

Annual Report 2013

Colorado Department of Transportation

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



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Introduction and Accomplishments

The mission of the Highway Safety Office (HSO) within the Colorado Department of Transportation (CDOT) Office of Transportation Safety (OTS) is to “reduce the incidence and severity of motor vehicle crashes and the associated human and economic loss.” One measure of traffic fatalities is the number of fatalities that occur per 100 million vehicle miles traveled (VMT). Colorado continues to see a decrease in the number of fatalities and serious injuries due to motor vehicle crashes year after year. The OTS attributes much of this success to the engineering of safer highways, education of the driving public, traffic safety legislative enhancements, and high-visibility enforcement of the State’s driving laws. While Colorado has been successful at reducing its traffic fatality rate, the OTS believes every traffic fatality is a tragedy and seriously considers its effects. In Colorado, the rate of fatal traffic crashes has declined from 1.14 fatalities per 100 million VMT in calendar year 2007 to 0.96 in 2011. Additionally, total traffic fatalities fell from 554 in 2007 to 472 in 2012, a reduction of 15%.

The most serious transportation safety challenges continue to be impaired driving, occupant protection compliance (seat belts and child safety seats), speed, motorcycle safety, and distracted driving. The OTS aggressively addresses these challenges by supporting projects, programs and other countermeasures to educate the public and raise awareness. Public information programs and high-visibility enforcement have served to raise public awareness regarding the risks of driving and of their responsibilities as drivers. Through a combination of grass-roots organizations, State partnerships, and local community efforts we believe significant progress has been made.

This report describes the OTS program goals and performance measures, provides an overview of each program area, and provides a summary of each project that was implemented in Federal Fiscal Year 2013.

Accomplishments

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

- The 2012 Colorado Teen Seat Belt Usage Survey result of 82.7% was the highest rate of teen seat belt usage achieved since this age group was first studied in 2005. The rate of teen seat belt usage in 2005 was 70.4%.
- Continued safety education programs that supported Colorado’s decrease in traffic fatalities, which fell from 554 in 2007 to 472 in 2012, a reduction of 15%.
- Motorcyclist fatalities involving helmeted riders decreased to the lowest number over the past 6 years to 24; this is an 14% decrease from 2011. However, overall motorcyclist fatalities increased by 2%.
- The OTS continued to expand and enhance its statewide speed control enforcement program by partnering with both rural and metro law enforcement agencies and continuing its partnerships with Denver and Aurora Police Departments and the Colorado State Patrol.
- Significant improvement continues to be made in the timeliness, availability and accuracy of Colorado vehicle crash data.



Performance Measures

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

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

Number of seat belt citations issued in 2012: 12,834

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

Number of impaired driving arrests made in 2012: 9,784

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

Number of speeding citations issued in 2012: 5,360

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

Observed seat belt rate for passenger vehicles in 2012: 80.7%

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

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

C-1. Reduce the number of traffic fatalities

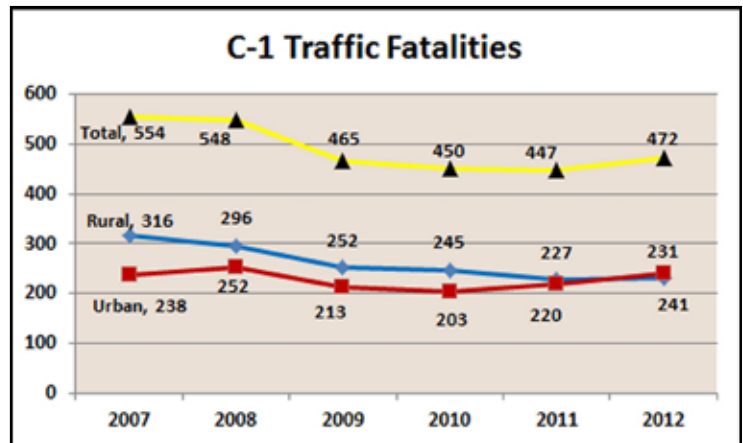
Number of traffic fatalities in 2010: 450

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

Number of traffic fatalities in 2011: 447

Number of traffic fatalities in 2012: 472

STATUS: 2011 and 2012 performance measure not met; preliminary data indicates this performance measure will not be met in 2013.



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

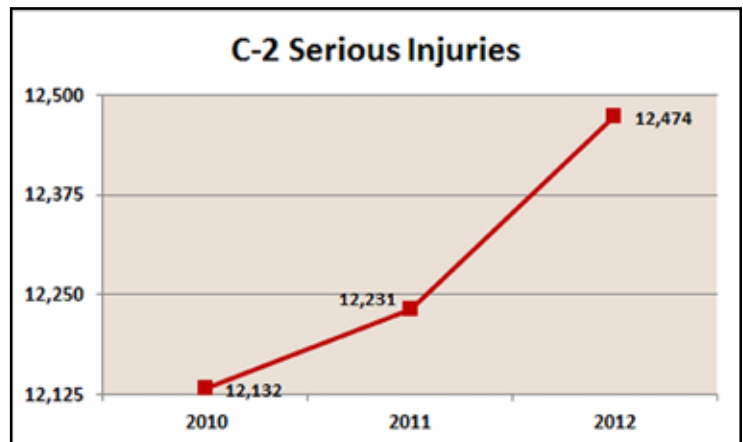
Number of serious injuries in traffic crashes in 2010: 12,132

Goal: Reduce the number of serious injuries in traffic crashes in 2013 to 9,916.

Number of serious injuries in traffic crashes in 2011: 12,231

Number of serious injuries in traffic crashes in 2012: 12,474

STATUS: 2011 and 2012 performance measure not met; preliminary data indicates this performance measure will be not be met in 2013.



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

Total fatalities per Vehicle Miles Traveled (VMT) in 2010: 0.96

Total urban fatalities per Vehicle Miles Traveled (VMT) in 2010: 0.63

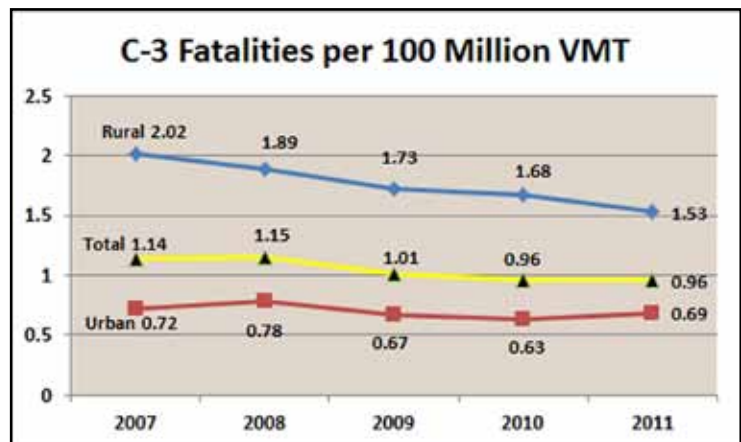
Total rural fatalities per Vehicle Miles Traveled (VMT) in 2010: 1.68

Goal: Reduce the fatality rate per VMT in 2013 to 0.94

Total fatalities per Vehicle Miles Traveled (VMT) in 2011: 0.96

Total fatalities per Vehicle Miles Traveled (VMT) in 2012: Not Available

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



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

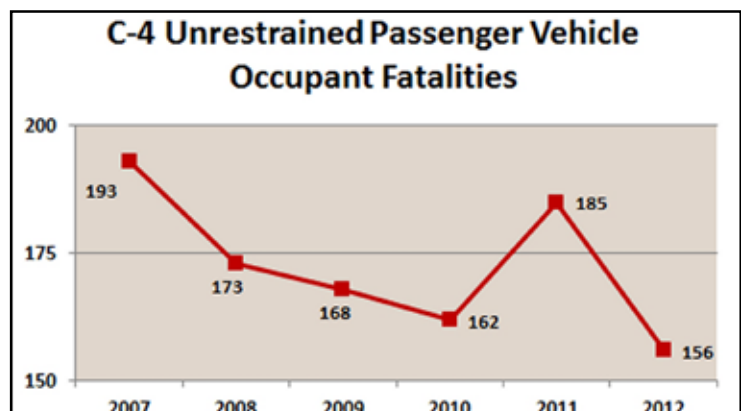
Number of unrestrained passenger vehicle occupant fatalities in 2010: 162

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

Number of unrestrained passenger vehicle occupant fatalities in 2011: 185

Number of unrestrained passenger vehicle occupant fatalities in 2012: 156

STATUS: 2011 performance measure not met; 2012 performance measure was met; preliminary data indicates this performance measure may be met in 2013.



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

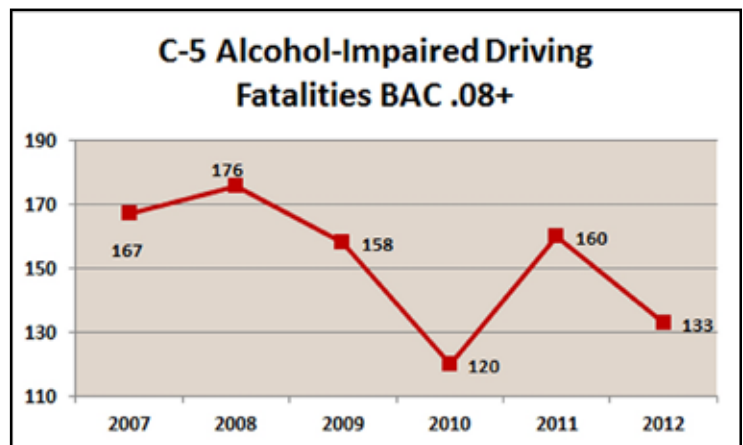
Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above in 2010: 120

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.

Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above in 2011: 160

Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above in 2012: 133

STATUS: 2011 and 2012 performance measures not met; preliminary data indicates this performance measure may be met in 2013.



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

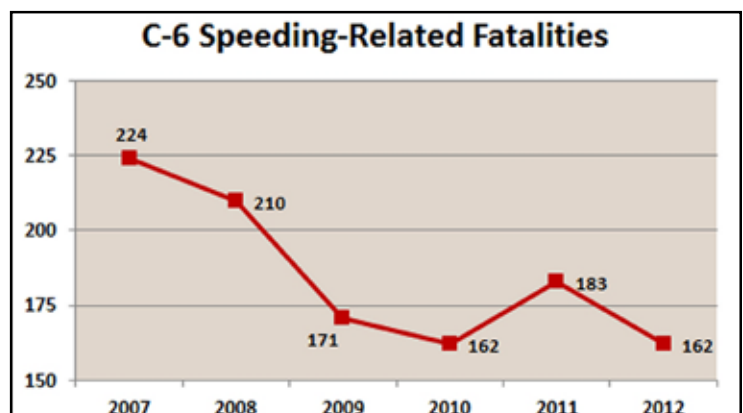
Number of speeding-related fatalities in 2010: 162

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

Number of speeding-related fatalities in 2011: 183

Number of speeding-related fatalities in 2012: 162

STATUS: 2011 and 2012 performance measure not met; preliminary data indicates this performance measure may be met in 2013.



C-7. Reduce the number of motorcyclist fatalities

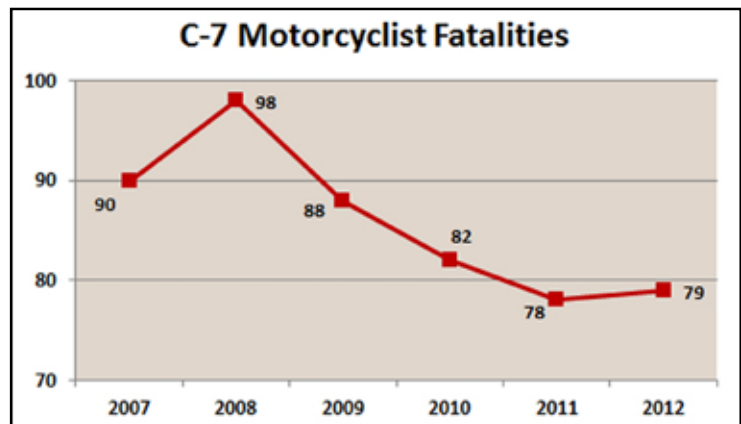
Number of motorcyclist fatalities in 2010: 82

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

Number of motorcyclist fatalities in 2011: 78

Number of motorcyclist fatalities in 2012: 79

STATUS: 2011 and 2012 performance measure not met; preliminary data indicates this performance measure will not be met in 2013.



C-8. Reduce the number of unhelmeted motorcyclist fatalities

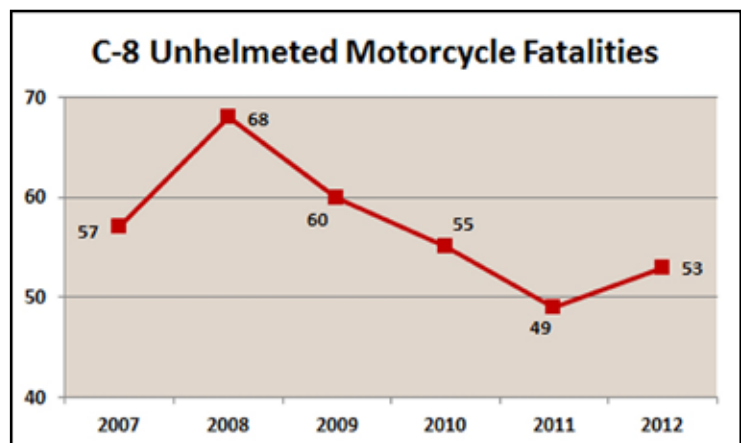
Number of unhelmeted motorcyclist fatalities in 2010: 55

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

Number of unhelmeted motorcyclist fatalities in 2011: 49

Number of unhelmeted motorcyclist fatalities in 2012: 53

STATUS: 2011 and 2012 performance measure not met; preliminary data indicates this performance measure will not be met in 2013.



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

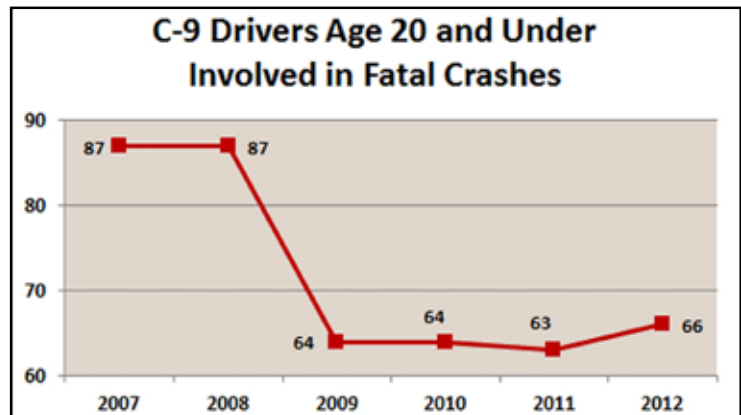
Number of drivers age 20 or younger involved in fatal crashes in 2010: 64

Goal: Reduce the number of drivers age 20 or younger involved in fatal crashes in 2013 to 62.

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

Number of drivers age 20 or younger involved in fatal crashes in 2012: 66

STATUS: 2011 and 2012 performance measure not met; preliminary data indicates this performance measure may be met in 2013.



C-10. Reduce the number of pedestrian fatalities

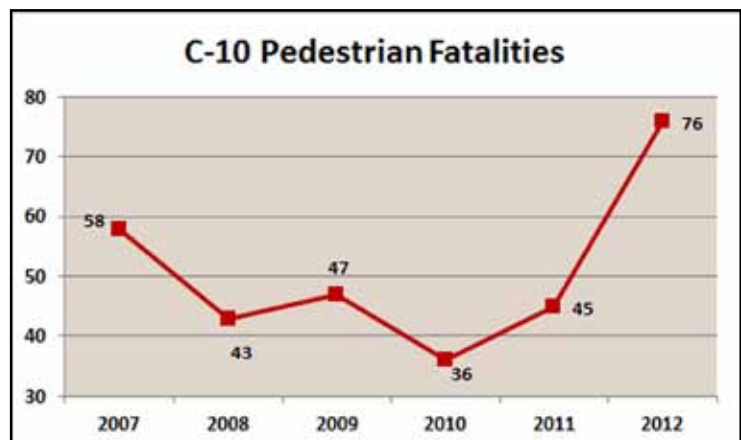
Number of pedestrian fatalities in 2010: 36

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

Number of pedestrian fatalities in 2011: 45

Number of pedestrian fatalities in 2012: 76

STATUS: 2011 and 2012 performance measure not met; preliminary data indicates this performance measure will not be met in 2013.



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

Important Notes regarding the 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 2013 pre- and post-program surveys, conducted in March of 2013 and September of 2013, respectively.
3. Data results for Seat Belt show results from the 2013 pre- and post-campaign surveys, conducted in March of 2013 and June of 2013, respectively.
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.

Impaired Driving

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

CDOT question version:

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

	March 2013	September 2013
None (zero days)	90%	87%
Between 1 and 2 days	7%	8%
Between 3 and 7 days	3%	4%
More than 7 days	0%	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 2013	September 2013
1) Yes	20%	39%
2) No	80%	61%
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:

March 2013 Question: 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?

Note: This question was removed in the September 2013 survey and focused more on marijuana.

	March 2013	September 2013
1) Very likely	32%	n/a
2) Somewhat likely	45%	n/a
3) Somewhat unlikely	13%	n/a
4) Very unlikely	10%	n/a
5) Don't know	0%	n/a
6) Refused	0%	n/a

Seat Belt Use

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

CDOT question version:

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

	March 2013	June 2013
1) All of the time	86%	84%
2) Most of the time	9%	10%
3) Some of the time	3%	3%
4) Rarely	0%	1%
5) Never	2%	1%
6) Don't know [DO NOT READ]	0%	2%
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 2013	June 2013
1) Yes	11%	23%
2) No	89%	77%
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 2013	June 2013
1) Very likely	21%	30%
2) Somewhat likely	26%	35%
3) Somewhat unlikely	30%	20%
4) Very unlikely	23%	15%
5) Don't know	0%	0%
6) Refused	0%	0%

Speeding

S-1a: On a local road with a speed limit of 30 mph, how often do you drive faster than 35 mph? _____Always _____Most of the time _____Half the time _____Rarely _____Never

CDOT question version: No Change

	June 2013
1) All of the time	4%
2) Most of the time	11%
3) Some of the time	21%
4) Rarely	41%
5) Never	24%
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 2013
1) All of the time	3%
2) Most of the time	7%
3) Some of the time	17%
4) Rarely	39%
5) Never	34%
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 2013
1) Yes	27%
2) No	73%
3) Don't know	0%
4) Refused	0%

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

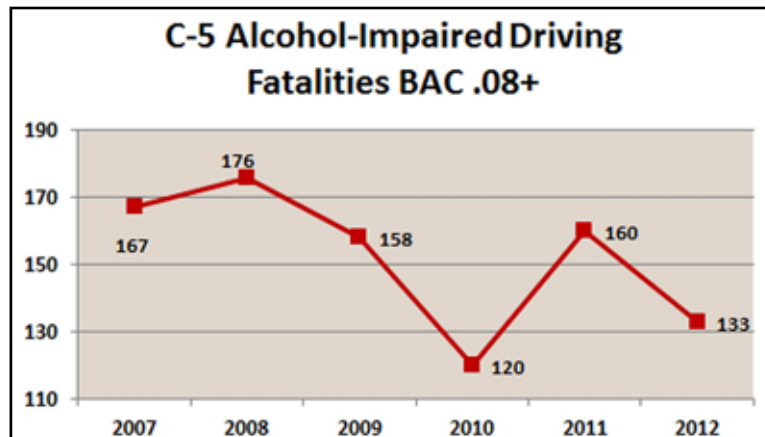
_____ **Always** _____ **Most of the time** _____ **Half the time** _____ **Rarely** _____ **Never**

CDOT question version:

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

	June 2013
1) Very Likely	16%
2) Somewhat likely	28%
3) Somewhat unlikely	26%
4) Very unlikely	29%
5) Don't know [DO NOT READ]	0%
6) Refused [DO NOT READ]	0%

Impaired Driving



In 2011 there were 447 total traffic fatalities, of which 160, or 36%, were alcohol related (alcohol related is a BAC of .08 or above). In 2012 there were 472 total traffic fatalities, of which 133, or 28%, were alcohol related.

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

Efforts and activities to decrease Impaired Driving included:

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

Program Administration

The Impaired Driving program is administered by Program Manager Glenn Davis with the assistance of HSO Project Managers: Leslie Chase, Gina Guerrero and Robin Rocke. There were 19 projects in the program with a planned budget of over \$2.2 million.



DRE/SFST Enforcement Training ~ LEAD Impairment Training ~ 13-01-11-01

Program Description

LEAD Impairment Training was funded to provide training for law enforcement and judicial officials in the following areas: Judicial Training (2 events); Prosecuting the Drug Impaired Driver (3 events); Instructing at the Colorado District Attorney's Council (CDAC) (2 events); DUI Checkpoint Training for CDOT; Advanced Roadside Impaired Driving Enforcement (ARIDE), Standard Field Sobriety Testing (SFST) Instructor; SFST basic and DUI/Drug Recognition Expert (DRE) In-Service; and various conference presentations across the state.

Results

- Approximately 1,200 people received LEAD impairment training on how to deal with impaired/drunken drivers through a variety of classes, events, and conferences

Interagency Task Force on Drunk Driving Support ~ Colorado State Patrol ~ 13-01-11-02

Program Description

In 2013 the Interagency Task Force on Drunk Driving (ITFDD) submitted recommendations for legislation to Representative Dave Young that resulted in the passage of HB 13-1240, Concerning Persistent Drunk Driving Penalties. The ITFDD also completed the Statewide Impaired Driving Plan and presented it to NHTSA in September 2013. In this project the Colorado State Patrol provided administrative support to the Interagency Task Force on Drunk Driving (ITFDD).

Results

- Compiled an analysis of activity, recommendations, and progress toward goals through the following documentation and activities:
- Documented 9 task force meetings
- Provided facilitation and documentation for 6 Task Force work groups
- Completed the ITFDD 2012 Annual Report and presented it to the Colorado Legislature in early January 2013

Support for DUI Courts ~ Colorado Judicial Branch ~ 13-01-11-03

Program Description

The Highway Safety Office (HSO) has funded the initial development and operation of 9 DUI courts in the last 6 years through the Colorado State Judicial Branch. Colorado has 12 operational DUI Courts serving approximately 300 participants. Three of these courts have successfully transitioned to self-sustainability with 4 more transitioning at the end of the 2013 grant year. The 5 DUI Courts receiving funding through this grant served 204 participants and graduated 53 participants. The DUI Courts have proven to be effective in reducing drunk driving incidences while focusing on long-term recovery and accountability.

(Continued)

Results

- Weld and Larimer County Courts successfully started alumni programs this year
 - Alumni groups support program participants and have monthly sober activities
 - In Weld County all 7 graduates from the last year are volunteering with their alumni group and 5 of them graduated with a valid driver's license
- The NPC Research group conducted a statewide evaluation of Colorado DUI Courts in 2012
 - Results found that Colorado DUI court participants graduated at a rate of 61%, which is higher than the national average of 50%
 - These results indicate Colorado DUI Courts are highly successful and are a critical tool in reducing drunk driving by the persistent drunk driver

Traffic Safety Resource Prosecutor ~ Colorado District Attorneys' Council ~ 13-01-11-04

Program Description

The goal of this project was to reduce fatalities and injuries caused by both alcohol and drug impaired driving on Colorado roads, through a better understanding of enforcement issues.

The Traffic Safety Resource Prosecutor (TSRP) program is designed to provide training and support to law enforcement officers and prosecutors throughout Colorado on the best practices of how to investigate and prosecute impaired driving cases. One of the primary functions of the TSRP program is to provide training and education to law enforcement and prosecutors on a multitude of subjects surrounding impaired driving.

One of the new and significant impaired driving issues facing Colorado is drug impaired driving, with particular emphasis on marijuana impaired driving due to the increased use and access to marijuana from the medical marijuana market, and the recently legalized recreational market. Colorado's TSRP has been recognized as an expert in this area and during the 2012/13 grant period, provided training and spoke extensively on the subject in Colorado, as well as at out-of-state conferences in Washington, Idaho, Montana, Missouri and Wyoming.

Results

- Conducted TSRP trainings during the 2012/13 grant period, including:
 - Live, webinar, and web-based delivery systems
 - All of Colorado's 22 District Attorney's (DA's) Offices participated
 - More than 100 law enforcement agencies participated

Checkpoint Colorado ~ Various Agencies ~ 13-01-11-05

Program Description

The purpose of sobriety checkpoints was to deter impaired driving by increasing the perceived risk of arrest. To do this, checkpoints needed to be highly visible, publicized extensively, and conducted regularly. National Highway Traffic Safety Administration (NHTSA) research shows that in areas where sobriety checkpoints are routinely practiced, the number of alcohol related traffic fatalities and crashes are reduced.

The Highway Safety Office, within the Office of Transportation Safety, used the CDOT Problem Identification Report, based on 2012 crash and fatality data, to select law enforcement agencies to participate in Checkpoint Colorado. The program ran from Memorial Day through Labor Day. The participating agencies were required to conduct a minimum of 5 DUI checkpoints with 2 of those checkpoints occurring during holiday weekends.

Results

- 4 agencies participated in 2013 Checkpoint Colorado and received grant funds totaling \$77,028
- 1,157 combined hours were worked during enforcement periods
- 135 DUI arrests were made by the 4 funded agencies
- 22,658 vehicles passed through the checkpoints

Colorado Underage Drinking Prevention Programs ~ Mothers Against Drunk Driving ~ 13-01-11-06

Program Description

The program goal was to prevent underage drinking and drunk driving by providing alcohol education. No activities were completed from October 2012-April 2013 due to staffing constraints.

From April 2013-September 2013 MADD Colorado completed several grant activities, engaging parents and youth around alcohol education.

Results

- More than 450 parents received evidence-based information either through face-to-face workshops or materials distributed through the “Power of Parents” program
 - 67% of those surveyed said they intended to speak to their children about underage drinking and 35% said they had never spoken to their children about underage drinking
- Reached approximately 1,200 youth through MADD’s “Power of Youth” program via educational programming at schools and Underage Drinking Impact Panels
 - Prior to programming 39% strongly disagreed that it was okay to drink before the age of 21, while 52% strongly disagreed after programming
 - Prior to programming 61% thought youth alcohol use was a major problem and 84% agreed after programming
- More than 200 attended MADD’s annual Law Enforcement Recognition event
 - 20 youth volunteers assisted
 - Representatives from 12 agencies were recognized for their work to end drunk driving and prevent underage drinking

DUI Reduction and Prevention ~ Grand Futures Prevention Coalition ~ 13-01-11-07

Program Description

The Grand Futures Prevention Coalition (GFPC) was funded to provide a comprehensive marketing campaign to address the number of impaired driving crashes and fatalities. To achieve this, GFPC held coalition-wide media campaigns regarding DUI targeted to vulnerable dates such as prom, graduation, back to school and summer, including 4th of July and Labor Day, with media reach averaging 52,000 across the 14th Judicial District.

The GFPC also formed new partnerships with ski areas to disseminate the media campaign to employees and implemented a strategic plan with local law enforcement on strategies to provide party patrols, shoulder tap and retail compliance checks.

Results

- TIPS or alcohol responsibility training classes were provided to more than 125 persons
- Alcohol responsibility toolkits were updated and provided to all alcohol retailers in Routt County, including ID Checking Guides, ID calendars, stickers, and information on responsible service training opportunities
- Monthly newsletters with DUI articles and information were sent to all parents/partners in the 14th Judicial District
- CDOT public relations materials were disseminated at public awareness booths in all 3 counties in the district throughout year
- Popular incentive bracelets “If you drink, I don’t ride” were disseminated to youth in the district

Drug Recognition Expert/Impaired Driving Tech Transfer ~ Office of Transportation Safety ~ 13-01-11-08

Program Description

This project provided funding for traffic safety professionals involved in impaired driving enforcement to attend the Impaired Driving Conference held in Oklahoma City, OK from August 4-8, 2013.

Results

- Conference attendees received the most up-to-date information on DRE issues
- Attendees brought this information back to Colorado to be used in mandatory in-service training
- Attendees included representatives from the Colorado State Patrol, Colorado Springs Police Department, and the Colorado Department of Transportation

Impaired Driving Enforcement ~ Colorado State Patrol ~ 13-01-11-09

Program Description

The goal of this project was to increase traffic safety by reducing the number of drivers under the influence of drugs or alcohol. The Colorado State Patrol (CSP) provided 6,305 hours of DUI/DUID enforcement.

Results

- 461 DUI arrests; 1,219 other citations; 217 seatbelt citations; 33 felony arrests
- Provided 92.75 hours of Drug Recognition Expert (DRE) assessments performed by off-duty DRE officers
- 2 members of the Colorado State Patrol attended the annual Impaired Driving Conference in Oklahoma City, OK in August 2013
- Reached more than 20,000 people through the CSP Facebook site, further providing successful education elements for audiences of all ages

Denver County Sobriety Court ~ City of Denver ~ 13-01-11-10

Program Description

The goal of the Denver Sobriety Court program was to immediately identify qualifying persistent drunk drivers and to reduce their case processing time from 14 weeks to 6-9 weeks. The program succeeded in maintaining an average case processing time of 6 weeks during its 2nd year.

The Recovery In Secure Environment (R.I.S.E.) unit in the Denver County Jail continues to provide a 12-hour intensive treatment program to Sobriety Court participants. On average, 1 out of 3 participants served their jail sentence in the R.I.S.E. unit while receiving certified alcohol treatment sessions that will partially satisfy their program and probation requirements.

Results

- 263 persistent drunk drivers have participated in the Denver Sobriety Court since its inception
- Of the 263 participants, 17 were charged with a new violation of the law while in the program, only 1 of which was charged with a new drinking and driving offense while on warrant status
- Of the remaining 16 violations, 11 were Driving Under Revocation or minor traffic violations and 4 were for assault, domestic violence, or disturbing the peace
- Of the 17 participants who were charged with new offenses, 8 pled guilty or were found guilty at trial, which gave the program a recidivism rate of 3%

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

Program Description

The Law Enforcement Coordinator (LEC) was designated by the Highway Safety Office to coordinate statewide training and local activities for law enforcement in support of CDOT's high-visibility enforcement campaigns. For this project period the LEC recruited 66 police departments and 23 sheriff's offices to work the 11 high-visibility enforcement campaigns. Four agencies were selected to participate in the 12th enforcement period, Checkpoint Colorado. (Continued)

The LEC's time was also dedicated to assisting agencies with website entry of enforcement plans and results, submitting complete and accurate claims for reimbursement, and participating effectively during the enforcement periods.

Results

- Recruited 49 police departments, 16 sheriff's offices, and the Colorado State Patrol to provide zero tolerance enforcement of occupant protection laws during the 3 *Click It or Ticket* occupant protection enforcement campaigns
- The 2 week *May Mobilization*, 1 week *Rural* enforcement, and 1 week *Nighttime* enforcement campaigns yielded 13,263 citations for violations of Colorado's occupant protection laws
- Assisted the High Visibility Enforcement Program Manager with 2 Traffic Safety Champions events held in Denver and Grand Junction to recognize the outstanding enforcement, training, and program support contributions of 80 law enforcement officers and 22 law enforcement agencies in the areas of impaired driving and occupant protection enforcement

SMART ROADS ~ Crossroads' Turning Point ~ 13-01-11-15

Program Description

The goal of this project was to provide outreach for impaired driving prevention education programs. Crossroads' Turning Point (CTP) provided increased safe driving education with youth programs in the Pueblo community and developed Students Against Destructive Decisions (SADD) chapters in 8 Pueblo schools.

CTP, one community, and SADD groups held regular meetings, supported CDOT's *Click It or Ticket* campaigns, Red Ribbon Week, Alcohol Awareness Month, Recovery Month, school and community events and provided 12 drug- and alcohol-free activities for teens and families.

CTP hosted booths and did presentations for the annual EXPO, health, career and safety fairs, and many youth serving agencies. SADD Chapters were developed in 8 Pueblo city schools, 1 Huerfano high school, and a community youth group which met in Pueblo promoting the message "21 Means 21."

Results

- Distributed 18,000 incentive items with DUI Prevention messages in 14 southern Colorado counties
- Provided 24 Minor in Possession classes for 270 youth
- 8 Parent Education Night events were organized for 800 teens and their families
- The 2012 Healthy Kids Colorado Survey analysis showed:
 - Lifetime alcohol use at fewer than 60% and alcohol use in the last 30 days at 30%
 - 11% reported drinking and driving
 - Less than 25% rode with a drinking driver

Impaired Driving Prevention Program ~ Auraria Police Department ~ 13-01-11-16

Program Description

The Auraria campus is home to Community College of Denver, CU Denver, and Metropolitan State University. Auraria is the 6th largest campus in the United States with over 56,000 students, staff and faculty. Some students live on-site and in nearby dormitories while others commute.

The purpose of this grant was to staff DUI Safety Awareness Booths with police officers who were trained in Standardized Field Sobriety Test/DUI. In this setting, the officers were more approachable and the public felt more at ease to engage in conversation. The Auraria Police DUI Team has made it their mission to decrease the number of citizens impacted by the problems associated with drinking and driving on campus and in the community. The team reached thousands of young people with their message.

Results

- Provided students with hands on training and information about the dangers and consequences of impaired driving
- Passed out informational pamphlets discussing the financial cost of a DUI as well as the impact a DUI would have on them and their community

FY13 DUI Funding ~ Aurora Police Department ~ 13-01-11-18

Program Description

The goals of this project were to reduce the number of impaired driving related crashes and fatalities, and to increase the amount of consistent and aggressive DUI enforcement. The program was staffed mainly by the DUI unit and traffic unit, who conducted high-visibility enforcement and DUI checkpoints. Aurora Police Department has taken a very aggressive zero-tolerance approach to combating DUI-related traffic offenses and will continue efforts to build on the positive strides made during this grant period.

Results

- Officers worked a total of 4,804.5 match hours and 3,206 hours of grant-funded overtime
- High-visibility saturation patrols conducted 4 DUI checkpoints and an additional 3 high-visibility enforcement periods
- Officers made 1,602 DUI arrests and 104 DUID arrests for a total of 1,706 DUI/D arrests
- Of a total of 5,354 crashes in the City of Aurora, 3 were DUI-related fatalities compared to 15 DUI-related fatalities last grant period, a 400% reduction

Denver DUI Enforcement ~ Denver Police Department ~ 13-01-11-19

Program Description

In order to reduce traffic fatalities and serious injury crashes caused by impaired driving, the Denver Police Department's 2013 project had 2 objectives: to maintain the effectiveness of the DUI Unit, as indicated by the number of arrests and citations issued for impaired driving, and to increase the total number of DUI arrests during the grant period when compared to the previous year by 10%.

Despite a 16% staffing reduction in the DUI Unit during this grant period, the grant provided critical assistance to keep productivity and effectiveness steady. DUI arrests during this grant period remained nearly consistent when compared to the prior year (2,991 arrests compared to 2,934). The project focused on 3 types of impaired driving enforcement strategies: DUI saturation patrols, high-visibility enforcement campaigns, and DUI checkpoints.

Results

- Conducted 11 high-visibility enforcement campaigns
- 593 hours were worked in support of DUI checkpoints
- Increased patrol presence for major events such as Rockies Opening Day, Cinco de Mayo, and Broncos games
- Issued 363 DUI arrests and 1,823 citations
- Decreased DUI crashes by 5.5% with 858 crashes in Denver last year compared to 811 crashes this year

Check Point Equipment ~ Various Agencies ~ 13-01-11-20

Program Description

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 success of a DUI checkpoint depends greatly upon being highly visible, publicized extensively, and having smooth and efficient operations. This includes having the necessary equipment readily available to conduct the checkpoints.

This project addressed the equipment and operating needs of 2 agencies that participated in the 2013 Checkpoint Colorado campaign.

Results

- Lakewood Police Department was awarded 1 light tower, 1 Lifeloc Technologies PBT Calibration Station, and 26 traffic cones with collars, for a total of \$9,308.40
- Manitou Springs Police Department was awarded 1 canopy and 4 air horns
- Lakewood PD conducted 5 checkpoints, using an average of 15 officers who worked a total of 427.25 hours
- The total number of DUI arrests for the 5 checkpoints was 26 and 9,328 vehicles were contacted
- 80 Standard Field Sobriety Tests were conducted

Drug Recognition Expert Training ~ Office of Transportation Safety ~ 13-01-11-21

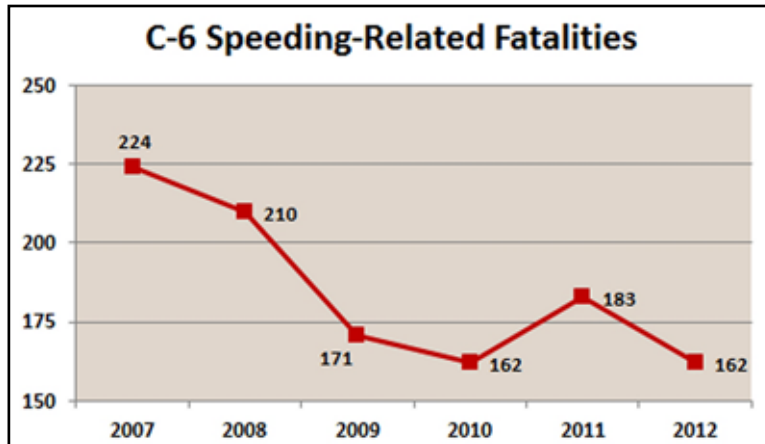
Program Description

This project continued to expand the Drug Recognition Expert (DRE) training program by funding 2 in-service schools. In addition, the Highway Safety Office within the Office of Transportation Safety hosted the 3rd Annual Impaired Driving Conference in Denver, CO and 1 in-service school in Glenwood Springs, CO. Colorado law enforcement officers attended this training to satisfy their SFST/DRE in-service training.

Results

- 24 DRE candidates attended a 9-day DRE School in Avon, CO in June 2013
- 24 candidates successfully completed the DRE school
- 85% of the candidates have completed their required testing and evaluations and have received their certifications from the International Association of Chiefs of Police

Speed Enforcement and Control



In Colorado in 2012, 162, or 34%, of 472 total traffic fatalities were speed related. The 162 speed-related fatalities in 2012 represents a 12% reduction from the 183 speed-related fatalities in 2011.

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

Efforts and activities to increase Speed Enforcement and Control included:

- Continued and increased speed enforcement efforts on I-25, I-225 and I-70 throughout Denver, Pueblo 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
- Enhanced nighttime enforcement

Program Administration

The Speed Enforcement and Control program is administered by Program Manager Glenn Davis with support from HSO Project Manager Paul Peterson. There were 6 projects in this program with a planned budget of \$280,000.



Focused Speed Enforcement ~ Denver Police Department ~ 13-02-21-01

Program Description

The goal of this project was to reduce traffic fatalities and serious bodily injury crashes caused by excessive speeding. The Denver Police Department had 2 short-term objectives: to maintain the current enforcement presence by issuing an average of 3 citations per funded enforcement hour; and to expand the capacity of the department by purchasing 20 LIDAR and Radar speed-detection guns for Patrol districts.

Both objectives were met. Enforcement was focused on the 14 locations in Denver that have the greatest number of traffic crashes, all of which are on I-70 or I-25.

Results

- Used grant funding for nearly 600 enforcement hours, resulting in 1,902 citations
- Radar/LIDAR capabilities were enhanced through the purchase of 5 laser guns and 15 radar guns
- 62 patrol district officers were trained on the operation of hand-held radar and 34 district officers were trained to operate hand-held LIDAR
- Both speeding enforcement capacity and the number of citations issued (2,084 speeding citations) more than doubled
- Fatal and serious bodily injury crashes were reduced by 50% (from 16 to 8), although fatalities remained static at 2 during the enforcement period

Aurora Highway Safety Campaign ~ Aurora Police Department ~ 13-02-21-02

Program Description

The goal of this project was to reduce speeds on Aurora roadways as it relates to the causation factor in accidents and the injuries sustained in those accidents. This was the third year of the program. The first year of funding was restricted to the highways. The last 2 years have covered the entire city. The program was largely staffed by Motorcycle Officers who focused on speed enforcement. Data showed that even though the number of crashes rose, the number of speed-related crashes decreased, and more importantly, the percentage of injuries sustained in those crashes declined.

Results

- Officers worked a total of 5,540 match hours and 1,051.25 hours of grant-funded overtime
- 14,939 summonses were issued, of which 13,136, or 87%, were speed related

LIDAR ~ Colorado State Patrol ~ 13-02-21-03

Program Description

This project provided funding to the Colorado State Patrol to purchase and deploy 29 LTI 20/20 Ultralyte 100 KR LIDAR speed measuring devices that were distributed to field troops, as follows:

Location	Number of LIDAR Units
District 1	8
District 2	5
District 3	5
District 4	4
District 5	5
Specialty	1

Results

- Use of these LIDAR devices resulted in:
 - 13,620 citations issued
 - 4,823 verbal warnings issued
 - 1,995 written warnings issued
 - A total of 20,438 incidents addressed

Speed Mini-Grants ~ Various Agencies ~ 13-02-21-04

Program Description

The Office of Transportation Safety offered Colorado law enforcement agencies the opportunity to apply for speed enforcement mini-grants to help support upgraded or additional speed equipment and enforcement efforts in FY2013. These agencies were eligible to apply for funding up to \$4,950.00 and were required to report on the progress of their speed enforcement grants, using the period prior to the CDOT funding as a baseline. Selected agencies committed to perform at least 1 nighttime speed enforcement event which had the capability to observe and enforce other violations such as DUI, occupant protection (seat belt) and other violations.

The 5 agencies selected to receive mini-grants are: Breckenridge Police Department – Speed Traffic Control system; Jefferson County Sheriff’s Office – LIDAR and overtime funding for officers; Larimer County Sheriff’s Office – LIDAR; Logan County Sheriff’s Office – LIDAR; and Englewood Police Department – LIDAR and overtime funding for officers.

Results

- Breckenridge PD tracked vehicle speeds on a 24-hour basis and lowered speeds considerably by placement of the traffic control device
- All law enforcement agencies that received mini-grant funding showed significant drops in speeding citations using their new LIDAR equipment
- Participating agencies benefited from the overtime assistance provided by this funding

A Step Toward Reducing Fatalities ~ Pueblo Police Department ~ 13-02-21-05

Program Description

To increase speed enforcement efforts, the Pueblo Police Department purchased 6 LTI speed enforcement laser guns with grant funding. This allowed the department to increase the number of officers conducting speed enforcement activities. The department was able to increase enforcement efforts and reduced fatal crashes during the time period of October 2012 to September 2013 by 39% compared to the same period the year before.

Results

- 3,607 citations were issued, an increase of 10% over the same period the prior year despite a 28% decrease in the size of the traffic unit during the grant period
- By using grant funds for overtime hours, selective enforcement efforts were increased
- Press releases were issued and interviews with local media were given regarding the purchase of the laser units and increased traffic enforcement

Thornton Speed Enforcement ~ Thornton Police Department ~ 13-02-21-06

Program Description

The purpose of this project was to enable the Thornton Police Department to address crash causation factors through aggressive speed enforcement. Grant funds were used to fund overtime hours and to improve technology.

Results

- 563.5 hours of overtime were funded
- 1,562 total summons were issued
- 18 arrests were made during the grant enforcement for charges other than speeding
- 16 additional E-Citation writers were deployed to the patrol division to enhance and make ticket writing more efficient
- Enforcement times were balanced between days, swing and grave shifts

Traffic Records

It is the goal of CDOT's Office of Transportation Safety (OTS) and Traffic and Safety Engineering Branch to provide an integrated, responsive, timely and accurate crash records system. In support of this goal, the Traffic and Safety Engineering Branch undertook several projects in FY 2012 - 2013.

CDOT's Traffic Data Collection and Analysis

CDOT's Traffic Records activities include tasks designed to provide CDOT with timely and accurate data for measuring performance, and, more strategically, allocating resources to address both persistent and emerging traffic safety problems. The data collection and analysis help identify high-risk drivers, and high-risk communities and highways in new ways, with an emphasis on saving lives, injuries, and the associated costs to the citizens of Colorado.

Enhancing the Traffic Records System

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

- Developing and maintaining comprehensive Emergency Medical Services and Trauma Registries at the Colorado Department of Public Health and Environment
- Updating and maintaining software to automate and standardize CDOT's crash record data received from the Department of Revenue (DOR)
- Updating 2007 - 2013 crash records with Crash Data Location Coding
- Continued Evaluation of a Traffic Records Virtual Data Warehouse, exploring a variety of methods of data sharing
- Assessing Colorado's Traffic Records System (including a very active role in the Statewide Traffic Records Advisory Committee (STRAC))
- Continued support of the Traffic Records Forum and other Conferences and trainings to expand our expertise and training in new methods and technology to improve crash records reporting, collection, management and dissemination
- Initiated electronic citations projects, replacing paper reports
- Continued to increase our electronic crash reporting through grants and the guidance of STRAC, replacing paper reports
- Supported a grant for better crash reporting through diagramming software

Program Administration

The Traffic Records Program is administered by the Traffic Records Unit in the Traffic and Safety Engineering Branch in partnership with OTS, Rahim Marandi, PE, Traffic Records Program Manager, with assistance from David Bourget, PE, George Atencio, Charles Keep, Bo Yan Quinn, Kevin Dietrick, Tara Mundt, and Paul Clayton provided technical assistance, budgeting, technical financial processes, reporting, file maintenance and improvements, contracting, and project management. This group, with assistance from the sub-grantees, was responsible for 11 projects with a planned budget of \$677,465.

Problem Identification Report ~ Colorado Department of Public Health and Environment ~ 13-04-41-01

Program Description

The Highway Safety Office (HSO) within the Colorado Department of Transportation (CDOT) is tasked with developing behavioral programs that improve traffic safety in Colorado by reducing the number and severity of traffic crashes. The HSO programs target specific high-risk driving behaviors, such as impaired driving, speeding and distracted driving, and also focus on populations at high risk for crash involvement, such as teenagers, seniors, motorcycle riders and vehicle occupants who do not use occupant protection devices.

The HSO contracted with the Colorado Department of Public Health and Environment for the production of the CDOT Problem Identification Report and for a motor vehicle statistical analyst who supported statewide data needs for traffic safety evaluation and programming and who served as a motor vehicle data expert at numerous committee and task force meetings.

Results

The HSO relied on the CDOT Problem Identification Report to:

- Direct limited funds to the highest and best use
- Enable crash data analyses that helped identify:
 - Where the State's most urgent traffic safety problems occurred
 - Who were the drivers most likely to be involved in a crash

Enhancing Emergency Medical Services and Trauma Registry Data ~ Colorado Department of Public Health and Environment ~ 13-04-41-03

Program Description

The goal of this project was to improve the completeness, accuracy, and timeliness of data submission to Colorado's emergency medical services (EMS) and trauma data systems. This year's performance measures included increasing the percent of agencies regularly submitting data to 95%; increasing the percent of records received by the state within 90 days of the incident to 95%; and increasing the number of Accuracy/Completeness Reports provided to EMS agencies by 2 reports per year.

Results

- Data submitted by EMS agencies improved from 80% last year to 86% this year, more than doubling since 2006
- EMS data records received within 90 days of incident increased by 10% in the last year and doubled since 2006
- In 2013 Accuracy/Completeness Reports were provided to EMS agencies each quarter as work continues toward reaching our goal of 6 reports per year
- Since EMS data reporting began in 2006, the completeness of 2 critical variables, Location Zip Code and Destination Type, increased by 51% and 47% respectively

Traffic Records Technology Transfer ~ CDOT Traffic and Safety Engineering Branch ~ 13-04-41-04

Program Description

The goal of this project was to provide opportunities to learn about traffic records collection methods, best practices, and advances in technology by funding attendance at conferences, training, and events. The focus this year was on the 38th International Traffic Records Conference, hosted by the National Safety Council and sponsored by the National Highway Traffic Safety Administration, the Federal Highway Administration, the Federal Motor Carrier Safety Administration, and the Bureau of Transportation Statistics.

With the support of this project the State Traffic Records Advisory Committee (STRAC) Co-Chair was able to attend this conference. Three more STRAC members also attended, using alternate funding. They obtained valuable information to help improve Traffic Records programs.

Topics covered included: data collection and entry, e-citation and e-crash reporting, data base integration (both on the crash site and in the office), safety concerns of data collection, mapping of crash sites, GIS and GPS improvements and integration, plus others.

Results

- Provided funding for 2 core STRAC members to attend the 38th International Traffic Records Conference
- Alternate funding was found to send 3 additional STRAC members to the conference
- Information and reports shared by the attendees provided valuable insight into best practices and new technologies

CDOT EARS Phase 5 ~ Colorado Department of Transportation ~ 13-04-41-05

Program Description

The goal of this project, now in its fifth phase, was to provide up-to-date and easy-to-access summarized crash data for use by CDOT, counties, and municipalities. Various tasks were performed on the CDOT EARS application to enhance its functionality and to prepare it for use by outside agencies.

Results

- Designed and implemented a new security model to allow outside agencies to self-manage their data
- Included a new process to import TCORIS data
- Included the ability to import and create extracts from cleansed data
- Responded to and resolved a list of issues discovered during the coding process
- Designed the TARS system

**CDOT EARS Maintenance ~
Colorado Department of Transportation ~ 13-04-41-06**

Program Description

The goal of this ongoing project was to maintain and improve the timeliness and accuracy of CDOT-summarized crash data reports, and to provide easy-to-access summarized data for other agencies. Various tasks were performed on the data and application to ensure accurate synchronization with Motor Vehicle Department (MVD) data.

Results

- Modified the CDOT EARS* schema to conform to CARDA** changes
- Included changed key structure in CARDA
- Manipulated CDOT EARS manual data to recover older data
- Tested and reported on data anomalies
- Discovered a lack of GPS data in accidents
- Discovered a duplicate case number in MVD data
- Implemented new Oracle version objects in CDOT EARS
- Published changes to the new “Q” server environment

*CDOT EARS is the Oracle database used by CDOT

**CARDA refers to the Oracle database used by MVD

TRAPE Expansion ~ Colorado Department of Transportation ~ 13-04-41-07

Program Description

TRAPE Expansion was intended to promote electronically importing accident records to the Motor Vehicle Department by other agencies using the TRAPE application. The current status of all agencies using this application is listed below.

Results

- Lakewood Police Department passed testing, awaiting final approval
- Westminster Police Department passed testing, awaiting final approval
- ADCOM waiting for data (Adams County, Northglenn, Brighton, Commerce City)
- Vail Police Department waiting for I/Leads conversion completion
- Arvada Police Department waiting for I/Leads conversion completion
- Thornton Police Department – lack of interest

Note: Plus Solutions, LLC will continue to pursue resolution of this project apart from prior funding.

Arapahoe County E-Citation ~ Arapahoe County ~ 13-04-41-08

Program Description

The goal of this program was to improve the efficiency of traffic citation data transmission between the Arapahoe County Sheriff’s Office, City of Centennial, Arapahoe County Courts and the State Traffic Record System. (Continued)

The project started 4 months behind schedule due to funding not being made available until January 31, 2013. There were difficulties resolving technical issues with data transfer between Brazos, New World and Arapahoe County. These issues were resolved in October. The Judicial Courts and State systems will not be able to accept electronic data until the fourth quarter of 2013 or the first quarter of 2014. This will also be delayed until Colorado State Patrol starts using the E-Citation process.

Results

- The City of Centennial is ready to receive the data file from Brazos
- Brazos expects to complete the process of finalizing the software for each of the 3 types of tickets soon
- The E-Citation system should be operational by January 2014

Aurora Police Department Scanner ~ Aurora Police Department ~ 13-04-41-09

Program Description

The goal of this project was to increase the accuracy of reporting fatal and potentially fatal accidents through the use of automated laser scanning equipment and software. The length of time a roadway would need to remain closed for accident investigation should be reduced due to automation and thus avoid further related accidents. To achieve this goal, the Aurora Police Department purchased state-of-the-art laser scanning equipment and related software, and trained all Traffic Section accident investigators and their supervisors on the use of the equipment. The City purchasing process located the hardware on a federal bid. Although this delayed the purchase, it resulted in a savings of \$12,246.62. The new equipment is much faster, more detailed and more accurate than the older equipment.

Results

- Equipment and software were purchased
- All 14 of the accident investigators and their 2 supervisors were trained on the equipment
- The equipment performs above our expectations
- Time needed to conduct on scene investigations has been reduced
- Accident reconstruction reporting has improved in both accuracy and detail

Greenwood Village E-Citation ~ Greenwood Village Police Department ~ 13-04-41-10

Program Description

The goals of this project were to improve officer safety and efficiency by increasing the percentage of citation records containing all critical data elements and increasing the number of citation reports with no blanks in critical citation data fields for which unknown or blank is not an acceptable value. Purchase of an electronic citation system assisted in reaching these goals. The use of ruggedized handheld devices that contain software allows officers to provide consistent and complete information on traffic, stops, collisions, and other incidents. The system helped to improve information flow and connectivity to our municipal court through electronic submission of citations.

The interface with the county court was not installed because the court has no resources to allocate toward the E-Citation project until their large case management system project is completed. The vendor will install the interface when the court establishes a date and time.

The project was 98% completed. A 39% match to grant funds was provided by Greenwood Village.

Results

- Before E-Citation 20% of all citations contained incomplete information
- Completeness of citations with the use of this technology improved to 100%
- Citations did not have missing critical data elements
- The municipal court received citations on a daily basis

Lafayette E-Citation ~ Lafayette Police Department ~ 13-04-41-11

Program Description

In order to maximize officer efficiency, increase officer safety, make the roads safer and take suspects off the street, the Lafayette Police Department purchased E-Citation units for every patrol vehicle. Each patrol vehicle will have E-Citation software on the Mobile Data Computer and printers installed. There are also 8 handheld units and portable printers available for checkout by officers on motorcycles or bicycle patrol.

The project included 24% matching funds provided by the Lafayette Police Department. An article posted in the September 2013 issue of Police-The Law Enforcement Magazine titled "How E-Citation Saves Lives" details the success other agencies have had implementing the same project. Although not yet completely up and running, there is an expectation of similar success.

Results

- All handheld units were made operational and are in use
- All components of this project have been purchased and are currently being installed
- Project should be fully operational by December 31, 2013

Longmont-E-Citation Implementation ~ Longmont Police Department ~ 13-04-41-12

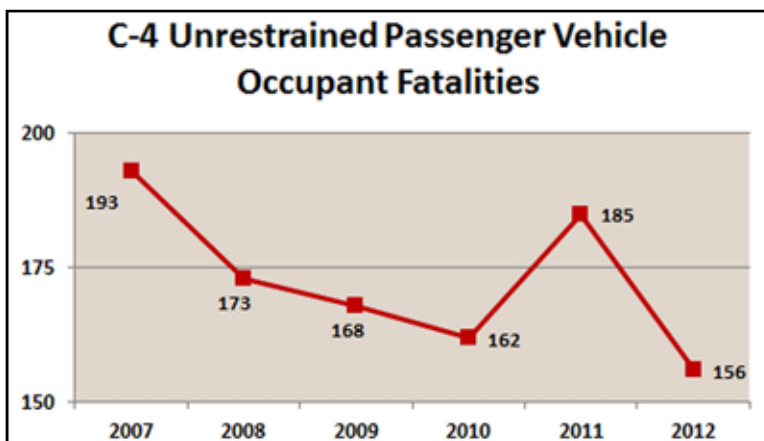
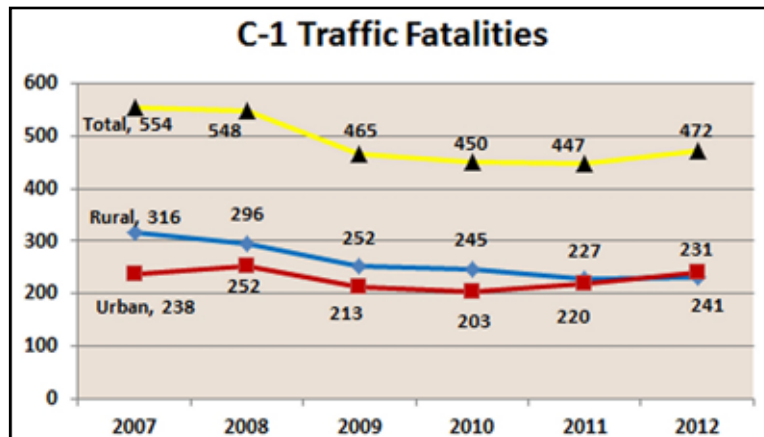
Program Description

In order to improve officer safety and efficiency, an electronic citation system was purchased for the Longmont Police Department. E-Citation equipment has been fully deployed. There are some minor adjustments that need to be made to satisfy the Municipal Courts requirements for printing, but these adjustments are not preventing the use and issuance of E-Citations.

Results

- Finalized the contract
- Established, implemented, and deployed the E-Citation program
- Established ground work and prepared for State Courts and DOR acceptance of electronic transfer
- Electronic transfer of E-Citation to Police Records Management System(s) and Court Management Systems are pending development of the receiving side of the system to accept data

Occupant Protection, Distracted Driving and Teen Driving



In Colorado, unrestrained traffic fatalities declined 16% in 2012, from 185 in 2011 to 156 in 2012, but the statewide seat belt usage rate is below the national average of 85%. Colorado remains one of 18 states without a primary seat belt law.

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. Even with these laws in place, distracted driving continues to be a traffic safety challenge.

Fatalities among teen drivers have declined 26% since the Graduated Drivers Licensing Law (GDL) was enacted in 2008. However, the likelihood of a teen driver being involved in a crash is still greatest in the first few years of driving.

For FY2013, the Highway Safety Office focused on establishing and enhancing Occupant Protection, Child Passenger Safety, Distracted Driving, and Teen Driving programs in several metro area locations including El Paso, Denver, Jefferson, Larimer, Mesa, Arapahoe and Pueblo counties. Enforcement and education programs also targeted rural areas, the Southern Ute and Ute Mountain Ute tribes, and numerous statewide efforts.



Occupant Protection, Distracted Driving and Teen Driving

Efforts and activities included:

- Providing support to law enforcement to enforce Colorado's seat belt laws during 3 *Click It or Ticket* high-visibility campaigns including *Rural*, *May Mobilization* and *Nighttime*
- Educating teen drivers and their parents about seat belt use and other teen driving safety issues, including the Graduated Driver License (GDL) program
- Piloting new and supporting established distracted driving awareness, education and enforcement programs; this included a Distracted Driver Awareness Survey
- Funding programs focusing on diverse populations and involving community organizations to educate adults and children
- Targeting child passenger safety and booster seat usage

Program Administration

The Occupant Protection program is administered by Program Manager Carol Gould with assistance from HSO Project Managers: Leslie Chase, Ilana Erez, Gina Guerrero and Paul Peterson. There were 29 projects in the program with a planned budget of over \$2.14 million.

**Southwest Colorado Child and Adolescent Safety ~
Southern Ute Community Action Programs (SUCAP) ~ 13-06-61-01**

Program Description

The goals of this project were to increase teen seat belt usage and safe driving practices, increase correct use of child safety seats, and promote seat belt usage among rural pickup truck drivers. More than 15 community events included child passenger safety presentations, and school resource officers presented safety information at schools using incentives and pledge banners.

Results

- Presented the State Patrol “Every 15 Minutes” defensive driving program to Bayfield High School
- Supported the “Teen Maze” program in Montezuma County with transportation safety material
- Pre/post seat belt surveys were conducted at 3 schools in La Plata County
- Increased usage rates were achieved at 2 of the 3 schools: Durango 80%/85%, Bailey 87%/91%, Ignacio 84%/ no post survey
- Coordinated the 9th annual Injury Prevention field trip for La Plata County

Child Passenger Safety Team Colorado ~ Colorado State Patrol ~ 13-06-61-02

Program Description

The goal of the Child Passenger Safety (CPS) Program is to increase traffic safety by reducing the number of unrestrained passenger fatalities by promoting proper safety restraint use by children, and by educating caregivers about the proper use of child restraints in all vehicles while transporting children.

Results

- 102 events statewide, an increase of 54% above last year, provided education about and proper installation of child passenger safety restraints for parents, providers, and caregivers
- CPS technicians checked more than 2,486 child restraint systems, resulting in more than 1,109 new installations, a 123% increase from FY2012
- 100+ organizations received 53,000 CPS educational items, including brochures, posters, and promotional items
- The child restraint usage rate for newborn through 4 years increased from 83.7% to 92.7% statewide

**Motor Vehicle Injury Prevention ~
Mesa County Health Department ~ 13-06-61-03**

Program Description

The goal of this project was to increase the proper use of child restraints in Mesa County through education and child safety seat distribution.

(Continued)

Results

- Mesa County Health Department offered appointments for parents and guardians to have child passenger safety seats inspected and properly installed throughout the year
- 256 seats were checked and 68 seats were distributed to families who could not afford to buy the appropriate seat
- Training held in February produced 11 newly certified car seat technicians comprised of Health Department staff and key community partners
- 56 local law enforcement officers completed a GDL and CPS baseline survey distributed via survey monkey
- 116 officers received post-survey training on GDL and CPS laws

Traffic Safety Initiatives Mini-Grants ~ Various Agencies ~ 13-06-61-04

Program Description

The Office of Transportation Safety offered mini-grants to community organizations and other agencies to help support traffic safety education efforts and traffic enforcement efforts. Funding provided resources and support through training and materials to better execute and support state-wide occupant protection, child passenger safety, teen driving safety, distracted driving initiatives, educating parents on Colorado’s graduated driver’s licensing laws (GDL). Parenting classes, motorcycle safety, speed enforcement and impaired driving prevention programs were offered.

Results

Agencies were selected within high risk counties as identified in the CDOT Problem Identification Report. Agencies/entities were eligible to apply for mini-grants up to \$4,999. There were 14 agencies that applied for mini-grants ranging from \$200 to \$4,950 for a total of \$46,386. Agencies/entities that were awarded mini-grants for Fiscal Year 2013 included:

Cordy & Company	\$4,960	Jefferson County Sheriff’s Office	\$4,950
American Med Response	\$4,793	Safe Ride Gunnison	\$4,950
Las Animas Sheriff Office	\$4,950	University of CO/ Colorado Springs	\$3,270
Arrow Stage Lines	\$ 412	Paul Hofmann	\$ 300
Englewood Police Department	\$4,942	Aurora Police Department	\$4,499
Tri-County Family Care	\$4,950	Woodland Park High School	\$1,094
SWCCOP	\$2,316		

African American Occupant Protection Program ~ BurksComm ~ 13-06-61-05

Program Description

The goal of this project was to educate African Americans in Denver, Colorado Springs and Pueblo about the importance of seat belt use and child passenger safety.

(Continued)

Results

- 438 seats were inspected and 333 car seats were replaced at 2 car seat fitting stations located in the low-income neighborhoods of Five Points and Montbello
- Partnered with the Black Student Association of Metropolitan State College, a downtown Denver nightclub and a northeast Denver barbershop to conduct a “Save Our Brothers” campaign targeting African American males ages 18-34
 - Post-campaign vehicle observations indicated a 25% increase in driver seat belt use and a 27% increase in passenger seat belt use
- Reached 3,100 football and basketball intramural league players, ages 6-15 and their parents with occupant safety messages through the Sports Outreach Program
- Reached 500 Denver inner-city students during Manual High School’s Homecoming

Buckle Up For Love/Save a Friend Save Yourself ~ Denver Osteopathic Foundation ~ 13-06-61-06

Program Description

These interactive programs, created by the Denver Osteopathic Foundation (DOF), focused on traveling to school safely and training students in elementary schools to buckle up in a booster seat and ride in the back seat until 13 years old. Students in Early Childhood Education (ECE) through second grade learned to ride in a booster seat in the back seat. Students in third through fifth grade learned the importance of riding in the back seat away from the air bag.

The programs are continuously improved upon based on feedback from teachers. This year, teachers advised creating curriculum consistent with the Colorado Standards for Education. Curriculum was developed targeting fifth grade students with math, science, and behavior lesson plans.

Results

- 3,844 students participated in the Child Passenger Safety program
- 44 teen mothers participated in the Child Passenger Safety Program
- 95% of the teachers’ surveyed gave the program an excellent ranking
- DVD curriculum and worksheets were distributed to 300 fifth grade teachers reaching 6,093 students

Distracted Driver and Annual Seat Belt Surveys ~ Colorado State University ~ 13-06-61-07

Program Description

In 2013, the Institute of Transportation Management of Colorado State University conducted several seat belt studies targeting teens, children/juveniles, distracted drivers, and included a statewide survey of all types of drivers. While the overall rate of distraction of 15.6% does not seem like a high percentage of drivers, it is significant when measured over the millions of vehicle miles traveled in Colorado.

(Continued)

Results

- Teen seat belt usage rates for drivers and outboard front seat passengers was 84.8%, an all-time high and an improvement over the 82.7% rate in 2012
- Statewide seat belt usage rate was 82.1%, up from last year's 80.7%, demonstrating the success of safety education efforts
- Safety restraint system use for newborns to age 4 was 92.7%, child booster seats use was 76.6%, and the seat belt usage among juveniles age 5 – 15 was 78%
- Talking on the cell phone is the most frequent distraction for both genders with slightly over 7% of all drivers observed talking on a cell phone
- Eating and/or drinking ranked second among distractions and texting ranked third

Latino Community Seat Belt Safety Program ~ Crossroads' Turning Point ~ 13-06-61-09

Program Description

The goal of this project was to address seat belt usage and vehicle occupant safety in the Pueblo, San Luis Valley, and Las Animas/ Huerfano counties with a focus on the Latino community. Strategies and initiatives focused on expanding occupancy protection, providing safety educational programs, increasing partnerships, sharing resources, offering Special Health Care Needs car seats, and providing CPS technician training and recertification. Collaboration with state and local agencies including DRIVE SMART Colorado and Southern Colorado Regional EMS and Trauma Advisory Council (RETAC) was increased. The results for FY2013 demonstrated increased community networking through collaborative programs and events.

Results

- Held 16 car seat check-up events and offered weekly fit station appointments in Pueblo, Alamosa, and Trinidad, serving more than 500 families
- 32 Technician were certified or recertified, including 3 bilingual technicians
- 5 fit stations operated by appointment in 10 counties
- 176 seats were checked and 270 seats replaced or newly installed
- More than 50,000 individuals were exposed to monthly occupant protection messages on posters, banners, pamphlets, flyers, and media ads

Teen Motor Vehicle and Distracted Driving ~ Drive Smart Colorado ~ 13-06-61-10

Program Description

The goal of this project was to implement a comprehensive distracted driving campaign among high school students in El Paso and Teller counties. The 24th Annual High School Traffic Safety Challenge took place and a record number of students and staff members completed all mandatory components of the Challenge.

(Continued)

Results

- 25,000 students and staff members in 26 high schools completed the High School Traffic Safety Challenge
- 3 high schools were observed by the El Paso County Sheriff's Office, and each of those schools decreased cell phone use between 2% - 11% immediately following the Challenge timeframe
- Colorado Springs Police Department observed 5 Colorado Springs area high schools and all but 1 decreased cell phone use between 7% - 14%
- 250 distracted driving radio advertisements were featured on 8 stations throughout southern Colorado during the Challenge
- A crashed-car display (car was involved in a distracted driving crash) was acquired and a speaker with an emotional, hard-hitting message was invited to speak at high schools

Click It or Ticket ~ Colorado State Patrol ~ 13-06-61-11

Program Description

The goal of the *Click It or Ticket* program was to provide overtime hours for Colorado State Patrol (CSP) to provide enforcement of occupant protection laws during 3 *Click It or Ticket* campaigns.

Results

The CSP provided 6,349 hours of overtime hours to be used during the *Rural*, *May Mobilization*, and *Nighttime Click It or Ticket* campaigns, targeting enforcement throughout the year in low-compliance areas and during peak travel times.

Enforcement period	Overtime Hours	Citations Issued	Additional results
Rural	1,697	864	7 DUI arrests, 1 stolen vehicle recovery
July Nighttime	912	253	9 DUI arrests, 2 stolen vehicle recoveries
May Mobilization	2,404	2,451	17 DUI arrests
Special/ Extra	1,336	NA	
Total	6,349	4,932 (all of FY 2013)	

Click It or Ticket Local Law Enforcement ~ Various Agencies ~ 13-06-61-12

Program Description

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

Results

- 1,035 Officers from 65 law enforcement agencies worked a total of 7,648 hours of occupant protection overtime enforcement
- 9,462 citations were issued during the 3 enforcement episodes
- Other violations included: 4,609 speeding citations, 1,141 Suspended/No License, 1,023 No Proof of Insurance, 188 DUI arrests, 100 Fugitive arrests, and 47 Drug citations
- Minimum fine for not wearing a seat belt in Colorado is \$65, and \$85 for unrestrained children

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

Program Description

The goal of the Aurora Prevent Alcohol and Risk Related Trauma in Youth (P.A.R.T.Y.) project was to promote injury prevention through reality education and enabling youth to recognize risk and make informed activities and behavioral choices. The day-long, interactive program allowed teens to meet medical professionals who would need to be involved in the event of a trauma situation.

Over the past few years the University of Colorado hospital has successfully merged with several other hospitals in Colorado. With those mergers came planning for the expansion of the P.A.R.T.Y. Program to the Colorado Springs area. The program acquired equipment and backing from new volunteers, Colorado State Patrol, and emergency medical service agencies that will participate in this program.

Results

- 16 P.A.R.T.Y. program events reached 1,544 youth and adults, and were conducted on the University of Colorado Hospital campus at P.A.R.T.Y. on the Road programs and at community events
- Educated high school health-occupation teachers across Colorado about the dangers of distracted driving and how to pass safety messages on to their students
- These teachers facilitated the addition of 2 new schools for the 2014 P.A.R.T.Y. program

Occupant Protection Mini-Grants ~ Various Agencies ~ 13-06-61-14

Program Description

Various rural organizations from high-risk counties, identified in the 2012 Problem Identification Report, were selected to receive funds to implement Child Passenger Safety (CPS) and Occupant Protection activities. These activities included purchasing and distributing child safety seats to low-income families, conducting check-up events, running fit stations by appointments, distributing safety materials, and conducting youth and adult safety classes. Continued)

Results

Examples of organizations and activities performed:

- Otero county Department of Human Services trained child welfare employees on proper use of restraints and installation and distributed child safety seats to caregivers
- The Huerfano-Las Animas Counties Early childhood Advisory Council became a fitting station and distributed convertible car seats to needy families during 2 car seat checks
- Servicios de la Raza educated the Latino community about child passenger safety at 5 child passenger safety events and several resource fairs and distributed seats through Servicios-operated fitting stations

Foothills School-Based Teen Driver Safety ~ Drive Smart Evergreen-Conifer ~ 13-06-61-15

Program Description

The goal of this project was to reduce the number of crashes involving young drivers in the targeted foothills communities where young drivers face exceptional driving challenges. The target audience was students attending Clear Creek, Conifer, Evergreen, and Platte Canyon High Schools and their parents.

Results

- Increased seat belt use among student drivers and passengers in each targeted high school from 85.5% in October to 97% in May
- Increased parents' and teens' understanding of and compliance with GDL Laws, consequences of underage drinking (especially behind the wheel), and the consequences of distracted driving by presenting 12 educational programs and booths at each high school
- Facilitated 32 Graduated Drivers License activities at each school
- Improved students' access to and promoted adequate driving instruction by mailing GDL packets to over 2,500 families of local 8th through 11th graders
- 13 drivers were awarded education scholarships and 10 received "Alive at 25" scholarships

Safe Kids Larimer County Child Passenger Safety ~ Poudre Valley Hospital ~ 13-06-61-16

Program Description

The goal of the Safe Kids Larimer County Child Passenger Safety program is to educate families about proper child restraint use, provide car seat consultations, and distribute car seats to needy families.

(Continued)

Results

- Distributed 416 car seats to 379 families in financial need, of which 265 were paid for through this grant
- 31% of clients served through the car seat education and distribution program were monolingual Spanish speaking
- Brought in more than \$3,600 in donations from the car seat education and distribution program which was put back into the program
- Provided car seat consultations to 862 families who delivered babies at Poudre Valley Hospital; 36 of which were children with special healthcare needs requiring additional assistance
- 99% of parents/caregivers who received a consultation were able to demonstrate proper installation of the child restraint in the seat

Reducing Restraint Use Disparity ~ Jefferson County Public Health Department ~ 13-06-61-18

Program Description

The goal of this project was to increase restraint use among Head Start families in Jefferson County. Stakeholders were informed about the low restraint use rate through presentations explaining the lower compliance rate, expressing the gravity of the problem, and plans for the year. Increasing restraint use was encouraged by providing education to parents and adding a parking lot intervention where children were rewarded for buckling up.

Results

- Parents signed a Buckle Up Pledge promising to adhere to a list of traffic safety items
- At least one Head Start location reached 100% seat belt/ restraint compliance
- Restraint use increased by 24%
- Drivers' restraint use increased 23%, adult passenger restraint use rose 7%, and children who were buckled and in a safety seat rose 18%

Aurora Child Passenger Safety Campaign ~ Aurora Police Department ~ 13-06-61-19

Program Description

The goal of this program was to heighten the knowledge of, and show the importance of, child passenger safety, and to provide the community with a resource to demonstrate the proper installation and use of child restraint systems. In addition, new child seats were provided to individuals who did not have the means to obtain a seat.

This was the second year for the program. The Aurora Police Department maintained the call-in appointment system, which was staffed on a weekly basis using 16 certified technicians. The PD continued conducting checkup events at various locations within the community and expanded efforts to include assisting other agencies and cities.

(Continued)

Results

- 15 checkup events were held, including supporting 5 checkup events outside the City of Aurora
- 222 vehicles were checked, 311 seats were inspected, and 33 seats were provided to individuals in need
- An additional 47 seats were inspected from 31 call-in appoints and 14 new seats were provided to those in need
- 395 summonses were issued for child restraint violations

Child Passenger Safety Program Expansion to the Underserved ~ Drive Smart Evergreen-Conifer ~ 13-06-61-20

Program Description

The goal of this project was to develop partnerships with schools, businesses, civic, community and governmental organizations to educate, create awareness and improve attitudes concerning safe and courteous driving in mountain communities, thereby resulting in the reduction of traffic-related injuries and fatalities.

Results

- Delivered Buckle Bear presentations to approximately 2,150 area Head Start students, preschoolers and grade-schoolers using trained middle school mentors and volunteers
- Provided the community's only fit station and performed approximately 150 car seat checks to community members in the foothills regions of Jefferson, Park, and Clear Creek Counties
- Performed approximately 28 presentations and educational booths promoting child passenger safety to parents, children, teachers, local businesses, and schools
- Maintained protocol for removing approximately 560 car seats and booster seats that were damaged, expired, and recalled

Teen Traffic Campaign ~ Mile-High RETAC ~ 13-06-61-21

Program Description

The Mile-High RETAC and its partners implemented the Teen Seat Belt Challenge (TSBC), a program for young drivers age 16-19 to increase teen seat belt usage rates in all vehicle positions. Participation was limited to high schools in the Mile-High RETAC's 6 cities and counties which include Adams, Arapahoe, Broomfield, Denver, Douglas, and Elbert.

Students implemented educational countermeasures based on a peer-to-peer challenge to raise seat belt usage awareness. Thirteen high schools, impacting nearly 21,000 students, participated in the Challenge by challenging one another to implement more than 150 educational countermeasures.

(Continued)

Results

- Average seat belt use rate increased by nearly 5%
- The usage rate per-county included:
 - 3 high schools in Adams county (which had the lowest use) increased usage rate by 6%, from 75% to 81%
 - 2 high schools in Arapahoe (which improved the most) increased usage rate by 7%, from 80% to 87%
 - 4 high schools in Denver increased usage rate by 6%, from 79% to 85%
 - 2 high schools in Douglas (which had the highest use) increased usage rate by 1%, from 92% to 93%
 - 2 high schools in Elbert increased usage rate by 1%, from 80% to 81%

Teen Motor Vehicle Safety Project ~ Crossroads' Turning Point ~ 13-06-61-22

Program Description

The goal of this program was to increase knowledge about safe driving practices by providing education and outreach to parents, teens and youth-serving agencies in Pueblo County. Information was distributed at school, community and business events, and information was displayed at local businesses, health centers and hospitals, schools, recreation centers and faith-based youth centers.

Results

- 193 participants took Crossroads' 9 Teens Driving Safer classes and 299 participants took 6 Teaching Your Teens to Drive classes
- Focused on Teen Motor Vehicle Safety, teen health, and Graduated Drivers License laws
- Hosted community meetings and provided handouts on driving safety including Teaching Your Teen to Drive information and CDOT-approved materials and incentives
- Teens self-reported that that only 4% understood GDL at pre-test and 100% understood it at post-test
- 36% of teens understood the risks of teen driving at pre-test with 100% understanding the risks at post-test

The Children's Hospital Child Passenger Safety Project ~ The Children's Hospital Association ~ 13-06-61-23

Program Description

The goal of this program was to increase the number of children ages birth – 8 years who were properly restrained in a car seat or booster seat, including Children with Special Healthcare Needs (CSHCN). This program focused on providing a car seat inspection station within Children's Hospital Colorado (CHCO) and on expanding capacity within Children's Hospital Colorado to integrate child passenger safety education into patient care services.

(Continued)

Results

- Hired a part-time CPS Technician to expand the availability of inspection station opportunities and to increase training opportunities for clinical staff
- 196 families were seen at the inspection station and received education about the proper use, installation, and recall check of their car seat
- 30 clinical staff professionals completed a community provider CPS enrichment course
- 360 infants in the Neonatal Intensive Care Unit were assessed for angle tolerance and the families of each NICU infant received hands-on instruction regarding the proper use and installation of their car seat
 - Of these families, 50 were provided an infant carrier-style car seat capable of accommodating low birth weight babies

Child Passenger Safety Program ~ Ute Mountain Ute Tribe ~ 13-06-61-24

Program Description

The goal of this program was to increase the usage rate of seat belts and child safety seats through correct installation. This was done by educating the population about the importance of traffic safety and proper restraint through classes, check points, newsletters, and the distribution of car seats.

Results

- 7 Baby's Safety Comes First classes were offered so parents in the last trimester could obtain a car seat prior to the birth of their child
- 4 safety check points were held in conjunction with the Bureau of Indian Affairs, law enforcement and Tribal Police, providing one-on-one education to 1,080 vehicles coming through the check points
- 19 car seats were distributed and 1 inspection was conducted
- 115 car seats were distributed with education about the correct installation of the seat given through fitting stations via 7 check-up events and 4 safety check points
- An observation survey showed usage of restraints increased from 23% to 27% this year

Seat Belts 101 ~ Just Say Know, Inc. ~ 13-06-61-25

Program Description

Just Say Know Inc. implemented the "Seat Belts 101" program with the support of volunteers and coordinators. The purpose of the project was to improve seat belt compliance among young drivers age 18 – 24. "Seat Belts 101" outreach projects took place at Metropolitan State University of Denver, the University of Denver, Community College of Denver, and University of Colorado at Denver.

(Continued)

Results

- Beginning in October of 2012, “Seat Belts 101” conducted baseline seat belt compliance observations with over 1,000 young drivers on the 4 campuses
- Follow-up included implementing more than 50 seat belt countermeasure interventions recommended by NHTSA, such as awareness campaigns and interactive activities
- The project concluded with a similar observation of more than 1,000 young drivers that showed an average of 9 % increase in seat belt compliance

Lead the Click ~ City of Woodland Park ~ 13-06-61-26

Program Description

The Woodland Park “Lead the Click” project worked with the student council at Woodland Park High School and their Drive Smart program to improve safety among teen drivers and to educate parents about teen driving issues. Due to the resignation of the Build a Generation Coordinator this project was terminated after the second quarter.

Results

- Purchased driving safety message products and tee shirts for use during the Drive Smart campaign
- The Build A Generation Coalition Coordinator participated in a class for parents to discuss driving safety and role modeling for the teen driver
- Sponsored several series of parenting classes and offered handouts and discussions on safe teen driving

Distracted Driver Campaign ~ Aurora Police Department ~ 13-06-61-27

Program Description

The goals of this program were to educate drivers of all ages about the dangers of distracted driving and to lower the number of police contacts that resulted from distracted driving. This was the first year of this program for the Aurora Police Department (PD). During this grant period Aurora PD was able to forge strong partnerships with many schools, after school programs, youth advocacy groups, a college, businesses, media outlets, and U.S. Armed Forces.

Results

- Officers worked 1,309.5 hours of match time and 673.5 hours of grant-funded overtime in support of this program
- 2,196 summonses were issued, of which 1,532, or 69%, involved the driver being distracted
- 5,354 traffic crashes took place in the project area, of which 745, or 14%, involved distracted driving as one of the causation factors
- 18 distracted driving education programs were conducted by officers at schools, businesses, and community events, generating 447 signed pledges
- 2 of the high-visibility enforcement operations and educational presentations to high school students were aired by the local media

Decrease Distracted Driving Among College Students ~ Bacchus Network ~ 13-06-61-28

Program Description

The goal of the Bacchus project was to raise awareness of the dangers of distracted driving. Bacchus used a variety of methods to develop relationships, conduct research, and stage educational events. Another goal was to create materials which could be made available to educators.

Results

- Implemented high-visibility awareness events at 3 campuses including surveying high-visibility event participants about driving behavior
- Trained student leaders on active, empowered bystander behavior
- Provided a statewide meeting on distracted driving prevention for college and university professionals
- Developed a campus toolkit with sustainable distracted driving prevention materials
- Materials developed from this campaign are housed on the Colorado Coalition of Campus Alcohol and Drug Educators (CADE) website (cade.bacchusnetwork.org)

S405 Mini-Grants ~ Various Agencies ~ 13-06-61-29

Program Description

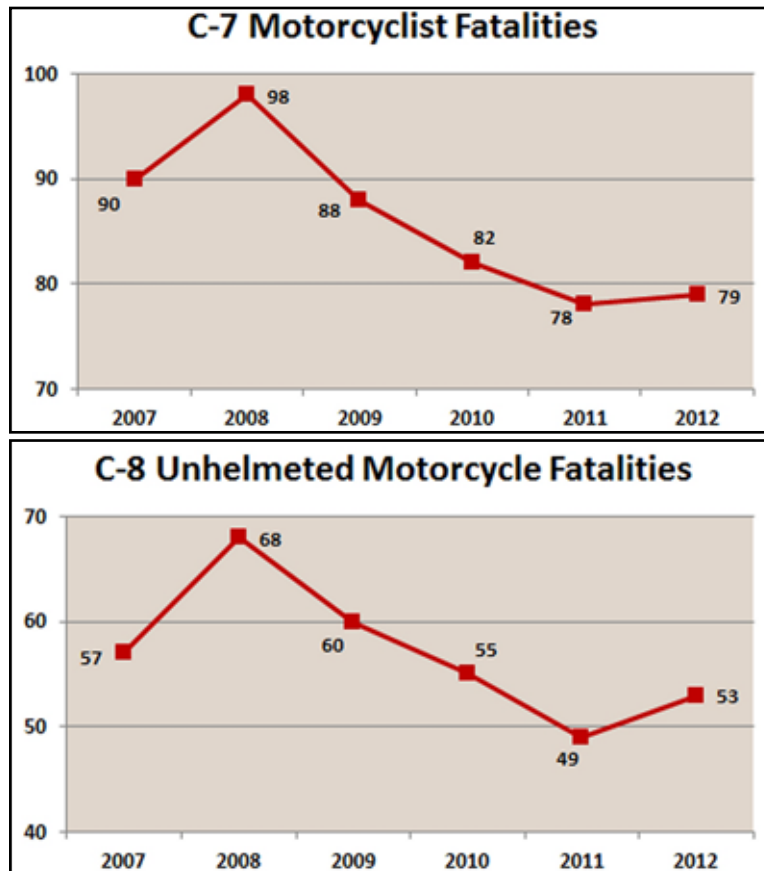
Various rural and urban organizations from high-risk counties identified in the CDOT Problem Identification Report received mini-grants to implement child passenger safety and occupant protection activities. These activities included purchasing and distributing child safety seats to low-income families, conducting check-up events, running fit stations by appointment, distributing safety materials, and conducting youth and adult safety classes.

Results

Examples of organizations funded and activities performed:

- Tri-County Family Care Center, Inc.
 - Provided 22 convertibles and booster seats to families, police departments, hospital and foster parents
 - Offered 4 car seat checks and performed 25 inspections on child restraints
 - 12 Occupant Protection Safety classes were offered with 44 people attending
- West Metro Fire Rescue
 - 31 low-cost seats were purchased with grant funds and distributed
 - St. Anthony Hospital provided and installed 11 low cost seats
 - Checked 289 seats from January-September 2013

Motorcycle Safety



Motorcyclist fatalities rose slightly from 78 in 2011 to 79 in 2012. Unhelmeted motorcyclist fatalities increased 8% from 49 to 53, and 67% of all motorcyclist fatalities were not wearing helmets. Projects in the Motorcycle Safety program support the Highway Safety Office's (HSO) goals to reduce motorcycle injury and fatal crashes. The Motorcycle Safety program supported projects that increased motorists' awareness of motorcycles; educated drivers on safely sharing the road with motorcycles; and encouraged motorcyclists to be trained, licensed, and educated about the use of proper riding gear and the dangers of impaired riding.

Efforts and activities to increase Motorcycle Safety included:

- Educating motorcyclists about the dangers of impaired riding
- Educating motorists to be more aware of motorcyclists
- Purchasing equipment to make training more accessible in remote areas of Colorado
- Continued efforts to build partnerships with community coalitions and motorcycle organizations in order to develop outreach programs that focus on motorcycle safety issues

Program Administration

The Motorcycle Safety program is administered by Program Manager Glenn Davis with assistance from HSO Project Manager Emiliano Barela. There were 3 projects in this program with a planned budget of \$150,000.



Mobile Training to the Underserved ~ ABATE ~ 13-07-71-02

Program Description

The goal of this project was to address the lack of available motorcycle safety training in underserved areas of the state. ABATE contacted 10 counties and made arrangements with 4 counties to research sites to set up training ranges.

Results

- Purchased a truck, a 5th wheel trailer, and 9 training motorcycles
- Had the truck and trailer wrapped
- Approved and contracted for 3 Motorcycle Safety Foundation ranges with Gunnison and Chaffee counties
- Set up classes for La Junta County for the spring of 2014
- Conducted 7 classes at the 3 new locations this year, resulting in 42 students graduating the Basic Rider Course

Jefferson County Motorcycle Rider Safety Education ~ Drive Smart Evergreen-Conifer ~ 13-07-71-03

Program Description

The goal of this project was to reduce alcohol related motorcycle crashes and fatalities in Jefferson County. Ride Smart implemented NHTSA's *Project Green-Yellow-Red, Free to Ride, Free to Choose, A Campaign to Reduce Impaired Motorcycle Riding*. This project was part of a coordinated statewide effort and is a partnership between the Jefferson County Sheriff's Office, the Colorado Department of Transportation, the Colorado State Patrol, and Ride Smart.

Since January 2011, the Jefferson County Sheriff's Office has responded to more than 50 serious injury or fatal motorcycle crashes. Of those, 14% were DUI-related, representing a 32% decrease since 2008.

Results

- Partnered with local drinking establishments to:
 - Store motorcycles overnight
 - Help operators find a safe ride home
- Coordinated with partners to increase signage, air public service announcements, present motorcycle education, and participate in community events

Operation Save A Life ~ ABATE ~ 13-07-71-04

Program Description

The goal of this project was to reduce crashes involving motorcyclists by educating the motoring public and increasing awareness of motorcyclists. ABATE has had success with presentations at booths, Military Safety Days, and bike nights, and has partnered with the Colorado Sport Bike Club as well as the Motorcycle Road Racing Association (Superstreet Bike).

Results

- Reached 2,700 students in rider education classes that included impaired riding and motorcycle awareness as a part of the class
- Conducted 4 Bystander Assistance classes to teach motorcyclists what to do when they come upon a motorcycle accident
- Included the “Share the Road” 10-minute video at various public events and at driving schools
- Distributed brochures and bumper stickers concerning motorist awareness, kids and motorcycling, and the dangers of impaired riding at rallies, civic events, rider education classes

Communications Program

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

In FY 2013, the OC provided a range of services to increase public awareness and support of major transportation safety issues and to influence driver behavior. The Office of Communications program activities are detailed on the following pages.

Summary of Strategic Communications Efforts

In FY 2013, the OC engaged in public relations, media relations and paid advertising media strategies to support 12 high-visibility DUI enforcement periods, as well as community-based safety programs. This year was the fifth summer-long public education campaign focused on increasing awareness of DUI crackdowns. CDOT expanded efforts to reach the target audience through paid advertising, continued partnerships with the Colorado Rockies and Denver Broncos, along with new partnerships with concert venues and beer festivals throughout the state. In addition to mainstream outreach, the OC continued outreach to Colorado's growing Hispanic population with culturally-relevant Spanish DUI materials.

With the passage of Amendment 64 legalizing recreational marijuana use in Colorado, the OC began research and strategy for a marijuana-impaired driving campaign that will launch in FY 2014.

The OC supported 3 *Click It or Ticket* enforcement periods and continued to build grassroots participation to increase seat belt use through support of the state's RETACS. Additionally, Spanish-language materials were developed and displayed in high-density Hispanic neighborhoods throughout the state to encourage seat belt use. The OC also supported the state's child passenger safety advocate programs with new educational materials, supplies and a mass mailing to law enforcement. To support teen driver safety, a distracted driving message was installed in high schools throughout Colorado's Front Range.

This year marked the sixth year of the *Live to Ride* motorcycle safety campaign, and included the development of an educational video, posters and online advertising focused on the importance of wearing proper gear. In addition, paid advertising supported a motorist awareness message, alerting motorists to look twice for motorcyclists on Colorado roads.

Program Administration

The Communications Program is administered by Amy Ford, Director of the Office of Communications, with assistance by staff members Emily Wilfong and Jeri Jo Johnson. Other assistance is provided by OC staff whose salaries are state-funded. This group, with assistance from their contractors, was responsible for 12 projects, totaling a planned budget of \$1.895 million.



High-Visibility DUI Enforcement PR/Evaluation ~ Amelie Company and CIG ~ 13-08-81-01

Program Description

The Office of Communications (OC) at CDOT worked with contractors Amelie Company and Communications Infrastructure Group (CIG) and partnered with law enforcement to execute 12 *The Heat Is On* high-visibility DUI enforcement periods in FY13. *The Heat Is On* campaign was featured on the Colorado.gov website.

During the summer, a new approach was taken to reach the target audience of males, age 21-34. CDOT developed a campaign around the theme of Drink & Don't Drive, which encouraged our target audience to drink responsibly by not driving impaired. CDOT reached the target audience in relevant ways by placing coasters, posters and interactive urinal communicators in bars and by providing stickers to late-night restaurants to place on food products. These tactics encouraged those who had been drinking to take an alternate mode of transportation home.

In addition, CDOT worked with the National Research Center to complete pre-and post-campaign attitudinal surveys of more than 700 Coloradans, which showed a 19% spike in campaign awareness after the impaired driving campaign concluded.

Results

- Media placements in outlets throughout Colorado included radio spots and outdoor advertising
- Sponsored the Denver Broncos, Colorado Rockies, and Denver-based concert venues, focusing on designated driver sign-ups
- Partnered with “Bus To Show” to provide safe transportation to concert venues
- Extended *The Heat Is On* campaign by developing a toolkit for Public Information Officers throughout the state
 - Provided website content and images that shared information on the 12 high-visibility enforcement periods
- Experienced a reduction in alcohol related fatalities during the campaign's target months of May through September

High-Visibility DUI Enforcement – Paid Media ~ Explore Communications ~ 13-08-81-02

Program Description

The CDOT Office of Communications and its partner Explore Communications used paid media to support 3 *The Heat Is On* high-visibility DUI enforcement periods. Major highlights include radio ads, billboards, bus tails and in-bar collateral such as coasters, posters and interactive urinal communicators. The placements ran during the highest alcohol related fatality months of May through September.

(Continued)

Results

- 2,198 radio spots in 5 markets in July and August, with 202 spots dedicated to Hispanic radio
- 75 bus tails in 3 markets in August
- 8 billboards in the Denver metro area, 2 dedicated to Hispanic messaging
- 172 bar placements in 4 markets of:
 - 344 posters
 - 65,000 coasters
 - 60 interactive urinal communicators

High-Visibility DUI Enforcement – Latino ~ Hispanidad ~ 13-08-81-03

Program Description

The CDOT Office of Communications worked with Hispanidad to target Spanish-language-preferred males age 21-34 residing across Colorado to support 12 high-visibility DUI enforcement periods. Grassroots messaging and collateral materials were designed to support 3 high-visibility enforcement periods over the summer and were distributed to more than 200 locations in high-density Hispanic neighborhoods and at police departments statewide. The sponsorship also included an on-air interview that promoted the importance of designating a sober driver.

Results

- Created a new logo to provide identity to the Hispanic-focused campaign
- Partnered with Explore Communications to place impaired driving and designated driver messages in local Hispanic community newspapers and on billboards in Hispanic-dense neighborhoods
- 2 pull-up banners with impaired driving prevention messages were developed and shared with the Colorado State Patrol to use at Hispanic-dominant events
- Partnered with a local Hispanic media outlet Entravision to sponsor the Fiestas Patrias event in September 2013
 - Attended by over 20,000 primarily Hispanic attendees
 - Distributed collateral materials featuring a strong Spanish impaired driving message

Motorcycle Safety ~ Amelie Company ~ 13-08-81-04

Program Description

The CDOT Office of Communications, along with contractor Amelie Company, reached both riders and motorists with safety messages in FY2013. The campaign launched in May 2013 to coincide with Motorcycle Safety Awareness Month and focused on increasing awareness of the importance of wearing proper gear. A video was created that featured a Colorado motorcyclist, a trauma surgeon and a make-up artist who worked together to depict the injuries a motorcyclist could sustain should they crash without gear. In September 2013, CDOT focused on increasing motorist awareness of motorcycles and developed a campaign that asked motorists to look for motorcycles on the road.

(Continued)

Results

- The video received 55,837 views on YouTube (the most-viewed video on the CDOT YouTube page) and garnered 12 media placements, totaling 4.7 million impressions
- Placed 17 print ads in trade publications
- Placed online ads as YouTube pre-roll and through contextual targeting, garnering more than 8.79 million impressions
- Developed posters comparing scenarios of crashing with or without gear
 - Placed in Welcome Centers throughout the state, and shared with motorcycle training facilities and dealers
- Placed 6 billboards throughout the Denver metro area promoting awareness of motorcycles

Click It or Ticket and Seat Belts – PR/Evaluation ~ CIG and NRC ~ 13-08-81-05

Program Description

The CDOT Office of Communications, along with contractor Amelie Company, developed a campaign to support increased seat belt enforcement that could be used for all 3 *Click It or Ticket* enforcement periods in FY2013 (*Rural*, *Statewide* and *Nighttime*). Through paid and earned media, the campaign targeted younger male pickup truck drivers, as they have a higher incidence of not wearing seat belts, resulting in unbuckled deaths in Colorado. The campaign was called Truck Love, and featured the unique relationship between a man and his truck.

Results

- For the *Rural* enforcement period in April:
 - 30-second radio spots were developed and print ads were placed
 - A press release, fact sheet and OpEd were developed and pitched to media, resulting in 6 online placements and 1 OpEd placement
- For the *Statewide* enforcement period in May:
 - 10- and 15-second traffic sponsorships were placed along with messaging on bus tails and gas stations statewide
 - There was a 49% spike in website traffic to SeatBeltsColorado.com during this timeframe compared to the same time last year
- During the *Nighttime* enforcement period:
 - 30-second radio spots were developed and a press release was distributed, resulting in 2 online placements
 - Branded koozies were sent to RETACs throughout the state to further our message

Click It or Ticket and Seat Belts – Paid Media ~ Explore Communications ~ 13-08-81-06

Program Description

The CDOT Office of Communications and contractor Explore Communications supported *Click It or Ticket - Truck Love* mobilizations via paid media in the form of radio spots, traffic radio sponsorships, print ads, bus tail signs and gas pumps and toppers. (Continued)

Results

- In April there were 513 30-second radio spots and 20 print ad insertions with a circulation totaling 107,737
- In May placements included 1,065 radio spots, 112 30-second Hispanic radio spots, 40 60-second Hispanic TV spots, 60 bus tails, and gas pump toppers, handles and window clings were placed in 75 gas stations
- July *Click It or Ticket* placements included 1,848 radio spots and gas pump toppers, handles and window clings in 75 gas stations

Hispanic Occupant Protection ~ Hispanidad ~ 13-08-81-07

Program Description

The CDOT Office of Communications and contractor Hispanidad launched a new Hispanic seat belt campaign for use during the *Rural* and *Statewide Click It or Ticket* (CIOT) enforcement periods and developed Hispanic child passenger safety grassroots messaging associated with a car seat check-up event. The OC partnered with Clinica Tepeyac and the Colorado Rockies to develop and distribute bilingual posters and postcards promoting child passenger safety awareness and a car seat check-up event. More than 50 families were reached and more than 75 children were properly restrained in an appropriate car seat or booster seat.

Results

- Developed Spanish posters and informational buck slips promoting seat belt use and distributed to more than 200 locations within Hispanic-dominant neighborhoods and at police departments statewide
- Created radio and television spots and aired on Hispanic stations, targeting a buckle up message
- Held an occupant protection event in September 2013 at the Mile High Flea Market
 - Conducted more than 300 seat belt surveys
 - Distributed collateral with seat belt messages
 - Colorado State Patrol completed “seat belt convincer” demonstrations

Teen Driving and Graduated Drivers License ~ Amelie Company ~ 13-08-81-08

Program Description

The CDOT Office of Communications and contractor Amelie Company developed a creative campaign that targeted teens with a distracted driving message. The campaign consisted of a series of text messages spanning the floor in a hallway of a high school. At the end of the series a message points out all the hazards (such as wildlife and children at play) that were missed as a student was reading the texts. In coordination with contractor Sports Image, the campaign was installed in 8 high schools along the Front Range and a further partnership will be pursued for FY2014 to support the message with a video contest.

(Continued)

Results

- Attended and presented at Colorado Teen Driving Alliance Meetings (CTDA)
- Worked with the CTDA on several initiatives including the development of a parent Graduated Drivers License (GDL) online course, taking parents step-by-step through Colorado's GDL laws
- Partnered with Drive Smart Colorado to develop 35 banners with teen driving safety messages, which were displayed in high schools throughout El Paso County

Child Passenger Safety ~ Amelie Company ~ 13-08-81-09

Program Description

The CDOT Office of Communications and contractor Amelie Company redesigned and updated multiple pieces of Child Passenger Safety (CPS) collateral, including the Colorado Law Flyer (English and Spanish), Bilingual Child Passenger Safety (BPS) brochure, Booster Seat brochure (English and Spanish), Law Enforcement Pocket Card, and Emergency Sticker.

Results

- Updated CPS collateral
- Coordinated the production of and printing of the new materials
- Included updated materials in the mailing of a roll call video for law enforcement in September 2013
- Issued a press release to support CPS Week in September 2013
- Developed a blog post for Mile High Mommas, a mommy blog serving the greater Denver area

Cone Zone ~ Explore Communications ~ 13-08-81-10

Program Description

The *Slow for the Cone Zone* message was focused on the summer construction period and National Work Zone Awareness Week using the children's theme: "If our workers looked like this, would you drive like that?" Materials this year included a public service announcement (PSA) with the *Slow for the Cone Zone* message, in addition to a "late merge" PSA, which explains to drivers the concept of allowing other motorists to merge late in construction zones, rather than heading them off, to maximize use of the open lanes and help reduce congestion in work zones.

Results

- With Fireside Productions, created the general cone zone safety PSA aimed at educating the public about the importance of slowing down in construction work zones
 - The video housed at CDOT's YouTube channel has received nearly 800 views, and was distributed to dozens of driving schools across Colorado for incorporation into their curriculum
- Distributed the "late merge" PSA proactively across the state
 - Included in a heavy media push
 - Housed on CDOT's YouTube channel where it received more than 6,500 views
 - Encouraged conversations on social media and in more traditional forms of media about what a late merge is, when it should be used, and the benefits of late merge

Distracted Driving ~ Amelie Company ~ 13-08-81-11

Results

Due to lack of funding, the Office of Communications was unable to develop activities supporting Distracted Driving. Instead, a Distracted Driving message was incorporated into CDOT's Teen Driving campaign.

Drugged Driving ~ Amelie Company, Explore Communications, CIG, NRC, Hispanidid ~ 13-08-81-13

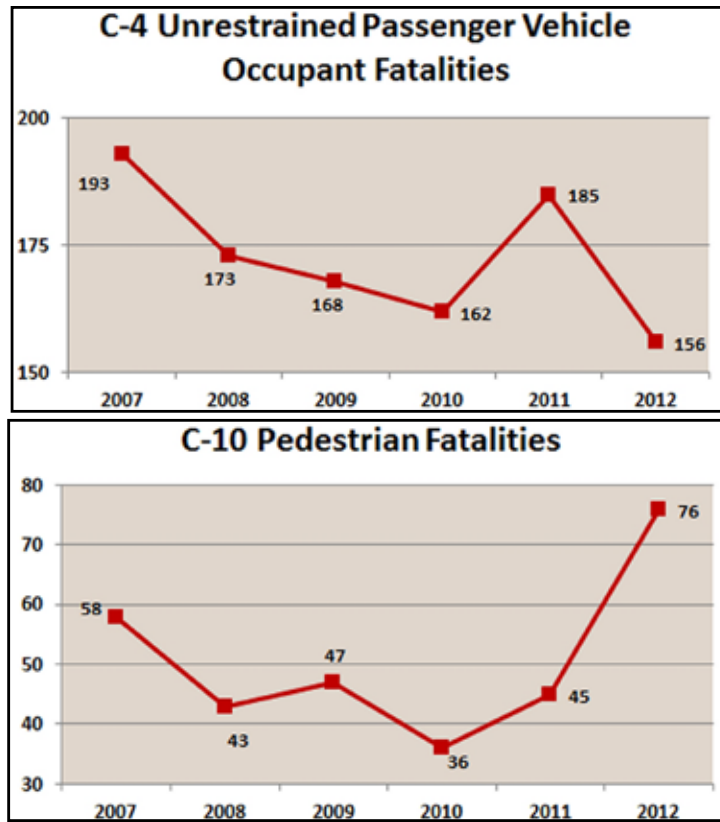
Program Description

With the passage of Amendment 64 legalizing recreational marijuana use in Colorado, the CDOT Office of Communications (OC) in partnership with contractors Explore Communications, CIG, Amelie Company, NRC and Hispanidad, looked to address the implications on impaired driving. During FY2013, the OC and contractors completed a statewide phone survey and an online survey. Focus groups were used to test knowledge of Colorado's impaired driving laws, determine marijuana use, and test messages for impaired driving advertising. Focus groups were completed in both the general consumer and Hispanic markets.

Results

- Scheduled meetings with other interested parties, including other state agencies, toxicologists and the marijuana industry, to determine who was addressing the legalization of marijuana and if there were opportunities to partner together
- Served on the Governor's work group related to marijuana and youth prevention and shared insights from our research
- Finalized drugged driving preparatory work in FY2013 by identifying relevant messaging to apply to a creative approach for FY2014

Safe Communities and Pedestrian and Bicycle Safety



Pedestrian fatalities continued to increase in 2012 to an all-time high of 76; this represents a 41% increase from 2011. The Highway Safety Office's Safe Communities and Bicycle and Pedestrian Safety program continues to support the goals of reducing serious injuries and fatalities in traffic crashes; increasing seat belt and child passenger restraint system use statewide; and increasing efforts to reduce pedestrian fatalities. A Safe Communities approach promotes injury prevention at the local level using a "bottom up" approach, involving local citizens to address key injury problems.

Efforts and activities included:

- Supporting Regional Emergency Trauma Advisory Councils (RETACs) encompassing all 64 counties within Colorado
- Providing education and awareness regarding child passenger safety, teen traffic safety, and adult seat belt usage
- Proactive enforcement of laws addressing pedestrian violations, including public awareness and education campaigns
- Conducting bicycle safety programs, including the importance of using helmets
- Conducting pedestrian safety educational programs at schools and other locations

Program Administration

Projects in the Safe Communities and Bicycle and Pedestrian Safety program are administered by Program Manager Carol Gould with assistance from HSO Project Managers: Leslie Chase, Ilana Erez, Gina Guerrero and Paul Peterson. There were 15 projects in the program with a planned budget of \$654,000.



Reducing Injury through Prevention, Education, Awareness and Traffic Safety (R.I.P.E.A.T.S.) ~ Rural Communities Resource Center ~ 13-09-91-01

Program Description

The goal of the R.I.P.E.A.T.S. program was to reduce injuries and fatalities among young drivers in Washington and Yuma Counties by providing education and information to increase the awareness of occupant protection, distracted driving, and child passenger safety. R.I.P.E.A.T.S. provided extensive outreach via health fairs, the use of educational materials, and has established a variety of coalitions among law enforcement, schools, and community organizations.

Results

- Sponsored observed seatbelt use surveys at 6 of 9 school districts covering 4,000 square miles
- Provided quarterly car seat check points and loan-a-seat car seat programs and fit stations with 3 certified CPS technicians at 2 sites, with 6 seats and 12 bike helmets given out
- Supported national seat belt awareness campaigns including *Click It or Ticket*, *The Heat is On*, and *Please Return on Monday* (PROM)
- 364 children at child care programs received pedestrian safety information, 424 students received information at health and safety fairs, with an additional 90 students reached at Prom activities
- Established baseline levels for tween occupant protection programs for grades 3 – 8 including a Buckle Up-Save a Friend Save Yourself curriculum

Occupant Protection Education and Training Mini-Grants ~ Various Agencies ~ 13-09-91-02

Program Description

This project offered mini-grants to community coalitions and other agencies to support traffic safety education efforts and enforcement campaigns. Funding provided support, training and materials addressing child passenger safety, motorcycle safety, occupant protection, and impaired driving prevention. Support was also offered for high-visibility enforcement campaigns including *Rural*, *May Mobilization and Nighttime Click it or Ticket*, *St. Patrick's Day*, *4th of July*, and *Labor Day Crackdown*. This project also funded 2 law enforcement recognition events to honor law enforcement agencies and individuals for their commitment and dedication to enforcing impaired driving and occupant protection laws.

Results

- \$30,836.25 in mini-grants and recognition events were awarded to coalitions and agencies that educate and enforce occupant protection, impaired driving, and motorcycle safety laws
- 2 Law Enforcement Recognition events were held, one in Denver and one in Grand Junction
- 11 agencies were recipients of mini-grants, including: Buena Vista Police Department, Englewood Police Department, University of Colorado Police Department, Aurora Medical Center, Emergency Nurses Association, Hilltop Community Resources, Montezuma County Occupant Protection Coalition, North Suburban Medical Center, SkyRidge Medical Center, SWCCOP, and Swedish Medical Center

Western Regional Occupant Safety Coalition ~ Western RETAC ~ 13-09-91-03

Program Description

The goal of this project was to provide education and outreach activities to increase use of seat belts and restraints. The Western Regional Occupant Safety Coalition represents the 6 counties of Delta, Gunnison, Hinsdale, Montrose, Ouray, and San Miguel. The 2 main projects were a Teen Seatbelt Challenge among 3 high schools and a seatbelt challenge between 2 businesses. The coalition members also distributed seatbelt information at local health fairs, distributed “tickets” to youth, and gave out incentives at local drive-in movie theaters.

The “tickets” the Coalition distributed to youth gave them permission to give a ticket to a driver for bad behavior such as no seatbelt use, speeding, or texting and driving. Coalition members also attended local drive-ins to give coupons to movie-goers who were wearing seatbelts when they drove in to pay.

Results

- In the Teen Seatbelt Challenge the winning school increased seatbelt usage by almost 25% after a 2-week campaign and a second school increased usage by 10%
- The Business Challenge had 2 businesses competing, and overall seatbelt use improved at least 20%
- At 2 different locations, the Coalition gave out 30 coupons
 - At the first location, 44 vehicles traveled in before 30 coupons were distributed
 - At the other, 46 vehicles were admitted before 30 coupons were distributed

Increasing Seat Belt Compliance ~ Northeast RETAC ~ 13-09-91-04

Program Description

The goal of this project was to increase seat belt usage rates in Weld, Logan, Morgan and Larimer Counties through education supporting seatbelt use campaigns and community partnerships. In FY2013, a strategic plan for the RETAC was created.

Results

- More than 3,000 children, teens and adults were reached through media and educational campaigns
- 7 Teaching Your Teen to Drive classes were held throughout NCRETAC
- Supported *Click It or Ticket - May Mobilization* and *Rural* campaigns with 10 news releases, a radio interview, and social media outlets with over 4,000 impressions
- Promoted occupant protection messages and programs through the Partnership with Healthy Youth coalition, Healthier Communities Coalition (youth serving agencies), Lifesavers networking, and Healthy Families newsletter (2,000 members)
- Sent 3 members of NCRETAC to Lifesavers Conference, representing law enforcement, EMS, and a community educator

Safe Communities/Safe Kids ~ SECRETAC ~ 13-09-91-05

Program Description

The Southeastern Colorado RETAC's Safe Communities/Safe Kids goal was to increase seat belt use in each of the 5 southern RETAC counties by implementing community awareness campaigns, expanding child passenger safety resources and partnering with local organizations.

Results

- Added 9 technicians and re-certified another 3, making technicians available in 4 of the 6 counties
- Expanded child passenger safety outreach to include additional public education programs about occupant protection, including partnering with the Colorado State Patrol, the community colleges, and school districts to provide buckle up reminders via signs posted in school parking lots
- La Junta Intermediate School reached hundreds of elementary age students with programs such as "Stop, Grab, and Click," a seat belt education program created by students that included PSA's, an essay contest, and a coloring contest for the younger kids
- Reached out to the tween age group about seat belt use through organizations such as Girl Scouts in Baca, Prowers, Bent and Otero's counties, and through school health fairs

Southern Colorado RETAC Occupant Protection ~ Southern RETAC ~ 13-09-91-06

Program Description

The goal of the Southern Colorado RETAC was to increase observed seat belt use for passenger vehicles in Custer, Fremont, Huerfano, Las Animas, and Pueblo counties. New activities included the creation of a web page for each county, accessed through www.drivesmartcolorado.com, highlighting county traffic safety activities. Each county also received a portable rollover simulator and each county has certified child passenger safety technicians who provided child safety seat clinics.

Results

- Custer County increased seat belt usage rates by 14%, Fremont County increased by 7.8%, Huerfano County increased by 8.8%, Las Animas County increased by 13.7% and Pueblo County decreased by 13.2%
- 26 events and activities geared toward students included the portable rollover simulator and BuckleBear presentations
- School parking lots were painted with Hang Up/Buckle Up stencils
- County-specific Buckle Up ads were placed in nearly all county newspapers several times during the year
- 60 community educational events were held including seat belt education at 9-News Health Fairs, gas-vouchers given out by area law enforcement for observed seat belt usage, and AARP Driver Safety Program classes held in each of the SECRETAC counties

Lifesavers Conference Support ~ Office of Transportation Safety ~ 13-09-91-07

Program Description

CDOT's Highway Safety Office assisted with planning and hosting the 2013 Lifesavers Conference, held April 14-16, 2013 at the Denver Convention Center. Expenses related to the hosting of the conference included contracting with a planner to assist with coordination of the event, scholarships for highway safety partners to attend the event, and purchasing conference bags and materials.

Results

- The 32nd Lifesavers Conference attracted nearly 1,700 U.S and international safety professionals
- More than 100 companies, organizations and government agencies exhibited the latest products, services and programs related to improving highway safety
- Information generated at the conference will be disseminated throughout the safety communities

RETAC Occupant Protection ~ Plains to Peaks RETAC ~ 13-09-91-08

Program Description

The goal of this project was to increase observed seat belt use for passenger vehicles in Teller, El Paso, Lincoln, Kit Carson, and Cheyenne counties encompassed by the RETAC. New activities included creation of a web page for each county, accessed through www.drivesmartcolorado.com, highlighting county traffic safety activities. Each county also received a portable rollover simulator and each had a certified child passenger safety technician (several counties previously had none) who provided child safety seat clinics.

Results

- Changes observed in seat belt usage include an 11% increase in Cheyenne County; El Paso County decreased use by 7.1%; Kit Carson County decreased use by 11%; Lincoln County increased use by 7.6%; and Teller County increased use by 30%
- County-specific Buckle Up ads were placed in most county newspapers several times during the year
- 38 events included the portable rollover simulator and Buckle Bear presentations, used to educate elementary students
- Approximately 60 community activities were held educating residents about the importance seat belts including "Saved by the Belt" Award Ceremonies, training Certified Car Fit Technicians, and participating in "National Night Out" events

Occupant Protection ~ Mile-High RETAC ~ 13-09-91-09

Program Description

The goal of this project was to increase seat belt usage in the 6 counties of Adams, Arapahoe, Broomfield, Denver, Douglas, and Elbert. Efforts focused on increasing participation in Occupant Protection Steering Committee meetings and increasing public awareness and education about occupant protection. Another program initiative was a focus on seat belt use by light truck drivers and passengers.

(Continued)

Results

- Held 23 public awareness events which provided educational materials to over 56,000 people including the Dragon Boat Festival, Thornton Days and Elizabeth County events with special focus on light pickup trucks
- Conducted High-Risk Behavior Surveys and distributed incentives with buckle up messages to participants
- Obtained observation data on seat belt usage, used to determine behavior outcomes
- Partnered with *Click It or Ticket* and other occupant protection programs
- Enhanced partnerships with pediatric targeted populations focusing on occupant protection device usage

Seat Belt Safety and Compliance ~ Central Mountains RETAC ~ 13-09-91-10

Program Description

The goal of this project was to increase seat belt use in the Central Mountains RETAC area. Seat belt use studies observed parents and school staff as well as students. Data collected in October 2012 served as a baseline for measuring improvement in usage rates and this project took place in the spring of 2013. Observational studies took place 3 times – at the start of the Challenge, mid-way, and in the final week of the Challenge. This was the second year of conducting the Teen Seat Belt Challenge.

Results

- More than 5,000 students from Buena Vista; Eagle Valley; Lake County; Salida; South Park, and Summit high schools participated in the Teen Seat Belt Challenge
- All 6 schools improved rates of seat belt usage and the CMRETAC region increased seat belt usage by 14.5%
- Summit High School held the highest post-challenge buckle up rate at 96.9%; the most improved and winning school was Buena Vista with a rate increase of 32.8% increasing from 48.0% to 80.8% in seat belt use compliance
- Improvements by high school include: Buena Vista, 32.8%; Eagle Valley, 4.9%; Lake County, 19.7%; Salida, 26.2%; South Park, 28.4%; and Summit, 3.8%

Drive Smart Coalition ~ Foothills RETAC ~ 13-09-91-11

Program Description

The goal of this project was to reduce the number of motor vehicle related injuries and fatalities in the Foothills RETAC Region. Safety messages were delivered at area high schools, hospitals and at various community events.

(Continued)

Results

- Introduced 7 Graduated Drivers License/Teen Motor Vehicle activities at 6 new high schools within the region and continued to work with the 5 current high schools
- Delivered 34 transportation safety educational presentations and booths to each county at events at community schools, hospitals, care centers, first response agencies, and community members
- Seat belt checks in October 2012 averaged 78% usage rate and finished in September 2013 with an average seat belt usage rate of 81%

Increasing Seat Belt Compliance ~ San Luis Valley RETAC ~ 13-09-91-12

Program Description

The goal of this project was to increase seat belt usage rate among drivers and passengers in motor vehicles in the counties of Alamosa, Conejos, Costilla, Mineral, Rio Grande and Saguache. CDOT-approved informational materials were distributed in the 6 counties and area newspapers ran CDOT press releases.

Results

- Coalition members participated in the April *Rural Click-It or Ticket* campaign and the September *Child Passenger Safety Week*
- The RETAC coordinator held 29 educational table booths reaching more than 1,350 individuals age 5-80+
- 22 classroom occupant protection safety presentations were held in schools for youth age 5-19
- 2 Costilla county schools participated in a school seat belt challenge
- The RETAC coordinator assisted Colorado State Patrol in 4 child passenger safety seat events, and 88 seats were inspected
- 100 vehicles were observed for seat belt usage in 3 locations, with compliance rates improving at County Roads, 76% to 85%; and State Highways, 77% to 87%

Skills on Wheels and Stop-Look-Listen Programs ~ Denver Osteopathic Foundation ~ 13-10-95-01

Program Description

This project delivered the interactive classroom programs, Skills on Wheels and Stop-Look-Listen, which focused on getting to school safely. Students in second through fifth grade and in Early Childhood Education participated in age-appropriate activities. Programs are continually updated based on teachers' advice about curriculum and performance.

Topics included steps in crossing the street, walking and biking to school safely, learning the rules of the road, and the importance of wearing bike safety gear such as helmets.

Results

- Students in grades 3-5 received instruction on riding on the right side, walking the bike at intersections, use of hand signals, and using predictable riding behavior
- 3,884 students participated in the pedestrian safety program
- 1,198 students participated in the bicycle skills program
- 95% of teachers surveyed rated the program as excellent
- New curriculum was developed for 2nd graders and a safety video and DVD aimed at grades 3-5 was made available to PE teachers

ThinkFirst ~ Vail Valley Medical Center ~ 13-10-95-02

Program Description

The goal of ThinkFirst was to present an educational program focusing on the prevention of brain and spinal cord injuries. For FY2013, the objective was to develop an in-patient car seat educational program and to increase educational programs to reach 25% of patients in the Women's and Children's Center at Vail Valley Medical Center. In FY2012, only 2% of patients received the program. Increasing in-room visits to the Medical Center to twice a week allowed all family members to discuss and identify their needs.

Results

- 141 families received the ThinkFirst educational program
- Of 435 births at Vail Valley Medical Center, 32% received child passenger safety education, surpassing the program's goal
- Classes were conducted for Head Start families in order to educate and distribute booster seats
- 150 parents attended presentations and 28 booster seats were distributed during a new program that was developed in partnership with the school district
- 13,000 residents received ThinkFirst community education

Pedestrian Education and Safety ~ Aurora Police Department ~ 13-10-95-03

Program Description

The goals of this program were to educate both pedestrians and motorists about the dangers of crossing roadways in inappropriate areas and ways, and the dangers of not yielding the right of way to pedestrians in order to reduce the number of auto-pedestrian related accidents within the city. Incentive cards with a value of five dollars were presented to pedestrians who followed safety rules, even when others did not. In order to promote proper pedestrian behaviors, Aurora police officers contacted pedestrians who violated the rules. In addition, a YouTube video was created documenting one of the operations and describing the campaign.

Results

- Officers worked nearly 500 match hours and 888 hours of grant-funded overtime
- 888 pedestrians were contacted resulting in the issuing of 166 summonses for various pedestrian violations, and 47 incentive cards were issued to pedestrians who did everything right to stay safe
- 334 motorists were contacted, resulting in issuing 306 summonses for right of way violations
- During this grant period there were a total of 5,354 accidents
 - 230, or 4%, were pedestrian-related
 - 190, or 3%, resulted in some type of injury, including 1 fatality

Grant Funding Overview

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

For FY2013 all projects were funded through SAFETEA-LU which authorized funding for the following grant programs:

Section 402 - State and Community Highway Safety Programs

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

Section 405 – Occupant Protection Incentive Grants

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

Section 408 – State Traffic Safety Information System Improvements Grants

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

(Continued)

Grant Funding Overview

Section 410 - Alcohol Impaired Driving Countermeasures

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

Section 2010 – Motorcyclist Safety Grants

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

Grant Funding Overview

TASK NUMBER	FUNDING SOURCE/ PROGRAM AREA	AGENCY	PROGRAM NAME	FUNDED AMOUNT	EXPENDED AMOUNT
01 - Impaired Driving					
13-01-11-01	410/K8	LEAD Impairment Training	DRE/SFST Enforcement Training	\$ 60,000.00	\$ 59,977.26
13-01-11-02	410/K8	Colorado State Patrol	Interagency Task Force on Drunk Driving Support	\$ 30,000.00	\$ 23,827.34
13-01-11-03	410/K8	Colorado Judicial Branch	Support for DUI Courts	\$ 200,000.00	\$ 132,107.98
13-01-11-04	402/AL	Colorado District Attorney's Council	Traffic Safety Resource Prosecutor	\$ 160,000.00	\$ 130,835.18
13-01-11-05	410/K8	Various Agencies	Checkpoint Colorado	\$ 270,000.00	\$ 58,486.16
13-01-11-06	410/K8	Mothers Against Drunk Driving	Colorado Underage Drinking Prevention Programs	\$ 69,000.00	\$ 29,560.67
13-01-11-07	410/K8	Grand Futures Prevention Coalition	DUI Reduction and Prevention	\$ 50,000.00	\$ 49,666.92
13-01-11-08	410/K8	Office of Transportation Safety	DRE/Impaired Driving Tech Transfer	\$ 25,000.00	\$ 7,364.00
13-01-11-09	410/K8	Colorado State Patrol	Impaired Driving Enforcement	\$ 400,000.00	\$ 370,096.40
13-01-11-10	402/AL and 410/K8	City of Denver	Denver County Sobriety Court	\$ 300,000.00	\$ 286,448.23
13-01-11-13	402/PT	Office of Transportation Safety D45	Law Enforcement Coordinator	\$ 65,000.00	\$ 55,000.00
13-01-11-15	410/K8	Crossroads' Turning Point	Smart Roads	\$ 57,000.00	\$ 53,179.06
13-01-11-16	410/K8	Auraria Police Department	Impaired Driving Prevention Program	\$ 18,000.00	\$ 18,000.00
13-01-11-18	410/K8	Aurora Police Department	FY13 DUI Funding - Aurora PD	\$ 180,000.00	\$ 180,000.00
13-01-11-19	410/K8	Denver Police Department	Denver DUI Enforcement	\$ 250,000.00	\$ 249,184.02
13-01-11-20	410/K8	Various Agencies	Checkpoint Equipment	\$ 25,000.00	\$ 15,876.58
13-01-11-21	410/K8	Office of Transportation Safety	DRE Training	\$ 68,000.00	\$ 55,540.80
02 - Speed Enforcement and Control					
13-02-21-01	402/SE	Denver Police Department	Focused Speed Enforcement	\$ 75,000.00	\$ 74,233.72
13-02-21-02	402/SE	Aurora Police Department	Aurora Highway Safety Campaign	\$ 60,000.00	\$ 59,988.78
13-02-21-03	402/SE	Colorado State Patrol	LIDAR	\$ 75,000.00	\$ 75,000.00
13-02-21-04	402/SE	Various Agencies	Speed Mini-Grants Program	\$ 25,000.00	\$ 24,323.38
13-02-21-05	402/SE	Pueblo Police Department	A Step Toward Reducing Fatalities	\$ 15,000.00	\$ 14,216.41
13-02-21-06	402/SE	Thornton Police Department	Thornton Speed Enforcement	\$ 30,000.00	\$ 29,820.72

Grant Funding Overview

TASK NUMBER	FUNDING SOURCE/ PROGRAM AREA	AGENCY	PROGRAM NAME	FUNDED AMOUNT	EXPENDED AMOUNT
04 - Traffic Records					
13-04-41-01	402/TR	Colorado Department of Public Health and Environment	Problem Identification Report	\$ 92,557.00	\$ 77,535.79
13-04-41-03	408/K9	Colorado Department of Public Health and Environment	Enhancing EMS and Trauma Registry Data	\$ 96,284.00	\$ 94,781.42
13-04-41-04	408/K9	CDOT Traffic Engineering Branch	Traffic Records Technology Transfer	\$ 5,000.00	\$ -
13-04-41-05	408/K9	Colorado Department of Transportation	CDOT EARS Phase 5	\$ 48,250.00	\$ 48,250.00
13-04-41-06	408/K9	Colorado Department of Transportation	CDOT EARS Maintenance	\$ 15,000.00	\$ 14,875.00
13-04-41-07	408/K9	Colorado Department of Transportation	TRAPE Expansion	\$ 51,000.00	\$ 50,750.00
13-04-41-08	408/K9	Arapahoe County	Arapahoe County E-Citation	\$ 89,660.00	\$ 75,532.00
13-04-41-09	408/K9	Aurora Police Department	Aurora Police Department Scanner	\$ 75,000.00	\$ 62,753.38
13-04-41-10	408/K9	Greenwood Village Police Department	Greenwood Village E-Citation	\$ 117,071.00	\$ 114,571.00
13-04-41-11	408/K9	Lafayette Police Department	Lafayette E-Citation	\$ 20,100.00	\$ 20,100.00
13-04-41-12	408/K9	Longmont Police Department	Longmont E-Citation	\$ 40,123.00	\$ 40,123.00
06 - Occupant Protection, Distracted Driving and Teen Driving					
13-06-61-01	402/OP	Southern Ute Community Action Programs	Southwest Colorado Child and Adolescent Safety	\$ 65,000.00	\$ 63,634.43
13-06-61-02	2011/K3	Colorado State Patrol	Child Passenger Safety Team Colorado	\$ 200,000.00	\$ 194,825.79
13-06-61-03	402/OP	Mesa County Health Department	Motor Vehicle Injury Prevention	\$ 28,000.00	\$ 28,000.00
13-06-61-04	402/OP	Various Agencies	Traffic Safety Initiatives Mini-Grants	\$ 50,000.00	\$ 32,112.24
13-06-61-05	402/OP	BurksComm	African American Occupant Protection Program	\$ 65,000.00	\$ 64,844.62
13-06-61-06	402/OP	Denver Osteopathic Foundation	Buckle up for Love/Save A Friend Save Yourself	\$ 40,000.00	\$ 39,938.72
13-06-61-07	402/OP	Colorado State University	Distracted Driving and Annual Seat Belt Surveys	\$ 200,000.00	\$ 180,420.83
13-06-61-09	405/K2	Crossroads' Turning Point	Latino Community Seat Belt Safety Program	\$ 54,000.00	\$ 52,764.60
13-06-61-10	402/OP	Drive Smart Colorado	Teen Motor Vehicle and Distracted Driving	\$ 42,000.00	\$ 41,994.49
13-06-61-11	405/K2	Colorado State Patrol	Click It or Ticket	\$ 400,000.00	\$ 359,113.27
13-06-61-12	402/OP	Various Agencies	Click It or Ticket Local Law Enforcement	\$ 300,000.00	\$ 316,626.88
13-06-61-13	402/OP	University of Colorado Hospital	Aurora P.A.R.T.Y.	\$ 19,000.00	\$ 19,000.00
13-06-61-14	402/OP	Various Agencies	Occupant Protection Mini-Grants	\$ 80,000.00	\$ 71,011.57
13-06-61-15	402/OP	Drive Smart Evergreen-Conifer	Foothills School-Based Teen Driver Safety	\$ 48,000.00	\$ 44,230.20
13-06-61-16	2011/K3	Poudre Valley Hospital	Safe Kids Larimer County Child Passenger Safety	\$ 58,750.00	\$ 55,985.49
13-06-61-18	402/OP	Jefferson County Public Health Department	Reducing Restraint Use Disparity	\$ 50,000.00	\$ 42,900.50
13-06-61-19	2011/K3	Aurora Police Department	Aurora Child Passenger Safety Campaign	\$ 42,750.00	\$ 42,748.69
13-06-61-20	2011/K3	Drive Smart Evergreen-Conifer	Child Passenger Safety Program Expansion	\$ 56,750.00	\$ 55,409.66

Grant Funding Overview

TASK NUMBER	FUNDING SOURCE/ PROGRAM AREA	AGENCY	PROGRAM NAME	FUNDED AMOUNT	EXPENDED AMOUNT
06 - Occupant Protection, Distracted Driving and Teen Driving (Continued)					
13-06-61-21	402/OP	Mile-High RETAC	Teen Traffic Campaign	\$ 52,000.00	\$ 51,999.76
13-06-61-22	402/OP	Crossroads' Turning Point	Teen MV Safety Project	\$ 42,000.00	\$ 38,485.05
13-06-61-23	402/OP	The Children's Hospital Association	The Children's Hospital Child Passenger Safety Project	\$ 53,000.00	\$ 23,871.63
13-06-61-24	402/OP	Ute Mtn Ute Tribe	Child Passenger Safety Program	\$ 30,000.00	\$ 29,730.60
13-06-61-25	402/OP	Just Say Know, Inc	Seat Belts 101	\$ 40,000.00	\$ 40,000.00
13-06-61-26	405/K2	City of Woodland Park	Lead the Click	\$ 28,000.00	\$ 10,702.39
13-06-61-27	402/OP	Aurora Police Department	Distracted Driver Campaign	\$ 38,000.00	\$ 37,991.63
13-06-61-28	402/OP	Bacchus Network	Decrease Distracted Driving Among College Students	\$ 60,000.00	\$ 38,321.97
13-06-21-29	405/K2	Various Agencies	S405 Mini-Grants	\$ 24,073.00	\$ 15,193.93
07 - Motorcycle Safety					
13-07-71-02	402/MC	ABATE	Mobile Training to the Underserved	\$ 75,000.00	\$ 75,000.00
13-07-71-03	402/MC	Drive Smart Evergreen-Conifer	Jefferson County Motorcycle Rider Safety Education	\$ 40,000.00	\$ 29,424.06
13-07-71-04	402/MC	ABATE	Operation Save a Life	\$ 35,000.00	\$ 35,000.00
08 - Communications Program					
13-08-81-01	410/K8PM	Amelie Company and CIG	High-Visibility DUI Enforcement PR/Evaluation	\$ 275,000.00	\$ 266,932.95
13-08-81-02	410/K8PM	Explore Communications	High-Visibility DUI Enforcement - Paid Media	\$ 300,000.00	\$ 292,054.03
13-08-81-03	410/K8PM	Hispanidad	High-Visibility DUI Enforcement - Latino	\$ 75,000.00	\$ 71,975.09
13-08-81-04	2010/K6	Amelie Company	Motorcycle Safety	\$ 135,256.47	\$ 133,005.19
13-08-81-05	402/PM	CIG & NRC	Click It or Ticket and Seat Belts - PR/Evaluation	\$ 150,000.00	\$ 100,307.85
13-08-81-06	402/PM	Explore Communications	Click It or Ticket and Seat Belts - Paid Media	\$ 250,000.00	\$ 196,528.77
13-08-81-07	402/PM	Hispanidad	Hispanic Occupant Protection	\$ 150,000.00	\$ 53,905.90
13-08-81-08	402/PM	Amelie Company	Teen Driving and GDL	\$ 75,000.00	\$ 53,905.00
13-08-81-09	402/PM	Amelie Company	Child Passenger Safety	\$ 75,000.00	\$ 42,384.70
13-08-81-10	402/PM	Expore	Cone Zone	\$ 75,000.00	\$ 5,471.59
13-08-81-11	402/PM	Amelie Company	Distracted Driving	\$ 50,000.00	\$ 5,863.84
13-08-81-13	402/PM	Amelie Company, Explore Communications, CIG, NRC, Hispanidad	Drugged Driving	\$ 80,000.00	\$ 72,837.28

Grant Funding Overview

TASK NUMBER	FUNDING SOURCE/ PROGRAM AREA	AGENCY	PROGRAM NAME	FUNDED AMOUNT	EXPENDED AMOUNT
09 - Safe Communities					
13-09-91-01	402/SA	Rural Communities Resource Center	Reducing Injury through Prevention, Education, Awareness and Traffic Safety	\$ 40,000.00	\$ 20,306.32
13-09-91-02	402/SA	Various Agencies	Occupant Protection Education and Training Mini-Grants	\$ 30,000.00	\$ 30,836.25
13-09-91-03	402/SA	Western RETAC	Western Regional Occupant Safety Coalition	\$ 50,000.00	\$ 50,000.00
13-09-91-04	402/SA	Northeast RETAC	Increasing Seat Belt Compliance	\$ 53,000.00	\$ 33,060.82
13-09-91-05	402/SA	SERETAC	Safe Communities/Safe Kids	\$ 35,000.00	\$ 34,997.37
13-09-91-06	402/SA	Southern RETAC	Southern Colorado RETAC Occupant Protection	\$ 53,000.00	\$ 52,982.07
13-09-91-07	402/SA	Office of Transportation Safety	Lifesavers Conference Support	\$ 25,000.00	\$ 17,328.00
13-09-91-08	402/SA	Plains to Peaks RETAC	RETAC Occupant Protection	\$ 53,000.00	\$ 51,655.60
13-09-91-09	402/SA	Mile-High RETAC	Occupant Protection	\$ 50,000.00	\$ 49,998.26
13-09-91-10	402/SA	Central Mountains RETAC	Seat Belt Safety and Compliance	\$ 50,000.00	\$ 50,000.00
13-09-91-11	402/SA	Foothills RETAC	Drive Smart Coalition	\$ 35,000.00	\$ 32,619.27
13-09-91-12	402/SA	San Luis Valley RETAC	Increasing Seat Belt Compliance	\$ 50,000.00	\$ 45,601.15
10 - Pedestrian and Bicycle Safety					
13-10-95-01	402/PS	Denver Osteopathic Foundation	Skills on Wheels and STOP-LOOK-LISTEN Program	\$ 40,000.00	\$ 39,996.65
13-10-95-02	402/PS	Vail Valley Medical Center	ThinkFirst	\$ 40,000.00	\$ 36,594.49
13-10-95-03	402/PS	Aurora Police Department	Pedestrian Education and Safety	\$ 50,000.00	\$ 49,992.39

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Promote and Apply Safe and Consistent Driving Behaviors



Colorado Department of Transportation

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