

Colorado

2014 Integrated Safety Plan

Colorado Department of Transportation



COLORADO DEPARTMENT OF TRANSPORTATION 2014 Integrated Safety Plan

Mission Statement:

Reduce the incidence and severity of motor vehicle crashes and the human and economic losses that are associated with them.

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A MESSAGE FROM THE OFFICE OF TRANSPORTATION SAFETY AND THE TRAFFIC AND SAFETY ENGINEERING BRANCH

We are pleased to provide you with the 2014 Colorado Integrated Safety Plan (ISP). Each year, this document is updated to help focus limited resources on strategic projects statewide that can have an impact on reducing the number of fatalities and serious injuries due to motor vehicle crashes on Colorado highways. The ISP includes the state's goals, objectives and strategies for improving traffic safety, as well as performance measures to evaluate our progress. It outlines specific highway safety projects and programs and respective funding for 2014.

The state has made great strides in traffic safety over the past several years, resulting in a 40% reduction in motor vehicle-related fatalities since 2002. We can attribute much of this success to the engineering of safer highways, driver education, enhancements in traffic safety laws and enhanced enforcement of those laws. Despite our successes, traffic crashes remain one of the leading causes of death and serious injury in the state of Colorado. As the population grows and driver behavior changes, we must also address emerging issues such as distracted driving and drug-impaired driving, and continue to look for new tools and technologies to improve our roadways and prevent crashes. We will accomplish this by expanding our safety partnerships and by providing tools for safety advocates to work in partnership with us. We will continue our strong relationships with local governments and law enforcement to make traveling through Colorado safer than ever before.

CDOT's Office of Transportation Safety and Traffic and Safety Engineering Branch, will continue to partner with the National Highway Traffic Safety Administration (NHTSA), Federal Highway Administration (FHWA), CDOT's Public Relations Office, our CDOT Regions, and our local transportation safety partners, to move our Integrated Safety Plan forward. In so doing, we will save lives and reduce injuries and crashes, and reduce the associated economic impact.

And finally, we wish to thank our stakeholders, partners and employees who contributed to this report and who assisted with the selection process for establishing these important safety projects. It is through this collaboration and the development of innovative safety programs that we will continue to reduce future roadway deaths and injuries within the state of Colorado.



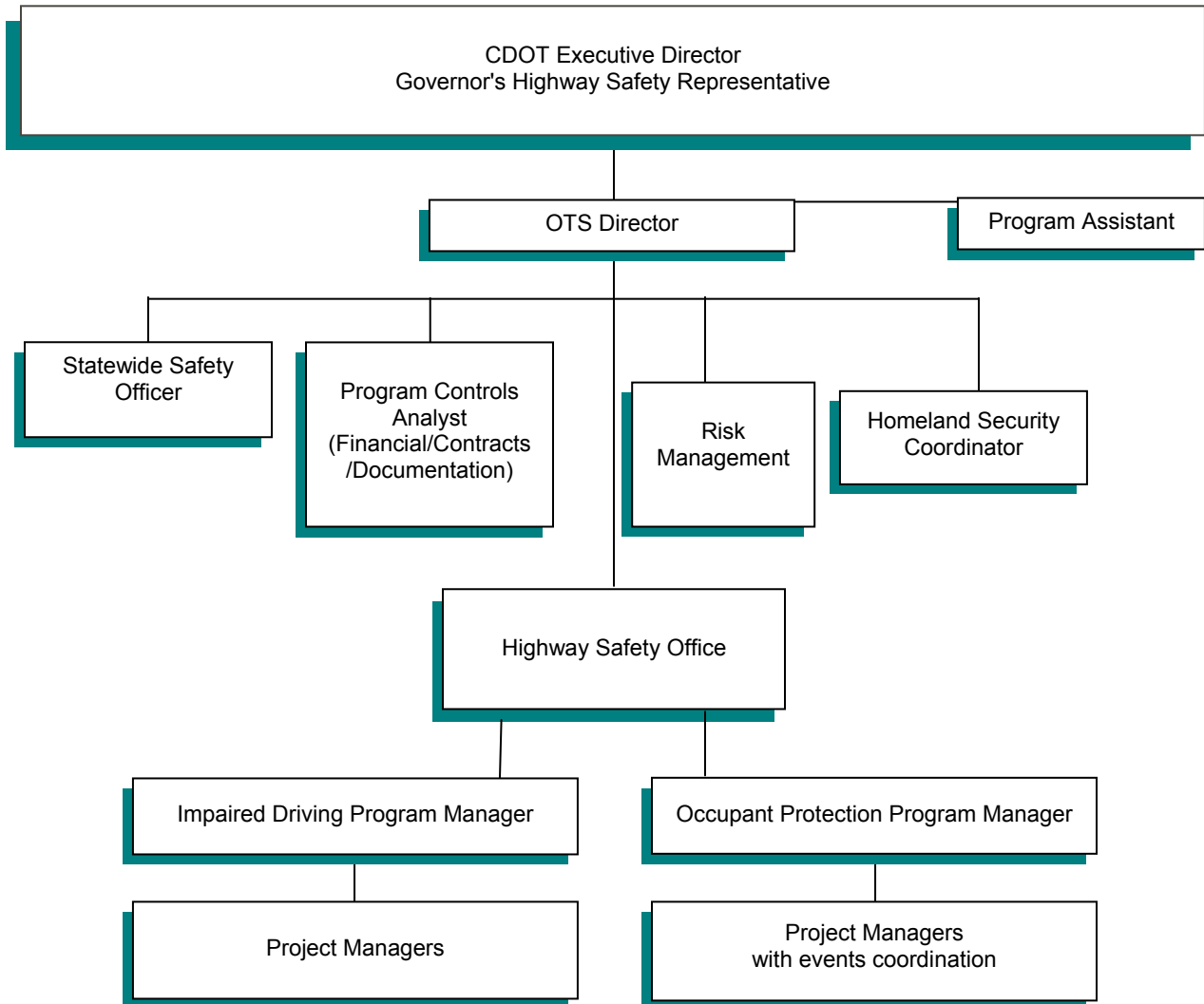
Darrell S. Lingk
Director, Office of Transportation Safety



Charles E. Meyer
Manager, Traffic and Safety Engineering Branch

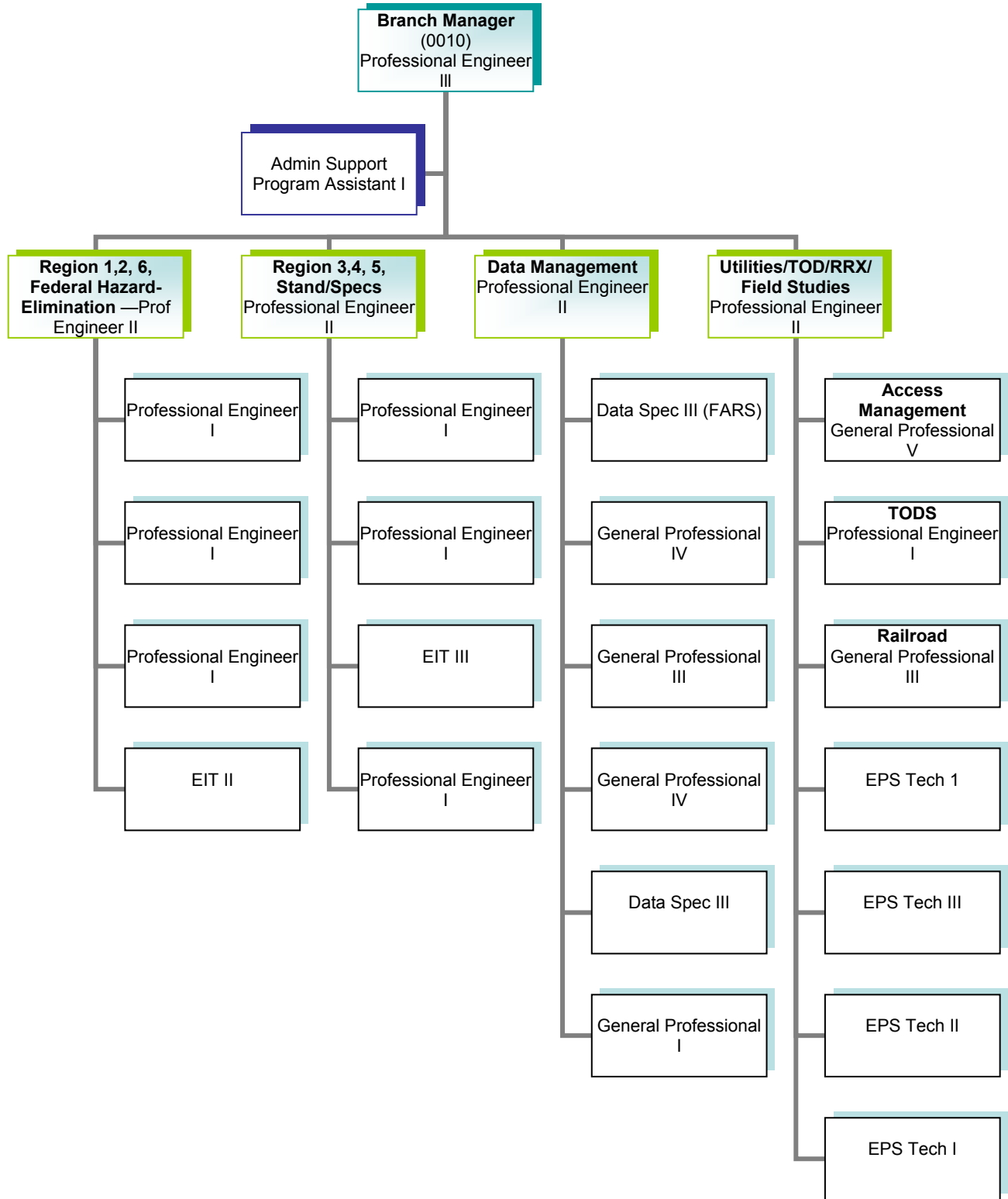
Organizational Chart

Office of Transportation Safety



Organizational Chart

Traffic and Safety Engineering Branch



The 2014 Integrated Safety Plan (ISP) is built upon a foundation of traffic safety strategies that are proven to reduce the number and severity of traffic crashes in the state of Colorado. The ISP focuses on the three contributing factors to crashes: the roadway, the driver, and the vehicle. The crash sequence is examined and strategies are developed to reduce the likelihood of a crash occurring and to mitigate the effects of the crash once a crash sequence has been initiated. Many of these strategies involve joint efforts and cooperative programs at all levels of government and between the public and private sectors.

There are several organizations and groups who engage in various processes and programs that are designed to prevent and mitigate Colorado's highway fatalities and serious injuries. From CDOT these include the Governor's Representative for Highway Safety, our Traffic and Safety Engineering Branch, the Office of Transportation Safety, our six Transportation Regional Director's, Region staff, Headquarters staff, and Staff Branches. Other groups and organizations that are also involved include the Governor's office, the Colorado State Legislature, federal agencies, state agencies, political subdivisions, law enforcement agencies, community groups, and the private sector. All of these entities are vital in our ongoing mission to reduce crashes resulting in fatalities or serious injury on Colorado roadways.

MISSION, GOALS, AND OBJECTIVES

The mission of the CDOT Traffic and Safety Engineering Branch and the Office of Transportation Safety is to reduce the incidence and severity of motor vehicle crashes and the human and economic losses that are associated with them. Furthermore, CDOT has supported resolutions by the American Association of State Highway and Transportation Officials (AASHTO) to adopt "Halving Fatalities by 2030" and "Toward Zero Death as a National Strategy".

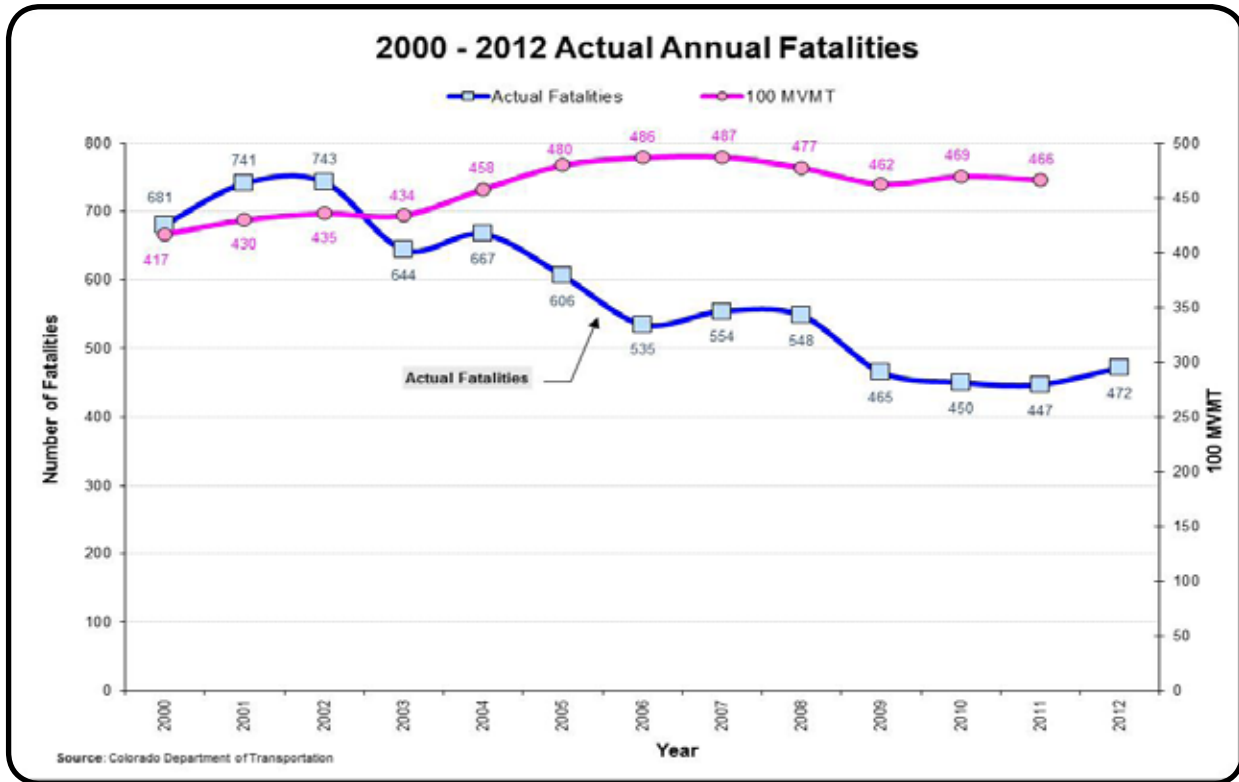
CDOT has set specific targets for reducing our fatality and serious injury rates, as well as the total number of crashes overall as compared to previous years. A detailed analysis of historical data was conducted using statistical methodologies and evidence-based performance targets were established for 2014. These performance targets are described in detail on the pages that follow this introduction.

HOW WE EVALUATE SAFETY PROGRESS

The statewide fatality rate is the primary means of measuring the Department's effectiveness in increasing safety for users of the state highway system. Providing a safe and secure transportation system is CDOT's highest priority. The fatality rate is the number of fatalities per 100 million Vehicle Miles Traveled (VMT) on Colorado highways.

DATA REVIEW

Actual Annual Fatalities compared to 100 Million Vehicle Miles Traveled (VMT) - Colorado 2000 - 2012



Colorado has made significant progress over the last decade to reduce fatalities on our roadways. In 2002, Colorado had 1.7 fatalities per 100 million VMT. By 2011, the rate had declined to 0.96 per 100 million VMT. This accounts for a reduction of nearly 40 percent in the number of fatalities just within the last 10 years. Cumulatively, CDOT estimates that more than 20,000 lives may have been saved as a result of our steady reduction in statewide fatalities since the late 1970's.

Over the last three decades, the most serious challenges have been impaired driving, the lack of use of occupant protection devices such as seat belts, young driver behaviors, and excessive speed. In urban areas, rear-end collisions, approach turns, and broadside crashes were most prevalent. In rural areas, running off the road, hitting fixed objects, and overturning were the most prevalent. Finally, motorcycle and commercial vehicle safety were major areas of concern as they still are today.

Some of the success we have seen over these last few decades is due to the passage of important traffic safety legislation, such as lowering the blood-alcohol content (BAC) threshold to 0.08 percent in 2004 (HB 04-1021) and the law requiring a helmet for motorcyclists under 18 years of age (HB 07-1117). Fines for failure to comply with child restraint and booster seat requirements have helped, as well as legislation that increased the fines for seat belt violations (HB 08-1010). Laws were passed to increase penalties for impaired driving (HB 08-1010), expand the use of interlock devices, and to provide \$2 million annually for increased high-visibility DUI enforcement (HB 08-1194). The definition of a persistent drunk driver

(PDD) changed (HB13-1240) with the PDD BAC threshold being changed from 0.17 to 0.15. A person who refuses to submit to chemical testing after a DUI arrest is now classified as a PDD.

In addition, a number of improvements have been made to the Graduated Drivers License law for teen drivers, as well as other legislative changes to improve safety across our state. Grass roots organizations have had a significant impact, and public information programs have served to raise awareness of the risks and responsibilities of safe driving.

Additionally, through innovative engineering practices, Colorado has reduced crashes within available budgets by making safety improvements at roadway locations where higher rates of crashes have been identified. Evaluation methodologies, such as pattern recognition analysis and roadway diagnostic safety assessments, provide the current best practice in targeting appropriate locations for safety improvements. These methodologies address:

- Reducing the frequency of roadway departure-type crashes and mitigating the effects of leaving the road
- Reducing crashes at intersections
- Selecting qualified sites for safety improvement projects through such programs as Federal Hazard Elimination and High Risk Rural Roads

Even though great strides have been made over the last several years in our efforts to reduce fatalities on Colorado roadways, more still needs to be done. To receive Federal Highway Administration (FHWA) and National Highway Traffic Safety Administration (NHTSA) funds, states are required to prepare an annual Highway Safety Plan, or Integrated Safety Plan (ISP). This plan is based on a problem identification process, establishes performance targets and objectives based on identified problems, and includes countermeasures that will assist the state in reaching its stated performance targets.

PERFORMANCE MEASURES

The National Highway Traffic Safety Administration (NHTSA) and the Governors Highway Safety Association (GHSA) agreed on a minimum set of performance measures to be used by states in the development of Integrated Safety Plans, or State Highway Safety Plans, and in the implementation of programs. The measures cover the major areas common to Safety Plans and use existing data systems. The Performance Measures below include three Activity Measures (A-1. through A-3.), one Behavioral Measure (B-1.), ten Core Measures (C-1. through C-10.) and one Survey Measure (S-1.). The results of the Survey Measure conducted are detailed on the pages following S-1.

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

Average number of seat belt citations written from 2010-2012: 13,412

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

Average number of impaired driving arrests from 2010-2012: 6,516

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

Average number of speeding citations written from 2010-2012: 6,371

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

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

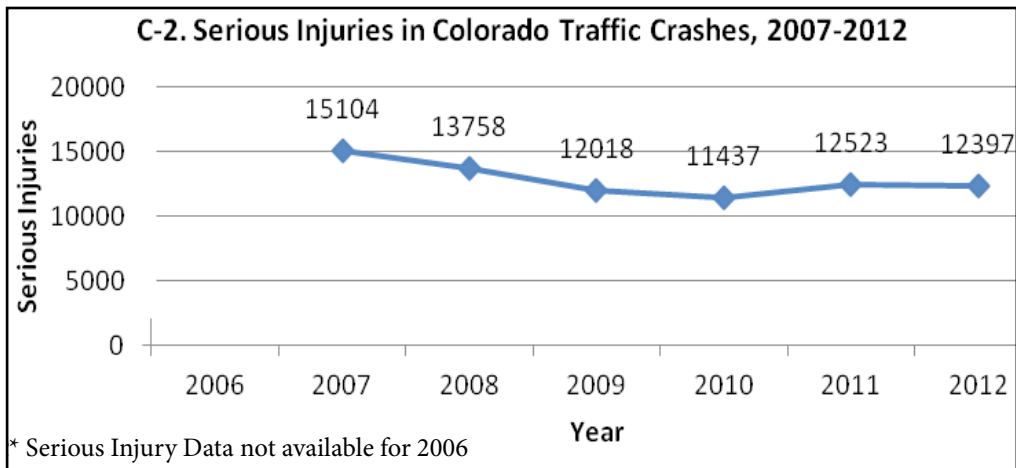
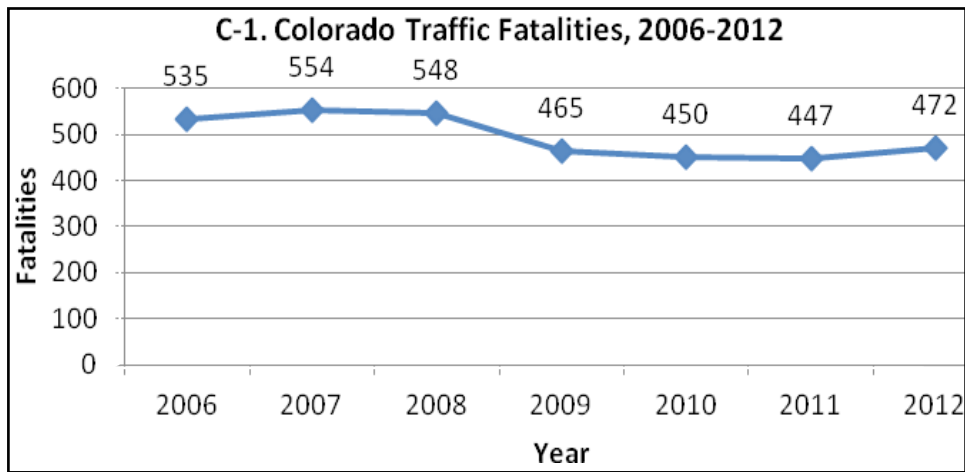
Goal: Increase the observed seat belt use for passenger vehicles to 84% in 2013

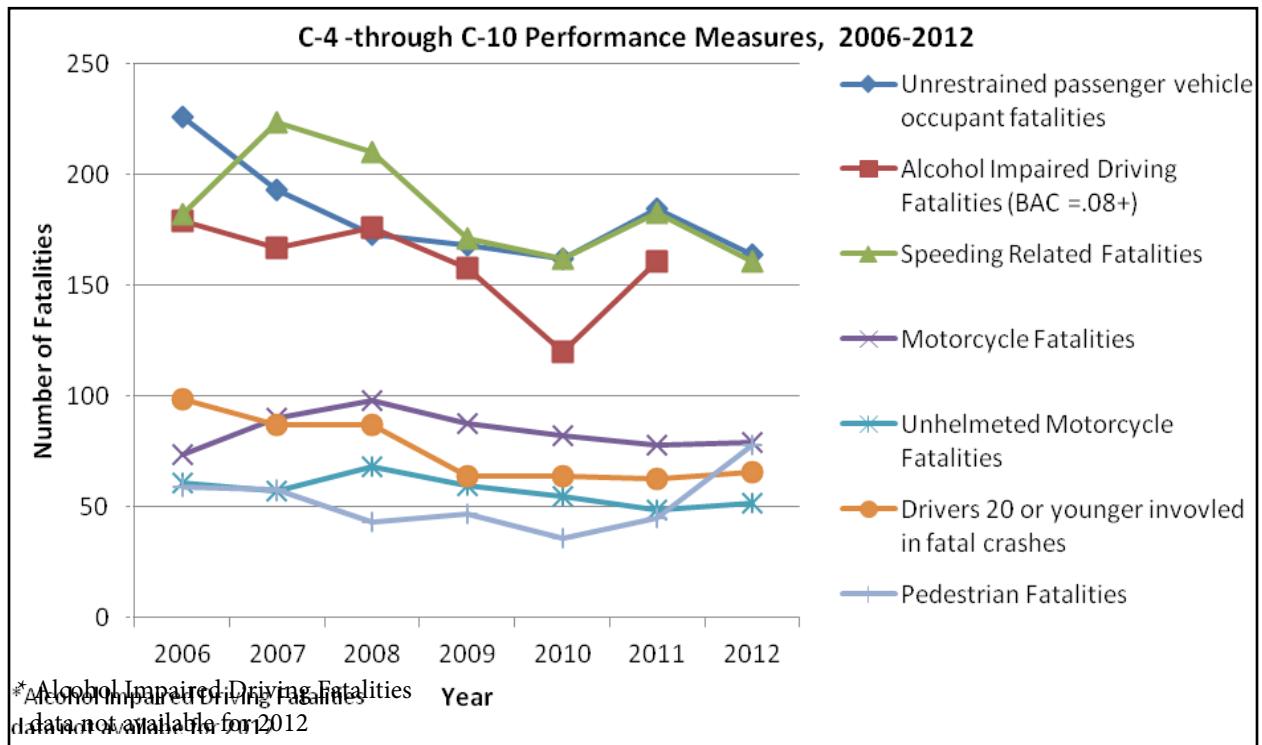
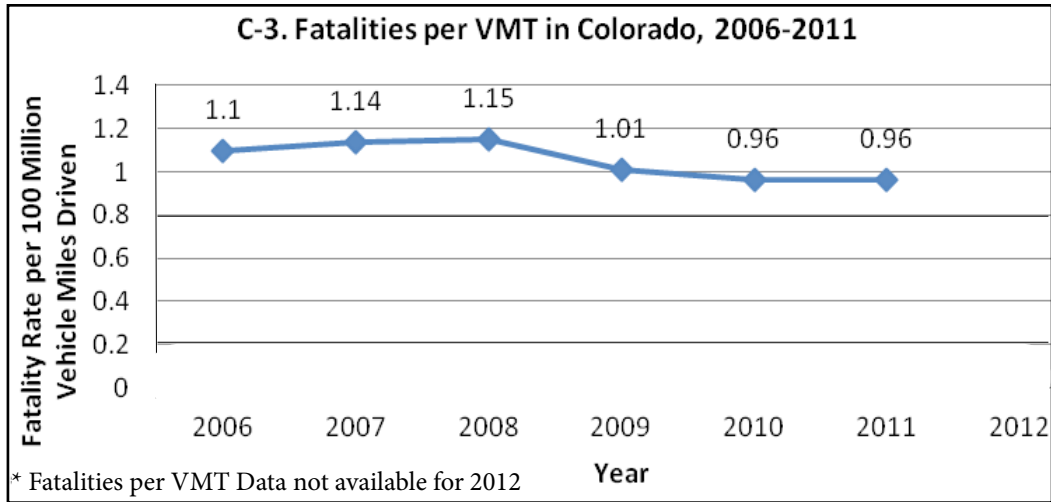
Goal: Increase the observed seat belt use for passenger vehicles to 84% in 2012

2012 Result: 80.7%

In order to determine the 2014 Highway Safety performance measure targets for C-1 through C-10, the numbers of traffic fatalities per year for the past seven years (2006-2012) were analyzed and reviewed.

Time Period Selection: Crash and fatality data for 2012 is the most current data available for establishing 2014 performance measures. We recognize that some adjustments to the 2012 data could still be made; however, we believe the data set is close enough to being final that its inclusion into our statistical analysis is valid. Using seven recent years of data provides more information about the variability in the number of fatalities each year, especially for the performance measures that have a smaller subset of the total fatalities. It also ensures that future performance targets are not only data-driven but are also realistic. Table 1 shows the variability in the annual percent of change from the previous year's result.





Method: The statistician calculated the percent of change from one year to the next, for the range of years with comparable data, and then averaged the resulting five or six percentage point changes. As shown in Table 1, the 2014 performance targets were then derived by decreasing the 2012 outcome by the average percent change or by maintaining the number from 2012 as the target for 2014 when the average percent of change was an increase.

Table 1. Percent change per year, average, and 2014 Target by Performance Measure

	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011	2011-2012	2012 Data	Average change, 2006-2012	2014 Performance Targets
C-1. Traffic Fatalities	3.55	-1.08	-15.15	-3.23	-0.67	5.59	472	-1.83	463
C-2. Serious Injuries ¹	--	-8.91	-12.65	-4.83	9.50	-1.01	12,397	-3.58	11,953
C-3. Fatalities/VMT ²	3.64	0.88	-12.17	-4.95	0	--	0.96	-2.52	0.94
C-4. Unrestrained ³	-14.60	-10.36	-2.89	-3.57	14.20	-11.35	164	-4.76	160
C-5. Alcohol –Impaired Driving Fatalities (BAC=.08+) ²	-6.70	5.39	-10.23	-24.05	34.17	--	161	-0.29	160
C-6. Speeding-Related Fatalities	23.08	-6.25	-18.57	-5.26	12.96	-12.02	161	-1.01	159
C-7. Motorcyclist Fatalities ³	21.62	8.89	-10.20	-6.82	-4.88	1.28	79	1.65	79
C-8. Unhelmeted Fatalities	-6.56	19.30	-11.76	-8.33	-10.91	6.12	52	-2.02	51
C-9. Drivers 20 or Younger Involved in Fatal Crashes	-12.12	0.00	-26.44	0.00	-1.56	4.76	66	-5.89	62
C-10. Pedestrian Fatalities ³	-1.69	-25.86	9.30	-23.40	25.00	73.33	78	9.45	78

Note: 2012 data are not finalized until 2014;

1. Comparable serious injury data are not available for 2006 because the traffic accident reporting method changed for 2007 and beyond.
2. Fatalities per VMT data and alcohol-impaired driving fatality data are not yet available for 2012; the number in the 2012 data column is from 2011 and the 2014 performance target is based upon the 2011 outcome.
3. Because the average of the percent of changes increased, the number in 2012 was selected as the target for 2014. In other words, the objective (goal) will be to stop the rise in unrestrained fatalities; then once achieved, we can set a performance target that involves a reduction in total fatalities.

Expanded Explanation of the Footnotes in Table 1:

- **C-2: Reduce the number of serious injuries in traffic crashes** - Data are not available for 2006 due to a change in the traffic accident reporting method. Consequently, data were analyzed and averaged over the time period from 2007-2012.

- **C-3: Reduce the number of fatalities per Vehicle Miles Traveled (VMT) and C-5: Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above** - Data is not yet available for 2012. Data was analyzed and averaged over the time period from 2006-2011 and the 2014 performance targets were derived by decreasing the 2011 outcome by the average percent of change.
- **C-4: Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions** - Overall, the number of unrestrained passenger vehicle fatalities decreased 27% from 2006-2012. Colorado's seat belt use rate was 80.7% in 2012. Without a primary seat belt law, continuing a 4.76% reduction in unrestrained fatalities per year on average appears to be unsustainable. Therefore, the 2014 target is set at half of the yearly average trend or a 2.38% reduction.
- **C-7: Reduce the number of motorcyclist fatalities** - Motorcyclist fatalities increased 1.65% between 2006 and 2012. Rather than continuing the slow increase in motorcyclist fatalities, the 2014 performance target has been set at no change or maintain.
- **C-10: Reduce the number of pedestrian fatalities** - Over the time period between 2006 and 2012 pedestrian fatalities increased 9.45%. This increase is due largely to the 73% jump in pedestrian fatalities that occurred between 2011 and 2012. If the 2012 data is discounted, the average change between 2006 and 2011 actually shows a slight decrease of 3.33%. Given that the trend in pedestrian fatalities heading into 2013 is also significantly increasing, our 2014 performance target is set at no change or maintain. Again, where we see increases in the average number of fatalities, our goal is to first stop the rise in the number of fatalities, and then we can set a performance target that will aim to decrease pedestrian fatalities in future years.

C-1. Reduce the number of traffic fatalities

Number of traffic fatalities in 2010: 448

Goal: Reduce the number of traffic fatalities in 2013 to 435

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

2012 Result: 472

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

Number of serious injuries in traffic crashes in 2010: 11,437

Goal: Reduce the number of serious injuries in traffic crashes in 2013 to 11,000

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

2012 Result: 12,397

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

Total fatalities per Vehicle Miles Traveled (VMT) in 2010: .95

Urban fatalities per Vehicle Miles Traveled (VMT) from 2007-2009: .63

Rural fatalities per Vehicle Miles Traveled (VMT) from 2007-2009: 1.66

Goal: Reduce the fatality rate per VMT in 2013 to .94

Goal: Maintain the fatality rate per VMT at the 2011 level of .95.

2011 Result: .96

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

Number of unrestrained passenger vehicle occupant fatalities in 2010: 161

Goal: Reduce the number of unrestrained passenger vehicle occupant fatalities in 2013 to 156.

Goal: Reduce the number of unrestrained passenger vehicle occupant fatalities in 2012 to 161 .
2012 Result: 164

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

Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above in 2010: 127

Goal: Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above in 2013 to 123.

Goal: Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above in 2012 to 162.

2011 Result: 161

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

Number of speeding-related fatalities in 2010: 162

Goal: reduce the number of speeding-related fatalities in 2013 to 157.

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

2012 Result: 161

C-7. Reduce the number of motorcyclist fatalities

Number of motorcyclist fatalities in 2010: 82

Goal: Reduce the number of motorcyclist fatalities in 2013 to 76.

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

2012 Result: 79

C-8. Reduce the number of unhelmeted motorcyclist fatalities

Number of unhelmeted motorcyclist fatalities in 2010:55

Goal: Reduce the number of unhelmeted motorcyclist fatalities in 2013 to 47.

Goal: Maintain the number of unhelmeted motorcyclist fatalities in 2012 at or below 54.

2012 Result: 52

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

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

Goal: Reduce the number of drivers age 20 or younger involved in fatal crashes to 62.

Goal: Maintain the number of drivers age 20 or younger involved in fatal crashes in 2012 at or below 64.

2012 Result: 66

C-10. Reduce the number of pedestrian fatalities

Number of pedestrian fatalities in 2010: 36

Goal: Reduce the number of pedestrian fatalities in 2013 to 35.

Goal: Maintain the number of pedestrian fatalities in 2012 at or below 40.

2012 Result: 78

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

Important Notes regarding the 2012-2013 driver attitude and awareness surveys:

1. All of the impaired driving and seat belt questions have been asked over a period of years with slightly different wording than the NHTSA wording. CDOT received permission to retain previous wording for longitudinal research reasons. The CDOT question wording is presented below each NHTSA question.
2. Data results for Impaired Driving show results from the 2012 pre- and post-program surveys. The 2013 post-program survey will be completed in September 2013, and the 2013 pre-program survey results (from March 2013) will be calculated along with the post-program results as a cost-savings measure, and so have not yet been calculated. Results will be presented in the 2013 Annual Report.
3. Data results for Seat Belt show results from the 2012 pre- and post-campaign surveys. The 2013 post-program survey will be completed in July 2013, and the 2013 pre-program survey results (from March 2013) will be calculated along with the post-program results as a cost-savings measure, and so have not yet been calculated. Results will be presented in the 2013 Annual Report.
4. CDOT received permission to slightly modify the Speeding-related questions. The CDOT question wording is presented below each NHTSA question.
5. CDOT has been gathering data on the impaired driving and seat belt questions for several years, but has not examined longitudinal trends, instead concentrating on annual progress between pre-program and post-program studies. It is possible to prepare a longitudinal analysis, however, that has not been done to date for budget reasons.

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

CDOT question version:

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

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

A-2: In the past 30-60 days, have you read, seen or heard anything about alcohol impaired driving (or drunk driving) enforcement by police Yes_____ No_____

CDOT question version:

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

	March 2012	September 2012
1) Yes	28%	64%
2) No	72%	36%
3) Don't know	0%	0%
4) Refused	0%	0%

A-3: What do you think the chances are of someone getting arrested if they drive after drinking? Always_____ Most of the time _____ Half the time _____ Rarely _____ Never_____ (if applicable indicate prior results and date_____)

CDOT question version:

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

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

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

CDOT question version:

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

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

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

CDOT question version:

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

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

B-3: What do you think the chances are of getting a ticket if you don't wear your safety belt?

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

CDOT question version:

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

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

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

CDOT question version:
 No Change

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

S-1b: On a road with a speed limit of 65 mph, how often do you drive faster than 70 mph?
 Always _____ Most of the time _____ Half the time _____ Rarely _____

CDOT question version:
 No Change

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

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

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

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

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

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

CDOT question version:

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

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

2014 TRAFFIC and SAFETY ENGINEERING BRANCH ~ ROADWAY TRAFFIC SAFETY PROGRAMS Task Descriptions

Federal Hazard Elimination

Hot Spot

Traffic Signals

Rail Crossing Protection

Rockfall

PROGRAM TASK DESCRIPTIONS

**2014 Roadway Traffic Safety Programs
Federal Hazard Elimination**

FEDERAL HAZARD ELIMINATION PROGRAM

The Federal Hazard Elimination Program (HES Program) provides a blend of federal and state/local funds for projects that seek to improve safety at high-accident locations. This state managed program operates on a three-year schedule and directs funds to eligible safety improvement projects that satisfy a competitive screening process.

The projects are selected and prioritized following the CDOT Traffic and Safety Engineering Branch's nationally recognized and FHWA approved methodology. State highway improvement projects, as well as local county and city projects, are eligible to receive these funds. In addition to a detailed statistical analysis of accident history, the screening procedure incorporates a benefit/cost evaluation which aids in normalizing cost impact, thus allowing projects of divergent budgets to compete for the limited funding resources on a fair basis.

Typical projects often involve intersection improvements, guardrail installation, lighting upgrades, pedestrian and bicycle improvements associated with roadways, shoulder and lane widening for safety, ITS, curve flattening and other geometric modifications, as well as sign and pavement marking upgrades.

Hazard Elimination Project: SH70A 256-258 (FY 14)

Description: Runaway Truck Ramp Improvements at MP 257.50

Requestor: Region 1

Evaluation Measure: FHWA Benefit/Cost Analysis of Accident Reduction

Cost Summary:

Federal Funds: \$	427,500
State Funds: \$	47,500
Local Funds: \$	-
Total: \$	475,000

Hazard Elimination Project: SH85B 200.07-200.15 (FY 14)

Description: Upgrade Traffic Signal at Santa Fe & Blakeland

Requestor: Region 1

Evaluation Measure: FHWA Benefit/Cost Analysis of Accident Reduction

Cost Summary:

Federal Funds: \$	450,000
State Funds: \$	50,000
Local Funds: \$	-
Total: \$	500,000

Hazard Elimination Project: SH70A 283.53 (FY 14)

Description: Upgrade Traffic Signal at I-70 EB Ramps and Chambers Rd.

Requestor: Region 1

Evaluation Measure: FHWA Benefit/Cost Analysis of Accident Reduction

Cost Summary:

Federal Funds: \$	450,000
State Funds: \$	50,000
Local Funds: \$	-
Total: \$	500,000

Hazard Elimination Project: SH6G 272.60-272.68 (FY 14)

Description: Upgrade Traffic Signal at 19th St.

Requestor: Region 1

Evaluation Measure: FHWA Benefit/Cost Analysis of Accident Reduction

Cost Summary:

Federal Funds: \$	450,000
State Funds: \$	50,000
Local Funds: \$	-
Total: \$	500,000

Hazard Elimination Project: SH88A 5.88-5.98 (FY 14)

Description: Upgrade Traffic Signal at Federal and Old Hampden

Requestor: Region 1

Evaluation Measure: FHWA Benefit/Cost Analysis of Accident Reduction

Cost Summary:

Federal Funds:	\$450,000
State Funds:	\$50,000
Local Funds: \$	-
Total:	\$500,000

Hazard Elimination Project: SH287C 286.25-288.75 (FY 14)

Description: Replace Substandard Hwy Lighting: Federal, 52nd-71st Ave.

Requestor: Region 1

Evaluation Measure: FHWA Benefit/Cost Analysis of Accident Reduction

Cost Summary:

Federal Funds: \$	2,250,000
State Funds: \$	250,000
Local Funds: \$	-
Total: \$	2,500,000

Hazard Elimination Project: SH12A 0.00-70.49 (FY 14)

Description: Shoulder, CL Rumble Strips, Guardrail, Flatten Sideslopes

Requestor: Region 2

Evaluation Measure: FHWA Benefit/Cost Analysis of Accident Reduction

Cost Summary:

Federal Funds: \$	900,000
State Funds: \$	100,000
Local Funds: \$	-
Total: \$	1,000,000

Hazard Elimination Project: SH165A 28.56-36.89 (FY 14)

Description: Shoulder & CL Rumble Strips, Guardrail, Flatten Sideslopes

Requestor: Region 2

Evaluation Measure: FHWA Benefit/Cost Analysis of Accident Reduction

Cost Summary:

Federal Funds: \$	450,000
State Funds: \$	50,000
Local Funds: \$	-
Total: \$	500,000

Hazard Elimination Project: SH21B 142-148 (FY 14)

Description: Powers Blvd. Accel/Decel Lanes Various Locations

Requestor: Region 2

Evaluation Measure: FHWA Benefit/Cost Analysis of Accident Reduction

Cost Summary:

Federal Funds: \$	4,320,000
State Funds: \$	480,000
Local Funds: \$	-
Total: \$	4,800,000

Hazard Elimination Project: SH70A 29.5-31.5 (FY 14)

Description: Shoulder Cable Rail; Guardrail End Sec. Upgrades MP 0-130

Requestor: Region 3

Evaluation Measure: FHWA Benefit/Cost Analysis of Accident Reduction

Cost Summary:

Federal Funds: \$	1,530,000
State Funds: \$	170,000
Local Funds: \$	-
Total: \$	1,700,000

Hazard Elimination Project: SH133A 67.78-67.82 (FY 14)

Description: Construct Main Street Roundabout

Requestor: Region 3

Evaluation Measure: FHWA Benefit/Cost Analysis of Accident Reduction

Cost Summary:

Federal Funds: \$	720,000
State Funds: \$	80,000
Local Funds: \$	-
Total: \$	800,000

Hazard Elimination Project: SH392B 117.51-117.71 (FY 14)

Description: LED Stop Signs, Geometric Improvements at CR 43 intersect.

Requestor: Region 4

Evaluation Measure: FHWA Benefit/Cost Analysis of Accident Reduction

Cost Summary:

Federal Funds: \$	472,500
State Funds: \$	52,500
Local Funds: \$	-
Total: \$	525,000

Hazard Elimination Project: SH 2A 2.98 -3.02 (FY 14)

Description: Upgrade Traffic Signal at Colorado Blvd. & Mississippi

Requestor: City of Denver

Evaluation Measure: FHWA Benefit/Cost Analysis of Accident Reduction

Cost Summary:

Federal Funds: \$	247,500
State Funds: \$	27,500
Local Funds: \$	-
Total: \$	275,000

Hazard Elimination Project: 84th Ave. and Grant St. (FY 14)

Description: Intersection re-alignment

Requestor: City of Thornton

Evaluation Measure: FHWA Benefit/Cost Analysis of Accident Reduction

Cost Summary:

Federal Funds: \$	2,176,707
State Funds: \$	-
Local Funds: \$	241,856
Total: \$	2,418,563

Hazard Elimination Project: SH2A 2.73-2.77 (FY 14)

Description: Upgrade Traffic Signal at Colorado Blvd & Louisiana

Requestor: City of Denver

Evaluation Measure: FHWA Benefit/Cost Analysis of Accident Reduction

Cost Summary:

Federal Funds: \$	247,500
State Funds: \$	27,500
Local Funds: \$	-
Total: \$	275,000

Hazard Elimination Project: SH391A 3.49-3.53 (FY 14)

Description: Upgrade Traffic Signal at Kipling Pkwy & Kentucky Ave.

Requestor: City of Lakewood

Evaluation Measure: FHWA Benefit/Cost Analysis of Accident Reduction

Cost Summary:

Federal Funds: \$	265,500
State Funds: \$	29,500
Local Funds: \$	-
Total: \$	295,000

Hazard Elimination Project: SH6H 290.98-291.00 (FY 14)

Description: Upgrade Traffic Signal at the S. Ramp I-70 & Steele.

Requestor: City of Denver

Evaluation Measure: FHWA Benefit/Cost Analysis of Accident Reduction

Cost Summary:

Federal Funds: \$	247,500
State Funds: \$	27,500
Local Funds: \$	-
Total: \$	275,000

Hazard Elimination Project: SH30A 2.8 - 2.9 (FY 14)

Description: Upgrade Traffic Signal Hampden & Girard

Requestor: City of Denver

Evaluation Measure: FHWA Benefit/Cost Analysis of Accident Reduction

Cost Summary:

Federal Funds: \$	247,500
State Funds: \$	27,500
Local Funds: \$	-
Total: \$	275,000

Hazard Elimination Project: SH391A 0.50-0.54 (FY 14)

Description: Kipling & Dartmouth, Upgrade Tfc. Signal, Minor Re-Const.

Requestor: City of Lakewood

Evaluation Measure: FHWA Benefit/Cost Analysis of Accident Reduction

Cost Summary:

Federal Funds: \$	247,500
State Funds: \$	27,500
Local Funds: \$	-
Total: \$	275,000

Hazard Elimination Project: Pueblo, N. Purcell Blvd. & E. Platteville Blvd. (FY 14)

Description: Construct Roundabout at Existing Intersection.

Requestor: Pueblo County

Evaluation Measure: FHWA Benefit/Cost Analysis of Accident Reduction

Cost Summary:

Federal Funds: \$	360,000
State Funds: \$	-
Local Funds: \$	40,000
Total: \$	400,000

Hazard Elimination Project: SH119B 55.78-56.12 (FY 14)

Description: Construct Right Turn Lanes at 119B & S. Pratt Pkwy.

Requestor: City of Longmont

Evaluation Measure: FHWA Benefit/Cost Analysis of Accident Reduction

Cost Summary:

Federal Funds: \$ 495,000

State Funds: \$ 55,000

Local Funds:

Total: \$ 550,000

Hazard Elimination Project: Shields St. - Drake Rd. to Davidson Dr. (FY 14)

Description: Various Geometric Improvements

Requestor: City of Ft. Collins

Evaluation Measure: FHWA Benefit/Cost Analysis of Accident Reduction

Cost Summary:

Federal Funds: \$ 887,400

State Funds: -

Local Funds: \$ 98,600

Total: \$ 986,000

PROGRAM TASK DESCRIPTIONS

**2014 Roadway Traffic Safety Programs
Hot Spot**

HOT SPOT PROGRAM

The Hot Spot Program provides an available State funding source and evaluation process for high-priority or urgent highway safety demands or safety-related needs on other projects. The need for attention may arise from citizen requests, engineering or maintenance concerns, or accidental damage among other, generally, unanticipated origins. This program, administered by the Traffic and Safety Engineering Branch, distributes equal funding among the CDOT Regions to assist with safety-related construction and improvement costs generated in addressing these demands.

Region 1 "Hot Spot" Projects FY 2014

Provide funding for Region priority locations that need immediate attention to alleviate a potential or existing crash problem.

Requestor:

Cost Summary:

Federal Funds: \$	-
State Funds: \$	433,042
Local Funds: \$	-
Total: \$	433,042

Region 2 "Hot Spot" Projects FY 2014

Provide funding for Region priority locations that need immediate attention to alleviate a potential or existing crash problem.

Requestor:

Cost Summary:

Federal Funds: \$	-
State Funds: \$	433,043
Local Funds: \$	-
Total: \$	433,043

Region 3 "Hot Spot" Projects FY 2014

Provide funding for Region priority locations that need immediate attention to alleviate a potential or existing crash problem.

Requestor:

Cost Summary:

Federal Funds: \$	-
State Funds: \$	433,042
Local Funds: \$	-
Total: \$	433,042

Region 4 "Hot Spot" Projects FY 2014

Provide funding for Region priority locations that need immediate attention to alleviate a potential or existing crash problem.

Requestor:

Cost Summary:

Federal Funds:	\$	-
State Funds:	\$	433,043
Local Funds:	\$	-
Total:	\$	433,043

Region 5 "Hot Spot" Projects FY 2014

Provide funding for Region priority locations that need immediate attention to alleviate a potential or existing crash problem.

Requestor:

Cost Summary:

Federal Funds:	\$	-
State Funds:	\$	433,042
Local Funds:	\$	-
Total:	\$	433,042

PROGRAM TASK DESCRIPTIONS

**2014 Roadway Traffic Safety Programs
Traffic Signals**

TRAFFIC SIGNALS FUNDING PROGRAM

CDOT’s Traffic Signals Funding Program delivers funding to each Engineering Region on an annual basis. These funds are designated specifically for traffic signal construction, signal replacement, or signal system enhancement. The regions rely on these funds to address, on a priority basis, safety and operational needs at locations with existing traffic signals or where signals are warranted but not yet constructed. In a typical application, these dollars are directed to activities such as traffic signal rebuilding, new signal installation, equipment updating, signal expansion due to intersection widening, signal interconnection, and operational improvements including hardware and software upgrades to facilitate safety and improved operations on a corridor level.

Region 1 "Traffic Signals" Projects, FY 2014

Provide funding for regional traffic signals from a priority waiting list of warranted locations, or locations that need additional or replacement equipment to enhance safety and operations.

Requestor:

Cost Summary:

Federal Funds: \$	-
State Funds: \$	490,502
Local Funds: \$	-
Total: \$	490,502

Region 2 "Traffic Signals" Projects, FY 2014

Provide funding for regional traffic signals from a priority waiting list of warranted locations, or locations that need additional or replacement equipment to enhance safety and operations.

Requestor:

Cost Summary:

Federal Funds: \$	-
State Funds: \$	245,251
Local Funds: \$	-
Total: \$	245,251

Region 3 "Traffic Signals" Projects, FY 2014

Provide funding for regional traffic signals from a priority waiting list of warranted locations, or locations that need additional or replacement equipment to enhance safety and operations.

Requestor:

Cost Summary:

Federal Funds: \$	-
State Funds: \$	245,250
Local Funds: \$	-
Total: \$	245,250

Region 4 "Traffic Signals" Projects, FY 2014

Provide funding for regional traffic signals from a priority waiting list of warranted locations, or locations that need additional or replacement equipment to enhance safety and operations.

Requestor:

Cost Summary:

Federal Funds: \$	-
State Funds: \$	245,251
Local Funds: \$	-
Total: \$	245,251

Region 5 "Traffic Signals" Projects, FY 2014

Provide funding for regional traffic signals from a priority waiting list of warranted locations, or locations that need additional or replacement equipment to enhance safety and operations.

Requestor:

Cost Summary:

Federal Funds: \$	-
State Funds: \$	245,250
Local Funds: \$	-
Total: \$	245,250

PROGRAM TASK DESCRIPTIONS

**2014 Roadway Traffic Safety Programs
Rail Crossing Protection**

RAIL CROSSING PROTECTION PROGRAM

The Federal Section 130 program earmarks funds for individual grade crossing safety projects on Colorado's public streets, highways, and bike and pedestrian paths. Section 130 projects are identified and prioritized based on a crash prediction analysis and benefit/cost ratio. The CDOT Traffic and Safety Engineering Branch administers the Section 130 program and is CDOT's point of contact with railroads, the Colorado Public Utilities Commission, and/or local agencies on all CDOT/railroad contracts.

Each year, the Federal Highway Administration apportions funds to help improve roadway/rail safety, pursuant to 23 U.S.C. (United States Code) Section 130 and related federal law. These funds must be applied toward projects for the elimination of hazards at highway/rail crossings, including the separation or protection of grades at crossings, the reconstruction of existing railroad grade crossing structures, and the relocation of highways to eliminate grade crossings.

Of the annual program funding available, at least half shall be available for the installation of protective devices at rail/highway at-grade crossings. The balance of funds may be applied, at CDOT's discretion, toward grade crossing protective devices or any other eligible project under this section. CDOT's goal has been to apply half of program funds toward grade crossing protective devices, and half of program funds toward new grade separation structures. Under this strategy, CDOT is capable of constructing six to eight grade crossing upgrades (e.g., installation of flashing lights, gates, and bells) each year on a continuing basis.

Typical projects often involve the installation of active warning devices which generally consist of automatic gates, flashing lights, and bells at locations that only have passive warning devices or inadequate active warning devices.

FY 2014 Highway/Rail Crossing Projects

At-Grade expenditures - \$1,550,000
 Grade Separated - \$1,220,000

Pueblo County, Vision Lane DOT 003-471A
 WBAPS Rank – 292
 Improvements: Lights, gates and CWT circuitry
 Cost estimate: \$350,000 100% Federal funds

Colorado Springs, Royer N/O Las Vegas DOT 253-109P
 WBAPS Rank – 48
 Improvements: Lights, gates and CWT circuitry
 Cost estimate: \$450,000 100% Federal funds

Loveland, Garfield St DOT 245-044D
 WBAPS Rank – 189
 Improvements: Lights, gates and CWT circuitry
 Cost estimate: \$250,000 100% Federal funds

Loveland, Monroe Ave S/O 11th DOT 872-130D
 WBAPS Rank – 322
 Improvements: Lights, gates and CWT circuitry
 Cost estimate: \$250,000 100% Federal funds

Morgan County, Co Rd U DOT 057-570X
 WBAPS Rank – 235
 Improvements: Lights, gates and CWT circuitry
 Cost estimate: \$250,000 100% Federal funds

Aurora, Peoria N/O Smith Rd DOT 804-605J
 WBAPS Rank – 27
 Improvements: Grade separated structure
 Cost estimate: \$1,220,000 90/10 Federal/State match

PROGRAM TASK DESCRIPTIONS

**2014 Roadway Traffic Safety Programs
Rockfall**

ROCKFALL

Rockfall is recognized in Colorado as a significant natural hazard that is sporadic and difficult to predict. On a statewide basis, over 750 locations are recognized as potential rockfall areas. Rockfall mitigation is a proven and effective means to protect highway users and transportation assets. The intent of implementing rockfall mitigation measures is to reduce the risk of rockfall at specific locations.

Rockfall Mitigation: Annual Rockfall Program, FY 2014

Description: To Reduce Rockfall along State Highway Corridors

Requestor: HQ Materials Lab

Cost Summary:

Federal Funds: \$	-
State Funds: \$	3,364,305
Local Funds: \$	-
Total: \$	3,364,305

2014 HIGHWAY SAFETY OFFICE ~ SAFETY EDUCATION AND ENFORCEMENT PROGRAMS Task Descriptions

Program Administration and Support

Impaired Driving

Speed Inforcement

Young Driver and Distracted Driving

Traffic Records

Child Passenger Safety and Occupant Protection

Motorcycle Safety

Public Relations

Pedestrian Safety

PROGRAM TASK DESCRIPTIONS

**Safety Education And Enforcement Programs
Program Administration and Support**

PROGRAM DEVELOPMENT OVERVIEW

The Highway Safety Office (HSO), within the Office of Transportation Safety (OTS) at the Colorado Department of Transportation (CDOT), is responsible for developing and administering behavioral programs that improve traffic safety in Colorado by reducing the number and severity of traffic crashes. The HSO's programs target specific high-risk driving behaviors, such as impaired driving, speeding, and distracted driving, and also focuses on populations at high risk for crash involvement such as teenagers, motorcycle riders, and vehicle occupants who do not use seat belts.

In order to direct its funds to the highest and best use, the HSO relies on the results of the annual Problem Identification Report and other data sources to answer the following key questions:

- Where are the State's most urgent traffic safety problems?
- Who are the drivers most likely to be involved in a crash? Are there particular segments of the population that are over-represented as drivers in crashes?
- Where should the HSO direct its crash prevention funds and for what types of activities?

The Problem Identification Report incorporates Fatality Analysis Reporting System (FARS) data, annual observed seat belt use survey results, crash data, and Vehicle Miles Traveled (VMT) data. Other data sources include behavioral risk surveys (Healthy Kids Colorado, Youth Risk Behavior Survey) and the Colorado Health Information Dataset.

The HSO solicits applications through a statewide Request for Proposals process and extensive outreach efforts to the State and local traffic safety communities. Outreach efforts are targeted to areas with persistent traffic safety issues. Applications are reviewed by panels of subject matter experts including representatives from Colorado State Patrol, Colorado Public Health and Environment, Colorado Department of Human Services, CDOT's Division of Transportation Development, local law enforcement, and local traffic safety coalition members. Applications are reviewed against statewide and local problem areas, as identified in the Problem Identification Report, supporting local data, proposed program activities, and if applicable, past performance. Applications are also evaluated on their ability to impact the following core outcome measures:

- C-1) Reduce the number of traffic fatalities
- C-2) Reduce the number of serious injuries in traffic crashes
- C-3) Reduce the number of fatalities per Vehicle Miles Traveled (VMT)
- C-4) Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions
- C-5) Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above
- C-6) Reduce the number of speeding-related fatalities
- C-7) Reduce the number of motorcyclist fatalities
- C-8) Reduce the number of unhelmeted motorcyclist fatalities
- C-9) Reduce the number of drivers age 20 or younger involved in fatal crashes
- C-10) Reduce the number of pedestrian fatalities

Yearly Timelines:

- Problem Identification Report and Request for Proposals Released: February 1
- Applications Due: By March 15
- Integrated Safety Plan Submitted to NHTSA: July 1
- Application Evaluation: By April 15
- Project Start Date: On or after October 1

STATEWIDE ENFORCEMENT PLAN

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

Occupant Protection Enforcement

Colorado's Highway Safety Office supports the "Click It Or Ticket May Mobilization" and "Child Passenger Safety Week" national mobilizations. The Colorado State Patrol (CSP) provides statewide enforcement year around, in addition to the two weeks of enforcement during May. In addition to the CSP, local law enforcement agencies (an average of 16 counties and 53 municipalities) are recruited and provided with overtime funding for "May Mobilization." While all local law enforcement agencies are encouraged to apply for overtime enforcement funding, allocations are made through problem identification with consideration for the number of fatalities and the seat belt compliance rate of an area, along with the past performance of the agency during the campaign.

In addition to "May Mobilization," Colorado supports a week of occupant protection enforcement in the rural areas of the state during the first week of April. Compliance rates are generally lower than the state rate in these areas (compared to the more populated front-range counties), but come close to the statewide rate after enforcement, and in 2013 exceeded the statewide rate.

The Highway Safety Office started a "Nighttime Seat Belt Enforcement" campaign in 2009, promoting occupant protection enforcement between the hours of 6:00 PM and 6:00 AM in the 12 most populated counties. Nighttime unbelted fatalities have dropped from 99 (56%) in 2009 to 83 (52%) in 2012.

Impaired Driving Enforcement

Colorado law enforcement agencies participate in all seven national enforcement campaigns as well as five other statewide campaigns during the year. The state-specific campaigns the Highway Safety Office (HSO) promotes are: enforcement for "Spring Events" (6 weeks); "Memorial Day Weekend" (4 days); "Checkpoint Colorado" (16 weeks which overlap Memorial Day, July 4th, and the "National Labor Day Crackdown"); "Fall Festivals" (6 weeks); and "New Year's Eve" (4 to 6 days). These five enforcement campaigns were created to address events in the state that could have an impact on motor vehicle crashes that are impaired-driving related. Numerous wine festivals, the 4/20 "Smokeout," and ski area closings, for example, carry significant potential impact to traffic safety.

While any agency can apply for funding for eleven of the twelve campaigns, “Checkpoint Colorado” agencies are selected by HSO staff using FARS and other data sources to identify the areas with a high number of impaired driving injuries and fatalities. Not all solicited agencies choose to participate, but those that do have proven to be in the highest injury/fatality areas, and they consistently conduct effective checkpoint operations. In addition to reporting the number of arrests at checkpoints, these agencies report the number of drivers contacted, the number of roadside maneuvers conducted, and the ratio of males to females arrested for impaired driving.

Most agencies deploy their resources at their discretion during the enforcement periods, using local data to determine enforcement strategies as to location, day of week, time of day, etc. Reported activity is monitored through website and submitted narrative reports, and a lack of activity, decrease in reported arrests, or an increase in crash rates are reasons for an agency site visit and review of their enforcement tactics and strategies.

Speed Enforcement

Law enforcement partners in Colorado’s HSO speed programs are identified through problem identification. Law enforcement agencies that have jurisdiction in areas of the state that are over-represented in speed related crashes are contacted by the HSO Law Enforcement Coordinator (LEC) and speed project manager, and are made aware of HSO speed program and encouraged to apply for project funding. Speed enforcement partners are required to work with the HSO LEC to establish an enforcement plan that identifies the minimum performance standards for officers working on the project, a baseline, and a performance goal for the project. Speed enforcement partners are encouraged to make users of roadways in their jurisdictions aware of the speed enforcement project. The HSO’s Public Relations Office is available to assist them in any speed awareness project. Speed projects are used to buy speed measuring equipment and pay for overtime for work on speed projects. Mini-grants are available for smaller agencies to start or enhance a local speed project. Mini-grant partners are required to work at least one nighttime speed enforcement event.

Task Number 14-11-97-01
Program Name Planning and Administration
Contractor Office of Transportation Safety
Program Manager Miller

The Office of Transportation Safety, as the designated state highway safety agency (Section 24-42-101, CRS) is responsible for planning, coordinating, and administering the State’s highway safety program authorized by the Federal Highway Safety Act 23 USC 402.

Planning and Administration costs are those expenses that are related to the overall management of the State’s highway safety programs. Costs include salaries and related personnel costs for the Governors’ Representatives for Highway Safety and other technical, administrative, and clerical staff for the State’s Highway Safety offices. Planning and Administration costs also include office expenses including travel, equipment, supplies, rent, and utilities.

Funding Source 402/State Funds
Program Area PA - Planning and Administration

Cost Summary

Personal Services	\$	144,000.00
Operating Expenses	\$	18,000.00
Travel	\$	18,000.00
Contractual Services		
Other (indirects)		
Total	\$	180,000.00
Federal Funds	\$	180,000.00
State/Local Match	\$	180,000.00
Total	\$	360,000.00

Task Number 14-12-98-01
Program Name Impaired Driving Program Support
Contractor Office of Transportation Safety
Program Manager Miller

Program staff will develop, plan, coordinate, and provide technical assistance and support for impaired driving enforcement and education activities.

External project audit costs, professional and program-specific staff training, and necessary operating equipment are included in this project. Attendance at state and national conferences is also included.

Evaluation Measure 6,050 staff hours
Funding Source 405d
Program Area M5IDC – Mid ID Coordinator

Cost Summary

Personal Services	\$	162,000.00
Operating Expenses	\$	9,000.00
Travel	\$	9,000.00
Contractual Services		
Other (indirects)		
Total	\$	180,000.00
Federal Funds	\$	180,000.00
State/Local Match		
Total	\$	180,000.00

Task Number 14-12-98-02
Program Name Occupant Protection Program Support
Contractor Office of Transportation Safety
Program Manager Miller

Program staff will develop, plan, coordinate, and provide technical assistance and support for activities in Occupant Protection, Child Passenger Safety, Teen Driving, and Distracted Driving programs.

External project audit costs, professional and program-specific staff training, and necessary operating equipment are included in this project. Program staff will be provided with computer upgrades, software, hardware, and peripherals. Attendance at state and national conferences is also included.

Evaluation Measure 7,500 staff hours
Funding Source 402
Program Area OP - Occupant Protection

Cost Summary

Personal Services	\$	198,000.00
Operating Expenses	\$	11,000.00
Travel	\$	11,000.00
Contractual Services		
Other (indirects)		
Total	\$	220,000.00
Federal Funds	\$	220,000.00
Agency Match		
Total	\$	220,000.00

Task Number 14-12-98-03
Program Name Traffic Records Program Support
Contractor Traffic and Safety Engineering Branch
Program Manager Marandi

The Traffic and Safety Engineering Branch will hire staff to manage the 405 Traffic Records program. Project staff will address statewide goals and objectives through review of the 2009 Traffic Records Assessment Report and will address implementation of recommendations. Staff will review and assess progress of the 2012 Traffic Records Strategic Plan, and will outline the current state of the Traffic Records program. Staff will also participate in the activities of the Statewide Traffic Records Advisory Committee (STRAC) who partner with local governments to implement statewide traffic records initiatives and improvements.

Staff will assess program management responsibilities with an emphasis on the interface between and coordination with CDOT staff, the CDOT Office of Transportation Safety, the Department of Revenue, and Colorado State Patrol traffic records staff, including sharing the expertise of other major stakeholders.

Activities include establishing resource requirements, departmental roles, and responsibilities; assignment of tasks and schedules; and program management of the FY 2014 grants. Costs include external project audit costs, program-specific staff training, necessary operating expenses, and participation of the key staff from the Traffic Records Unit in the 39th International Forum. The forum is hosted by the National Safety Council and sponsored by NHTSA, FHWA, FMCSA, and the Bureau of Transportation Statistics. Topics include traffic records, highway safety information systems, and other function-related training and/or meetings.

Evaluation Measure 2,080 hours
Funding Source 408
Program Area K9 – Data Incentive

Cost Summary

Personal Services	\$	100,000.00
Operating Expenses	\$	20,000.00
Travel		
Contractual Services		
Other (indirects)		
Total	\$	120,000.00
Federal Funds	\$	120,000.00
State/Local Match	\$	40,000.00
Total	\$	160,000.00

Task Number 14-12-98-04
Program Name Media Program Support – Impaired Driving
Contractor CDOT Public Relations Office
Program Manager Wilfong

Public awareness is a component that is critical to the success of traffic safety programs. CDOT’s Public Relations Office senior support staff conducts strategic and tactical communications planning and manages activities designed to maximize the reach and effectiveness of traffic-related impaired driving programs.

Evaluation Measure 2,080 staff hours
Funding Source 402
Program Area AL – Alcohol

Cost Summary

Personal Services	\$	73,000.00
Operating Expenses	\$	5,000.00
Travel		
Contractual Services		
Other (indirects)		
Total	\$	78,000.00
Federal Funds	\$	78,000.00
Agency Match		
Total	\$	78,000.00

Task Number 14-12-98-05
Program Name Media Program Support – Occupant Protection
Contractor CDOT Public Relations Office
Program Manager Wilfong

Public awareness is a component that is critical to the success of traffic safety programs. Public Relations Office senior support staff conducts strategic and tactical communications planning and manages activities designed to maximize the reach and effectiveness of occupant protection programs.

Evaluation Measure 2,080 staff hours
Funding Source 402
Program Area OP - Occupant Protection

Cost Summary

Personal Services	\$	75,000.00
Operating Expenses	\$	3,000.00
Travel		
Contractual Services		
Other (indirects)		
Total	\$	78,000.00
Federal Funds	\$	78,000.00
Agency Match		
Total	\$	78,000.00

Task Number 14-12-98-06
Program Name Speed Enforcement Program Support
Contractor Office of Transportation Safety
Program Manager Miller

Program staff will develop, plan, coordinate, and provide technical assistance and support for activities in Speed Enforcement programs.

External project audit costs, professional and program-specific staff training, and necessary operating equipment are included in this project. Program staff will be provided with computer upgrades, software, hardware, and peripherals. Attendance at state and national conferences is also included.

Evaluation Measure 1,750 staff hours
Funding Source 402
Program Area SE - Speed Enforcement

Cost Summary

Personal Services	\$	40,000.00
Operating Expenses	\$	5,000.00
Travel	\$	5,000.00
Contractual Services		
Other (indirects)		
Total	\$	50,000.00
Federal Funds	\$	50,000.00
State/Local Match		
Total	\$	50,000.00

PROGRAM TASK DESCRIPTIONS

**Safety Education And Enforcement Programs
Impaired Driving**

IMPAIRED DRIVING

In Colorado, alcohol-related fatalities (Blood Alcohol Concentration .01 or above) declined consistently from 2007 to 2010. In 2011 there were 161 alcohol-related fatalities, a 26% increase over the 120 fatalities in 2010. In the 27 year period prior to 2009, Colorado's annual alcohol-related fatalities always numbered above 200. Of 447 traffic fatalities in 2011, 36% were alcohol-related.

Based on the Problem Identification Report, the Highway Safety Office will continue to focus on enhancing and expanding impaired driving prevention programs in El Paso, Arapahoe, Adams, Jefferson, Denver, Weld, and Pueblo counties, as well as several metro-area locations and statewide enforcement efforts.

In Colorado, impaired driving includes operating a vehicle while under the influence of alcohol and/or drugs.

Efforts and activities to decrease Impaired Driving include:

- Impaired driving education programs
- Aggressive high-visibility enforcement
- Public awareness through the "Heat is On" media campaigns
- Focusing DUI enforcement on sections of roadways with a high incidence of impaired driving crashes
- Statewide sobriety checkpoints through "Checkpoint Colorado"
- Training law enforcement officers in Standard Field Sobriety Testing (SFST), Advanced Roadside Impairment and Drug Evaluation (ARIDE), and Drug Recognition Evaluation (DRE)
- Creating and maintaining DUI Courts
- Statewide coordination of impaired driving enforcement and education efforts through a dedicated Law Enforcement Coordinator and a Traffic Safety Resource Prosecutor
- Participation and collaboration with the Interagency Task Force of Drunk Driving
- Targeting high-risk groups of drivers for impaired driving education and prevention programs
- Working with community groups throughout the state to develop and implement impaired driving programs appropriate to the needs of their populations

Task Number 14-01-11-01
Program Name DRE/SFST Enforcement Training
Contractor LEAD Impairment Training
Program Manager Rocke

This program supports law enforcement training programs that offer Standardized Field Sobriety Testing (SFST) practitioner and SFST instructor training; in-service re-certification of the SFST instructors statewide; Advanced Roadside Impaired Driving Enforcement (ARIDE); Drug Recognition Expert (DRE) practitioner; and DRE instructor. OTS will host two SFST and two DRE updates. These in-service, re-certification trainings will provide law enforcement with the highest level of education so that they can influence a positive change in their communities.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Seventh Edition, 2013: 7.1 Enforcement of Drugged Driving 1-63.

This project addresses measures:

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

Evaluation Measure # of SFST/DRE in-service, # of re-certification trainings,
 # of individuals who attend the trainings
Funding Source 405d
Program Area M5TR - Mid Training

Cost Summary

Personal Services		
Operating Expenses	\$	2,500.00
Travel	\$	2,500.00
Contractual Services	\$	45,000.00
Other (indirects)		
Total	\$	50,000.00
Federal Funds	\$	50,000.00
Agency Match		
Total	\$	50,000.00

Task Number 14-01-11-02
Program Name Interagency Task Force on Drunk Driving
Contractor Colorado State Patrol (CSP)
Program Manager Rocke

The mission of the Interagency Task Force on Drunk Driving (ITFDD) is to develop recommendations for the State of Colorado to enhance government services related to education about, and prevention of, impaired driving. The ITFDD brings together stakeholders and partners, creating a forum for victims and advocates to access many experts and resources in one place. The ITFDD provides an additional resource for the legislature, enabling it to consider well thought out, and more cohesive proposals.

The goal of this program is to provide administrative support to the ITFDD to increase its ability to accomplish its mission of increasing traffic safety by reducing the number of drivers under the influence of drugs or alcohol.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Seventh Edition, 2013: 1.5 Alcohol Impaired Driving Law Review 1-18.

This project addresses measures:

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

Evaluation Measure # of task force activities completed, completion of Annual Report
Funding Source 405d
Program Area M5HVE - Mid HVE

Cost Summary

Personal Services	\$	27,171.00
Operating Expenses	\$	2,829.00
Travel		
Contractual Services		
Other (indirects)		
Total	\$	30,000.00
<hr/>		
Federal Funds	\$	30,000.00
Agency Match	\$	7,500.00
Total	\$	37,500.00

Task Number 14-01-11-03
Program Name Support for DUI Courts
Contractor Colorado Judicial Branch
Program Manager Rocke

CDOT will provide funding to the Colorado Judicial Department for the continuation of established DUI courts in Chaffee, Eagle, Fremont, and Lake counties, and will assist in establishing a new court in Park County. Funding is used to improve the justice system’s response to persistent drunk drivers by developing courts, probation staffing, and treatment allocation models; to continue existing DUI courts; and to establish new DUI courts so that the justice system can better respond to the challenges of repeat impaired driving offenders. All of the courts adhere to the 10 Key Components for Problem-Solving Courts and are focused on higher-risk offenders who meet the criteria for persistent drunk drivers.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Seventh Edition, 2013: 3.1 DWI Courts 1-25.

This project addresses measures:

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

Evaluation Measure Continuation of established courts, use of established models, # of new DUI courts
Funding Source 405d
Program Area M5CS – Mid Court Support

Cost Summary

Personal Services		
Operating Expenses	\$	122,406.00
Travel	\$	40,094.00
Contractual Services	\$	2,500.00
Other (indirects)		
Total	\$	165,000.00
Federal Funds	\$	165,000.00
Agency Match		
Total	\$	165,000.00

Task Number 14-01-11-04
Program Name Traffic Safety Resource Prosecutor
Contractor Colorado District Attorneys’ Council (CDAC)
Program Manager Roche

The Traffic Safety Resource Prosecutor (TSRP) will provide education and training; handle technical assistance requests; conduct legal research; provide motions and trial research, assistance and support; and conduct defense issue research. All these actions will support law enforcement, highway safety offices, toxicology laboratories, and victim services personnel and others involved in the prevention, investigation, and prosecution of impaired driving and other types of traffic-related cases. The maintenance of these efforts will provide CDAC, CSP, CDOT, and NHTSA with the effective investigations and prosecutions needed to work toward the common goals of making Colorado’s roadways safer and reducing fatalities.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Seventh Edition, 2013: 3.2 Limits on Diversion and Plea Agreements 1-27.

This project addresses measures:

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

Evaluation Measure # of law enforcement officers and prosecutors trained, # of technical assistance requests fulfilled
Funding Source 405d
Program Area M5TR - Mid Training

Cost Summary

Personal Services	\$	98,660.00
Operating Expenses	\$	9,180.00
Travel	\$	8,000.00
Contractual Services	\$	29,160.00
Other (indirects)		
Total	\$	145,000.00
Federal Funds	\$	145,000.00
Agency Match		
Total	\$	145,000.00

Task Number 14-01-11-05
Program Name Checkpoint Colorado
Contractor Law Enforcement Agencies
Program Manager Guerrero

Law enforcement agencies selected through the Problem Identification Report will target areas in the state identified as having a high rate of alcohol-related fatalities and crashes. National Highway Traffic Safety Administration (NHTSA) research shows that in areas where DUI checkpoints are routinely practiced, the number of alcohol-related traffic fatalities and crashes are reduced. The selected agencies will be required to conduct a minimum of five DUI checkpoints, with two of those checkpoints to occur during holiday weekends. This project runs from Memorial Day through Labor Day. Agency selection is based on 2012 crash and fatality data.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Seventh Edition, 2013: 2.1 Publicized Sobriety Checkpoint Programs 1-19.

This project addresses measures:

- C-2. Reduce the number of serious injuries in traffic crashes
- C-5. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)

Evaluation Measure # of checkpoints conducted, # of Checkpoint arrests, # of alcohol-related fatalities during checkpoint operations
Funding Source 410
Program Area K8 - Alcohol

Cost Summary

Personal Services	\$	140,000.00
Operating Expenses	\$	10,000.00
Travel		
Contractual Services		
Other (indirects)		
Total	\$	150,000.00
Federal Funds	\$	150,000.00
Agency Match		
Total	\$	150,000.00

Task Number 14-01-11-06
Program Name Law Enforcement Assistance Fund
Contractor Local Law Enforcement Agencies
Program Manager Rocke

The goal of the Law Enforcement Assistance Fund (LEAF) program is to increase and improve the enforcement of DUI laws, and to coordinate the efforts of law enforcement agencies in administering a DUI enforcement program. These funds provide State match for Section 402 Federally-funded activities.

Funding Source State Funds
Program Area AL - Alcohol

Cost Summary

Personal Services		
Operating Expenses		
Travel		
Contractual Services	\$	350,000.00
Other (indirects)		
Total	\$	350,000.00
Federal Funds	\$	
Agency Match	\$	350,000.00
Total	\$	350,000.00

Task Number 14-01-11-07
Program Name High-Visibility Impaired Driving Enforcement
Contractor Statewide Law Enforcement Agencies
Program Manager Chase

Funds used in this project are dedicated as 410 match from the First Time Drunk Driver Fund, which is funded by drivers license reinstatement fees paid by suspended drivers. High-visibility impaired driving enforcement campaigns will be selected by problem identification to support CDOT's and NHTSA's High-Visibility Enforcement (HVE) periods. The number of HVE's planned will bring the total number of periods in the OTS strategic plan to at least twelve.

OTS will partner with law enforcement agencies and the CDOT Public Relations Office in cities and counties that were identified in the Problem Identification Report as having high number of alcohol-related crashes and fatalities.

Funding Source State Funds
Program Area AL - Alcohol

Cost Summary

Personal Services	\$ 1,200,000.00
Operating Expenses	
Travel	
Contractual Services	
Other (indirects)	
Total	\$ 1,200,000.00
Federal Funds	
Agency Match	\$ 1,200,000.00
Total	\$ 1,200,000.00

Task Number 14-01-11-08
Program Name DRE/Impaired Driving Technology Transfer
Contractor OTS
Program Manager Rocke

Funding for this project will cover registration and travel to conferences and events related to Drug Recognition Expert (DRE) training, including the International Association of Chiefs of Police (IACP) Impaired Driving Conference. Funding will also be used to cover travel and registration costs to other impaired driving training and countermeasure events. Law enforcement officers and other traffic safety partners selected to attend will be required to submit a summary of their findings, including a plan for how the training will be used at a local level. This training will be brought back to Colorado by attendees and used in mandatory in-service training sessions.

Attendees will use the information they learn at the conference to give law enforcement officers up-to-date information and methods for recognizing symptoms of drug use by the motoring public.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Seventh Edition, 2013: 7.1 Enforcement of Drugged Driving 1-63.

This project addresses measures:

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

Evaluation Measure # of people trained, summary findings
Funding Source 410
Program Area K8 - Alcohol

Cost Summary

Personal Services		
Operating Expenses		
Travel	\$	25,000.00
Contractual Services		
Other (indirects)		
Total	\$	25,000.00
<hr/>		
Federal Funds	\$	25,000.00
Agency Match		
Total	\$	25,000.00

Task Number 14-01-11-09
Program Name Impaired Driving Enforcement
Contractor Colorado State Patrol
Program Manager Chase

The Colorado State Patrol (CSP), in conjunction with CDOT, will identify target areas for increased DUI patrols based on the Problem Identification Report. The CSP will provide crash prevention teams to enforce impaired driving laws at these locations. The CSP will also provide overtime hours at multi-agency sobriety checkpoints and saturation patrols, and provide personnel as requested by CDOT to participate in public information programs and media events.

The goal of this program is to increase traffic safety by reducing the numbers of drivers under the influence of drugs or alcohol. The objective is to reduce by at least 4% the number of DUI-related fatal and injury crashes occurring within the jurisdiction of the Colorado State Patrol.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Seventh Edition, 2013: 2.2 Publicized Saturation Patrol Programs 1-21.

This project addresses measures:

- C-3. Reduce the fatalities per Vehicle Miles Traveled (VMT)
- C-5. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above

Evaluation Measure # of alcohol-related crashes, # of DUI arrests
Funding Source 405d
Program Area M5HVE - Mid HVE

Cost Summary

Personal Services	\$ 395,000.00
Operating Expenses	
Travel	\$ 5,000.00
Contractual Services	
Other (indirects)	
Total	\$ 400,000.00
Federal Funds	\$ 400,000.00
Agency Match	\$ 100,000.00
Total	\$ 500,000.00

Task Number 14-01-11-10
Program Name Denver Sobriety Court
Contractor City and County of Denver
Program Manager Rocke

The Denver Sobriety Court’s (DCC) mission is to provide an efficient, judicially-supervised, accountable systemic process to address addiction, and offender success and recovery. The jurisdiction to be served is the City and County of Denver, population 619,968. In 2012 DCC Probation supervised 3,420 defendants found guilty of DUI’s in 2012.

The sobriety court serves offenders charged with repeat (2nd or more) impaired driving offenses. This program provides a comprehensive, expedited, and coordinated judicial response to repeat impaired drivers; reduces recidivism for previous DUI offenders through effective recovery services; and increases community safety through efficient and effective jail-to-community monitoring. The sobriety court was nationally recognized by the National Center for DWI Courts on December 10, 2012.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Seventh Edition, 2013: 3.1 DWI Courts 1-25.

This project addresses measures:

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

Evaluation Measure # of persons completing the program, recidivism rates for those persons
Funding Source 405d
Program Area M5CS - Mid Court Support

Cost Summary

Personal Services	\$ 250,000.00
Operating Expenses	
Travel	
Contractual Services	
Other (indirects)	
Total	\$ 250,000.00
<hr/>	
Federal Funds	\$ 250,000.00
Agency Match	
Total	\$ 250,000.00

Task Number 14-01-11-11
Program Name 2014 DUI/HVE/Checkpoints
Contractor Aurora Police Department
Program Manager Chase

The goal of this project is to maintain aggressive enforcement of DUI laws by increasing the number of impaired driving arrests on Aurora’s roadways, and thereby reducing the number of impaired-driving-related crashes.

Overtime enforcement will consists of 12 high-visibility enforcement campaigns; the Fourth of July, “Labor Day Crackdown”, fall festivals, Halloween, Thanksgiving, holiday parties, New Year’s Eve, Super Bowl weekend, St. Patrick’s Day, spring events, and Memorial Day. Five major checkpoint operations will be conducted as part of the 2014 “Checkpoint Colorado” program. The Aurora Police Department will also conduct DUI enforcement seven days a week outside of the established enforcement periods. They will work closely with the media to make the public aware of their aggressive enforcement of DUI laws. One dedicated DUI vehicle will be purchased to be used strictly during DUI overtime enforcement.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Seventh Edition, 2013: 2.2 Publicized Saturation Patrol Programs 1-21.

This project addresses measures:

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

Evaluation Measure # of alcohol-related crashes, # of DUI arrests
 Funding Source 402
 Program Area AL - Alcohol

Cost Summary

Personal Services	\$ 163,500.00
Operating Expenses	
Capital Equipment *	\$ 36,500.00
Contractual Services	
Other (indirects)	
Total	\$ 200,000.00
Federal Funds	\$ 200,000.00
Agency Match	
Total	\$ 200,000.00
Local Benefit	\$ 200,000.00

* Capital Equipment 2014 Chevy Police Caprice

Task Number 14-01-11-12
Program Name Denver DUI Enforcement and Capacity
Contractor Denver Police Department
Program Manager Chase

The goal of this project is to reduce the number of crashes related to impaired driving in Denver by increasing the number of impaired driving arrests, and thereby reducing the number of impaired-driving-related injuries/fatal crashes.

Overtime enforcement using the Denver Police Department’s DUI unit will work 11 high-visibility enforcement campaigns; the Fourth of July, “Labor Day Crackdown”, fall festivals, Halloween, Thanksgiving, holiday parties, New Year’s Eve, Super Bowl weekend, St. Patrick’s Day, spring events, and Memorial Day. Denver will also expand DUI saturation patrols to include some of the following special events: Cinco de Mayo, Rockies’ home game opening, and Denver Broncos’ games.

Denver will stage/conduct six major checkpoint operations as part of the 2014 “Checkpoint Colorado” program.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Seventh Edition, 2013: 2.2 Publicized Saturation Patrol Programs 1-21.

This project addresses measures:

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

Evaluation Measure # of alcohol-related crashes, # of DUI arrests
Funding Source 402
Program Area AL - Alcohol

Cost Summary

Personal Services	\$	232,225.00
Operating Expenses	\$	17,775.00
Travel		
Contractual Services		
Other (indirects)		
Total	\$	250,000.00
Federal Funds	\$	250,000.00
Agency Match		
Total	\$	250,000.00
Local Benefit	\$	250,000.00

Task Number 14-01-11-13
Program Name Law Enforcement Coordinator
Contractor Colorado State Patrol
Program Manager Chase

OTS designates a Law Enforcement Coordinator (LEC) to coordinate all statewide training and local activities for local law enforcement agencies in support of their efforts to enforce Colorado’s Safety Programs and campaigns. This project will coordinate program initiatives and innovations for participation by the law enforcement community.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Seventh Edition, 2013: 2.5 Integrated Enforcement 1-24.

This project addresses measures:

- C-2. Reduce the number of serious injuries in traffic crashes**
- C-4. Reduce the number of unrestrained passenger vehicle occupant protection fatalities, all seat positions**
- C-5. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above**

Evaluation Measure # of presentations, # of agency contacts, increase in agency participation
Funding Source 402
Program Area PT - Police Traffic Services

Cost Summary

Personal Services	\$ 99,000.00
Operating Expenses	
Travel	
Contractual Services	
Other (indirects)	
Total	\$ 99,000.00
Federal Funds	\$ 99,000.00
Agency Match	\$ 24,750.00
Total	\$ 123,750.00
Local Benefit	\$ 99,000.00

Task Number 14-01-11-14
Program Name Drug Recognition Expert School
Contractor OTS
Program Manager Rocke

Utilizing the criteria adopted by the International Association of Chiefs of Police (IACP) and the National Highway Traffic Safety Administration (NHTSA), Colorado will continue to expand the Drug Recognition Expert (DRE) program throughout the state, enhance the DRE Training program, and increase the number of DREs within the state. Currently Colorado has 183 DREs.

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

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Seventh Edition, 2013: 7.1 Enforcement of Drugged Driving 1-63.

This project addresses measures:

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

Evaluation Measure # of Colorado DREs who complete the DRE School
Funding Source 405d
Program Area M5TR - Mid Training

Cost Summary

Personal Services		
Operating Expenses	\$	35,000.00
Travel	\$	15,000.00
Contractual Services		
Other (indirects)		
Total	\$	50,000.00
<hr/>		
Federal Funds	\$	50,000.00
Agency Match		
Total	\$	50,000.00

Task Number 14-01-11-15
Program Name Checkpoint Equipment
Contractor TBD
Program Manager Guerrero

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

This project will address the equipment and operating needs of those agencies participating in either the 2014 “Checkpoint Colorado” campaign, or routinely conducting checkpoints. This equipment may consist of flares and/or fuses, safety cones, permanent or portable lighting, signs, vests, flashlights and portable breath testers given to the top performing “Checkpoint Colorado” agencies. In addition to equipment, promotional items will be provided to participating agencies to promote and bring awareness to checkpoint activities.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Seventh Edition, 2013: 2.1 Publicized Sobriety Checkpoint Programs 1-19.

This project addresses measures:

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

Evaluation Measure # of checkpoints conducted, # of DUI arrests
 Funding Source 410
 Program Area K8 - Alcohol

Cost Summary

Personal Services		
Operating Expenses	\$	17,433.00
Travel		
Contractual Services	\$	7,567.00
Other (indirects)		
Total	\$	25,000.00
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Federal Funds	\$	25,000.00
Agency Match		
Total	\$	25,000.00

PROGRAM TASK DESCRIPTIONS

Impaired Driving

Task Number 14-01-11-16
Program Name DUI Countermeasures
Contractor Division of Motor Vehicles
Program Manager Rocke

These funds are used by the Department of Revenue, Division of Motor Vehicles for the administrative personal services costs of appeals, judicial reviews, citation processing, the express consent hearing section, interlock reviews, penalty assessments, and the call center. The funds are State funds and are not used to match any other Federal programs.

Funding Source State Funds
Program Area K8 - Alcohol

Cost Summary

Personal Services	\$ 2,000,000.00
Operating Expenses	\$ 500,000.00
Travel	
Contractual Services	
Other (indirects)	
Total	\$ 2,500,000.00
Federal Funds	
Agency Match	\$ 2,500,000.00
Total	\$ 2,500,000.00

Task Number 14-01-11-17
Program Name DUI Court Administration
Contractor Colorado Judicial Branch
Program Manager Roche

These funds are used by the Colorado Judicial Branch for the administrative personal services costs of the DUI Court Process. The funds are State funds and are not used to match any other Federal programs.

Funding Source State Funds
Program Area K8 - Alcohol

Cost Summary

Personal Services	\$ 1,500,000.00
Operating Expenses	
Travel	
Contractual Services	
Other (indirects)	
Total	\$ 1,500,000.00
Federal Funds	
Agency Match	\$ 1,500,000.00
Total	\$ 1,500,000.00

Task Number 14-01-11-18
Program Name Evidentiary Blood (Breath) Alcohol Testing Program
Contractor Colorado Department of Public Health and Environment
Program Manager Rocke

These funds are used by the Colorado Department of Public Health and Environment (CDPHE) to fund operations of the Evidentiary Blood (Breath) Alcohol Testing (EBAT) program. The EBAT program is an integral part of CDOT’s impaired driving enforcement countermeasures strategic plans. The funds are State funds and are not used to match any other Federal program.

Funding Source State Funds
Program Area M5BAC – Mid BAC Testing/Reporting

Cost Summary

Personal Services	\$ 350,000.00
Operating Expenses	\$ 450,000.00
Travel	
Contractual Services	
Other (indirects)	
Total	\$ 800,000.00
Federal Funds	
Agency Match	\$ 800,000.00
Total	\$ 800,000.00

PROGRAM TASK DESCRIPTIONS

**Safety Education And Enforcement Programs
Speed Enforcement**

SPEED ENFORCEMENT

In 2011 in Colorado, 40%, or 183 of 447 total fatalities were speeding-related. Those 183 fatalities constituted a 12% increase from the 162 speeding-related fatalities in 2010.

Speeding is defined as exceeding posted speed limits, driving too fast for conditions, or racing. Speeding is a dangerous driving behavior and is a component of aggressive driving. Despite progress in other areas, such as increased seat belt use and lower traffic-related fatalities, speeding-related fatalities are increasing.

Efforts and activities include:

- Continuing increased speed enforcement efforts on I-25, I-225, I-70, and State Highway 93 throughout Jefferson County, Denver, Pueblo, Thornton, and Aurora
- Funding the purchase of speed measuring equipment for the CSP to be used in statewide speed enforcement campaigns
- Working with other local law enforcement agencies to improve their speed enforcement projects through a mini-grant program
- Enhancing night-time enforcement

Task Number 14-02-21-01
Program Name Focused Speed Enforcement
Contractor Denver Police Department
Program Manager Peterson

In the City of Denver, speeding-related crashes are highly concentrated on the Interstate system. The top 14 locations for speeding-related crashes are on I-70 between Sheridan and Peoria and on I-25 between I-70 and south to Hampden Avenue. The largest numbers of crashes occur on the weekends. In 2012, there were 16 crashes that resulted in vehicle occupant fatalities in Denver and five (31%) of these occurred on highways and interstates. NHTSA research says that targeted enforcement of speeding can result in greater compliance, more uniform speeds, and improved safety. This has already occurred in Denver with grant-related efforts on I-25 and I-70. The Denver Police Department (DPD) saw interstate fatalities decrease by 40% between 2008 and 2009 and in both 2011 and 2012.

This project will maintain Denver’s successful speed enforcement effort on the county’s most dangerous roadways. Grant funds will enable DPD to increase the number of law officers conducting concentrated, repetitive, and high-visibility enforcement of speeding violations by utilizing off-duty (overtime) officers who can focus solely on this issue.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Seventh Edition, 2013: 2.2 High-Visibility Enforcement 3-16.

This project addresses measures:

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

Evaluation Measure # of speed enforcement events, # of speeding citations
 Funding Source 402
 Program Area SE – Speed Enforcement

Cost Summary

Personal Services	\$	74,400.00
Operating Expenses		
Travel		
Contractual Services		
Other (indirects)		
Total	\$	74,400.00
Federal Funds	\$	74,400.00
Agency Match		
Total	\$	74,400.00
Local Benefit	\$	74,400.00

Task Number 14-02-21-02
Program Name Aurora Highway Safety Campaign
Contractor Aurora Police Department
Program Manager Peterson

Two counties that primarily compose the City of Aurora are Adams County and Arapahoe County. From 2009 – 2012, Aurora had a total of 68 fatal crashes. Of those, 23, or 34%, were speeding-related. In 2012, there were 4,469 crashes in Aurora; 12% of those crashes had speed as a factor and 31% were charged with following too closely.

Officers will conduct high-visibility enforcement for speeding-related violations to reduce overall speeds, accidents and injuries from speeding-related accidents.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Seventh Edition, 2013: 2.2 High Visibility Enforcement 3-16.

This project addresses measures:

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

Evaluation Measure # of speed enforcement events, # of citations issued
Funding Source 402
Program Area SE – Speed Enforcement

Cost Summary

Personal Services	\$	40,000.00
Operating Expenses	\$	20,000.00
Travel		
Contractual Services		
Other (indirects)		
Total	\$	60,000.00
Federal Funds	\$	60,000.00
Agency Match		
Total	\$	60,000.00
Local Benefit	\$	60,000.00

Task Number 14-02-21-03
Program Name Light Detection and Ranging (LIDAR)
Contractor Colorado State Patrol
Program Manager Peterson

The Colorado State Patrol has documented successes in fatal and injury crash reduction; however, people continue to die in speeding-related crashes on Colorado’s roadways. Many of these crashes could be prevented by increased enforcement of Colorado’s law prohibiting dangerous driving behaviors, such as speeding and following too closely.

The goal of this program is to increase traffic safety by reducing the number of fatal and injury accidents by using (LIDAR) to increase enforcement of traffic laws. Due to LIDAR’s extreme portability and rugged design, it can be used year-round, during all shifts, in a variety of enforcement locations. LIDAR also has the capacity to measure the Distance Between Cars (DBC) in order to detect drivers who are following too closely. Approximately 28 LIDAR units will be purchased.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Seventh Edition, 2013: 2.2 High Visibility Enforcement 3-16.

This project addresses measures:

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

Evaluation Measure # of citations written using LIDAR equipment
Funding Source 402
Program Area SE - Speed Enforcement

Cost Summary

Personal Services		
Operating Expenses	\$	73,395.00
Travel		
Contractual Services		
Other (indirects)		
Total	\$	73,395.00
Federal Funds	\$	73,395.00
Agency Match	\$	18,350.00
Total	\$	91,745.00
Local Benefit	\$	73,395.00

Task Number 14-02-21-04
Program Name Speed Mini-Grants Program
Contractor TBD
Program Manager Peterson

The Office of Transportation Safety is offering law enforcement agencies the opportunity to apply for Speed Enforcement mini-grants to help support upgraded or additional speed equipment and enforcement efforts in FY 2014. CDOT will require agencies selected to focus on at least one night-time speed enforcement element which will address other violations encountered such as DUI, and failure to use safety belts. Selected law enforcement agencies will be required to report on their progress on speed enforcement control and enforcement activities, using the period before obtaining CDOT funding as a baseline.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Seventh Edition, 2013: 2.2 High Visibility Enforcement 3-16.

This project addresses measures:

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

Evaluation Measure # of speed and other citations issued, # of speeding-related crashes and fatalities
Funding Source 402
Program Area SE – Speed Enforcement

Cost Summary

Personal Services	\$	12,500.00
Operating Expenses	\$	12,500.00
Travel		
Contractual Services		
Other (indirects)		
Total	\$	25,000.00
Federal Funds	\$	25,000.00
Agency Match		
Total	\$	25,000.00
Local Benefit	\$	25,000.00

Task Number 14-02-21-05
Program Name A Step Toward Reducing Traffic Fatalities II
Contractor Pueblo Police Department
Program Manager Peterson

In the past two years, the City of Pueblo has experienced an increase in the number of traffic-related fatality crashes. Several of these crashes had speeding-related and alcohol-related factors. Between March 2011 and March 2013, there were 25 fatality crashes, resulting in 36 fatalities. Investigation of these 25 fatality crashes indicated that speed was a factor in 32% of them. During this same time period, a total of 4,009 speeding tickets were issued in the City of Pueblo. With an average of 18 fatalities per year during this time period and despite speed being a factor in 32% of the crashes, only 2,004 speeding tickets were issued each year. By increasing the number of hours for patrol duty, the Pueblo Police Department is committed to reducing the number of speeding-related fatalities in their city.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Seventh Edition, 2013: 2.2 High Visibility Enforcement 3-16.

This project addresses measures:

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

Evaluation Measure # of speeding citations issued
Funding Source 402
Program Area SE – Speed Enforcement

Cost Summary

Personal Services	\$	30,547.00
Operating Expenses		
Travel		
Contractual Services		
Other (indirects)		
Total	\$	30,547.00
Federal Funds	\$	30,547.00
Agency Match		
Total	\$	30,547.00
Local Benefit	\$	30,547.00

Task Number 14-02-21-06
Program Name Thornton Speed Enforcement
Contractor Thornton Police Department
Program Manager Peterson

The City of Thornton has 349 miles of roadway; ten of those miles encompass Interstate 25 (3.5% of total roadways). Speeding is one of the most prevalent factors contributing to traffic crashes. The Thornton Police Department issued 20,568 traffic tickets in 2010; 21,652 in 2011; and 20,799 in 2012. Tickets issued on I-25 during those years include: 25.2% (5,195) in 2010; 27.3% (5,923) in 2011; and 31.6% (6,574) of all tickets in 2012. On average, 29.5% of the 325,197 vehicles recorded were driving above the posted limit. The goal of this project is to reduce the number of speeding-related crashes and fatalities.

The project will focus on reducing the number of traffic accidents that occur along Interstate 25 through speed enforcement activity consisting of selective enforcement during peak call for service times. Peak times have been established by Dispatch records to occur between the hours of 1:00 p.m. and 6:00 p.m.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Seventh Edition, 2013: 2.2 High Visibility Enforcement 3-16.

This project addresses measures:

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

Evaluation Measure # of speed enforcement events, # of speeding-related citations
Funding Source 402
Program Area SE – Speed Enforcement

Cost Summary

Personal Services	\$	20,000.00
Operating Expenses	\$	7,000.00
Travel		
Contractual Services		
Other (indirects)		
Total	\$	27,000.00
Federal Funds	\$	27,000.00
Agency Match		
Total	\$	27,000.00
Local Benefit	\$	27,000.00

Task Number 14-02-21-07
Program Name Highway 93 Speed, Fatality and SBI Reduction Campaign
Contractor Jefferson County Sheriff’s Office
Program Manager Peterson

Colorado State Highway 93 in Jefferson County is an active high-crash area which draws the attention of the Jefferson County Sheriff’s Office (JCSO) when it comes to speed enforcement. This funding will cover high-visibility enforcement periods and the purchase of additional LIDAR units. Highway 93 covers multiple jurisdictions to include the Colorado State Patrol, the Golden, Arvada, and Boulder Police, and sheriff’s departments. The Jefferson County Sheriff’s Office, through its public relations office, will publicize this enforcement operation via social media as well as local publications. The Sheriff’s Office will also conduct high-visibility enforcement periods on various areas of Highway 93.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Seventh Edition, 2013: 2.2 High Visibility Enforcement 3-16.

This project addresses measures:

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

Evaluation Measure # of citations issued, # of speed enforcement periods
Funding Source 402
Program Area SE – Speed Enforcement

Cost Summary

Personal Services	\$	30,000.00
Operating Expenses	\$	13,000.00
Travel		
Contractual Services		
Other (indirects)		
Total	\$	43,000.00
Federal Funds	\$	43,000.00
Agency Match		
Total	\$	43,000.00
Local Benefit	\$	43,000.00

PROGRAM TASK DESCRIPTIONS

**Safety Education And Enforcement Programs
Young Driver and Distracted Driving**

YOUNG DRIVER and DISTRACTED DRIVING

Fatalities among teen drivers have declined 27% since the Graduated Drivers License law (GDL) was enacted in 2008. However, young drivers have the highest involvement in fatal crashes of any age group, and the likelihood of a teen driver being involved in a crash is still greatest in the first few years of driving. Education and awareness programs strategically targeted to high-risk populations, including teens, are essential to the continued reduction in teen fatalities.

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

Based on the Problem Identification Report, the Highway Safety Office will be focusing on establishing and enhancing Young Driver and Distracted Driving programs in several metro area locations.

Efforts and activities include:

- Educating teen drivers and their parents about seat belt use and other teen driving safety issues, including the Graduated Driver License (GDL) program
- “Trauma Talks” injury-prevention education presentations to young drivers in high school classes
- Developing and distributing GDL resource kits
- Implementing high school distracted driving campaigns
- Piloting new and supporting established distracted driving awareness, education, and enforcement programs

Task Number 14-03-31-01
Program Name Trauma Talks – Memorial Hospital UCH
Contractor Memorial Hospital Foundation
Program Manager Guerrero

In 2011, Colorado had 63 fatal crashes involving drivers age 20 and younger, a decrease of 2% from 2010. El Paso County’s fatal crash rate involving drivers age 20 and younger increased 266.67% – 11 fatalities – which is 17.5% of the State’s total fatalities in this age group.

This project is designed to educate teens, young adults, and the military population about how to protect their bodies from brain and spinal cord injury. “Trauma Talks” group presentations consist of an experienced trauma speaker who explains basic anatomy and physiology of the brain and spinal cord and what happens when you injure those areas. “Trauma Talks,” originally called “Trauma Nurses Talk Tough,” was pioneered at Memorial Hospital in the early 1980’s by a trauma nurse.

Through the “Drive Smart High School Traffic Safety Challenge”, “Trauma Talks” injury prevention education presentations will be conducted at high school classes and assemblies during the months of November and early December. In addition to the challenge, “Trauma Talks” will be promoted to schools for pre-prom injury prevention presentations in the spring at local high schools. The goal is to have at least five pre-prom events. Four military safety activity events will also be conducted at Ft. Carson.

This project addresses measures:

- C-1. Reduce the number of traffic fatalities**
- C-9. Reduce the number of drivers age 20 or younger involved in fatal crashes**

Evaluation Measure Reduce the # of injuries, # of pre- and post-presentation surveys
Funding Source 402
Program Area TSP – Teen Traffic Safety Program

Cost Summary

Personal Services	\$	1,200.00
Operating Expenses	\$	12,460.00
Travel	\$	300.00
Contractual Services	\$	1,040.00
Other (indirects)		
Total	\$	15,000.00
Federal Funds	\$	15,000.00
Agency Match		
Total	\$	15,000.00
Local Benefit	\$	15,000.00

Task Number 14-03-31-02
Program Name Aurora PARTY Program
Contractor University of Colorado Hospital
Program Manager Guerrero

In Colorado in 2011, 63 drivers aged 16 to 20 were killed in traffic crashes. Jefferson and El Paso counties reported six or more fatalities in this age group. The Aurora Prevent Alcohol and Risk Related Trauma in Youth (PARTY) Program is based in the University of Colorado Hospital, with participating schools located throughout Colorado. The goal of the program is to promote injury prevention through reality education, enabling youth to recognize risk and make informed choices about activities and behaviors. The program is a dynamic, interactive injury prevention and health promotion program for youth that was originally developed in 1986 in Toronto, Ontario. A recent analysis of 10 years of follow-up data on students in Toronto found that former PARTY participants had fewer and less severe traumatic injuries than a control group of non-participants.

Activities include educating youth and young adults about the potential physical and emotional consequences of impaired driving through hands-on learning experiences in simulated intoxication, post-crash care, adjustment to physical disabilities, and providing youth with skills to avoid impaired driving and make informed choices.

The program will expand to serve schools in Woodland Park (Teller County), Falcon, and Lewis Palmer school districts (El Paso County). This will be in addition to the programs that will be delivered in Jefferson, Adams, and Arapahoe counties.

This project addresses measures:

- C-1. Reduce the number of traffic fatalities**
- C-9. Reduce the number of drivers age 20 or younger involved in fatal crashes**

Evaluation Measure # of events, # of student contacts, # of pre- and post-program surveys completed
 Funding Source 402
 Program Area TSP – Teen Traffic Safety Program

Cost Summary

Personal Services	\$	7,000.00
Operating Expenses	\$	12,665.00
Travel	\$	600.00
Contractual Services	\$	8,735.00
Other (indirects)		
Total	\$	29,000.00
Federal Funds	\$	29,000.00
Agency Match		
Total	\$	29,000.00
Local Benefit	\$	29,000.00

Task Number 14-03-31-03
Program Name Foothills Teen Motor Vehicle Safety Project
Contractor Drive Smart Evergreen/Conifer
Program Manager Guerrero

In the Problem Identification Report, Jefferson County is identified as one of only two counties with six or more drivers age 20 or younger involved in fatal crashes. In addition, Jefferson County’s teen seatbelt usage rate of 79% is less than the state average. More than one third of all motor vehicle fatalities in both Jefferson and Park Counties were under the age of 24.

Drive Smart Evergreen Conifer (DSEC) will build on the current school year’s programming by using peer-centered coalitions and strengthening the infrastructure needed to deliver comprehensive safety programs in four foothills high schools in three high-risk counties. The program will also include Graduated Drivers License education for both young drivers and parents.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Seventh Edition, 2013: 3.1 Parental Role in Teaching and Managing Young Drivers 6-20.

This project addresses measures:

- C-9. Reduce the number of drivers age 20 or younger involved in fatal crashes
- B-1. Increase the observed seat belt use for passenger vehicles

Evaluation Measure Reduce the number of young driver related crashes, increase seat belt usage rate among young drivers, # of safety programs, # of people contacted
Funding Source 402
Program Area TSP – Teen Traffic Safety Program

Cost Summary

Personal Services	\$	10,000.00
Operating Expenses	\$	16,000.00
Travel	\$	19,000.00
Contractual Services		
Other (indirects)		
Total	\$	45,000.00
Federal Funds	\$	45,000.00
Agency Match		
Total	\$	45,000.00
Local Benefit	\$	45,000.00

Task Number 14-03-31-04
Program Name Young Driver Distracted Driving Campaign
Contractor Drive Smart Colorado
Program Manager Guerrero

In 2011, Colorado had 63 fatal crashes involving drivers 20 and under, a decrease of 2% from 2010. El Paso County’s fatal crash rate involving drivers age 20 and younger increased 266.67% –11 fatalities – which is 17.5% of the State’s total fatalities in this age group.

In the fall of 2012, the Colorado Springs Police Department (CSPD) collected distracted driving data at area high schools prior to, and after, the DRIVE SMART High School Traffic Safety Challenge. Prior to the challenge CSPD reported 16.7% of teen drivers were observed driving distracted. After the challenge ended, CSPD reported that distracted driving decreased to 9.7% among teen drivers. The DRIVE SMART Campaign will implement a six-week, peer-to-peer distracted driving educational campaign in a minimum of 20 high schools within El Paso and Teller counties. DRIVE SMART will reduce the number of traffic fatalities among drivers age 20 and younger by implementing proven countermeasures that relate to Graduated Driver Licensing laws and distractions within the vehicle by targeting young drivers (high school and college students and military personnel), the parents of young drivers, and law enforcement.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Seventh Edition, 2013: 2.2 Communications and Outreach on Distracted Driving 4-18.

This project addresses measures:

- C-2. Reduce the number of serious injuries in traffic crashes
- C-9. Reduce the number of drivers age 20 or younger involved in fatal

Evaluation Measure # of cell phone use observation checks, # of parent awareness classes educating about the risks associated with teen drivers
Funding Source 402
Program Area DD – Distracted Driving

Cost Summary

Personal Services	\$	23,500.00
Operating Expenses	\$	17,080.00
Travel	\$	850.00
Contractual Services		
Other (indirects)		
Total	\$	41,430.00
Federal Funds	\$	41,430.00
Agency Match		
Total	\$	41,430.00
Local Benefit	\$	41,430.00

Task Number 14-03-31-05
Program Name 2014 Distracted Driver Campaign
Contractor Aurora Police Department
Program Manager Peterson

Distracted driving is a large component of what is cited as careless driving. Distracted driving behaviors include speeding, red light running, failing to maintain their lane, obstructing traffic, committing right of way violations, and following too closely. This project will provide additional resources to the Aurora Police Department in order to reduce distracted driving behaviors during rush hour, on major arteries, and in school zones. The project will focus on distracted drivers and educating motorists during contact.

The City of Aurora is made up primarily of Adams and Arapahoe counties. In both counties distracted driving is a factor in 15% of injury and fatality crashes that cite careless driving as the primary cause. A review of all 902 accidents that occurred in Aurora during January and February of 2013 found that distracted driving was a contributing factor 12% of the time. From October 2011 through April 2012, 10 officers from the Aurora PD began tracking crashes to identify the number of crashes caused by distracted drivers. During this period, a total of 9,480 summonses were issued, of which 1,020 or 11% were documented as distracted driving. The majority of those summonses were for speeding, and distraction was identified during the contact.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Seventh Edition, 2013: 1.4 General Driver Drowsiness and Distraction Laws 4-15.

This project addresses measures:

- C-2. Reduce the number of serious injuries in traffic crashes
- C-6. Reduce the number of speeding-related fatalities

Evaluation Measure # of contacts, warnings and summonses issued
 Funding Source 402
 Program Area DD – Distracted Driving

Cost Summary

Personal Services	\$	58,591.00
Operating Expenses	\$	2,250.00
Travel		
Contractual Services		
Other (indirects)		
Total	\$	60,841.00
Federal Funds	\$	60,841.00
Agency Match		
Total	\$	60,841.00
Local Benefit	\$	60,841.00

PROGRAM TASK DESCRIPTIONS

**Safety Education And Enforcement Programs
Traffic Records**

TRAFFIC RECORDS

CDOT uses traffic records to develop engineering and enforcement solutions, promote education, and apply for funding to improve roadway safety. Problem identification, efficient allocation of resources and measuring results all depend on available and accurate data.

The Problem Identification Project forms part of the foundation determining project priorities, calculating funding, and allocating resources. Motor vehicle crash and driver records are an integral part of the process that binds the various elements of this foundation. The Problem Identification Report is fundamental to Traffic and Safety Programs, assuring that CDOT and other agencies are expending resources in the most effective ways.

CDOT is a voting member of the Statewide Traffic Records Advisory Committee (STRAC), a committee formed as part of a federally-sponsored effort to collect, organize, analyze, and utilize all types of information relating to accidents that occur on Colorado roadways. The STRAC is composed of six major State agencies: Human Services, Public Health and Environment, Public Safety, Revenue, Transportation, and Judicial. Its primary function is to help unify and organize Colorado's traffic records.

Colorado's Traffic Records Program was most recently assessed in October of 2009. STRAC, along with other partners and stakeholders, reviewed the recommendations from the assessment and developed a strategic plan to address them. Many of these strategies have been completed.

Proposed traffic records projects are evaluated by both CDOT and STRAC. CDOT solicits applications from various agencies and presents them to the National Highway Traffic Safety Administration (NHTSA).

Efforts and activities to address traffic records include:

- Identifying and fulfilling user requirements for traffic safety information
- Providing analyses for decision making, policy formulation and resource allocation
- Establishing a multi-agency data dictionary and common standards for data compatibility and comparability
- Effecting timely and accurate data collection and transfer among agencies and users
- Developing strategies to consolidate data from disparate sources for analysis and reporting
- Collaborating with state and local agencies to assess the impact of driver behavior on the number and severity of crashes and to effect appropriate countermeasures

EVALUATION MEASURES

With the development of the Colorado Strategic Plan for Improving Roadway Safety (SPIRS), the Traffic and Safety Engineering Branch has developed evaluation measures that will be tracked annually to demonstrate progress toward goals.

1. Increase the completeness of the state Emergency Medical Services (EMS) database by increasing the percent of transport agencies reporting to the state EMS database to 90% by January, 2014 (EMS increased from 81% to 82% of agencies reporting this year).
2. Increase the percent of patient care report records submitted to the State EMS database within 90 days of the event to 90% by January 2014 (EMS increased from 75% to 80%).
3. Maintain the Timeliness of the Crash system as measured in terms of average number of days for entering crash reports into the statewide system at DOR after receiving reports from law enforcement agencies. The goal is to maintain the current rate of 3 days (accomplished for the past 3 years).
4. Decrease the average number of days from the date of the crash report until its posting into DOR's database, Electronic Accident and Reporting System (EARS), for review by qualified users (reduced from 93 to 31 days last year).

Task Number 14-04-41-01
Program Name 2014 Problem Identification Report
Contractor Colorado Department of Public Health and Environment
Program Manager Gould

This project continues the ongoing effort necessary to support program and project development and evaluation. Project activities will include data analyses and identification of candidates for targeted highway safety programs and analyses to support communities implementing targeted programs. This will enable the Office of Transportation Safety to work better with identified areas and develop programs to address needs.

Evaluation Measure Timely and accurate completion of reports, # of data requests completed
Funding Source 402
Program Area TR - Traffic Records

Cost Summary

Personal Services	\$	85,205.00
Operating Expenses	\$	8,750.00
Travel	\$	2,500.00
Contractual Services		
Other (indirects)	\$	17,651.00
Total	\$	114,106.00
Federal Funds	\$	114,106.00
Agency Match		
Total	\$	114,106.00

Task Number 14-04-41-02
Program Name OTS Annual Report and Other OTS Publications
Contractor TBD
Program Manager Gould

This project includes production of the Highway Safety Program Annual Report that summarizes and evaluates the effectiveness of the activities in the 2013 Colorado Integrated Safety Plan, as well as production of the annual Colorado Integrated Safety Plan.

The process of developing these reports will incorporate audit processes, graphic design, formatting, data interpretation, report writing, and editing.

Evaluation Measure Timely and accurate completion of reports
Funding Source 402
Program Area TR - Traffic Records

Cost Summary

Personal Services		
Operating Expenses		
Travel		
Contractual Services	\$	20,000.00
Other (indirects)		
Total	\$	20,000.00
Federal Funds	\$	20,000.00
Agency Match		
Total	\$	20,000.00

Task Number 14-04-41-03
Program Name E-Ticket Technology
Contractor Aurora Police Department
Program Manager Marandi

This project will improve the efficiency of traffic citation data transmission among the Aurora Police Department, the City of Aurora, Adams and Arapahoe County Judicial Systems, and the State Traffic Records System. The Police Department requires an E-Citation system capable of electronically entering and transmitting traffic violation data directly from the site of a traffic stop through entry into the court system records. A server will also be purchased to store all information associated with the E-Ticketing project.

Training will be provided for police officers in the use of the hand held E-Citation devices. Training will also be provided in programming the Records Management System to be mapped to receive and enter the data from the E-Citation system.

The project will evaluate the efficiency and accuracy of the E-Citation system.

This project addresses measures:

To improve the timeliness and accuracy of Aurora’s citation data

Evaluation Measure Compare a number of electronically issued citations with the same number of manually written citations evaluating missing data elements. Average the amount of time required to transfer the data from the police department to the city and/or county and state traffic record systems and compare with the same number of manually written citations.

Funding Source 405c
Program Area M3DA – Data Program

Cost Summary

Personal Services		
Operating Expenses	\$	66,421.00
Travel		
Contractual Services		
Capital Equipment	\$	15,000.00
Total	\$	81,421.00
Federal Funds	\$	81,421.00
Agency Match	\$	832,887.00
Total	\$	914,308.00

Task Number 14-04-41-04
Program Name E-Ticket Technology
Contractor Castle Rock Police Department
Program Manager Marandi

The Castle Rock Police Department will purchase an Electronic Ticketing System (by Brazo) designed for public safety personnel and intended to help improve the completeness, uniformity, and accuracy of citations written by law enforcement agents. It was also designed to improve information flow and connectivity to municipal courts through electronic submission. The costs will include purchase of the system, training, and one year maintenance expense. The match will be provided through Castle Rock salaries for the time needed to train and adapt to the system.

The project will evaluate the efficiency and accuracy of the E-Citation system.

This project addresses measures:

To improve the timeliness and completeness of Castle Rock’s citation data

Evaluation Measure Compare the number of electronically issued citations with the number of manually written citations, and evaluate missing data elements compared with the same number of manually written citations. Average the amount of time required to transfer the data from the police department to city, county, and state traffic record systems and compare with the same number of manually written citations.

Funding Source 405c
Program Area M3DA – Data Program

Cost Summary

<hr/>		
Personal Services		
Operating Expenses	\$	69,897.00
Travel		
Contractual Services		
Capital Equipment	\$	20,000.00
Total	\$	89,897.00
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Federal Funds	\$	89,897.00
Agency Match	\$	29,966.00
Total	\$	119,863.00
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Task Number 14-04-41-05
Program Name Enhancing EMS and Trauma Registry Data
Contractor Colorado Department of Public Health and Environment
Program Manager Marandi

The goal of this project is to develop and maintain comprehensive EMS and Trauma Registries at the Colorado Department of Public Health and Environment (CDPHE). These registries can be used to contribute health information to the CDOT Traffic Safety Integrated Data Base and improve the infrastructure at CDPHE for maintenance and growth of the Registries. This project will expand, improve, and refine the process of the crash and hospital data linkage projects that originally began in 2001.

This project addresses performance measures:

Timeliness: PM 1: To improve the timeliness of submission of EMS data to the state EMS database, and increase the percent of patient care reports received by the state health department within 90 days of the EMS run from 45% in 2006 to 95% in 2012.

Year	2006	2007	2008	2009	2010	2011	2012
Goal	60%	70%	80%	90%	95%	95%	95%
Final	45%	64%	73%	73%	71%	70%	75%

Completeness: PM 2: To increase the completeness of the state EMS database, increase the percent of EMS reports with valid informative values (no missing, no nulls, and no non-valid values for 18 critical data elements).

Completeness: PM 2: To increase the completeness of the state EMS database, increase the percent of EMS agencies that report data to EMTS databases.

Funding Source 408
Program Area K9 – Data Incentive

Cost Summary

Personal Services	\$	81,097.00
Operating Expenses		
Travel		
Contractual Services		
Other (indirects)	\$	14,841.00
Total	\$	95,938.00
Federal Funds	\$	95,938.00
Agency Match	\$	26,792.00
Total	\$	122,730.00

Task Number 14-04-41-06
Program Name Electronic Submission of Crash Report Data
Contractor Denver Police Department
Program Manager Marandi

The Denver Police Department has been creating electronic accident reports via its Versadex Records Management System (RMS) since January 2010. Denver has not yet been able to successfully transmit the data to the Department of Revenue. Denver PD's RMS is currently not configured to electronically send the data according to Department of Revenue specifications. Technical expertise is required by Denver's Records Management System (RMS) vendor, Versaterm, and the Colorado Department of Revenue to implement an electronic submission process. The completion of this project will enable daily automatic submission of all accident report information from the Denver Police Department to the Colorado Department of Revenue.

This project addresses measures:

To improve the timeliness and accuracy of accident data

To provide timely, efficient delivery of crash records to DOR/DMV

Evaluation Measure Measure the time from crash to entry into EARS/EDW systems for e-submission and paper delivery, and document the reduction (days).
Funding Source 405c
Program Area M3DA – Data Program

Cost Summary

Personal Services		
Operating Expenses		
Travel		
Contractual Services	\$	58,470.00
Other (indirects)		
Total	\$	58,470.00
Federal Funds	\$	58,470.00
Agency Match	\$	19,488.00
Total	\$	77,958.00

Task Number 14-04-41-07
Program Name E-Ticket Technology
Contractor Elbert County Sheriff’s Office
Program Manager Marandi

The Elbert County Sheriff’s Department will purchase an Electronic Ticketing System (by Brazo) designed for public safety personnel and intended to help improve the completeness, uniformity, and accuracy of citations written by law enforcement agents. The system was also designed to improve information flow and connectivity to municipal courts through electronic submission. The costs will include the purchase of the system, training, and one year maintenance expense.

The project will evaluate the efficiency and accuracy of the E-Citation system.

This project addresses measures:

To improve the timeliness and accuracy of the E-Citation system

Evaluation Measure Compare the number of electronically issued citations with the number of manually written citations, and evaluate missing data elements. Average the amount of time (days) required to transfer the data from the sheriff’s department to county and state traffic record systems.
Funding Source 405c
Program Area M3DA – Data Program

Cost Summary

Personal Services		
Operating Expenses	\$	35,188.00
Travel		
Contractual Services		
Other (indirects)		
Total	\$	35,188.00
Federal Funds	\$	35,188.00
Agency Match	\$	11,729.00
Total	\$	46,917.00

Task Number 14-04-41-08
Program Name Electronic Submission of Crash Report Data
Contractor Greenwood Village Police Department
Program Manager Marandi

The Greenwood Village Police Department (GVPD) will purchase an E-Accident system. The E-Accident System will integrate with an E-Citation System that was implemented in 2013. The E-Accident system will allow for the electronic transfer of crash reports to the Department of Revenue in a timely and accurate manner.

This project addresses measures:
To improve the timeliness and accuracy of statewide accident data

Evaluation Measure The GVPD has established a baseline for the current system: from the time of crash to report completion may take 3-5 days. The reports are then sent to the Records Bureau where they are entered into the Record Management System (RMS) and then mailed to the DOR. The records are mailed once a week and the mail delivery may take an additional 2-3 days. The time required by the GVPD staff to submit the electronic reports is expected to be significantly less than the current system. GVPD staff expects the time for submittal of completed crash reports to be reduced from days to minutes.

Funding Source 405c
Program Area M3DA – Data Program

Cost Summary

Personal Services		
Operating Expenses	\$	9,900.00
Travel		
Contractual Services	\$	32,850.00
Other (indirects)		
Total	\$	42,750.00
Federal Funds	\$	42,750.00
Agency Match	\$	11,280.00
Total	\$	54,030.00

Task Number 14-04-41-09
Program Name Crash Data Cleansing and Analysis Improvement
Contractor Jefferson County
Program Manager Marandi

Jefferson County will utilize staff and consultant services to analyze off-system crash records (2008-2011) and to enter data for the various fields where data is missing. This data will be checked for accuracy and then uploaded to the EARS system and CDOT’s crash data base as appropriate.

This project addresses measures:

To improve crash data accuracy by improving the completeness, uniformity, and accuracy of crash records.

Evaluation Measure Jefferson County will determine the number of incomplete reports for each year from 2008-2012 and compare these with the number of correct records by year and calculate the percentage. Then, after the incomplete records have been corrected, compare these with the number of records, per year, and calculate the percentage. The difference in these two percentages is the improvement that can be measured by year.

Funding Source 405c
Program Area M3DA – Data Program

Cost Summary

Personal Services		
Operating Expenses		
Travel		
Contractual Services	\$	15,188.00
Other (indirects)		
Total	\$	15,188.00
Federal Funds	\$	15,188.00
Agency Match	\$	5,062.00
Total	\$	20,250.00

Task Number 14-04-41-10
Program Name Traffic Accident Reporting System (TARS)
Contractor Plus Solutions
Program Manager Marandi

With the management of Colorado infrastructure now being controlled by the State Office of Information Technology (OIT), certain technologies and implementation choices need to be modified to conform to the new standards to support functionality, performance, and security.

In order to ensure the system conforms to OIT standards, this project will create the Traffic Accident Reporting System (TARS). TARS will be an envelope system incorporating all the current applications (CDOTEARS_Library, CDOTEARS_Svc, CDOTEARSWeb, EAGSvc), plus the new application, Agency Self-Help Electronic Reporting System (ASHERS), will be developed to facilitate approved functionality to other state departments and law enforcement agencies.

CDOT wants to enhance the functionality with the following:

- Publish a new web site (ASHERS) detailing the ad-hoc reporting and self-help features
- Integrate ASHERS with the new portal being created by OIT, including the security and platform features
- Modify the file transfer process to use the Cloud for storage and transfer, replacing FTP
- Include “email” functionality into ASHERS to allow for better communication with outside agencies

This project addresses Performance Measures:

PM #3 – Roadway-Accuracy (Percentage of locatable (lat / long coordinates given) crashes using the roadway coding method by instituting an increase in Law Enforcement use of GIS technology.)

PM #9 – Crash-Completeness (To improve the completeness of the statewide crash database - Electronic Accident and Reporting System (EARS) - by reducing the amount of crash data unavailable to users.)

Funding Source 405c
Program Area M3DA – Data Program

Cost Summary

Personal Services		
Operating Expenses		
Travel		
Contractual Services	\$	49,500.00
Other (indirects)		
Total	\$	49,500.00
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Federal Funds	\$	49,500.00
Agency Match	\$	9,900.00
Total	\$	59,400.00

Task Number 14-04-41-11
Program Name Technology Transfer
Contractor Traffic and Safety Engineering Branch
Program Manager Marandi

The goal of this project is to fund the attendance of two core STRAC members (to be determined based on priority) to attend the 40th International Traffic Records Conference hosted by the National Safety Council and sponsored by NHTSA, FHWA, FMCSA, and the Bureau of Transportation Statistics. This project will enable the attendees to learn:

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

The Traffic Records Forum is a valuable event where the users of crash records network with peers from other states. They share knowledge with practitioners from a variety of agencies, coordinate successful examples, train on new programs, and learn challenges and successes of other state agencies. They also share research projects, and new applications of technology and resources that are available. The Forum provides an opportunity for traffic engineers to meet with traffic records software developers to discuss current and future needs, (e.g., usage, collection, analysis, current and emerging technology, current systems and programs, research, current issues, and emerging needs, etc.)

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

Evaluation Measure Professional Development
Funding Source 405c
Program Area M3DA – Data Program

Cost Summary

Personal Services		
Operating Expenses		
Travel	\$	5,000.00
Contractual Services		
Other (indirects)		
Total	\$	5,000.00
<hr/>		
Federal Funds	\$	5,000.00
Agency Match		
Total	\$	5,000.00

Task Number 14-04-41-12
Program Name FARS Program Support
Contractor Traffic and Safety Engineering Branch
Program Manager Marandi

This project is necessary to support the ongoing cooperative agreement with NHTSA/ NCSA for Colorado to provide an overall measure of highway safety by:

- Helping to identify traffic safety problems
- Suggesting solutions
- Helping to provide an objective basis to evaluate the effectiveness of motor vehicle safety standards and highway safety programs

This project addresses measures:

To maintain the timeliness and accuracy of CDOT summarized fatal accident data

To provide fatality data for federal, state, local agencies and local municipalities

Evaluation Measure Meet or exceed the FARS quality control of timeliness, accuracy and consistency and completeness.
Funding Source 405c
Program Area M3DA – Data Program

Cost Summary

Personal Services	\$	10,000.00
Operating Expenses		
Travel		
Contractual Services		
Other (indirects)		
Total	\$	10,000.00
Federal Funds	\$	10,000.00
Agency Match	\$	2,500.00
Total	\$	12,500.00

PROGRAM TASK DESCRIPTIONS

**Safety Education And Enforcement Programs
Child Passenger Safety and Occupant Protection**

CHILD PASSENGER SAFETY and OCCUPANT PROTECTION

The statewide seat belt usage rate in Colorado increased from 81.7% in 2007 to 82.1% in 2011. Child safety seat use and seat belt usage for children ages 5-15 has also increased significantly over the past 5 years. While these increases are positive, the statewide seat belt usage rate is below the national average of 85% and Colorado remains one of 18 states without a primary seat belt law.

Based on the 2012 Problem Identification Report and the 2011 Statewide Seat Belt Use Survey, the Highway Safety Office will be focusing on establishing and enhancing occupant protection and child passenger safety programs in several metro area locations, rural areas, the Ute Mountain Ute tribe, and numerous state-wide efforts.

Efforts and activities include:

- Providing support to law enforcement to enforce Colorado's seat belt laws during three "Click It or Ticket" high-visibility campaigns including "Rural", "May Mobilization" and "Night Time" campaigns
- Providing occupant protection and child passenger safety education to parents, caregivers, and the general public
- Funding programs focusing on diverse populations and involving community organizations to educate adults and children
- Targeting child passenger safety and booster seat usage
- Providing support to rural communities to address low seat belt usage rates

Task Number 14-05-51-01
Program Name Child Passenger Safety Team Colorado
Contractor Colorado State Patrol
Program Manager Erez

The goal of the Child Passenger Safety (CPS) program is to increase traffic safety by reducing the number of unrestrained and improperly restrained passenger fatalities. This includes prevention of serious injuries through proper safety restraint use by children, and education of caregivers about the proper use of child restraints in all vehicles while transporting children.

CPS Team Colorado will utilize recent data and the 5-year CPS Strategic Plan, developed by the CPS Team Colorado Advisory Council, to determine project objectives and activities. The program will support seat belt usage with special emphasis on establishing and maintaining statewide Child Passenger Safety (CPS) fitting stations, education, and national CPS technicians’ trainings.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Seventh Edition, 2013: 7.2 Child Restraint Distribution Program 2-34 and 3.2 Communications and Outreach Strategies for Low Belt Use Groups 2-23.

This project addresses measures:

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

Evaluation Measure # of seat stations, # of trainings, # of people trained
Funding Source 402
Program Area CR – Child Restraint

Cost Summary

Personal Services	\$	10,000.00
Operating Expenses	\$	70,000.00
Travel	\$	13,000.00
Contractual Services	\$	107,000.00
Other (indirects)		
Total	\$	200,000.00
Federal Funds	\$	200,000.00
Agency Match	\$	50,000.00
Total	\$	250,000.00
Local Benefit	\$	200,000.00

Task Number 14-05-51-02
Program Name Child Passenger Safety Campaign
Contractor Aurora Police Department
Program Manager Erez

Proper child passenger restraint use in vehicles has been identified as an issue in Aurora. Historically, traffic officers conducted enforcement stops on vehicles in violation and issued a summons for the violation. The driver was then allowed to leave with no immediate fix for the problem that caused the initial contact. The goal of this project is to educate the motoring public about the importance of child safety restraint systems and the proper installation and use of child safety seats, as well as the laws and consequences of failing to use child safety seats properly. The Aurora Police Department will partner with community stakeholders to become a resource for the installation and proper use of child safety seats. These goals will be accomplished by high-visibility enforcement, educating motorists who are not in compliance with current child safety seat laws, and increasing the number of education-based events in the community and the metro area.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Seventh Edition, 2013: 7.2 Child Restraint Distribution Program 2-34 and 4.1 Strengthening Child/Youth Occupant Restraint Laws 2-26.

This project addresses measures:

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

Evaluation Measure # of CPS violations, # of car seats distributed
Funding Source 402
Program Area CR – Child Restraint

Cost Summary

Personal Services	\$	55,000.00
Operating Expenses	\$	4,000.00
Travel		
Contractual Services		
Other (indirects)		
Total	\$	59,000.00
Federal Funds	\$	59,000.00
Agency Match		
Total	\$	59,000.00
Local Benefit	\$	59,000.00

Task Number 14-05-51-03
Program Name Reducing Crash-Related Injury Risk Disparities for Head Start Families in Jefferson County
Contractor Jefferson County Public Health
Program Manager Erez

Jefferson County’s unrestrained occupant fatalities increased by 57% between 2007 and 2011, according to Problem Identification Report data. Although the county’s overall seatbelt use is 82.9%, the 650 Head Start families identified for this project have a very low average restraint use of 54%.

Communications and outreach will consist of stakeholders (staff, parent volunteers, local fire fighters, and volunteer car seat technicians) monitoring every car dropping off and picking up children on announced days. Resources will be on hand to enable immediate compliance for 100% of occupants. Noncompliance will be tracked for follow-up by Head Start staff. During the FY2014 grant cycle, Head Start programs will create policies requiring compliance and protocols to monitor and enforce compliance.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Seventh Edition, 2013: 7.2 Child Restraint Distribution Program 2-34 and 3.2 Communications and Outreach Strategies for Low Belt Use Groups 2-23.

This project addresses measures:

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

Evaluation Measure Decline in CPS violations, # of car seats distributed
Funding Source 402
Program Area CR – Child Restraint

Cost Summary

Personal Services	\$	40,000.00
Operating Expenses	\$	20,000.00
Travel		
Contractual Services		
Other (indirects)		
Total	\$	60,000.00
Federal Funds	\$	60,000.00
Agency Match		
Total	\$	60,000.00
Local Benefit	\$	60,000.00

Task Number 14-05-51-04
Program Name Occupant Protection Mini-Grants
Contractor TBD
Program Manager Erez

Rural organizations from counties identified as high-risk in the Problem Identification Report will be invited to implement occupant protection activities. These activities include, but are not limited to, purchasing and distributing child safety seats, conducting check-up events, running fit stations by appointment, distributing safety materials, and conducting youth and adult safety classes.

Agencies within high-risk counties will be sent information on how to apply for the mini-grants. This information will also be posted on the CDOT Safety website. Costs may include car seat purchases for distribution to low-income families and costs to host fitting stations or car seat check-up events.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Seventh Edition, 2013: 7.2 Child Restraint Distribution Program 2-34 and 3.2 Communications and Outreach Strategies for Low Belt Use Groups 2-23.

This project addresses measures:

- C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions**
- B-1. Increase the observed seat belt use for passenger vehicles**

Evaluation Measure # of seats installed, # of fitting stations, # of educational trainings/sessions
Funding Source 402
Program Area CR – Child Restraint

Cost Summary

Personal Services	\$	25,000.00
Operating Expenses	\$	25,000.00
Travel		
Contractual Services		
Other (indirects)		
Total	\$	50,000.00
Federal Funds	\$	50,000.00
Agency Match		
Total	\$	50,000.00
Local Benefit	\$	50,000.00

Task Number 14-05-51-05
Program Name Motor Vehicle Occupant Safety and Child Passenger Safety Program
Contractor Ute Mountain Ute Tribe
Program Manager Erez

Observation surveys on the Ute Mountain Ute reservation at the end of 2012 show a low rate of usage of child restraints and safety belts. Compounding this issue are incomes hovering around poverty level on the reservation, with many young single mothers and young families struggling to provide the basic necessities, including child safety seats, for their children.

The goals of this program are to promote vehicle occupant safety on the Ute Mountain Ute Reservation by conducting a fit station, check-up events, presentations in the schools, and local Police Department enforcement to increase child restraint use and seat belt use for children ages 8-17 and adults, and to reduce distracted and drowsy driving. Incentive programs will be implemented as an inducement to wear seat belts and use child restraints.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Seventh Edition, 2013: 3.2 Communications and Outreach Strategies for Low Belt Use Groups 2-23.

This project addresses measures:

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

Evaluation Measure # of seats installed, # of educational schools, trainings/sessions
Funding Source 402
Program Area CR – Child Restraint

Cost Summary

Personal Services	\$	33,400.00
Operating Expenses	\$	11,000.00
Travel		
Contractual Services		
Other (indirects)		
Total	\$	45,000.00
Federal Funds	\$	45,000.00
Agency Match		
Total	\$	45,000.00
Local Benefit	\$	45,000.00

Task Number 14-05-51-06
Program Name Each One Teach One African-American CPS Program
Contractor Street-Smart, Inc.
Program Manager Erez

African-American children age 4 to 7 have the lowest rate of restraint use among all children; an estimated 26% are unrestrained. This project will target African-American and Latino families living in the Northeast Denver, Park Hill, and Montbello communities of Denver County. The Montbello neighborhood has a population of 30,348, of which 28.35% (approximately 8,604 residents) are African-American, and approximately 3,994 residents are under age 11. The goals of this project are to increase usage rates for child restraints and seatbelts, increase the communities’ knowledge of proper restraint installation, and conduct CPS education and outreach in the Northeast Denver, Park Hill, and Montebello communities.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Seventh Edition, 2013: 3.2 Communications and Outreach Strategies for Low Belt Use Groups 2-23.

This project addresses measures:

- C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions**
- B-1. Increase the observed seat belt use for passenger vehicles**

Evaluation Measure # of seats installed, # of educational sessions in communities, knowledge gain
Funding Source 402
Program Area CR – Child Restraint

Cost Summary

Personal Services	\$	20,400.00
Operating Expenses	\$	10,000.00
Travel	\$	400.00
Contractual Services	\$	9,200.00
Other (indirects)		
Total	\$	40,000.00
Federal Funds	\$	40,000.00
Agency Match		
Total	\$	40,000.00
Local Benefit	\$	40,000.00

Task Number 14-06-61-01
 Program Name 2014 Click It or Ticket
 Contractor Colorado State Patrol
 Program Manager Chase

“Click It or Ticket” is the most successful seat belt campaign ever held, helping create the highest national seat belt use rate of 85% in 2010.

The Colorado State Patrol will provide 4,008 hours of overtime enforcement of Colorado’s occupant protection restraint laws during three “Click It or Ticket” enforcement campaigns; “Rural Enforcement,” “May Mobilization,” and “Nighttime Enforcement.” The CSP will also target enforcement throughout the year in low-compliance areas and at peak travel times. The CSP will collaborate and coordinate program activity information with the CDOT Public Relations Office, and coordinate data collection and reporting efforts, including pre- and post-enforcement safety belt usage surveys.

The amount of funding allocated to each of the 19 Troop Offices will depend upon the compliance rate and troop goals in each area. Additional enforcement will be conducted year-round in low-compliance areas and at peak travel times.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Seventh Edition, 2013: 2.3 Sustained Enforcement 2-21.

This project addresses measures:

- C-3. Reduce the fatalities per Vehicle Miles Traveled (VMT)
- C-4. Reduce the number of unrestrained passenger vehicle occupant protection fatalities, all seat positions

Evaluation Measure # of seat belt citations written
 Funding Source 405b
 Program Area M2HVE – Low HVE

Cost Summary

Personal Services	\$ 300,000.00
Operating Expenses	
Travel	
Contractual Services	
Other (indirects)	
Total	\$ 300,000.00
Federal Funds	\$ 300,000.00
Agency Match	\$ 75,000.00
Total	\$ 375,000.00

Task Number 14-06-61-02
Program Name Local Law Enforcement Agencies/Click It or Ticket
Contractor Local Law Enforcement Agencies
Program Manager Chase

“Click It or Ticket” (CIOT) is the most successful seatbelt campaign ever, helping create the highest national seatbelt usage rate of 85% for 2010. More than 90 law enforcement agencies will participate in the “May Mobilization CIOT” campaign on May 19 - June 1, 2014. The CIOT campaign will also include two additional enforcement periods, “Rural Enforcement” and “Nighttime Enforcement” (dates to be determined).

With coordination and recruitment by CDOT’s Law Enforcement Coordinator, the goal of this project is to encourage Colorado local law enforcement agencies to aggressively enforce occupant protection laws through a combination of enforcement, education, and awareness. This project supports overtime enforcement of occupant protection laws at the local level in conjunction with “Click It or Ticket” high-visibility enforcement campaigns.

Agencies request funds through an application process. The funding level for each agency is determined through compliance rates and the agency’s potential impact on the state’s compliance rate.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Seventh Edition, 2013: 2.3 Sustained Enforcement 2-21.

This project addresses measures:

- C-3. Reduce the fatalities per Vehicle Miles Traveled (VMT)
- C-4. Reduce the number of unrestrained passenger vehicle occupant protection fatalities, all seat positions

Evaluation Measure # of seat belt citations written
 Funding Source 402
 Program Area OP - Occupant Protection

Cost Summary

Personal Services	\$ 360,000.00
Operating Expenses	
Travel	
Contractual Services	
Other (indirects)	
Total	\$ 360,000.00
Federal Funds	\$ 360,000.00
Agency Match	
Total	\$ 360,000.00
Local Benefit	\$ 360,000.00

Task Number 14-06-61-03
Program Name Occupant Protection Technology Transfer
Contractor TBD
Program Manager Chase

The purpose of Occupant Protection Technology Transfer funding is to provide training, community outreach, and coalition building for Traffic Safety Education Programs. The funds are also used to send non-CDOT employees to National Conferences, such as the 2014 Lifesavers Conference.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Seventh Edition, 2013: 3.2 Communication and Outreach strategies for Low Belt Use Groups 2-23.

This project addresses measures:

- C-4. Reduce the number of unrestrained passenger vehicle occupant protection fatalities, all seat positions**
- B-1. Increase the observed seat belt use for passenger vehicles**

Evaluation Measure # of people trained
Funding Source 402
Program Area OP - Occupant Protection

Cost Summary

Personal Services	\$	9,000.00
Operating Expenses		
Travel	\$	6,000.00
Contractual Services		
Other (indirects)		
Total	\$	15,000.00
Federal Funds	\$	15,000.00
Agency Match		
Total	\$	15,000.00

Task Number 14-06-61-04
Program Name Occupant Protection Education
Contractor TBD
Program Manager Chase

The Highway Safety Office (HSO) will offer mini-grants to community coalitions and other agencies to help support traffic safety education efforts and enforcement campaigns. Funding will provide the coalitions with support and resources, through training and materials, to better execute and support statewide occupant protection, child passenger safety, motorcycle safety, and impaired driving prevention programs.

This project will support NHTSA and HSO traffic safety campaigns including three “Click It or Ticket” enforcement campaigns, “Impaired Driving National Enforcement Labor Day Crackdown”, “Motorcycle Awareness”, and “Child Passenger Safety Week.” Four regional recognition events will be hosted in the Spring of 2014. These events will reward law enforcement officers for their dedication and commitment to seat belt use and impaired-driving laws in Colorado.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Seventh Edition, 2013: 3.2 Communication and Outreach strategies for Low Belt Use Groups 2-23.

This project addresses measures:

- C-4. Reduce the number of unrestrained passenger vehicle occupant protection fatalities, all seat positions**
- C-5. Reduce the number of fatalities in crashed involving a driver or motorcycle operator with a BAC of .08 and above**
- B-1. Increase the observed seat belt use for passenger vehicles**

Evaluation Measure # of trainings provided, # of educational programs held
Funding Source 402
Program Area OP – Occupant Protection

Cost Summary

Personal Services	\$	10,000.00
Operating Expenses	\$	20,000.00
Travel		
Contractual Services		
Other (indirects)		
Total	\$	30,000.00
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Federal Funds	\$	30,000.00
Agency Match		
Total	\$	30,000.00

Task Number 14-06-61-05
Program Name Seat Belt and Distracted Driving Survey
Contractor Colorado State University
Program Manager Erez

Colorado State University will continue to conduct the annual observational surveys of seat belt usage in Colorado. The studies will be conducted throughout Colorado on roadways using traffic observers. The observers will count the number of front seat occupants of non-commercial passenger vehicles and record the numbers who are wearing seat belts. Crash data relating to distracted driving is primarily offender-reported and tends to be unreliable and under-reported. CSU will also conduct a survey to gather information on distracted driving behavior.

Evaluation Measure Successful completion of surveys
Funding Source 405b
Program Area M0OP – Occupant Protection

Cost Summary

Personal Services	\$	172,000.00
Operating Expenses	\$	4,000.00
Travel	\$	37,000.00
Contractual Services	\$	12,000.00
Other (indirects)		
Total	\$	225,000.00
Federal Funds	\$	225,000.00
Agency Match	\$	109,125.00
Total	\$	334,125.00

Task Number 14-06-61-06
Program Name Southern Colorado RETAC Occupant Protection
Contractor Southern RETAC
Program Manager Guerrero

The Southern Colorado Regional Emergency Medical and Trauma Advisory Council (RETAC) consists of five counties: Custer, Fremont, Huerfano, Las Animas, and Pueblo. Distracted driving and the lack of seat belt use among pickup truck drivers is common in all five counties. County-specific crash data from the Colorado State Patrol indicates that 47.8% of the 23 motor vehicle fatalities within the Southern Colorado RETAC were not wearing seat belts.

This project focuses on increasing seat belt use through education geared toward all age groups by stressing the importance of seat belt use and the consequences of not buckling up. The goal of this project is to see a measurable increase in seat belt use and a reduction in unrestrained crashes and/or fatalities in each of the five counties. This will be accomplished by implementing community awareness campaigns; conducting and publishing results of local seat belt observations; providing various occupant protection messaging for adults, teens, and the community as a whole; and scheduling “Teen” and “Youth Safe” driving campaigns to bring awareness and education about seatbelts and safety to students, staff, and parents.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Seventh Edition, 2013: 7.1 School Programs 2-33 and 3.2 Communication and Outreach strategies for Low Belt Use Groups 2-23.

This project addresses measures:

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

Evaluation Measure # of observational surveys, # of contacts at events
 Funding Source 402
 Program Area OP – Occupant Protection

Cost Summary

Personal Services		
Operating Expenses	\$	9,000.00
Travel	\$	7,000.00
Contractual Services	\$	29,000.00
Other (indirects)		
Total	\$	45,000.00
Federal Funds	\$	45,000.00
Agency Match		
Total	\$	45,000.00
Local Benefit	\$	45,000.00

PROGRAM TASK DESCRIPTIONS

Child Passenger Safety and Occupant Protection

Task Number	14-06-61-07
Program Name	San Luis Valley RETAC
Contractor	San Luis Valley RETAC
Program Manager	Erez

In 2012, the San Luis Valley experienced 9 fatal crashes. Of the 11 fatalities, 7 were unrestrained and 6 were ejected. The goal of the San Luis Valley RETAC is to increase observed seat belt and child restraint use, reduce the number of serious injuries in traffic crashes, and reduce the number of unrestrained traffic fatalities. The San Luis Valley RETAC serves the six counties of Alamosa, Conejos, Costilla, Mineral, Rio Grande, and Saguache. This project's goal is to increase occupant safety through education and awareness among high-risk groups, including teens, males age 21-24, and rural county drivers. Two unannounced seat belt observations in each county will be conducted and seat belt use surveys pre- and post-education will be conducted in high schools. Child passenger safety will be promoted through collaboration with child passenger safety technicians within the San Luis Valley to conduct child restraint use check-up events.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Seventh Edition, 2013: 7.1 School Programs 2-33 and 3.2 Communication and Outreach strategies for Low Belt Use Groups 2-23.

This project addresses measures:

C-1. Reduce the number of traffic fatalities

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

Evaluation Measure	Pre/post education seatbelt observations in each region county, # of presentations and seatbelt challenges conducted
Funding Source	402
Program Area	OP – Occupant Protection

Cost Summary

Personal Services	\$	30,000.00
Operating Expenses	\$	10,000.00
Travel	\$	5,000.00
Contractual Services		
Other (indirects)		
Total	\$	45,000.00
Federal Funds	\$	45,000.00
Agency Match		
Total	\$	45,000.00
Local Benefit	\$	45,000.00

Task Number 14-06-61-08
Program Name Southwest Colorado CLICKS
Contractor Southwest RETAC
Program Manager Erez

According to the Problem Identification Report, the major problem in Southwest Colorado is a high rate of fatalities. A second problem is the improper use, or non-use, of child restraints. There are limited resources for Child Passenger Safety (CPS) education in the five county RETAC area which includes Archuleta, Dolores, La Plata, Montezuma, and San Juan counties. To address these problems the following activities will be conducted; installation of county-specific “Clicks” road signs in each county; partnering with local law enforcement and injury prevention coalitions to support the “Rural” and “May Click It or Ticket” mobilizations; recruiting high schools to participate in GDL activities; promoting safety to employers and encouraging them to draft seatbelt/cell phone usage policies; and seeking out community members to record PSAs and have their stories of “saved by the belt” run in local newspapers. To promote CPS; a fit station will be established at the Southwest RETAC office which will host trainings for continuing education for certified CPS technicians, and will distribute a list of CPS technicians to medical providers, community agencies, Head Starts, and family centers.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Seventh Edition, 2013: 3.2 Communication and Outreach strategies for Low Belt Use Groups 2-23.

This project addresses measures:

- C-1. Reduce the number of traffic fatalities**
- C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions**

Evaluation Measure Pre/post community education seatbelt observations in each county, # of CPS trainings, # of seats distributed
Funding Source 402
Program Area OP – Occupant Protection

Cost Summary

Personal Services	\$	43,000.00
Operating Expenses	\$	20,000.00
Travel	\$	2,000.00
Contractual Services		
Other (indirects)		
Total	\$	65,000.00
Federal Funds	\$	65,000.00
Agency Match		
Total	\$	65,000.00
Local Benefit	\$	65,000.00

Task Number 14-06-61-09
Program Name Western Regional Occupant Safety Coalition
Contractor Western Regional EMS Council, Inc.
Program Manager Chase

The Western Regional EMS Council (WROSC), Inc. continues to endorse the multi-agency motor vehicle seat belt coalition working to increase restraint use in Delta, Gunnison, Hinsdale, Montrose, Ouray, and San Miguel counties. The WROSC will participate in enhanced enforcement events and special events. The coalition is comprised of representatives from the following agencies: Colorado State Patrol, police departments, fire protection districts, sheriff’s departments, school districts, Health and Human Services, area hospitals and clinics, and local concerned citizens. These agencies meet monthly to coordinate events and talk about community needs.

Activities and costs will include providing educational information, media campaigns, and high school seat belt challenges. Training about occupant protection and GDL laws will be offered to law enforcement, parents, and community members.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Seventh Edition, 2013: 7.1 School Programs 2-33 and 3.2 Communication and Outreach strategies for Low Belt Use Groups 2-23.

This project addresses measures:

- C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions**
- B-1. Increase observed seat belt use for passenger vehicles**

Evaluation Measure # of programs implemented
 Funding Source 402
 Program Area OP – Occupant Protection

Cost Summary

Personal Services	\$	22,000.00
Operating Expenses	\$	5,450.00
Travel		
Contractual Services	\$	2,550.00
Other (indirects)		
Total	\$	30,000.00
Federal Funds	\$	30,000.00
Agency Match		
Total	\$	30,000.00
Local Benefit	\$	30,000.00

Task Number 14-06-61-10
Program Name Occupant Protection and Teen Traffic Safety Project
Contractor Mile High RETAC
Program Manager Peterson

Mile High Regional Emergency Medical and Trauma Advisory Council (MHRETAC) encompasses the six counties of Adams, Arapahoe, Broomfield, Denver, Douglas, and Elbert. The primary goal of the occupant protection portion of the program will be to increase seatbelt use. The project will address the problem of low seat belt use rates by partnering with existing occupant protection programs; increasing awareness and education by participating in safety events; supporting the “Click It or Ticket” campaign; distributing materials; and developing occupant protection guidelines for businesses and agencies.

The risk of motor vehicle crashes is higher among 16 to 19 year olds than among any other age group. Teen drivers ages 16 to 19 are four times more likely than older drivers to be in a crash. As part of the mission of MHRETAC, members will implement educational countermeasures in high schools based on a peer-to-peer challenge to decrease these losses by heightening awareness of the consequences of risky behavior.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Seventh Edition, 2013: 3.2 Communication and Outreach strategies for Low Belt Use Groups 2-23.

This project addresses measures:

- C-9. Reduce the number of drivers age 20 or younger involved in fatal crashes**
- B-1. Increase the observed seat belt use for passenger vehicles**

Evaluation Measure # of participating schools; # of people trained; # of programs implemented
Funding Source 402
Program Area OP – Occupant Protection

Cost Summary

Personal Services		
Operating Expenses	\$	16,000.00
Travel	\$	4,000.00
Contractual Services	\$	45,000.00
Other (indirects)		
Total	\$	65,000.00
Federal Funds	\$	65,000.00
Agency Match		
Total	\$	65,000.00
Local Benefit	\$	65,000.00

Task Number 14-06-61-11
Program Name Seat Belt Safety and Compliance Project
Contractor Central Mountain RETAC
Program Manager Erez

According to the Problem Identification Report, the six counties in the Central Mountains RETAC have experienced 25 traffic fatalities in 2011, ten of which were unbelted, for a rate of 40%. Activities include coordinating the third annual CMRETAC “Teen Seat Belt Challenge” with at least six high schools in the region. The challenge will last at least six weeks and take place during the spring of 2014. Activities will be based on the successful challenges that took place during the last two grant cycles. Coalition members will also distribute CDOT-approved informational materials to promote proper child passenger seat belt use to community businesses, colleges, caregivers, parents, farmers, service and social clubs, and governmental agencies throughout the region.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Seventh Edition, 2013: 7.1 School Programs 2-33 and 3.2 Communication and Outreach strategies for Low Belt Use Groups 2-23.

This project addresses measures:

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

Evaluation Measure Pre/post education seatbelt observations, # of events, # of contacts
Funding Source 402
Program Area OP – Occupant Protection

Cost Summary

Personal Services		
Operating Expenses	\$	6,000.00
Travel	\$	4,000.00
Contractual Services	\$	40,000.00
Other (indirects)		
Total	\$	50,000.00
Federal Funds	\$	50,000.00
Agency Match		
Total	\$	50,000.00
Local Benefit	\$	50,000.00

Task Number 14-06-61-12
Program Name Traffic Safety Initiatives Mini-Grant
Contractor Various
Program Manager Guerrero

The Office of Transportation Safety will offer mini-grants to community organizations and other agencies to help support traffic safety education efforts and traffic enforcement efforts. Funding will provide resources and support through training and materials to better execute and support statewide programs, including: occupant protection, child passenger safety, teen driving safety, distracted driving initiatives, motorcycle safety, speed enforcement, and impaired driving prevention. Parenting classes will be offered to help educate parents on Colorado’s Graduated Drivers License laws.

Agencies within high-risk counties, as identified in the Problem Identification Report, will be sent information on how to apply for the mini-grants. Mini-grant information will also be posted on the CDOT Safety website.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Seventh Edition, 2013: 3.2 Communication and Outreach strategies for Low Belt Use Groups 2-23 and 3.1 Parental Role in Teaching and Managing Young Drivers 6-20.

This project addresses measures:

- C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions
- C-5. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above
- C-7. Reduce the number of motorcycle fatalities
- C-9. Reduce the number of drivers age 20 or younger involved in fatal crashes

Evaluation Measure # of program activities
 Funding Source 402
 Program Area OP – Occupant Protection

Cost Summary

Personal Services	\$	25,000.00
Operating Expenses	\$	25,000.00
Travel		
Contractual Services		
Other (indirects)		
Total	\$	50,000.00
Federal Funds	\$	50,000.00
Agency Match		
Total	\$	50,000.00
Local Benefit	\$	50,000.00

Task Number 14-06-61-13
Program Name Plains to Peaks RETAC Occupant Protection
Contractor Plains to Peaks RETAC
Program Manager Guerrero

The Plains to Peaks Regional Emergency Medical and Trauma Advisory Council (RETAC) consists of five counties: Cheyenne, El Paso, Kit Carson, Lincoln, and Teller. All of these counties have rural populations and low levels of seat belt use is common in all five counties. County-specific crash data from the Colorado State Patrol indicates that 58.6% of the 29 motor vehicle fatalities within the Plains to Peaks RETAC were not wearing seat belts.

This project focuses on increasing seat belt use through education geared toward all age groups stressing the importance of seat belt use and the consequences of not buckling up. The goal of this project will be to see a measurable increase in seat belt use and a reduction in unrestrained crashes and/or fatalities in each of the five counties. This will be accomplished by implementing community awareness campaigns; conducting and publishing results of local seat belt observations; providing various occupant protection messaging for adults, teens, and the community as a whole; and scheduling “Teen” and “Youth Safe” driving campaigns to bring awareness and education to provide seatbelt and safety messages to students, staff, and parents.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Seventh Edition, 2013: 6.1 Communication and Outreach Strategies for Older Children 2.30 and 3.2 Communication and Outreach strategies for Low Belt Use Groups 2-23.

This project addresses measures:

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

Evaluation Measure # of observational surveys, # of contacts at events
 Funding Source 402
 Program Area OP – Occupant Protection

Cost Summary

Personal Services		
Operating Expenses	\$	9,000.00
Travel	\$	7,000.00
Contractual Services	\$	29,000.00
Other (indirects)		
Total	\$	45,000.00
Federal Funds	\$	45,000.00
Agency Match		
Total	\$	45,000.00
Local Benefit	\$	45,000.00

Task Number 14-06-61-14
Program Name Occupant Protection Program Assessment
Contractor Office of Transportation Safety
Program Manager Gould

The objective for this project is to assess Colorado’s Occupant Protection Program:

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

Recommendations from the assessment will be addressed by the Office of Transportation Safety and various stakeholders.

Evaluation Measure Completed assessment and recommendations
Funding Source 402
Program Area OP – Occupant Protection

Cost Summary

Personal Services		
Operating Expenses	\$	22,050.00
Travel	\$	8,000.00
Contractual Services	\$	4,950.00
Other (indirects)		
Total	\$	35,000.00
Federal Funds	\$	35,000.00
Agency Match		
Total	\$	35,000.00

Task Number 14-06-61-15
Program Name Foothills RETAC Drive Smart Coalition-Building
Contractor Foothills RETAC
Program Manager Erez

As stated in the Problem Identification Report, all five of the Foothills RETAC counties have a higher fatal crash rate than the Colorado average. Three of the five counties (Jefferson, Gilpin, and Clear Creek) have had an increase in unrestrained passenger fatalities, and two of these three counties have almost doubled their passenger fatalities in the last five years.

The goal of this project is to reduce the number of unrestrained fatalities and injuries among all age groups within the RETAC. Activities include educating communities about motor vehicle safety, providing support to local law enforcement efforts, introducing GDL activities at a minimum of five new high schools, and continuing to work with ten current schools. Educating communities about GDL will be addressed by partnering with entities at community-led events and providing presentations to teens and their parents about the GDL and occupant protection laws.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Seventh Edition, 2013: 7.1 School Programs 2-33 and 3.2 Communication and Outreach strategies for Low Belt Use Groups 2-23.

This project addresses measures:

- C-1. Reduce the number of traffic fatalities**
- C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions**

Evaluation Measure Pre/post education seatbelt observations at strategic locations, # of GDL presentations, # of contacts at events
Funding Source 402
Program Area OP – Occupant Protection

Cost Summary

Personal Services	\$	20,000.00
Operating Expenses	\$	5,000.00
Travel		
Contractual Services	\$	10,000.00
Other (indirects)		
Total	\$	35,000.00
Federal Funds	\$	35,000.00
Agency Match		
Total	\$	35,000.00
Local Benefit	\$	35,000.00

Task Number 14-06-61-16
Program Name Safe Communities for SECRETAC
Contractor Southeastern RETAC
Program Manager Guerrero

Southeastern Colorado RETAC Counties (Baca, Otero, and Prowers) are rated as having some of the lowest occupant protection use rates in Colorado. The goal of the SECRETAC is to increase observed seat belt use in passenger cars to the State goal of 84% and to reduce the number of unrestrained fatalities and injuries. The multi-county coalition will consist of members from Colorado State Patrol, city police departments, sheriff’s offices, county departments of Health and Human Services, fire protection districts, school districts, as well as local driver’s education instructors, hospitals, and EMS agencies across southeastern Colorado.

Activities and costs will include providing educational information and media campaigns, supporting local law enforcement “Click It or Ticket” efforts, and conducting two teen seat belt and two business challenges.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Seventh Edition, 2013: 7.1 School Programs 2-33 and 3.2 Communication and Outreach strategies for Low Belt Use Groups 2-23.

This project addresses measures:

- C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions**
- B-1. Increase the observed seat belt use for passenger vehicles**

Evaluation Measure # of contacts at events, # of presentations, # of challenges completed
Funding Source 402
Program Area OP - Occupant Protection

Cost Summary

Personal Services		
Operating Expenses	\$	10,955.00
Travel	\$	6,444.00
Contractual Services	\$	32,601.00
Other (indirects)		
Total	\$	50,000.00
Federal Funds	\$	50,000.00
Agency Match		
Total	\$	50,000.00
Local Benefit	\$	50,000.00

PROGRAM TASK DESCRIPTIONS

**Safety Education And Enforcement Programs
Motorcycle Safety**

MOTORCYCLE SAFETY PROGRAM

In 2011 there were 78 motorcycle fatalities in Colorado; this is a 5% reduction from 82 motorcycle fatalities in 2010. The Highway Safety Office (HSO) will continue efforts to educate motorcyclists about the need for proper training, licensing, riding sober, and the use of protective gear. The HSO will also continue to educate the motoring public about the importance of motorcyclist awareness.

Efforts and activities to address motorcycle safety include:

- Administering the Motorcycle Operator Safety Training (MOST) Program
- Educating motorcyclists about the dangers and consequences of impaired riding
- Continuing to build partnerships with community coalitions and motorcycle organizations to develop outreach programs that focus on motorcycle safety issues
- Conducting media events in conjunction with partners and stakeholders to promote motorcycle training classes, especially for age groups which are over-represented in motorcycle crashes and fatalities
- Continuing to promote the “Live to Ride” motorist-awareness program

PROGRAM TASK DESCRIPTIONS

Motorcycle Safety

Task Number 14-07-71-01
Program Name Motorcycle Operator Safety Training (MOST)
Contractor MOST Vendors
Program Manager Barela

Funds are dedicated by CDOT to be used as match for 402 State and Community Highway Safety Program funds.

During FY 2014 the OTS will continue the statewide motorcycle rider education program that was established by statute in 1990. The program is funded through a \$2 surcharge on motorcycle drivers license endorsements and a \$4 surcharge on motorcycle license registrations. The program trains approximately 10,000 students per year through vendors at training sites statewide.

Funding Source State Funds
Program Area MC – Motorcycle Safety

Cost Summary

Personal Services	\$	120,000.00
Operating Expenses		
Travel		
Contractual Services	\$	530,000.00
Other (indirects)		
Total	\$	650,000.00
Federal Funds		
Agency Match	\$	650,000.00
Total	\$	650,000.00

Task Number 14-07-71-02
Program Name Operation Save A Life
Contractor ABATE of Colorado
Program Manager Barela

ABATE of Colorado has developed “Operation Save a Life” (OSAL) with the goal of reducing crashes involving motorcyclists. This program is designed to make motorists more aware of motorcycles. Included in this program is a Bystander Assistance Class which has been developed by Accident Scene Management Inc. ABATE is also partnering with OTS to effect change in the number of licensed riders through rider education and promotional materials which stress the importance of training, riding sober, and having proper licenses.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Seventh Edition, 2013: 4.2 Communications and Outreach Other Driver Awareness of Motorcyclists 5-24.

This project addresses measures:

- C-5. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above
- C-7. Reduce the number of motorcyclist fatalities
- C-8. Reduce the number of unhelmeted motorcyclist fatalities

Evaluation Measure # of presentations and people contacted
Funding Source 402
Program Area MC - Motorcycle Safety

Cost Summary

Personal Services	\$	10,809.00
Operating Expenses	\$	21,823.00
Travel	\$	442.50
Contractual Services	\$	1,925.50
Other (indirects)		
Total	\$	35,000.00
Federal Funds	\$	35,000.00
Agency Match		
Total	\$	35,000.00
Local Benefit	\$	35,000.00

Task Number 14-07-71-03
Program Name Jefferson County Motorcycle Rider Safety Education
Contractor Drive Smart Evergreen/Conifer
Program Manager Barela

Jefferson County historically ranks high in the number of motorcycle crashes and fatalities. Motorcyclists gather in and around taverns located in the foothills communities of Morrison, Evergreen, and Conifer from spring to fall. Drive Smart Evergreen/Conifer will continue to customize the “Project Green-Yellow-Red, Free to Ride, Free to Choose, A Campaign to Reduce Impaired Motorcycle Riding” programs. Businesses participating in this project allow riders who have had too much to drink to leave their bikes safely at the bars and take alternative transportation home.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Seventh Edition, 2013 : 2.2 Alcohol Impaired Motorcyclists Communication and Outreach 5-15.

This project addresses measures:

- C-7. Reduce the number of motorcyclist fatalities**
- C-8. Reduce the number of unhelmeted motorcyclist fatalities**

Evaluation Measure # of motorcycle injuries, crashes, and fatalities
Funding Source 402
Program Area MC – Motorcycle Safety

Cost Summary

Personal Services	\$	13,405.00
Operating Expenses	\$	20,655.00
Travel		
Contractual Services	\$	15,940.00
Other (indirects)		
Total	\$	50,000.00
Federal Funds	\$	50,000.00
Agency Match		
Total	\$	50,000.00
Local Benefit	\$	50,000.00

PROGRAM TASK DESCRIPTIONS

**Safety Education And Enforcement Programs
Public Relations**

PUBLIC RELATIONS

Public relations plays a critical role in addressing numerous traffic safety issues identified in the Problem Identification Report and goals established in the Colorado Integrated Safety Plan. Public relations includes media relations, community relations, marketing, paid advertising, and development of strategic partnerships that expand CDOT's goal of furthering safety education and reducing fatalities.

CDOT's Public Relations Office (PRO) supports the Office of Transportation Safety and its grantees and partners with specialized assistance related to projects addressing occupant protection and impaired driving education and outreach. The PRO conducts the high-visibility aspect of enforcement campaigns aimed at reducing fatalities, including the "Click It or Ticket" seat belt campaign and the "Heat Is On" impaired driving campaign. Other public relations programs encompass teen driving, child passenger safety, motorcycle safety, distracted driving, drugged driving, pedestrian safety, and work zone safety. The projects included in the Public Relations section of the ISP were chosen based on problem identification and requests from the Office of Transportation Safety.

PR activities to address occupant protection and impaired driving problems include:

- Developing and implementing ongoing media and public relations campaigns for high-visibility DUI enforcement, including drugged driving, and seat belt enforcement
- Developing and implementing safety education campaigns for motorcycle safety, teen driving, child passenger safety, pedestrian safety, and work zone safety
- Developing and distributing news releases
- Developing relationships with statewide media to encourage news coverage of safety issues
- Executing newsworthy media and special events
- Developing materials for Hispanic audiences and Spanish language media
- Executing media events and special events which are culturally relevant for minority audiences
- Developing and producing collateral materials, including brochures, fact sheets, posters, flyers, print ads, radio spots and videos
- Fostering positive relationships with media, grantees, and internal and external partners to expand safety education
- Developing and maintaining campaign websites
- Placing paid media buys to reach campaign target audiences
- Evaluating campaign elements, including developing a methodology for evaluating increases in public awareness

Task Number 14-08-81-01
Program Name High-Visibility DUI Enforcement – PR/Evaluation
Contractor Amelie Company, Communications Infrastructure Group and National Research Center
Program Manager Wilfong

In 2011, there were 142 fatalities involving a driver or motorcycle operator with a BAC of .08 or above. Among drivers age 16 or older in 2011, there were 24,789 offenses for driving under the influence (DUI) or driving while ability impaired (DWAI). Proactive media campaigns are critical to informing the public of DUI laws and enforcement to reduce alcohol-related fatalities. This project conducts the paid media portion of the high-visibility “Heat Is On” DUI enforcement campaign, as well as “DUI Checkpoint Colorado” and the national “DUI Crackdown”. This project also includes costs to evaluate public attitudes about drunk driving and awareness of the campaigns.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Seventh Edition, 2013: 5.2 Mass Media Campaigns 1-44.

This project addresses measures:

- C-5. Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above.
- S-1. Conduct driver attitude and awareness survey of Highway Safety enforcement and communications activities, and self-reported driving behavior

Evaluation Measure Increase in public awareness, # of media stories placed
Funding Source 405d
Program Area M5PEM - Paid Media

Cost Summary

Personal Services	\$	10,000.00
Operating Expenses	\$	10,000.00
Travel		
Contractual Services	\$	270,000.00
Other (indirects)		
Total	\$	290,000.00
Federal Funds	\$	290,000.00
Agency Match		
Total	\$	290,000.00

Task Number 14-08-81-02
Program Name High-Visibility DUI Enforcement – Paid Media
Contractor Explore Communications
Program Manager Wilfong

In 2011, there were 142 fatalities involving a driver or motorcycle operator with a BAC of .08 or above. Among drivers 16 years or older in 2011, there were 24,789 offenses for driving under the influence (DUI) or driving while ability impaired (DWAI). Proactive media campaigns are critical to informing the public of DUI laws and enforcement to reduce alcohol-related fatalities. This project conducts the paid media portion of the high-visibility “Heat Is On” DUI enforcement campaign, as well as “DUI Checkpoint Colorado” and the national “DUI Crackdown”. This project includes costs for media consultant planning and paid media buys.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Seventh Edition, 2013: 5.2 Mass Media Campaigns 1-44.

This project addresses measures:

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

Evaluation Measure Increase in public awareness, maximize buy with added value, gathering and analyzing ratings and impressions
Funding Source 405d
Program Area M5PEM - Paid Media

Cost Summary

Personal Services	\$	10,000.00
Operating Expenses	\$	10,000.00
Travel		
Contractual Services	\$	305,000.00
Other (indirects)		
Total	\$	325,000.00
Federal Funds	\$	325,000.00
Agency Match		
Total	\$	325,000.00

Task Number 14-08-81-03
Program Name High-Visibility DUI Enforcement – Latino
Contractor Hispanidad, Explore Communications
Program Manager Wilfong

In 2011, 41% of traffic fatalities in Colorado were alcohol-related, killing 185 people. Twenty-five percent of those killed were Hispanic, despite representing only 21% of the state’s population. Proactive media campaigns are critical to informing the public about DUI laws and enforcement to reduce alcohol-related fatalities. This project executes the public relations and media portion of the high-visibility DUI enforcement campaigns, as well as community outreach with Colorado’s Spanish-speaking residents and the Spanish-speaking media.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Seventh Edition, 2013: 5.2 Mass Media Campaigns 1-44.

This project addresses measures:

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

Evaluation Measure Increase in public awareness, # of earned media stories placed in Spanish media outlets, # of impressions through paid media buys in Spanish media outlets
Funding Source 405d
Program Area M5PEM – Paid Media

Cost Summary

Personal Services	\$	3,000.00
Operating Expenses	\$	3,000.00
Travel		
Contractual Services	\$	144,000.00
Other (indirects)		
Total	\$	150,000.00
Federal Funds	\$	150,000.00
Agency Match		
Total	\$	150,000.00

Task Number 14-08-81-04
Program Name Motorcycle Safety
Contractor Amelie Company, Explore Communications
Program Manager Wilfong

In 2011, 78 motorcycle riders and passengers were killed in traffic crashes in Colorado, which represented 17% of all traffic fatalities. This campaign's main focus is to educate motorists to watch for motorcycles. Elements include public and media relations tactics, development and distribution of collateral materials, maintenance of the website www.comotorcyclesafety.com, and paid media.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Seventh Edition, 2013: 4.2 Communications and Outreach 5-24.

This project addresses measures:

C-7 Reduce the number of motorcyclist fatalities

Evaluation Measure Increase in motorcyclist and public awareness, # of earned media stories placed in media outlets
Funding Source 405f
Program Area M9MA - Motorcyclist Awareness

Cost Summary

Personal Services	\$	2,500.00
Operating Expenses	\$	2,500.00
Travel		
Contractual Services	\$	96,000.00
Other (indirects)		
Total	\$	101,000.00
Federal Funds	\$	101,000.00
Agency Match		
Total	\$	101,000.00

Task Number 14-08-81-05
Program Name Click It or Ticket and Seat Belts – PR and Evaluation
Contractor Amelie Company, Explore Communications
Program Manager Wilfong

In 2011, unrestrained passenger vehicle fatalities increased to 194. Of all motor vehicle fatalities, more than 60% were not using a restraint system and 19 % of motor vehicle occupants injured in a crash were not using restraints. The PRO has a key role in implementing the high-visibility aspect of three “Click It or Ticket” enforcement periods, including the national “May Mobilization.” This campaign will focus on communications supporting enforcement and on communicating to groups with low rates of seat belt use. It includes media and public relations outreach, as well as a formal evaluation to determine public awareness of the campaign and driver attitudes. This project also includes seat belt education during non-enforcement periods.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Seventh Edition, 2013: 3.1 Communications and Outreach Supporting Enforcement 2-22.

This project addresses measures:

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

Evaluation Measure Increase in public awareness, # of earned media stories placed in media outlets
Funding Source 402
Program Area PM – Paid Advertising

Cost Summary

Personal Services	\$	3,000.00
Operating Expenses	\$	3,000.00
Travel		
Contractual Services	\$	144,000.00
Other (indirects)		
Total	\$	150,000.00
Federal Funds	\$	150,000.00
Agency Match		
Total	\$	150,000.00

Task Number 14-08-81-06
Program Name Click It or Ticket and Seat belts – Paid Media
Contractor Explore Communications
Program Manager Wilfong

In 2011, unrestrained passenger vehicle fatalities increased to 194. Of all motor vehicle fatalities, more than 60% were not using a restraint system and 19 % of motor vehicle occupants injured in a crash were not using restraints. The PRO has a key role in implementing the high-visibility aspect of three “Click It or Ticket” enforcement periods, including the national “May mobilization.” This campaign will focus on communications supporting enforcement and on educating groups with low rates of seat belt use. It includes costs for all media buys, including planning and implementation by the media consultant.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Seventh Edition, 2013: 3.1 Communications and Outreach Supporting Enforcement 2-22.

This project addresses measures:

- C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions**
- B-1. Increase the observed seat belt use for passenger vehicles**

Evaluation Measure Increase in public awareness, maximize buy with added value, gathering and analyzing ratings and impressions
Funding Source 402
Program Area PM – Paid Advertising

Cost Summary

Personal Services	\$	10,000.00
Operating Expenses	\$	5,000.00
Travel		
Contractual Services	\$	235,000.00
Other (indirects)		
Total	\$	250,000.00
<hr/>		
Federal Funds	\$	250,000.00
Agency Match		
Total	\$	250,000.00

Task Number 14-08-81-07
Program Name Hispanic Occupant Protection PR
Contractor Hispanidad, Explore Communications
Program Manager Wilfong

With Hispanics comprising more than 21% of Colorado’s population, this is a key target market to reach with all traffic safety campaigns in order to have an impact on serious injury crashes and fatalities. Hispanics were over-represented in unrestrained fatalities in 2011, comprising 26% of unrestrained fatalities. This project includes public relations and paid media to reach the Hispanic and Spanish-speaking communities in Colorado about the importance of buckling up, child passenger safety, “Click It or Ticket” seat belt enforcement, as well as teen driving. This campaign will focus on communications supporting enforcement and education for groups with low rates of seat belt use. This project includes earned and paid media, planning and development of culturally relevant educational materials, grassroots community outreach, and expanding relationships with minority media, grantees, and partners.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Seventh Edition, 2013: 3.2 Communications and Outreach Strategies for Low-Belt-Use Groups 2-23.

This project addresses measures:

- C-4. Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions**
- C-9. Reduce the number of drivers age 20 or younger involved in fatal crashes.**
- B-1. Increase the observed seat belt use for passenger vehicles**

Evaluation Measure Increase in public awareness, # of earned media stories in Spanish media
Funding Source 402
Program Area PM - Paid Advertising

Cost Summary

Personal Services	\$	2,500.00
Operating Expenses	\$	2,500.00
Travel		
Contractual Services	\$	80,000.00
Other (indirects)		
Total	\$	85,000.00
Federal Funds	\$	85,000.00
Agency Match		
Total	\$	85,000.00

Task Number 14-08-81-08
Program Name Teen Driving and Graduated Drivers License Law
Contractor Amelie Company
Program Manager Wilfong

In 2011, 63 young drivers, age 15 to 20, were involved in fatal crashes in Colorado, and 50 drivers and passengers in this age group were killed. The State’s teen driving laws are complicated and require extensive public relations and media outreach. This project uses public relations to educate teen drivers and their parents about the State’s Graduated Drivers License laws and other traffic safety issues impacting teens.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Seventh Edition, 2013: 3.1 Parental Role in Teaching and Managing Young Drivers 6-20.

This project addresses measures:

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

Evaluation Measure Increase in public awareness, # of earned media stories
Funding Source 402
Program Area PM - Paid Advertising

Cost Summary

Personal Services	\$	2,500.00
Operating Expenses	\$	2,500.00
Travel		
Contractual Services	\$	70,000.00
Other (indirects)		
Total	\$	75,000.00
Federal Funds	\$	75,000.00
Agency Match		
Total	\$	75,000.00

Task Number 14-08-81-09
Program Name Child Passenger Safety
Contractor Amelie Company, Explore Communications
Program Manager Wilfong

Combined front/rear child (age 0-4) restraint use has ranged between 83% and 89% for the past decade. In 2012, the estimated child restraint use was approximately 5% lower than in 2003. This project includes a campaign to educate parents and caregivers statewide on using the proper restraint for children based on their child’s age and size.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Seventh Edition, 2013: 6. Communications and Outreach 2-30.

This project addresses measures:

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

Evaluation Measure Increase in public awareness, # of earned media stories
Funding Source 402
Program Area PM – Paid Advertising

Cost Summary

Personal Services	\$	2,500.00
Operating Expenses	\$	2,500.00
Travel		
Contractual Services	\$	45,000.00
Other (indirects)		
Total	\$	50,000.00
Federal Funds	\$	50,000.00
Agency Match		
Total	\$	50,000.00

Task Number 14-08-81-10
Program Name Slow for the Cone Zone
Contractor Contractor TBD
Program Manager Wilfong

In 2007, there were nearly 1,000 victims killed in work zones nationwide. Colorado statistics show the number of work zone fatalities is remaining relatively stable. There were 13 work zone fatalities in 2005 and 2006, and 11 work zone fatalities in 2007. This project conducts a public relations campaign during the summer construction season to remind motorists to “Slow for the Cone Zone.”

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Seventh Edition, 2013: 4.1 Communications and Outreach Supporting Enforcement 3-27.

This project addresses measures:

- C-1. Reduce the number of traffic fatalities**
- C-2. Reduce the number of serious injuries in traffic crashes**
- C-6. Reduce the number of speeding-related fatalities**

Evaluation Measure Increase in public awareness
Funding Source 402
Program Area PM - Paid Advertising

Cost Summary

Personal Services	\$	2,500.00
Operating Expenses	\$	2,500.00
Travel		
Contractual Services	\$	45,000.00
Other (indirects)		
Total	\$	50,000.00
Federal Funds	\$	50,000.00
Agency Match		
Total	\$	50,000.00

Task Number 14-08-81-11
Program Name Distracted Driving
Contractor Amelie Company and Explore Communications
Program Manager Wilfong

There were a total of 102,137 crashes in Colorado in 2011. Law enforcement reported that 28,139 of these drivers were driving carelessly. Distracted driving (i.e., food, pets, objects, etc.) was the contributing factor in approximately 15% of careless driving crashes with an injury or fatality and was a contributing factor in 21% of non-injury crashes. This project will help educate the public about the dangers of distracted driving and about Colorado’s law that bans cell phones and texting by drivers under age 18, and prohibits texting by drivers 18 and older.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Seventh Edition, 2013: 2.2 Communications and Outreach on Distracted Driving 4-18.

This project addresses measures:

- C-1. Reduce the number of traffic fatalities
- C-2. Reduce the number of serious injuries in traffic crashes

Evaluation Measure Increase in public awareness
Funding Source 402
Program Area PM – Paid Advertising

Cost Summary

Personal Services	\$	2,500.00
Operating Expenses	\$	2,500.00
Travel		
Contractual Services	\$	70,000.00
Other (indirects)		
Total	\$	75,000.00
Federal Funds	\$	75,000.00
Agency Match		
Total	\$	75,000.00

Task Number 14-08-81-12
Program Name Pedestrian Safety PR and Evaluation
Contractor Contractor TBD
Program Manager Wilfong

In 2011, pedestrian fatalities rose to 45, up from 36 in 2010. Preliminary data for 2012 indicates a 40% increase in pedestrian fatalities. Many of these fatalities are at the fault of the pedestrian, including intoxication and jaywalking. This project will help educate the public about the potential hazards and precautions to take to avoid pedestrian injuries and fatalities.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Seventh Edition, 2013: 4. All Pedestrians 8-22.

This project addresses measures:

C-10. Reduce the number of pedestrian fatalities

Evaluation Measure Increase in public awareness, # of earned media stories
Funding Source 402
Program Area PM - Paid Advertising

Cost Summary

Personal Services	\$	2,500.00
Operating Expenses	\$	2,500.00
Travel		
Contractual Services	\$	75,000.00
Other (indirects)		
Total	\$	80,000.00
Federal Funds	\$	80,000.00
Agency Match		
Total	\$	80,000.00

Task Number 14-08-81-13
Program Name Pedestrian Safety Paid Media
Contractor Explore Communications
Program Manager Wilfong

In 2011, pedestrian fatalities rose to 45, up from 36 in 2010. Preliminary data for 2012 indicates a 40% increase in pedestrian fatalities. Many of these fatalities are at the fault of the pedestrian, including intoxication and jaywalking. Based on Countermeasures That Work, this project will help educate the public about the potential hazards and precautions to take to avoid pedestrian injuries and fatalities, including intoxication. It also includes costs for all media buys, including planning and implementation by the media consultant.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Seventh Edition, 2013: 4. All Pedestrians 8-22.

This project addresses measures:

C-10. Reduce the number of pedestrian fatalities

Evaluation Measure Increase in public awareness, # of earned media stories
Funding Source 402
Program Area PM – Paid Advertising

Cost Summary

Personal Services	\$	10,000.00
Operating Expenses	\$	2,500.00
Travel		
Contractual Services	\$	137,500.00
Other (indirects)		
Total	\$	150,000.00
Federal Funds	\$	150,000.00
Agency Match		
Total	\$	150,000.00

Task Number 14-08-81-14
Program Name Drugged Driving
Contractor Contractor TBD
Program Manager Wilfong

With the recent passage of Amendment 64, legalizing recreational use of marijuana, Colorado is facing the challenge of communicating precisely what is meant by Driving Under the Influence of Drugs (DUID). Because Colorado is one of two states that have legalized use of recreational marijuana, we have a unique opportunity to get ahead of the curve and begin education on what constitutes DUID. This project will include the development of education materials, media relations, and partnerships.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Seventh Edition, 2013: 5.2 Mass Media Campaigns 1-44.

This project addresses measures:

- C-1. Reduce the number of traffic fatalities**
- C-2. Reduce the number of serious injuries in traffic crashes**

Evaluation Measure Establish baseline public awareness, # of earned media stories
Funding Source 402
Program Area PM - Paid Advertising

Cost Summary

Personal Services	\$	2,500.00
Operating Expenses	\$	2,500.00
Travel		
Contractual Services	\$	195,000.00
Other (indirects)		
Total	\$	200,000.00
Federal Funds	\$	200,000.00
Agency Match		
Total	\$	200,000.00

PROGRAM TASK DESCRIPTIONS

**Safety Education And Enforcement Programs
Pedestrian Safety**

PEDESTRIAN SAFETY

In 2011 pedestrian fatalities rose to 45, up from 36 the previous year. The majority of pedestrian fatalities occurred in urban areas at non-intersection locations.

The Highway Safety Office will focus on establishing and enhancing projects that will help educate the public about the potential hazards and the precautions to take to avoid pedestrian injuries and fatalities, including intoxication. It will also provide funding to enforce traffic safety laws.

Efforts and activities to increase Pedestrian Safety include:

- High-visibility enforcement of traffic safety laws targeting both drivers and pedestrians
- Implementing pedestrian safety educational programs at schools and other locations
- Increasing the number of people reached through educational training classes

Task Number 14-09-91-01
Program Name Pedestrian Education and Safety Campaign
Contractor Aurora Police Department
Program Manager Peterson

In 2011, there were 447 traffic fatalities in Colorado, of which 45 were pedestrians. Eleven of those pedestrian fatalities occurred in Adams and Arapahoe Counties, the two main counties that make up the city of Aurora. Of all pedestrian fatalities that occurred in those two counties, 63% occurred in Aurora. After reviewing reports for 902 accidents that occurred in January and February 2013, the Aurora Police Department found that 80% of the time when there was a pedestrian involved, that person sustained some level of injury. The majority of auto/pedestrian accidents include a pedestrian at fault. This project will address these issues through proactive enforcement of laws addressing pedestrian violations and through a public awareness and education campaign.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Seventh Edition, 2013: 4.4 Targeted Enforcement 8-27.

This project addresses measures:

C-10. Reduce the number of pedestrian fatalities

Evaluation Measure # of citations, # of pedestrian contacts
Funding Source 402
Program Area PS – Pedestrian/Bicycle Safety

Cost Summary

Personal Services	\$	55,739.00
Operating Expenses		
Travel		
Contractual Services		
Other (indirects)		
Total	\$	55,739.00
Federal Funds	\$	55,739.00
Agency Match		
Total	\$	55,739.00
Local Benefit	\$	55,739.00

Task Number 14-09-91-02
Program Name Prevention of Pedestrian/Auto Collisions in Denver County
Contractor Denver Police Department
Program Manager Peterson

The number of automobile crashes that resulted in pedestrian fatalities has increased in Denver over recent years. In 2010, Denver had 10 pedestrian fatalities in auto crashes, and in 2012 Denver had 23, an increase of 130%. Serious Bodily Injuries (SBIs) resulting from auto/pedestrian crashes have also been on the rise in Denver, from 73 in 2010 to 84 in 2012, an increase of 15%. Of the 2013 SBI crashes that involved pedestrians, 34% were the fault of the pedestrian. Reasons for pedestrian at-fault accidents included pedestrians crossing a street illegally, crossing mid-block, or crossing illegally against a pedestrian crossing signal.

The Denver Police Department plans to increase community awareness about pedestrian safety issues. This project will include education about the hazards of crossing Denver’s surface streets mid-block and at an angle; “defensive walking;” the importance of crosswalks, crossing signals and lights; and the importance of eliminating distractions when crossing or walking adjacent to roadways.

This project is supported in the *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices* Seventh Edition, 2013: 4.4 Targeted Enforcement 8-27.

This project addresses measures:

C-10. Reduce the number of pedestrian fatalities

Evaluation Measure # of citations and warnings issued
 Funding Source 402
 Program Area PS – Pedestrian/Bicycle Safety

Cost Summary

Personal Services	\$	49,808.00
Operating Expenses	\$	2,500.00
Travel		
Contractual Services		
Other (indirects)		
Total	\$	52,308.00
Federal Funds	\$	52,308.00
Agency Match		
Total	\$	52,308.00
Local Benefit	\$	52,308.00

For more information please contact:

Darrell Lingk
Director
Office of Transportation Safety
Colorado Department of Transportation
4201 East Arkansas Avenue, 3rd Floor
Denver, CO 80222
Phone: 303-757-9465
Email: Darrell.Lingk@state.co.us
Fax: 303-757-9078
www.coloradodot.info

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Report prepared by:

Action Staffing Solutions
1409 West 29th Street, Loveland, CO 80538
970-667-4202

Wolfe Unlimited, Technical and Creative Writing
1015 Cottonwood Drive, Windsor, CO 80550
970-689-1980

Colorado Department of Transportation

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