classrooms had a 100% return rate and seven ice cream socials were conducted.

All twenty-one high schools in the county were approached to participate in the seat belt safety program. Nineteen of the schools participated in the program. An initial seat belt survey revealed the seatbelt use among high school students in Weld County was 61.7%. Another seat belt count is scheduled for all Weld County high schools in November.

One hundred and fifty-two students were contacted in their high school parking lots and were given a gift card for wearing their seat belt. Five hundred and eighty-seven letters were sent to the registered owners of vehicles observed in high school parking lots without the driver and/or passengers wearing their seatbelts.



Occupant Protection Technology Transfer

Project Number:	06-06
Task Number:	61-08
Planned Expenditures:	\$10,000.00
Actual Expenditures:	\$17,645.55

Provide training, community outreach, coalition and program building for the Traffic Safety Program. These “Technology Transfer” tasks have been designated for the Occupant Protection, Impaired Driving and Safe Community program areas.

Goal

Support CDOT’s goals of increased use of occupant protection devices and the use of child safety seats.

Strategies and Initiatives

Fund the attendance of traffic safety professionals at national and regional conferences with occupant protection curricula. Provide support for coalitions to conduct “Click It or Ticket” activities during the mobilization.

Results

This task supported the attendance of ten traffic safety professionals to attend the 2006 National Lifesavers Conference which provided sessions in:

- Enhancing CPS Instructor effectiveness.
- Implementing new ideas for the CPS Hispanic campaign.
- Communicating with the media.
- Using paid advertisement to promote the use of occupant safety devices.
- Creating community partnerships.

CDOT conducted a Lifesavers pre-conference meeting for all those attending the conference from Colorado. Colorado’s Governor Highway Safety Representative attended the pre-conference meeting and sessions of the Lifesavers conference.

Nine Traffic Safety Coalitions in Colorado participated in the “Click It or Ticket” Coalition Training on February 5, 2006 in Denver, and seven of those coalitions participated in the 2006 May Mobilization campaign. The coalitions worked with various community sectors, such as health care, faith based, etc. to educate and conduct outreach for the 2006 “Click It or Ticket” campaign.

10 traffic safety professionals attended the Lifesavers Conference and nine traffic safety coalitions participated in “Click It or Ticket” Coalition Training.

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Crossroads Turning Points, Inc

Project Number:	06-06
Task Number:	61-09
Planned Expenditures:	\$64,000.00
Actual Expenditures:	\$64,000.00

This program addresses enhanced vehicle safety focused on impaired driving and occupant protection within Latino communities in and around Pueblo and the San Luis Valley. For the first time all aspects of traffic safety have been addressed in the Latino community by this project.

Goal

Goal among the identified population, 1% decrease in traffic deaths, 3% decreases in traffic injuries, 5% increase in seat belt use, 5% increase in child safety seat use over 2004 statistics. Address occupant safety within the Latino community in Pueblo and the San Luis Valley, with primary emphasis on increasing seat belt use by 5% and child restraint use by 5%.



Strategies and Initiatives

Developed local Traffic Safety Coalitions in the San Luis Valley and Pueblo to address vehicle safety issues and develop community outreach plans. Initiatives included child safety seat checkpoints, outreach at the Colorado State Fair and observational surveys of seat belt use.

At the Colorado State Fair, volunteers assisted with the Toddler Bike Safety area and disseminated 15,000 pieces of occupant protection literature to attendees.

Results

Quantitative results are positive. CTP conducted 11 child safety seat checkpoints in

At checkpoints and fitting stations, a total of 341 child safety seats were inspected. Of these, 199 or 58% were improperly installed.

10 bilingual technicians were trained.

Continued ►

Seat belt use increased from 65% in mid-May to 76% in early June (measured at the same locations).

Pueblo and two in the San Luis Valley. Children left each checkpoint safer than when they arrived. Fitting Stations were conducted regularly in Pueblo and the San Luis Valley. Seats were purchased and distributed at checkpoints and fitting stations. New car seat technicians were trained, including ten bilingual technicians.



A total of 341 safety seats were inspected and 58% were originally improperly installed. The pre/post observational seat belt study showed an increase in Driver Seat Belt Use from 65% to 76%, exceeding the initial project goals.



The improved networking of the Pueblo Coalition members in supporting and advertising the occupant protection and impaired driving programs is an important qualitative outcome. Working with the Migrant Coalition and Ruth Steele's Martin Luther King Culture Center this year was a wonderful collaborative effort to improve occupant safety with the populations served by these organizations. The excellent collaboration and support from CDOT and all of our Coalition Members made this project successful.

Teen Traffic Safety Campaign

Project Number:	06-06
Task Number:	61-10
Planned Expenditures:	\$58,000.00
Actual Expenditures:	\$12,126.48

The Mile-High Regional Emergency Trauma Advisory Council (MHRETAC) Teen Traffic Safety Challenge is a peer-to-peer campaign to increase teen seatbelt use and enhance traffic safety awareness at six schools of the MHRETAC region: Adams, Arapahoe, Broomfield, Denver, Douglas and Elbert counties.

Goal

Increase seat belt use by teen drivers within the MHRETAC by 5% resulting in reduced teen motor vehicle fatalities and injuries.

Strategies and Initiatives

The project design is to adapt a successful safety campaign involving students, faculty and other resources at participating schools of the six MHRETAC counties. The project provides tools and resources to students to increase traffic safety awareness and empower teens to make behavioral changes.

The campaign lasts seven weeks and is a friendly challenge between the high schools to increase seat belt use and knowledge about traffic safety and safe driving habits among teenagers. The challenge consists of at least three seatbelt use observations, one mandatory safety presentation at each school and submission of a portfolio showcasing each school's program. Students are encouraged to schedule additional activities to enhance the learning and competition.

The first year of this grant (FY 2006) was designed as a planning and development phase including adapting materials and engaging schools. A project coordinator will contact schools, obtain commitments to participate and develop a toolkit for schools to use in implementing the seat belt safety challenge.

Results

Three schools have committed to participate in the seatbelt safety challenge. Three pre-campaign seatbelt observations were scheduled during the first and second weeks of October, 2006. The campaign toolkit is 95% complete. The seat belt safety challenge will begin in early January 2007 and will conclude during prom season in the spring. Despite challenges at the beginning of the grant, significant progress has been made during this project development and planning phase of the campaign.

Baseline studies of seat belt use were conducted in October 2006 at each high school.

Three high schools will participate in the challenge, beginning in January 2007.

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Occupant Protection Enforcement — Colorado State Patrol

Project Number:	06-06
Task Number:	61-11
Planned Expenditures:	\$100,000.00
Actual Expenditures:	\$138,000.00

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

Goal

Decrease fatalities and injuries across Colorado through the increased use of occupant protection systems.

Strategies and Initiatives

Provide overtime hours to troopers to enforce occupant restraint laws and administer traffic citations for occupant restraint law violations during the “Click It or Ticket” enforcement campaigns from February 20-March 5, 2006 and May 22-June 4, 2006. The February campaign supported and focused attention on the 2006 NHTSA National Child Passenger Safety Week of February 12-18, 2006.

Collaborate with CDOT’s Public Relations Office to produce media programs. Inform local news media about special safety programs and safety belt/child seat/child passenger compliance in all fatal crashes.

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



Results

Provided overtime within the State of Colorado to enforce Colorado’s occupant restraint laws during the Click It or Ticket enforcement campaigns from February 20-March 5, 2006 and May 22-June 4, 2006.

The CSP provided 2,430 over-

time hours to occupant protection enforcement during the 2006 May Mobilization wave.

The CSP participated in media events related to the May Mobilization wave. News media were notified about safety belt use in fatal car accidents by the Colorado State Patrol’s Public Affairs Office. Data were collected from the February and May Mobilization waves are available to the public on the CDOT website.

During the 2006 May Mobilization, CSP issued 15,454 citations, including 3,394 seat belt violations and 304 DUI arrests.

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Occupant Protection Enforcement

Project Number:	06-06
Task Number:	61-12
Planned Expenditures:	\$185,000.00
Actual Expenditures:	\$280,378.82

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

Goal

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

Strategies and Initiatives

Work with law enforcement agencies to enforce Colorado’s Occupant Restraint Laws, through overtime funding of local law enforcement agencies throughout the State.

Grant agencies received personal contacts and videos as part of an indoctrination and familiarization process. Agencies receiving grants conducted observational surveys before and after the enforcement waves to gauge the effectiveness of their efforts and submit activity reports detailing the number and types of citations and warnings were given out.

Results

One hundred-two Colorado agencies representing 92% of the state’s population committed officer hours to the 2006 May Mobilization effort. These agencies conducted overtime occupant protection enforcement, notified media of occupant protection use in appropriate crashes and reported results to CDOT. Each agency conducted pre and post seat belt surveys to measure the effectiveness of their enforcement efforts. These results are available by agency on the CDOT website.



The various local law enforcement agencies conducted 2,354 overtime hours to occupant protection enforcement during the 2006 February mobilization wave, and 4,785 overtime hours during the 2006 May mobilization wave.

During the 2006 May Mobilization, participating agencies wrote 1,054 warnings and 5,316 seat belt citations.

Based on seat belt surveys conducted by local agencies, seat belt use increased by an average of nearly 7 percentage points, from 70.7% to 77.5%.

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Weld County Child Passenger Safety Program-Catholic Charities

Project Number:	06-09
Task Number:	91-01
Planned Expenditures:	\$59,304.00
Actual Expenditures:	\$27,150.66

The Child Passenger Safety Program of Catholic Charities is designed to educate Hispanic families in Weld County about the importance of car seats for their children and educate them about impaired driving to ensure safety of the driver, passengers and the community.

Goal

To inform and educate immigrants, migrants, agricultural workers and Hispanics in Weld County on child passenger safety and drinking and driving and driving hazards.

Promote and increase by 10% the use and proper installation of child passenger safety seats/occupant protection systems. Educate and inform on the hazards and consequences of drinking and driving. Provide bilingual training and education. Develop and provide bilingual educational materials.

Strategies and Initiatives

Car seat check-up event and information. We successfully completed three Car Seat Check-Up events. We helped 113 families, installed 153 car seats and confiscated 58 car seats at the Car Seat Check-Up events. We advertised through KGRE 1450 Spanish Radio, La Tribuna Spanish Newspaper, Greeley Tribune, and North Weld Herald. The Radio spots run in August and September. Harris & Harris Advertising, Inc. developed the advertising for two of these events.

Private Appointments (One-on-One). We have provided 120 one-on-one educational appointments for families that need special accommodations. These families are unable to attend a seminar due to conflicting schedules or are expecting parents. The technician shows the families the various child passenger safety seats and discusses with them the common problems encountered with each seat, which may include difficulty in buckling harness, moving restraints, installation and weight and height requirements for each seat. A video demonstrating the use of each seat and possible injuries to an unrestrained child is shown to the family. The technician reviews the Child Passenger Safety Booklet/Manual with the family. The technician teaches the family how to install the child restraint correctly in their vehicle.

The combination of events, private appointments and group meetings provided flexible alternatives for immigrants, migrants, agricultural workers and Hispanics in Weld County to learn about child passenger safety and the perils of impaired driving.

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Educational Seminars (Group of Parents). We provided 44 educational seminars to groups of families in the community regarding the Child Passenger Safety. The program plan is the same as the private appointments listed above, except it is done in a group format. Handouts/brochures are given out to the families in the seminar. The seminars are held at Catholic Charities Plaza del Milagro.

Community Outreach Presentation. The technician conducted 21 educational seminars on child passenger safety through various community outlets such as: Company Fairs, Health Fairs, Block Parties, Special Community Events, Schools, Child Cares and Community meetings.

Drinking and Driving Education. There were seven educational seminars on impaired driving to the migrant/immigrant community through the Plaza del Sol Farm Labor Housing that were conducted from December 8, 2006 through March 15, 2006. The classes addressed the hazards and consequences of drinking and driving. The target population is young Hispanic males who live in the Catholic Charities Farm Labor Housing complexes. An average of 8 to 13 attendees along with approximately 10 to 12 children attend these presentations. The last class was “Graduation Day” for the group. We provided a meal and gave out certificates of completion to the group members for attending the Driving Impaired Prevention presentation.

314 families in the target audience participated in private appointments, educational seminars and car seat events. 524 car seats were provided.

Results

The project educated 314 families in private appointments, educational seminars and car seat events. Five hundred twenty-four car seats have been provided and installed to families in the community. Seven educational seminars on impaired driving were conducted. Eight to 13 individuals attended and completed the seminars.

Tri-County Truck Safety Program

Project Number:	06-09
Task Number:	91-03
Planned Expenditures:	\$125,000.00
Actual Expenditures:	\$84,306.01

The project will address the high rate of truck crashes in Weld, Larimer and Adams counties and the low rate of seat belt use among truck drivers. It will support public education programs, a community outreach program and truck safety education and training for trucking companies.

Goal

The Truck Safety Program will reduce commercial vehicle-related crashes and fatalities in Weld, Adams and Larimer counties, which show trends of high numbers of large-truck involved crashes in 2006.

Strategies and Initiatives

- Administer to 10-15 motor carriers in Tri-County the “Circuit Rider” Educational/Outreach Program
- Conduct 8-10 safety-related workshops and presentations for motor carrier managers, drivers and dispatchers.
- Conduct informal seat belt observational studies at 10-15 motor carriers, ports of entry, truck stops and other locations, record and report data.
- Conduct public education presentations for community groups and schools.
- Coordinate program efforts with other local traffic/highway safety projects, state, county and local agencies to implement educational materials in conjunction with current efforts. Provide outreach and support for community leaders and hard-to-reach groups.

Results

- Conducted safety assessments and seat belt education with 17 motor carriers.
- Provided English and Spanish program educational materials and training courses.
- Conducted 11 safety-related workshops and presentations.
- Conducted 27 public education presentations for community groups and schools.

17 motor carriers participated in safety assessments and seat belt education.

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Preliminary data suggest a significant reduction in Weld County large truck crashes in 2006.

- Coordinated distribution of logos, brochures, posters, informational “fact sheets” and promotional items through a variety of means, including trade shows, public safety events, presentations, city/county offices and shopping malls.
- Representatives from project staff were involved in Drive Smart Weld County, AAA, P.A.R.T.Y. Programs in Larimer and Weld Counties, Tri-County Sheriff activities, Operation Life-saver and Tailgate for Safety programs.

County	2004 Large Truck Fatal Crashes	2005 Large Truck Fatal Crashes	2006 Large Truck Fatal Crashes
Larimer County	5	2	3
Weld County	12	10	2
Adams County	5	4	0

All aspects were successfully completed. The contract is being extended, in order to fully utilize the budget and to continue services throughout the final quarter of 2006.

Pedestrian and Buckle-up for Love Program

Project Number:	06-10
Task Number:	95-01
Planned Expenditures:	\$40,000.00
Actual Expenditures:	\$40,000.00

This program provides teachers, parents and children with pedestrian and seat belt safety education at Denver metro area preschools and elementary schools, focusing on low-income neighborhoods. The dual programs assist children in learning about pedestrian safety and the use of car seats and seatbelts through educational training and the distribution of safety materials. A pilot project is being conducted to determine the effectiveness of teaching child pedestrian and seat belt education in medical offices.

Goal

To increase the knowledge and safe pedestrian behaviors of pre K-2nd grade students in selected elementary schools in the Denver metro area through a combination of student and parent education. Increase parent knowledge about Colorado's Child Passenger Safety Law and safe pedestrian behavior through interacting with their child at the medical office. Increase the use of booster seats among children in grades pre-K through 2nd.



Strategies and Initiatives

Address child passenger safety with parents, teachers and children through classroom presentations, special events, and interacting with them in the medical setting, with the primary emphasis on increasing knowledge about child passenger safety and increasing the knowledge of children about practicing safe pedestrian behavior.

- Develop and submit a program action and media plan and calendar of event with the schedule of deliverables within 30 days of receipt of contract.
- Continue and recruit new Colorado corporate sponsors, such as community businesses, Sheriff's departments and area hospitals to gain support for the Pedestrian and "Buckle-up for Love" programs.
- Develop and/or purchase appropriate program educational and informational materials and incentives accordingly.

800 children participated in the 75 minute classroom presentation. 97% were able to successfully complete the "Buckle-up for Love" activity sheet.

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- Provide pedestrian and seat belt safety educational training classes to reach at least 700 families and at least eight schools, especially targeting low-income neighborhood schools.
- Include information in one issue of the DOF's Safe N' Smart Kids newsletter to discuss the importance of pedestrian safety, booster seats, car seats and overall seatbelt safety. Distribute 2,800 copies of the newsletter to school teachers and day care centers.
- Train other injury prevention advocates to expand the administration of the program to at least ten or more area schools.
- Provide child passenger safety program materials for car seat events and fitting stations that are coordinated by CPS Team Colorado, other child passenger safety programs, caregivers and health organizations.

Results

A total of 800 children were impacted by the 75 minute classroom presentation in Denver metro area elementary schools. Seventy-two percent of the teachers returned the tally sheet and survey. Ninety-seven percent of the children were able to successfully complete the buckle up for love activity sheet and 91% of the children were able to successfully complete the crossing the street with care activity sheet. Ninety-nine percent of the teachers surveyed rated the classroom presentation, the overall quality of the program and the children's ability to understand the concepts as excellent. Eighty-seven percent of the teachers rated the activity sheet as good.

- Seven hundred thirty-two children and their parents were impacted by presentations at five events.
- Two thousand three hundred Safe N' Smart Kids™ newsletters were sent to licensed daycares and preschools in Colorado.
- Eight hundred nine children worked with their parents on activity books in five medical offices to earn a "Buddy Bear" as a reminder to always buckle up in a child passenger safety seat.
- One thousand diaper bags with child passenger safety information were distributed to pregnant women or mothers with newborns in five medical clinics in Denver.
- Thirty booster seats were distributed to families in need through the Sunrise Clinic in Greeley Colorado.

1,000 diaper bags with child passenger safety information were distributed to pregnant women or new mothers at five medical clinics in Denver.



Bicycle Helmet Safety

Project Number:	06-10
Task Number:	95-03
Planned Expenditures:	\$22,000.00
Actual Expenditures:	\$22,000.00

Goal

To educate students (K-12) and residents of Colorado about the importance of helmet use through the most effective approach for each age group and for the general Museum visitor. The Denver Museum of Nature and Science outreach program for K-12 and portable health displays for school and community groups emphasize the importance of protecting the brain and the role that helmets play in preventing unintentional injuries.

Strategies and Initiatives

Hands-on classes, health displays at schools and organizations and Family Helmet Days at the Museum and locations across Colorado comprise the programs activities.

Results

The program reached 132% of budgeted attendance, a major success. We were able to offer hands-on classes, health displays at schools and organizations and four Family Helmet Days at the Museum. We traveled across Colorado, offering programs in thirteen counties.



The two most successful grant activities were the Youth and Adult Health Displays and the Family Helmet Days. The Youth and Adult Health Displays served four times the budgeted goal of attendance due to the popularity of these programs. On Family Helmet Days, families were introduced to the topic of helmet safety. Families visited four stations to learn about brain anatomy, brain function, brain injury and proper helmet fitting. At the final station, each child and adult was fitted with a free helmet.

On Family Helmet Days, families learned about helmet safety and were fitted with a free helmet at the conclusion of the program.

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Public Information Program Overview



Public Information Program Overview

The Public Information Program (PRO) provides strategic communications efforts for the Colorado Department of Transportation's Traffic Safety Program. Two positions are funded each year within the PRO for this purpose. In recent years, the National Highway Traffic Safety Administration (NHTSA) has increased its requests for strategic communications that work with safety programs to help reduce traffic deaths and injuries. This year, the PRO continued in its role in helping Colorado reach its goals of fewer traffic deaths and injuries.

In FY 2006, the PRO provided a range of services to improve public understanding, achieve support for major safety issues and influence driver behavior.

The Public Information Program's activities are detailed on the following pages.

The combination of earned and paid media resulted in increased awareness of traffic safety enforcement and traffic safety issues.

Program Administration

The Public Information Program is administered by Stacey Stegman, Public Information Office Director, with assistance by her staff, Mairi Nelson, Bob Wilson, Nancy Shanks, Mindy Crane, Tara Galvez and Jerry Jo Johnson. This group, with assistance from their Sub-Grantees, were responsible for eight projects totalling a planned budget of \$1.1 million.

Summary of Strategic Communication Efforts

In FY 2006, the PRO engaged in public relations, media relations and paid media strategies to support high visibility enforcement and community-based safety programs. In addition to serving the general Colorado market, the PRO managed and guided consultants working to improve traffic safety in Colorado's African-American and Hispanic markets. The PRO also led research and campaign development related to motorcycle safety and young drivers. The results of these projects will be used to implement campaigns in FY 2007.

The PRO's public and media relations efforts directed to The Heat is On! impaired driving program generated 369 television stories and 85 radio stories, including one picked up by a national radio network. The PRO's work on Click It or Ticket generated 92 television stories, 35 print stories and six radio stories.

The Heat is On! High-Visibility DUI Enforcement

Project Number:	06-08
Task Number:	81-01
Planned Expenditures:	\$400,000.00
Actual Expenditures:	\$674,929.92

Goal

Implement CDOT's high-visibility DUI enforcement campaign by increasing awareness of DUI enforcement, DUI laws and the risks associated with impaired driving. Conduct a paid advertising campaign to support CDOT's high-visibility DUI enforcement in coordination with the National Enforcement Crackdown.

Strategies and Initiatives

This year CDOT's Public Relations Office (PRO) introduced two new programs to increase awareness about impaired driving issues: the Latino DUI Enforcement Campaign and the Sobriety Checkpoint Dedication Program. These new programs are conducted in addition to the public relations, media relations and paid advertising programs implemented by the PRO to support high-visibility DUI enforcement during holiday weekends, a national mobilization and a sobriety checkpoint program from Memorial Day weekend through Labor Day weekend.

Latino DUI Enforcement Campaign

This campaign was created to reach more of the state's Hispanic population with important information about impaired driving, Colorado's DUI laws and enforcement. According to census information, 34% of Denver's population and 17% of the state's population is Hispanic. In 2005, more than 9% of the state's alcohol-related traffic fatalities were Hispanic.

The PRO worked with Webb PR and their subcontractor, Xcelente!, to create, develop and implement The Latino DUI enforcement campaign. The campaign uses graphics and messages that are clear and culturally relevant to the Latino market. The messages are delivered to the media and public through news events, news releases, educational printed materials and community outreach at Cinco De Mayo, St. Cajetan's Bazaar, Colorado State Fair and El Grito, reaching an estimated 200,000 people. The campaign also provides media training for Spanish-speaking DUI officers to provide Spanish-language media and their audi-



In 2005, 9% of the state's alcohol-related fatalities were Hispanics.

New programs in 2006: the Latino DUI Enforcement Campaign and the Sobriety Checkpoint Dedication Program.

Continued ►

ences with spokespersons for news stories. Four radio PSAs, including one recorded by the mother of two drunk driving victims, were developed for the campaign.

Sobriety Checkpoint Dedication Program

This program is modeled after a Maryland program. Sobriety checkpoints are dedicated to a victim of drunk driving. The program puts a face on the victims of drunk driving. Through photos and stories about the victim, the public can see that impaired driving has real consequences that are final and life long for everyone involved.



Results

Media that could be monitored showed that PRO's news events, releases and advisories generated 369 television stories and 85 radio stories, including one story picked up by a national radio network.

The PRO placed \$247,228.31 in paid media to support the National Enforcement Crackdown and Colorado's DUI enforcement efforts. This included 1,239 television spots and 959 radio spots. The PRO also achieved an additional \$51,131 or 20% of the total media buy in added value.

The Latino DUI Enforcement Campaign generated enthusiasm and a positive response from Spanish language media outlets, resulting in excellent coverage of DUI events, enforcement and issues. Both individuals and organizations that came in contact with the campaign feel it is important and appreciate that the campaign materials are presented and distributed in Spanish.

Media response to the Sobriety Checkpoint Dedication Program was overwhelmingly positive. Brochures, banners and signage with photos were used at each event. Family members of the victims attended and spoke at the event and during interviews with media.



Receiving timely information about enforcement plans and communications with law enforcement to attend events and media trainings. The PRO will continue to work with the Safety Office as they look for solutions to this issue.

CDOT's public relations efforts generated 369 television stories and 85 radio stories, including one picked up by a national radio network.

The PRO achieved and additional \$51,131 or 20% of the total media buy in added value.

The checkpoint dedications rejuvenated law enforcement.

Click It or Ticket

Project Number:	06-08
Task Number:	81-04
Planned Expenditures:	\$400,000.00
Actual Expenditures:	\$352,023.62

Goal

Implement CDOT's high-visibility seat belt enforcement campaign, including paid media, by increasing public awareness of seat belt enforcement, seat belt laws and the risks associated with riding unrestrained in motor vehicles.

Strategies and Initiatives

In 2006, the PRO managed all of the consultants involved in the *Click It or Ticket* campaign, adding the consultants for the Hispanic and African-American markets to those already working with the PRO. To ensure that all of the PRO's consultants understood the campaign goals, the PRO hosted a kick-off meeting. Presentations included the history of seat belt surveys and statistics in the state and seat belt enforcement.

Media training in English and Spanish will increase the number of law enforcement spokespersons available for media interviews. Public relations, media relations and paid media strategies were employed to reach the *Click It or Ticket* campaign audiences. A review of successful promotional ideas used by other states and a broad analysis of Colorado's occupant statistics determined key messages and news angles to attract media coverage.

The PRO promoted *Click It or Ticket* activities planned by local coalitions funded by the Safety and Engineering Branch.

Results

Having the PRO manage the consultants targeting the general, Hispanic and African-American markets allowed for better coordination, less duplication of effort and an excellent exchange of ideas to best reach our target audiences.

For the first time the PRO conducted media training for law enforcement for the *Click It or Ticket* campaign at KUSA-TV, Denver's NBC affiliate. A reporter from Telemundo conducted the interviews for the Spanish language training. Eight officers representing six agencies were trained. Three of the officers were bilingual. Heinrich Hispanidad and Cordy & Company, the PRO's consultants for the Hispanic and African-American outreach efforts, provided cultural competency training for the law enforcement agencies.

Eight officers, including three bilingual officers, participated in media training for Click It or Ticket.

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The 2006 campaign included a focus on nighttime seat belt statistics.

Crashed cars with seat belt statistics stationed in high profile locations successfully launched the campaign, generating media buzz and coverage throughout the day.

Based on a review of CDOT's statistics, the PRO highlighted nighttime seat belt use statistics as one of the key news angles for this year's campaign. Kick-off news events were held at night in Denver and Grand Junction to underscore the fact that in Colorado 71% of traffic crash victims killed at night are not using seat belts.

Based on the research with other states, the PRO used a different marketing approach to launch the campaign. In Colorado's three television markets, crashed cars were positioned in high traffic areas with police tape around them. The vehicles generated a media buzz and coverage throughout the day. It's estimated in Denver that 10,000 pedestrians walked by the display. Heinrich Hispanidad and Cordy & Company recruited leaders from the Hispanic and African-American communities to be speakers at news events.

The PRO and its contractors worked with the Colorado Association of School Executives and the Colorado Association of School Resource Officers to distribute information about *Click It or Ticket* seat belt enforcement to high school students. The Colorado Board of Education also distributed information about the campaign to 178 school district superintendents, 291 public and 63 alternative senior high school principals and 212,708 students in grades 9-12.

As part of the teen outreach, Heinrich Hispanidad distributed an announcement about *Click It or Ticket* seat belt enforcement intended for live student news broadcasts to schools with a high Hispanic population. Cordy & Company briefed principals in four Denver high schools with high African-American enrollment about *Click It or Ticket* and distributed campaign advisories for school bulletin boards.

Cordy & Company partnered with faith-based organizations to build awareness of the *Click It or Ticket* campaign through churches. They distributed campaign advisories in recreation centers, barber shops and beauty salons to create an urban buzz about the campaign. Posters were also placed in community libraries.

Heinrich Hispanidad used street teams to sweep Denver and place posters in gas stations, convenience stores, bodegas, carnicerías, panaderías and restaurants. Heinrich also implemented a viral marketing tactic by distributing campaign t-shirts in Spanish which were worn by Hispanic opinion leaders to create a buzz about the campaign.



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Additional notable campaign elements included:

- Hispanic and African-American initiative fact sheet sent to law enforcement agencies participating in the campaign.
- Seat belt use statistics at night.
- Produced and distributed B-roll for television stations about seat belt enforcement.
- Prepared a key message grid for all law enforcement agencies to use in media interviews. The grid covered the topics of enforcement, safety, racial profiling, low usage/greatest risk, unbuckled crash costs, Hispanic and African-American driver and passengers killed in 2005, unbuckled deaths, Colorado's child passenger and seat belt laws and the success of *Click it or Ticket* in Colorado.



Media that could be monitored showed that news events, releases and advisories from CDOT's PRO generated 92 television stories, 35 print stories and 6 radio stories.

The PRO placed \$175,588.33 in paid media to support the

Click It or Ticket enforcement campaign. This included 694 television spots and 827 radio spots.

Seat belt use in Colorado increased from 79.2% to 80.3%. The greatest challenge to the PRO in increasing earned media coverage of the campaign for the two-week enforcement period continues to be a lack of information about agency grantees' seat belt enforcement plans. The PRO will continue to work with the Safety and Engineering Branch as they try to find a solution to this issue.

News events, releases and advisories generated 92 television stories, 35 print stories and 6 radio stories.

Seat belt use increased from 79.2% to 80.3%.

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Collateral Materials for Impaired Driving Prevention

Project Number:	06-08
Task Number:	81-05
Planned Expenditures:	\$50,000.00
Actual Expenditures:	\$26,272.21

Goal

Develop, produce, review and reprint materials addressing impaired driving prevention, Colorado laws and CDOIT's programs.

Strategies and Initiatives

The PRO developed and produced materials and reviewed and reprinted others to support public awareness of Colorado's impaired driving laws and CDOIT's programs to prevent impaired driving.

Results

The PRO produced B-roll for television stations in both English and Spanish. B-roll is video used by television stations in news stories. The B-roll shot for impaired driving this year was done with DUI officers in the metro area. One was done with an officer who spoke Spanish and the other was done with an officer speaking English. The B-roll was delivered to television stations before a statewide DUI enforcement period.

B-roll videos featuring a Spanish-speaking DUI officer and an English-speaking DUI officer were produced and delivered to television stations.

Listed below are other materials produced or reprinted in this task:

- *Cost of a DUI* posters – 2,250 English and 750 Spanish
- *Cost of a DUI* slim jims – 4,500 English and 1,500 Spanish
- *Cost of a DUI* brochure – 5,000 English and 2,500 Spanish
- BAC (blood alcohol content) cards
- Reprint BAC cards – 5,000 Spanish
- *The Heat Is On!* banners – 10 English and 10 Spanish
- *DUI Checkpoint Colorado* brochures – 21,000 English and 10,500 Spanish
- *The Heat Is On!* reflective decals – 1,000 English
- *Over the Limit Under Arrest* podium sign – English
- *Over the Limit Under Arrest* banner – 4 English
- *Heat Heroes* banner – English
- DRE (drug recognition expert) banner – English

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Teen Driving

Project Number:	06-08
Task Number:	81-06
Planned Expenditures:	\$100,000.00
Actual Expenditures:	\$70,491.51

Goal

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

Strategies and Initiatives

The PRO developed a campaign that includes the many aspects of the GDL law and teen driving issues. The PRO, through its consultant Corona Research, conducted focus groups to better understand what teens and their parents know about Colorado's GDL law, its recently adopted passenger restriction provision and whether or not they were complying with the law. We tested newly created campaign concepts with teens and parents to learn which ones resonated with them and had the most impact. The PRO shared research results and creative concepts with its partners in state and local government agencies, businesses and nonprofit organizations to foster and increase partnerships around the campaign.

Results

The key findings from the focus groups showed a lack of knowledge about the specifics of the GDL law, a belief that it is not enforced and agreement that messages about the law should be serious.

Teens and parents in rural and urban settings want more information about the GDL law available to them. Printed materials mailed to parents and available through schools, a website, television and radio are some of the ways teens and parents want to receive information.

In response to the campaign slogans that were tested, both parents and teens preferred *The Driver's Seat*.

They felt that a logo should clearly tie in with the slogan. They liked the print ad that used the headline *You Rule* and a driver wearing a crown as it sent the message that the driver is in charge.



Focus groups found that parents and teens do not know the GDL law provisions and they do not believe the law is enforced.

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A new website, teen and parent brochures and a key message guide are in development.

The PRO and its consultant, Stratecom, used the research to refine the campaign logo and print ad. In addition to those items, a new website, a teen brochure, a parent brochure and a key message guide are in development and nearly complete. The parent brochure is paid for by the Colorado Department of Public Health and Environment (Health Department) and developed by Stratecom. This is an example of a partnership forged with the PRO and the Health Department to enhance the teen driving campaign.



We also developed a plan to reach teens, parents, schools and law enforcement with materials and information once the campaign is launched.

Child Passenger Safety

Project Number:	06-08
Task Number:	81-07
Planned Expenditures:	\$50,000.00
Actual Expenditures:	\$127,000.00

Goal

Increase public awareness of child passenger safety programs and issues in Colorado.

Strategies and Initiatives

The PRO worked with the Safety and Engineering Branch and child passenger safety advocates in health care and law enforcement to identify ways to support the child passenger safety program. Through this process, the PRO decided to produce tools for law enforcement and hold media events to focus on the importance of using child safety seats correctly. The PRO also placed paid media to increase awareness of the following resources for parents and caregivers: fit stations, a website and a toll-free number for assistance.

Results

The PRO and its contractor, Webb PR, wrote, developed and produced a roll call video for law enforcement about Colorado's child passenger safety laws. The PRO also developed and produced a pocket-size notebook for law enforcement officers with Colorado's occupant protection laws from birth through adults. The PRO held three media events to increase awareness of proper use of child safety seats.



October 26, 2005 – The PRO, the Colorado State Patrol and child passenger safety advocates held a media event to show the special steps required to safely

buckle up children wearing Halloween costumes. A new radio spot promoting the importance of having child safety seats inspected at check up events and fitting stations was introduced. The event was held at Babies R Us at Southlands Mall and received excellent media attendance.

February 15, 2006 – The PRO and Webb PR held a Media Car Seat Challenge during National Child Passenger Safety Week. Media representatives were challenged to attend a news event and try to install

A Halloween media event showed the special steps needed to safely buckle children wearing costumes.

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a child safety seat correctly. With the exception of one station, all of Denver's major English language and Spanish language television stations participated in the event. Each reporter used a similar vehicle, safety seat and doll. A certified child safety seat technician was assigned to each reporter to judge the installation on five points. The hands-on event quickly showed reporters the difficulties in correctly installing seats and resulted in excellent media coverage. Before the car seat media challenge started, the PRO held a news event to announce details about increased enforcement of Colorado's child passenger safety laws and statistics concerning traffic crash injuries and fatalities to inappropriately restrained and unrestrained child passengers. Law enforcement agencies, child passenger safety advocates and grantees working on child passenger safety projects were invited to the event.

Reporters were challenged to attempt to correctly install a child safety seat. This hands-on media event resulted in excellent media coverage.

July 2006 – A car seat media challenge was held in Grand Junction. The PRO and its contractor, Explore Communications, placed a media buy in September in Denver and Grand Junction. The media buy used radio spots that gave listeners information on where to get child safety seats checked and resources to use seats correctly. The buy totaled \$62,238.70. An additional \$15,528 (nearly 25%) was negotiated in added value to increase the value of the buy without spending more money.

*Do it because
you love them.*



Motorcycle Safety

Project Number:	06-08
Task Number:	81-08
Planned Expenditures:	\$40,000.00
Actual Expenditures:	\$30,774.08

Goal

Increase public awareness of motorcycle safety issues.

Strategies and Initiatives

The PRO conducted primary research on attitudes and behaviors concerning motorcycle safety issues with two audiences. Through its consultant, Corona Research, two telephone surveys were conducted. The first survey is statewide and is used to establish a baseline of attitudes of drivers towards motorcycles. The survey covered the following topics: driving habits; motorcycle safety attitudes and opinions; and demographics. The second survey contacted those who had a motorcycle or motor scooter larger than 49cc registered in the state. The survey covered the following topics: motorcycle usage; training and licensing; attitudes and behavior; safety while riding; safety concerns and demographics.

The PRO also conducted secondary research. Through its consultant, Stratecom, the PRO brought together information from a variety of resources and topics as background on motorcycle issues. The topics reviewed include those listed below:

- Motorcycle information from other states, including safety programs, licensing laws and traffic laws.
- Motorcycle data from the National Highway Traffic Safety Administration.
- Motorcycle clubs, groups and stakeholders.
- Public awareness campaigns conducted by other states The PRO requested 10 years of motorcycle fatality data in Colorado from the Safety and Engineering Branch to analyze for trends.

To better understand motorcycle riders, the PRO commissioned a survey of drivers and motorcycle riders and reviewed secondary information related to motorcycles.

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Results

Among the key findings from the survey of drivers are the following:

- Respondents believe that motorcycle riders are more likely to drive safely and defensively compared to drivers of vehicles.
- The majority of survey participants consider motorcycles a safe means of transportation.
- Respondents believe that helmets and training are the most important elements for ensuring motorcyclist safety.
- Respondents believe that riders of sport motorcycles are the least safe of all riders.

Drivers and motorcyclists alike believe that training is the most important element for ensuring motorcyclist safety.

Among the key findings from the survey of motorcyclists are the following:

- Respondents primarily ride for fun.
- Respondents typically learned to ride at a young age and learned by teaching themselves or through a family member.
- The vast majority of respondents either had a license or intended to get one.
- While many respondents would oppose a helmet law, more than half indicated that they always wear a helmet.
- Respondents believed that training was the most important element of safety. Respondents indicated training for drivers and riders alike was the important safety element.

Colorado's motorcycle fatality data show that young male riders were most likely to die on Colorado highways. Alcohol was also involved in many of these deaths.

The research and analysis conducted this year, will allow the PRO to create a public awareness campaign for motorcycle safety in the next Federal fiscal year.

Alcohol Media Pool — BACCHUS

Project Number:	06-08
Task Number:	81-10
Planned Expenditures:	\$55,000.00
Actual Expenditures:	\$26,092.96

Goal

Develop collateral materials for the BACCHUS high school and college projects and provide guidance to college alcohol-prevention groups on how to increase their visibility on their respective campuses and with local media.

Strategies and Initiatives

The PRO and its consultant, Stratecom, worked with BACCHUS and Safety and Engineering Branch staff to identify their needs for collateral materials and the role of alcohol-prevention groups on college campuses. The PRO and Stratecom included BACCHUS in the review of creative concepts for the teen campaign to gain their insights in developing the campaign for young drivers. This also allowed the PRO and Stratecom to develop materials that could work for a broad teen driving campaign as well as the BACCHUS project.

Results

BACCHUS staff liked the teen driving campaign theme, *The Driver's Seat*. They also liked the headline, *You Rule*, for collateral materials as it showed that young drivers are responsible for following and making rules, such as, all passengers must wear seat belts. Another headline, *You Choose*, was adopted to send the clear message that the choices drivers make have consequences. The collateral materials listed below were created for the high school project:

- *You Rule* regarding seat belt use materials included 100 posters; 4,000 locker magnets; and one print ad for high school newspapers.

Headlines “You Rule” and “You Choose” were adopted to send the message to teens that they need to make and follow traffic safety rules and that their choices have consequences.



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- *You Choose* materials regarding cell phone use included: 100 posters; 4,000 bookmarks; and one print ad for high school newspapers.

For the college project, the look and feel of the teen driving campaign was used on collateral materials. However, the messages were aimed at preventing impaired driving so new headlines and copy were developed. The materials listed below were developed and produced for college campuses:

Stamina. Smarts. Strategy. door hangers carry a message to college students about designating a sober driver and other sober ride options.

5,000 door hangers for dorm rooms— Headline: *Stamina. Smarts. Strategy.* The door hangers carry a message about designating a sober driver and other sober ride options and targets new students arriving on campus.

5,000 pledge cards – Headline: *Be Smart. Be Safe. Surviving the Holidays.* The pledge cards carry messages about responsible drinking; respecting those who choose not to drink; awareness and actions to take for alcohol poisoning; preventing impaired driving; and using seat belts. The pledge cards target all students.

The PRO and Stratecom also created media kits for campus advisors and peer counselors. The kits contained media advisories about the campus program, fact sheets and media lists tailored for each campus community. Media training was also provided for the campuses in the BACCHUS project.



Occupant Protection Media Pool

Project Number:	06-08
Task Number:	81-11
Planned Expenditures:	\$201,321.00
Actual Expenditures:	\$169,117.75

Goal

Manage media funds and activities for two advertising agencies and one grantee to increase public awareness of seat belt and child passenger safety issues.

Strategies and Initiatives

The PRO managed media funds and activities implemented by Heinrich Hispanidad, Cordy & Co. and the Mesa County Health Department. The PRO worked with all three organizations to plan and implement activities. The PRO also coordinated with the Safety and Engineering Branch and other safety partners in developing all plans.

Results

Heinrich Hispanidad – The PRO guided the development and launch of a new seat belt campaign for families and children called *Lucha Libre*. The target audiences are Spanish-speaking families and children. The campaign included a kick-off news event in Spanish and English, a mascot, a brochure, paid media and community outreach. The PRO also placed a media buy for a print and radio campaign for child passenger safety.

The Lucha Libre campaign to increase seat belt use by Spanish-speaking parents and children launched in FY 2006.



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A child passenger safety campaign targeting African-American mothers launched in FY 2006.

Cordy & Company – The PRO guided the development of child passenger safety materials targeted to African-American women. The effort included a brochure, posters, a radio campaign and community outreach.

Mesa County Health Department – The PRO and its contractor Webb PR helped the Mesa County Health Department publicize their fit station. This was done through a car seat media challenge, paid media and flyers.



Tougher to handle than your kids.

When it comes to your kids, sometimes the most important things are the hardest to understand. Like child safety seats. Over 90% are incorrectly installed. That is why Mesa County Health Department conducts monthly fitting/education stations. Call 254-4112 for information or to schedule an appointment.

www.carseatscolorado.com

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SAFETY DOESN'T HAPPEN BY ACCIDENT

